

<https://www.uaeinc.ae>

Web-site Audit

Outsoft.



Content*

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Introduction

The purpose of the audit: The purpose of this audit is a comprehensive analysis of the site, which includes technical aspects, SEO, UX/UI and content, to determine the strengths and weaknesses of the web resource. The audit includes an analysis of the key elements affecting the operation of the site and provides specific recommendations for their elimination. The audit also aims to develop strategies to improve the overall performance of the site, increase its visibility in search engines, improve the user experience and improve the quality of the content, which will ultimately lead to increased traffic, attracting more users and increasing conversions.

Technical audit

1. Check page loading speed

Page	Result Mobile	Result Desktop
Home Page	68 link	94 link
About	82 link	98 link
Table	73 link	98 link
Matches	71 link	98 link
News	78 link	97 link
Article page	77 link	97 link
Media	72 link	98 link
Contact	79 link	98 link

✗ Problem:

The speed of loading the main page from the mobile version could be improved. The main problem is the background video on the first screen.

📁 Recommendation:

Remove the video and put a photo in the background instead. Add a separate video block on the website. This way, a video that takes 5 megabytes will not load immediately when the user enters the site.

2. Security check (SSL, HTTPS)

The **SSL** certificate is installed. The site also operates over a secure **HTTPS** connection. All the http requests are redirecting to the https. [link Report](#)

SEO audit

2. Checking metadata (title, meta description).

✗ Problem: All pages have the same description.

📦 Recommendation:

Every page on your website should have a unique meta description. Here are some reasons why it's important:

Improve SEO: Unique meta descriptions help search engines better understand the content of each page, which can increase their visibility in search results.

Increase CTR: Great meta descriptions can attract more clicks from search results because they are more relevant to the page content and user interests.

User experience: Unique descriptions help users understand what's on each page faster, which improves the overall experience of interacting with the site.

	Address	Meta Description 1
1	https://www.uaeinc.ae/	The UAE Inter Nation Cup (INC) unites 32 diverse communities in a thrill...
2	https://www.uaeinc.ae/news/362559bb-...	The UAE Inter Nation Cup (INC) unites 32 diverse communities in a thrill...
3	https://www.uaeinc.ae/contact	The UAE Inter Nation Cup (INC) unites 32 diverse communities in a thrill...
4	https://www.uaeinc.ae/about	The UAE Inter Nation Cup (INC) unites 32 diverse communities in a thrill...
5	https://www.uaeinc.ae/news	The UAE Inter Nation Cup (INC) unites 32 diverse communities in a thrill...
6	https://www.uaeinc.ae/news/dea758a3-...	The UAE Inter Nation Cup (INC) unites 32 diverse communities in a thrill...
7	https://www.uaeinc.ae/matches	The UAE Inter Nation Cup (INC) unites 32 diverse communities in a thrill...
8	https://www.uaeinc.ae/news/6822be2c-...	The UAE Inter Nation Cup (INC) unites 32 diverse communities in a thrill...
9	https://www.uaeinc.ae/table	The UAE Inter Nation Cup (INC) unites 32 diverse communities in a thrill...
10	https://www.uaeinc.ae/news/80d6920b-...	The UAE Inter Nation Cup (INC) unites 32 diverse communities in a thrill...
11	https://www.uaeinc.ae/news/a4a5386c-...	The UAE Inter Nation Cup (INC) unites 32 diverse communities in a thrill...
12	https://www.uaeinc.ae/media	The UAE Inter Nation Cup (INC) unites 32 diverse communities in a thrill...
13	https://www.uaeinc.ae/news/4bf08dd9-e...	The UAE Inter Nation Cup (INC) unites 32 diverse communities in a thrill...

