

TECHNICAL SEO AUDIT

Website Redevelopment Product Catalogue

Manchester Technology — manchestertech.ae

DEPARTMENT: WORDPRESS

DOCUMENT REFERENCE

KW-SOW-WP-2024-0012-TECH

VERSION

1.0

DATE OF ISSUE

2024-04-27

PREPARED BY

Senior Technical Consultant, KrishaWeb

SOURCE SOW

KW-SOW-WP-2024-0012



Contents

1. Audit Scope, Tools & Method	3
2. Scoring Model & Severity Definitions	5
3. Crawlability & Indexation	7
4. Architecture, URLs & Redirects	9
5. On-Page Elements & Content	11
6. Prioritised Remediation Plan	13

1 Audit Scope, Tools & Method

This technical SEO audit was conducted on the existing Manchester Technology website, www.manchestertech.ae, as it stood on 2024-06-10. The audit evaluates the current site's technical SEO health, crawlability, and on-page optimisation prior to the planned redevelopment. All findings are based on the live production environment and reflect the state of the site before any redevelopment or migration activities.

1.1 Audit Tools and Configuration

TOOL	PURPOSE	CONFIGURATION
Screaming Frog SEO Spider	Comprehensive site crawl, extraction of on-page SEO data, identification of crawl errors and duplicate content	Crawl depth: 5; User-Agent: Googlebot; JavaScript rendering: enabled
Google PageSpeed Insights	Assessment of page load speed and Core Web Vitals for key templates	Tested on Home, Products, and Contact pages; both mobile and desktop
Ahrefs Site Audit	Backlink profile, referring domains, and toxic link identification	Full domain scan; default settings
Google Search Console	Verification of index coverage, crawl errors, and sitemap status	Connected to live property; data as of 2024-06-10
WebPageTest	Detailed performance and waterfall analysis	Tested from Dubai, Chrome browser; repeat view enabled

All tools were configured to reflect typical user and search engine access patterns.

1.2 Crawl Scope and Depth

The audit crawl was limited to a maximum depth of 5 clicks from the homepage. All public-facing pages, including Home, About, Solutions, Case Studies, News & Events, Products, and Contact, were included. The crawl excluded any password-protected admin areas, staging or development subdomains, and third-party integrations not accessible to unauthenticated users.

1.3 Excluded Areas

- WordPress admin dashboard and login pages were excluded from the crawl.
- No attempt was made to access or audit staging, development, or backup environments.
- Third-party scripts and embedded widgets (e.g., WhatsApp, Google Analytics) were not directly crawled but their presence and configuration were noted.
- Any pages requiring authentication or not linked from the main navigation were excluded.

1.4 Crawl Limits and Constraints

The total number of URLs crawled was capped at 500 to ensure focus on core site structure and avoid excessive load on the live environment. Crawl speed was throttled to 1 request per second. No automated

actions were taken to submit forms or trigger dynamic content beyond standard JavaScript rendering. All findings are based on publicly accessible content as of the audit date.

CRAWL COVERAGE

This audit reflects the technical SEO status of www.manchestertech.ae as of 2024-06-10. Any subsequent changes to the site are not covered by these findings.

2 Scoring Model & Severity Definitions

Technical SEO issues identified during the audit of the Manchester Technology website are classified by their potential impact on organic search indexation and traffic. The scoring model prioritizes issues that could prevent the site or its pages from being discovered, crawled, or ranked by search engines. Severity is not determined by the complexity or effort required to resolve an issue, but by the risk it poses to search visibility and user acquisition.

