Full Website Audit

Conducted by Mathew McCorry

Digimush.co.uk

Table of Contents

Full Website Audit 1

Conducted by Mathew McCorry 1

1. Overview 3

2. Technical Issues 4

2.1 URL Structure 4

2.2 External Content Issues 4

2.3 Broken External & Internal Links 4

2.4 Meta Titles 5

2.5 H1 Tags 6

2.6 Move To HTTPS 6

2.7 No Sitemap.XML 7

3. User Experience Issues 8

3.1 Main Menu 8

3.2 Sub-Menu 9

3.3 Membership Section 9

3.4 Enter Events Section 9

3.5 Individual Events Sections 10

3.6 Events Pages 10

4. Recommendations 11

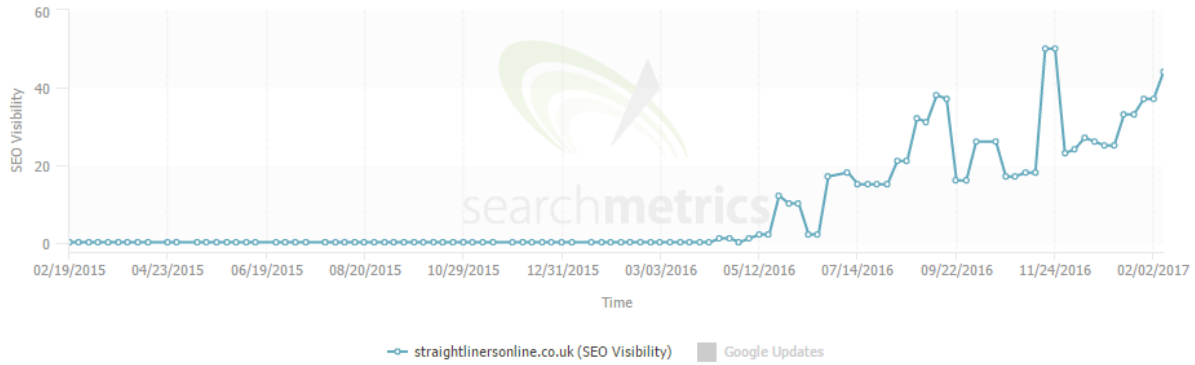
4.1 Google Analytics 11

4.2 Google Search Console 12

4.3 Improve Homepage Design 13

4.4 Improve Site Speed 14

1. Overview



The Straightliners website on a whole has very little search visibility or presence in the landscape which suggests to me the traffic visiting the site and purchasing membership or event tickets is almost purely from people who are already aware of your brand due to prior interaction at events or on Facebook.

As you can clearly see however visibility is on the incline and there is a lot of potential to drive traffic to the site by just giving it a little bit of a push in the right direction and fixing all the current technical issues with the site.

Currently SearchMetrics, the tool I am using to display your overall site visibility, is picking up that you rank well for a few competitive keywords. Here are a few of the top traffic driving keywords that you are ranking for.

Keyword	URL	Pos.	Traffic Index	Search Volume
ten of the best	straightlinersonline.co.uk/events/category/61-ten-of-the	1	37	208
top speed	straightlinersonline.co.uk/events/category/56-top-speed	11	9	3,354
wheelies	straightlinersonline.co.uk/events/category/66-wheelies.h	30	8	14,231
topspeed	straightlinersonline.co.uk/events/category/56-top-speed	15	3	1,388
york raceway	straightlinersonline.co.uk/news/usual-bank-holiday-weat	14	3	1,247
santa pod events 2011	straightlinersonline.co.uk/	17	2	1,415
mcn butlins	www.straightlinersonline.co.uk/component/rseventspro/	6	2	98

As you can clearly see your two main terms that aren't brand related are "top speed" & "wheelies". These are quite competitive terms with a high amount of monthly searches, particularly Wheelies, with a little guidance and activity around these terms we should be able to increase their ranking and drive more traffic.

