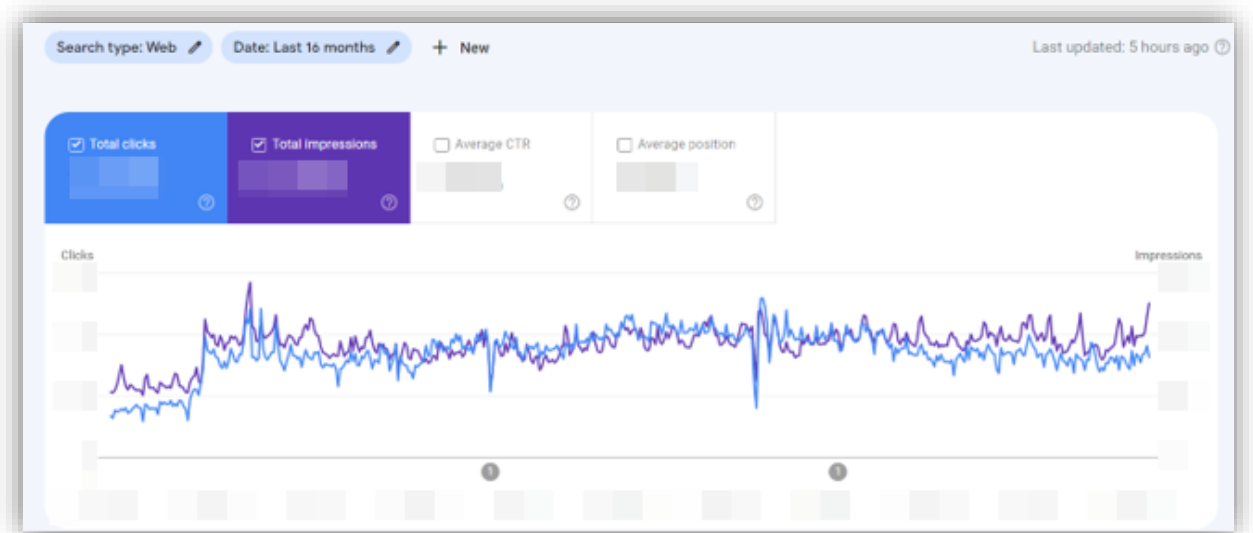




Technical SEO Audit of completelyretail.co.uk

General

The website <https://completelyretail.co.uk/> has a good stable traffic and good positions for a wide range of keywords.



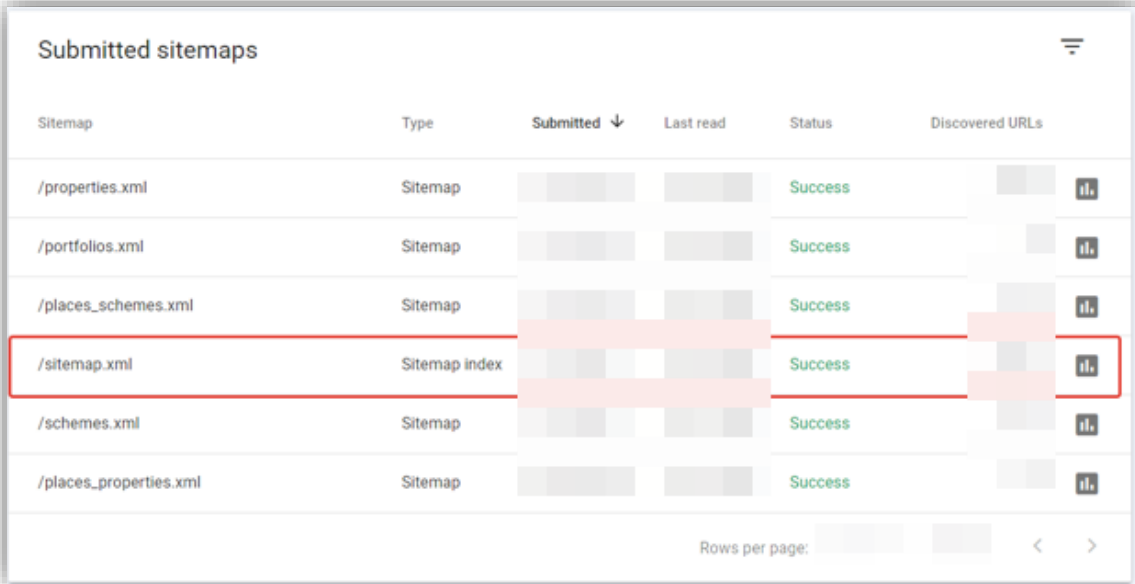
Unfortunately, some key keywords can't get top positions for a long time. These are keywords like "shops to let", "shops to rent", "retail property to rent/let" in London, Birmingham, Manchester, Leeds, etc.

