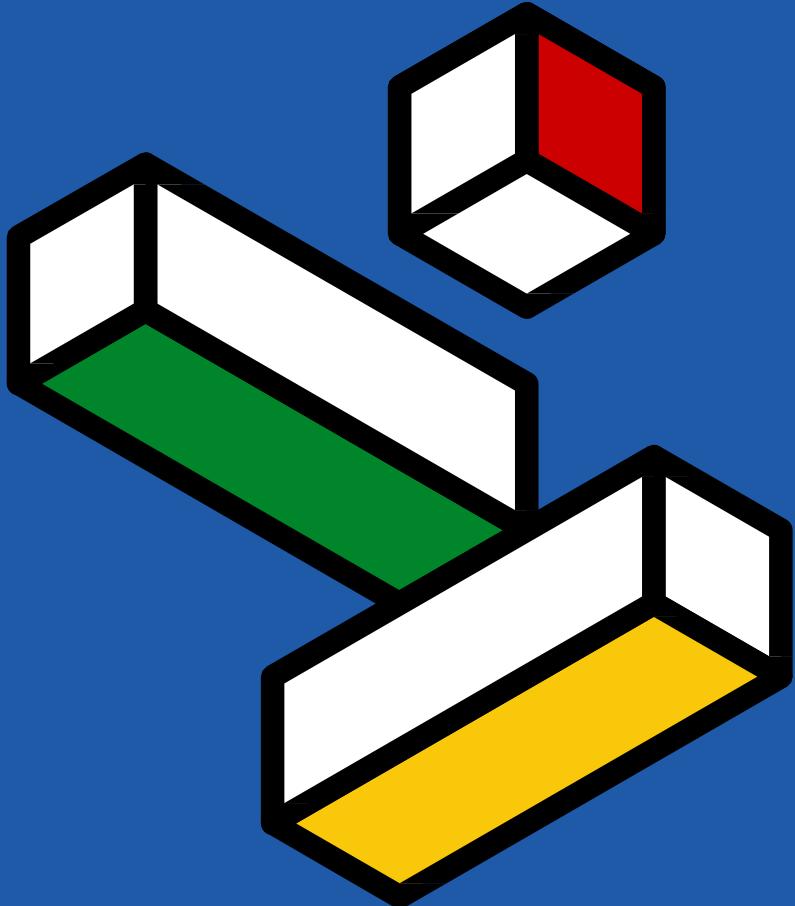


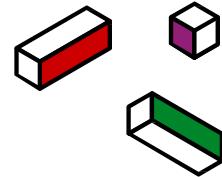


NOMAD SEO Audit



June 2025

SEO Audit Overview



Purpose of audit:

- To assess the SEO health and performance of the Nomad, 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 June 2024 – May 2025

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

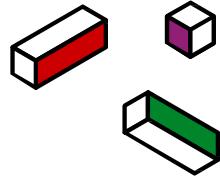
Areas of SEO audit:

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:



Index



1

Executive Summary

4

Technical SEO Analysis

2

Current Performance Analysis

5

Domain Authority Analysis

3

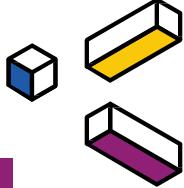
Content SEO Analysis

6

Plan & Priorities



Executive Summary



SEO Performance

Nomad's organic reach is improving but relies too heavily on direct traffic. Many pages generate few or no visits, and rising impressions aren't converting due to low CTRs and zero-click searches.

Site-wide content and technical fixes are equally important to unlock growth.

Refining the current topics and content strategy to prioritise high-intent, high-CTR keywords and stronger revenue drivers will deliver better returns and sustained performance.

Content SEO

Many pages still suffer from critical issues such as duplicated or missing meta tags and weak headings which dilute relevance and risk cannibalisation. 61% of pages attract no traffic at all.

There's clear opportunity in untapped MOFU and BOFU keywords that rank but have low CTR.

Refocus on richer, intent-driven content, better metadata, and pillar-cluster structures to convert impressions into clicks.

Technical SEO

Key technical issues found.

The most critical issues are related to indexability such as hreflang, canonical misconfigurations, and unresolved 4xx/5xx redirects.

Web performance has a negative impact on your rankings with oversized images and slow mobile load times.

Important to fix other issues such as the Schema Markups to boost your indexability and improve your CTR.

Domain Authority

Domain Rating 70 and average URL Rating ~30 match competitors, but page-level UR remains underleveraged for link growth.

A medium-level toxic backlink profile warrants disavowal and ongoing monitoring; pursue high-quality contextual links to key pages.





SEO Performance Analysis

1. Competitive Benchmarking
2. Current Organic Traffic
3. User Engagement
4. Site Health

Tools used: Google Analytics, Google Search Console,
Google Lighthouse, Ahrefs & SEMrush

Competitive Benchmarking



Metrics	Nomad	Saily	Airalo	Holafly	Ubigi
DA/UR* <i>Domain & page authority on 100 point scale, used to compare websites or track the "ranking strength" of a website over time.</i>	70/33	67/33	🏆 75/25	73/37	62/26
Number of Page <i>Total count of individual webpages that exist within a website.</i>	5,601	2,011	🏆 10,959	8,901	69
Monthly Organic Session <i>Organic session website visits per month.</i>	119,594	306,883	1,216,577	🏆 1,145,046	43,748
Top 3 Keyword Ranking <i>Total ranking 1-3 in website. Rank 1-3 get estimated 10-30% organic traffic from monthly search volume.</i>	4,540	5,646	🏆 25,492	16,359	147
Number of Keyword <i>Ranking keywords in website that drive organic traffic.</i>	75,400	81,400	193,000	🏆 267,000	700
Total Referring Domain(Ahrefs) <i>Total incoming links from other websites direct to our websites.</i>	3,600	2,200	🏆 7,700	6,700	576
Monthly Global Search Volume (MSQ) Brand Keyword <i>Total monthly volume search for brand keyword.</i>	410,000	74,000	481,000	🏆 672,000	52,000
eSIM Search Traffic Share <i>An estimate of the share of traffic from eSIM-related non-brand keywords in key markets (e.g., US, Canada, AU, FR). Highlights real visibility in eSIM searches</i>	<1%	🏆 38%	6%	2%	4%