2. Technical Issues

2.1 URL Structure

Throughout the Straightliners website there are bloated URLs. As an example here are a few pages which have URLs with unnecessary characters:

- http://straightlinersonline.co.uk/2016-01-19-15-36-05/top-speed-world-rankings.html
- http://straightlinersonline.co.uk/shop-2.html

I have compiled a list of these URLs in a supporting Excel document. The reason that you need to keep URLs as close to what the page is about as possible is because the URLs structure is one of the top ranking factors for search engines, they rank content based upon the relevance to the user query and you want to ensure that everything in your URL is relevant.

Having a bloated URL that contains a date for instance, with the top speed world rankings example, adds an extra subfolder to the structure so it's seen as a less important page and therefore won't rank as well.

2.2 External Content Issues

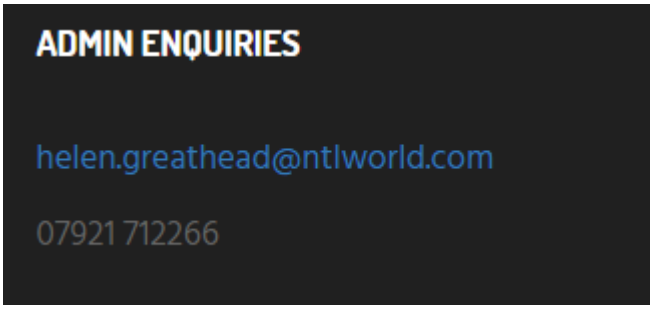
A lot of the information that you can navigate to on the Straightliners site either refers to PDF's or other external sources such as the totb.co.uk website. Google & other major search engines struggle to read and understand PDFs so if for instance you were to take part in a Straightliners event and Google "Straightliners time" and then your name to find out your recorded time, the chances are that the Straightliners URL will not show up in search results.

All of these PDFs & external links should be brought back to being hosted on pages on the Straightliners website as this will maximize ranking potential and drive more traffic to the website itself.

2.3 Broken External & Internal Links

After running a crawl on the website it's evident that there are several issues with broken pages both from internal and external sources. This is a big issue as users could be navigating your site and be directed to a broken page which may cause them to leave the site completely.

The problem is accentuated by a few of the broken links being across every page of the site, fixing a few URLs will massively reduce the 404 issues that search engines see. One of the main broken links is the footer broken link email for Helen Greathead.



Clicking this link leads to https://straightlinersonline.co.uk/helen.greathead@ntlworld.com which is a broken page, it should instead be changed to mailto:helen.greathead@ntlworld.com.

A list of all of 404 issues has been compiled in the supporting Excel document, these should be 301 redirected to relevant pages or the links should be fixed if possible.

2.4 Meta Titles

On the Straightliners website there are currently 1,568 pages being picked up in the crawl and this doesn't include any PDFs, however the actual page count is realistically half of that due to the duplication of HTTP & HTTPS mentioned in section 2.6 & the issue with the print pages in section 2.7.

A title tag is an HTML element that specifies the title of a web page. Title tags are displayed on search engine results pages (SERPs) as the clickable headline for a given result, and are important for usability, SEO, and social sharing. The title tag of a web page is meant to be an accurate and concise description of a page's content.

I have found several issues with the title tags after crawling the site, here is a summary of the problems found:

- 1,556 Duplicate Title Tags
- 112 Title Tags Over 65 Characters
- 1,134 Title Tags Under 30 Characters

A list of URLs that have these issues can be found in the supporting Excel document. The number of duplicate title tags is not 100% accurate due to the issues mentioned before with HTTPS & Print, this number is more likely around the 500-700 mark.

Google typically displays the first **50-65 characters** of a title tag. If you keep your titles under 65 characters, you can expect about 90% of your titles to display properly. There's no exact character limit, because characters can vary in width and Google's display titles max out (currently) at 600 pixels.

Title tags are a major factor in helping search engines understand what your page is about, and they are the first impression many people have of your page. Title tags are used in three key places: search engine results pages (SERPs), web browsers, and social networks.

2.5 H1 Tags

H1s are very similar to that of a title tag in the way that they describe the page you are on. This is more commonly referred to as the page title. Much like title tags, H1s are an important ranking factor for search engines and it's important that they describe the page as accurately as possible.

