



CONSTRUCT
DIGITAL

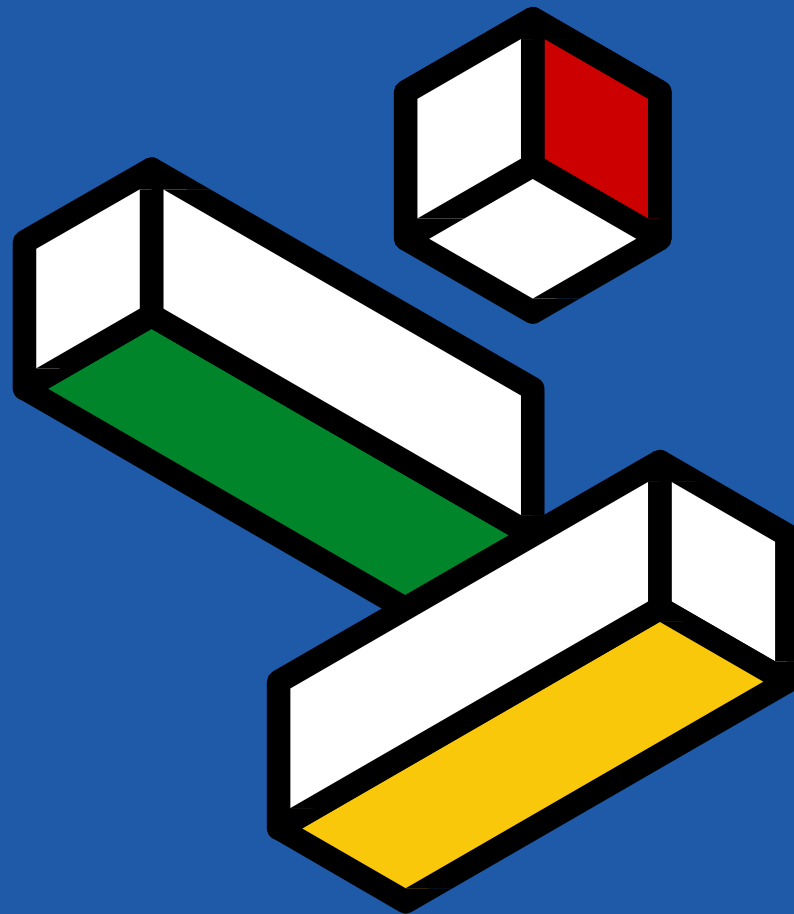
X



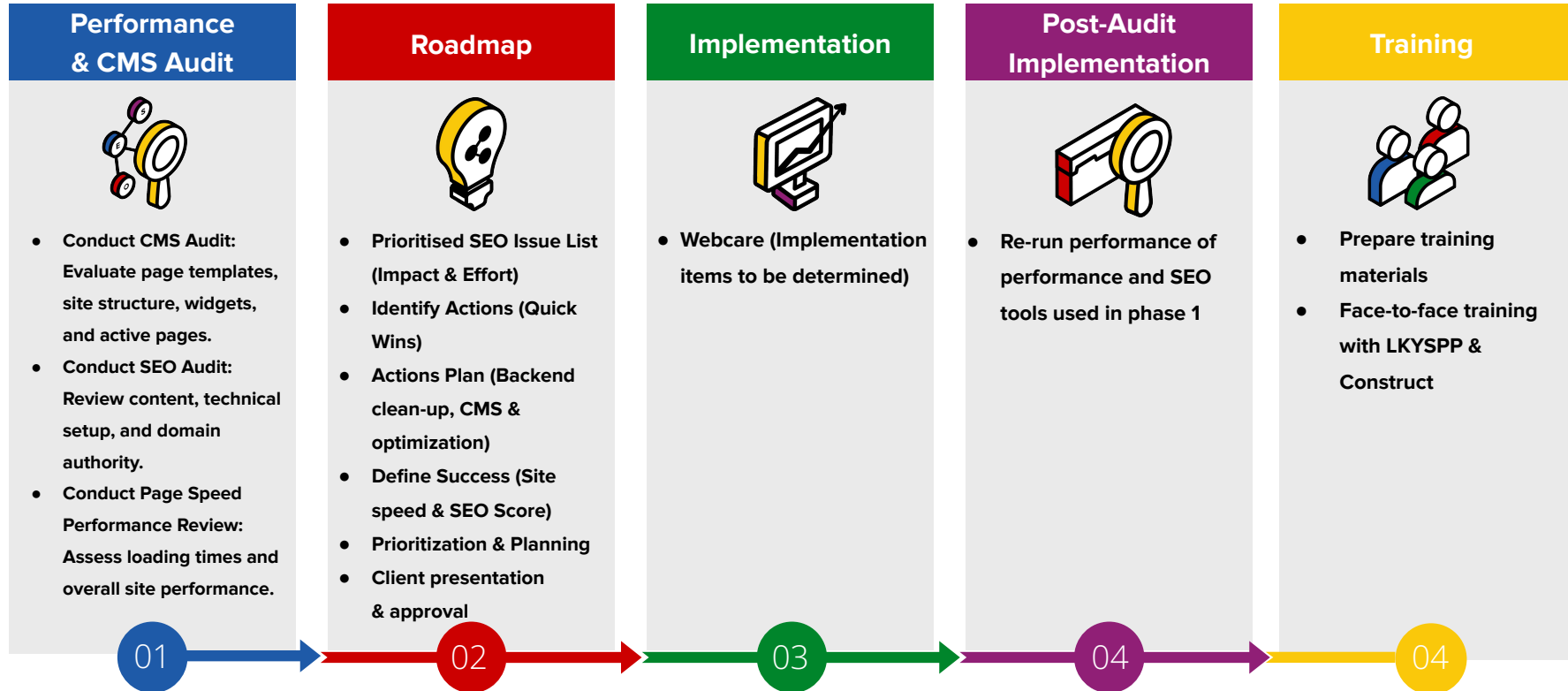
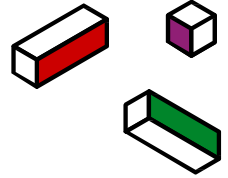
Lee Kuan Yew
School of Public Policy

