

Analysis of theskillsnetwork.com

Partial audit by SEO Expert Oleksii Shereta

27/07/2022

I analyzed the website “theskillsnetwork.com” and after my analysis, I provide the following information:

Performance

In general, if a user has a quick internet connection, there are no issues with the speed of the pages, but if the client's connection is slow (for example 3G connection) then it is possible to see performance issues, primarily caused by Images optimization, Cache Policy, and 3-Party dependencies. In my opinion, the website's performance can be significantly improved, which may lead up to 2x loading time speed-up. As PageSpeed Insights states, current performance “Needs improvement”.

https://theskillsnetwork.com/

Analyze

Discover what your real users are experiencing

This URL | Origin

Core Web Vitals Assessment: **Failed** ⓘ

Collapse view

Largest Contentful Paint (LCP)

3.5 s



Good (≤ 2.5 s)	66%
Needs Improvement (2.5 s - 4 s)	11%
Poor (> 4 s)	23%

75th Percentile - 3.5 s
Core Web Vital

First Input Delay (FID)

32 ms



Good (≤ 100 ms)	92%
Needs Improvement (100 ms - 300 ms)	6%
Poor (> 300 ms)	2%

75th Percentile - 32 ms
Core Web Vital

Cumulative Layout Shift (CLS)

0.03



Good (≤ 0.1)	90%
Needs Improvement (0.1 - 0.25)	5%
Poor (> 0.25)	5%

75th Percentile - 0.03
Core Web Vital

OTHER NOTABLE METRICS

First Contentful Paint (FCP)

2.8 s



Good (≤ 1.8 s)	63%
Needs Improvement (1.8 s - 3 s)	14%
Poor (> 3 s)	23%

75th Percentile - 2.8 s

Interaction to Next Paint (INP) ⓘ

218 ms



Good (≤ 200 ms)	72%
Needs Improvement (200 ms - 500 ms)	18%
Poor (> 500 ms)	10%

75th Percentile - 218 ms
Experimental

Time to First Byte (TTFB) ⓘ

1.1 s



Good (≤ 0.8 s)	51%
Needs Improvement (0.8 s - 1.8 s)	41%
Poor (> 1.8 s)	9%

75th Percentile - 1.1 s
Experimental

Latest 28-day collection period

Various mobile devices

Many samples (Chrome UX Report)

Full visit durations

Various network connections

All Chrome versions

Diagnose performance issues

33

Performance

Values are estimated and may vary. The [performance score](#) is calculated directly from these metrics. [See calculator.](#)

▲ 0-49 ■ 50-89 ● 90-100



METRICS

Expand view

First Contentful Paint

3.2 s

Speed Index

4.8 s

Largest Contentful Paint

5.5 s

Time to Interactive

15.2 s

Total Blocking Time

2,050 ms

Cumulative Layout Shift

0.038

Current metrics

FCP and LCP

PageSpeed shows that the website's FCP and LCP are **3.2 and 5.5 seconds**, accordingly. This is a violation of the maximum values, recommended by Google, the recommended values are **2.5 and 1.8 seconds**, respectively, meaning that the website needs to be **about 2 times faster** to achieve Google's recommendations. Various steps need to be taken to fix these metrics, some of them are described later in the analysis.

TTFB

Time-to-first-byte is a metric that identifies the time, required for the website's server/backend, to respond to a client's request. Current TTFB equals **1.1 seconds**, which is a quite large value. A good value of TTFB should be **less than 200 milliseconds**. It is strange to see such value — in general, theskillsnetwork.com is a fast website, yet it has such a large TTFB value. I suspect that there is some **sort of issues related to hosting, server or backend**. Due to technical reasons, I cannot investigate this further, as I simply do not have access to the server.

What causes these performance issues?

Keep request counts low and transfer sizes small — 153 requests • 2,711 KiB		
To set budgets for the quantity and size of page resources, add a budget.json file. Learn more.		
Resource Type	Requests	Transfer Size
Total	153	2,710.9 KiB
Script	36	1,239.2 KiB
Image	53	1,161.4 KiB
Font	3	188.6 KiB
Other	55	52.6 KiB
Stylesheet	3	51.4 KiB
Document	3	17.5 KiB
Media	0	0.0 KiB
Third-party	102	1,294.5 KiB

The main page of the website is quite “heavy” — there are 153 requests (up to 170) with a total network payload of 2.7 MB. As it is possible to see, the main causes are images — 1161 KB and JS Scripts — 1239 KB. It is relatively easy to understand what to do with the images — they simply need to be optimized.

Name	Status	Domain	Size	Time	Waterfall
events.js?sdkid=C5G4AKVGE0M3SF4J34QG&lib=ttq	200	analytics.tiktok.com	41.0 kB	229 ms	
events.js?sdkid=C5G4GVC6J7TSRVQCULG&lib=ttq	200	analytics.tiktok.com	38.9 kB	113 ms	
clk.min.js	200	analytics.webgains.io	51.2 kB	22 ms	
bat.js	200	bat.bing.com	11.6 kB	39 ms	
56352826.js	200	bat.bing.com	748 B	237 ms	
fbevents.js	200	connect.facebook.net	26.1 kB	47 ms	
523308781528006?v=2.9.66&r=stable	200	connect.facebook.net	86.2 kB	153 ms	
uc.js	200	consent.cookiebot.com	31.6 kB	57 ms	
state.js	200	consentcdn.cookiebot.com	327 B	295 ms	
?random=1658949642971&cv=9&fst=1658949642971...	200	googleads.g.doubleclick.net	1.1 kB	97 ms	
2348474.js	200	js.hs-banner.com	15.1 kB	67 ms	
fb.js	200	js.hsadspixel.net	2.4 kB	66 ms	
conversations-embed.js	200	js.usemessages.com	20.6 kB	57 ms	

```

50 <link rel="dns-prefetch" href="//www.google-analytics.com"/>
51 <link rel="dns-prefetch" href="//ssl.google-analytics.com"/>
52 <link rel="dns-prefetch" href="//js.stripe.com"/>
53 <link rel="dns-prefetch" href="//api.stripe.com"/>
54 <link rel="dns-prefetch" href="//fonts.googleapis.com"/>
55 <link rel="dns-prefetch" href="//themes.googleusercontent.com"/> <style>
56

