



TranslateMedia[^]^z^o

SEO Audit


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1. Crawl and Index

We've performed some detailed analysis on the site and suggested making some changes to ensure that the site can be more easily crawled and indexed by search engines. The suggestions below will help search engines better understand the content on pages which should result in better rankings for relevant search queries.

1.1 Domain and URL structure

acme.com has some issues with the structure of URLs 

If a site renders with both www and without, it is recommended that one version is selected and redirected to the other to allow site owners to ensure that their preferred version is indexed by search engines. This will help avoid any issues resulting from duplicate content on different subdomains. acme.com currently redirects to the www version from the non-www version, so this is not an issue.

However, many of the site's URLs contain [unsafe or restricted characters](#) such as the question mark and equals sign. If possible, these should be removed and the pages that contain these characters redirected using a 301 redirect to URLs with safe and search friendly characters.

1.2 XML Sitemap

acme.com has images, flash video and 404 pages within the XML sitemap 

Google has indexed 94% of total URLs submitted which is a good ratio but there is still room for improvement.

There are a couple of warnings related to an image included in the sitemap – nothing major, but worth taking a look at. E.g. this broken image is included in the sitemap.

<http://www.acme.com/es-es/greatimagesmall.jpg>

1.3 Language declaration

acme.com has incorrectly implemented the language attribute



You should always use a [language attribute](#) on the HTML tag to declare the default language of the text in the page. On the acme.com website, the language attribute is included but it's been implemented incorrectly.

```
<!DOCTYPE html>
<html lang="ar" prefix="og: http://ogp.me/ns# fb: http://ogp.me/ns/fb#">
<head>
<meta charset="UTF-8">
<meta name="viewport" content="width=device-width, initial-scale=1">
<link rel="profile" href="http://gmpg.org/xfn/11">
```

Below are the codes that we recommend for use on the different languages featured. Here we only need to use language – rather than country/language combinations – to allow for indexing for English in the US and Spanish in Mexico and Colombia for example from where a lot of the current site traffic originates.

Language	Code
English	en
French	fr
German	de

1.4 hreflang annotations

acme.com has not implemented hreflang language annotations



If possible, we recommend adding hreflang annotations to all pages and including the relevant page in the other languages. This allows Google to determine which language you are using on a specific page, so the search engine can serve the relevant page to users searching in that language. Here is an example for the homepage.

```
<link rel="alternate" hreflang="x-default" href="http://www.acme.com/en-gb/" />
<link rel="alternate" hreflang="en" href="http://www.acme.com/en-gb/" />
<link rel="alternate" hreflang="de" href="http://www.acme.com/de-de/" />
<link rel="alternate" hreflang="nl" href="http://www.acme.com/nl-nl/" />
```

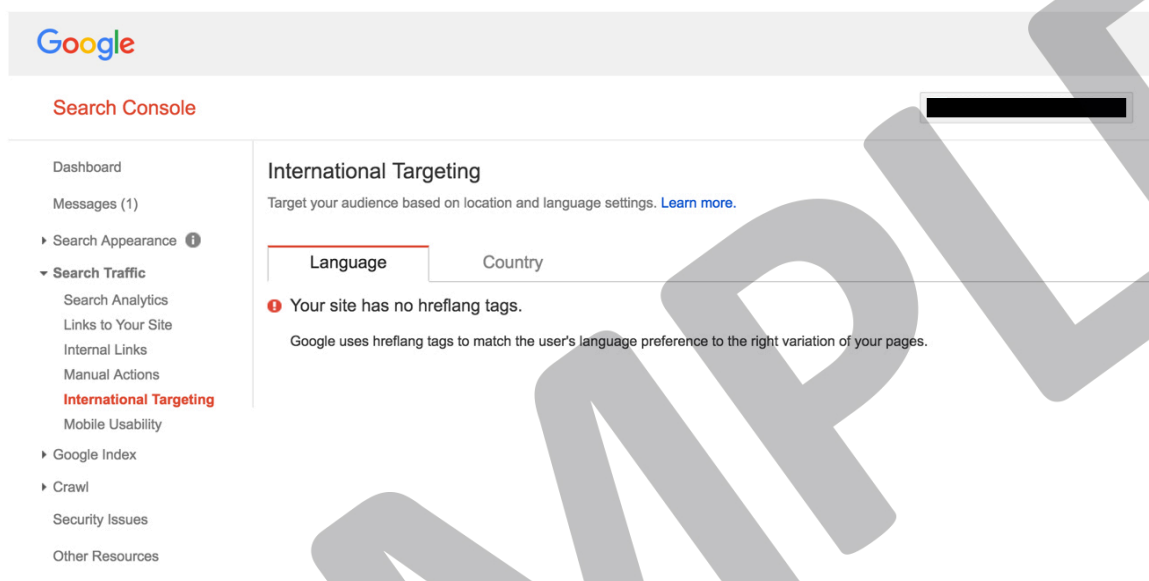
Please note: if page A links to page B, page B must link back to page A. If this is not the case for all pages that use hreflang annotations, those annotations may be ignored or not interpreted correctly.

