

# Comprehensive SEO Audit Report for [Clientell](#)

## Summary

This report presents a detailed SEO audit for Clientell, covering Technical SEO, Core Web Vitals, Site Overview, On-Page SEO, and Off-Page SEO. Key issues and recommendations are provided for each section.

## Technical SEO

### 1. Multiple versions of the site.

**Status:** Passed

**Details:** <http://getclientell.com>  
<https://getclientell.com>  
<http://www.getclientell.com>  
<https://www.getclientell.com>

correctly redirects all versions to one URL that is <https://www.getclientell.com/> using 301 redirects.

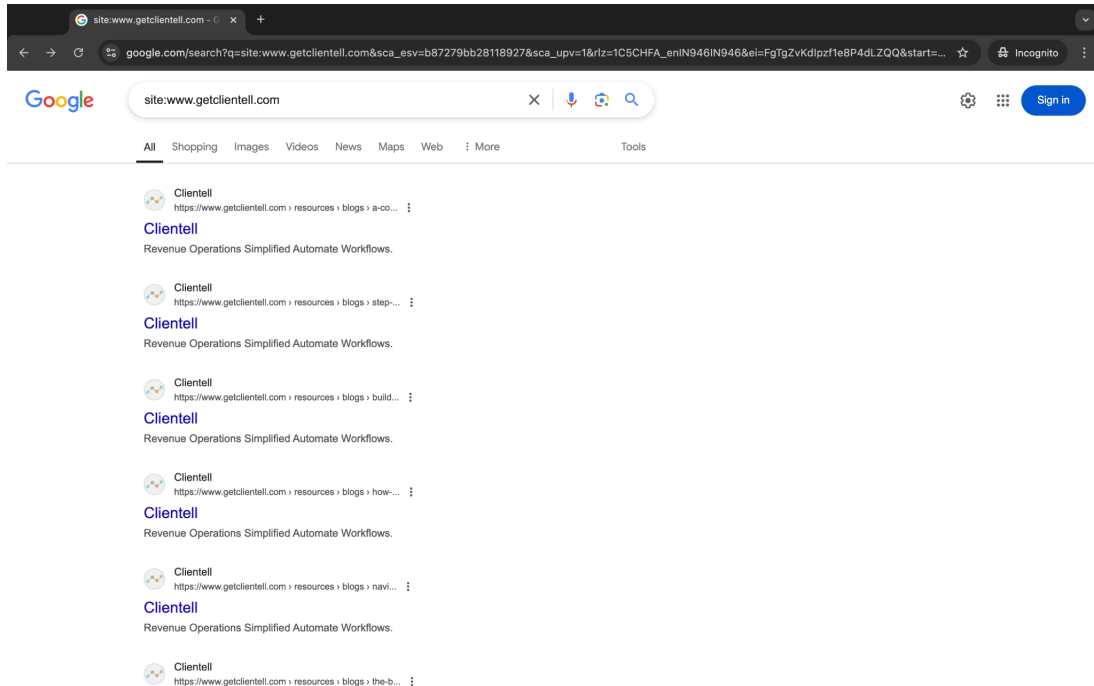
### 2. Zombie Pages

**Status:** Issues Identified

**Details:** Multiple ghost pages found, some of them are not present in the sitemap but still indexed on Google

**Recommendation:** Remove or de-index these zombie pages to improve crawl efficiency and rankings.

**Example:**



<https://www.getclientell.com/resources/blogs/revops-health>  
<https://www.getclientell.com/resources/blogs/:t420PVQga>  
<https://www.getclientell.com/resources/blogs/managing-customer-data>  
<https://www.getclientell.com/resources/blogs/inside-sales-management>  
<https://www.getclientell.com/resources/blogs/sdr-understand-forecast-process>  
<https://www.getclientell.com/resources/blogs/revenue-teams-spending-more>  
<https://www.getclientell.com/resources/blogs/sales-metrics-a-comprehensive-guide>  
<https://www.getclientell.com/resources/blogs/directing-sales-through-sales-linearity>  
<https://www.getclientell.com/resources/blogs/conducting-effective-forecast-calls-1>  
<https://www.getclientell.com/resources/blogs/maximizing-your-revenue-how-to-use-a-rev-rate-calculator-for-b2-b-businesses>  
<https://www.getclientell.com/resources/blogs/revenue-recognition-sales-organization-effects>  
<https://www.getclientell.com/resources/blogs/implement-revenue-operations-in-sales-processes>  
<https://www.getclientell.com/resources/blogs/implementing-sla-handoffs-using-slack-workflows>  
<https://www.getclientell.com/resources/blogs/where-your-lost-deals-are-going>  
<https://www.getclientell.com/resources/blogs/revitalize-sales-clientell-s-transformative-impact>  
<https://www.getclientell.com/resources/blogs/align-forecast-systems-with-company-growth>  
<https://www.getclientell.com/resources/blogs/influence-customers-with-effective-sales-conversations>  
<https://www.getclientell.com/resources/blogs/boost-your-net-revenue-retention-with-ai>  
<https://www.getclientell.com/resources/blogs/clientell-for-revenue-predictability-in-high-volume-sales>  
<https://www.getclientell.com/resources/blogs/automation-for-sales-reps-to-focus-on-selling>  
<https://www.getclientell.com/resources/blogs/the-benefits-of-forecasting-sales-for-small-businesses>

