

Audit for site [https://\[redacted\]/](https://[redacted]/)

Competitors list:

[https://\[redacted\]/](https://[redacted]/)
[https://\[redacted\]/](https://[redacted]/)
[https://\[redacted\]/](https://[redacted]/)
[https://\[redacted\]/](https://[redacted]/)
[http://\[redacted\]/](http://[redacted]/)
[https://\[redacted\]/](https://[redacted]/)

[redacted]

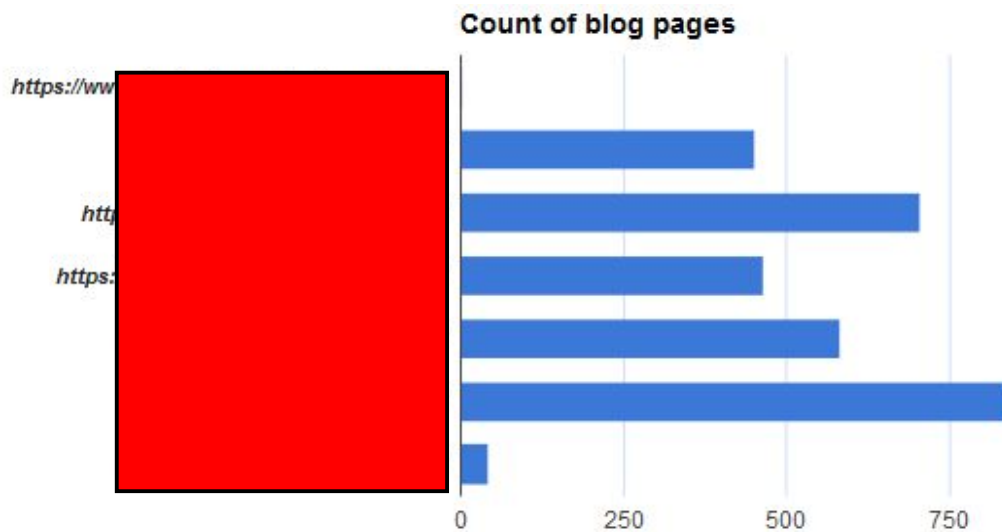
1. Index in Search Engine (SE) Google

URL	Number of the pages in the Index of SE
https://[redacted]/	7
https://[redacted]/	3130
https://[redacted]/	1680
https://[redacted]/	1340
https://[redacted]/	831
http://[redacted]/	140000
https://[redacted]/	3370



Remark: The competitors have more than 1000 pages in the index of SE Google.

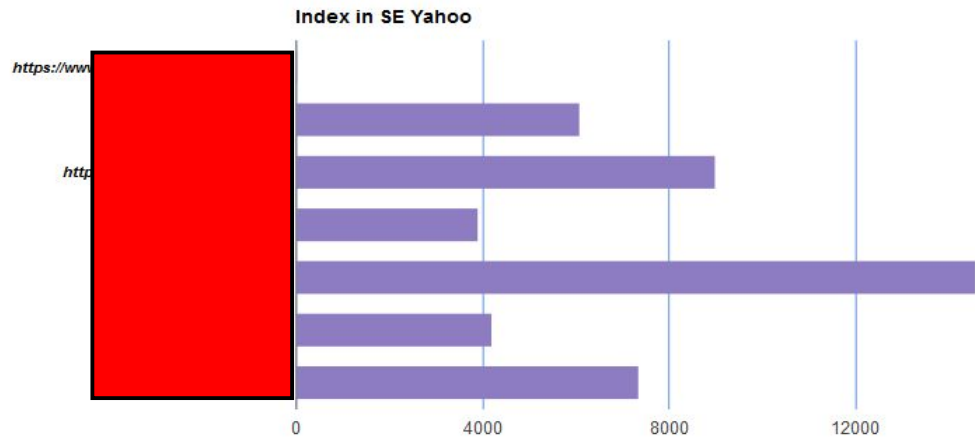
URL	Number of blogs pages in the Index of SE
https://www.istatistik.gov.id/	2
https://www.kemendagri.go.id/	452
https://www.kemendiknas.go.id/	707
https://www.kemendagri.go.id/	465
https://www.kemendagri.go.id/	584
http://www.kemendagri.go.id/	842
https://www.kemendagri.go.id/	43



Remark: Internal blogs have more than 500 pages in the index of SE Google.

2. Index in Search Engine (SE) Yahoo

URL	Number of the pages in the Index of SE
https://www.statisistik.go.id/	2
https://www.kemendagri.go.id/	6080
https://www.kemendiknas.go.id/	8990
https://www.kemendagri.go.id/	3910
https://www.kemendagri.go.id/	14600
http://www.kemendagri.go.id/	4200
https://www.kemendagri.go.id/	7350

