

SEO AUDIT REPORT

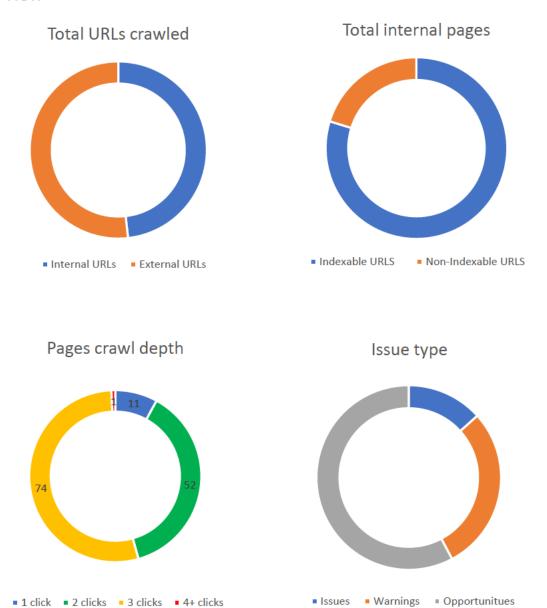
27 MAY 2024

Crawled pages: 142

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Overview



Top issues

Issue name	Issue type	Issue priority	URLs
Security: HTTP URLs	Issue	High	1
Canonicals: Canonicalized	Warning	High	35
Mobile: Target Size	Issue	Medium	11
Content: Spelling Errors	Issue	Medium	137
Content: Grammar Errors	Issue	Medium	24
Canonicals: Missing	Warning	Medium	21
PageSpeed: Reduce Unused CSS	Opportunity	Medium	136
PageSpeed: Reduce Unused JavaScript	Opportunity	Medium	137
PageSpeed: Minify JavaScript	Opportunity	Medium	137
PageSpeed: Minify CSS	Opportunity	Medium	129

Keyword rankings

In addition to traffic data in Google Analytics, monitoring keyword rankings is a great way to see progress.

The keywords holding the top three positions for are below. These keywords are distinctive for NYES, which explains why they hold the top positions. A user searching for NYES specific services will easily find the website. However, if a user is looking for a service but does not know of NYES, they may have difficulty. To improve search engine rankings, the focus should be on keywords that are not NYES specific.

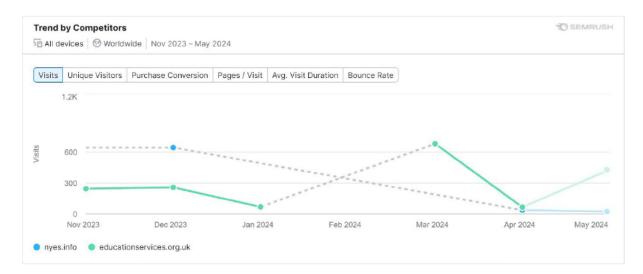
Keyword	Position	Search	Keyword	URL	Traffic	Keyword
		Volume	Difficulty			Intents
nyes training	3	110	16	https://	1	informational,
				Page/22017		navigational
veritau	2	210	30	https://	3	navigational
				Services/1719		
nyes digital	2	90	20	https://	2	navigational
				Page/5492		
nyes training	1	110	16	https://	88	informational,
				Training		navigational
nyes	1	1900	20	https://	471	commercial

Looking at a competitor's website can help identify any gaps or opportunities for NYES. Compared to your competitors, some related words are not present in your page's content. Try to enrich your page's content with semantically related words. <u>View the list of suggested keywords to add to your content.</u>

There are some pages where the keyword assigned produces higher rankings for another page. You may try to optimize these higher ranking pages for the given keyword instead.

Page URL		Keyword	Higher ranking page and position
https://	Event/168117	nyscp	https:// Position 9
https://	Store/Contract/91032	hr sla	https:// Page/5479 Position 39
https://	Training	nyes	https:// Position 1
https://www.	Page/5506	resourcing	https:// Services/1618 Position 15

North Tyneside Council Education Services



The numbers of visits for NYES have dropped within the last few months, whereas competitors have seen an increase in traffic. We can look at what they are doing differently and implement these strategies to the NYES website.

Keyword gap

NYES and North Tyneside Education Services provide the same services but for different areas. Both websites should use similar keywords, however there are only 7 shared keywords between the two websites.

