

ENHANCING NEWS SITE PERFORMANCES BY IMPROVING SEO AS A TECHNICAL MARKETING

Case Study: Juno7

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ABSTRACT

With Billions of Website online, The Web has become more and more competitive for companies. International Blogs and Online News Media such as CNN or Aufeminin.com are registering Millions Visitors monthly which make them very competitive. Exploring the potential of search engines is crucial for competitors since they play a critical role in routing users to the right websites at the right time, considering the fact that 94% of internet traffic is managed by search engines according to HubSpot Marketing Researches Data¹.

In Haïti, the online media sector has been dominated for years by actors such as: Le Nouvelliste (the first and oldest news media in Haiti existing since 1898), Juno7 (initiated the online news with SMS tweets in 2010), Haïti24, LoopHaiti, Vantbefinfo and Rezonodwes. During the last 2 years, new actors have emerged and have been strengthening the competition for existing leaders and search engines have gotten more crucial for them to compete with rivals

With the growing competition, these leaders are doing their best to strengthen their digital presence through Search Engine Optimization (SEO) as a type of Marketing. Juno7.ht as one of the pioneers of Online Medias in Haïti, has been struggling with their indexing for more than a year prior my arrival. Indeed, the juno7.ht website that was ranked on top of search engine results from 2017 to early 2019 had fallen because of a huge security breach that has forced search engines algorithms to de-index and blacklist it.

Juno7 Manager, John Fritz Moreau, have struggled looking for a Haitian specialist who could help him find a solution and get back into the competition. He finally reached out to me on December 2019 and after almost 2 months of discussion, we found an agreement in January to start the work on the beginning of February. From our agreement, it was expected that I could fix indexing issues, train their team on good practices for blog and news article writing in a digital marketing and SEO context so they could find stability and take back the lead they had back in days.
(Contract in Appendix F)

The actual case study is on how the Juno7 team and I have worked together to break all records within a month to bring the juno7.ht site come from 87th most visited website in Haïti to 47th. From the March 2020 SimilarWeb report, we had already recorded an increase of more than 200% in their number of visitors and more than 400% in the number of paged viewed and their bounce rate was reduced to less than 20% comparing to the January report where it was 79.29%.
(Google Analytics Report)

5 months later as in August 2020, the Juno7 website has become the 22th most visited site in Haiti, the 4th most visited local site and the 3rd most visited news site on the Haitian Market according to SimilarWeb latest Report.

¹ The Ultimate List of Marketing Statistics for 2020, Hubspot, Retrieved on August 19th, 2020 from <https://www.hubspot.com/marketing-statistics>

We have to understand that website owners like John Fritz Moreau expect that the search engine results display their website first, before other websites and we will try to justify the importance of search engines and search engine optimization in an online media success by accessing results from the jun07.ht case study.

KEYWORDS

Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Optimization (SMO), Social Media Marketing (SMM), Net linking, Hyperlinking, Interlinking, Link Building, back linking, Indexing, News Site, Website, Search Engine, Google Search Console, Google Analytics, WordPress, Web, Onsite Optimization, Off Site Optimization, CMS, Usability, User Experience, Marketing, Advertising

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APPENDICE F **Error! Bookmark not defined.**

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ACKNOWLEDGEMENT

First and foremost, I would like to express my deep and sincere gratitude to my master Director and Supervisor Dr. Jocelyne Napoli for the excellent year I've spent on her supervisor and all her instructions. She has taught me and all MITAT fellows the methodology to carry out researches and to present our works as clearly as possible. It was a great privilege and honor to work and study under her guidance.

Second I want to thank my Supervisor Mr. John Fritz Moreau, CEO of the Juno7, to have given me the opportunity to prove my competences by working on the improvement of their online presence through SEO which is a very technical marketing and for providing invaluable advises throughout my work. His dynamism, vision, sincerity and motivation have deeply inspired me. I am extremely grateful for what he has offered me. I would also like to thank him for his friendship, empathy, and great sense of humor.

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MSc. Jerry Louis-Jeune

1. INTRODUCTION

Before working with Juno7, I already knew that they were a large blog in Haïti. What I didn't know, was just how big they really were.

With an average 150,000 unique visitors on their website on a monthly basis, mostly from social media, Juno7 was one of those news sites with the most social media engagement on the Haitian market; a massive beast that was driving and handling immense amounts of traffic every day from social media and mainly from Facebook. They had focused on social media to sustain their growth, but somewhere along the way, they had neglected SEO not knowing its real power.

Juno7 had begun to understand the importance of SEO from a conversation we had on December where they asked me why 1 year earlier they could easily be found on search engines and their articles has always been on top of researches and now they could only be found when the research keywords were containing their name. Even without an audit, I could easily answer his question and my answer was: It is all about SEO and indexing, you have probably failed somewhere others are actually succeeding. 3 questions have then followed: Have you been hacked during the past 2 years? Have you properly submitted your sitemap to search engines with a well-structured robot.txt file? Do you have a Digital Marketing Strategy which focus on leading your audience to your landing page? Do you apply good article writing practices for your news articles in a SEO context?

John Fritz Moreau, the CEO, was outraged with what I was saying and answered that he had done everything the way they should have been done but I realized he wasn't very confident in his answer and from this conversation I had already understood that they needed to refocus on organic traffic growth to get back into business even without an audit. I asked my assistant to prepare and send them a general audit of their site what she did the same day. We sent it to the Juno7 team so they have a more objective analysis of what they could be doing wrong.

In January, I published my first blog post titled: ***"Top 40 des Sites Web les Plus Visités en Haïti."*** From this article I extracted the 10 most visited sites in Haiti and analyzed why some websites were ranking among others based on search results. The results were flagrant: website with better SEO were ranking better than websites with more social engagement. This has led to the conclusion that in Haiti like anywhere else on this sector, most website visitors come from search engines and not from social media.

Two days later, Juno7 contacted me and we came to the final agreement to start improving their digital presence through an optimized search engine strategy and this is where I came in with SEO, engagement and content strategy.

They had a large number of objectives: improve organic SEO, increase user time on the site, reduce bounce rate on the site, identify their ranking bottlenecks, identify the most effective/performing content, create ongoing SEO & content guidelines, turn visitors into

subscribers, train the redaction team and acquire mailing list leads to make the site into a converting machine, all while increasing their overall search presence and organic traffic.

At that time, I already knew that the task would be tough, since when it comes to this type of projects within this activity sector, even small changes can have a quick effect. I started to integrate changes incrementally starting from the deep bottom with onsite optimization and team training.

2. KEY CONCEPTS

If we want to evaluate a News Site Performance, the main indicators should be number of visitors, the number of pages viewed, the bounce rate and the time spent per visit on the site. We can consider a bunch of concepts that should be taken into consideration for this work. As my main mission was to enhance the digital presence of jun07 through Search Engine Optimization (SEO), we will focus on every important concept turning around SEO in a Marketing Context.

SEO is the main component that should be taken into consideration when it comes to achieving great results in a digital marketing strategy since it is the result of combined efforts in bringing traffic to well optimized web pages to maximize their importance for search engines.

2.1 How Literature was Selected

If we had to consider every single aspect of SEO Strategies and Tactics, we would end up writing a thorough manual in SEO that would encompass several volumes. The revue of literature will be short and will be limited to main SEO concepts that have seemed to be the most relevant to, and readily applicable to our research subject.

Accordingly, this revue of literature will focus on the subset of SEO strategies and tactics that are:

- applicable to popular and general-purpose search engines, such as Google, Yahoo, Duck Duck Go, Bing and so forth;
- applicable to a broad range of websites, as opposed to sites requiring specialized search functionality, such as libraries and e-commerce sites;
- free, as opposed to paid search options such as Google AdWords;
- ethical tactics, as opposed to the non-ethical and deceptive ones used by spammers and scammers;
- non-technical practices, applicable by practitioners with low to no expertise in website coding and development.

Accordingly, the revue of literature and the applied methodology for this case study as described in the following study are a summary of the literature disseminated by published theories and

advices from search engine companies and professionals; and empirical studies from the research community;

In Appendix A, will be found

- The definition of Marketing
- The purpose of marketing
- A listing of different types of Marketing including Search Engine Optimization as a Technical Marketing
- The Difference between Marketing and Advertising
- The Definition of SEO
- What is an Ideally Optimized Website in SEO
- What to expect from an Ideally Optimized Website.

3. Research Methods

Since Juno7 is a News Media Company in Haïti, other News Media Websites in Haiti were selected for comparative analysis. Location for all keywords search was Haiti since we wanted the site to rank for the main search keywords. News Media Websites are those with the highest shares in terms of number of monthly visitors. You can see from the January Report for SimilarWeb (one of the top companies that rank websites based on their number of visits, their bounce rate, the time spent on pages per visit) as showing in Table 1. The data were collected in February 2020. SimilarWeb data are available for many countries including the United States, Canada, United Kingdom, Germany, France, and Haiti.

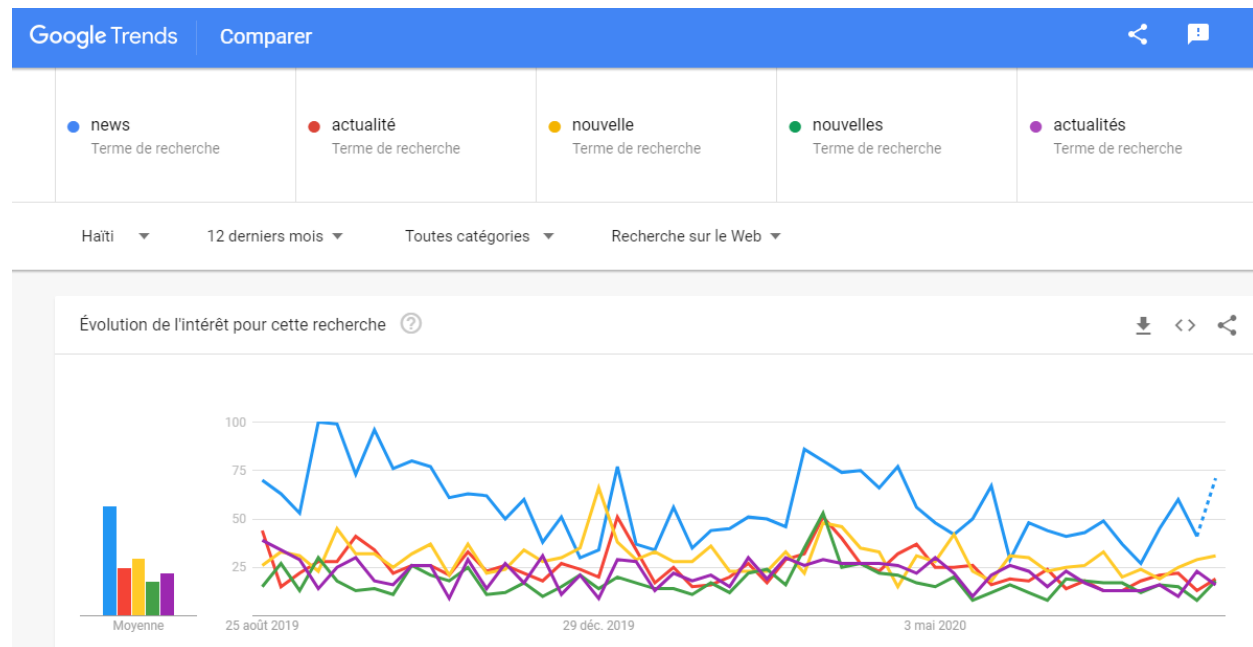
The following SEO tools were used to analyze selected websites: TrafficEstimate and Google Trends, SimilarWeb, SEMrush, Woorank and Moz (Open Site Explorer). TrafficEstimate help in understanding searchers' mind, which is a key to know and judge the keywords the searcher would prefer to use while searching for a product, service, or just an article. Google Trends proportionately shows the popularity of keywords in a particular location worldwide. The value ranges from 0 to 100, where zero means in that location the keyword was less than 1% as popular as 100%.

SimilarWeb tools help to analyze websites on their ranking in the country and globally, visitor percentage, bounce rate, daily time spent on a website, top keywords etc and to compare traffic Overview and top Referring Sites. Ubersuggest by www.neilpatel.com was utilized to conduct SEO analysis to help to analyze website grow traffic. Moz's Domain Authority is a search engine ranking score indicating how well a website ranks on Search Engine Result Pages (SERPs). Page Authority indicates the strength of individual pages. The highest possible score for each of this measure is 100.

The main search queries in Haïti for the News Media sector are: News, Nouvelle, Nouvelles Actualité and Actualités and their combinations limiting them to Haiti in a context of local SEO.

You can find the importance of each of those main keywords based on Google Trends Results (Figure 3)

Figure 1 - Ranking of Main Keywords based on Google Trends Results



In term of priority if you look carefully at the graph, you can clearly see, the most used keyword during the past 12 months is “News”, Followed by “nouvelle”, “actualité”, “actualités” and “nouvelles”. A single letter variation can make a significant change in search queries, you have probably noticed that adding the “s” to transform “actualité” and “nouvelle” to their plural variation have made change in the analysis reports. But since the singulars are included in the plural variables, we will keep their variables to include both singular and plural in SERP possibilities so we will keep Actualités, News and Nouvelles.

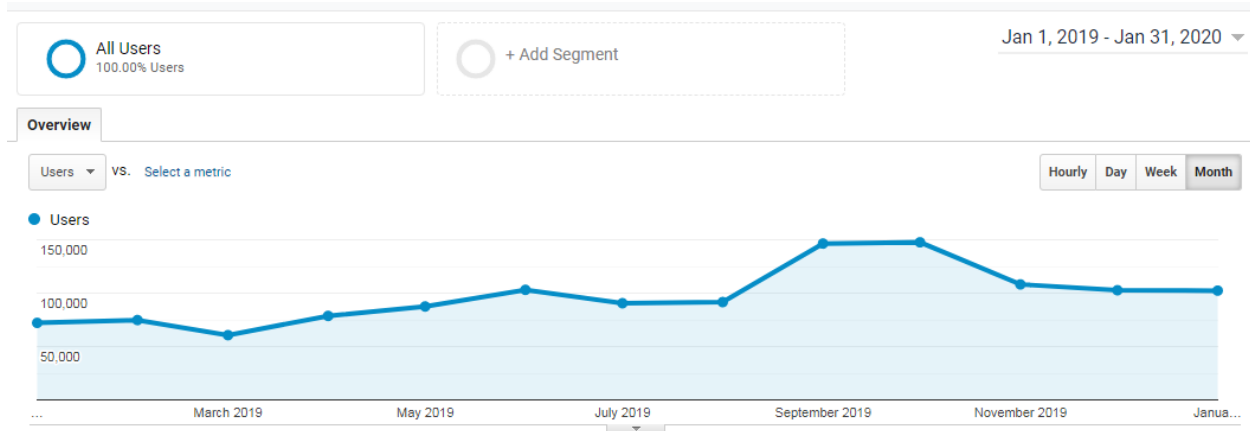
From the preliminary works and the reports on the juno7.ht website presence on SERPs we noticed that their site was not appearing on SERPs for the main defined keywords of its activity sector people the site. This can be explained by the fact that the site was hacked and was flagged and completely de-indexed by search engines (removed from SERPs). In this situation, search engines only allow the site to be shown for some rare search queries containing their names and some words related to their sectors. A partial site description could be found when looking for “Juno7 Actualité”.

The Juno7.ht site was not showing in SimilarWeb ranking for Haïti since the open version shows up to 50 top ranking sites. As you can see by reviewing the following report provided by Google Analytics, From January 1st, 2019 to January 31st 2020, the juno7 site never recorded more than

150,000 visitors on a monthly basis. Furthermore, the situation was worsening since the number of visitors had significantly fallen to reach 102,349 as recorded in Annexe 1.

At that moment, the site was ranking 87th in the SimilarWeb Ranking (not showing in top 50).

Figure 2 - Juno7 Google Analytics Report from February 2019 to January 2020



3.1. Main Data Collection

A SEO optimization imperatively starts from a website audit so you can determine what is exactly going on with the site and what need to be improved. You cannot step in search engine optimization without a preliminary audit.

Many tools can be used for a site audit. We can cite:

- Google Page Speed Insight: A tool from Google that will analyze webpages speed of and suggest optimization for both mobile and PC devices
- GTMetrix: A very popular webpage speed analyzer that focus on overall speed of the site and suggest optimization for better speed
- Woorank: gives an overview of your website on-page SEO
- SEMrush
- Href
- Internal Company Tools and API: specific and non-public tools that analyze webpages and produce reports

For this research, an internal SEO Analyzing Tool named ITSEORank developed my company Ideal Technology Solutions have been used. This tool, have been developed based on my SEO team experience on the field and uses data we consider the most relevant and the most accurate from Google Page Speed Insight, GTMetrix, Woorank reports.

ITSEORank has been launched in December 2019 and is constantly being maintained and optimized to deliver more accurate reports based on what we have learned from the field. The tool is used in SEO trainings.

First data sets were obtained by auditing the Juno7 Website on January 19th, 2020.

As regards the research instrument, the original set of measurement items comprised typical attributes related to search engine performance of the website and its webpages. The ITSEORank tool have been used to along with popular SEO analyzing tools to produce the main audit report from which the work started.

3.2 Limits of data collection method

Since the data collection tools are constantly being updated following new rules and search engine's algorithms updates, the data analysis reports may slightly vary from time to time. At the meantime, we can record different results in data reports depending on the collection tool that have been used. Following this, the ITSEORank tool have been implemented, use average data from the most effective popular tools to generate its reports. Also, we are limited to basic reports from popular platforms because of premium parameters are only available to premium members with monthly paid membership subscription that haven't been provided.