```

- ▶ analytics.tiktok.com
- ▶ analytics.webgains.io
- ▶ bat.bing.com
- ▶ connect.facebook.net
- ▶ consent.cookiebot.com
- ▶ fonts.googleapis.com
- ▶ fonts.gstatic.com
- ▶ js.hs-analytics.net
- ▶ js.hs-banner.com
- ▶ js.hsadspixel.net
- ▶ js.hscollctedforms.net
- ▶ js.hsforms.net
- ▶ js.usemessages.com
- ▶ script.hotjar.com
- ▶ snap.licdn.com
- ▶ static.hotjar.com
- ▶ unpkg.com
- ▶ webpack//
- ▶ widget.trustpilot.com
- ▶ www.clarity.ms

But, it is a more complex situation with the JS scripts. I cannot see that the website loads a lot of 3rd-Party JS files, and they all have a significant influence on the page’s load time, yet I cannot

identify which JS files are not important. If it is possible, I would try compressing them, deferring their load, or even further, eliminating all non-critical JS files.

Cache Policy

URL	Cache TTL	Transfer Size
...278/international-womens-day_featured_image.png (theskillsnetwork.com)	None	216 KiB
...homepage/two-professionals.svg (theskillsnetwork.com)	None	199 KiB
...photo/woman-standing-with-laptop-and-holding-drink.png (theskillsnetwork.com)	None	151 KiB
...263/the-great-resignation-how-the-pandemic-has-catalysed-c....png (theskillsnetwork.com)	None	138 KiB
...cocogoose/Cocogoose....woff2 (theskillsnetwork.com)	None	106 KiB
...259/how-to-select-a-skills-development-partner_featured_im....png (theskillsnetwork.com)	None	97 KiB
...homepage/male-professional-and-female-graduate.svg (theskillsnetwork.com)	None	46 KiB
...lms/lms-laptop.svg (theskillsnetwork.com)	None	24 KiB
...general/calculator.svg (theskillsnetwork.com)	None	22 KiB
...outline/woman-giving-a-presentation-b+w.svg (theskillsnetwork.com)	None	17 KiB
...carousel/C-P-D-Member-The-C-P-D-Certification-Service-Coll....png (theskillsnetwork.com)	None	16 KiB
...carousel/A-S-I-C.png (theskillsnetwork.com)	None	16 KiB
...general/handshake.svg (theskillsnetwork.com)	None	15 KiB
...carousel/Association-of-Employment-and-Learning-Providers-....png (theskillsnetwork.com)	None	15 KiB
...carousel/Cyber.png (theskillsnetwork.com)	None	14 KiB
...general/monitor-lightbulb.svg (theskillsnetwork.com)	None	12 KiB
...general/pile-of-books.svg (theskillsnetwork.com)	None	12 KiB
...general/worldwide.svg (theskillsnetwork.com)	None	12 KiB
...carousel/Quality-International-Study-Abroad-Network.png (theskillsnetwork.com)	None	11 KiB
...carousel/Association-of-Accounting-Technicians-Approved.png (theskillsnetwork.com)	None	9 KiB
...carousel/European-Union-European-Social-Fund.png (theskillsnetwork.com)	None	8 KiB
...general/shopping-basket.svg (theskillsnetwork.com)	None	7 KiB

Right now, most of the images do not have Cache TTL — which means that these images will not be cached. Caching is a powerful method of optimization, which can significantly improve the performance of a website, and I would recommend adding Cache Policy to all suitable static files, such as Images, JS, CSS, fonts, etc. The TTL value needs to be selected carefully, and it may be different for each particular file. But, even 15 minutes TTL would increase the page's speed, and at the same time, will not cause any harm.

Images optimization

▼ Images		
All	1,411	100%
Over 100 KB	230	16.3%
Missing Alt Text	306	21.69%
Missing Alt Attribute	585	41.46%
Alt Text Over 100 Characters	1	0.07%
▼ Canonicals		

Currently, there are 1411 images on your website, and 230 of them are non-optimized — some of them are stored in PNG format, some have improper dimensions and others are simply not compressed. Yet, all 1411 images can be optimized (at least all images that are not SVGs) and it will positively influence the page loading speed.