Keyword	Intent	NYES site position	North Tyneside site position	Volume	Keyword difficulty (%)
eyfs profile	Informational	85	93	590	42
services for education	Navigational	90	14	320	28
thrive practitioner	Informational	52	17	260	26
sla online	Informational	27	38	170	4
educational services	Informational	97	1	110	29
educational staffing	Informational	99	35	90	36
safeguarding training in schools	Informational	86	58	70	20

Out of the 7 shared keywords, only two are ranked higher by NYES. Implementing these keywords through the website should be a focus.

The biggest focus should be on the term "educational services". When users search for educational services, many may not know that is the correct website to visit due to the acronym. It is ranked very low for NYES but holds the number one position for North Tyneside.

KD % - Keyword Difficulty shows how difficult it would be for a website to rank organically in the Google top 10 for an analysed keyword. The higher the percentage, the harder it will be to achieve high rankings.

Backlinks

A backlink is a link created when one website links to another. These links are also known as "inbound links" or "incoming links." Backlinks play a crucial role in SEO as they provide credibility in these of search engines and are important for people navigating the internet.

An Authority Score is a metric measuring the domain's reputability. It accounts for the number and quality of its backlinks, organic search traffic, and overall authenticity of its profile.

Authority score: 19 (Average)

This domain's link profile and organic traffic are fine, but its link network isn't as relevant as other domains in the same niche.

Top pages

URL	Referring domains
https://	23
https://www.	8
http://	3

Analysed backlinks: 142

Broken: 6

Potentially toxic: 3

Below is a list of the broken and potentially toxic backlinks that may be affecting your SEO rankings. You can reach out to domain owners to have backlinks removed.

Broken backlinks

Page title	Source	Link to NYES page
Hill and Moorland Leader Assessment	https://mt.tahdah.me/event/detail/783664	http://www. 11673
Lowland Leader Training	https://mt.tahdah.me/event/detail/854799	http://www. 20857
Lowland Leader Assessment	https://mt.tahdah.me/event/detail/854891	http://www. 11122
Rock Climbing Instructor Assessment	https://mt.tahdah.me/event/detail/782557	http://www. 11516
Spring Finance and Admin Conferece - Schools North East	https://schoolsnortheast.org/events/event/spring-financeand-admin-conferece/15184/	https://www 12279
Health and Wellbeing - Teesside-Based Settings CYPSinfo	https://cyps.northyorks.gov.uk/ health-and-wellbeing-teesside- based-settings	https://www.service s/1232

Potentially toxic backlinks

Page title	Source	Link to NYES page
The LASBM Alliance Ltd - Home	https://www.lasbm.com/web/ home/238769	https://www
The LASBM Alliance Ltd - Home	https://lasbm.eschools.co.uk/ web	https://www
NYSCP	https://www.safeguardingchild ren.co.uk/training-north- yorkshire/training- courses/developments-in- safeguarding-masterclasses/	https://www 10613

Potential backlinks to acquire

Try to acquire backlinks from the following domains to improve your Authority Score.

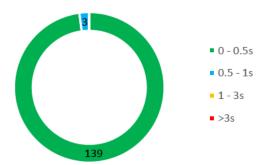
Page URL		Potential websites to acquire backlinks
https://	Event/168117	northyorks.gov.uk, communityfirstyorkshire.org.uk, safeguardingchildren.co.uk, safeguardingadults.co.uk, nyorks.sch.uk
https://	Event/86023	northyorks.gov.uk, communityfirstyorkshire.org.uk, n- yorks.sch.uk
https://	Page/5492	northyorks.gov.uk, schoolsnortheast.org, veritau.co.uk

Mobile friendliness

There are 11 pages with tap targets that are too small. Tap targets are the areas of a web page that users on touch devices can interact with. Increase the spacing around these pages.

1.	https://www.	DataProtection/Cookies
2.	https://www.	Pages
3.	https://www.	Training
4.	https://www.	Services/category/892
5.	https://www.	
6.	https://www	Communication
7.	https://www	Services
8.	https://www	DataProtection/Accessibility
9.	https://www	Services/category/152
10.	https://www	Services/category/154
11.	https://www	Services/category/151

Loading speed



Site performance score: 92%

Average page load speed: 0.16 seconds

The score could be increased by improving the code quality of the site (minification). The content and images have not negatively affected the site performance.

