

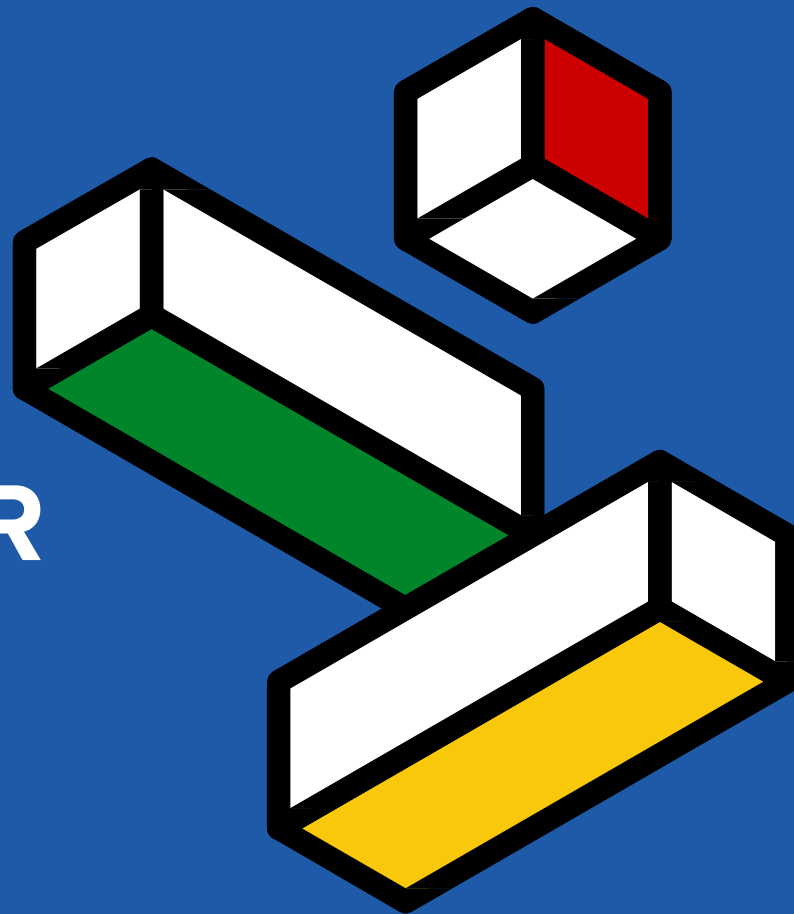


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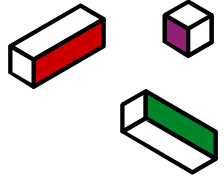
IMDA Global CBPR SEO Audit

globalcbpr.org

August 2024



Project Overview



Web maintenance & webcare support for IMDA Global cbpr website (<https://www.globalcbpr.org/>) and **SEO audit analyse/ support**.
Inclusive overall account management & third party license management.

1

Web Maintenance

- Rectify website defects
- Rectify CMS configuration issues
- Email support and respond to issues
- Bug identification and investigation on reported issues
- Security vulnerability test and rectification

2

Webcare support

- Content updates
- Creative production
- Technical WP support
- Taking over of website

3

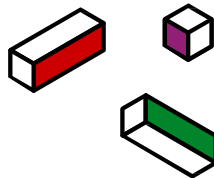
Full SEO Audit

- Content audit
- Technical audit
- Domain authority audit
- Overview plan, priorities
- Presentation of audit

We are here



Introduction to the Audit



SEO is the process of improving both the **quality and quantity of website traffic** from search engines while improving rankings for relevant keywords. An SEO audit comprehensively analyses all factors influencing a website's visibility in search engines.

In this audit, we will dive into the 3 components of SEO while using a combination of different tools like SEMRush, Ahrefs, Majestic, Siteliner, Google Search Console, Google PageSpeed Insights, Google Rich Results, and Google Analytics.

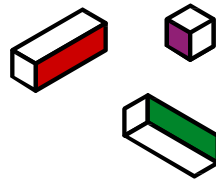
- **Technical Audit** which includes all the elements related to development level tasks.
- **Content Audit** which includes all the concepts related to the Content on the page.
- **Link Building** includes all the factors related to the Off page work.

