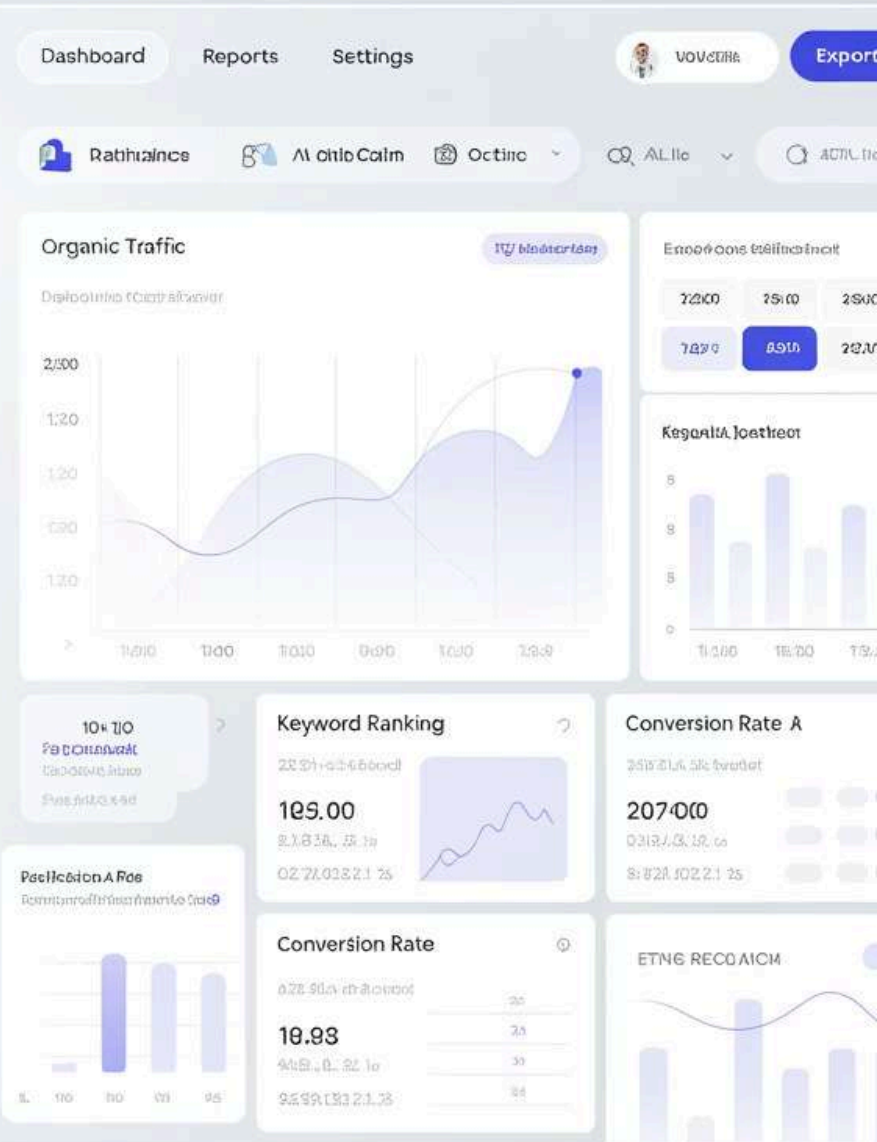


SEO Analjoord SEO Analytics



SEO Audit Report – itssolution.net

Initial Analysis Period: September – October 2024

Optimization Period & Final Assessment: January 2025



Audit Objectives



Technical Foundation

Assess the website's technical foundation and indexing readiness



Content Evaluation

Evaluate content quality, structure, and use of keywords



Search Visibility

Identify obstacles limiting search visibility



Strategic Improvements

Recommend strategic improvements to boost organic performance

Performance Metrics Before Optimization

Google Search Console data from September–October 2024 revealed significant opportunities for improvement across all key performance indicators.

198

Total Clicks

Users who clicked through to the website from search results

5,230

Total Impressions

Times the website appeared in search results

3.8%

Average CTR

Percentage of impressions that resulted in clicks

22.4

Average Position

Average ranking position in search results



24 heures

7 jours

28 jours

Personnalisée

+ Type de recherche: Web

Réinitialiser les filtres

Nombre total e clics

198

Nombre total dii...