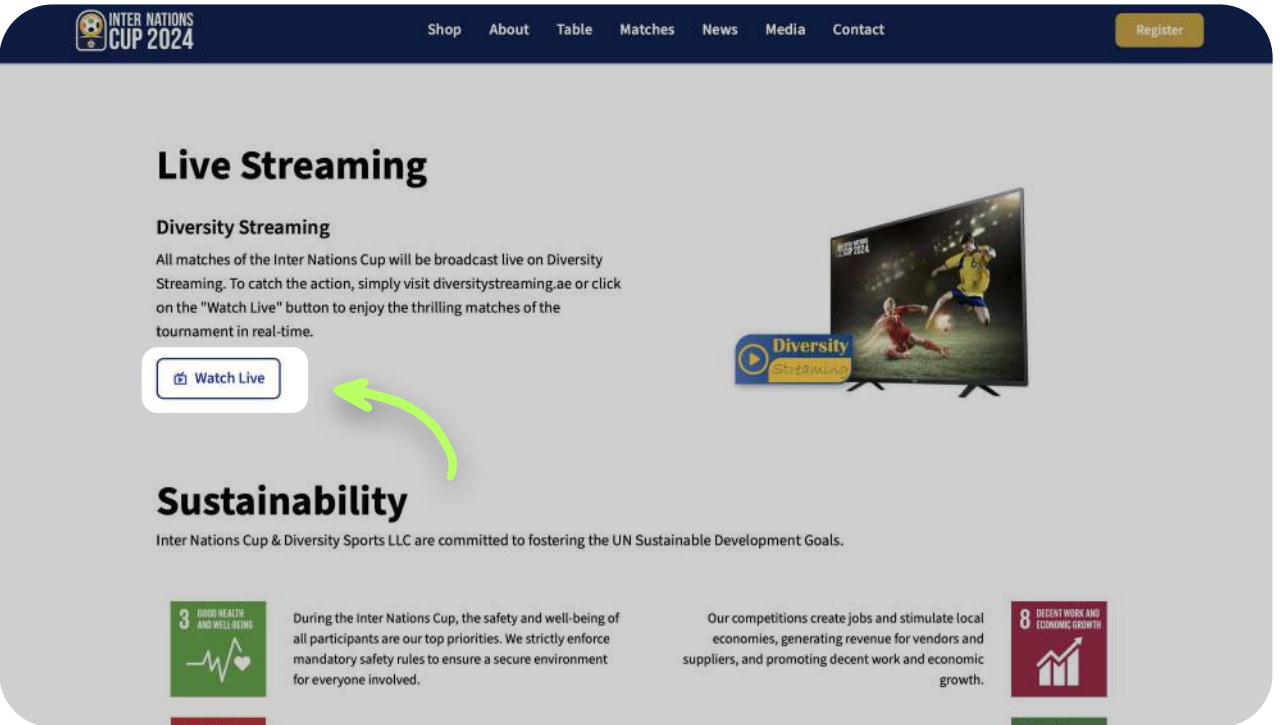
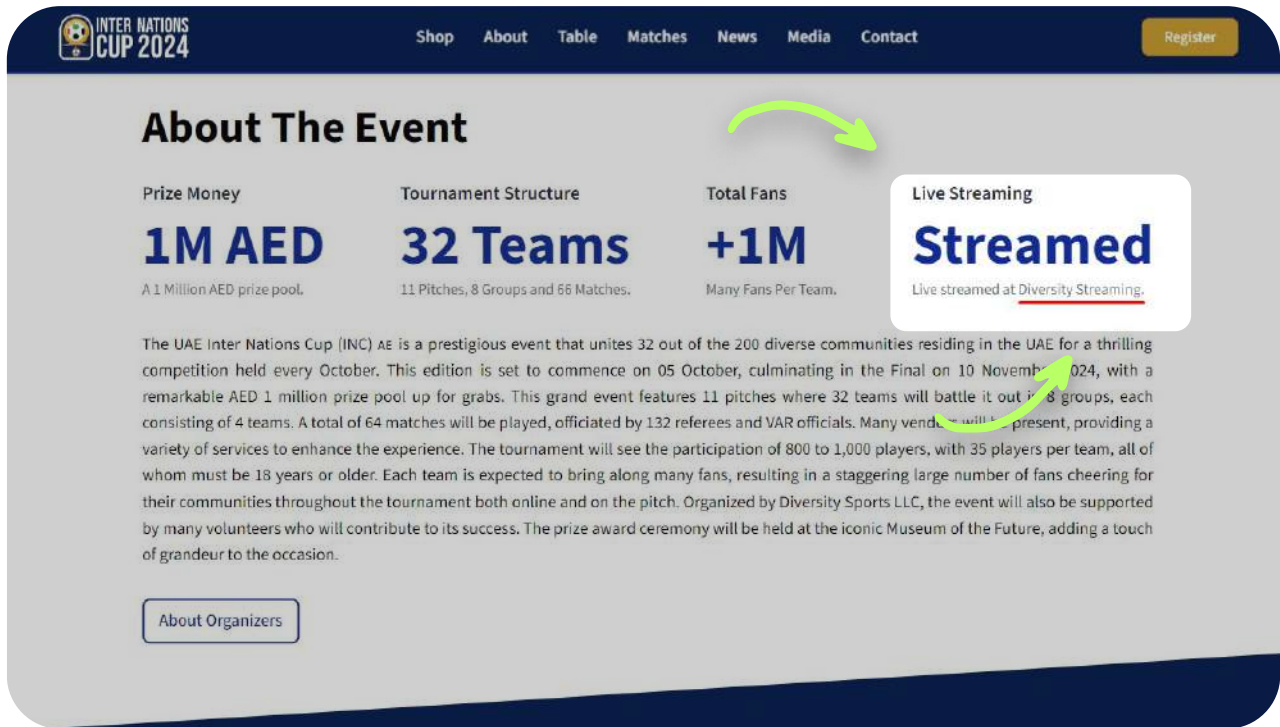
2. Checking website links (301, 302, 404, duplicate links)

✗ Problem:

There are 2 links on the main page that need to be changed from http to https

📦 Recommendation:

Change the link on the main page from <http://diversitystreaming.ae/> to <https://diversitystreaming.ae/>



3. Availability and correctness of h1-h2 headings

✗ Problem: Missing H1 on 13 pages

<https://www.uaeinc.ae/>
<https://www.uaeinc.ae/news/362559bb-8b6f-4b31-80b8-4be9eb1ba995>
<https://www.uaeinc.ae/contact>
<https://www.uaeinc.ae/about>
<https://www.uaeinc.ae/news>
<https://www.uaeinc.ae/news/dea758a3-3264-4706-91c2-508d6e06131e>
<https://www.uaeinc.ae/matches>
<https://www.uaeinc.ae/news/6822be2c-e4c3-4a5d-ad36-22d9cf744f89>
<https://www.uaeinc.ae/table>
<https://www.uaeinc.ae/news/80d6920b-466e-4a56-9f94-abefd5ab5764>
<https://www.uaeinc.ae/news/a4a5386c-7c7f-4003-b5a2-97df653cd400>
<https://www.uaeinc.ae/media>
<https://www.uaeinc.ae/news/4bf08dd9-ec4d-417b-8976-a27c3beb0c84>

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User experience: Unique descriptions help users understand what's on each page faster, which improves the overall experience of interacting with the site.

4. Checking the XML sitemap and robots.txt. Everything is ok

5. Checking site indexation Everything is ok

6. Canonical attribute

✗ Problem: there is no canonical attribute on all pages

📁 Recommendation:

Adding the canonical attribute to all pages on your website is important and beneficial for SEO. Here's why:

Avoiding duplicate content: The canonical attribute helps to avoid duplicate content issues by telling search engines which version of a page is the primary version.

