

WeAreChange - Technical Site Audit

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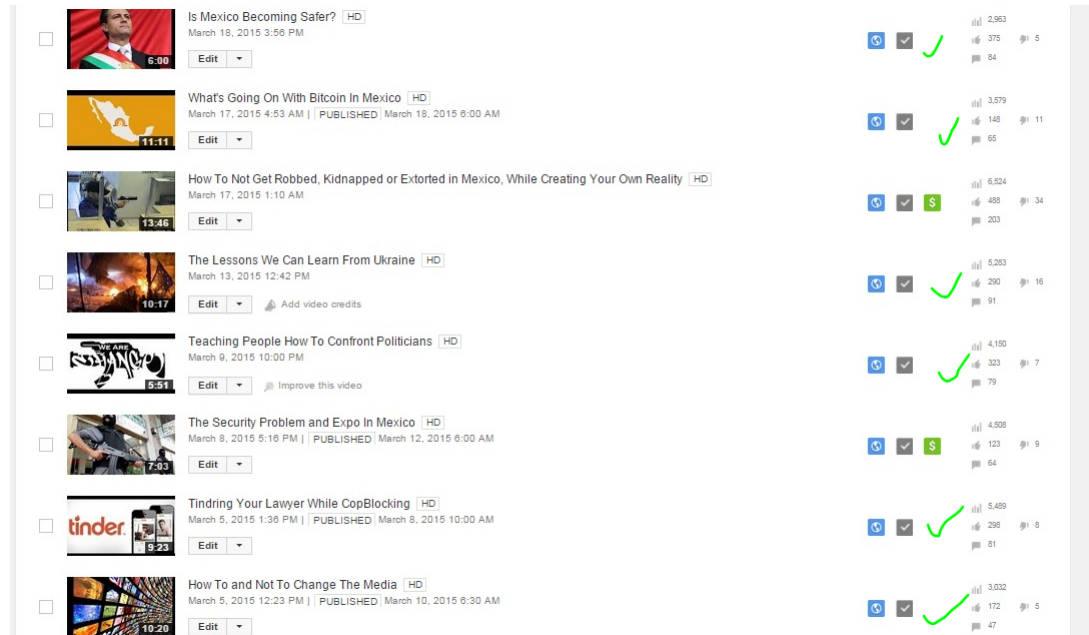
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1 The YouTube Problem

Google recently came under fire by their advertisers for showing their ads before ISIS videos that showed beheadings. This is the problem with automating advertising, advertisers don't necessarily have a choice about where their ads are displayed. (With the exception of demographics and other data.)

It looks like the monetization came back up for the videos on which you lost it. I checked each video from the screenshot below and all are displaying ads.



As far as the ISIS video, it's still missing ads. You can certainly file an appeal and explain that it's just an interview. It looks as though CNN has had some success in getting ads back on the subject. It's not favoritism, it's just that larger channels have closer, more consistent relationships with YouTube. I have no doubt that with time you can get monetization back on all videos as long as you're polite and work WITH Google and try and understand the position they're in with advertisers. (Also using ISIS videos on the CNN page with ads as an example wouldn't hurt.)

For more information on Google's advertiser-friendly" content policy, check out the link below.

<https://support.google.com/youtube/answer/6162278?hl=en>

2 On-Page Optimization

2.1 Title Tags

It's great that you're including the brand name "WeAreChange" at the end of your site titles. (Ex. Josie the Outlaw's Facebook Page Deleted — We Are Change) However, it's recommended that title's be kept between 55-60 characters. When titles are too long, they get cut off in search engines and it makes the site look unprofessional. In the below example, the main title is enough.

Dick Cheney Should be in Jail: ~~When we don't punish the ...~~
wearechange.org/dick-cheney-jail-dont-punish-worst-political-criminals-... ▼
Sep 17, 2014 - Just when you thought Republicans couldn't sink any lower, they ask Dick Cheney, the guy who screwed up Iraq, for advice on how to fix Iraq.

You can have your cake and eat it too with titles. If you use the Yoast SEO plugin for WordPress you can keep your normal on page title, but create a separate, shorter one for search engines. You can even create separate titles for social networks.

Attached with the email for this report is a spreadsheet labeled "page_titles_over_65_characters" for your reference.