2.1 Severity Levels and Definitions

SEVERITY	DEFINITION	REQUIRED RESPONSE
Critical	Issue prevents search engines from indexing or accessing key pages, or causes immediate and significant loss of organic traffic.	Immediate action required before go-live. Must be resolved to achieve project acceptance.
High	Issue significantly reduces visibility, ranking, or traffic for important pages, but does not block indexation entirely.	Resolve during project delivery. Must be addressed before launch unless a justified exception is agreed in writing.
Medium	Issue may limit ranking potential or user experience, but does not directly block indexation or cause major traffic loss.	Should be resolved as part of ongoing improvements. Does not block launch but should be scheduled for remediation.
Low	Issue has minor or negligible impact on SEO performance or is a best practice recommendation.	May be addressed post-launch or as part of routine maintenance. No immediate action required.

Severity is based on impact to indexation and traffic, not on remediation effort.

2.2 Scoring Model Application

Each technical SEO finding is assigned a severity level according to the definitions above. The audit report will list all identified issues, referencing the relevant requirement IDs from the Statement of Work where applicable. Issues affecting indexation, crawlability, or critical ranking signals are always classified as Critical or High, regardless of the time or resources needed to fix them.

2.3 Area Scores and Aggregation

SEO audit area scores are calculated by aggregating the severities of all findings within each technical area, such as crawlability, on-page SEO, site speed, and mobile responsiveness. The overall technical SEO score for the website is determined by the most severe unresolved issue in any area. A single Critical issue in any area will cap the overall score at Critical until it is resolved.

2.4 Treatment of Multiple Issues

If multiple issues of varying severity are present within the same technical area, the highest severity level is used for scoring that area. Lower-severity issues are still documented and should be addressed according to their assigned priority, but do not increase the area score beyond the most severe finding.

2.5 Requirement Traceability

All technical SEO findings are mapped to the relevant requirement IDs from the approved Statement of Work. This ensures that remediation actions are directly linked to contractual obligations and acceptance criteria. Issues not traceable to a defined requirement are noted as recommendations and do not affect project acceptance unless agreed by both parties.

2.6 Exceptions and Change Control

Any decision to defer or accept unresolved Critical or High severity issues must be documented and approved through the formal change control process defined in the Statement of Work. No Critical issue may be accepted without written agreement from both Manchester Technology and KrishaWeb.

3 Crawlability & Indexation

The redeveloped Manchester Technology website must ensure that all product catalogue, content, and landing pages are accessible to search engine crawlers and indexable as required by the approved SOW. Technical SEO controls such as robots.txt, XML sitemaps, noindex directives, canonical tags, and internal linking must be implemented and verified on the live site. This audit template is to be completed against the deployed production environment; no assumptions are made about current or future configurations.

CHECK	FINDING	SEVERITY	RECOMMENDATION
robots.txt file present and correctly configured	[To be completed]	[To be completed]	Verify robots.txt exists, allows/disallows as per requirements, and does not block key pages
XML sitemap(s) present and submitted to Google Search Console	[To be completed]	[To be completed]	Ensure XML sitemap includes all indexable pages and is referenced in robots.txt
Noindex directives used appropriately (e.g., for admin, thank you, or test pages)	[To be completed]	[To be completed]	Apply noindex only to non-public or duplicate pages; confirm noindex is not set on catalogue or landing pages
Canonical tags implemented and correct on all pages	[To be completed]	[To be completed]	Set canonical tags to prevent duplicate content and ensure correct indexing
Orphan pages (pages with no internal links)	[To be completed]	[To be completed]	Identify and link orphan pages from relevant site sections
Crawl budget waste (e.g., excessive parameter URLs, paginated/filter URLs indexed)	[To be completed]	[To be completed]	Block or canonicalize unnecessary URLs; minimize crawl budget waste

This table is an audit template. Findings and severity must be completed against the live production site after deployment.

3.1 robots.txt Configuration

The robots.txt file must be present at the site root and configured to allow search engine access to all public product, content, and landing pages. It must not block essential resources such as CSS, JavaScript, or images required for rendering. Disallow directives should be limited to admin, login, and system pages. The file should reference the XML sitemap location.

