

Technical SEO: Does it work?

The importance of technical SEO



Successful SEO depends on two equally important criteria:

- **A technically-sound website**
If parts of your website are missing or broken, it is much less likely to be found or favoured by the search engines
- **High-quality, relevant content**
You will not achieve visibility in search unless you create the kind of content that people are searching for

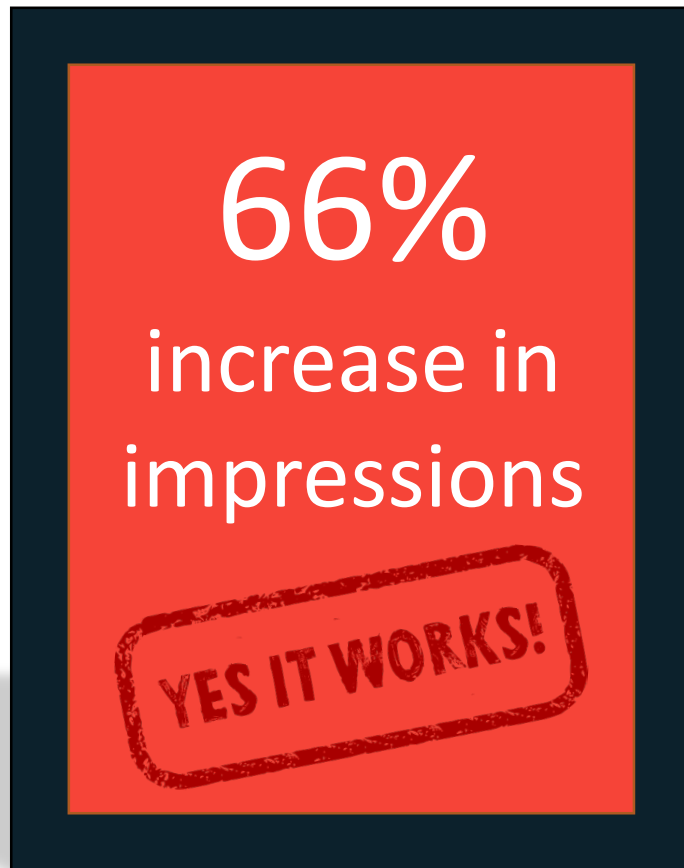
Technical SEO (such as page titles, navigation, links, load speeds etc) is often something that's thought about when you first build your website, and then forgotten.

However, it's surprising how many technical things can go wrong over time without you even knowing, silently infesting your website and negatively affecting your visibility in the search engines. Running a regular technical audit and fixing anything that's broken will prevent this from happening and do wonders for your organic traffic growth.

Let's take a look at some examples of how 'fixes' can significantly improve your visibility online >>

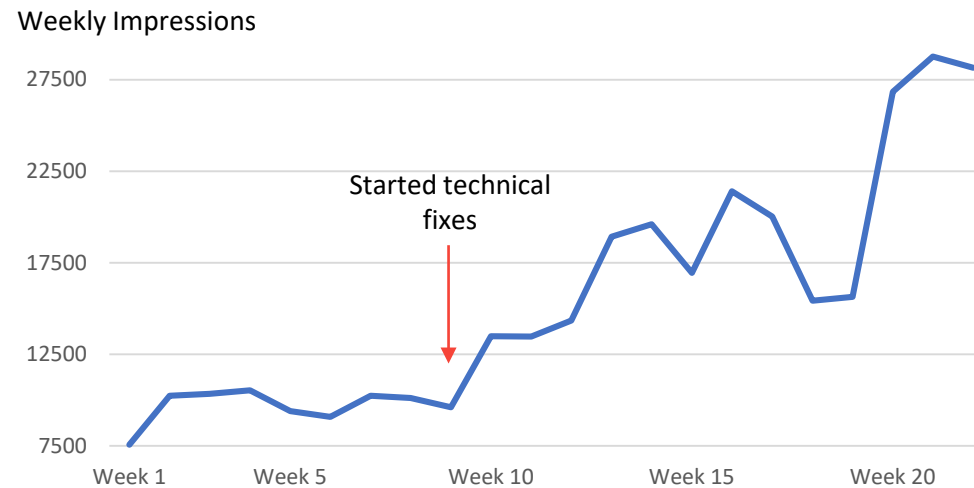
Fuel supplier

This household brand approached us to help lift their website out of a plateau in visibility and traffic. There had been little growth in months. Following a thorough technical audit, a number of issues were identified that were holding the site back from being properly crawled and indexed by Google.



