

# SEO Technical & On-Page Audit

**<https://www.ashleymadison.com>**

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## A) Background and Summary

This document provides a detailed analysis of SEO technical and on-page parameters for the following domain: **<https://www.ashleymadison.com>**. It identifies all the parameters that could affect search engine rankings and customer's path journey, and are based on: a) accessibility; b) indexability; and c) on-page rankings factors. Please find below a technical and on-page analysis summary, details of which are explained in each section of this document.

### Legend

**Score:** Areas where intervention is needed in a scale from 1 ( most problematic - immediate attention) to 5 (least problematic) from an SEO perspective. (✓=correct ✓= partially correct/ad-hoc analysis required)

**Status:** indicates the current performance of the website for the specified parameters.

**Description:** indicates the analysed SEO parameters, which are identified through the crawling.

Images source: Screaming Frog Tool

SCORE	STATUS	ITEM	DESCRIPTION
1	✓	<b>Robots.txt and robots meta tags</b>	The robots.txt file has been found on the default location, however its syntax is not fully correct.
1	✓	<b>XML Sitemap</b>	The sitemap.xml has been found on the default location, however access to the site & Google Search Console would be needed for a full analysis.
1	✓	<b>HTTP Status Codes</b>	4xx, 5xx have been found and should be corrected. 3xx should be analysed based on mapping objectives .
2	✓	<b>URLs</b>	Not optimised URLs have been found (duplicate, underscore, etc.).
2	✓	<b>Canonical</b>	Canonical has not been implemented on all URLs of the site.
3	✓	<b>Title</b>	Not optimised titles have been found (too long, too short, duplicate titles).
4	✓	<b>Hierarchy Structure</b>	Hierarchy (H1, H2, etc.) is not fully optimised (missing, duplicate, too long headings).
4	✓	<b>Meta Description</b>	Not optimised meta descriptions have been found (missing, duplicate, too long meta descriptions).
4	✓	<b>Structured data mark-up</b>	Structured data mark-up has been found only for a subset of pages.
5	✓	<b>Meta Keywords</b>	Not optimised meta keywords have been found (missing, duplicate meta keywords).
5	✓	<b>Images</b>	The majority of images has been optimised.

## B) Technical and On-Page Analysis

### Accessibility & Indexation

#### Robots.txt and Robots Metatag

The **robots.txt** file identifies the directories and paths that are allowed or disallowed for crawling purposes by specific agents. In addition, the **robots metatag** could be implemented, yielding the same functionality offered by robots.txt. In this context, it is important to identify whether crawlers can/cannot access the pages of your website.

- ❌ Robots.txt has been found on your website, however its syntax is not fully correct.

```
User-agent: *
Disallow: /app/private/
Disallow: /app/public/logout.p
Noindex: /app/public/logout.p
Noindex: /app/m/login.p
Noindex: /mobile2/
Noindex: /app/mobile/wap/
Noindex: /remove/
Noindex: /app/public/promo
Noindex: /app/tandc.p
Noindex: /app/public/search/index.p
Noindex: /app/interface/
Noindex: /robots.txt
Noindex: /PIE.htc
Noindex: /?sid=*
```

Fig.1 Robots Analysis

#### XML Sitemap

**Sitemaps** are files providing an easy way to inform search engines with regard to pages available for crawling. The use of the Sitemap protocol does not guarantee that web pages are included in search engines, but helps web crawlers do a better job when crawling your site.

- ✓ A sitemap.xml has been found in the website root folder (<https://www.ashleymadison.com/sitemap.xml>) however access to the site & Google Search Console would be needed for a full analysis.

This XML file does not appear to have any style information associated with it. The document tree is shown below.

