

REPORT

# SEO Audit & Analysis

<https://www.abccorp.com/>

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This report reviews your site's performance and infrastructure and highlights fixes and recommendations that can help enhance search engine visibility. Generated by White Label IQ.

# Table of Contents

Complete overview of SEO audit sections and findings

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## Website Indexing and Crawlability

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- Ensure GA4 & Search Console Setup
- Check Your Indexed Pages
- Ensure sitemap (XML) availability
- Verify SSL Certification & HTTPS Setup
- Check pages disallowed by the robots.txt file
- Check pages blocked by noindex meta tags/X-Robots-Tag
- Ensure the 404 page is set up correctly
- Fix pages with 4xx, and 5xx response codes

## Website Structure

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- URLs are optimized
- Click depth is not high
- No broken links
- Visual (HTML) sitemap reviewed
- No orphan pages

# Table of Contents - Continued

Additional SEO audit sections and findings

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## Web Forms

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- Ensure clear labels
- Check for redundant/unnecessary fields
- Detect errors before submission
- Ensure optimized thank you page

## Page Speed

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- Check if the server load test passed
- Check Core Web Vitals score
- Check performance score
- Optimize images and multimedia

## Mobile-friendliness & Usability

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- Check mobile URLs
- Check mobile page speed
- Confirm no intrusive pop-ups
- Confirm no layout shifts

# Table of Contents - Final

Remaining SEO audit sections and findings

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## On-page SEO

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- Issues pertaining to Meta Titles, Meta Descriptions, H1, H2
- Missing anchor texts on internal links
- Missing alt attributes and alt text
- OpenGraph for social media
- Microdata (or its alternatives)
- Issues pertaining to pagination
- Security Protocol Warnings
- Check Naked Links

## Additional Technical Considerations

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- Canonical www/non-www set up
- Confirm no HTTPS/HTTP duplicates/mixed content issues
- Check 301 redirects
- Check 302 redirects
- Ensure 304 response is set up properly
- Confirm no long redirect chains
- Check canonical URLs
- Fix duplicates
- Check localization/hreflangs tags

# Glossary

Definitions of key SEO and web development terms

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## Analytics & Tools

### GA4

This is the latest version of Google Analytics that tracks and reports website traffic.

### Google Search Console

A tool that helps website owners understand and improve how Google views their site.

### Sitemap (XML)

A file that lists all pages of a website to help search engines index it better.

### SSL Certificate & HTTPS

Technologies that secure and encrypt data between a website and its users.

## Technical SEO

### Robots.txt

A file that tells search engines which parts of the website should not be crawled.

### Meta Tags

Text descriptors that tell search engines what a webpage is about.

### 404 Page

A webpage displayed when the requested page is not found.

### Response Codes

Numbers indicating whether a webpage request was successful or failed.

# Glossary - Continued

Additional SEO and web development terms

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## Redirects & URLs

<b>Canonical URL</b>	The preferred URL for a webpage, useful when multiple URLs lead to the same content.
<b>Hreflang Tags</b>	Tags that tell search engines the language and regional targeting of a page.
<b>301 Redirect</b>	A permanent redirection from one URL to another.
<b>302 Redirect</b>	A temporary redirection from one URL to another.
<b>304 Response</b>	A code indicating that a webpage has not been modified since last requested.
<b>Redirect Chains</b>	Multiple sequential redirects from one URL to another.

## Website Structure & Performance

<b>Click Depth</b>	How many clicks it takes to reach a webpage from the home page.
<b>Broken Links</b>	Links that do not lead to a valid webpage.
<b>Visual Sitemap (HTML)</b>	A user-friendly diagram of a website's structure and pages.
<b>Orphan Pages</b>	Webpages that have no links from other pages on the website.
<b>Form Optimization</b>	Adjusting web forms to improve user submissions and experience.

# Glossary - Final

Final SEO and web development terms

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## Website Structure & Performance (Continued)

<b>Core Web Vitals</b>	Google's metrics for evaluating the speed and stability of webpages.
<b>Layout Shifts</b>	Unexpected movements in webpage layout that affect user experience.
<b>Intrusive Pop-ups</b>	Pop-ups that disrupt the user's viewing experience, potentially harming SEO.

## Content & On-Page SEO


<b>Meta Titles</b>	The title of a webpage that appears in search engine results.
<b>Meta Descriptions</b>	Short descriptions of webpages that appear under the meta titles in search results.
<b>Heading Tags (H1, H2, etc.)</b>	HTML tags used to organize the structure of content on a webpage.
<b>Anchor Text</b>	The visible, clickable text in a hyperlink.
<b>Alt Attributes</b>	Descriptions for images that help search engines and visually impaired users understand them.

## Monitoring and Analytics


### Verify GA4 Setup

Google Analytics 4 (GA4) provides valuable insights into website traffic, user behavior, and search performance.

**Findings & Recommendations**



It's setup correctly & displays accurate data.







# Google Search Console Setup

Verification & Configuration

WHITE LABEL 

## Verify Google Search Console Setup

Google Search Console provides valuable insights into website traffic, user behavior, and search performance.

