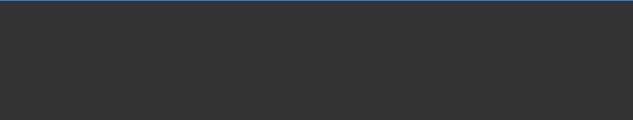




June 2023

.com

Rank Kings 200+ Point SEO Audit



## Our Process

- Rank Kings conducts a thorough analysis which includes a review of over 130 obstacles that cover technical, content, and optimization issues.
  - We use a variety of proprietary & third-party tools to assess website obstacles.
  - These obstacles are monitored throughout the engagement.
- Once the obstacles are uncovered, Rank Kings outlines the obstacles and provides personalized recommendations for addressing the obstacles based on the information we know about your site, your individual pages, CMS, and server.
- Rank Kings then prioritizes the order in which each should be addressed by providing the impact level each obstacle has on organic performance and the level of effort we estimate each will require.
- Our goal is to provide you with a clear list of actionable recommendations that are clearly prioritized to drive results!



# Obstacles Prevent Visibility

## Research, Analysis, and Resolution

- The first step in a natural search engine optimization (SEO) program is to identify obstacles that hinder search engines from properly crawling and indexing the content of the target website and its pages.
- Success in organic search is dependent on search engines finding, reading, and evaluating website content. If that content is hindered in any way, organic performance can be impacted significantly.

## Obstacle Details

- Each obstacle outlined in this review includes a detailed description of the issue, the effects of the obstacle, and recommended solutions / methods of resolution.
- Additionally, each obstacle has been labeled based on the impact to site performance expected solving the issue, as well as the estimated effort required to resolve.



# Visual Guide

## Impact

MISSION CRITICAL

SECONDARY

## Effort

LOW

MEDIUM

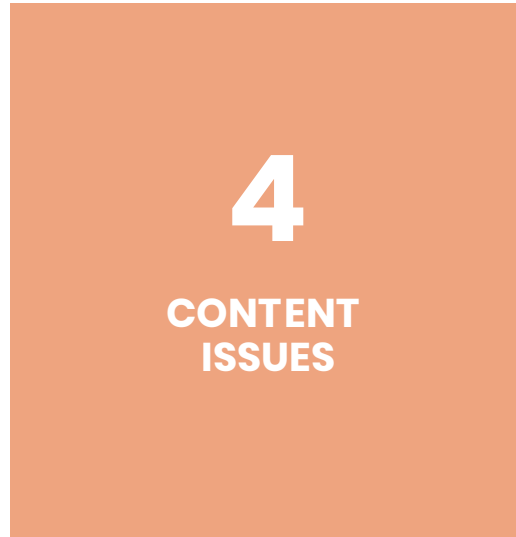
HIGH

# Overview

Rank Kings analyzed **130+ SEO obstacles** and determined **██████████.com** has **22 obstacles & issues** to overcome.



Some SEO obstacles pose a significant threat to your site’s organic visibility, rankings, and traffic, while other less-threatening obstacles represent a proactive opportunity for improvement. Resolving these obstacles will allow search engines to promote your pages in SERPs so that you can experience a significant lift in organic performance.



# Technical Obstacles



## TECHNICAL OBSTACLES

# Overview

- Technical obstacles are issues that relate specifically to search engine crawler accessibility and other technical implementation.
- Search engine crawler accessibility is the first step to optimization. If crawlers can't access your content all of your optimization efforts will be meaningless.
- We identified a total of 11 technical obstacles to address.

6

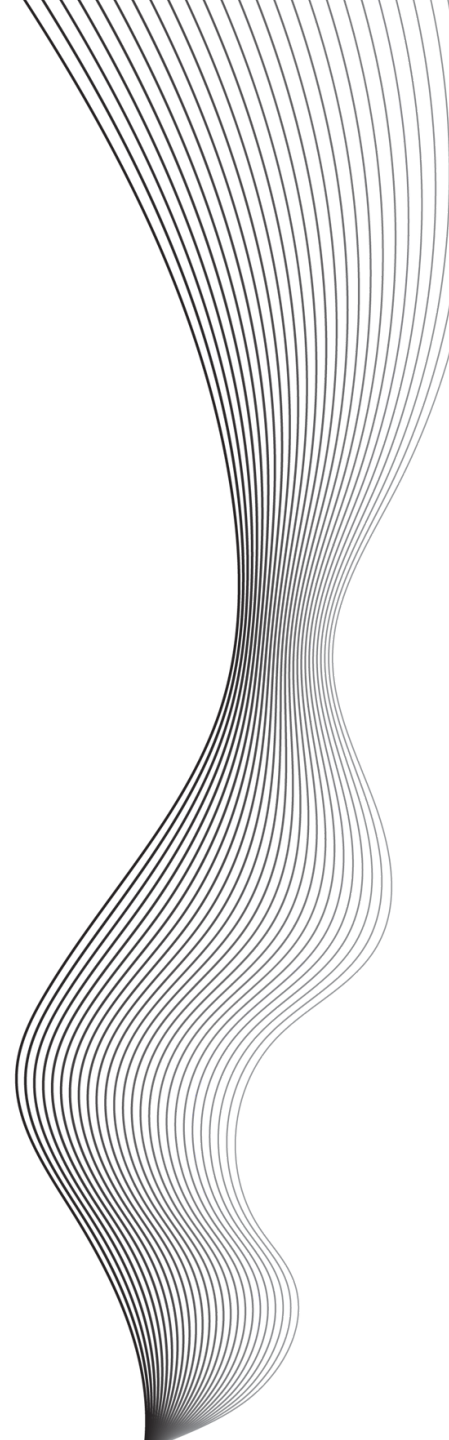
**MISSIONAL CRITICAL  
IMPACT ISSUES**

5

**SECONDARY  
IMPACT ISSUES**

TECHNICAL OBSTACLES

# Robots, XML, & Indexation





IMPACT

SECONDARY

EFFORT

LOW

## XML Sitemap Location Missing from Robots.txt

### Description

The XML sitemap location is missing from the robots.txt file.

### Implication

It is an SEO best practice to include the file path of the XML sitemap in the robots.txt. If we're unable to communicate to search engines the location of the XML sitemap, you could be hindering the ability of search engines to properly crawl and index your site. Ultimately, this could impact the site's rankings as a whole.

### Recommendation

Rank Kings recommends adding the file path of the XML sitemap to the robots.txt file.

## Minor Issue Identified

```
User-agent: *  
Disallow: /wp-admin/  
Allow: /wp-admin/admin-ajax.php
```



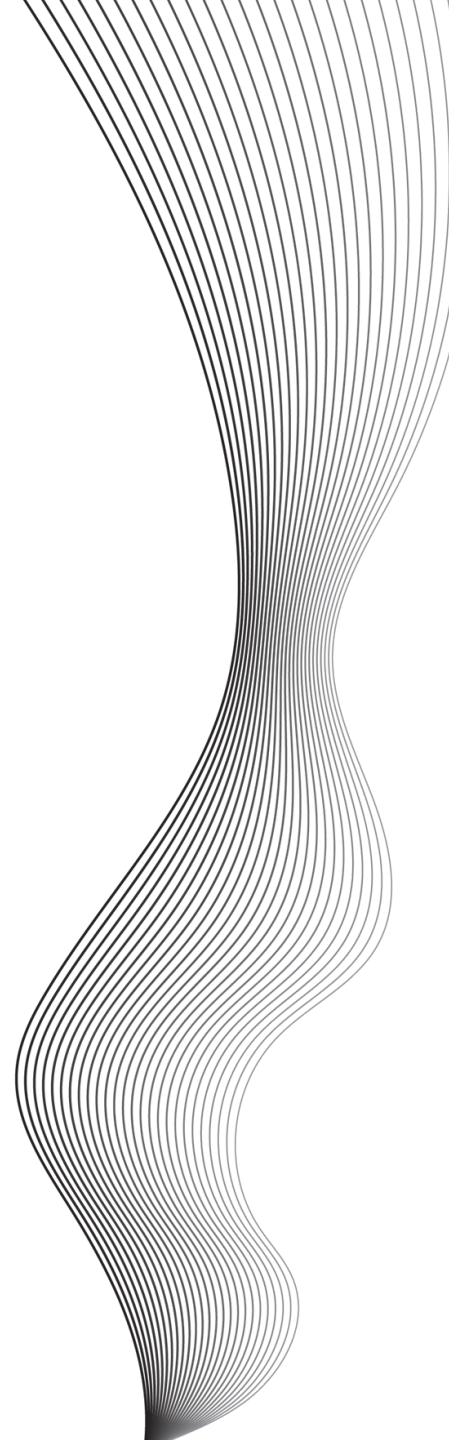
Sitemap: [saviynt.com/sitemap.xml](https://saviynt.com/sitemap.xml)

Insert path in **robots.txt** file, then submit to Google.