LKYSPP SEO Audit

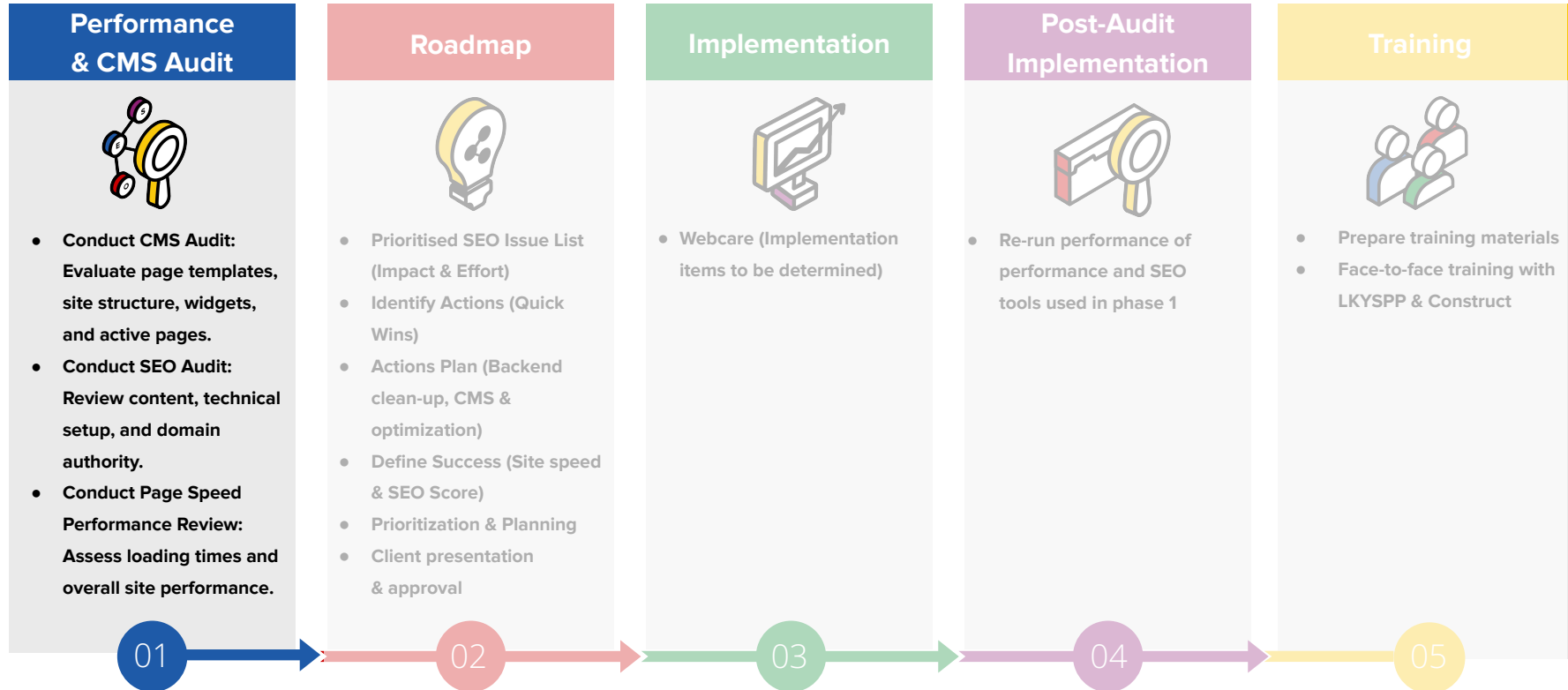
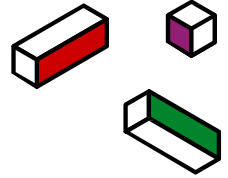
August 2025