Address	Content Type	Size	IMG Inlinks	Indexability	Indexability Status
1 https://theskillsnetwork.com/storage/tenancies/tsn/blogs/225/tsn-tips-for-life-after-learning_thumbnail.jpeg	image/jpeg	4.2 MB	0	Indexable	
2 https://theskillsnetwork.com/storage/tenancies/tsn/blogs/172/four-tips-to-help-you-care-for-a-relative-with-dementia_thumbnail.jpeg	image/jpeg	1.8 MB	1	Indexable	
3 https://theskillsnetwork.com/storage/tenancies/tsn/blogs/172/four-tips-to-help-you-care-for-a-relative-with-dementia_image-1.jpeg	image/jpeg	1.8 MB	1	Indexable	
4 https://theskillsnetwork.com/storage/tenancies/tsn/blogs/169/tsn-prevails-as-top-north-yorkshire-smc_image.jpeg	image/jpeg	1.6 MB	1	Indexable	
5 https://theskillsnetwork.com/storage/tenancies/tsn/blogs/172/four-tips-to-help-you-care-for-a-relative-with-dementia_image-6.jpeg	image/jpeg	1.6 MB	1	Indexable	
6 https://theskillsnetwork.com/storage/tenancies/tsn/blogs/172/four-tips-to-help-you-care-for-a-relative-with-dementia_image-7.jpeg	image/jpeg	1.6 MB	1	Indexable	
7 https://theskillsnetwork.com/storage/tenancies/tsn/blogs/172/four-tips-to-help-you-care-for-a-relative-with-dementia_image-3.jpeg	image/jpeg	1.5 MB	1	Indexable	
8 https://theskillsnetwork.com/storage/tenancies/tsn/blogs/168/tsn-and-unile-supporting-nissan-staff-to-access-funded-training_image-1.jpeg	image/jpeg	1.5 MB	1	Indexable	
9 https://theskillsnetwork.com/storage/tenancies/tsn/blogs/210/tsn-launch-free-equal-ims-to-accelerate-providers-online-delivery_thumbnail.jpeg	image/jpeg	1.4 MB	0	Indexable	
10 https://theskillsnetwork.com/storage/tenancies/tsn/blogs/210/tsn-free-ims-to-support-providers-online-delivery_image-1.jpeg	image/jpeg	1.4 MB	1	Indexable	
11 https://theskillsnetwork.com/storage/tenancies/tsn/blogs/172/four-tips-to-help-you-care-for-a-relative-with-dementia_image-2.jpeg	image/jpeg	1.4 MB	1	Indexable	
12 https://theskillsnetwork.com/storage/tenancies/tsn/blogs/182/esf_thumbnail.jpeg	image/jpeg	1.3 MB	0	Indexable	
13 https://theskillsnetwork.com/storage/tenancies/tsn/blogs/182/tsn-announces-esf-partnership-with-peopleplus-to-support-leps-in-the-u...	image/jpeg	1.3 MB	1	Indexable	
14 https://theskillsnetwork.com/storage/tenancies/tsn/blogs/163/five-tips-for-people-about-to-work-with-children-with-autism_image.jpeg	image/jpeg	1.3 MB	1	Indexable	
15 https://theskillsnetwork.com/storage/tenancies/tsn/blogs/165/tsn-and-collab-group-establish-peter-roberts-bursary-to-support-student...	image/jpeg	1.2 MB	1	Indexable	
16 https://theskillsnetwork.com/storage/tenancies/tsn/blogs/172/four-tips-to-help-you-care-for-a-relative-with-dementia_image-4.jpeg	image/jpeg	1.2 MB	1	Indexable	
17 https://theskillsnetwork.com/storage/tenancies/tsn/blogs/148/reeces-story-how-to-advance-your-career-through-online-aat-courses-1...	image/jpeg	1.2 MB	1	Indexable	
18 https://theskillsnetwork.com/storage/tenancies/tsn/blogs/211/olympic-gold-medalist-shona-mccallin-believes-more-education-is-nee...	image/jpeg	1.2 MB	0	Indexable	
19 https://theskillsnetwork.com/storage/tenancies/tsn/blogs/211/olympic-gold-medalist-says-more-education-is-needed-towards-mental-...	image/jpeg	1.2 MB	1	Indexable	
20 https://theskillsnetwork.com/storage/tenancies/tsn/blogs/190/tsn-announces-training-contract-with-trades-union-congress-tuc_thum...	image/jpeg	1.2 MB	0	Indexable	
21 https://theskillsnetwork.com/storage/tenancies/tsn/blogs/190/tsn-announces-training-contract-with-trades-union-congress-tuc_image...	image/jpeg	1.2 MB	1	Indexable	
22 https://theskillsnetwork.com/storage/tenancies/tsn/blogs/156/learner-focus-bhavini-parmar-celebrating-10-years-of-the-skills-networ...	image/jpeg	1.1 MB	1	Indexable	
23 https://theskillsnetwork.com/storage/tenancies/tsn/blogs/201/ebook-available-6-tips-for-addressing-mental-health-in-the-workplace_th...	image/jpeg	1.1 MB	0	Indexable	

Export


Search...

Zoom: 10%

From

To


No Image Info found



Selected Cells: 0 Total: 0

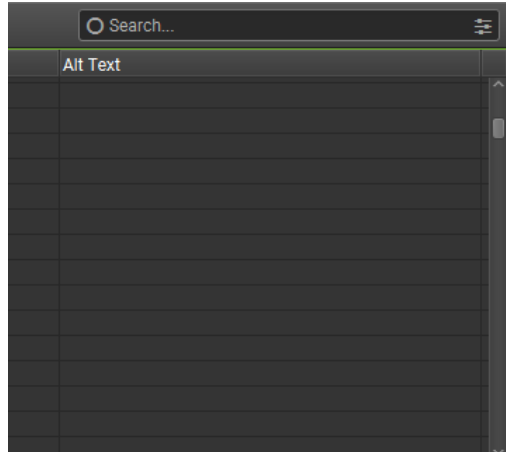
URL Details | Inlinks | Outlinks | Image Details | Resources | SERP Snippet | Rendered Page | View Source | HTTP Headers | Cookies | Duplicate Details | Structured Data Details | PageSpeed Details | Spelling & Grammar Details

