[CLIENT NAME HERE]

SEO Audit - 10.30.2018

TSL Marketing
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SEO Audit

SEO Score

One of the tools that we use gives websites a score based on 100% and [YOUR SITE] site scores very low. The lower the score the more SEO issues the site has. We go deeper into the issues throughout this report. The tool crawled a total of 381 pages, but many of them were 404 errors.

The site is also showing 381 pages being crawled, but many of these are error pages, many caused by a calendar you have on the site:

Google shows 50 pages in their index, if there are more than 50 pages on the site then Google is either ignoring them because they are errors, or they are disregarding them because they consider them very low quality pages:

50 results (0.16 seconds)

ON PAGE OPTIMIZATION

There is a lot of room for improvement on the site when it comes to on page optimization, as well as content optimization based on terms that you want to be found for in organic search results. On page optimization includes the sites title tag, meta description, H tags, as well as the content on the page, including some internal links when relevant. The meta tags and content should all be unique on every page.

Currently the site has the following issues in terms of on page optimization:

- 316 issues with duplicate title tags (*excel sheet attached with report*)

- 282 pages with duplicate meta descriptions (*excel sheet attached with report*)

- 8 pages have no title tags (*excel sheet attached with report*)

- 42 pages have no meta descriptions (*some of these are 404 error pages, excel sheet attached with report*)

- 22 pages have no h1 tag, every page should have an h1 tag (*excel sheet attached with report*)

Indexing

Canonical Issues (*multiple versions of site and pages*)

These are 5 different versions of your homepage which can cause duplicate content issues as well as cause issues with search engine crawlers and the dilution of the power the site may have. It is important to have only one canonical version of the site, so to fix this you need to 301 all versions of the site into one preferred version, which needs to be the secure version:

- URL(***secure, this should be the preferred version that all other urls 301 redirect to and this is also the homepage Google is showing***)

- URL (*non-secure*)

- URL (*secure, but has the index.html at the end*)

- URL (*non-secure and has extra url parameters with index-2.html –***this is the version the "Home" link in the nav is linking to***)

- URL (*secure and has extra url parameters with index-2.html*)

Pages being indexed at multiple urls (*these are all the same page so they are seen as duplicate content*):

- URL
- URL
- URL
- URL

404 Errors

There are multiple 404 errors, but most of these are being auto generated by a calendar function that you have on the site. There are others that are caused by urls that have errors in them that may have been removed or the urls were just changed. (*excel sheet attached with report*)

Content

Every page on the site should have content that is 100% unique to that page. It should be descriptive and include the keyword you want it to be found for in it at least once. In addition to a main keyword it should also have related keywords. We recommend every page has at least 250 to 300 words at a minimum.

Here is an example of a page that has no content at all on it, so the search engine crawlers and users have no clue what the page is about, but going by the url they are going to assume it is a showcase of IBM products you offer until they go to the page and see nothing. This will cause users to immediately leave the page and most likely leave the whole site: URL

- We are also seeing 320 pages with duplicate content issues (*many of these are 404 errors caused by the calendar we have mentioned a few times, excel sheet attached with report*)

Site Speed

We tested the homepage to get an idea of how fast/slow the site is. Usually just by testing the homepage we can get a good idea of the overall site speed since most pages will be about the same. Some pages may be slower if they have heavy imagery or video.

The Pingdom tool shows us that the site is pretty fast now which is a good thing, you can see more details at this url and below is a screenshot of the grade they are giving the homepage. A grade of 85 or above is good and your grade is a B at 89: PINGDOM SITE SPEED TEST

Performance grade	Page size
B 89	75.6 KB

OTHER ERRORS

Broken Links

There are a lot of broken links (*internal and external links*) on the site, but many of these are tied to 404 pages that are being auto generated by the calendar function on the site.

https pages linking to http pages

There are quite a few internal links on the secure https version of your site that are linking to non-secure http pages. Every link on the secure https version of the site should also link to the secure https version of these pages and not the non-secure pages as they are now.

No Robots.txt file - URL

The robots.txt file is an important file to have on your website, this helps the search engines out and allows you to tell them if there are sections of the site that they should not crawl and index. Earlier in the report we mentioned a lot of auto-generated pages coming from your calendar which is causing a lot of issues. If there were a robots.txt file we could block all of them pages from being crawled which would also keep them from being indexed.

No XML Sitemap - URL

Currently there is no XML sitemap on the site. The XML sitemap is important because it helps ensure the search engine crawlers can find your pages easier, and it helps ensure that important pages are being crawled and indexed. Once an XML sitemap is created it should be linked to from your sites robots.txt file.