Improving SEO: It helps to consolidate ranking signals for pages with the same or similar content, which increases the ranking of the main page.

Improved user experience: Users land on the correct version of the page, which reduces confusion.

7. Change the url on news page

✗ Problem:

Article links are not human readable

📁 Recommendation:

Changing your news URLs to human-readable URLs can be good for SEO and user experience.

The reasons:

Improving SEO: human-readable URLs can include keywords, which helps search engines index pages better.

User experience: Human-readable URLs are easier to read and remember.

Sharing: human-readable URLs look more trustworthy and are less suspicious to users.

Example of a human-readable URLs:

Instead <https://www.uaeinc.ae/news/dea758a3-3264-4706-91c2-508d6e06131e>

you can use <https://www.uaeinc.ae/news/inc2024-registration-officially-ends>

Thus, the URL becomes more informative and attractive to users.

📁 List of pages to improve:

<https://www.uaeinc.ae/news/362559bb-8b6f-4b31-80b8-4be9eb1ba995>

<https://www.uaeinc.ae/news/dea758a3-3264-4706-91c2-508d6e06131e>

<https://www.uaeinc.ae/news/6822be2c-e4c3-4a5d-ad36-22d9cf744f89>

<https://www.uaeinc.ae/news/80d6920b-466e-4a56-9f94-abefd5ab5764>

<https://www.uaeinc.ae/news/a4a5386c-7c7f-4003-b5a2-97df653cd400>

<https://www.uaeinc.ae/news/4bf08dd9-ec4d-417b-8976-a27c3beb0c84>

8. Responsiveness and cross browser compatibility

1920px

Page	Google Chrome	Opera	Firefox	Safari
Home Page	✓	✓	✓	✓
About	✓	✓	✓	✓
Table	✓	✓	✓	✓
Matches	✓	✓	✓	✓
News	✓	✓	✓	✓
Article page	✓	✓	✓	✓
Media	✓	✓	✓	✓
Contact	✓	✓	✓	✓

1440px

Page	Google Chrome	Opera	Firefox	Safari
Home Page	✗ 1,2	✗ 1,2	✗ 1,2	✗ 1,2
About	✓	✓	✓	✓
Table	✓	✓	✓	✓
Matches	✓	✓	✓	✓
News	✗ 7	✗ 7	✗ 7	✗ 7
Article page	✓	✓	✓	✓
Media	✓	✓	✓	✓
Contact	✓	✓	✓	✓

1024px

Page	Google Chrome	Opera	Firefox	Safari
Home Page	✗ 1,2,3	✗ 1,2,3	✗ 1,2,3	✗ 1,2,3
About	✓	✓	✓	✓
Table	✓	✓	✓	✓
Matches	✓	✓	✓	✓
News	✗ 3,7	✗ 3,7	✗ 3,7	✗ 3,7
Article page	✓	✓	✓	✓
Media	✓	✓	✓	✓
Contact	✓	✓	✓	✓

768px

Page	Google Chrome	Opera	Firefox	Safari
Home Page	✗ 1,2,3	✗ 1,2,3	✗ 1,2,3	✗ 1,2,3
About	✓	✓	✓	✓
Table	✓	✓	✓	✓
Matches	✓	✓	✓	✓
News	✓	✓	✓	✓
Article page	✓	✓	✓	✓
Media	✓	✓	✓	✓
Contact	✓	✓	✓	✓

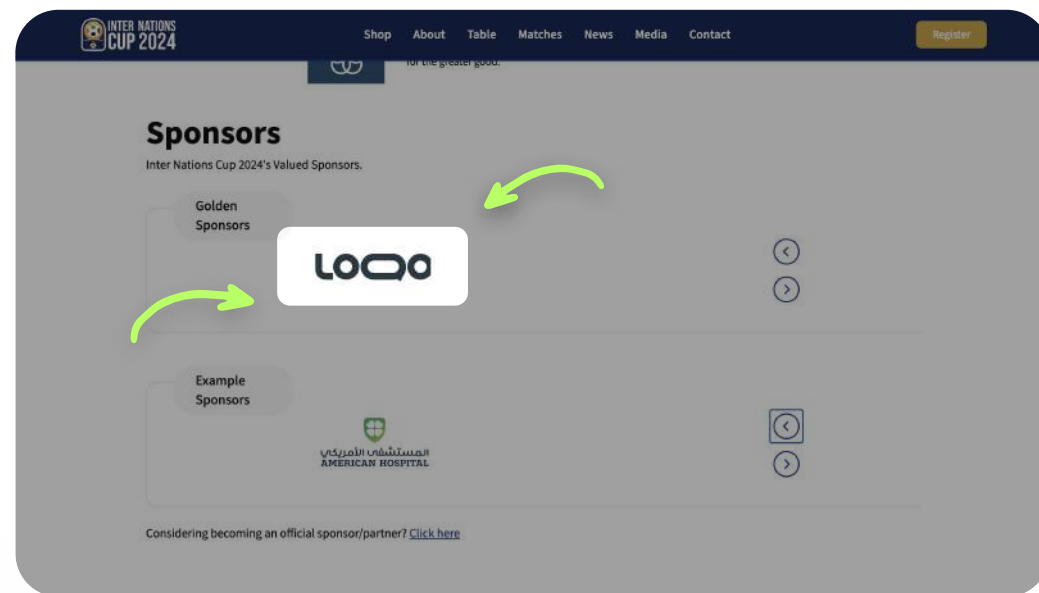
375px

Page	Google Chrome	Opera	Firefox	Safari
Home Page	✗ 5	✗ 5	✗ 5	✗ 5
About	✓	✓	✓	✓
Table	✓	✓	✓	✓
Matches	✓	✓	✓	✓
News	✓	✓	✓	✓
Article page	✗ 6	✗ 6	✗ 6	✗ 6
Media	✓	✓	✓	✓
Contact	✓	✓	✓	✓