On-page		Off-page
TECHNICAL SEO	CONTENT SEO	LINK BUILDING SEO
Indexability Internal Linking Structured Data Mobile Friendliness Web Performance Optimisation	Keyword Strategy Content Strategy On Page Content Optimisation	Backlinks Strategy Toxicity
One time implementation	Ongoing work	

After the assessment, we will assign a subjective qualification to identify the points that need prioritisation:



Index



1

Getting Started

2

Content Analysis

3

Technical Analysis

4

Domain Authority Analysis

5

Plan and Priorities



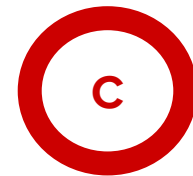


Getting Started

1. Why are you not in Search Engines?
2. How to resolve the main issue?
3. Other SEO related issues found

Let's take a quick look at the SEO issues
we have encountered in your website.
We have used Ahrefs & SEMrush
for the following analysis.

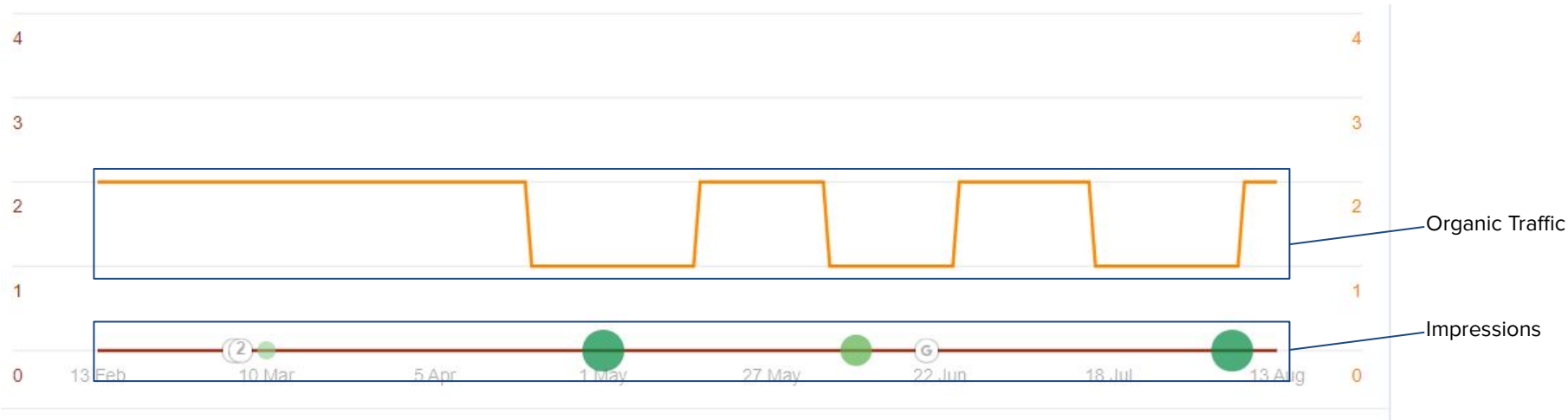
Current Search Performance



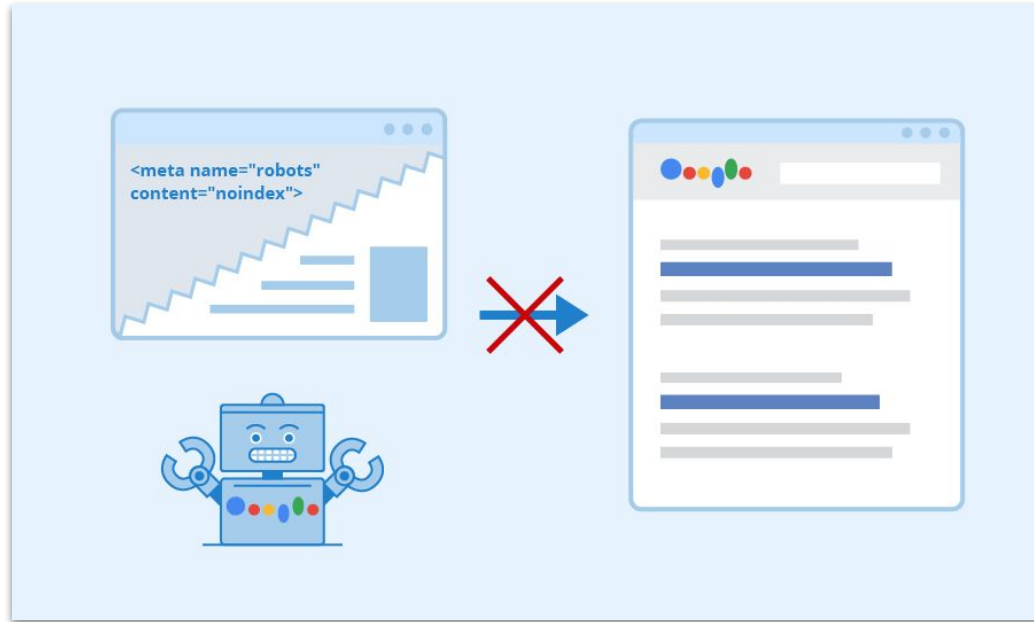
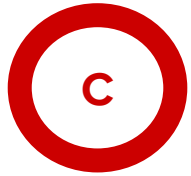
Your **Organic Traffic is Zero** at this point because your website is not ranking in Search Engines.