	Address	Content Type	Size	IMG Inlinks	Indexability	Indexability Status
1	https://theskillsnetwork.com/images/graphics/application/picnic.jpg	image/jpeg	859.4 KB	5	Indexable	
2	https://theskillsnetwork.com/images/graphics/application/brain.jpg	image/jpeg	281.8 KB	5	Indexable	
3	https://theskillsnetwork.com/images/graphics/application/chair.jpg	image/jpeg	224.2 KB	5	Indexable	
4	https://theskillsnetwork.com/images/graphics/application/stool.jpg	image/jpeg	205.2 KB	5	Indexable	
5	https://theskillsnetwork.com/images/graphics/application/plasters-and-soap.png	image/png	186.4 KB	5	Indexable	
6	https://theskillsnetwork.com/images/graphics/photo/smiling-woman-holding-green-book-blob.png	image/png	852.1 KB	2	Indexable	
7	https://theskillsnetwork.com/images/graphics/photo/three-people-and-two-laptops-at-a-table-blob.png	image/png	590.8 KB	2	Indexable	
8	https://theskillsnetwork.com/images/graphics/photo/smiling-man-with-glasses-using-laptop.png	image/png	355.1 KB	2	Indexable	
9	https://theskillsnetwork.com/storage/tenancies/tsn/blogs/259/how-to-select-a-skills-development-partner_featured_image.png	image/png	245.2 KB	2	Indexable	
10	https://theskillsnetwork.com/storage/tenancies/tsn/blogs/278/international-womens-day_featured_image.png	image/png	216.1 KB	2	Indexable	
11	https://theskillsnetwork.com/images/graphics/photo/woman-standing-with-laptop-and-holding-drink.png	image/png	150.9 KB	2	Indexable	
12	https://theskillsnetwork.com/storage/tenancies/tsn/blogs/263/the-great-resignation-how-the-pandemic-has-catalysed-career-change_featured_image.png	image/png	137.3 KB	2	Indexable	
13	https://theskillsnetwork.com/images/graphics/homepage/two-professionals.svg	image/svg+xml	198.4 KB	2	Indexable	
14	https://theskillsnetwork.com/storage/tenancies/tsn/blogs/172/four-tips-to-help-you-care-for-a-relative-with-dementia_image-1.jpeg	image/jpeg	1.8 MB	1	Indexable	
15	https://theskillsnetwork.com/storage/tenancies/tsn/blogs/169/tsn-prevails-as-top-north-yorkshire-smc_image.jpeg	image/jpeg	1.6 MB	1	Indexable	
16	https://theskillsnetwork.com/storage/tenancies/tsn/blogs/172/four-tips-to-help-you-care-for-a-relative-with-dementia_image-6.jpeg	image/jpeg	1.6 MB	1	Indexable	
17	https://theskillsnetwork.com/storage/tenancies/tsn/blogs/172/four-tips-to-help-you-care-for-a-relative-with-dementia_image-7.jpeg	image/jpeg	1.6 MB	1	Indexable	
18	https://theskillsnetwork.com/storage/tenancies/tsn/blogs/172/four-tips-to-help-you-care-for-a-relative-with-dementia_image-3.jpeg	image/jpeg	1.5 MB	1	Indexable	
19	https://theskillsnetwork.com/storage/tenancies/tsn/blogs/168/tsn-and-unite-supporting-nissan-staff-to-access-funded-training_image-1.jpeg	image/jpeg	1.5 MB	1	Indexable	
20	https://theskillsnetwork.com/storage/tenancies/tsn/blogs/210/tsn-free-lms-to-support-providers-online-delivery_image-1.jpeg	image/jpeg	1.4 MB	1	Indexable	
21	https://theskillsnetwork.com/storage/tenancies/tsn/blogs/172/four-tips-to-help-you-care-for-a-relative-with-dementia_image-2.jpeg	image/jpeg	1.4 MB	1	Indexable	
22	https://theskillsnetwork.com/storage/tenancies/tsn/blogs/162/tsn-announces-esf-partnership-with-peopleplus-to-support-tips-in-the-u..._image-1.jpeg	image/jpeg	1.3 MB	1	Indexable	
23	https://theskillsnetwork.com/storage/tenancies/tsn/blogs/163/five-tips-for-people-about-to-work-with-children-with-autism_image.jpeg	image/jpeg	1.3 MB	1	Indexable	

Export	Search...	Zoom: 60%
From: https://theskillsnetwork.com/courses/level-3-understanding-mental-health/certificate/loan To: https://theskillsnetwork.com/images/graphics/application/picnic.jpg From: https://theskillsnetwork.com/courses/level-3-principles-leadership-management/certificate/loan To: https://theskillsnetwork.com/images/graphics/application/picnic.jpg From: https://theskillsnetwork.com/courses/level-3-understanding-dementia-care/certificate/loan To: https://theskillsnetwork.com/images/graphics/application/picnic.jpg From: https://theskillsnetwork.com/courses/level-3-understanding-autism/course/loan To: https://theskillsnetwork.com/images/graphics/application/picnic.jpg From: https://theskillsnetwork.com/courses/level-3-principles-customer-service/course/loan To: https://theskillsnetwork.com/images/graphics/application/picnic.jpg		

Thankfully, most of these non-optimized images are located on blog and course pages, thus they do not have a large effect on landing pages. Yet, these images still have a huge performance effect on the Course pages, which as far as I understand, are very important for your business. Having slow pages not only drives customers away but also may lead to the downgrades of the website's position in SERP, as Google values fast well-optimized websites. From my point of view, these images need to be converted to modern formats (for example, WEBP or AVIF), compressed and resized.

ALT attribute



Besides compressing and optimizing images, it is also very important to provide ALT attributes for all images. Right now, there are 891 images without an ALT — it may significantly reduce a website's position in SERP, as Google values websites with good Accessibility. In my opinion, this issue needs to be fixed to improve both Accessibility and organic search.

Minifying and compressing the code

Besides image optimization, I would also recommend minifying the code, and adding text compression (for example GZIP) to the Backend. Ideally, minification and compression need to be added to every single page, so it's a good idea to implement it using some kind of "Middleware".