When crawling the site, I found several issues with your current H1 tags, here is a summary of the problems I found:

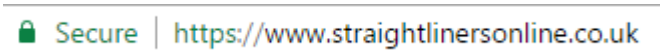
- 348 Missing H1 Tags
- 1,207 Duplicate H1 Tags
- 48 H1 Tags Over 70 Characters
- 14 Pages With Multiple H1 Tags

A list of all the URLs and the issues we have found can be seen in the supporting Excel document, much like with the title tags the issue of duplicate may be easier to see once we have fixed the HTTPS & /print/ duplicate pages.

2.6 Duplicate Issue HTTPS

Google have announced that they are going to start showing a red padlock on website which aren't on a HTTPS protocol, and currently the Straightliners website is not. There has been no announcement as to when this is going to be implemented but if you have a website in which people purchase something, such as your "membership" section, then it could put users off of paying as they are prompted by Google that your website may not be secure and your details could be at risk.

They have also stated that switching to HTTPS as well as making your site more secure will improve your rankings in Search Engines as they are giving a small ranking boost as a reward to secure sites.

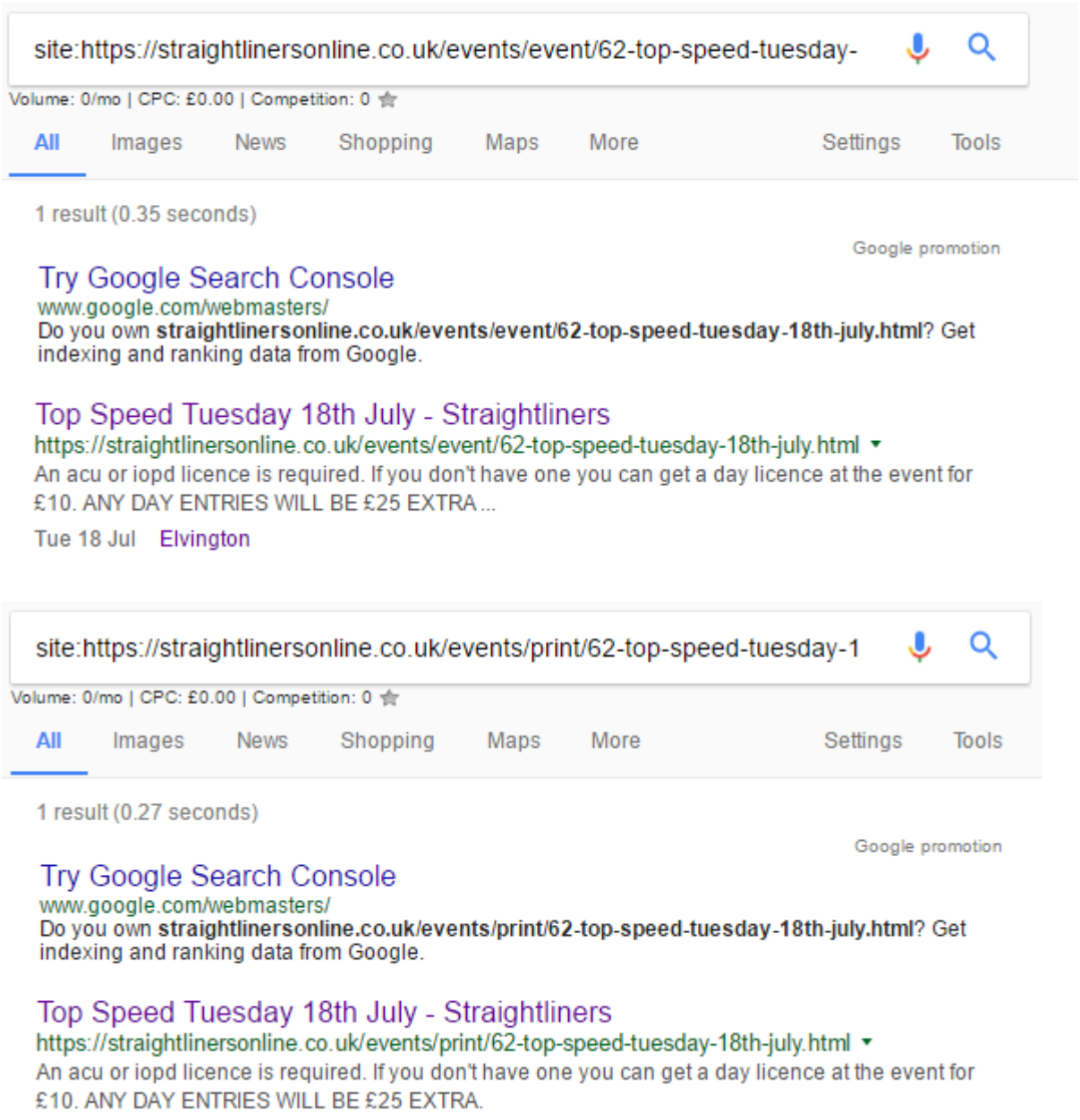


You already have a HTTPS version of your site https://straightlinersonline.co.uk/ but Google is choosing not to index it or display it to users as 301 redirects haven't been correctly implemented across the site. Implementing 301 redirects that force the user to see the HTTPS version is best practice.

As there are no redirects put in place search engines are able to crawl both HTTP & HTTPS versions of the site, which essentially looks as though the site is duplicated. This can have a significant impact on overall rankings and site performance in search results pages and should be fixed with high priority.

2.7 /Print/ Duplication

Similar to what was described above with duplication of pages causing an impact on search visibility the same can be said for the /print/ version of the events section. Here is an example of a page which has a /print/ alternative that is ranking in Google search results.



This could have a really significant impact on your website visibility like we described with the HTTPS duplication. Duplicate content leaves you prone to being penalised by the Google Panda algorithm, I would recommend disabling the print version of the page, adding a rel=”canonical” tag on them or adding a noindex tag.

