



SEO Audit

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1

Crawling and Indexation

Why is it important?

In order to be indexed in the search engines, the site must be crawlable by robots and provide clear guidelines for indexation of the right pages. We will look at the following:

- ⊙ Indexation status & domain preference
- ⊙ Robots.txt file
- ⊙ Sitemap.xml
- ⊙ Meta robots tags

Indexation Status

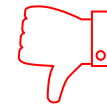
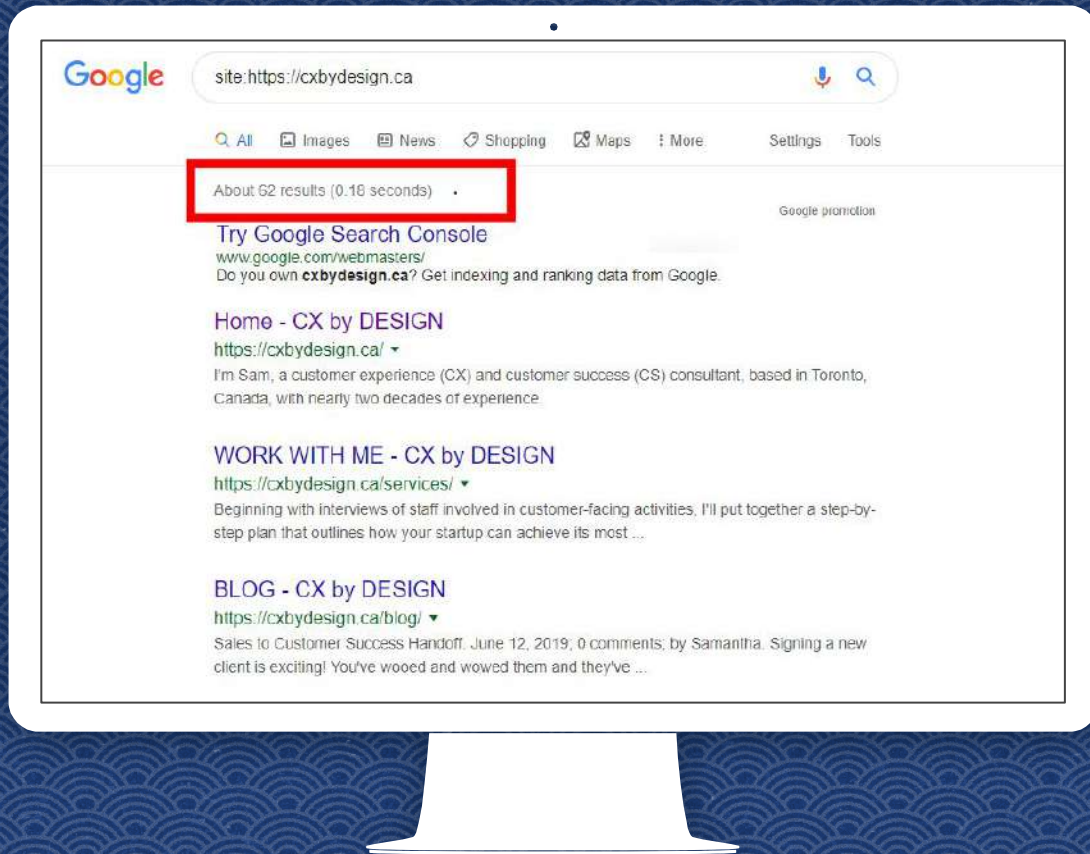


- ⦿ We want to find only 1 version of your website (https://)
- ⦿ We want to have similar results in the search engines index and the website crawling/sitemap.xml

Indexation Status

The number of pages indexed (Google & Bing) as well as the expected result from crawling the website manually.

	Google	Bing	Website
https://	19 (62)	19	16



Indexation Problem

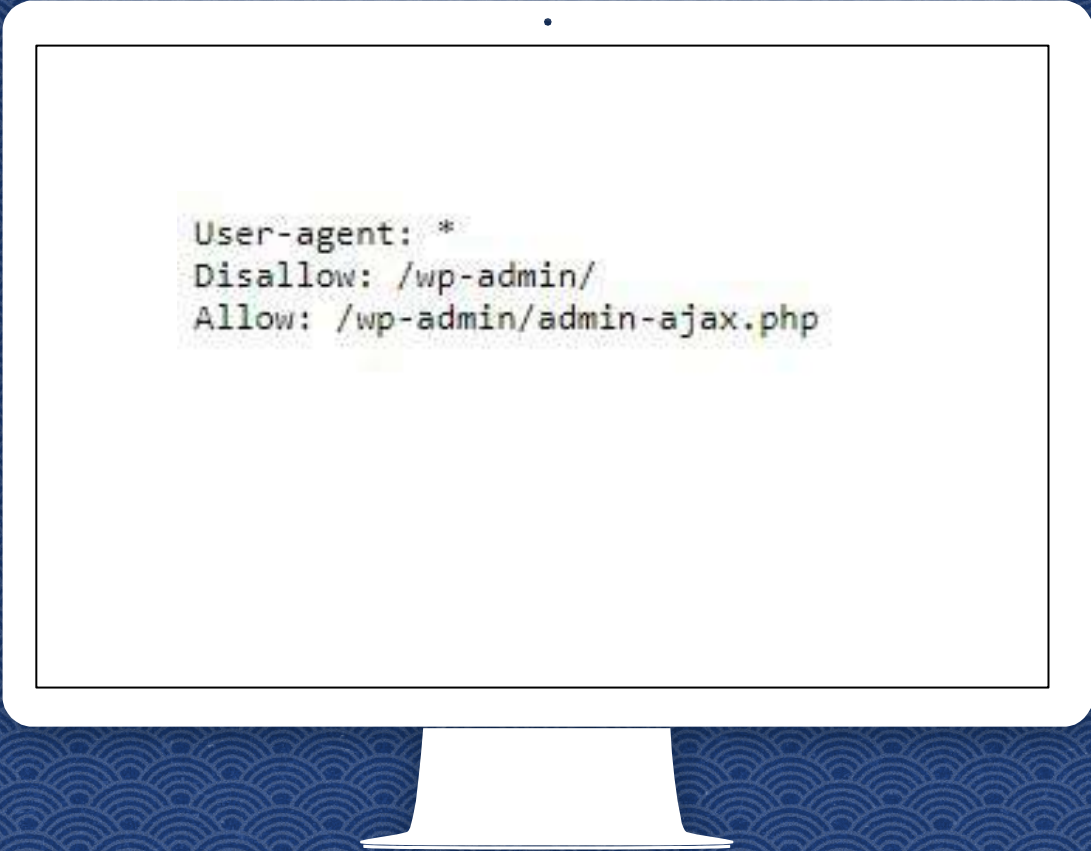
Google seems to think your website is bigger than it is in reality. This can be due to old pages still present in the index or useless pages in the sitemap.xml file.

