Complete Website Manual Audit

DigiSpark (A name of trust)

Welcome to our complete Site Manual Audit, paired with a step-by-step action plan that covers everything. We've got every little detail covered, making sure we don't miss a thing that could affect your site's ranking and traffic. By using these strategies and audits, we're making sure we leave no stone unturned. Let's go through each point in simple terms, so you can see just how thorough and easy-to-understand our audit is that literally covers everything.

Note:

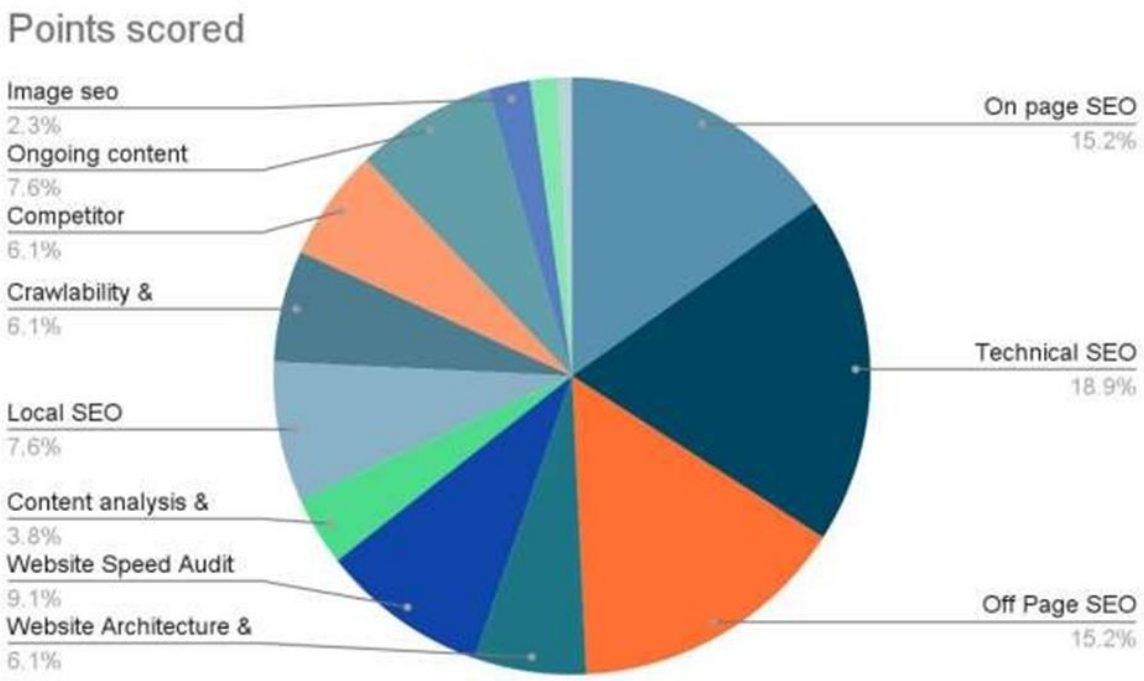
"We enhance each section with a brief explanation and a compelling call to action to help you grasp the details more effectively."

SEO Audit Covers

Manual Audit Cover each and everything of your site. Here are the checklists.

1. On Page SEO Audit
2. Technical SEO Audit
3. Off page seo audit
4. Website Architecture & Navigation.
5. Website Speed Audit
6. Content analysis & Audit
7. Local SEO
8. Crawlability & Indexability
9. Competitor benchmarking
10. Image seo
11. Ongoing content creation
12. International SEO

13. General Problems



1: On Page SEO Audit

Here We will cover all the On page SEO issues of your site. Remember On page seo has 50% Weightage In the ranking.

On page SEO Checklists that I will cover In the Service.

1. Keyword Research + LSI Keywords + Related K.W's
2. Installation and Configuration of Yoast Premium
3. Optimize content with the keywords
4. Optimize Metadata
5. Title Optimization & Meta description Optimization
6. Slug Optimization and URL Optimization
7. Internal Linking & Anchors Text
8. Add the external Links

9. Image Optimization

10. Caption & Alt Tags Optimization

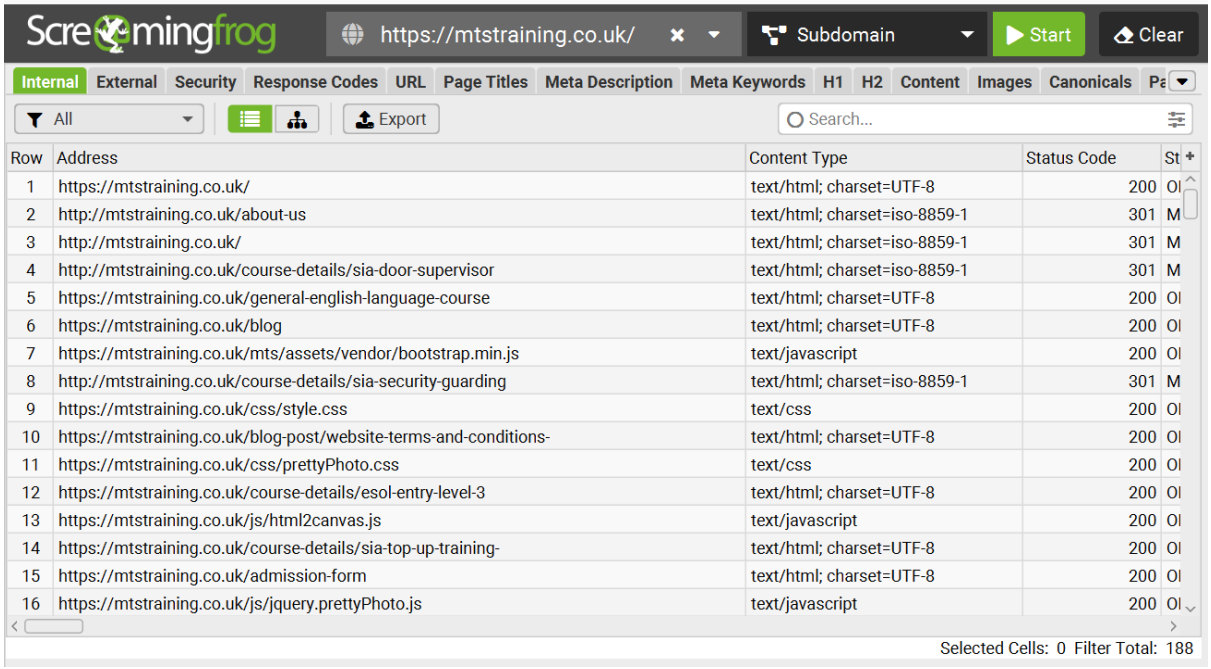
11. Cannibalization Fixing

12. <H1> to <H6> Optimization

13. SERPs Preview Implementation

14. SEO Score must be 90+ On Uber (On page SEO Audit Tool)

Total Live URL



You Have a Total **188** Live URL on Search Engines.

Source : Screaming Frog.

2: Technical SEO Audit

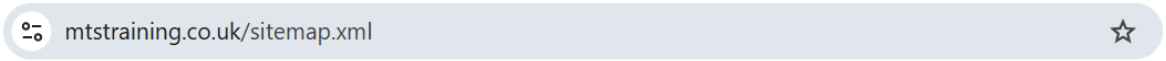
Addressing the technical SEO challenges on your site is crucial for overcoming obstacles to your ranking and traffic. When technical errors persist, it hinders Google's ability to efficiently crawl and make your site readily available to users. Prioritising the resolution of these issues is essential to ensure optimal performance. Let's tackle these technical SEO issues promptly to enhance your site's accessibility and boost its visibility for users.

Sitemap.xml Issues

Sitemap is just like a roadmap to your site so google can crawl all of your pages, if we set it up correctly that means there are no chances for google to crawl the page. If we have an issue with the sitemap we need to solve this asap.