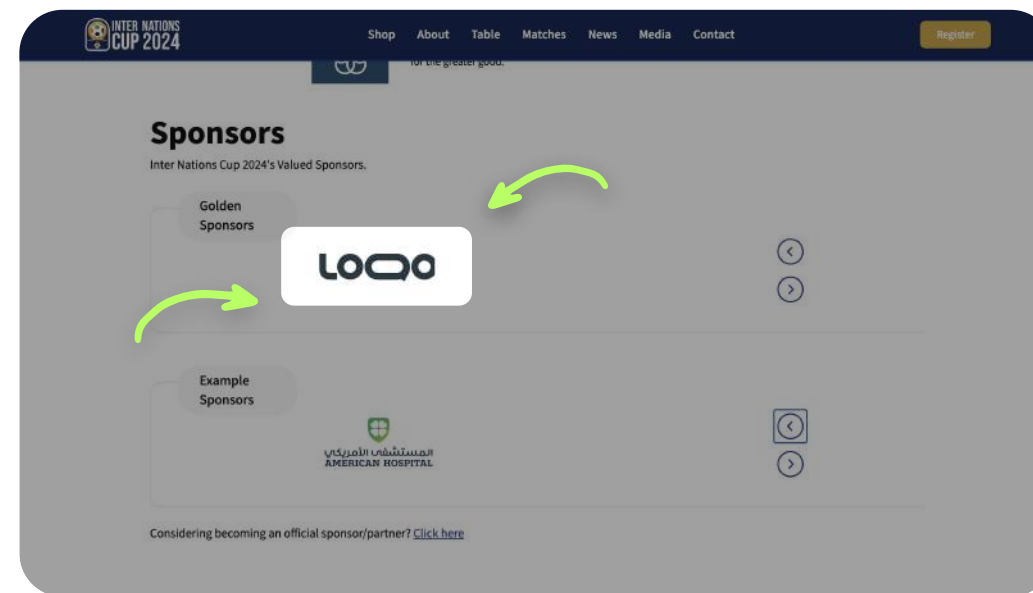
- ✓ It means that the adaptation is correct
- ✗ It means something is wrong. See comments by numbers below

