

## Audit and general recommendations

The document is split into three parts:

1. General recommendations
2. Blog topics
3. Performance analysis

This work contains numerous images, so it might take some time for them to load.

After performing an initial audit of charterhouse lombard.com, I found particular concerns that may reduce the website's position in SERP. This short analysis is split into two parts — Technical SEO and Content SEO, these two fundamental aspects, directly influence the website's ranks. **In my opinion, if all issues I found will be fixed, the website will achieve higher positions in SERP.**

### Technical SEO

First, I would like to mention technical issues that I found on charterhouse lombard.com. I believe that technical SEO is the most important area of SEO, as you may have the best content in the world, but if your website has severe technical issues, it will never achieve a good position in SERP. The list of issues I identified:

H1-related errors — 16 errors • medium level

H2 tag is duplicate — 104 errors • medium level

H2-related errors — 106 errors • medium level

Violation of image optimization recommendations — 22 errors • high level

ALT attribute is missing — 69 errors • very high level

Meta errors — 85 errors • critical level

The Title is the same as H1 — 55 errors • medium level

50 pages are not in Sitemap • very high level

Infinite loops of repetitive paths ~40 • medium level

Title errors — 118 errors • medium level

Client Error (4xx) — 42 errors • high level

Dead pages — 44 errors • high level

Validation Warnings in Structured Data, related to data fields — 96 errors • high level

URL Formatting issues — 469 errors • medium level

Below, you can find the most significant, from my point of view, issues that need to be fixed as soon as possible.

## Meta

What surprised me the most, is the fact that there are **40 pages without a correct Meta**, Meta is one of the most influential SEO-related tags, therefore, I would say that this is an **issue of critical level** which needs to be fixed as soon as possible.

Очень короткие, надо делать прикл.. 150 символом. About 150 characters.


## Client Errors (404) (both internal and external) внутренние и внешние

**42 Client Errors** is also a large value which I would recommend fixing. When the website has a lot of “Dead” links, it usually gets marked as “*outdated*” or “*low-quality*” by Google, which, of course, reduces its position in SERP.

## Structured Data/Schema

On blog articles there is no “Image” and “modification date” field, it is important to have. I also found 96 “warnings” related to Structured Data/Schema. There are no direct errors in SD (which is already great), but there are 96 *recommended by Google fields*, that I would recommend adding. I can see that right now, there is an “Article” Schema on each blog page, which is good.

Address	Errors	Warnings	Total Types	Unique Types	Type-1
https://www.charterhouseombard.com/insights/advantages-of-relocation	0	2	6	5	BlogPosting
https://www.charterhouseombard.com/insights/iom-budget	0	2	6	5	BlogPosting
https://www.charterhouseombard.com/rent-discount-plans-for-free-zone-tenants-extende...	0	2	6	5	BlogPosting
https://www.charterhouseombard.com/foreign-trade-in-dubai-in-2019-up-by-6.html	0	2	6	5	BlogPosting
https://www.charterhouseombard.com/insights/iom-company-annual-return-filling-fees-t...	0	2	6	5	BlogPosting
https://www.charterhouseombard.com/the-dmcc-enjoys-a-record-breaking-year.html	0	2	6	5	BlogPosting
https://www.charterhouseombard.com/frequently-asked-questions-about-offshore-comp...	0	2	6	5	BlogPosting
https://www.charterhouseombard.com/insights/illegal-withholding-taxes-to-be-reimburse...	0	2	6	5	BlogPosting
https://www.charterhouseombard.com/dubai-gets-serious-about-cryptocurrency.html	0	2	6	5	BlogPosting
https://www.charterhouseombard.com/insights/inflation-and-oil-prices-begin-to-rise-in-th...	0	2	6	5	BlogPosting
https://www.charterhouseombard.com/insights/dubai-house-prices-rose-to-point-7-perce...	0	2	6	5	BlogPosting
https://www.charterhouseombard.com/best-citizenship-by-investment-programmes.html	0	2	6	5	BlogPosting
https://www.charterhouseombard.com/how-to-settle-in-dubai-with-a-family.html	0	2	6	5	BlogPosting
https://www.charterhouseombard.com/dmcc-attracts-1969-new-companies-to-dubai-in-2...	0	2	6	5	BlogPosting
https://www.charterhouseombard.com/the-key-benefits-of-uae-free-zone-visas.html	0	2	6	5	BlogPosting
https://www.charterhouseombard.com/insights/private-sector-in-dubai-has-maintained-st...	0	2	6	5	BlogPosting
https://www.charterhouseombard.com/insights/economic-growth-rate-in-the-uae-to-more...	0	2	6	5	BlogPosting
https://www.charterhouseombard.com/insights/dubai-launches-new-luxury-free-zone	0	2	6	5	BlogPosting
https://www.charterhouseombard.com/insights/dubais-non-oil-foreign-trade-at-dh647-bill...	0	2	6	5	BlogPosting
https://www.charterhouseombard.com/insights/the-gcc-steps-up-its-efforts-to-improve-s...	0	2	6	5	BlogPosting
https://www.charterhouseombard.com/insights/uae-among-three-fastest-developing-cou...	0	2	6	5	BlogPosting
https://www.charterhouseombard.com/uae-retains-its-top-rankings-on-world-trade-map	0	2	6	5	BlogPosting
https://www.charterhouseombard.com/insights/uae-non-oil-private-sector-sees-strong-gr...	0	2	6	5	BlogPosting
https://www.charterhouseombard.com/insights/jafza-registers-52-automotive-companie...	0	2	6	5	BlogPosting
https://www.charterhouseombard.com/insights/uae-economy-will-bounce-back-from-vat-...	0	2	6	5	BlogPosting
https://www.charterhouseombard.com/insights/uae-leads-gcc-in-private-wealth-growth	0	2	6	5	BlogPosting
https://www.charterhouseombard.com/insights/jebel-ai-free-trade-zone-reaches-80-billio...	0	2	6	5	BlogPosting