The robots.txt file is the first file that search engines access before crawling a site. Make sure to include the XML sitemap path to ensure it's as accessible as possible. This can be done through Yoast SEO or All in One SEO plugins.

TECHNICAL OBSTACLES

# Internal & External Linking



## Suboptimal Link Velocity vs. Competitors

### Description

The rate at which your most important pages are acquiring backlinks is slower than top-ranking competitors.

### Implication

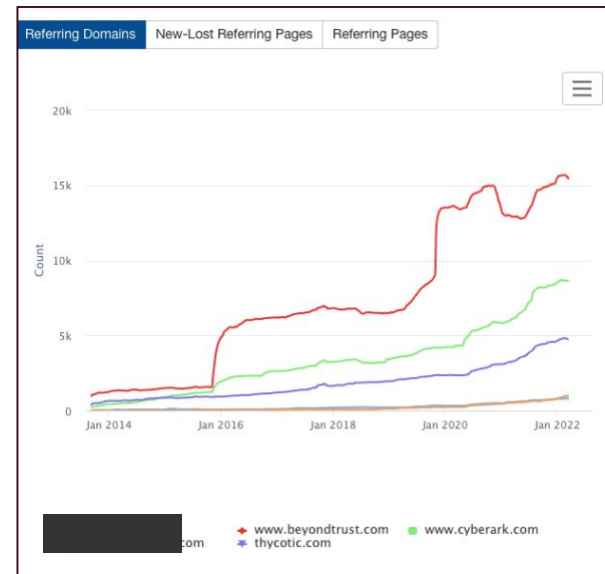
Google looks at backlink growth patterns of websites over time to understand what natural growth looks like within your industry. If your link acquisition rate is too low, search engines won't consider you relevant enough. If it's too high, you are at risk of algorithmic penalties or manual action, which can potentially halt SEO growth and lead to a rapid decline in rankings and traffic.

### Recommendation

Rank Kings will be taking this analysis and incorporating it to the link-building campaign throughout the engagement. Based on this discrepancy, fixing technical issues and creating more content is a great first step to get your content seen and linked to.

## Issue Identified

The top-ranking domains for "privileged access management" have roughly **189% more referring domains than you.**





IMPACT

MISSION CRITICAL

EFFORT

LOW

## Internal Link Issues + Suboptimal Anchor Text (Navigation Specific)

### Description

We reviewed your site for common internal linking issues

- Logo does not link to the proper homepage URL
- Anchor text is over/under optimized
- Navigation links are inconsistent
- Issues with external facing links, social profiles etc
- There are pages with navigation buttons, CTA's, etc that contain irrelevant or generic anchor text (ex. read more, learn more, etc.)

### Implication

These internal linking issues create considerable hindrances to gaining authority on your site's pages.

### Recommendation

Resolve these internal linking issues to ensure internal pages receive maximum benefit of homepage and parent page authority.

## Issue Identified

We ran an internal link audit based on the primary keywords agreed upon in our keyword research to validate/invalidate consistent use of keyword-rich, targeted anchor text.

The result: **10** inconsistencies.

In the accompanying spreadsheet, on the tab titled [Internal Links \(Navigation Specific\)](#), each inconsistency is listed with its ideal anchor text noted in column E.

**Note:** In this specific case, the inconsistencies are a result of how nav bars - the homepage nav and the footer nav specifically - link to the target pages sussed out in our research.



IMPACT

MISSION CRITICAL

EFFORT

LOW

## Internal Link Issues + Suboptimal Anchor Text (All Others)

### Description

We reviewed your site for common internal linking issues

- Logo does not link to the proper homepage URL
- Anchor text is over/under optimized
- Navigation links are inconsistent
- Issues with external facing links, social profiles etc
- There are pages with navigation buttons, CTA's, etc that contain irrelevant or generic anchor text (ex. read more, learn more, etc.)

### Implication

These internal linking issues create considerable hindrances to gaining authority on your site's pages.

### Recommendation

Resolve these internal linking issues to ensure internal pages receive maximum benefit of homepage and parent page authority.

## Issue Identified

We ran an internal link audit based on the primary keywords agreed upon in our keyword research to validate/invalidate consistent use of keyword-rich, targeted anchor text.

The result: **77** inconsistencies.

In the accompanying spreadsheet, on the tab titled [Internal Links \(All Others\)](#), each inconsistency is listed with their ideal anchor text noted in column E.



# How to Fix Your Internal Anchors

## EDUCATION

At Rank Kings, we're aware that sometimes our ideal anchor text recommendations may not be the easiest to implement especially in cases requiring you to update navigational elements.

The good news is that making these changes isn't all or nothing! Here's our recommended approach to implementing our suggestions.

**1. Can the ideal anchor text be implemented as is?** This will always be preference #1 as it will send the strongest, most consistent signal to Google about what the destination page is about.

**2. Can the ideal anchor text be slightly modified so that some of the ideal anchor text is preserved?** Ultimately, it's better to have some consistency than none.



## Example

**PUT NUTRIENTS &**  
**LIVE ENZYMES BACK**  
**IN YOUR DOG FOOD**

High processing temperatures cook live enzymes and important nutrients out of dog food before dogs have a chance to benefit from them... Ultimately, Canines Need

**Current anchor:** "Put Nutrients & Live Enzymes Back In YourDog Food" Ideal anchor: "Dog vitamin powder."

**Workable anchor:** "Put Nutrients & Live Enzymes Back In YourDog Food With Our Dog Vitamin Powder."

# Technical



IMPACT

SECONDARY

EFFORT

MEDIUM

## Missing Breadcrumbs

### Description

Breadcrumb navigation is missing from site pages.

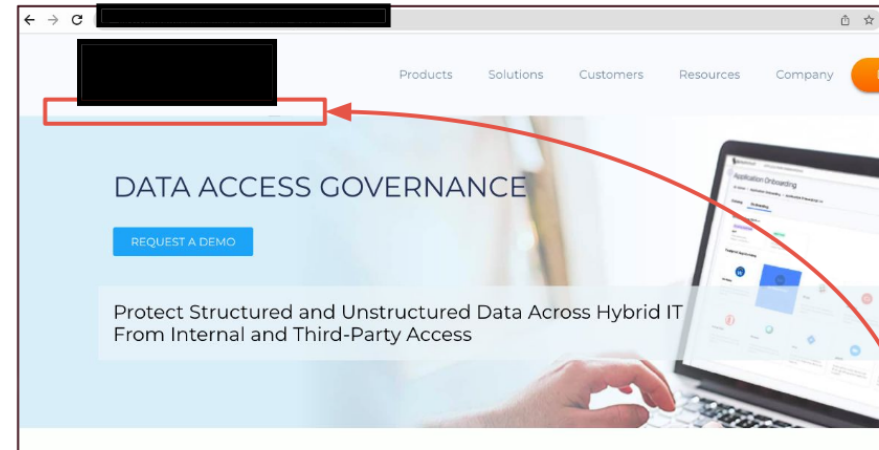
### Implication

Breadcrumbs enable search engines to easily crawl into and out of the deepest level pages of the site. In addition, properly named breadcrumb anchor text can help to increase on-page relevancy, as well as indicate the organization of content. Missing breadcrumbs is a gap in optimization and can result in a decrease in organic rankings and organic traffic.

### Recommendation

Rank Kings recommends adding simple hierarchical breadcrumb navigation to all pages.

## Minor Issue Identified



The section between the primary nav and header image of your core pages is going to be the best place to add hierarchical breadcrumb navigation.

This should ultimately look something like this:

Home > Cat > **Page**

# Technical



IMPACT

SECONDARY

EFFORT

MEDIUM

## No Consumer-Facing Sitemap

### Description

A consumer-facing sitemap is missing from the site.

