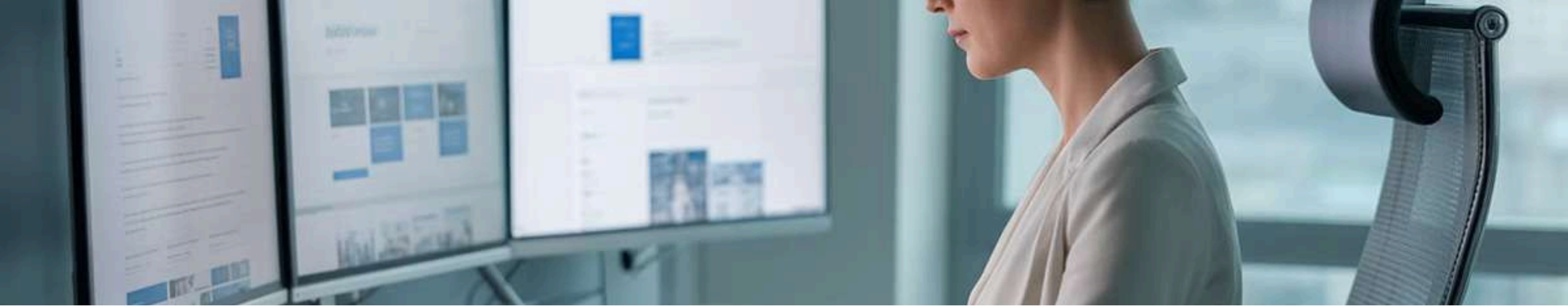


SEO Audit Report for semenauto.fr

This comprehensive report details our SEO audit and optimization efforts for semenauto.fr conducted between June and September 2024. The analysis identifies critical issues affecting the site's search visibility and documents the implementation of strategic improvements.

Our systematic approach has yielded significant performance gains in key metrics, demonstrating the effectiveness of our optimization strategy. The following slides outline our findings, actions, and recommendations for continued growth.



Audit Objectives



Technical Assessment

Assess the technical condition of the website and its indexability to ensure search engines can properly crawl and understand the site structure.



Content Analysis

Analyze the quality of content, structure, and metadata to identify opportunities for optimization and improved relevance.



Issue Identification

Identify issues limiting the website's visibility in search engines and develop a prioritized remediation plan.



Performance Improvement

Develop recommendations to improve organic traffic and search rankings through strategic technical and content enhancements.