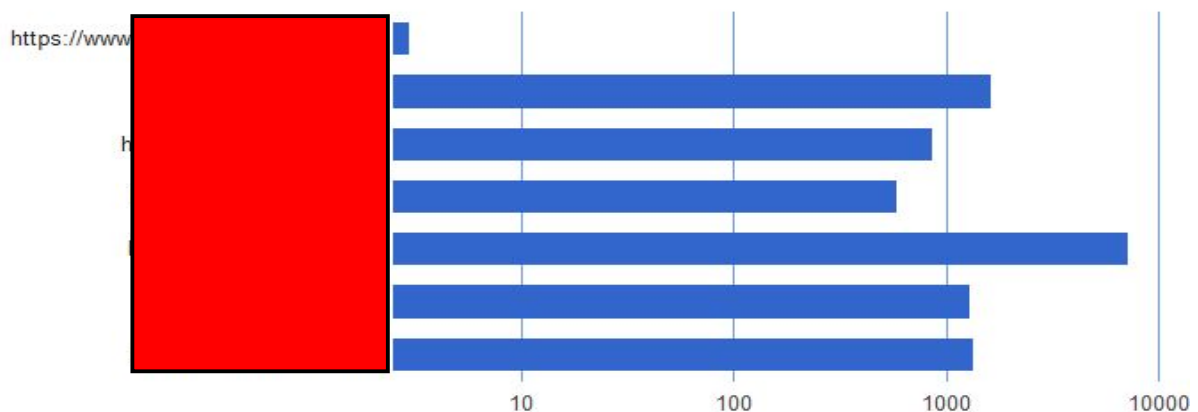


Remark: SE Yahoo likes big sites with massive content on the pages. During promoting in SE Google, for SE Yahoo we must observing just for results and correcting our strategy if results showing some deviations.

3. Ahrefs Links Analyze

URL	Alexa rank	Referring domains	Organic keywords	Paid keywords
http	n/a	3	5	0
http	50	16	13K	239
http	19	86	16K	159
http	31	59	6,3K	0
http	43	7,	14K	0
http	24	1,	50K	476
http	74	1,	11K	0

Referring domains



Remark: PPC marketing recommended. PPC advertising gives you the opportunity to pay for top positions on search engines and appear on relevant partner websites. Also need to use link building, because it's one of the fundamental parts of successful SEO progress in a competitive niche.

Competitors URL	Referring domains
https://[redacted]	<p>Referring domains <small>LIVE INDEX</small> ⁱ All time One year Last 30 days</p>
https://[redacted]	<p>Referring domains <small>LIVE INDEX</small> ⁱ All time One year Last 30 days</p>
https://[redacted]	<p>Referring domains <small>LIVE INDEX</small> ⁱ All time One year Last 30 days</p>
https://[redacted]	<p>Referring domains <small>LIVE INDEX</small> ⁱ All time One year Last 30 days</p>
http://[redacted]	<p>Referring domains <small>LIVE INDEX</small> ⁱ All time One year Last 30 days</p>
https://[redacted]	<p>Referring domains <small>LIVE INDEX</small> ⁱ All time One year Last 30 days</p>

Remark: There is a stable positive dynamics of the growth of referring domains everywhere.

Competitors URL	CTLDs distribution	Domains
https://[REDACTED]	.com .net .org .uk .info .co	1,031 63% 89 5% 72 4% 35 2% 35 2% 31 1%
https://[REDACTED]	.com .net .ru .de .org .uk	481 55% 53 6% 36 4% 31 3% 27 3% 16 1%
http://[REDACTED]	.com .net .info .org .ru .in	359 60% 37 6% 27 4% 26 4% 13 2% 12 2%
https://[REDACTED]	.com .org .br .net .nl .de	3,438 47% 459 6% 343 4% 271 3% 252 3% 241 3%
http://[REDACTED]	.com .net .io .org .info .co	838 64% 54 4% 42 3% 41 3% 40 3% 37 2%
https://[REDACTED].m/	.com .br .org .de .net .info	595 44% 207 15% 79 5% 51 3% 50 3% 24 1%

Remark: Recommendation is to gain links from targeted countries. For example if our targeted country is USA, we should search for sites with .us CTLDs distribution. Other CTLDs distributions are good also if that sites have IP locations from our targeted countries.

Competitors URL	Anchor phrases	Referring domains	
https://[redacted]	[redacted]	486	30%
		143	9%
		120	7%
		80	5%
		70	4%
		50	3%
http://[redacted]	[redacted]	408	47%
		46	5%
		35	4%
		34	4%
		24	3%
		21	2%
http://[redacted]	[redacted]	110	19%
		54	9%
		32	5%
		25	4%
		12	2%
		11	2%
http://[redacted]	[redacted] canvas	1,866	26%
	[redacted]	1,115	16%
	[redacted]	529	7%
	[redacted]	253	4%
	[redacted]	215	3%
	[redacted]	197	3%
http://[redacted]	[redacted]	289	23%
		106	8%
		55	4%
		38	3%
		37	3%
		36	3%
https://[redacted]	[redacted]	467	35%
		89	7%
		53	4%
		45	3%
		40	3%
	<a>no text	33	2%

Remark: Practice promotion with using links without keywords in anchor. Links without keywords in anchor must take more than 50% from all links. At the firsts months this ratio must be bigger than 60%.

Comments for the Backlinks (links for examples).

