

# Things to complete SEO-wise in 2024

## Keyword research

Proper keyword research based on Google Search Console data

## On-page

### Rewriting the landing pages

Rewriting landing pages in Dutch English (for German and French a native speaker will have to have a look at it).

### Duplicate content analysis

Analyzing the pages and looking for (near) duplicate content, which may hinder the ranking of the pages.

### Brightedge report content

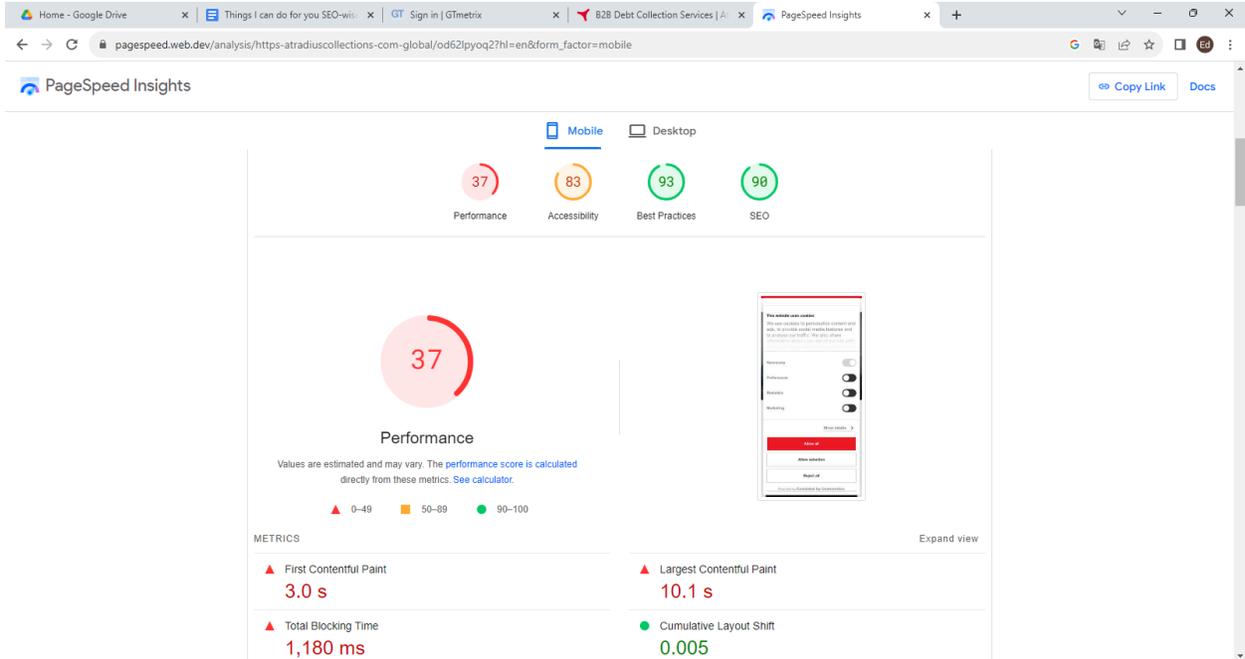
The BrightEdge report offers valuable insights for our website's SEO efforts. It clearly indicates which keywords our pages are ranking for and provides updates on how these rankings have recently increased or decreased. By analyzing this data, we can identify successful strategies and areas needing improvement. This allows us to focus on enhancing what works and repairing what doesn't, effectively optimizing our online content and improving our overall web presence.

### Meta tag, h1, h2 tags, image alt tag analysis

These things can be analyzed to see if they may compromise the rankability of the pages or, conversely, if there's room for improvement.