<https://www.getclientell.com/resources/blogs/benefits-of-using-slack-workflows-for-rev-ops-teams>  
<https://www.getclientell.com/resources/blogs/a-comprehensive-guide-to-crm-components-and-how-they-work>  
<https://www.getclientell.com/resources/blogs/step-by-step-guide-to-creating-a-sales-pipeline-calculator>  
<https://www.getclientell.com/resources/blogs/building-your-own-forecasts-calculator-for-rev-ops-a-comprehensive-guide>  
<https://www.getclientell.com/resources/blogs/how-crm-systems-work-a-beginner-s-guide-for-rev-ops-professionals>  
<https://www.getclientell.com/resources/blogs/navigating-upmarket-clientell-s-strategic-role-in-a-groundbreaking-revenue-transformation-project>  
<https://www.getclientell.com/resources/blogs/the-benefits-of-using-a-team-calculator-for-project-planning-in-revenue-operations>  
<https://www.getclientell.com/resources/blogs/how-clientell-s-rev-ops-as-a-service-transformed-revenue-generation-and-growth>

### 3. Broken links

**Status:** Issues Identified

**Details:** Several broken internal links found

**Recommendation:** Fix these broken links to improve user experience and SEO.  
Pages:

**Target Page -**

<https://www.getclientell.com/resources/blogs/5-key-skills-for-every-salesperson>  
<https://www.getclientell.com/resources/blogs/clientell-ai-adds-robustness-to-forecasting-at-pixis>  
<https://www.getclientell.com/resources/blogs/ai-driven-sales-a-comprehensive-guide>  
<https://www.getclientell.com/resources/blogs/pixis-accelerates-pipeline-with-clientell>

**Broken Internal Link -**

<https://www.getclientell.com/solutions/use-cases/tracktable>

**Target Page -**

<https://www.getclientell.com/salesforce-audit-and-consulting/salesforce-audit>

**Broken Internal Link** - <https://www.getclientell.com/terms-and-conditions>

#### **4. Canonicalization**

**Status:** Passed

**Details:** No issues found with canonical tags.

#### **5. Website architecture.**

**Status:** Improvement Needed

**Recommendations:** Ensure important pages are accessible within 3 clicks from the homepage and have sufficient internal links.

1. Header Section could be rearranged as Solutions, Use Cases, Resources, and Company
2. Remove "Resources" as a category and make "Blogs, Ebooks, Case Studies" directly as a sub page under the Home Page which is accessible to ensure all important pages are within 3 clicks from the homepage.

