

Global Headquarters: Empire State Building, New York

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# **Biz2Credit** SEO TECHNICAL AUDIT

September 16, 2019





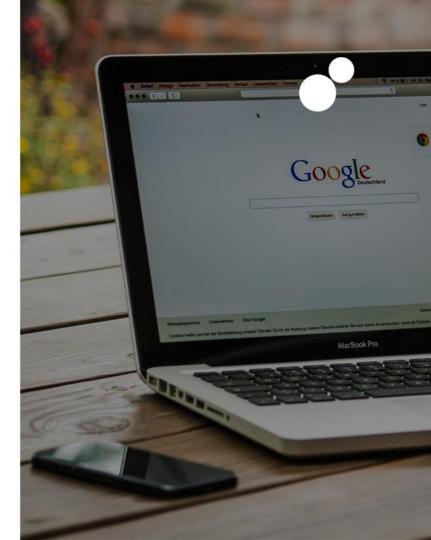






# NENTS New York

- INTRODUCTION
- ACCESSIBILITY
- INDEXABILITY
- ON-PAGE CONTENT
- KEY TAKEAWAYS





# SEO AUDITS



REDIRECTS
XML SITEMAPS
PAGE LOAD SPEED
ROBOTS.TXT



INDEXED PAGE COUNT
CRAWLING ERRORS
DUPLICATE CONTENT
CANONICALIZATION





URLS
PAGE TITLES &
HEADINGS
META DESCRIPTIONS
SEO COPY & IMAGES



Biz2Credit.com



# HOW?

THIS IS DONE BY OPTIMIZING

- URLS
- IMAGES
- CODE
- INTERNAL LINKS
- SITE STRUCTURE
- NAVIGATION
- PAGES



ACCESSIBILITY

HTML PAGES AUDITED

59%

AVG. COMBINED PAGE SPEED SCORE

## <u>ACCESSIBIL</u>ITY

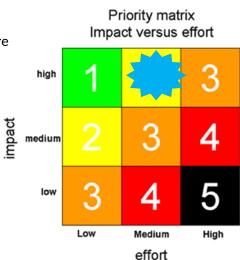


# PAGE LOAD SPEED

Search engines use the time it takes a page to load as a ranking factor for both mobile and desktop. Users often judge a site's usefulness by how quickly its pages load and may bounce out of a site if a page is taking too long to load. Since many factors contribute to slow page load speeds, the following recommendations are just a sampling of how to improve page load time

## **BEST PRACTICES:**

- Enable compression of HTML, CSS and JavaScript resources by adding gzip to reduce the number of bytes sent over the network
- Eliminate render-blocking JavaScript and CSS in above-the-fold content
- Minify HTML, CSS and JavaScript
- Leverage browser caching and compress image sizes to match the actual size they will appear on the page
- Prioritize visible content by reducing the amount of code needed to render anything above the fold





Decrease page load speed by implementing the above recommendations. List included.





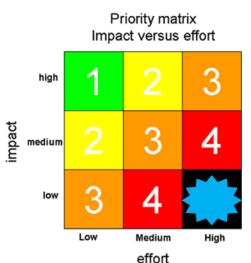


# **NAVIGATION**

The navigation must be crawlable so the search engines can find important pages on the site

## **BEST PRACTICES:**

- Don't use flash for the navigation
- Avoid using JavaScript Navigation
- If you're going to use drop downs make sure they're in HTML



The navigation should be in HTML so the search engines can crawl the important pages on the site







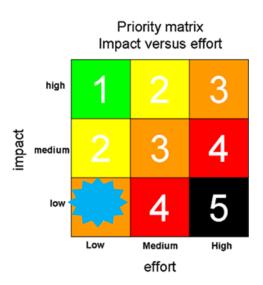
# HTML SITEMAP

An HTML Sitemap helps users navigate and find the important pages on the site

## **BEST PRACTICES:**

 The HTML Sitemap should be broken out into multiple pages if it contains more than 100 links per page











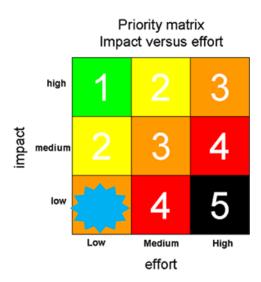
# SEARCH CONSOLE/WEBMASTER TOOLS

Google Search Console and Bing Webmaster Tools must be set up and verified so we can monitor site performance and performance in search

## **BEST PRACTICES:**

- Use file tag to verify (easiest way)
- Other options include DNS
- Use analytics or tag manager to verify ownership

