

# SEO Technical & On-Page Audit

**Wincanton.co.uk & Stobartgroup.co.uk**

*Hedging Beta has produced this analysis on 17/09/2015*

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## A) Background and Summary

This document provides a detailed comparison analysis of SEO technical and on-page parameters for Wincanton.co.uk and Stobartgroup.co.uk. 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. Our analysis has focused on a limited number of landing pages and sub-categories, which have been identified through a "top-level navigation" approach that provides a good proxy for the online performances of both Wincanton & Stobart Group. 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.

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

		WINCANTON. CO.UK	STOBARTGROUP. CO.UK	
SCORE	ITEM	STATUS	STATUS	DESCRIPTION
1	Robots.txt and robots meta tags	✓	✓	The robots.txt file has been correctly implemented on both sites.
1	XML Sitemap	✓	✓	The sitemap.xml has not been found on the root folder for both sites, however its location could be different if such specified in Google Search Console.
1	HTTP Status Codes	✓	✓	4xx have been found on both sites. Also, the majority of URLs of Stobartgroup.co.uk have been blocked by robots.txt.
2	URLs	✓	✓	Non-optimised URLs have been found on Wincanton.co.uk.
2	Canonical	✓	✓	Canonical tag has not been implemented on Wincanton.co.uk, while Stobartgroup.co.uk presents canonicalisation only on a subset of URLs.
3	Title	✓	✓	Non-optimised titles have been found on both sites.
4	Hierarchy Structure	✓	✓	Hierarchy (H1,H2, etc.) is not fully optimised, especially for Wincanton.co.uk.
4	Meta Description	✓	✓	Non-optimised meta descriptions have been found on Wincanton.co.uk. No meta-descriptions have been found on Stobartgroup.co.uk.
4	Structured data mark-up	✓	✓	Structured data mark-up has not been found.
5	Meta Keywords	✓	✓	Meta keywords have been partially implemented/optimised on Wincanton.co.uk. No meta keywords have been implemented on Stobartgroup.co.uk.
5	Images	✓	✓	A vast set of images is not optimised for Wincanton. Stobart's images have been blocked by robots.txt.

## 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 have been found on both sites.

Wincanton.co.uk	Stobartgroup.co.uk
<pre>User-agent: * Disallow: /*?language=* Disallow: /*?fullSiteRequested=*</pre>	<pre>User-agent: * Disallow: /administrator/ Disallow: /bin/ Disallow: /cache/ Disallow: /cli/ Disallow: /components/ Disallow: /images/ Disallow: /includes/ Disallow: /installation/ Disallow: /language/ Disallow: /layouts/ Disallow: /libraries/ Disallow: /logs/ Disallow: /media/ Disallow: /modules/ Disallow: /plugins/ Disallow: /templates/ Disallow: /tmp/</pre>

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.

- ✓ The sitemap.xml has not been found on the root folder, however its location could be different if such specified in Google Search Console

#### 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.

	WINCANTON.CO.UK		STOBARTGROUP.CO.UK	
HTTP STATUS CODES	Count	% On Total	Count	% On Total
Blocked By robots.txt	0	0.00%	87	67.97%
Success (2xx)	929	97.79%	34	26.56%
No Response	0	0.00%	0	0.00%
Redirection (3xx)	10	1.05%	0	0.00%
Client Error (4xx)	11	1.16%	7	5.47%
Server Error (5xx)	0	0.00%	0	0.00%