[http://\[redacted\]](#) 

Sponsorships:

[www.\[redacted\]](#)
[https://\[redacted\]](#)
[http://\[redacted\]](#)
[https://\[redacted\]](#)
[http://\[redacted\]](#)e

Guest Posts:

[https://c\[redacted\]](#)
[http://ux\[redacted\]](#)
[http://pro\[redacted\]](#)

Lists and TOPs:

[http://\[redacted\]](#)
[https://\[redacted\]](#)

This competitor writing large volume texts with manuals. They use topical sites and blogs.

[https://\[redacted\]](#) 

At the beginning of the promoting they was gaining guest posts about their release and detailed manuals about their product, also there was TOP lists, To Do lists and free catalogues of the same tools:

[http://\[redacted\]](#)
[https://\[redacted\]](#)
[o-acti\[redacted\]](#)
[https://\[redacted\]](#)
[https://\[redacted\]](#)
[https://\[redacted\]](#)
[http://\[redacted\]](#)
[http://\[redacted\]](#)
[http://\[redacted\]](#)
[https://\[redacted\]](#)

It is necessary to note separately that we can sort their links by social activities and get topical resources with live traffic. The top of pages with social activities for this competitor is:

[http://\[redacted\]](#)
[http://\[redacted\]](#)
[s\[redacted\]](#)
[https://\[redacted\]](#)
[https://\[redacted\]](#)

[http:](#) [redacted] [redacted]

Catalogues:

[ht](#)
[ht](#)
[ht](#)

They used methods from crowd marketing also. Reviews and comments on the forums and blogs from "pumped" accounts:

[https://](#)
[http://w](#)
[https://openbaker.com/no-chole](#)

Payed posts:

[http:/](#)
[http:/](#)

Partnerships:

[http](#)

Top lists:

[http://ww](#)

[https://](#) [redacted] [redacted]

This competitor get his Top through their book "Business Model Generation" (this keyword is synonym for "business model canvas"). This book and other their products gives them trust, popularity, discussions, confession, citations and links.

That's why the cloud of anchor phrases have commercial keywords at the top. People talking about this book on a lot of sites, leaves links to their sites themselves and this is the best links because they are natural.

[https](#)
[https](#)

[http:](#) [redacted] [redacted]

Catalogues of the applications:

[https://](#)

They started their way at the time when Canvas methods just gets popularity and people was talking about it.

Large texts with manuals and descriptions for their app on the powerful sites from promoted accounts:

[https://m](#)
[http://ww](#)
[http://e.b](#)
[http://ww](#)

Guest posts:

[http://w\[redacted\]](http://w[redacted])

[https://\[redacted\]](https://[redacted])

Payed posts:

[http://\[redacted\]](http://[redacted])

[http://\[redacted\]](http://[redacted])

[http://\[redacted\]](http://[redacted])

They promoted their application on europe sites (Italy, Germany). We can saw it at CTLDs distribution table.

[http://\[redacted\]](http://[redacted])

[http://\[redacted\]](http://[redacted])

Events, conferences, presentations:

[http://\[redacted\]](http://[redacted])

Comments:

[https://\[redacted\]](https://[redacted])

[http://\[redacted\]](http://[redacted])

the link is " [http://\[redacted\]](http://[redacted]) QG ");

Top lists:

[http://w\[redacted\]](http://w[redacted])

[http://w\[redacted\]](http://w[redacted])

Remark:

- The PPC Marketing gives traffic for the sites, so that sites shows traffic like sites with largest number of reff. domains.
- We saw a stable positive dynamics of the growth of referring domains for the all sites of competitors and this is important.
- We recommend collect links from targeted countries.
- Links without keywords in anchor must take more than 50%.
- All competitors use payed and guest posts, catalogues of applications and tools, partnerships and sponsorships, they getting in the Top lists and To-Do lists. They using crowd marketing methods like comments on the forums and blogs from promoted accounts.
- They are writing detailed texts with manuals and presentations of their tools.

4. On-page optimization

On-page SEO is the practice of optimizing individual web pages in order to rank higher and earn more relevant traffic in search engines. On-page refers to both the content and HTML source code of a page that can be optimized, as opposed to off-page SEO which refers to links and other external signals.



4.1. Title and meta tags

4.1.1. Title

Title on the pages of the site are written incorrectly in terms of SEO. Not complied with the generally accepted recommendations for webmasters for all parameters. Re-spamming keywords, inappropriate using of keywords. Title does not containing a semantic load for users, the length of content in the tags does not matching for the recommended parameters.



<https://example.com/your-url-goes-here>

Most snippets are limited to two lines, and we still generally recommend a 160-character limit for your Meta descriptions, but Google can allow exceptions in certain cases.



<https://example.com/your-url-goes-here>

Most snippets are limited to two lines, and we still generally recommend a 160-character limit for your Meta descriptions, but Google can allow exceptions in certain cases.

We recommend to write title in diapason from 350 to 520 pixels, because there is no strong boundary in the characters and the line for title displaying at SERP is truncated along the length.

The title must be unique, descriptive, and accurate. The title should contain keywords that reflect the page content, and it should be easy to read.