Minification is the process of removing unnecessary lines, white space and comments from the source code. Minifying JavaScript and CSS files makes their size smaller, thereby decreasing your page load time, providing a better user experience and improving your search engine rankings.

The load time for the NYES website is very good, however it could be further improved by cleaning up the code. If the website uses CSS and JS files that are hosted on an external site, contact the website owner and ask them to minify their files.

Canonicalization

A canonical URL is the version of a webpage chosen by search engines as the main version when there are duplicates. The selected URL is prioritised to avoid in search engines to avoid repetitive search results. Google will likely choose the canonical URL for indexing and ranking.

Typically, you specify canonical URL preferences using canonical tags. But there are other methods you can try:

- redirect duplicate pages to canonical pages (best for duplicates you don't need to keep)
- list canonical URLs only in your sitemap (best practice for all site owners)
- use rel="canonical" in HTTP Headers (best for non-HTML documents)

Canonicalized pages Canonical to other page Self-canonical Without rel="canonical"

View the full list of pages that are missing canonicals.

Indexability

Text to HTML ratio

Your text to HTML ratio indicates the amount of actual text you have on your webpage compared to the amount of code. This issue is triggered when your text to HTML is 10% or less.

Search engines have begun focusing on pages that contain more content. That's why a higher text to HTML ratio means your page has a better chance of getting a good position in search results.

Less code increases your page's load speed and helps your rankings. It also helps search engine robots crawl your website faster.

How to fix it:

Review your page's HTML code and consider optimizing its structure and removing embedded scripts and styles.

Here are the pages with the lowest text-HTML ratio:

1.	https://www.	Services/6892
2.	https://www.	<u>AboutUs</u>
3.	https://www.	Services/1232
4.	https://www.	Page/31673
5.	https://www.	Services/1236
6.	https://www.	Page/22017
7.	https://www.	Page/5509
8.	https://www.	Services/2864
9.	https://www.	Page/5504
10.	https://www.	Page/5476
11.	https://www.	Services/1247
12.	https://www.	Page/5495
13.	https://www.	Services/6212
14.	https://www.	Page/5497
15.	https://www.	Services/1595
16.	https://www.	Page/5474
17.	https://www.	Services/6210
18.	https://www.	Page/21521
19.	https://www.	Page/5512
20.	https://www.	Services/1237

Page title too long

Re-write these page titles to be 70 characters or less.

- 1. Executive Education Recruitment Service Secondary and SEND Schools | NYES Info
- 2. Safeguarding Adviser Support for North Yorkshire Maintained Schools | NYES Info

Duplicate page titles

These 5 pages all feature the banner with the same content that is being picked up by the meta description and page title – consider removing or rewording each page.

-	https://www.	Services/category/892
-	https://www.	Services/category/151
-	https://www.	Services/category/152
-	https://www.	Services/category/154
_	https://www.	Services

<title> tag

The title displayed in search results doesn't match your <title> tag for the pages below. Try to provide a more relevant title.

1.	https://	Event/156559
2.	https://	Event/190522
3.	https://	Event/226194
4.	https://	Event/79932
5.	https://	Page/24457
6.	https://	Page/30271
7.	https://	Page/31433
8.	https://	<u>Services</u>
9.	https://	Services/1598
10.	https://	Services/1616
11.	https://	Services/6211
12.	https://	Store/Contract/91032

4XX status code / XML sitemap

A 4xx error means that a webpage cannot be accessed. This is usually the result of broken links. These errors prevent users and search engine robots from accessing your webpages, and can negatively affect both user experience and search engine crawlability. This will in turn lead to a drop in traffic driven to your website.

A 4xx error has occurred for the sitemap.xml page. An XML sitemap is a file that lists a website's essential pages, making sure Google can find and crawl them all. It also helps search engines understand your website structure. You want Google to crawl every important page of your website. But sometimes, pages end up without internal links, making them hard to find. A sitemap can help speed up content discovery.

Check that this file is not broken. In some cases, a website crawler may detect a working link as broken if the website blocks the crawlers from accessing it. Ensure that all the essential pages are included in the sitemap.

Meta descriptions

A <meta description> tag is a short summary of a webpage's content that helps search engines understand what the page is about and can be shown to users in search results.