Analytics

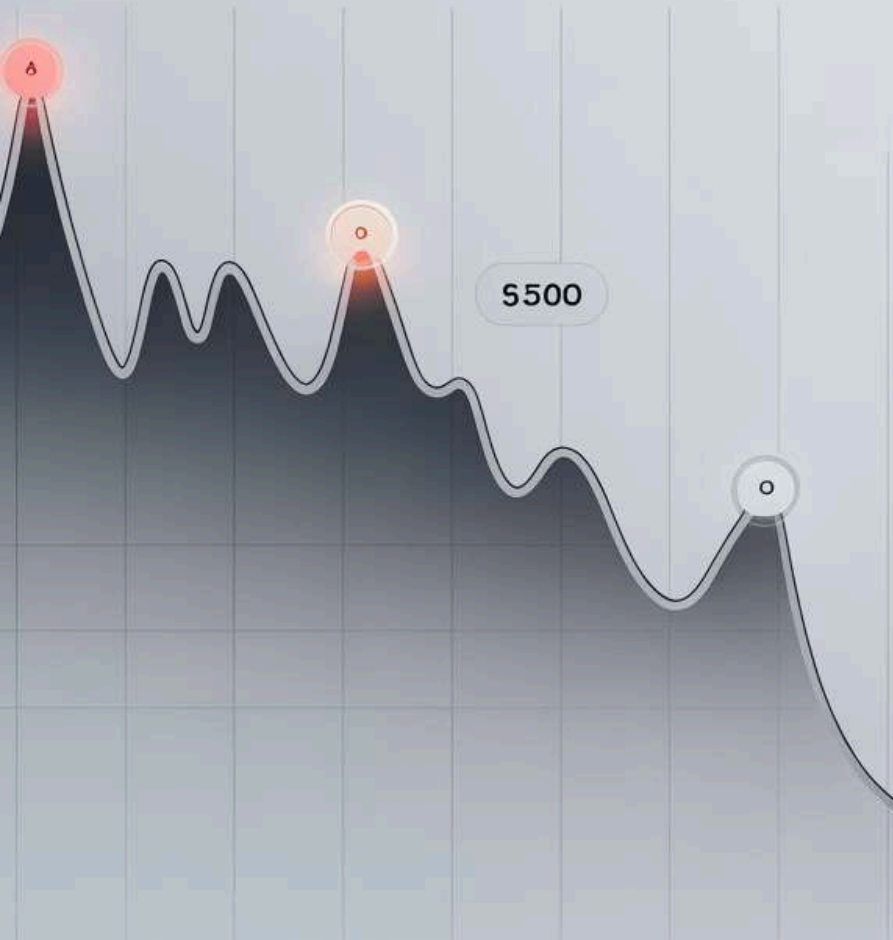
Settings

Logout

Campaigns

Keywords

Audits



SEO performance - Q3 2024

Pre-Optimization Metrics

The initial performance data from Google Search Console (June – August 2024) revealed significant opportunities for improvement. The site was struggling with visibility and engagement, as evidenced by the metrics below.

165

Total Clicks

Users clicking through to the website from search results

4,800

Total Impressions

Times the website appeared in search results

3.4%

Average CTR

Percentage of impressions resulting in clicks

26.7

Average Position

Average ranking position in search results

Performances



Vue d'ensemble

3 mois

Personnalisée

+ Réinitialiser les filtres

Réinitialiser les f

Nombre total de clics.

165

①

Nombre total d'impres...

4 800

②

CFR moyen

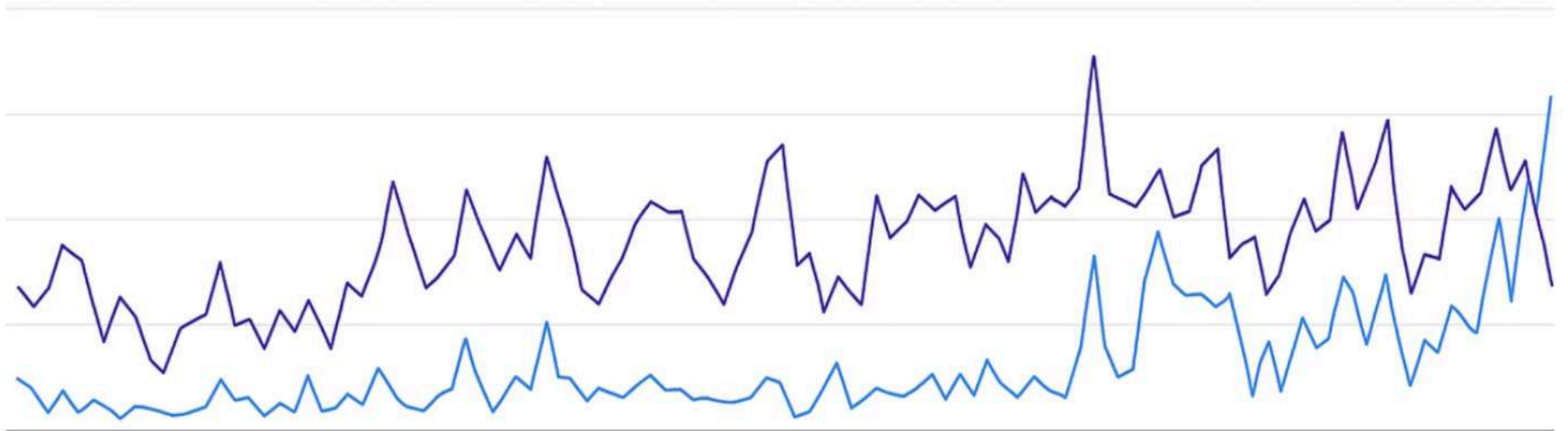
3,4 %

②

Position moyenne

26,7

③



Key Issues Identified

Technical Issues

- Missing or misconfigured robots.txt and sitemap.xml files
- No SSL certificate; site only accessible via HTTP
- Slow page load speeds, particularly on mobile devices
- Poor mobile responsiveness of design elements
- URL structure errors and presence of duplicate pages

Content Issues

- Duplicate or missing meta titles and descriptions
- Lack of targeted keywords in main content
- Incorrect heading structure (multiple H1 tags per page)
- Weak internal linking between related pages

Link Structure

- Key pages were not linked internally
- Presence of broken internal and external links
- No backlinks from authoritative external sources

Technical Improvements Implemented

Site Indexing Enhancement

Created and submitted robots.txt and sitemap.xml via Google Search Console to improve crawlability and indexing efficiency.