The Robots.txt file



The robots.txt file defines the rules the search engines need to follow in order to crawl the site properly.

Allowing private section to be crawled or blocking too many pages may result in indexation issues.

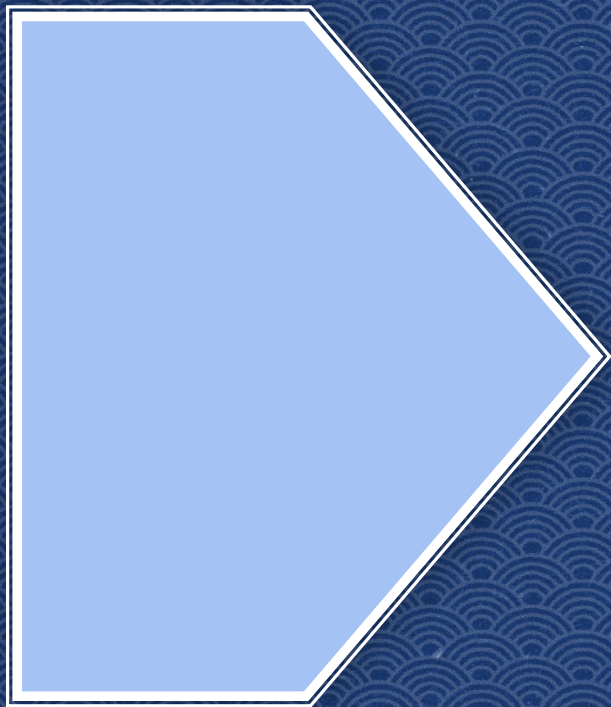


```
User-agent: *  
Disallow: /wp-admin/  
Allow: /wp-admin/admin-ajax.php
```



No apparent issues

The robots.txt file is relatively standard and does not have any noticeable issues, but the sitemap.xml location could be specified in this file.



TO DO

Add the following line in the robots.txt file:

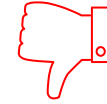
Sitemap:

https://cxbydesign.ca/sitemap_index.xml

The Sitemap.xml file



The main purpose of this file is give a list of all the pages we want indexed by the search engines.



Important Issue

Your sitemap.xml is listing pages that belong to the original template of the WordPress Theme. Those pages are not in use and should not be part of the sitemap.xml file.

XML Sitemap

Generated by **YoastSEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on sitemaps.org.

This XML Sitemap Index file contains 11 sitemaps.

Sitemap	Last Modified
https://cxbydesign.ca/post-sitemap.xml	2019-07-14 17:50 +00:00
https://cxbydesign.ca/page-sitemap.xml	2019-07-21 19:45 +00:00
https://cxbydesign.ca/gallery-sitemap.xml	
https://cxbydesign.ca/portfolio-sitemap.xml	2019-04-02 04:07 +00:00
https://cxbydesign.ca/bc_testimonial-sitemap.xml	2019-04-02 03:52 +00:00
https://cxbydesign.ca/layout-sitemap.xml	2019-07-21 19:48 +00:00
https://cxbydesign.ca/sliders-sitemap.xml	2019-03-05 03:39 +00:00
https://cxbydesign.ca/category-sitemap.xml	2019-07-14 17:50 +00:00
https://cxbydesign.ca/post_tag-sitemap.xml	2019-07-14 17:50 +00:00
https://cxbydesign.ca/portfolio-tags-sitemap.xml	2019-04-02 04:07 +00:00
https://cxbydesign.ca/author-sitemap.xml	2019-05-30 21:47 +00:00



TO DO

Remove the following sitemaps and pages:

<https://cxbydesign.ca/gallery-sitemap.xml>

<https://cxbydesign.ca/portfolio-sitemap.xml>

https://cxbydesign.ca/bc_testimonial-sitemap.xml

<https://cxbydesign.ca/layout-sitemap.xml>

<https://cxbydesign.ca/sliders-sitemap.xml>

<https://cxbydesign.ca/portfolio-tags-sitemap.xml>

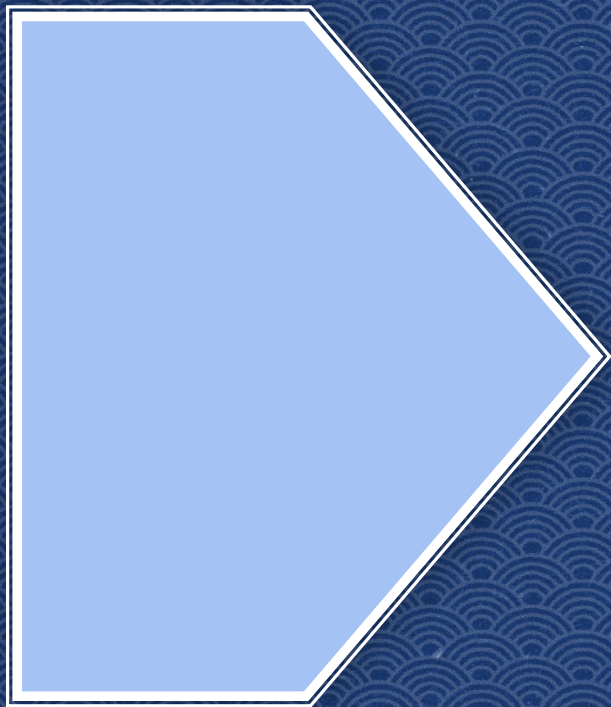
<https://cxbydesign.ca/resources-2/>

The Meta Robots Tags



- ◎ Your website is currently not using any meta robots, which is fine.
- ◎ In order to manually control which pages should not be indexed, you could add the following to those unwanted pages:

```
<meta name="robots" content="noindex, nofollow">
```

TO DO

We identified the indexation issues and should request the pages we don't want from Google's index.

After completing the above, you must:

- ⦿ Go to Google Search Console**
- ⦿ Submit the list of pages that should be removed**
- ⦿ Monitor the results periodically**

2

Website Accessibility

Why is it important?

The website must be accessible by robots and users in order to be useful and reach higher positions in the search engines.

- ◎ URLs convention
- ◎ Broken link & experience
- ◎ Site loading speed & server
- ◎ Images and other files

URL convention



All URLs are simple, using lowercase letters with no complicated parameters.

The only possible improvement would be to remove some stop words from some blog post urls:

<https://cxbydesign.ca/customer-success-and-customer-support-their-importance-and-why-theyre-better-together/> changed to something like <https://cxbydesign.ca/importance-of-customer-success-and-customer-support-together/>

Broken links and Experience



Every website has broken links from time to time. We should eliminate broken links as much as possible but if there are some remaining, we need to provide the user with a good experience.

- ⦿ Are there broken links on your website?
- ⦿ Is there a custom 404 page experience?

1 broken link

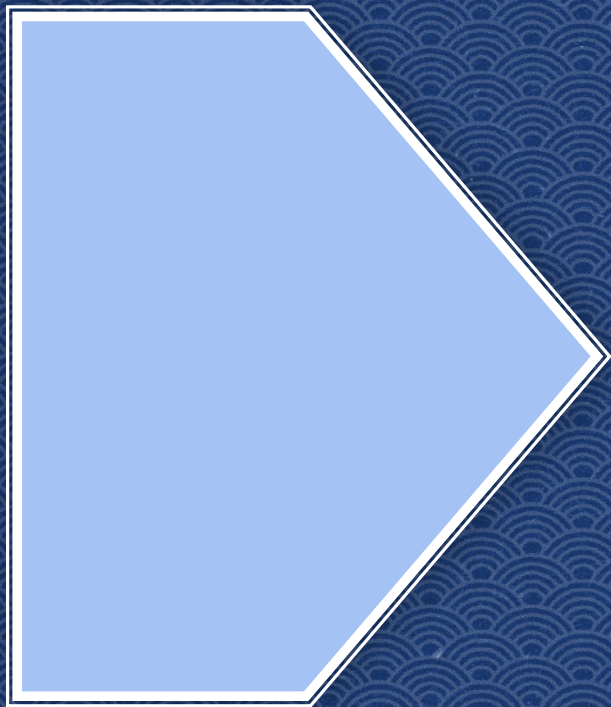
Not too bad, easy to fix!

9 redirections

Internal redirections should be avoided when possible

Custom 404

All good here!



TO DO

Fix the broken link:

- ◎ <https://cxbydesign.ca/contact/> on

Fix the redirections:

- ◎ <https://cxbydesign.ca/get-in-touch>
- ◎ <https://cxbydesign.ca/home>
- ◎ <https://cxbydesign.ca/services>
- ◎ <https://www.cxbydesign.ca/contact/>
- ◎ <https://www.cxbydesign.ca/customer-success>
- ◎ <https://www.cxbydesign.ca/nurturing-customers>
- ◎ <https://www.cxbydesign.ca/what-is-customer-ex>
- ◎ <https://www.cxbydesign.ca/what-is-customer-jo>
- ◎ <http://cxbydesign.ca/>