OBSERVATIONS & ANALYSIS

Nomad's core authority is solid but it's missing out on traffic and high-ranking keywords that competitors capture through stronger topic depth and more cohesive content. Saily and Holafly outperform by owning more eSIM search share and driving higher organic visibility. Meanwhile, Airalo shows the impact of an aggressive keyword strategy, and Ubigi illustrates the risks of weak site foundations. To close the gap, Nomad should expand high-intent topic coverage and refine its content strategy to compete where it matters most.

Understanding the Competitors' Landscape

Nomad	Saily	Airalo	Holafly	Ubigi
<ul style="list-style-type: none">Duplicate search bars; NAV needs to re prioritisation.Content split across Help Center, Blog, and Travel.Focus on travel and eSIM topics.No visible affiliate program. Weak backlink profile. <p>Needs more topics, re adjusting Nav, give more visibility to the affiliate programme, and message differentiation.</p>	<ul style="list-style-type: none">Clear IA and smooth navigation.Content includes blogs, reviews, and Help Center.Topics span eSIMs, roaming, travel, and tech.Travel/security-focused messaging. Inspirational and differentiation.They have but not very commercially driven. <p>Better messaging, topics variety, and IA. Best SEO performer.</p>	<ul style="list-style-type: none">Commercially more aggressive than any other competitor.Blog and help center are deprioritized (placed in footer).Content focus is heavily on travel.Heavy use of social proof with a high volume of reviews <p>Second leader on the market as of today, but not the strongest content strategy.</p>	<ul style="list-style-type: none">Blog and help center placed in footer (low visibility).Content focuses on travel guides and eSIM.Strong emphasis on gathering reviews.Promotes unlimited-data plans at premium prices.They have a "Travel Club" offer added value. <p>Following a strategy closely aligned with Airalo. However, their content strategy lacks depth and distinction.</p>	<ul style="list-style-type: none">Design-heavy site with confusing, static navigation.Uses a splash page to segment users into different subdomains.Broad content scope includes cars and businesses.Poor search ranking and visibility. <p>Weak SEO performance signals a need for foundational improvements</p>

OBSERVATIONS & ANALYSIS

A high-level qualitative analysis comparing Nomad and its key competitors across content structure, messaging, and SEO strategy shows that while Nomad clearly communicates its focus on travel and eSIM services, competitors like Saily and Holafly demonstrate stronger topic coverage, more integrated content, and more refined messaging. They also gain an edge through better site navigation, stronger social proof, and more cohesive content strategies, highlighting key opportunities for Nomad to strengthen its competitive position.

Organic Traffic Acquisition Insights

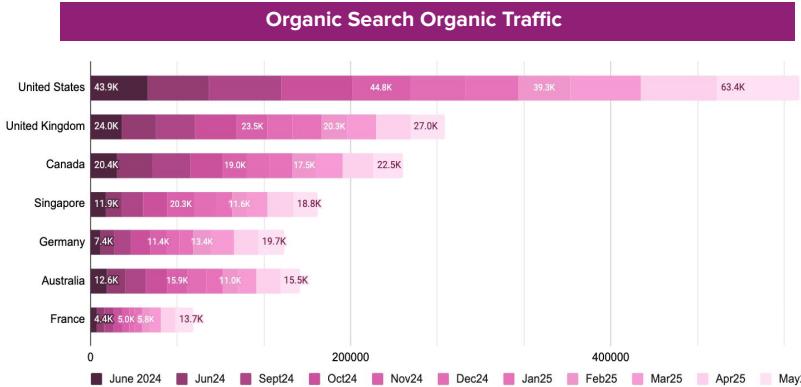


Fig.1 Most growing & declining organic traffic based on country (Source: Google Analytics, 2025)

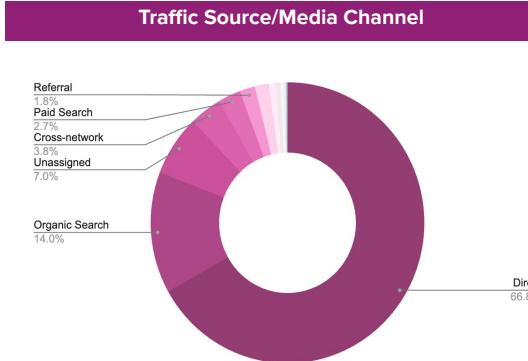


Fig.3 Traffic Source/media channel (Source: Google Analytics, 2025)

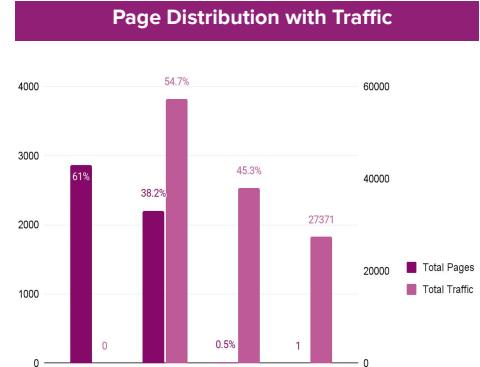


Fig.4 Page distribution with traffic (Source: Ahrefs, 2025)

OBSERVATIONS & ANALYSIS

Nomad's organic traffic performance shows promising growth in priority markets like the US, UK, and Canada, but the overall acquisition mix remains heavily skewed toward direct traffic (66.8%) with organic search contributing only 14%, well below healthy benchmarks for scalable growth.