Missing:

- Cookie | NYES Info
- The Store | NYES Info
- Training Calendar | NYES Info
- Search | NYES Info
- Accessibility | NYES Info
- Privacy | NYES Info

There are also many pages that have duplicate meta descriptions. This is due to repeated/similar content on the pages. Many of these issues can be resolved by changing the content or merging similar pages.

Duplicates:

Page links		Notes
https://www.	Page/5495	also includes similar content from home page
https://www.	<u>AboutUs</u>	https://www.
https://www.	Store/Contract/91370	Can these be merged together to one page –
https://www.	Store/Contract/91366	duplicate tags, and content and similar page title –
https://www.	Store/Contract/91369	also low text to html ratio so merging can fix this
		issue
https://www.	Store/Contract/91036	Same meta description and similar content
https://www.	Store/Contract/97423	
https://www.	Store/Contract/91015	Consider merging
https://www.	Store/Service/53772	
https://	Store/Service/54247	Change description for
https://	Store/Service/54249	https://
		duplicated and incorrect
https://	Store/Contract/91014	Pages have the same content and meta
https://	Store/Service/53774	descriptions but are different services and sit
		under separate areas of the service
https://www.	Services/category/892	These 5 pages all feature the banner with the
https://www.	Services/category/151	same content that is being picked up by the meta
https://www.	Services/category/152	description and page title – consider removing or
https://www.	Services/category/154	rewording each page
https://www.	<u>Services</u>	

Duplicate pages

There are two versions of the "About us" page. A lot of the content is also repeated on the home page which is causing duplications with the meta data. Remove one of these versions and amend the content on the home page or about us page.

https://www.https://www.AboutUs

Links

Any linked text must be descriptive and clearly indicate where it will take the user. Avoid using ambiguous link text, such as 'click here' or 'read more'.

Non descriptive links included on page - https://www.street/str

Case sensitive URLS

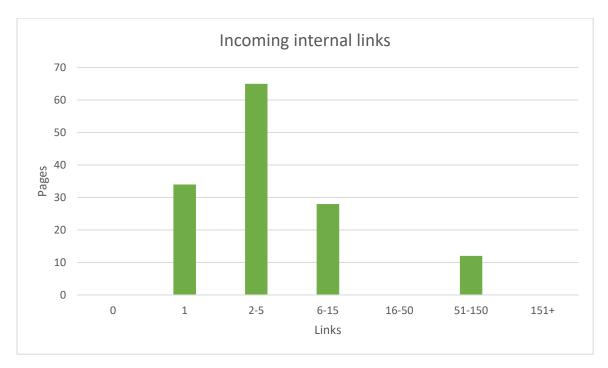
Google is very clear that URL case sensitivity can have several consequences on SEO. For instance, if a page on a website can be accessed with both uppercase and lowercase letters, search engines like Google may consider each variation as a distinct version. This can result in duplicate content issues, negatively affecting your website's search engine rankings.

Most pages on this website include uppercase letters, which could affect the SEO ranking.

Website structure

Internal linking

Having very few incoming internal links means very few visits, or even none, and fewer chances of placing in search results. It is a good practice to add more incoming internal links to pages with useful content. That way, you can rest assured that users and search engines will never miss them.



There are 32 pages that only have one incoming internal link. Consider adding more internal links that go to these pages. <u>View the list of pages with only one incoming internal link.</u>

There are a number of pages that do not have any internal links. Try adding at least one internal link to each of these pages.

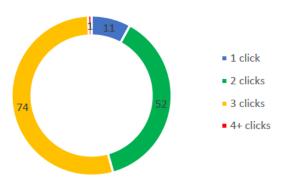
1.	https://	Event/123791
2.	https://	Event/156559
3.	https://	Event/161899
4.	https://	Event/168117
5.	https://	Event/190144
6.	https://	Event/190522
7.	https://	Event/209733
8.	https://	Event/226194
9.	https://	Event/72090
10.	https://	Event/79932
11.	https://	Event/86023
12.	https://	Page/24457
13.	https://	Page/30271
14.	https://	Page/9204

Pages crawl depth

A page's crawl depth is the number of clicks required for users and search engine crawlers to reach it via its corresponding homepage. From an SEO perspective, an excessive crawl depth may pose a great threat to your optimization efforts, as both crawlers and users are less likely to reach deep pages.