Site Speed

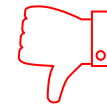
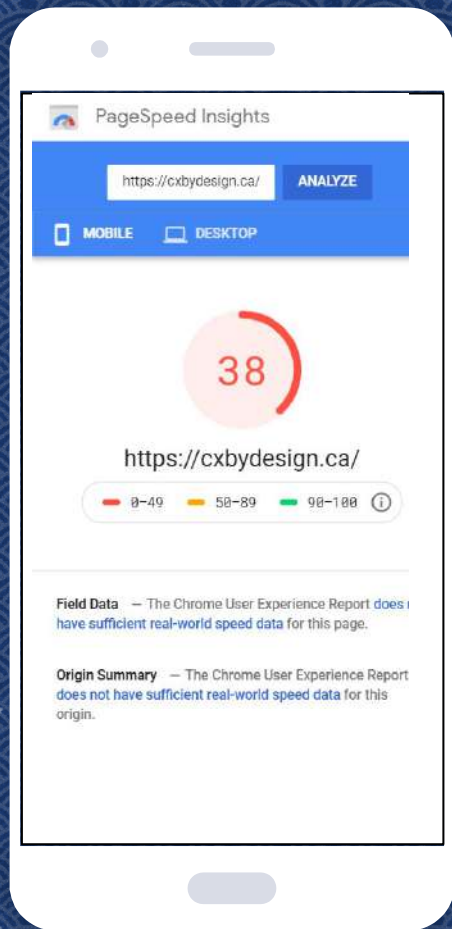


You don't want your visitors to wait for long periods of time while navigating your website.

Page Speed is also a search ranking factor.

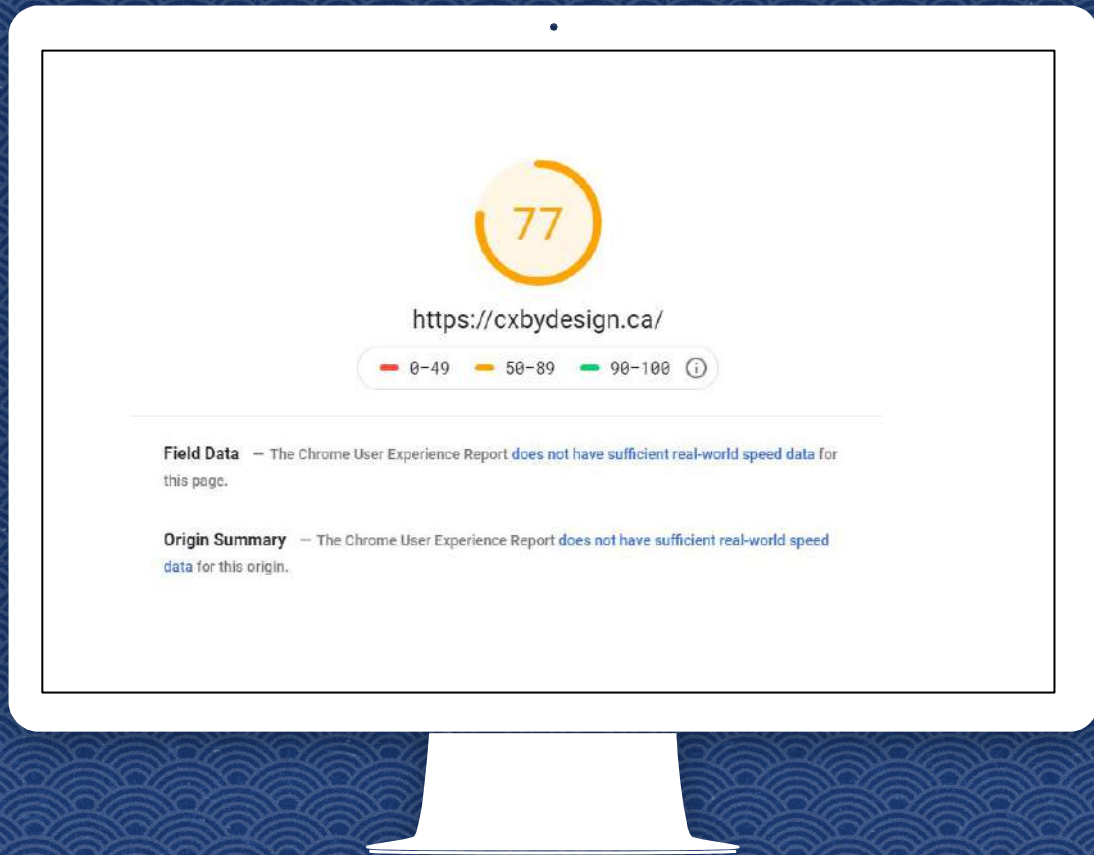
Improving the speed of the site should be a priority.

- ⦿ Website improvements
- ⦿ Hosting improvements



Mobile Version

The mobile loading speed has a 38% grade. This is not good.



Desktop Version

The desktop loading speed has a 77% grade. This is average and should be improved.