This being said we should consider that:

- a) Parameters might vary depending on the used tool and actual version of search engine algorithms and time**
- b) Only basic parameters have been considered and analyzed**

4. The Juno7 Case Study: Audit and Competitors Analysis

SEMRush and ITSEO were used for this audits. The average authority is an average score from Juno7 and its competitors' reports while the acceptable scores are as from GTMetrix average for site hosted on United States and Canada located servers.

4.1 The Juno7 Website Audit

The junos7 website was audited and the audit report can be found in (Annexe 2)

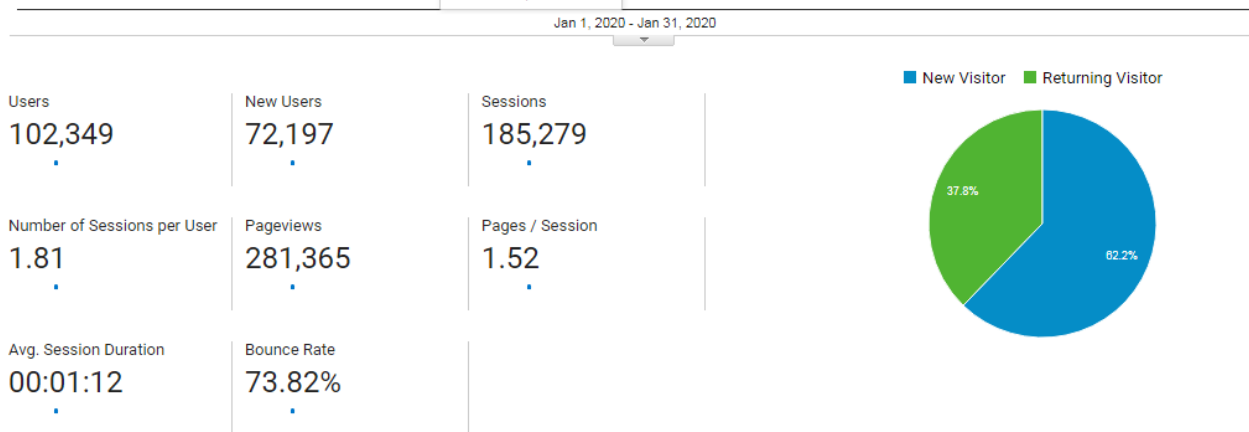
We should take into consideration that at this time, the junos7 site was experiencing a lot of issues and its average SEO score was 52 while I know by experience that a poor site with little to no optimization usually scores among 55. See the table below the table extracted from the Juno7 audit report (Table 1) and SEMRush for the Domain Authority.

Table 1 - JUNO7 REPORT SUMMARY - EXTRACTED FROM ANNEXE 2 - JAN 20th, 2020		
PARAMETER	ACCEPTABLE	SCORE
DOMAIN AUTHORITY	33	19
LOAD SPEED SCORE	64	34
LOAD SPEED PC	7.2s	11.40s
LOAD SPEED MOBILE	12s	17.5s
HOMEPAGE WEIGHT	3.29Mb	4.20Mb
OVERALL SEO SCORE	55	50
TITLES TAGS	75	50
META DESCRIPTION	75	50
TITLES	75	50
ALT ATTRIBUTES	50	0
ROBOTS.TXT	100	0
XML SITEMAP	75	0
MOBILE FRIENDLINESS	75	75
SECURITY	75	75
CMS	N/A	WORDPRESS

The Juno7 score which is very fair can be explained by the fact that the redaction team was not aware of Good Article Writing practicing, the site sitemap (plan of the site) was not submitted to search engines, the robot.txt (a communication channel between the website and search engine to communicate its change in real time and tell him what to index and he is not supposed to index) was missing, the titles and the meta description was misconfigured, and so on.

One of the main issue was the mobile friendliness of the site. The site was pretty slow and contents were not optimized to help visitors enjoying they journey and spend as much time as possible on the site. This has resulted in high bounce rate and low number of pages per session as well as a low average session duration as you can see below on the January report of the site.

Figure 3 - Juno7 Analytics Reports as of January 2020 (Bounce Rate, Pages/session/ session duration)



At that time, the domain authority of Juno7 as on SEMrush report, was 19 which mean for the past 3 years, they hadn't built enough partnerships around their site to build their authority. For the main targeted keywords, Juno7 was not even showing first 10 pages of Google Results because of its de-indexing.

4.2 The Competitors Audit 1

Juno7 main competitors ranked by their importance on the Market are:

- Le Nouvellsite (lenouvelliste.com)
- Haiti24 (haiti24.net)
- Loop News (loophaiti.com)
- Vantbefinfo (vantbefinfo.com)
- Rezo Nodwes (rezonodwes.com)
- Trip Foudi Enfo (tripfoudi.com)

Competitors audits and analysis will be found in Appendice D

From the competitors' analysis, we have retained some facts

- The SEO average score and the speed score cannot be considered along to determine the performance of a site, deeper analysis of unique parameters such as presence of sitemap is necessary.

- The Only site with a properly configured XML sitemap and a relatively high SEO Score (Vantbefinfo) was ranking among all competitors
- Tripfoumienfo with its average SEO score of 57 with a well configured xml sitemap despite of its poor pagespeed score could rank #27 even among Loop News (SEO Score 38) which was so far more popular
- Competitors seem not to be aware of good SEO practices

5. The Juno7 Case Study

Following Juno7 and its competitors audit, I had on my possession enough information to start the Juno7 optimization work and I had to make a plan. Considering optimization goals, the main goal of my optimization would be to have search engines indexing the site again since they couldn't be found on SERPs for almost a year. They wanted this to change to see their site growing.

We are not really talking about audience segments since this type of news site targets everybody, determining the audience was easy. Their audience was at that time any French speaking Haitian living in Haiti and abroad and any French speaking person interested in Haiti news and updates living anywhere in the world.

The plan was as follows

- Website security hardening (database check for security flaws, firewall rules setup)
- Website Speed Optimization (technical optimization requiring a little coding knowledge)
- Installation and configuration of a proper SEO plugin to enable the team to optimize articles (for this purpose Rank Math a young and very effective SEO plugin was selected)
- Website pillar page content optimization (images, text, hyperlinks, menus)
- Setting up of measurement and analytics tools to monitor changes and evolutions
- Team Training on content writing in a SEO Context

5.1 Security Hardening

WordPress takes security very seriously but as with any other system there are potential security breaches that may arise if some precautions aren't taken. The Juno7 site was de-indexed because of a security breach. A redirection link was set-up by an attacker and the site started to redirect to another one for more than a month. This has made search engines lose their trust in the Juno7 site. Juno7 manager has looked for a specialist for more than 6 months and couldn't find a local one. He had to wait for more than 6 months to find a solution: An American Company fixed the issue.

What is Security?

First you should not think about perfectly secured systems when we talk about security since this kind of perfection might just be impractical or impossible to find and/or maintain. As we have learned in MITAT, security is more risk reduction and far from risk elimination. Like in airports and airplanes, security is about using appropriate available controls and tools to limit breaches and reduce odds of making yourself or your property a target. When it comes to a website or a system, reduce all possible odds of getting hacked.

Website Hosts a good place to start for web security

When it comes to website security, your hosting environment is often the place to start from. The website host is where all your website files are stocked. Hosts offer a certain level of security but don't have your entire back. A good and secure hosting platform (server managed by a hosting company) only protects the privacy, integrity, and availability of the resources under the server administrator's control.

For this purpose, I had to check the hosting for potential vulnerabilities, check the database for potential malwares and limit access to specific files on the site to avoid attackers from reaching them easily.

This included:

- **Restricting Database User Privileges:** For normal operations on a news site (blog posting and editing, file uploading, comment posting), users only need data read and write privileges on the database. I had to remove any other administration privilege to these users that could alter the database integrity.
- **Secure access to the admin panel of the site (wp-admin):** server side protections were added as a second security layer to limit access to the site admin area to redirect attackers to the second layer instead of the admin files.
- **Secure the wp-config file** which contains basic configurations of the site by moving it to an unusual directory with limited access
- **Disable file editing:** revoking access to edit php and html files straight from the website
- **Setup Firewall Rules:** access the Content Delivery Network (CDN)² to setup firewall rules to limit bad bots from accessing the site content and limit access to the administration dashboard of the site. A CDN named Cloudflare was used for the purpose. It accomplishes this by modifying DNS records, via an A record or full DNS swap, allowing all traffic to pass through the new network first. This causes all traffic to be filtered by the firewall before reaching the site.

The Security hardening steps have been achieved in 3 days from February 4 to February 6 2020. After achieving this first step, I had to jump to the second that was the speed optimization of the site.

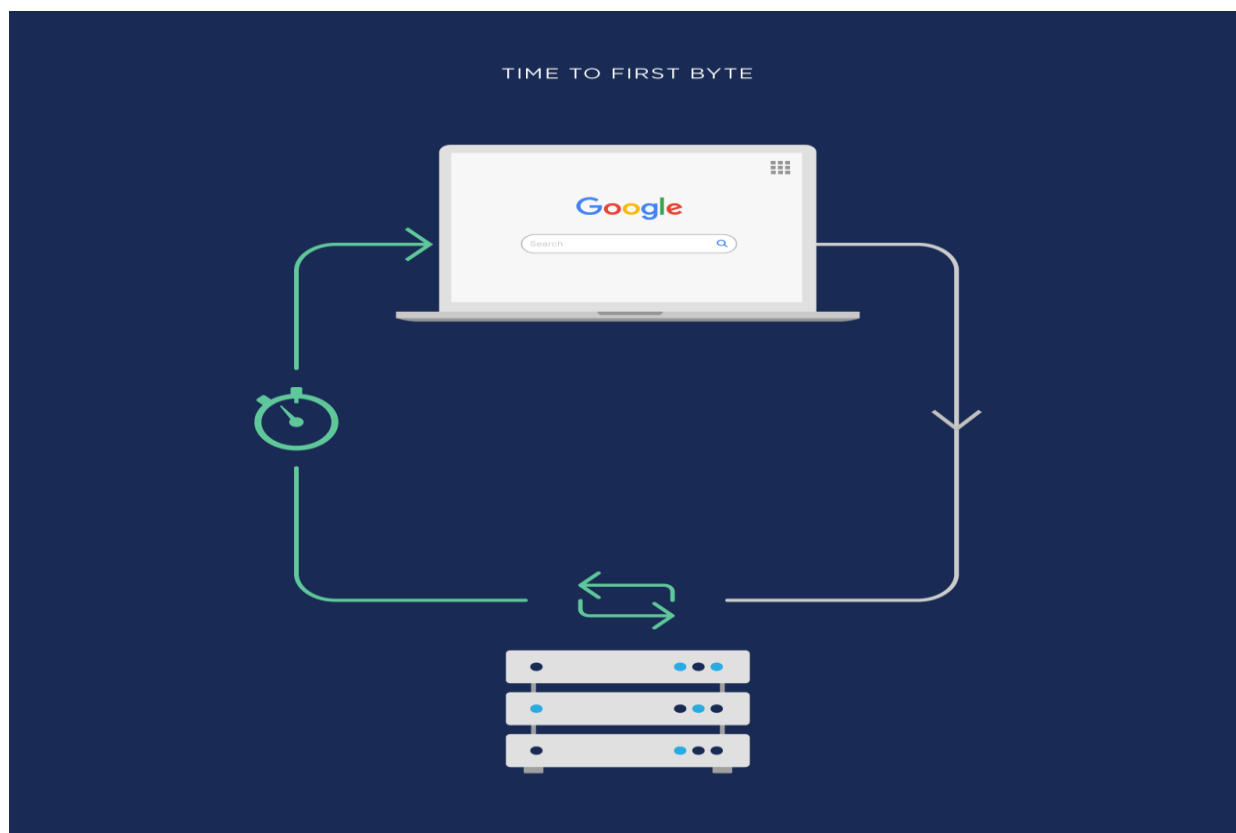
² **Content Delivery Network (CDN):** A content delivery network, or content distribution network, is a geographically distributed network of proxy servers and their data centers. The goal is to provide high availability and performance by distributing the service spatially relative to end users.

5.2 Speed Optimization

This is very important when it comes to user experience. The Page Speed is the measurement of how fast it takes to your pages to load to visitors. If pages are too slow, search engines will prioritize other websites instead of yours because the load speed may get visitors bored.

Often confused with "site speed," which is the page speed for a sample of page views on a site, "Page Speed" isn't as straightforward as it sounds. Page speed can be described as "Page Load Time" (the time a page takes to fully load content) or "the time for first byte" (how long it takes to your server to communicate the first byte of information to your browser, how long it takes to browser to initiate the loading process of your site). Put simply by backlinko.com³ "Page Speed is the amount of time that it takes for a webpage to load."

Figure 4 - Page Speed as Infographic by Ideal Technology Solutions



A **page's** loading **speed** is determined by several different factors, including a site's server, **page** filesize, and image compression.

Google has indicated site speed (and as a result, page speed) as one of main parameters used by its algorithm to rank pages and research has shown that Google might be specifically measuring time to first byte as when it considers page speed (Billy Hoffman, 2013)⁴. Like I mentioned before,

³ Page Speed, Retrieved on August 22th 2020 from <https://backlinko.com/hub/seo/pagespeed>

⁴ Billy Hoffman, "How Website Speed Actually Impacts Search Ranking", Retrieved on August 22th, 2020 from <https://moz.com/blog/how-website-speed-actually-impacts-search-ranking>

a slow page speed may seriously affect your ranking or your page indexing by search engines. Slow site mean search engines can crawl fewer pages using their allocated crawl budget.

Here are parameters that need to be taken into consideration when it comes to page speed optimization:

1. **Enable compression:** Use a file compression application like Gzip or an alternative for file compression. It will enable you to reduce the size of your codes (CSS, HTML, and JavaScript) for an optimal loading speed. GZip should not be used on image files. Images should be compressed prior upload by a program like Photoshop, CorelDraw, or any image editing.
2. **Minify CSS, JavaScript, and HTML:** Removing extra spaces, commas and unnecessary characters in code and removing code comments, formatting and unused codes, will help dramatically increase page speed.
3. **Reduce redirects** (page sending to other pages): More redirection you get on pages; more time visitors will spend waiting landing pages to load. A single page for examples can have one to x redirections. Ex: redirection can send m.jerryloisjeune.com to m.jerryloisjeune.com/home that sends to jerryloisjeune.com. To reduce redirection on this example, you have to delete the intermediate redirection and send m.jerryloisjeune.com to jerryloisjeune.com
4. **Remove render-blocking JavaScript:** Search engines suggest avoiding and minimizing the use of blocking JavaScript. Browsers have to build a DOM tree by parsing HTML before they can render a page. If browser encounters a script during this process, it has to stop and execute it before it can continue, what will make the site loading slower
5. **Leverage browser caching:** Some data can be stocked on visitors' browsers from their first visit to make the site loading faster when they return. These files include (stylesheets, images, JavaScript files, and more). When these files are stocked on their devices, browser won't have to reload the entire page when visitors come back.
6. **Improve server response time:** To improve server response time, you can look for performance bottlenecks like slow database queries, slow routing, or a lack of adequate memory and fix them. The optimal server response time is under 200ms.
7. **Use a content distribution network:** Content distribution networks (CDNs), also called content delivery networks, are networks of servers that are used to distribute the load of delivering content. They can be used for speed loading and website security like we did on the previous step. What they do? They make copies of your site and distribute it to multiple geographically diverse data centers so that users have faster and more reliable access to your site based on their position.

8. **Optimize images:** This mean using image at a size or weight not larger than they need to be and using the appropriate file format (PNGs and JPEG are generally the optimal used formats) and get them compressed for the web. Images can also be compressed in new generation format like WEBP that is approximately 25% lighter than .png (Portable NetworkGgraphics) and .jpeg (Joint Photographic Experts Group).

From the 6th to the 10th of February one of my developers and I have worked on optimizing the site speed. Indeed, there was a lot of issue that needed to be fixed and some of them remained unfixed despite of all efforts. Indeed, we recommended the manager to have some unnecessary plugins deactivated or removed from the site because they were affecting the loading speed and causing conflicts on codes. Those plugins were not compatible to the actual WordPress theme in use. He was also used to test plugins and codes on the live site and we recommended him not to do it anymore since code and plugin conflict might occurs. The Juno7 manager rejected our suggestion and asked us to move on to the next step because he didn't want to have them removed.

From our analysis and problems, we encountered on the site, we also told him that he should have the site remade with a better theme that had integrated most of plugins alternatives necessary to his work.

5.2 SEO Plugin: Installation & Configuration

Redaction team of a news site usually have little to no coding skills. To make articles writing and optimization of meta data easy to them, the installation of an easy manageable SEO Plugin is necessary.

5.2.1 What are SEO plugins and how they work?

A SEO plugin allows site editors to easily add and edit metadata. From simple editions like in Microsoft World (titles, subtitles, paragraph, image title and alternative text), the SEO plugin automatically generates codes so your site could communicate easier with search engines in a language algorithms understand. Some themes automatically generate these meta elements but it doesn't mean they are well optimized for search engines.

SEO Plugins don't do the SEO for you so just having one on your site won't really improve a website ranking. For a better optimization manual editing is required. You will need to specify your title tags (H1, H2, H3, ..., H6), write your meta description based on the keywords your customers are using to search for content.

