Tests ran:

Monday:

We reviewed the GAP sitemaps and identified a number of discrepancies.

We generated a report on the discrepancies and sent it to the devs.

Tuesday:

We discussed the report with the devs and they began investigating the problem.

We ran some additional tests to try to narrow down the possible causes of the problem.

Wednesday:

We continued to investigate the problem and we made some progress.

We are still working to identify the root cause of the problem, but we are hopeful that we will be able to identify it soon.

Tests:

Compared the active image sitemaps to the lot sitemaps. This revealed a number of discrepancies, including new lots that had not yet been added to the active image sitemaps and missing images that were not associated with any lots in the active image sitemaps.

Checked to see if the missing images were actually missing from the Azure CDN. We found that all of the missing images were present in the Azure CDN. This suggests that the problem is not with the images themselves, but with the image sitemaps.

Checked to see if the new lots were actually missing from the image sitemaps. We found that all of the new lots were present in the image sitemaps. This suggests that the problem is not with the lots themselves, but with the process of adding new lots to the active image sitemaps.

Results:

The tests we have run so far have helped to narrow down the possible causes of the problem. However, we have not yet identified the root cause.

I will continue to investigate the problem and I will provide you with an updated report by the end of Thursday.

Here are some SEO recommendations for change:

Make sure that all new lots are added to the active image sitemaps as soon as possible. This will help to ensure that Google is able to index the new lots and that they appear in search results.

Make sure that all of the images in the active image sitemaps are actually present in the Azure CDN. If any of the images are missing, this will cause the image sitemaps to be incomplete and could have a negative impact on SEO.

Use the correct lot entry structure in the sitemaps. The lot entry structure should include the following information:

The last modified date of the lot

The priority of the lot

The change frequency of the lot

The alternate language versions of the lot page

Using the correct lot entry structure will help Google to better understand the content of the sitemaps and improve the indexing of the lots.

Here are some next steps needed from the devs/devops:

Investigate the reason why the new lots are not being added to the active image sitemaps. This could be due to a bug in the code, a problem with the database, or a configuration issue.

Fix the problem that is causing the new lots not to be added to the active image sitemaps. This may involve making changes to the code, the database, or the configuration.

Test the fix to make sure that it is working correctly.

Deploy the fix to production.

Once the fix has been deployed, the devs/devops should monitor the sitemaps to make sure that the new lots are being added correctly. They should also monitor the search results to make sure that the new lots are appearing in search results.

Based on the reports you have given me for i-bidder, it appears that Google is crawling more of your image sitemaps and is getting better at identifying and ranking high-quality images.

Overall, this is a positive sign. It means that your images are more likely to be seen by potential customers. However, there is still room for improvement.

Here are some specific recommendations:

Continue to use high-quality images that are relevant to your content.

Make sure your images are optimized for search engines by using relevant keywords in the file name and alt text.

Include all of your image sitemap pages in your robots.txt file.

Build backlinks to your image pages.

Use a variety of image sizes and formats.

Compress your images to reduce their file size.

Use a content delivery network (CDN) to serve your images quickly and reliably.

Make sure your images are mobile-friendly.

Promote your images on social media and other websites.

By following these recommendations, you can help Google to index and rank your images more effectively and improve your website's traffic and visibility.

Specifically, the fact that the trend of images getting excluded is downwards is a great sign. This means that Google is getting better at identifying your high-quality images. I would continue to focus on creating high-quality images and optimizing them for search engines. This will help you to maintain a good trend of images getting excluded.

I would also recommend that you regularly review your image sitemaps to make sure that they are up-to-date and that all of your images are included. This will help Google to crawl your image sitemaps more effectively and index your images more quickly.