Additionally, most pages are underperforming: over 60% drive fewer than 1,000 organic visits each, indicating missed opportunities to optimise or consolidate low-impact pages. This signals an urgent need to strengthen the site's technical SEO, on-page structure, and a clear content strategy so more pages attract meaningful search visibility and reduce the current over-reliance on direct traffic.

Organic Traffic: CTR & Position

H

Average CTR

Jun'24 - Nov '24

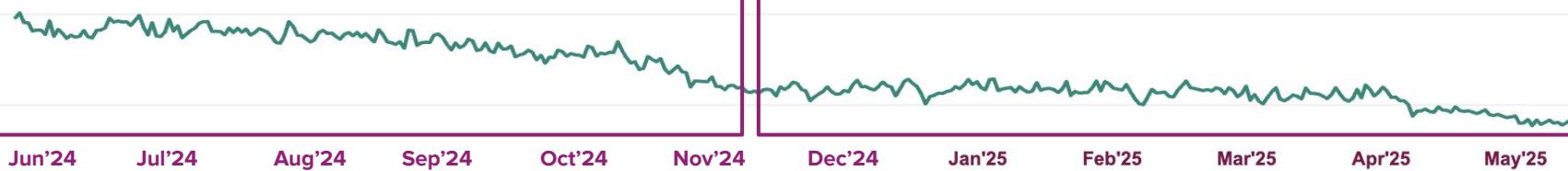
Average CTR

4.3%

Dec'24 - May '25

Average CTR

3.6%



Average Position

Jun '24 - Nov '24

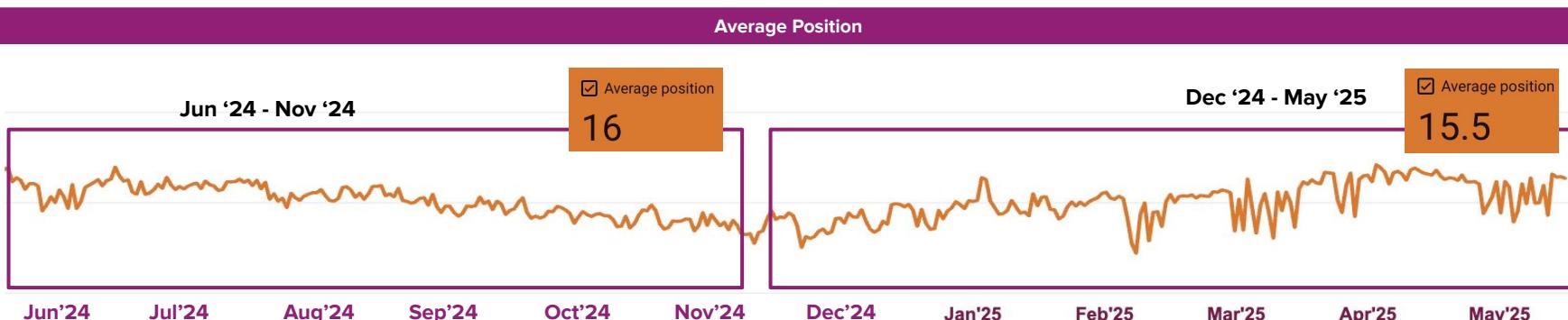
Average position

16

Dec '24 - May '25

Average position

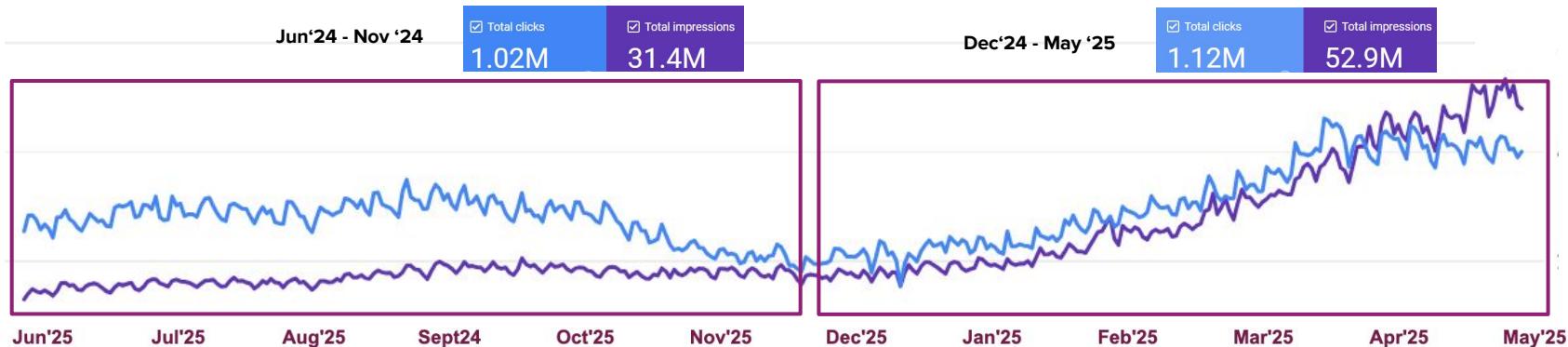
15.5



Organic Traffic: Clicks and Impressions

H

Total Clicks & Impressions



OBSERVATIONS & ANALYSIS

Nomad's organic performance is steadily improving with more impressions and clicks, showing that visibility is expanding, but a drop in click-through rate and slight decline in average position reveal that this exposure isn't fully translating into engaged sessions.