Bug clarification

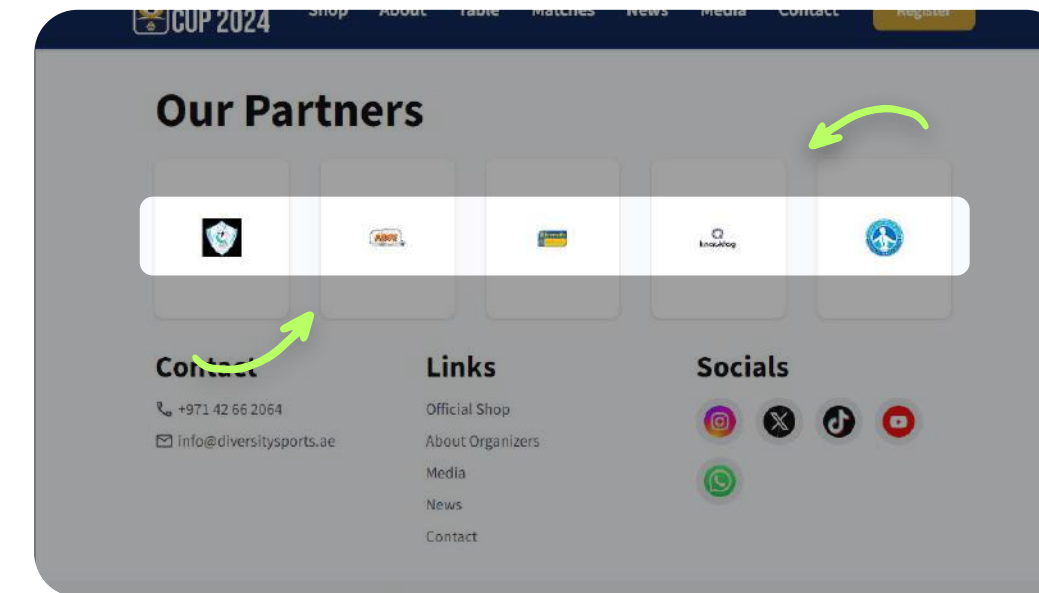
1. Logo is cutted



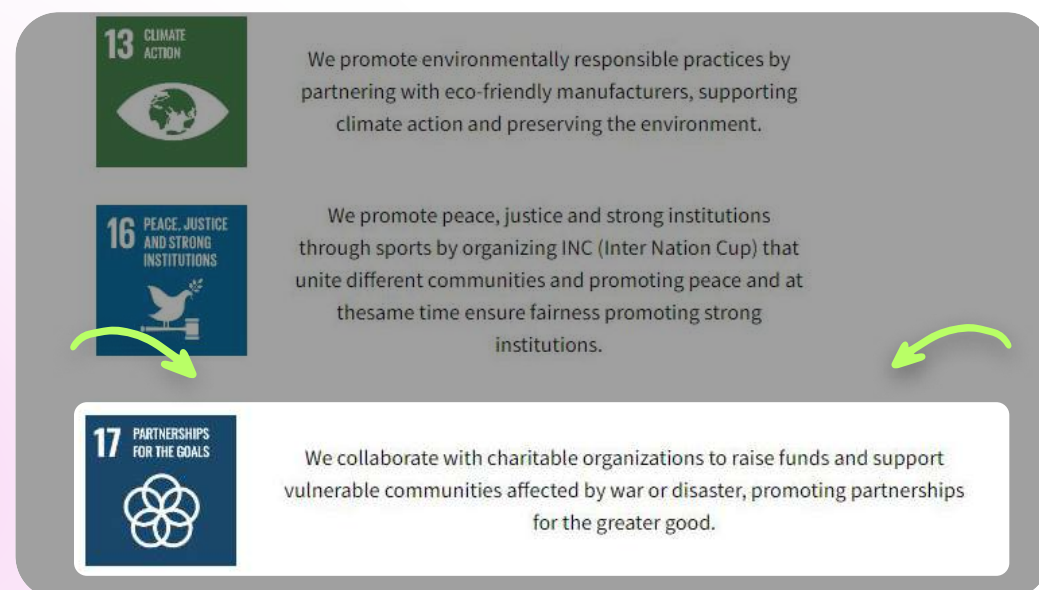
2. Improve adaptive of block Sustainability



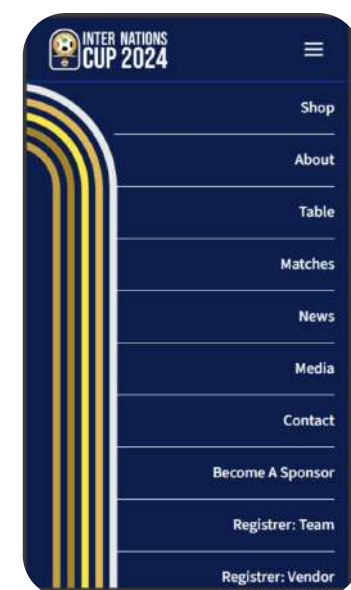
3. logo of partners are too small



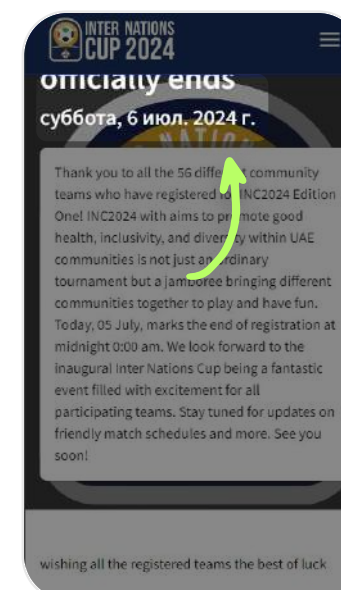
4. The last element of the sustainability block is out of the grid