▼ JSON-LD 	BlogPosting
▶ author	Organization
datePublished	2022-03-07
description	A growing number of UK businesses are moving their operations to Dubai to take advantage of t
headline	The ultimate checklist for moving a UK business to Dubai
▼ mainEntityOfPage	WebPage
identifier	https://www.charterhouseombard.com/the-ultimate-checklist-for-moving-a-uk-business-to-duba
type	http://schema.org/WebPage
▼ publisher	Organization
▼ logo	ImageObject
type	http://schema.org/ImageObject
url	https://www.charterhouseombard.com/assets/images/logo.webp
name	Charterhouse Lombard
type	http://schema.org/Organization
type	http://schema.org/BlogPosting
▼ RDFa	website
alternate	https://www.charterhouseombard.com/rss
app_id	
identifier	https://www.charterhouseombard.com/
title	The ultimate checklist for moving a UK business to Dubai
type	website
url	https://www.charterhouseombard.com/the-ultimate-checklist-for-moving-a-uk-business-to-duba

Yet, all these blog pages do not have “Image” and “Modification Date” fields in their SD. These 2 fields are optional, yet it’s highly unlikely that Google will show an “Article” snippet that does not

have an image or date information, because, again, without filling out all fields your pages may look *low-quality* (from Google's point of view).

I can see that the Main page has LocalBusiness SD, and it also lacks certain fields:

▼ JSON-LD ⚠	LocalBusiness
▼ address	PostalAddress
addressCountry	AE
addressLocality	Dubai
streetAddress	19th Floor, Business Centre, Conrad Hotel, Sheikh Zayed Road
type	http://schema.org/PostalAddress
identifier	https://www.charterhouselombard.com/
image	https://www.charterhouselombard.com/assets/images/logo.webp
name	Charterhouse Lombard
sameAs	https://www.facebook.com/Charterhouse-Lombard-104752481226578
telephone	+971 (0) 4 518 7333
type	http://schema.org/LocalBusiness
url	https://www.charterhouselombard.com/
▼ RDFa	website
alternate	https://www.charterhouselombard.com/rss
app_id	
icon	https://www.charterhouselombard.com/favicon.ico
identifier	https://www.charterhouselombard.com/
title	Home
type	website
url	https://www.charterhouselombard.com/

In this case, the missing fields are not that important, yet I would recommend adding “geo”, “price range” and “opening hours”. I understand that this business may not have opening hours, but even in this case, I still advise you to add it. In general, the more data you provide in SD, the better it becomes.

After fixing the highlighted issues, I would also recommend adding “Logo” and “FAQ” Schemas to the website pages, FAQ is an especially good optimization strategy for blog posts. In the future, I would advise categorizing all the blog posts, this will allow adding “Breadcrumb” SD, which also will enhance the search snippets. I strongly recommend adding FAQ SD, as it is a relatively simple task, which can be done based on the current articles:

Offshore trusts are one of the best ways to protect your assets while remaining within the law. If you're keen to keep your assets safe for yourself and your family, setting one up should be a serious consideration.

Here's more information about what an offshore trust is, and how it can benefit you.

#### What is an offshore trust?

An offshore trust works in much the same way as a standard trust, but it's formed in an offshore jurisdiction. That means it's governed by the laws of that jurisdiction, and that can be a real advantage. Typically, offshore trusts have lower rates of tax, which can save you a lot of money.

With offshore trusts, the settlor and the beneficiary can be the same person, so there's no need to involve any other third parties.

#### Why offshore trusts are an excellent option

- *There are major tax advantages*

Traditional trusts usually incur high rates of tax. This can really eat into your finances, which makes them a less appealing way to protect your assets. An offshore trust is formed under different laws, so there's typically far less tax to pay. This is welcome news for high net-worth individuals looking to preserve their wealth for their children.

- *It's confidential*

In some circumstances, it may be preferable to keep your trust confidential, and to operate with a high level of privacy. Offshore trusts enable you to do this. Most afford confidentiality and no information is publicly available.

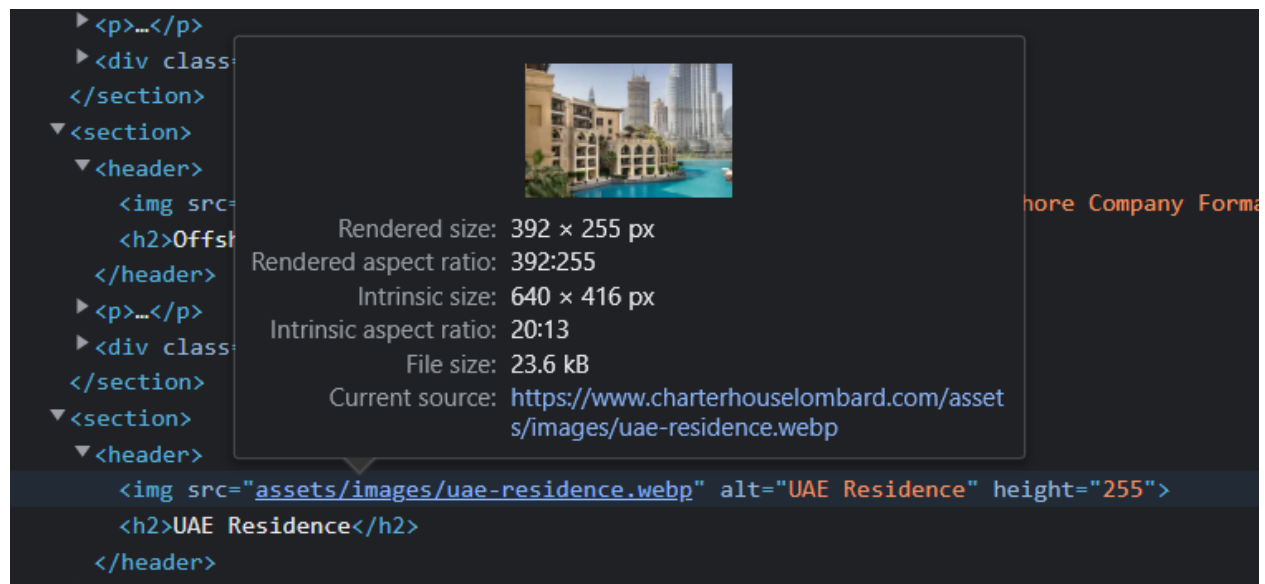
- *There are different trusts to choose from*