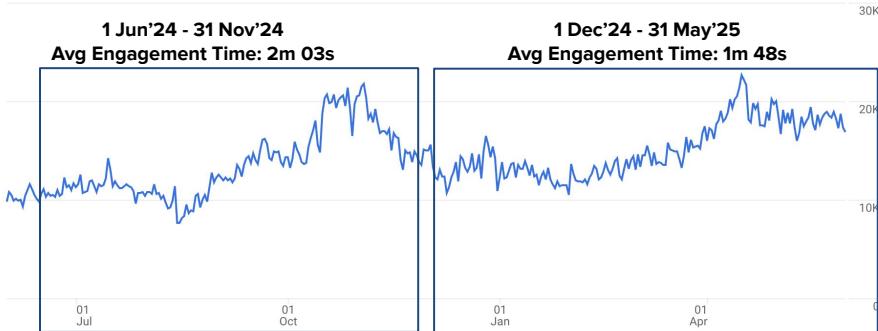
One reason for this gap is the growing share of zero-click searches, especially for top-of-funnel keywords where users often find quick answers directly on the search results page or AI tools.

This trend highlights the need to make existing rankings work harder by refocusing the keyword strategy, improving page relevance, crafting more compelling meta titles and descriptions, and aligning content more closely with user intent to ensure that rising visibility consistently drives meaningful, high-quality clicks.

Organic Traffic: User Engagement

H

Engagement Rate & Time



Period	Channel	Engagement rate	Engaged Sessions
1 Jun'24 - 30 Nov'24	Organic Search	88%	1,371,509
1 Dec'24 - 31 May'25	Organic Search	89%	1,528,016

OBSERVATIONS & ANALYSIS

Nomad's organic sessions continue to show a strong engagement rate, indicating that visitors from search generally find the content relevant and worth interacting with. However, the slight drop in average engagement time suggests there's room to encourage visitors to stay longer and explore more deeply.

This aligns with the need to rebalance the content strategy toward a stronger mix of top-of-funnel (TOFU) and bottom-of-funnel (BOFU) topics, capturing new audiences while nurturing them toward conversion. In parallel, refining page layouts, strengthening internal linking, and enriching pages with more compelling, value-added elements will help keep users engaged, deepen their journeys, and turn good engagement into even better on-site performance.

Untapped Topic Demand from User Queries



Untapped Queries Demand Visualization



(Source: Ahrefs & GSC, 2025)

Keyword Category <i>(Intent keyword group with % diversification)</i>	Total Volume Keyword <i>(monthly searches)</i>	Queries <i>(Keyword search by users)</i>
Device & Utility (32%) <i>Technical function keywords</i>	12.8K	esim vs physical sim, keep esim and erase data, esim compatible phones
Brand (31.6%) <i>Direct brand-name searches</i>	120K	nomad, nomad esim
Country (18.3%) <i>Location-based eSIM queries</i>	45.2K	esim europe, esim canada, singtel roaming plans, uk esim
Behavioural (17.8%) <i>Reflect user habits, needs, or real-world scenarios</i>	28.6K	free esim trial, tmobile international pass, food delivery near me, does whatsapp work in china

Table.1 Untapped Topic Keyword Category (Source: Ahrefs & GSC, 2025)

OBSERVATIONS & ANALYSIS

The topic demand analysis reveals strong, diverse interest across four key keyword clusters: Device & Utility, Brand, Country, and Behavioural queries. High-volume branded searches like “Nomad” and “nomad esim” dominate, but there’s clear untapped potential in technical and location-based queries (MOFU and BOFU-related queries) such as “esim compatible phones” or “esim Europe”.

This points to opportunities for Nomad to expand its content strategy beyond brand-focused pages or very broad travel topics to better focus on high-intent keywords that better aligns with driving immediate conversions and revenue.

Site Health



Site Health



- Your site 70%
- ▼ Top-10% websites ▾ 92%

General

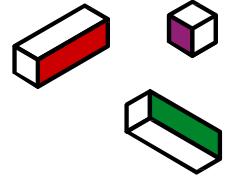
Current Audit

Pages crawled	12,250
Site Health	70
Total issues	110,099
Total errors	9,141
Total warnings	40,159
Total notices	60,799

OBSERVATIONS & ANALYSIS

A high-level crawl audit of getnomad.app reveals a 70 % Site Health score, well below the 92 % benchmark seen among top-performing sites. In total, the SEMrush scan crawled 12,250 pages and flagged over 110 000 issues. This aggregate score isn't a prioritized to-do list — it's a snapshot of our overall technical debt versus industry best-practices.

Summary



	<h2>Organic Traffic</h2>	<ul style="list-style-type: none">Currently: Nomad's organic reach is growing, but traffic acquisition remains heavily reliant on direct visits, and too many pages underperform in search. There's strong visibility potential that isn't fully clicking through, partly due to zero-click searches and gaps in keyword alignment.Next step: Strengthen technical SEO, expand high-intent MOFU and BOFU content, optimise page relevance, and improve metadata to turn impressions into quality clicks and reduce dependence on direct traffic.
	<h2>User Engagement</h2>	<ul style="list-style-type: none">Currently: Engagement rate is strong, showing users find the content relevant, but shorter average session time indicates that visitors could be spending longer on site.Next step: Rebalance content towards both mid- and bottom-of-funnel topics, improve internal linking, refine layouts, and add more compelling value to keep users engaged longer and deepen their journeys.
	<h2>Site Health</h2>	<ul style="list-style-type: none">Currently: The latest audit shows site health sits significantly below industry benchmarks, with technical debt and crawl issues across thousands of pages.Next: Prioritise fixing critical technical SEO issues, clean up low-value pages, and implement regular health checks to ensure that foundational performance supports organic growth.