Organic Traffic & Impressions

13 Feb'24 - 13 Aug'24



Why are you not in Search Engines?

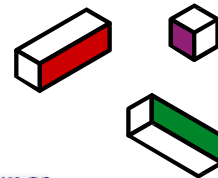


Global CBPR website was blocked by Noindex tags.
This caused:

- **Blocking** of search engine crawlers from finding Global CBPR website.
- Users **not finding** Global CBPR website on search engines.
- **No user** traffic on Global CBPR.



How to Resolve the Issue?



Site Audit Settings

⚠ Sorry, auditing **www.globalcbpr.org** has failed

We encountered an error that stopped us from crawling your website:

- The main page is blocked from indexing by a 'noindex' meta tag specified in the page's HTML code.

▼ Crawler parameters

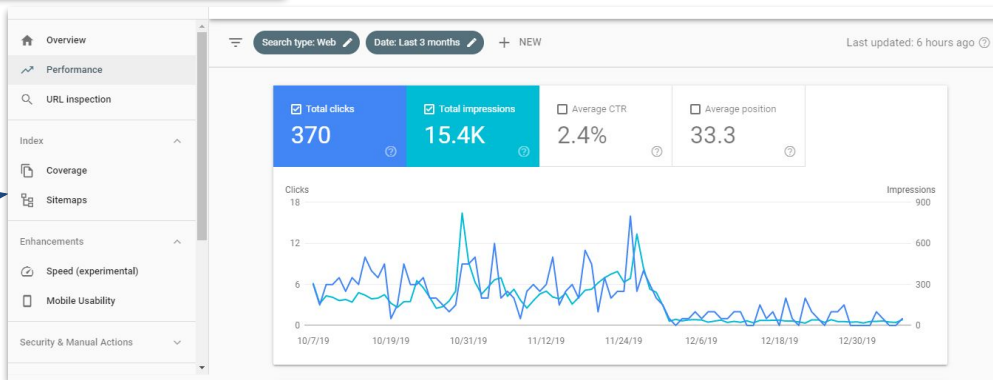
User-agent: Mozilla/5.0 (iPhone; CPU iPhone OS 6_0 like Mac OS X) AppleWebKit/536.26
(KHTML, like Gecko) Version/6.0 Mobile/10A5376e Safari/8536.25
(compatible);
SiteAuditBot/0.97; +http://www.semrush.com/bot.html)
IP addresses: 46.229.173.66, 46.229.173.67, 46.229.173.68

[Download Log](#) and remove a 'noindex' directive from your page's HTML code.

```
<meta name="robots" content="noindex, follow" />
```

- Remove 'no index' tag from your website
- Create & deploy sitemap.xml

Create a Google Search Console account, and keep track of potential indexing errors in the future



Other SEO Related Issues Found

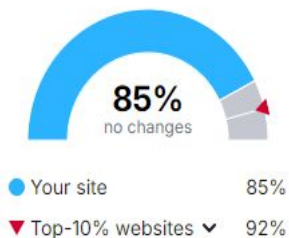


Global CBPR website audits have several issues that have different levels of impact on the site's health. It's important to resolve those issues and maintain the website's hygiene and SEO hygiene to improve usability.

SEMrush and ahrefs have helped to highlight the Content and Technical related issues that we'll go through on the next slides.



