

ACTIONABLES

Important changes in the CMS - Flicksbuddy

1. We need to stop the creation of multiple duplicate page versions for any individual movie, web series, celebrity, watchlist, and news article by the CMS.

Take the example of the movie page titled "Bawal"; the CMS currently generates multiple duplicates showcasing the same content.

https://flicksbuddy.com/movies/1142127/bawal	Original
https://flicksbuddy.com/movies/1142127/sudipto	Duplicate

If we try to analyze the above example based on the current URL structure of any individual movie title, which is a combination of

- The primary domain (home): flicksbuddy.com
- Folder name (movie): Movies
- Movie id: TMBD movie id
- Movie title: Name of the movie

Looking at the example of Bawal, the current CMS generates duplicate URLs based on the TMBD movie id, irrespective of the movie title component of the URL structure. We see a similar phenomenon with Web series, celebrities, and watchlist pages.

Example of Web series (Half CA)

https://flicksbuddy.com/web-series/230020/half-ca	Original
https://flicksbuddy.com/web-series/230020/abcnd	Duplicate

Example of Celebrity (Ashaas Channa)

https://flicksbuddy.com/celebrity/87305/ahsaas-channa	Original
https://flicksbuddy.com/celebrity/87305/amitabh-bacchana	Duplicate

Example for Watchlist (Top Hindi Movies in 2023

https://flicksbuddy.com/watchlist/64bf519e6219559572735eco/top-hindi-movies-of-2023	original
https://flicksbuddy.com/watchlist/64bf519e6219559572735eco/top-tami	Duplicate

Example of News story (Top OTT and theatrical Releases this week (26th June to 2nd July): Indian Jones5, Lust Stories 2, Satyaprem ki katha, Sandeep Bhaiya, and more

https://flicksbuddy.com/news/649d24a46219559572a43f92/top-ott-and-theatrical-releases-this-week-26th-june-to-2nd-july-indiana-jones-5-lust-stories-2-satyaprem-ki-katha-sandeep-bhaiya-and-more	Original
https://flicksbuddy.com/news/649d24a46219559572a43f92/adada	Duplicate

There are two ways to resolve this:

- Make improvements in the CMS to stop the creation process in the future and remove all duplicate pages from the server
- If the CMS issues can't be resolved, we have to think of implementing the "rel=canonical" tag to show search engine crawlers which page is original and which are duplicates. (this method is applicable if you plan to implement AMP on news article pages)

- Implementation of Multi-location with localized language URL structure** for location-specific SERP rankings. Since we currently can only manage content in English, the language folder in every URL should follow the language-country ISO standard. If we want to target English language users in India, the language folder in the URL should be "en-in."

Additions to the CMS to achieve the objective:

- We recommend adding a feature to add language folders in the CMS similar to the "Set platform" feature. We have discussed to initial target India, US, and UK in the initial phase, so the recommended language folders will be "en-in," "en-us," and "en-gb."
- Option of adding custom metadata for all language versions of a particular page.

How should the language folder reflect in the current URLs?

Page	URL versions under different language folders
Home	https://flicksbuddy.com (Default page)
	https://flicksbuddy.com/en-in/ (

	English users in India)
	https://flicksbuddy.com/en-us/ (English users in the US)
	https://flicksbuddy.com/en-gb/ (English users in the UK)
Trending movie page	https://flicksbuddy.com/what-to-watch/trending-movies (Default page)
	https://flicksbuddy.com/en-in/what-to-watch/trending-movies (English users in India)
	https://flicksbuddy.com/en-us/what-to-watch/trending-movies (English users in the US)
	https://flicksbuddy.com/en-gb/what-to-watch/trending-movies (English users in the UK)

Additional SEO tags for the language folders

- Href lang tags that go to the header of the HTML. The tag must go to every page variation of a particular page. Take an example of the trending movie page.

```
Hreflang tag for Trending movies Page on the UK Page
<head>
<title>Trending</title>
<link rel="alternate" hreflang="en-in"
  href="https://flicksbuddy.com/en-in/what-to-watch/trending-movies" />
<link rel="alternate" hreflang="en-us"
  href="https://flicksbuddy.com/en-us/what-to-watch/trending-movies" />
<link rel="alternate" hreflang="x-default"
  href="https://flicksbuddy.com/what-to-watch/trending-movies" />
</head>
```