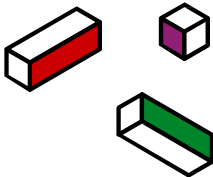
Website refactoring project



Website refactoring project



SEO Audit Overview



Purpose of audit:

- To assess the SEO health and performance of the LKYSPP, track any issues and identify opportunities to refine strategies and set priorities for sustaining and enhancing SEO performance.

Period of audit: Latest 12 months, from Aug 2024 – July 2025

Tools used: SEMRush, Ahrefs, Majestic, Siteliner, Google Search Console, Google PageSpeed Insights, Google Rich Results, and Google Analytics

Areas of SEO audit:

On-page		Off-page
TECHNICAL SEO Includes all elements affecting development level tasks	CONTENT SEO Includes all concepts related to content on webpage	DOMAIN AUTHORITY Off-page activities that boost website's domain authority and search engine visibility

Classification of audit findings priority level:



Low



Medium



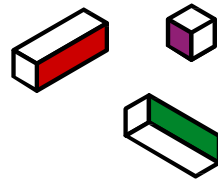
High



Critical



Index



1

Path to Digital Visibility

4

Technical Gaps that Limiting Growth

2

Where LKYSPP Stands Today?

5

Strengthening Domain Authority

3

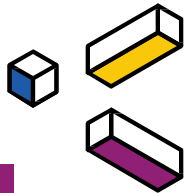
Content Visibility Gaps & Insights

6

Steps to Improve your SEO



Path to Digital Visibility



General Overview

- LKYSPP has strong brand authority in Asia, but low page crawling efficiency, slow site speed, and limited reach hold back stability and long-term global traffic growth.

We will focus on three priorities to lift LKYSPP's visibility, which are aligning on page signals, resolving crawl, indexing, and speed issues, and improving link quality through cleanup and targeted acquisition.

Content SEO

- LKYSPP offers strong, high-quality content but inconsistent and frequently duplicated metadata limits discoverability, making it difficult for users and search engines to surface key pages effectively.
- We'll remove on-page friction for LKYSPP by fixing metadata and internal links and enforcing clear anchor-text usage, improving discoverability of existing content.

Technical SEO

- LKYSPP website suffers from critical crawling and indexing issues and broken sitemaps that waste Google's crawl budget. This prevents search engines from efficiently discovering and ranking pages, which this weakening LKYSPP visibility.
- Resolving critical errors in crawlability and site configuration, alongside improving speed and media efficiency, will restore stability, enhance mobile usability, and create a solid foundation for stronger global search visibility.

Domain Authority

- LKYSPP has strong domain authority but weak page-level authority and an unhealthy backlink profile. Toxic links dilute trust and threaten visibility, while key pages average only UR 29, showing untapped potential.
- Disavow toxic backlinks, strengthen link quality, and build page-level authority through deeper content and targeted link-building to secure sustainable visibility.





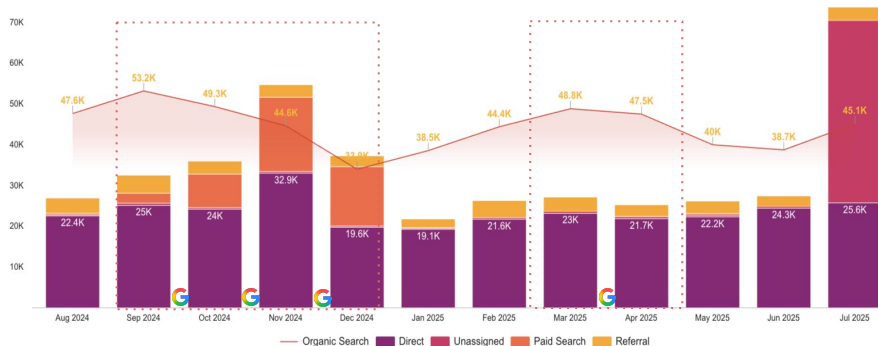
Where LKYSPP Stands Today?