#### **6. SSL/HTTPS**

**Status:** Passed

**Details:** SSL is properly implemented and active on all pages.

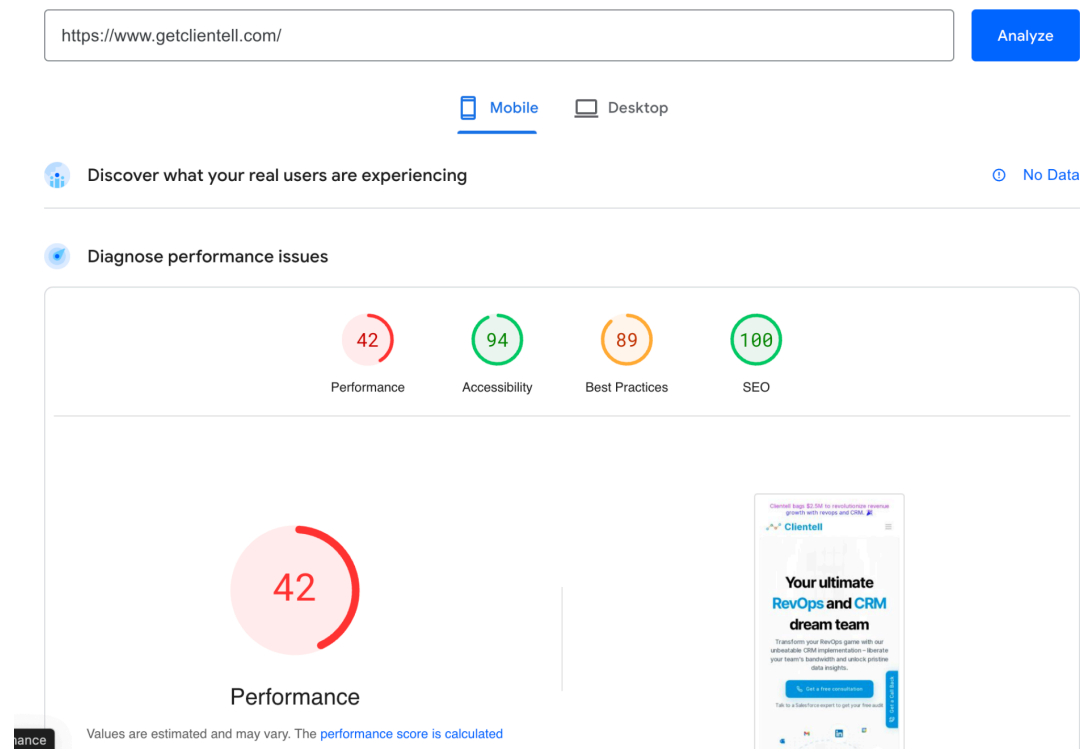
# Core Web Vitals

Core Web Vitals are key metrics that impact a website's user experience and SEO rankings. They include Largest Contentful Paint (LCP), First Input Delay (FID), and Cumulative Layout Shift (CLS).

## 1. Mobile Version:

**Score: 42**

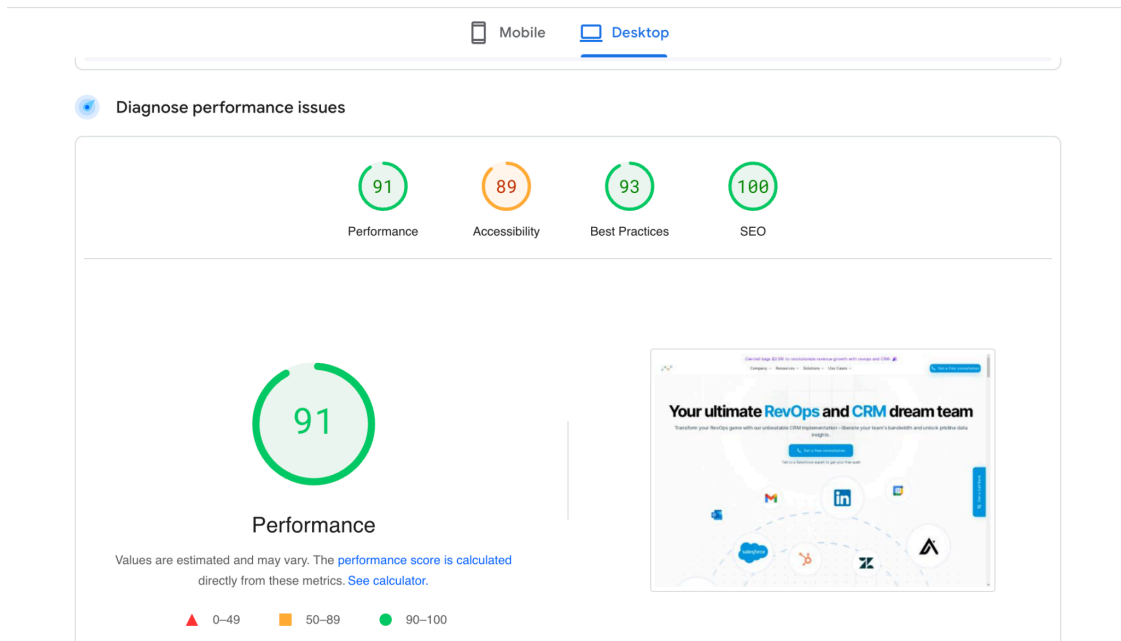
**Status:** improvement needed



## 2. Desktop Version:

**Score: 91**



**Status: Great**





**Tools Used:** Google PageSpeed Insights &, Lighthouse.


# Site Overview


## 1. Domain Overview



Authority Score   
 17

Organic Search Traffic   
377 -0.3% [View details](#)

Paid Search Traffic   
The domain may be new or not ranking right now. To get data on paid traffic, create a Position Tracking campaign.  
[Go to Position Tracking](#)