Current Sitemap

https://mtstraining.co.uk/sitemap.xml



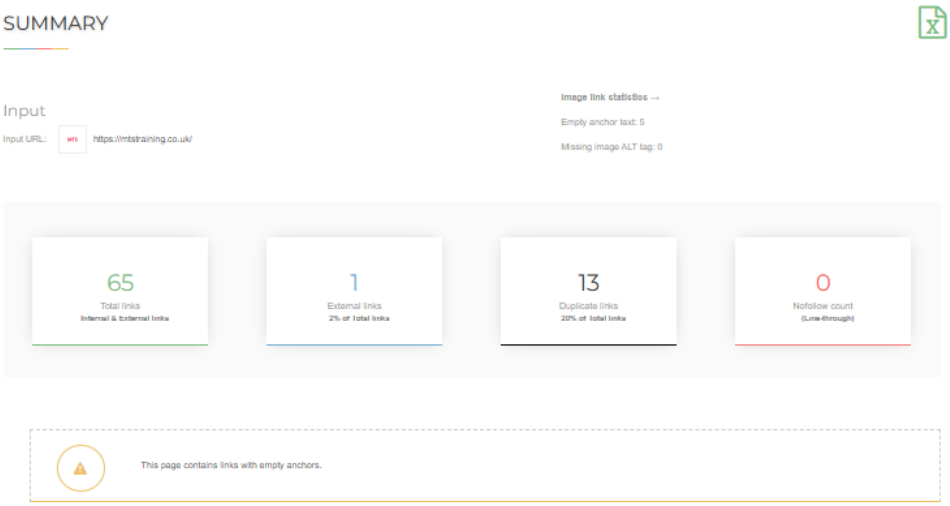
Call To action:

Your sitemap page does not exist , the priority of the urls are not set, we need to fix these issues for better ranking and traffic.

Internal Links Issues

Internal links help users and search engines better find pages within your site. They can help to increase rankings to other pages within your site. Good Internal Links Structure means better ranking on google and other search engines.

Current Internal links:



Source : https://www.seoreviewtools.com/internal-link-analyzer/

Call To action:

There are only 65 internal links .We need to add more internal links.They should be high priority pages with proper anchor text.

External Links Issues

External links are used to indicate that a page is credible to search engines. To make it clear, Google follows the content that's linked.It Helps to increase the credibility, more users, more ranking on search engines

Your Current External links:

SOURCE : Website Link Analyzer - Link checker for websites (smallseotools.com)

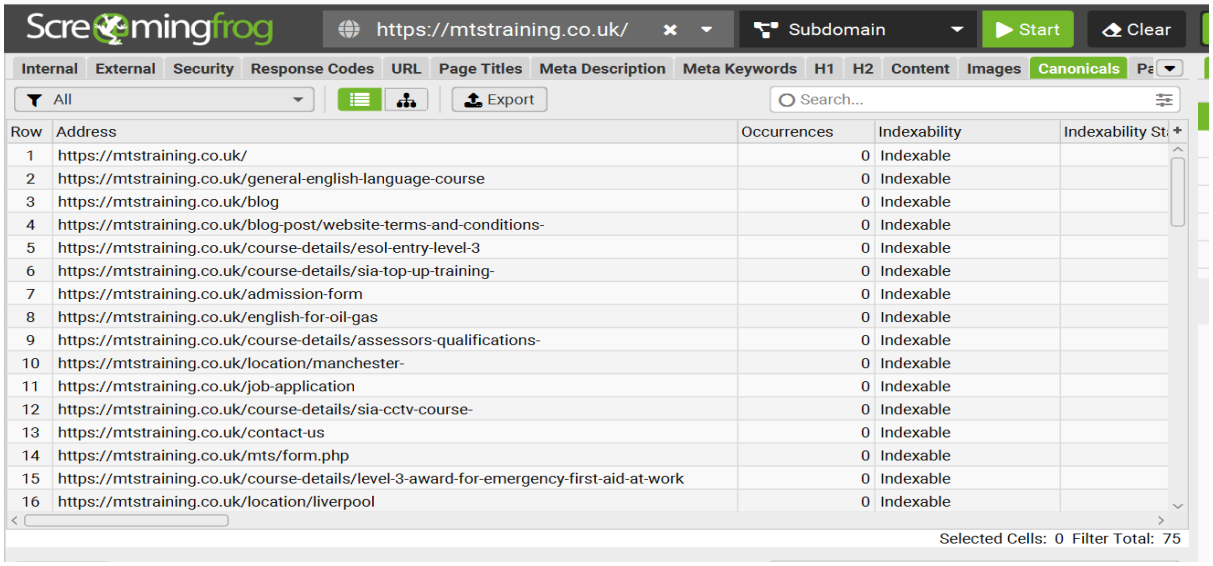
Call To action:

You have 1 external link. We need to add external links. It's an important ranking factor. Also there should be the same formula like internal links we need to have 5+ External links, with proper canonical tags, from high authority sites, and relevant.

Canonical Tags Issues

By Not using the Canonical tags you can even get penalised by google and other search engines. If you have duplicate content.

Issue with your canonical Tags



Row	Address	Occurrences	Indexability	Indexability St
1	https://mtstraining.co.uk/	0	Indexable	
2	https://mtstraining.co.uk/general-english-language-course	0	Indexable	
3	https://mtstraining.co.uk/blog	0	Indexable	
4	https://mtstraining.co.uk/blog-post/website-terms-and-conditions-	0	Indexable	
5	https://mtstraining.co.uk/course-details/esol-entry-level-3	0	Indexable	
6	https://mtstraining.co.uk/course-details/sia-top-up-training-	0	Indexable	
7	https://mtstraining.co.uk/admission-form	0	Indexable	
8	https://mtstraining.co.uk/english-for-oil-gas	0	Indexable	
9	https://mtstraining.co.uk/course-details/assessors-qualifications-	0	Indexable	
10	https://mtstraining.co.uk/location/manchester-	0	Indexable	
11	https://mtstraining.co.uk/job-application	0	Indexable	
12	https://mtstraining.co.uk/course-details/sia-cctv-course-	0	Indexable	
13	https://mtstraining.co.uk/contact-us	0	Indexable	
14	https://mtstraining.co.uk/mts/form.php	0	Indexable	
15	https://mtstraining.co.uk/course-details/level-3-award-for-emergency-first-aid-at-work	0	Indexable	
16	https://mtstraining.co.uk/location/liverpool	0	Indexable	

Selected Cells: 0 Filter Total: 75

Call To action:

We need to use the canonical tags, if the site has similar content otherwise it can cause huge issues for the site.

404 Dead Pages & Other Links Issues

Dead pages can cause huge problems for your site ranking and traffic

	A	B	C	D	E
1	Address	Conten	Status (	Status	Indexability
94	https://mtstraining.co.uk/contact-us.html	text/html;	404	Not Founc	Non-Indexable
105	https://mtstraining.co.uk/blog.html	text/html;	404	Not Founc	Non-Indexable
108	https://mtstraining.co.uk/extra-images/course-fea-03.jpg	text/html;	404	Not Founc	Non-Indexable
109	https://mtstraining.co.uk/extra-images/course-fea-01.jpg	text/html;	404	Not Founc	Non-Indexable
110	https://mtstraining.co.uk/extra-images/course-fea-02.jpg	text/html;	404	Not Founc	Non-Indexable
111	https://mtstraining.co.uk/extra-images/course-detail.jpg	text/html;	404	Not Founc	Non-Indexable
116	https://mtstraining.co.uk/public/blog.html	text/html;	404	Not Founc	Non-Indexable
117	https://mtstraining.co.uk/public/contact-us.html	text/html;	404	Not Founc	Non-Indexable
148	https://mtstraining.co.uk/public/extra-images/course-fea-01.jpg	text/html;	404	Not Founc	Non-Indexable
151	https://mtstraining.co.uk/public/extra-images/course-detail.jpg	text/html;	404	Not Founc	Non-Indexable
152	https://mtstraining.co.uk/public/extra-images/course-fea-02.jpg	text/html;	404	Not Founc	Non-Indexable
181	https://mtstraining.co.uk/public/extra-images/course-fea-03.jpg	text/html;	404	Not Founc	Non-Indexable
183	https://www.mtstraining.co.uk/public/contact-us.html	text/html;	404	Not Founc	Non-Indexable
184	https://www.mtstraining.co.uk/public/extra-images/course-fea-(	text/html;	404	Not Founc	Non-Indexable
185	https://www.mtstraining.co.uk/public/extra-images/course-deta	text/html;	404	Not Founc	Non-Indexable
186	https://www.mtstraining.co.uk/public/extra-images/course-fea-(	text/html;	404	Not Founc	Non-Indexable
187	https://www.mtstraining.co.uk/public/extra-images/course-fea-(	text/html;	404	Not Founc	Non-Indexable
189	https://www.mtstraining.co.uk/public/blog.html	text/html;	404	Not Founc	Non-Indexable

Call To action:

You have 404 Pages Which need to Resolve..