4.1.2. Description

The description meta tag is used to provide a short description of the page content. Search engines use the information from the description meta tag to index the page and to present the summary of the content on the search results page. An inaccurate or irrelevant description can affect the ranking of the page and reduce the number of click-throughs from the search results page to your site. Add `<meta name="description" content="description_text">` to the `<head>` section of the page, where the "description_text" is replaced with the actual page content description. The description must be between 130 and 150 characters long, human readable, actionable, and rich in keywords.

4.2. HTML Header tags

An `<h1>` tag is an indicator of what the page content is about. Search engine crawlers use the `<h1>` tag, which is almost as important as the `<title>` tag, as a major component for determining page relevancy to given keyword(s). The `<h1>` tag reinforces the core keyword(s) that are found in the `<title>` and `<meta name="description" />` tags, which improves page relevancy and search engine ranking. The text in the `<h1>` tag should include keywords that reflect the page content and must be between 25 and 150 characters long.

We recommend to write in to the `<h1>` tag the same text that is in title tag. So that the user does not have a dissonance due to a header different from that by which he clicked.

The `<h3>` tags from the main page of the site are not information:

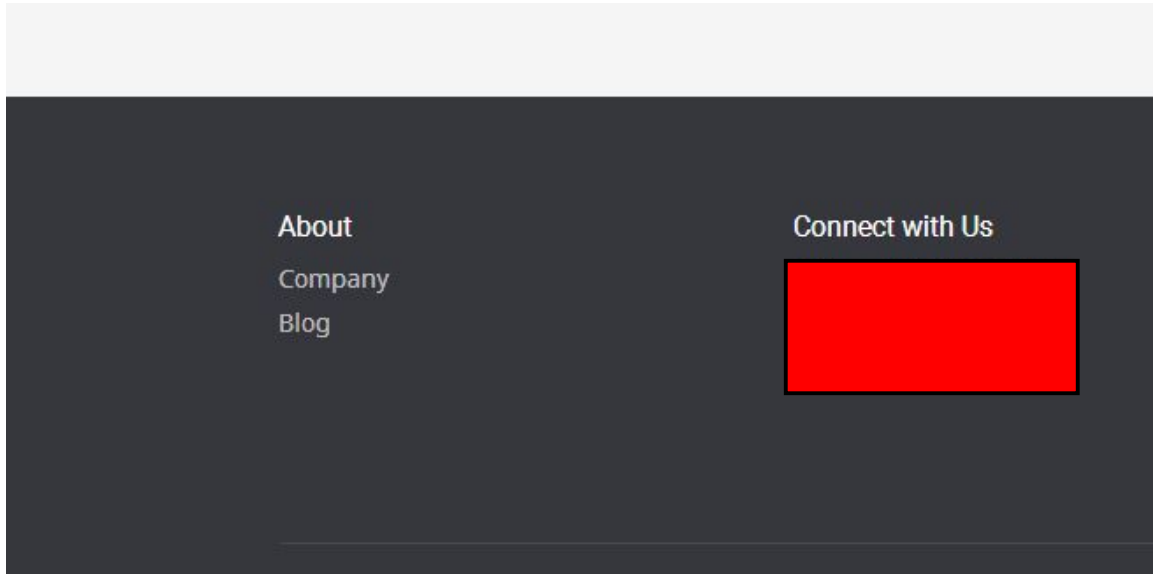
`<h3>Basic</h3>`

`<h3>Pro</h3>`

`<h3>Enterprise</h3>`

`<h3>About</h3>`

<h3>Connect with Us</h3>
<h3>Useful Links</h3>
<h3>Legal</h3>



We recommend to change the same headers to another tags like , <p>, etc. and decorate it in CSS.

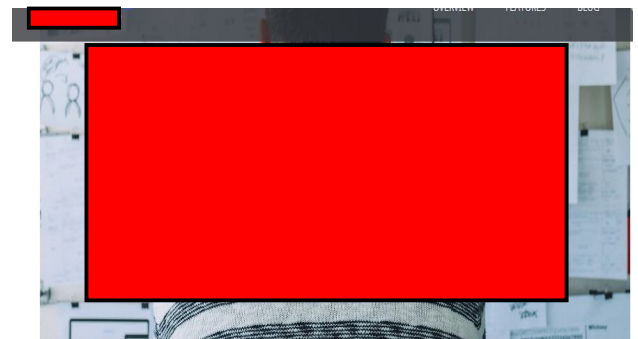
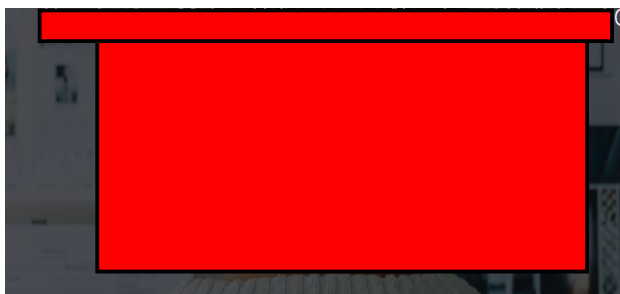
4.3. Duplicate pages

The number of the pages is small, but there is duplicated pages already.