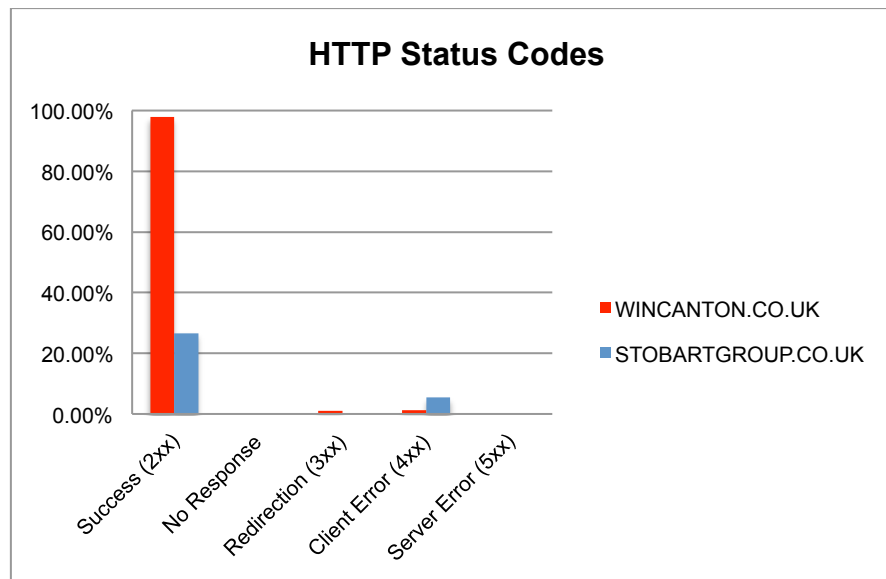


Fig.2 HTTP Status Codes Analysis

## Page Speed Load

Google has clearly incorporated **site speed** in search rankings, which is why it is becoming increasingly important to analyse the website load speed from a technical point of view. The homepage has been analysed.

	WINCANTON.CO.UK	STOBARTGROUP.CO.UK
Mobile		
Speed	50/100	51/100
User Experience	99/100	69/100

	WINCANTON.CO.UK	STOBARTGROUP.CO.UK
Desktop		
Overall Page Speed Score	70/100	65/100

\*Data Source: Google Page Speed Insights

Fig.3 Page Speed 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.

	WINCANTON.CO.UK		STOBARTGROUP.CO.UK	
URLs	Count	% On Total	Count	% On Total
Non ASCII	1	0.11%	0	0.00%
Underscores	4	0.42%	0	0.00%
Uppercase	0	0.00%	0	0.00%
Duplicate	51	5.37%	0	0.00%
Parameters	51	5.37%	0	0.00%
Over 115 Characters	95	10.00%	0	0.00%

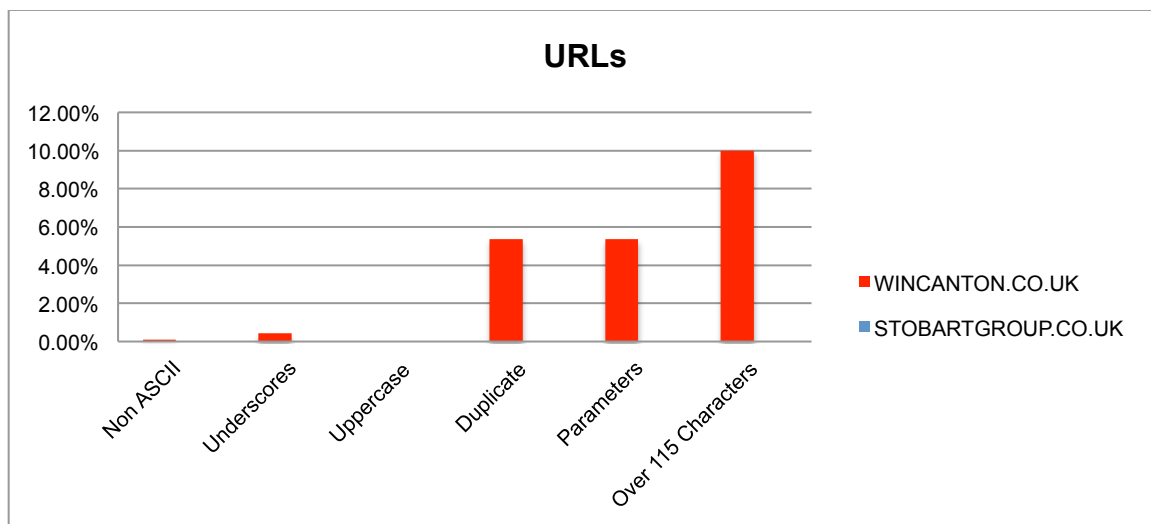


Fig.4 URLs Analysis

### Title

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

TITLES	WINCANTON.CO.UK		STOBARTGROUP.CO.UK	
	Count	% On Total	Count	% On Total
Missing	2	0.43%	0	0.00%
Duplicate	136	29.00%	0	0.00%
Over 65 Characters	81	17.27%	0	0.00%
Below 30 Characters	168	35.82%	17	50.00%
Over 487 Pixels	110	23.45%	0	0.00%
Below 200 Pixels	128	27.29%	14	41.18%
Same As H1s	366	78.04%	13	38.24%
Multiple	0	0.00%	0	0.00%