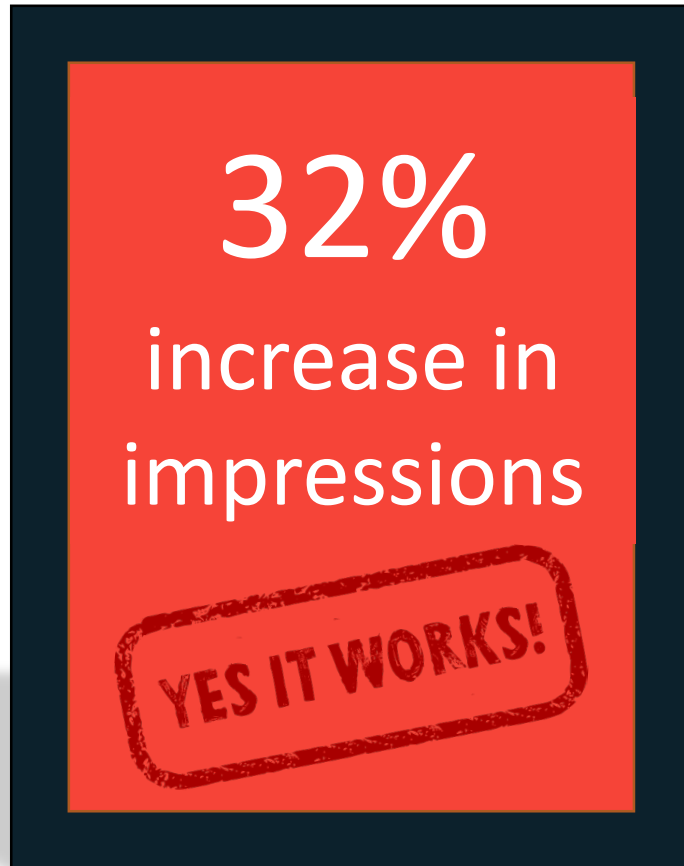
Technical fixes included:

- Fixing broken URLs, and updating website code and structure
- Making amendments to disallow files and directories
- Addressing redirection and canonical issues



Surveying company

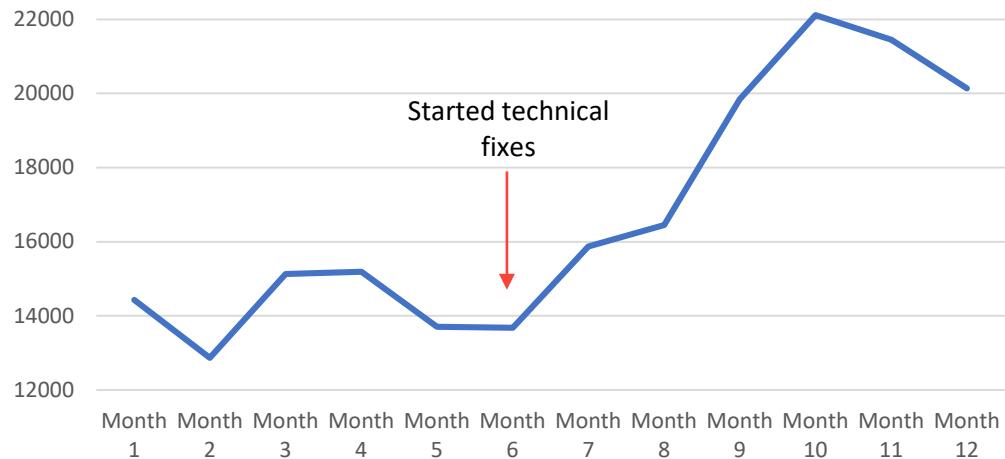
Websites evolve. New pages get added, sections get moved and SEO best practices change. This often leads to a technical 'bloat' that slows your website down. That was certainly true for this surveying company, whose website had become unappealing to search engines, resulting in a loss of visibility and traffic.



Technical fixes included:

- Removing 'dead' legacy pages
- Tidying html structure to improve page speed
- Adding, shortening or lengthening meta descriptions

Monthly Impressions



Logistics company

Despite delivering over 10m mail items every night, this well-known logistics company was not getting the online visibility you might expect. The issue was a site overburdened by size. There was so much technically wrong, in so many places that the job was just too big. Luckily, we have a robot for which size is no obstacle.