Content SEO

1. Meta Tags, Heading
2. Content Duplication
3. Keyword Opportunities

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

Meta Tags & Heading



Issue Type	Issue Count
Duplicate meta description	507
Duplicate title tag	483
Meta description missing / empty	803
Missing H1	213
Multiple H1 tags	60
Missing ALT attributes	5,647
Irrelevant anchor text	159
Low Text-HTML Ratio	10,004
Low Word Count	2,170
Hreflang language mismatch	481

OBSERVATIONS & ANALYSIS

This analysis covers the key on-page Content SEO elements. The audit reveals widespread issues across metadata, headings, image attributes, and hreflang implementation.

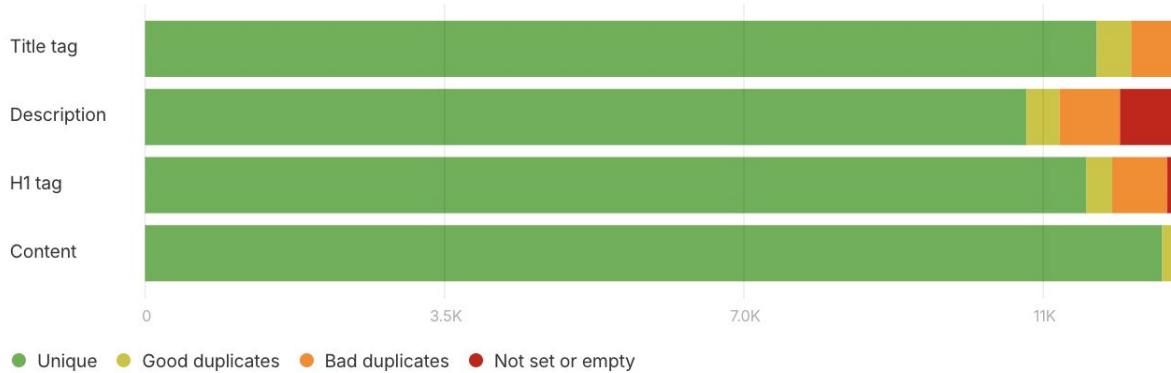
The first priority should be resolving critical items that most affect visibility and relevance: fixing duplicate and missing meta descriptions and title tags, addressing missing or multiple H1s, adding missing ALT attributes, and correcting hreflang mismatches. These actions will immediately strengthen page optimisation and ranking position.

Lower-priority items like irrelevant anchor text, low text-to-HTML ratio, and thin word count should be addressed progressively to further support content quality over time. They are lower priority only because the balance benefit versus effort required for the fix is lesser.

Content Duplication



Duplicate content distribution ?



OBSERVATIONS & ANALYSIS

A significant portion of pages shows **bad duplicates and missing tags across titles, descriptions, and H1s, signaling structural content issues**. These gaps reduce crawl efficiency, weaken SEO signals, and risk content cannibalization. Immediate focus should be on fixing templated metadata and enforcing proper content hierarchy across title tags, descriptions, and H1s, clear indicators of underlying technical SEO issues. **These gaps can confuse search engines, reduce crawl efficiency, and dilute keyword targeting.**

Query Opportunity & Insights

No.	Top queries	Clicks	Impressions	CTR	Position	Opportunity Category
1	nomad	111,771	3,823,285	2.92%	5.5	High Priority
2	nomad esim	345,718	678,568	50.95%	1.0	✓ Strong Performer
3	esim usa	8,333	350,223	2.38%	8.6	High Priority
4	esim europe	6,319	273,448	2.31%	8.5	High Priority
5	esim	2,034	232,199	0.88%	36.2	High Priority
6	esim china	4,576	143,687	3.18%	6.1	High Priority
7	eid number	1,194	141,481	0.84%	5.2	High Priority
8	esims	476	130,740	0.36%	8.93	High Priority
9	europe esim	3,293	104,360	3.16%	7.9	High Priority
10	esim philippines	1,784	91,107	1.96%	7.3	High Priority

Understanding Query Opportunities

When reviewing keyword and query data like this, we're essentially looking for three main opportunity types:

1. **Strong Performers:** brand or product terms that already rank well and deliver high CTR; these require protection and continuous optimisation.
2. **High-Priority Queries:** non-brand or mixed-intent keywords with strong impressions, decent rankings (often top 10), but underperforming CTRs; these offer big wins through content improvements, metadata tuning, or adding richer information.
3. **Moderate-Potential Queries:** long-tail or mid-volume queries with moderate impressions and mid-ranking positions; these benefit most from deeper, more relevant content, cluster expansion, and optimised internal linking to strengthen authority.

High Potential Opportunity Query



M

No.	Top queries	Clicks	Impressions	CTR	Position	Opportunity Category
11	esim app	539	78,864	0.68%	8.9	High Priority
12	e sim usa	1,292	73,762	1.75%	8.9	High Priority
13	esim japan	407	73,376	0.55%	15.95	High Priority
14	japan esim	571	72,266	0.79%	12.1	High Priority
15	what is eid number	236	67,891	0.35%	5.96	High Priority
16	esim mexico	1,108	67,325	1.65%	10.3	High Priority
17	low data mode iphone	393	61,794	0.64%	6.8	High Priority
18	global esim	1,087	59,541	1.83%	9.9	High Priority
19	新加坡公共假期2025	1,446	57,213	2.53%	4.2	High Priority
20	e sim	473	56,102	0.84%	33.4	High Priority
21	does whatsapp work in china	423	55,521	0.76%	6.47	High Priority
22	esim asia	1,120	54,620	2.05%	8.4	High Priority
23	esim vietnam	823	54,108	1.52%	12.4	High Priority
24	esim thailand	616	53,013	1.16%	15.5	High Priority
25	best esim for usa	759	51,700	1.47%	8.7	High Priority
26	sm-dp+ address	440	51,044	0.86%	6.34	High Priority
27	esim app	539	78,864	0.68%	8.9	High Priority
28	e sim usa	1,292	73,762	1.75%	8.9	High Priority
29	esim japan	407	73,376	0.55%	15.95	High Priority

