



Website Structure

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Website Structure

Introduction

Importance

The Website Structure is crucial for both its usability and findability.

The better the structure is, the easier the crawlers can access and index the content.

The better the structure is, the better the chance of ranking higher in the search engines is.

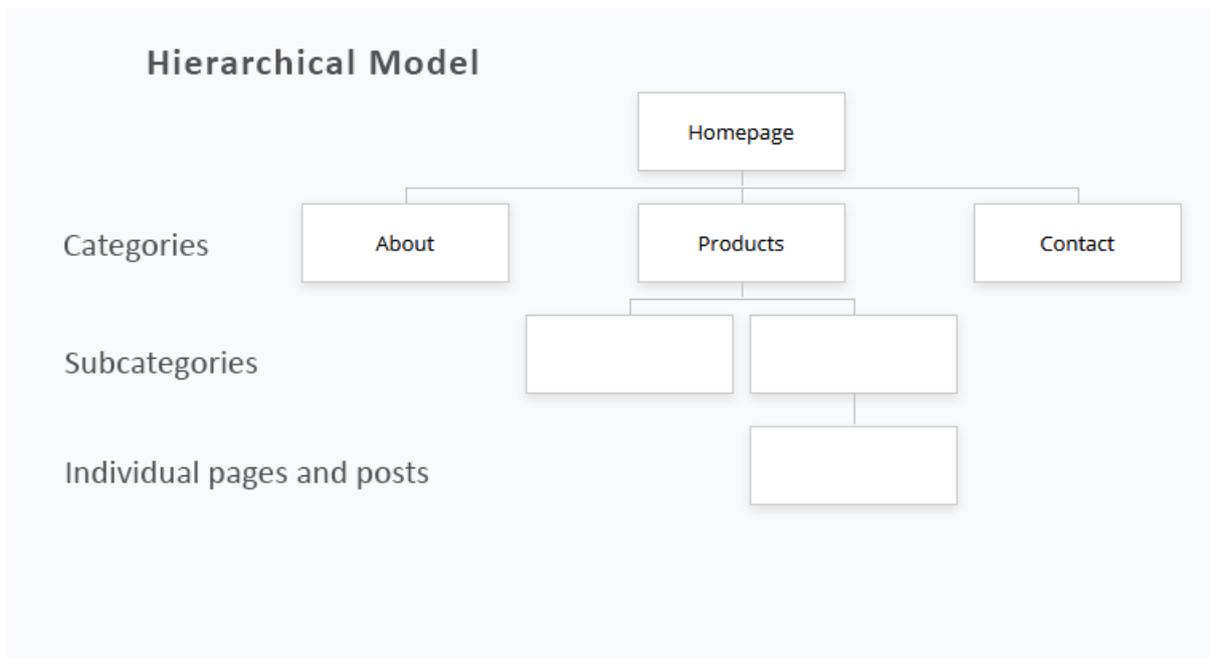
A good site structure provides the site with sitelinks.

A proper website structure helps the site's visitors to find information easily through consistency. New visitors should be able instantly to grasp the site content. When the users find the information quickly, they feel satisfied and this is essential for reducing the bounce rate, which will lead to improving the rankings.

A good site structure means great user experience.

Best practices

A well-organized website looks like a pyramid with a number of levels.



The three main navigation elements should exist: Primary navigations - Main Top and Bottom; Secondary navigation; Breadcrumbs - Hierarchical navigation. For best performance, a page should not need more than 5 clicks to be reached. There should not be any Orphaned Pages.

Next Website Structure Audit will show you the issues on your website. It will help you to prioritise and solve them which will help increasing the usability and findability.

At the end of the document you can see some recommendations.