For example:

<https://www.stratagemadvent.com/terms/initialization-matrix/>
<https://www.stratagemadvent.com/terms/initialization-matrix/>

Recommended to fix this problem at the start of the project: need to implement the tag rel="canonical".



May 6, 2017

Regardless of the type of business you're running or even the industry you're operating in, so much of your
ce.
re

Read More

100% duplicated pages:

<https://www.strategicquadrant.com/index.html>

[https://\[REDACTED\]](https://[REDACTED])

It is necessary to add redirect 301 from the duplicated page to the main page.

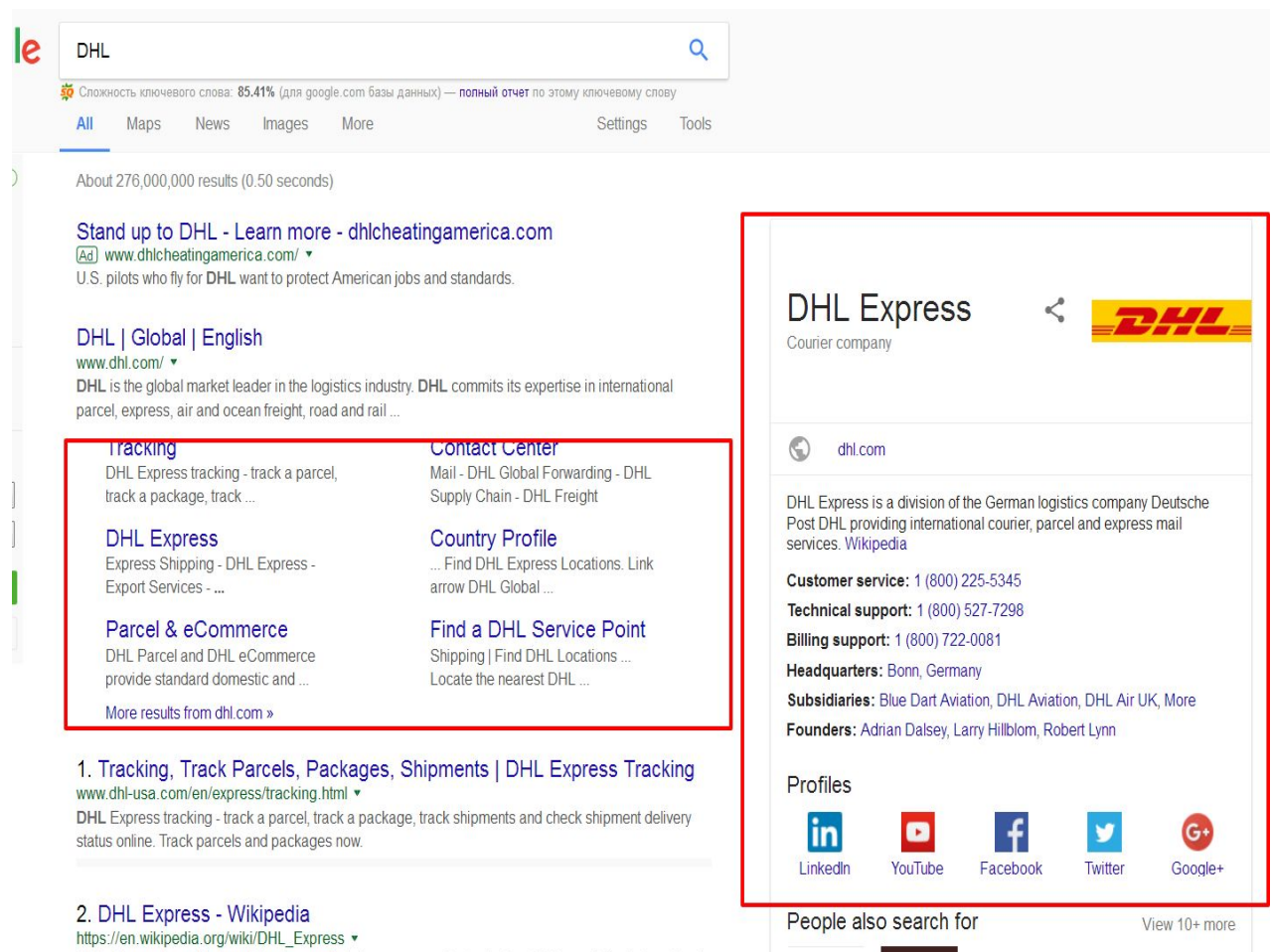
We want to prevent that on the blog there is only two posts for now, but in the future, when the number of the posts will be more you will see the pagination of the pages. This pages are considered to duplicated pages if you will not optimize them. There are special tags `rel="next"` and `rel="prev"` for optimizing of the pagination.

(look for info <https://support.google.com/webmasters/answer/1663744?hl=en>)

4.4. Microformats and Schema.org are not using on the site. Need to provide Microformats for getting better rich snippets in SERP of SE

Rich Snippets is the term used to describe structured data markup that site operators can add to their existing HTML, which in turn allow search engines to better understand what information is contained on each web page.

For example, brand queries can show your page for users:



On the next picture you can compare result number 6 with results before it.