Moderate Potential Query

M

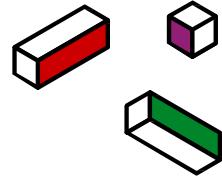
No.	Top queries	Clicks	Impressions	CTR	Position	Opportunity Category
30	esims for usa	197	9,947	1.98%	7.95	Moderate Potential
31	esim mexique	275	9,911	2.77%	7.41	Moderate Potential
31	e sim vietnam	123	9,841	1.25%	10.8	Moderate Potential
33	e sim card usa	129	9,822	1.31%	9	Moderate Potential
34	esims for travel	111	9,799	1.13%	10.08	Moderate Potential
35	best esim usa	106	9,668	1.10%	9.85	Moderate Potential
36	esim for apple watch	220	9,589	2.29%	8	Moderate Potential
37	esim uk travel	254	9,352	2.72%	6.23	Moderate Potential
38	esim canada plans	156	9,212	1.69%	7.27	Moderate Potential
39	china e sim	246	9,201	2.67%	6.31	Moderate Potential
40	esim data only	223	8,945	2.49%	6.75	Moderate Potential

OBSERVATIONS & ANALYSIS

Nomad's traffic remains heavily reliant on branded terms, which perform well but have limited room for growth. The data highlights a clear opportunity in non-brand, high-impression queries, especially MOFU and BOFU terms like "eSIM" variants and country-specific searches, that rank well but deliver low CTRs. These are quick wins: updating meta titles and descriptions, enriching pages with deeper FAQs and visuals, and improving relevance can capture significant additional clicks.

We'll include these keywords in our research roadmap and recommend using them to optimise and strengthen existing site content.

Summary of Content SEO Audit



Content Issues Overview

- **Currently:** Widespread issues exist across metadata, headings, image ALT attributes, and hreflang tags. Duplicates, missing tags, and weak hierarchy reduce crawl efficiency and risk cannibalisation.
- **Next steps:** Prioritise fixing critical elements like duplicate/missing meta tags, H1s, ALT text, and hreflang mismatches to boost visibility. Address lower-priority items like low word count and anchor text progressively for long-term quality gains.



Top performing keywords

- **Currently:** Organic traffic is still driven mainly by branded terms with limited growth ceiling. High-potential non-brand queries, especially MOFU and BOFU keywords, rank well but have low CTRs.
- **Next steps:** Include these untapped keywords in the roadmap and optimise pages with refreshed meta data, stronger FAQs, and richer content to turn impressions into clicks and diversify traffic sources.



Technical SEO

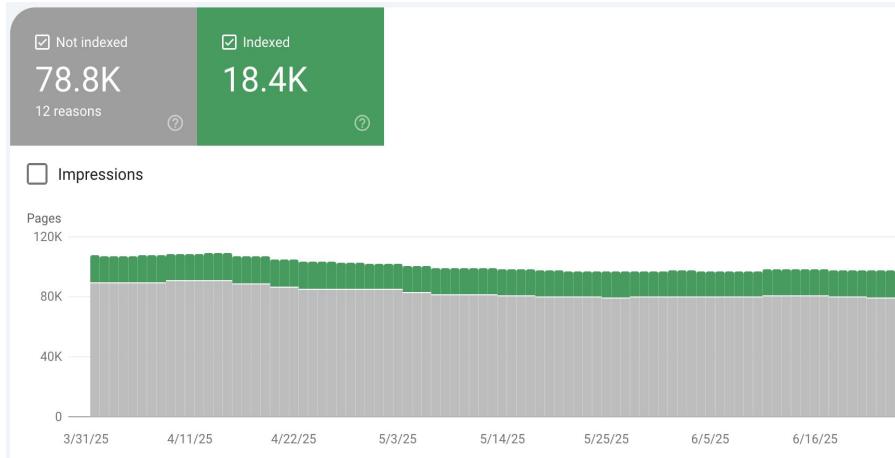
1. Crawability Analysis
2. Technical SEO Issues Overview
3. Schema Markup
4. Pagespeed Audit performance

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

Crawlability Analysis



Page Indexed Audit



Problem Why Page Aren't Indexed

Reason	Source	Validation	Trend	Pages
Page with redirect	Website	! Not Started	—	23,515
Not found (404)	Website	! Not Started	—	17,506
Alternate page with proper canonical tag	Website	! Not Started	—	10,526
Excluded by 'noindex' tag	Website	! Not Started	—	4,586
Server error (5xx)	Website	! Not Started	—	2,961
Duplicate without user-selected canonical	Website	! Not Started	—	360
Blocked due to unauthorized request (401)	Website	! Not Started	—	32
Blocked due to other 4xx issue	Website	! Not Started	—	29
Soft 404	Website	! Not Started	—	4
Crawled - currently not indexed	Google systems	! Not Started	—	9,753

OBSERVATIONS & ANALYSIS

- Pages with Redirects: Can be disregarded as they are not severely harmful and often serve as solutions for other issues.
- Server error, Duplicate, Non-Canonical, and Crawled/Discovered but Not Indexed: A mix of issues, some related to product pages management and multi language issue.
- 404, Soft 404, 5XX, 403, and Alternate Pages with Proper Canonical Tags: Typically resolved with 301 redirects.