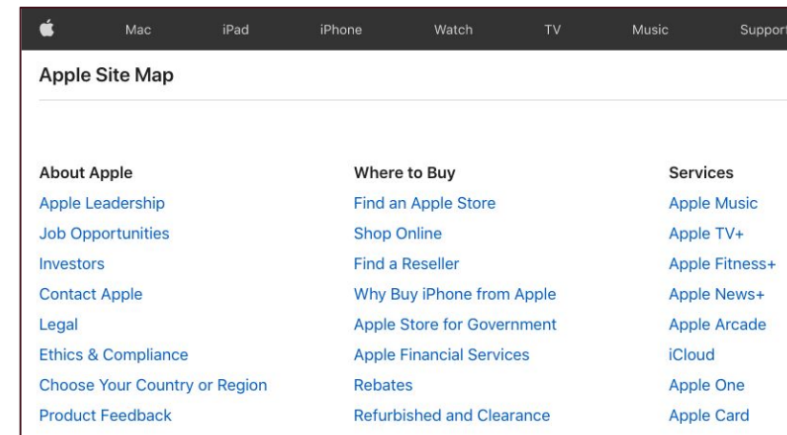
### Implication

A consumer-facing sitemap is an expected functional page on every site, by many consumers. HTML sitemaps help both visitors and search engines easily navigate to the primary sections of your site. A consumer-facing sitemap is considered a standard page search engines expect to find. When not included, search engines may believe your site is of lower quality, which can result in a decrease in organic rankings and organic traffic.

### Recommendation

Rank Kings recommends adding a consumer-facing HTML sitemap.

## Minor Issue Identified

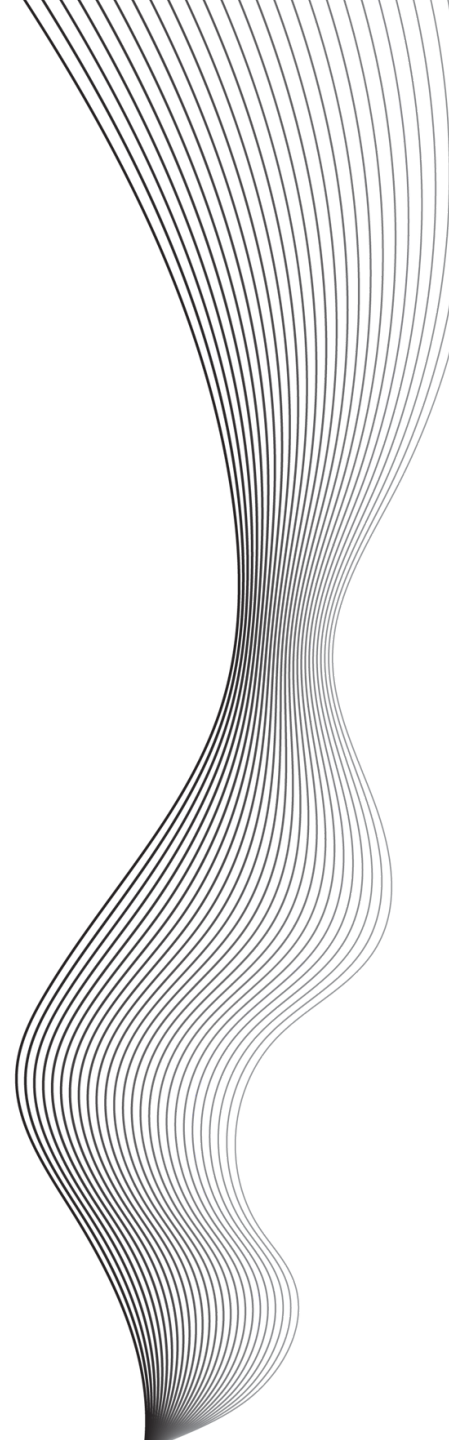


An HTML sitemap enables lost human users to find a page on your site that they are looking for. It also helps all users get an idea of where to find your most important pages and easily access them, improving crawl ability and indexation. With an HTML sitemap, you're providing a better user experience, thus lowering bounce rates, and increasing user engagement metrics.



TECHNICAL OBSTACLES

# Redirects



IMPACT

MISSION CRITICAL

EFFORT

MEDIUM

## Unnecessary Internal Redirects

### Description

There are internal links pointing to unnecessary redirects.

### Implication

On-page internal site/page redirection is viewed as a low-quality site signal by search engines. While search engines will still follow and crawl these pages, they may not be given the full relevancy they deserve. This detractor in relevancy can result in reduced rankings and traffic.

### Recommendation

Internal links should point to the final status code 200 page. Internal links should not follow redirect hops.

## Issue Identified

We found **346 unnecessary redirects** on linked to a total of **2,530 times**.

	http://[redacted]2016/08/15/ 301: Permanent redirect to https://saviynt.com/
	https://[redacted] 200: HTTP/1.1 200

A full list of issues can be found under the data tab [Unnecessary Redirects](#).



# Unnecessary Redirects – Instructions

To remove unnecessary redirects from your website, you will need to go to the hyperlink that is pointing to a redirect (source) and update it so that it points to its live destination instead. In other words, you are removing the redirects by linking to the page that is live.

You are not creating new redirects – these are only to be used when there are 404 Not Found errors. Here are the step-by-step instructions to help you clean up your website and remove unnecessary redirects:

1. Go to source.
2. Find hyperlink.
3. Edit Hyperlink by removing redirecting URL.
4. If relevant, insert a link to NEW URL that is live.
5. Repeat for every row on the report.