3. Sony A900 Review: Full Review - The Imaging Resource!

www.imaging-resource.com/PRODS/AA900/AA900A.HTM ▼

★★★★★ Rating: 4 - Review by Imaging Resource Team - \$3,000.00

Sep 9, 2008 - **Sony A900** review, find out how the A900 stacks up against the competition in our real-world review with in-depth image quality comparisons.

Full specs: Sony A900 specifications **Sensor size:** 35mm; (35.9mm x 24.0mm)

Full model name: Sony Alpha DSLR-A900 **Resolution:** 24.60 Megapixels

4. Amazon.com : Sony Alpha A900 24.6MP Digital SLR Camera (Black ...

<https://www.amazon.com/Sony-24-6MP-Digital-Discontinued.../dp/B001FOREK4> ▼

★★★★★ Rating: 4.4 - 31 reviews

Included Components, **Sony Alpha DSLR-A900** Digital SLR Camera Body -. Item Dimensions, 4.61 x 3.23 x 6.14 inches. Item Display Weight, 10 pounds.

5. Sony Alpha 900 : Tests and Reviews - DxOMark

<https://www.dxomark.com/Cameras/Sony/Alpha-900> ▼

In-depth tests and reviews for the **Sony Alpha 900** camera. Find out its specifications, measures, tested lenses and comparisons.

Landscape (Dynamic Range): 12.3 Evs **Overall Score:** 79

Sports (Low-Light ISO): 1431 ISO **Portrait (Color Depth):** 23.7 bits

6. Sony A900: Cameras & Photo | eBay

www.ebay.com/bhp/sony-a900 ▼

Find great deals on eBay for **Sony A900** in Camera and Photo Digital Cameras. Shop with confidence.

7. Sony a9 Alpha Mirrorless Digital Camera (Sony a9 Body) ILCE-9/B B&H

(look for info <https://developers.google.com/search/docs/guides/intro-structured-data>)

4.5. “Breadcrumbs”

A breadcrumb trail on a page indicates the page's position in the site hierarchy. A user can navigate all the way up in the site hierarchy, one level at a time, by starting from the last breadcrumb in the breadcrumb trail.

(src <https://developers.google.com/search/docs/data-types/breadcrumbs>)

Recommended to implement breadcrumbs to your site and don't forget about microformats for it!

4.6. The page contains unnecessary redirects.

Some internal links have not / in the end of the URL adress, but after conversion by the link it is going redirect 302 to the same URL with / in the end.

For example:

[https://www.s\[REDACTED\]blog](https://www.s[REDACTED]blog)

[https://www.s\[REDACTED\]blog/](https://www.s[REDACTED]blog/)

Search engines can only pass page rankings and other relevant data through a single redirection hop. Using unnecessary redirects can have a negative impact on page ranking.

If redirection is not the intended behavior, consider replacing the link URL to point directly to the destination URL.

4.7. PAGE 404 NOT FOUND

We recommend to create a custom 404 page. A good custom 404 page will help people find the information they're looking for, as well as providing other helpful content and encouraging them to explore your site further.

404 page can also be a standard HTML page, you can customize it any way you want.



ASCOT, UK 01344 987 984 

[HOME](#) • [ABOUT US](#) • [OUR WORK](#) • [OUR SERVICES](#) • [NEWS](#) • [HIRE US](#)

AHHHHH! YOU FOUND ME!

Unfortunately you have also found an elusive **404 error page**, which means the page you were looking for is no longer here.



Best practices:

<https://www.bing.com/webmaster/help/404-pages-best-practices-1c9f53b3>

<https://support.google.com/webmasters/answer/93641?hl=en>

4.8. Sensitivity of the URLs

We recommend to optimize the URLs so when user will type symbols with uppercase it will redirect him to the URL with lower case symbols at all.

[https://www. \[redacted\] .GUIDE/](https://www. [redacted] .GUIDE/) >

[https://www. \[redacted\] uide/](https://www. [redacted] uide/)

4.9. PageSpeed Insights

Mobile friendly test passed but it is important to optimize all problems from the list of this free tool

[https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fwww. \[redacted\] ant.com%2F&tab=mobile](https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fwww. [redacted] ant.com%2F&tab=mobile)

PageSpeed Tools > Insights

РУКОВОДСТВА СПРАВОЧНИКИ ПРИМЕРЫ ПОДДЕРЖКА

https://www. [REDACTED]


Для мобильных Для компьютеров

Poor
62 / 100

This page is not optimized and is likely to deliver a slow user experience. Please prioritize and apply the recommendations below.

Possible Optimizations

- Удалите код JavaScript и CSS, блокирующий отображение верхней части страницы
» Как исправить?
- Используйте кеш браузера
» Как исправить?
- Включите сжатие
» Как исправить?
- Сократите CSS
» Как исправить?
- Сократите JavaScript
» Как исправить?
- Оптимизируйте изображения
» Как исправить?



4.10. Robots.txt file

String 2: Disallow: app. [REDACTED] .com

It can't affect on subdomains. Also it's better to close it with HTTP headers or passwords. The best

String 3: Allow:

You can delete this row because it's doing nothing here.