5.2.2 Yoast SEO: The most popular SEO Plugin but not my choice

When it comes to SEO, the most popular plugin is none else than the 12 years old plugin

“WordPress SEO by Yoast” also called Yoast SEO. This can be seen in the approximately 27,000

reviews, 5+ million active downloads and its overall rating of 4.9 out of 5 stars. Since 2008 Yoast SEO has helped millions of websites worldwide to rank higher in search engines.⁵

I have been using Yoast SEO for the latest 4 years and I was pretty satisfied of their delivered results until I met another young, powerful, free and complete SEO plugin on the market, that I fall in love with, its name is: “Rank Math SEO”

5.2.3 My Choice: Rank Math SEO, a plugin I fall in love with

RankMath is completely free plugin as of now and offers a lot of advanced features that are not offered by Yoast Premium. Yoast SEO is freemium, meaning you have to pay to get access to some of its features. I have tried RankMath on almost 50 sites from September 2019 to August 2020 and I really can't complain. The plugin allows me some huge saving if we consider I would have to pay 19 USD for each Yoast SEO licence.

Beside the financial reason, if we compare Yoast to RankMath, I can't find hundred more to justify why I have adopted RankMath for almost a year now. I will not list them all but I will tell you about the main reasons.

- The free version of RankMath allows you to setup up to 5 keywords variations for a single page while Yoast only allows 1 and ask to upgrade if you want to be able to setup more
- Talking about the performance, I can say by testing both plugins on a site that RankMath is lighter, faster and provide more efficiency in terms of optimization.
- When it comes to search integration, Rank math make your life easier by integration Google Search Console to its Dashboard which is very positive since you won't have to do it with another plugin
- RankMath has a very reactive team that responds very fast to customer support requests and have more frequent updates that fix bugs of previous versions.

Based on what has been said, I have downloaded, installed and configured RankMath on the site and have initiated the on-page optimization step.

⁵ Yoast SEO <https://wordpress.org/plugins/wordpress-seo/>

5.3 Content Optimization

After installing and setting up the RankMath plugin, I initiated the on-site optimization process. This optimization was based on competitors' analysis, keyword analysis and good SEO practices.

The Steps are as following:

5.3.1 Edit, Create and optimize page titles

Juno7 is a blog site; pages are made by integrating category filters. One thing I had to do was to creating, renaming and optimizing category titles based on Keyword and create menus based on their names so visitors could locate easily their favorites articles by interest and subject. This content optimization step will help search engine index those pages faster and rank them better.

5.3.2 Create and optimize meta tags and meta descriptions

Meta tags and meta descriptions were not setup properly on the site when I started. I had to create and optimize them on each page to help the site communicate with search engines. They will help them know what to prioritize and what each page and page section are about.

5.3.3 Place strategic search phrases on pages

It's about Integrate focus keywords into website source code and existing content for each page and ensure that related words are used as a natural inclusion of these keywords. It also helps search engines quickly determine what the page is about.

5.3.4 Generate sitemaps

A sitemap is a plan of specific taxonomies in the website. A site can have multiple sitemaps generated (each for a specific category or taxonomy). All these sitemaps will be listed on a single one which is name the index sitemap. The RankMath plugin automatically generate sitemaps based on its configurations, I had to optimize sitemaps by telling the plugin what should be taken into consideration when it comes to include a page or a specific type of page in the index sitemap. The XML sitemaps will then be submitted to search engines via their webmaster tools (Google, Bing, etc).

5.3.5 Submit website to search engines

This is the final step of a site optimization. When you are sure everything is working perfectly on your site and everything has been optimized the way they should be, you can submit your sitemap to search engines. This process is done by submitting sitemaps to search engines by accessing their webmaster tool. By doing this, you don't have to manually submit every single created page to search engines since each new page will automatically be added to sitemaps if you included the taxonomy in your parameters. I submitted sitemap to all popular search engines

including Bing and google and from this I could expect them to start crawling the site in less than 72 hours.

At this point, the site optimization was done and I knew the site would get indexed in search engines, the latest thing to do is installing analytics tools to monitor evolution and changes on the site.

5.4 Analytics & Tracking Tools

When it comes to monitoring and tracking changes on a website, analytic tools play a crucial role. They exist to track and stock information on what is actually happening on your site. Until 2005, no particular analytics solution existed for WordPress websites. But, soon there was **Google Analytics** which became my favorite tools for this purpose.

Since the launch of Google Analytics, website statistics emerged as a powerful niche for everyone to tap on and this is why now we can find several alternatives offering the same service as Google Analytics, but most of them still relay on Google.

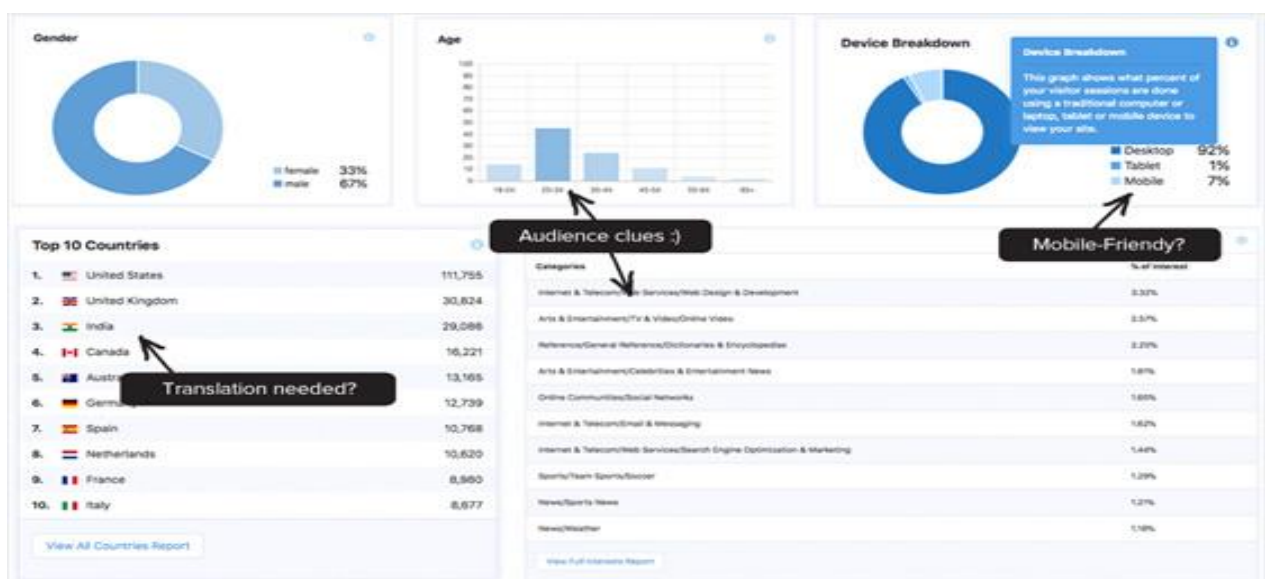
5.4.1 Importance of Analytics and Tracking Tools

Website analytics provide you reports your visitors' identity and behavior and analytics on how your site visitors behave itself.

a) For visitors' behavior

Website analytics help you know who they are by their age, gender, location, interest categories, etc.; how they found your site (traffic source, referrers); what search queries was used to find your content; the most viewed content on your site; your total conversions (if conversion goals are properly set); the bounce ratio on your site, the time visitor spends in average on your site and so on.

Figure 5 - Importance of Website Analytics to monitor visitor's behavior



b) For the site behavior analytics will monitor and help you know your site performance (speed, down times); problem that need to be fixed on your site (crawl and indexing issue); how many times your site has shown on SERPs for specific keywords and how many times people have clicked on it; mobile friendliness issue; security issue and so on.

With this information in hand, you can plan fully informed business strategies and grow your business faster by:

- Tracking Top Referrals: If you know your top referrals and why they are referring for, you can build strategies to gain more of them.
- Utilizing Your Outbound Links as Partnership Opportunities: you can view the top links clicked on your website that go to other websites, analyze, and reach out to those websites with partnership offers for mutual recommendations and cross-promotions.

Figure 6 - Outbound Links Statistics Sample

Top Outbound Links i	
Links	Total Clicks
1. Colon Flush For An Overall Well Being	1,249,384
2. Mental Health Overview	949,802
3. Gastroenteritis Is A Serious Problem	849,287
4. Gastroenteritis Is A Serious Problem	741,142
5. Understanding Drug And Alcohol Rehabilitation	549,151

5.4.2 Analytics Tools: The Chosen Ones

I have my preferences in terms of Analytics and tracking tools. I have faith in the following tools that I have been using for the latest 8 years.

#1 Google Analytics

Google Analytics is one of the most popular free analytics platforms that allows you to analyze in-depth detail about the visitors on a website. Google Analytics provides valuable and accurate insights to help you shape strategies for your projects.

Once installed on your website, google analytics automatically collect, configure and process your data to provide reports. Many analytic plugins relay on Google analytics to share information with them. That information will be processed so they can provide their own reports.

You can also prepare your customized reports by setting up a few parameters on the Google Analytics Dashboard based on your reports goals.

Google Analytics helps you collect and understand:

- You visitors' behavior
- Why visitors are bouncing from the site
- Your visitor's profile (age, gender, language, interest, location and more)
- Device used to access to your site
- Which social media platform or other referrers to target
- What kind of content is performing the best and what kind of content is not so you can know on what to focus
- If you achieved your conversion goals and take corrective actions

It is very easy to setup google analytics by configuring a few codes on your site or just by adding a plugin like Google Site Kit that gives you access to different Google Platform through its dashboard. These platforms include: Google Search Console (for site indexing tracking and reporting), Google AdSense (a google promotion partner), Google PageSpeed Insight (To test your site speed), and Google Tag Manager.

#2 Jetpack by WordPress.com

Jetpack is a free plugin by that integrates WordPress.com site stats to any self-hosted WordPress website. It is a complete package with lots of features likes providing stats for visitors, security services, speeding up images, and bringing more traffic.

I use because its free version provides real time site performances in terms of visits, referrals and high performing content. This plugin is very important if you have a blog (news, magazine, ...) and you want to track what is happening every minutes. It also has a feature named Publicize that allows you to automatically share your content to your social media accounts.

As a bonus, jetpack offers security options and blocks some attackers from accessing your site along with its marketing features.

#3 Google Search Console

Google defines Search Console as a free service offered by Google that helps you monitor, maintain, and troubleshoot your site's presence in Google Search results. Search Console helps you understand and improve how Google and its algorithms see your site.⁶

Search Console offers tools and reports for the following actions:

- Confirm that Google can find and crawl your site.
- Fix indexing problems and request re-indexing of new or updated content.

⁶ Google Search Console, Retrieved on August 22, 2020 from <https://support.google.com/webmasters/answer/9128668?hl=en>

- View Google Search traffic data for your site: how often your site appears in Google Search, which search queries show your site, how often searchers click through for those queries, and more.
- Receive alerts when Google encounters indexing, spam, or other issues on your site.
- Show you which sites link to your website.
- Troubleshoot issues for AMP, mobile usability, and other Search features.

Search Console is used by anyone with a website! From generalist to specialist. We can cite:

- Business owners
- SEO specialists or marketers
- Site administrators
- Web developers

As Someone focused on web marketing and a SEO Specialist, Search Console helps me monitor websites traffic, optimize website ranking, and make informed decisions about the appearance of site's search results. This plugins being installed and configured on the site, I was able to move on to the next step: the team training.

5.5 The Team Training Program

After almost 2 Weeks of hard work the site was finally indexed and started showing in SERPs. From there it was crucial to have the team trained on Good Practices for Web Content Redaction to Improve SEO.

The training plan was as follow:

- First, I had to train the team on the basics of SEO and basic content optimization. This had been achieved by providing 2 training sessions followed with practical work and assignments.
- Second, I had to provide a full training Good SEO and Digital Marketing Optimization Practices which would include content optimization, social media optimization, SEO strategy conception and management.

The training plan will be described in the following lines.

5.5.1 Introduction to SEO and Content Optimization

The main goal of this training was to sharing knowledge with the team so they could optimize their news articles to have to profit to the maximum of the optimization that had been done on the site.

Training Outline:

- Figures of Digital Marketing
- Importance of Web Marketing for a news site
- Introduction to SEO
- On-site optimization, the best practices overview
- Content Optimization
 - a) Optimizing Page/Post titles and title tags
 - b) Optimizing Meta tags with RankMath
 - c) How to generate optimized meta description for articles
 - d) How to setup meta keyword tags
 - e) Optimizing header tags
 - f) How to generate page headline
 - g) How to improve ranking by optimizing images
 - e) How to setup image and link settings
 - f) Manipulating image size for better SEO
- Introduction to social media optimization for blog sharing and posting

The first training session from the training program took place on Friday February 15th, on zoom with screen sharing so I could show them exactly where they could edit features from. All the Juno7 team was reunited in their meeting room. 5 people were there for the session. The first

part of the training was raising awareness on the importance of SEO and Digital Marketing for business, it was made within 45 minutes. Then during 3 hours we went into practical training during which they were editing and optimizing articles by following my instructions and my examples.

It was very rich in terms of content and the team was very satisfied of what they learned from the session.

The second part of it was practical. During the following 3-4 weeks they had to practice on their articles and provide weekly report (confidential) on what had been done, and what they didn't understand. During this time, I had daily meeting with the CEO to work on their strategy and give advices on how to manage their social media account to better profit their SEO strategy.

The first training phase being achieved; we then have to work on the Digital Marketing training of the team in a larger scale so they could deliver better results. This program was extended on a 3 months' length and is described in the following section.

5.5.2 Intermediate Digital Marketing & SEO Program

This is the description of the second part of the training program. Since it is a customized program designed specifically for Juno7 some contents are confidential and I will only mention the outlines. This training started on Monday March 16, 2020 but because of the Coronavirus outbreak, we had to interrupt it for a few weeks and continue on May. This program mainly based on the amazing document entitled: WordPress Search Engine Optimization by Michael David⁷

Training outlines

- 1) Researching and Working with keywords
 - a) Build article foundation with keyword research
 - b) Spotting Keyword popularity with Google Trends
 - c) Developing and developing initial keyword profile
 - d) Learning how customer engage on local market
 - e) Prioritizing keywords
- 2) Understanding Technical Optimization
 - a) How to choose and analyze domain name in a marketing context
 - b) Creating effective permalink structures
 - c) Creating Optimized Meta Titles and Tags
 - d) Best Practices for Meta Description
 - e) Adapting and Optimizing focus keywords based on trends
 - f) Optimizing WordPress Themes for better SEO
- 3) Creating Engaging and Optimized Content

⁷ M. David, WordPress Search Engine Optimization. Birmingham: Packt Publishing, 2015.

- a) How to engage visitors with content
- b) How to write for your audience by anticipating search intent
- c) Providing quality and authentic information
- d) How to avoid content duplication?
- e) Structuring content using taxonomy and hierarchy
- 4) Link Building
 - a) Understanding backlinks and their importance
 - b) DoFollow and NoFollow Links
 - c) Authority links: why you need them?
 - d) How to measure inbound and outbound links
 - e) Link Building by commenting on blogs and forums
 - f) Direct Links Request for link building
- 5) Using Social Media
 - a) Going Viral with Social Media
 - c) How to properly setup social media pages
 - d) Good practices in social media post configuration
 - e) Leverage Facebook for your business or blog
 - f) Encouraging Twitter Posts
 - g) Promoting your business or blog with Youtube
- 6) Adopting White Hat Techniques
 - a) Search Engines and Google Guidelines
 - b) Typical Black hat techniques to avoid
 - c) Analyzing a google penalty (flag, ban or filter)
 - d) Clearing a Google Penalty
- 7) Avoiding General SEO Mistakes
- 8) Understanding Analytics and Monitoring Tools
 - a) Google Analytics
 - b) Google Search Console
 - c) Google Analytics by Monsterinsight
 - d) Google PageSpeed Insight
 - e) Google Tag Manager
- 9) Testing your site and constantly monitoring your progress
- 10) On-site optimization, the best practices overview

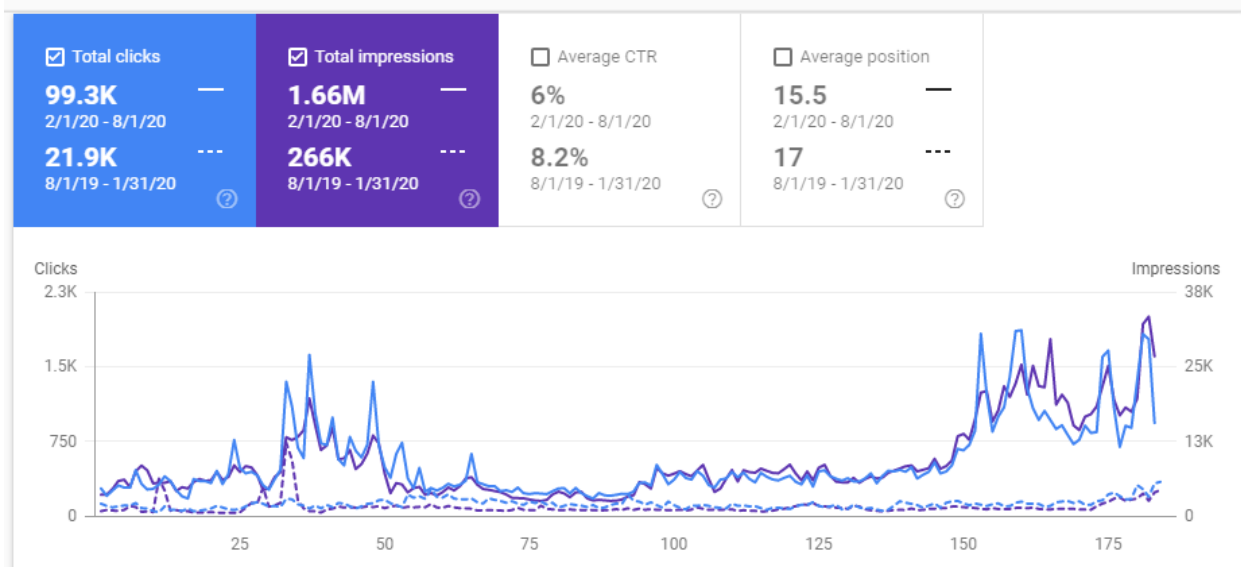
The training was a real success and the team is using it in the success of Juno7. We are actually working together to Building and improved SEO strategy based on what they have learned and what have already been done to enhance the actual strategy.