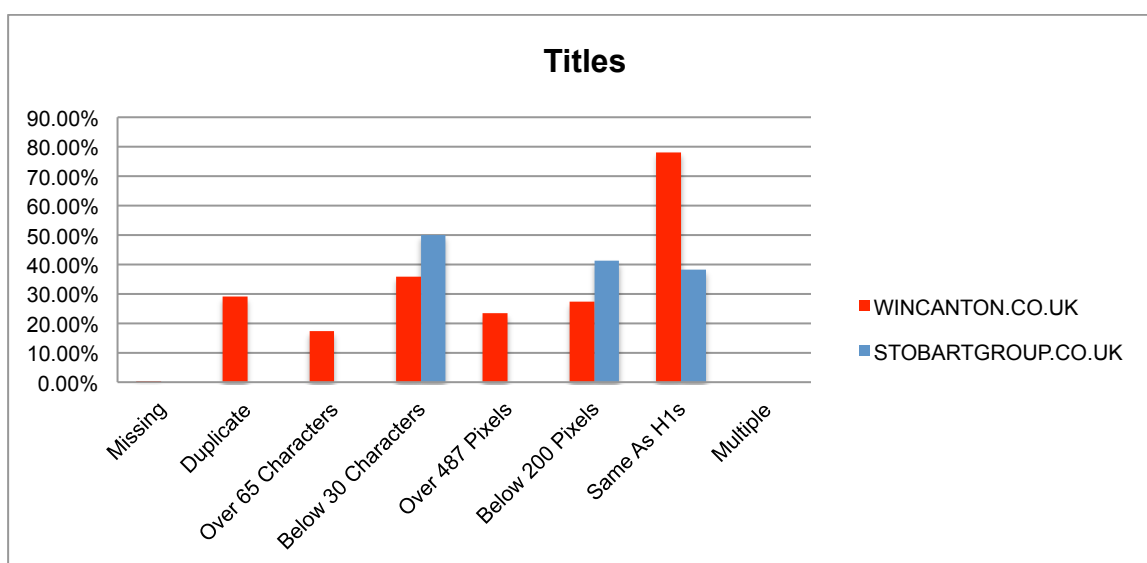
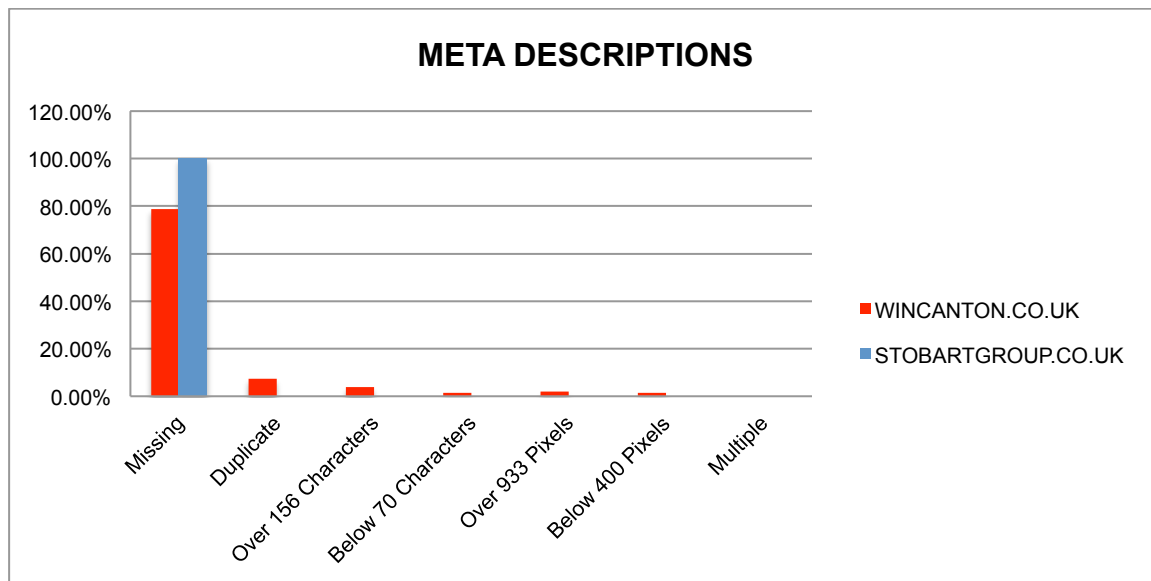