The screenshot shows the WordPress editor interface with the Yoast SEO plugin. At the top, a text box contains the placeholder text "Create title here: yoast will tell you when it's too long, such as this one." Below this is the WordPress rich text editor toolbar. A red arrow points from a red-bordered box containing the text "Keep this title long." to the title text box. Further down, the "WordPress SEO by Yoast" section is visible, with tabs for "General", "Page Analysis", "Advanced", and "Social". The "General" tab is active. It contains three fields: "Snippet Preview" with a question mark icon and the text "Create title here: yoast will tell you when it's too long, such as ... ethanglover.biz/"; "Focus Keyword:" with a question mark icon and an empty input field; and "SEO Title:" with a question mark icon and the text "Create title here: yoast will tell you when it's too long, such as this one." Below the "SEO Title:" field, a red warning message states: "Warning: Title display in Google is limited to a fixed width, yours is too long." A red-bordered box containing the text "Shorten this one." has two red arrows pointing to the "Focus Keyword:" field and the "SEO Title:" field.

2.2 Short URL's

In the same sense URL's can also be too long, they're recommended to be 115 characters or shorter. You can find this in the attached file "uri_over_115_characters".

However, it's not recommended that you just change URL's. This can cause major issues with Google indexing and 404 errors for anything linking to those pages. It's fine to leave the current URL's as they are now and keep in mind the 115 character limit for the future. Otherwise, you could move the pages to new URL's and apply 301 redirects on the old URL's.

3 Content

3.1 Optimized Homepage, Landing Pages, and Content

I've found no issues with the content itself. While "keyword targeting" is a contested issue, by looking through blog posts and other pages, it's clear you

have a good connection with your audience. The language you use is the same as they use which is exactly the way things should be, and it's certainly doing a lot of good.

3.2 Conversion and Ads

Again, WeAreChange is doing a fantastic job with content. Original content is kept brief and makes use of imagery and videos heavily. Social buttons are prominent. I would recommend pushing Change Media University more often. Such as by including a message at the bottom of blog posts on where people can get more information.

4 Duplicate Content

It's OK to copy snippets of news from other websites in Headline News, with proper links back to the original you should be able to avoid penalty.

5 Accessibility and Indexation

5.1 Robots.txt

Your robots file is blocking too much. The only thing you want to block search bots from crawling are pages that a user needs to be logged into in order to see. So it's good to block the members directory and it doesn't harm anything to block the wp-admin folder, but I see no reason for blocking anything else.

You especially don't want to block the feed folder, uploads folders, and the plugin and themes folders. This can cause search bots to not render the page properly and cause indexation issues.

```

User-agent: *
Allow: /wp-content/gallery/
Allow: /wp-content/uploads/2011/
Allow: /wp-content/uploads/2012/
Allow: /wp-content/uploads/2013/
Allow: /wp-includes/js/tinymce/plugins/media/img/trans.gif
Allow: /wp-includes/js/tinymce/plugins/wordpress/img/trans.gif
Allow: /rss/

User-agent: *
Disallow: /feed/
Disallow: /wp-content/uploads/2014/
Disallow: /wp-content/uploads/2015/
Disallow: /cgi-bin/
Disallow: /JWPLAYER_FILES_DIR/
Disallow: /trackback/
Disallow: /wp-admin/
Disallow: /xmlrpc.php
Disallow: /wp-content/plugins/
Disallow: /wp-content/themes/
Disallow: /_2015/
Disallow: /members/

Sitemap: http://wearechange.org/sitemap_index.xml
Sitemap: http://wearechange.org/post-sitemap1.xml
Sitemap: http://wearechange.org/post-sitemap2.xml
Sitemap: http://wearechange.org/page-sitemap.xml
Sitemap: http://wearechange.org/category-sitemap.xml
Sitemap: http://wearechange.org/author-sitemap.xml

```

Here's what I'd personally recommend doing.

```

User-agent: *
Disallow: /members/

Sitemap: http://wearechange.org/sitemap_index.xml
Sitemap: http://wearechange.org/post-sitemap1.xml
Sitemap: http://wearechange.org/post-sitemap2.xml
Sitemap: http://wearechange.org/page-sitemap.xml
Sitemap: http://wearechange.org/category-sitemap.xml
Sitemap: http://wearechange.org/author-sitemap.xml

```

I'm not sure why the `/feed/` the `/rss/` folders exist when the RSS feed is at <http://feeds.feedburner.com/wrc/>. The `/feed/` is probably the WordPress default and it's fine to have both it and the FeedBurner. The `/rss/` is blocked for me (and probably for GoogleBot too) so I'm not sure what it is or why it's marked as "allow" in the robots.txt.