1. Organic Traffic Acquisition Insights
2. Competitive Benchmarking
3. Organic Traffic: User Engagement
4. Site Health

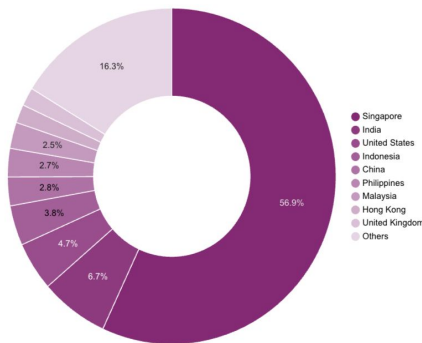
Organic Traffic Acquisition Insights

H

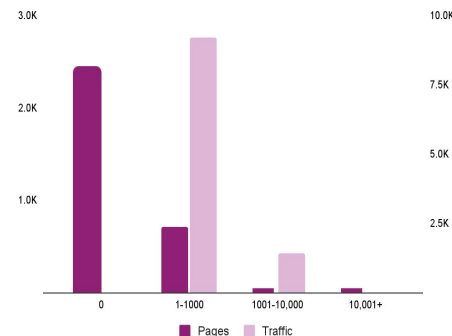
Organic vs Other Channel Traffic Acquisition



Country Domination



Page Distribution with Traffic



OBSERVATIONS & ANALYSIS

Observations

- Seasonal traffic decline in Nov–Dec 2024, rebound by mid-2025.
- Traffic heavily concentrated in Singapore & Asia.
- Most pages drive low organic sessions → limited search visibility.











Recommendations

- Revive underperforming pages.
- Run an SEO Hygiene exercise (Content & Technical).
- Target high-intent global queries to broaden reach.
- Reduce seasonal sensitivity to drive sustainable growth.

Competitive Benchmarking



Metrics/University (QS Top University in Public Policy)

	 Lee Kuan Yew School of Public Policy	 HARVARD Kennedy School	 BLAVATNIK SCHOOL OF GOVERNMENT UNIVERSITY OF OXFORD	 Stanford University	 UNIVERSITY OF CAMBRIDGE	 YONSEI UNIVERSITY	 LSE	 서울대학교 SEOUL NATIONAL UNIVERSITY	 Berkeley Public Policy The Goldman School	 中國人民大學 RENMIN UNIVERSITY OF CHINA
DOMAIN AUTHORITY	86/29	93/13	91/4.1	92/8	91/0.1	77/0	88/22	81/12	91/23	83/3.5
NUMBER OF PAGE	14,342	16,731	4,051	123	2,480	245	74,406	19	1,453	15
ORGANIC TRAFFIC	3,593	132,757	14,819	850	466	419	570,911	27	3,627	1
NUMBER OF KEYWORD	10,654	175,929	15,166	942	2,572	581	653,695	67	10,963	12
REFERRING DOMAIN	3,100	29,200	5,800	346	1,400	93	6,900	139	3,500	30
MSQ (SEARCH VOLUME)	Lee kuan yew school of public policy (400)	Harvard Kennedy School (250)	Blavatnik Index of Public Administration (60)	Stanford mpp (60)	Cambridge public policy (10)	Political science (50)	LSE social policy (200)	Seoul national university ranking (40)	UC Berkeley public policy (10)	Renmin university of china (20)
PAGE SPEED	14	41	59	72	61	35	36	59	40	60

OBSERVATIONS & ANALYSIS

Observations

- LKYSPP has strong authority in Asia, low traffic efficiency.
- Harvard & LSE dominate with keyword depth, Stanford from technical optimization.
- LKYSPP is the lowest page speed among top QS public policy universities.

Recommendations

- Enhance crawl efficiency by fixing errors and reducing redirects.
- Page speed audit & Improve page speed performance through asset compression and script optimization.
- Expand keyword coverage with research-driven, high-intent content.