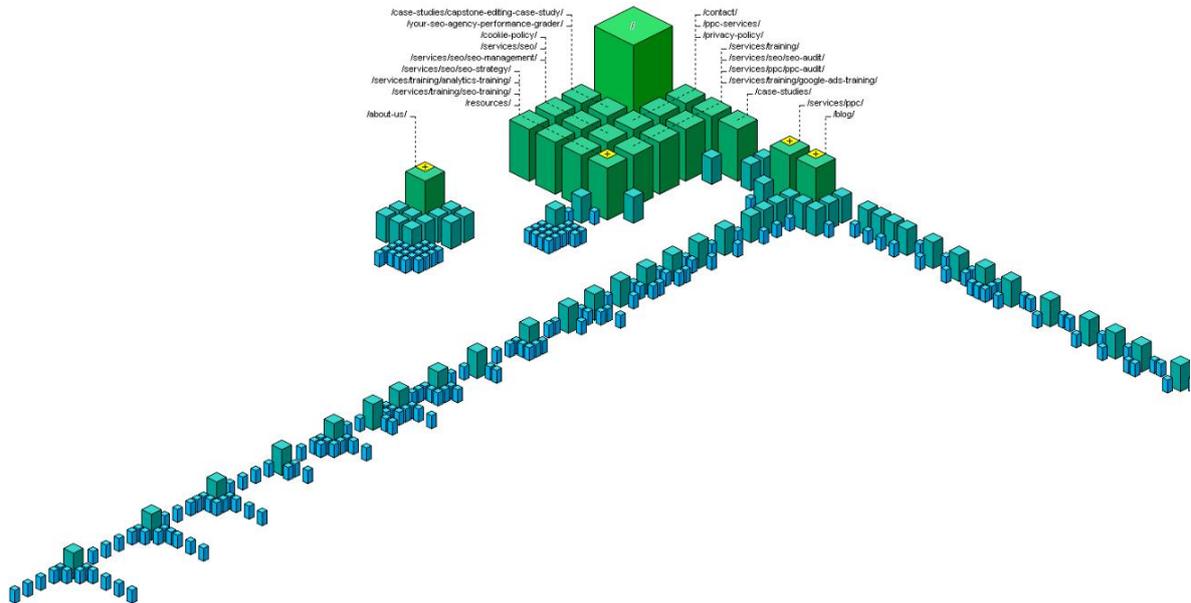
Website Structure

Overall Structure

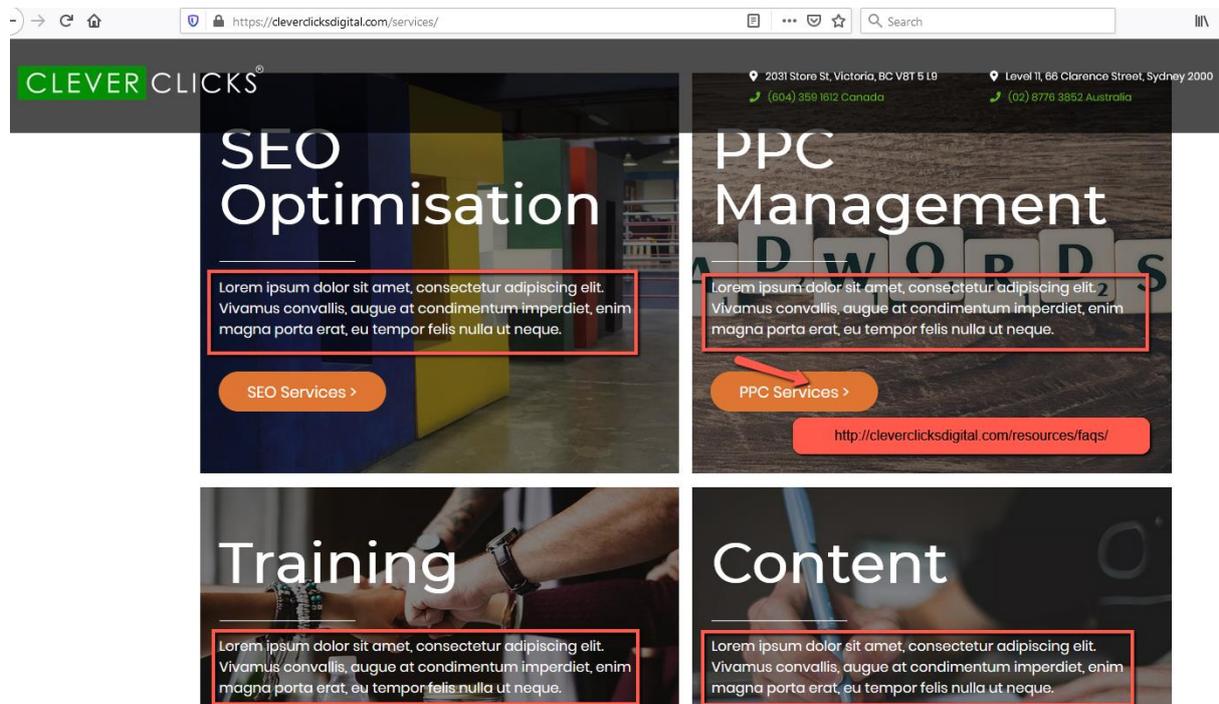
Website Structure

It should be hierarchy organized

OK*



*The overall structure is good but it looks like the work on it is still in progress. The logical structure of where the services are placed is almost finished and most of the old pages are redirected accordingly. The landing page of the section should be finished.