You can find more info on robots.txt here: <http://ethanglover.biz/robots-txt/>

5.2 Response Codes

I found 25 4XX errors on the site, most of them are 404's. (Broken links.) Most of them are on this page: <http://wearechange.org/about/chapters/>

A very quick way to find them all without checking each link is by downloading a Chrome Extension called "Check My Links" found here: <https://chrome.>

google.com/webstore/detail/check-my-links/ojkcdipcgfaekbeaelaapakgnjflfglf?hl=en-GB

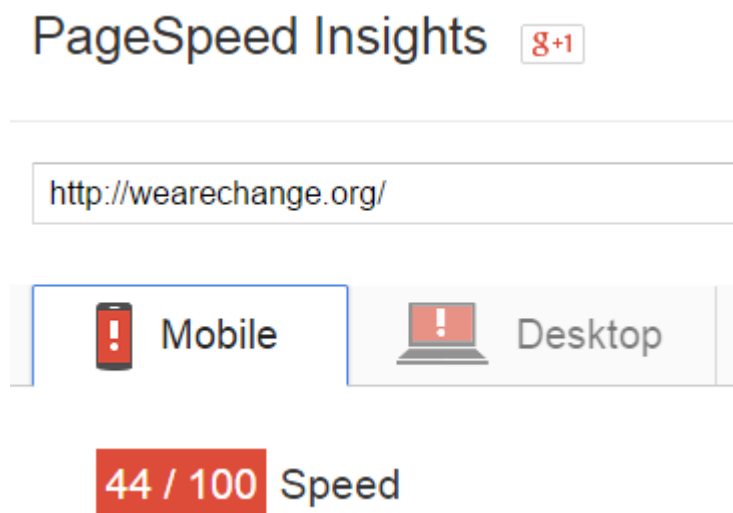
The rest of the errors will be included in an attached spreadsheet called, "response_codes_client_error_(4xx)".

5.3 Sitemaps

Finally, make sure all sitemaps are submitted to Google and Bing Webmaster Tools.

6 Sitespeed

The homepage of WeAreChange takes more than 4 seconds to load completely. You generally want to keep things under 1 second. This is why Google ranks the site so low on site speed.



As a first step, since you're using WordPress, go through this guide to speed up the site: <http://gtmetrix.com/wordpress-optimization-guide.html>

CAVEAT: Don't install the GTMetrix plugin, you don't need to install extra stuff. And instead of using Smush.it for image compression try TinyPNG (Smush.it will be ending service soon): <https://wordpress.org/plugins/tiny-compress-images/>

Your site is already GZIP compressed so the above should fix most of the issues and put you into the green with pagespeed. I'd also recommend using a CDN if you don't already. Amazon Cloudfront offers top of the line service for a cheaper price than you'll find anywhere else.

7 Analytics

I skipped the section on mobile that I'd normally write because WeAreChange is responsive and works well on mobile.

Taking full advantage of Google Analytics isn't always easy or even necessary. Below I'll list some things you could be doing with Analytics if you're not already along with why you might want to do so.

- Capture Internal Searches - Track what people are typing into the search bar on your website.
- Demographics Tracking - Track the demographics of your visitors to get a better understanding of your audience.
- Block Internal IPs - Stop tracking traffic from within your organization. It does no good to track yourself and your employees when they visit the site.
- UTM Campaign Parameters - Track where people are clicking on links to your site and why. For instance, if you post to social networks that you are offering 33% off of CMU, you can track how many people clicked on the "33% discount campaign."
- Event Tracking - Tracks how many times a particular button is pressed, how many people clicked play on an embedded video on a particular page, etc.

8 Stay Awesome

Hopefully your YouTube accounts get back to normal. Sometimes Google thinks more about their advertiser than their content creators. But as far as advertising revenue they're pretty easy and pretty fair. (You get 66% of proceeds.) I hope things work out for you.

The above tips on the website are considered "foundational issues" and would generally be considered required. Still, feel free to use or not use whatever you want. If you have any questions about why I made any recommendations, how to implement anything, or anything else, just send me an email at glover.ethan@gmail.com