301 & 302 Check

It is important to check the 301 and 302 redirection on the sites. By having these redirections without intent our website cannot be crawled and indexed by search engines. Means we don't have any traffic and ranking.

301 Pages Checker.

	A	B	C	D	E	F	G
1	Address	Conten	Status (	Status	Indexability	Indexal	Title 1
3	http://mtstraining.co.uk/about-us	text/html;	301	Moved Pe	Non-Indexable	Redirected	
4	http://mtstraining.co.uk/	text/html;	301	Moved Pe	Non-Indexable	Redirected	
5	http://mtstraining.co.uk/course-details/sia-door-supervisor	text/html;	301	Moved Pe	Non-Indexable	Redirected	
9	http://mtstraining.co.uk/course-details/sia-security-guarding	text/html;	301	Moved Pe	Non-Indexable	Redirected	
22	http://mtstraining.co.uk/faq	text/html;	301	Moved Pe	Non-Indexable	Redirected	
39	http://mtstraining.co.uk/course-details/sia-cctv-course-	text/html;	301	Moved Pe	Non-Indexable	Redirected	
40	http://mtstraining.co.uk/course-details/level-3-award-in-educatic	text/html;	301	Moved Pe	Non-Indexable	Redirected	
41	http://mtstraining.co.uk/course-details/assessors-qualifications-	text/html;	301	Moved Pe	Non-Indexable	Redirected	
43	http://mtstraining.co.uk/course-details/assessors-qualifications	text/html;	301	Moved Pe	Non-Indexable	Redirected	
45	http://mtstraining.co.uk/blog	text/html;	301	Moved Pe	Non-Indexable	Redirected	
46	http://mtstraining.co.uk/course-details/level-2-awards-in-food-s	text/html;	301	Moved Pe	Non-Indexable	Redirected	
47	http://mtstraining.co.uk/course-details/sia-door-supervisor-	text/html;	301	Moved Pe	Non-Indexable	Redirected	
49	http://mtstraining.co.uk/course-details/esol-entry-level-3	text/html;	301	Moved Pe	Non-Indexable	Redirected	
54	http://mtstraining.co.uk/contact-us	text/html;	301	Moved Pe	Non-Indexable	Redirected	
59	http://mtstraining.co.uk/course-details/sia-cctv-course	text/html;	301	Moved Pe	Non-Indexable	Redirected	
62	http://mtstraining.co.uk/course-details/level-3-award-for-emerg	text/html;	301	Moved Pe	Non-Indexable	Redirected	
63	http://mtstraining.co.uk/course-details/level-3-award-in-educatic	text/html;	301	Moved Pe	Non-Indexable	Redirected	
64	http://mtstraining.co.uk/course-details/sia-top-up-training-	text/html;	301	Moved Pe	Non-Indexable	Redirected	
65	http://mtstraining.co.uk/course-details/level-2-taxi-course	text/html;	301	Moved Pe	Non-Indexable	Redirected	
72	http://mtstraining.co.uk/taxi-course	text/html;	301	Moved Pe	Non-Indexable	Redirected	

Call To action:

You have 301 Pages which need to be resolved.

302 Pages.Checker.

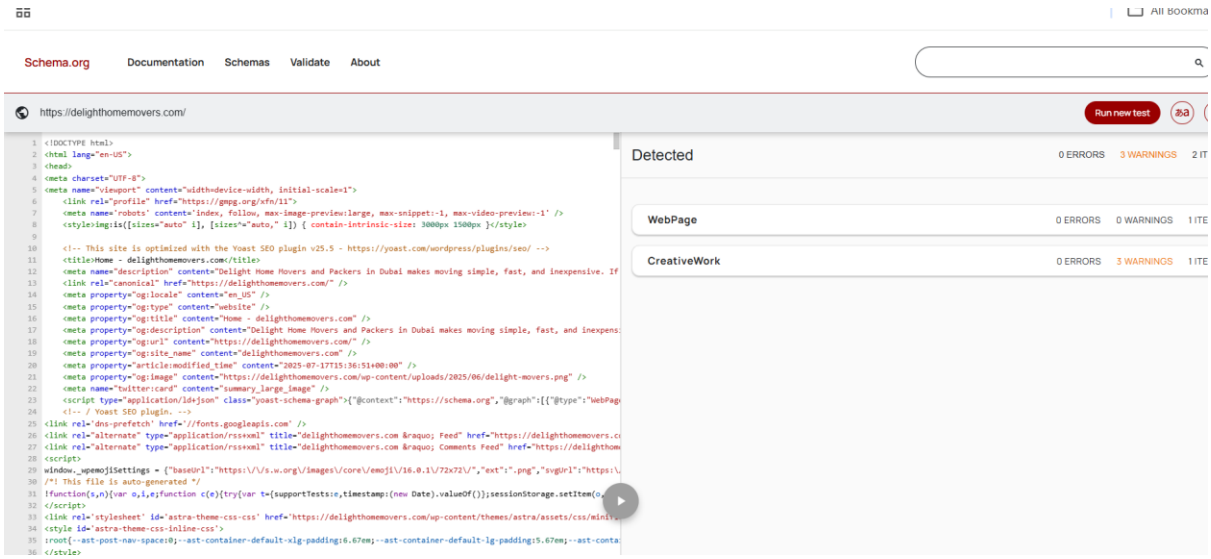
Call To action:

You don't have 302 Pages which need to be resolved.

Structure Data & Schema Markup Issues

Structure data can help to be found in google rich results and google knowledge panel, on the top of google. If that is set properly there are more chances for us to rank in the top position.

Schema Markup



Call To action:

Your structure data has some issues and your website doesn't have schema markup. We need to apply proper schema markup on the site according to the site niches for getting rich results.

Robots.txt & Robots Meta tags Issues

If the robots.txt file is incorrect they can lead to 0 traffic. Or can block any pages. It's important to check the robots.txt file