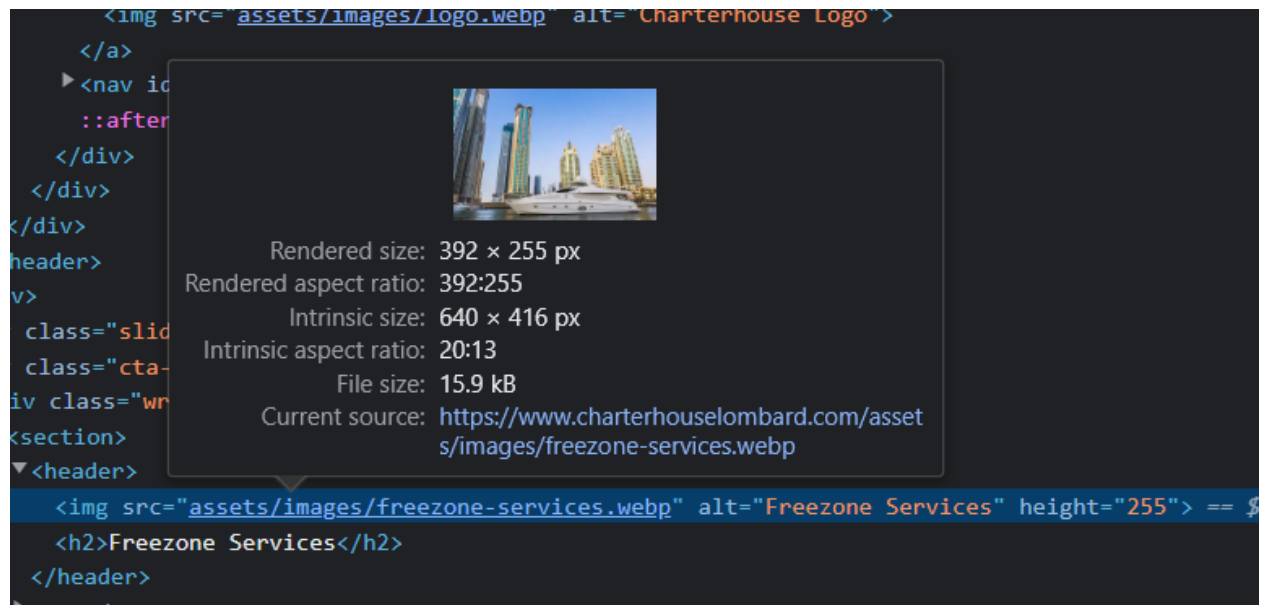
When it comes to offshore trusts, you'll usually have a good range of choice – though this depends on what country you

## ALT Attribute

On almost all websites there are always a lot of issues with the ALT attribute, and sadly, charterhouselombard.com also has issues with it. I found 69 images with empty ALT attributes, and I strongly recommend writing good ALT messages for these images.

Beyond empty ALT values, I also found a lot of *unmeaningful ALT values*. A few examples from the main page:





All these ALT messages are **unmeaningful**, or from Google's point of view, they are simply **spam or low-quality**, because these messages will be useless for people with vision disabilities. The main and only goal of ALT is to describe the image for people with vision disabilities. An ALT text "**Freezone Services**" doesn't explain what happens on the image, it simply repeats the sibling H2 tag with the same text. A much better text would be "**A luxury boat in front of the skyscrapers in Dubai**", after reading it, you understand what an image is about. I can't count how many issues like this are on the website, as it needs a lot of time to analyze each image, but I can surely say that Google does not like websites with low-quality content, and I would strongly recommend writing meaningful ALT attributes.

## Sitemap

I found 50 URLs that are not added to Sitemap, it is very important to keep Sitemap up-to-date, as it's a primary tool in terms of indexation. Furthermore, I found 2 URLs that seem to be created for testing purposes, they need to be removed from the website and sitemap.