5.5 JUNO7 IMPROVEMENT MONITORED

Here I will list all improvement that resulted from the Juno7 optimization and training program for Juno7 as a client. We will start by comparing data collected from the period before their optimization and data collected during and after the site optimization and the team training.

5.5.1 A Search Engine Optimized, Secured and indexed site that is well performing Prior my intervention on the site, Juno7 was not even Showing on SERPs, see below.

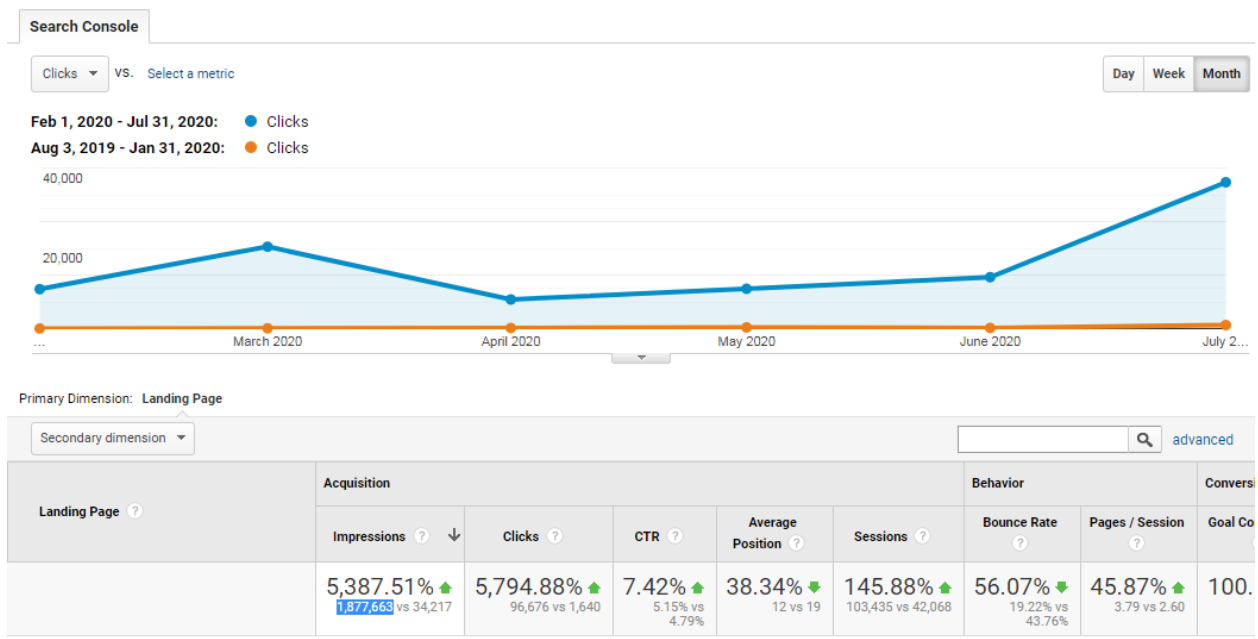
Figure 7 - Clicks and Impressions on Google Result Pages by Search Console, a 6 months' Comparison



Only from Google Search, the site has known a significant growth. The results from the latest 6 months (02/01/2020 to 08-01-2020) for total clicks and total impressions are so far different compared to the previous 6 months (08-01-2019 to 01-31-2020). We have recorded a 453,42% growth in total clicks (99,300 vs 21,900) and a 624% growth in total impressions. Put simply, the site has appeared on more research queries and have received more than 4 times clicks than before. You can find all data in Annexe 9 – Juno7 Peformaces on Search, Last 6 months compared.

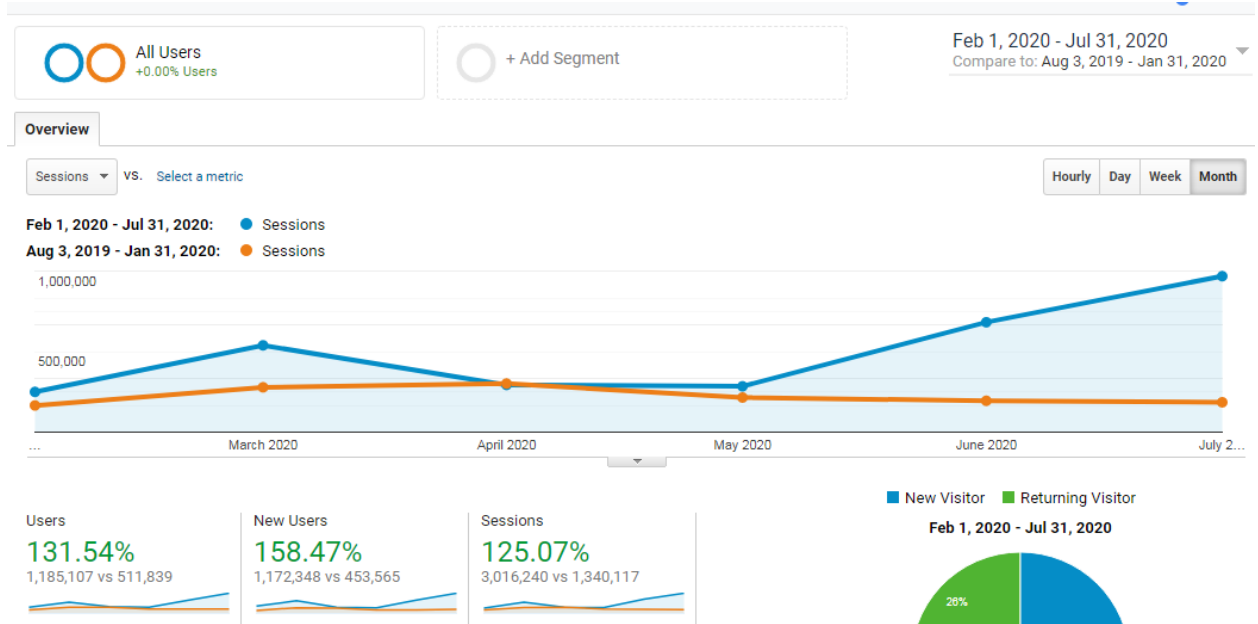
Driving traffic to your site landing page is one of the main important part of SEO, from the same period comparison, we recorded more than 5,000% growth in terms of clicks on Juno7 landing page from search engine researches on some specific search queries. The landing page have shown 1,877,663 times compared to 34,217 times for the previous period which make a growth of 5,387.51%. At the meantime it has received 96,676 clicks compared to 1,640 for the previous period (5,794.88% growth), the CTR (Click Through Rate which is a measurement indicator of advertisement campaigns) raised by 38,34%, the average position of the page went from 19 to 12, the bounce rate from 56.07% to 19.22% (dropped by 56.07%) and the page/sessions raised by 45.87% (3.79 vs 2.6). For data check Annexe 10.

Figure 8 - Clicks Report from Search Results On the 6 Months Following Optimization and Team Training (Feb – Jul 2020)



We can also consider the number of session as below

Figure 9 - Sessions (Traffic) Recorded on Site Following Optimization (Feb – Jul 2020)



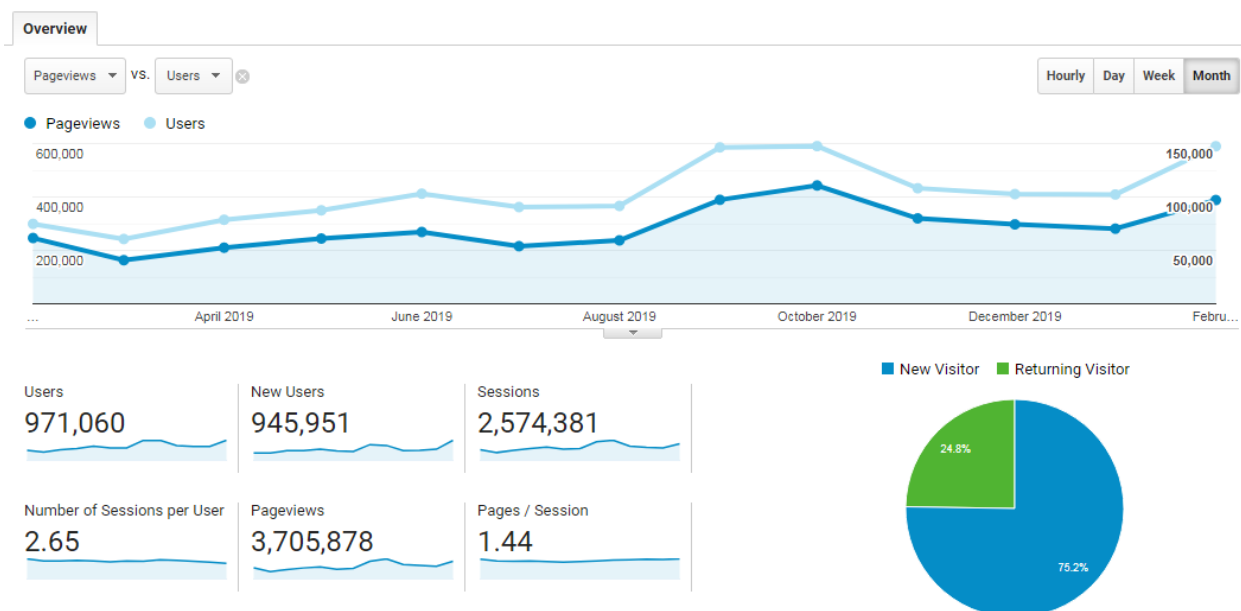
5.5.2 February - March 2020, The First Month

On the first month, we already started recording changes on the site, the team was freshly trained and the site optimization ended on Mid-February.

As of February 29th, we could already see a change. As the site performances started to raise, we could expect a substantial growth for March. Here are some changes that could already be taken into consideration.

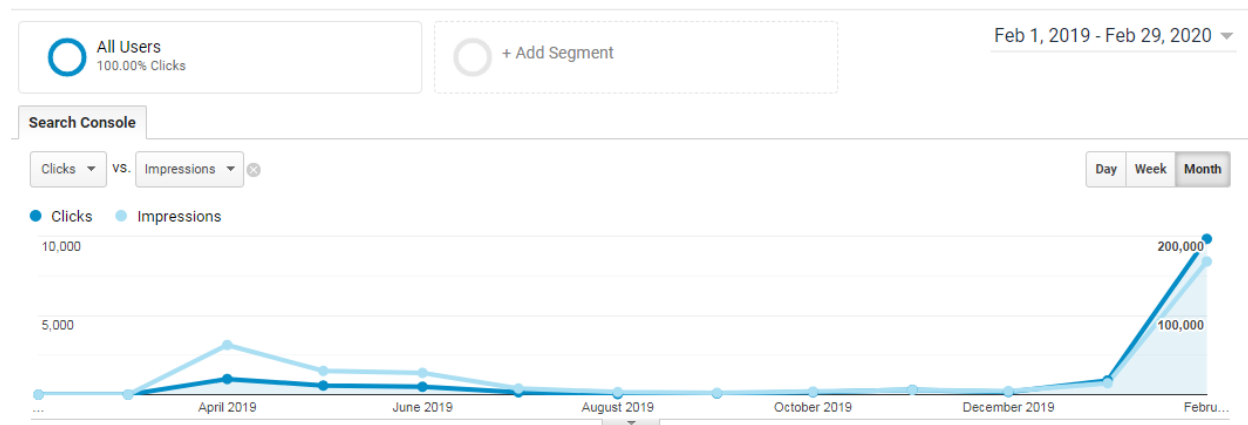
The Number of Users and Page Views was growing comparing to the 3 previous months

Figure 10 - Google Analytics Overview as Of February 29, 2020



For the past 12 months, the site never recorded as much impressions and clicks from search engines as of February 2020. Which means the site was already index and getting traffic from them.

Figure 11 - Clicks and Impressions Report as from February 2019 to February 2020



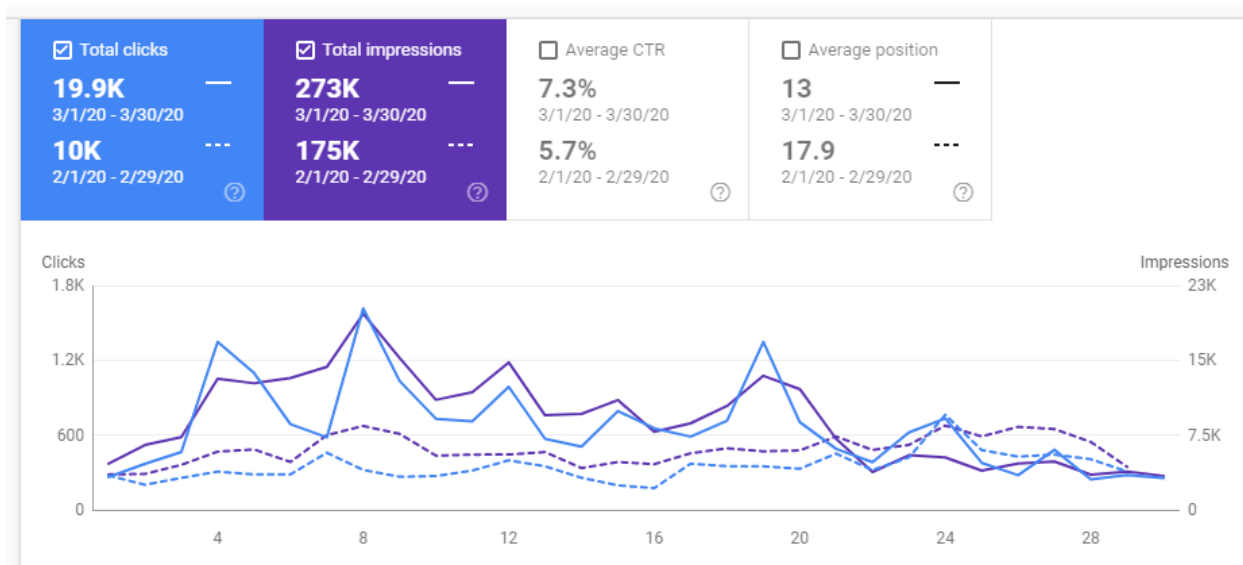
The main outcome of this change was that the site jumped from 87th most visited site to 47th most visited site in Haiti within a month. (Annexe 15)

5.5.3 March 2020, All Performances Exploded (the site took off)

Changes in February were not very significant, the site registered the first very significant growth in March. As at March, we started recording huge traffic pieces from search engines. The site was back in business (search engine index) and the redaction and the management teams started to understand properly all optimization concepts.

Compared to February, you can clearly see the difference in terms of impressions and clicks but suddenly for a reason I couldn't spot, we started falling on March 20th. Only 2 weeks after I will realize why. See the figure below.

Figure 12 - Report of Impressions and Clicks Following SEO Issue Recorded on March 2020



We were confident that it could be due to Google Algorithm update since it happens sometimes Google Updates before finding their stability affect sites indexing and ranking. Meanwhile I was working on the team training, I kept an eye on the fact that for several days we stopped recording traffic from Google.

From the Similar Web report of March 2020, the site jumped of 12 positions from February to become the 35th most visited site in Haiti (Annexe 16), beat twice the record of the highest traffic recorded over a day (from 27,000 to 29,000 to 41,088) and over a month for its lifetime (2018-2020), the number of visitors almost doubled and the number of pages viewed quadrupled (table 10). And with a 75% reduction on bounce rate.