1.5 Geo-targeting

acme.com has not specified international targeting rules



Once hreflang tags are implemented, Google will list the languages in the international targeting section of Google Search Console. We'll look to adding manual targeting rules if these are inconsistent with what is expected.



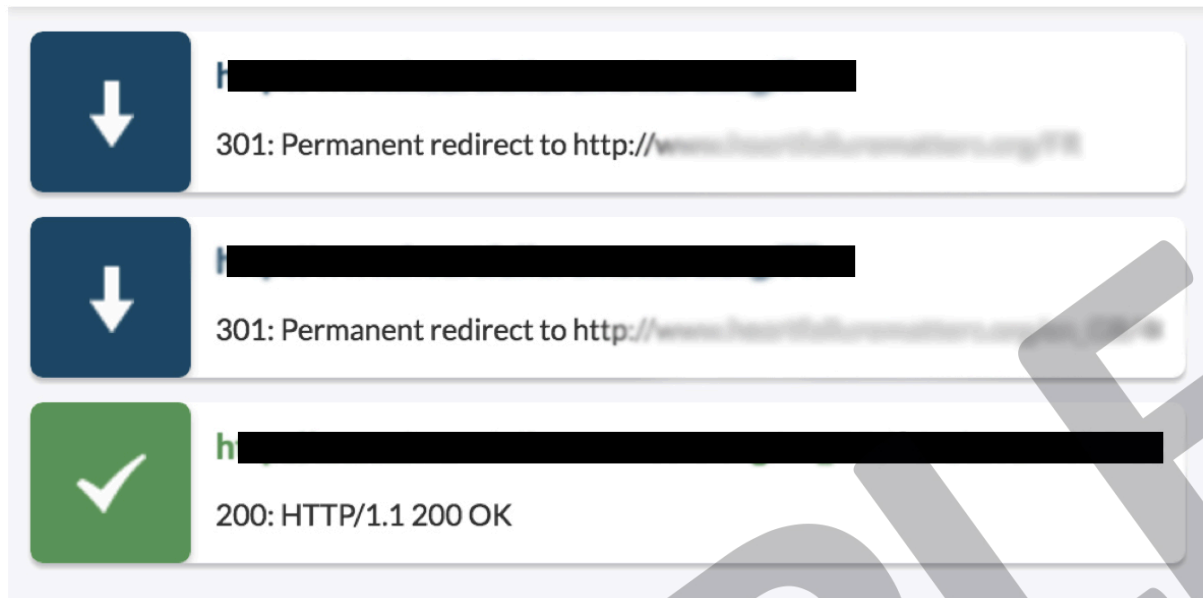
1.6 Response codes

acme.com has issues with many of the response codes



There are a number of pages which Google has picked up because instead of producing a 404 status code (page not found), they are redirecting to the 404 page using a 301 status code (moved permanently). This is causing Google to present them in the 'not followed' tab in the URL Errors section of Search Console rather than ignore them.

An example of this is for the page <http://www.acme.com/fr> - which redirects to <http://www.acme.com/FR> before finally going to the 404 page for the relevant language... but with a 200 response code rather than a 404.



The 404 page appears to only be available in English. We recommend creating 404 pages with the relevant text in each of the available languages for users attempting to find a page in a particular language. E.g. if the URL is within the subdirectory /fr then the French 404 page should be displayed.

1.7 HTML sitemap

acme.com has a HTML sitemap but only with English anchor text on links



The site has a HTML sitemap in English (<http://www.acme.com/en-gb/Sitemap>) but for all the other languages, the sitemap is also displayed with English text on the links but pointing to the relevant language URLs.