Your Current Robots.txt File

https://mtstraining.co.uk/robots.txt

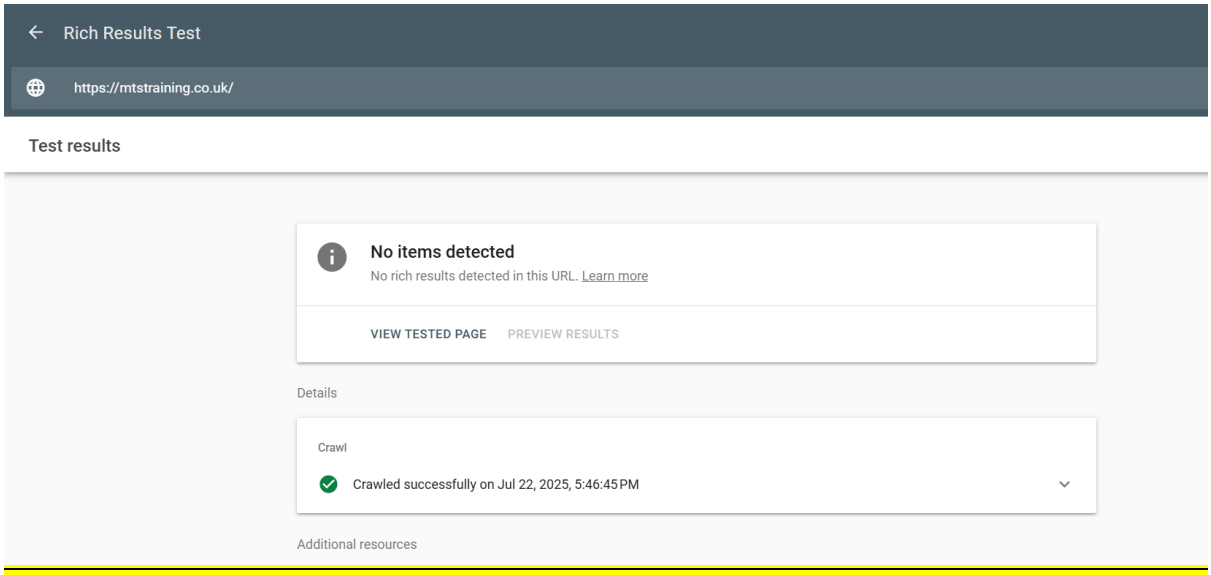
Call To action:

Your Robots.txt page does not exist .If you want to block any pages of your site then we will use the robots.txt. Currently Your Website has an issue with the robots.txt file.

Breadcrumb & Rich Snippet Test Issues

Rich snippets help to increase the CTR by showing the additional Informations, More CTR Means More Ranking and Traffic. Here Is your Rich snippet Results:

Your Current Results:



Source:

https://search.google.com/test/rich-results/result?id=He69DsDvFlJd52dwkXa6sQ

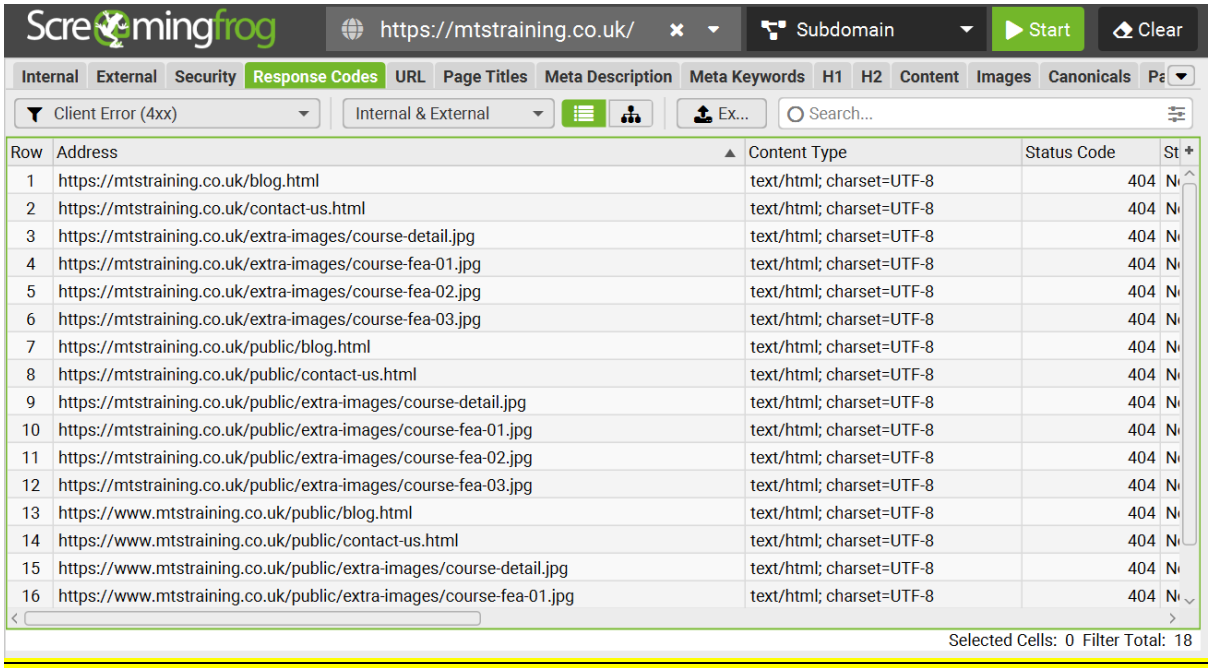
Call To action:

There are rich snippet issues.

Broken Pages & Server Errors Issues

When a search engine crawls your website, it follows each link to see where it leads. If it comes across a broken link, it will flag it as an error. This not only makes it more difficult for the search engine to index your website properly but also hurts your website's ranking

Here are all the Broken Pages of Your site:



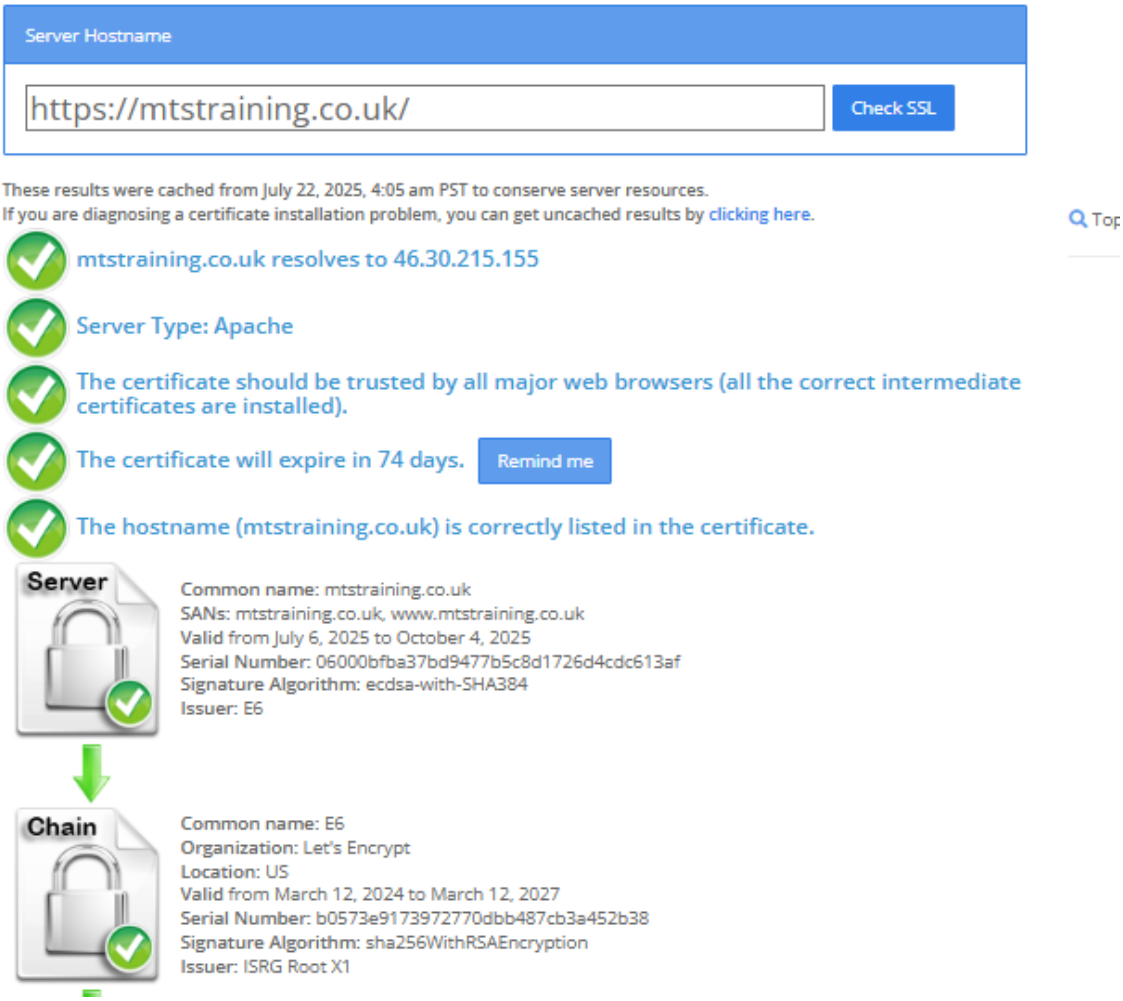
Row	Address	Content Type	Status Code
1	https://mtstraining.co.uk/blog.html	text/html; charset=UTF-8	404
2	https://mtstraining.co.uk/contact-us.html	text/html; charset=UTF-8	404
3	https://mtstraining.co.uk/extra-images/course-detail.jpg	text/html; charset=UTF-8	404
4	https://mtstraining.co.uk/extra-images/course-fea-01.jpg	text/html; charset=UTF-8	404
5	https://mtstraining.co.uk/extra-images/course-fea-02.jpg	text/html; charset=UTF-8	404
6	https://mtstraining.co.uk/extra-images/course-fea-03.jpg	text/html; charset=UTF-8	404
7	https://mtstraining.co.uk/public/blog.html	text/html; charset=UTF-8	404
8	https://mtstraining.co.uk/public/contact-us.html	text/html; charset=UTF-8	404
9	https://mtstraining.co.uk/public/extra-images/course-detail.jpg	text/html; charset=UTF-8	404
10	https://mtstraining.co.uk/public/extra-images/course-fea-01.jpg	text/html; charset=UTF-8	404
11	https://mtstraining.co.uk/public/extra-images/course-fea-02.jpg	text/html; charset=UTF-8	404
12	https://mtstraining.co.uk/public/extra-images/course-fea-03.jpg	text/html; charset=UTF-8	404
13	https://www.mtstraining.co.uk/public/blog.html	text/html; charset=UTF-8	404
14	https://www.mtstraining.co.uk/public/contact-us.html	text/html; charset=UTF-8	404
15	https://www.mtstraining.co.uk/public/extra-images/course-detail.jpg	text/html; charset=UTF-8	404
16	https://www.mtstraining.co.uk/public/extra-images/course-fea-01.jpg	text/html; charset=UTF-8	404