### Findings & Recommendations

✔ It's setup correctly & displays accurate data.

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# Search Engine Indexing Status

Page Indexing Analysis & Metrics

## Indexed Pages

Track the number of your website's pages currently discoverable by search engines like Google.

### Findings & Recommendations

 It's setup correctly & displays accurate data.

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### Page Index Status

Indexed Pages:

50




Non-indexed Pages:

20

Other Status Pages:

30




-  Indexed (50%)
-  Non-indexed (20%)
-  Other Status (30%)

Indexed Pages

## XML Sitemap

An XML sitemap acts as a roadmap for search engines, helping them efficiently discover and crawl your website's structure and content.

### Findings & Recommendations

-  An index sitemap is included in the robots.txt file with links to all the important pages of the website.  
But all the added sitemap link are unsured with HTTP version only which needs to fixed.



### XML Sitemap


## Security and User Trust

### SSL Certificate & HTTPS Setup

A Secure Sockets Layer (SSL) certificate encrypts data transmissions between your website and its visitors, enhancing security and building user trust. Websites with HTTPS are generally favored by search engines.

This is similar to having a security guard for your online store; SSL ensures that any information shared by visitors on your site is encrypted and kept safe.

### Findings & Recommendations

-  The website is SSL (Https) Secure.



# Robots.txt & Crawlability

Search Engine Crawler Control

WHITE LABEL 

## Robots.txt File

The robots.txt file instructs search engine crawlers on which pages to crawl and which to ignore, helping control how content is indexed.

### Findings & Recommendations

- ✓ Robots file found on the website and which needs to be optimised based on the SEO standards

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# Meta Tags & Indexing Control

WHITE LABEL 

Noindex Tags and X-Robots-Tag Analysis

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## Noindex Meta Tags & X-Robots-Tag

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These 'noindex' tags instruct search engines not to include certain pages in their search results. It is crucial to avoid applying these tags to important pages of your website, such as those that drive business and traffic.

Misusing these tags can lead to significant decreases in site visibility, adversely affecting your traffic and potential revenue.

### Findings & Recommendations

- ✓ We do not find any Noindex tags for any of the priority landing pages on the website.

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# 404 Error Page & User Experience

WHITE LABEL 

Error Handling & User Navigation

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## 404 Error Page

A user-friendly 404 error page informs users that they have landed on a non-existent URL.

This enhances the user experience by clarifying that only the specific webpage is unavailable, not the entire site.

Consider adding links to redirect them to your homepage or other relevant pages, helping keep visitors engaged with your site.

### Findings & Recommendations

- ✗ The appropriate 404 page is not found on the website, which needs to be as designed as per the brand.

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## Response Codes

HTTP response codes indicate how a server responds to a request. Errors like 404 (Not Found) or 500 (Internal Server Error) can hinder search engine crawling and indexing, impacting a website's accessibility and visibility.

### Findings & Recommendations

- ✓ It's setup correctly & displays accurate data.



## Response Codes Issues

## Canonicalization (www/non-www)

Sites should implement a proper .htaccess rule to ensure accessibility via both www and non-www URLs. This practice prevents search engines from indexing duplicate content, improves site ranking, and allows redirection of all variations (www vs. non-www) to a preferred URL, thereby maintaining consistency and enhancing SEO.

### Findings & Recommendations

- ✗ There are multiple missing canonical and canonicalised issues found the website which needs to be fixed.



## Canonicalization Issues

### HTTPS/HTTP Duplicates & Mixed Content

Duplicate content served over both HTTP and HTTPS, or mixed content containing both secure and non-secure elements, can confuse search engines and negatively impact SEO.

#### Findings & Recommendations

✓ It's setup correctly & displays accurate data.

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### Redirects

Redirects, such as 301 for permanent changes and 302 for temporary ones, are tools used to direct users and search engines from one URL to another. Excessive or improper use of redirects can lead to crawling inefficiencies and negatively affect SEO.

#### Findings & Recommendations

✗ Multiple 301 permanent redirections found but need to review as all pages making sense to the applied redirection.



### Redirections Issues



# 304 Response & Content Analysis

Caching & Duplicate Content

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## 304 Response

The 304 response code indicates that the content has not changed since the user's last visit, which improves website performance by allowing browsers to utilize cached content.

### Findings & Recommendations

- ✓ It's setup correctly & displays accurate data.

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## Duplicate Content

Identify and address instances of duplicate content that can confuse search engines. This includes identical content spread across multiple URLs or thin content that offers minimal value.

### Findings & Recommendations

- ✓ No pages were found with duplicate content.

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# Internationalization & Localization

WHITE LABEL 

Multilingual Content & Hreflang Tags

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## Localization & Hreflang Tags

For websites featuring multilingual content, hreflang tags inform search engines of the language and targeted region for each page. This ensures that users receive the most relevant content based on their geographic location.

### Findings & Recommendations

- ✓ The localization/hreflangs are not needed in this website as it only caters to the US audience with English language only.

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# Website Structure Analysis

URL Structure & Indexability

## URLs With Underscores

Hyphens are treated as space separators, which helps in better word separation and thus improves SEO. Underscores, on the other hand, are not recognized as separators by search engines, which can lead to issues with keyword recognition.