These sitemap links should all be presented with the right language anchor text. TranslateMedia will provide the translations for these pages once the export/import formats have been agreed.

1.8 Redirect chains

acme.com has a number of redirect chains resulting in infinite redirect loops



A number of pages have multiple redirects in place causing loops and preventing some pages from being indexed. Users that try to access these pages are being presented with redirect errors. A full list of redirect chains is provided in the attached file (SEO Audit - Redirection to 404.xlsx).

Instead of using a 301 redirect to take users to the 404 page, the server should return a 404 HTTP status code.

1.9 Query string parameters & parameter handling

acme.com doesn't have any query string parameters in URLs that require parameter handling in Google Search Console



The site doesn't use any query string parameters to render content so isn't experiencing issues with pages being indexed or duplicate content.

1.10 Crawl rate

acme.com is being crawled regularly and successfully



Google is reporting an average of 2,516 pages being crawled on a daily basis – which is a good ratio. TranslateMedia will be monitoring the crawl activity monthly to identify any peaks or troughs which may point to issue with the site or major changes in the algorithm.

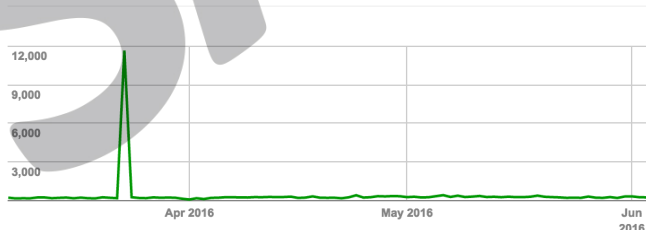
1.11 Crawl speed

acme.com sometimes experiences spikes in page download speed



Crawlers can load the site relatively quickly (385ms on average) but there have been spikes in time spent downloading pages which TranslateMedia will monitor to ensure that there aren't any issues with the site being crawled and indexed.

Time spent downloading a page (in milliseconds)




High	Average	Low
11,677	385	89

2. Content and SEO Metadata

To ensure that search engines are able to understand the content of the page and how it relates to search queries, a number of pages require changes to their structure and content which includes optimisation of titles, meta descriptions, headings and subheadings.

2.1 Titles

acme.com has several issues with the <title> tag 

Titles are important elements of pages for search engines. These need to be unique for each page, include relevant key terms and not be too short, or too long. Currently, over 80% of pages on the website have missing or duplicate titles or ones that are too long or too short.

The title tag is also in the wrong place on every page. This should exist in the <head> section of the page, rather than the <body> section where it currently resides.

2.2 Meta description and meta keywords

acme.com has many issues with the meta description and meta keywords tags 

The meta description tag is missing from most pages – apart from the homepage which has a meta description that simply contains the word ‘Description’ and a keywords meta tag with the word ‘Keywords’. This is the same for all languages.

```
<meta name="keywords" content="Keywords">  
<meta name="description" content="Description">
```


2.3 Duplicate content

acme.com has duplicate content on different URLs



The site has the same content accessible on multiple URLs – normally as a result of these URLs being accessible through both upper and lower case as well as with and without the trailing slash. For instance – these different URLs all contain the same content for the Arabic language homepage.

http://www.acme.com/aR
http://www.acme.com/ar
http://www.acme.com/aR/
http://www.acme.com/ar/

The preferred solution for this issue is to use a permanent (301) redirect to take users to the preferred version – which in this case should be *http://www.acme.com/ar*.

For all pages, we recommend using the version of the URL without the trailing slash as these pages – on the whole – have more inbound links. We also recommend a 301 redirect from the trailing slash versions of pages to the version that does not include the trailing slash.

E.g. *http://www.acme.com/ar/* & *http://www.acme.com/AR/* would redirect to *http://www.acme.com/ar*

2.4 Thin content

acme.com has a number of pages with little or no content



The site has many pages with no content at all – such as these:

http://www.acme.com/page1
http://www.acme.com/page2

In many cases, these are parents of other pages. In these cases, we recommend listing the child items and including links to those pages.

2.5 Alt tags

acme.com has many missing alt tags



All images on the site should contain a descriptive alt tag.

