SEO audit

https://destinationksa.com/



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Internal optimization (on-page) analysis



Server outages

Internal optimization (on-page) analysis

When there are many simultaneous requests, problems with the server response arise (for example, when parsing with Screaming Frog)

Address	Status Code	Content Type	Status	Indexability	Indexability Status
https://destinationksa.com/ar/category/explore-ksa/page/54/	0		Connection Refused	Non-Indexable	No Response
https://destinationksa.com/wp-content/uploads/2024/09/WhatsApp-Image-2024-09-11-at-10.05.05-AM-585x732.avif	0		Connection Refused	Non-Indexable	No Response
https://destinationksa.com/wp-content/uploads/2024/06/3-14.png	0		Connection Refused	Non-Indexable	No Response
https://destinationksa.com/ar/بوليفارد-رياض-سيتي-و-أرينا/على-أتم-ال-sef/	0		Connection Refused	Non-Indexable	No Response
https://destinationksa.com/wp-content/uploads/2015/08/optimized-shakes-top-best.jpg	0		Connection Refused	Non-Indexable	No Response
https://destinationksa.com/category/arts-music/page/50/	0		Connection Refused	Non-Indexable	No Response
https://destinationksa.com/wp-content/uploads/2023/02/Mamo-restaurant-Res-710x434.jpg	0		Connection Refused	Non-Indexable	No Response
https://destinationksa.com/ar/أعلى-مستويات-الكفاءة-وأناقة-التصميم-ط/	0		Connection Refused	Non-Indexable	No Response
https://destinationksa.com/category/explore-ksa/page/55/	0		Connection Refused	Non-Indexable	No Response
https://destinationksa.com/amazon-prime-launches-in-saudi-arabia-bringing-cutomers-the-best-of-shopping-and-entertainment/	0		Connection Refused	Non-Indexable	No Response
https://destinationksa.com/wp-content/uploads/2023/12/kHAYBAR-COVER-1.png	0		Connection Refused	Non-Indexable	No Response
https://destinationksa.com/category/news/page/54/	0		Connection Refused	Non-Indexable	No Response
https://destinationksa.com/film-alula-and-afalula-spark-filmmaking-passion-with-training-for-70-aspiring-filmmakers/	0		Connection Refused	Non-Indexable	No Response
https://destinationksa.com/wp-content/uploads/2023/08/710-قصر-أبو-جفانx434.jpg	0		Connection Refused	Non-Indexable	No Response
https://destinationksa.com/category/health-wellness/page/51/	0		Connection Refused	Non-Indexable	No Response
https://destinationksa.com/wp-content/uploads/2016/08/7Star-City.jpg	0		Connection Refused	Non-Indexable	No Response
https://destinationksa.com/ar/category/events-happenings/	0		Connection Refused	Non-Indexable	No Response
https://destinationksa.com/wp-content/uploads/2023/02/102-221341-tourism-places-riyadh-3.jpeg	0		Connection Refused	Non-Indexable	No Response
https://destinationksa.com/wp-content/uploads/2023/11/4-أفضل-فنادق-مكة.jpeg	0		Connection Refused	Non-Indexable	No Response
https://destinationksa.com/wp-content/uploads/2024/09/The-IV-Crown-Showdown-Cover.png	0		Connection Refused	Non-Indexable	No Response
https://destinationksa.com/wp-content/uploads/2023/02/255866-609084820.jpg	0		Connection Refused	Non-Indexable	No Response
https://destinationksa.com/category/health-wellness/health-activities/page/6/	0		Connection Refused	Non-Indexable	No Response
https://destinationksa.com/wp-content/uploads/2023/05/4-شاليهات-السلي-بالرياض.jpg	0		Connection Refused	Non-Indexable	No Response
https://destinationksa.com/wp-content/uploads/2022/12/3.png	0		Connection Refused	Non-Indexable	No Response
https://destinationksa.com/wp-content/uploads/2023/02/الكبسة.jpg	0		Connection Refused	Non-Indexable	No Response
https://destinationksa.com/category/from-the-magazine/page/51/	0		Connection Timeout	Non-Indexable	No Response
https://destinationksa.com/category/food/page/54/	0		Connection Timeout	Non-Indexable	No Response
https://destinationksa.com/ar/category/business/page/4/	0		Connection Timeout	Non-Indexable	No Response
https://destinationksa.com/ar/2023-مهرجان-الفقع-موعده-وأبرز-فعالياته/	0		Connection Timeout	Non-Indexable	No Response
https://destinationksa.com/wp-content/uploads/2016/06/masoub-al-qadri-1-722x460.jpg	0		Connection Timeout	Non-Indexable	No Response
https://destinationksa.com/wp-content/uploads/2023/08/أسواق-المرقب.jpg	0		Connection Timeout	Non-Indexable	No Response
https://destinationksa.com/wp-content/uploads/2023/05/710-2-معالم-جازانx434.jpg	0		Connection Timeout	Non-Indexable	No Response

Recommendations

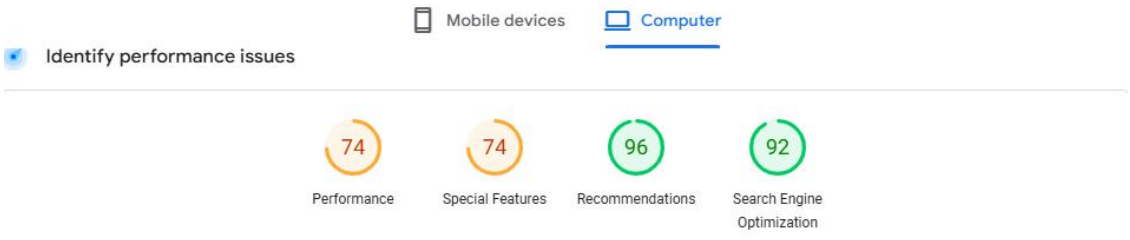
1. **Please contact your hosting company's support for more information**

Website home page performance

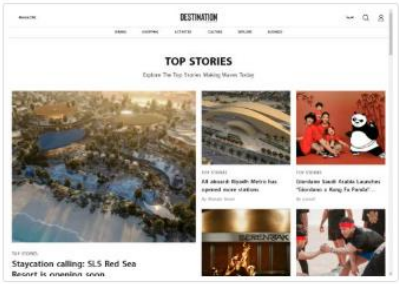
Internal optimization (on-page) analysis

Homepage performance is below normal

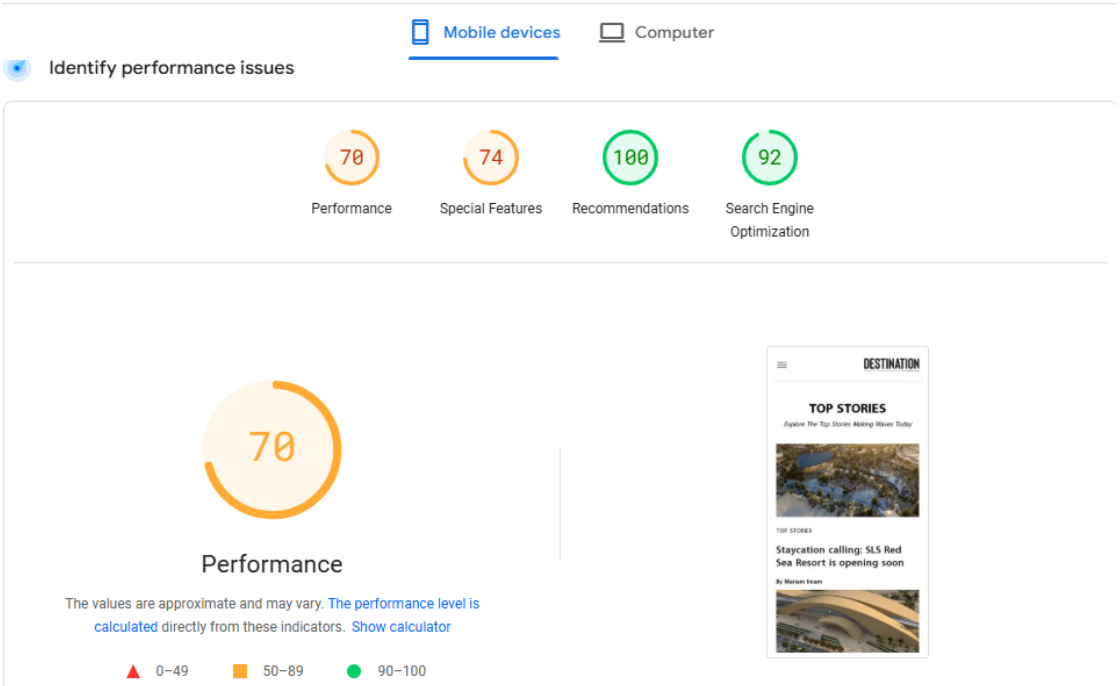
Desktop version







Mobile version



Recommendations

1. **Recommendations for the desktop version:**

https://pagespeed.web.dev/analysis/https-destinationksa-com/d1vc9nj584?form_factor=desktop

2. **Recommendations for mobile version:**

https://pagespeed.web.dev/analysis/https-destinationksa-com/d1vc9nj584?form_factor=mobile

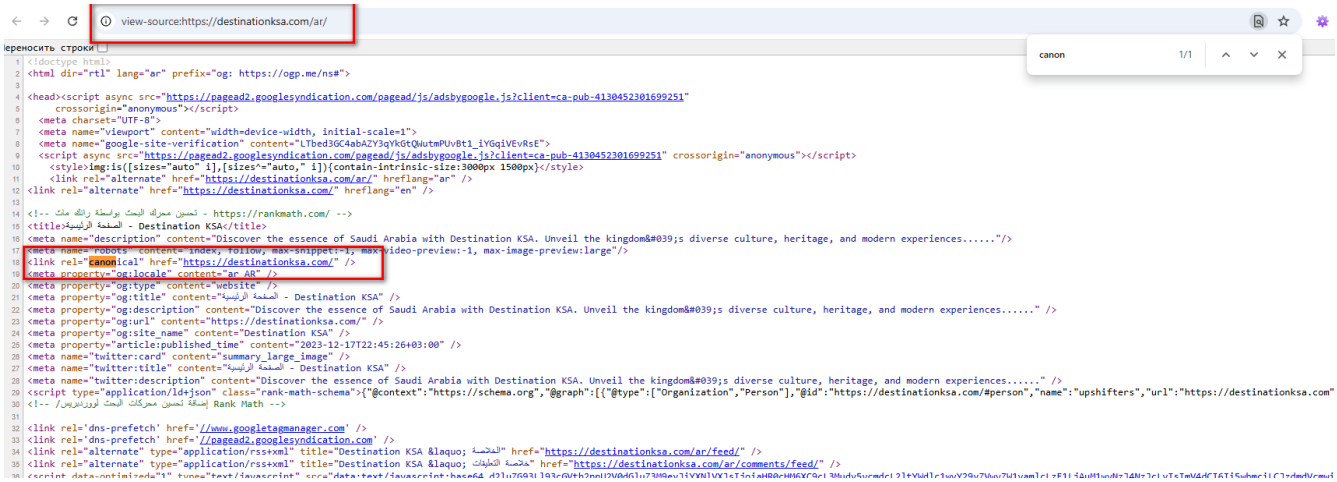
Why is it important

The faster the page responds, the more likely the user is to stay on it. Search robots read the data, analyze it and give the last lines of the search to slow sites. Accordingly, web resources with a quick response receive priority places in the search results, which increases their traffic

Analysis of the use of the rel="canonical" attribute

Internal optimization (on-page) analysis

The page https://destinationksa.com/ar/ contains the rel="canonical" attribute, in which the page https://destinationksa.com/ is indicated as the canonical page. Why this was done is not clear; the page content is not duplicated, since the language version of the website is implemented as a folder



The site contains pagination pages that are available for indexing, while the page does not differ in appearance

On pagination pages, the rel="canonical" attribute is used incorrectly; in the attribute, the link points to the current pagination page (despite the fact that it is difficult to find pagination pages using navigation elements, when parsing, they return the code 200OK)