Website Structure

▼ services/	https://cleverclicksdigital.com/services/	text/html, charset=UTF-8	200	OK
▼ ppc/	https://cleverclicksdigital.com/services/ppc/	text/html, charset=UTF-8	200	OK
ppc-audit/	https://cleverclicksdigital.com/services/ppc/ppc-audit/	text/html, charset=UTF-8	200	OK
▼ seo/	https://cleverclicksdigital.com/services/seo/	text/html, charset=UTF-8	200	OK
seo-strategy/	https://cleverclicksdigital.com/services/seo/seo-strategy/	text/html, charset=UTF-8	200	OK
seo-audit/	https://cleverclicksdigital.com/services/seo/seo-audit/	text/html, charset=UTF-8	200	OK
seo-management/	https://cleverclicksdigital.com/services/seo/seo-management/	text/html, charset=UTF-8	200	OK
▼ training/	https://cleverclicksdigital.com/services/training/	text/html, charset=UTF-8	200	OK
seo-training/	https://cleverclicksdigital.com/services/training/seo-training/	text/html, charset=UTF-8	200	OK
analytics-training/	https://cleverclicksdigital.com/services/training/analytics-training/	text/html, charset=UTF-8	200	OK
google-ads-training/	https://cleverclicksdigital.com/services/training/google-ads-training/	text/html, charset=UTF-8	200	OK
adwords-training/	https://cleverclicksdigital.com/services/adwords-training/	text/html, charset=UTF-8	301	Moved Permanently
▶ blog/	https://cleverclicksdigital.com/blog/	text/html, charset=UTF-8	200	OK
contact/	https://cleverclicksdigital.com/contact/	text/html, charset=UTF-8	200	OK
ppc-services/	https://cleverclicksdigital.com/ppc-services/	text/html, charset=UTF-8	200	OK
seo-agency-performance-grader/	https://cleverclicksdigital.com/seo-agency-performance-grader/	text/html, charset=UTF-8	301	Moved Permanently
your-seo-agency-performance-grader/	https://cleverclicksdigital.com/your-seo-agency-performance-grader/	text/html, charset=UTF-8	200	OK
▼ ppc/	https://cleverclicksdigital.com/ppc/	text/html, charset=UTF-8	301	Moved Permanently
agency-management/	https://cleverclicksdigital.com/ppc/agency-management/	text/html, charset=UTF-8	301	Moved Permanently
new-to-adwords/	https://cleverclicksdigital.com/ppc/new-to-adwords/	text/html, charset=UTF-8	301	Moved Permanently
lp-seo-agency-quiz/	https://cleverclicksdigital.com/lp-seo-agency-quiz/	text/html, charset=UTF-8	200	OK

Next steps are:

- To check sitemap.xml and remove NOT NEEDED URLs if they exist.
- To find the internal links to the NOT NEEDED URLs and update them.

Address	Content	Status Code	Status	Indexability
1 http://cleverclicksdigital.com/ppc/agency-management/	text/html	301	Moved Permanently	Non-Indexabl
2 https://cleverclicksdigital.com/ppc/agency-management/	text/html, charset=UTF-8	301	Moved Permanently	Non-Indexabl

Type	From	To
AHREF	https://cleverclicksdigital.com/about-us/in-the-media/	http://cleverclicksdigital.com/ppc/agency-management/
AHREF	https://cleverclicksdigital.com/blog/best-practices-sem-reports/	http://cleverclicksdigital.com/ppc/agency-management/
AHREF	https://cleverclicksdigital.com/blog/5-high-impact-simple-seo-tips-can-implement-without-s...	http://cleverclicksdigital.com/ppc/agency-management/
AHREF	https://cleverclicksdigital.com/resources/podcasts/podcast-13-google-adwords-remarketin...	http://cleverclicksdigital.com/ppc/agency-management/
AHREF	https://cleverclicksdigital.com/blog/ppc-pricing-models/	http://cleverclicksdigital.com/ppc/agency-management/

It seems that the problem comes from existing HTTP URLs. Updating all internal URL links should solve the problem.