Bing Webmaster tools must be set up and verified







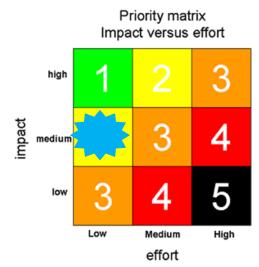


# **ROBOTS.TXT FILE**

We can control how search engines interact with a website by using a robots.txt file. This simple text file tells search engine crawlers how they should visit and index pages of a site. If there are files and directories that shouldn't be indexed by search engines, the robots.txt file can define where the crawlers can't go

#### **BEST PRACTICES:**

- Must be placed in the root folder
- Use the disallow command to indicate site sections that should not be crawled
- Use the allow command to indicate pages in disallowed site sections that should be crawled
- List XML sitemap URL
- Make sure the file is written correctly because an incorrect robots.txt file can block search engines from indexing a website entirely



X Add sitemap location line to robots.txt Example included.







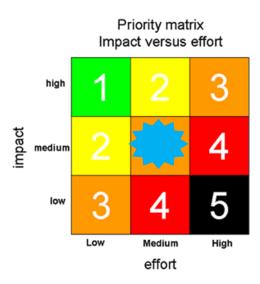
# **XML SITEMAP**

An XML Sitemap can help the search engines find deeper level pages that they might not normally find. Having multiple sitemaps can help identify indexing issues with certain sections of the site

## **BEST PRACTICES:**

- Place XML Sitemap on root
- Verify XML Sitemap in Google Search Console
- Include pages that have value and don't include duplicate pages

**X** Consolidate blog XML sitemap into a single file.







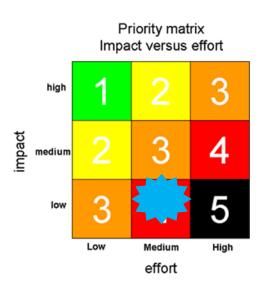


# **PAGINATION**

Pagination can occur when you have content that spans across multiple pages which could cause problems for the search engines i.e. duplicate content, crawler limitations, thin content, etc.

## **BEST PRACTICES:**

- Create a view-all page
- All rel="canonical"
- Hint to Google the relationship between the component URLs of your series with rel="next" and rel="prev". This helps us more accurately index your content and serve to users the most relevant page (commonly the first page)





**1** Implement recommended canonical solution to address pagination issues . List included.







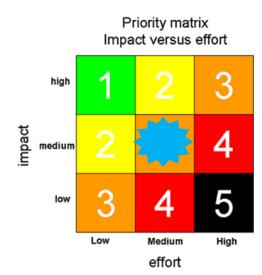
# AMP (ACCELERATED MOBILE PAGES)

The AMP Project is an open-source initiative aiming to make the web better for all. The project enables the creation of websites and ads that are consistently fast, beautiful and high-performing across devices and distribution platforms

When you load a webpage there are a lot of resources that need to load in order for the web page to render correct. Google AMP speeds up the web directly to a web page because it is stripped down version of the HTML

## **BEST PRACTICES:**

- Start creating AMP pages
- Integrate into CMS
- Test with Chrome Validator



🔀 Apply AMP if you have slow loading pages that can increase conversions and traffic







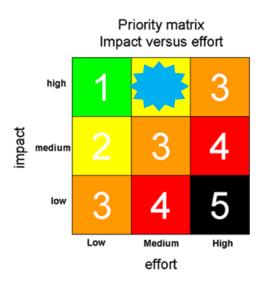
# **MOBILE FRIENDLY**

Having mobile friendly pages is critical to your business to provide users with a good experience when they're visiting from their mobile devices

## **BEST PRACTICES:**

- Make mobile templates mobile friendly
- Pages should load as quickly as possibly, preferably within 2 to 3 seconds

**X** Check mobile pages and make sure they are mobile friendly across all devices







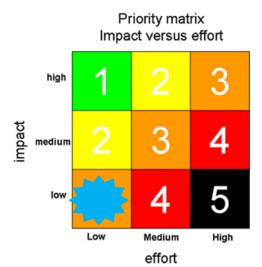


## HTTPS

Security is a top priority for Google. Having a secure connection is a lightweight signal in Google's search ranking algorithms to provide safety and security on the web. It may also be worthwhile to switch to HTTPs since HTTP 2.0 maybe SSL only

## **BEST PRACTICES:**

- Purchase and Install SSL Certificate
- Updated references in content, templates, canonical tags, Hreflang tags
- Redirect HTTP to HTTPs via 301 Redirects.
- Set up new Search Console Account
- Update Sitemap to new HTTPs version New XML Sitemap and submit to Google