For example:

https://destinationksa.com/ar/category/food/page/17/

https://destinationksa.com/ar/category/food/page/18/

https://destinationksa.com/ar/category/food/page/19/

https://destinationksa.com/ar/category/food/page/2/

https://destinationksa.com/ar/category/food/page/20/

https://destinationksa.com/ar/category/food/page/21/

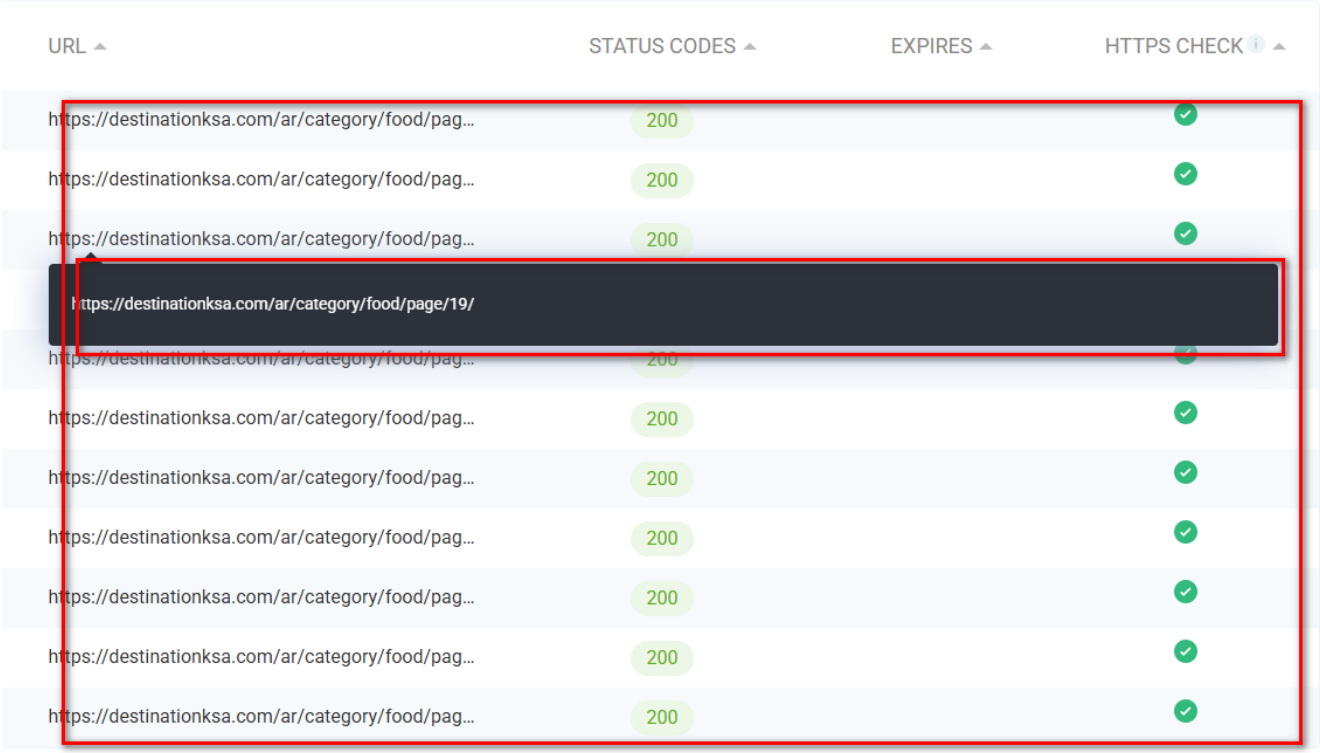
https://destinationksa.com/ar/category/food/page/3/

https://destinationksa.com/ar/category/food/page/4/

https://destinationksa.com/ar/category/food/page/5/

https://destinationksa.com/ar/category/food/page/6/

https://destinationksa.com/ar/category/food/page/7/



The full list is in the additional file "Pagination Pages"

Recommendations

1. **On the page https://destinationksa.com/ar/ in the attribute rel="canonical," the canonical page should be the page https://destinationksa.com/ar/**
2. **On pagination pages, use the rel="canonical" attribute to specify the main category/section page as the canonical page or remove them**

Why is it important

The rel="canonical" attribute eliminates duplicates by "gluing" pages that copy each other together, thus improving the site's ranking. But unlike the 301 redirect (Moved Permanently), which redirects users to the desired page, the rel="canonical" attribute is intended only for robots. It does not affect users' interaction with the site in any way

Expires header

Internal optimization (on-page) analysis



Expires headers are missing

```
HTTP/2 200
server: nginx
date: Thu, 16 Jan 2025 08:03:47 GMT
content-type: text/html; charset=UTF-8
vary: Accept-Encoding
x-litespeed-tag: a6c_HTTP.200
link: <https://destinationksa.com/wp-json/>; rel="https://api.w.org/", <https://desti
server-timing: wp-before-template;dur=362.77
vary: Accept-Encoding
```



Recommendations

1. **Set dates in header:**
    - **For sections/categories, the date must differ from the current date by no more than 2 weeks**
    - **For articles, the date must differ from the current date by no more than 1 month**



Why is it important

By the date in the Expires header, search robots can understand when they need to visit the page and check how much it has updated. This will allow you not to waste time search robots crawling pages on which nothing has changed and focus their attention on the updated sections and pages

Last-Modified Header

Internal optimization (on-page) analysis

Last-Modified header is missing (server header)

The XML sitemap uses the Last Modified header, but it is better to use a server header, which can "force" the search engine to scan the page more often

```
Result: failed
Last-Modified not found.
```

```
Last-Modified not found
HTTP/2 200
server: nginx
date: Thu, 16 Jan 2025 08:03:47 GMT
content-type: text/html; charset=UTF-8
vary: Accept-Encoding
x-litespeed-tag: a6c_HTTP.200
link: <https://destinationksa.com/wp-json/>; rel="https://api.w.org/", <https://desti
server-timing: wp-before-template;dur=362.77
vary: Accept-Encoding
```

Recommendations

1. **Set dates in header:**
   - **For sections/categories, the period is no more than 2 weeks before the current date**
   - **For articles, the period is no more than 30 days before the current date**

Why is it important

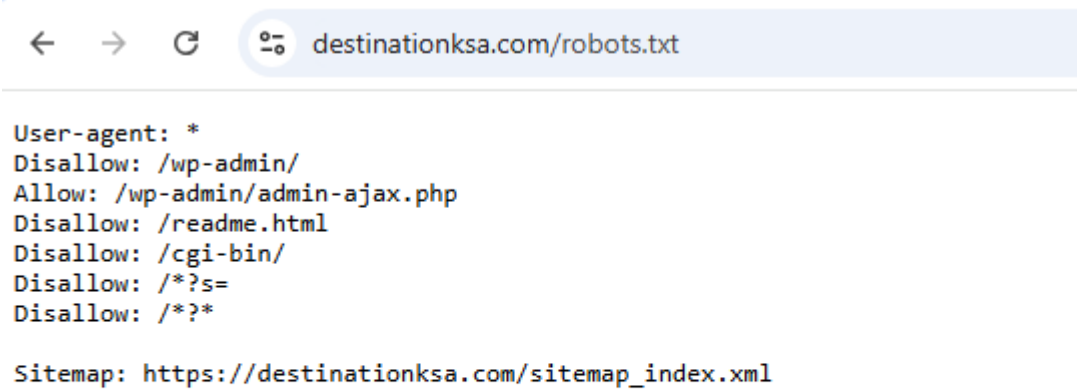
Last-Modified data indicates the date when the content of the web page was last modified.

There are various programs and scripts that allow you to change this information automatically. The correct Last-Modified header content will help search engine crawlers select important pages to index

The Robots.txt file

Internal optimization (on-page) analysis

The robots.txt file is incorrect



Correct content of robots.txt file (Added User-agent for Google, added and corrected some directories):

User-agent: *
Disallow: /wp-admin/
Disallow: /wp-login.php
Disallow: */wp-login.php
Disallow: /readme.html
Disallow: /cgi-bin/
Disallow: /author/
Disallow: /?s=
Disallow: */?s=
Disallow: *&action=
Allow: /wp-admin/admin-ajax.php

User-agent: Googlebot
Disallow: /wp-admin/
Disallow: /wp-login.php
Disallow: */wp-login.php
Disallow: /readme.html
Disallow: /cgi-bin/

Disallow: /author/

Disallow: /?s=

Disallow: */?s=

Disallow: *&action=

Allow: /wp-admin/admin-ajax.php

Sitemap: https://destinationksa.com/sitemap_index.xml



Recommendations

1. **Fill the file with the contents specified above**



Why is it important

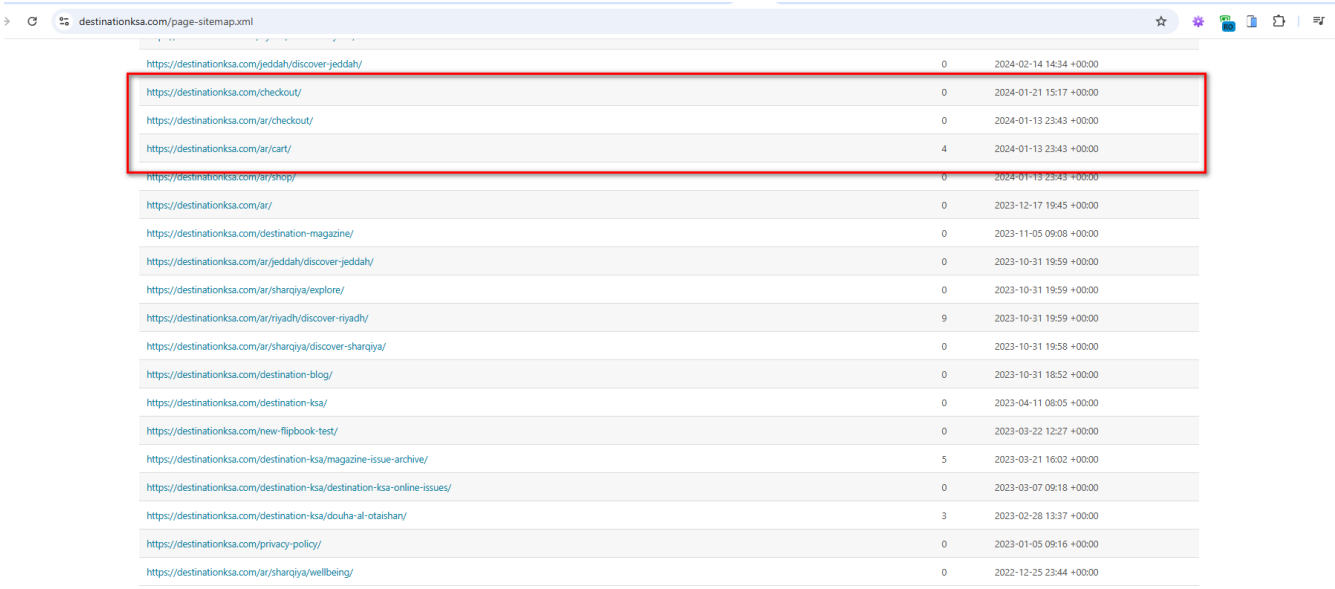
The robots exclusion standard, also known as the robots exclusion protocol or simply robots.txt, is a standard used by websites to communicate with web crawlers and other web robots. The standard specifies how to inform the web robot about which areas of the website should not be processed or scanned

The sitemap.xml file

Internal optimization (on-page) analysis

The sitemap.xml file has links to technical pages

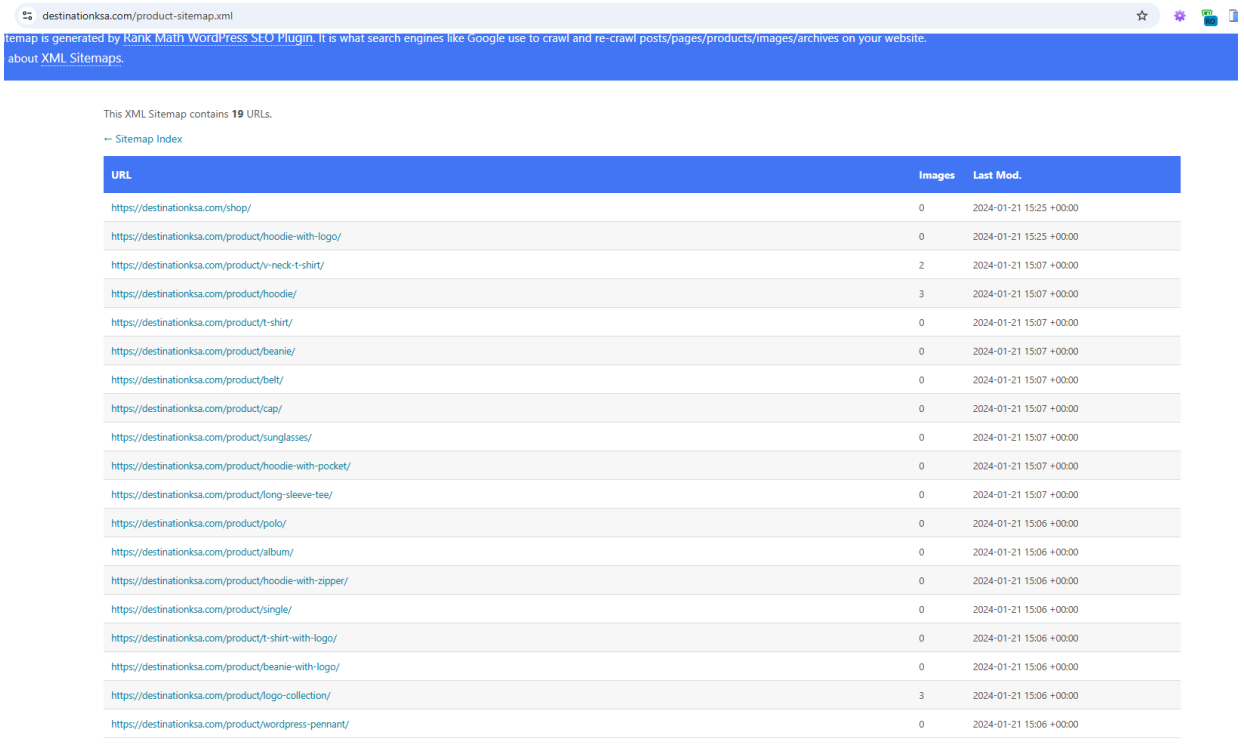
https://destinationksa.com/page-sitemap.xml



https://destinationksa.com/jeddah/discover-jeddah/	0	2024-02-14 14:34 +00:00
https://destinationksa.com/checkout/	0	2024-01-21 15:17 +00:00
https://destinationksa.com/ar/checkout/	0	2024-01-13 23:43 +00:00
https://destinationksa.com/ar/cart/	4	2024-01-13 23:43 +00:00
https://destinationksa.com/ar/shop/	0	2024-01-13 23:43 +00:00
https://destinationksa.com/ar/	0	2023-12-17 19:45 +00:00
https://destinationksa.com/destination-magazine/	0	2023-11-05 09:08 +00:00
https://destinationksa.com/ar/jeddah/discover-jeddah/	0	2023-10-31 19:59 +00:00
https://destinationksa.com/ar/sharqiya/explore/	0	2023-10-31 19:59 +00:00
https://destinationksa.com/ar/riyadh/discover-riyadh/	9	2023-10-31 19:59 +00:00
https://destinationksa.com/ar/sharqiya/discover-sharqiya/	0	2023-10-31 19:58 +00:00
https://destinationksa.com/destination-blog/	0	2023-10-31 18:52 +00:00
https://destinationksa.com/destination-ksa/	0	2023-04-11 08:05 +00:00
https://destinationksa.com/new-flipbook-test/	0	2023-03-22 12:27 +00:00
https://destinationksa.com/destination-ksa/magazine-issue-archive/	5	2023-03-21 16:02 +00:00
https://destinationksa.com/destination-ksa/destination-ksa-online-issues/	0	2023-03-07 09:18 +00:00
https://destinationksa.com/destination-ksa/douha-al-otaishan/	3	2023-02-28 13:37 +00:00
https://destinationksa.com/privacy-policy/	0	2023-01-05 09:16 +00:00
https://destinationksa.com/ar/sharqiya/wellbeing/	0	2022-12-25 23:44 +00:00