URL Structure

It must be simple and consistent

OK

Page Depth

No more than 3 clicks (5 or big sites)

OK

Orphan Pages

They should NOT exist

NA

*Without access to GA and DSC the test will not be 100% accurate.

Website Structure

Internal linking

The linking should be natural, created with the reader in mind, not just rankings. Not more than 100 on page.

Home Page

The Main Menu to link to Categories and only to the very important Subcategories. The Subcategories to be linked in the content using key phrase in the anchor text.

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Other Pages

The number of the links should be higher than on the home page

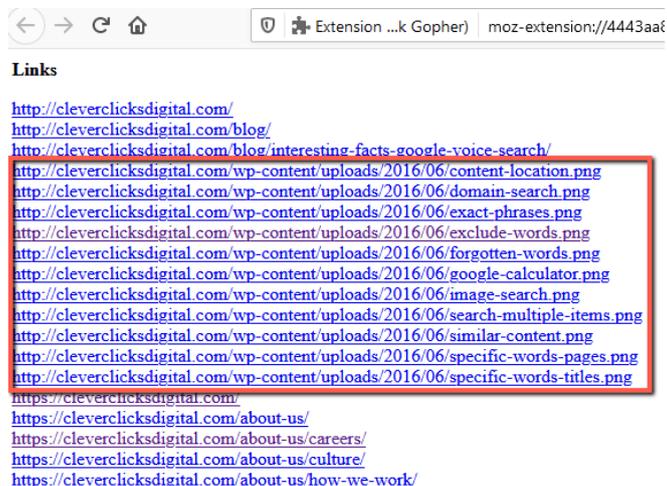
OK

Here it is the list of top rank pages worldwide. Let's take the first as an example.

#	Traffic	Value	Keywords	RD	Page URL	Top keyword	Its volume	Pos.
1	53 19%	\$1	289	8	cleverclicksdigital.com/blog/15-awesome-google-search-tricks/	how to exclude a word from google search	1,400	13
2	50 18%	<\$1	259	4	cleverclicksdigital.com/blog/everything-need-know-whatsapp-business/	benefits of whatsapp business	200	4
3	40 15%	<\$1	13	8	cleverclicksdigital.com/au/keyword-multiplier-tool-for-seo-ppc/	keyword multiplier	700	3
4	21 8%	<\$1	10	1	cleverclicksdigital.com/blog/pitchbox-an-honest-review-of-the-link-building-tool/	pitchbox pricing	150	6
5	17 6%	\$23	49	2	cleverclicksdigital.com/blog/appear-in-google-local-listings/	google local listing	60	4
6	14 5%	\$204	9	1	cleverclicksdigital.com/services/seo/seo-management/	seo management services	100	7
7	13 5%	\$95	6	3	cleverclicksdigital.com/blog/top-digital-marketing-tips-2017/	marketing tips 2017	150	5
8	8 3%	\$426	2	4	cleverclicksdigital.com/au/services/seo/seo-management/	seo management	70	6
9	8 3%	<\$1	6	1	cleverclicksdigital.com/blog/5-tips-writing-winning-ad-descriptions/	ad description	50	5
10	7 3%	<\$1	27	1	cleverclicksdigital.com/blog/adwords-why-use-conversion-values/	conversion value	50	8

<https://cleverclicksdigital.com/blog/15-awesome-google-search-tricks/>

It has **86 links** which is good but if we look in the details we will see that these are the common links for any blog post – main menu, categories and footer menu. The next big group are the links to images. What is the benefit from this?



Website Structure

Navigations

Navigating should be easy and to follow the business objectives.

Main navigation

It should exist	OK
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Secondary Navigation

Shows other pages on the same level and improves the user experience.

It should exist	Missing
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Bottom navigation

It should exist	OK
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Breadcrumbs

It should exist	OK
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Structured Data

Site Navigation Schema

It should exist	Missing
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Breadcrumbs Markup

It should exist	OK
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Suggestions

- Finishing the refurbishing of the service section. It may be a good idea firstly to fix the HTTP issues as in this way the overall work will be reduced. **Important.**
- Create secondary navigations. **Important.**
- Implement Site Navigation Schema.
- Create new modules for the post pages: “related articles”, “suggested posts”, etc. which will be nice addition to already existing good tagging functionality.