

Recommendations for universitaet.com

Part 2 - Technical audit

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Priority

Each recommendation has its own priority of implementation in terms of SEO. In total, 4 levels of priority with the description are provided below.

- **URGENT** - This means that the recommendation should be implemented as soon as possible because it impedes the promotion
- **High** - Solving this issue is in the high impact of search engine optimization
- **Medium** - the Issue has no significant effect on the SEO
- **Low** - an Issue that results in a minimal impact for a Search Engine Optimization

Technical recommendations report

1. External linking

External Links are hyperlinks that point at (target) any domain other than the domain the link exists on (source). In layman's terms, if another website links to you, this is considered an external link to your site. Similarly, if you link out to another website, this is also considered an external link. And now we are going to talk about external links from your site to others.

The `rel="nofollow"` attribute tells the search engines not to follow one specific outbound link. This is done in cases when a website doesn't want to pass authority to another webpage. From the 1st of March 2020 the nofollow attribute `rel="nofollow"` should be used when you want to link to a page but don't want to be seen as giving any type of endorsement, including passing along ranking credit to another page.

So you need to set up `rel="nofollow"` attribute for all of the external links except links to your social media.

Nofollow is used in the HTML of your source code. Many CMSs provide a nofollow option when creating links, but if you have to code them by hand, we have some examples for you.

Here is what the follow link looks like:

```
<a href="https://example.com">Anchor Text Goes Here</a>
```

Here is what the nofollow link looks like:

```
<a href="https://example.com" rel="nofollow">Anchor Text</a>
```

Check the link for the [full information](#). See [the full list](#) of external links.

2. Main redirects

2.1. Upper and lowercase

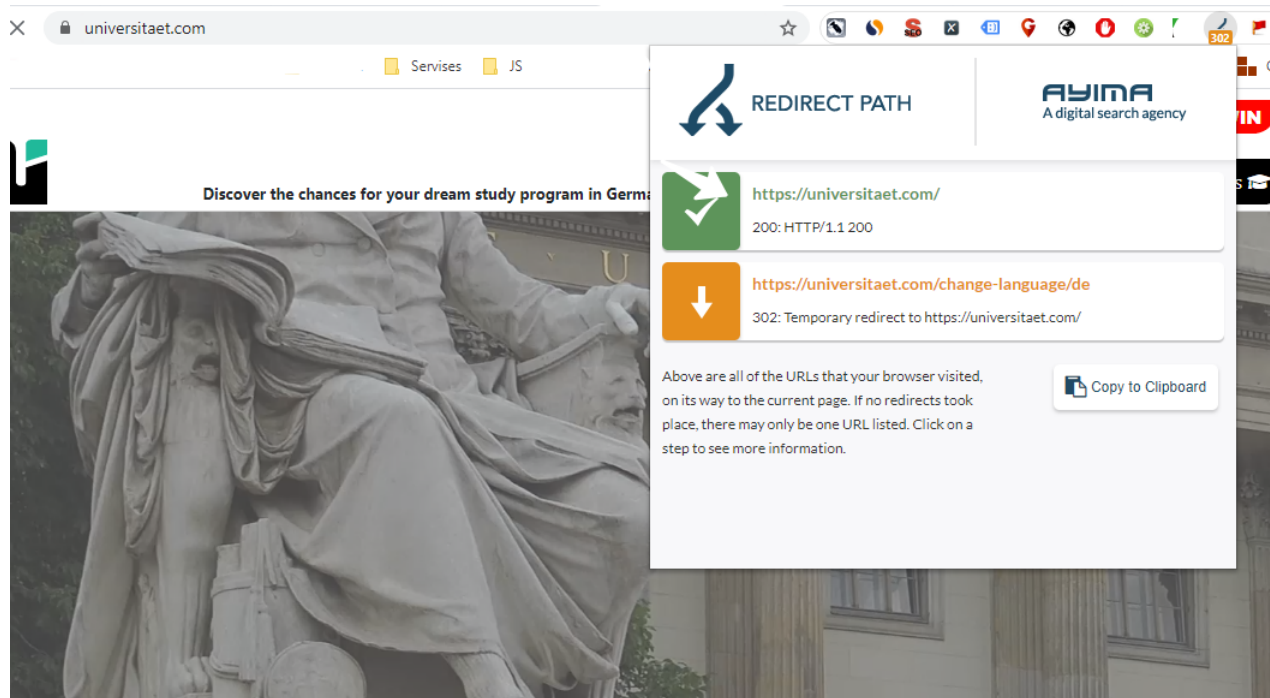
During the analysis of the site, it was found that 301 redirects from uppercase pages to lowercase pages were configured. E.g. <https://universitaet.com/university-profileS>. When you go to the page, a 404 error appears:



For all pages on the site, you need to set up a 301 redirect from uppercase pages to lowercase pages. So, for the page <https://universitaet.com/university-profileS> you need to set up a 301 redirect to <https://universitaet.com/university-profiles>.

2.2. 302 redirects

When switching the language version of the site, a 302 redirect is triggered. E.g.



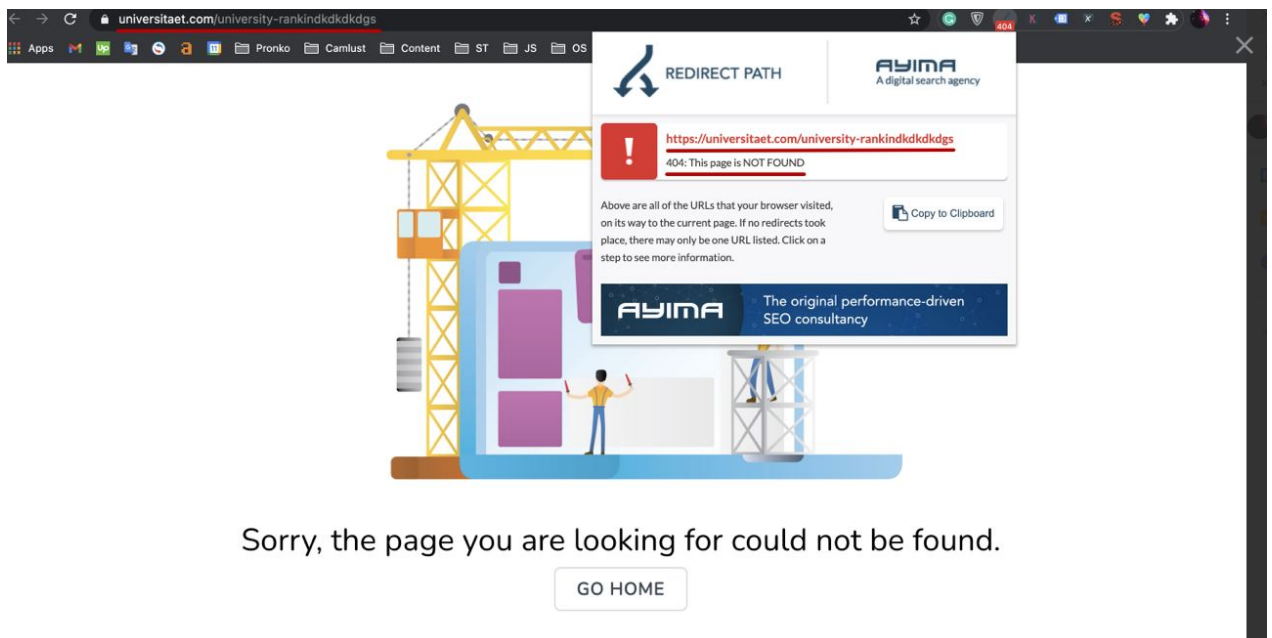
302 redirects can be used when the URL of a resource is changed temporarily. But, if changes are permanent, 302 redirects should be changed with 301 redirects.

3. Not found page (404)

A Uniform Resource Locator, colloquially termed a web address, is a reference to a web resource that specifies its location on a computer network and a mechanism for retrieving it. A URL is a specific type of Uniform Resource Identifier, although many people use the two terms interchangeably. Google has some **requirements** for URLs, so it's

important they don't have any errors, issues etc. Here I'm about to show some of them.

- Every site must have 404 error pages, in case, if some pages or links are broken. They can be static or dynamic. Static URL pages look like domain.com/404. So all the broken pages go to domain.com/404. You have a dynamic one e.g. <https://universitaet.com/university-rankindkdkdkdgs>.