5,23 k

CTR moyen

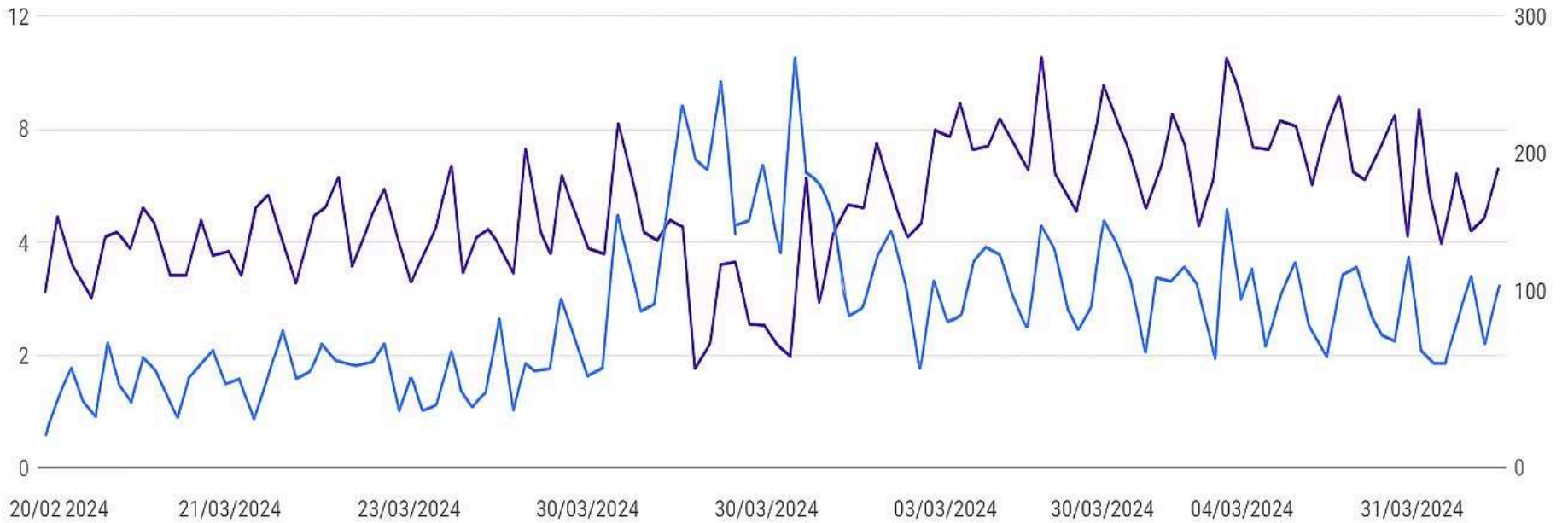
3,8 %

Position moyenne

22,4

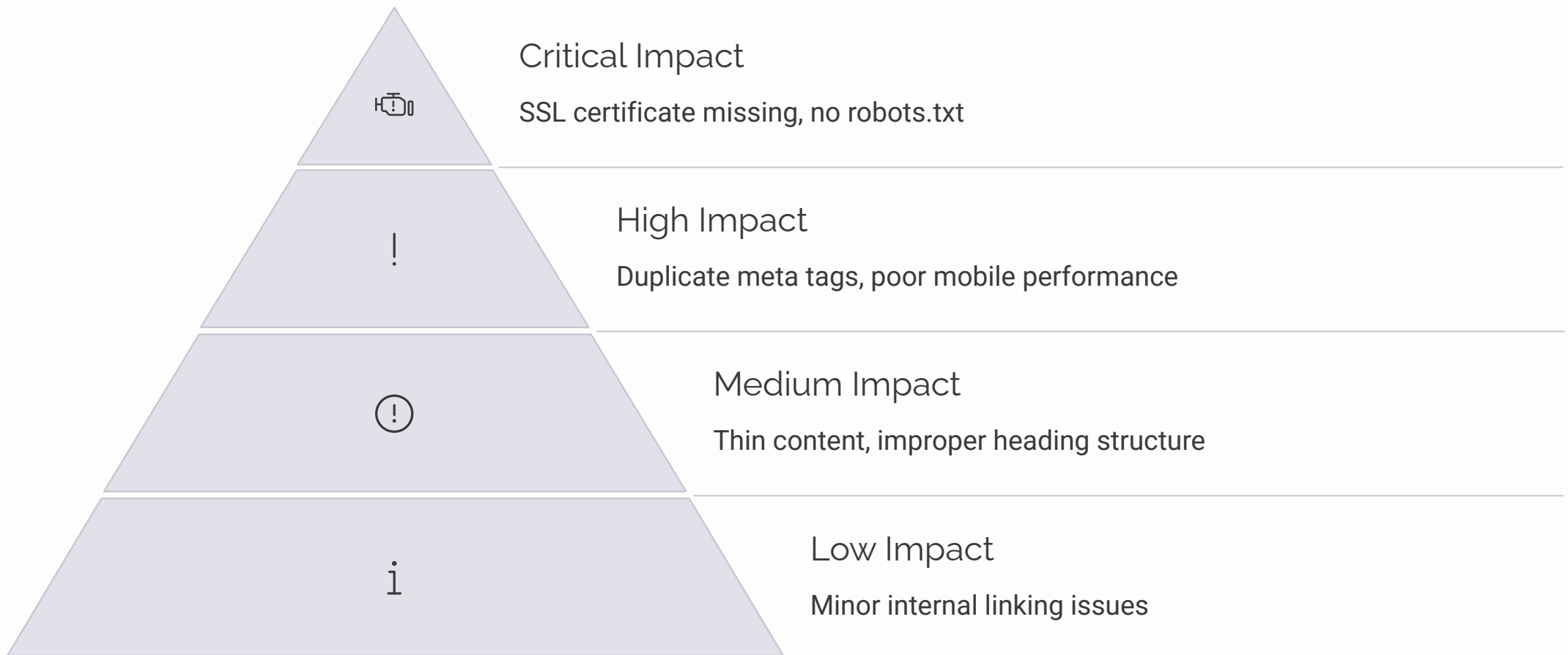
Clics

Impressions



Key Issues Overview

Our comprehensive audit identified multiple critical issues affecting the website's search performance across technical, content, and linking dimensions.



Key Issues Identified

Technical Issues

- No robots.txt or sitemap.xml configured