2.8 No Sitemap.XML

Every website should have a /sitemap.xml page, as it's the main port of call for search engines when they come and crawl your site, it's their way of being easily able to identify every page on your site and rank it accordingly.

All major websites have an XML sitemap, here is an example of one:
http://www.marksandspencer.com/sitemap.xml

XML Sitemaps are important for SEO because they make it easier for Google to find your site's pages—this is important because Google ranks web pages not just websites. There is no downside of having an XML Sitemap and having one can improve your SEO.

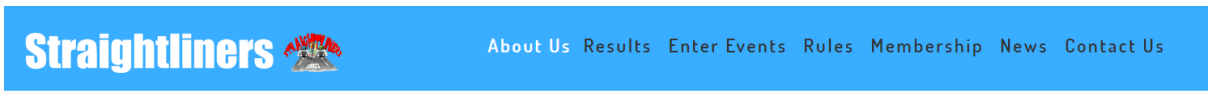
3. User Experience Issues

3.1 Main Menu

The top navigation menu is one of the first port of calls for a user who visits your site. It's really important to the user journey to have a very clear and concise menu so that people can easily navigate to the page they are wanting to visit.

Currently the Straightliners menu, pictured below is very bloated. It has a very large menu and large submenus which may be confusing for the user.

I propose making the menu a lot smaller and easier to navigate. Below is the menu that I would go for, it makes it much clearer and less bloated. I would also change the colour of the "enter events" as this is the main page you want the user to be navigated towards in order to increase bookings.



The "presentation" section should be written as news articles & the "Help" section was a broken link and didn't navigate users anywhere. I also noticed that you had a "home" link, but most people understand that you can click the logo to navigate to the homepage so this isn't necessary.

3.2 Sub-Menu

> As well as the main menu having quite a lot of bloat the sub-menu also has this issue. This is particularly prominent on the “Results”, “Rules” & “Contact Us”.

Results: This should be cut down to have individual pages for each of the events which then have the results on them. For example there would be a page for http://www.straightliners.co.uk/results/sl-championships/ which will then have all of the years on it. It also provide an area where you can write content about the event so users can further understand what the event is about.