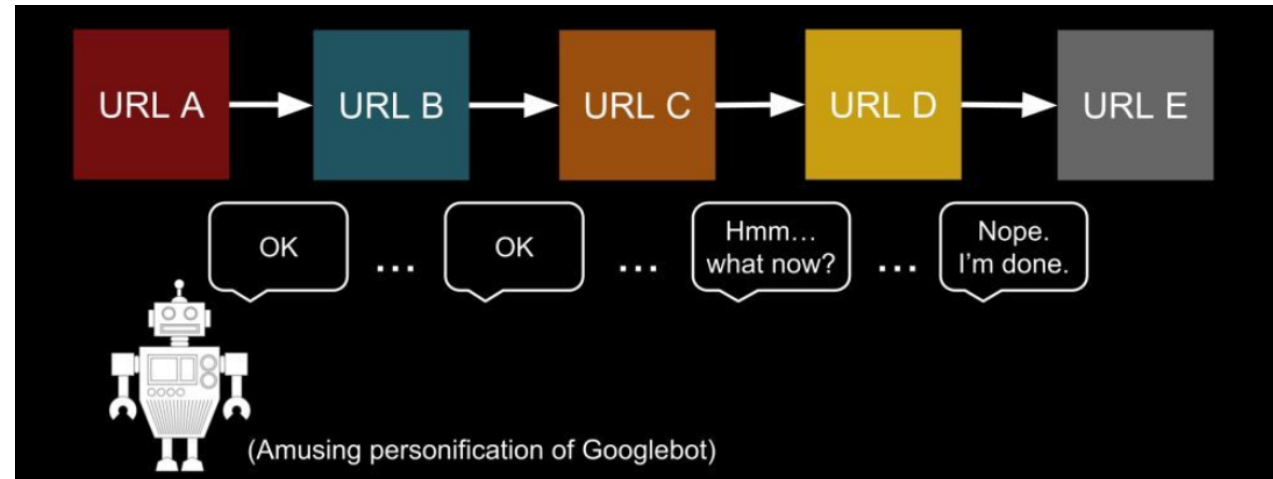


# Unnecessary Redirects

## EDUCATION

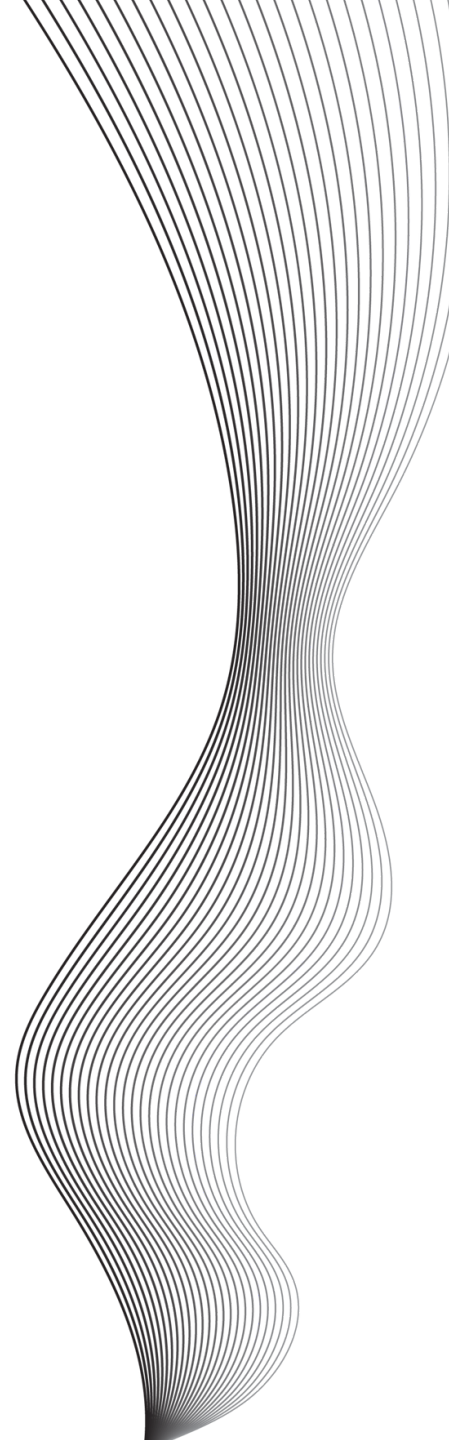
Loss of link equity and keyword relevance is compounded. If there are two redirects in place, that becomes 85% of 85%, or roughly 72%. The more redirects there are, the worse it gets.

Unnecessary redirects also make it more difficult for Google to crawl the site, which can affect how well pages are indexed. Googlebot may give up if it encounters too many redirects. Multiple redirects can also result in marginally slower site speed which negatively impacts the user experience.



TECHNICAL OBSTACLES

# Site Errors



# Technical



IMPACT

SECONDARY

EFFORT

LOW

## Broken Pages with Backlinks

### Description

Pages contain broken links.

### Implication

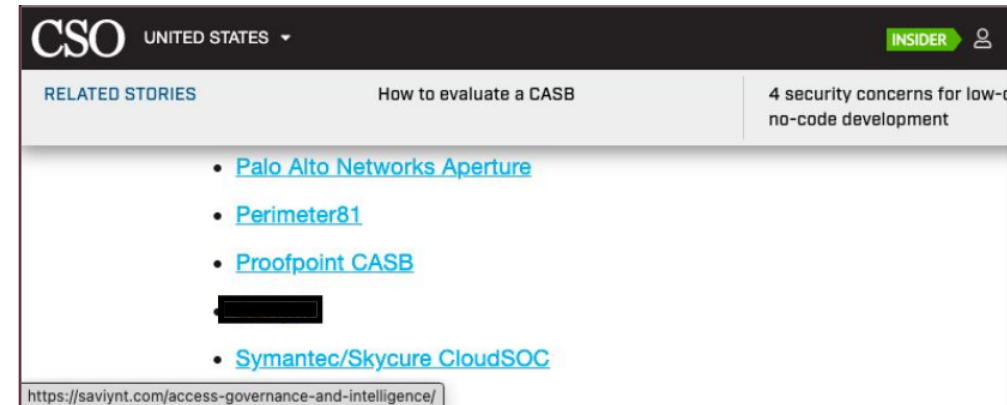
Broken links are both a usability concern and an SEO issue. From a usability perspective, we don't want to send users to a broken page. From an SEO standpoint, it's critical that all of our backlinks, both internally and externally, be valid, as they will impact our backlink profile and overall site strength. In addition, broken links indicate to search engines that the site is poorly maintained and of lower quality, factors that are part of your rankings and total organic traffic.

### Recommendation

Repair broken pages or ensure all links point to a live page using 301 redirects.

## Minor Issue Identified

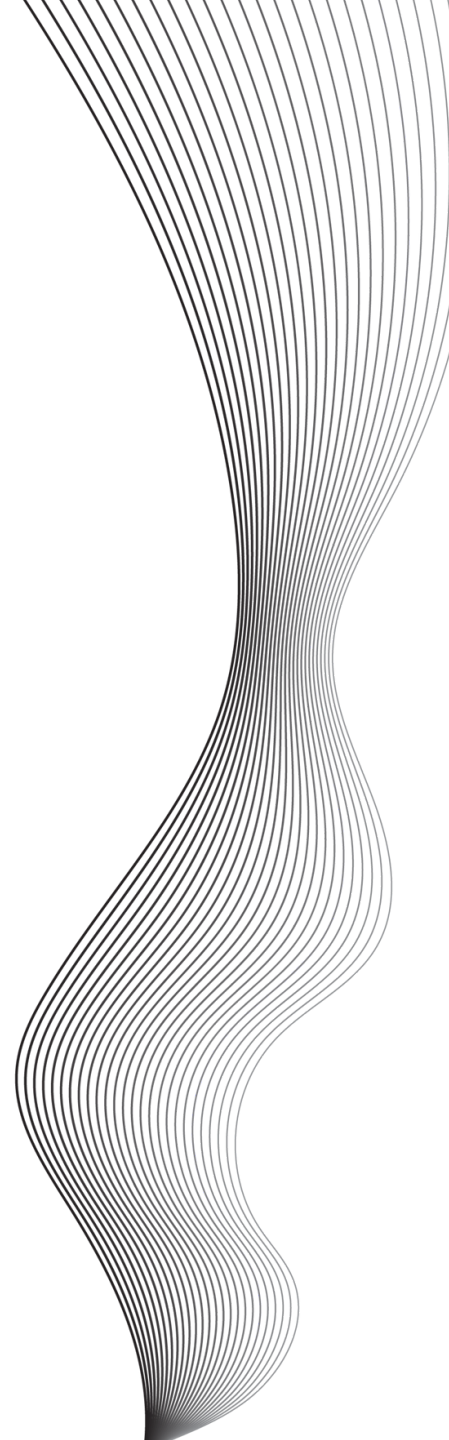
We analyzed the backlink profile of [REDACTED] and identified 19 links pointing to broken pages or pages that don't pass equity, i.e., pages that are 404. Here's a link pointing to a broken page:



This example comes from [this page](#) on [www.\[REDACTED\].com](#) (a **DR 86 site**). The link points to [https://\[REDACTED\]](#) and which results in 404. The full list of broken pages can be found in the accompanying spreadsheet on the [Broken Pages with Backlinks](#) tab.

TECHNICAL OBSTACLES

# Web Performance



IMPACT **MISSION CRITICAL**

EFFORT **HIGH**

## Suboptimal Link Velocity vs. Competitors

### Description

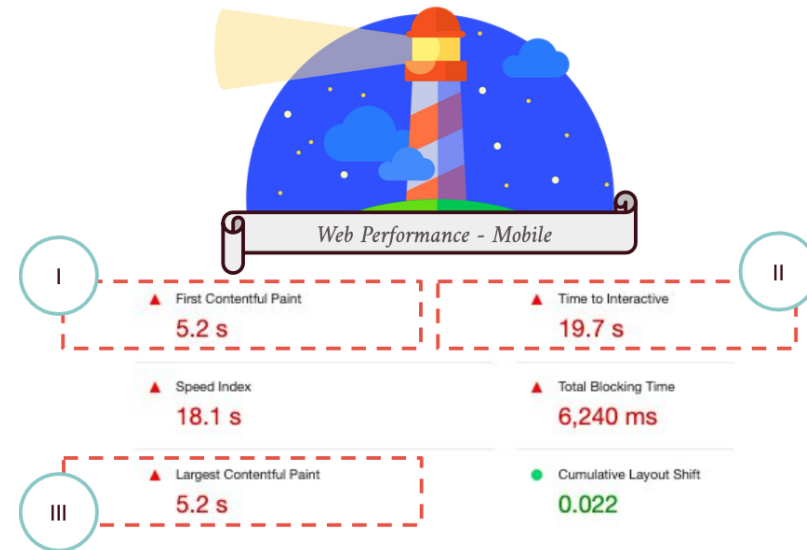
Your site takes roughly 5.2 seconds to visually indicate it's "working" and another roughly 14.5 seconds to be fully interactive.

### Implication

Accessing a web page is an experience that can generally be described in 3 "moments":

- I. User has confirmation that loading has started (First Contentful Paint).
- II. User has enough info in front of them to think that they can interact with the page (Largest Contentful Paint).
- III. User can interact with the page (Time to Interactive). If the average of the first 2 metrics are > 3s, and that of the last metric is > 15s, your site's web performance is considered "poor," which can lead to higher bounce rates, lower conversion rates, and ultimately lower rankings.