### Findings & Recommendations

 It's setup correctly & displays accurate data.

#	URLS	Indexability	Status Code
1	https://www.abccorp.com/	Non Indexable	404
2	https://www.abccorp.com/	Non Indexable	404
3	https://www.abccorp.com/	Non Indexable	404
4	https://www.abccorp.com/	Non Indexable	404

# URL Structure Analysis

URL Optimization & Click Depth

WHITE LABEL 

## Non Descriptive URL Slugs

URLs should be descriptive to help users, as well as search bots, understand the content of the page.

### Findings & Recommendations

- ✓ It's setup correctly & displays accurate data.

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## Non Descriptive URL Issues

# Click Depth Analysis

Navigation Depth & User Experience

WHITE LABEL 

## Click Depth

Click depth refers to the number of clicks required to reach a specific page from the homepage. Ideally, URLs should have a shallow click depth, with three clicks or fewer, to facilitate easy navigation.

### Findings & Recommendations


- ✓ It's setup correctly & displays accurate data.

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## Broken Links

Broken links are non-functional links that lead to errors, negatively affecting both user experience and search engine crawling.

Findings & Recommendations



It's setup correctly & displays accurate data.


//

## Broken Links Issues

## Visual (HTML) Sitemap

A visual sitemap provides a clear and accurate depiction of a website's structure, aiding both users and developers in navigating and understanding the site's layout.

Findings & Recommendations




It's setup correctly & displays accurate data.

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## Orphan Pages

Pages that don't have any incoming links from other internal pages of the website.

**Findings & Recommendations**



It's setup correctly & displays accurate data.

//

## Orphan Pages

## Clarity & Usability

Forms should be designed so that users can easily understand what information is required and how to complete them.

### Findings & Recommendations

- ✗ - Maintain a clean and organised layout for easy navigation through the form.
- Make sure form should be easy to navigate and follow brand standard form guidelines.

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# Forms Optimization - Field Analysis

WHITE LABEL 

Redundant & Unnecessary Fields

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## Redundant/Unnecessary Fields

Forms should only have relevant and necessary fields to avoid overwhelming users and improving form completion rates.

### Findings & Recommendations

✓ No redundant fields found on the website forms.

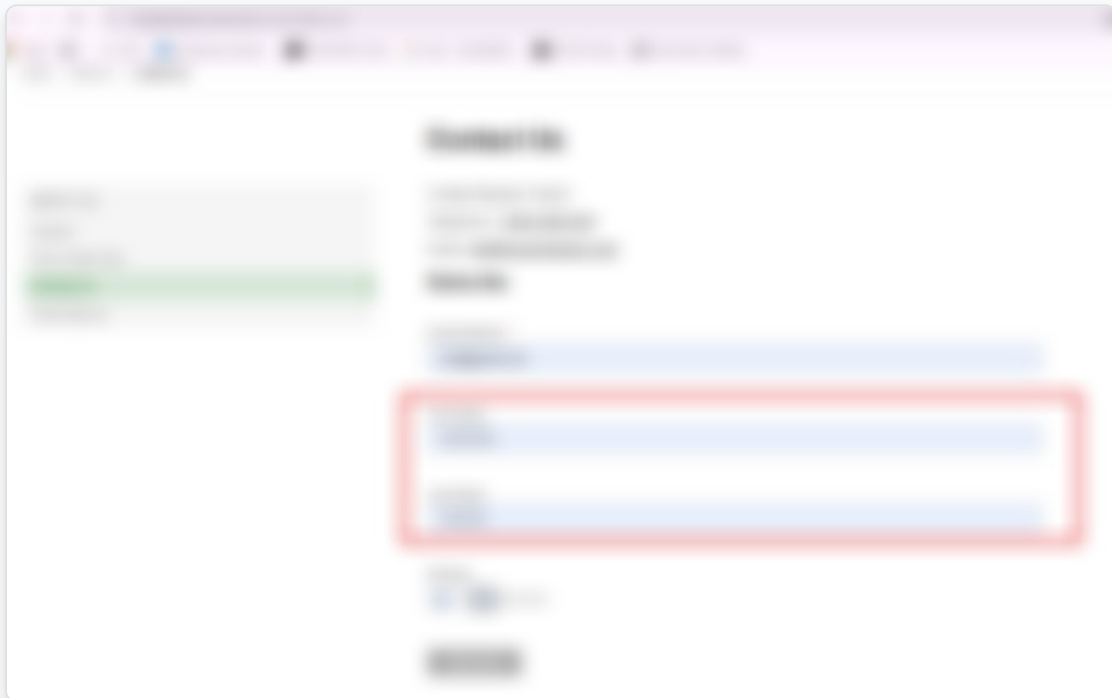
//

## Form Validation

Form validation helps prevent errors by enforcing specific input requirements, ensuring the collection of high-quality data.

### Findings & Recommendations

- ✗ - Implement validation rules to ensure users enter data in the correct format. [Such as in first & last name accepting numbers]
- Add clear error messages that guide users to correct any mistakes before submitting the form along with captcha to avoid bots.