- The new sitemap structure includes all language versions for a particular page

How Flicksbuddy home page should be shown in the new sitemap

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
xmlns:xhtml="http://www.w3.org/1999/xhtml">
<url>
<loc>https://www.flicksbuddy.com</loc>
<xhtml:link
rel="alternate"
hreflang="en-in"
href="http://www.flicksbuddy.com/en-in/">
<xhtml:link
rel="alternate"
hreflang="en-us"
href="https://www.flicksbuddy.com/en-us/">
<xhtml:link
rel="alternate"
hreflang="en-gb"
href="https://www.flicksbuddy.com/en-gb"/>
</url>
</urlset>
```

3. **Improvement in the Google News sitemap.**, currently the news sitemap doesn't follow the structure Google prescribes.

Current News Sitemap	Recommended News Sitemap
<pre><urlset xmlns="http://www.sitemaps.org/schemas/site map/0.9" xmlns:news="http://www.google.com/schemas/ sitemap-news/0.9" xmlns:xhtml="http://www.w3.org/1999/xhtml" xmlns:image="http://www.google.com/schemas/ sitemap-image/1.1" xmlns:video="http://www.google.com/schemas/ sitemap-video/1.1"> <url> <loc>https://flicksbuddy.com/news/649d24a462195 59572a43f92/top-ott-and-theatrical-releases-this-we ek-26th-june-to-2nd-july-indiana-jones-5-lust-stories- 2-satyaprem-ki-katha-sandeep-bhaiya-and-more</loc> <lastmod>2023-08-21T07:01:53.900Z</lastmod> <changefreq>daily</changefreq> <priority>0.5</priority> </url> </urlset></pre>	<pre><urlset xmlns="http://www.sitemaps.org/schemas/sitemap /0.9" xmlns:news="http://www.google.com/schemas/site map-news/0.9" <url> <loc>https://flicksbuddy.com/news/649d24a462195595 72a43f92/top-ott-and-theatrical-releases-this-week-26th -june-to-2nd-july-indiana-jones-5-lust-stories-2-satyapre m-ki-katha-sandeep-bhaiya-and-more</loc> <news: news> <news: publication> <news:name> Flicksbuddy </news:name> <news :language>en</news:language> </news:publication> <news :publication_date>2023-08-21</news:publication_date> <news :title> Top OTT and theatrical releases this week 26 June to 2 July -Indiana Jones5, Lust stories 2,Satyaprem ki katha,sandeep bhaiya and more </news:title> </news:news> </url> </urlset></pre>

4. **We must change the RSS feed** we submit to the Google News publisher dashboard.

What are we currently doing?

The current structure of the RSS feed is ok, but we are submitting all the URLs of the website through the feed into the Google News Publisher Dashboard.

What do we need to do?

1. RSS feed for Google News Publisher should only have URLs under <https://flicksbuddy.com/news>
2. If we plan to create sections (as proposed in the earlier document), we can submit each section separately to Google News Publisher. For example, If the section URL is news.flicksbuddy.com/OTT-news/, then we create a feed with all article URLs under section URL
3. The submitted feed should be dynamically updated with article URLs 48 hours older. If we continuously keep older articles in the feed, Google News crawlers will stop indexing them.
5. Improve the News article editor
 - a. Have a separate section in the CMS News article editor to add the Meta keywords for the URL.
6. **Implementation of Movie structured data for the listing page.**

Structured data is vital for any listicle content page on the Flicksbuddy website

 - a. Trending
 - b. News article
 - c. News releases
 - d. Upcoming releases,
 - e. Any form of opportunity page

Depends on how the content listing is done in any listicle content page; there are two ways to use the movie carousel structured data.

Type 1 :The summary page has a short description of each item in the list, and each description points to a separate details page that is focused entirely on one item.