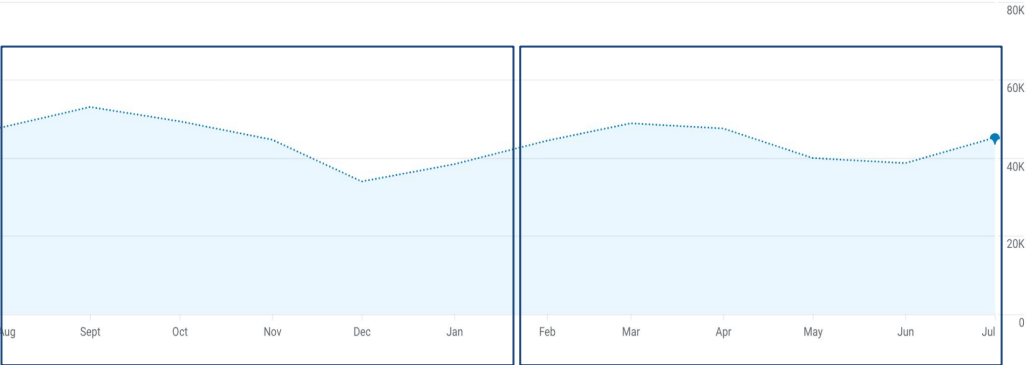
Organic Traffic: User Engagement



Engagement Rate & Time

1 Aug'24 - 31 Jan'25
Avg Engagement Time: 1m 09s

1 Feb'25 - 31 July'25
Avg Engagement Time: 1m 00s



Period	Channel	Engagement rate	Engaged Sessions
1 Aug'24 - 31 Jan'25	Organic Search	67.24%	178,119
1 Feb'25 - 31 July'25	Organic Search	64.42% ▼	170,943 ▼

OBSERVATIONS & ANALYSIS

Observations

- Engagement rate dropped from 67% → 64%, Engaged sessions declined by ~7K, drop aligns with academic seasonality.

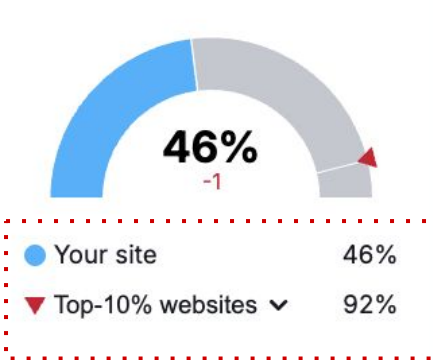
Recommendations

- Content freshness needed to sustain interest.
- Add interactive pages & thought-leadership content.
- Optimize user journeys to deepen engagement.
- Reduce reliance on seasonal cycles for stability.

Site Health



Site Health



General	Current Audit
Pages crawled	5,981
Site Health	46
Total issues	105,874
Total errors	9,315
Total warnings	11,260
Total notices	85,299

OBSERVATIONS & ANALYSIS

Observations

- Site health score at 46%, far below benchmarks.
- Significant structural inefficiencies shows urgent to clean-up.
- Stabilizing site health is essential before scaling content or expanding globally. Notices still offer optimization opportunities.

Recommendations

- Fix high-impact errors first (crawl, index, speed).
- Compress assets & streamline scripts for faster loads. Enhance accessibility & mobile usability.
- Systematically clean warnings to improve SEO hygiene.

Summary

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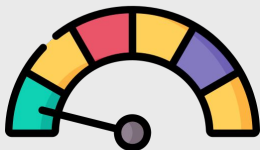
Technical SEO



LKYSPP has strong brand authority in Asia, but low page crawling efficiency, slow site speed, and limited reach hold back stability and long-term global traffic growth

Issue summary, Impact & Next Action

What is the issue?



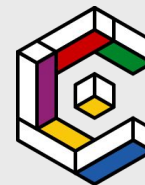
Underperforming Site Speed
& SEO Technical Hygiene Gaps

What is the impact?



Inefficient Search Discovery
& Limited User Reach

Our Next Action



Fixing Critical Content &
Technical SEO issues



Content Visibility Gaps & Insights

1. Meta Tags & Heading
2. Keyword Gap & Content Opportunity

Tools used: Ahrefs, SEMrush, Siteliner, and Google Analytics for the following analysis.

Meta Tags & Heading



Metadata & Heading Issues

Issue Type	Issue Count
Duplicate content	619
Duplicate meta descriptions	814
Duplicate title tag	883
Links with non-descriptive anchor text	1479
Multiple H1 tags	346
Links with no anchor text	8626
Duplicate content in h1 and title	550

Issue Type	Issue Count
Low text to HTML ratio	730
Missing ALT attributes	383
Missing h1	81
Missing meta description	328
Title element is too long	123
Title element is too short	59
Broken external images	238

OBSERVATIONS & ANALYSIS

Observations

- Metadata issues and many thin pages reduce relevance and discoverability.
- Headings issues and internal linking problems hinder crawlability and authority flow.

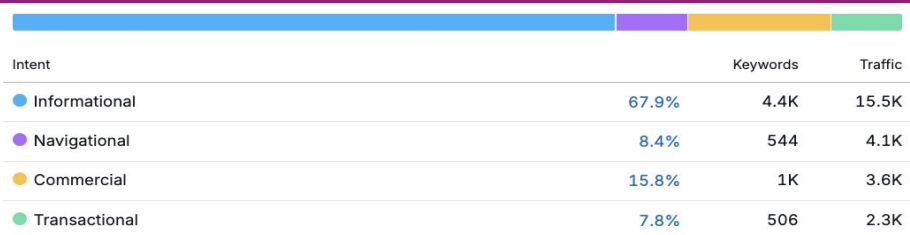
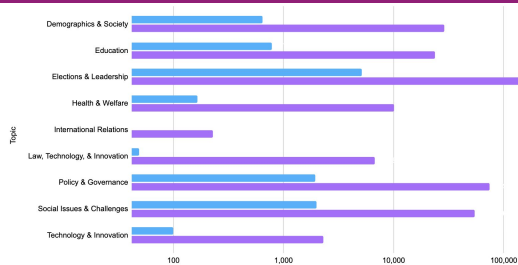
Recommendation