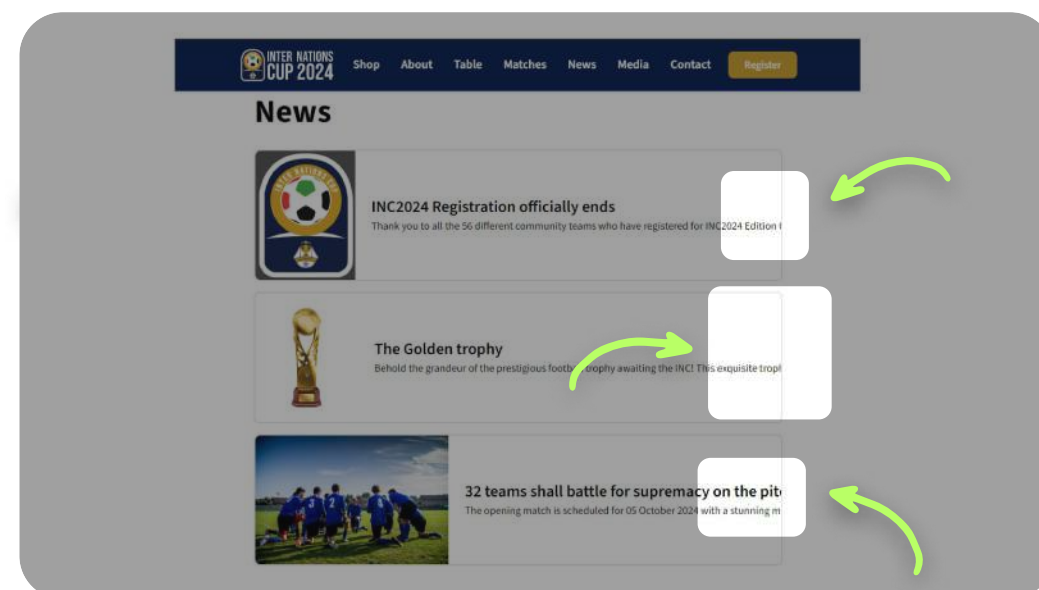
5. Impossible to scroll the menu



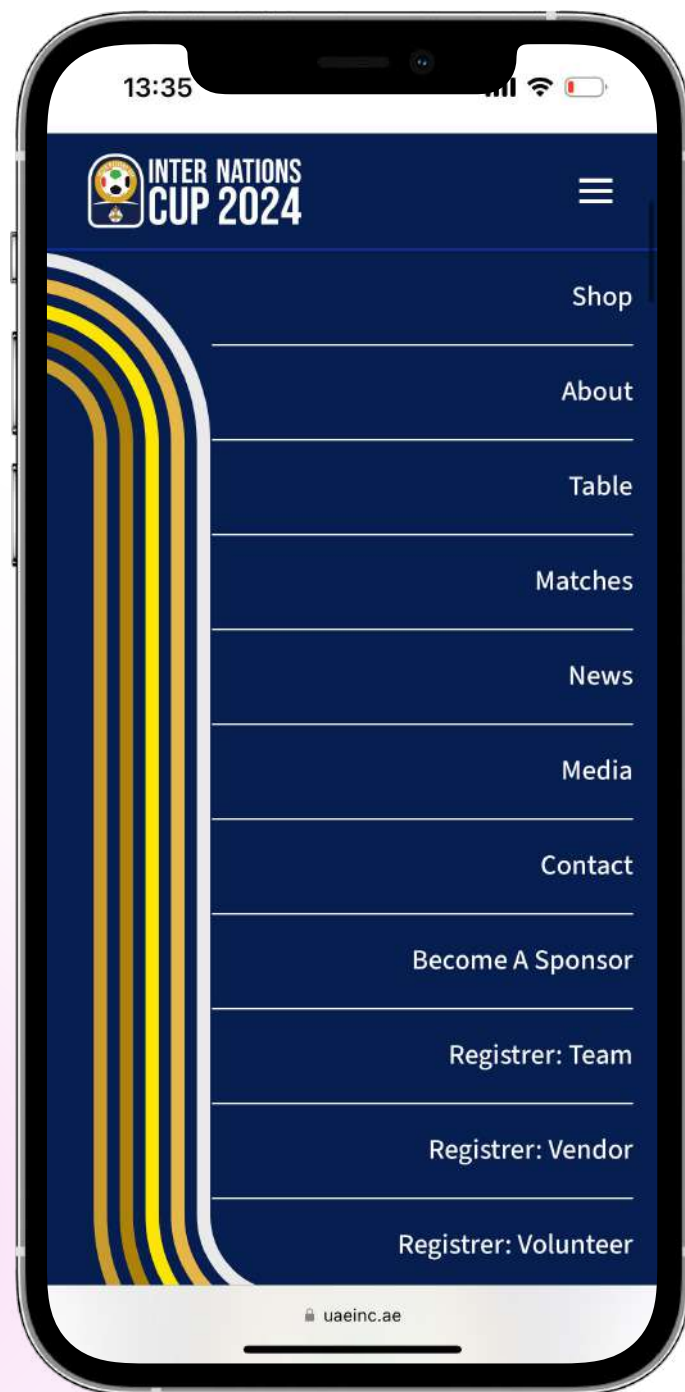
6. content is overlapped with a header



7. Cutted title and description



UX audit



Check the ease of navigation

✗ Problem 1

Impossible to scroll the menu on mobile phones

✗ Problem 2

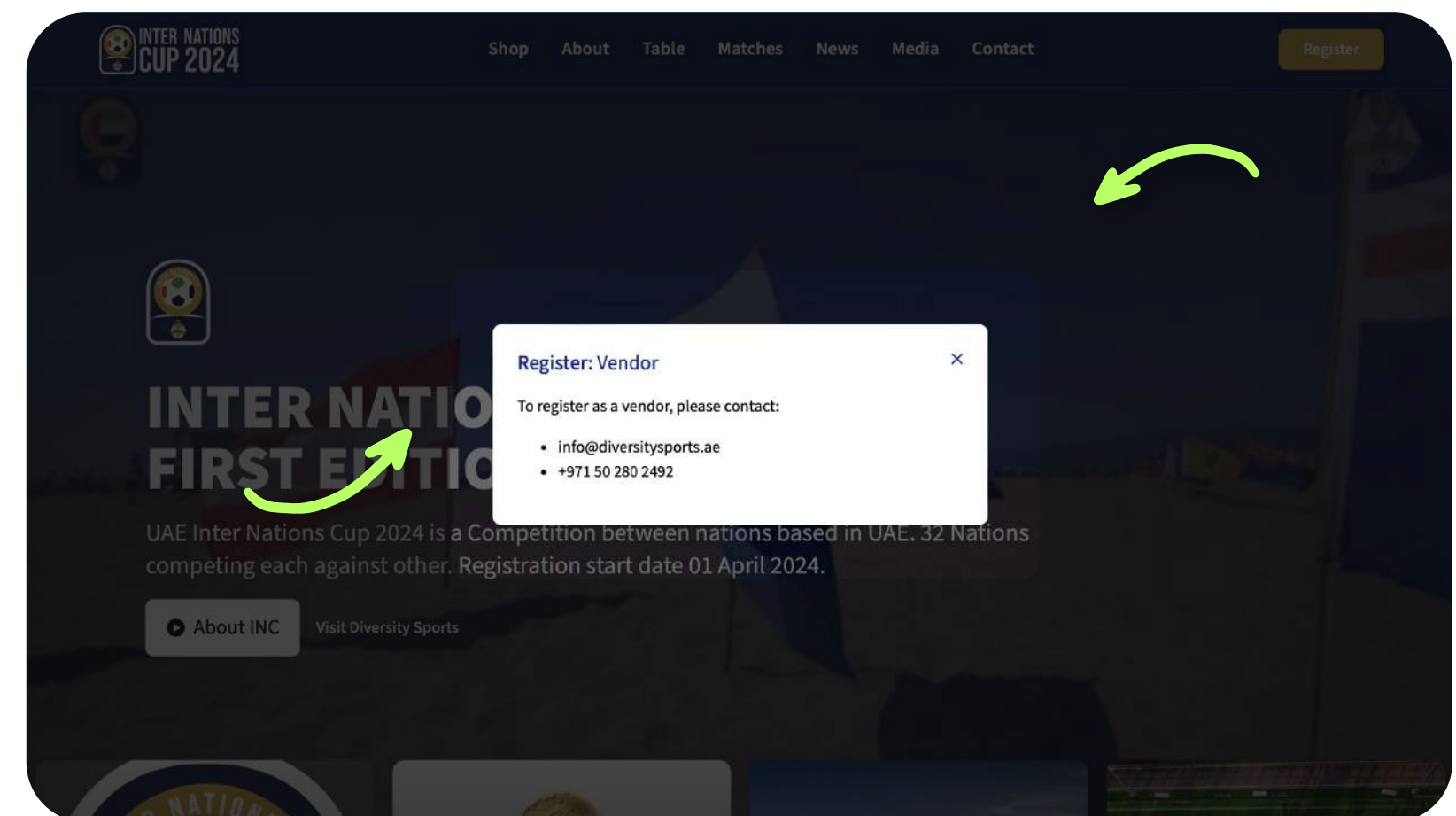
Mobile menu does not close automatically after switching from one page to another