So it means every page with 404 response code has its own unique link. I highly recommend you to use a static 404 error page so Google treats it like you have only 1 page that is broken. So, all the pages with 404 response code must have <https://universitaet.com/404> URL.

4. Sitemap

A site map is a list of pages of a website within a domain. There are three primary kinds of sitemaps: 1) Site maps used during the planning of a Web site by its designers. 2) Human-visible listings, typically hierarchical, of the pages on a site (HTML). 3) Structured listings intended for web crawlers such as search engines (XML).

HTML sitemap

A problem has been discovered on the site, there is no HTML map as an additional element for improving the navigation of the site for users. The HTML site map should contain all the site pages necessary for indexing.

Principles of implementing an HTML sitemap:

- The automatic update does not contain graphics, scripts, and menus (the page should be easy-to-crawl for the bot).
- The map should not contain more than 300 links, if necessary, do the pagination.
- All sitemap pages must contain the tag: `<META name = "robots" content = "noindex, follow, noarchive" />`. So you need to place a tag here <https://universitaet.com/sitemap.html>
- You need to add a link to the HTML map in the footer of the site.

XML sitemap

Sitemap guidelines are presented in the file - [link](#).

5. Microdata

Google Search works hard to understand the content of a page. You can help it by providing explicit clues about the meaning of a page to Google by including structured data on the page.

[Structured data](#) (microdata) is a standardized format for providing information about a page and classifying the page content. Google uses structured data that it finds on the web to understand the content of the page.

This documentation describes which properties are required or recommended for structured data with special meaning to Google Search. Most Search structured data uses schema.org vocabulary, but you should rely on the documentation on [developers.google](#) as definitive for Google Search behavior, rather than the schema.org documentation. Attributes or objects not described here are not required by Google Search, even if marked as required by schema.org. I recommend deleting all existing microdata on the site in Microdata format and using it in **JSON-LD format**.

5.1. JSON-LD

Google recommends using **JSON-LD**. A JavaScript notation embedded in a <script> tag in the page **head or body**. The markup is not interleaved with the user-visible text, which makes nested data items easier to express, such as the Country of a PostalAddress of a MusicVenue of an Event. Also, Google can read JSON-LD data when it is

dynamically injected into the page's contents, such as by JavaScript code or embedded widgets in your content management system.

Be sure to follow the [general structured data guidelines](#), as well as any guidelines specific to your structured data type; otherwise your structured data might be ineligible for rich result display in Google Search.

During the analysis of microdata, it was found that many types of microdata were implemented incorrectly.

5.2. Course

Micro-markup <https://schema.org/Course> is implemented with errors. E.g.

[-https://search.google.com/structured-data/testing-tool/u/0/#url=https%3A%2F%2Funiversitaet.com%2F](https://search.google.com/structured-data/testing-tool/u/0/#url=https%3A%2F%2Funiversitaet.com%2F)

[illegible]

I recommend removing this markup and implementing it in the format JSON-LD. This micro-markup is connected anywhere between the <head> </head>. E.g.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org/",
  "@type": "Course",
  "description": "In this course you will get an
introduction to the main tools and ideas in the data
scientist's toolbox...",
  "hasCourseInstance": {
    "@type": "CourseInstance",
    "courseMode": ["MOOC", "online"],
    "endDate": "2019-03-21",
    "startDate": "2019-02-15"
  }
}
</script>
```

- [Full information for developers.](#)
- [Check microdata in Google.](#)

5.3. ItemList

Micro-markup <https://schema.org/ItemList> is implemented with errors. I recommend removing this markup because this type of structured data does not match the information on the [home page](#). E.g.

I recommend removing this markup and implementing it in the format JSON-LD. This micro-markup is connected anywhere between the <head> </head>. E.g.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Person",
  "name": "Delia Derbyshire",
  "sameAs":
"http://en.wikipedia.org/wiki/Delia_Derbyshire",
  "alumniOf": {
    "@type": "OrganizationRole",
    "alumniOf": {
      "@type": "CollegeOrUniversity",
      "name": "University of Cambridge",
      "sameAs":
"http://en.wikipedia.org/wiki/University_of_Cambridge"
    },
    "startDate": "1959"
  }
}
</script>
```