## Issue Identified



Find the full Google Lighthouse report [here](#). Items under "Opportunities" are areas we recommend prioritizing fixes for.





# Page Speed

## EDUCATION

Page speed is important to user experience. Pages with a longer load time tend to have higher bounce rates and lower average time on page. Longer load times have also been shown to negatively affect conversions.

In 2016, Google began the transition to a [Mobile-First Index](#). By July 2018, the transition was complete, and Google announced that page speed would be incorporated into its algorithms as an [official ranking factor](#).

In 2021, Google doubled down on its commitment to user experience and announced that it would begin [using Core Web Vitals metrics as part of its ranking systems](#). This means that preference will be given to pages that offer a superior user experience, and rankings may begin to suffer for pages with suboptimal Core Web Vitals metrics..

### Mobile

[OPEN REPORT >](#)

249,686 slow URLs    858,992 moderate URLs    0 fast URLs



“... starting in July 2018, page speed will be a ranking factor for mobile searches.” - [Google](#)

IMPACT

SECONDARY

EFFORT

HIGH

## Missing Reviews with Schema/Microdata

### Description

The website is missing customer reviews with microdata or schema formatting.

### Implication

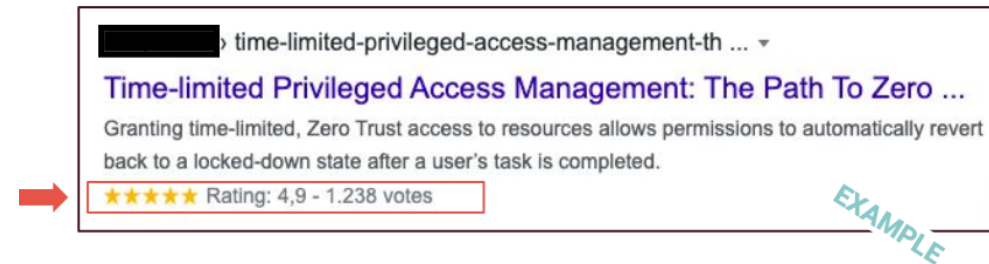
Adding microformats to customer reviews, you have aggregated is a critical component to increasing the click-through rates of your search engine listings. Schema markup enhances your listings and makes them more enticing. These enhanced listings will result in higher click-through rates and more organic traffic.

### Recommendation

Rank Kings recommends adding a customer review submission functionality to your website ([WP plugins](#), [TrustPilot](#), [Yotpo](#), custom, etc.).

-Add schema markup using the [schema.org](#) protocol to all relevant content types. See [schema.org](#).

## Minor Issue Identified



**Note:** This is a mockup.

██████████ is missing an opportunity to increase CTRs by up to 30% through the inclusion of review schema on your customer reviews in order to trigger "Review snippets" in Google's search results if Google deems relevant to the query.

Google [Source](#)

# Content Issues



## CONTENT ISSUES

# Overview

- Content Issues relate specifically to the copy of your website's pages - including body copy, headers, and even descriptions & media.
- Website content is a critical element search engines take into account when determining where a website should appear in search results. Issues with your website's content can have a significant impact on rankings.
- We identified a total of 4 content issues to

**4**

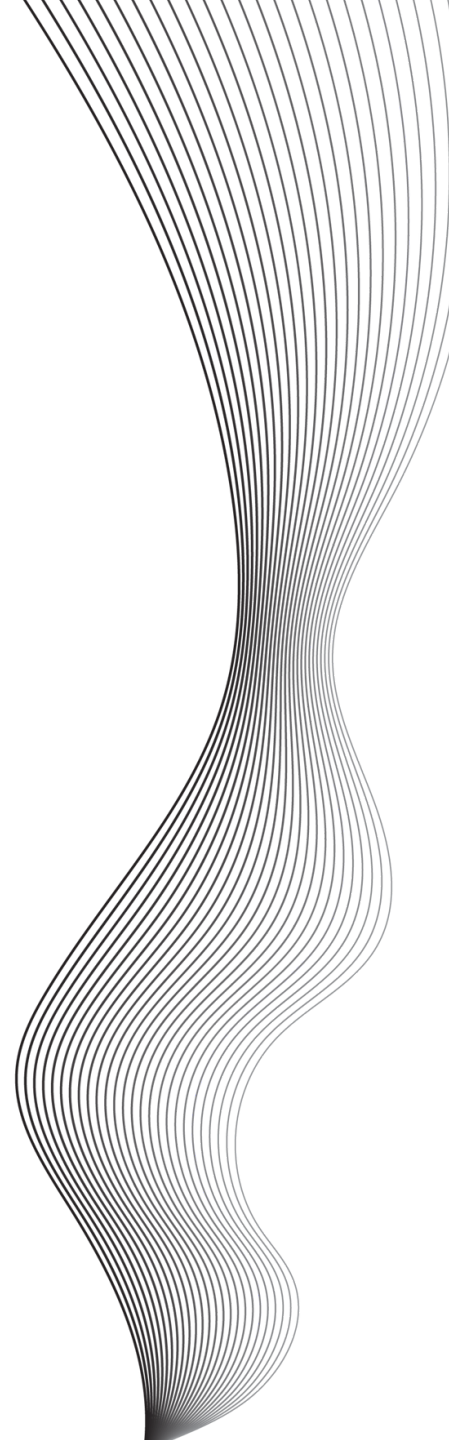
**MISSIONAL CRITICAL  
IMPACT ISSUES**

**0**

**SECONDARY  
IMPACT ISSUES**

**CONTENT ISSUES**

# **Web Performance**



# Content



IMPACT

MISSION CRITICAL

EFFORT

HIGH

## Lack of Body Content On Pages

### Description

Pages lack sufficient static body copy.

### Implication

Search engines look at on-page copy to help determine keyword relevance. Without static and keyword-focused body copy, our relevancy will never be optimal. A lack of relevancy will result in reduced rankings and organic traffic. [Learn more.](#)

### Recommendation

Rank Kings recommends that all pages have at least 800 words of static keyword focused content, especially for the target pages listed in our Master Keyword Research aimed to increase organic conversions.

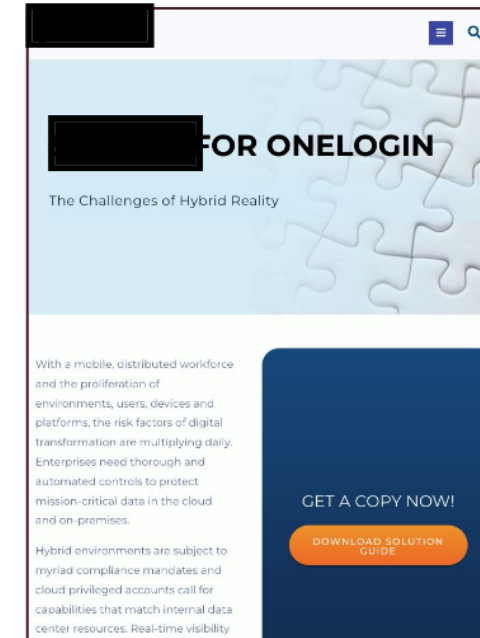
## Issue Identified

Here is an example of a page that is lacking sufficient body content. While these pages have some content, we recommend 800 words per page.

**8% of pages contain less than 800 words.**

Placing the content below the fold is fine but in order for us to rank for competitive keywords, on-page content is needed to support the overall theme relevancy of the page.

Please refer to the Lack of Body Content On [Pages](#) tab in the accompanying spreadsheet for the full list of issues.



## Semantic Analysis

### Description

Target pages do not cover topics that Google expects to see on each page based on top ranking content it competes with.

### Implication

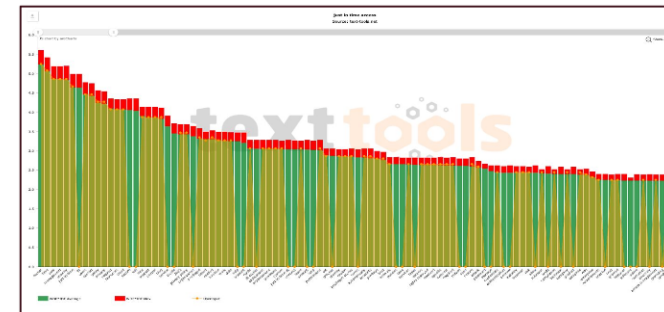
When Google analyzes a website to determine its authority on a certain topic (and subsequently where it'll rank), it looks to make sure there are keywords it expects to be there based on its database of content that targets similar "head" (primary) themes. To identify these words, semantic analysis is a formula by which search engines determine the optimal distribution of topics, relevant terms, and keywords in content. The method for determining this distribution goes beyond looking at keyword density, considering the semantic context of keywords.