## Infinite loop of repetitive paths

```
https://www.charterhouseombard.com/insights/assets/images/assets/images/slide2.webp
https://www.charterhouseombard.com/insights/assets/images/assets/images/slide1.webp
https://www.charterhouseombard.com/case-studies/assets/images/assets/images/slide1.webp
https://www.charterhouseombard.com/case-studies/assets/images/assets/images/slide2.webp
https://www.charterhouseombard.com/insights/assets/images/assets/images/slide3.webp
https://www.charterhouseombard.com/case-studies/assets/images/assets/images/slide3.webp
https://www.charterhouseombard.com/case-studies/assets/images/assets/images/assets/images/slide1.webp
https://www.charterhouseombard.com/insights/2021/assets/images/assets/images/slide3.webp
https://www.charterhouseombard.com/insights/assets/images/assets/images/assets/images/slide3.webp
https://www.charterhouseombard.com/insights/2020/assets/images/assets/images/slide3.webp
https://www.charterhouseombard.com/insights/2021/assets/images/assets/images/slide1.webp
https://www.charterhouseombard.com/insights/2022/assets/images/assets/images/slide3.webp
https://www.charterhouseombard.com/insights/2020/assets/images/assets/images/slide2.webp
https://www.charterhouseombard.com/insights/2020/assets/images/assets/images/slide1.webp
https://www.charterhouseombard.com/case-studies/assets/images/assets/images/assets/images/slide3.webp
https://www.charterhouseombard.com/insights/assets/images/assets/images/assets/images/slide1.webp
https://www.charterhouseombard.com/insights/2021/assets/images/assets/images/slide2.webp
https://www.charterhouseombard.com/case-studies/assets/images/assets/images/assets/images/slide2.webp
https://www.charterhouseombard.com/insights/assets/images/assets/images/assets/images/slide2.webp
https://www.charterhouseombard.com/insights/2022/assets/images/assets/images/slide2.webp
https://www.charterhouseombard.com/insights/2022/assets/images/assets/images/slide1.webp
https://www.charterhouseombard.com/insights/2022/assets/images/assets/images/assets/images/slide3.webp
https://www.charterhouseombard.com/insights/assets/images/assets/images/assets/images/assets/images/slide1.webp
https://www.charterhouseombard.com/insights/2020/assets/images/assets/images/assets/images/slide3.webp
https://www.charterhouseombard.com/case-studies/assets/images/assets/images/assets/images/assets/images/slide1.webp
https://www.charterhouseombard.com/insights/assets/images/assets/images/assets/images/assets/images/slide2.webp
https://www.charterhouseombard.com/case-studies/assets/images/assets/images/assets/images/assets/images/slide2.webp
https://www.charterhouseombard.com/insights/2021/assets/images/assets/images/assets/images/slide3.webp
https://www.charterhouseombard.com/insights/2020/assets/images/assets/images/assets/images/slide2.webp
https://www.charterhouseombard.com/insights/2021/assets/images/assets/images/assets/images/slide1.webp
https://www.charterhouseombard.com/case-studies/assets/images/assets/images/assets/images/assets/images/slide3.webp
https://www.charterhouseombard.com/insights/assets/images/assets/images/assets/images/assets/images/slide3.webp
https://www.charterhouseombard.com/insights/2022/assets/images/assets/images/assets/images/slide1.webp
https://www.charterhouseombard.com/insights/2021/assets/images/assets/images/assets/images/slide2.webp
https://www.charterhouseombard.com/insights/2022/assets/images/assets/images/assets/images/slide2.webp
https://www.charterhouseombard.com/insights/2020/assets/images/assets/images/assets/images/slide1.webp
https://www.charterhouseombard.com/insights/2022/assets/images/assets/images/assets/images/assets/images/slide2.webp
https://www.charterhouseombard.com/insights/2022/assets/images/assets/images/assets/images/assets/images/slide3.webp
https://www.charterhouseombard.com/insights/2021/assets/images/assets/images/assets/images/assets/images/slide3.webp
https://www.charterhouseombard.com/insights/2022/assets/images/assets/images/assets/images/assets/images/slide1.webp
https://www.charterhouseombard.com/insights/assets/images/assets/images/assets/images/assets/images/assets/images/sli...
https://www.charterhouseombard.com/insights/2021/assets/images/assets/images/assets/images/assets/images/slide2.webp
https://www.charterhouseombard.com/case-studies/assets/images/assets/images/assets/images/assets/images/assets/imag...
```

It looks like the paths of the slider's images were not specified correctly, and as a result, it creates an infinite loop of repetitive paths. Any crawling software will be stuck in a dead infinite loop, which may lead to unpleasant consequences.

Ошибка в коде слайдера



## Images

As I mentioned earlier, most of the images are optimized very well, they are converted to WEBP, compressed, and resized properly. But still, there is always some room for improvement. I found a lot of images in JPG format which also have poor optimization:

https://www.charterhouselombard.com/assets/images/content/handshake.jpg	image/jpeg	118.1 KB	1
https://www.charterhouselombard.com/assets/images/content/general.jpg	image/jpeg	304.6 KB	355
https://www.charterhouselombard.com/assets/images/content/uae-residence-banner.jpg	image/jpeg	175.3 KB	5
https://www.charterhouselombard.com/assets/images/content/freezezone-services-banner.jpg	image/jpeg	193.9 KB	10
https://www.charterhouselombard.com/assets/images/content/dubai-services-banner.jpg	image/jpeg	204.4 KB	7
https://www.charterhouselombard.com/assets/images/content/blog-image-10.jpg	image/jpeg	260.8 KB	7
https://www.charterhouselombard.com/assets/images/content/blog-image-7.jpg	image/jpeg	266.8 KB	9
https://www.charterhouselombard.com/assets/images/content/blog-image-5.jpg	image/jpeg	134.3 KB	28
https://www.charterhouselombard.com/assets/images/content/Operating%20an%20Offshore%20company%20in%20Dubai.jpg	image/jpeg	106.1 KB	1
https://www.charterhouselombard.com/assets/images/content/blog-image-11.jpg	image/jpeg	309.9 KB	5
https://www.charterhouselombard.com/assets/images/content/fiduciary-services-banner.jpg	image/jpeg	296.0 KB	54
https://www.charterhouselombard.com/assets/images/content/blog-image-8.jpg	image/jpeg	214.7 KB	6
https://www.charterhouselombard.com/assets/images/content/blog-image-1.jpg	image/jpeg	227.8 KB	8
https://www.charterhouselombard.com/assets/images/content/blog-image-12.jpg	image/jpeg	371.8 KB	4
https://www.charterhouselombard.com/assets/images/content/offshore-company-formation-banner.jpg	image/jpeg	154.8 KB	9
https://www.charterhouselombard.com/assets/images/content/blog-image-9.jpg	image/jpeg	238.6 KB	14
https://www.charterhouselombard.com/assets/images/content/blog-a1.jpg	image/jpeg	132.6 KB	1
https://www.charterhouselombard.com/assets/images/content/blog-image-6.jpg	image/jpeg	100.1 KB	7
https://www.charterhouselombard.com/assets/images/content/blog-image-2.jpg	image/jpeg	169.6 KB	8
https://www.charterhouselombard.com/assets/images/content/blog-image-3.jpg	image/jpeg	116.1 KB	7
https://www.charterhouselombard.com/assets/images/content/services.jpg	image/jpeg	266.8 KB	1
https://www.charterhouselombard.com/assets/images/content/real-estate-london.jpg	image/jpeg	322.4 KB	1

As it's possible to see, the image “general.jpg” is used 355 times, which is a very large value. At the same time, it is poorly optimized — it has a size of 304 kilobytes, which may significantly slow down a page. I recommend converting all the images to WEBP and resizing them properly.

Resizing images is a very effective strategy, yet serving the 300 by 200 pixels image for 4k display will look blurry and low-quality, thus, making the website look unprofessional. In the future, I would advise using the “picture” HTML element and specifying multiple versions of the same image varying in size and format, allowing to load the best version of image depending on the Client's display screen.