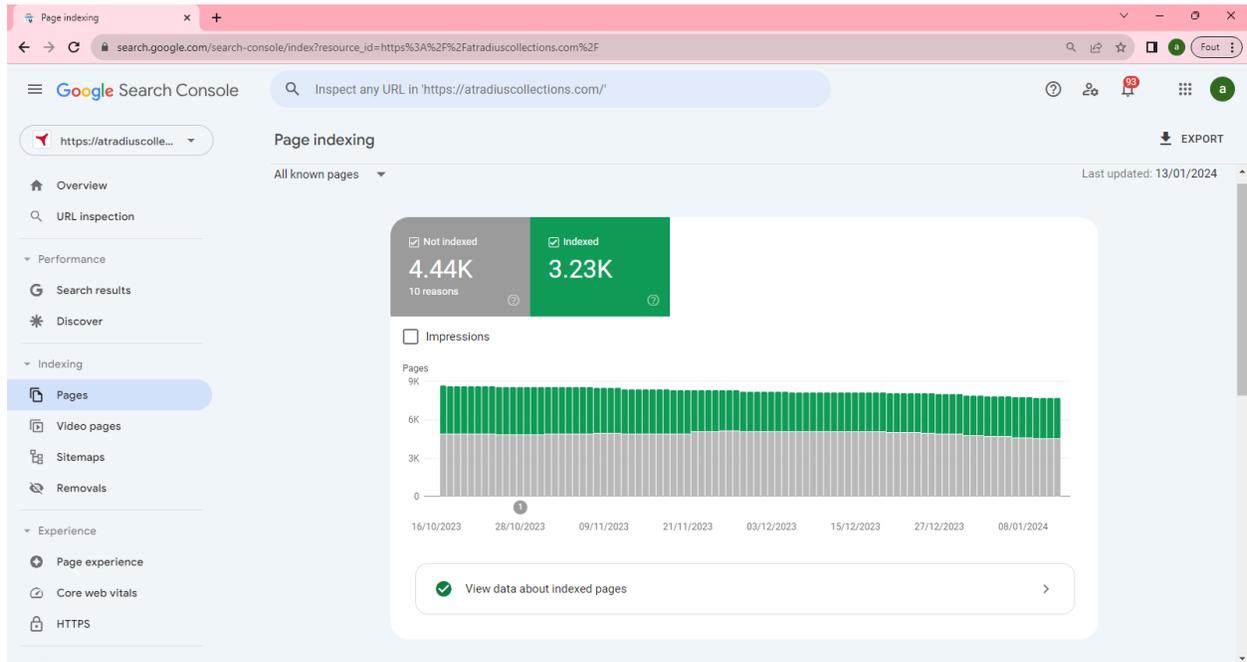
# Technical aspects

## Google PageSpeed score



I can help you improve this score. It may take a few sit downs with the Webdevelopment team, but this can be fixed.

# Google Search Console



A significant number of pages are currently not indexed.

The screenshot shows the 'Why pages aren't indexed' section in Google Search Console. It provides a detailed breakdown of the reasons why pages are not indexed, including the source, validation status, trend, and the number of pages affected.

Reason	Source	Validation	Trend	Pages
Alternative page with proper canonical tag	Website	Not Started	—	1,338
Duplicate without user-selected canonical	Website	Not Started	—	608
Page with redirect	Website	Not Started	—	523
Excluded by 'noindex' tag	Website	Not Started	—	436
Not found (404)	Website	Not Started	—	218
Server error (5xx)	Website	Not Started	—	5
Redirect error	Website	Not Started	—	3
Crawled - currently not indexed	Google systems	Not Started	—	908
Duplicate, Google chose different canonical than user	Google systems	Not Started	—	267

These are the reasons why and a lot of this can be resolved.