# Thank You Page Optimization

Post-Form Submission Experience

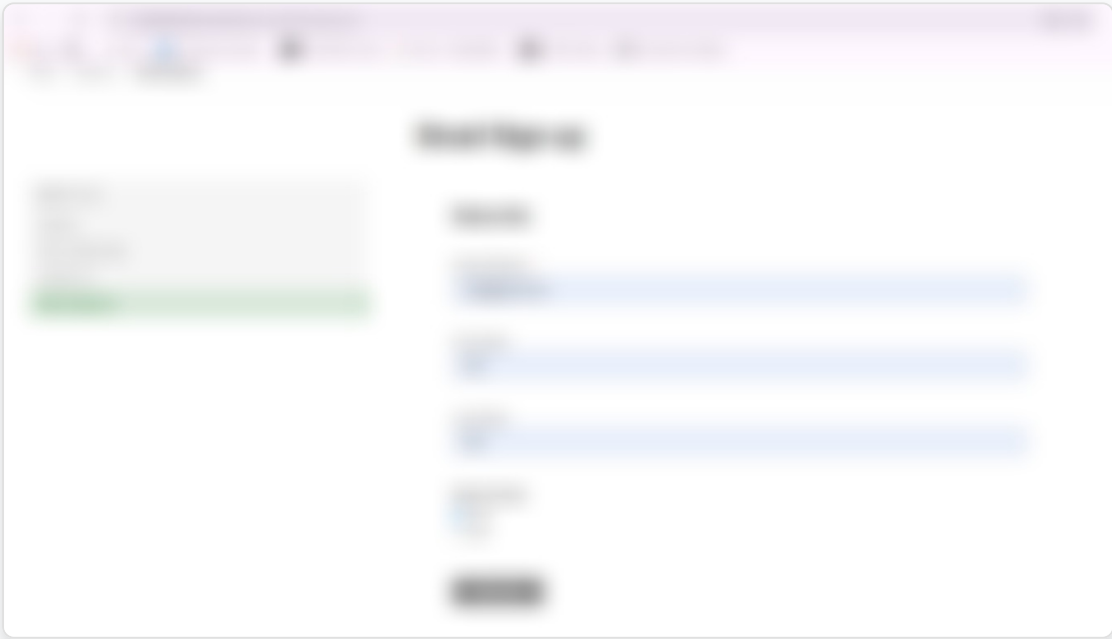
## Thank You Page

A 'Thank You page' not only confirms to users that their submission was successful but also provides valuable information or outlines the next steps.

### Findings & Recommendations

- ✗ Missing thank you page after form submission. Whereas the website forms (email signup, contact us) are not working well, which needs to be tested properly

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# Page Speed Optimization Overview

Performance & Core Web Vitals Analysis

This section of the report focuses on the website's loading speed and identifies areas for improvement that are crucial for a positive user experience and search engine ranking.

## PageSpeed Insights Performance Score

A low-performance score indicates areas for improvement in terms of page loading speed. Optimizing website performance can lead to a better user experience and potentially improve search engine ranking.

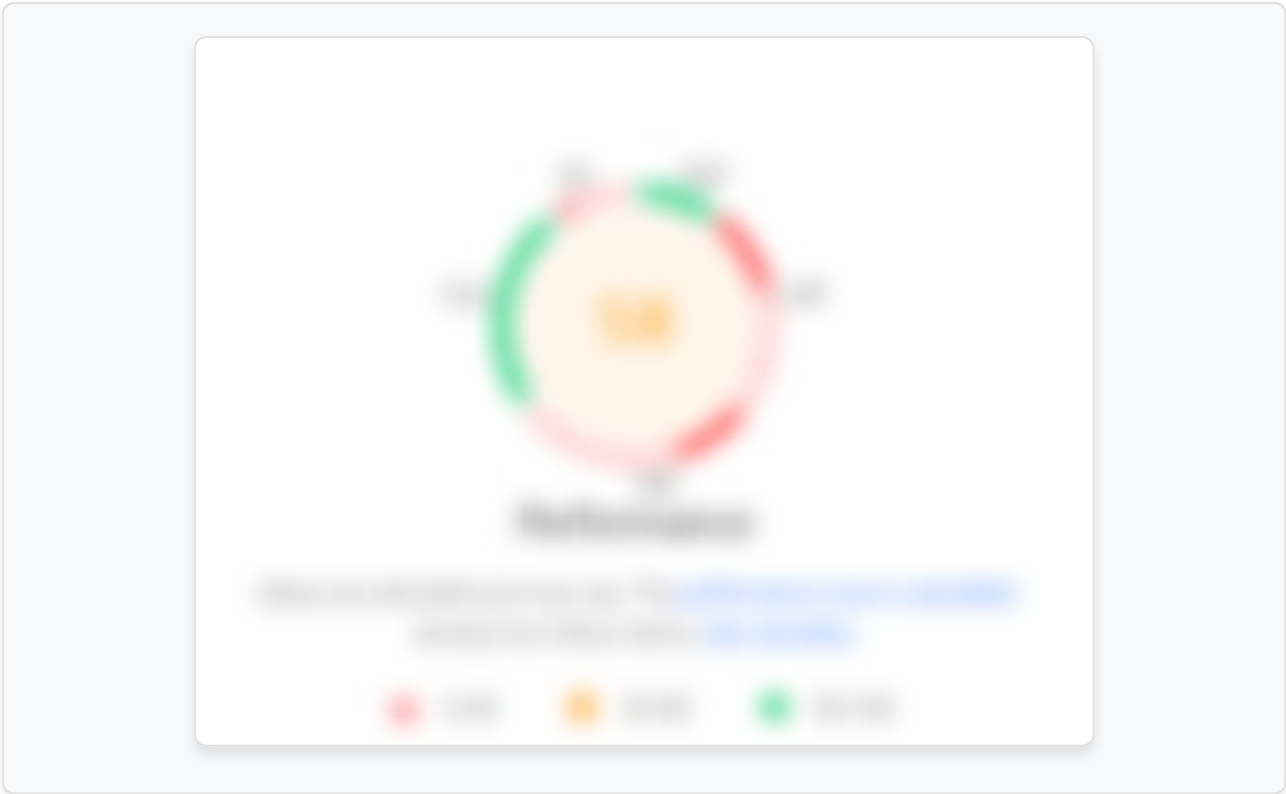
### Key Factors Contributing to the Score

