

Kiandra

SEO Recommendations

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Read First

The following recommendations are based on data and my experience in SEO. With that said, I can only give you recommendations, but can't be held responsible for the execution of these recommendations. If you plan on trying to execute these recommendations on your own, make sure you do the following:

Back Your Website Up

You should always back your website up before making any changes.

Annotate

Always annotate your actions inside Google Analytics. This is critical because you'll be able to measure the impact of your action. If an action has a negative impact, you'll be able to retrace your steps and vice versa.

Disclaimer

Creativolt is not responsible/liable for loss of rankings, traffic, or revenue as a result of the following recommendations because we aren't the party executing the changes. However, we give you recommendations throughout this document to help you execute changes safely and effectively.

Recommendations

Level 1 Actions

Level "1" actions can potentially have the biggest impact on your organic search performance.

Consider Consolidating Your Assets

Having multiple blog posts for closely-related topics/locations will make your SEO campaign much more logistically challenging. The first challenge is going to be the likelihood of duplicate content across multiple pages.

The second challenge is that backlink acquisition will be much more challenging (trying to acquire backlinks for one post vs. three posts). As a result, you're losing out on building site authority. A stronger website would make the process of ranking much easier.

Examples of assets that could be consolidated:

Cluster	URL
Legacy Systems	https://kiandra.com.au/insights/legacy-modernisation-approach
Legacy Systems	https://kiandra.com.au/insights/interfacing-legacy-systems-safely
Legacy Systems	https://kiandra.com.au/insights/when-legacy-applications-become-nightmares
Citizen Development	https://kiandra.com.au/insights/what-is-citizen-development
Citizen Development	https://kiandra.com.au/insights/enabling-citizen-devs-to-solve-problems

Upgrade Content Quality

An effective page leaves the searcher with no unanswered questions. It doesn't matter whether it's a blog post or product page, your goal should be to add as much value as humanly possible.

After analysing some of your blog posts, we believe that they can be much deeper. You can increase the quality of these content assets by adding unique research/case studies, injecting quotes from relevant experts, using unique images/videos/audio/infographics, and generally making the content longer.

If you want to take your content quality up another notch, you should also consider using custom designs for your most important content assets.

Some examples of pages that need content quality upgrades include:

- <https://kiandra.com.au/insights/hyperautomation>
Should go into more depth about hyperautomation - examples of subtopics to cover: benefits of hyperautomation, technologies that facilitate hyperautomation and challenges involved in hyperautomation.
- <https://kiandra.com.au/insights/make-the-change-process-easier>
Could cover more details about change management and digital transformation in businesses. More specifically, it could provide more information about how businesses can select the right digital solutions for their needs.
- <https://kiandra.com.au/insights/custom-faster-and-cheaper-than-off-the-shelf>
This content can be expanded by diving deeper into the concept of low-code platforms and exploring the benefits and challenges of using them for digital transformation initiatives.

It could also discuss some of the challenges that organizations may face when implementing low-code solutions, such as ensuring data security and privacy, integrating with existing systems, and training staff on new technologies.

Fix Thin Content

Thin content (< 400 words per page) will rarely drive organic search traffic and is ineffective for ranking purposes. Plus, having excessive amounts of thin content can result in “Index Bloat”. As a result, Google may crawl your website less.

There are a few solutions for handling thin content:

1. You can upgrade the page and add more content
2. You can “NoIndex, Follow” the pages which will remove the pages from Google’s index.
3. You can delete the pages altogether and let them 404 if they are serving your business no purpose. Google will crawl your page, identify the 404, and remove it from the index.
4. You can 301 redirect the page to a stronger, more comprehensive asset/page.

Keep in mind: Some pages can still be considered “thin” even if they have over 400 words. For example, if a page is targeting a complex topic, but barely scratches the surface, it may be considered thin. Use your best judgement.