- Standardize metadata and headings with unique and intent-aligned content.
- Enrich or consolidate thin pages to meet search intent.
- Strengthen internal linking to surface key pages and concentrate authority.
- Compress and correctly size images to improve load speed and UX.

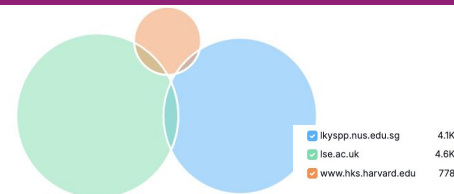
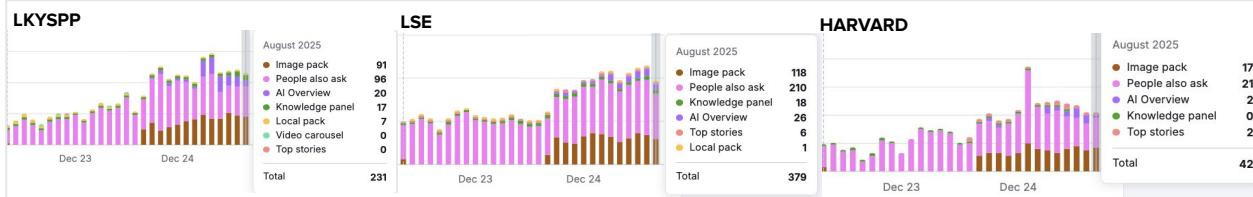
Keyword Gap & Content Opportunity

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LKYSPP Keyword Distribution & Intent Contribution



SERP Features & AI Contribution



OBSERVATIONS & ANALYSIS

Observations

- Keyword gaps on high-volume queries let competitors capture demand.
- Intent skew toward informational leaves high-intent demand under-served.
- Limited SERP-feature presence (People Also Ask, AI Overviews) reduces reach

Recommendation

- Close gaps with research-led content on high-volume, high-intent topics.
- Optimize for SERP features and related modules.
- Rebalance the intent mix beyond informational intent to lift visibility and global reach.

Summary

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Content SEO



LKYSP has strong, high-quality content, but inconsistent SEO metadata elements and often duplicated, making it hard for users and search engines to surface valuable pages.

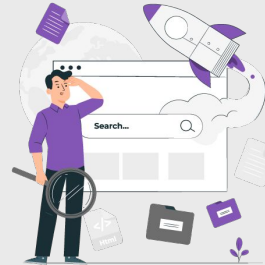
Issue summary, Impact & Next Action

What is the issue?



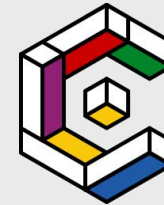
Metadata Issues, Links with no anchor text, Low word count pages & Image optimization

What is the impact?



Reducing visibility and wasting the value of unique content

Our Next Action



Performing content audit SEO assessment & provide recommendation for LKYSP



Technical Gaps that Limiting Growth

1. Technical SEO Issues Overview
2. Schema Markups

Tools used: Ahrefs, SEMrush, Google Rich Media, Google Lighthouse, PageSpeed, Google Analytics for the following analysis.

Technical SEO Issues Overview



Technical SEO Issues

Issue Type	Issue count
4xx errors	555
5xx errors	2
External pages or resources with 403 HTTP status code	503
Links lead to HTTP pages for HTTPS site	277
Redirect chains and loops	3
Blocked from crawling	59
HTTP URLs in sitemap.xml for HTTPS site	234
Multiple canonical URLs	32
Pages not crawled	315
links couldn't be crawled (incorrect URL formats)	38

Issue Type	Issue count
Broken canonical URLs	233
Incorrect pages found in sitemap.xml	162
Structured data that contains markup errors	1
Page crawl depth	3,346
Too many URL parameters	24
Resources formatted as page links	288
Broken external links	2,585
Doctype not declared	35
Uncached JavaScript and CSS files	1,667
Pages that do not use text compression (not compressed)	4,184
Broken external JavaScript and CSS files	2331

OBSERVATIONS & ANALYSIS

Observations

- Canonical errors & broken, 4xx/5xx server failures block indexing & Hreflang sitemaps misconfigurations waste crawl budget & weaken global visibility.
- Uncached scripts reduce site performance, oversized images slow load times, poor pagespeed hurts usability & rankings.