The sitemap contains product pages, but most of them have neither descriptions nor order elements. Apparently, these are pages that were simply forgotten to be removed

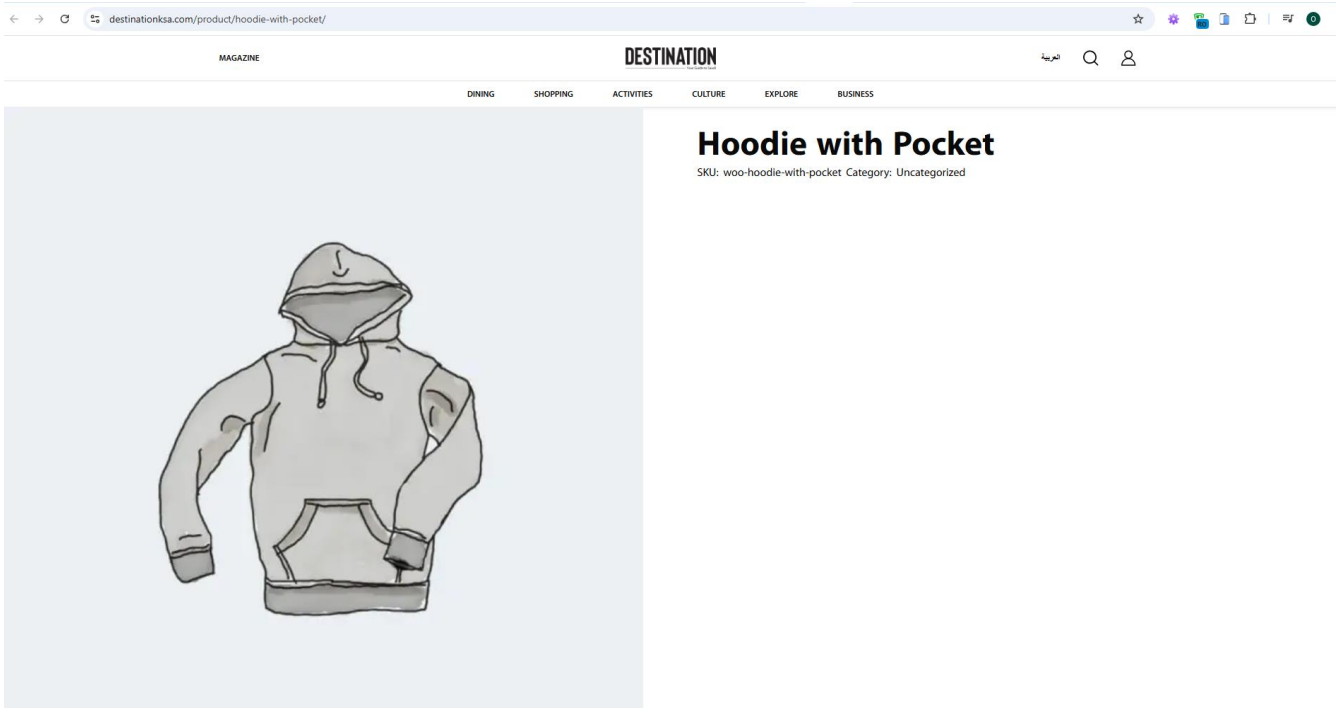
https://destinationksa.com/product-sitemap.xml



This XML Sitemap contains **19** URLs.

← Sitemap Index

URL	Images	Last Mod.
https://destinationksa.com/shop/	0	2024-01-21 15:25 +00:00
https://destinationksa.com/product/hoodie-with-logo/	0	2024-01-21 15:25 +00:00
https://destinationksa.com/product/v-neck-t-shirt/	2	2024-01-21 15:07 +00:00
https://destinationksa.com/product/hoodie/	3	2024-01-21 15:07 +00:00
https://destinationksa.com/product/t-shirt/	0	2024-01-21 15:07 +00:00
https://destinationksa.com/product/beanie/	0	2024-01-21 15:07 +00:00
https://destinationksa.com/product/belt/	0	2024-01-21 15:07 +00:00
https://destinationksa.com/product/cap/	0	2024-01-21 15:07 +00:00
https://destinationksa.com/product/sunglasses/	0	2024-01-21 15:07 +00:00
https://destinationksa.com/product/hoodie-with-pocket/	0	2024-01-21 15:07 +00:00
https://destinationksa.com/product/long-sleeve-tee/	0	2024-01-21 15:07 +00:00
https://destinationksa.com/product/polo/	0	2024-01-21 15:06 +00:00
https://destinationksa.com/product/album/	0	2024-01-21 15:06 +00:00
https://destinationksa.com/product/hoodie-with-zipper/	0	2024-01-21 15:06 +00:00
https://destinationksa.com/product/single/	0	2024-01-21 15:06 +00:00
https://destinationksa.com/product/t-shirt-with-logo/	0	2024-01-21 15:06 +00:00
https://destinationksa.com/product/beanie-with-logo/	0	2024-01-21 15:06 +00:00
https://destinationksa.com/product/logo-collection/	3	2024-01-21 15:06 +00:00
https://destinationksa.com/product/wordpress-pennant/	0	2024-01-21 15:06 +00:00



Recommendations

1. **Remove technical pages from the sitemap.xml file**

Why is it important

Search robots go from page to page using hyperlinks to index all pages of the site. To make indexing easier for robots, a sitemap is created. Search robots see the list of pages and quickly index all missing pages. The leading search engines now use a specific sitemap standard. This standard is described on this page: https://www.sitemaps.org/en/protocol.html

Broken links

Internal optimization (on-page) analysis

The site has links that point to non-existent or deleted pages

For example:

https://destinationksa.com/wp-content/uploads/2022/10/12_SPECTRE-UNVEILED-–-THE-FIRST-FULLY-ELECTRIC-ROLLS-ROYCE_BESPOKE-AUDIO.jpg

https://destinationksa.com/wp-content/uploads/2022/10/15_SPECTRE-UNVEILED-–-THE-FIRST-FULLY-ELECTRIC-ROLLS-ROYCE_COACH-DOOR-OPEN.jpg

https://destinationksa.com/wp-content/uploads/2022/10/6_SPECTRE-UNVEILED-–-THE-FIRST-FULLY-ELECTRIC-ROLLS-ROYCE_REAR-3_4-B.jpg

https://destinationksa.com/wp-content/uploads/2022/10/2_SPECTRE-UNVEILED-–-THE-FIRST-FULLY-ELECTRIC-ROLLS-ROYCE_FRONT-3_4.jpg

https://destinationksa.com/wp-content/uploads/2022/10/5_SPECTRE-UNVEILED-–-THE-FIRST-FULLY-ELECTRIC-ROLLS-ROYCE_REAR-1.jpg

http://static.panoramio.com/photos/large/18175914.jpg

https://destinationksa.com/wp-content/uploads/2022/10/MDLBEAST'S-FIRSTDROP-OF-STELLAR-LINE-UP-FOR-SOUNDSTORM-2022-.jpg

https://www.paws.org/kids/parents-and-teachers/supplies-drive/

https://destinationksa.com/wp-content/uploads/2022/10/6_SPECTRE-UNVEILED-–-THE-FIRST-FULLY-ELECTRIC-ROLLS-ROYCE_AERIAL.jpg

https://destinationksa.com/wp-content/uploads/2022/10/6_SPECTRE-UNVEILED-–-THE-FIRST-FULLY-ELECTRIC-ROLLS-ROYCE_INSTRUMENT-DIALS.jpg

https://destinationksa.com/wp-content/uploads/2022/10/11_SPECTRE-UNVEILED-–-THE-FIRST-FULLY-ELECTRIC-ROLLS-ROYCE_FRONT-PROFILE-DARK.jpg

The complete list with the location of broken links is in the additional file "Broken links"

Recommendations

1. **Remove or edit broken links**

Why is it important

Broken links - links that lead to non-existent or deleted pages. Broken links impair navigation and make it difficult for search engine robots to index your site. It is recommended to timely remove or edit any broken links

Meta-tag "TITLE"

Internal optimization (on-page) analysis



Some meta tags title on your site are too long

For example:

https://destinationksa.com/ar/الم صنفة-كو-لـ يدر ا-الـ نـ يوزر لـ ندر ة-الـ نحمة/

https://destinationksa.com/the-first-edition-of-the-billboard-arabia-music-awards-will-present-more-than-40-prestigious-awards-based-on-listenership-data-and-will-be-attended-by-renowned-and-rising-stars/

https://destinationksa.com/ar/مذكرة-تـ وقـ ع-misa-الـ سعودي ة-الا سـ تـ ثمار-وزارة/

https://destinationksa.com/ar/ا- سكان-رغـ بة-عن-ر كشف-فـ ورد-من-حدر ث-ا سـ تطلاع/

https://destinationksa.com/ar/عال-مـ نـ صة-لإط لاق-ر سـ تعد-ر يست-ر لد-مهرجان/

https://destinationksa.com/ar/الـ ف-جـ يل-عـ ند-مم يز-عرض-إقـ امة-عن-تـ عـ لن-osn- شـ بكة/

https://destinationksa.com/ar/م-الأم د-طو لة- شراكـ تها-نـ طاق-تـ و سـ يع-تـ عـ لن-osn/

https://destinationksa.com/neutrogena-exclusively-launches-bright-boost-collection-across-the-gcc-the-newest-most-advanced-solution-for-dull-and-uneven-skin/

https://destinationksa.com/ar/مسار ق-في-الـ نهائ ية-تـ ل لـ تـ صـ فـ يا-الـ مـ تأهلون/

https://destinationksa.com/ar/ سـ يت-فـ سـ تـ يـ فال-در ي-از تركوز تـ يـ نـ نـ تال-فـ نادق/

https://destinationksa.com/the-biggest-reveals-about-saudi-arabias-lost-kingdom-in-national-geographics-lost-treasures-of-arabia-the-ancient-city-of-dadan/

The complete list is in the additional file "Long title"

The site has too short meta tags title

For example:

https://destinationksa.com/fakieh-aquarium/

https://destinationksa.com/ar/66684/

https://destinationksa.com/ar/الأحـ ساء-فـ نادق-أ شهر/

https://destinationksa.com/al-faisaliah-tower/

https://destinationksa.com/al-rashid-mall-abha/

https://destinationksa.com/ar/الـ-من-تـ نسى- لا-لـ لحظات-الـ ر ياض-في-مـ نـ تجع-أ شهر/

https://destinationksa.com/ar/جدة- شاطئ-لأ شهر-دل يـ لك/

https://destinationksa.com/category/arts-music/art/

https://destinationksa.com/best-hotels-in-jeddah/

https://destinationksa.com/category/activities/eid/

https://destinationksa.com/mall-of-arabia-jeddah/

The complete list is in the additional file "Short titles"

Meta-tags Title on your site are duplicated

https://destinationksa.com/jeddah/business/
https://destinationksa.com/category/business/

https://destinationksa.com/ar/category/business/business-talks/
https://destinationksa.com/category/business/business-talks/

https://destinationksa.com/ar/category/explore-ksa/explore-your-city/
https://destinationksa.com/category/explore-ksa/explore-your-city/

https://destinationksa.com/category/food/food-news/
https://destinationksa.com/ar/category/food-news/

https://destinationksa.com/ar/category/explore-ksa/historic-saudi/
https://destinationksa.com/category/explore-ksa/historic-saudi/

https://destinationksa.com/category/movies/
https://destinationksa.com/category/arts-music/movies-arts-music/

https://destinationksa.com/category/events-happenings/riyadh-season/
https://destinationksa.com/ar/category/riyadh-season/

https://destinationksa.com/category/uncategorized-en/
https://destinationksa.com/category/uncategorized/

https://destinationksa.com/valentin-yudashkin-launches-its-haute-couture-25-collection-at-see-institute-in-dubai/
https://destinationksa.com/valentin-yudashkin-launches-its-haute-couture-25-collection-at-see-institute-in-dubai-2/



Recommendations

1. **Collect the semantic core (list of search queries)**
2. **Make the length of the meta-tag title within 50-85 characters (if possible)**
3. **Meta-tags title should not be duplicated on site pages**
4. **Create meta-tags title based on the semantic core and the keyword on the page**
5. **The search query or search phrase must be in the first place**
6. **Use additional keywords in title meta tags**

Why is it important

The meta tag Title is one of the main elements of internal optimization, it displays the main title of the page (page title) and is an important factor in the ranking of a site by search engines.