✗ Problem 3

Once you open the mobile menu, the burger should turn into a cross for clearer use

✗ Problem 4

The user cannot tap on the number and call immediately. The same applies to email.



UX audit

✗ Problem 5

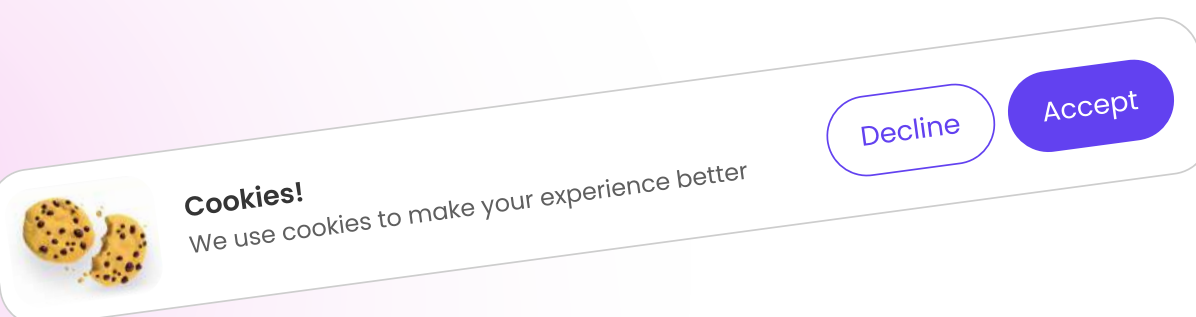
There is no popup on the site about collecting cookies. It needs to be added.

✗ Problem 6

The main task of the site is to register commands. Should be simplified the userflow

✗ Problem 7

The background video contains texts that are superimposed on the texts on the first screen. This is an extra cognitive load for the user.



Content audit

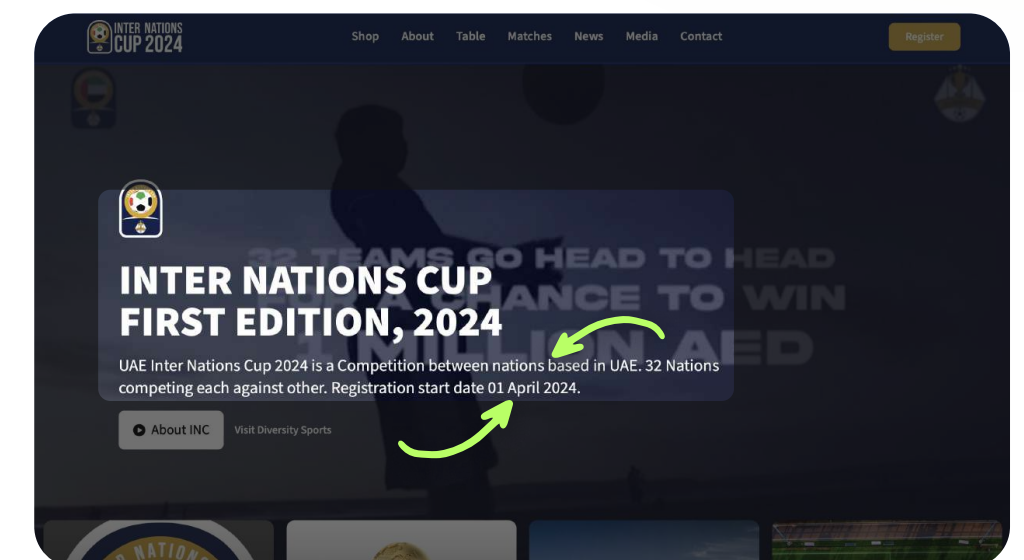
Analysis of the quality and uniqueness of the content

✗ Problem

The web-site is not informative; it does not have current registration start dates. There are no tables or detailed information about the following events.

➤ Recommendation

Recommendations for improving the Table and Matches pages:
Provide detailed, well-researched and up-to-date information about the event, teams and schedule.
Use high-quality images and videos to enhance visual appeal.
Optimize content with relevant keywords related to the event, such as "Inter Nations Cup 2024", "UAE football tournament", etc.



Change the text on the first screen of the home page, as registration for INC2024 has already ended. It's better to write the start of the next registration.