Recommendations

- Fix high-impact errors first (crawl, index, speed).
- Compress assets & streamline scripts for faster loads. Enhance accessibility & mobile usability.

Schema Markups



Schema Markup Triggered Not Valid Item

https://lkyspp.nus.edu.sg/

```
26 <script type="application/ld+json">
27 {
28   "@context": "https://schema.org/",
29   "@type": "WebSite",
30   "url": "https://lkyspp.nus.edu.sg/",
31   "potentialAction": {
32     "@type": "SearchAction",
33     "target": "https://lkyspp.nus.edu.sg/search",
34     "query-input": "required name=search_term"
35   }
36 }
37 </script>
38 <script type="application/ld+json">
39 {
40   "@context": "https://schema.org",
41   "@type": "CollegeOrUniversity",
42   "name": "LKYSPP School of Public Policy",
43   "url": "https://lkyspp.nus.edu.sg",
44   "logo": "https://lkyspp.nus.edu.sg/SiteAssets/
45     contactPoint", {
46     "@type": "ContactPoint",
47     "telephone": "+6566012875",
48     "contactType": "customer service",
49     "areaServed": "SG",
50     "availableLanguage": "en"
51   },
52 }
```

1 valid item detected

Valid items are eligible for Google Search's rich results. [Learn more](#)

[VIEW TESTED PAGE](#) [PREVIEW RESULTS](#)

Details

Crawl

✓ Crawled successfully on Aug 20, 2025, 6:51:51 AM

Detected structured data

✓ Organization 1 valid item detected

Knowledge Graph LKYSPP vs HKS

Lee Kuan Yew School of Public Policy

4.8 ★★★★★ 50 Google reviews

School in Singapore

Website Directions Reviews Save

Share

The Lee Kuan Yew School of Public Policy is an autonomous postgraduate school of the National University of Singapore, named after the late former Prime Minister of Singapore, Lee Kuan Yew. [Wikipedia](#)

Address: 469C Bukit Timah Rd, National University of Singapore, Singapore 259772

Dean: Danny Quay

Campus: Suburban; Bukit Timah Campus

Founded: August 4, 2004

Colors: Grey, Maroon

Parent organization: National University of Singapore

Hours: Closed - Opens 8:30 am

[Suggest an edit](#)

[Add missing information](#)

Harvard Kennedy School

4.5 ★★★★★ 101 Google reviews

University in Cambridge, Massachusetts

Website Directions Reviews Save

Share Edit

The John F. Kennedy School of Government, commonly referred to as Harvard Kennedy School, is the school of public policy of Harvard University, a private university in Cambridge, Massachusetts. [Wikipedia](#)

Located in: Harvard University

Address: 79 John F. Kennedy St, Cambridge, MA 02138, United States

Founded: 1936

Founder: Richard Neustadt

School type: Private school

Dean: Jeremy M. Weinstein

Endowment: \$1.7 billion (2021)

Campus: Urban

Motto: Ask what you can do

Academic staff: 250

Parent institution: Harvard University

Phone: +1 617-495-1100

[Suggest an edit](#) [Own this business?](#)

[Add missing information](#)

Comprehensive university entity & contextual information in Knowledge Graph

OBSERVATIONS & ANALYSIS

Observations

- College Or University schema is present but not valid; Google reads it only as Organization.
- LKYSPP appears in Knowledge Graph as a "School in Singapore" with minimal attributes. Meanwhile, competitors like Harvard display richer panels information (faculty, parent institution, motto, endowment).

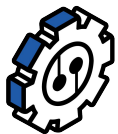
Recommendations

- Fix the existing schema so College Or University is recognized.
- Add academic attributes like faculty, research areas, publications.
- Strengthen entity links via Wikidata, Wikipedia, NUS parent.
- Align metadata to reinforce LKYSPP academic identity.
- Regularly audit schema to maintain consistency and accuracy.

Summary

H

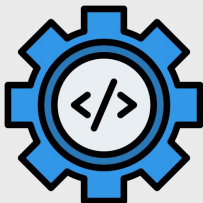
Technical SEO



LKYSPP has critical technical issues and schema gaps, along with inconsistent SEO configurations, which **undermine user experience and limit overall search discoverability**

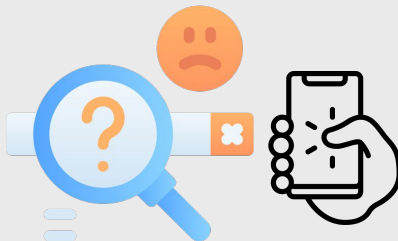
Issue summary, Impact & Next Action

What is the issue?