First Contentful Paint	First Contentful Paint marks the time at which the first text or image is painted.
Largest Contentful Paint	Largest Contentful Paint marks the time at which the largest text or image is painted.
Total Blocking Time	Sum of all time periods between FCP and Time to Interactive, when task length exceeded 50ms, expressed in milliseconds.
Cumulative Layout Shift	Cumulative Layout Shift measures the movement of visible elements within the viewport.
Speed Index	Speed Index shows how quickly the contents of a page are visibly populated.

We extracted a list of the top 10 performing pages from GA4 and used them for the upcoming tests.

# Page Speed Test Results

Desktop Performance Analysis




First Contentful Paint	0.6 s	//
Largest Contentful Paint	2.6 s	//
Total Blocking Time	450 ms	//
Cumulative Layout Shift	0.065	//
Speed Index	3.2 s	//

# Page Speed Optimization

Test Page - 1 - Mobile



First Contentful Paint	2.3 s	
Largest Contentful Paint	20.8 s	//
Total Blocking Time	760 ms	//
Cumulative Layout Shift	0.307	//
Speed Index	10.1 s	//

# Page Speed Optimization

Performance & Core Web Vitals Analysis

WHITE LABEL 

## Core Web Vitals

Core Web Vitals are a set of metrics that Google prioritizes for a good user experience. Websites that fail the Core Web Vitals Assessment might experience lower search engine rankings and a negative user experience.

### Key Metrics

#### Largest Contentful Paint (LCP)

It marks the point in the page load timeline when the page's main content has likely loaded.

#### Interaction to Next Paint (INP)

Assesses page responsiveness using data from the EventTiming API.

#### Cumulative Layout Shift (CLS)

Measures visual stability helping quantify how often users experience unexpected layout shifts.

### Other Notable Metrics

#### First Contentful Paint (FCP)

It marks the first point in the page load timeline where the user can see anything on the screen.

#### First Input Delay (FID)

It helps measure a user's first impression of a site's interactivity and responsiveness..

#### Time to First Byte (TTFB)

It measures the time between the request for a resource and when the first byte of a response begins to arrive.

## Core Web Vitals Assessment:

### Findings & Recommendations

✖ CWV failed and multiple Page speed issues are need to be reviewed.

//





## Images and Multimedia Optimization

Images and other resources that are fairly large in size may take longer to load, hindering the user experience, and need to be optimized to improve page speed.

### Findings & Recommendations

- ✖ - Multiple large images found.
- These images should be compressed, scaled and updated to a format which suits best to reduce the file size

//

[Click Here](#)