Domain age: less than 2 years

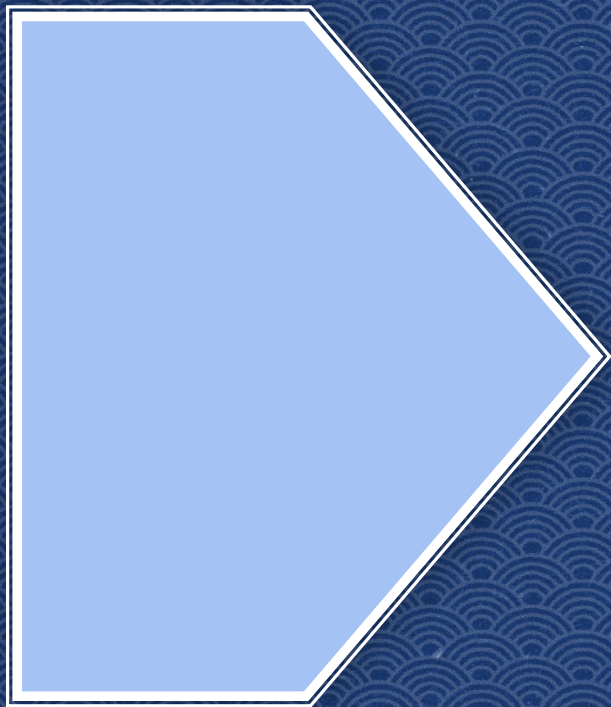
Hosting: Cloud GoogleDomains



Server Aspects

It does not seem like the servers are the reasons for the slow loading speed.

We would need to investigate more the website itself.



TO DO

Improve the speed by:

- ⦿ Eliminate render-blocking resources
- ⦿ Efficiently encode images
- ⦿ Remove unused CSS
- ⦿ Ensure text remains visible during webfont load
- ⦿ Serve static assets with an efficient cache policy
- ⦿ Optimize image size

<https://developers.google.com/speed/pagespeed/insights/?url=ciccc.ca&tab=mobile>

Some elements may be difficult to improve due to the theme in use.

Images and other files



Images and other media files are one of the main reasons of a webpage being slow.

Some of your images are really big and should be edited and replaced by smaller and lighter versions.

The images should also have user-friendly file names and be associated with unique Alternative Texts for the search engines to understand them.

8 images > 1MB

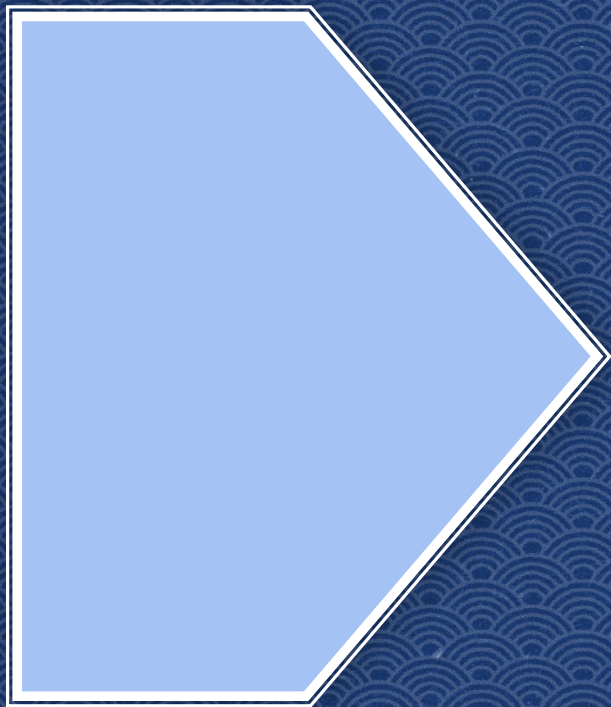
These are unnecessarily BIG!

22 Alt Text missing

Specify unique Alt Text on your images

Use better file names

Some seem alright, but most should be improved



TO DO

Resize your images

Rename your images

Reupload them to replace the current ones.

Insert Alt Text upon insertion.

3

Website Architecture

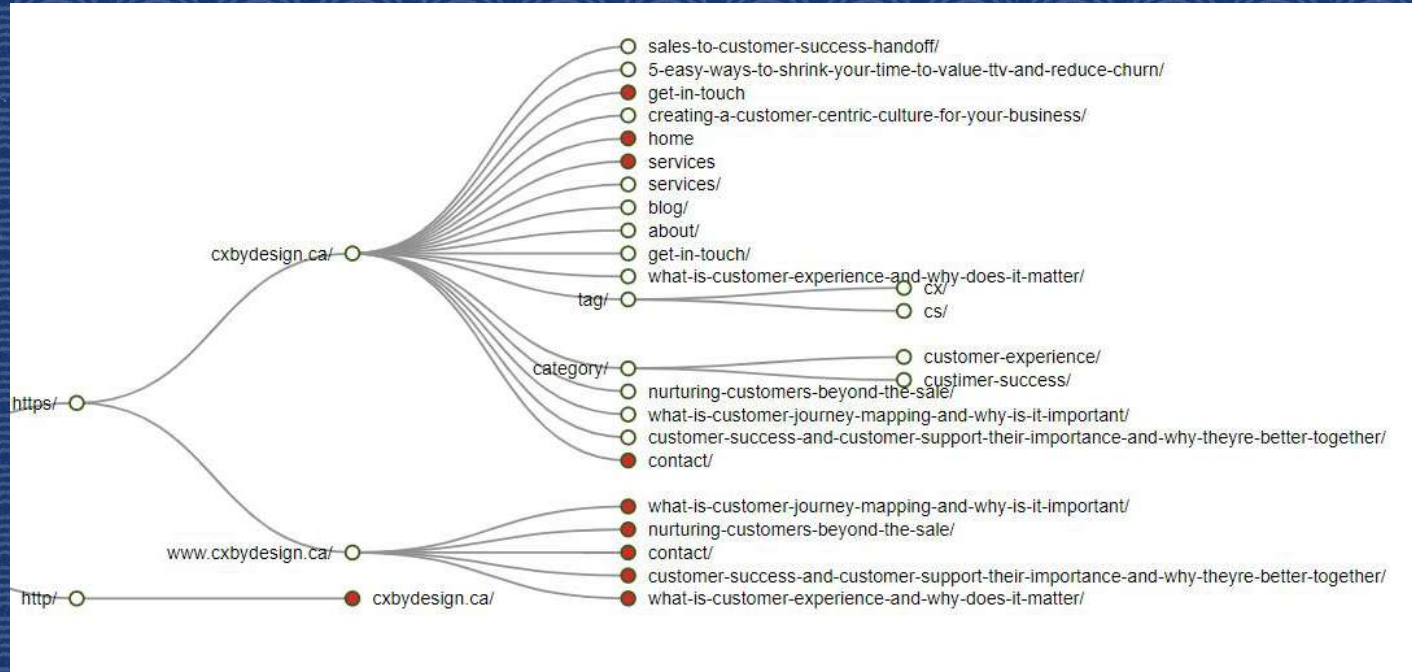
Why is it important?