Fig.5 Titles Analysis

## 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.

META DESCRIPTIONS	WINCANTON.CO.UK		STOBARTGROUP.CO.UK	
	Count	% On Total	Count	% On Total
Missing	369	78.68%	34	100.00%
Duplicate	35	7.46%	0	0.00%
Over 156 Characters	18	3.84%	0	0.00%
Below 70 Characters	7	1.49%	0	0.00%
Over 933 Pixels	9	1.92%	0	0.00%
Below 400 Pixels	7	1.49%	0	0.00%
Multiple	0	0.00%	0	0.00%

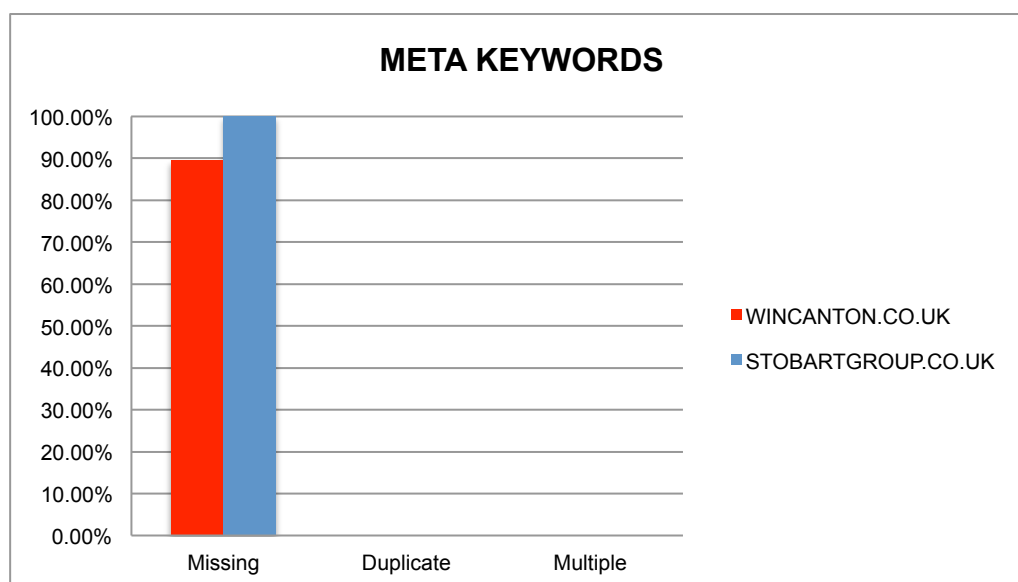


*Fig.6 Meta Descriptions Analysis*

## 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.

META KEYWORDS	WINCANTON.CO.UK		STOBARTGROUP.CO.UK	
	Count	% On Total	Count	% On Total
Missing	420	89.55%	34	100.00%
Duplicate	0	0.00%	0	0.00%
Multiple	0	0.00%	0	0.00%



*Fig.7 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.

	WINCANTON.CO.UK		STOBARTGROUP.CO.UK	
H1s	Count	% On Total	Count	% On Total
Missing	4	0.85%	1	2.94%
Duplicate	144	30.70%	0	0.00%
Over 70 Characters	63	13.43%	0	0.00%
Multiple	0	0.00%	0	0.00%