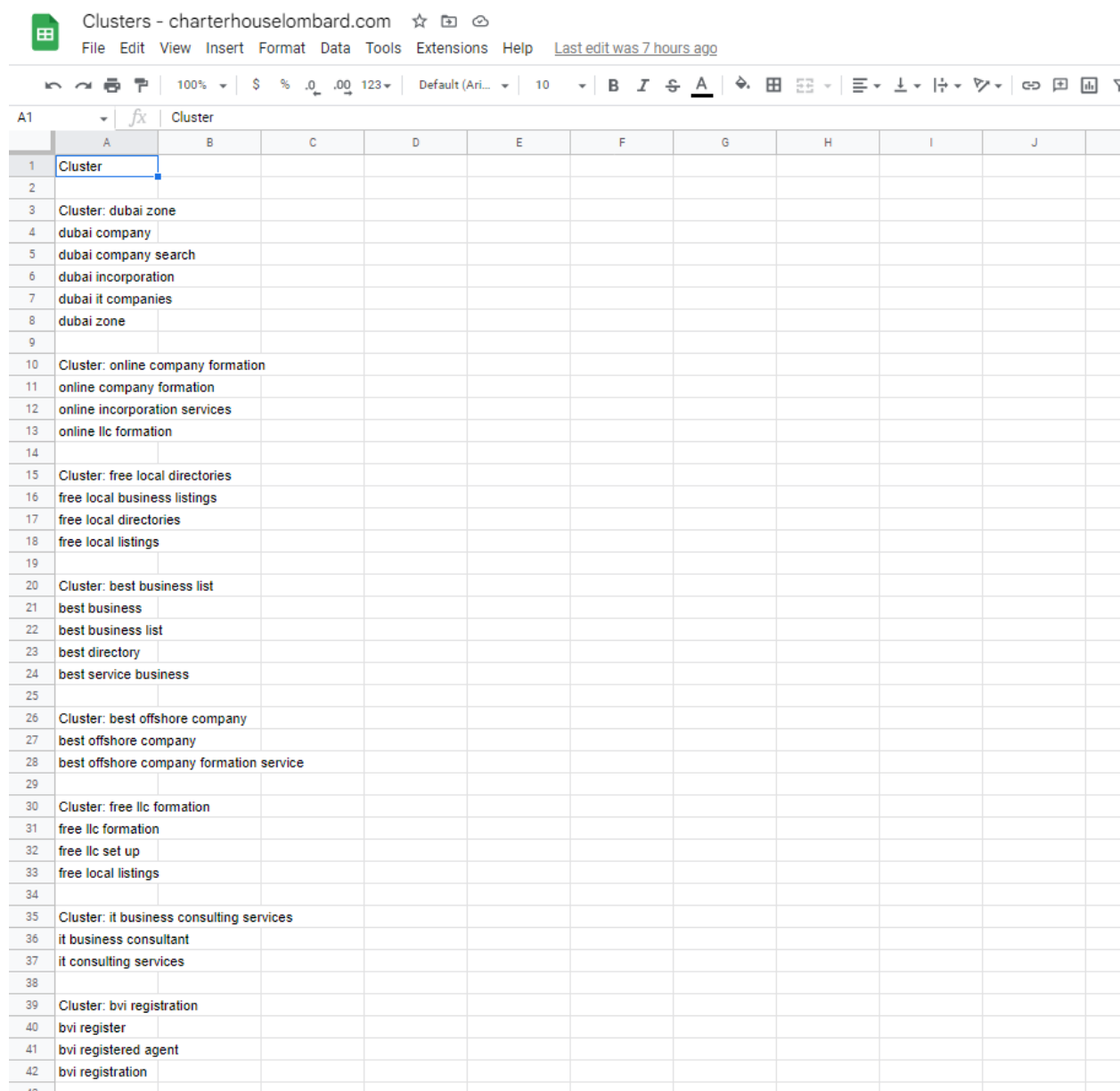
## Content and Structure SEO

### Semantic Core

I analyzed the current Semantic Core of charterhouselombard.com and its 8 competitors, which I found based on the SERP. After gathering all the keywords, **and clustering them**, I have created a spreadsheet containing the future Semantic Core. I recommend using my gathered keywords in charterhouselombard.com to embed them into relevant articles, create new content based on these keywords, and include them inside Title, Meta, and H1. In general, including them everywhere, where it's possible to do so. Including the keywords I found will significantly enhance the organic search of the articles — and still, in the future, a larger Semantic Core needs to be established, counting at least 4000 keywords. It needs to be based on Google Trends, similar keywords, autocompletion data, and other sources, which allows us to gather “natural” keywords. Including natural and competitors' keywords in the Semantic Core will

significantly boost the website's position for relevant search queries. Also, a deep analysis of backlinks must be performed.

**Below you can find a screenshot of the clustered Semantic Core, if it's necessary, I can send you this spreadsheet as a separate file.**