The main objective of this audit is to find the ways to improve the website's ranking for the keywords like these.

The Website's Performance

The website has multiple sitemaps published at the default address <https://completelyretail.co.uk/sitemap.xml>

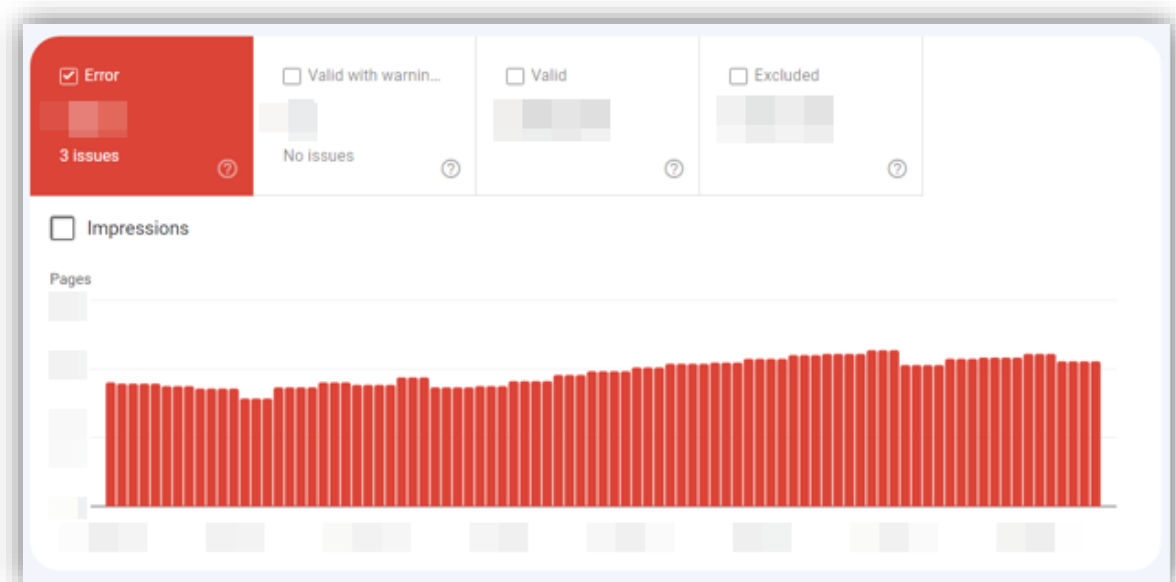
They are all indexed and are submitted to the Google Search Console.



Sitemap	Type	Submitted ↓	Last read	Status	Discovered URLs
/properties.xml	Sitemap			Success	
/portfolios.xml	Sitemap			Success	
/places_schemes.xml	Sitemap			Success	
/sitemap.xml	Sitemap index			Success	
/schemes.xml	Sitemap			Success	
/places_properties.xml	Sitemap			Success	

As you can see the number of pages is xxx (looks like /sitemap.xml contains all pages from the other sitemaps).

The number of pages indexed by Google is xxx plus xxx excluded from the indexing (refer to the screenshot below).



This difference may have been caused by the technical issues. The large amount of the excluded pages may influence negatively on the website indexing and prevent website from the good ranking.

All pages published on the website's sitemaps can be found here (Google Docs Table)

There are the following types of pages on the sitemaps:

Property, xxx pages <https://completelyretail.co.uk/properties.xml>

https://completelyretail.co.uk/property/10030
https://completelyretail.co.uk/property/10040
https://completelyretail.co.uk/property/10042
https://completelyretail.co.uk/property/10107
https://completelyretail.co.uk/property/10110
https://completelyretail.co.uk/property/10126
https://completelyretail.co.uk/property/10142
https://completelyretail.co.uk/property/10169
https://completelyretail.co.uk/property/10170
https://completelyretail.co.uk/property/10176
https://completelyretail.co.uk/property/10217
https://completelyretail.co.uk/property/10220
https://completelyretail.co.uk/property/10228

Places-schemes, xxx pages https://completelyretail.co.uk/places_schemes.xml

This sitemap has multiple pages for some cities

URL	City
https://completelyretail.co.uk/retail-parks/aberdare	aberdare
https://completelyretail.co.uk/retail-schemes/aberdare	aberdare
https://completelyretail.co.uk/leisure-schemes/aberdeen	aberdeen
https://completelyretail.co.uk/retail-parks/aberdeen	aberdeen
https://completelyretail.co.uk/retail-schemes/aberdeen	aberdeen
https://completelyretail.co.uk/shopping-centres/aberdeen	aberdeen
https://completelyretail.co.uk/retail-parks/aberystwyth	aberystwyth
https://completelyretail.co.uk/retail-schemes/aberystwyth	aberystwyth
https://completelyretail.co.uk/retail-parks/abingdon	abingdon
https://completelyretail.co.uk/retail-schemes/abingdon	abingdon
https://completelyretail.co.uk/shopping-centres/abingdon	abingdon
https://completelyretail.co.uk/leisure-schemes/accrington	accrington
https://completelyretail.co.uk/retail-parks/accrington	accrington
https://completelyretail.co.uk/retail-schemes/accrington	accrington
https://completelyretail.co.uk/shopping-centres/accrington	accrington