Site Health ⁱ



Crawled Pages ⁱ

81 no changes



● Healthy	18
● Broken	4
● Have issues	59
● Redirects	0
● Blocked	0



Health Score [?]



Health Score reflects the proportion of internal URLs on your site that don't have errors

Error distribution [?] 185



Issues distribution [?] 548





Content Analysis

1. Meta Tags, Headings
2. Content Duplication
3. Keywords Opportunities

The Content Analysis will include the analysis of all the On-Page SEO related to the Keywords and Content.

We have used Ahrefs & SEMrush for the following analysis.









Meta Tags, Headings



This audit identified several content issues that could negatively impact SEO.

For example, issues such as missing or duplicate heading tags & meta tags can hurt the SEO performance of a site as search engines may not differentiate between similar pages, impacting their ability to rank well for relevant queries.

These SEO oversights can decrease organic traffic and diminish overall page performance.

-  Duplicate pages without canonical
-  Missing alt text
-  Meta description tag missing or empty
-  Title too long
-  H1 tag missing or empty
-  SERP title changed
-  Open Graph tags missing
-  Twitter card missing

Audit Findings (non-exhaustive):

1. 73 pages **missing meta descriptions**
2. 19 pages have **too much text within the title tags**
3. 12 pages have **missing H1 tags**
4. 73 internal **images without alt tags**
5. 73 pages with **open graph & twitter tags missing**
6. 2 Pages with **duplicate content without canonical**

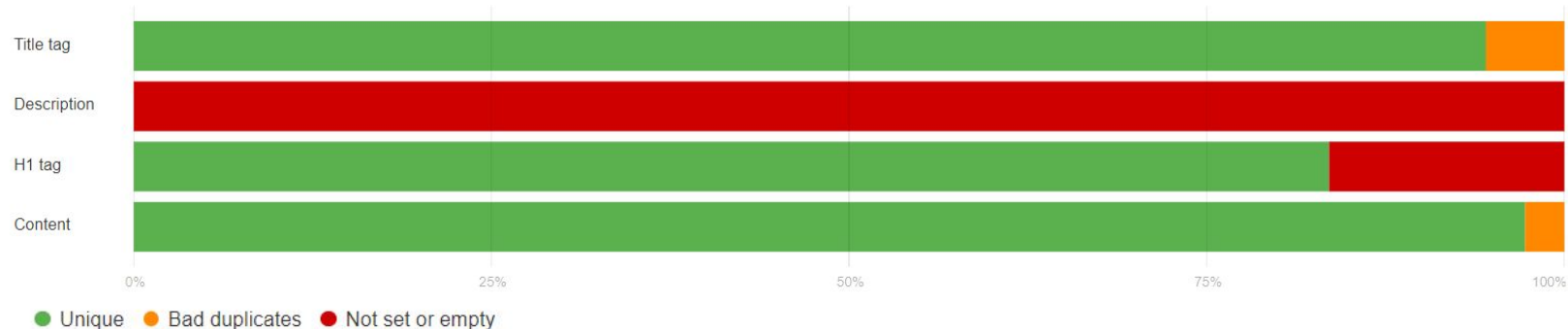


Content Duplication



Duplicate and missing content on pages hurt the site's reputation in search engines' eyes. It impacts search engine rankings, and Google may impose penalties.

Duplicate content distribution



- **Unique:** Pages with unique content.
- **Bad duplicates:** Pages with duplicate content that need to be properly handled with their canonical, hreflang or pagination setups. This might lead to indexation issues.
- **Not set or empty:** Pages without content. This is likely to affect your SEO performance negatively.



Keywords Opportunity



Global CBPR is missing opportunities to get discovered on the search engine as users search for various information related to Global CBPR, data protection, and privacy certifications.

Note: The search volume is the number of times phrase triggers in the search engine on a monthly basis.

Keywords	Search Volume	Global CBPR (Ranking)
data protection certifications	30	NA
prp system	10	NA
data privacy certification	30	NA
general data protection regulation certification	30	NA
global cbpr forum	10	NA
cbpr	110	NA
Data protection regulations	20	NA
Data privacy regulations	30	NA



Technical Analysis

1. Technical Issues
2. Schema Markups
3. Performance Score

The Technical Analysis will focus on the website development related factors affecting SEO such as Load Time, Indexability, and internal linking.