Content audit

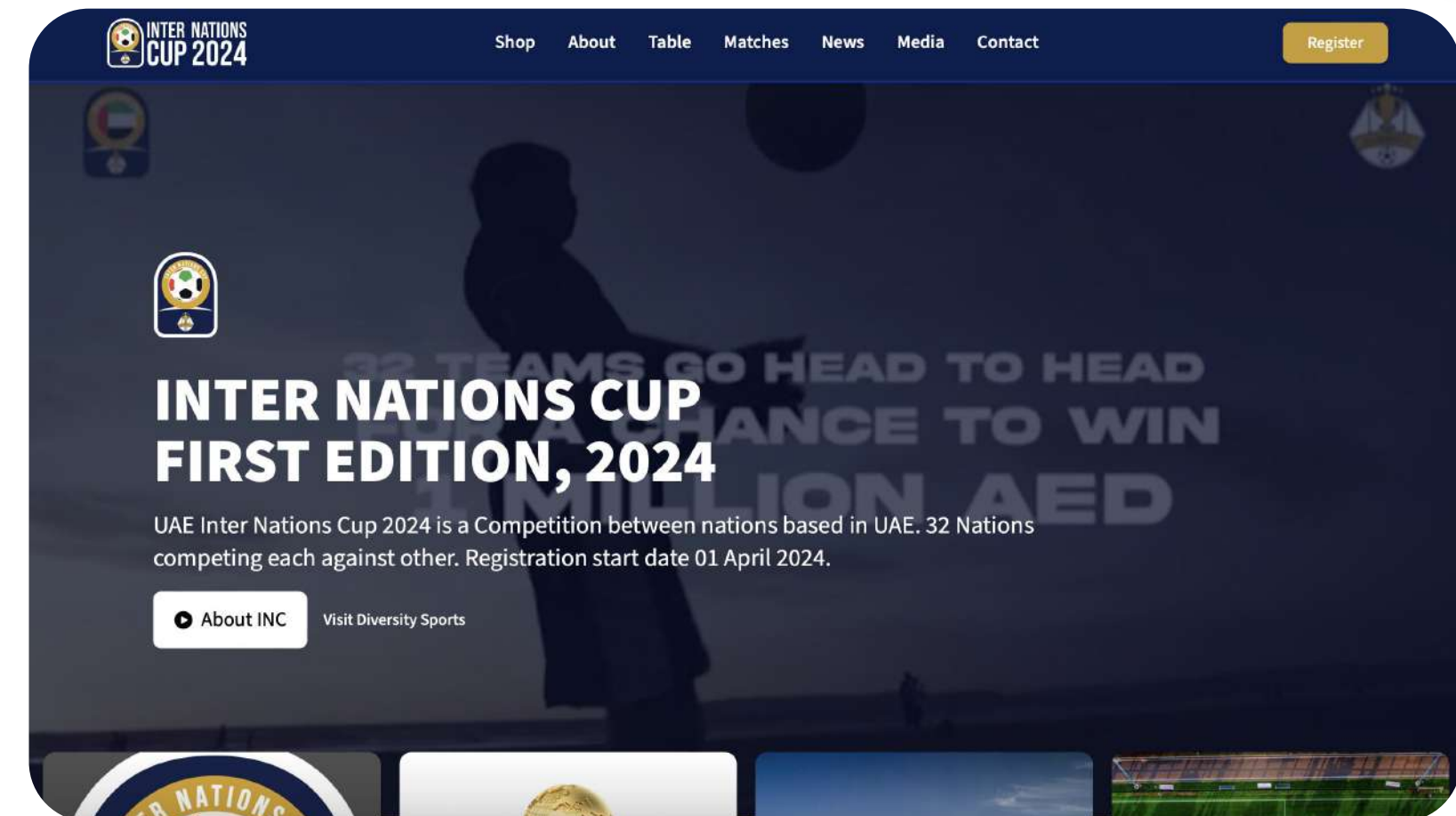
Verification of multimedia content (images, videos)

✗ Problem

Not optimized video that takes up 5 megabytes does not load immediately when the user enters the site.

📁 Recommendation

Add the webm video format to the first screen of the home page. This format takes up less space than MP4, while maintaining video quality. Thus, the main format will be webm, and if the browser does not support this format, then mp4 video will be loaded



Summary

1. Technical Aspects

Page Loading Speed:

Problem: Mobile speed can be improved by replacing the background video with an image.

Reason to improve: Faster mobile load times enhance user experience and reduce bounce rates, leading to higher engagement and potential conversions.

Security:

Result: SSL and HTTPS are properly configured.

Benefit: Ensures user data protection, builds trust, and improves search engine rankings.

2. SEO

Metadata:

Problem: All pages have the same meta description.

Reason to improve: Unique meta descriptions improve search engine understanding and ranking of individual pages, increasing visibility and click-through rates (CTR).

Headings:

Problem: Missing H1 tags on 13 pages.

Reason to improve: Proper use of H1 tags helps search engines understand page structure and content, improving SEO.

Canonical Attribute

Problem: Missing on all pages.

Reason to improve: Prevents duplicate content issues, consolidates ranking signals, and improves SEO.

URLs:

Problem: Not human-readable URLs for news pages.

Reason to improve: Improves SEO by including keywords, enhances user experience, and makes URLs more shareable and trustworthy.

3. UX/UI:

Navigation:

Problem: Mobile menu usability issues.

Reason to improve: Improved navigation leads to better user experience, higher engagement, and lower bounce rates.

Responsiveness:

Problem: Design elements need adjustments for mobile and cross-browser compatibility.

Reason to improve: Ensures a consistent and accessible experience across all devices, increasing user satisfaction.

User Interface:

Problem: Improvements needed in readability and usability of some blocks.

Reason to improve: Enhances overall user experience, making the site more engaging and easier to navigate.

4. Content:

Quality and Uniqueness:

Problem: Specific pages need content improvement.

Reason to improve: High-quality, unique content attracts more visitors, keeps them engaged, and improves SEO.

Multimedia:

Problem: Need to add webm format for video.

Reason to improve: Reduces video load time, improving page speed and user experience.

Overall Impact:

Implementing these recommendations will improve the website's technical performance, search engine visibility, user experience, and content quality, leading to increased traffic, user engagement, and conversions.

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