### Recommendation

Rank Kings recommends updating all content on our target pages to align with the semantic analyses provided.

## Issue Identified

Below is an example of a semantic analysis calculation around the keyword "just in time access" for the UR [REDACTED]



[Click to Enlarge](#)

In the accompanying spreadsheet on the tab titled **Semantic Analysis**, the words that are missing from the text that have been deemed semantically important for this search term have been highlighted. Please work with your in-house content team or with Victorious to update content to include important, missing keywords based on each target page's semantic analysis.

# Content



IMPACT

MISSION CRITICAL

EFFORT

HIGH

## Lack of Quantity of Content Pieces vs. Competitors

### Description

Site lacks sufficient volume or quality of content to be viewed as relevant and authoritative by search engines.

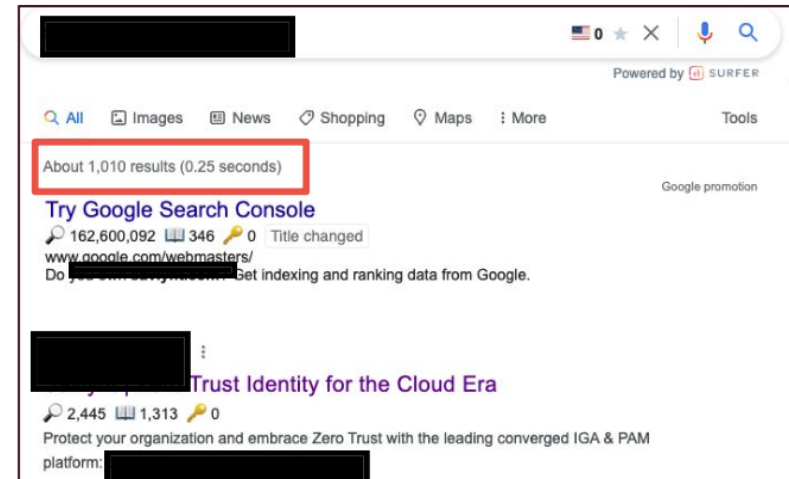
### Implication

Search engines look at on-page copy to help determine keyword relevancy. Without static and keyword-focused body copy, our relevancy will never be optimal. A lack of relevancy will result in reduced rankings and organic traffic.

### Recommendation

Rank Kings recommends that more blog content be created in order to begin gaining traction against competitors in terms of the quantity of content pieces.

## Issue Identified

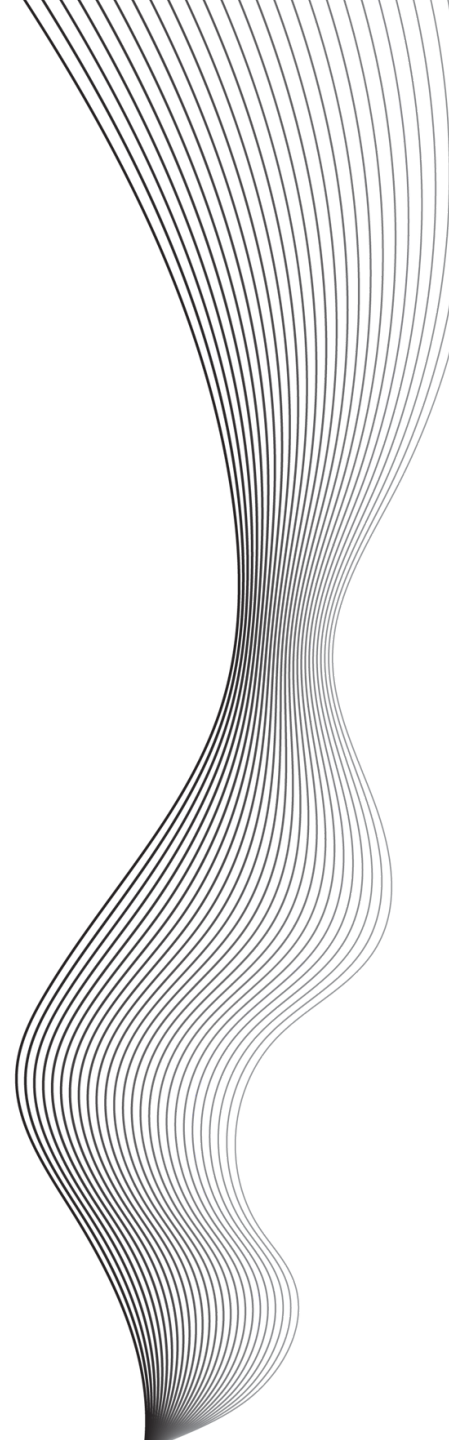


The top 3 competitors for the keyword “privileged access management” have an average of **800% more ranking content** on their site than you. Creating a sufficient volume of content on a site is key in showing a sites relevance and authority in their industry to Google.



**CONTENT ISSUES**

# **Content Accessibility**



# Content



IMPACT

MISSION CRITICAL

EFFORT

HIGH

## Keyword Cannibalization

### Description

There is keyword cannibalization for the “zero trust identity” keyword family. There are 2 pages attempting to rank for this keyword.

### Implication

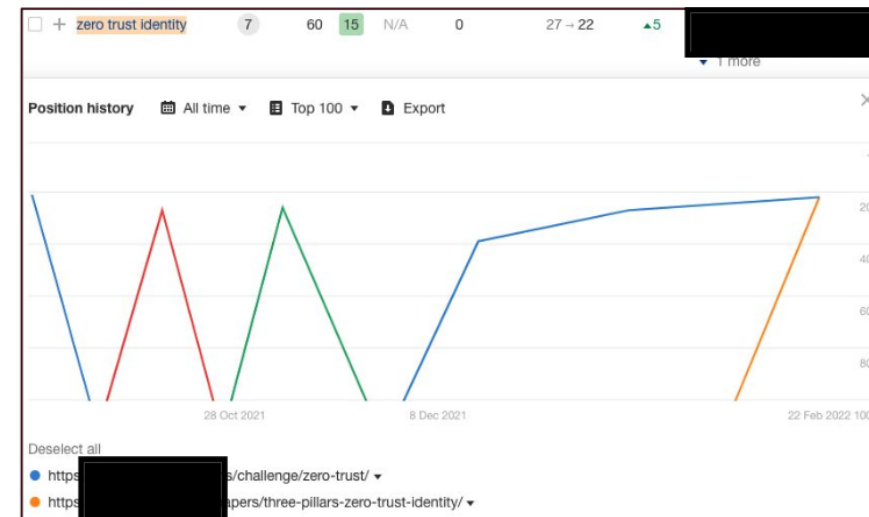
Search engines look at on-page copy to help determine keyword relevance. If multiple pages have very similar or duplicate content, search engines become confused and these pages end up competing against each other. Without proper keyword targeting, our relevancy will never be optimal. A lack of relevancy will result in reduced rankings and organic traffic for all pages targeting a given theme.

### Recommendation

Rank Kings recommends following the instructions regarding keyword cannibalization.

## Issue Identified

One of the most important steps in improving your site’s ranking in Google search results is to ensure that it contains plenty of rich information that includes relevant keywords, used appropriately, that indicate the subject matter of your content.