We have used Ahrefs, SEMrush & Pagespeed for the following analysis.

Technical Issues



In this audit, we identified several technical issues that could negatively impact SEO.

For example, Google also penalises sites with numerous 4xx errors and multiple orphan pages, as these indicate poor site maintenance and reliability, hurting both user experience and the search engine rankings.

Internal pages

⚠️ 404 page

⚠️ 4XX page

Indexability

ℹ️ Noindex page became indexable

Links

INDEXABLE

⚠️ Orphan page (has no incoming internal links)

⚠️ Page has links to broken page

ℹ️ Page has only one dofollow incoming internal link

Redirects

ℹ️ 3XX redirect

ℹ️ HTTP to HTTPS redirect

Sitemaps

⚠️ 4XX page in sitemap

ℹ️ Pages added to sitemaps

ℹ️ Indexable page not in sitemap

Other

ℹ️ Robots.txt changed

ℹ️ Pages to submit to IndexNow

Audit Findings (non-exhaustive):

1. 73 pages **not indexable**
2. 6 pages with **404 error**
3. 25 pages with only **one dofollow incoming link**
4. 3 pages with **broken internal links**
5. 13 pages with no **internal links**
6. 3 pages with **4XX error in Sitemap**
7. 1 page with **3XX redirect**



Performance Score



The load time of your website is a vital aspect of improving your keyword positions. The global CBPR website has various errors that must be fixed to make it faster. Because of Google's mobile-first indexing, the mobile version is prioritised over the desktop for ranking. 62.81% of Singaporeans use mobile devices to surf the internet. It's vital to be fully mobile optimised.

Mobile



Performance

▲ 0-49 ■ 50-89 ● 90-100

METRICS

▲ First Contentful Paint 4.2 s	▲ Largest Contentful Paint 4.9 s
● Total Blocking Time 30 ms	● Cumulative Layout Shift 0.001
■ Speed Index 4.2 s	

Desktop



Performance

▲ 0-49 ■ 50-89 ● 90-100

METRICS

● First Contentful Paint 0.5 s	● Largest Contentful Paint 1.1 s
● Total Blocking Time 10 ms	● Cumulative Layout Shift 0.001
● Speed Index 1.3 s	



Schema Markups



Schemas markups are like little tags that help search engines understand your content better. They are no longer just a good practice; **they're a must-have!**

WITH SCHEMA MARKUP

<https://www.target.com> > Electronics > Tech Accessories

Apple Magsafe Charger - Target

Read reviews and buy **Apple MagSafe** Charger at Target. Choose from Same Day Delivery, Drive Up or Order Pickup. Free standard shipping with \$35 orders.

★★★★☆ Rating: 3.9 · 100 reviews · \$39.99 · In stock

why is the grass green

Q All I Images V Videos N News M Maps : More Tools

About 777,000,000 results (0.67 seconds)

The website LiveScience answered it best: Like many plants, **most species of grass produce a bright pigment called chlorophyll**. Chlorophyll absorbs blue light (high energy, short wavelengths) and red light (low energy, longer wavelengths) well, but mostly reflects green light, which accounts for your lawn's color.

<https://kids.tpl.ca> > wonders

Why is grass green? - Wonder Wall - TPL Kids

About featured snippets · Feedback

Due to missing schemas and errors, Global CBPR is missing the opportunity to be featured in snippets.

<https://www.globalcbpr.org/>

Test results

No items detected
No rich results detected in this URL. [Learn more](#)

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

Details

Crawl

✓ Crawled successfully on Aug 14, 2024, 2:03:56 PM





Domain Authority Analysis

1. Backlinks
2. Toxicity Score

We have used Ahrefs & SEMrush for the following analysis.