- SSL certificate not installed – site only accessible via HTTP
- Long loading times on mobile due to uncompressed media
- JavaScript-based navigation blocks crawler access

Content Issues

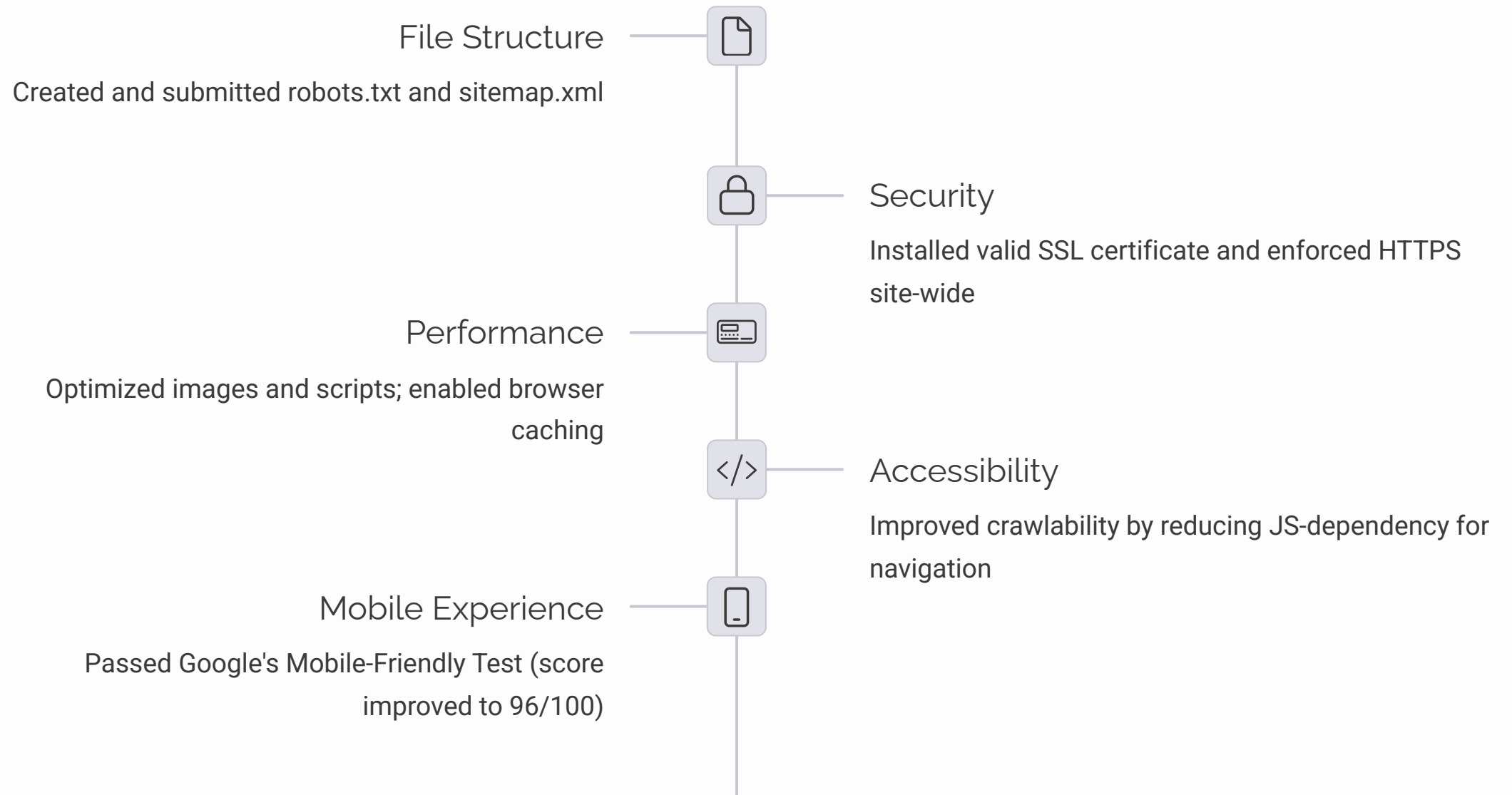
- Meta titles and descriptions duplicated or missing
- Lack of relevant keywords in core service pages
- H1 tags used inconsistently; improper heading nesting
- Thin content on service pages with poor internal hierarchy