Rules: This goes in line with moving all of the PDFs to actual pages, the size of the submenu is fine but I would have each of the rules for the events as pages to make it easier for people to access & so that Google can pick them up.

Contact Us: This doesn’t need to be split up into separate pages, this should just simply be one contact us page that has all the information for Straightliners, with all the contact information. Splitting this up into separate pages just adds unnecessary bloat and make it more confusing for the user.

3.3 Membership Section

The membership section is really unclear, you’re asking your users to spend money on something but there is nothing to tell them what exactly this is. This page should have content about what exactly you get from a membership perspective to tell people what they are getting for their money. This will help massively improve your conversion rate and could lead to a huge increase in membership sign ups.

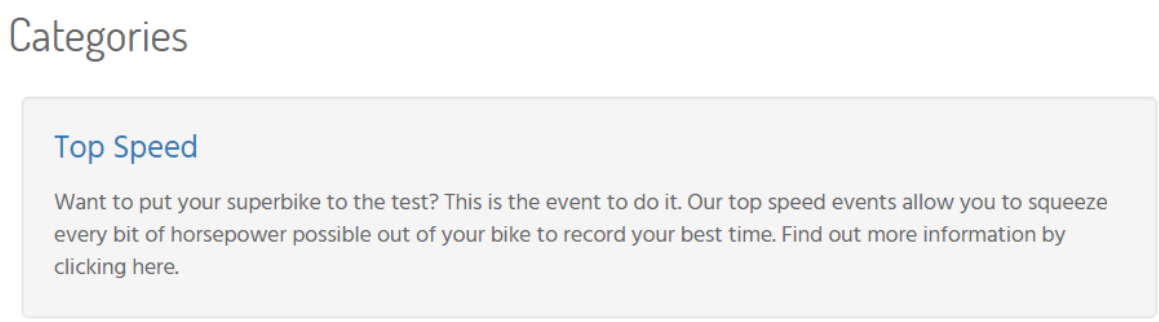
Currently the only people that sign up are going to be people that are very familiar with events or have been before, people who already have information about what you get from membership. This is alienating a whole different side of your current traffic.

3.4 Enter Events Section

We briefly touched this in the meeting but on the /events/ section it’s not exactly clear what all of the events mean or are.

On the enter events page: http://straightlinersonline.co.uk/events.html

There should be a brief description of each of the events, this is an example:



This will prevent users from having to go backwards and forwards between each of the event pages to find the one that they like the most. Not only will it help the user journey but it also helps search engines as every page should have unique and well written content that is over 300 words, as pages that don't could be penalised by Google's Panda algorithm update which lowers rankings of sites with thin, duplicate or low quality content.

3.5 Individual Events Sections

On the individual events sections there should be extensive content between 300-500 words which describes what the event(s) are about as a general overview. This content should be used to entice people to want to move into the individual events.

Using the Top Speed page again as an example:
http://straightlinersonline.co.uk/events/category/56-to5 in sp-speed.html

This page rather than have the title "Events" should have the title "Top Speed Events" & underneath that before showing each of the events it should have a few paragraphs on what the top speed events mean from a general perspective and who can enter them.

3.6 Events Pages

Having past events still on the website is fine as you can maintain the rankings for this event and attract people to your site through long tail search terms but once they land on a page like the one I have highlighted below:

https://www.straightlinersonline.co.uk/events/event/36-ramsey-sprint.html

They will soon realise that the event has passed and may bounce off of your site straight away and go to a competitor. There are two solutions to this issue:

You could redirect these pages to the events section of the site so they can see events that are currently live and don't bounce from your site. The only issue with this is that Google will eventually take these results out the listings and you will no longer attract traffic for that particular events page.

The more practical and best practice option would be to keep the events page live but have a prompt on the page if the event is over to view similar events. I'm not sure the best way of doing this without having access to your CMS so suggestions would have to be made at a later date.

4. Recommendations

4.1 Google Analytics

Currently on the Straightliners website there is no Google Analytics set up. Therefore you can't track your progress properly in terms of how many visitors you are getting on a monthly basis and if anything that is happening on the website or externally is of benefit.