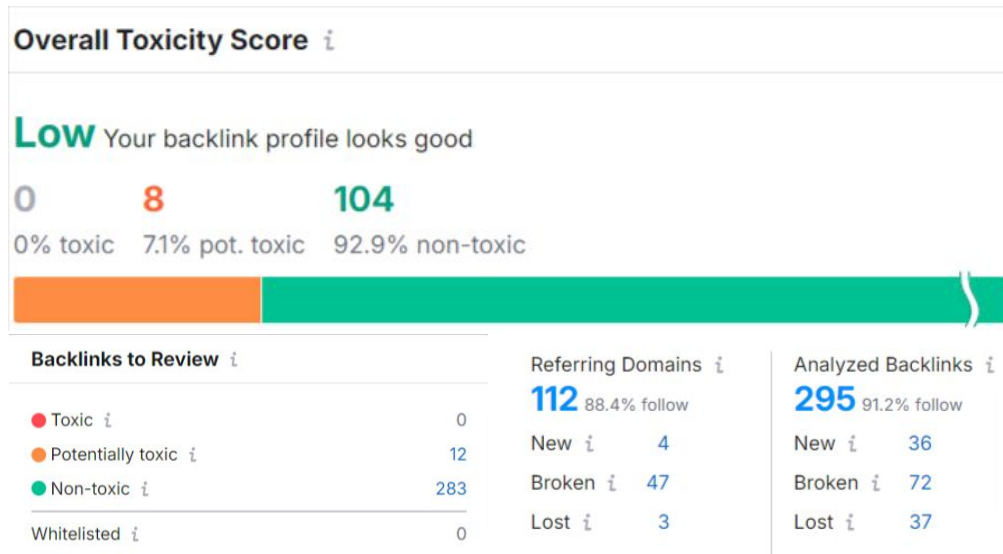
Backlinks and Toxicity Score



Looking at the number of referring domains and backlinks, the website has a weaker authority score. Though the website shows a smaller number of backlink profiles, some of those are flagged as potential toxic backlinks. That means websites receive backlinks from untrusted websites like gambling, adult content, etc. This is a critical issue that requires disavowing links.

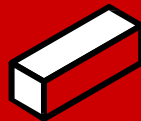
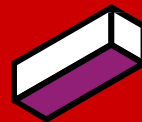
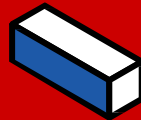
Ahrefs	
Domain Rating	61
URL Rating	24
Referring Domains	100

SEMrush	
Authority Score	14
Toxicity Score	Low
Referring Domains	112

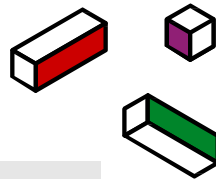




Plan & Priorities



Summary of the SEO Audit



Overview

- Global CBPR websites did not appear on search engines because there was no index tag. You are losing a lot of user traffic
- Create a Google Search Console account to inspect and remove the “noindex meta tag”



Content Analysis

- Several issues were found under content analysis such as missing H1 tags, title tags being too long
- List of possible Keywords to rank in search engine



Technical Analysis

- Issues found for indexing, missing meta tags, 4XX & 3XX errors, orphan pages & broken links
- Absence of structured data
- Pagespeed score found is not optimal



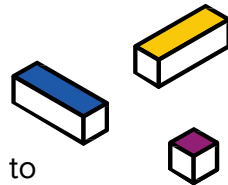
Domain Authority Analysis

- Backlink acquisition is essential to improve the search engines rankings. Global CBPR is missing traffic from backlinks
- Potential toxic domains have been detected in the audit



Next Steps: SEO Plan

The following workstreams are recommended, and we are adopting a more structured and strategic approach to address issues. With the insights gained from the current audit, our approach for Global CBPR will include all issues, ensuring an effective SEO strategy.



1

SEO Hygiene Exercise

- Perform hygiene exercises for
 - Content issues
 - Technical issues
 - Toxicity clean up

2

Build Content Strategy

- Review the current state of content and keywords
- Build a keyword strategy
- Define content tactics such as creating a blog section or building content pillar pages