Linking Issues

- Important pages not internally linked
- 404 errors found on internal URLs
- No external backlinks from authoritative domains

Technical Fixes

We implemented comprehensive technical improvements in January 2025 to establish a solid foundation for search engine visibility and user experience.



Content & Metadata Enhancements

Meta Information

Unique meta titles and descriptions written for all key pages, optimized for both search engines and user click-through rates.

Keyword Integration

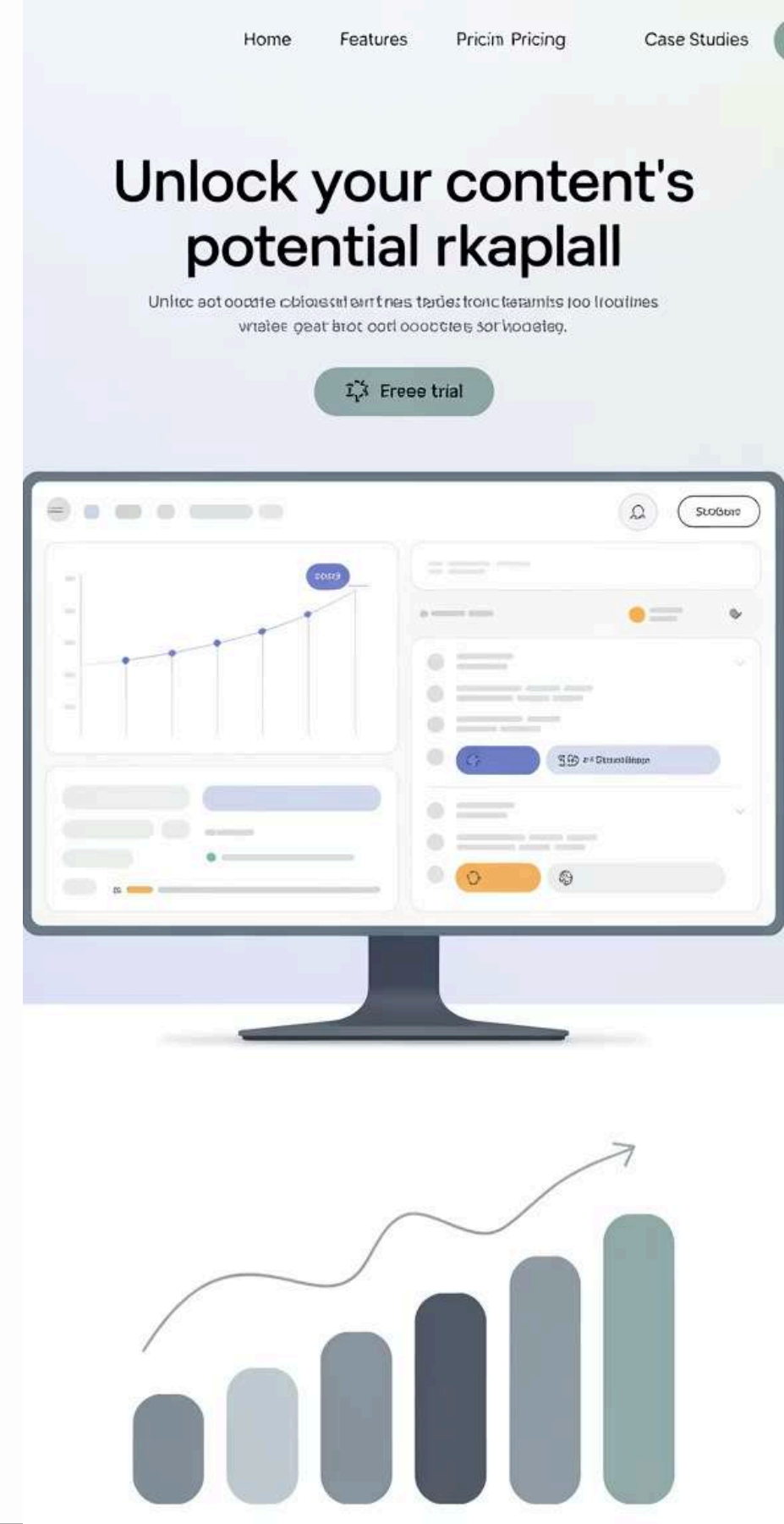
On-page texts rewritten with natural integration of target keywords, improving relevance while maintaining readability and user focus.