Schemes, xxxx pages <https://completelyretail.co.uk/schemes.xml>

URL
https://completelyretail.co.uk/scheme/2000
https://completelyretail.co.uk/scheme/2001
https://completelyretail.co.uk/scheme/2003
https://completelyretail.co.uk/scheme/2005
https://completelyretail.co.uk/scheme/2006
https://completelyretail.co.uk/scheme/2007
https://completelyretail.co.uk/scheme/2008
https://completelyretail.co.uk/scheme/2009
https://completelyretail.co.uk/scheme/2010

Places properties, xxxx pages https://completelyretail.co.uk/places_properties.xml

URL	City
https://completelyretail.co.uk/shops-to-rent/abbots-langley	abbots-langley
https://completelyretail.co.uk/shops-to-rent/aberdare	aberdare
https://completelyretail.co.uk/shops-to-rent/aberdeen	aberdeen
https://completelyretail.co.uk/shops-to-rent/aberdeenshire	aberdeenshire
https://completelyretail.co.uk/shops-to-rent/abergavenny	abergavenny
https://completelyretail.co.uk/shops-to-rent/abergele	abergele
https://completelyretail.co.uk/shops-to-rent/abertillery	abertillery
https://completelyretail.co.uk/shops-to-rent/aberystwyth	aberystwyth
https://completelyretail.co.uk/shops-to-rent/abingdon	abingdon
https://completelyretail.co.uk/shops-to-rent/accrington	accrington
https://completelyretail.co.uk/shops-to-rent/addlestone	addlestone
https://completelyretail.co.uk/shops-to-rent/aintree	aintree
https://completelyretail.co.uk/shops-to-rent/airdrie	airdrie

Recommendations for the sitemaps are the following

- The keywords used on the pages' URLs are the most important ranking factors. In this sense URLs like <https://completelyretail.co.uk/property/10030> (about xxxK) and <https://completelyretail.co.uk/scheme/2000> (xxxK) could be extended with the target keywords like “shops to let”, “shops to rent” on London and other cities like <https://completelyretail.co.uk/property/centrepont-retail-park-aberdeen> relevant to the headers and titles of these pages. **The bulk change of URLs will surely lead to the traffic drop so this idea should be accurately tested first.**
- The excessively long sitemaps are usually not indexed well. The best SEO practice is to split them into the parts on 1000 URLs maximum.
- The pages related to the same city like
 - <https://completelyretail.co.uk/leisure-schemes/aberdeen>,
 - <https://completelyretail.co.uk/retail-parks/aberdeen>,
 - <https://completelyretail.co.uk/retail-schemes/aberdeen>,
 - <https://completelyretail.co.uk/shopping-centres/aberdeen>,
 - <https://completelyretail.co.uk/shops-to-rent/aberdeen>

can be considered as duplicates by the search system. If we check up the keywords landed to these pages we can figure out that the majority of them is landed to one, <https://completelyretail.co.uk/shops-to-rent/aberdeen> (the table below).

Samples of the similar regional pages are below. Please, pay attention to the property thumbnails, they are the same.

<https://completelyretail.co.uk/leisure-schemes/aberdeen>

completelyretail.co.uk/leisure-schemes/aberdeen

COMPLETELY RETAIL THE UK'S NO.1 PLACE TO FIND RETAIL SPACES

Leisure Schemes in Aberdeen

Keyword Categories

Showing 1 - 2 of 2 results on 50 tiles per page

Queens Links Leisure Park
Queens Links Leisure Park, Aberdeen | AB24 5EN
Occupiers within the park include, Cineworld, Burger King, TGI Fridays, Frankie and Benny's, Pizza Hut and The Range
Size: 125 319 sq ft Last modified: 12/05/2022
Owned by: LandSec
3 Units Available

The Pavilions and Union Terrace Gardens
Union Terrace, Aberdeen | AB11 6SL

Map Satellite

<https://completelyretail.co.uk/retail-parks/aberdeen>

completelyretail.co.uk/retail-parks/aberdeen

COMPLETELY RETAIL THE UK'S NO.1 PLACE TO FIND RETAIL SPACES

Retail & Shopping Parks in Aberdeen

Keyword Categories

Showing 1 - 10 of 10 results on 50 tiles per page

Kittybrewster Retail Park
Kittybrewster Retail Park, Aberdeen | AB24 3LJ
Kittybrewster Retail Park comprises an attractive and modern retail park, providing approximately 154,078 sq ft of ground floor accommodation with 13 units let to the likes of: Carpetright, Oak Furnitureland, Tapi Carpets, TK Maxx, Dreams, DFS & McDonald's
Size: 154 078 sq ft
Owned by: NewRiver
0 Units Available