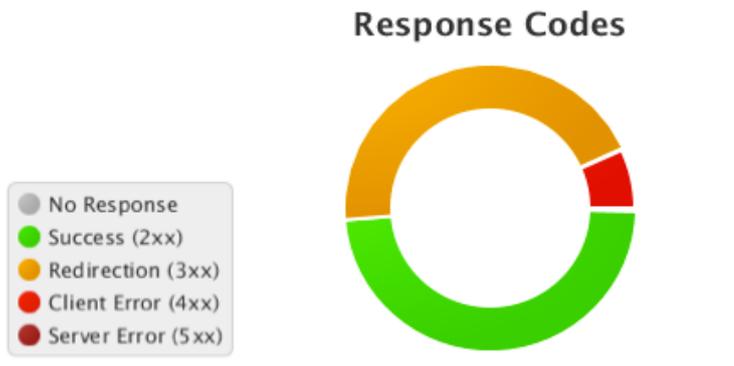
```
▼<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <!-- created with iGooMap -->
  ▼<url>
    <loc>https://www.ashleymadison.com/</loc>
    <lastmod>2015-04-28</lastmod>
    <changefreq>weekly</changefreq>
    <priority>1.0</priority>
  </url>
  ▼<url>
    ▼<loc>
      https://www.ashleymadison.com/landers/Cheating_Wives
    </loc>
    <lastmod>2015-04-28</lastmod>
    <changefreq>weekly</changefreq>
    <priority>0.9</priority>
  </url>
  ▼<url>
    <loc>https://www.ashleymadison.com/landers/adult_dating</loc>
    <lastmod>2015-04-28</lastmod>
    <changefreq>weekly</changefreq>
    <priority>0.9</priority>
  </url>
  ▼<url>
    <loc>https://www.ashleymadison.com/cms/sitemap</loc>
    <lastmod>2015-04-28</lastmod>
    <changefreq>weekly</changefreq>
    <priority>0.9</priority>
  </url>
  ▼<url>
    <loc>https://www.ashleymadison.com/p/tinder</loc>
    <lastmod>2015-04-28</lastmod>
    <changefreq>weekly</changefreq>
    <priority>0.9</priority>
  </url>
  ▼<url>
```

Fig.2 Sitemap Analysis

## HTTP Status Codes

When a search request to retrieve pages is made to the server, the server itself returns an **HTTP status code** in response to the request. For instance, this happens when a user accesses your page on a browser or when Google crawls the page. This status code provides necessary information about the status of the request. Different status codes (i.e., 4xx and 5xx) and redirections techniques have been analysed.

- ✓ Success (2xx) 2295 (48.51%)
- ✗ No response 9 (0.19%)
- ✓ Redirection (3xx) 2103 (44.45%)
- ✗ Client Error (4xx) 323 (6.83%)
- ✗ Server Error (5xx) 1 (0.02%)



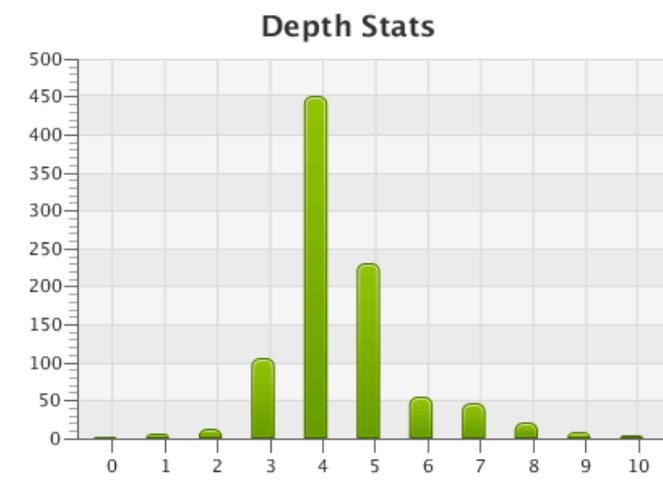
*Fig.3 Response Codes Analysis*

## Site Architecture

Another important feature is the identification of how many clicks are needed to move away from the homepage to reach other relevant pages and to evaluate how pages are linked in the site's hierarchy.

- ✓ As per graph below, most of the pages are reachable through 4 clicks

Depth (Clicks from Start URL)	Number of URI	% of Total
0	1	0,11
1	6	0,64
2	12	1,28
3	106	11,29
4	450	47,92
5	231	24,60
6	54	5,75
7	46	4,90
8	21	2,24
9	9	0,96
10+	3	0,32



*Fig.4 Depth Stats Analysis*

## On-Page Ranking Factors

The following analysis identifies all the chief characteristics of: a) the site's individual pages; b) the domain.

### URLs

Given that a **URL** is the entry point to the content of any page of your website, it's where the on-page analysis begins.

It's important to use URLs that effectively describe their corresponding content, following accurate and appropriate SEO guidelines.

- ❌ 27 (1.85%) URLs are duplicate
- ❌ 118 (8.07%) URLs using underscores
- ❌ 79 (5.40%) URLs using uppercase
- ❌ 362 (24.76%) URLs using parameters
- ❌ 65 (4.45%) URLs are over the recommended maximum character length

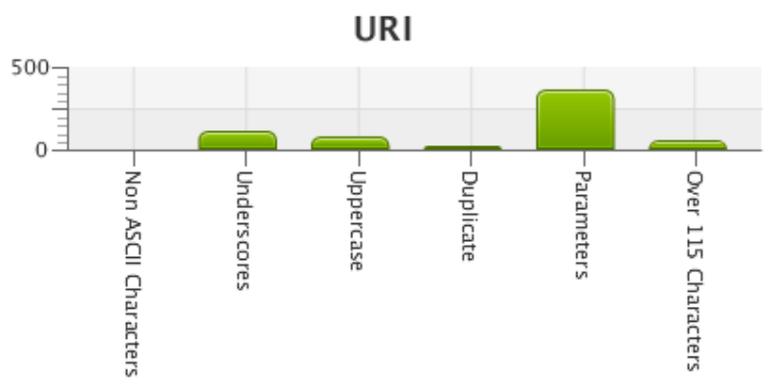


Fig.5 URI Analysis

### Title

Unique **titles**, based on targeted keyword and SEO-friendly phrasing, help rankings and performance.