Structure Improvements

Proper use of headings (H1-H3), improved readability and scannability to help both users and search engines understand content hierarchy.

Value Addition

Added value to service pages with structured, SEO-optimized content that addresses user needs and search intent.

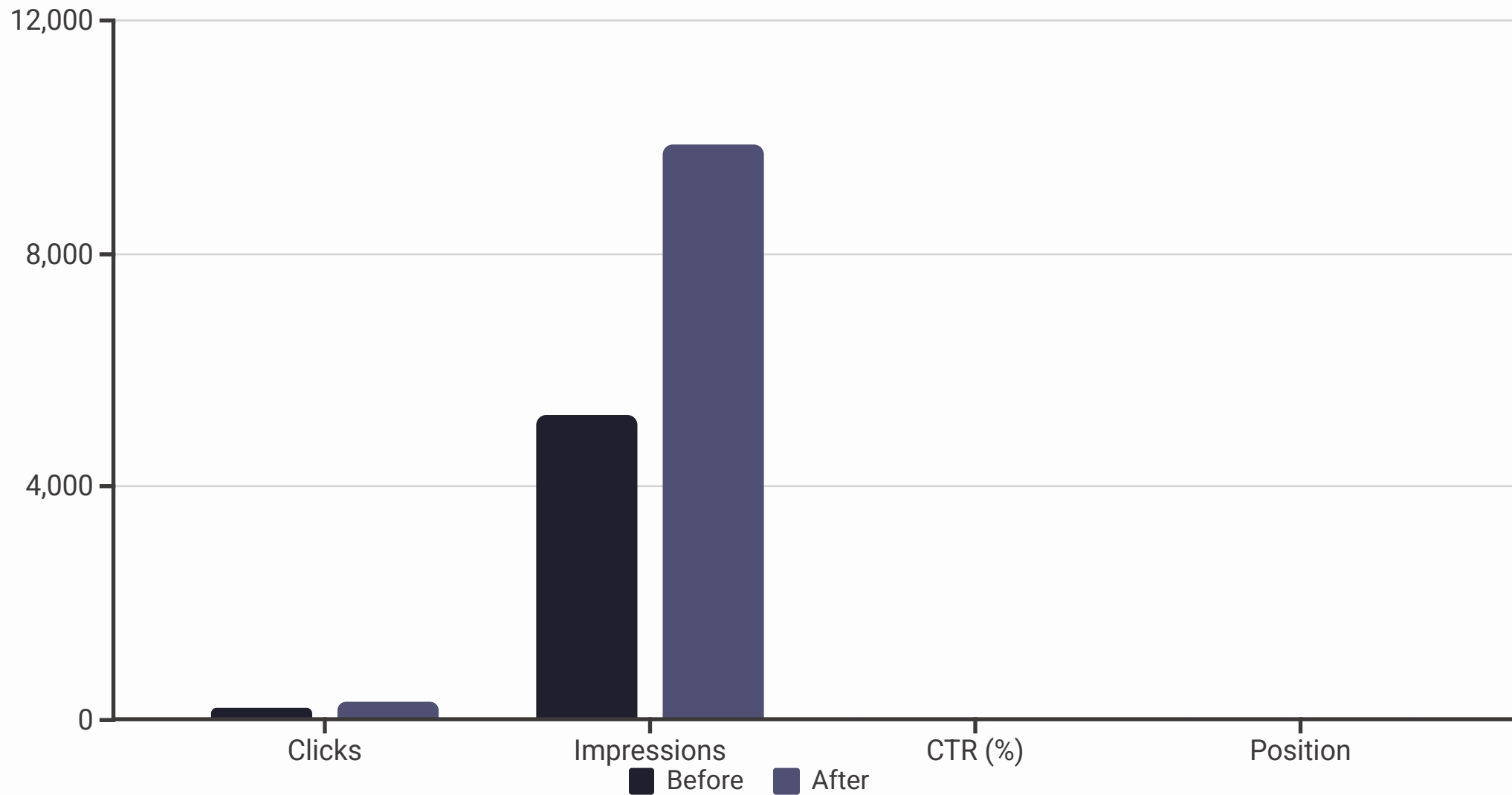


Link Structure & Local SEO Improvements



Performance After Optimization

Google Search Console data from January 2025 showed significant improvements across all key performance metrics following our optimization efforts.



Keyword Ranking Improvement

Keywords Tracker



Total cost
Overall ranking
improvement

Direct service
organic growth
percentage

Significant
23.9.00 Pr
23.9.8.002

Revenue
2.3.3.00
9.1.9.3.7.03

Navigation buttons: Home, Reports, Settings, Help, and a highlighted '70%' button.

Targeting & Disabling section with a table and a small line chart.

Target	Disabling	SETOim
01	70	2%
04	7.10	2%
44	1.39	2%

Keyword Performance Improvements

Our optimization efforts resulted in significant ranking improvements for key service-related terms, driving more qualified traffic to the website.