```
<html>
<head>
<title>The Best Movies from the Oscars - 2018</title>
<script type="application/ld+json">
{
  "@context":"https://schema.org",
  "@type":"ItemList",
  "itemListElement":[
    {
      "@type":"ListItem",
      "position":1,
      "url":"https://example.com/a-star-is-born.html"
    },
    {
      "@type":"ListItem",
      "position":2,
      "url":"https://example.com/bohemian-rhapsody.html"
    },
    {
      "@type":"ListItem",
      "position":3,
      "url":"https://example.com/black-panther.html"
    }
  ]
}
</script>
</head>
<body>
</body>
</html>
```

Type 2: A single, all-in-one-page list hosts all list information, including full text of each item

```
<html>
<head>
<title>The Best Movies from the Oscars - 2018</title>
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "ItemList",
  "itemListElement": [
    {
      "@type": "ListItem",
      "position": "1",
      "item": {
        "@type": "Movie",
        "url": "https://example.com/2019-best-picture-noms#a-star-is-born",
        "name": "A Star Is Born",
        "image": "https://example.com/photos/6x9/photo.jpg",
        "dateCreated": "2018-10-05",
        "director": {
          "@type": "Person",
          "name": "Bradley Cooper"
        },
        "review": {
          "@type": "Review",
          "reviewRating": {
            "@type": "Rating",
            "ratingValue": "5"
          },
          "author": {
            "@type": "Person",
            "name": "John D."
          },
          "reviewBody": "Heartbreaking, inspiring, moving. Bradley Cooper is a triple threat."
        },
        "aggregateRating": {
          "@type": "AggregateRating",
          "ratingValue": "90",
          "bestRating": "100",
          "ratingCount": "19141"
        }
      }
    },
    {
      "@type": "ListItem",
      "position": "2",
      "item": {
        "@type": "Movie",
        "name": "Bohemian Rhapsody",
        "url": "https://example.com/2019-best-picture-noms#bohemian-rhapsody",
        "image": "https://example.com/photos/6x9/photo.jpg",
        "dateCreated": "2018-11-02",
        "director": {
          "@type": "Person",
          "name": "Bryan Singer"
        },
        "review": {
          "@type": "Review",
          "reviewRating": {
            "@type": "Rating",
            "ratingValue": "3"
          },
          "author": {
            "@type": "Person",
            "name": "Vin S."
          },
          "reviewBody": "Rami Malek's performance is overrated, at best."
        },
        "aggregateRating": {
          "@type": "AggregateRating",
          "ratingValue": "61",
          "bestRating": "100",
          "ratingCount": "21985"
        }
      }
    }
  ],
}
```

```
</script>
</head>
<body>
</body>
</html>
```


Updates in the CMS:

- a. In case of an update in the list of a listicle page, the new structured data should get automatically updated based on the position in the list the update was made.

7. Additional updates in the CMS to help the SEO team work efficiently:

- a. An option for manually updating metadata (title, description, and keywords) for movies, web series, and celebrity pages from the "Database update" feature on the CMS..
- b. Allow users to manually update metadata (description and keywords) for individual watchlist pages. The CMS currently considers the description under the watchlist title as the meta description, and the same can be made a bit lengthy to achieve SEO results. Still, those lengthier descriptions can't be suitable for meta descriptions so that the crawlers can read them. Also, provide an option to edit the meta keywords on individual watchlists pages.
- c. An option for manually updating metadata (title, description, and keywords) trending movies and web series pages with an additional option to add short descriptions for these pages for SEO purposes.

Developer resources:

1	Rel=Canonical tag	https://developers.google.com/search/docs/crawling-indexing/consolidate-duplicate-urls#:~:text=A%20rel%3D%22canonical%22%20link,the%20content%20on%20the%20page.&text=Add%20any%20hreflang%20or%20other%20elements%20that%20are%20appropriate%20for%20the%20page.
2	HREF Lang tag	https://developers.google.com/search/docs/specialty/international/localized-versions#html
3	Movie Carousal structured data	https://developers.google.com/search/docs/appearance/structured-data/movie

Thank You