3.2 XML Sitemap Coverage

An XML sitemap must be generated and kept up to date with all indexable pages, including product, category, case study, and landing pages. The sitemap must be submitted to Google Search Console and referenced in robots.txt. Exclude non-public, admin, or duplicate pages from the sitemap.

3.3 Noindex and Canonical Controls

Noindex directives must be applied only to non-public, admin, or duplicate pages. All indexable pages must be free of noindex. Canonical tags must be implemented on all pages to prevent duplicate content issues, especially for product variants, filtered catalogue views, and paginated content. Canonical URLs must always reference the preferred version of each page.

3.4 Orphan Pages and Crawl Budget

All indexable pages must be linked from at least one other page within the site to avoid orphan status. Internal linking should be reviewed to ensure discoverability of all product and content pages. Crawl budget waste must be minimized by blocking or canonicalizing unnecessary parameterized URLs, paginated/filter URLs, and any low-value pages not intended for search engine indexing.

Most Serious Issue If the robots.txt file blocks product or landing pages, or if noindex is set on key catalogue pages, the site will not be indexed and will fail to meet requirements FR-CM-04 and FR-SE-02. This must be checked and remediated before go-live.

4 Architecture, URLs & Redirects

The redeveloped Manchester Technology website will implement a new information architecture as specified in the approved SOW. The structure includes redesigned core pages, a searchable product catalogue, individual product pages, and dedicated landing pages for lead generation and Google Ads. The technical SEO audit evaluates the architecture, URL structure, internal linking, click depth, and redirect handling to ensure compliance with project requirements and best practices.

CHECK	FINDING	SEVERITY	RECOMMENDATION
Click Depth from Home Page	Key pages (Home, About, Solutions, Case Studies, News & Events, Contact, Products) are accessible within two clicks from the home page. Individual product pages are accessible within three clicks via catalogue filters.	Low	Maintain shallow click depth for all core and product pages to support crawlability and user experience. Monitor during development to ensure no page exceeds three clicks from home. (FR-CM-01, FR-SE-01, FR-SE-02)
Internal Linking	Planned navigation and contextual links connect all main sections and product pages. No orphan pages identified in proposed structure.	Low	Implement contextual internal links between related products, case studies, and solutions. Ensure all new and migrated content is linked from at least one other page. (FR-CM-01, FR-SE-01, FR-SE-02, FR-CM-08)
URL Consistency	Proposed URLs follow a clean, human-readable structure (e.g., /products/brand/model). No evidence of inconsistent or duplicate URLs in the planned architecture.	Medium	Enforce consistent, lowercase, hyphenated URLs for all pages and products. Avoid query strings for core navigation. Document URL patterns for future content additions. (FR-BK-05, FR-CM-04)
Status Codes	All new pages will return HTTP 200. Legacy URLs not mapped to new content may return 404 unless redirected. No non-200 status codes planned for core pages.	Medium	Audit all legacy URLs and implement 301 redirects for any that change or are removed. Ensure all live pages return 200 status. Monitor for accidental 302 or 500 errors post-migration. (FR-AD-01, FR-AD-03)

CHECK	FINDING	SEVERITY	RECOMMENDATION
Redirect Chains	No redirect chains are planned in the migration approach. However, risk exists if multiple legacy URLs are chained to new destinations.	High	Map all legacy URLs directly to their new equivalents with a single 301 redirect. Avoid multi-step chains to preserve SEO value and minimize crawl delays. Test all redirects before go-live. (FR-AD-01, FR-AD-03)
Canonicalization	No canonical tags are specified in the SOW. Risk of duplicate content if products are accessible via multiple filtered URLs.	Medium	Implement canonical tags on all product and category pages to indicate the preferred URL. Document canonicalization rules for future reference. (FR-CM-04, FR-SE-01, FR-SE-02)

Technical SEO checks for architecture, URLs, and redirects as they relate to the redeveloped Manchester Technology website.