Keyword	Before Position	After Position	Change
IT solutions provider	28	14	+14
Network security services	Not ranked	22	New
Business IT support	35	18	+17
Cloud migration services	42	25	+17
Managed IT services	19	11	+8

Progress Summary



Engagement Growth

57% increase in total clicks



Expanded Reach

Impressions nearly doubled



Keyword Improvements

Improved search visibility for targeted service-related keywords

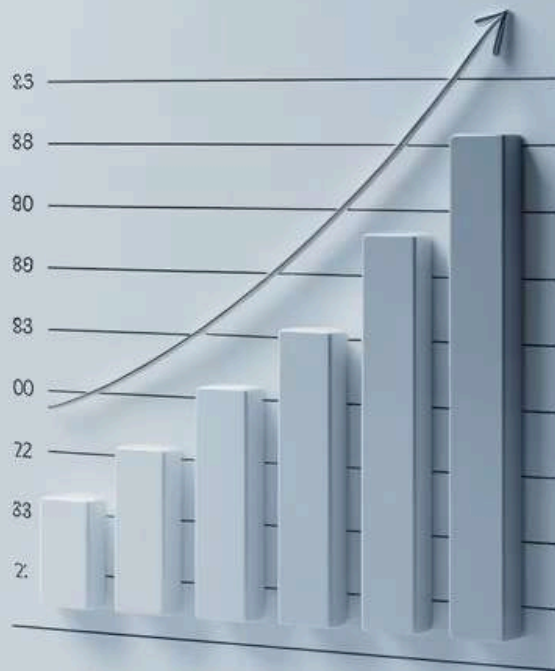


User Experience

Better mobile experience and faster page load improved engagement

Future Milestones

Strategic roadmap for SEO improvement



Conclusions & Next Steps

Our optimization efforts have established a solid foundation for continued organic growth. Technical issues have been resolved, content is now aligned with searcher intent and keyword goals, and an initial link-building strategy has been launched.



Content Strategy

Publish regular blog content targeting long-tail queries



Link Building

Expand external backlink profile



Performance Monitoring

Continue performance monitoring via GSC and GA