String 4: Sitemap: ./sitemap.xml

It must be: Sitemap: https://www. [REDACTED] .com/sitemap.xml

https://support.google.com/webmasters/answer/6062608?hl=en&ref_topic=6061961

4.11. Sitemap.xml

A sitemap is a file where you can list the web pages of your site to tell Google and other search engines about the organization of your site content. Search engine web crawlers like Googlebot read this file to more intelligently crawl your site.

Using a sitemap doesn't guarantee that all the items in your sitemap will be crawled and indexed, as Google processes rely on complex algorithms to schedule crawling. However, in most cases, your site will benefit from having a sitemap, and you'll never be penalized for having one.

So it will be better to add there new and fresh pages or pages with updates for faster indexing of your updates.

4.12. Broken links

Broken links do damage by: Stopping search engine website crawlers in their tracks - damaging your rankings by preventing Google, Yahoo, Bing, etc. from indexing the page. Negatively affecting user experience - by redirecting visitors to error pages.

We found 1 broken link:

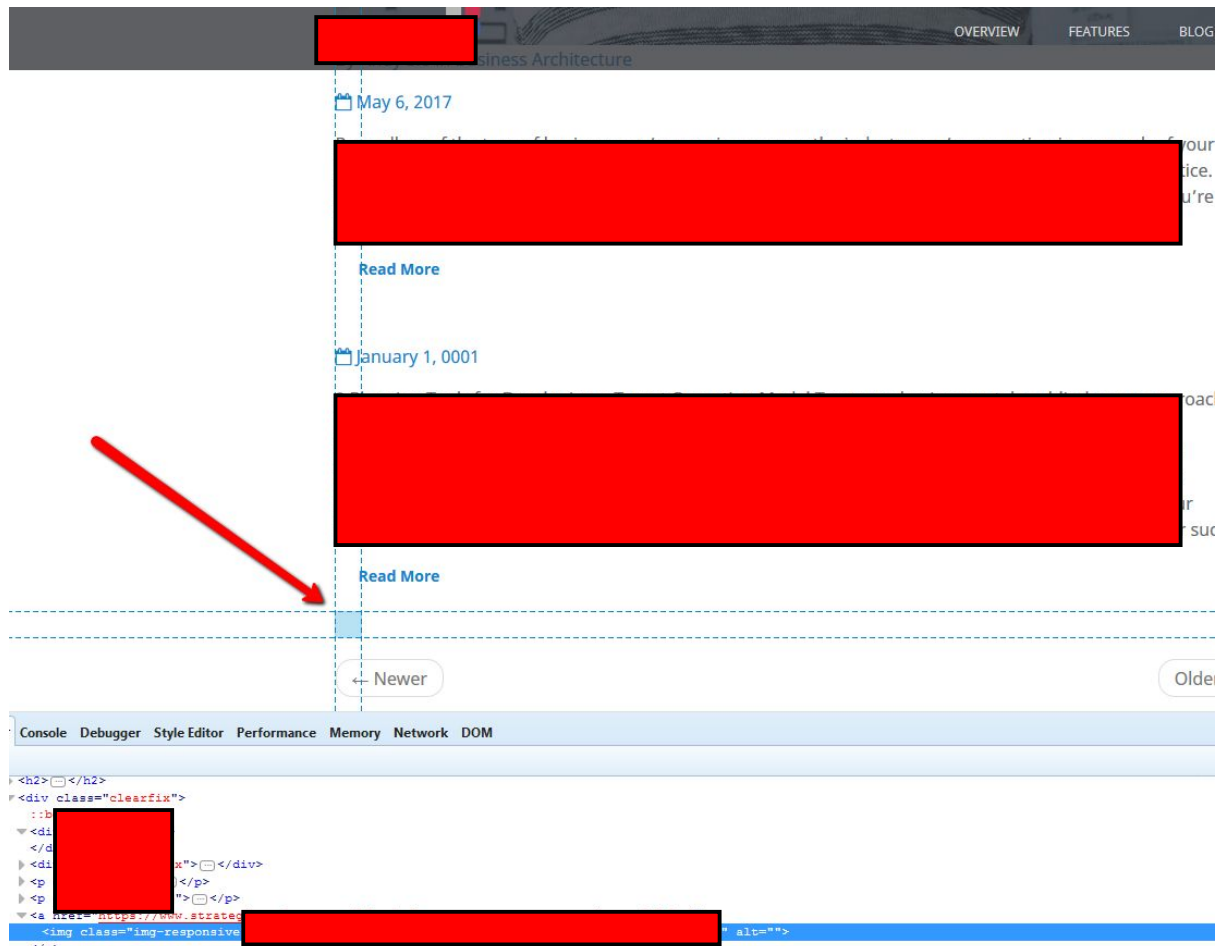
[https://www. \[REDACTED\] folder.png](https://www. [REDACTED] folder.png)

Regularly track your site on broken links.

4.13. The Alt attribute for images

Some of images don't have text in the "alt" attribute for images.

[https://www. \[REDACTED\] .com/](https://www. [REDACTED] .com/) 4 images without ALT.