For this reason, pages that contain important content should be no more than 3 clicks away from your homepage. There is only one page that takes 4 clicks to reach, however as this page is a document attachment, it is not a priority to change.

Pages crawl depth



Images

Alternative text

There are 86 images on this website that are missing alt text. This text helps screen-reading tools describe images to visually impaired readers and allows search engines to better crawl and rank your website.

View the full list of images that are missing alt text.

Alternative attribute

All 47 pages include the same image that does not have the **alt attribute** assigned to the code. This means that some screen readers will announce the file name of the image instead.

Add an empty alt text to the image - alt=""

Transparent300x200.png (300×200) (sla-portals.co.uk)

Alt text over 100 characters

There are 19 images with alt text over 100 characters. Consider shortening this.

View the full list of images that are missing alt text.

List of pages with missing canonicals

DataProtection/Cookies 1. https://www.

2. https://www **Pages** 3. https://www **Training**

4. https://www Training/Calendar 5. https://www Services/category/892

6. https://www Enquiry/SignUp

7. https://www DataProtection/GetDataProtectionAttachment/ea9ce573-4ab5-46b7-862a-8f005321b1bf

8. https://www Store

9. https://www

10. https://www Communication

11. https://www Enquiry/EnquiryForm

12. https://www Services 13. https://www Contacts

14. https://www DataProtection/Accessibility

15. https://www Store/Download/ContractDocumentFile/b1789c2b-71ad-4f35-9bf0d907e2d64b2d

16. https://www Services/category/152

17. https://www Services/category/154

18. https://www Services/category/151

19. https://www DataProtection/Privacy

List of pages with only one incoming internal link

Page/5501

1. https://www. DataProtection/GetDataProtec...Attachment/ea9ce573-4ab5-46b7-862a-8f005321b1bf

2. https://www. Page/18399

3. https://www Page/21517

4. https://www Page/21518

5. https://www Page/21835

6. https://www Page/21839

7. https://www Page/21840

8. https://www Page/31433

9. https://www Page/33130

10. https://www Page/5474

11. https://www Page/5482

12. https://www Page/5495

13. https://www. Page/5497

14. https://www. Page/5500

16. https://www. Page/5502

15. https://www.

17. https://www. Page/5504

18. https://www. Page/5508

19. https://www. Page/5509

20. https://www. Page/5512

21. https://www. Page/5523

22. https://www. Page/5527

23. https://www.	Page/5529
24. https://www	Page/5531
25. https://www	Services/category/151
26. https://www	Services/category/152
27. https://www	Services/category/154
28. https://www	Services/category/892
29. https://www	Store/Download/ContractDocumentFile/b1789c2b-71ad-4f35-9bf0-
d907e2d64b2d	
30. https://www	Training/Calendar

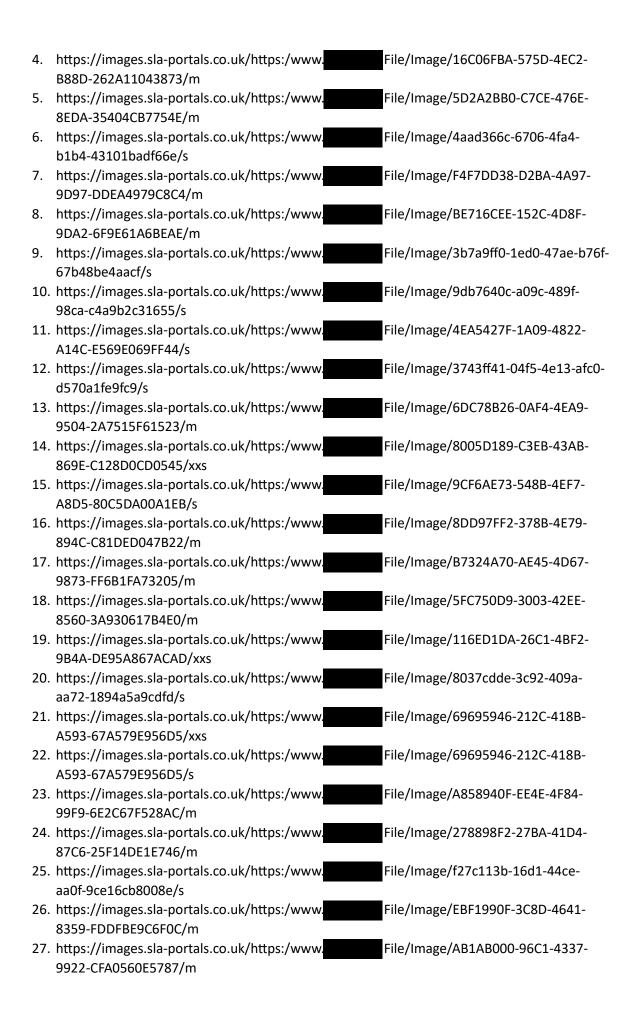
List of suggested keywords to add to content