Structured Data / Scheme

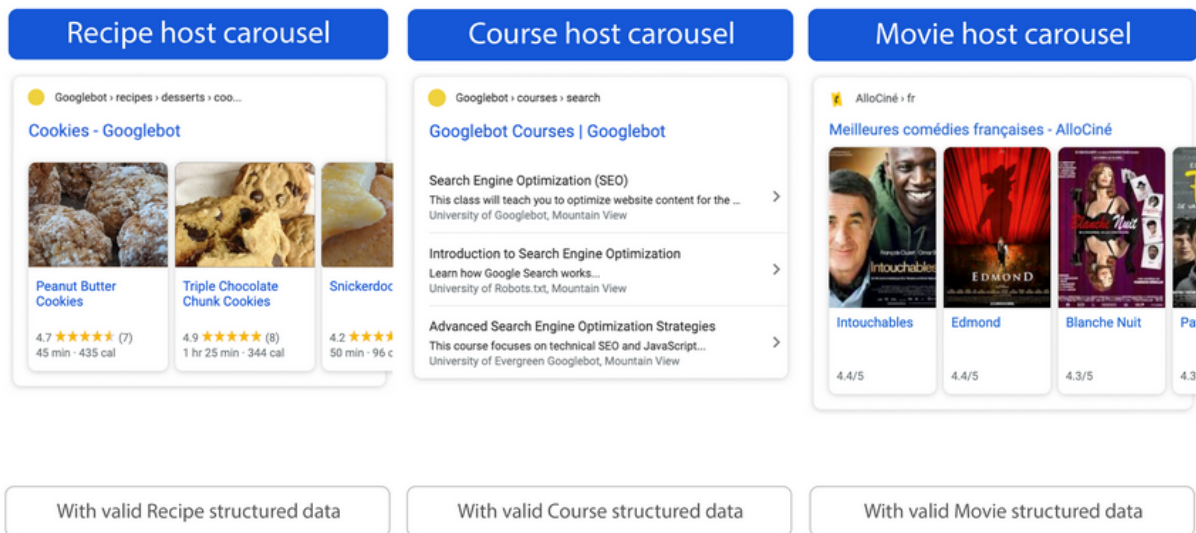
▼ Structured Data		
All	437	100%
Contains Structured Data	431	98.63%
Missing	6	1.37%
Validation Errors	431	98.63%
Validation Warnings	245	56.06%
Parse Errors	0	0%
Microdata URLs	0	0%
JSON-LD URLs	431	98.63%
RDFa URLs	427	97.71%

I identified that most of the pages on the website have SD — this is already great. Also, I found that one “ItemList” is shared across all pages, and the type is the same on 431 pages:

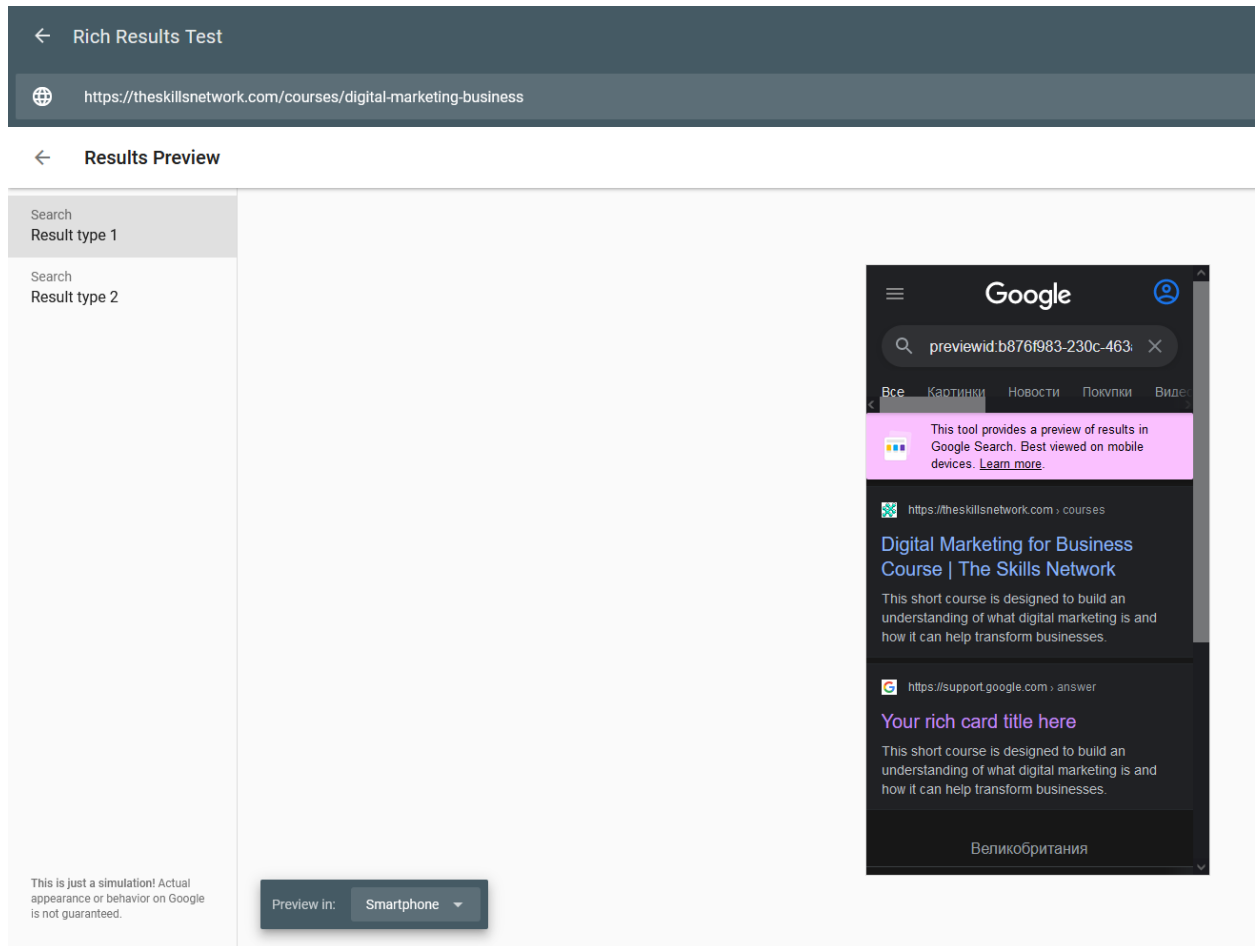
386	https://theskillsnetwork.com/about-us/our-partners	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website
387	https://theskillsnetwork.com/insights-resources/blog/digital-bootcamps-blog	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website
388	https://theskillsnetwork.com/insights-resources/blog/flexi-job-apprenticeships-why-they-a...	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website
389	https://theskillsnetwork.com/insights-resources/blog/the-generational-divide	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website
390	https://theskillsnetwork.com/enquire?apprenticeship=true	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website
391	https://theskillsnetwork.com/policies/privacy-policy	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website
392	https://theskillsnetwork.com/insights-resources/blog/the-great-resignation-how-the-pand...	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website
393	https://theskillsnetwork.com/funding-streams/workforce-development-fund	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website
394	https://theskillsnetwork.com/courses/all-courses	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website
395	https://wmcbootcamp.theskillsnetwork.com/?campaign=bootcamp-blog&marketing=blog	4	0	7	4	ItemList	Organization	PostalAddress	SiteNavigation...	website
396	https://theskillsnetwork.com/funding-streams/skills-support-for-the-workforce	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website
397	https://theskillsnetwork.com/insights-resources/blog/employee-focus-chloe-raper-celebra...	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website
398	https://theskillsnetwork.com/courses/level-3-principles-leadership-management-certificat...	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website
399	https://theskillsnetwork.com/courses/level-3-understanding-mental-health-certificate/loan	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website
400	https://theskillsnetwork.com/insights-resources/blog/hey-greater-london-weve-got-you-co...	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website
401	https://theskillsnetwork.com/insights-resources/blog/reeces-story-how-to-advance-your-c...	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website
402	https://theskillsnetwork.com/courses/find-a-course?programmes=true	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website
403	https://theskillsnetwork.com/insights-resources/blog/meet-our-software-implementation-...	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website
404	https://theskillsnetwork.com/insights-resources/blog/tsn-recognised-as-2019-large-busin...	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website
405	https://theskillsnetwork.com/insights-resources/blog/free-ebook-available-6-tips-for-addr...	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website
406	https://theskillsnetwork.com/learnerfind/application?course=level-2-allergy-awareness-tra...	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website
407	https://theskillsnetwork.com/funding-streams/traineeships	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website
408	https://theskillsnetwork.com/funding-streams/16-to-19-tuition-fund	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website
409	https://theskillsnetwork.com/insights-resources/blog/the-skills-network-appoints-new-chi...	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website
410	https://theskillsnetwork.com/insights-resources/blog/aat-syllabus-change-what-you-need...	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website
411	https://theskillsnetwork.com/insights-resources/blog/project-kestrel-goes-live-with-londo...	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website
412	https://theskillsnetwork.com/faqs	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website
413	https://theskillsnetwork.com/insights-resources/blog/tsn-and-collab-group-announce-two...	4	0	8	5	ItemList	Organization	PostalAddress	SiteNavigation...	website

▼ JSON-LD ⓘ	ItemList
▼ itemListElement ⓘ	SiteNavigationElement
description	We offer a wide variety of free online courses across multiple business sectors. Find your perfect free course today.
name	Free Courses
position	1
type	http://schema.org/SiteNavigationElement
url	https://theskillsnetwork.com/courses/find-a-course?funded_location_england=england&funded_location_scotland=scotland
▼ itemListElement ⓘ	SiteNavigationElement
description	Whether you're an individual or an employer looking for training courses, we've got you covered. Find a course that's right for you today
name	Find a Course
position	2
type	http://schema.org/SiteNavigationElement
url	https://theskillsnetwork.com/courses/find-a-course
▼ itemListElement ⓘ	SiteNavigationElement
description	Our powerful Learner Management System EQUAL, enhances online learning and training management for individuals and businesses throughout t...
name	Learner Management System
position	3
type	http://schema.org/SiteNavigationElement
url	https://theskillsnetwork.com/learner-management-system
▼ itemListElement ⓘ	SiteNavigationElement
description	Need help or advice on any of our courses or how we can help you with our Learner Management System? Get in touch today.
name	Contact Us
position	4
type	http://schema.org/SiteNavigationElement
url	https://theskillsnetwork.com/contact
type	http://schema.org/ItemList
► JSON-LD ⓘ	Organization
► RDFa	website

And sadly, this type is implemented incorrectly — **it means that all 431 pages have the same, incorrect SD.** As I understand, this “ItemList”’s purpose was to create a “Carousel” of important links on each page, four pages to be exact: Free Courses, Find a Course, Learner Management System, Contact Us, perhaps, something like this:



This is a good idea, and if it's implemented correctly, it may increase the organic search. Sadly, right now, it does not work — I used the Google Rich Text tool to preview this SD and this is what I saw:



Why does it happen?