**X** Check mobile pages and make sure they are mobile friendly across all devices



## **ACCESSIBILITY**



# SEO RECOMMENDATIONS \*

REMEDIATION	PRIORITY	EFFORT
Improve page load time	HIGH	HIGH
Create HTML sitemap	LOW	LOW
Setup Bing Webmaster tool	HIGH	LOW
Update robots.txt file with sitemap location	HIGH	LOW
Consolidate blog XML sitemap into a single file	MEDIUM	MEDIUM
Add canonical tag to paginated pages	MEDIUM	MEDIUM



INDEXABILITY

INDEXED PAGES PER GSC

89.8%

PAGES ARE INDEXABLE



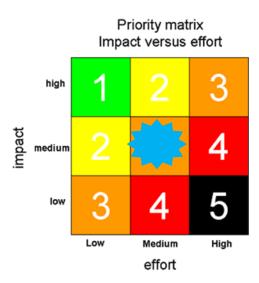


# **DUPLICATE CONTENT**

Duplicate content generally refers to substantive blocks of content within or across domains that either completely match other content or are appreciably similar

## **BEST PRACTICES:**

- Use 301 redirects to redirect duplicate page to specified page
- Add canonical tag to duplicate version
- Write new content
- Use no index Meta tag or block page using robots.txt



**X** Each page should have unique content



## **INDEXABILITY**

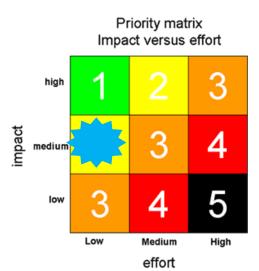


# **CRAWL ERRORS**

Crawl errors are errors returned by SEO tool sets that mirror how a search engine would crawl and index your site. When a crawl error is received, it is telling us that a search engine is unable to properly index a page for any number of reasons (indicated in the type of error and severity). total "crawling errors" were discovered

## **BEST PRACTICES:**

Grant Google Search Console access to SEO team



\* Address crawl errors i.e. 302, 404, redirect chains, etc.





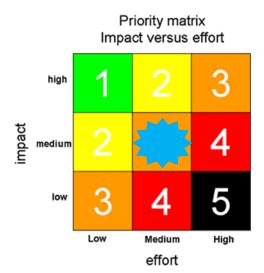


## CANONICALIZATION

A canonical URL tag indicates a page's authoritatively correct URL. For various reasons, websites can have exact/similar content on a number of different pages. These are indexed as separate pages and viewed as duplicated content by search engines. Neglecting to include a canonical URL to indicate the primary URL of the set could cause duplicate content penalties and search ranking drops

## **BEST PRACTICES:**

- Set the preferred URL in Google Webmaster Tools
- Specify one canonical URL on every page
- Absolute URL paths are recommended over relative URL paths
- Ensure the primary, most authoritative version of the URL is used as the canonical URL
- If possible, avoid dynamic parameters
- Use the cleanest version of the URL











# SEO RECOMMENDATIONS \*

REMEDIATION	PRIORITY	EFFORT
Address multiple canonical tags issue found on 25 URLs	LOW	MEDIUM





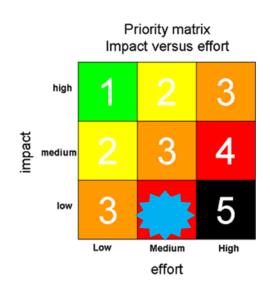


# **URLS**

Having an SEO-friendly URL structure can help search engines and users alike navigate your website more easily, potentially giving you an edge over the competition

## **BEST PRACTICES:**

- Avoid parameters
- Avoid going to many folders deep. Preferably 1 to 2 folders
- Use descriptive file names
- Avoid session IDs
- Separate keywords by hyphens instead of underscores





Rewrite URLs to an SEO friendly URL structure







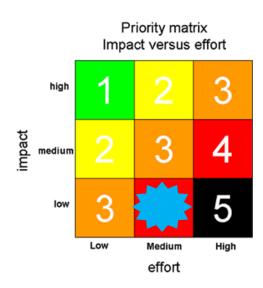
# RICH SNIPPETS

Rich snippets are additional information that is designed to summarize the content of a page in a way that makes it even easier for users to understand what the page is about in Google's search results

## **BEST PRACTICES**

 Use Schema to provide the search engines with additional information to show up in the SERPs

Add missing schema.org values identified by Google Structured Data Testing Tool. List included.