Figure 13 - Record of Most Visits Registered in One Day Generated by JetPack

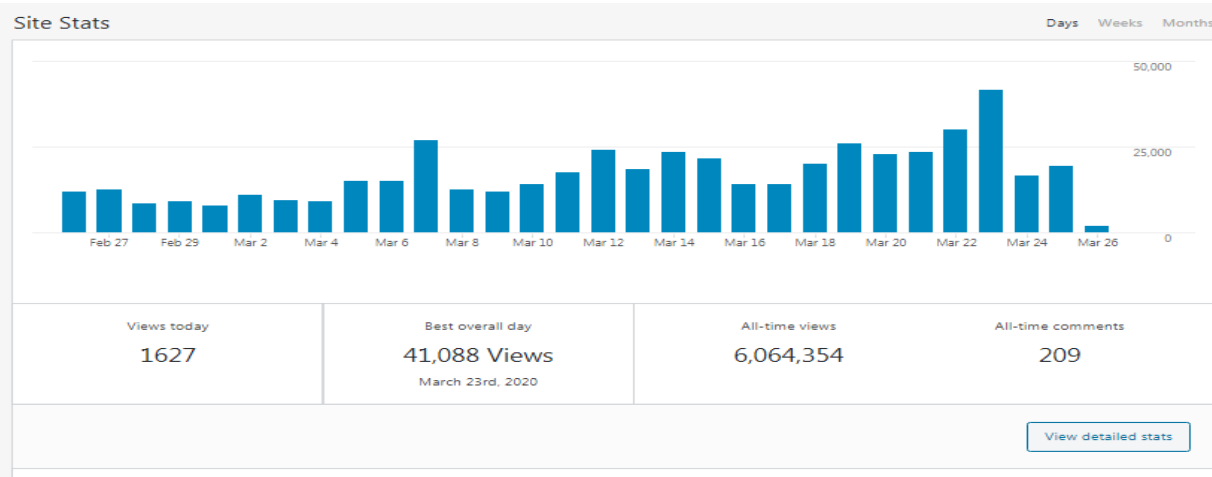


Figure 14 - Best Record of Number of Visit Over a Month Spotted on March 2020 (2018-2020) from Google Analytics

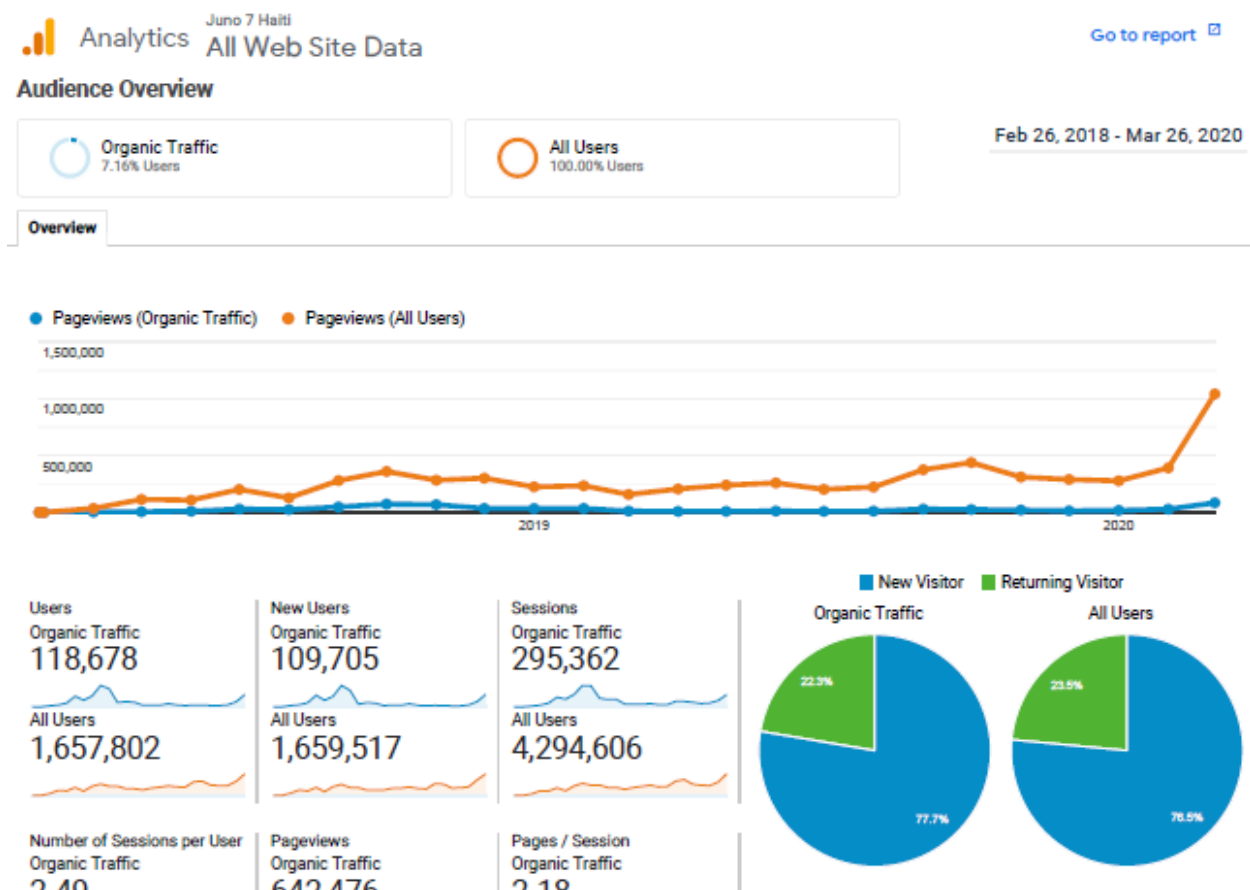


Figure 15 - Pageviews, Visits and Bounce Rate as at March 26th 2020 (JetPack)

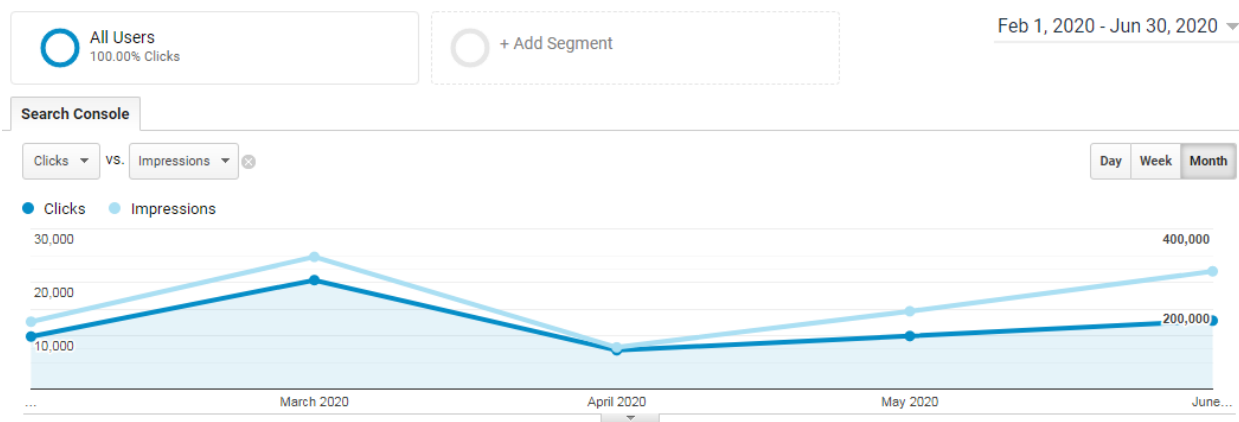


All relevant graphs and reports comparing unique parameters from March and February will be found in Annexe in the “Unique Parameters Mar vs February” folder.

5.5.4 April to Mid-June 2020: The Descent into Hell

Like I mentioned before, we had an indexing issue that was affecting the site and I couldn't spot where the error was located at. You can clearly see on the following graph the descending drop of traffic starting from March (Graph 15) Indeed, for more than 2 weeks a redirection was set mistakenly configured on the site by the company manager while trying to setup an additional plugin despite I recommended him to consult me before installing anything on the site.

Figure 16 - Juno7 Search Impressions and Clicks from February to June 2020



On March 22nd, I tried reaching the homepage of the site and the redirection was there. I notified this to the manager and he told me that it was not showing on his side, so I thought it was just a

VPN (Virtual Private Network)⁸ limitation to homepage for France located IP (Internet Protocol)⁹ Addresses since I could still visit other pages and articles.

Only on April 18th during a discussion he told me that the site was de-indexed again and he couldn't find it on Google Results. I immediately scanned the site for changes and realized the redirection on the homepage. It was caused by an URL shortening plugin that wasn't properly configured. I checked it out and did the fix and submitted the site once more to Search Engines for Indexing.

Unfortunately, at this moment Google was experiencing indexing issue related to its Core Update on Late February and the re-indexing was about to take longer this time. Indeed, for no logical reason, some poorly optimized websites were recording a lot of traffic from Google while properly optimized sites were facing indexing issues. It has been reported by many sites including serountabe.com¹⁰ and Google Support¹¹. The issue last from May to Mid-June and we had to wait for a new algorithm update until it got fixed. During this waiting period, the training program was on the go and ended in June.

The site was indexed on June 24th, after almost 3 months out of Google Result Pages. We managed to keep the traffic by implementing our Social Media Optimization Intensive Strategy to drain traffic from social media while waiting for the site to get index. During the same period, we also submitted the site to Google Publishing Tool so it could appear on Google News Application.

Meanwhile, this de-indexing didn't affect the site ranking on SimilarWeb. For April, the ranking remained the same (35th), on May Juno7 gained 3 positions in the ranking (from 35th to 32nd, Annexe 17), on June a gain of 5 positions (from 32nd to 27th, Annexe 18).

After being re-indexed, the team was fully ready and had worked on an optimized SEO strategy based on their training, to get into competition and take the lead. There will follow the final report for the last period of this case study: The July Report.

5.5.5 July: The Best for The End

As of July 2020, we could expect another significant growth in terms of traffics. The site was indexed and was showing on Google News. Comparing to most of its competitors, Juno7 started to see every day some of its articles showing up in the "A la une Section" of Google News. During this month, Juno7 have seen 6 of its articles going viral including one of its articles that reach people more than One Hundred Thousand Times. Indeed, an article written on Will and Jada

⁸ VPN definition. Retrieved from <https://www.namecheap.com/vpn/how-does-vpn-virtual-private-network-work/>

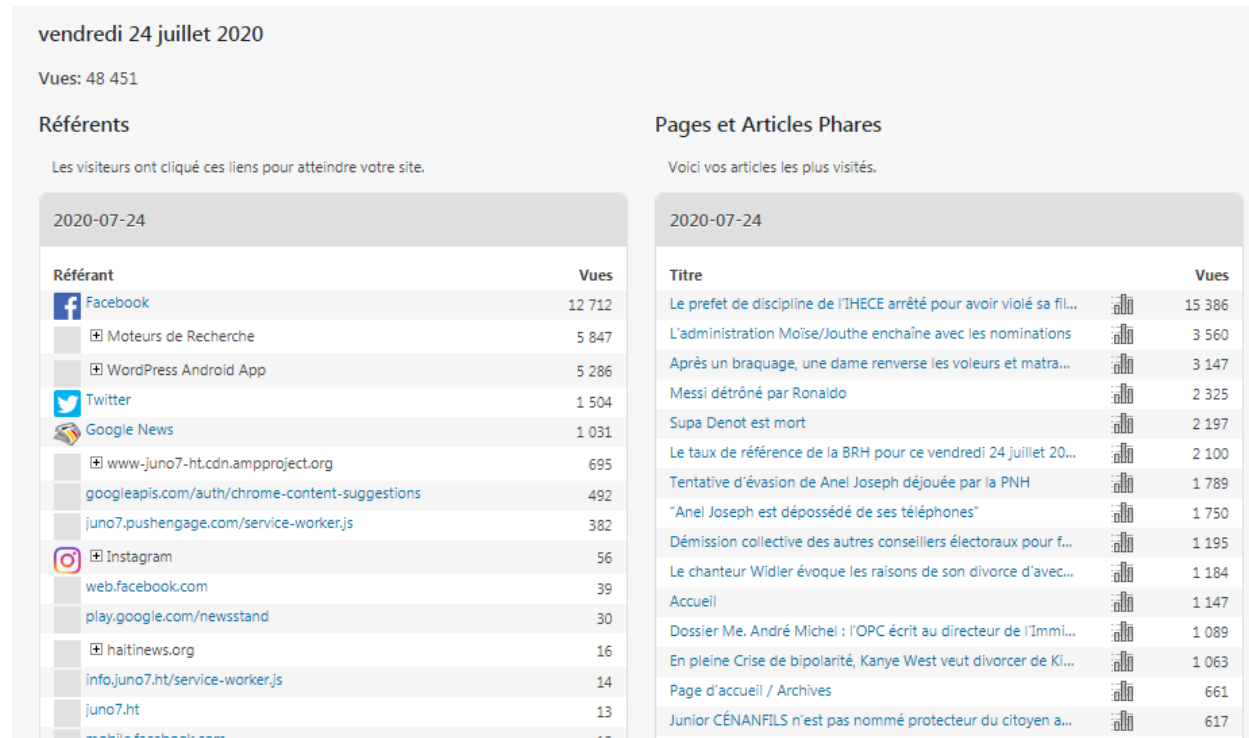
⁹ IP definition, Retrieved from <https://www.whatismyip.com/>

¹⁰ Indexing Issue in Google May Be Related to May 2020 Core Update, retrieved from <https://www.seroundtable.com/google-indexing-drop-core-update-29506.html>

¹¹ Google Support: <https://support.google.com/webmasters/thread/47299630?hl=en>

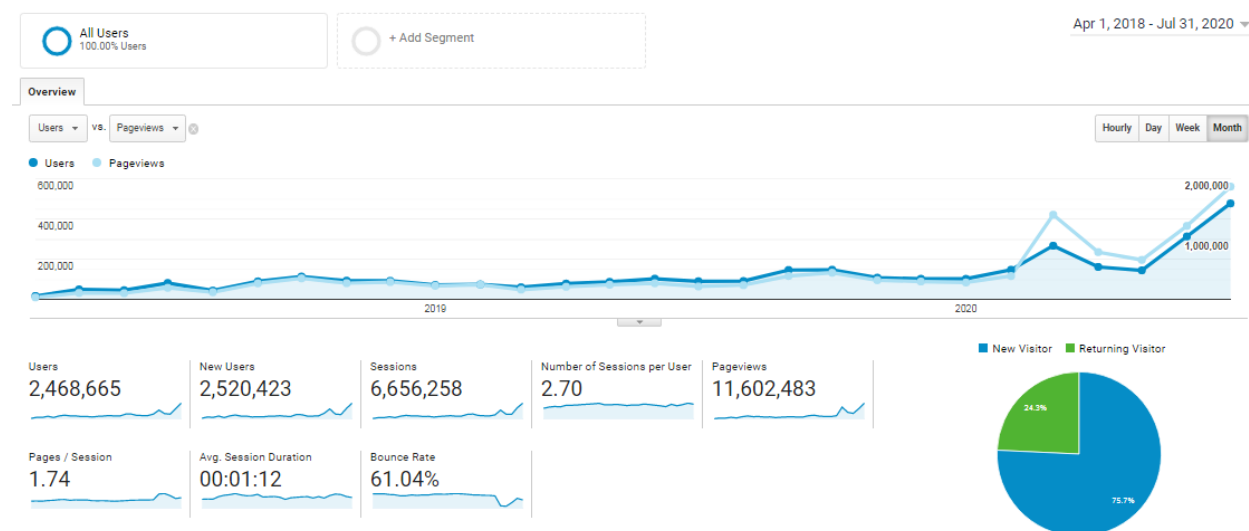
Smith was taking the lead and got shared over 10 thousand times on social media. Juno7 broke once more the record of the most visits in one day on July 24th with 48,451 views as you can see below

Figure 17 - Absolute Record as of July 24th , 2020 JetPack Report



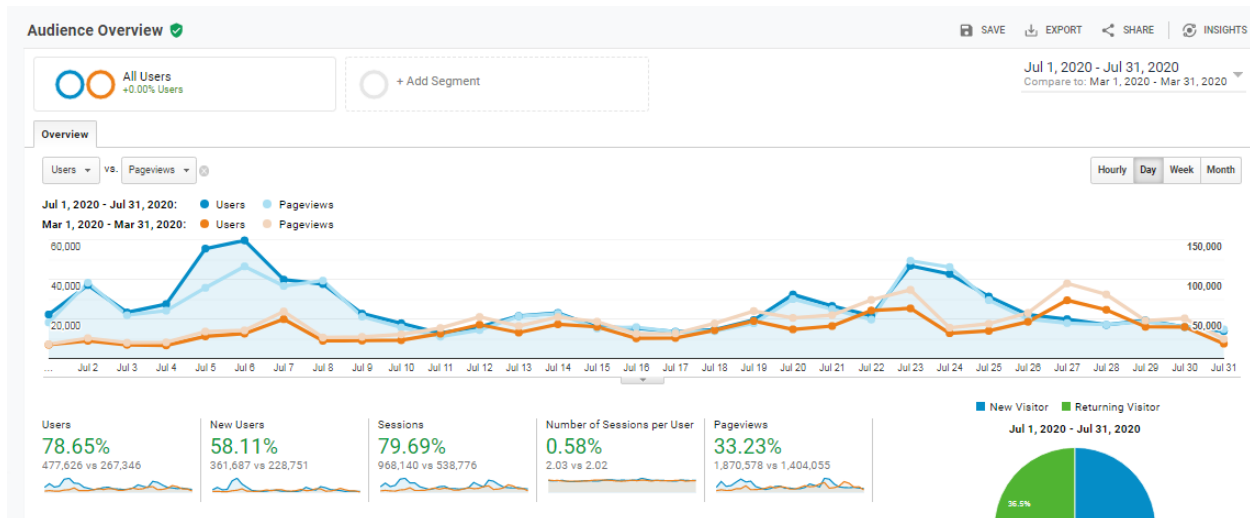
Never before the site has recorded such amount of traffic for one day. The record was also beaten for the most visits on a monthly basis. From the day the site was created and put online, never such amount of traffic has been recorded.

Figure 18 - Audience Overview of Juno7 (Apr 2018 to July 2020) – Provided by Google Analytics – Extracted from Annexe 19



If we compare July to March, the month that was detaining the records before, number of users, number of new users, sessions and pageviews has grown respectively by 78,65%, 58,11%, 79,69% and 33,23%. All data are available in Annexe 20.