# Off-page

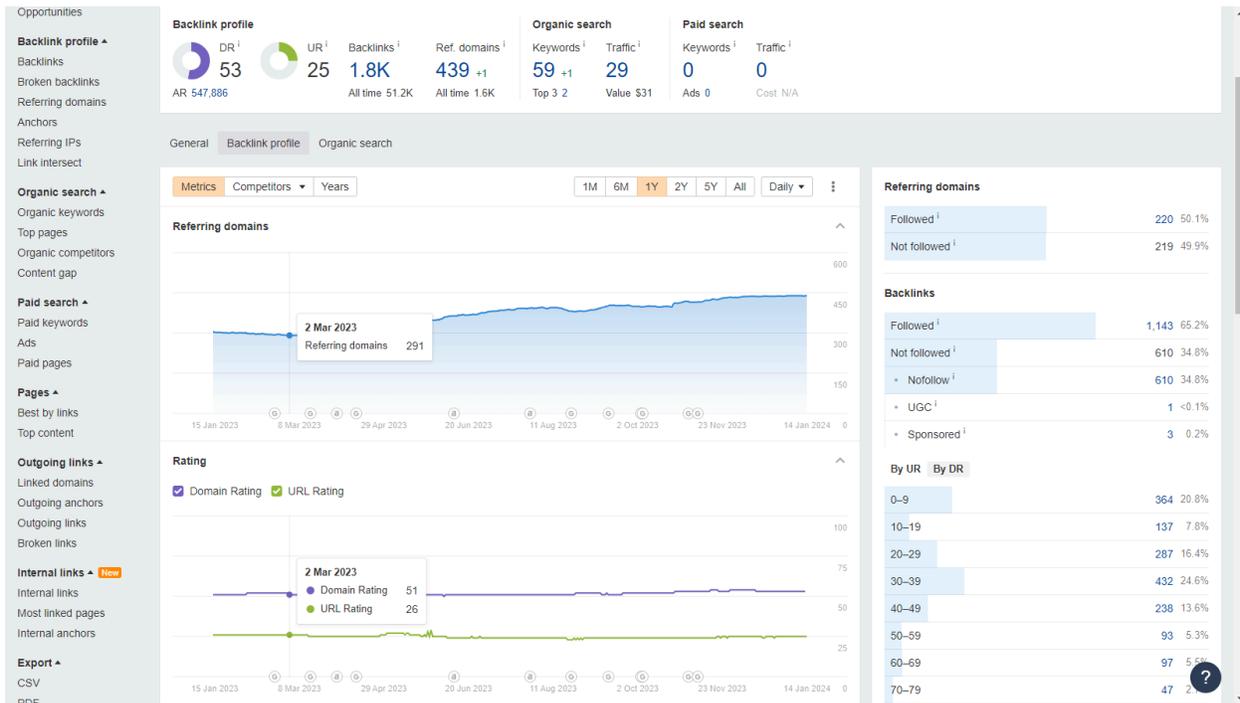
## Backlinks

### Internal linking structure

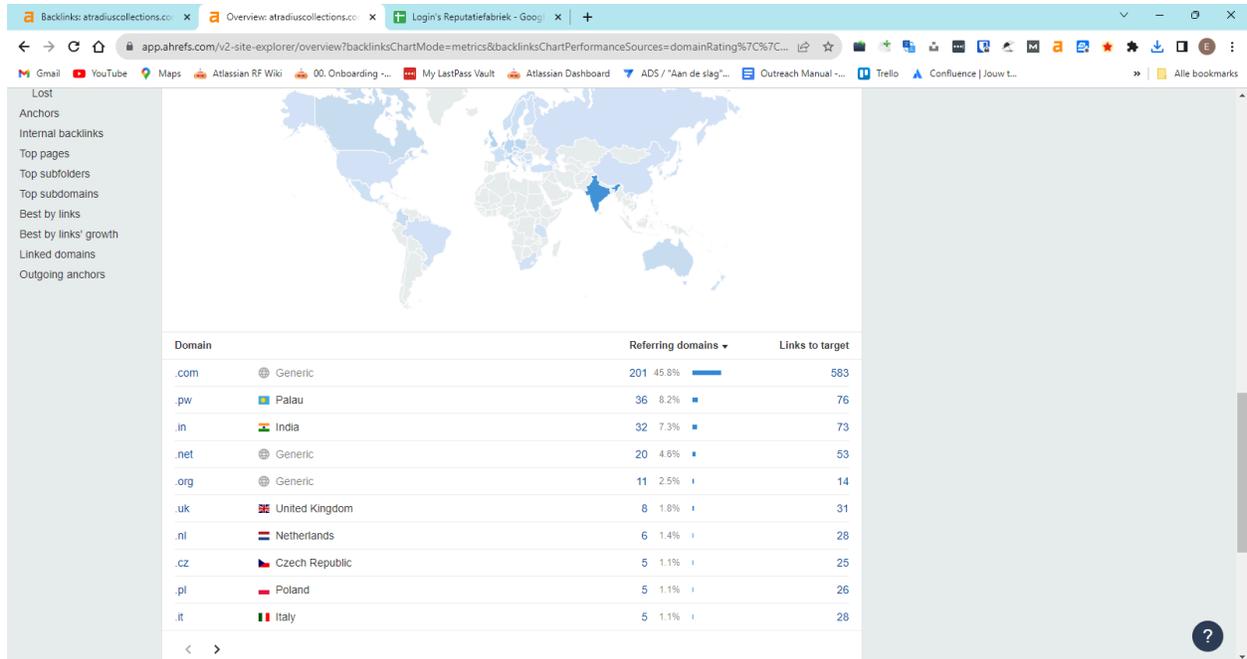
By setting up strong internal linking structures, we can redirect authority to the pages that we want to rank with

- We can identify the orphan pages (pages that are not getting any internal links)
- We can do a broken link analysis

### External backlink profile



There's been a steady increase in the number of backlinks, which is good



The tld's of the backlinks make it clear that a lot of these backlinks have been bought