Blackdog
Aberdeen | AB23 8BT

Map

<https://completelyretail.co.uk/retail-schemes/aberdeen>

completelyretail.co.uk/retail-schemes/aberdeen

COMPLETELY RETAIL THE UK'S NO.1 PLACE TO FIND RETAIL SPACES

Keyword Categories

Showing 1 - 21 of 21 results on 50 tiles per page

Sponsored

Union Square
Union Square, Aberdeen | AB11 6NJ
Union Square opened to the public in 2009 and provides a combination of traditional mall shopping and a shopping park. The scheme is adjacent to Aberdeen's central railway station. Key Facts: • £275 million investment opened in October 2009 • 51,800...
Size: 555 000 sq ft

Owned by: **Hammerson PLC** **8 Units Available**

Sponsored

Kittybrewster Retail Park
Kittybrewster Retail Park, Aberdeen | AB24 3LJ
Kittybrewster Retail Park comprises an attractive and modern retail park providing...

Map

<https://completelyretail.co.uk/shopping-centres/aberdeen>

completelyretail.co.uk/shopping-centres/aberdeen

COMPLETELY RETAIL THE UK'S NO.1 PLACE TO FIND RETAIL SPACES

Shopping Centres in Aberdeen

Keyword Categories

Showing 1 - 9 of 9 results on 50 tiles per page

Sponsored

Union Square
Union Square, Aberdeen | AB11 6NJ
Union Square opened to the public in 2009 and provides a combination of traditional mall shopping and a shopping park. The scheme is adjacent to Aberdeen's central railway station. Key Facts: • £275 million investment opened in October 2009 • 51,800...
Size: 555 000 sq ft

Owned by: **Hammerson PLC** **8 Units Available**

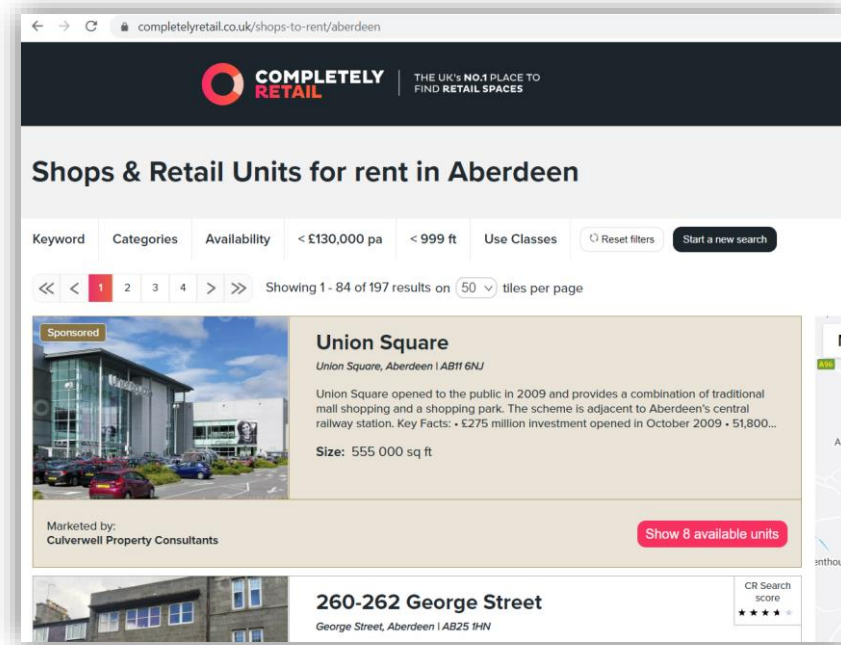
Un-sponsored
Limited Details Only

Bon Accord Shopping Centre

CR Search score

Map

<https://completelyretail.co.uk/shops-to-rent/aberdeen>



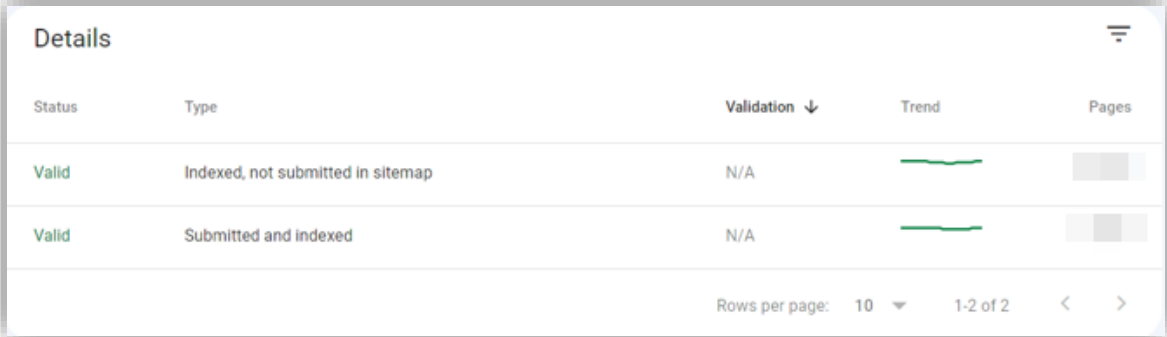
Aberdeen-related keywords (by Ahrefs) are below. The majority of the organic traffic lands to the <https://completelyretail.co.uk/shops-to-rent/aberdeen> that makes the other pages pretty useless for SEO.