Broken Links Issues

Broken links can destroy your conversion rates. Broken links indirectly harm SEO by affecting bounce rate, time on site, and how you pass link juice. Broken links may also directly harm SEO rankings by sending signals that your website is old and outdated

HTTPs Checker Issues

HTTPS uses the SSL/TLS protocol to encrypt communications so that attackers can't steal data. Search engines prefer to have HTTPs not HTTP. Because they want to secure the users and if you don't have an HTTPs version you might see a huge decline in your ranking and traffic.



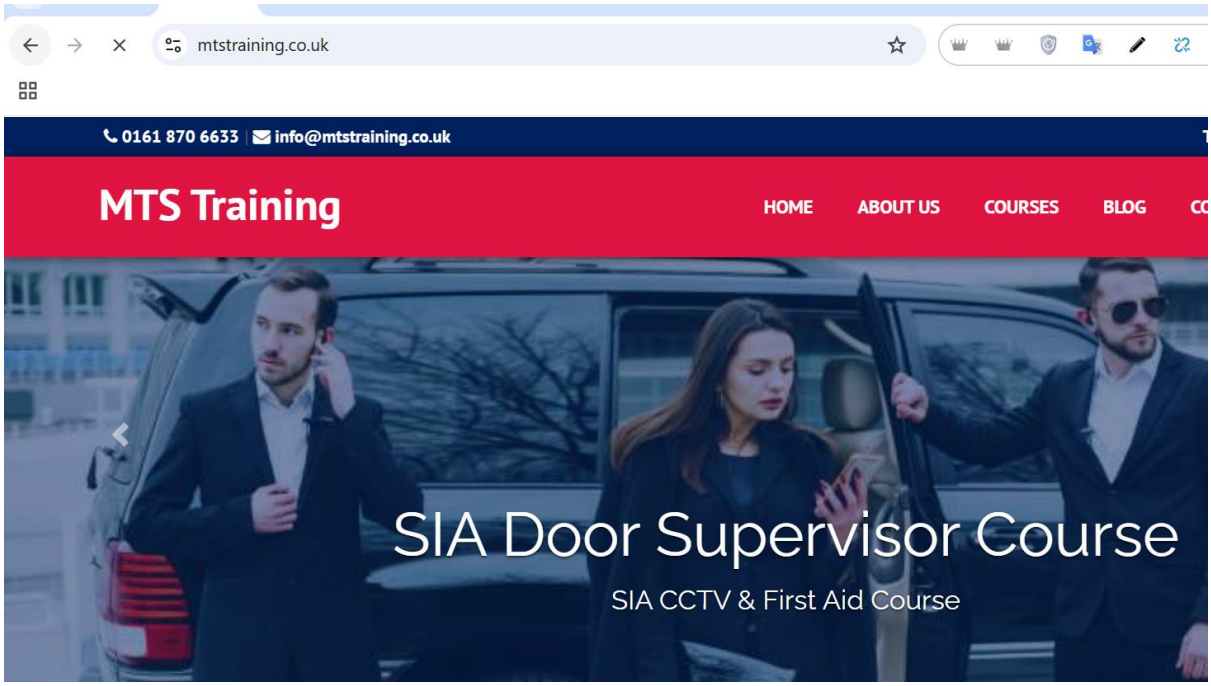
Source https://www.sslshopper.com/ssl-checker.html#hostname=https://mtstraining.co.uk/

Call To action:

Your website is Secure with ssl.

Checking For Duplicate Version of site

If your site is open with multiple versions that can lead you to google penalty and google can penalise your site. It's most important to check your site's duplicate version. Google considers each url a unique URl.

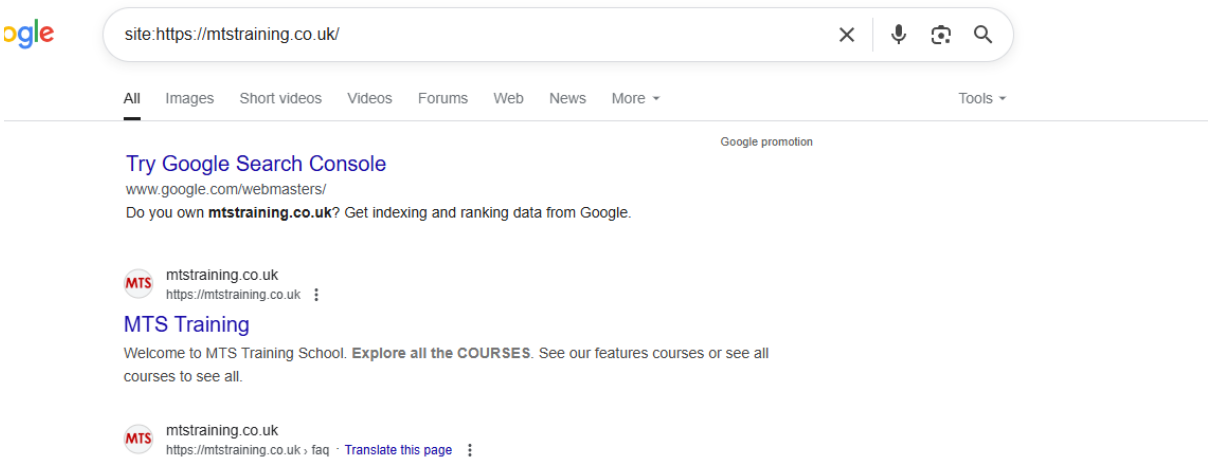


Call To action:

Your website has only one version that is good. If your site has two versions then fix them.

Google Analytics & GSC & Site Submission

Google Search Console:



Google analytics. Your Website has the latest GA4 version of google analytics.