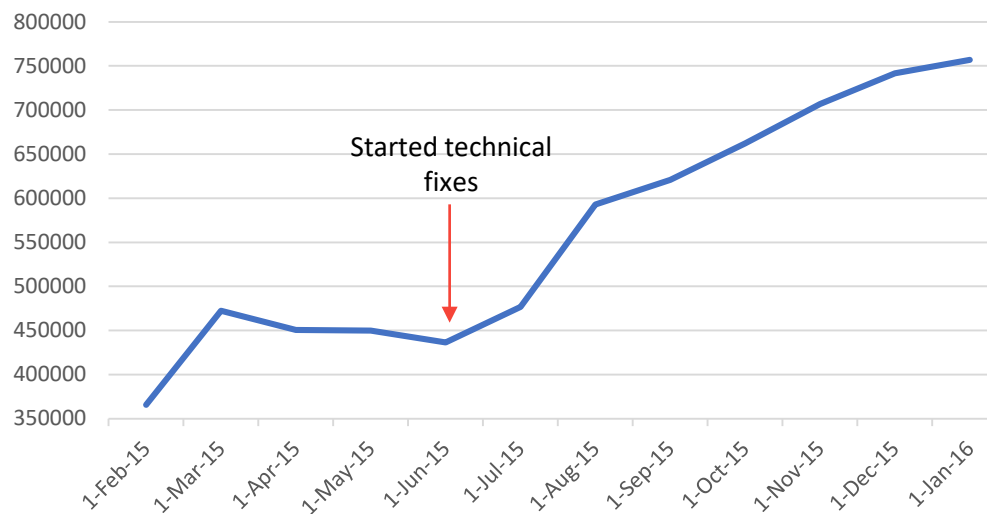
42%
increase in
impressions

YES IT WORKS!

Technical fixes included:

- Improving page speed by optimising in-page JavaScript
- Addressing page duplication issues with canonical tags
- Optimising the mobile site

Monthly impressions



Investment company

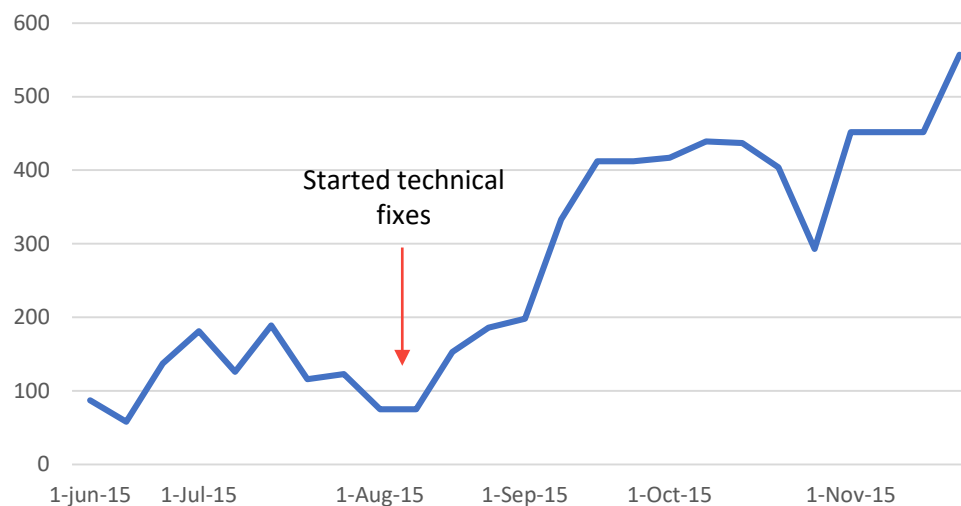
Life for this property investment company was pretty sweet. They had the product, they had funding and they had a lovely new website – but they weren't getting any enquiries. What it came down to was a poorly built site that stopped them from being seen for any of the things they offered.



Technical fixes included:

- Tidying coding structure and removing orphan pages
- Resolving broken links and redirection issues
- Implementing xml sitemaps and hierarchical taxonomies

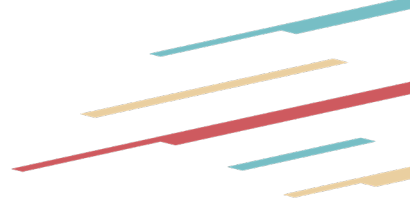
Search term visibility



So, technical SEO definitely works

But how do you find what needs fixing?

Apollo Insights make this easy for us



Manually auditing a website and finding everything that is technically wrong takes time; it's like trying to find a needle in a haystack! To do it regularly enough to keep your SEO health in tip top condition would need a team of people 24/7.

Our machine learning software, Apollo Insights, does this for us. It continually assesses the state of your website, performing hundreds of integrity checks and assessing every relevant word and page. If there are 100,000 pages on your website, it will find the dozen or so that have a problem - and then tell us what to do about them.

This means we know precisely where to focus our efforts to get the most effective results for your budget.

Fix, Boost, Fill

At Vertical Leap, we adopt a Fix, Boost, Fill approach to find the answers to the questions above. In this instance, we focus on 'boost' and 'fill':

- **Fix** what's broken
- **Boost** under-performing areas
- **Fill** gaps to create new visibility



Fix



Boost



Fill

[Click here to learn more about our SEO services](#)

SEARCH AND DIGITAL FROM

**VERTICAL
LEAP**

EST 2001

For more information:

02392 830281

www.vertical-leap.uk

info@vertical-leap.uk