We will expand the classification and document necessary fixes in the technical tracker for further resolution.

Technical SEO Issues Overview



Issue Type	Issue count
5xx Server Errors	352
4xx Client Errors	2
302 Temporary	11
301 Redirection	15
Not Using Self Referencing Canonical as Hreflang	25
Canonicalised Pages (not self canonicals)	46
Product Schema Missing @type on Brand	3004

Issue Type	Issue count
Indexable Pages Not in Sitemap	748
Images Over 100 KB	195
Slow Page / Load Speed	1000
Open Graph Tags Incomplete	818
Open Graph URL doesn't match Canonical	482
External Link	2905
Broken Internal Link	4586

OBSERVATIONS & ANALYSIS

The technical audit highlights critical issues that can seriously impact crawl efficiency, indexation, and user experience. Top priorities for immediate resolution include schema errors, missing or misconfigured canonical tags, and unresolved 4xx/5xx server and client errors. These gaps can create duplicate content risks, waste crawl budget, and hurt ranking signals if not fixed promptly.

Hreflang mismatches are another priority, as they can cause misalignment across language variants and international pages, undermining correct indexing in local search results. Broken internal and external links are widespread and need urgent cleanup to maintain site authority and prevent poor user journeys.

Oversized images, incomplete Open Graph tags, and slow page speed are medium-priority issues. While they may not block indexing, they can affect page load times, mobile performance, and social sharing quality. These should be tackled progressively to keep the site competitive. All findings will be documented, prioritised, and added to the technical tracker so the team can address them in upcoming sprints, laying a stronger technical SEO foundation for future growth.

Schema Markups



Schema Markup Triggered Not Valid Item

Test results

Detected structured data

Product snippets	1 valid item detected • Non-critical issues detected	>
Merchant listings	1 valid item detected • Non-critical issues detected	>
FAQ	1 valid item detected	>
Organization	2 valid items detected	>
Review snippets	4 items detected: Some are invalid	>
Software Apps	2 valid items detected • Non-critical issues detected	>

SERP For Product Snippets

esim europe



Holafly

<https://esim.holafly.com> › Products

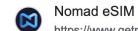
5. eSIM Europe with Unlimited Data from \$6.90

L: 1.26K LD: 529K I: 21 whois source Rank: 19.8K

Shop at Holafly for the best prepaid eSIM cards for travel to Europe, unlimited data are included so you can use your cellphone worry-free.
US\$6.90 · In stock · 5,0 ★★★★☆ (1)

Holafly search for esim Europe appears Rating

esim europe



Nomad eSIM

<https://www.getnomad.app> › europe-eSIM

9. Europe eSIM, from USD 5.5 | Prepaid Travel eSIM

L: 165 LD: 222K I: 1.86K whois source Rank: 39.0K

Get the best Europe eSIM with fast 4G/5G speeds for tourists. Affordable prepaid data plans, hotspot support, and reliable coverage across Paris, Rome and ...
US\$5.50 to US\$48.00

Nomad search for esim Europe's Rating are not appeared

OBSERVATIONS & ANALYSIS

The current schema implementation on Nomad's product pages contains conflicting or duplicate structured data types, particularly on single product pages. When Google's crawler encounters duplicated or contradictory JSON-LD blocks, it can't confidently extract your ratings, price or availability for display as a rich result. This causes review snippets and other rich results (e.g. ratings) to not appear in SERP.

By resolving the conflicting/duplicate JSON-LD blocks and providing a single, correct Product Review schema, **Nomad could get Google's rich result features (star ratings, price badges, etc.), which research shows can boost organic CTR by up to 30 %.**

Pagespeed Insights



MOBILE



Performance

▲ 0-49 ■ 50-89 ● 90-100

METRICS

▲ First Contentful Paint
3.6 s

▲ Largest Contentful Paint
5.1 s

▲ Total Blocking Time
1,380 ms

● Cumulative Layout Shift
0

■ Speed Index
5.6 s

DESKTOP



Performance

▲ 0-49 ■ 50-89 ● 90-100

METRICS

● First Contentful Paint
0.7 s

● Largest Contentful Paint
1.1 s

▲ Total Blocking Time
1,450 ms

● Cumulative Layout Shift
0

■ Speed Index
1.8 s

MOBILE RENDERING PREVIEW



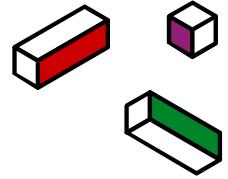
- ▲ Reduce JavaScript execution time — 3.0 s
- ▲ Minimize main-thread work — 4.3 s
- ▲ Largest Contentful Paint element — 5,100 ms
- ▲ Reduce unused JavaScript — Est savings of 1,063 kB
- ▲ Reduce the impact of third-party code — Third-party code blocked the main thread for 820 ms
- ▲ Reduce initial server response time — Root document took 1,100 ms
- ▲ Some third-party resources can be lazy loaded with a facade — 1 facade alternative available
- ▲ Properly size images — Est savings of 51 kB
- ▲ Reduce unused CSS — Est savings of 70 kB

OBSERVATIONS & ANALYSIS

The load time of Nomad's website is a critical factor for SEO rankings and user experience, especially with Google's mobile-first indexing and the majority of Nomad's users browsing on mobile. Current performance scores show mobile speed is falling short due to issues like heavy JavaScript, unoptimised images, slow server response times, and blocking third-party code, all of which delay key metrics like First Contentful Paint and Speed Index. This directly increases bounce rates and reduces conversion and ranking potential.