The screenshot shows a web browser with a dark header containing navigation links: OVERVIEW, FEATURES, and BLOG. Below the header, there are two article entries. The first entry is dated May 6, 2017, and the second is dated January 1, 0001. Both entries have a large redacted image and a 'Read More' link. A red arrow points from the first redacted image to the browser's developer console. The console shows the HTML code for the image, which is missing the alt attribute.

```

```

The ALT attribute provides a description of the image. Search engines are unable to interpret image files, so the ALT attribute is used to provide relevant information about the image to the search engines. The ALT attribute is helpful to end users if their browsers do not display images or if the image does not load correctly. In addition, the ALT attribute is used by audio readers for the visually impaired.

We suggest adding ALT text to your images so that it's easier for search engines to index them.

Search engines don't physically see images the way people do. ALT text is an option that allows you to specifically describe the image.

ALT text attaches a description to your pictures so that they show up in Google™ and other search engine's image results.

Keep in mind that your pages load time will vary based on the number and size of your images. Try your best to keep it low.

4.14. Twitter Card

We have detected that this page has Twitter Cards, but we could not determine their types. You can validate your cards with the Twitter Card validator tool.

4.15. Errors in HTML code

A small errors in HTML code of the page like missing tag `</p>` or else can damage your site. For example we tested the main page and founded some errors:

1. Warning: Empty heading.

From line 6, column 250; to line 6, column 266

```
ontainer"><h2 class="logo"> <a hr
```

2. Warning: The navigation role is unnecessary for element nav.

From line 6, column 390; to line 6, column 442

```
></a></h2><nav class="main-nav navbar-right" role="navigation"><div c
```

3. Error: Bad value 100% for attribute width on element img: Expected a digit but saw % instead.

From line 6, column 2404; to line 6, column 2510

```
ol-sm-7"> </div>
```

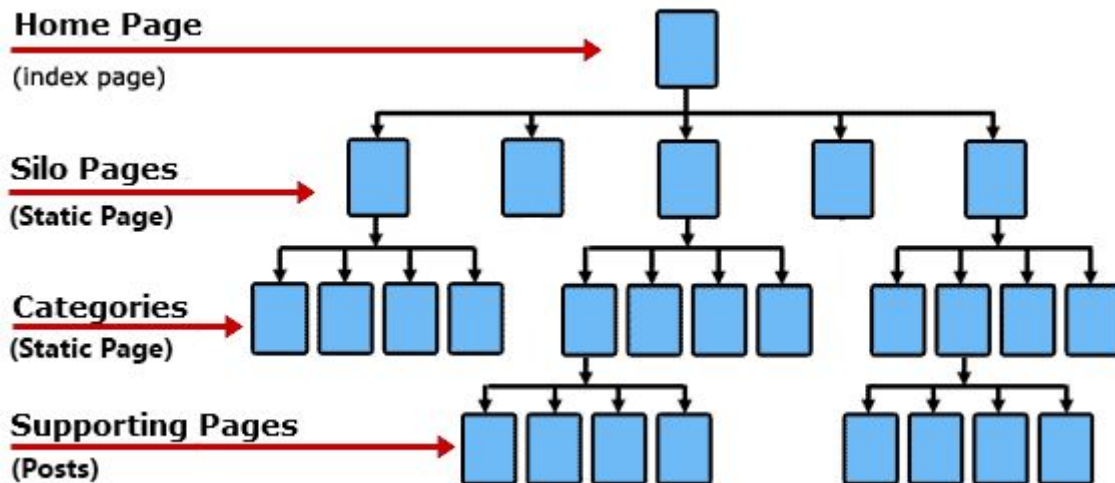
More results you can find at

[https://validator.w3.org/nul/?doc=https%3A%2F%2Fwww.s\[redacted\]m%2F](https://validator.w3.org/nul/?doc=https%3A%2F%2Fwww.s[redacted]m%2F)

4.15. SEO Website Silo Architecture

What is SEO Website Silo Architecture?

Website silo architecture is an internal website linking structure that (when executed properly) will tend to create higher rankings on the search engine for keywords contained within the silo structure. Usually, a silo structure has a silo landing page in which three to five keywords can be targeted for ranking, preferably with one overlying topical theme.



You can picture a silo website structure as an inverted tree structure with the home page at the top, linking down to each silo landing page, and these landing pages linking to articles further down the silo.

Generically a silo is defined as a construct used to keep things separate or compartmentalized. Note: Silo model above is one model that has been popularized on the internet.

Advantages of silo structure

- The first and the foremost advantage of this structure is that it helps the reader or the user to browse faster. The whole process becomes quite easy for you as well as for the search engines which always want to know about your products and the website. When search engines are able to understand your website in a better manner, there are complete chances that your website will rank higher during search engine rankings.
- Apart from SEO benefit, the users also experience smooth navigation while visiting your website. This leads to more and more re-visits and your website gets fair share of incoming online traffic. This traffic can be easily converted into business which further leads to profits.
- Another main benefit of implementing this structure with your website is that bigger websites become more organized and stable.

Also look for http://themezoom-neuroeconomics.com/SEO_Website_Silo_Architecture