The meta tag Title should display the main content of the page. It is recommended that you use a unique <title> for each page on your site.

Use informative and engaging Titles to boost your CTR

Meta-tag «DESCRIPTION»

Internal optimization (on-page) analysis



The site has too long meta tags Description

For example:

https://destinationksa.com/ar/الع لا-ر محافظة-الق در مة-الم مال ك-مهرجان/

https://destinationksa.com/alulas-ancient-kingdoms-festival-a-journey-through-time/

https://destinationksa.com/giordano-saudi-arabia-launches-giordano-x-kung-fu-panda-collaboration-to-celebrate-the-new-year/

https://destinationksa.com/ar/السعودي ة-ل بطول ة-t4-ف ئة-و ص ي فة-عمار-أرجوان/

https://destinationksa.com/discover-ameenahs-timeless-oud-classic-collection-from-house-of-oud/

https://destinationksa.com/the-jeddah-historic-district-program-participates-as-a-gold-sponsor-in-the-second-saudi-tourism-forum/

https://destinationksa.com/bupa-arabia-announces-the-launch-of-its-2nd-padel-tournament-season-a-celebration-of-sport-and-community/

https://destinationksa.com/ar/جدة-ف ي-ي تألق-ال لا ي نازي-ق هر-مطعم/

https://destinationksa.com/netflix-releases-ras-b-ras-saudi-arabias-hilarious-live-action-comedy/

https://destinationksa.com/riyadhs-top-5-board-game-cafes/

https://destinationksa.com/ar/غداً-ت نط لق-ط نطورة-شد تاء-مهرجان-ف عال يات/

The complete list is in the additional file "Long Descriptions"

The site has too short meta tags Description

For example:

https://destinationksa.com/riyadh-season-2024-a-guide-to-a-memorable-experience/

https://destinationksa.com/creative-workshops-in-jeddah/

https://destinationksa.com/ar/الج دي د-الم مر ع-ا سد تاد-ت صم يم-إع لان/

https://destinationksa.com/ar/وال-الم محلات-أف ضل-ع لى-ت عرف-جدة-الب دو-سوق/

https://destinationksa.com/mdlbeast-studios-host-the-kingdoms-first-songwriting-camp-for-hip-hop-and-indie-pop-artists/

https://destinationksa.com/design-for-new-murabba-stadium-unveiled/

https://destinationksa.com/riyadh/discover-riyadh/

https://destinationksa.com/aroya-cruises/

https://destinationksa.com/hilal-youth-club/

https://destinationksa.com/ar/جد-ف ي-ال سي احية-الأم اكن-وأف ضل-ال ص يف-ف صل/

https://destinationksa.com/indoor-summer-activities-for-kids-in-jeddah/

The complete list is in the additional file “Short Descriptions”

The site has duplicate meta tags Description

For example:

https://destinationksa.com/canvas-of-compassion-an-evening-of-art-and-philanthropy/

https://destinationksa.com/canvas-of-compassion-with-an-evening-of-art-and-philanthropy/

https://destinationksa.com/ar/موسم-الفعاليات-زائر-مليون-5-شهر-من-أقل-في/

https://destinationksa.com/riyadh-season-events-attract-more-than-5m-visitors-in-less-than-a-month/

https://destinationksa.com/ar/اليوم-العالمي-للمياه-اعتني-حملة-تطلق-accionа/

https://destinationksa.com/accionas-water-care-campaign-on-world-water-day-2024/

https://destinationksa.com/ar/akasa-air-توسع-نطاق-وجودها-في-المملكة-العربية/

https://destinationksa.com/akasa-air-begins-operations-from-riyadh-strengthening-saudi-presence/

https://destinationksa.com/ar/الدار-شركة-تقدم-استراتيجية-مفصّلة-للتصميم-والاستدامة-لملعب-أرامكو-الجديد-في-الخبر/

https://destinationksa.com/dar-delivers-detailed-design-and-sustainability-strategy-for-new-aramco-stadium-in-al-khobar/

The complete list is in the additional file "Duplicate Description"

The site has no meta tags Description

For example:

https://destinationksa.com/category/events-happenings/

https://destinationksa.com/category/activities/

https://destinationksa.com/category/destination-recommends/

https://destinationksa.com/advertise/

https://destinationksa.com/destination-magazine/dksa_-nov-dec_2024-jdh/

https://destinationksa.com/category/style-shopping/

https://destinationksa.com/category/top-stories/

https://destinationksa.com/category/things-to-do/

https://destinationksa.com/jeddah/business/

https://destinationksa.com/category/explore-ksa/

https://destinationksa.com/contact-us/

The complete list is in the additional file "Missing Descriptions"

On the site, the Meta Description tags are adequate, but they can be increased to create a more attractive snippet

For example:

https://destinationksa.com/ar/الفعاليات-أرز-على-تعرف-وعلى-القان-الظهر-جديلي/

https://destinationksa.com/ar/معلومات-عن-مدينة-الرياض-كل-ما-تود-معرفته/
https://destinationksa.com/game-jeddah-arcades-games-town/
https://destinationksa.com/ar/أجمل-الأماكن-السعودية-في-البر-للحياة/
https://destinationksa.com/ar/أماكن-سياحية-عطلة-الأماكن-المملكة-من-تجعلك-تزورها/
https://destinationksa.com/saudi-arabias-oldest-cities-that-are-still-inhabited/
https://destinationksa.com/ar/القائمة-الكاملة-لمطاعم-وكافيهات-الرياض/
https://destinationksa.com/ar/أقدم-وأعرق-أحياء-جولة-في-المدينة-القديمة-سوق/
https://destinationksa.com/six-ways-to-increase-your-rizq/
https://destinationksa.com/the-strangest-things-happened-across-saudi-this-weekend/
https://destinationksa.com/work-with-us/

The complete list is in the additional file "Meta tags Descriptions that can be increased"

In the meta tags in the AR version, the pages use descriptions in English

For example:

https://destinationksa.com/ar/أفضل-فعاليات-زائر-ملايين-5-شهر-من-أقل-في/
https://destinationksa.com/ar/acciona-تطلق-حملة-تنافسية-لمياه-الشرب-في-اليوم-العالمي/
https://destinationksa.com/ar/akasa-air-توسع-نطاق-وجودها-في-المملكة-العربية/
https://destinationksa.com/ar/شركة-الدار-القديمة-تراثية-بمجموعة-مفضّلة-للتجارب/
https://destinationksa.com/ar/عزة-فهمي-تحتفل-بافتتاح-أول-معرض-شخصي-في/
https://destinationksa.com/ar/مهرجان-البلد-يستضيف-سباقات-للأطفال-في-منصة/
https://destinationksa.com/ar/تعاون-بين-الجمعية-القنصلية-السعودية-في/
https://destinationksa.com/ar/أرامكو-تستضيف-رعاة-تعلن-calo-تطبيق/
https://destinationksa.com/ar/sun-siyam-olhuveli-تحتفل-بالعام-الهجري-في-المالديف/
https://destinationksa.com/ar/احتفل-في-اليوم-الوطني-السعودي-مع-عطلة/
https://destinationksa.com/ar/في-حديقة-طعام-تناول-تجربة-وفريدة-كيمونا/
https://destinationksa.com/ar/مذهلة-تجارب-الغوص-تعد-للحظات/

The complete list is in the additional file "Meta tags Descriptions AR version with English text"

Recommendations

1. **The length of the description meta tag should be from 150 to 200 characters, including spaces**
2. **The description meta tag must be unique for each page**
3. **Remove code fragments from Description meta tags**
4. **Use the language of the appropriate version of the site in descriptions**



Why is it important

The Meta Description tag is designed to display a short description of the page content. Search engines use it as a description of page content in search results. The content of the Description meta tag does not affect the ranking of the page, but properly composed, this tag can increase the number of clicks on the link from the search results.

H-1 headers

Internal optimization (on-page) analysis



On the pages there are several elements in the tag h1

For example:

https://destinationksa.com/ladurees-iconic-french-pastries-come-to-jeddah/

https://destinationksa.com/neom-beach-soccer-cup-unites-teams-and-inspires-young-talent/

https://destinationksa.com/arabian-warrior-riyadh-2025/

https://destinationksa.com/shetana-diriyah/

https://destinationksa.com/top-5-must-visit-bakeries-in-al-khobar/

https://destinationksa.com/advertise/

https://destinationksa.com/destination-magazine/dksa_-nov-dec_2024-jdh/

https://destinationksa.com/sls-red-sea-resort/

https://destinationksa.com/berenjak-pop-up-riyadh/

https://destinationksa.com/middle-east-fashion-week-2024-unveils-lamborghini-abu-dhabi-and-dubai-as-the-official-automotive-partner/

https://destinationksa.com/misk-art-institute-launches-8th-edition-of-misk-art-week/

The complete list is in the additional file "Several h-1 on page"

On site pages, the h-1 header is the same across multiple pages

For example:

https://destinationksa.com/

https://destinationksa.com/ladurees-iconic-french-pastries-come-to-jeddah/

https://destinationksa.com/category/events-happenings/

https://destinationksa.com/category/activities/

https://destinationksa.com/category/destination-recommends/

https://destinationksa.com/neom-beach-soccer-cup-unites-teams-and-inspires-young-talent/

https://destinationksa.com/destination-magazine/

https://destinationksa.com/arabian-warrior-riyadh-2025/

https://destinationksa.com/shetana-diriyah/

https://destinationksa.com/top-5-must-visit-bakeries-in-al-khobar/

https://destinationksa.com/advertise/

The complete list is in the additional file "h-1 duplicate"



Recommendations

1. **Heading h-1 should be one on the page**
2. **The length of the h-1 header must not exceed 70 characters, including spaces**

3. **The h-1 header must be unique for each page**
4. **The h-1 header should not duplicate the Meta title tag.**



Why is it important

Headings carry more weight to search engines than all other text on the page. Particular attention should be paid to the header h-1. This heading should be on every page and only one. Headings must be unique for each page. Avoid duplication of headers on multiple pages and don't place them in the page template

Duplicate h-1 in title tag

Internal optimization (on-page) analysis

Meta title tags duplicate h-1 headings

For example:

https://destinationksa.com/al-masmak-palace-museum/

https://destinationksa.com/fakieh-aquarium/

https://destinationksa.com/best-hotels-in-jeddah/

https://destinationksa.com/ar/الرياض-مجمعات-أشهر/

https://destinationksa.com/construction-beginning-on-the-new-mukaab/

https://destinationksa.com/bookstores-in-riyadh/

https://destinationksa.com/the-10-best-salads-in-jeddah/

https://destinationksa.com/9-saudi-arabian-animals-that-are-on-the-verge-of-extinction/

https://destinationksa.com/ar/جدة-رياضة-جزيرة-عن-معرفته-تريد-ما-كل/

https://destinationksa.com/ar/الشرقية-المنطقة-مخارز-أفضل/

https://destinationksa.com/ar/لاقتنا-الرياض-في-البطحاء-سوق-وسط-تحوّل/

The complete list is in the additional file "Title duplicates h-1"

Recommendations

1. **Make h-1 headings distinct from meta title tags on pages**

Why is it important

The title tag describes the content of the entire page, and the h1 tag only describes the title of the text. In addition, the title tag has a limited number of characters, so it must be short and contain the keywords that the page is being promoted by.

Alt attribute for images

Internal optimization (on-page) analysis

The site does not have an Alt attribute with search queries for images

For example:

```
<a href="https://destinationksa.com/flormar-introduces-longer-than-ever-mascara-for-long-lashes/">…</a
<a href="https://destinationksa.com/kosas-launches-in-the-middle-east/">
  <figure class="flex flex-col">  flex
    <img loading="lazy" src="https://destinationksa.com/wp-content/webp-express/webp-images/uploads/2024/
    11/682-x-5.-7.png.webp" class="mb-2 w-full max-w-full object-cover h-[247px]"> == $0
    <div>…</div>
  </figure>
```

<u>The complete list is in the additional file "Missing Alt attribute for images"</u>

The site does not have text with search queries in the Alt attribute of images

For example:

```
<div class="meta flex gap-4 align-center mx-auto mt-3 mb-4">  flex
  <span class="overflow-hidden w-[48px] h-[48px] rounded-full">
    <img alt src="https://secure.gravatar.com/avatar/d7ba0e3…?s=100&d=mm&r=g" srcset="https://secure.grav
    atar.com/avatar/d7ba0e3…?s=200&d=mm&r=g 2x" class="avatar avatar-100 photo" height="100" width="100"
    loading="lazy" decoding="async"> == $0
  </span>
  <p class="text-bold italic md:text-base text-normal flex items-center">…</p>  flex
```

<u>The complete list is in the additional file "Missing text in Alt attribute of images"</u>

The site does not use search queries in the text of the Alt attribute of images

For example:

```
9"></div>
<h4>7. Unaizah</h4>
<img loading="lazy" decoding="async" class="size-full wp-image-36386 aligncenter" src="https://destinatio
nksa.com/wp-content/webp-express/webp-images/uploads/2017/08/06-DR-AUGUST-2017-80-92-11.png.webp" alt="06
-dr-august-2017-80-92-11" width="710" height="434" title="Saudi Arabia's Oldest Cities that are Still Inh
abited 7" srcset="https://destinationksa.com/wp-content/webp-express/webp-images/uploads/2017/08/06-DR-AU
GUST-2017-80-92-11.png.webp 710w, https://destinationksa.com/wp-content/uploads/2017/08/06-DR-AUGUST-2017
-80-92-11-285x174.png 285w" sizes="auto, (max-width: 710px) 100vw, 710px">  container  == $0
<p>…</p>
```

Recommendations

1. **Add ALT attribute for images**
2. **Add text to ALT attribute for images**
3. **Use search queries in ALT attribute text**



Why is it important

The Alt attribute is used to describe images that are located on the site. Keywords must be specified in the Alt attribute. This helps the search engine to quickly and more accurately determine what is displayed on it. In addition, it will improve the position of the site in the search engine results.