## THIN CONTENT

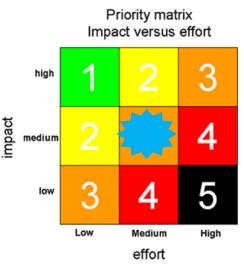
Thin content (or 'shallow' content as it's sometimes called) is lacking in substance and will discourage human engagement with your site

From Google's point of view, thin content could mean <u>duplicate or similar content</u> (internally or externally) or pages with a high proportion of navigation/image/dynamic elements and not enough copy.

## **BEST PRACTICES:**

- Add no index tag or block pages that are consider thin
- Add at least 600 words of content to the page with thin content to make it unique

\* Add at least 600 words of useful content that caters toward multiple intents. List included.









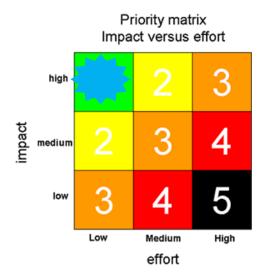
# **PAGE TITLES**

Page title tags are a key indicator to search engines of what a page is about. Because of this, every page on the site should have a unique

concise title containing relevant keywords. Titles can also help increase page usability and click-through from search engines as they appear as the "blue link" users click in search engine results pages (SERPS), as well as at the top of the browser window and in the user's bookmark list

## **BEST PRACTICES:**

- Ensure every page has a unique title.
- Titles should contain relevant, targeted keywords.
- Titles should be less than 72 characters.
- Include brand name in the page title for credibility when applicable.











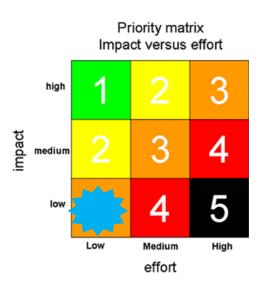
# META DESCRIPTIONS

Although they no longer directly influence search results, Meta descriptions are important to accurately describe what a page is about in SERPs. An enticing, targeted description can help to encourage click-through from search engine results pages, leading to increased organic search traffic and more conversions

## **BEST PRACTICES:**

- Give every page should have a unique Meta descriptions
- Use relevant, targeted keywords and calls to action to encourage click-through.
- Use less than 160 characters
- Include main site or product name for credibility when applicable

Create a unique meta description for each page with a good "call-to-action". List included.









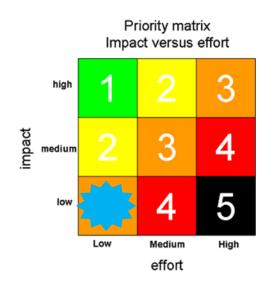
# **IMAGES**

ALT tags help disabled users navigate the web. They also help search engines to determine what is contained in an image

## **BEST PRACTICES**

- ALT Tags must be used on all major images. Every image should have an ALT tag that describes what the image is
- Images and file names could be optimized. Words in filenames should be separated with hyphens instead of underscores. Image dimensions should be specified to decrease loading times

Every image should have an ALT tag that describes the context of the image. List included.









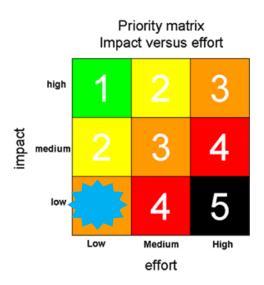
# **HEADINGS**

H1 and H2 headings are key indicators to search engines of what a page is about. These tags should wrap existing relevant text on the page that contains targeted keywords. Headings can range from H1 to H6 tags, with the lower number indicating a more important heading and this way are also part of best practice for semantic markup

## **BEST PRACTICES:**

- Every page must have only one H1 heading
- Use multiple H2-H6 headings as required
- Heading tags should follow a hierarchical order from H1 to H4, typically
- Headings should not be links, images or paragraphs of text

\* Address missing headings on key pages. List included.





## ON PAGE CONTENT



# SEO RECOMMENDATIONS \*

REMEDIATION	PRIORITY	EFFORT
Add missing schema.org values	HIGH	MEDIUM
Expand content where possible. List of thin content URLs provided	MEDIUM	MEDIUM
Ensure every page has a unique, concise title	HIGH	LOW
Create a unique meta description for every page	HIGH	LOW
Add ALT tags to important images	LOW	LOW
Add H1 heading to important URLs	MEDIUM	LOW



## SEO "HEALTH CHECK" AUDIT

# HIGH RETURN SEO RECOMMENDATIONS \*