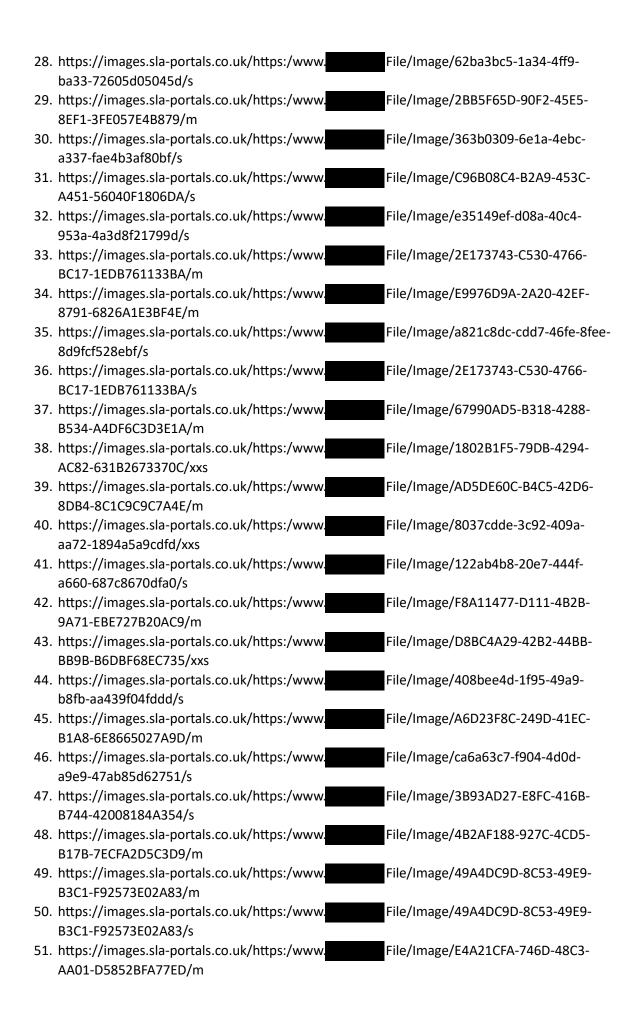
Page URL		Suggested keywords to add to content	
https://	Event/16189	`neurodiversity strengths`, `problem solving`, `strengths checklist`, `neurodivergent individuals`, `neurodivergent people`, `learning disability`, `dyslexia dyspraxia`	
https://	Event/16811	`north yorkshire`, `safeguarding children`, `children partnership`	
https://	Event/19014	`iosh managing safely certification`, `refreshes knowledge`, `certificate number`, `risk assessment`, `safety and health management system`, `managing safely refresher online`, `online course`, `full managing safely`, `safety awareness`, `safety culture`, `plan do check act`, `course is aimed`, `key parts`, `previously completed`, `managing safely qualification`, `successfully completed`, `course include`, `multiple choice`, `refresher training`, `passed the iosh managing safely refresher course is designed`	
https://	Event/19052	`reports design`, `home page`	
https://	Event/20973	`driver training`, `training course`	
https://	Event/79932	`rm integris`, `arbor finance`	
https://	Event/86023	`commission for the blind`, `legally blind`, `district office`, `york state commission`, `blind nyscb`	
https://	Page/21840	`property solutions`, `real estate`, `consulting services`, `estate agents`	
https://	Page/24457	`page will refresh`, `continuing to use this website`, `please contact`, `forgotten your password`, `info contacting`	
https://	Page/30271	'single central record scr', 'children safe in education', 'work in the uk', 'barred list check', 'enhanced dbs check', 'teachers trainee', 'children s barred list', 'lived or worked', 'additional checks', 'working with children', 'checks include', 'pre employment checks', 'working at the school', 'barring service dbs', 'pre appointment checks', 'check of professional qualifications', 'standalone children s barred', 'carried out on all staff', 'schools and colleges must maintain', 'maintain a prohibition from teaching check'	
https://	Page/31433	`consultancy services`	
https://	Page/5479	`education sector`, `day to day`, `employment law`, `hr consultants`, `hr support`, `hr services`, `schools and	