Text on category pages

Internal optimization (on-page) analysis



Category pages do not have SEO optimized text; category pages can attract additional traffic for general search queries such as: culture in Saudi, Cultural events in Saudi, etc.

https://destinationksa.com/category/culture/
https://destinationksa.com/ar/category/activities/
https://destinationksa.com/ar/category/activities/
https://destinationksa.com/ar/category/arts-music/
https://destinationksa.com/ar/category/business/
https://destinationksa.com/ar/category/business/business-talks/
https://destinationksa.com/ar/category/culture/
https://destinationksa.com/ar/category/destination-recommends/
https://destinationksa.com/ar/category/events-happenings/ramadan/
https://destinationksa.com/ar/category/explore-ksa/
https://destinationksa.com/ar/category/explore-ksa/explore-your-city/
https://destinationksa.com/ar/category/explore-ksa/historic-saudi/
https://destinationksa.com/ar/category/featured-articles/
https://destinationksa.com/ar/category/food/
https://destinationksa.com/ar/category/food-news/
https://destinationksa.com/ar/category/healthy-living/
https://destinationksa.com/category/arts-music/
https://destinationksa.com/category/travel-tourism/
https://destinationksa.com/category/tech/

Etc.



Recommendations

1. **Collect a semantic core (list of search queries) for category/subcategory pages**
2. **Based on the semantic core, add optimized SEO text to all category/subcategory pages**
3. **Search query density:**
   In exact match one or two mentions per paragraph
   In diluted match one or two mentions per paragraph
4. **Text length 500-1000 characters**
5. **Uniqueness from 80%**

Why is it important

Texts that contain search queries on category pages have a good influence on the promotion of a category page or section by keywords. These should be texts describing the content of the category. They should not distract or disturb the user. The optimal text size is from 700 to 1000 characters

Google Search Console

Internal optimization (on-page) analysis



Recommendations

After making changes according to the audit recommendations of the "Internal optimization (on-page) analysis" section:

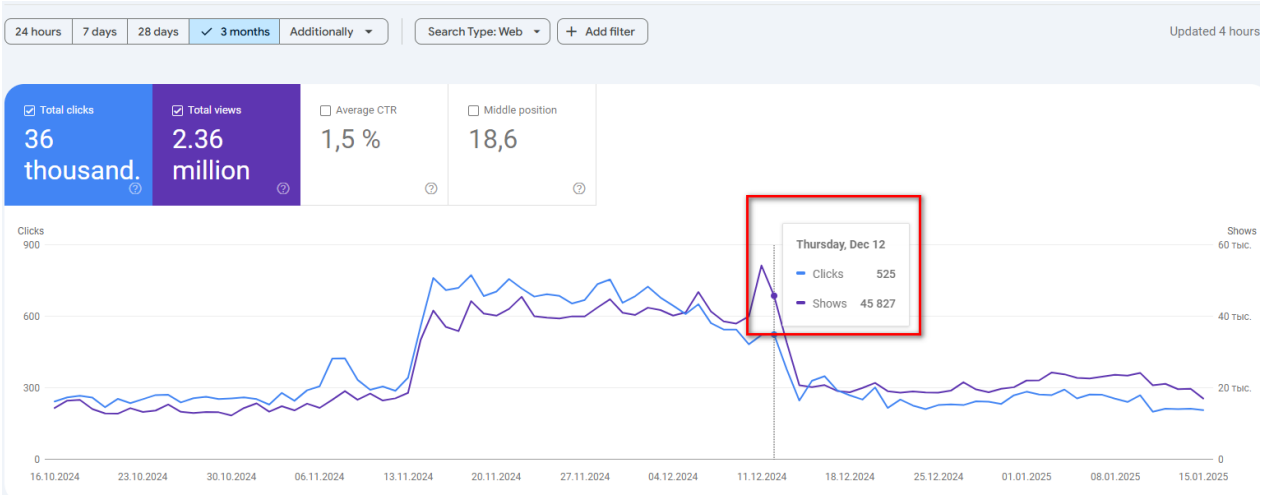
1. **Update (submit for re-crawl) sitemap.xml file**

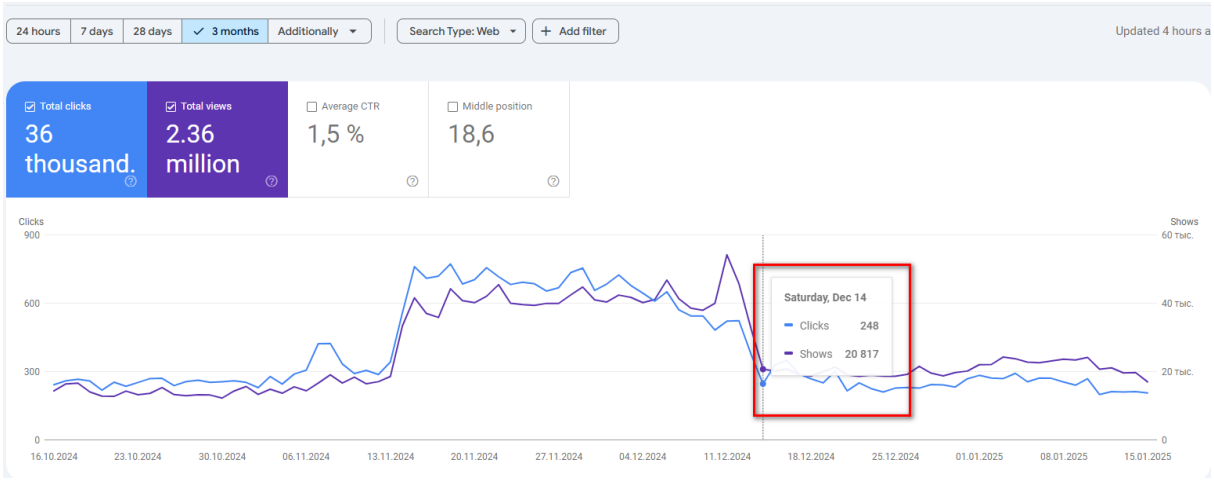
Google Core Update

Internal optimization (on-page) analysis

The site has optimization errors, the sharp drop in traffic can be explained by the latest update of the Google search engine core.

According to Google, the update began on December 12 and took 6 days; it was on these dates that the sharp decrease in traffic began. Typically, traffic is restored within 3-4 weeks





Recommendations

1. **Fix the current errors specified in the audit above**
2. **Regularly monitor the site's positions for search queries and traffic dynamics (even by days); if the site is not subject to sanctions as a result of the update, then the return to previous indicators should be during January <u>(but recently the increase in traffic took place only in one month)</u>**

Internal optimization

Internal optimization (on-page) analysis



In general, the site contains basic optimization errors; as a rule, the site is first optimized internally, and only then link promotion begins, since optimized pages are much easier to promote



Recommendations

1. **Correct all errors in the sections "Internal optimization (on-page) analysis" and "Semantic core (search query) analysis"**

External optimization (off-page) analysis

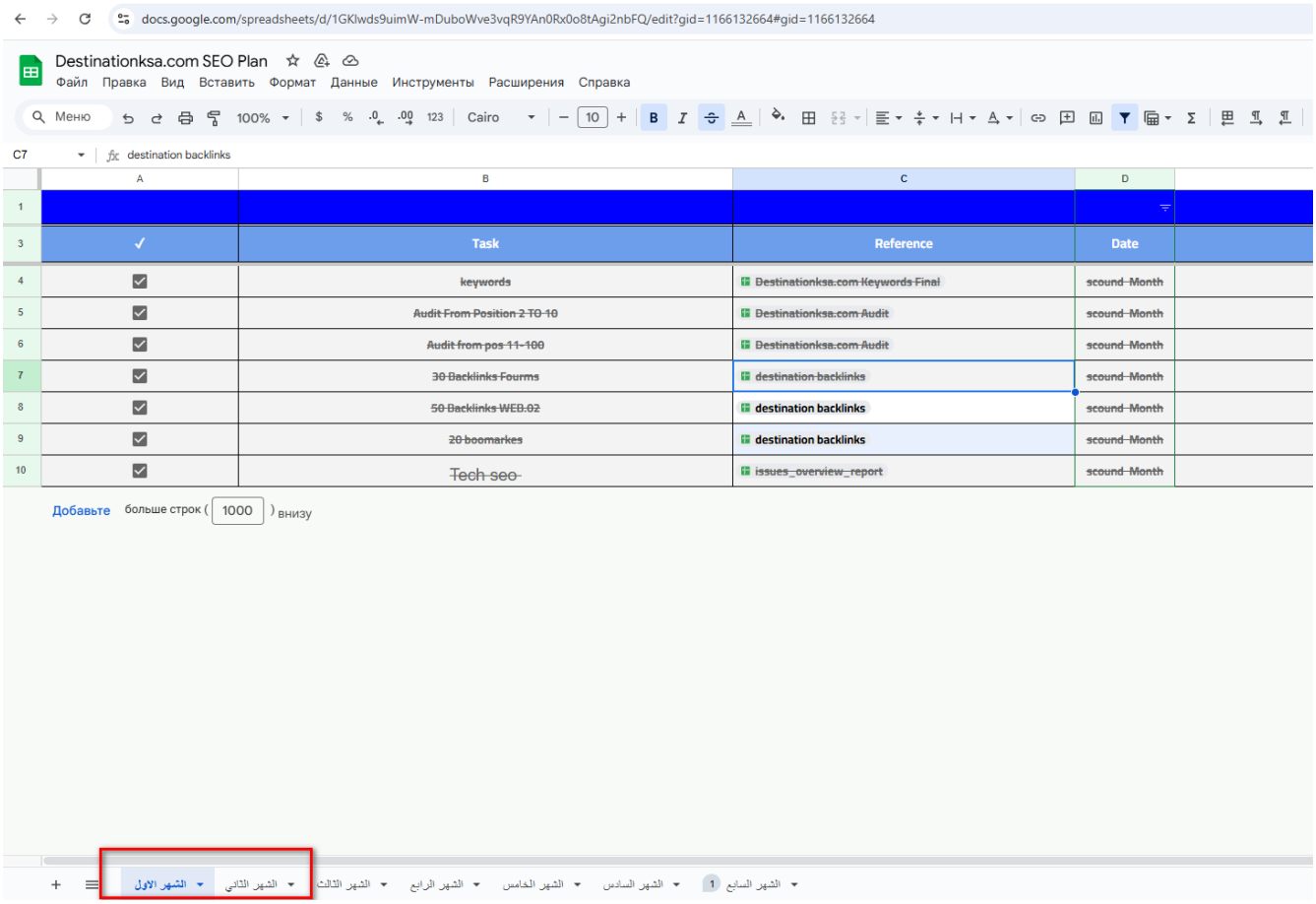


Quality of external links

External optimization (off-page) analysis

I don't have access to most of the documents; some of them are available

https://docs.google.com/spreadsheets/d/1AgJfS_GqAD28xpUsX4RKpHM2psAbU2cWAMg-2_Uptu8/edit?gid=1875079820#gid=1875079820



Donor sites:

Non-working:

For example:

https://www.q8yat.com/threads/%D9%85%D9%88%D8%A7%D9%82%D8%B9-%D8%AA%D8%B3%D9%88%D9%82-%D9%81%D9%8A-%D8%A7%D9%84%D8%B3%D8%B9%D9%88%D8%AF%D9%8A%D8%A9.2904623/

http://ww1.ecole-ar.com/

https://www.cofe-cup.net/vb/showthread.php?p=1004158#post1004158

https://forums.arabsbook.com/threads/254638/

There is no mention of the promoted site on the sites; there are mentions of the site:

https://saudiauto.com.sa/

For example:

http://www.aadd2.net/vb/showthread.php?p=1094133#post1094133

https://rtyp.forumarabia.com/t48249-topic#48429

https://www.kockplus.com/threads/%D9%85%D9%88%D8%A7%D9%82%D8%B9-%D8%AA%D8%B3%D9%88%D9%82-%D9%81%D9%8A-%D8%A7%D9%84%D8%B3%D8%B9%D9%88%D8%AF%D9%8A%D8%A9.93713/

https://rtyp.forumarabia.com/t48252-topic#48432

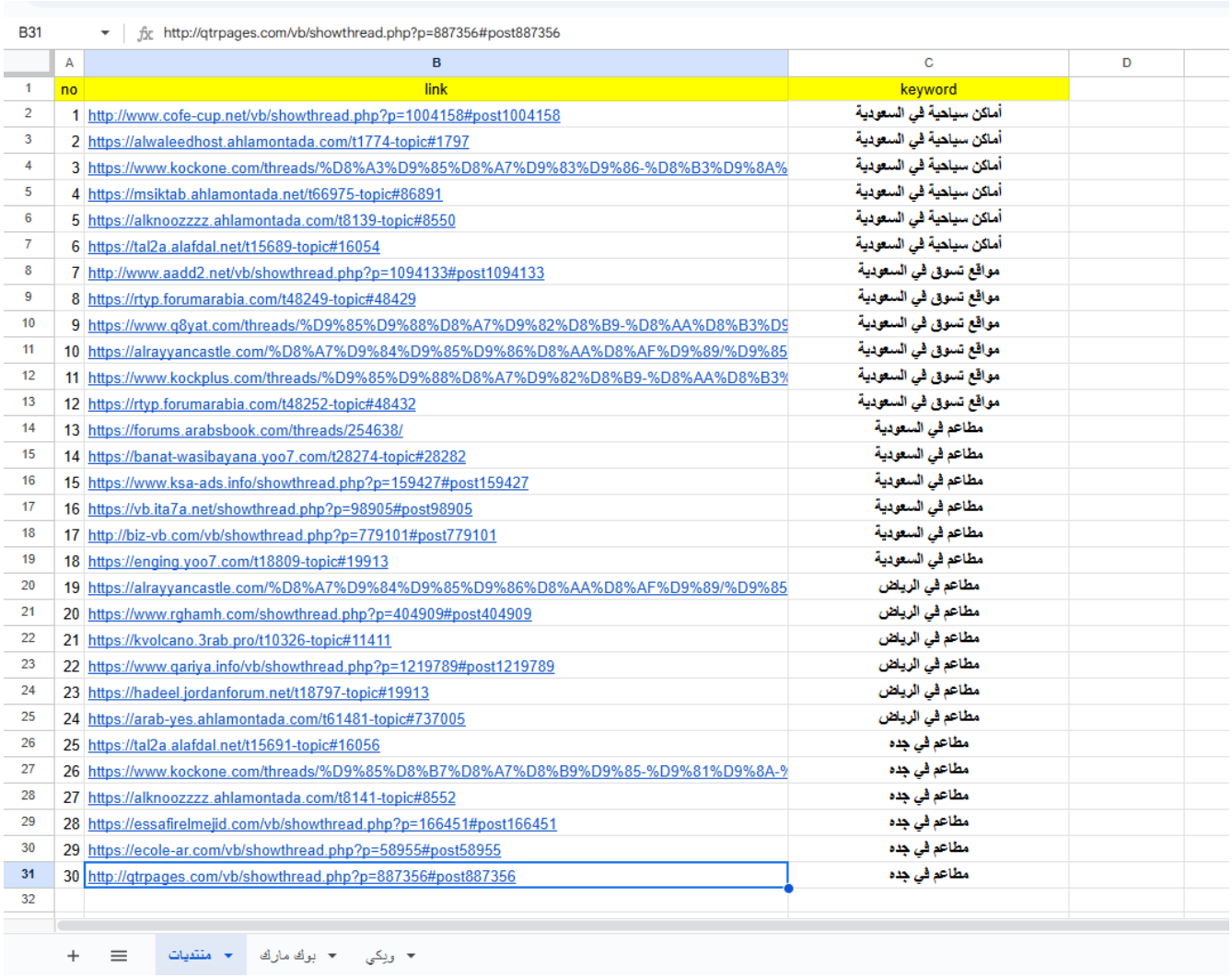
https://banat-wasibayana.yoo7.com/t28274-topic#28282

https://www.ksa-ads.info/showthread.php?p=159427#post159427

https://www.ksa-ads.info/showthread.php?p=159427#post159427

https://vb.ita7a.net/showthread.php?p=98905#post98905

Etc.



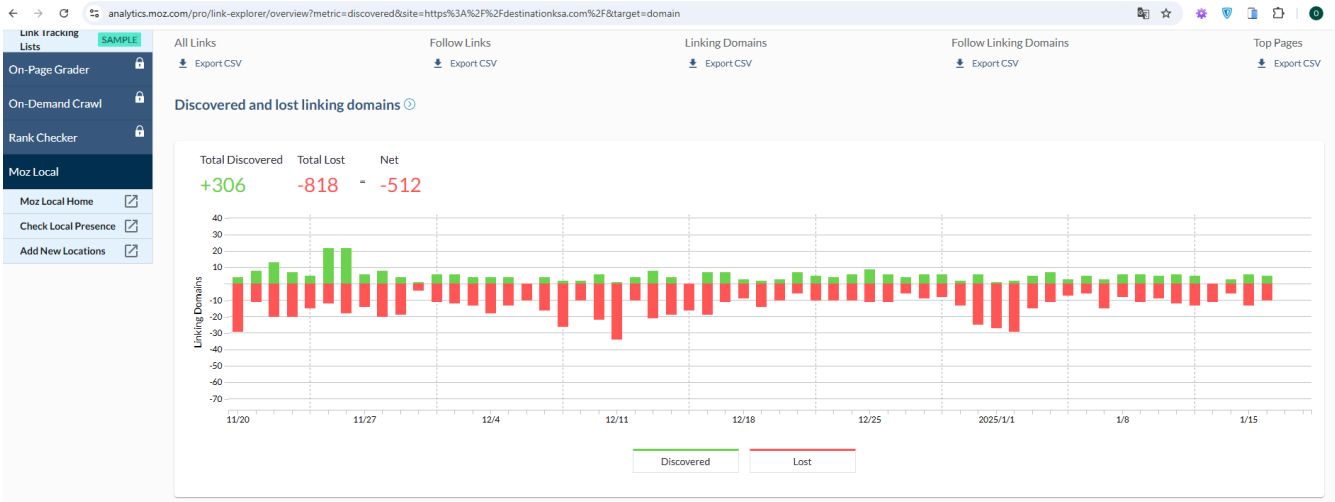
B31 | http://qtrpages.com/vb/showthread.php?p=887356#post887356

	A	B	C	D
1	no	link	keyword	
2	1	http://www.cofe-cup.net/vb/showthread.php?p=1004158#post1004158	أماكن سياحية في السعودية	
3	2	https://alwaleedhost.ahlamontada.com/t1774-topic#1797	أماكن سياحية في السعودية	
4	3	https://www.kockone.com/threads/%D8%A3%D9%85%D8%A7%D9%83%D9%86-%D8%B3%D9%8A%	أماكن سياحية في السعودية	
5	4	https://msiktab.ahlamontada.net/t66975-topic#86891	أماكن سياحية في السعودية	
6	5	https://alknoozzzz.ahlamontada.com/t8139-topic#8550	أماكن سياحية في السعودية	
7	6	https://tal2a.alafdal.net/t15689-topic#16054	أماكن سياحية في السعودية	
8	7	http://www.aadd2.net/vb/showthread.php?p=1094133#post1094133	مواقع تسوق في السعودية	
9	8	https://rtyp.forumarabia.com/t48249-topic#48429	مواقع تسوق في السعودية	
10	9	https://www.q8yat.com/threads/%D9%85%D9%88%D8%A7%D9%82%D8%B9-%D8%AA%D8%B3%D9	مواقع تسوق في السعودية	
11	10	https://alrayyancastle.com/%D8%A7%D9%84%D9%85%D9%86%D8%AA%D8%AF%D9%89/%D9%85	مواقع تسوق في السعودية	
12	11	https://www.kockplus.com/threads/%D9%85%D9%88%D8%A7%D9%82%D8%B9-%D8%AA%D8%B3%	مواقع تسوق في السعودية	
13	12	https://rtyp.forumarabia.com/t48252-topic#48432	مواقع تسوق في السعودية	
14	13	https://forums.arabsbook.com/threads/254638/	مطاعم في السعودية	
15	14	https://banat-wasibayana.yoo7.com/t28274-topic#28282	مطاعم في السعودية	
16	15	https://www.ksa-ads.info/showthread.php?p=159427#post159427	مطاعم في السعودية	
17	16	https://vb.ita7a.net/showthread.php?p=98905#post98905	مطاعم في السعودية	
18	17	http://biz-vb.com/vb/showthread.php?p=779101#post779101	مطاعم في السعودية	
19	18	https://enging.yoo7.com/t18809-topic#19913	مطاعم في السعودية	
20	19	https://alrayyancastle.com/%D8%A7%D9%84%D9%85%D9%86%D8%AA%D8%AF%D9%89/%D9%85	مطاعم في الرياض	
21	20	https://www.rghamh.com/showthread.php?p=404909#post404909	مطاعم في الرياض	
22	21	https://kvolcano.3rab.pro/t10326-topic#11411	مطاعم في الرياض	
23	22	https://www.qariya.info/vb/showthread.php?p=1219789#post1219789	مطاعم في الرياض	
24	23	https://hadeel.jordanforum.net/t18797-topic#19913	مطاعم في الرياض	
25	24	https://arab-yes.ahlamontada.com/t61481-topic#737005	مطاعم في الرياض	
26	25	https://tal2a.alafdal.net/t15691-topic#16056	مطاعم في جدة	
27	26	https://www.kockone.com/threads/%D9%85%D8%B7%D8%A7%D8%B9%D9%85-%D9%81%D9%8A-%	مطاعم في جدة	
28	27	https://alknoozzzz.ahlamontada.com/t8141-topic#8552	مطاعم في جدة	
29	28	https://essafirelmejid.com/vb/showthread.php?p=166451#post166451	مطاعم في جدة	
30	29	https://ecole-ar.com/vb/showthread.php?p=58955#post58955	مطاعم في جدة	
31	30	http://qtrpages.com/vb/showthread.php?p=887356#post887356	مطاعم في جدة	
32				

منتديات | بوك مارك | ويكي

According to the table, these are some of the first links to the site added by the contractor; there is no way to control the correctness of the donor's work, but such a strategy gives a short-term result

According to the service, https://analytics.moz.com/ . Over the last two months, the dynamics of growth of external links have been negative (it is difficult to verify the accuracy of this information, since there is no access to the tools of the company that deals with external links)



