

# SEO SAMPLE AUDIT

## SEO ISSUES & SOLUTIONS

*NOTE: Some URLs and names have been replaced to preserve the client's privacy*

# ISSUES & SOLUTIONS

## URL STRUCTURE NOT REDIRECTING PROPERLY

### THE PROBLEM

The URL structure of the website does not redirect properly. For example these URLs show the same content:

<http://www.samplereport.com/our-therapists/bad-url>

<http://www.samplereport.com/correct-url>

### WHY THIS IS AN ISSUE

Both of these show the same page content, but search engines do not consider these to be the same page. This opens the door for duplicate content penalties, spreading of “link juice” to multiple versions of the same content and indexing of both URLs.

### THE SOLUTION

The HTACCESS file needs to be adjusted to apply rewrites for nested pages.

## WEBPLATFORM.COM NEEDS TO NO-INDEX SUBDOMAINS

### THE PROBLEM

Google is indexing all the administrative copies of webpages on all websites using Webplatform as a platform.

### WHY THIS IS AN ISSUE

There are two main issues. The first is this creates completely duplicated versions of the main websites with the same content which can cause a Google penalty. The second issue is the administrative subdomain sites ([samplereport.webplatform.com](http://samplereport.webplatform.com)) are linking to the main sites which can trigger a spam penalty.

### THE SOLUTION

The administrative subdomain pages need to be no-indexed or a robots file needs to ban crawlers from accessing the administrative pages without affecting the main site.

## SITEMAP XML FILE NOT UPDATING PROPERLY

### THE PROBLEM

When visiting [samplereport.com/sitemap.xml](http://samplereport.com/sitemap.xml), the URLs are not correct and the blog posts are not listed.

### WHY THIS IS AN ISSUE

Google Webmaster Tools asks for a sitemap to be submitted. This sitemap helps Google crawl the site properly.

### THE SOLUTION

I'm not sure how the sitemap is being generated currently, but either the script needs to be updated or an external sitemap generator needs to be used.

## HOMEPAGE / NEWS / BLOG POSTS SEO META ELEMENTS

### THE PROBLEM

There's no ability to set the homepage title without setting the website SEO title which overrides News page and post titles. The "News" page and blog posts do not have separate meta title and meta description areas like pages do.

### WHY THIS IS AN ISSUE

This is a major disadvantage towards content marketing / optimizing blog posts. The news page and posts pull the same title as the website name (homepage title) then add on their page / post title to the end. Setting the SEO title element for the website overrides the post titles. This will compete with the homepage for the optimized keywords used in the homepage title. This also decreases the chances posts will rank well because they will seem keyword stuffed or won't have unique titles.

### THE SOLUTION

Whatever code is being used to generate homepage, news page, job page, and news post titles / descriptions needs to be modified.

## UPDATE [samplereport.com](http://samplereport.com) ROBOTS.TXT FILE

# That's just a sample of the audit.

[Get in touch](#) for a complete audit of your  
website.