

Comprehensive SEO & Crawl Analysis Report for teznevisan3.com

Data period: October 2024 – 12 February 2026 (Google Search Console + crawl data)

Current date: 12 February 2026

1. Executive Summary

The site **teznevisan3.com** is a Persian-language academic services platform (thesis writing, proposal help, statistical software tutorials, etc.). However, it has suffered a **severe spam injection / compromise** that dominates the crawl and indexing data.

- Total Googlebot requests: **18,034**
- 96.6 % Refresh, 3.4 % Discovery
- 93.75 % from Smartphone Googlebot
- Response profile is very unhealthy: **61.8 % 301 redirects, 19.1 % 404s, only 11.6 % 200 OK**
- Indexing disaster: **9,331 pages crawled but currently not indexed** + ~12,500 still “Not indexed” as of Feb 2026
- Organic performance: only **45 clicks and 353 impressions** in 23 months (CTR ≈ 12.75 %)
- 99 % of traffic and all meaningful clicks come from Iran on the brand term “تزوییسان” → homepage

Root cause: Thousands of injected Japanese/Chinese e-commerce spam pages (parameters ?e= , shop.php , jp.php , article.php , etc.) have polluted the site. These pages receive crawl budget, create duplicate/canonical chaos, and cause Google to distrust the entire domain.

2. Crawl & Technical Analysis

Metric	Value	Comment
Total requests	18,034	17,692 on naked domain, 342 on www
Total download size	138 MB	Spikes in Dec 2025 (up to 34 MB/day)
Avg response time	500 ms	Acceptable, but many timeouts
File-type distribution	Other 62.1 % Failed/Unknown 26.3 % HTML 9.4 %	“Other” = mostly spam URLs
Top response codes	301: 61.8 % 404: 19.1 % 200: 11.6 %	Extremely high redirect & error rate

Critical issues (Google Search Console)

Issue	Pages	Priority
Crawled – currently not indexed	9,331	Critical
Page with redirect	1,398	High
Blocked due to other 4xx	749	High
Duplicate without user-selected canonical	266	High
Not found (404)	206	Medium
Blocked by robots.txt	146	Medium
Soft 404 / Server errors	~104	Medium

3. Indexing Trend (2025-11 → 2026-02)

- Not indexed: dropped from ~443k → **12,516**
- Indexed: peaked at ~267 → stabilised at **~100 pages**
- Impressions only started appearing meaningfully from 24 Dec 2025 (brand search)

Conclusion: Google has largely given up on the site because of the spam noise.

4. Organic Search Performance

Total (23 months)

Clicks: 45 Impressions: 353 Avg CTR: 12.75 % Avg position: ~8.7

By device

Mobile: 34 clicks (16.43 % CTR) Desktop: 11 clicks (7.59 % CTR)

By country (top)

Iran: 30 clicks (67 %) Japan: 3 USA: 2 France/Ukraine/Germany: 2 each

Top queries (all time)

Query	Clicks	Impressions	CTR	Position
تزویسان	19	68	27.94%	4.6
موسسه تزویسان	2	4	50%	1.5
انجام پایان نامه	0	13	0%	4.1
... (all others)	0

Top pages by clicks

Page	Clicks	Impressions	CTR	Position
https://teznevisan3.com/	34	157	21.66%	3.96
https://teznevisan3.com/home/	2	9	22.22%	5.0
All other legitimate service pages	≤1	—	—	—
149 spam pages	1 each (scattered)	—	—	—

5. The Spam Problem (Critical)

≈ 150 of the “top pages” in GSC are clearly injected affiliate/spam URLs containing:

- ?e=XXXXXX tracking parameters
- Japanese product names (Dynabook, YONEX, Panasonic, etc.)
- Paths like /jp.php , /shop.php , /article.php , /pin.php

These pages are **not** part of the original Teznevisan theme. They were almost certainly injected via a vulnerable plugin/theme or compromised admin access.

6. Immediate Action Plan (Priority Order)

Phase 1 – Emergency Cleanup (do this week)

1. Identify & delete all spam

- Search server for files containing ?e= or Japanese-encoded strings
- Delete all URLs matching patterns: ?e= , jp.php , shop.php , article.php , goods.php , pin.php , etc.
- Return **410 Gone** (not 404) for any remaining spam URLs for 30 days, then 404.

2. robots.txt (temporary)

```
text

User-agent: *
Disallow: /?e=
Disallow: /*?e=
Disallow: /jp.php
Disallow: /shop.php
Disallow: /article.php
Disallow: /public/themes/TeznevisanThemeX/    # if theme files are
exposed
```

3. .htaccess / server redirect (block all ?e= parameters with 410)

Phase 2 – Technical Fixes (next 2 weeks)

- Implement proper **canonical tags** on all legitimate pages (self-referential)
- Fix **301 redirect chains** (many internal loops or www → non-www issues)
- Submit clean **XML sitemap** containing only legitimate service/academic pages
- Add `noindex,nofollow` meta to any remaining low-value pages (blog archives, tag pages, etc.)
- Update **robots.txt** to allow only clean paths once spam is removed

Phase 3 – Recovery & Growth (ongoing)

- Re-verify site in Google Search Console after cleanup
- Request indexing for the ~100 legitimate pages
- Create high-quality Persian content around core keywords:
 - "انجام پایان نامه"
 - "مشاوره پایان نامه"
 - "تلنیسان"
 - "پروپوزال نویسی"
 - "تحلیل آماری با SPSS, LISREL, AMOS"
- Consider local Google My Business listing in Iran
- Secure the site (change passwords, update all plugins/themes, install security plugin)

7. Expected Outcome Timeline

- After Phase 1 (2–4 weeks): Spam pages disappear from crawl, 301/404 ratio drops dramatically
- After Phase 2 (4–8 weeks): Indexed pages stabilise at ~150–200 legitimate pages
- After Phase 3 (3–6 months): Steady growth in brand + service keywords from Iran

Bottom line: The site is salvageable, but **the spam must be completely eradicated first.**

Until that happens, Google will continue to treat teznevisan3.com as a low-trust, spammy domain.

If you need help writing the exact `.htaccess` rules, a clean sitemap template, or a list of all spam URLs to delete, provide server access or a full URL export and I will generate it immediately.