Figure 19 - Comparison of March and July 2020, data reports from Analytics



5.6 THE JUNO7 MISSION'S OUTCOMES

The previous underlined outcomes where just numbers and visibility at some points. Now I am about to tell what exactly are the most significant change for the company in terms of marketing and profit. Here we go

5.6.1 FOR JUNO7

5.6.1.1 A Very Competitive Search Engine Optimized Website

The Best Optimized Site of their Sector

On May, months after the juno7 optimization and re-indexing actions, we were a bit from the main site optimization and we had taken some corrective actions based on data collected from the monitoring. As of May 31, we processed the juno7 and its competitors' sites analysis. The reports are as follow.

5.6.1.1.1 Juno7

Many parameters have been improved on the juno7 site. As major changes, their domain authority has grown by 13 by jumping from 19 in January to 32 on June but remained below the average. Their homepage became lighter and had become faster for mobile devices where most of internet traffic come from. Overall their overall SEO score went from 50 to 84 (+34)

because of the changes in metadatas, alt attributes, robots.text, xml sitemap and the site security.

Table 2 - JUNO7 REPORT SUMMARY - EXTRACTED FROM ANNEXE 21 - JUNE 5th, 2020				
PARAMETER	ACCEPTABLE	JANUARY	JUNE	VAR
DOMAIN AVE	41	19	32 AUG 38	+13
LOAD SPEED SCORE	64	34	33	-1
LOAD SPEED PC	7.2s	11.40s	18.4s	+7
LOAD SPEED MOBILE	12s	17.5s	11.6s	-5.9
HOMEPAGE WEIGHT	3.29Mb	4.20Mb	1.58Mb	-2.62Mb
OVERALL SEO SCORE	55	50	84	+34
TITLES TAGS	75	50	100	+50
META DESCRIPTION	75	50	100	+25
TITLES	75	50	100	+50
ALT ATTRIBUTES	50	0	100	+100
ROBOTS.TXT	100	0	100	+100
XML SITEMAP	75	0	100	+100
MOBILE FRIENDLINESS	75	75	75	=
SECURITY	75	75	100	+25
CMS	N/A	WORDPRESS	WORDPRESS	N/A

5.6.1.1.2 Juno7 and its Competitors Comparison

All Competitors have been audited again and their performances monitored. (Appendice E) From the comparison table below which summarize the competitor's audits, you will be able to see that Juno7 is the media that have recorded the most positive change on his site from January to June. They have registered the best Domain Authority Growth +13, followed by VantbefInfo (+9) and Haiti24 (+8) and Tripfoumienfo (+8). Not a very significant change and the overall load speed score -1 but a very significant one for Mobile Load (-5.9s) and their homepage weight (-2.62mb). On the meantime, you can see they have registered the most significant growth in their overall SEO score (+34) followed by TripFoumienfo (+19). At the meantime, we cannot neglect that VBI had also registered some improvement in their SEO which were not very significant.

As a conclusion, Juno7 was the site that had grown the most in terms of SEO and it reflected on their SimilarWeb Ranking.

Table 3 - COMPARISON OF JUNO7 AND ITS COMPETITORS EVOLUTION							
PARAMETER	JUNO7	LENOUV	HTI24	LOOP	VBI	RZN	TFE
DOMAIN	+13	+6	+8	+4	+9	+6	+8
LOAD SPEED SCORE	-1	N/A	-31	-6	+31	+2	-7

LOAD SPEED PC	+7	+4.7	+9.2	+3.2	-2.1	+0.7	+1.3
LOAD SPEED MOBILE	-5.9	+17.8	+12.3	+4.4	-2.5	-3.4	-9.8
HOMEPAGE WEIGHT	-2.62Mb	-5.48Mb	N/A	+0.59	-0.29	+0.05	+0.34
OVERALL SEO SCORE	+34	-1	+6	-2	=	-1	+18
TITLES TAGS	+50	=	-25	=	=	=	=
META DESCRIPTION	+25	=	=	=	=	=	=
TITLES	+50	-25	+25	=	+25	=	=
ALT ATTRIBUTES	+100	=	=	=	=	=	-100
ROBOTS.TXT	+100	=	=	=	=	=	=
XML SITEMAP	+100	+100	+100	=	=	=	=
MOBILE FRIENDLINESS	=	=	+50	=	+25	=	+25
SECURITY	+25	=	-25	=	=	=	+50

5.6.1.2 A Better and Growing Domain Authority

The site has considerably grown in term of Authority which make when they publish something they are more likely to rank first among others. Following the site optimization and the application of Good SEO practices, the juno7 authority has been able to jump from 19 to 38 in less than 6 months while for more than 2 years, they were only able to score 19. Number of quality backlinks as also grown by more than 50% to reach 13,800. Find below SEMrush report.

Figure 20 - SEMrush report for juno7 as of August 22nd, 2020



5.6.1.3 Increasing Revenue from Affiliation

Juno7 has also been able to show its authority and attract new affiliates to its affiliate marketing program which have made their revenues from affiliation raised by more than 10x. These data are unfortunately confidential; I can only share some tips with you.

Let's just say that only from Google AdSense Partnership Program, Juno7 could save up to 1,0000 USD on ads every month before optimization now its number of pageviews have grown by more than 6x, they should be doing at least 4,000 USD dollars since it's not linear since it takes into consideration the source of these views (demographic and center of interest) to remunerate on affiliate. Now they have more than 3 international affiliate partners and came from a few local partners (less than 5) that usually pay more for promotion to more than 10.

That's too much calculation, so you can just consider that in 2 months, they have generated enough revenue to pay my 6 months' salary and save money.

6. CONCLUSION

SEO is a very powerful tool for business of any type and especially for online media and magazines. With a little effort on their On-site SEO, a well-trained team and a well-designed SEO Strategy, Juno7 has been able to rank on the top 5 most visited local site in Haiti and this has helped them maximizing their revenues from affiliation and gain better trust from their audience. The outcomes of this consultancy has resulted on an extension of my contract duration with Juno7 and a partnership on some project I introduced them that could benefits them and term of authority and me in terms of visibility and efficiency for my projects. Indeed, the manager being very satisfied of my work have proposed me to become the Juno7 SEO Manager for a year (starting from November).

The Juno7 project has taught me a lot on how I could make an organization visibility through a well-designed SEO Strategy. We have to understand that Le Nouvelliste as one of the pioneer on the Market with the oldest existing site of the sector have only been able to reach 60 in term of domain authority and haven't been able to rank on top of SERPs for its articles. This can be explained by the fact they don't really work their SEO the way they should.

This has led me to my main conclusion for this case study: Haitian Media Companies are not really aware of the power of SEO has a technical marketing and I should raise better awareness on the subject.

This being said, I have realized that I have been the first and only person producing content on the subject in Haiti for the past 18 months, which means that there are not a lot of competition for a specialist on the SEO sector on the Haitian market. Indeed, an SEO Specialist is one who raise awareness on the subject and rank on Search Engine Research pages for specific keywords

related to their expertise. My coaching and portfolio site: jerryloisjeune.com, launched on April 2020 is actually ranking on top of Google Pages for those keywords with a domain authority of 20 expected to grow to reach 40 by the end of 2020.

The only fact that Juno7 had to wait for more than a year to find a solution to have their site re-indexed speaks very loud and confirms my theory about the existence of Specialist from the field on this specific market.

I have decided to push further with my analysis by collecting more data to have a better understanding of the Haitian Online Media Sector and as a larger scale the “Online Blogs and Magazine from Haiti”. For this, I will need to process more data and monitor or they evolve over time.

This experience has also given birth to a particular project that could profit me, the M2 MITAT Program and the travel, tourism and aviation sector: TOURTRAVIA MAG

6.1 TOURTRAVIA MAG

Tourism, Travel and Aviation Magazine: TOURTRAVIA MAG

It is a magazine dedicated to tourism, travel and aviation researches and articles. The project will be linked to a Tourism Directory called Tourism Mindex that I am actually working on.

Objectives?

TOURISM MINDEX and TOURTRAVIA MAG aims to supporting the relaunch of the travel and tourism sector as well as the aviation sector by promoting initiatives, events and researches in these sectors.

How is this possible?

This projects combined will enter in a program that will offer free promotion to actors from the sectors. Indeed, I have found agreement with different media platforms and popular people like artists with an audience of more than 5 million people, to put our effort together and offer promotion alternatives and free trainings to companies of these sectors of activity.

What is the benefit for MITAT?

The MITAT family, especially student from the new cohort 2020-2021 will be responsible of producing high quality content and managing the magazine and finding potential partners to the project. The required training will be provided to them in SEO as a Technical Marketing. This training is offered by me and will be considered as a high value competence on the work market. MITAT as a partner will benefit from SEO and will be recognized by all actors in the sector that will collaborate with us including: Travel Agencies, Hotels, Aviation Companies, Restaurants, Research Companies, Airports and more.

On what phase is the project?

I have been working on it for the last 4 months and have launched a pilot project called HBIS¹² (Haïti Business Index Support), this pilot project will serve as test to optimize the processes before launching the new project. All main stakeholders are actually involved and are now learning from the HBIS project.

The project has also been submitted to the Etudiant-Entrepreneur program in France and is scheduled to be speech on Oct 23th, 2020 in front of the Toulouse Paul Sabatier PEPITE board.

¹² Haiti Business Index Support Program, support to Haitian business worldwide. A project by Jerry Louis-Jeune and Ideal Technology Solutions <https://haitibusinessindex.com/projet-hbis-support-entreprises/>

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7. Appendices

Appendice A - Definitions

1. Marketing

1.1. What is Marketing?

We cannot go straight to SEO without defining Marketing, since Search Engine Optimization is a type of Marketing. Even if you use marketing every day, it will probably be difficult for you to define the concept itself. We definitely cannot define marketing with a straightforward definition.

Dictionary.com defines marketing as, "*the total of activities involved in the transfer of goods from the producer or seller to the consumer or buyer, including advertising, shipping, storing, and selling.*"¹³

1.2 The purpose of Marketing

From experience, I've understood that marketing is a whole process that aims to get people interested in your products, services and even in yourself as a person. Carolina Forsey, manager of Hubspot Marketing Blog, considers that Marketing aims to "*getting people interested in your company's product or service*"¹⁴ The marketing purpose can be reached through market research, analysis, and a right understanding of your persona (the ideal customer profile and its interests which is defined by segmentation resulting from market intelligence).

Another sentence added by Carolina Forsey, which I totally agree with is "Marketing pertains to all aspects of a business, including product development, distribution methods, sales, and advertising. Indeed, when if we limit marketing to the business aspect, marketing is transversal and can be found in every single step in Business Making (both B2B and B2C).

1.3 Modern Marketing

As new methods were being developed to endorse and market a product, modern marketing was born in the early 1950s as people started to use more than just print media. Following TV, the internet entered households and offered marketers new way to conduct entire campaigns across multiple platforms. This successive events, has helped marketers to become increasingly important to fine-tuning how a business sells a product to consumers to optimize success over the last 70 years.

These events have given birth to marketing as we know it nowadays across social media platforms, engines, mobile phone and connected devices; a marketing tending to be more

¹³ Marketing, Retrieved on August 19th, 2020 from

<https://www.dictionary.com/browse/marketing#:~:text=noun,shipping%2C%20storing%2C%20and%20selling.>

¹⁴ Carolina Forsey, What is the purpose of Marketing (FAQ), Retrieved on August 19th, 2020 from

<https://blog.hubspot.com/marketing/what-is-marketing>

inbound and more efficient comparing to traditional marketing which is outbound and more expensive.

Instead of pushing the message to potential customers which might not be interested in it, modern marketing aims to filter and attract only customers with more interest in the type of product or service you are trying to sell through messaging. Ideally, that messaging will be helpful and educational to your target audience (persona) and will help in converting consumers into leads.

1.4 Types of Marketing

Your marketing campaigns should take place where your customers spend their time. Its strongly recommended to conduct a thorough market research to determine your persona if you want your campaigns to be successful. After determining your persona, you will understand which types or marketing and which mix of tools will be more effective to reach each type of your segment and on which you should relay to building your brand. When it comes to types of marketing, here are several types that are relevant today with some that have survived and have been adapted through time:

Internet or web marketing: Inspired by an Excedrin product campaign that took place online, the idea of having a presence on the internet for business reasons is **considered as** a type of marketing in and of itself.

Search Engine Optimization (SEO): Abbreviated "SEO," is the process of optimizing content on a website or the website itself following search engine guidelines so that it can appear in search engine results. This type of marketing is the one this research is about.

Blog Marketing: The process of producing blog content to attract customer in a marketing context. Businesses and organizations now publish blogs to write about their industry and nurture the interest of potential customers who browse the internet for information. Blog can also be considered as a pillar of search engine optimization and can be used in a whole digital marketing strategy.

Social Media Marketing (SMM): Everything that is being done using social media platforms such as Facebook, Instagram, Twitter, LinkedIn, Pinterest, TikTok and similar social networks to create impressions and engage an audience over time.

Print marketing: The use by businesses and organizations of newspapers and magazines to sponsor articles, and content in publications customers are susceptible to read.

Search Engine Marketing (SEM): Also called Search Engine Advertisement or Pay Per Click Advertisement, is a type of marketing in which businesses pay search engines to place links on pages of its index that get high exposure to their audience.

Video marketing: The process of creating and publishing videos of all kind in a concept of marketing (not just commercials) by marketers to entertain and educate their core customers.

1.5 Marketing and Advertising (the difference)

“If marketing is a glass of wine, advertising is just one drop of that glass. But it can be the most efficient one”.

Marketing tends to prepare a product or a service to the marketplace and is more focused on marketing research and customer behavior while advertising involves creative endeavors like design and multimedia production in a strategic effort, usually paid, to spread awareness of a product or service to make it known on the marketplace.

Put simply, Advertising is just one component of marketing a specific step of it. It uses data and research collected by marketing strategies to best communicate the brand.

Indeed, marketing is a more controlled and wider-reaching process that involves, market research and analysis, product development and distribution, sales strategy, public relations and customer support and is necessary in all stages of a business's selling journey to identify the audience, communicate to it and build brand loyalty over time. It is both research and practice, while advertising is straight practice.

2 Search Engine

2.1 Definition

The Oxford Languages Website¹⁵, define search engine as “a program that searches for and identifies items in a database that correspond to keywords or characters specified by the user, used especially for finding particular sites on the World Wide Web.”

According to this definition and what I have learned during my years as a professional search engine optimization specialist, we can define a search engine as an online or offline platform (software system) that is designed to carry out searches from user requests based on specific keywords or research inputs in a database with a library of various stocked data.

In our case, we specifically refer to Online Search Engines that crawl, index and rank information to offer relevant results to questions searchers are asking on the World Wide Web in a textual web search query. Search Engines are nothing but answer machines.

The ranking algorithms of search engines companies like Google are their most valuable pieces of intellectual property and, hence, withheld from public scrutiny.¹⁶ However, some search engine companies like Google publish SEO advice to webmasters, in part in a self-interested attempt to promote “**white hat**” (authentic, audience-directed) SEO practices that would ease their efforts to accurately read websites and to discourage webmasters and web marketers from

¹⁵ Search Engine Definition Retrieved on August 19th, 2020 from <https://languages.oup.com/>

resorting to “**black hat**” (deceptive) SEO tactics that seek to game the ranking system. Though such advice typically re-states what has long been known by experienced SEO

Google’s, and other search engines’, emphases on popularity, authority, and reputation Though Google’s rankings and those of other major search engines are automated, they are not necessarily consistent. For instance, entering the same query into Google from different web browsers (e.g., Internet Explorer, Firefox, Chrome, Safari, etc.) can produce different search engine result pages (SERP) rankings, as Google monitors the “sociological” patterns of each browser’s community of users.

2.2 How Search Engines Work?

Search Engines have three primary functions:

- They crawl: surf on the internet and scour it for content by analyzing and recording every single link found. This mission is assured by what is called a spider (a program, also called a bot or a crawler). Every time a page is created on a website it has to be crawled so its contents can appear on search engines.
- They index: after crawling the internet and recording what they have found, they store and organize this content and allow it to be displayed as a result to relevant queries
- They rank: they rank contents based on their relevance to possible questions from searcher’s queries.

To summarize, search engines crawl, index and rank content to serve online searchers based on their relevance to search queries.

The index which can also be considered as a words library, includes the words on the crawled webpages along with their location and accompanying web coding in HTML (Hypertext Markup Language)

2.3 Main Engine’s Market Leaders

There are many search engines on the market, while the most widely used is Google with 92.17% of Search Engine Market Shares, followed by Bing (2.78%), Yahoo (1.6%), Baidu (0.92%), Yandex (0.85%) and DuckDuckGo (0.5%) from the July 2019-July 2020 Search Engine Market Shares Report by StatCounter¹⁷.

Many website browsers such as Chrome, Firefox, Safari or Edge usually come with a default search engine set as a home page or starting page. **(Figure 1)**

¹⁷ Stat Counter, Retrieved on August 20th, 2020 from <https://gs.statcounter.com/search-engine-market-share>

3 Search Engine Optimization

3.1 Definition

Search Engine Optimization (SEO) is “the process of editing a web site's content and code in order to improve visibility within one or more search engines”¹⁸.

It is known as the process of growing a website or a webpage traffic by increasing its visibility to users among search engines. As opposed to Search Engine Marketing and Search Engine Advertisement, SEO also (known as “natural” or “organic” results) is based on technical improvement by applying search engine guidelines and developing and implementing an efficient web marketing strategy with your website/webpage as the center of it.