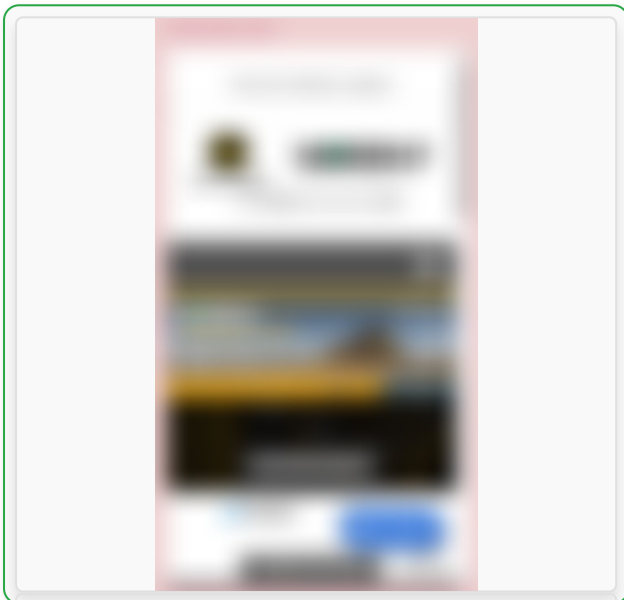
# Mobile Friendliness and Usability

WHITE LABEL IQ™

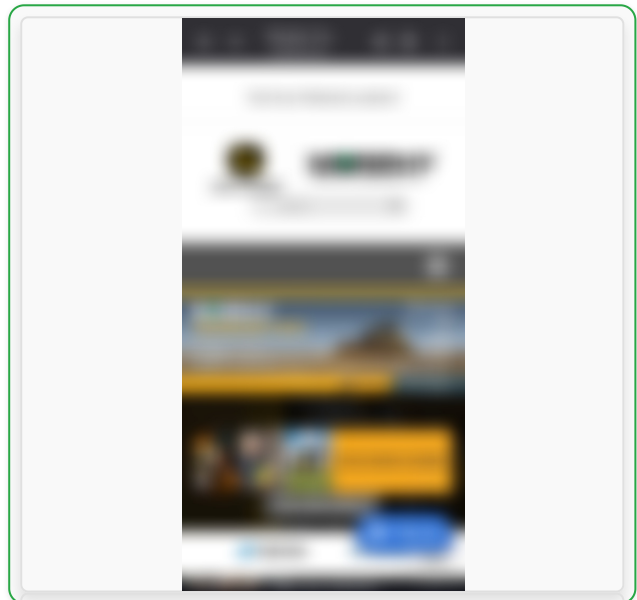
Mobile-First Indexing Analysis

This section of the report focuses on the website's mobile version, evaluating its responsiveness, ease of use, and touch-friendliness to avoid user frustration and control bounce rates.

**iOS Screenshot**



**Android Screenshot**



## Findings & Recommendations

- ✓ - No intrusive popups found in the page.
- No layout shifts occurred that can hinder user experience

//

This section analyzes all the major on-page SEO elements that influence your website's search engine rankings and user engagement.

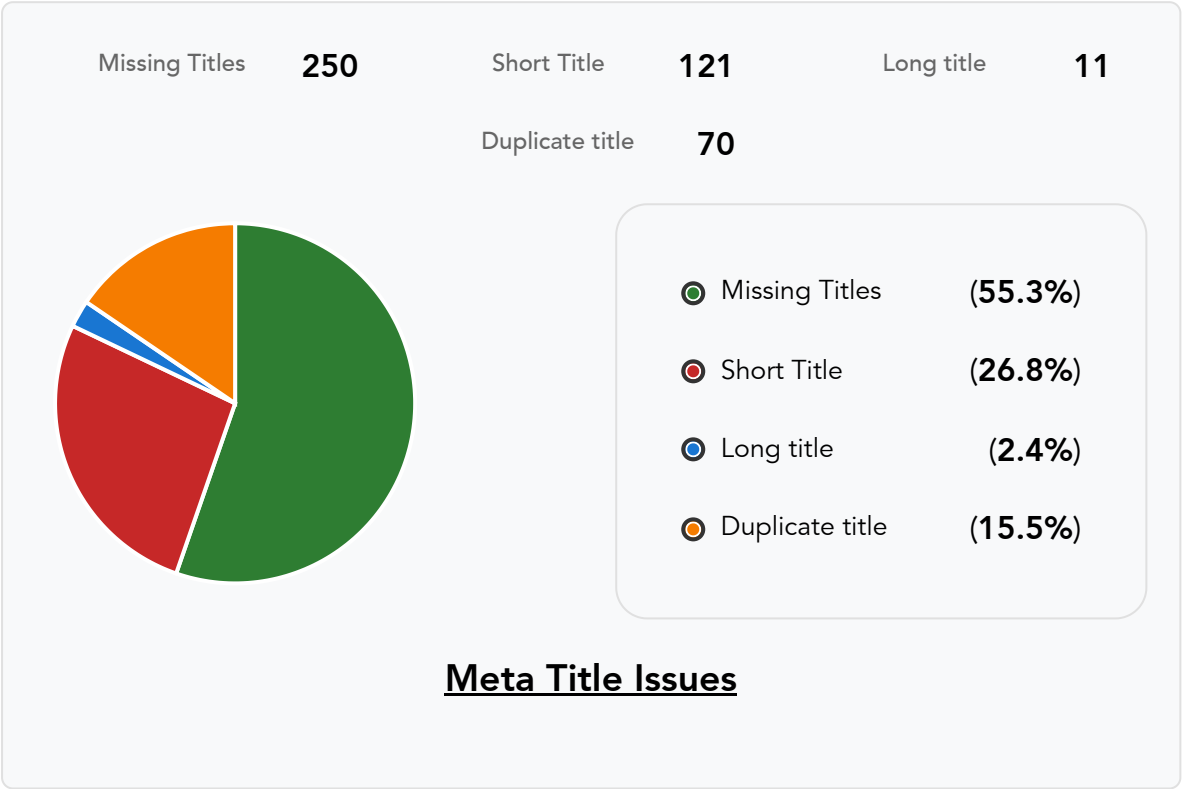
### Meta Titles

The meta title is displayed on search engine results pages (SERPs). They act like headlines in a newspaper, drawing the reader's attention. Both search engines and users rely on this data to understand the content and context of your web pages. Incomplete or missing meta titles can negatively impact search engine rankings and user engagement.