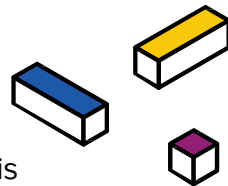
3

Backlinks Acquisition

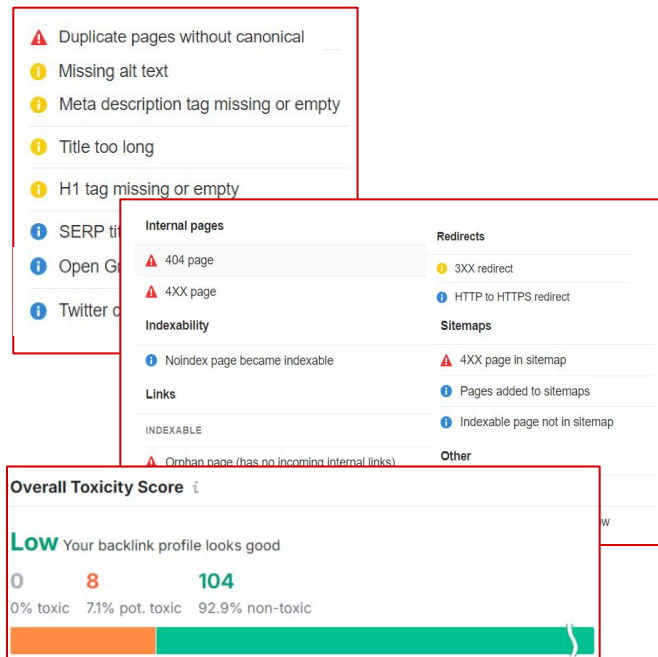
- Create a backlinks plan
- Getting rid of toxic backlinks
- Acquire new backlinks from new referring domains



Next Steps: SEO Hygiene Exercise



SEO hygiene exercise involves regular maintenance tasks to keep a website optimized for search engines. This includes technical fixes, content updates, backlinks disavowing and performance monitoring to ensure the site starts ranking well in Search Engines.



1

Scope and effort:

We'll come back to you with the necessary effort for this SEO hygiene exercise.

2

Approval on the content updates:

We'll get approval from you on whatever needs to be approved (tags, H1, and redirects).

3

Implementation:

Our team will implement the content updates and technical fixes on the site.



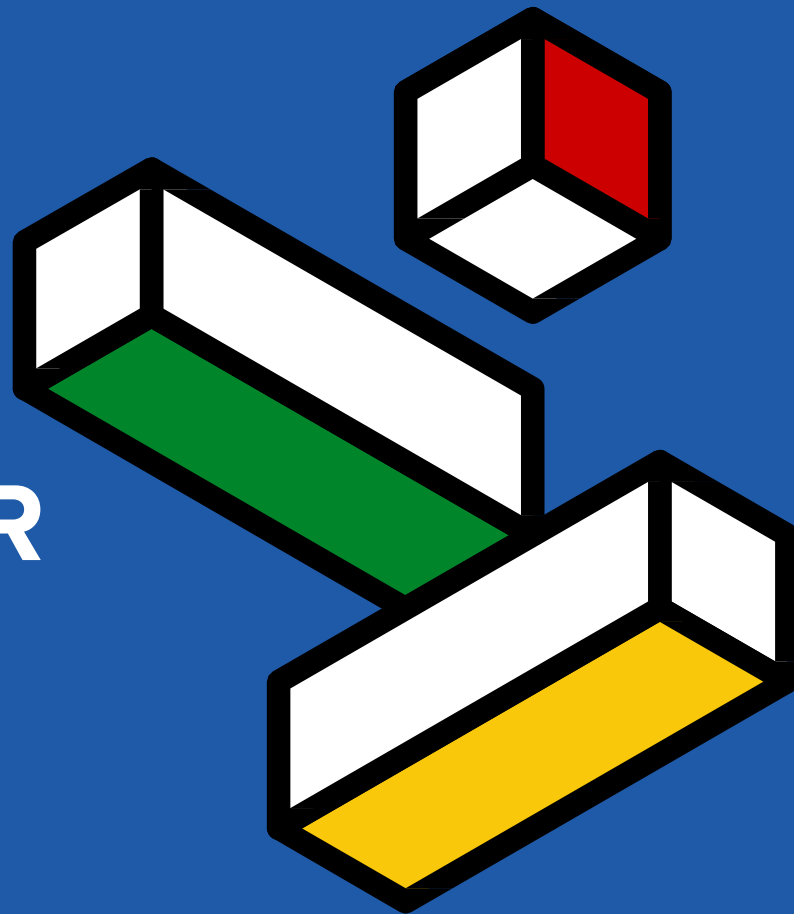


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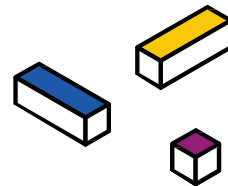
IMDA Global CBPR SEO Audit