Security Upgrade

Installed and configured SSL certificate; enabled full HTTPS access to enhance security and search ranking potential.



Performance Optimization

Optimized images and minified CSS/JS files to improve page load speed, particularly on mobile devices.



Mobile Experience

Implemented responsive design for better mobile usability, ensuring consistent experience across all devices.

URL Structure Refinement

Fixed URL structure issues and removed duplicate pages to eliminate content cannibalization.



Content and Metadata Enhancements

Meta Information Optimization

Rewrote meta titles and descriptions including relevant keywords to improve click-through rates and search relevance. Each page now has unique, descriptive metadata that accurately represents its content.

Content Quality Improvement

Updated content on key pages to align with targeted search queries, incorporating natural keyword usage while maintaining readability and user value. Content now addresses specific user intents.

Heading Structure Correction

Fixed heading hierarchy (H1–H3) to improve content structure and help search engines better understand page organization. Each page now has a single H1 tag with appropriate subheadings.

Internal Navigation Enhancement

Added internal links between related pages for better navigation, helping users and search engines discover important content while improving site authority distribution.

Link Structure and Local SEO Enhancements

Internal Linking Strategy

Implemented a consistent internal linking strategy across key site sections to improve site architecture and user navigation. Strategic anchor text now helps both users and search engines understand content relationships.

Link Quality Improvement

Removed or updated broken links to enhance user experience and prevent crawl errors. All internal and external links now lead to valid destinations, preserving link equity and user trust.

Local Visibility Enhancement

Submitted the website to local directories and Google Maps to improve local SEO visibility. Business information is now consistent across platforms, strengthening local search presence.

Backlink Development

Initiated outreach to relevant websites to begin building external backlinks. Early efforts focused on industry-specific directories and partner websites to establish domain authority.

Performances

EXPORTER

3 mois

6 mois

12 mois

Personnaliser

+ Ajouter un filtre

Dernière mise à jour il a 3 heu

Nombre total de cli...

412



Nombre total d'imp..