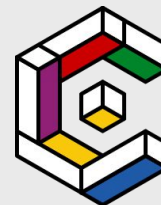
Technical SEO hygiene
& configuration gaps

What is the impact?



Weakened search visibility,
Slower performance & Reduced
mobile usability

Our Next Action



Fix page speed, resolve critical
errors, and standardize SEO
CMS practices.



Strengthening Domain Authority

1. Domain Authority Audit

Domain Authority Audit

H

Ahrefs	Domain Rating	86	URL Rating	29	Referring Domain	3.1K
SEMrush	Authority Score	66	Toxicity Score	High	Referring Domain	6.2K
Toxicity Score	24.9% Toxic	1.5K	17% Potential Toxic	1K	58.2% Non-Toxic	3.6K

OBSERVATIONS & ANALYSIS

Observations

- Strong domain authority but weak page-level authority, there is missed opportunity for deeper content-driven link building.
- High-level toxic backlink profile identified but there are several toxic links could reduce authority trust.

Recommendations

- Disavow spammy/toxic backlinks immediately.
- Monitor backlink profile regularly to prevent SEO risks.
- Build high-quality contextual backlinks to key pages.
- Strengthen page-level authority through optimized content.
- Align link-building with academic and research content visibility.

Summary

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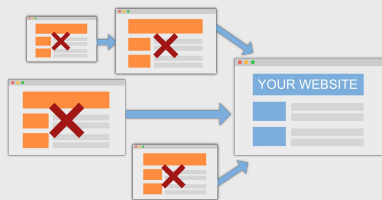
Technical SEO



LKYSPP has strong domain authority but **weak page signals and toxic backlinks that risk penalties and lower Google rankings.**

Issue summary, Impact & Next Action

What is the issue?



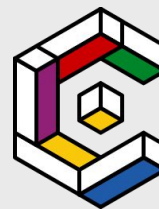
**Weak page authority
& high toxic backlinks.**

What is the impact?

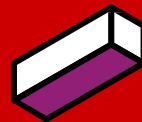
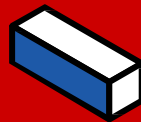


**Risk of Google penalties and lost
search growth.**

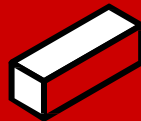
Our Next Action



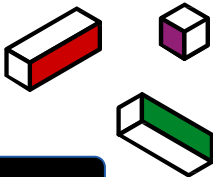
**Disavow spam links &
recommend LKYSPP to build
quality backlinks to key pages.**



Steps to Improve your SEO



SEO Audit Findings Summary



Overall



Organic Traffic



User Engagement



Site Health

Content Technical Domain Authority



Content Issues Overview



Crawlability Analysis



Domain Authority Overview



Top performing keywords



Pagespeed Performance



Toxicity Score



Technical Issues Overview



Low



Medium



High



Critical

SEO NEXT STEPS



Priority will be an SEO hygiene exercise across all three aspects of SEO, including issue discovery, proposed solutions, fix implementation, validation, and re-audit.



On page SEO - Technical
(Indexability, PageSpeed
Insights, Internal Linking)

- Create a detail list of fixes.
- Implement fixes.
- Validate Fixes.



On Page SEO - Content
(Meta tags, Headings, Alt)

- Create a detail list of fixes.
- Implement fixes.
- Validate Fixes.

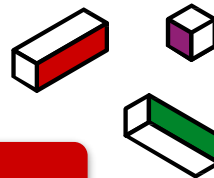


Off Page SEO
(Toxic Domain Analysis)

- Create a full list of potentially toxic domains.
- Double confirm with the LKYSP team.
- Disavow toxic domains.

We will re run an audit after all fixes have been implemented and tested.

KPI & Benchmark



Expected Result from SEO Hygiene Exercise

CURRENT

Organic Traffic CTR

2.6%

TARGET

Target CTR

+1% Improvement CTR

Benchmark

CTR 3-5%
Industry average for university
median organic CTR

Ranking Page Position

17

Ranking Page Position

10-50% Target position improvement
for keywords within the keywords strategy.

Organic Traffic

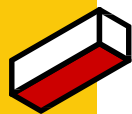
45.1K

Organic Traffic

+15% Improvement Organic
Traffic on SERPs

Disclaimer: Expected Results are based on estimated data. We will reassess the Estimated Results when we get access to Google Analytics 4 and Google Search Console. Construct Digital will work towards the target but actual results may vary due to multiple factors outside our control.

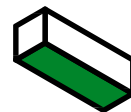




Change blue

**Ctr
Traffic
Position**

We will re run an audit after all fixes have been implemented and tested.



Thank You.



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