The way your pages are organized is very important for users and search engines to understand your website better.

Having a proper hierarchy in place allows you to create areas on your website talking about specific topics.

The better organized your website is, the easier it becomes to understand it.



Website Architecture



The number of pages of your website does not really allow for clear hierarchy of your main pages.

The only area that could use some logical hierarchy at this time is the blog, but the structure is very flat.

Each post is a direct subpage of the home page.

This needs to be improved.



TO DO

Implement logical hierarchy for the blog

- © All blog post should be subpages of the `/blog/` page.
- © Since you are using categories, your posts could be organized like this: `/blog/category/post-title/`

Moreover, your website could use more content. Additional pages would contribute to a better organization and optimization.

4

On-Page Elements

Why is it important?



On-page elements define how the users and the search engines will understand the CONTENT of your pages. We will look at:

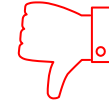
- ⦿ Titles and Descriptions
- ⦿ Content & Heading Structure
- ⦿ Internal Linking
- ⦿ Structured Data

Title Tags



Titles should be unique for each page. They should provide concise and keyword rich information about who you are and what you do.

They should be kept within a certain length, and customized to improve rankings and click-through-rates.



Title Tags

The titles are part of the first information displayed to the users in the search engines and an important ranking factor

Home - CX by DESIGN

<https://cxbydesign.ca/>

I'm Sam, a customer experience (CX) and customer success (CS) consultant, based in Toronto, Canada, with nearly two decades of experience.

What is Customer Experience (CX) - Interaction Design Foundation

<https://www.interaction-design.org/literature/topics/customer-experience>

Customer experience (CX) refers to a customer's experience with a company or brand, at all touchpoints. A touchpoint is any way by which a customer can ...

0 missing title

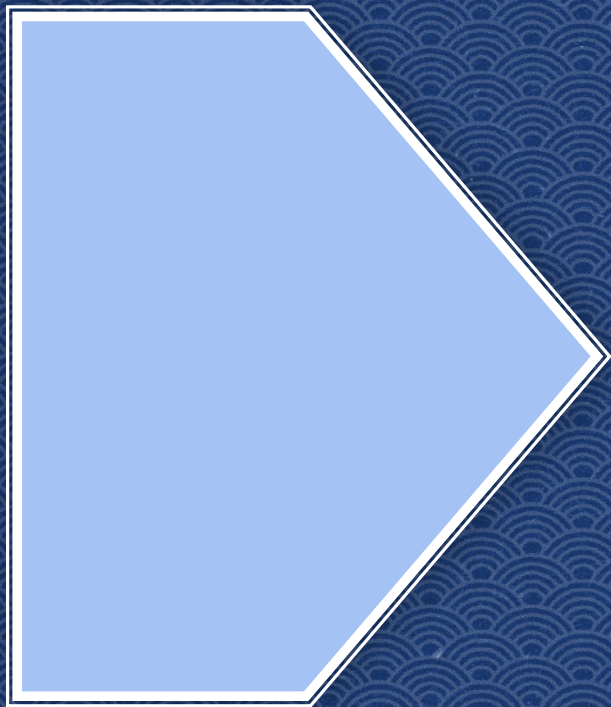
Which is great BUT...

0 customized title

You are using automated titles with Yoast SEO for WordPress

3 titles are too long

Keeping the titles within the character limit reads better in Google



TO DO

All titles should be re-written to include:

- ◎ Valuable keywords
- ◎ Proper length
- ◎ Maintain uniqueness

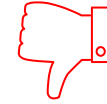
Note: Almost the same rules apply to the descriptions.

Meta Descriptions



Descriptions should be unique for each page. Just like the titles, they should provide concise and keyword rich information about who you are and what you do. Don't be afraid to try something different to attract visits!

They should be kept within a certain length, and customized to improve click-through-rates.



Meta Descriptions

The descriptions are also part of the first information displayed to the users in the search engines. They are important for the click-through-rate.

Home - CX by DESIGN

<https://cxbydesign.ca/>

I'm Sam, a customer experience (CX) and customer success (CS) consultant, based in Toronto, Canada, with nearly two decades of experience.