3. Page Speed

Google has indicated that page speed – the time taken for a user’s browser to load a page – is one of the signals used by its algorithm to rank pages on search results pages. A page load of under two seconds is considered to be the benchmark. The faster the page load, the greater the ranking signal for Google.

3.1 Page speed

acme.com can make some changes to improve overall page speed

Overall, the site has a relatively high performance grade for page speed. Most pages are under 1Mb in size, the server is compressing pages with Gzip compression and resources specify cache validators which all help to improve page download times.

If possible, depending on the capabilities of OpenText and the templates in use, TranslateMedia recommends combining and minifying the CSS and JS files used on the site so that fewer, smaller versions of those pages are available – reducing the number and size of requests.

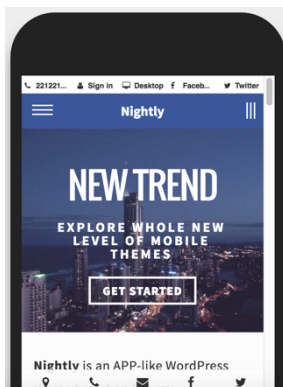
Performance insights

GRADE	SUGGESTION	
F 1	Combine external JavaScript	▼
F 37	Leverage browser caching	▼
D 67	Combine external CSS	▼
C 78	Minimize DNS lookups	▼
B 85	Minimize redirects	▼
A 92	Specify a Vary: Accept-Encoding header	▼
A 95	Serve static content from a cookieless domain	▼
A 96	Specify a cache validator	▼
A 100	Remove query strings from static resources	▼
A 100	Avoid bad requests	▼
A 100	Parallelize downloads across hostnames	▼
A 100	Minimize request size	▼

4. Mobile

In 2015, Google released a significant mobile-friendly ranking algorithm that's designed to give a boost to mobile-friendly pages in Google's mobile search results.

acme.com is mobile friendly



Google states that the mobile-friendly change will affect mobile searches in all languages worldwide and will have a significant impact on Google Search results. Users will find it easier to get relevant, high quality search results optimised for their devices.

The acme.com site is responsive and considered by Google to be mobile optimised but there could still be more done to improve the mobile friendliness of the site.

4.1 Configure viewport

acme.com does not have a viewport specified



As well as having a mobile optimised site, Google recommends configuring a viewport to provide control over the page's width and scaling on different devices. More information on configuring a viewport can be found [here](#).

4.2 Avoid app interstitials

acme.com does not use app interstitials



Google advises against using mobile app install interstitial ads that hide content on the page. acme.com does not include any interstitial messages or popups which may render over the page content and provide a poor experience for users.

5. Links

The authority and distribution of inbound and outbound links is a major ranking factor. We've analysed the site's link profile to ensure that on the whole, links to the site are trustworthy and relevant but also look for missed link building opportunities.