Timeline overview

Sep 2024



List of SEO Trackers



1

Technical

- Wrong redirects
- Broken links
- 4XX and 5XX errors
- Noindex tag
- Orphan pages
- Missing HTTPS
- Sitemaps
- Robots.txt

2

Content

- Meta Tags
- H1
- Alt text

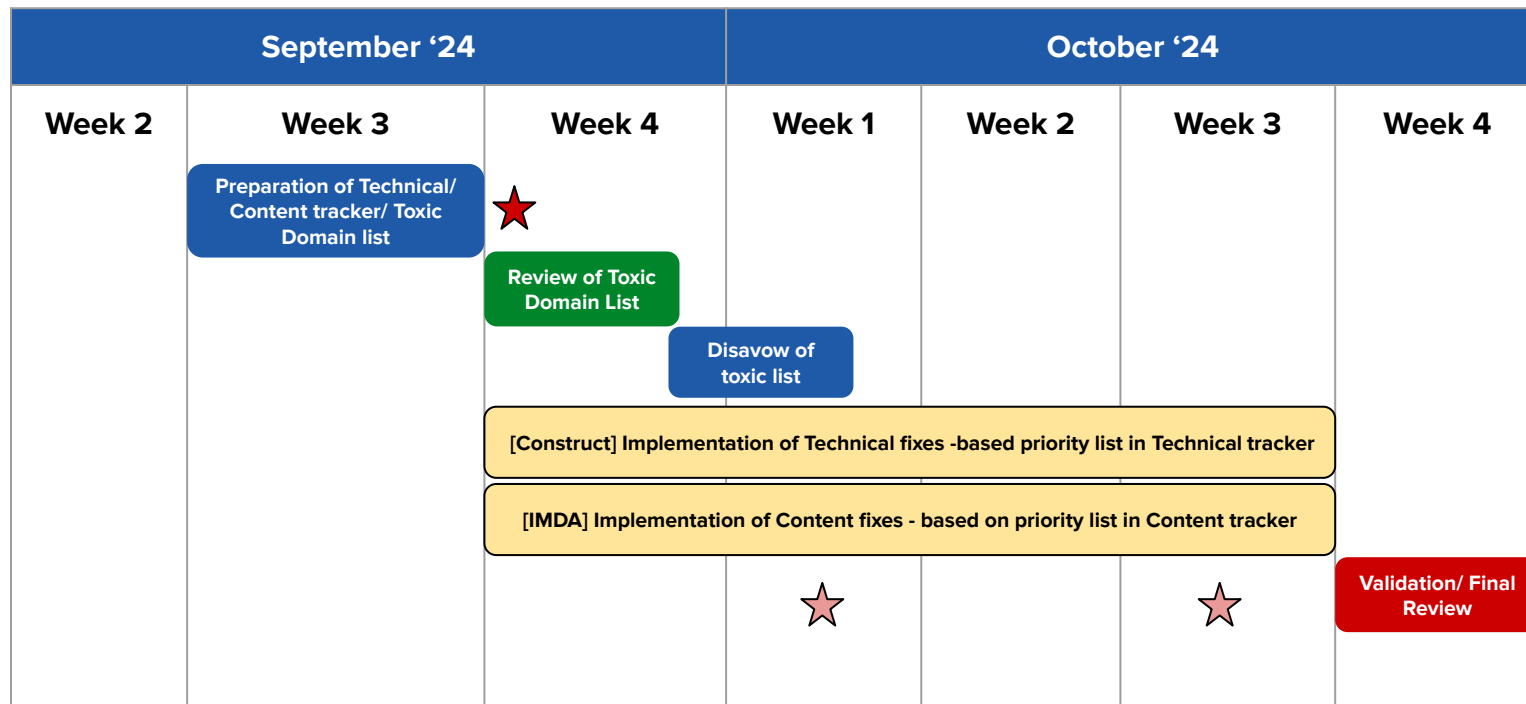
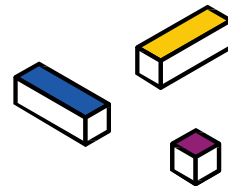
3

Toxic Links

- Toxic referral links
- Disavow of links



Timeline Overview



Reference: [Detailed timeline on Smartsheet](#)

★ - Bi-weekly IMDA/ Construct sessions

★ - Kickoff session IMDA/ Construct



Thank You.



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