Some examples of content that we would consider to be “thin” are:

- <https://kiandra.com.au/insights/preparing-for-your-software-project>
- <https://kiandra.com.au/insights/dataverse>
- <https://kiandra.com.au/insights/workflow-engine-versus-business-rules-engine>

*All instances of thin content can be found in the “Content Audit” sheet

Fix Keyword Cannibalisation

Keyword cannibalization occurs when two or more pages are competing for closely related keywords. It's better to have one incredible page that targets all variations of a single keyword than to have multiple small assets trying to rank for variations. There are a few reasons why.

1. First, it eliminates thin content.
2. Second, it increases word count on the new page (which is correlated to higher rankings).
3. Third, it consolidates all link authority (PageRank).
4. Lastly, it's easier to acquire backlinks to a single asset. Plus, the asset becomes more link worthy because people like linking to in-depth pieces of content.

I recommend consolidating similar assets and creating one extensive guide on the topic. Then, 301 redirect the old posts to the new “Mother” article.

Here's an example set of pages that could be consolidated:

URL	Title
https://www.kiandra.com.au/insights/social-contract	Does Your Agile Team Have a Social Contract?
https://www.kiandra.com.au/insights/9-ways-to-make-your-social-contract-stick	10 ways to make your social contract stick
https://www.kiandra.com.au/insights/design-for-users-with-anxiety	Design for users with anxiety
https://www.kiandra.com.au/insights/accessibility-for-anxiety	Accessibility for anxiety and panic disorders

*All instances of keyword cannibalisation in the “Content Audit” tab

Improve Page-Level Optimisation

Many of your pages/blog posts are missing important page-level optimization elements. Some page-level optimization methods you should use include:

- Placing the target keyword phrase in your title, first sentence, and last sentence at the very minimum.
- Adding external links to trustworthy, authoritative sources within the meat of the content
- Adding video or audio content

- Using unique images
- An author bio (blog posts only). Make it clear who created the content and why they are qualified to give advice on the topic.

Attack Local Queries

Kiandra has a massive opportunity to dominate local search. The best way to tackle this is to use your unique methodology/grader to rank the “[best software development companies | in {state | city}](#)”.

For example, “10 Best Custom Software Companies in Melbourne, Vic for 2023”.

The most important thing to note is that every location should have 100% unique content.

Leverage Authoritative Pages

In the SEO Content Audit sheet under “[Authoritative Pages](#)”, you’ll find pages with existing backlinks.

You should leverage these pages to build more internal links to other critical pages.

Fix Broken Links

In the SEO Content Audit sheet under “[Broken Links](#)”, you’ll find all of your broken links that have internal links pointing to them.

You should either redirect these pages or update the internal links pointing to them.

Ensure All Content Is Unique

In the SEO Content Audit sheet under “Duplicate Content”, you’ll find all of the pages with a match for duplicate content.

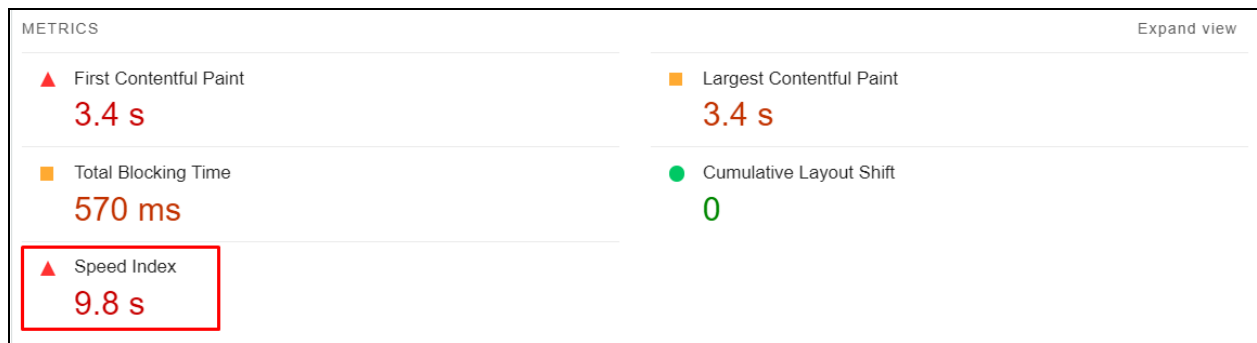
You should review the pages with a higher match percentage (>50%) and update the content to be more unique wherever possible.