# Optimization Opportunities



## OPTIMIZATION OPPORTUNITIES

# Overview

- Content Issues relate specifically to the copy of your website's pages - including body copy, headers, and even descriptions & media.
- Website content is a critical element search engines take into account when determining where a website should appear in search results. Issues with your website's content can have a significant impact on rankings.
- We identified a total of 4 content issues to

**3**

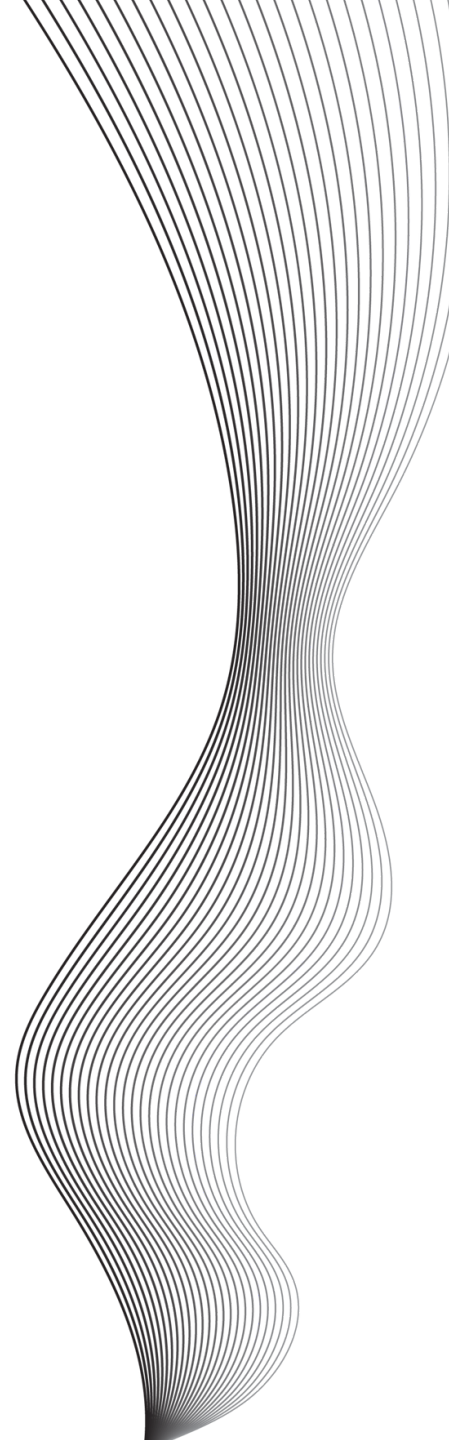
**MISSIONAL CRITICAL  
IMPACT ISSUES**

**4**

**SECONDARY  
IMPACT ISSUES**

OPTIMIZATION OPPORTUNITIES

# Page Optimizations



# Optimization



IMPACT

MISSION CRITICAL

EFFORT

MEDIUM

## Missing Keyword on Target Pages

### Description

Target pages in our campaign are not using the required terms and phrases to rank for their respective keywords.

### Implication

Including important keywords on your page is the first step in the on-page optimization process. When implemented, they tell search engines exactly what our content is about without any room for misinterpretation. Lack of important keywords on your page lead to fractured SEO, it makes backlinks less powerful and hinders your ability to rank at your true potential, and causes heavy ranking fluctuations.

### Recommendation

Rank Kings recommends incorporating primary keywords and secondary terms into your content naturally. If the content sounds redundant, do not

## issue identified

While reviewing the content on our target URLs, we're seeing multiple instances of important keywords missing on the page.

As an SEO best practice, we recommend updating the copy of target URLs to ensure they have the correct SEO signals for the best SEO results.

Please refer to the Master [Keyword Research spreadsheet](#) in your Google Drive for the full list of keywords and their respective pages.



# Optimization



IMPACT

MISSION CRITICAL

EFFORT

MEDIUM

## Missing Keyword on Target Pages

### Description

The website has suboptimal page title tags:

- Titles are too short
- Titles are too long
- Titles are being duplicated

### Implication

The page title is the most important on-page SEO element for search engines. Page titles must be unique to each page and contain the most appropriate keywords to the theme of the page. Missing page titles can result in reduced rankings and traffic.

### Recommendation

Rank Kings recommends limiting the page title to no more than 60 characters. (Google displays 600 pixels in their search results pages.) Include target key phrases first, as this weighs the heaviest. Copy should be written with users in mind and should not be duplicated.

## issue identified

Page Title Issue	% of Pages
Too Short	5%
Too Long	33%
Duplicate	1%

Please refer to the [Page Titles Issues](#) tab in the accompanying spreadsheet for the full list of issues.

We have included examples on the next slide.



# Page Title Issues

## Continued

Prioritize the pages in our thematic keyword research these have been identified to be the most business-impacting through SEO.

Then, work on optimizing the rest of the core pages on your site (service/product pages), and work on informational content last (blog/resources).

### Title Too Short

→ **Title** ⓘ [REDACTED] Analyst Reports  
23 characters

**Description** ⓘ Industry analysts [REDACTED] the leading innovator in identity. Read the latest analyst reports from Gartner, Forrester, KuppingerCole, and others.  
154 characters

**Keywords** ⓘ Keywords are missing!

**URL** ⓘ https://[REDACTED]/analyst-reports/2/

### Duplicate Page Titles

→ **Title** ⓘ [REDACTED] for Intelligent Identity and Smarter Security  
58 characters

**Description** ⓘ [REDACTED] offers enterprises the opportunity to see how [REDACTED] secures applications, data and infrastructure in a single platform for cloud and enterprise.  
161 characters

**Keywords** ⓘ Keywords are missing!

**URL** ⓘ https://[REDACTED]-demo/

### Title Too Long

→ **Title** ⓘ Securing and Governing Privileged Access at Scale - Intelligent Identity and Smarter Security [REDACTED]  
103 characters

**Description** ⓘ Digital transformation is creating a convergence between Identity Governance and Administration (IGA) and Cloud Privileged Access Management (PAM) to provide frictionless [Read More](#)  
178 characters

**Keywords** ⓘ Keywords are missing!

**URL** ⓘ https://[REDACTED]-and-governing-privileged-access-at-scale/



# Optimization



IMPACT

SECONDARY

EFFORT

MEDIUM

## Meta Description Issues

### Description

The website has suboptimal meta-description tags on its pages:

- Meta descriptions are too long
- Meta descriptions are missing
- Meta descriptions are being duplicated

### Implication

Meta descriptions are important for SEO as they dramatically impact the click-through rate on search engine result pages. If missing,

Google will attempt to generate a description based on the copy of the site, which sometimes does not make sense or isn't the best for the user experience in search. Descriptions of excessive length are truncated by search engines.

### Recommendation

Rank Kings recommends creating unique & relevant meta descriptions for each page targeting the user. Meta descriptions should be limited to 156 characters and include target key phrases, info about the page, and a CTA.

## Minor Issue Identified

Meta Description Issue	% of Pages	Example
Missing	1%	<a href="#">Link</a>
Too Long	30%	<a href="#">Link</a>
Duplicate	1%	<a href="#">Link</a> , <a href="#">Link</a>

Please refer to the [Meta Description Issues](#) tab in the accompanying spreadsheet for the full list of issues.



# Meta Description Issues

Prioritize the pages in our Thematic Keyword Research, which have been identified to be the most business-impacting through SEO. Then, work on optimizing the rest of the core pages on your site (service/product pages), and work on informational content last (blog/resources).

## Missing Meta Description

**Title** ⓘ Extending Azure AD Identity Customer Value with [REDACTED] Intelligent Identity and Smarter Security  
131 characters

**Description** ⓘ Description is missing!

**Keywords** ⓘ Keywords are missing!

**URL** ⓘ http://[REDACTED]/extending-azure-ad-identity-customer-value-with-saviynt-solutions-microsoft/

## Duplicate Page Titles

**Title** ⓘ Securing Privileged Access in the Cloud - B [REDACTED]  
56 characters

**Description** ⓘ Securing Privileged Access in the cloud, due to its ephemeral nature, is quite challenging; it requires a different approach than securing a traditional on-premises environment. It requires an [Read More](#)

**Keywords** ⓘ Keywords are missing!

**URL** ⓘ [REDACTED]securing-privileged-access-in-the-cloud/

## Title Too Long Duplicate Meta Description

**Title** ⓘ [REDACTED] Intelligent Identity and Smarter Security  
58 characters

**Description** ⓘ [REDACTED] offers enterprises the opportunity to see how [REDACTED] applications, data and infrastructure in a single platform for cloud and enterprise.  
161 characters

**Keywords** ⓘ Keywords are missing!

**URL** ⓘ http://[REDACTED]e-demo/



IMPACT

SECONDARY

EFFORT

MEDIUM

## HI Header Tag Issues

### Description

- The current template contains too many HI header tags.
- Valuable content pages do not have relevant HI tags.

### Implication

HI tags are a critical SEO optimization element to help search engines better understand the focus of content on a page. When more than one HI tag is present on a page the intended relevancy can become convoluted and search engines will devalue the page. Without an HI tag, a page's relevance for targeted keywords will be lower. Lower relevancy will equate to lower rankings, and lower rankings equate to lower traffic.