- ❌ 415 (44.20%) titles are duplicate
- ❌ 7 (0.75%) titles are below the recommended minimum character length
- ❌ 451 (48.03%) titles are over the recommended maximum character length
- ❌ 618 (65.81%) titles are over the recommended pixels limit

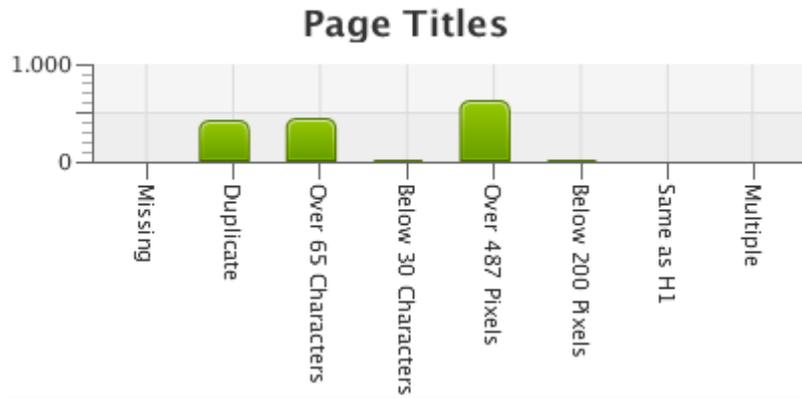


Fig.6 Titles Analysis

## Meta Description

It doesn't explicitly act as a ranking factor, but it does affect the page's click-through rate in the search engine results. Having a good **meta description** won't stop Google from choosing a different meta description from the one that has been included (e.g. content or directories' description). However, Google will still consider it as part of "its content analysis", of course.

- ❌ 882 (93.93%) meta descriptions are missing
- ❌ 43 (4.58%) meta descriptions are duplicate
- ❌ 9 (0.96%) meta descriptions are over the recommended maximum character length
- ❌ 8 (0.85%) meta descriptions are over the recommended maximum pixels

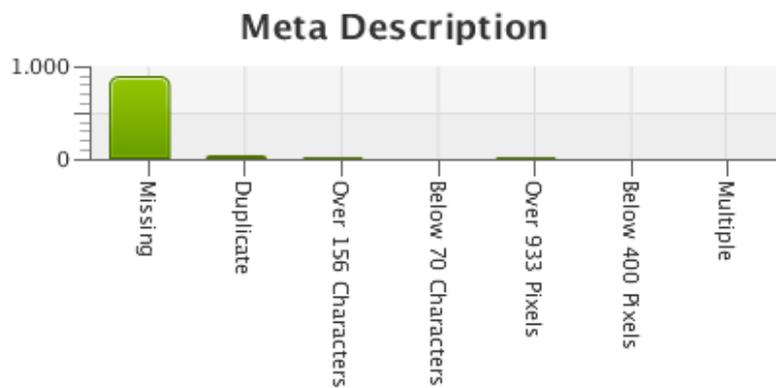


Fig.7 Meta Description Analysis

## Meta Keywords

They have become less relevant now than in the last few years, but they still offer residual value, and that's why they must be included in a comprehensive analysis.

- ❌ 884 (94.14%) meta keywords are missing
- ❌ 49 (5.22%) meta keywords are duplicate