What is Customer Experience (CX) - Interaction Design Foundation

<https://www.interaction-design.org/literature/topics/customer-experience>

Customer experience (CX) refers to a customer's experience with a company or brand, at all touchpoints. A touchpoint is any way by which a customer can ...

16 missing descriptions

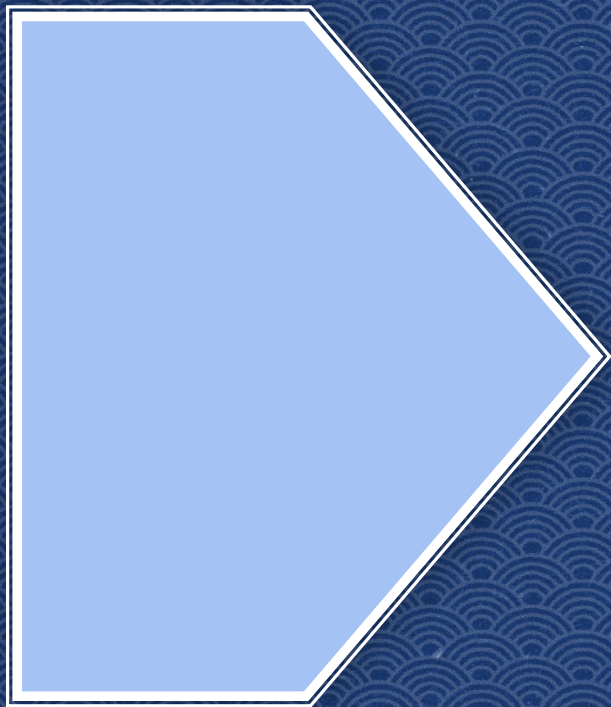
These should be written and customized

Maintain uniqueness

As the titles, descriptions should be unique

Control the length

As the titles, descriptions have an ideal length to respect.



TO DO

All descriptions should be written to include:

- ◎ **Valuable keywords**
- ◎ **Proper length**
- ◎ **Maintain uniqueness**
- ◎ **Stand-out from your competition**

Note: Almost the same rules apply to the titles.

Content & Heading Structure



The content of your pages should be unique on each pages. Avoiding internal and external duplication is key to differentiate yourself from the competition.

The content can be structured with Heading tags.

The H1 tag is the most important. There should be only one per page and unique.

H2 and H3 are used to highlight other important sections of the content.

Content & Heading Structure



Apart from the blog which contains long pieces of content, your main pages tend to lack text.

You have some opportunity to create more pages and go more in depth about the different services that you provide.

In regards to the heading structure, only 4 pages are using an H1 tag. Let's look at the homepage as an example.

1 H1 tag

On the homepage, this is GREAT.

9 H2 tags

This seems a bit too many as the text of your homepage is “only” 312 words

6 H3 tags

Again, based on the homepage content, it might be a bit too many

Content & Heading Structure



Your longest piece of content is

<https://cxbydesign.ca/5-easy-ways-to-shrink-your-time-to-value-ttv-and-reduce-churn/>

Let's see how the heading structure is here:

0 H1 tag

Not too good. This should be changed

1 H2 tags

This H2 tag should become the H1.

4 H2 tags

For 1400 words of the page. How does it look compared to the homepage?



TO DO

Revise your Heading structure

- ◎ Always include one unique H1 tag on each page
- ◎ Be mindful of the number of H2 and H3 tags

Find new content opportunity

- ◎ Add new content on your current pages that are lacking some
- ◎ Find new topics to write about in order to improve the number of pages.

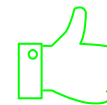
Content & Heading Structure



Because of the way websites are built, there can be occurrences of **internal** content duplication.

Duplicate content sends a bad signal to the search engines and will decrease your rankings if there is too much of it.

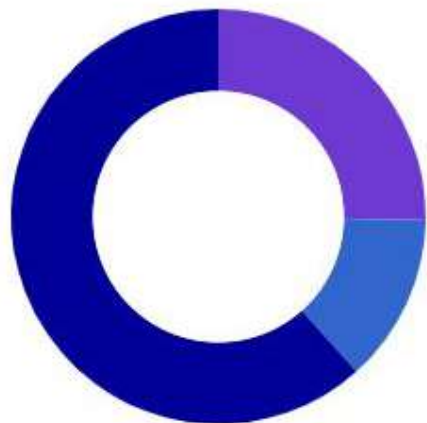
We have not found any external duplication occurrences.



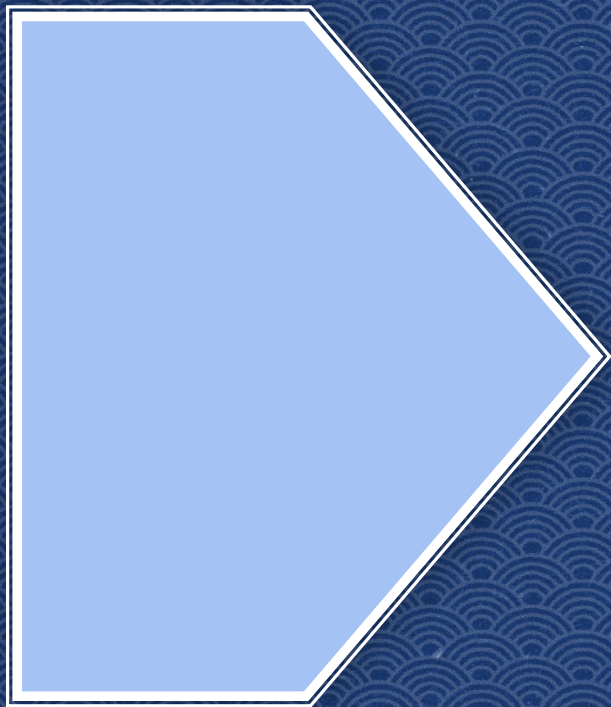
Internal Duplication

Because your website is rather small, the blog is generating 25% of content duplication.