- [Full information for developers.](#)
- [Check microdata in Google.](#)

5.5. BreadcrumbList

A BreadcrumbList is an ItemList consisting of a chain of linked Web pages, typically described using at least their URL and their name, and typically ending with the current page. The position property is used to reconstruct the order of the items in a BreadcrumbList The convention

is that a breadcrumb list has an `itemListOrder` of `ItemListOrderAscending` (lower values listed first), and that the first items in this list correspond to the "top" or beginning of the breadcrumb trail, e.g. with a site or section homepage. The specific values of 'position' are not assigned meaning for a `BreadcrumbList`, but they should be integers, e.g. beginning with '1' for the first item in the list.

To specify breadcrumbs, define a `BreadcrumbList` that contains at least two `ListItems`. Include the required properties for your content to be eligible for display with breadcrumbs.

`BreadcrumbList` is the container item that holds all elements in the list.

Required properties:

- [listItem](#)
- [Item](#)
- [name](#)
- [position](#)

Please, implement breadcrumbs on **all of the pages** by URL structure. This micro-markup is connected anywhere between the `<head>` `</head>` tags. See the example below for the page: <https://universitaet.com/single-article/the-paradox-in-german-education-why-germany-needs-foreign-students-but-is-not-making-enough-to-integrate-them-gqYZQBwbHj>

```

<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "BreadcrumbList",
  "itemListElement":
  [
    {
      "@type": "ListItem",
      "position": 1,
      "item":
      {
        "@id": "https://universitaet.com/",
        "name": "Universitaet"
      }
    },
    {
      "@type": "ListItem",
      "position": 2,
      "item":
      {
        "@id": "https://universitaet.com/news",
        "name": "Blog"
      }
    },
    {
      "@type": "ListItem",
      "position": 3,
      "item":
      {
        "@id":
"https://universitaet.com/single-article/the-paradox-in-
-german-education-why-germany-needs-foreign-students-bu
t-is-not-making-enough-to-integrate-them-gqYZQBwbHj",
        "name": "The paradox in German education"
      }
    }
  ]
}

```

```

    }
  ]
}

</script>

```

Additional recommendations: I suggest you to add breadcrumbs on your site because it's one of the factors that can affect User Experience and better internal linking on the site.

See more:

- [BreadcrumbList \(schema.org\)](https://schema.org/BreadcrumbList)
- [Check microdata in Google.](#)

5.6. Articles

Micro-markup <https://schema.org/Course> is implemented with errors. E.g.

Google Structured Data Testing Tool

https://universitaet.com/single-university/ebc-university

NEW TEST

Article

All (1)

@type	Article
headline	Articles
author	A value for the <i>author</i> field is required.
datePublished	A value for the <i>datePublished</i> field is required.
image	A value for the <i>image</i> field is required.
publisher	A value for the <i>publisher</i> field is required.
dateModified	The <i>dateModified</i> field is recommended. Please provide a value if available.
image	The <i>image</i> field is recommended. Please provide a value if available.
mainEntityOfPage	The <i>mainEntityOfPage</i> field is recommended. Please provide a value if available.

Information pages should also have the necessary micro-marking in order to provide the search engine with complete data about the content, author and owner, as well as in order to get a beautiful snippet in the search results.

We recommend implementing this type of structured data for all blog pages.

This micro-markup is connected anywhere between the `<head>` `</head>` tags. Example:

<https://universitaet.com/single-article/the-paradox-in-german-education-why-germany-needs-foreign-students-but-is-not-making-enough-to-integrate-them-gqYZQBwbHj>

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Article",
  "headline": "The paradox in German education: Why
Germany needs foreign students but is not making enough
to integrate them", //Title
  "mainEntityOfPage": {
    "@type": "WebPage",
    "@id":
"https://universitaet.com/single-article/the-paradox-in-
german-education-why-germany-needs-foreign-students-bu
t-is-not-making-enough-to-integrate-them-gqYZQBwbHj"
//URL
  },
  "author": "Universitaet", // You need to specify
the author of the article or the company name
```