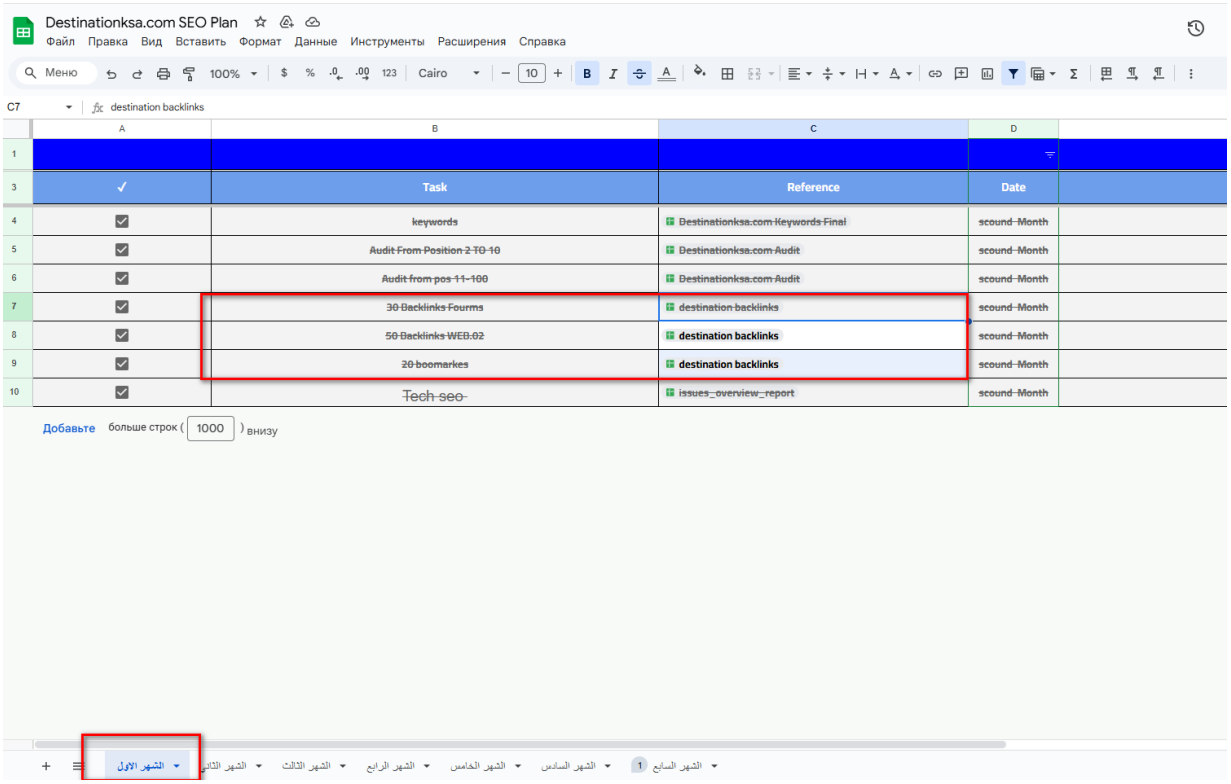
Recommendations

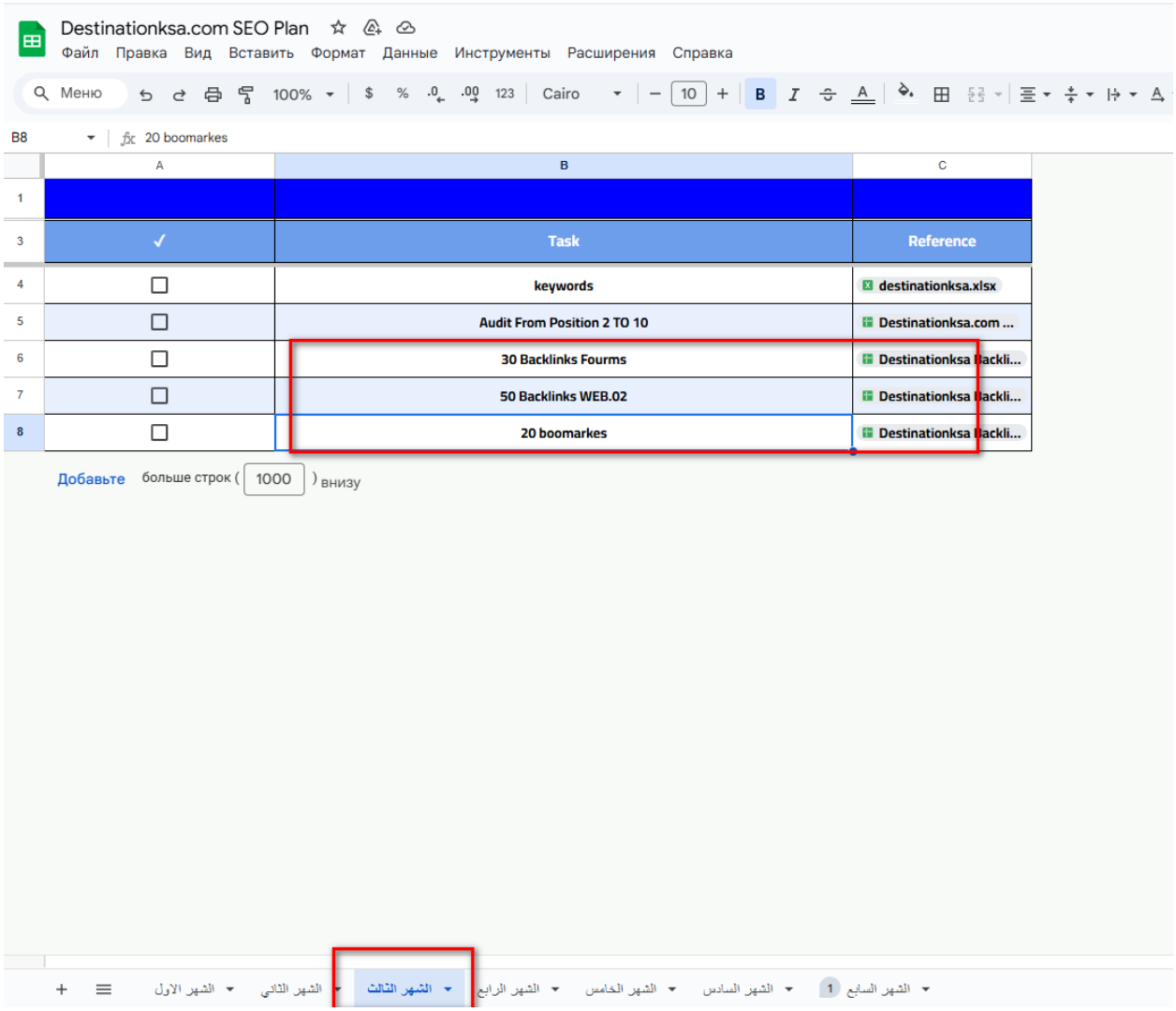
1. **Together with postings in blogs and forums, use “eternal” links; it is more expensive, but the result is better**

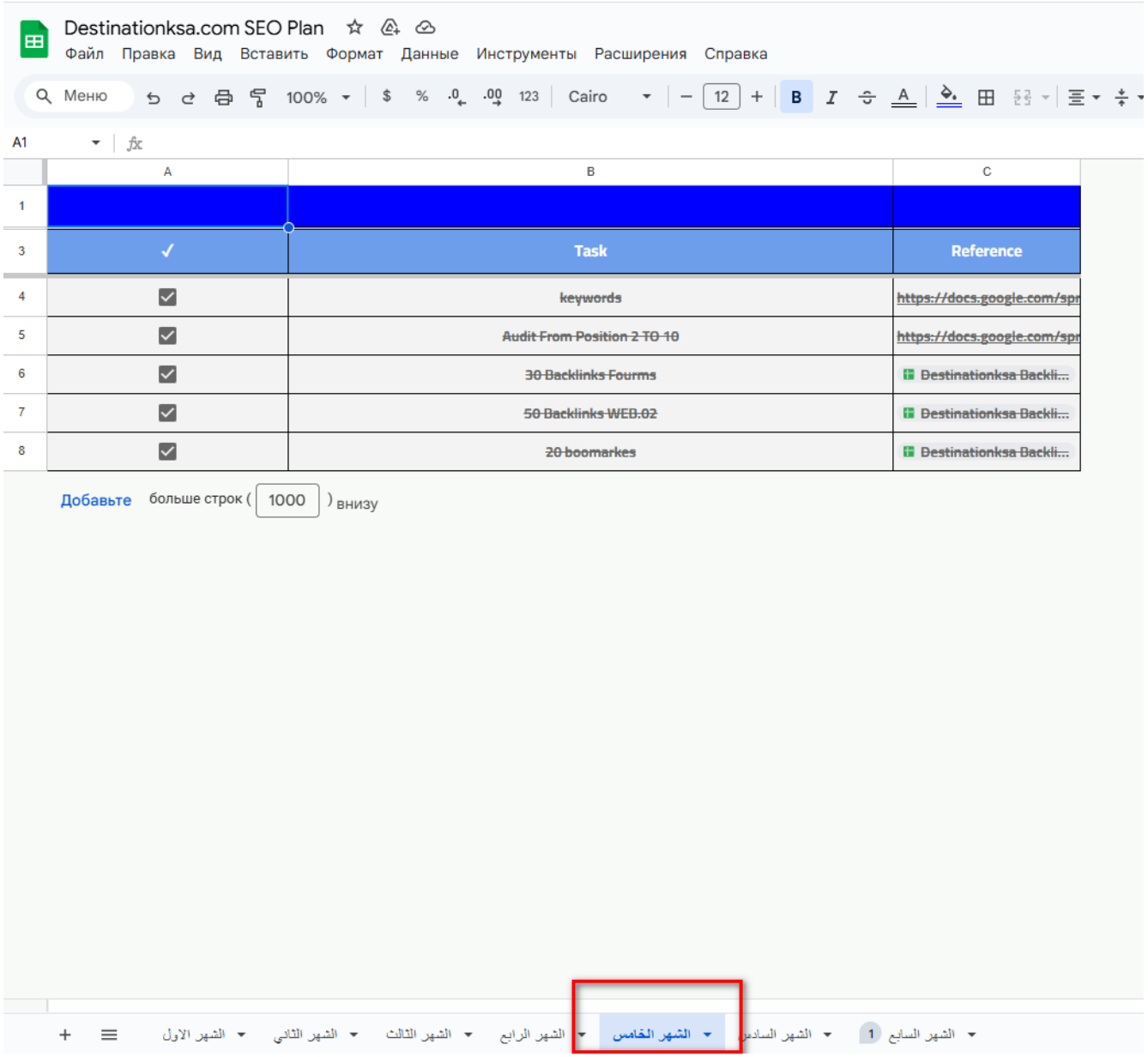
Link mass growth

External optimization (off-page) analysis

If you look at the reports, the link mass increases by the same number of external links from the first to the last month.




Destinationksa.com SEO Plan
Файл Правка Вид Вставить Формат Данные Инструменты Расширения Справка
B8
20 boomarkes
A
B
C
Task
Reference
keywords
destinationksa.xlsx
Audit From Position 2 TO 10
Destinationksa.com ...
30 Backlinks Fourms
50 Backlinks WEB.02
20 boomarkes
Добавьте
больше строк (
1000
) внизу
الشهر الأول
الشهر الثاني
الشهر الثالث
الشهر الرابع
الشهر الخامس
الشهر السادس
الشهر السابع



Etc.

Recommendations

1. **Try the strategy of increasing the link mass + 15–20 links to the amount of the previous month; for example, the previous month + 50 links, the next 50 + 15 = 65, the next 65 + 15 = 80. The increase will be smooth and will allow you to increase the link mass**

Mentioning the site in blogs

External optimization (off-page) analysis



To achieve the goals through this advertising channel, it is recommended to increase the number of backlinks from blogs and forums

General requirements for donor sites:

1. **Site age from 1.5 years**
2. **High traffic**
3. **There should not be many times more outgoing links than incoming links.**
4. **Related topics**
5. **Use dofollow links**



Why is it important

Blogs and forums have always been platforms that were in great demand among Internet users. Often they are divided by interests and other components, they are excellent places to promote the site and disseminate information among Internet users. The more the number of mentions of your site appears on these sites, the more people will go to your site. Importantly, such mentions of the site should be as natural as possible and not resemble advertising messages.

Links to the site from trust sites of similar subjects

External optimization (off-page) analysis



It is necessary to add positive information in the form of articles, reviews, comments or posts on trust resources

<u>General requirements for donor sites:</u>

1. **Site age from 1.5 years**
2. **High traffic**
3. **There should not be many times more outgoing links than incoming links.**
4. **Related topics**
5. **Use dofollow links**



Why is it important

Blogs and forums have always been sites that are in great demand among Internet users. Therefore, the more mentions of your site appear on these sites, the more people will go to your site to make sure that it really is as good as they say about it

Distribution of link mass

External optimization (off-page) analysis

External link mass is distributed unevenly (according to Google Search Console)

Links > Pages that have many external links

Pages that have many links

Destination Page	Incoming links	Sites with links to resources
https://destinationksa.com/	383	294
https://destinationksa.com/ar/قائمة-بأفضل-مطاعم-جرجر-في-مكة-تتذوق-الكبه/	61	1
https://destinationksa.com/ar/ما-هي-شروط-منح-الجنسية-السعودية؟/	46	1
https://destinationksa.com/incredible-salalah-a-visit-worth-during-lifetime/	23	1
https://destinationksa.com/symptoms-of-sihr/	21	14
https://destinationksa.com/10-facts-about-the-saudi-riyal-that-you-probably-didnt-know-about/	19	3
https://destinationksa.com/top-10-beaches-you-need-to-visit-in-jeddah/	19	2
https://destinationksa.com/natural-ecosystems-for-your-home/	17	2
https://destinationksa.com/8-things-to-experience-in-abha/	16	5
https://destinationksa.com/historic-saudi-arabias-legendary-almsgiver-hatem-al-tai/	16	11
https://destinationksa.com/riyadh/	16	13
https://destinationksa.com/islamic-art-and-architecture-101-common-elements-and-motifs/	15	5
https://destinationksa.com/qaryat-al-faw-arabias-forgotten-city/	14	7

Recommendations

1. **Distribute links evenly across promoted pages**
2. **Increase the number of external links leading to promoted pages**

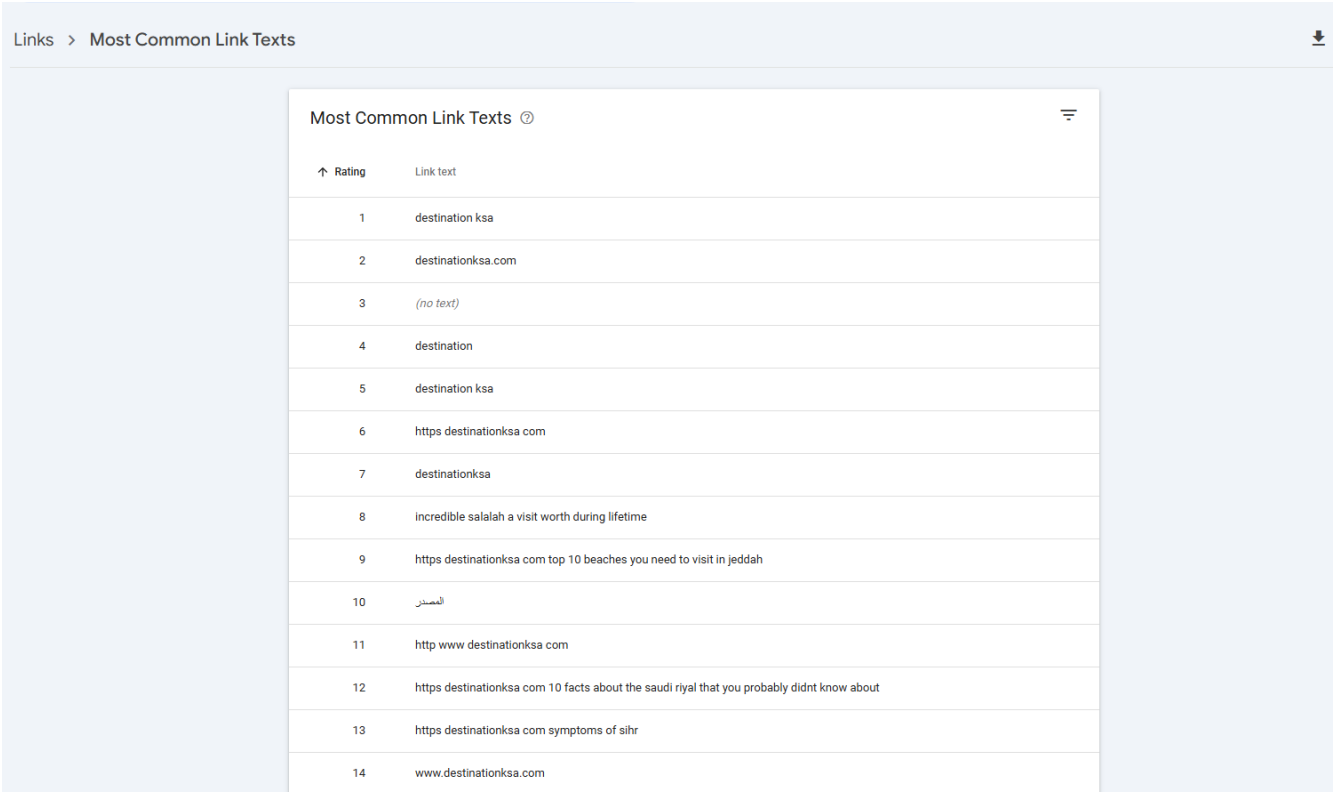
<u>General requirements for donor sites:</u>