Quick wins should focus on actions that are easier to implement with immediate impact: compressing and properly sizing images, deferring unused JavaScript and CSS, and lazy loading third-party resources where possible. These fixes can significantly boost loading speed with minimal development effort. More complex improvements like server response time and large code execution will require deeper optimisation but will deliver long-term gains. All fixes should be prioritised in the technical roadmap to strengthen mobile performance and maintain competitive search visibility.

Summary of the Technical SEO Analysis



Crawlability Analysis

- **Currently:** Redirects and soft 404s are mostly manageable but issues like server errors, non-canonical pages, and hreflang mismatches still limit crawl efficiency and indexation, especially across multi-language pages.
- **Next steps:** Expand classification, resolve critical errors with proper redirects and canonical tags, and log fixes in the technical tracker to improve crawl budget usage.



Technical Issues Overview

- **Currently:** Critical gaps like schema errors, broken internal/external links, and duplicate or conflicting structured data hurt indexation, crawl waste, and rich result eligibility.
- **Next steps:** Prioritise fixing schema conflicts on product pages to unlock rich results, clean up links, and address hreflang and canonical mismatches to strengthen site authority and boost visibility.



Pagespeed Insights

- **Currently:** Mobile load speed is underperforming due to heavy JavaScript, large images, and blocking third-party code — increasing bounce rates and harming rankings.
- **Next Steps:** Tackle quick wins like compressing images, deferring unused JavaScript/CSS, and lazy loading scripts. Add deeper server-side optimisations to the roadmap for sustained mobile-first performance.

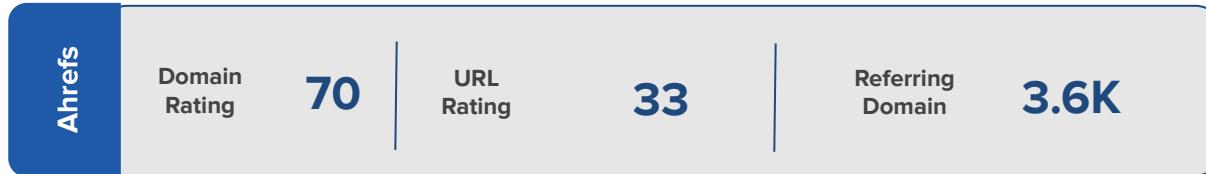


Domain Authority

1. Domain Authority Overview
2. Toxicity Score

Domain Authority Audit

L

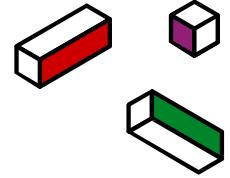


OBSERVATIONS & ANALYSIS

Nomad's Domain Rating (DR) is 70, which is consistent with top competitors in the industry. The URL Rating (UR) across key pages averages around 30, also aligned with competitors, indicating that while domain authority is strong, **page-level authority remains underutilized and presents an opportunity for deeper content and link building.**

However, there's a medium-level toxic backlink profile identified. While not alarming, it warrants disavowal of obviously spammy links and continued monitoring of questionable ones to avoid long-term SEO risk. We **recommend ongoing monitoring of backlink growth and quality, and strengthen UR through high-quality contextual backlinking to strategic landing pages.**

Summary of Domain Authority Audit



Domain Authority Overview

- **Currently:** DR remains stable at 80 and UR at 35, indicating steady authority growth. Notable decline in # of backlinks and referring domains.
- **Next steps:** Since indicators didn't drop, continue monitoring backlink growth and quality.

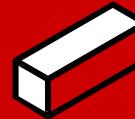
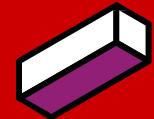


Toxicity Score

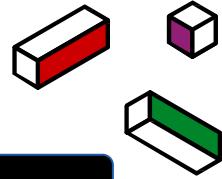
- **Toxicity Score:** Nomad's backlink profile shows a moderate toxicity score, with several referring domains flagged as potentially harmful.
- **Next:** Run a targeted toxic backlink review to confirm which domains should be disavowed & disavow to Google.



Plan & Priorities



SEO Audit Findings Summary



Overall



Organic Traffic



User Engagement



Site Health

Content



Content Issues Overview



Top performing keywords

Technical



Crawlability Analysis



Pagespeed Performance



Technical Issues Overview

Domain Authority



Domain Authority Overview



Toxicity Score



Low



Medium

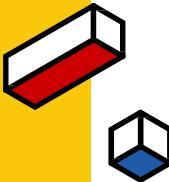


High



Critical

Recommendations



Strong Foundation, Smarter Content.

Moving forward, consistent SEO hygiene must go hand-in-hand with a sharper content strategy focused on high-intent keywords.

Strengthening SEO Foundation:

Applying fundamental SEO best practices while fixing the most critical issues will be essential to establish a strong foundation for sustainable growth.

- Optimise on-page content elements such as metadata, H1s, ALT text, and duplicate tags to strengthen page relevance, crawlability, and ranking signals.
- Address critical technical issues, particularly those impacting indexability. This will ensure that search engines can efficiently discover, crawl, and index both new and existing content.
- Continuously monitor backlinks and disavow toxic referring domains to protect and strengthen domain authority over time.

Sharpening Content Focus:

- Refocus the content strategy around MOFU and BOFU keywords, these high-intent, revenue-driving queries should be mapped into a clear, unified plan that aligns with user needs.
- Reorganise the site's information architecture and build out well-structured pillar-cluster hubs around priority topics. This approach will expand reach for valuable non-brand keywords, improve topical authority, and help emulate best-in-class competitors with stronger coverage across key eSIM search segments.

Thank You.