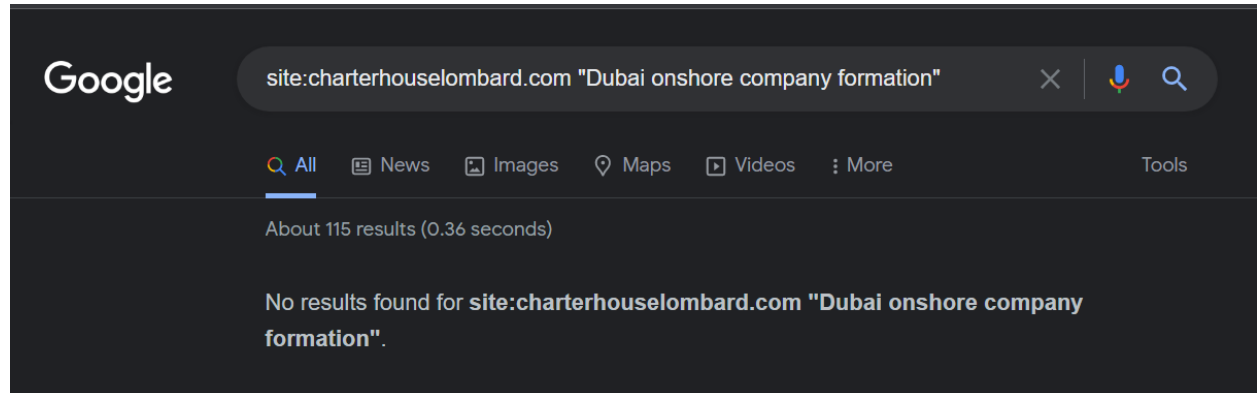


	A	B	C	D	E	F	G	H	I	J
1	Cluster									
2										
3	Cluster: dubai zone									
4	dubai company									
5	dubai company search									
6	dubai incorporation									
7	dubai it companies									
8	dubai zone									
9										
10	Cluster: online company formation									
11	online company formation									
12	online incorporation services									
13	online llc formation									
14										
15	Cluster: free local directories									
16	free local business listings									
17	free local directories									
18	free local listings									
19										
20	Cluster: best business list									
21	best business									
22	best business list									
23	best directory									
24	best service business									
25										
26	Cluster: best offshore company									
27	best offshore company									
28	best offshore company formation service									
29										
30	Cluster: free llc formation									
31	free llc formation									
32	free llc set up									
33	free local listings									
34										
35	Cluster: it business consulting services									
36	it business consultant									
37	it consulting services									
38										
39	Cluster: bvi registration									
40	bvi register									
41	bvi registered agent									
42	bvi registration									

Joined from 8 competitors, removed duplicates, sorted, and clustered.

The keywords look “weird”, but we should not touch them — these are real people’s search queries, and we should not modify them even if they look strange. Yet, when embedding these keywords on the website, they, of course, should be corrected.

Improving the website's position in SERP for the key phrase "Dubai onshore company formation"



As you can see, right now, there is not a single page on the website which has the full key phrase match. But, even taking it into the account, currently, the website has 3rd-4th (position varies on different browsers) organic position for this particular key phrase, which, in my opinion, is a good result:

Google

Dubai onshore company formation

× | 🔊 🔍

🔍 All 📰 News 🖼️ Images 📍 Maps 📺 Videos ⋮ More Tools

About 214,000 results (0.34 seconds)

<https://uae-eu.com> > blog > Offshore Companies ⋮

### Onshore & Offshore Companies in Dubai | EEG

Ideally, it takes around 4 to 6 weeks for an individual or enterprise to complete **onshore company formation**, including the legal formalities. Even so, with the ...

People also ask ⋮

What is onshore company in Dubai? ▾

Can a foreigner set up a company in Dubai? ▾

How much does it cost to set up an offshore company in Dubai? ▾

Can a company be set up in Dubai mainland without a sponsor? ▾

Feedback

<https://companyincorporationdubai.com> > Articles ⋮

### Set Up an Onshore Company in Dubai

According to the **Companies Law in Dubai**, **onshore companies** may be incorporated under different forms among which limited liability **companies**, private and public ...

<https://www.charterhouse Lombard.com> > uae-onshore-c... ⋮

### UAE Onshore Companies - Charterhouse Lombard

**Onshore company** registration normally takes up to two weeks, depending on the structure. **Incorporation** costs will vary depending on your **company's** location and ...

I would recommend writing a dedicated article for this one key phrase, it needs to contain the full “Dubai onshore company formation” phrase in its Title and H1, and mention this phrase multiple times in its content. This way, the website will get a very high level of the match for this particular phrase.

# Blog Topics

This part of the analysis has 5 topic recommendations for the blog of charterhouselombard.com, it features the main points of the future blog posts and their summary. All articles should have a "Why you should hire our professional consultants" point at the end of each post, there should be an explanation of why it's very important to hire professionals, instead of doing it by yourself, this text will have the similar meaning, but it should be rewritten for each blog post. I would recommend adding external references to "trustworthy" resources (such as Wikipedia, government websites, embassies, universities, etc.) for all technical vocabulary featured in the article, it will help boost the "Dwell time" or "the Length of the click", which will positively influence the website's position.

## Offshore in the UAE, restrictions for entrepreneurs: what you should know.

- Peculiarities of doing business inside and outside the government
- Receiving funds from legal entities
- Office Rent
- Banking activity
- Insurance activity
- Licenses
- Why you should hire professional consultants from our company to correctly lead your future business...

## How does Offshore allow you to keep all corporate details secret?

- Offshore and Privacy
  - Comparison of access to sensitive data in Europe and the UAE
  - Protection of information from third parties
- Registration Procedure
  - Required Documents
  - Bank account
  - Getting a license
- How our company can help you with it...

## Typical 5 mistakes when choosing a free zone in the UAE.

- Focusing on cheaper options

- Hiring the cheapest professionals available in the corporate market
- Unfortunate consequences for clients, and as a result, a significant increase in expenses.
- Ignoring local cultural nuances and specialties
  - Country's attitude towards your company's activities, e.g. attitudes towards alcohol, countries with opposing religious positions, or businesses with dating apps.
- Formalizing corporate structure issues and writing a business plan for the project
  - All aspects require detailed study, as it may have consequences: up to the refusal of the free zone in the registration.
- The desire to combine in one company a wide range of diverse functions
  - Trying to combine multiple functions in one company.
- Ignoring the requirements of local banks
  - It is necessary to think through the requirements for a bank account in advance, as there are numerous checks on bank statements, contracts, and other primary documents and to make any changes later will be very expensive.
- Why it's better to hire professional consultants, who will help you with the whole process...

## Offshore, onshore, midshore: what are the main differences?

- What is the offshore — definition.
  - Tax conditions and other administrative benefits.
  - What countries offer it?
- Onshore — definition, where it is applied and with what purposes, what are the benefits.
  - In which countries is the most widely represented.
- Midshoring — definition, possibilities, international standards, where and in which countries is it applied.
- Compare all three types and highlight their differences and nuances.
- Our consultants will help you with the choice of the correct type of legal entity and with the further formation...