Web Page	DA	PA	SS	IP address	Pages in Google	Guest Post List
worldweb.pw/domain-list-269	21	24	88	109.234.111.119		Add URL
bestwebsites.pw/domain-list-269	22	24	84	23.82.12.35		Add URL
kredxearly.com/kredxblog/investor/a-look-at-the-kredx-aging-report/	11	15	75	92.204.136.102		Add URL
aurangabad.pw/domain-list-395	4	15	72	173.201.190.176		Add URL
yellowsite.net/detail/458889/atradius-collections-sydney	19	26	53	104.21.77.137		Add URL
www.prokolekt-serbia.com/izterjava-dolgov	11	11	49	81.17.231.6		Add URL
auto-cta.ro/ytrqj/inflation-in-czech-republic-2022	13	16	45	89.47.254.99		Add URL
www.nichesitemastery.com/search/receivable-management-services-collections	30	30	35	104.21.28.137		Add URL
www.constructionz.info/sites/atradiuscollections.com/	6	20	33	207.244.65.58		Add URL
www.web-portal.on/atradius-37388	5	6	28	154.53.57.19		Add URL
lsejo205.strasbourggechi.eu/	11	17	25	172.67.178.79		Add URL
www.km-credit.com/en/partners/credit-management-partners.html	5	7	25	80.228.57.30		Add URL
www.urlinking.com/finder/radius-global-solutions-collections	33	28	24	104.21.35.64		Add URL
atradius.ca/reports/payment-practices-barometer-western-europe.html	22	18	22	107.162.231.214		Add URL
plex.page/foreign_trade_of_communist_czechoslovakia	30	28	22	172.67.149.47		Add URL

Also, a lot of the backlinks come from sites with unacceptably high spam scores. Many of these backlinks can be disavowed. I can help you to find the ones you can disavow.

Referring domain	DR	Ahrefs rank	Intersect ↓	www.flatworldsolutions.com	www.arsprofessione.com	innovatureinc.com/	www.dliener.org/	armsinonline.com/
siteinks-info	62	229,482	4 5	n/a	n/a	3	1	1
au-e-com	49	768,700	4 3	n/a	n/a	1	9	1
thebigfreezeefestival-com.au	15	14,285,615	4 1	n/a	n/a	1	1	1
linkmio-com	49	760,020	3 11	n/a	n/a	1	1	n/a
updownsite-com	39	1,836,799	3 6	n/a	n/a	4	n/a	1
websiteskeywordschecker-com	36	2,547,825	3 5	n/a	n/a	n/a	1	1
behance-net	94	94	2 1	n/a	n/a	1	n/a	n/a
bbb-org	93	145	2 1	1	n/a	n/a	n/a	n/a
klutch-co	90	1,789	2 22	n/a	n/a	8	n/a	n/a
goodfirms-co	85	5,124	2 34	n/a	n/a	27	n/a	n/a
superpages-com	85	5,207	2 n/a	n/a	4	n/a	1	n/a
themanifest-com	82	9,940	2 61	n/a	n/a	6	n/a	n/a
warriorforum-com	76	30,067	2 1	n/a	n/a	1	n/a	n/a
visualobjects-com	75	35,304	2 1	n/a	n/a	1	n/a	n/a

Competing sites have backlinks from these domains that Atradiuscollections.com currently does not have a backlink from. I can help you get these backlinks

We should buy high quality backlinks from relevant domains

### Anchor text analysis

Anchor text	Status	Ref. domains	Top DR	Ref. pages	Links to target	New links	Lost links	Dofollow links	First seen	Lost
atradiuscollections.com	148	25.5%	81	676	676	+2	455	39.7%	26 Sep 2021	
atradiuscollections	43	7.4%	82	55	55		48	4.2%	24 Nov 2021	
Download the international Debt Collections Handbook now	28	4.8%	67	114	200		200	17.5%	26 Sep 2021	
Atradius Collections	17	2.9%	67	31	31		-3	28	2.4%	3 Feb 2018
Empty anchor	16	2.8%	78	217	220		-1	212	18.5%	11 Jun 2020
43% of invoices	14	2.4%	35	15	15	+1	0	<0.1%	27 Jun 2022	
https://atradiuscollections.com/global/publications/international-debt-collections-handbook.html	11	1.9%	92	28	28		3	0.3%	30 Sep 2018	
B2B Debt Collection Services   Atradius Collections   Global ...	10	1.7%	41	17	17		1	<0.1%	27 Nov 2022	
Atradius	8	1.4%	91	10	10		10	0.9%	11 Apr 2020	
making it harder	7	1.2%	87	7	7		6	0.5%	17 Nov 2023	
Atradius Collections Ltd.	7	1.2%	9	13	13		5	0.4%	22 Nov 2021	
RxkeIQqrKq5Qz0	6	1.0%	82	6	6		0	<0.1%	23 Jun 2023	
https://atradiuscollections.com/	5	0.9%	73	5	5		4	0.3%	28 Nov 2021	
Login page - Atradius Collections	4	0.7%	34	7	7		0	<0.1%	13 Jun 2021	
Collect@Net	4	0.7%	58	4	4		4	0.3%	2 May 2018	
http://atradiuscollections.com/	4	0.7%	92	5	5		1	<0.1%	21 Nov 2021	

The unnatural anchor text profile makes it abundantly clear that linkbuilding has taken place.