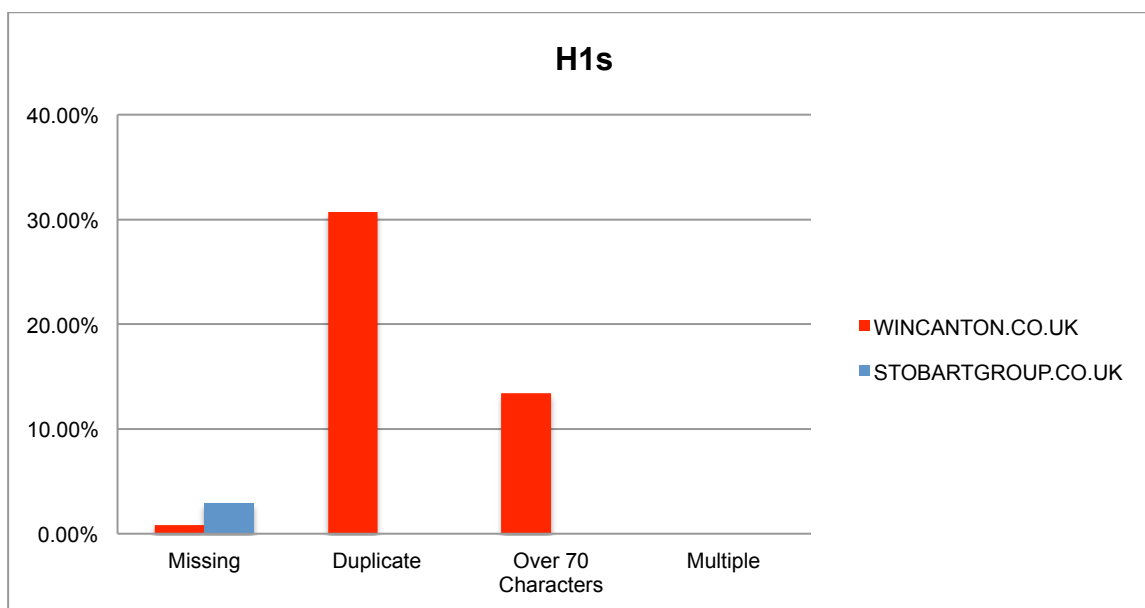


Fig.8 H1s Analysis

	WINCANTON.CO.UK		STOBARTGROUP.CO.UK	
H2s	Count	% On Total	Count	% On Total
Missing	3	0.64%	27	79.41%
Duplicate	397	84.65%	2	5.88%
Over 70 Characters	19	4.05%	0	0.00%
Multiple	182	38.81%	5	14.71%

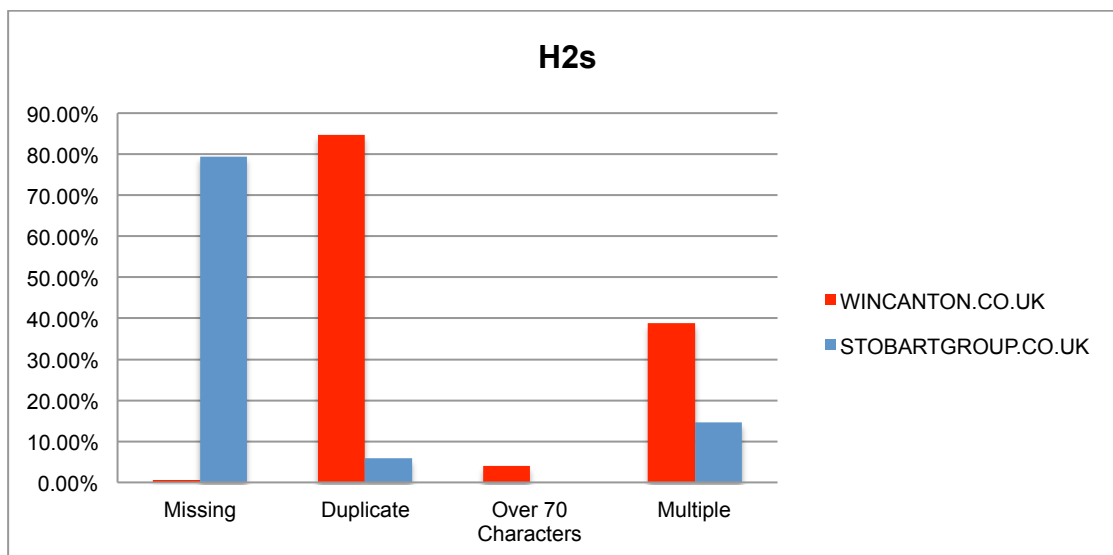


Fig.9 H2s Analysis

## 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. Please note images on Stobartgroup.co.uk have been blocked by robots.txt.

IMAGES	WINCANTON.CO.UK		STOBARTGROUP.CO.UK	
	Count	% On Total	Count	% On Total
Over 100 KB	16	4.20%	0	0.00%
Missing Alt Text	58	15.22%	0	0.00%
Alt Text Over 100 Chars	0	0.00%	0	0.00%