11,2 k



CTR moyen

3,7 %

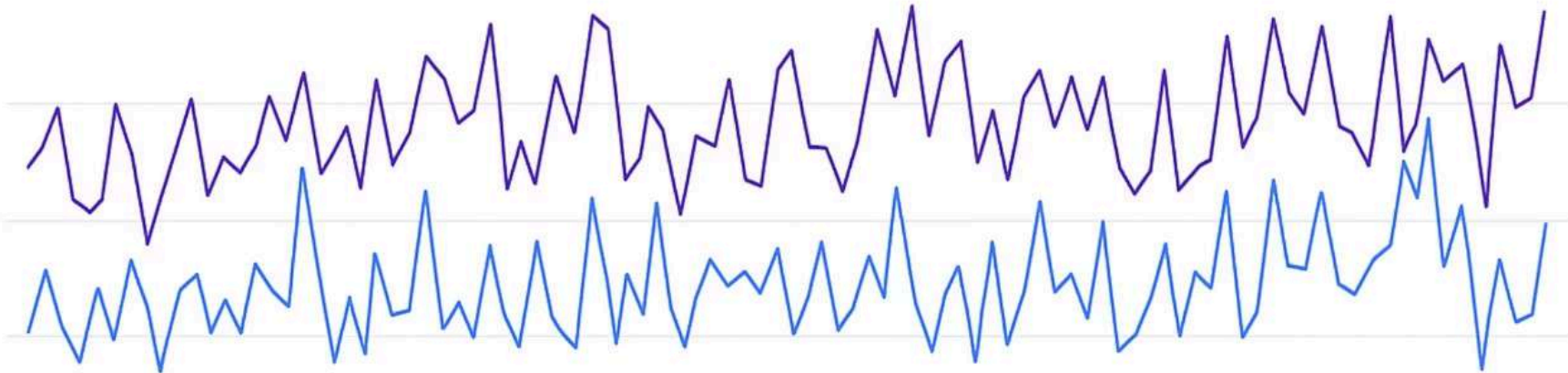


Position moyenne

18,3

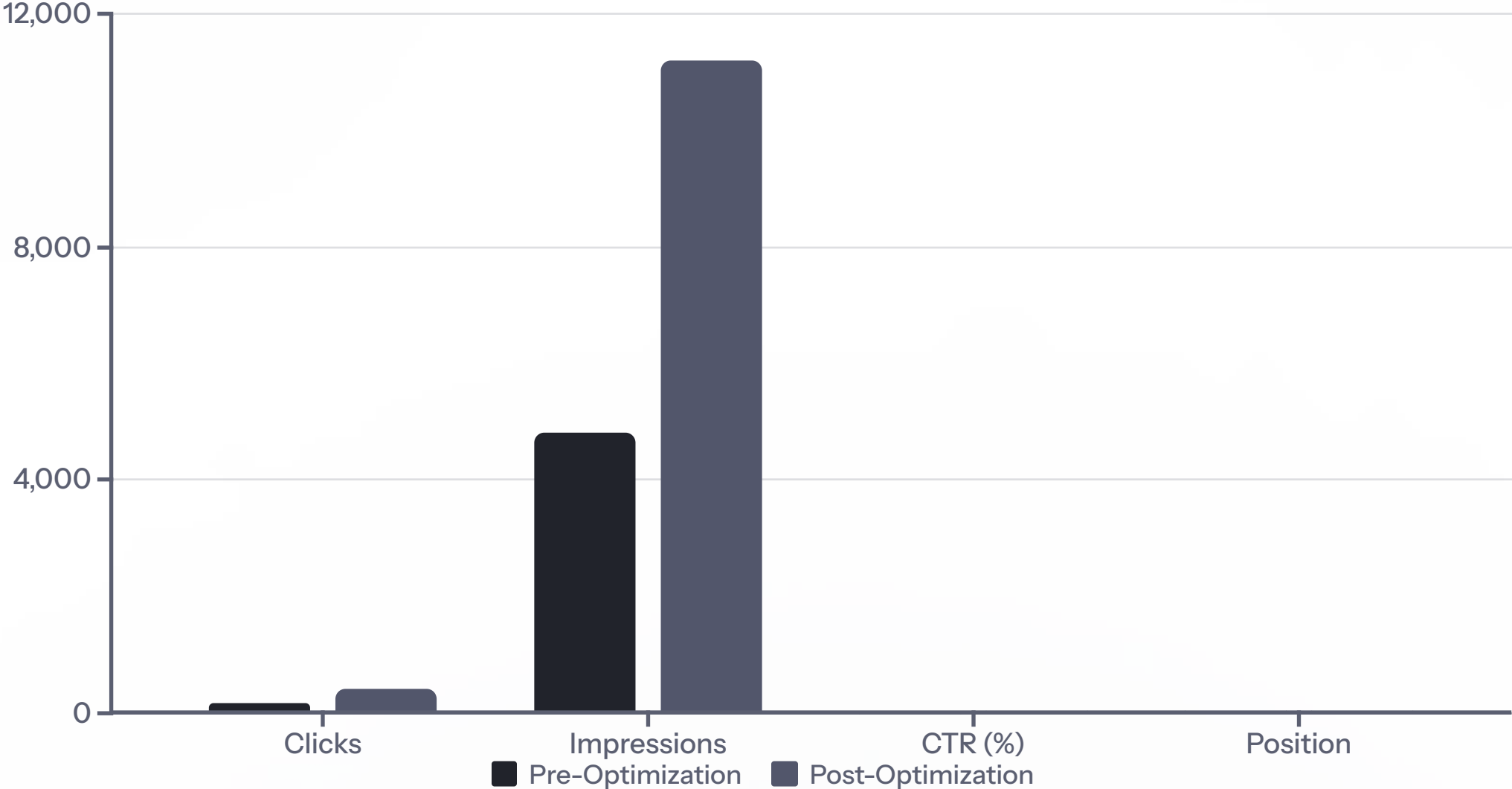


tiels



Post-Optimization Metrics

Following our implementation of technical and content improvements in September 2024, Google Search Console data revealed significant performance gains across all key metrics.



These improvements demonstrate the effectiveness of our optimization strategy, with clicks increasing by 150% and impressions by 133% in just one month after implementation.

Performance Analysis

Improved Visibility

Significant increase in impressions and clicks after optimization, with search visibility more than doubling

Engagement Growth

CTR increased despite more impressions, showing more compelling metadata



Better Rankings

Improved average search position from 26.7 to 18.3, indicating better relevance and authority

Enhanced User Experience

Mobile usability and load speed improvements contributed to lower bounce rates

The comprehensive approach to optimization yielded synergistic benefits, with technical improvements enhancing the impact of content changes. The significant position improvement indicates Google now views the site as more relevant and authoritative.