```
"name": "", //H1
"description": "Single news article page on
Universitaet.com", //Article description
"datePublished": "2020-12-01", //Publication date,
the format of the indication should follow the example
"dateModified": "2020-12-01", //Date of update, the
format of the indication should correspond to the
example, if there were no updates, indicate the date of
publication
"image": {
"@type": "ImageObject",
"url":
"https://universitaet.com/public/uploads/news-blog/apWj
xign.jpg", //Article preview image
"height": 111, // height of the image
"width": 111 // width of the image
},
"publisher":
{
"@type": "Organization",
"name": "Universitaet blog",
"logo": {
"@type": "ImageObject",
"url":
"https://universitaet.com/public/assets/images/uni.png"
, //Logo PNG
"width": 111, // width of the logo
"height": 111 // height of the logo
}
}
}
</script>
```

5.7. Organization (Logo+Social networks)

The organization schema markup helps generate brand signals which can enhance your Knowledge Graph entry and website snippet presence in the search engine results pages (SERPs). Be sure to specify your logo, social profile links, and corporate contact information. This micro-markup is connected anywhere between the `<head>` `</head>` tags.

This micro-markup is connected anywhere between the `<head>` `</head>` tags. Example:

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Organization",
  "url": "https://universitaet.com/",
  "name": "Universitaet.com - Discover the chances
for your dream study program in Germany, Austria or
Switzerland",
  "description": "Find the ideal study program for
your successful career development with
Universitaet.com. More than 600 universities are
waiting for you!",
  "sameAs":
["https://twitter.com/UniversitaetCom", "https://www.fac
ebook.com/UniversitaetCom", "https://www.instagram.com/u
niversitaetdotcom/", "https://www.youtube.com/channel/UC
fo8s2z8X0GRxF6I94iFRrg"],
}
```

```
    "logo":  
    "https://universitaet.com/public/assets/images/uni.svg"  
    ,  
    "address":  
    {  
        "addressCountry": "", // add addressCountry  
        "addressRegion": "", // add addressRegion  
        "postalCode": "", // add postalCode  
        "streetAddress": "" //add streetAddress  
    },  
    "contactPoint" : [  
        { "@type" : "ContactPoint",  
          "telephone" : "", //add telephone  
          "contactType" : "customer service"  
        } ]  
    }  
</script>
```

See more:

- [Google Developers \(Organization\)](#)
- [Check microdata in Google.](#)

6. Localized versions of the site

If you have multiple versions of a page for different languages or regions, tell Google about these different variations. Doing so will help Google Search point users to the most appropriate version of your page by language or region.

Note that even without taking action, Google might still find alternate language versions of your page, but it is usually best for you to explicitly indicate your language- or region-specific pages.

Some example scenarios where indicating alternate pages is recommended:

- If you keep the main content in a single language and translate only the template, such as the navigation and footer. Pages that feature user-generated content, like forums, typically do this.
- If your content has small regional variations with similar content, in a single language. For example, you might have English-language content targeted to the US, GB, and Ireland.
- If your site content is fully translated into multiple languages. For example, you have both German and English versions of each page.

Localized versions of a page are only considered duplicates if the main content of the page remains untranslated.

You should add HTML tag `<link rel="alternate" hreflang="lang_code" href="url_of_page" />` on all of the site pages.

Where:

Lang_code - a [supported language/region code](#) targeted by this version of the page, or x-default to match any language not explicitly listed by an hreflang tag on the page.

Url_of_page - The fully-qualified URL for the version of this page for the specified language/region.

[Full information for developers.](#)

7. LastModified response HTTP

The Last-Modified response HTTP header contains the date and time at which the origin server believes the resource was last modified. It is used as a validator to determine if a resource received or stored is the same. Less accurate than an ETag header, it is a fallback mechanism. Conditional requests containing If-Modified-Since or If-Unmodified-Since headers make use of this field.

During the audit, the LastModified response [HTTP wasn't found](#).

Results

URL	Last Modified Time	Status Code	Content Type	IP
https://universitaet.com/university-profiles	Not Available	200	text/html; charset=UTF-8	85.13.130.135

Export

You should implement LastModified on your site so it helps to better site indexing. [Detailed information](#).

8. Internal linking

An internal link is any link from one page on your website to another page on your website. Both your users and search engines use links to find content on your website. Your users use links to navigate through your site and to find the content they want to find. Search engines also use links to navigate your site. They won't find a page if there are no links to it.