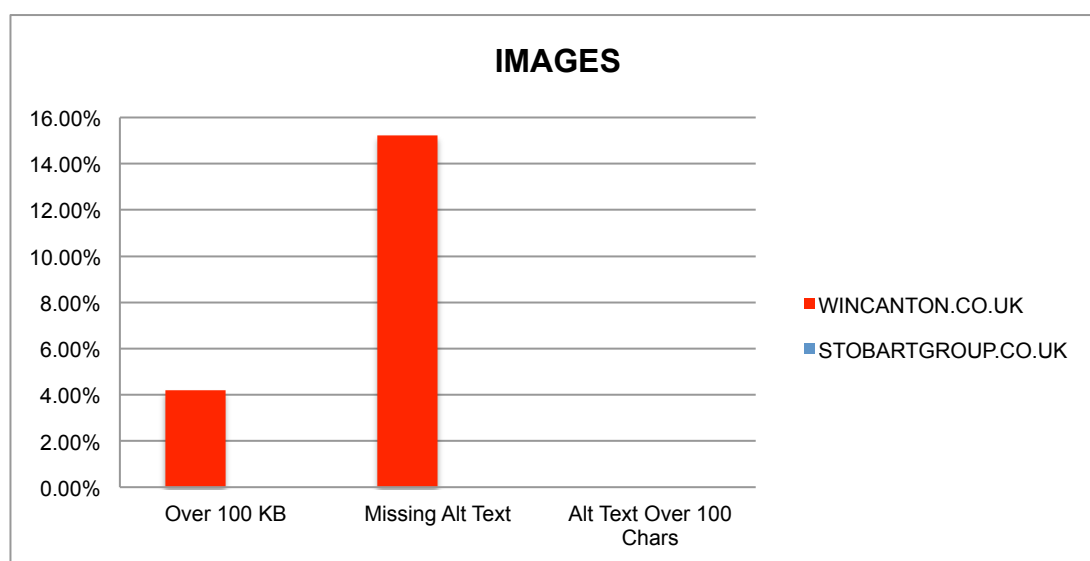


Fig.10 Images Analysis

## Rel="canonical" link

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

CANONICALISATION	WINCANTON.CO.UK		STOBARTGROUP.CO.UK	
	Count	% On Total	Count	% On Total
Canonical	0	0.00%	25	73.53%
Canonicalised	0	0.00%	0	0.00%
No Canonical	543	100.00%	9	26.47%

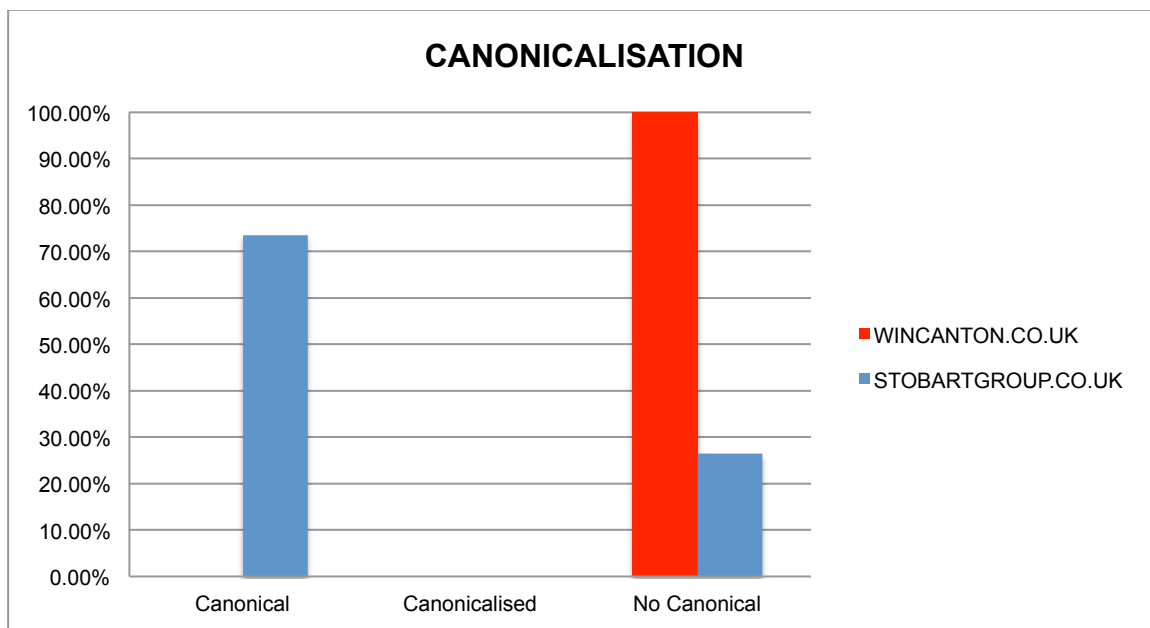


Fig.11 Canonicalisation Analysis

## 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 data mark-up has not been found.