Backlinks   
809

Semrush Domain Rank 3.7M 

Keywords 120  


Referring Domains 159

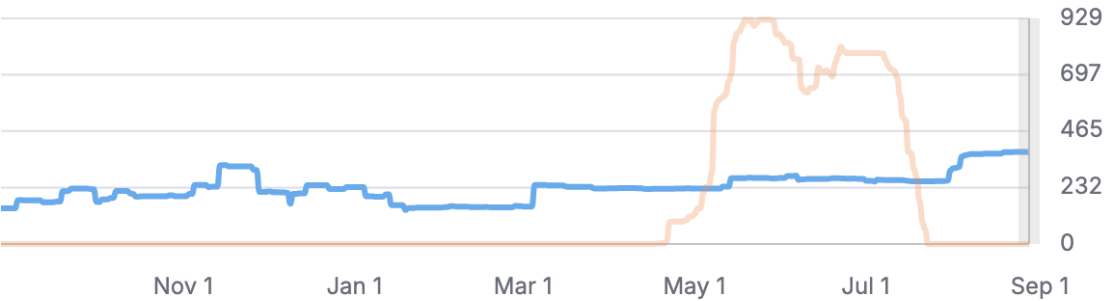
## 2. Organic Search

1M 6M 1Y 2Y All time

Days Months [Export](#)

Organic Traffic 377/month

☒ Organic Traffic ☒ Paid Traffic | [Notes](#) 



## 3. Top Pages


Top pages <sup>i</sup> India	Traffic <sup>i</sup>	
<a href="https://www.getclientell.com/">https://www.getclientell.com/</a>	94	87%
<a href="https://www.getclientell.com/use-cases/cro">https://www.getclientell.com/use-cases/cro</a>	2	2%
<a href="https://www.getclientell.com/solutions/use-cases/tracktable">https://www.getclientell.com/solutions/use-cases/tracktable</a>	2	2%
<a href="https://www.getclientell.com/resources/ebooks">https://www.getclientell.com/resources/ebooks</a>	2	2%
<a href="https://www.getclientell.com/resources/case-studies">https://www.getclientell.com/resources/case-studies</a>	2	2%

Status: Issues Identified

Details: <https://www.getclientell.com/solutions/use-cases/tracktable> presents 4XX error.

**Recommendation:** A 301 redirect to <https://www.getclientell.com/solutions/tracktable>






#### 4. Keywords by Intent



Intent		Keywords	Traffic
● Informational	76%	38	95
● Navigational	6%	3	0
● Commercial	6%	3	0
● Transactional	12%	6	6

**Recommendation:** Focus our attention on BOFU content having the Commercial and Transactional keyword intent to drive conversions..

#### 5. Top Organic Keywords

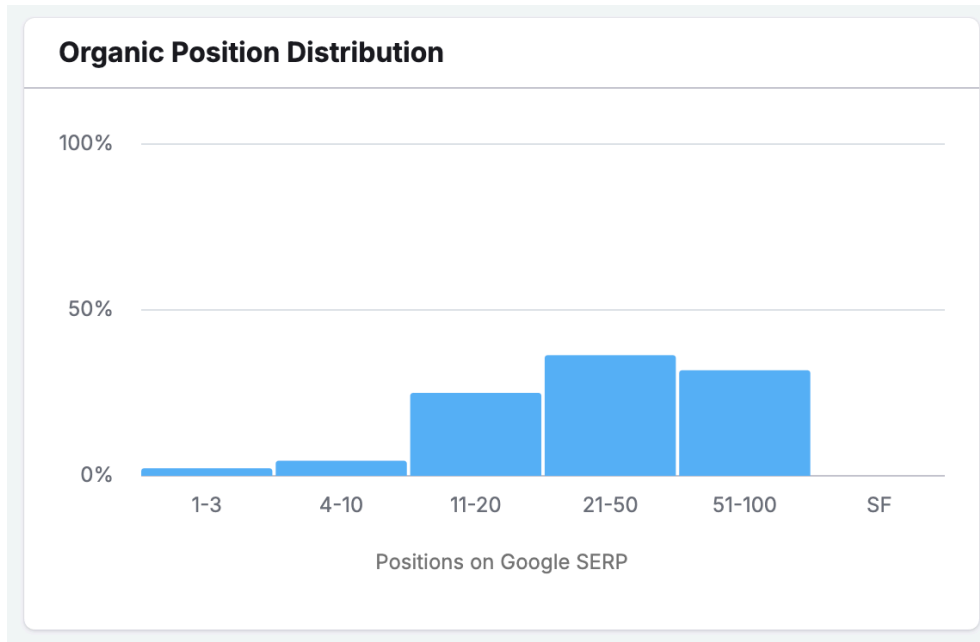
Top Organic Keywords 44						
Keyword	Intent	Pos.	Volume	CPC (U...	Traffi...	
clientell 	I	1	320	2.00	83.15	
clientell 	I	6	320	2.00	7.36	
salesforce architect s... 	I T	21	4.4K	0.00	6.31	
tracktable 	I	11	110	0.00	2.10	
clientell 	I	12	320	2.00	1.05	