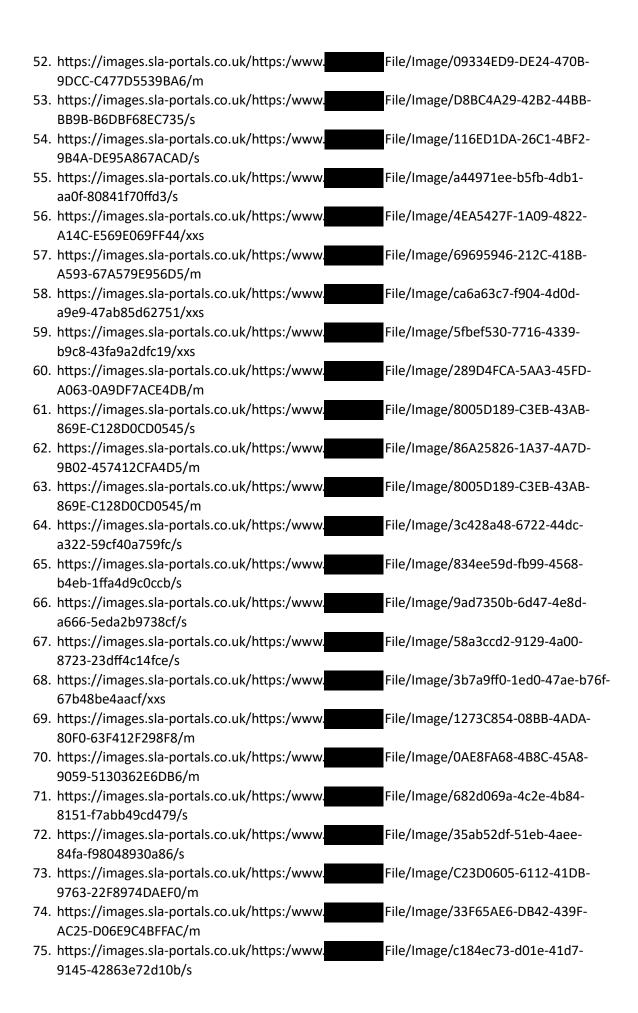
https://	Page/5501	academies`, `unlimited access`, `hr issues`, `performance management`, `school and academy trusts`, `hr matters`, `managing sickness absence`, `consultancy services`, `safer recruitment`, `multi academy trust`, `advising schools`, `burgundy book`, `legally compliant`, `managing cases` `return to work`, `leave of absence`, `manage staff absence`, `sickness absence`, `absence patterns`, `reduce absence`, `supporting staff`, `long term`, `line managers`, `recording absence`, `staff members`, `absence management software`, `managing absence`, `term absences`, `working patterns`,
https://	Page/9204	`supply cover`, `sick pay`, `health issues` `training courses`, `face to face`, `young people`, `child protection`, `working with children`
https://	Services/161	`disclosure and barring service dbs`, `dbs certificate`, `criminal record`, `basic dbs checks`, `umbrella body`, `safer recruitment decisions`
https://	Services/369	`work course`, `emergency first aid`, `qualified first aider`, `workplace first aid`, `valid for 3 years`, `aid skills`, `certificate expires`, `aid provision`, `save lives`, `aid at work training`, `aid qualifications`, `annual refresher training`, `hse strongly recommends`, `health and safety executives`, `course covers`, `multiple choice questions`, `safety first aid regulation`, `aid training courses`, `successfully complete`, `day first aid at work certificate`
https://	Services/622	'independent builders merchant supplying competitively priced building landscaping and timber supplies to trade and public across surrey and sussex from our heavily stocked 4 acre depot near horsham', 'job or diy project', 'friendly and knowledgeable team', 'customer information', 'materials for your next job', 'select the right materials'
https:// ct/91032	Store/Contra	`service level agreement`, `service delivery`, `employee experience`, `case management`, `continuously improving`, `improving employee`
https:// /54245	Store/Service	`risk assessments`, `display screen equipment dse`, `dse risk assessment`, `dse self assessments`, `dse users`, `complete the course`, `dse regulations`, `dse training course`, `good posture`, `dse workstation`, `health and safety display screen equipment regulations 1992`, `ill health`, `multiple choice`, `health and safety training`, `workstation assessments`, `online training`, `common hazards`