Keyword	Position	Volume	URL	Difficulty	Traffic (desc)
aberdeen shops	15	1400	https://completelyretail.co.uk/shops-to-rent/aberdeen	16	7
rent in aberdeen	18	1400	https://completelyretail.co.uk/shops-to-rent/aberdeen	13	1.6
aberdeen parks	42	900	https://completelyretail.co.uk/retail-parks/aberdeen	0	0.01
shop for rent	8	800	https://completelyretail.co.uk/shops-to-rent/aberdeen	5	25
kittybrewster post office	51	800	https://completelyretail.co.uk/retail-schemes/aberdeen	1	0
roaring meg	89	800	https://completelyretail.co.uk/portfolio/Aberdeen/scheme/Roaring-Meg-Retail-Park-Stevenage/property/13781	1	0
rent aberdeen	31	700	https://completelyretail.co.uk/shops-to-rent/aberdeen	14	0
shop to rent	9	600	https://completelyretail.co.uk/shops-to-rent/aberdeen	7	21
home bargains berryden	32	600	https://xprop.completelyretail.co.uk/index/schemePlan/Berryden-Retail-Park-Aberdeen.html	0	0.1
parks aberdeen	12	500	https://completelyretail.co.uk/retail-parks/aberdeen	0	2.2
property to rent aberdeen	24	500	https://completelyretail.co.uk/shops-to-rent/aberdeen	16	0.95
parks in aberdeen	15	400	https://completelyretail.co.uk/retail-parks/aberdeen	0	1.3
property for rent aberdeen	22	350	https://completelyretail.co.uk/shops-to-rent/aberdeen	16	0.63
properties to rent aberdeen	43	350	https://completelyretail.co.uk/shops-to-rent/aberdeen	14	0.01
aberdeen rent	23	350	https://completelyretail.co.uk/shops-to-rent/aberdeen	17	0
union square car park	87	350	https://cdn.completelyretail.co.uk/media/scheme/5/5038/CG_Union_Square_Aberdeen_site_plan_2020-10-15-16-18-16.pdf	0	0
for rent shop	12	300	https://completelyretail.co.uk/shops-to-rent/aberdeen	6	6
rent for shop	13	300	https://completelyretail.co.uk/shops-to-rent/aberdeen	7	3.8
shopping in aberdeen	22	300	https://completelyretail.co.uk/shopping-centres/aberdeen	16	0.43