Well, sadly, the current implementation of “ItemList” will never work. Why? Google’s documentation has the answer:

Carousel

[Send feedback](#)

A carousel is a list-like rich result that people can swipe through on mobile devices. It displays multiple cards from the same site (also known as a host carousel). To enable a carousel for your site, add Carousel structured data in combination with one of the following supported content types:


- [Course](#)
- [Movie](#)
- [Recipe](#)
- [Restaurant](#)

Carousel only supports **Course, Movie, Recipe, and Restaurant** types. The Carousel works like this:

Google gets the list of items that were specified in the “ItemList”. After this, the Googlebot analyzes each link and scrapes its SD — if **all the links have the same SD type, and this type is supported**, then Google may create a Rich snippet with this data.

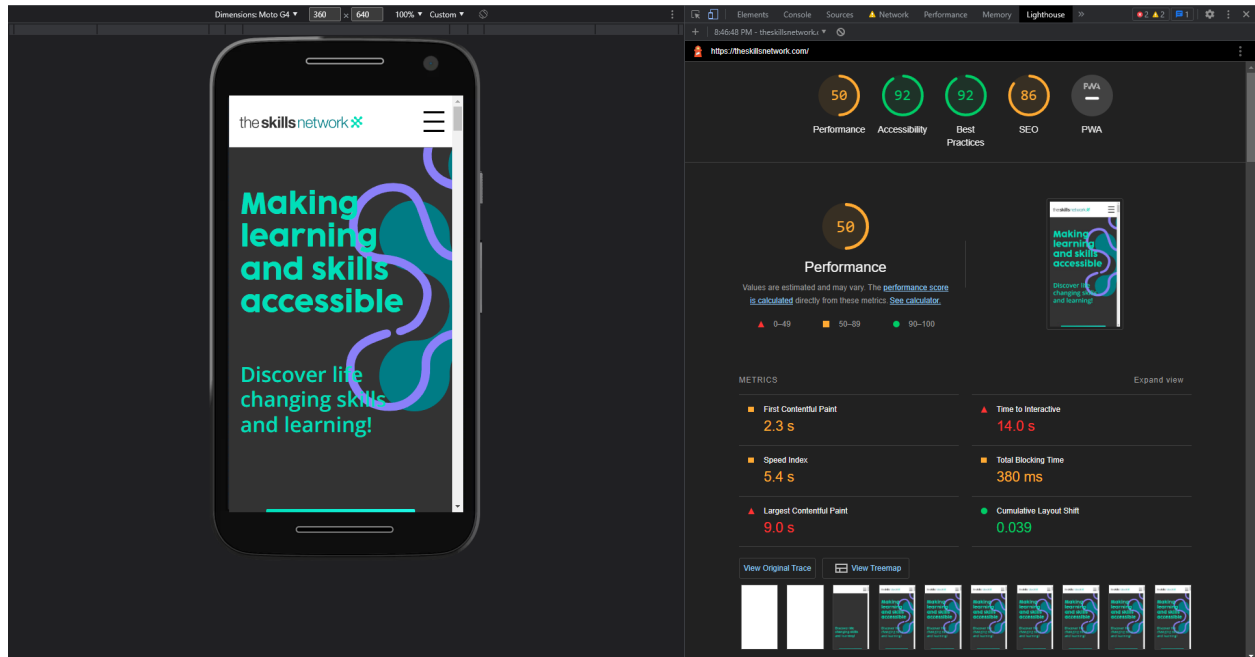
Right now, all 4 links that are specified in the “ListItem” type are not of support types, so Google will never show them as a Rich Snippet. Instead of specifying these 4 links, I would recommend using the website’s courses instead. [Thankfully, “Course” is a supported type for Carousel, so it will work as expected and hopefully, Google will create a Rich Snippet for this page.](#)

Besides “ItemList”, there is an optional field that I would advise adding, for example, “Image” to the “Organization” type:

Detected items	
 The Skills Network	1 warning ^
Missing field "image" (optional)	
type	Organization
name	The Skills Network
description	We make learning and skill accessible. With training courses across multiple business sectors we have one to suit your needs. Find your course today.
logo	https://theskillsnetwork.com/storage/tenancies/tsn/tsn_icon.png
url	https://theskillsnetwork.com/
telephone	01757 210022
sameAs	https://twitter.com/SkillsNetworkUK/
sameAs	https://www.linkedin.com/company/the-skills-network