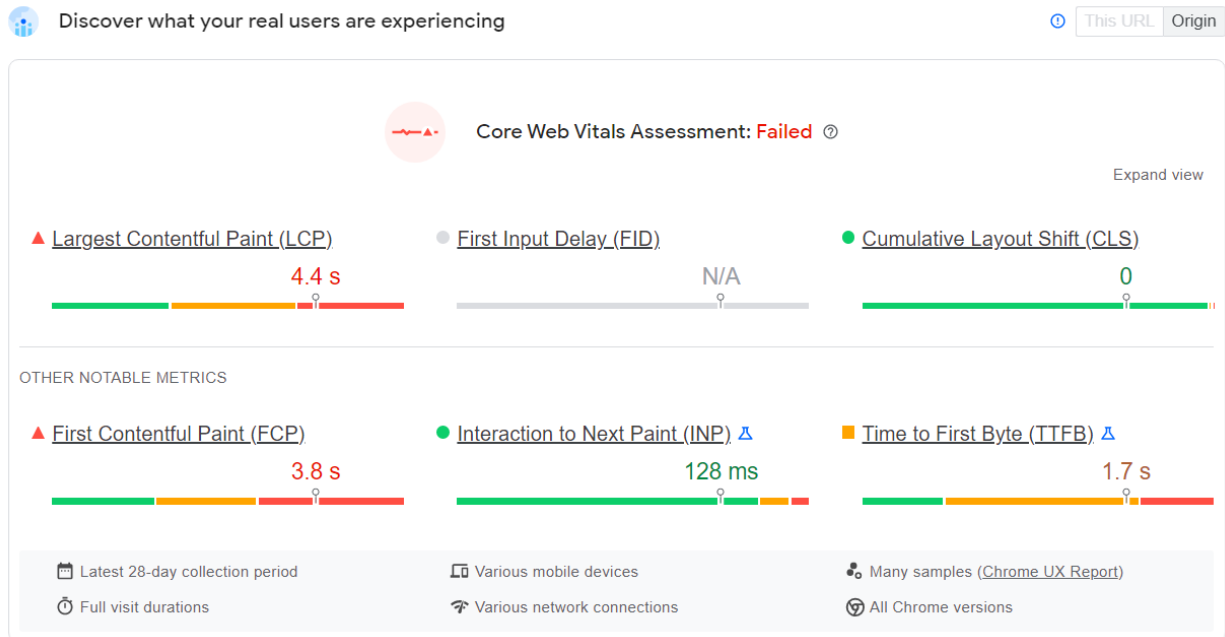
## "Due Diligence" — full professional check of the counterparty

- Commercial Security — the main prerequisite for the smooth operation of business, what is it, and why is it necessary?

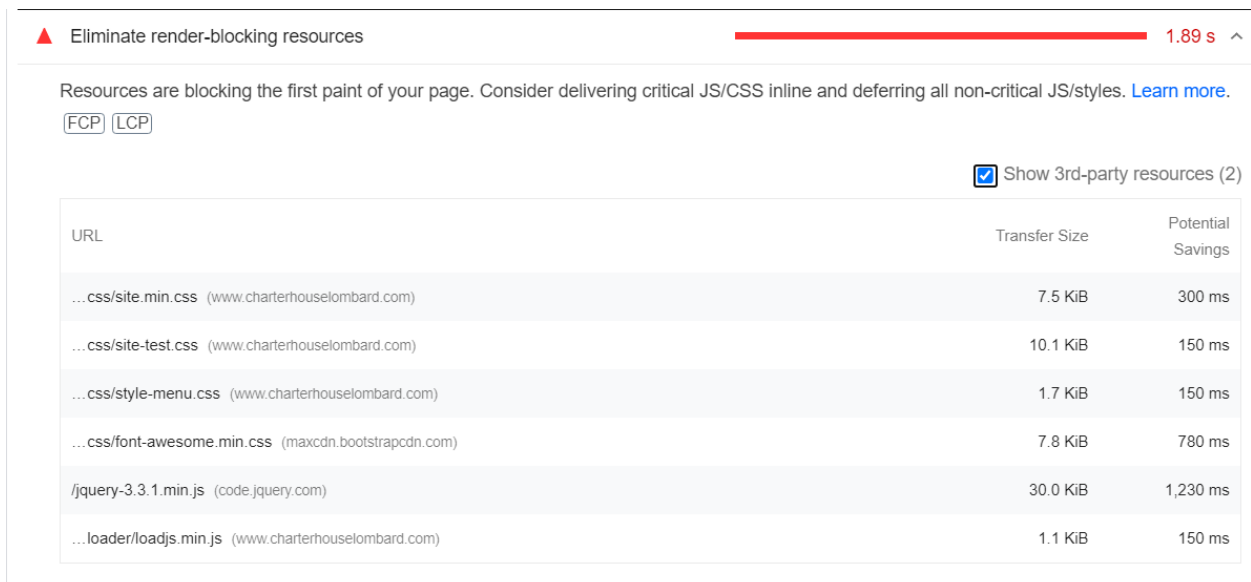
- Transaction planning, mergers and investments require a due diligence review of counterparties.
  - What risks are possible if it is not done
  - The essence and purpose of due diligence
- How to perform Due Diligence
  - Procedure
  - Directions
  - Mitigating risks
- Experts and how to find them
- Why you should hire professional consultants...



# Performance Analysis



I conducted various analyses of technical aspects of the website, which directly influence the speed and performance. After applying multiple methods, including automated and manual performance testing, I concluded that <https://www.charterhouselombard.com/> has issues related to FCP, LCP, and TTFB, which are mainly caused by render-blocking resources (primarily, loaded JS, CSS, and fonts) and possibly by the slow hosting provider or backend/server's internal issues.



Such metrics as FCP, LCP, TTFB, and TTI directly influence website's position in Google search, so I recommend optimizing the website in such a way, that it meets the recommendations set by Google.



The website also has a lot of dependencies, which if possible, should be eliminated or optimized. If this is technically achievable, I would recommend using a CDN instead of simply serving the static files from the website.

