

SEO - onsite improvement

Technical tasks to improve site performance

Case Study

Requirement

Launching a new design for any website takes care, preparation and planning from concept to completion. Done correctly, the swap will be seamless. If you take a “let’s just launch and leave it” approach, there is much to be lost. We were approached by a business who had just launched a new design of their website and were asked to provide a number of services to boost performance. This included correcting known issues that were affecting both the performance and indexing of the site, as well as the completion of a thorough site audit to identify any further technical issues inherited from the redesign company that were not yet known.

The Challenge

One of the first issues that we identified was the poor reputation of the web domain which was certainly impacting the site and had probably gone undetected for some time. Having carried out a comprehensive site audit and analysis, we then identified further significant technical issues which were inhibiting both Google and users when using the site. A quick check of the site’s gradings showed just how poor the performance was:

PageSpeed Score	YSlow Score	Fully Loaded Time	Total Page Size	Requests
F(31%) ▼	C(70%) ◆	12.6s ▼	4.40MB ▼	133 ▼

Loading speed was extremely poor, the page sizes were large and there were far too many http requests being made.

Alongside technical on page tasks, we also developed and implemented a content strategy with defined deadlines to add fresh, regular content to the site as part of a wider digital marketing plan.

The Results

Through correction of many of the inherited technical issues, the use of a CDN, careful optimisation of site images and some changes to the site architecture for better user navigation, the overall user experience improved dramatically with significantly better page speeds which delivered a more varied and engaging type of content to the user far quicker. (see image).

Performance Scores

PageSpeed Score A (92%) ^	YSlow Score B (83%) ^
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Page Details

Fully Loaded Time 3.5s ^	Total Page Size 2.15MB ^	Requests 83 ^
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This lead to lower bounce rates, increased time spent on pages and higher goal conversion rates. More importantly, coupled with the addition of articles and other content changes to engage more with users, the site started to gain online positioning across all the search engines within weeks, with significant improvements in search impressions and click through rates driving traffic to the website.