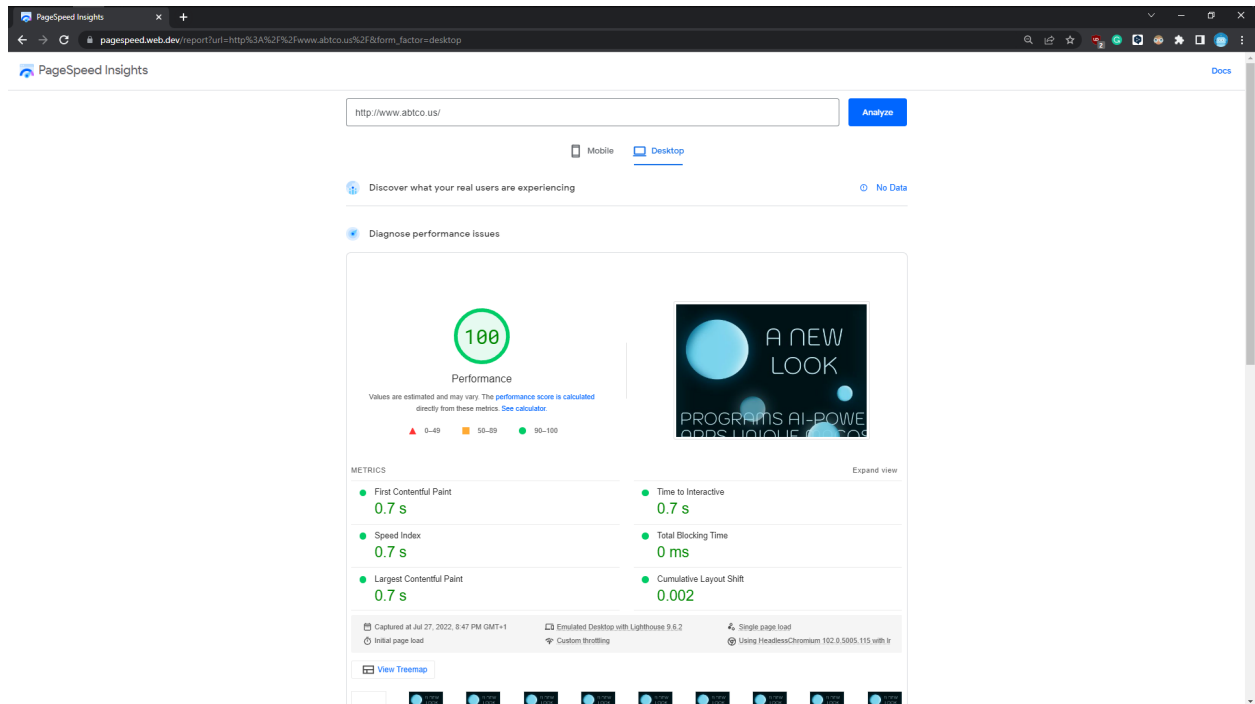
In the future, I would recommend adding FAQ and BreadCrumb type to some Blog articles and course pages, FAQ is a good optimization method, which usually boosts the organic search, while BreadCrumb provides a better visual representation of the URL in SERP.

Overall condition

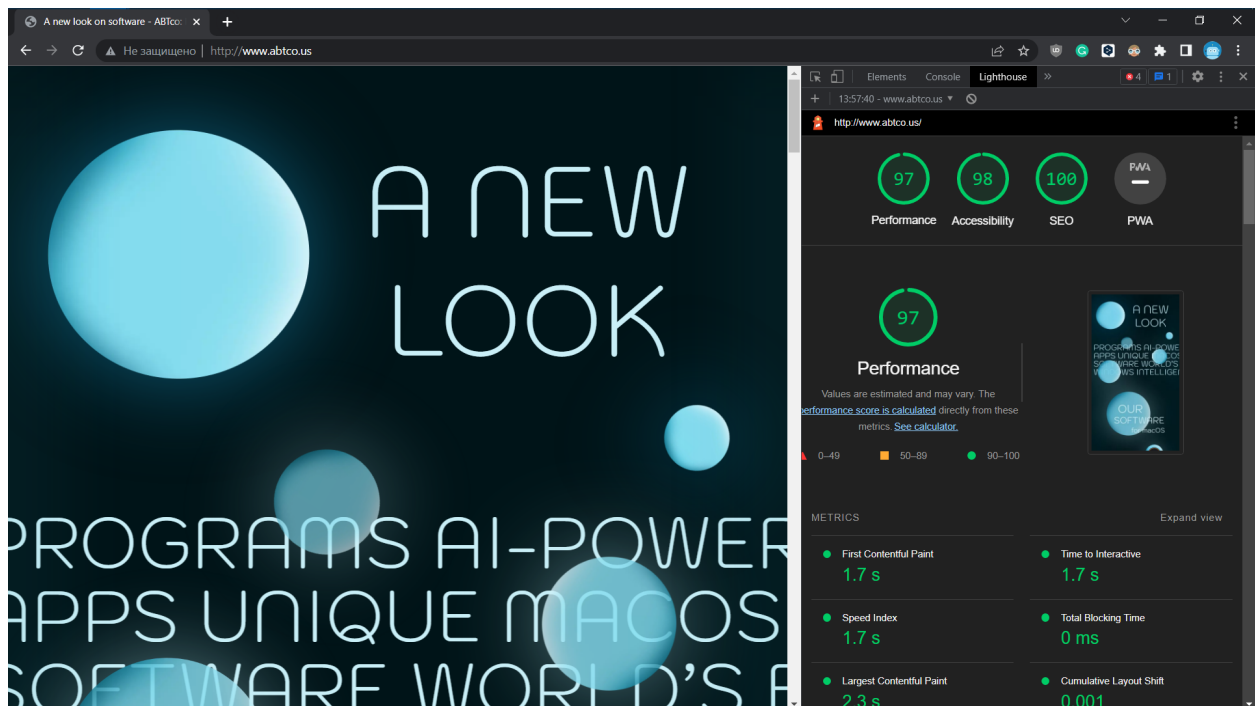


This is a Lighthouse report — it is possible to see that some metrics are in bad condition, while others are already well optimized. From what I know, SEO optimization was performed on this website, and it is reflected in the Lighthouse report. Still, there is a lot of work to do, and current metrics can be greatly improved — a 100% score is more than possible.

Take a look at the main page of this company, [they implemented all SEO recommendations I gave them](#), and this is what their score looks like:



100% Performance score on a complex webpage with a lot of images and graphics — after a correct optimization, everything is possible.



100% SEO, 98% Accessibility, and 97% Performance on a real device — these are absolutely real metrics, which were achieved after following my SEO recommendations.

After my analysis, I was surprised by the condition of your website — in general, your website already has some optimization, and it has good SEO tags and Metadata. *From my 3 months-long experience in the UK, theskillnetwork.com is one of the best websites I saw.*

Theskillsnetwork.com can also achieve such metrics, and do even better — it just needs some SEO optimization, and good collective work with the developers.

Analysis and audit performed by Oleksii Shereta — SEO Expert.
27/07/2022