All things considered, 61% of unique content is really good.



	Duplicate Content:	25%
	Common Content:	13%
	Unique Content:	61%



TO DO

Write unique excerpts to decrease the amount of duplicate content.

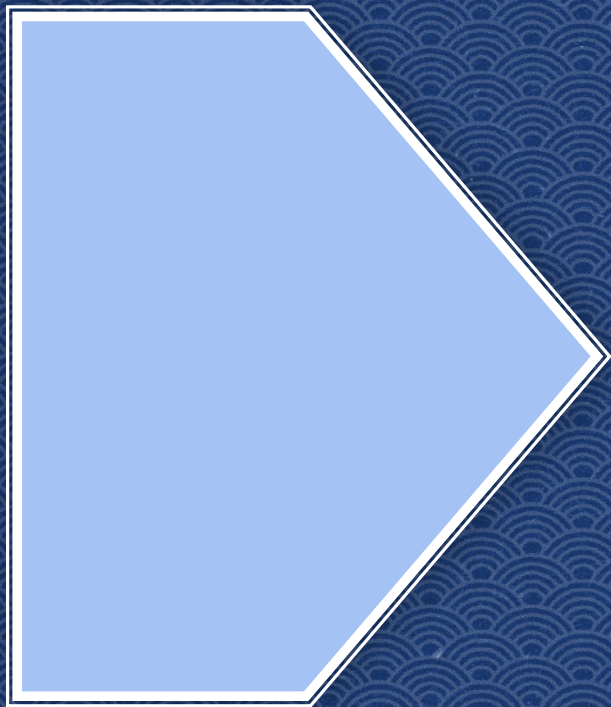
Keep adding new pages as it will contribute to lower the duplication amount.

Internal Linking

Linking your pages in other ways than using the navigation is very important for the usability of the website and its optimization.

Good internal linking can make a huge difference in rankings as well as conversions.

The internal linking on this website is not very well done and should be improved to give more relevancy to the important pages.



TO DO

Find internal link opportunities inside the pages content.

Prioritize internal linking on cornerstone content/pages.

Review internal linking periodically as new content get added to the site.

Structured Data



Structured Data is a programmatic way to highlight information for the search engines to use.

There is no other purpose for it.

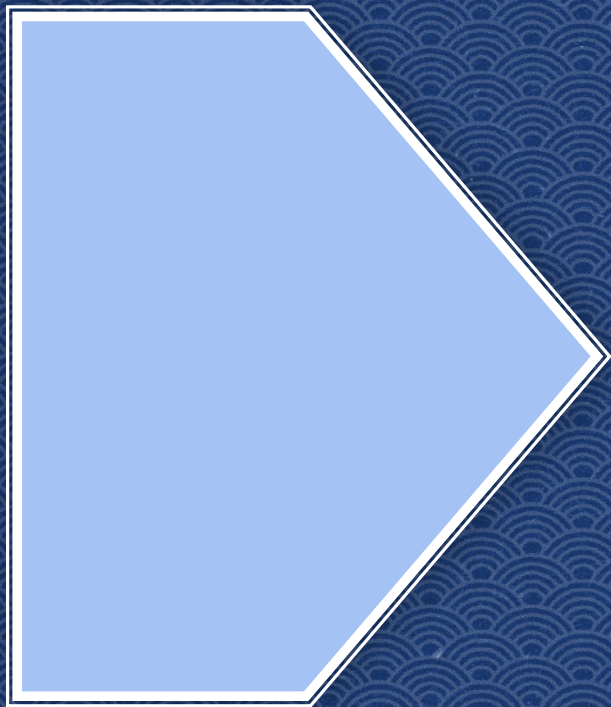
As search engines pick up your information, they are able to display it to your potential visitors, helping you getting more and better visits.

Structured Data



The current structured data used on the website is the default from your WordPress theme.

There is nothing wrong with it but there are several missing opportunities to provide the search engines with more information about your website, your services and enhance the search engines results to stand out from your competition.



TO DO

Implement new structured data such as:

- ◎ **Services**
- ◎ **Breadcrumbs**
- ◎ **Contact information**
- ◎ **...**

5

Summary & Strategy

Let's start with the first set of slides

Priority Items

Indexation &
sitemap.xml

See slides #13 and #15

Site Speed &
images

See slides #26 and #29

Website
architecture

See slide #34

Titles &
descriptions

See slides #40 and #44

Heading
structure

See slide #50

CONTENT!
CONTENT!

In SEO, Content is King.

What's next?

- ⦿ Content creation and long-term strategy
- ⦿ Local SEO Signals (location, contact information, Google My Business, citations...)
- ⦿ Look into Social Media opportunities
- ⦿ Look into Link Profile