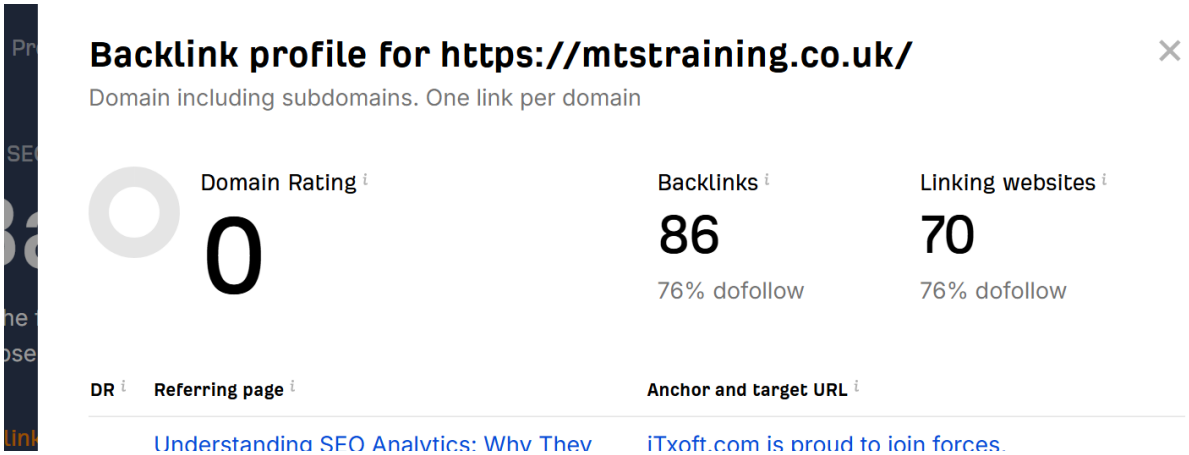
Call To action:

Your website is using the latest version of google analytics and also submitted on the search console. And also it's submitted on google.

3: Off Page SEO:

Off Page seo Or link building plays an important role to get the organic traffic and ranking, if your website has good off page seo that means, your website has good authority and you can expect good organic traffic and ranking on google and other search engines.

Backlinks Analysis By Ahref



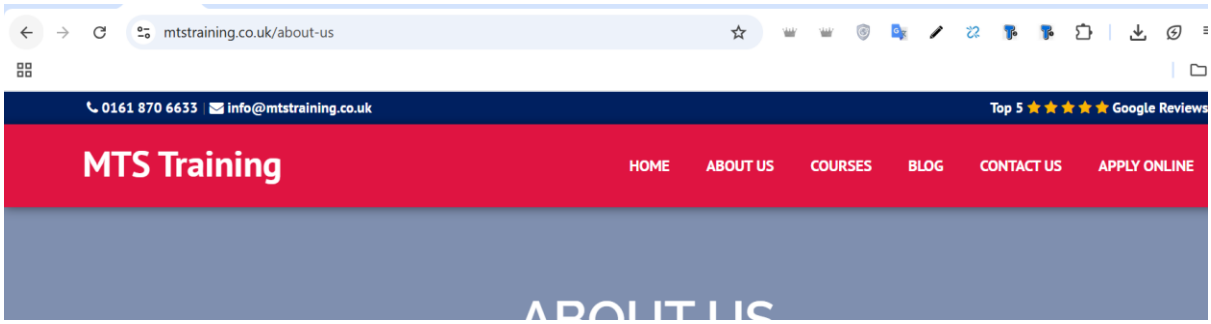
4: Website Architecture & Navigational.

Assessing the structure of a website, including its hierarchy, navigational, internal linking, ensuring that search engines can easily crawl all the website.

Importance of Site Structure.

- It helps the search engines to find and index all the pages on a website. A good site architecture should link all of the pages together so google can crawl them.
- It tells Google which pages are important, and also sets the priority. A page closer to the home page has more importance.

Deep Vs Flat Site Architecture.



Call To Action: Your Website is using Flat Architecture, that is great.

5: Website Speed & Core Web Vitals

Speed is directly ranking factors and google launched the two updates for the speed In 2021 and 2022 that makes the speed a google ranking factor just like HTTPs. If the site has good speed google and other search engines will promote the site and if it doesn't have good speed it won't and google openly says this

Website Speed Test

Report from Jul 22, 2025, 6:04:12 PM

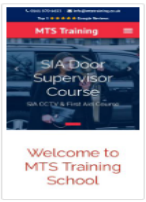
https://mtstraining.co.uk/ Analyze

Mobile Desktop

Discover what your real users are experiencing No Data

Diagnose performance issues

Performance	Accessibility	Best Practices	SEO
55	79	79	91



55

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

▲ 0–49 ■ 50–89 ● 90–100

METRICS Expand view

▲ First Contentful Paint 17.2 s	▲ Largest Contentful Paint 17.2 s
● Total Blocking Time 10 ms	● Cumulative Layout Shift 0.001
▲ Speed Index	

Report from Jul 22, 2025, 6:04:12 PM

https://mtstraining.co.uk/ Analyze

Mobile Desktop

Discover what your real users are experiencing No Data

Diagnose performance issues

Performance	Accessibility	Best Practices	SEO
65	79	81	91

65

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

▲ 0–49 ■ 50–89 ● 90–100

METRICS Expand view

▲ First Contentful Paint 3.0 s	▲ Largest Contentful Paint 3.0 s
● Total Blocking Time 0 ms	● Cumulative Layout Shift 0.003
▲ Speed Index 4.0 s	

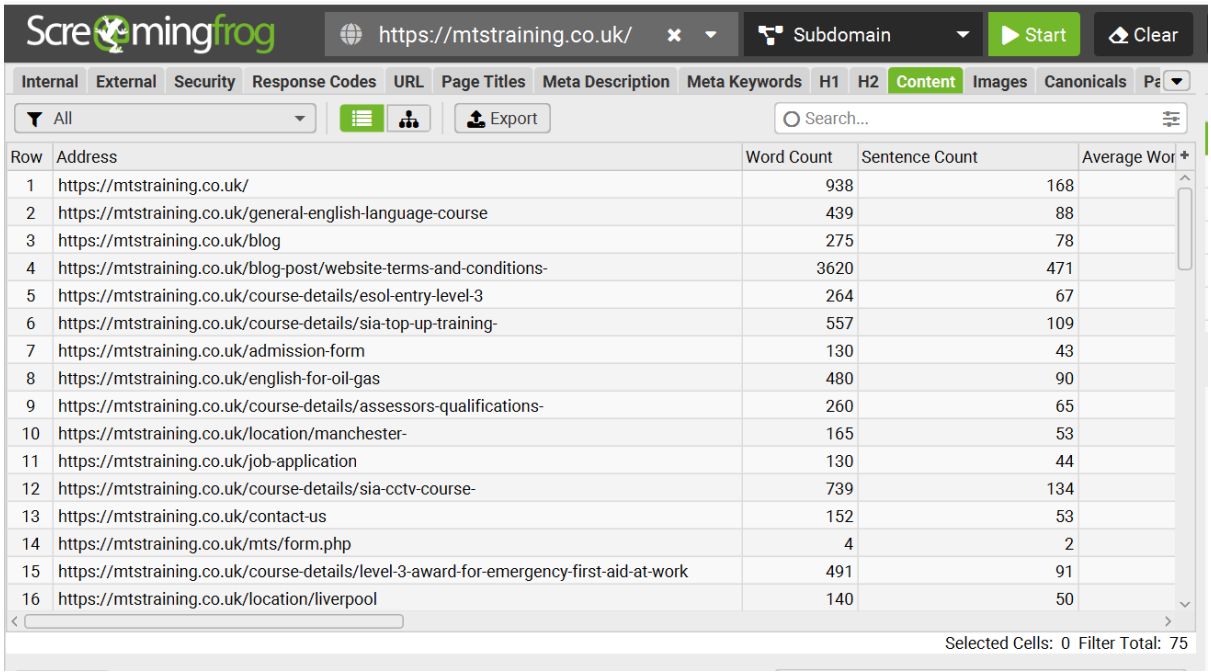
Call To action:

Your website speed is not good .Speed is a most important ranking factor that google considers.We need to improve your website speed for better ranking .