#### Findings & Recommendations

- ✓ It's setup correctly & displays accurate data.

//




Meta Title Issues


## Meta Descriptions

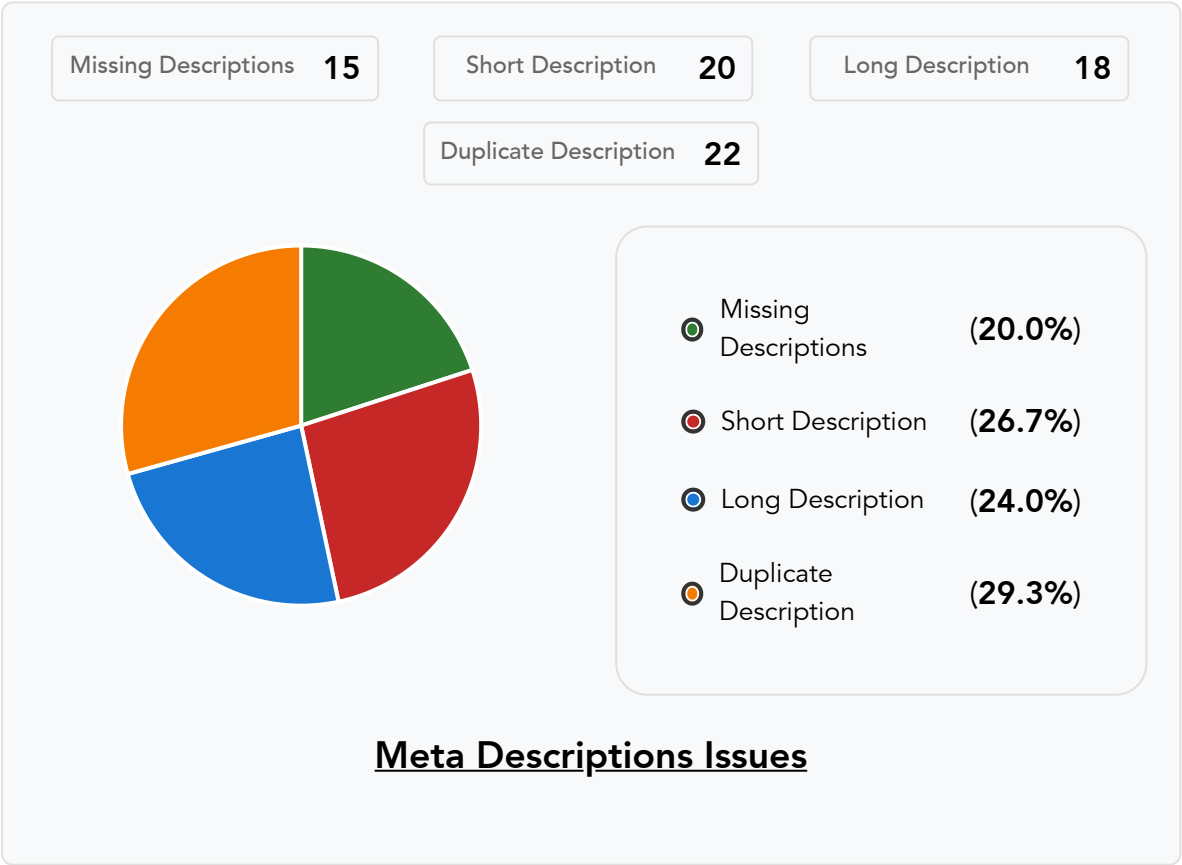
Meta descriptions provide a brief summary of web pages and appear under the meta titles in search engine results. Both search engines and users rely on these descriptions to gauge the content and context of your pages. Incomplete or missing meta descriptions can negatively impact search engine rankings and user engagement.

**Findings & Recommendations**



It's setup correctly & displays accurate data.