As an example here is one of my websites performance over the month of January, and I can clearly see that my top performing channel that is driving traffic to my website is Google Organic.

	Source / Medium	Acquisition		
		Sessions ↓	% New Sessions	New Users
		1,031 % of Total: 100.00% (1,031)	87.97% Avg for View: 87.97% (0.00%)	907 % of Total: 100.00% (907)
	1. google / organic	**753** (73.04%)	88.84%	669 (73.76%)
	2. (direct) / (none)	**225** (21.82%)	87.11%	196 (21.61%)
	3. reddit.com / referral	**16** (1.55%)	56.25%	9 (0.99%)
	4. mail.allnews24.in / referral	**10** (0.97%)	100.00%	10 (1.10%)
	5. ranker.com / referral	**9** (0.87%)	88.89%	8 (0.88%)
	6. images.google.de / referral	**3** (0.29%)	100.00%	3 (0.33%)
	7. images.google.fr / referral	**3** (0.29%)	66.67%	2 (0.22%)
	8. bing / organic	**2** (0.19%)	50.00%	1 (0.11%)
	9. yahoo / organic	**2** (0.19%)	100.00%	2 (0.22%)
	10. anonymz.com / referral	**1** (0.10%)	100.00%	1 (0.11%)

You can then dig down further to see some of the top performing pages on your site, this can help you define what the best pages are and if you could make any changes to them to better perform in terms of conversions.

	1. google / organic	/tips-and-tricks/fixing-the-missing-follower-glitch-in-skyrim/	**602** (79.95%)
	2. google / organic	/tips-and-tricks/digimon-cyber-sleuth-tricks-and-tips/	**29** (3.85%)
	3. google / organic	/tips-and-tricks/how-to-play-as-jinpachi-and-the-command-list-dummy-on-tekken-5/	**22** (2.92%)

4.2 Google Search Console

Google Search Console, formerly known as Google Webmaster tools can be set up in conjunction with Google Analytics. This is a platform that can highlight if there are any issues with your website from Googles perspective, how well the website is being indexed and if Google ever take any manual action on your website.

These are the reasons Google have given to have Search Console set up:

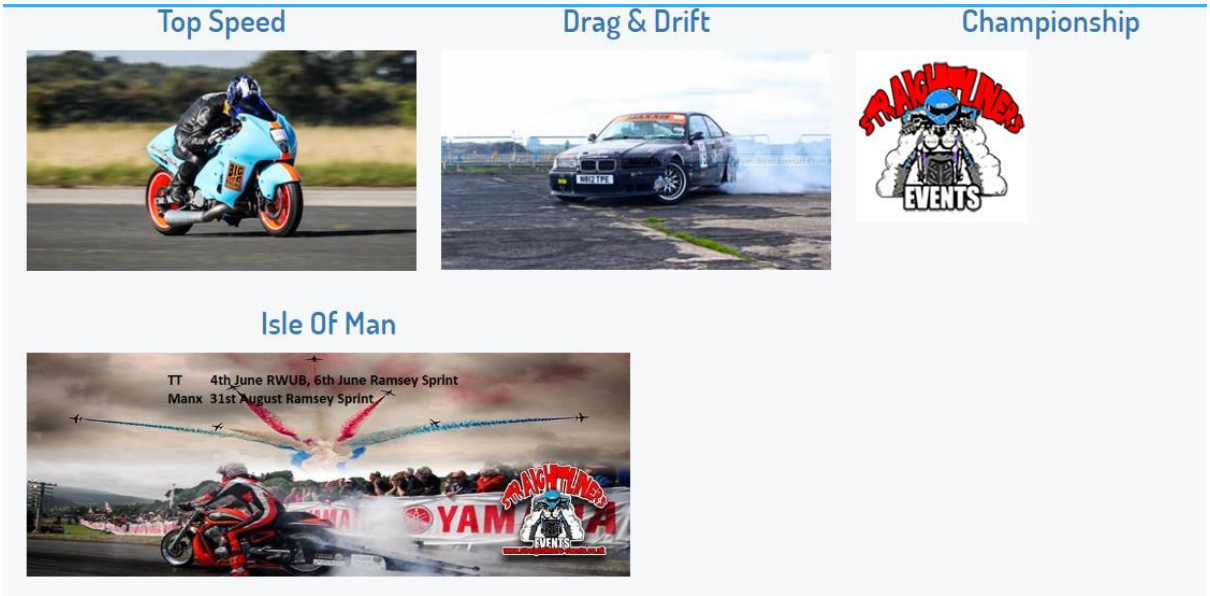
- Make sure that Google can access your content
- Submit new content for crawling and remove content you don't want shown in search results
- Create and monitor content that delivers visually engaging search results
- Maintain your site with minimal disruption to search performance
- Monitor and resolve malware or spam issues so your site stays clean