List of images with missing alt text

1.	https://images.sla-portals.co.uk/https:/www.	File/Image/5fbef530-7716-4339-
	b9c8-43fa9a2dfc19/s	
2.	https://images.sla-portals.co.uk/https:/www.	File/Image/6FA18E17-3569-4DB2-
	90F5-D1471DB124D8/m	
3.	https://images.sla-portals.co.uk/https:/www.	File/Image/3B93AD27-E8FC-416B-
	B744-42008184A354/xxs	







76. https://images.sla-portals.co.uk/https:/www.A451-56040F1806DA/xxs	File/Image/C96B08C4-B2A9-453C-
77. https://images.sla-portals.co.uk/https:/www.A8D5-80C5DA00A1EB/xxs	File/Image/9CF6AE73-548B-4EF7-
78. https://images.sla-portals.co.uk/https:/www.AC82-631B2673370C/s	File/Image/1802B1F5-79DB-4294-
79. https://images.sla-portals.co.uk/https:/www.a785-c889cff681b7/m	File/Image/7563aabd-8c34-4d32-
80. https://images.sla-portals.co.uk/https:/www.ac1b-328b845550ff/s	File/Image/15ad51db-a1a6-4098-
81. https://images.sla-portals.co.uk/https:/www.99B5-55D46694F0A4/m	File/Image/9925B24B-DC80-4C2C-
82. https://images.sla-portals.co.uk/https:/www.ac2d-3aef0c0ab76b/s	File/Image/9eb475f5-ab96-415d-
83. https://images.sla-portals.co.uk/https:/www.ac2d-3aef0c0ab76b/xxs	File/Image/9eb475f5-ab96-415d-
84. https://images.sla-portals.co.uk/https:/www.AFF3-567825F749EF/m	File/Image/0854E25F-1E9F-4FC1-
85. https://images.sla-portals.co.uk/https:/www.93EE-31A5F5503EBF/s	File/Image/DE07474D-8281-42F2-
86. https://images.sla-portals.co.uk/https:/www.93EE-31A5F5503EBF/m	File/Image/DE07474D-8281-42F2-

List of alt text over 100 characters

There are 19 images with alt text over 100 characters. Consider shortening this.

1.	https://images.sla-portals.co.uk/https:/www. 9793-72fac40495b5/l	File/Image/0afba6a9-c32b-4108-
2.	https://images.sla-portals.co.uk/https:/www. 9793-72fac40495b5/m	File/Image/0afba6a9-c32b-4108-
3.	https://images.sla-portals.co.uk/https:/www.9D97-DDEA4979C8C4/l	File/Image/F4F7DD38-D2BA-4A97-
4.	https://images.sla-portals.co.uk/https:/www.9504-2A7515F61523/l	File/Image/6DC78B26-0AF4-4EA9-
5.	https://images.sla-portals.co.uk/https:/www.894C-C81DED047B22/l	File/Image/8DD97FF2-378B-4E79-
6.	https://images.sla-portals.co.uk/https:/www.99F9-6E2C67F528AC/I	File/Image/A858940F-EE4E-4F84-
7.	https://images.sla-portals.co.uk/https:/www.87C6-25F14DE1E746/l	File/Image/278898F2-27BA-41D4-
8.	https://images.sla-portals.co.uk/https:/www.8791-6826A1E3BF4E/l	File/Image/E9976D9A-2A20-42EF-
9.	https://images.sla-portals.co.uk/https:/www.8791-6826A1E3BF4E/m	File/Image/E9976D9A-2A20-42EF-
10.	https://images.sla-portals.co.uk/https:/www.bc2e-1c7b6374bdfb/m	File/Image/6bdf7744-9dc3-4a52-