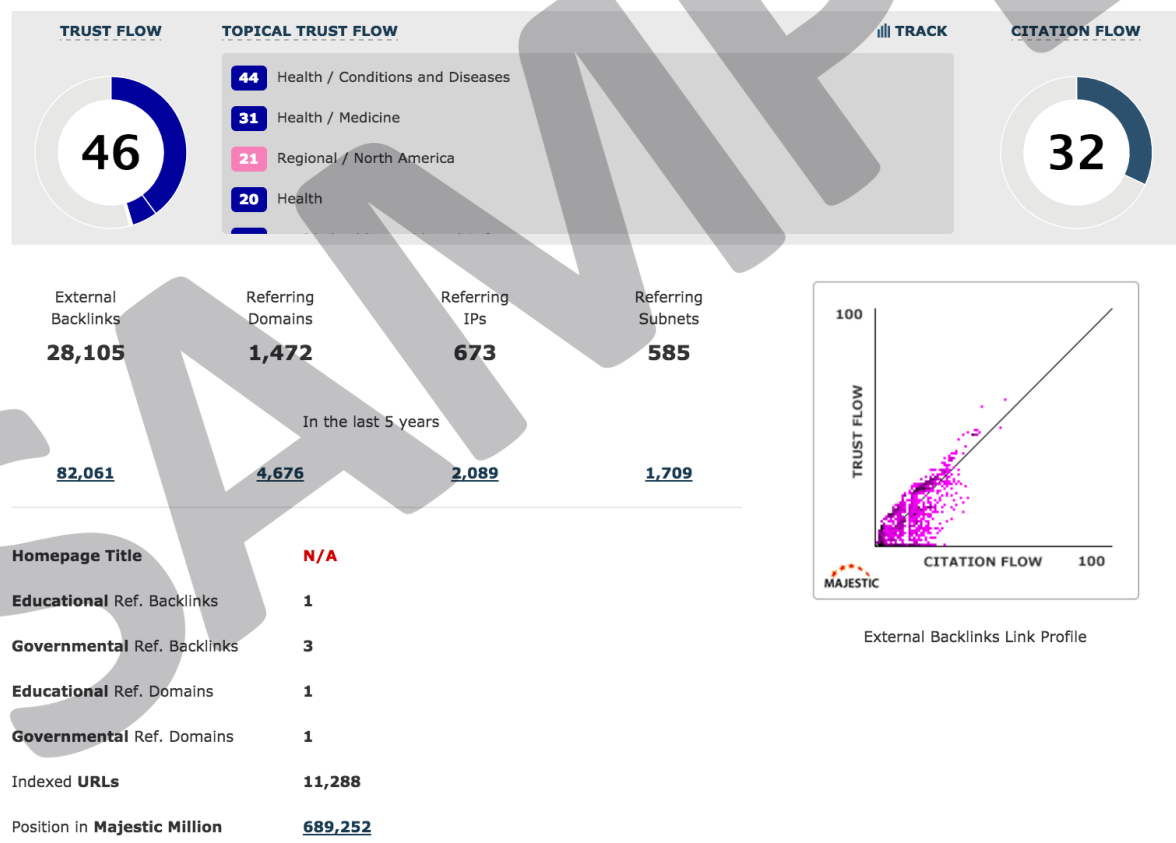
5.1 Penalty check

acme.com has no manual penalties applied to the site



5.2 Trust and authority

acme.com has links from reputable and trustworthy sources



On the whole, the site has lots of relevant links from sites and professional bodies in the health and medical sector. Links are evenly distributed and the ratio of total backlinks to domains is healthy with not too many site-wide external links and a wide range of referring IPs and subnets. We don't currently recommend disavowing or requesting the removal of any external links.

5.3 Anchor text

acme.com has a natural anchor text profile



Over 60% of links to the site are for branded terms associated with acme.org or the main key phrase targeted. This means that the site's link profile is very natural looking so no action needs to be taken on any specific sites or groups of key terms.

5.4 Links to non-existent pages

acme.com has a number of links to pages that no longer exist



The site has obviously been on a number of different platforms in the past. This means that many of the site's inbound links go to pages that no longer exist. For example, there are links from reputable websites to this page which, as a result of not being there anymore, redirects to a 404 page:

<http://www.acme.com/FR>

We recommend using a 301 redirect to redirect all defunct pages to the most relevant page in the relevant language. PageRank is not passed onto the target pages when the target page results in a 404 status code.

The attached spreadsheet (SEO Audit - Redirect Recommendations.xlsx) includes all of these pages and the page that we recommend redirecting those links to.

5.5 Internal links

acme.com has not optimised internal linking



Internal links are useful for establishing site architecture and spreading link juice and these links are most effective within the body copy of pages. TranslateMedia will review the internal linking structure and use relevant anchor text to improve internal linking for important pages and high-value key terms.

6. Conclusion

The items above have been selected from all of the available approaches for a number of practical reasons – such as the order that items need to be completed and the expected benefit or risk of a particular approach over another – but also to allow for the time to be dedicated from both acme ltd and TranslateMedia to commit to the project.

Below are some items we've identified as being issues or opportunities that will need to be reviewed and may be recommended during the next phase of the project.

Items not included

acme.com does not use HTTPS



In 2015, Google announced that they would provide a ranking boost to secure websites. For now, it's only a very lightweight signal — affecting fewer than 1% of global queries — so it was decided to prioritise approaches regarding other, more significant ranking signals. But Google plans to increase the weight of the HTTPS ranking signal in the future so we may reconsider this during the next phase.

acme.com does not feature image and video sitemaps



You can use the Google video extension to the sitemap protocol to give Google information about video content on your site. Additionally, you can use Google image extensions for sitemaps to give Google more information about the images available on your pages.

acme.com does not use structured data or microformats



Structured data or microformats tags are used to mark up visible page content along predefined types to allow search engines to better understand the content and improve presence on search results pages.



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