6: Content Analysis & Manual Action

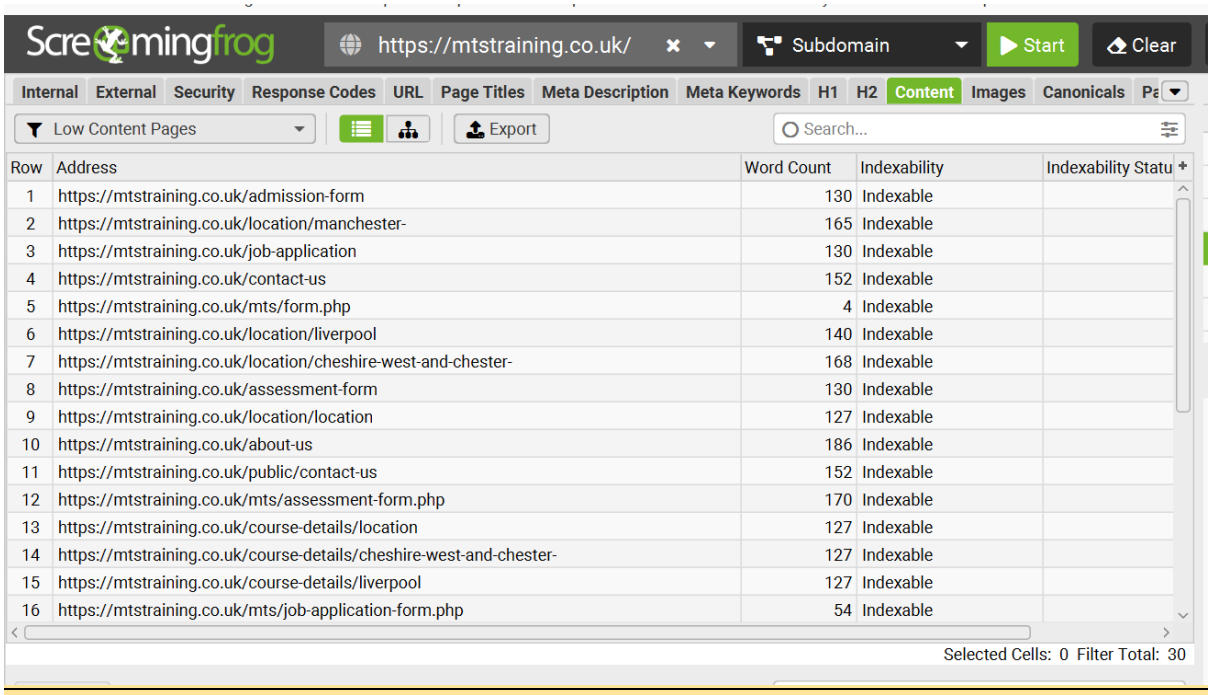
Content Is king and it's the thing that google crawl and rank the site so you can judge the importance of content we do all seo on the content to get the top positions.

Issues with your content



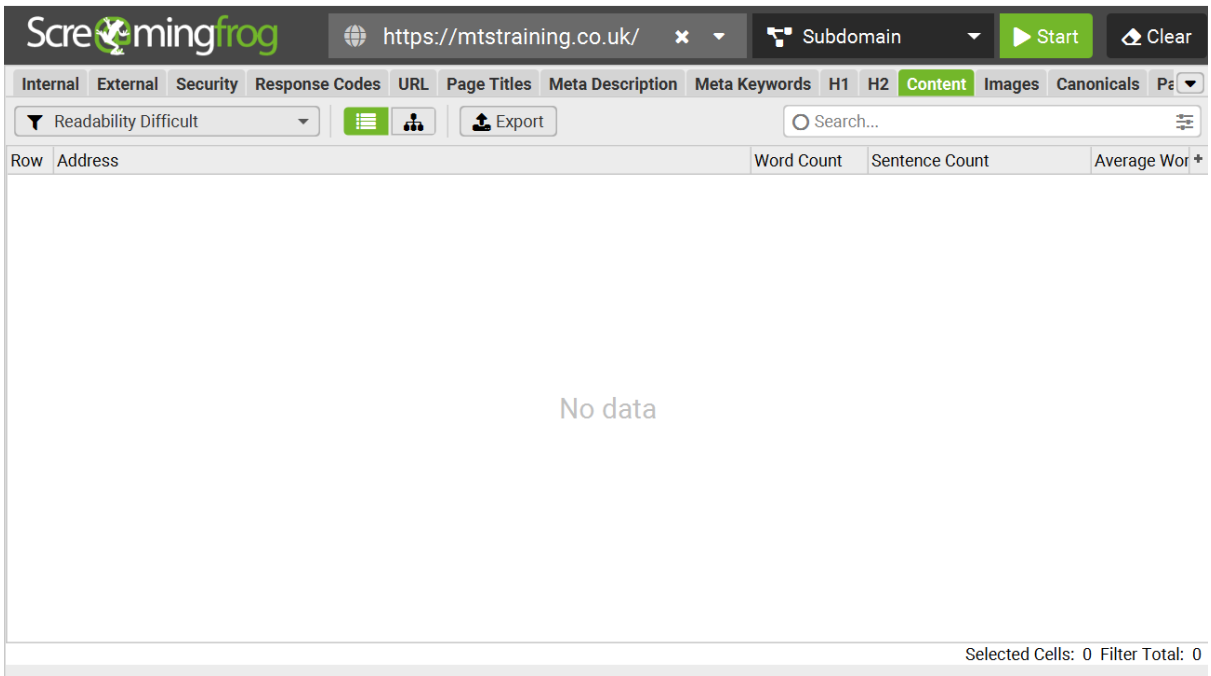
Row	Address	Word Count	Sentence Count	Average Wor
1	https://mtstraining.co.uk/	938	168	
2	https://mtstraining.co.uk/general-english-language-course	439	88	
3	https://mtstraining.co.uk/blog	275	78	
4	https://mtstraining.co.uk/blog-post/website-terms-and-conditions-	3620	471	
5	https://mtstraining.co.uk/course-details/esol-entry-level-3	264	67	
6	https://mtstraining.co.uk/course-details/sia-top-up-training-	557	109	
7	https://mtstraining.co.uk/admission-form	130	43	
8	https://mtstraining.co.uk/english-for-oil-gas	480	90	
9	https://mtstraining.co.uk/course-details/assessors-qualifications-	260	65	
10	https://mtstraining.co.uk/location/manchester-	165	53	
11	https://mtstraining.co.uk/job-application	130	44	
12	https://mtstraining.co.uk/course-details/sia-cctv-course-	739	134	
13	https://mtstraining.co.uk/contact-us	152	53	
14	https://mtstraining.co.uk/mts/form.php	4	2	
15	https://mtstraining.co.uk/course-details/level-3-award-for-emergency-first-aid-at-work	491	91	
16	https://mtstraining.co.uk/location/liverpool	140	50	

Pages with Low content



Call To action: There are 30 pages with low content issues

Pages with Readability Issue



Call To action:

There are 2 pages with a readability issue.

7. Ongoing Content Creation

1. Content Creation.

We need to publish more content on the website, we atleast need to publish 1 blog or 1 page on a daily basis by following consistency, because if we have more content that means we have more chances for Google to crawl the website and rank it. That is the #1 Strategy to rank a new site.

2. Targeting More Keywords

I will research and will target more keywords. If you choose me for this project, By targeting the more keywords we can actually get more traffic and ranking. That is the best for ranking new sites or maintaining the ranking of already ranked sites.

3. Blog Marketing

We will use the inbound marketing technique here in the blog marketing and will publish the blog on a daily basis to get the more chances of being crawled and indexed by google ultimately More ranking and traffic. In the blog marketing we will follow the inbound marketing technique first we will guide the customer and get the attention on the website.

4. E-E-A-T Google Guidelines

When We start the content marketing on your site as its necessary to have the content on the site for getting more ranking and traffic, then we will follow the google Expertise, Experience, Authority and Trustworthy guidelines and will make the clusters of content

5. Usage Of Internal Links With More content.

With a proper plan of the content we can utilize it for the internal linking purpose, that will make it easier to rank the main pages or money making pages.