property to rent in aberdeen	19	250	https://completelyretail.co.uk/shops-to-rent/aberdeen	16	1.2
currys aberdeen garthdee	44	250	http://mandg.completelyretail.co.uk/portfolio/scheme/Garthdee-Retail-Park-Aberdeen	0	0
duncan and todd westhill	59	250	https://completelyretail.co.uk/retail-schemes/aberdeen	0	0
mcdonalds garthdee	86	250	https://completelyretail.co.uk/retail-parks/aberdeen	0	0
cinema union square	53	250	https://completelyretail.co.uk/scheme/Union-Square-Aberdeen	0	0
asda aberdeen beach	98	250	https://completelyretail.co.uk/scheme/Boulevard-Retail-Park-Aberdeen	0	0
rent a shop near me	10	200	https://completelyretail.co.uk/shops-to-rent/aberdeen	3	5
rent shops	7	200	https://completelyretail.co.uk/shops-to-rent/aberdeen	22	1.1
aberdeen parks	21	200	https://completelyretail.co.uk/retail-parks/aberdeen	0	0.18
boots bridge of dee	27	200	https://cdn.completelyretail.co.uk/media/scheme/2/2010/CG_Garthdee_Retail_Park_Aberdeen_brochure_2021-02-09-15-51-03.pdf	0	0.02
aboyne shops	78	200	https://completelyretail.co.uk/retail-schemes/aboyne-aberdeenshire?page=1	0	0
retail units to let near me	11	150	https://completelyretail.co.uk/shops-to-rent/aberdeen	4	3.1
commercial property aberdeen	13	150	https://completelyretail.co.uk/shops-to-rent/aberdeen	3	3
property for rent in aberdeen	21	150	https://completelyretail.co.uk/shops-to-rent/aberdeen	16	0.27
for rent aberdeen	26	150	https://completelyretail.co.uk/shops-to-rent/aberdeen	14	0.1
hair salon to rent near me	32	150	https://completelyretail.co.uk/shops-to-rent/aberdeen	3	0.03
renting in aberdeen	36	150	https://completelyretail.co.uk/shops-to-rent/aberdeen	13	0.01
properties to rent in aberdeen	39	150	https://completelyretail.co.uk/shops-to-rent/aberdeen	14	0.01
size aberdeen	42	150	https://completelyretail.co.uk/shops-to-rent/aberdeen	0	0
beauty salon to rent near me	51	150	https://completelyretail.co.uk/shops-to-rent/aberdeen	2	0
business for sale in aberdeen	58	150	https://completelyretail.co.uk/shops-to-rent/aberdeen	1	0
river island aberdeen	60	150	https://completelyretail.co.uk/scheme/Bon-Accord-Shopping-Centre-Aberdeen/property/31600	0	0
argos berryden aberdeen	66	150	https://completelyretail.co.uk/scheme/Berryden-Retail-Park-Aberdeen	0	0
rent space near me	85	150	https://completelyretail.co.uk/shops-to-rent/aberdeen	50	0
unit 21	62	150	https://completelyretail.co.uk/scheme/Trinity-Centre-Aberdeen/property/62984	6	0
pop up shop to rent	23	100	https://completelyretail.co.uk/shops-to-rent/aberdeen	24	0.13
to let aberdeen	28	100	https://completelyretail.co.uk/shops-to-rent/aberdeen	13	0.06
salons for rent near me	36	100	https://completelyretail.co.uk/shops-to-rent/aberdeen	4	0.01
carpetright bridge of don	45	100	https://completelyretail.co.uk/retail-parks/aberdeen	0	0
property to let aberdeen	49	100	https://completelyretail.co.uk/shops-to-rent/aberdeen	15	0
post office kittybrewster	63	100	https://completelyretail.co.uk/retail-schemes/aberdeen	1	0
banbury castle quay	88	100	https://completelyretail.co.uk/portfolio/Aberdeen/scheme/Castle-Quay-Banbury/property/Unit-76-and-77-Castle-Quay-Banbury	0	0
bon accord centre parking	96	100	https://completelyretail.co.uk/shopping-centres/aberdeenshire	0	0
dw sports aberdeen	55	100	https://completelyretail.co.uk/retail-parks/aberdeen	0	0

Pages out of the sitemaps

Some pages and some categories of the website are not included in the sitemaps. They can be found on the list 'Indexed, not submitted in sitemap'.



Status	Type	Validation ↓	Trend	Pages
Valid	Indexed, not submitted in sitemap	N/A		
Valid	Submitted and indexed	N/A		

Rows per page: 10 1-2 of 2 < >

There are pages like the following there:

- <https://completelyretail.co.uk/scheme/4368/property/55982>
These URLs look like the combination of the scheme pages [/scheme/number](https://completelyretail.co.uk/scheme/number) and the property pages, [/property/number](https://completelyretail.co.uk/property/number). Please, make sure that the address without the 'scheme' slug has the same content <https://completelyretail.co.uk/property/55982> as a <https://completelyretail.co.uk/scheme/4368/property/55982>. This is a full duplicate and this link is likely generated automatically using script following to the [/property/55982](https://completelyretail.co.uk/property/55982) page from the [/scheme/4368/](https://completelyretail.co.uk/scheme/4368/) page.
- <https://completelyretail.co.uk/overview/2123>
Overview pages. There is no this category in the sitemap as I can see
- <https://completelyretail.co.uk/portfolio/LaSalleInvestmentManagement/scheme/High-Chelmer-Chelmsford/property/65994>
Portfolio-related links. Pages like displayed above are also seem to be generated automatically by mistake.
By the way, use of the capital letters in URLs is not a best SEO practice, the lower case is preferable.

The pages with duplicated content are not good because they may influence negatively on the website's ranking. The duplicated pages are usually removed from indexing using the rel=canonical tags.

I figured out that this issue with unwanted links and unwanted pages is known, because there are xxx pages redirected and the URLs look like I mentioned above.

It is good but is not enough. The best way is to prevent these pages from generating by fixing scripts and removing the unwanted links at all.