Name	Resource...	Unused ...	Coverage
https://connect.facebook.net/signals/config/670907006887241?v=2.9.65&r=stable	291.5 KiB	232.8 KiB	
https://www.googletagmanager.com/gtag/js?id=G-TZPJG53PX1&l=dataLayer&cx...	195.6 KiB	78.1 KiB	
https://www.googletagmanager.com/gtm.js?id=GTM-KMMK5GH	113.7 KiB	51.3 KiB	
https://connect.facebook.net/en_US/fbevents.js	97.6 KiB	23.5 KiB	
https://code.jquery.com/jquery-3.3.1.min.js	84.9 KiB	60.7 KiB	
/assets/js/libs/jquery-3.1.1.min.js	84.7 KiB	36.4 KiB	
/assets/js/plugins/owl.carousel.js	83.4 KiB	24.9 KiB	
https://www.google-analytics.com/analytics.js	49.0 KiB	17.0 KiB	
https://cdnjs.cloudflare.com/ajax/libs/lodash.js/3.5.0/lodash.min.js	47.6 KiB	36.0 KiB	
/assets/js/plugins/jquery.qtip.min.js	43.3 KiB	37.5 KiB	
/assets/js/plugins/jquery.noty.min.js	28.3 KiB	22.7 KiB	
/assets/js/plugins/jquery.validate.min.js	22.2 KiB	17.1 KiB	
/assets/js/plugins/jquery.form.min.js	14.9 KiB	14.0 KiB	
/assets/js/plugins/jquery.impromptu.min.js	11.0 KiB	9.6 KiB	
/assets/js/plugins/jquery.sticky.js	9.8 KiB	2.0 KiB	
/assets/js/helpers/site2.js	7.4 KiB	4.8 KiB	
/assets/js/plugins/parallax.js	6.6 KiB	5.8 KiB	
/assets/js/plugins/jRespond.js	5.3 KiB	4.8 KiB	
/ (inline)	2.5 KiB		
/assets/js/loader/loadjs.min.js	1.2 KiB	301 B	
/assets/js/plugins/jquery.visible.min.js	803 B	750 B	

fa-solid-900.woff2	200	www.charterhouselombar...	font
fa-light-300.woff2	200	www.charterhouselombar...	font
site.min.css	200	www.charterhouselombar...	stylesheet
owl.carousel.min.css	200	www.charterhouselombar...	stylesheet
site-test.css	200	www.charterhouselombar...	stylesheet
style-menu.css	200	www.charterhouselombar...	stylesheet
loadjs.min.js	200	www.charterhouselombar...	script
normalize.css	200	www.charterhouselombar...	stylesheet
jquery.qtip.css	200	www.charterhouselombar...	stylesheet
magnific-popup.css	200	www.charterhouselombar...	stylesheet
all.min.css	200	www.charterhouselombar...	stylesheet
jquery-3.1.1.min.js	200	www.charterhouselombar...	script
jRespond.js	200	www.charterhouselombar...	script
jquery.impromptu.min.js	200	www.charterhouselombar...	script
jquery.form.min.js	200	www.charterhouselombar...	script
jquery.validate.min.js	200	www.charterhouselombar...	script
jquery.qtip.min.js	200	www.charterhouselombar...	script
jquery.sticky.js	200	www.charterhouselombar...	script
parallax.js	200	www.charterhouselombar...	script
jquery.visible.min.js	200	www.charterhouselombar...	script
jquery.noty.min.js	200	www.charterhouselombar...	script
owl.carousel.js	200	www.charterhouselombar...	script
site2.js	200	www.charterhouselombar...	script

Of course, I have also checked the images, as usually, the images are the biggest issue when it comes to performance. But it was not the case for [charterhouselombar.com](http://charterhouselombar.com), all images are served in WEBP format, are well compressed, and properly resized — I can say that images are optimized very well.

Name	Status	Type	Initiator	Size	Time	Waterfall
→ slide1.webp	200	webp	(index)	(disk cache)	8 ms	■
→ slide2.webp	200	webp	(index)	(disk cache)	3 ms	■
→ slide3.webp	200	webp	(index)	(disk cache)	3 ms	■
→ logo.webp	200	webp	(index)	(disk cache)	14 ms	■
→ freeze-services.webp	200	webp	(index)	(disk cache)	5 ms	■
→ offshore-company-formation.webp	200	webp	(index)	(disk cache)	5 ms	■
→ uae-residence.webp	200	webp	(index)	(disk cache)	4 ms	■
→ logo-purple.webp	200	webp	(index)	(disk cache)	4 ms	■
→ dubai-hero.webp	200	webp	site-test.css	(disk cache)	2 ms	■

## 2.1 FCP and LCP

My analysis showed that the website's LCP and FCP are **4.4 and 3.8 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 **at least 2 times faster** to achieve Google's recommendations.

## 2.2 TTFB

Time-to-first-byte is a metric that shows the time, required for the website's server/backend to respond to a client's request. Current charterhouselombard.com's TTFB equals **1.7 seconds**, which is a large value. This value primarily depends on the hosting speed and the response time of the website's backend. As I do not have access to the server, I cannot establish the cause of this problem. This issue needs to be investigated further in order to identify the main cause of it, and take further actions to solve the problem.

## How to improve the performance

After discovering these issues, I analyzed their potential causes and found that these issues are mostly caused by render-blocking resources and slow hosting/backend. I cannot say if the cause of large TTFB value is caused by a slow hosting provider or backend, it needs a further investigation, which, currently, I cannot perform, as I simply do not have the required access. After diagnosing the issue, it would be logical to change the hosting provider or optimize/change the backend.

My recommendations are the following:

1. Reduce the number of external dependencies (JS, CSS, fonts, etc) as much as possible.
2. Optimize JS and CSS by using minifiers and/or compression, for example using UglifyJS, Packer, or Google Closure Compiler.
3. Change or update the website's hosting provider/backend (as mentioned above).
4. Try to eliminate the render-blocking resources, if it's possible. It can be done by using the "media" for CSS, deferring the load, or by using the "async" keyword.
5. Avoid multiple page redirects
6. Avoid an excessive DOM size

In any case, I'm not a developer to decide how exactly the technical issues I identified should be fixed technically, but I'm sure that after applying proper optimization, the website will achieve recommended values of the fundamental performance metrics.

Thank you,  
Oleks - **SEO Specialist**