### Recommendation

Rank Kings recommends that each page have a single and unique HI header tag, placed high in the page's content and populated with content relevant to the page's content, including a targeted key phrase. The HIheader should not match the Page title too closely.

## Minor Issue Identified

**37% of your pages** on the site have multiple H1s.

If you need to split up the content on the page with subsections, use H2s, H3s, and so on. Ensure these are also used judiciously.

Please refer to the [Header Issues](#) tab in the accompanying spreadsheet for the full list of issues.

An example of multiple H1s found on: <http://www.saviynt.com/next-generation-identity-governance>

```
<H1> The Path to Next-Generation Identity Governance
<H4> Saviynt
<H1> The Path to Next-Generation Identity Governance
<H5> Achieve 240% ROI with Saviynt
<H5> Sign Up
```

IMPACT

SECONDARY

EFFORT

MEDIUM

## Image Issues

### Description

- Valuable images are missing relevant ALT tag text.
- Valuable images have suboptimal file names.

### Implication

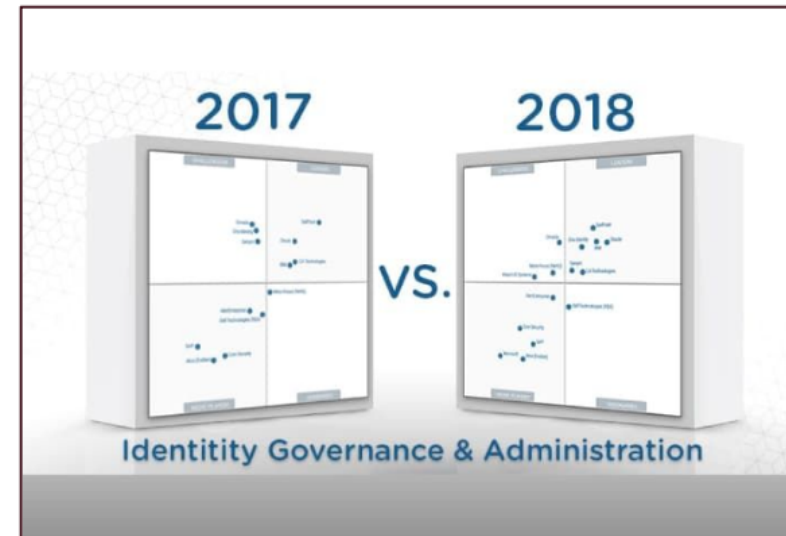
Image ALT tag text helps search engines identify the content of an image object. Adding ALT text will improve the likelihood that an image will rank in image search engines and improve the keyword relevancy of page, positively impacting rankings and traffic. Use keywords in the image filename so Google understands your images. If your image is a sunrise at Notre Dame Cathedral, the file name shouldn't be DSC4536.jpg.

### Recommendation

Ensure all images (design/structure images excluded) have an ALT tag and file name that accurately describes the image & includes relevant keywords(when possible). If an image is part of the CSS file or something similar, consider adding the title attribute to the HTML tag.

## Minor Issue Identified

According to our analysis, **72.62%** of images are missing alt text on [https://\[REDACTED\]n/](https://[REDACTED]n/). Below is an example:



Please refer to the [Image Issues](#) tab in the accompanying spreadsheet for the full list of issues.

# Optimization



IMPACT

SECONDARY

EFFORT

MEDIUM

## Image Efficiency Suboptimal

### Description

Image files are excessive in some cases, causing a critical slowing of page load times.

### Implication

Loading times are important for UX and SEO. The faster the site, the easier it is to visit and index a page. Images can have a big impact on loading times, especially when you upload a huge image and then display it really small – for example, a 2500×1500 pixels image displayed at 250×150 pixels size – as the entire image still has to be loaded.

### Recommendation

Rank Kings recommends resizing the images themselves to how you want them displayed, making sure that images are compressed in the smallest file size possible, ideally under 100 kb in size. We recommend using tools like ImageOptim or websites like JPEGMini, PunyPNG, TinyPNG or Kraken.io.

## Minor Issue Identified

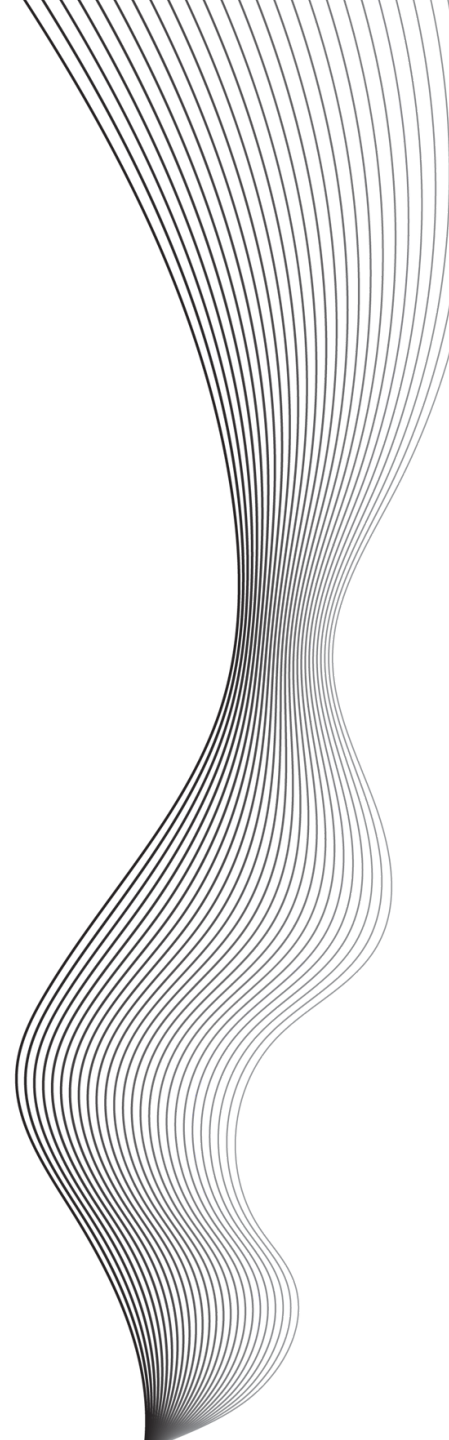


The image above can be found on <http://www.rankkings.com/content/uploads/2020/03/msft-interview.png> and is almost 975 kB.

**15% of images** on the website are over 100 kb. Please refer to the Image Issues tab in the accompanying spreadsheet for the full list of issues.

OPTIMIZATION OPPORTUNITIES

# User Engagement Metrics



# Optimization



IMPACT

MISSION CRITICAL

EFFORT

HIGH

## Missing Customer Reviews

### Description

The website is missing customer reviews that can be used to improve conversion rates and user engagement metrics.

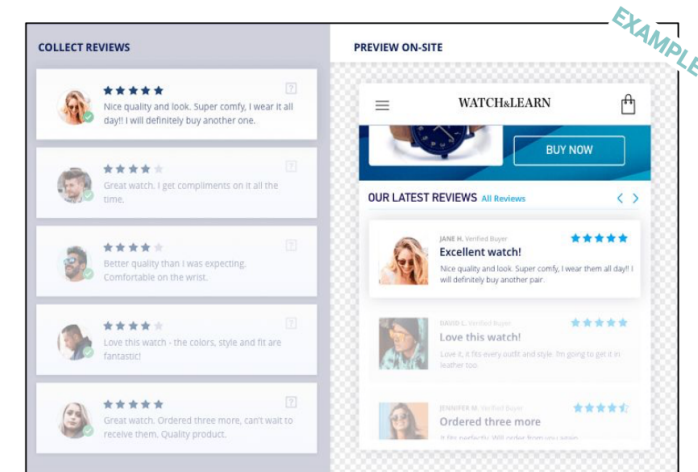
### Implication

Brands need to build and maintain trust in order to attract, convert and retain more customers. Today's consumers prefer to trust real customers that have had real experiences with brands. **65% of consumers reported** that they trust user-generated content like customer reviews more than brand content. Products with high ratings get more reviews and more sales than those with low ratings.

### Recommendation

Rank Kings recommends you build functionality to collect and review customer reviews on your website to increase conversion rates on the site at large. Here's a guide that can help you get started.

## Issue Identified



The image above can be found on <http://content/uploads/2020/03/msft-interview.png> and is almost 975 KB.

**15% of images** on the website are over 100 kb. Please refer to the Image Issues tab in the accompanying spreadsheet for the full list of issues.



Thank You!