8: Local SEO (For Your Local Business)

Call To Action:

If your business has the local setup for the local nearby people, It's recommended you to focus on the local seo as well. It's the essential part of ranking and gaining profit because if you have the local customer and your

competitors have then you will lose the customers. So make sure to not miss any single opportunity.

1: Google My Business Optimization

(If you already have the GMB account then we will optimize it)

2: Local Listing

(We will list your business in your area so when people search for the keywords like near me, close to me etc...You will be on their top.)

3: Local Backlinks

(We need to target the Backlinks with the local approach)

9. Crawlability & Indexability Issues

Pages That are Indexed.

	A	B	C	D	E	F
1	Address	Conten	Status C	Status	Indexability	Indexa
2	https://mtstraining.co.uk/	text/html;	200	OK	Indexable	
6	https://mtstraining.co.uk/general-english-language-course	text/html;	200	OK	Indexable	
7	https://mtstraining.co.uk/blog	text/html;	200	OK	Indexable	
8	https://mtstraining.co.uk/mts/assets/vendor/bootstrap.min.js	text/javas	200	OK	Indexable	
10	https://mtstraining.co.uk/css/style.css	text/css	200	OK	Indexable	
11	https://mtstraining.co.uk/blog-post/website-terms-and-conditior	text/html;	200	OK	Indexable	
12	https://mtstraining.co.uk/css/prettyPhoto.css	text/css	200	OK	Indexable	
13	https://mtstraining.co.uk/course-details/esol-entry-level-3	text/html;	200	OK	Indexable	
14	https://mtstraining.co.uk/js/html2canvas.js	text/javas	200	OK	Indexable	
15	https://mtstraining.co.uk/course-details/sia-top-up-training-	text/html;	200	OK	Indexable	
16	https://mtstraining.co.uk/admission-form	text/html;	200	OK	Indexable	
17	https://mtstraining.co.uk/js/jquery.prettyPhoto.js	text/javas	200	OK	Indexable	
18	https://mtstraining.co.uk/english-for-oil-gas	text/html;	200	OK	Indexable	
19	https://mtstraining.co.uk/course-details/assessors-qualifications	text/html;	200	OK	Indexable	
20	https://mtstraining.co.uk/location/manchester-	text/html;	200	OK	Indexable	
21	https://mtstraining.co.uk/css/swiper.css	text/css	200	OK	Indexable	
23	https://mtstraining.co.uk/job-application	text/html;	200	OK	Indexable	
24	https://mtstraining.co.uk/course-details/sia-cctv-course-	text/html;	200	OK	Indexable	
25	https://mtstraining.co.uk/ak.png	image/pn	200	OK	Indexable	
26	https://mtstraining.co.uk/contact-us	text/html;	200	OK	Indexable	

Pages That are Not Being Indexed.

	A	B	C	D	E
1	Address	Conten	Status C	Status	Indexability
3	http://mtstraining.co.uk/about-us	text/html;	301	Moved Pe	Non-Indexable
4	http://mtstraining.co.uk/	text/html;	301	Moved Pe	Non-Indexable
5	http://mtstraining.co.uk/course-details/sia-door-supervisor	text/html;	301	Moved Pe	Non-Indexable
9	http://mtstraining.co.uk/course-details/sia-security-guarding	text/html;	301	Moved Pe	Non-Indexable
22	http://mtstraining.co.uk/faq	text/html;	301	Moved Pe	Non-Indexable
39	http://mtstraining.co.uk/course-details/sia-cctv-course-	text/html;	301	Moved Pe	Non-Indexable
40	http://mtstraining.co.uk/course-details/level-3-award-in-educatic	text/html;	301	Moved Pe	Non-Indexable
41	http://mtstraining.co.uk/course-details/assessors-qualifications-	text/html;	301	Moved Pe	Non-Indexable
43	http://mtstraining.co.uk/course-details/assessors-qualifications	text/html;	301	Moved Pe	Non-Indexable
45	http://mtstraining.co.uk/blog	text/html;	301	Moved Pe	Non-Indexable
46	http://mtstraining.co.uk/course-details/level-2-awards-in-food-s	text/html;	301	Moved Pe	Non-Indexable
47	http://mtstraining.co.uk/course-details/sia-door-supervisor-	text/html;	301	Moved Pe	Non-Indexable
49	http://mtstraining.co.uk/course-details/esol-entry-level-3	text/html;	301	Moved Pe	Non-Indexable
54	http://mtstraining.co.uk/contact-us	text/html;	301	Moved Pe	Non-Indexable
59	http://mtstraining.co.uk/course-details/sia-cctv-course	text/html;	301	Moved Pe	Non-Indexable
62	http://mtstraining.co.uk/course-details/level-3-award-for-emerg	text/html;	301	Moved Pe	Non-Indexable
63	http://mtstraining.co.uk/course-details/level-3-award-in-educatic	text/html;	301	Moved Pe	Non-Indexable
64	http://mtstraining.co.uk/course-details/sia-top-up-training-	text/html;	301	Moved Pe	Non-Indexable
65	http://mtstraining.co.uk/course-details/level-2-taxi-course	text/html;	301	Moved Pe	Non-Indexable
72	http://mtstraining.co.uk/taxi-course	text/html;	301	Moved Pe	Non-Indexable

Call To action:

There are pages that are not indexed, if a page that cannot be crawled this means this can't be indexed and cannot be live on the search engines. So we need to fix this for getting traffic and ranking on the site.

Deleting Zombie Pages

These are the pages that actually aren't needed for the indexing, because they are not useful for both search engines and users as well, so we can delete them and can use the google crawler budget to crawl and index the other important pages.

With that, here are the most common types of Zombie Pages:

Archive pages

Category and tag pages (WordPress)

Search result pages

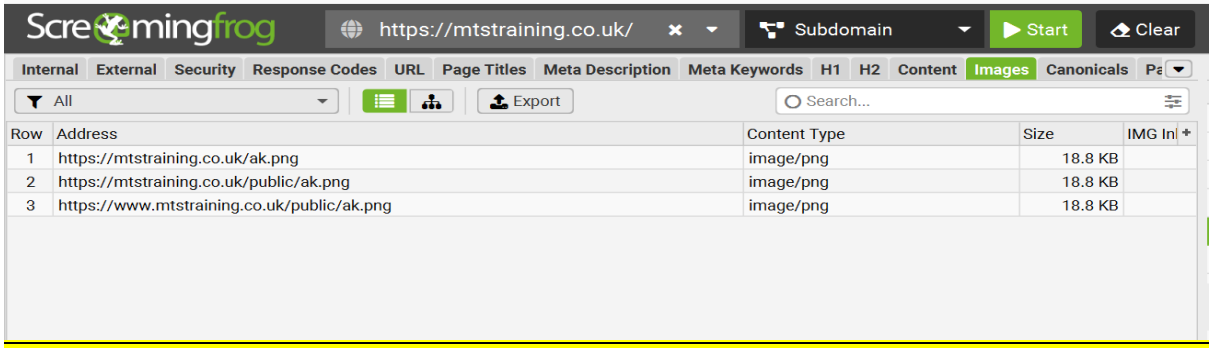
Old press releases

Boilerplate content

Thin content (<50 words)

10: image SEO

Issues with your images.



Call To action:

There are image issues, as they can slow down the website and can lead lower in ranking. Images are important because they have separate search engines even in google have a separate tab for images.

For each Image we need to Consider the following Points.

- Importance of Image
- Images types and size
- Image Alt Tags
- Description Title, caption, Description and Text For Images
- Image URL and file name
- Quality and relevancy
- Optimize placement
- Optimize image for speed and responsiveness
- Image sitemap

11. International SEO

If your site has multiple language versions for different languages people or countries then we need to apply the international seo other it's not compulsory.

12. General Problems.

DA.

9

PA

23

SS

28