Resource: **https://support.google.com/webmasters/answer/4559176?hl=en**

4.3 Improve Homepage Design

A homepage redesign would require a bit of planning as to how you want to go about it. My opinion currently is that the general content and what you've tried to do with it is ok, but it needs some design improvement.

Once you get past the "straightliners event" content the pictures are all over the place, some of the images are clickable and some aren't, this section just really needs a bit of a tidy up making all the images the correct size and properly aligned.



Then you move on to the "2017 Dates" section which is fine, but this should have links to each one of the events so users can navigate to them quickly and book as that is the overall goal of the website.

The upcoming events section is a bit all over the place too and it's quite hard to see what the next event actually is. This could easily be consolidated into a column in the "2017 Dates" section to the left hand side called "Upcoming Events".

The news section also doesn't appear to be working properly with a broken bit of code trying to recall a news accordion showing.

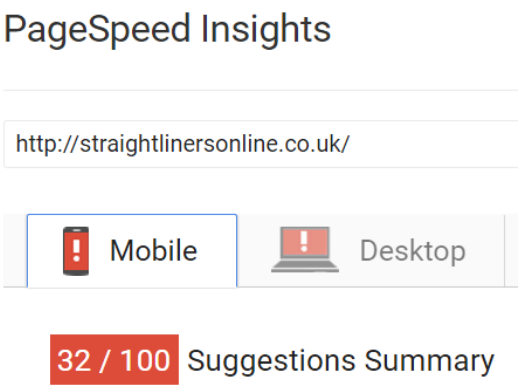
```
[zt_accordion title="What do I need? " active="yes"]
```

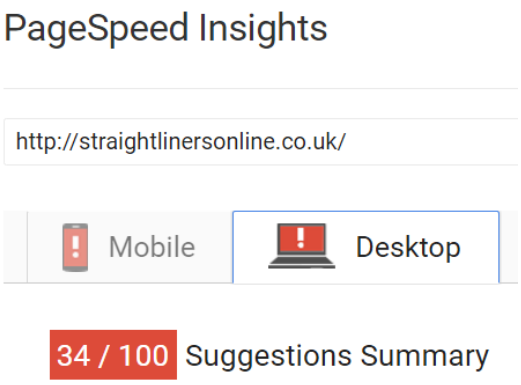
Then you navigate to featured products, in which there is nothing. This should be removed if there are no items to show here.

4.4 Improve Site Speed

The current site speed is considered to be very slow. Site speed is a ranking factor and can lower your sites overall ability to rank, it also effects the user as many people become frustrated with slow loading website which can lead to an increased bounce rate.

I ran the Straightliners website through Google Page Speed Insights which is Google's tool for monitoring website speed performance and below are the results:





Ideally you want to be aiming for over 80+ for both desktop and mobile devices. After running the website through another tool, WebPage Test, they estimate the site takes a load time of 9.4 seconds and typically you want to aim for a site to be 3 seconds or under.

				Document Complete			Fully Loaded			
Load Time	First Byte	Start Render	Speed Index	Time	Requests	Bytes In	Time	Requests	Bytes In	Certificates
9.454s	0.628s	5.306s	6394	9.454s	131	3,496 KB	9.502s	132	3,497 KB	22 KB