Create New SEO-Driven Content

In the Keyword Research Database under the “[SEO - New Pages](#)” tab, you’ll see new keywords that you should create new content for.

Additionally, we’ve created (x7) [SEO content briefs](#) to improve your existing page content.

Increase Website Loading Speed



Website loading speed is a major ranking factor because of how much it impacts User Experience (UX). It currently takes around 9 seconds for your mobile homepage to fully load. I recommend trying to get your website loading speed consistently below 2 seconds. Use [Pingdom](#) and [GTMetrix](#) to benchmark your speed and learn how to increase it.

THIS IS BASED ON MOBILE PAGE LOAD SPEED ONLY - ZEE CONFIRMED

Serve images in next-gen formats

Image formats like WebP and SVG often provide better compression than PNG or JPEG.

Reduce initial server response time

Use a Content Delivery Network (CDN): A CDN can help reduce server response time.

Minify CSS & Javascript Files

Minifying these files can help increase your website loading speed.

Create Linkable Assets

It's challenging to acquire quality backlinks to homepage, service, category, or product pages. That's why creating and investing in linkable assets is a good route to take. A "linkable asset" is an informational piece of content that websites are more willing to link to. If executed correctly, you'll gain backlink to this informational content, which will build your site's overall authority. Some examples of "linkable assets" are in-depth "how-to" guides, data-driven assets, or infographics.

The best approach for finding ideas to analyse your competitors or larger well-known brands on the national level. Just go to Google and enter a broad phrase such as "software development". Copy a URL, open up Ahrefs, and paste the URL in the site explorer. After the analysis is complete, click on "Best by links". The goal is to see what pages on their website have attracted the most backlinks because then you can reach out to those same sources promoting your linkable assets.

Here are some link bait ideas:

1) **Breaking Down the Software Development Process: From Ideation to Launch:** This article could provide a step-by-step guide to the software development process, from the initial ideation stage to final launch, and provide tips for ensuring that projects stay on track and meet their goals.

2) **Real-World Examples of How Custom Software is Transforming Industries:** This article could showcase case studies of custom software development projects that have had a significant impact on industries like healthcare, finance, and retail, and highlight the benefits that these solutions have delivered.

3) **Building Enterprise-Grade Applications: Challenges and Solutions:** This article could explore the unique challenges that come with developing large-scale enterprise applications, such as managing complex data sets and ensuring high levels of security and performance, and provide strategies for overcoming these challenges.

Acquire More Backlinks to Deep Pages

Your website has ~ 227 indexable pages (excluding tags, archives, etc). 14 of those pages have at least 1 backlink (6%). That leaves a remaining 221 pages that have 0 backlinks.

First, you'll have to decide if these remaining 221 pages are backlink worthy. Second, if they are, then you should work to acquire deep links.


Extract Link Opportunities from Competitors

Run all competitors through Ahrefs to find link opportunities.

Fix All Major & Minor Mobile Design Failures

Your mobiReady Score

<https://kiandra.com.au>
2023-03-26 06:55:13.750865



The tested page performed very poorly in mobile readiness tests, scoring only 1.07 out of 5. Many significant test failures were detected, these are likely to directly impact the user. The tested page weight, in terms of bytes downloaded, is very high and user experience will suffer as a result.

The majority of web searches are conducted on a mobile device and therefore it's critical that your website's mobile experience is well optimised. Otherwise, it will hurt your conversions and organic search performance because searchers will either click off your website or pogo stick (hit the back button on their browser) back to the search results. These are negative signals for your website.

[Please use this tool](#) to see the "Major" and "Minor" mobile design failures, so your mobile experience is optimal.