Coverage > Page with redirect EXPORT

Examples

URL	Last crawled
https://completelyretail.co.uk/scheme/5359/	
https://completelyretail.co.uk/schemes/batley?page=1	
https://completelyretail.co.uk/search/properties/Greater-Manchester/Salford	
https://completelyretail.co.uk/scheme/St-Georges-Shopping-Centre-Preston/	
https://completelyretail.co.uk/scheme/Newbury-Retail-Park-Newbury/	
https://completelyretail.co.uk/search/properties/Greater-London/City-of-London	
https://completelyretail.co.uk/search/properties/Merseyside/Liverpool	
https://completelyretail.co.uk/portfolio/newriver/scheme/4440/index.html	
https://completelyretail.co.uk/scheme/3013/	
https://completelyretail.co.uk/search/properties/Peterborough/Peterborough	

Sample of the redirected pages

5xx and soft 404 errors

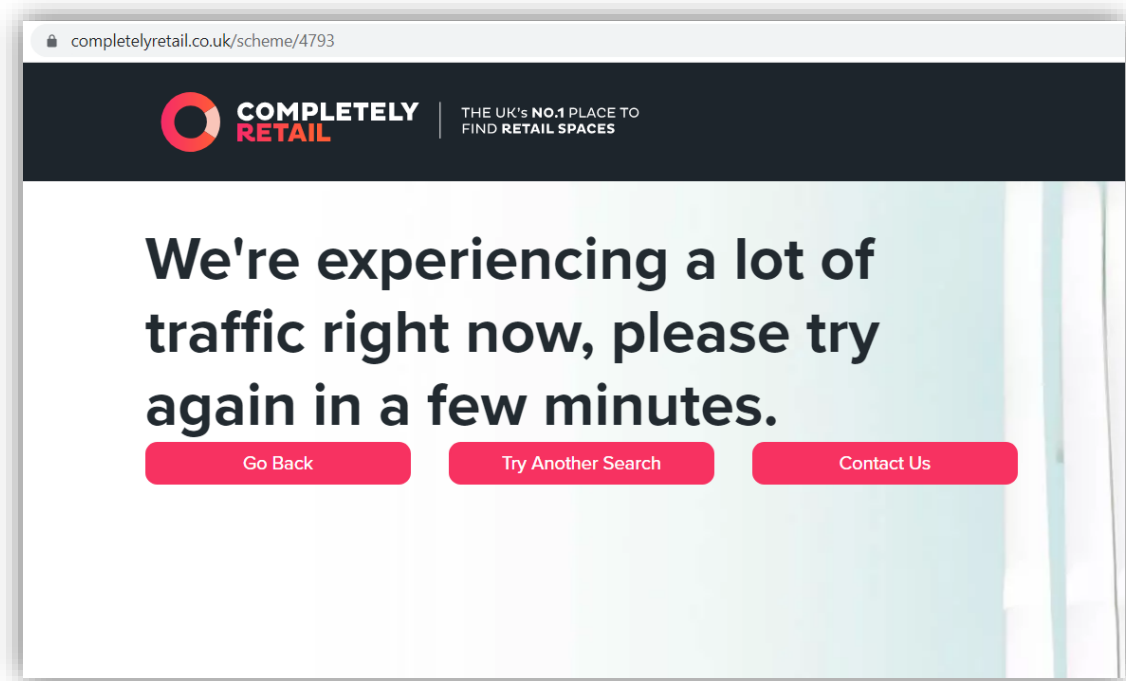
5xx and soft 404 pages appear because of the server issues.

Details

Status	Type	Validation ↓	Trend	Pages
Error	Server error (5xx)	Failed		
Error	Submitted URL seems to be a Soft 404	Not Started		
Error	Submitted URL not found (404)	Not Started		

Rows per page: 10 1-3 of 3

I came across with the notifications displayed on the screenshot below.



It looks like your server can't work well with the incoming traffic and denies to proceed the customers requests. It means that you should better purchase a better server or to configure the existing one correctly.

Incorrect canonical use

There is a sample of the duplicated content below.

There are multiple links related to the same property that I found on the Google Search Console:

- <https://completelyretail.co.uk/property/65994>
- <https://completelyretail.co.uk/scheme/4198/property/65994>
- <https://completelyretail.co.uk/portfolio/LaSalleInvestmentManagement/scheme/High-Chelmer-Chelmsford/property/65994>

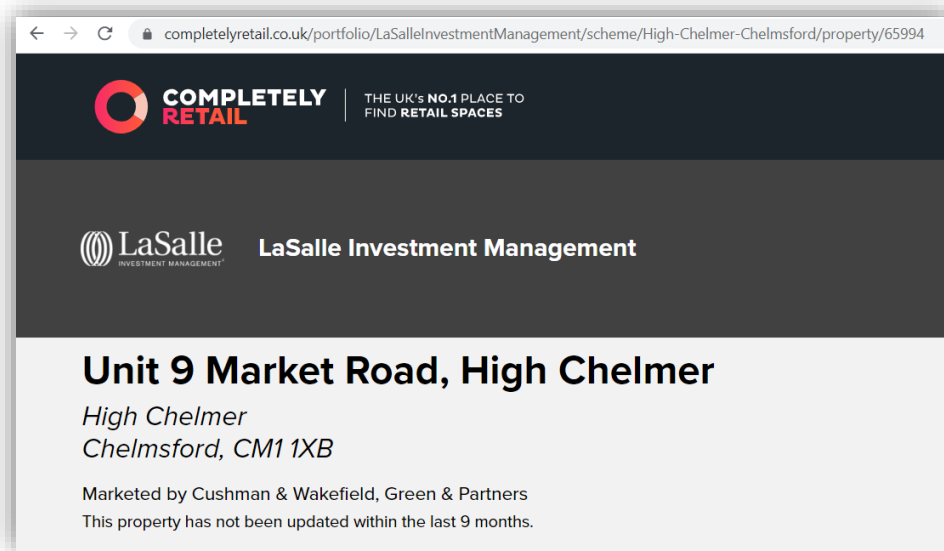
The first link follows to the ordinary property page <https://completelyretail.co.uk/property/65994>