Conclusions & Recommendations



Technical Foundation

Core technical issues successfully resolved



Content Optimization

Improved content structure and relevance



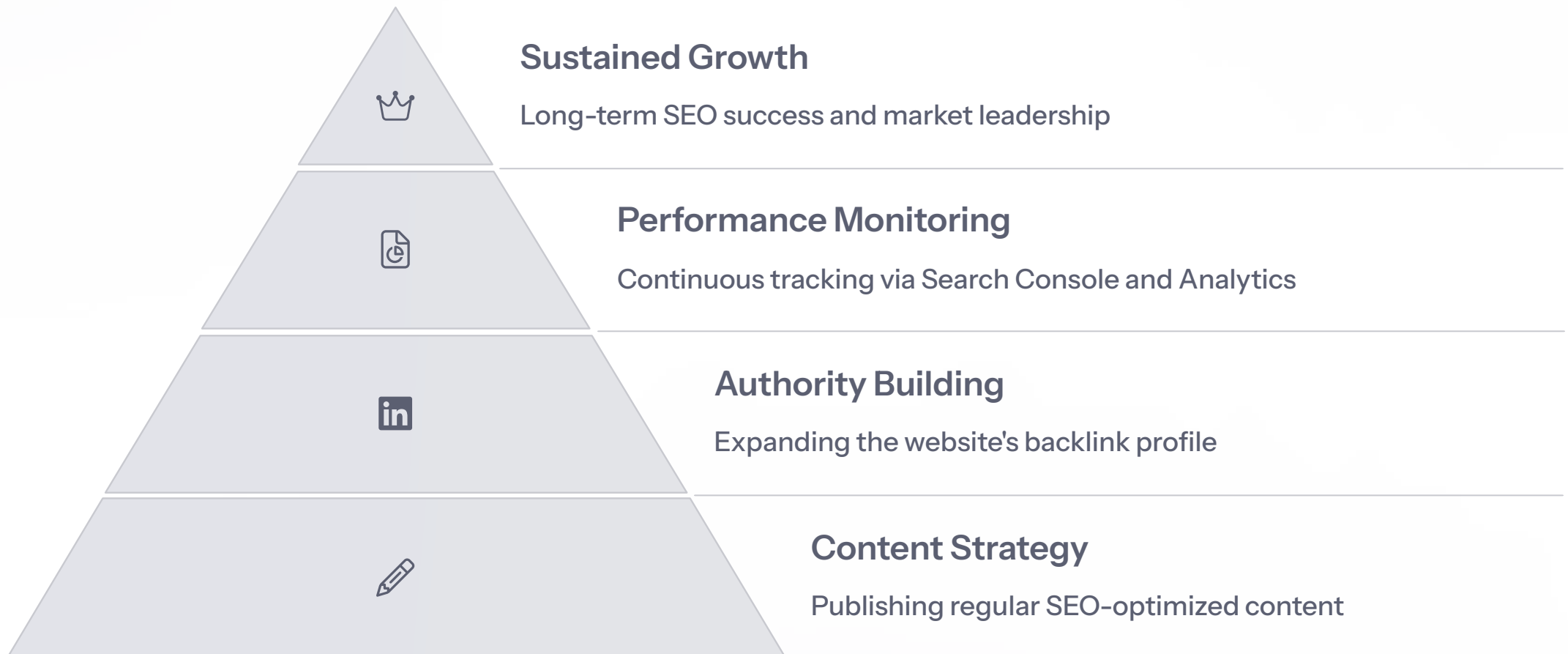
Performance Gains

Significant visibility and traffic improvements

The SEO audit and implementation have successfully addressed the critical issues affecting semenauto.fr's search performance. Both technical and content-related problems were resolved, resulting in measurable improvements in visibility and traffic.

The site is now built on a solid SEO foundation, with proper indexing, secure connections, optimized content, and improved user experience across all devices.

Future Growth Strategy



To maintain and build upon the current momentum, we recommend implementing a consistent content strategy with regular publication of SEO-optimized blog posts and articles that target relevant keywords and address user needs.

Expanding the backlink profile through strategic outreach to industry partners and relevant websites will further enhance domain authority. Continuous monitoring through Google Search Console and Google Analytics will allow for data-driven refinements to the strategy.