# On-Page SEO - Header Tags


H1, H2, H3 Tag Analysis

## Header Tags

H1

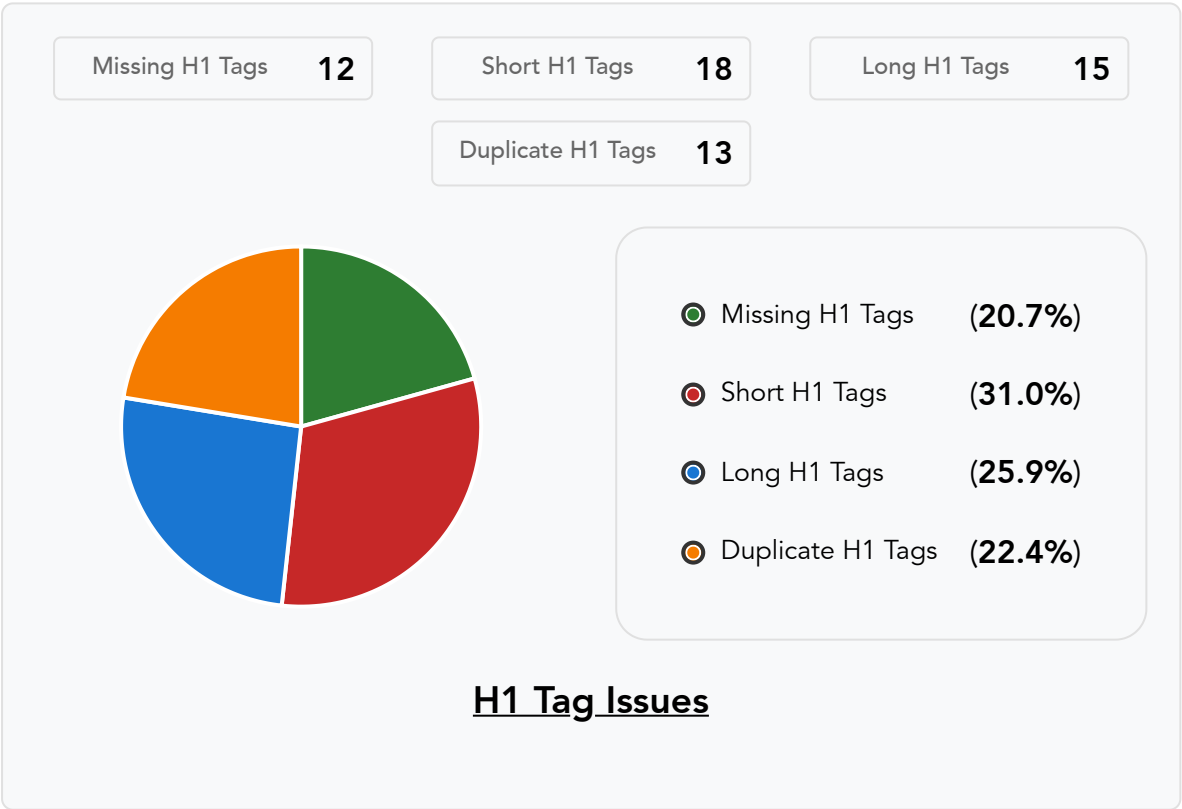
Google uses H1 tags as one of the factors in understanding your webpage's content and relevance for search queries.

**Findings & Recommendations**



It's setup correctly & displays accurate data.

//



## Header Tags

### H2

H2 tags act like subheadings, breaking down your content into sections and providing context for each part. This helps Google understand the different topics covered on a page and how they relate to the main topic (identified by the H1 tag).

#### Findings & Recommendations

- ✓ It's setup correctly & displays accurate data.

//

### H2 Tag Issues

## Anchor Text

Descriptive anchor text helps search engines understand the context of linked pages and can improve website navigation for users. Avoid generic terms like "click here" or "read more," which provide minimal SEO value and can detract from user experience.

#### Findings & Recommendations

- ✓ It's setup correctly & displays accurate data.

//

### Anchor Text Issues

## Images Alt Attribute Optimization

Alt text provides a textual description of images for search engines and visually impaired users. Missing alt text can hinder search engine image recognition and accessibility.

### Findings & Recommendations

- ✓ It's setup correctly & displays accurate data.

//

### Images Alt Attribute Issues



## Social Media Optimization

### OpenGraph Markups

OpenGraph data furnishes social media platforms with specific details about your web page when it is shared. Lacking this data can lead to inaccurate or incomplete social media previews, potentially diminishing click-through rates.

#### Findings & Recommendations

- ✓ It's setup correctly & displays accurate data.

//

## Structured Data

Consider implementing structured data to provide search engines with richer information about your content. This can lead to more enhanced search results, featuring rich snippets that attract more clicks.

### Findings & Recommendations

- ✓ It's setup correctly & displays accurate data.

//

### Pagination

Potential SEO concerns with how your website handles paginated content (like multiple pages displaying search results or blog posts). Improper pagination implementation can confuse search engines and make it difficult for them to index all your paginated content.

#### Findings & Recommendations

- ✓ It's setup correctly & displays accurate data.

//

## Security Protocol Warnings

Insecure websites with outdated protocols and missing security header tags can be flagged by search engines and browsers, potentially harming user trust and search ranking.

### Findings & Recommendations

- ☒ It's setup correctly & displays accurate data.

//

## Naked Links

These are hyperlinks that use the URL itself as the anchor text. The link is described as "naked" because the URL is entirely visible to the reader.

### Findings & Recommendations

- ✓ It's setup correctly & displays accurate data.

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# Closing thoughts

<https://www.whitelabeliq.com/contact-us/>

This SEO audit has identified significant opportunities for enhancing ABC Corp.'s website in terms of search engine rankings and organic traffic.

By implementing the recommended actions, including improvements in on-page SEO, mobile optimization, page speed, form design, website structure, and indexing/crawlability, the website can offer a better user experience.

These enhancements will not only increase the website's visibility but also drive more qualified sales.

Implementing these strategies is essential for capturing the full potential of your digital presence and achieving sustained growth in your market.

Here's your **SEO impact chart** to give you a quick review on all the issues and their impact on a website's SEO.

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Thank you for choosing White Label IQ for your SEO needs. We're committed to helping you improve your search engine visibility and digital performance.