TECHNICAL BARRIERS SABOTAGING YOUR CONTENT

We cannot undermine the importance of content in this digital age.

It is the content that is the heart of everything. However, there are a few technical issues that keep good content at bay from potential users and viewers. These barriers may not seem harmful at the moment, but they can do some serious damage to the life of your content.

AVOIDING HOSTING OF VALUABLE CONTENT ON THE MAIN SITE
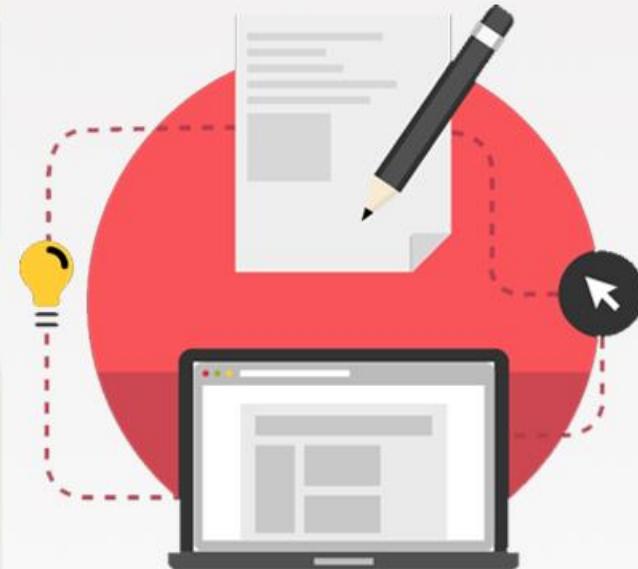
1 Whether it is in subdomains or separate sites, websites often choose to host their best content.

2 This happens because it is considered easier from a development perspective.

3 If content is not in your main site's directory, Google won't treat it as a part of your main site.

NO USE OF INTERNAL LINKS
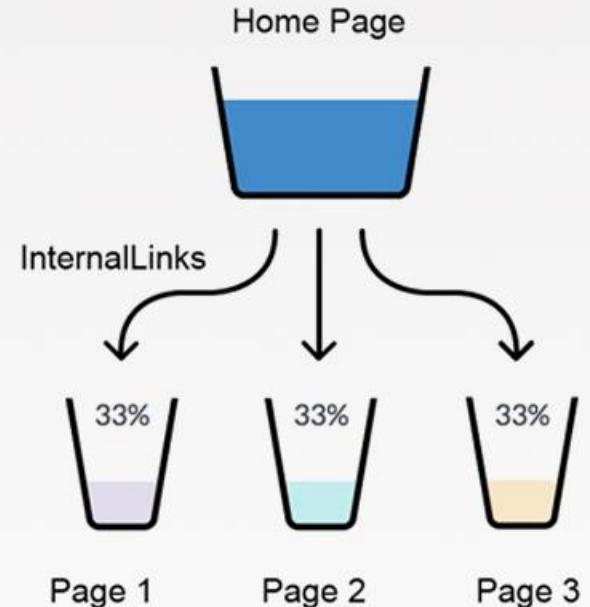
1 Google can spider your content better and pass equity between sections of the website in the best way, with the help of internal links.

2 If your page has many external links, but no outbound internal links, it would be hoarding the equity that could be used elsewhere on the site.

3 Not using internal links can cause some serious damage to your content marketing.

Home Page

InternalLinks

33%   33%   33%

Page 1   Page 2   Page 3

TERRIBLE CRAWL EFFICIENCY
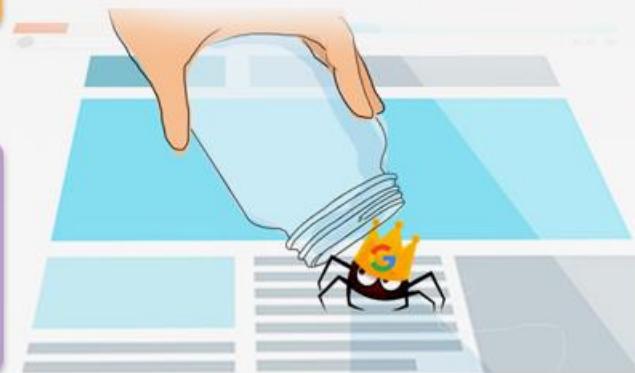
1 Crawl efficiency is an issue that we come across almost all the time. Google only has a limited amount of pages it will crawl on your site at any one particular time.

2 Google may get stuck crawling unimportant areas of your website, if it includes large amount of URLs. It may also fail to index new content quickly enough.

3 The common cause of this is an unreasonably large amount of query parameters being crawlable.

TOO MUCH OF THIN CONTENT

1 If your website has too many thin content pages, then sprucing up one page on your website with 10x better content is not going to be sufficient.

2 The Panda algorithm essentially makes a score of your website based upon the amount of exclusive content you have.

3 This results into drop of rankings. You may have to remove content for pages which cannot be improved.

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