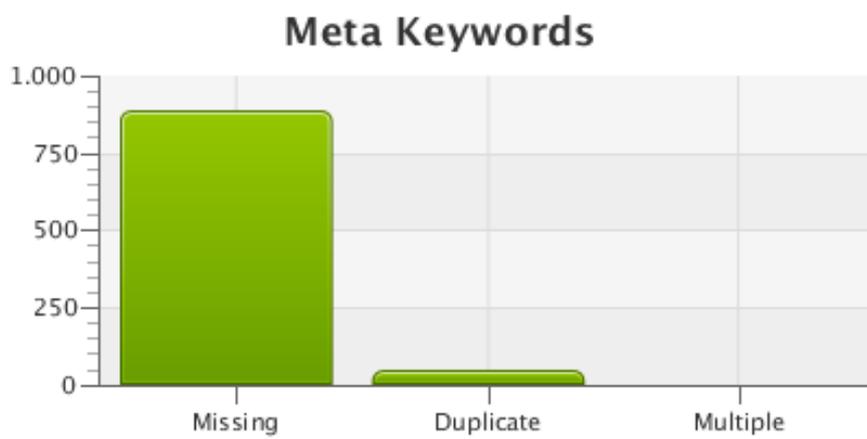


Fig.8 Meta Keywords Analysis

## Hierarchy Structure

A clear and defined **hierarchy structure** is important because search engines will use it to determine and possibly carry out the crawling order. Furthermore, the hierarchy structure will help you and the search engine properly understand each element and subject of the website.

- ❌ 859 (91.48%) H1s are missing
- ❌ 64 (6.82%) H1s are duplicate
- ❌ 4 (0.43%) H1s are over the recommended maximum characters length
- ❌ 61 (6.50%) H1s are a multiple
- ❌ 7 (0.75%) H2s are missing
- ❌ 930 (99.04%) H2s are duplicate
- ❌ 43 (4.58%) H2s are over the recommended maximum characters length
- ❌ 929 (98.94%) H2s are a multiple

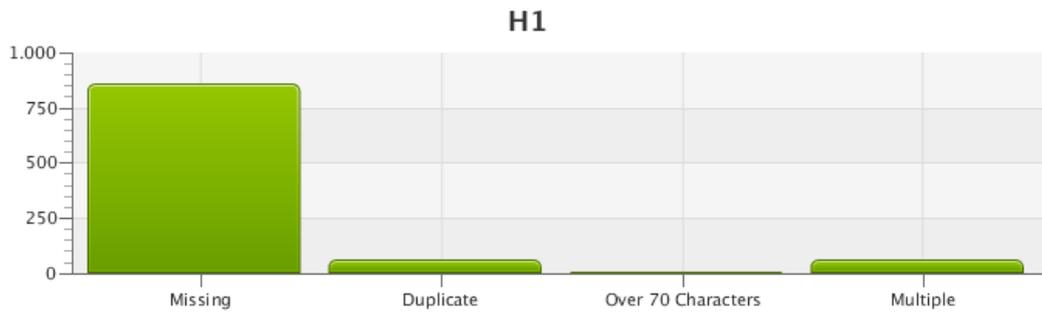


Fig.9 H1s Analysis

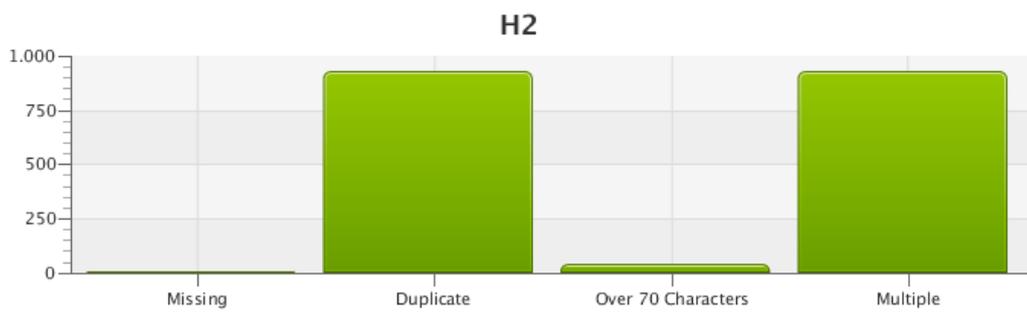


Fig.10 H2s Analysis

## Images

It is important to provide **alternative text** (also known as “alt text”) to any images. Otherwise, search engines may not understand the underlying significance of the image itself.

- ❌ 1 (50.0%) Images are over the recommended maximum kb



Fig.11 Images Analysis

## Rel="canonical" link

The **canonical tag** is used to help avoid duplicate content issues which could lead to website penalisation.

- ❌ 526 (56.02%) Canonical links have been found
- ❌ 37 (3.94%) Canonicalised have been found
- ❌ 413 (43.98%) No canonical have been found

## Structured data mark-up / Rich Snippets

**Rich snippets** are part of enhanced Search Engine Results Pages (SERPs) and are designed to help users make decisions and take actions before they click on a specific search result. Moreover, rich snippets help search engines understand the content of your site and differentiate your links from the others. Users are “supported” by rich snippets to go through the discovery of all the sites that are relevant to their searches, which in turn determines higher click-through rates. In addition, rich snippets give webmasters an additional layer of optimisation, while the content of the site is highlighted in the SERPs.

- ✓ Structured mark-up has been used, however additional mark-up could be implemented.