SEO may target different kinds of searches, including image search, video search, academic search, news search, and industry-specific vertical search engines.

As an Internet marketing strategy, SEO considers how search engines work. SEO is performed because a website will receive more visitors from a search engine when websites rank higher in the search engine results page (SERP).

SEO differs from local search engine optimization in that the latter is focused on optimizing a business' online presence so that its web pages will be displayed by search engines when a user enters a local search for its products or services. The former instead is more focused on national or international searches.

3.2 The difference with Search Engine Marketing

The similar term Search Engine Marketing (SEM) includes SEO but is more related to paid advertising options that involve search engines. These paid options aim to achieve high rankings among search engines' organic (“natural”) results, listings of webpages that a search engine derives by “applying formulas (algorithms) to its search crawler index, combined with editorial decisions and content weighting ...”¹⁹ These ranked listings appear on search engine results pages (SERPs), often surrounded by sponsored results (paid advertising), after users enter a search query.

3.3 SEO Crucial Factors (On-site SEO)

Or research will be based on what is called on-site SEO also called on-page SEO as its main subject.

On-site SEO is the practice of optimizing elements *on a website* (as opposed to links elsewhere on the Internet and other external signals collectively known as “off-site SEO”) in order to rank

¹⁸ *SEM Glossary*, [online] Available: [Online]. Available: <http://www.sempo.org/?page=glossary>.

¹⁹ Scott L. Jones, “A Re-Examination of Fortune 500 Homepage Design Practices”, *Professional Communication IEEE Transactions on*, vol. 58, no. 1, pp. 20-44, 2015.

higher and earn more relevant traffic from search engines. On-site SEO refers to optimizing both the content and HTML source code of a page. (MOZ)²⁰

On-site SEO helps search engines interpret content on a website and identify if a specific content is relevant to search query or queries (usually keyword or set of keywords) to have it ranked on search engine results page (SERP). A proper on-site SEO will help visitors understand clearly and as fast as possible, the subject of a page or a website and whether it addresses their search query.

While in the past, on-site SEO was just placing keywords at key locations on a website (synonymous to massive keyword use), today the concept has become more sophisticated: you cannot just place keywords on pages and expect the page to appear on search engines result pages (SERPs).

Indeed, keyword use still matter, but search engine nowadays can extract a page's meaning just by extracting synonyms. Nowadays, what really matter is **"Relevance"**. For each page the relevance of the content to the *user intent* behind search queries have to be questioned.

More simply, on-site SEO is about a deep understanding of who your users are, what they're looking for. Based on this you create content that best fulfills their need.

Pages that meet these criteria have content that is:

- In-depth. "Thin" sufficiently thorough in order to stand a good chance at ranking.
- User-friendly. The content has to be readable, well organized and facilitate navigation.
- Unique. If not properly addressed, content duplicated from elsewhere on your site (or elsewhere on the Internet) may impact a site's ability to rank on SERPs.
- Authoritative and trustworthy. What are your sources? Who has produced your content? Can your content stand as a reliable source itself?
- Aligned with user search intent. Content topics should align with the search queries for which they rank.

On site SEO is not limited to keyword related factors, there are several non-keyword-related factors that are crucial to on-site SEO and participate in making the competitiveness of a website or a webpage

These include:

- Link use on a page and their characteristics: Do you link to internal or external resources in your page contents?
- Page load speed : how long your pages take to load. Note that search engines after analyzing relevance of a webpage, if they seem to be equally relevant, will prioritize pages with the best loading speed
- Use of Schema.org structured data

²⁰ On-site SEO, retrieved on August 20th, 2020 from <https://moz.com/learn/seo/on-site-seo>

- Page URL structure : is your main keyword or its synonyms included in your hyperlinks? Maybe your page url is too long and more
- Mobile friendliness : does your page adapt to mobile devices ? is it easily navigable?
- Page metadata: is your page content well-structured and well defined? Did you specify priorities by defining titles and subtitles?

All of these elements tie back to the same basic idea: creating a good user experience. The more usable a page is (from both a technical and non-technical perspective), the better that page's on-site optimization.

3.4 An Ideally Optimized Web Page

According to MOZ, an Ideally Optimized Web Page should do all of the following:

- Be hyper-relevant to a specific topic (usually a product or single object)
 - Include subject in title tag
 - Include subject in URL
 - Include subject in image alt text
 - Specify subject several times throughout text content
- Provide unique content about a given subject
- Link back to its category page
- Link back to its subcategory page (If applicable)
- Link back to its homepage (normally accomplished with an image link showing the website logo on the top left of a page)

MOZ an infographic that summarizes elements of an optimized page (**Figure 2**)

3.5 What to expect from an ideally optimized website

A website is composed by webpages. An ideally optimized website is composed by ideally optimized webpages. Contrarily to non-optimized websites struggling to show on SERPs, a well optimized one will see its contents easily crawled, indexed and ranked on search engines results from visitors search queries.

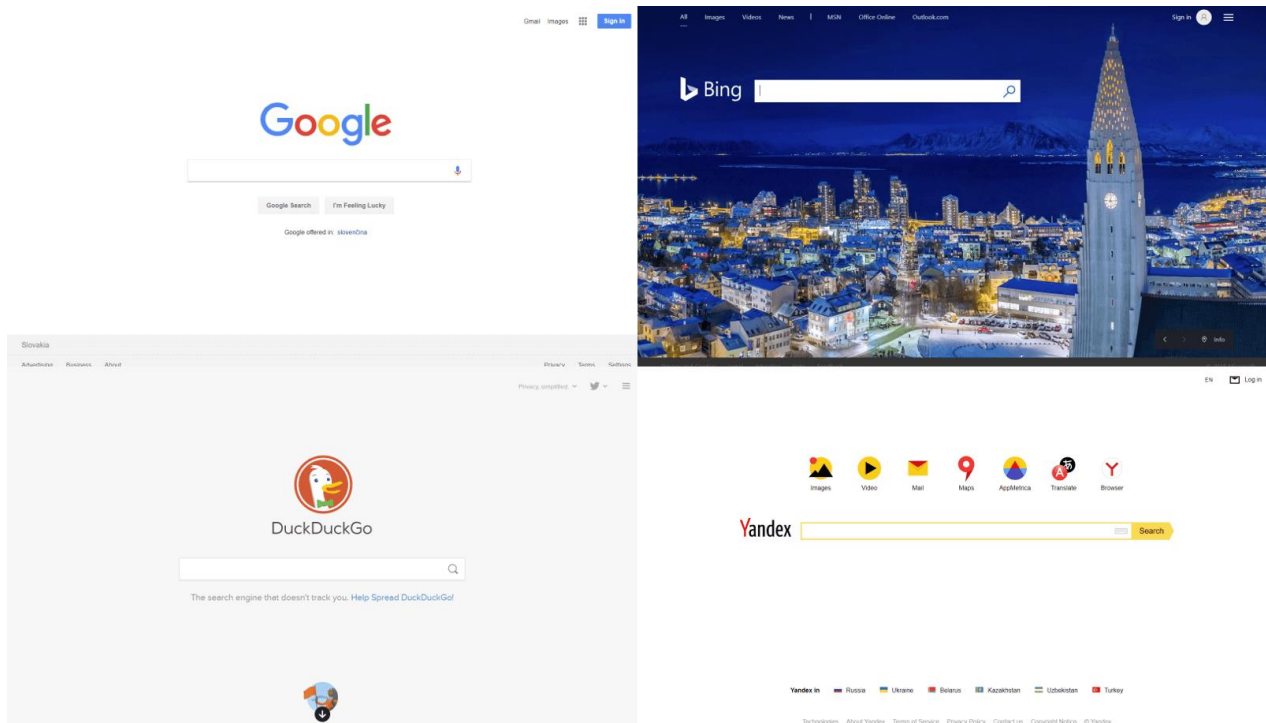
Gradually, the site will:

- Record more visitors
- Have its bounce rate considerably reduced: a bounce is recorded when a user visit a webpage without taking any action (fill a form, leave a comment, visit another page, share the page, ...)
- Have a better ratio of the number of pages viewed per user
- Have a better average time spent on the site per visit

Rank better on search engines for main targeted search queries from the activity sectors

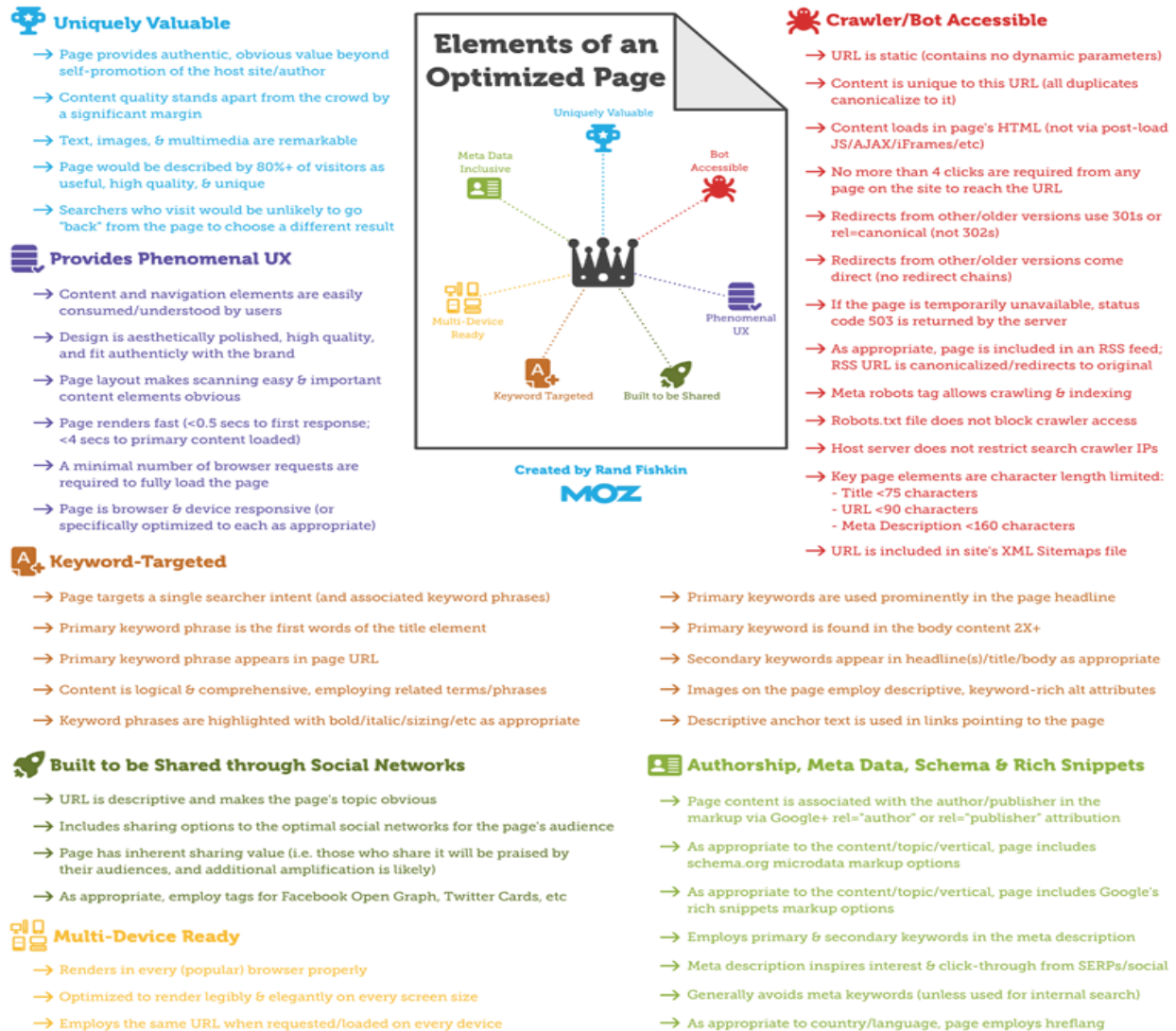
Appendice B

Figure 21 – Search Engine Default Starting Pages



Appendix C

Figure 22 - Elements of an Optimized Page by MOZ



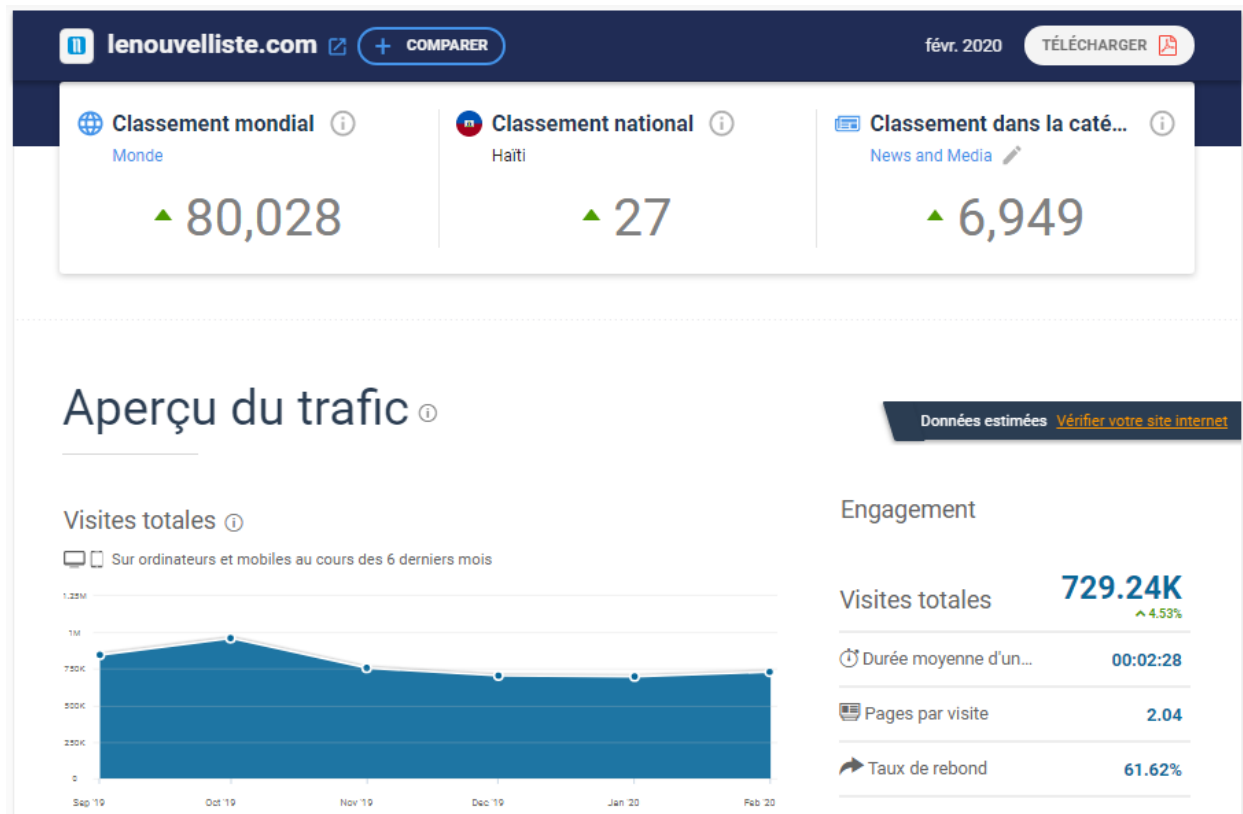
Appendice D

Competitors Audit 2

1 Le Nouvelliste

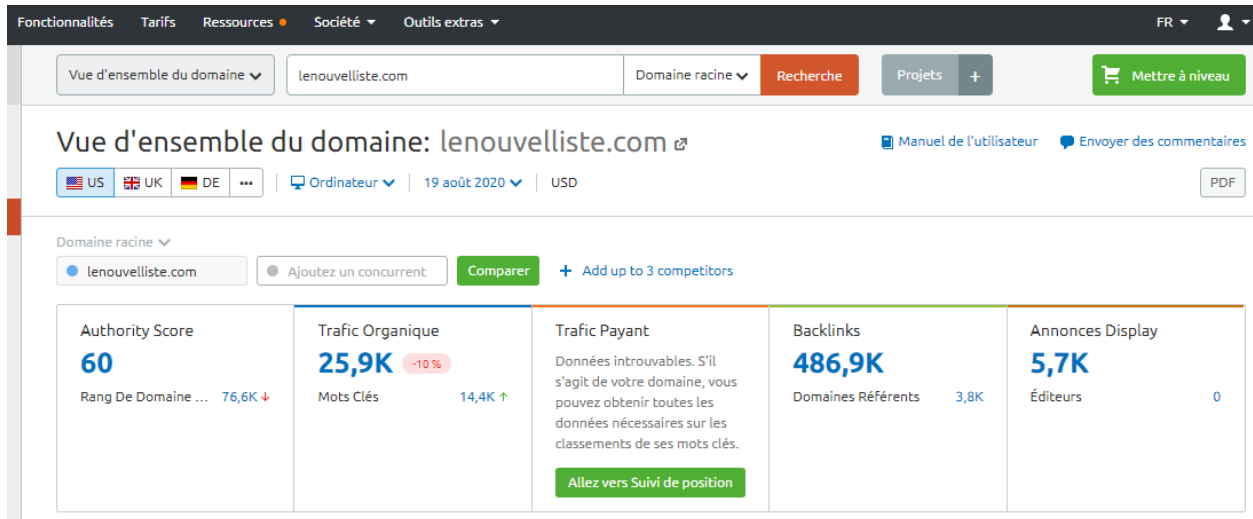
As the oldest news company in Haïti, Le Nouvelliste was created in 1898 as a newspaper company. They have served the Haitian population for more than a century and delivered millions of newspapers across the country. Their website was launched in 2006 so they could get closer to the Haitian Community Worldwide. Their main traffic source come from search queries on their name so they have neglected to work on their Search Engine Optimization Strategy at many points. As you can see, without a lot of efforts, Le Nouvelliste easily record an average 700,000 visits on their website on a monthly basis. The image below is a summary of recorded visits on Le Nouvelliste, from September 2019 to February 2020.

