

# SimulationsLabs.com — SEO Technical Implementation Plan

## Objective

Stabilize the technical SEO foundation of SimulationsLabs.com to ensure:

- Clean indexation
- Unique and optimized metadata
- Proper canonicalization
- Reduced redirect friction
- Structured data eligibility
- Core Web Vitals baseline health
- Architecture readiness for content clusters

### 1) Fix Duplicate `<title>` Tags

#### Issue

Multiple indexable pages currently share the same `<title>` tag. This prevents proper ranking differentiation and weakens page intent signals.

#### Required Implementation

- Ensure every indexable page has a unique `<title>`.
- Title length target: 50–60 characters (avoid truncation).
- Implement a reliable per-page SEO metadata mechanism (CMS field, route-level config, or template override).

- Prevent regression via template inheritance issues.

## Recommended Titles

URL	Title
/	Gamified Cybersecurity Training Platform   SimulationsLabs
/about	About SimulationsLabs   Gamified Cyber Training Platform
/case-studies	Case Studies   Cybersecurity Training Outcomes   SimulationsLabs
/blogs	Cybersecurity Training Blog & CTF Guides   SimulationsLabs
/guides	Guides   CTF Hosting & Cybersecurity Training   SimulationsLabs
/terms-of-use	Terms of Use   SimulationsLabs
/privacy-policy	Privacy Policy   SimulationsLabs

## Acceptance Criteria

- All pages have unique `<title>` tags.
- No duplicate titles exist across indexable URLs.
- Titles align with page intent.
- No excessively long titles.

## 2) Fix Too-Short Titles

### Required Updates

URL	Title
/product-demo	Request a Product Demo   SimulationsLabs

/signin

Sign In | SimulationsLabs

## Acceptance Criteria

- Titles include brand.
  - Titles match user intent.
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## 3) Define Indexation Rules for App/Auth Pages

### Policy

The following pages should NOT be indexed:

- /signin
- app.simulationslabs.com/\*
  - /register/tenant
  - /tenants/forget-password
  - All authentication and UI product flows

### Required Implementation

- Add:

```
<meta name="robots" content="noindex,nofollow">
```

(or equivalent HTTP header)

- Ensure these URLs are excluded from the XML sitemap.
- Self-referencing canonical is acceptable for app pages, but must be paired with noindex.

## **Acceptance Criteria**

- Auth/app URLs are not indexable.
  - Auth/app URLs are not in sitemap.
  - Robots directive confirmed in page source or headers.
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## **4) Reduce Redirect Friction (Internal Links Cleanup)**

### **Required Changes**

- Replace any outdated Twitter share URLs:
  - Use `https://x.com/intent/tweet?...`
- Update LinkedIn share links to modern format.
- Ensure all social share links include:  
`rel="nofollow noopener noreferrer"`

### **Goal**

- Reduce unnecessary internal redirects.
- Prevent search engines from treating social share links as crawlable site architecture.

## **Acceptance Criteria**

- Internal crawl shows reduced redirect chains.
- Share links are properly marked with `rel="nofollow noopener noreferrer"`.

## 5) Add Blog Image Support (Required)

### What to implement (dev)

- Enable adding images to blog posts:
  - Featured/hero image per post
  - Inline images within post body
- For each image, allow authors to set:
  - **Alt text (required)**
  - Optional caption
  - Optional image title
- Ensure rendered HTML includes:
  - Responsive images (`srcset` + `sizes`) or equivalent responsive handling
  - Explicit `width` and `height` attributes (reduce CLS)
  - Lazy-loading for below-the-fold images
- Ensure images are optimized:
  - Compression + modern formats where feasible (WebP/AVIF)
  - Caching headers and/or CDN delivery if available

## Delivery Checklist

Upon completion, please provide:

- Final list of updated URLs with implemented `<title>` values.
- List of URLs set to `noindex`.

- Confirmation that these URLs are excluded from sitemap.
- Confirmation that canonicals are self-referencing and consistent.
- Confirmation that structured data has been validated.
- Confirmation that internal redirect cleanup is complete.