During the analysis of the resource, it was found that incorrect internal links were added to the site. Pages with a "/" at the end of the URL. E.g.

The screenshot displays two HTTP status messages from a web browser. The first message, marked with a blue downward arrow icon, shows a 301 Permanent redirect for the URL <https://universitaet.com/single-university/bavarian-school-of-public-policy/>. Below the status, a table lists the following details:

Server IP Address	85.13.130.135
date	Sun, 14 Mar 2021 15:00:27 GMT
server	Apache
location	https://universitaet.com/single-university/bavarian-school-of-public-policy
content-length	283
content-type	text/html; charset=iso-8859-1

The second message, marked with a green checkmark icon, shows a 200: HTTP/1.1 200 status for the same URL.

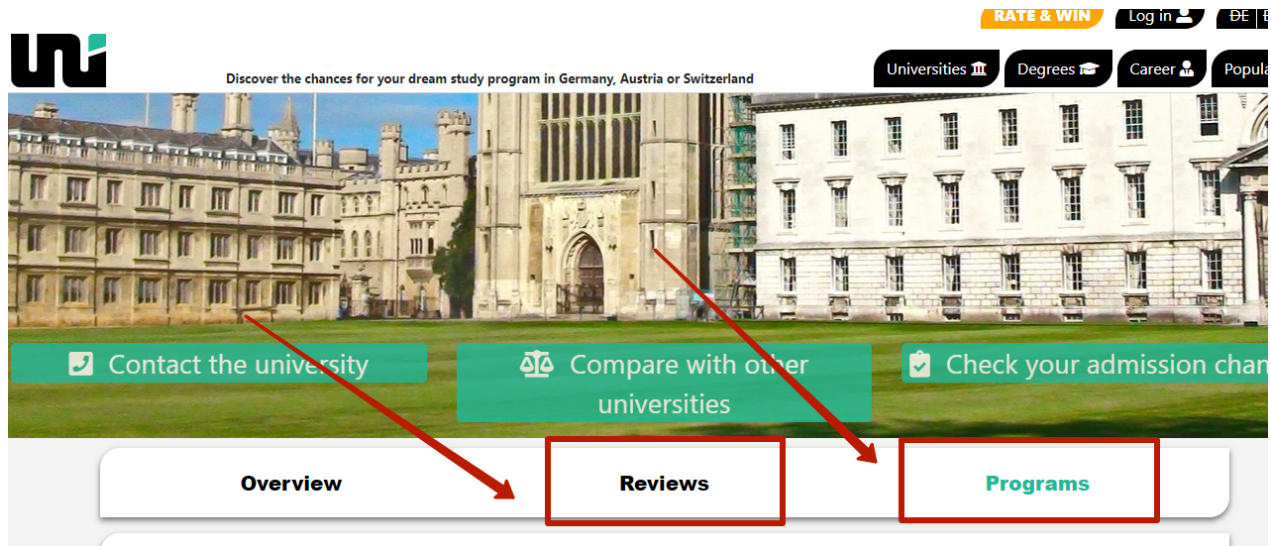
It is necessary to replace all internal links with "/" at the end of the URL to links without "/", since at the moment 301 redirects are constantly working inside the site.

9. Canonical tag for university pages

During the analysis of the resource, it was found that there are pages on the site that need to be merged. E.g.

- <https://universitaet.com/single-university/rwth-aachen-university>
- <https://universitaet.com/single-university-reviews/rwth-aachen-university>
- <https://universitaet.com/single-university-programs/rwth-aachen-university>

Separate "Reviews" and "Programs" pages have been created for all university pages. E.g.



Thus, the site has created a large number of pages that are not indexed, since they are similar to each other.

I recommend setting the canonical attribute to the main page "Overview" for the pages of universities, namely for "Reviews" and "Programs". Implementation example:

This pages

- <https://universitaet.com/single-university/rwth-aachen-university>
- <https://universitaet.com/single-university-reviews/rwth-aachen-university>
- <https://universitaet.com/single-university-programs/rwth-aachen-university>

Can use canonical:

```
<link rel="canonical" href="https://universitaet.com/single-university/rwth-aachen-university"/>
```

This way we will make the pages unique and they will be indexed faster.

Once this recommendation is implemented, sitemaps xml and html must be updated.