The planned site structure supports a shallow hierarchy, with all main navigation pages accessible within two clicks and individual product pages within three. This approach aligns with SEO best practices and supports the requirements for product discoverability and lead generation. Internal linking between products, case studies, and solutions will further enhance crawlability and user navigation.

URL patterns will be standardized to use lowercase, hyphen-separated words, and descriptive paths reflecting the information architecture (e.g., /products/brand/model). This supports Google Ads landing page requirements and on-page SEO. All URLs must be documented and reviewed prior to launch to prevent inconsistencies or accidental duplication.

A full audit of legacy URLs is required prior to migration. Any URLs that will not exist in the new structure must be mapped to the most relevant new page using a single 301 redirect. Redirect chains must be avoided to preserve SEO equity and ensure fast page loads. All new and migrated pages must return HTTP 200 status codes, with 404s only for intentionally removed content.

Canonical tags should be implemented on all product and category pages to prevent duplicate content issues arising from filtered or parameterized URLs. Canonicalization rules must be documented and validated as part of the SEO review prior to go-live.

5 On-Page Elements & Content

The redevelopment of the Manchester Technology website includes a full review and implementation of on-page SEO elements and content quality controls. The scope covers all public-facing pages, product catalogue entries, and migrated content as specified in the approved Statement of Work. The following table documents the technical SEO audit findings and recommendations for on-page elements and content, referencing the relevant functional requirements where applicable.

CHECK	FINDING	SEVERITY	RECOMMENDATION
Title Tag Uniqueness (FR-CM-04)	Some legacy pages and product entries have duplicate or missing title tags.	High	Ensure every page and product has a unique, descriptive title tag reflecting its content and target keywords.
Meta Description Uniqueness (FR-CM-04)	Meta descriptions are missing or duplicated on several migrated pages.	Medium	Write unique meta descriptions for all pages and products, summarizing content and including relevant keywords.
Heading Hierarchy (FR-CM-04)	Inconsistent use of H1 and subheadings on content and product pages; some pages have multiple H1s or skip heading levels.	High	Enforce a single H1 per page and logical heading structure (H2, H3) to improve accessibility and SEO.
Thin Content (FR-CM-08)	Several product and case study pages contain minimal descriptive text, impacting SEO and user engagement.	High	Expand product and case study content to include specifications, features, benefits, and supporting information.
Content Duplication (FR-CM-08)	Duplicate content detected across product listings and category pages, including repeated descriptions.	Medium	Rewrite duplicate content to ensure each page and product entry is unique and relevant to its context.
Image Optimisation (FR-CM-03, FR-CM-04)	Some images lack descriptive alt text or are not compressed for web performance.	High	Add descriptive alt text to all images and ensure images are compressed and served in next-gen formats.

Technical SEO audit findings for on-page elements and content, mapped to SOW requirement IDs.

5.1 Title and Meta Tag Uniqueness

A review of the current and migrated site content identified duplicate and missing title tags and meta descriptions on several pages. This impacts search engine indexing and click-through rates. Each page and product must have a unique title tag and meta description, as required by FR-CM-04. Titles should accurately

reflect page content and target relevant keywords. Meta descriptions must be concise, unique, and support user intent.

5.2 Heading Hierarchy

The audit found inconsistent heading structures, including multiple H1 tags and skipped heading levels on product and content pages. Proper heading hierarchy is required for both accessibility and SEO (FR-CM-04). Each page must use a single H1 tag, followed by H2 and H3 tags as appropriate to organize content logically and support screen reader navigation.

5.3 Thin Content

Several product and case study pages contain minimal descriptive text, which reduces their value for both users and search engines. Thin content does not meet the requirements of FR-CM-08 for comprehensive content migration and refresh. Product pages should include detailed specifications, features, benefits, and supporting information to improve engagement and ranking potential.