Create an Education Hub

Since you'll be creating a substantial amount of short Top of the Funnel (ToFu) content, it would be best to create an education hub. This will allow you to remove FAQ type content from the insights section.

In short, this hub will improve internal link coverage and build topical relevance.

Level 2 Actions

Consider Updating Your Content

[Google recently said](#) that "We also prioritise fresher content, so you're more likely to visit a site that has been updated recently." That means that your most important pages on your website

need to be continually updated and improved. We identified some pages that may be outdated and ready for some upgrades.

Here are a few examples:

Title	Page URL
16 Ways to Stay Together While Working Apart	https://www.kiandra.com.au/insights/working-apart
Get your digital workplace going	https://www.kiandra.com.au/insights/get-your-digital-workplace-humming
Legacy software drives people crazy	https://www.kiandra.com.au/insights/why-legacy-software-drives-people-crazy

Optimise Internal Link Anchor Text

Your internal link anchor text should be as descriptive and as targeted as possible. In fact, it's best to use exact match anchor text (your target keyword for the page) for most of your internal links. That is, unless the links are placed in your sitewide navigation. Otherwise, they should be keyword-rich (this principle does NOT apply to external links).

We found several instances of internal link anchor text usage that can be improved. We recommend going through each page and cleaning up your anchor text.

Here are a few examples:

Page URL	Internal Link URL	Anchor Text
https://kiandra.com.au/insights/is-it-time-to-pay-your-tech-debt	https://kiandra.com.au/blog/legacy-modernisation-change-before-you-have-to/	legacy software
https://www.kiandra.com.au/insights/advantages-custom-software	https://kiandra.com.au/insights/what-are-the-advantages-of-custom-software/	available off the shelf
https://kiandra.com.au/insights/set-your-digital-plans-to-rapid-speed	https://kiandra.com.au/blog/how-to-pick-a-low-code-platform	many platforms these days are proven

Improve Citation Accuracy

One big factor for determining how well your website will perform in Google's Local Pack is the accuracy of your NAP-W information across business listings (and online in general). You want your listings to be as accurate as possible because it's good for users.

We scanned your citations using Moz's free citation tool. Your business scored a <INSERT SCORE> (report ← [LINK TO REPORT](#)). That means there's a lot of room for improvement.

We recommend using any of the following tools to improve the accuracy of your listings:

- [Moz Local](#)
- [Yext](#)
- [Bright Local](#)

Optimise Pages for Low Hanging Fruits

Your website is performing well and ranking on the first page of Google for many keywords. But there are many keyword variations that you could be ranking for that are sitting in positions 5-20. Improving your rankings for these "low hanging fruits" is the single best way to drive more traffic to your website.

The best thing to do is inject these keyword variations naturally throughout your target pages.

Upgrading your pages (longer copy) and acquiring more backlinks to these pages can help as well.

You can find all these low hanging fruits in the "Keywords" tab.

Use Structured Markup on Location Details

Structured markup helps Google understand your page better. [Use this tool](#) to create the structured markup. Then, [use this tool](#) to test it once it's live.

Establish Ways to Remarket

According to several studies, around 80% of visitors will never return back to your website. That's why it's critical that you establish some ways to remarket to these visitors.

1. The best way is to try to convert your visitors into email subscribers. You can achieve this by offering a free lead magnet.
2. The second way to remarket is to make sure you have a Facebook Pixel installed on your website. Then, you need to build a custom audience inside Facebook for "All Website Visitors". You don't need to necessarily advertise to these individuals right away,

but you should at least have the ability to when you're ready. It takes time to gather pixel data, so installing one should be a priority.

Fix Index Bloat

"Index bloat" is when you have pages that shouldn't be indexed in Google. This can hurt your crawl rate (how often Google's spiders visit your website) and can lead to issues regarding thin and duplicate content (which is what Google's Panda algorithm targets).