Figure 23 - Le Nouvelliste Similar Web Ranking Report for February 202



As I mentioned before, Le Nouvelliste have neglected their SEO, despite of this, they are the most authoritative News Site on the Market with a domain authority of 55 as recorded on February 2020 (SEMrush). They also have the most recorded backlinks (citations of a page or a page content by other websites or authors online on their webpages) as a news site on the Haitian Market. At the meantime, they always find a place in the top 40 of most visited websites in Haiti.

Figure 24 - Le Nouvelliste Ranking Report by SEMrush as of August 2020



Even with their neglected SEO, their site was enough optimized for a 68/100 score in our tool analyzer (Annexe 3) as of January 2020. At the meantime, their site was pretty fast comparing to their competitors and overall even though they didn't and still don't respect some SEO principles, they were able to rank high on specific search queries because of their domain authority. Find below the summary

Table 4 - LE NOUVELLISTE REPORT SUMMARY - EXTRACTED FROM AUDIT 3 - JAN 20th, 2020		
PARAMETER	ACCEPTABLE	SCORE
DOMAIN AUTHORITY	35	52
LOAD SPEED SCORE	64	Couldn't be Crawled
LOAD SPEED PC	7.2s	9.2s
LOAD SPEED MOBILE	12s	6.6s
HOMEPAGE WEIGHT	3.29Mb	14.5Mb
OVERALL SEO SCORE	62	68
TITLES TAGS	75	75
META DESCRIPTION	75	0
TITLES	75	100
ALT ATTRIBUTES	50	0
ROBOTS.TXT	100	100
XML SITEMAP	75	0
MOBILE FRIENDLINESS	75	75
SECURITY	75	75
CMS	N/A	N/A

2 Haïti24

As one of the leaders of the news market, with a domain authority of 29, the Haiti24 website was poorly optimized as of January 2020. Their SEO score was 53, which was very close to the Juno7 score. Their website was pretty slow, and a lot of SEO issues were recorded. (Annexe 4).

But we should consider that at least they were indexed and could rank among the 6 top pages of search engines for main keywords like: "Haiti news" and "Haiti actualité" and could find they self a place and the top 20 most visited websites. Their site was taking an eternity to load and their speed couldn't be properly determined by analyzer since they went beyond analyzer allowed limits.

<i>Table 5 - HAITI24 REPORT SUMMARY - EXTRACTED FROM AUDIT 4 – JAN 20th, 2020</i>		
PARAMETER	ACCEPTABLE	SCORE
DOMAIN AUTHORITY	33	29
LOAD SPEED SCORE	64	Couldn't be Crawled
LOAD SPEED PC	7.2s	>30s
LOAD SPEED MOBILE	12s	>40s
HOMEPAGE WEIGHT	3.29Mb	Couldn't be determined
OVERALL SEO SCORE	55	53
TITLES TAGS	75	75
META DESCRIPTION	75	75
TITLES	75	50
ALT ATTRIBUTES	50	0
ROBOTS.TXT	100	100
XML SITEMAP	100	0
MOBILE FRIENDLINESS	75	25
SECURITY	75	75
CMS	N/A	WORDPRESS

3 Loop News

Loop News is one of the most influent news media in Haïti, launched in 2014, they are from a Group with presence in different Caribbean Countries such as Jamaica, Trinidad and Tobago, la Barbados, Haiti, les Caiman's Islands et Sainte-Lucie and this as consequently affected their authority score on SEMrush: 43. Their site was so poor in terms of SEO, I written an article on them: [Examen SEO Loupé, Loop Haïti ou la Tortue du Web](#) ²¹

Their report as extracted from their audit as of January 2020 (Annexe 5)

<i>Table 6 - LOOP NEWS REPORT SUMMARY - EXTRACTED FROM AUDIT 5</i>		
PARAMETER	ACCEPTABLE	SCORE
DOMAIN AUTHORITY	33	43

²¹ Jerry Louis-Jeune, Examen SEO Loupé, Loop Haïti ou la Tortue du Web, Retrieved on August 21st 2020, from <https://jerryloisjeune.com/seo-loop-haiti-ou-la-tortue-du-web/>

LOAD SPEED SCORE	64	38
LOAD SPEED PC	7.2s	9.9s
LOAD SPEED MOBILE	12s	23.2s
HOMEPAGE WEIGHT	3.29Mb	5.94Mb
OVERALL SEO SCORE	55	48
TITLES TAGS	75	50
META DESCRIPTION	75	75
TITLES	75	50
ALT ATTRIBUTES	50	0
ROBOTS.TXT	100	100
XML SITEMAP	100	100
MOBILE FRIENDLINESS	75	100
SECURITY	75	50
CMS	N/A	DRUPAL

4 Vantbefinfo

With an authority score of 24, Vantbefinfo was the most visited news site at that time. The 10th most visited site in Haiti after. Their site is very sample (basic) with little to no optimization, no customization of the theme template, not focused on esthetic but works like a charm. Those have allowed them to rank as the 10th most visited site in Haiti and the most visited news site on the Haitian market in January while Juno7 was not even showing on the top 50.

From all competitors on the sector their site was so far the best optimized site if we considers parameters like Speed score, load speed, metadata configuration, presence of xml sitemap and structured robot.txt and their overall SEO Score. See below the report summary extracted from Annexe 6

Table 7 - VANTBEFINFO REPORT SUMMARY - EXTRACTED FROM AUDIT 6		
PARAMETER	ACCEPTABLE	SCORE
DOMAIN AUTHORITY	33	24
LOAD SPEED SCORE	64	66
LOAD SPEED PC	7.2s	5.9s
LOAD SPEED MOBILE	12s	9.5s
HOMEPAGE WEIGHT	3.29Mb	0.6Mb
OVERALL SEO SCORE	55	65
TITLES TAGS	75	75
META DESCRIPTION	75	100
TITLES	75	50
ALT ATTRIBUTES	50	100
ROBOTS.TXT	100	100
XML SITEMAP	100	100
MOBILE FRIENDLINESS	75	75

SECURITY	75	75
CMS	N/A	WORDPRESS

5 Rezonodwes

With a quite high domain authority of 35, Rezonodwes was the 31th most visited site for as of January 2020, their site was barely averagely optimized just like Vantbefinfo, just enough to deliver succeed on the market. Their speed score was 73% which has impacted positively their ranking as well as their loading time for PC and Mobile. They recorded 67 as an average SEO score, 1 unit higher than Vantbefinfo but we have to consider that their meta description was not specified and their XML Sitemap was missing, 2 crucial parameters for search engines. Their report can be found below

Table 8 - REZONODWES REPORT SUMMARY - EXTRACTED FROM AUDIT 7		
PARAMETER	ACCEPTABLE	SCORE
DOMAIN AUTHORITY	33	35
LOAD SPEED SCORE	64	73
LOAD SPEED PC	7.2s	4s
LOAD SPEED MOBILE	12s	12s
HOMEPAGE WEIGHT	3.29Mb	1.7Mb
OVERALL SEO SCORE	55	67
TITLES TAGS	75	75
META DESCRIPTION	75	0
TITLES	75	50
ALT ATTRIBUTES	50	100
ROBOTS.TXT	100	100
XML SITEMAP	100	100
MOBILE FRIENDLINESS	75	75
SECURITY	75	75
CMS	N/A	WORDPRESS

6 Tripfoumienfo

The 27th most visited site on January 2020 with an authority of 31. Their site was averagely optimized just like Vantbefinfo and Rezonodwes at some differences close, their speed score was 83% which had probably highly impacted their ranking and they had a valid xml sitemap. At the meantime their loading speed for PC was pretty poor 18s. They recorded 58 as an average SEO score. Their report can be found below

Table 9 - TRIPFOUMIENFO REPORT SUMMARY - EXTRACTED FROM AUDIT 9		
PARAMETER	ACCEPTABLE	SCORE
DOMAIN AUTHORITY	33	31
LOAD SPEED SCORE	64	83
LOAD SPEED PC	7.2s	7.9s

LOAD SPEED MOBILE	12s	18s
HOMEPAGE WEIGHT	3.29Mb	1.34Mb
OVERALL SEO SCORE	55	58
TITLES TAGS	75	75
META DESCRIPTION	75	75
TITLES	75	50
ALT ATTRIBUTES	50	100
ROBOTS.TXT	100	100
XML SITEMAP	100	100
MOBILE FRIENDLINESS	75	75
SECURITY	75	25
CMS	N/A	WORDPRESS

Appendice E

Competitors Audit 2

1. Le Nouvelliste

Not a lot have changed for Le Nouvelliste. Meanwhile their Domain Authority had grown by 6, they have recorded some negative change in their speed scores. The load speed score for PC and mobile have respectively changed by +4.7 and +17.8 which have made the site slower comparing to January. This has negatively affected their overall SEO Score -1.

Table 10 - LE NOUVELLISTE REPORT SUMMARY - EXTRACTED FROM AUDIT 22 - JUNE 5th, 2020				
PARAMETER	ACCEPTABLE	JAN	JUNE	VAR
DOMAIN AUTHORITY	35	52	58 60	+6
LOAD SPEED SCORE	64	Couldn't be Crawled	8	N/A
LOAD SPEED PC	7.2s	9.2s	13.9	+4.7
LOAD SPEED MOBILE	12s	6.6s	22.4s	+17.8
HOMEPAGE WEIGHT	3.29Mb	14.5Mb	9.02Mb	-5.48Mb
OVERALL SEO SCORE	62	68	67	-1
TITLES TAGS	75	75	75	=
META DESCRIPTION	75	0	0	=
TITLES	75	100	75	-25
ALT ATTRIBUTES	50	0	0	=
ROBOTS.TXT	100	100	100	=
XML SITEMAP	75	0	100	+100
MOBILE FRIENDLINESS	75	75	75	=
SECURITY	75	75	75	=
CMS	N/A	N/A	N/A	N/A

2. Haiti24

With an increase of its domain authority by 8, many negative change had been recorded on the Haiti24 site. Indeed, the Load Speed for PC and for Mobile raised by 9.2 and 12.3 seconds respectively, which made the site slower. Despite of this, they could record an improvement of their overall SEO score of 6. Thanks to the well configured xml sitemap (+100) and their improvement of their titles (+25) and their mobile friendliness (+50)

<i>Table 11 - HAITI24 REPORT SUMMARY - EXTRACTED FROM AUDIT 23 – JUNE 5th, 2020</i>				
PARAMETER	ACCEPTABLE	JANUARY	JUNE	VAR
DOMAIN AUTHORITY	N/A	29	37 AUG 42	+8
LOAD SPEED SCORE	64	Couldn't be Crawled	33	N/A
LOAD SPEED PC	7.2s	>30s	16.4	+9.2
LOAD SPEED MOBILE	12s	>40s	24.5	+12.3
HOMEPAGE WEIGHT	3.29Mb	Couldn't be determined	5.93	N/A
OVERALL SEO SCORE	55	53	61	+6
TITLES TAGS	75	75	50	-25
META DESCRIPTION	75	75	75	=
TITLES	75	50	75	+25
ALT ATTRIBUTES	50	0	0	=
ROBOTS.TXT	100	100	100	=
XML SITEMAP	100	0	100	+100
MOBILE FRIENDLINESS	75	25	75	+50
SECURITY	75	75	50	-25
CMS	N/A	WORDPRESS	WORDPRESS	N/A

3. Loop News

Even after I ringed the alarm so Loop News could have their site optimized, at that time, nothing had been done yet and their SEO performance worsen. Of course they had their domain authority rising by 4 and a little improvement on their overall SEO score +5, but at the meantime their poor speed score got even poorer -6 with their load speed for PC and Mobile going low (+3.2 and +4.4 seconds). Their homepage also got heavier +0.59mb.

<i>Table 12 - LOOP NEWS REPORT SUMMARY - EXTRACTED FROM AUDIT 24</i>				
PARAMETER	ACCEPTABLE	JANUARY	JUNE	VAR
DOMAIN AUTHORITY	N/A	43	47 AUG 49	+4
LOAD SPEED SCORE	64	38	32	-6
LOAD SPEED PC	7.2s	9.9s	13.1	+3.2
LOAD SPEED MOBILE	12s	23.2s	27.6	+4.4
HOMEPAGE WEIGHT	3.29Mb	5.94Mb	6.5Mb	+0.59

OVERALL SEO SCORE	55	48	53	+5
TITLES TAGS	75	50	50	=
META DESCRIPTION	75	75	75	=
TITLES	75	50	50	=
ALT ATTRIBUTES	50	0	0	=
ROBOTS.TXT	100	100	100	=
XML SITEMAP	100	100	100	=
MOBILE FRIENDLINESS	75	100	100	=
SECURITY	75	50	50	=
CMS	N/A	DRUPAL	DRUPAL	N/A

4. Vantbeinfo

Vantbeinfo seems to have been working on the improvement of their site. They recorded the second more relevant raise of domain authority after Juno7 (+9) and many of their parameters got improved. Their Load Speed Score went to 97 (+31) explained by their improvement in PC and mobile load speeds (-2.1 and -2.5) and their very light page weight that has also improved to get even lighter at the moment -0.29. Their overall SEO score didn't change but they had also improved their titles and their mobile friendliness (+25, +25)

Table 13 - VANTBEINFO REPORT SUMMARY - EXTRACTED FROM AUDIT 25				
PARAMETER	ACCEPTABLE	JANUARY	JUNE	VAR
DOMAIN AUTHORITY	N/A	24	33 38 AUG	+9
LOAD SPEED SCORE	64	66	97	+31
LOAD SPEED PC	7.2s	5.9s	3.8	-2.1
LOAD SPEED MOBILE	12s	9.5s	7	-2.5
HOMEPAGE WEIGHT	3.29Mb	0.6Mb	0.31Mb	-0.29
OVERALL SEO SCORE	55	65	65	=
TITLES TAGS	75	75	75	=
META DESCRIPTION	75	100	100	=
TITLES	75	50	75	+25
ALT ATTRIBUTES	50	100	100	=
ROBOTS.TXT	100	100	100	=
XML SITEMAP	100	100	100	=
MOBILE FRIENDLINESS	75	75	100	+25
SECURITY	75	75	75	=
CMS	N/A	WORDPRESS	WORDPRESS	N/A

5. Rezonodwes

Not a lot have changed for Rezonodwes, their report was relatively the same with a raise in their domain authority of 6 and their speed score of 2 their overall SEO score had registered a little change of -1 that could be related to the non significant change in their Load Speed for PC and their homepage weight or just a little variation in the ITSEO analysis tool because of its improvement.

Table 14 - REZONODWES REPORT SUMMARY - EXTRACTED FROM AUDIT 26				
PARAMETER	ACCEPTABLE	JANUARY	JUNE	VAR
DOMAIN AUTHORITY	N/A	35	41 45 AUG	+6
LOAD SPEED SCORE	64	73	66	+2
LOAD SPEED PC	7.2s	4s	4.7	+0.7
LOAD SPEED MOBILE	12s	12s	9.4	-3.4
HOMEPAGE WEIGHT	3.29Mb	1.7Mb	1.75	+0.05
OVERALL SEO SCORE	55	67	66	-1
TITLES TAGS	75	75	75	=
META DESCRIPTION	75	0	0	=
TITLES	75	50	50	=
ALT ATTRIBUTES	50	100	100	=
ROBOTS.TXT	100	100	100	=
XML SITEMAP	100	100	100	=
MOBILE FRIENDLINESS	75	75	75	=
SECURITY	75	75	75	=
CMS	N/A	WORDPRESS	WORDPRESS	=

6. Tripfoumienfo

Tripfoumienfo by its side have registered the third best growth in domain authority +8. A very significant change had been recorded on their Load Speed Score for Mobile of -9.8s in the loading time. Their overall SEO score grown by 18 as well while they went from 100 to 0 for their alt attributes optimization. But we should also consider that their site has been improved in terms of mobile friendliness and security which could explained their SEO overall score despite of the alt attribute optimization change.

Table 15 - TRIPFOUMIENFO REPORT SUMMARY - EXTRACTED FROM ANNEXE 27				
PARAMETER	ACCEPTABLE	JANUARY	JUNE	VAR
DOMAIN AUTHORITY	N/A	31	39 43 AUG	+8
LOAD SPEED SCORE	64	83	76	-7
LOAD SPEED PC	7.2s	7.9s	9.2	+1.3
LOAD SPEED MOBILE	12s	18s	8.2	-9.8
HOMEPAGE WEIGHT	3.29Mb	1.34Mb	1.68Mb	+0.34
OVERALL SEO SCORE	55	58	76	+18
TITLES TAGS	75	75	75	=

META DESCRIPTION	75	75	75	=
TITLES	75	50	50	=
ALT ATTRIBUTES	50	100	0	-100
ROBOTS.TXT	100	100	100	=
XML SITEMAP	100	100	100	=
MOBILE FRIENDLINESS	75	75	100	+25
SECURITY	75	25	75	+50
CMS	N/A	WORDPRESS	WORDPRESS	N/A