5.4 Content Duplication

Duplicate content was identified across product listings and category pages, particularly in product descriptions reused for multiple entries. This can negatively affect SEO performance and user experience. All content must be reviewed and rewritten as needed to ensure uniqueness for each page and product, in line with FR-CM-08.

5.5 Image Optimisation

The audit found that some images are not optimized for web performance and lack descriptive alt text. This impacts both page load speed (FR-CM-03) and accessibility/SEO (FR-CM-04). All images must be compressed using approved plugins and served in next-generation formats. Alt text should be added to every image, describing its content and function for users and search engines.

6 Prioritised Remediation Plan

The following remediation plan addresses technical SEO and related issues identified in the redevelopment of the Manchester Technology website. Each item is prioritised based on the expected impact on business objectives relative to the effort required. The plan assigns clear ownership and indicates which actions are mandatory pre-launch and which may be scheduled post-launch without risk to core project outcomes.

ISSUE	SEVERITY	EFFORT	EXPECTED IMPACT	OWNER	PRE/POST LAUNCH
Missing or inconsistent SEO metadata (titles, descriptions, alt text) on product and content pages [FR-CM-04, FR-SE-04]	High	Low	Improves organic visibility and click-through rates for all key pages.	KrishWeb	Pre
Slow page load times due to unoptimised images and code [FR-CM-03]	High	Medium	Reduces bounce rates, improves user experience, and supports Google Ads quality scores.	KrishWeb	Pre
No structured data (schema.org) for products and business information	Medium	Low	Enhances search result appearance and eligibility for rich snippets.	KrishWeb	Pre
Incomplete or missing Google Analytics and Search Console configuration [FR-IN-01, FR-IN-02]	High	Low	Enables tracking of site performance, lead generation, and SEO health.	KrishWeb	Pre
Non-unique or unclear URLs for product and landing pages [FR-BK-05]	Medium	Low	Improves crawlability, user trust, and Google Ads compatibility.	KrishWeb	Pre
Inconsistent internal linking between product, category, and case study pages	Medium	Low	Distributes page authority and improves discoverability of key content.	KrishWeb	Pre
No XML sitemap or robots.txt optimised for new site structure	Medium	Low	Ensures search engines can efficiently crawl and index all relevant pages.	KrishWeb	Pre
No ongoing monitoring or reporting for SEO and lead generation [FR-RP-01, FR-RP-02]	Low	Low	Supports continuous improvement and early detection of issues post-launch.	Manchester Technology	Post
No advanced image optimisation (WebP, lazy loading) beyond basic compression [FR-CM-03]	Low	Medium	Further improves load times and Core Web Vitals scores.	KrishWeb	Post

ISSUE	SEVERITY	EFFORT	EXPECTED IMPACT	OWNER	PRE/POST LAUNCH
No implementation of 301 redirects for legacy URLs to new structure	Medium	Low	Prevents loss of existing rankings and broken links after migration.	KrishaWeb	Pre

Remediation items are ordered by expected impact divided by effort. All items marked 'Pre' must be completed before go-live. Items marked 'Post' may be scheduled after launch without risk to core project outcomes.

6.1 Sequencing and Dependencies

All pre-launch remediation items must be completed and verified before the new website is made live. This includes SEO metadata, image and code optimisation, structured data, analytics setup, URL structure, internal linking, XML sitemap and robots.txt, and 301 redirects. Post-launch items, such as ongoing monitoring, advanced image optimisation, and further reporting enhancements, can be scheduled after go-live as part of continuous improvement. Dependencies exist between URL structure, internal linking, and 301 redirects, which must be coordinated to avoid crawl errors and ranking loss.

Signing below confirms agreement with the prioritised remediation plan and the responsibilities assigned for pre- and post-launch actions.

KrishaWeb — Project Manager

KrishaWeb — Technical Lead

Manchester Technology —
Project Sponsor

SIGNATURE

SIGNATURE

SIGNATURE

NAME & DATE

NAME & DATE

NAME & DATE