If we take a close look at the code listing, we can find a canonical tag following to the <https://completelyretail.co.uk/scheme/4198/property/65994>, a page that doesn't even exist in the sitemaps.



If we check up the page <https://completelyretail.co.uk/portfolio/LaSalleInvestmentManagement/scheme/High-Chelmer-Chelmsford/property/65994>, the rel=canonical tags follows to the same page, <https://completelyretail.co.uk/scheme/4198/property/65994>

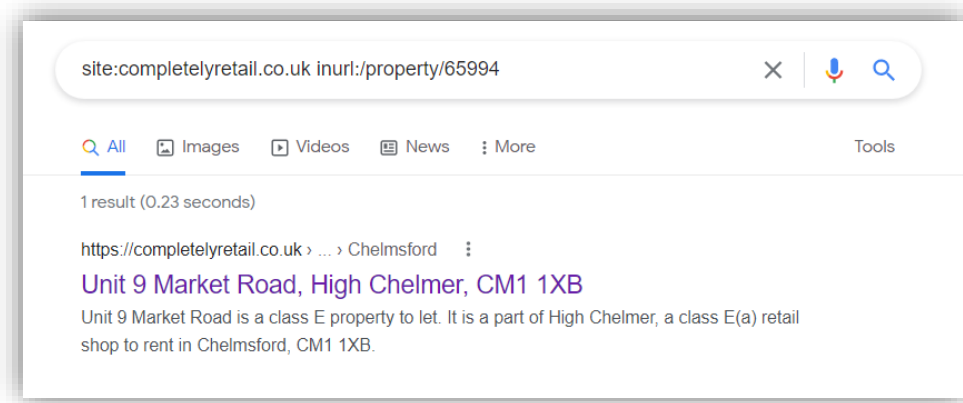


<https://completelyretail.co.uk/scheme/4198/property/65994>



All pages look similar.

But, if we check up the <https://completelyretail.co.uk/scheme/4198/property/65994> we can see that it is not even in the Google index.



So, the ways that follow the customers and the search crawlers are different. This may confuse search crawlers, spoil the website indexing and prevent from taking the top positions.

As I have shown above, this issue is massive. Fixing it may make the website easier to crawling and better ranked.

Conclusions

The website is demanded and visited but seem to have some technical issues:

The server is either not productive enough or not configured properly that caused denials of service. Their signs can be seen on the Google Search Console on the Coverage tab. Configuring the server correctly may improve the website's indexing quality.

The website has multiple categories with the same content like

- <https://completelyretail.co.uk/leisure-schemes/aberdeen>
- <https://completelyretail.co.uk/retail-parks/aberdeen>
- <https://completelyretail.co.uk/retail-schemes/aberdeen>
- <https://completelyretail.co.uk/shopping-centres/aberdeen>
- <https://completelyretail.co.uk/shops-to-rent/aberdeen>

Not all of these pages ranked well but they may confuse the search crawlers with the same content and unclear redirect rules. These pages should be better merged.

The website has multiple pages for each property like

- <https://completelyretail.co.uk/property/65994>
- <https://completelyretail.co.uk/scheme/4198/property/65994>
- <https://completelyretail.co.uk/portfolio/LaSalleInvestmentManagement/scheme/High-Chelmer-Chelmsford/property/65994>

All these pages have rel=canonical tags following to one of them that makes these pages useless for the SEO and may just confuse the search crawlers.

Some pages seem to be created by the incorrectly configured scripts as can be seen by use of the redirect rules. Unfortunately, redirects themselves can't completely solve this problem, the incorrect links should be removed and scripts should be fixed.

The best way to make target keywords rank better is to use them in the URLs, titles, h1 headers. The URLs of the property and the scheme pages with the numeric indexes could be extended with these keywords. Please, be careful, the bulk changing of the property addresses may cause the significant traffic drop.

Fixing the technical issues will make the website more clear and friendly to the search systems and will likely improve its indexing and ranking.