You can "NoIndex, Follow" the pages which will remove the pages from Google's index. You can delete the pages all together and let them 404 if they are serving your business no purpose. Google will crawl your page, identify the 404, and remove it from the index. The last option is 301 redirect the page to a stronger, more comprehensive asset/page.

Here are some examples of pages that shouldn't be indexed:

- Paginated Pages:
https://kiandra.com.au/insights?e37e4028_page=6
https://kiandra.com.au/insights?e37e4028_page=7
https://kiandra.com.au/insights?e37e4028_page=2
https://kiandra.com.au/insights?e37e4028_page=2
https://kiandra.com.au/insights?e37e4028_page=4
https://kiandra.com.au/insights?e37e4028_page=1
- Privacy Policy or TOS Pages:
<https://kiandra.com.au/Privacy-Policy>
<https://kiandra.com.au/teamjoy/privacy.html>
<https://kiandra.com.au/Ethical-Marketing-Policy>

Optimise URL Structure

- Do not include numbers in the URL ([example](#)) because you'll have to 301 redirect if you change the number. Instead of:
<https://www.kiandra.com.au/insights/top-5-takeaways-from-mbas> use
<https://kiandra.com.au/insights/takeaways-from-mbas>
 - The exception to the rule:
<https://www.kiandra.com.au/insights/mental-health-essentials-program-2019> - having a number here makes sense because it's a part of the target keyword phrase.

IMPORTANT: You don't need to make these changes on existing URLs. It's only for future asset creation.

Level 3 Actions

Level 3 actions won't have a huge impact on your performance on their own, but fixing them makes your site and SEO better as a whole.

Set Up Goal Tracking in Google Analytics

Goal tracking is important because it will measure how well your organic search traffic is converting into leads. At the end of the day, new leads and new customers is the goal of getting more organic search traffic, so it's critical to track.

Write Copy for Missing ALT Text on Images

Images 24	Without Alt 15	Without Title 24
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ALT tags are used by search engines to describe what an image is about. They also help with your Google image search performance as well.

Challenges

High Quantity of SERP Features

SERP features are any other feature in Google outside of the traditional top 10 organic search result. These include featured snippets, instant answers, [knowledge panels](#), and even [calculators](#). While these SERP features are helpful for searchers, they can hurt your organic search traffic because they often cause a reduction in CTR. The only way to combat this is to try to get into the featured snippets or whatever SERP feature is showing.

Many of the search results for your primary keywords display at least 1 or more SERP features.

Here are some examples:

SERP overview for "software development companies in australia" 2 Mar 2023 Compare with

Search result

4 Top ads

1 Featured Snippet
Top Software Developers in Australia - 2023 Reviews | Clutch.co
<https://clutch.co/au/developers>

2 People also ask

3 Top 10 Software Development Companies in Australia 2023
<https://www.thehindu.com/brandhub/pr-release/top-10-software-development-companies-in-australia-2023/article66284600.ece>

4 Local pack

5 Top Software Development Companies In Australia 2023
<https://www.outlookindia.com/outlook-spotlight/top-software-development-companies-in-australia-2023-news-239010>

SERP overview for "business rules engine" 23 Mar 2023 Compare with

Search result

1 Business rules engine - Wikipedia
https://en.wikipedia.org/wiki/Business_rules_engine

2 People also ask

3 What is a Business Rules Engine? - Progress Software
<https://www.progress.com/faqs/corticon-faqs/what-is-a-business-rules-engine>

4 The Ultimate Guide to Business Rules Engine (BRE) - Kissflow
<https://kissflow.com/workflow/bpm/business-rules-engines/>

5 Knowledge panel

6 Definition of Business Rule Engines (BRE) - Gartner Glossary
<https://www.gartner.com/en/information-technology/glossary/bre-software>

This is also why you may see a discrepancy between impressions and clicks inside Google Search Console.

We recommend studying and executing on this qualified resources for getting your web pages in the featured snippets:

- [How to Find and Steal Featured Snippets](#)
 - [How to Land Featured Snippets and Rank in "Position #0"](#)
-