# On-Page SEO

## 1. Keyword rankings.

**Recommendation:** Regularly track and monitor keyword rankings.



## 2. Content Structure

**Status:** Issues Identified

**Details:** Improper usage of H1, H2, and H3 tags in some pages.

**Recommendation:** Ensure proper usage of heading tags for better content structure.

**Target Pages:** (A few of them have been highlighted below)

<https://www.getclientell.com/resources/blogs/salesforce-admins-toolkit>

<https://www.getclientell.com/resources/blogs/find-right-salesforce-consulting-partner>

### 3. Duplicate Title Tags

**Status:** Issues Identified

**Recommendation:** Eliminate duplicate title tags to improve SEO

**Target Pages:**

<https://www.getclientell.com/>

<https://www.getclientell.com/salesforce-audit-and-consulting/salesforce-consulting>

### 4. Duplicate Meta Description

**Status:** Issues Identified

**Recommendation:** Create unique meta descriptions for each page to increase CTR

**Target Pages:**

<https://www.getclientell.com/salesforce-audit-and-consulting/salesforce-audit>

<https://www.getclientell.com/salesforce-audit-and-consulting/salesforce-consulting>

### 5. Readability

**Status:** Issues Identified

**Recommendation:** Add tables of content for blog posts to facilitate higher readability and ranking on featured snippets.

### 6. URL Optimization

**Status:** Issues Identified

**Details:** Blog page slugs exceed the ideal word count of <= 7 words).

**Recommendation:** Shorten extremely long slugs.

## 7. Content Gaps

**Recommendation:** Create a glossary section to fill the content gap and improve rankings.

## 8. Sitemap

**Recommendation:** Ensure the sitemap is up to date and includes all valuable pages and disavow zombie pages..

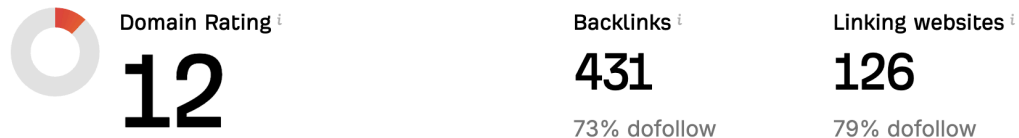
## Off-Page SEO

### 1. Backlinks

#### Backlink profile for <https://www.getclientell.com/>



Domain including subdomains. One link per domain



#### Recommendation:

Monitor backlinks for quality and relevance.

Use tools like Ahrefs or SEMrush to analyze competitor backlinks and find opportunities for link building.

### 2. Competitive Analysis

#### Recommendation:

Use tools like Ahrefs or SEMrush to identify high-ranking competitor keywords and patterns in content structure.

## User Experience (UX) & Search Intent

### 1. Search Intent

**Recommendation:** Align content with search intent by researching top-ranking articles for targeted keywords. Ensure the format matches what Google prefers.

### 2. Dwell Time and Bounce Rate

**Recommendation:** Improve user engagement and build authority by optimizing blogs with expert comments, social proof from X/Reddit, Images, and infographics to reduce bounce rate and increase dwell time.

## Prioritized Action Items

1. Address zombie pages issue by removing or de-indexing identified pages.
  2. Fix broken internal links.
  3. Optimize for mobile to improve Core Web Vitals score.
  4. Resolve duplicate title tags and meta descriptions.
  5. Improve content structure with proper use of heading tags.
  6. Optimize URL slugs for blog posts.
  7. Update sitemap to include all valuable pages and disavow zombie pages.
  8. Implement a glossary section to fill content gaps.
  9. Enhance user engagement on blog posts to improve dwell time and reduce bounce rate.
  10. Conduct a thorough backlink analysis and develop a link-building strategy.
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This SEO audit reveals several areas where Clientell can significantly improve its search engine optimization. By addressing the identified issues and implementing the recommendations, Clientell can enhance its online visibility, improve user experience, and potentially increase organic traffic and conversions.

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