1. **Site age from 1.5 years**
2. **High traffic**
3. **There should not be many times more outgoing links than incoming links.**
4. **Related topics**
5. **Use dofollow links**

External Link Anchors

External optimization (off-page) analysis

The anchors mainly use keywords from the site name (according to Google Search Console)



Links > Most Common Link Texts

Most Common Link Texts

Rating	Link text
1	destination ksa
2	destinationksa.com
3	*(no text)*
4	destination
5	destination ksa
6	https destinationksa com
7	destinationksa
8	incredible salalah a visit worth during lifetime
9	https destinationksa com top 10 beaches you need to visit in jeddah
10	المصدر
11	http www destinationksa com
12	https destinationksa com 10 facts about the saudi riyal that you probably didnt know about
13	https destinationksa com symptoms of sihr
14	www.destinationksa.com

Recommendations

1. **Use keywords and phrases that are relevant to the page you are linking to**

<u>General requirements for donor sites:</u>

1. **Site age from 1.5 years**
2. **High traffic**
3. **There should not be many times more outgoing links than incoming links.**
4. **Related topics**
5. **Use dofollow links**

Site link profile

External optimization (off-page) analysis



Recommendations

Final recommendations for increasing your link mass:

1. **Do not touch the current link mass**
2. **Smoothly increase the link mass to site pages (+ 25 to the previous month)**
3. **External links lead to all pages of the site selected for promotion, and not to the same ones**
4. **Use keywords in anchors leading to the page:**

- **Use both exact occurrences and diluted keyword combinations**

5. **General requirements for donors:**

- **Site age from 1.5 years**
- **High traffic**
- **There should not be many times more outbound links than incoming links.**
- **Similar site topics**
- **Use dofollow links**

Semantic core (search query) analysis



Quality of the semantic core (list of search queries)

Semantic core (search query) analysis

Search queries in the semantic core are too general; as a rule, general queries have a high frequency and are difficult to promote. In addition, if we are talking about, for example, places/establishments, etc. that has a website, then it will be difficult to bypass it (its social networks, etc.) in the search results

Also, the use of keywords in the title is not entirely correct; the main keyword should be in the first place and be an exact match (these recommendations are in the audit above).

Example:

Search query:

الا سعودية جرير مكتبة

Your title: الا همل كة في الا هـ متعددة وفروعها الا سعودية جرير مكتبة اكتشف

Title jarir.com: الا سعودية | مكتبة دمجرل يست جرير، مكتبة

Recommendations

1. **Collect an extended semantic core (list of search queries) (both high-frequency and low-frequency)**
2. **This can be done using:**

   Google's Keyword Planner

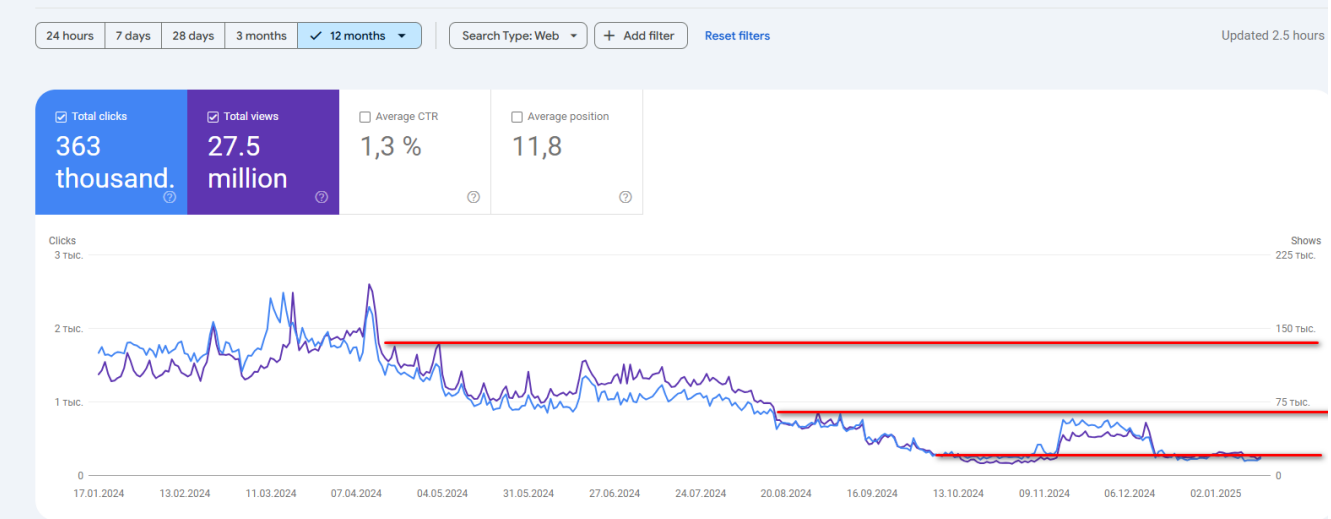
   Special services, for example: ahrefs.com
3. **Separately collect commercial search queries for category pages**
4. **Separately, collect information search queries for writing articles**
5. **Collect regionally specific search queries**
6. **Collect search query frequency by target region/area**
7. **Distribute received search queries to landing pages**
8. **Search queries must be relevant to the content of the pages**
9. **Search queries must be unique for a specific page, that is, the search query should not be duplicated on other pages of the site**
10. **Select the main search queries for promotion, no more than 8 per page**
11. **Check the current positions of the site for the collected search queries (exact positions by key regions/region)**
12. **Based on the semantic core (list of search queries):**
    - **Create meta title tags**
    - **Use search queries in h-1 and h-2 headers**
    - **Write texts on promoted pages**
    - **Write articles**
    - **Use in anchors of external links leading to promoted pages**

Conclusion

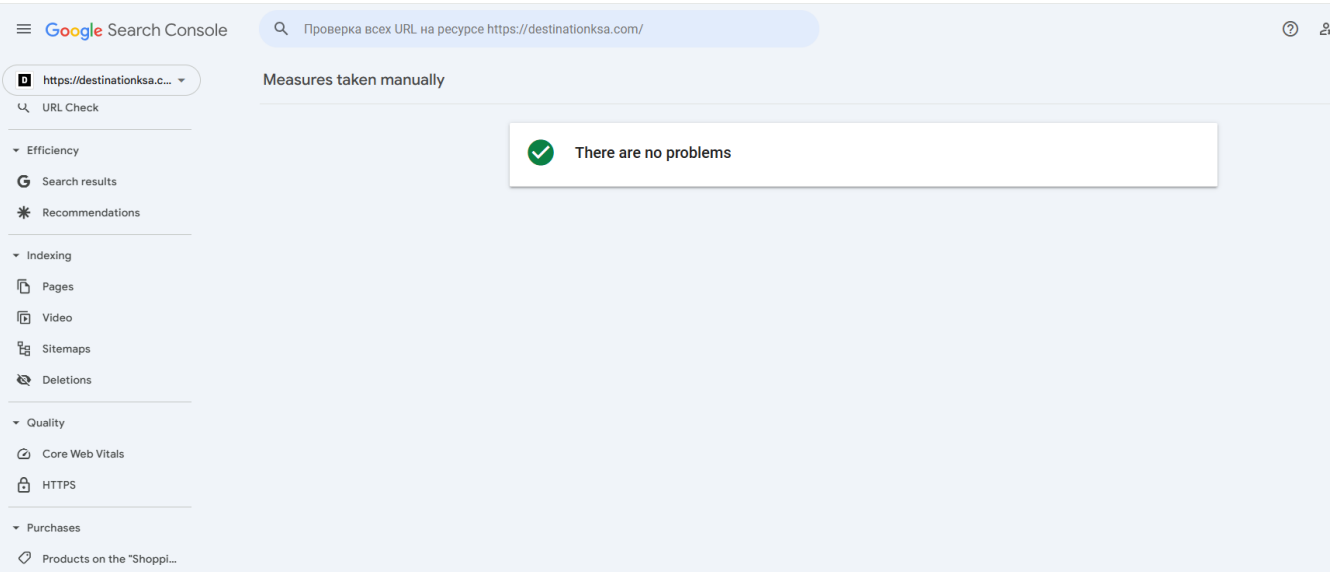
After analyzing the site, we can draw the following conclusions:

The site contains basic errors in internal optimization; this interferes with external promotion of the site

The decrease in traffic can be explained by the update of the Google core; however, if you look at the dynamics of traffic changes, then except for the period from mid-November to mid-December, traffic is generally at the same level, after a gradual decrease in traffic starting in the spring.



Google made several significant updates to combat spam, that is, to ensure that sites are focused on people, and not on increasing positions due to keyword spam. Perhaps these updates are the ones that cause the traffic decrease, but there is no information about sanctions in the Google Search Console



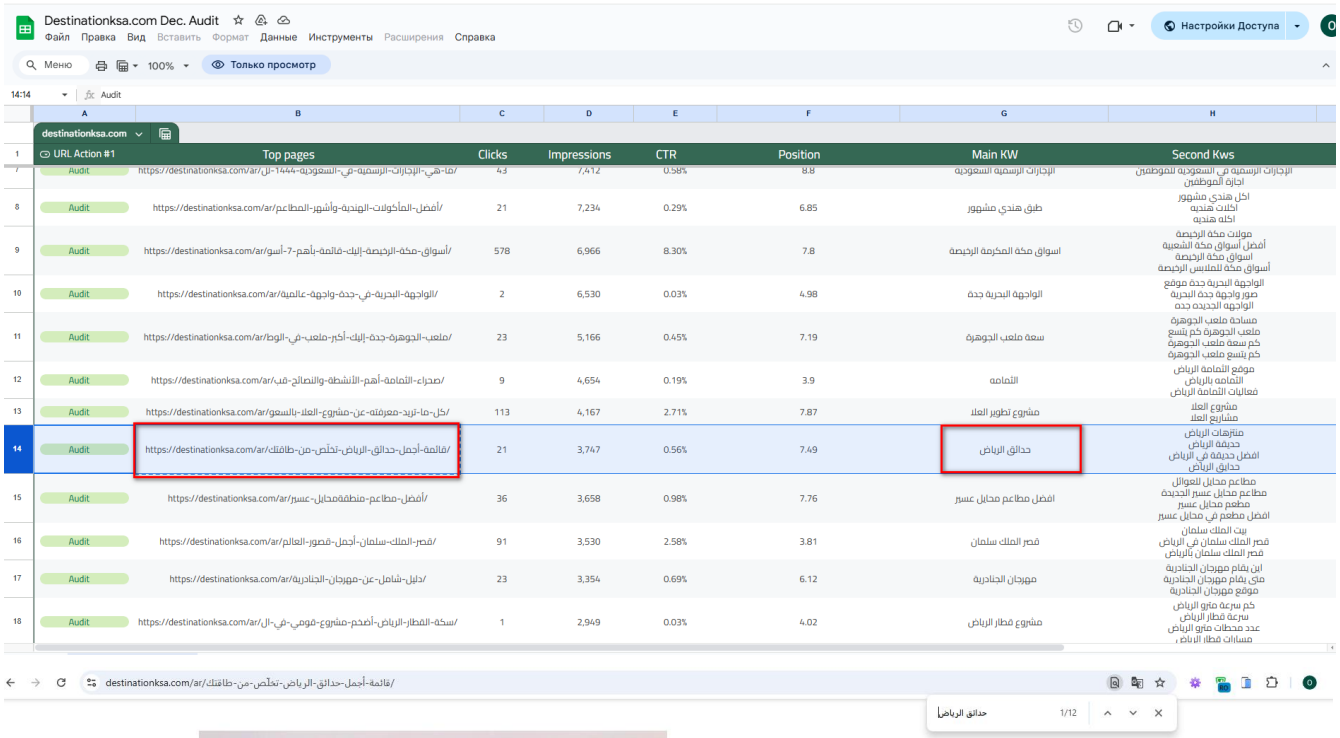
Link building strategy needs adjustment



Recommendations

1. **Take a break, at least for another week, to see if traffic recovers to the level from mid-November to mid-December**
2. **Collect an extended semantic core and perform all actions specified in the audit item “Quality of the semantic core (list of search queries)”**
3. **Correct the errors indicated in the section "Internal optimization (on-page) analysis"**
4. **After making changes, wait about two more weeks and monitor the dynamics of traffic changes**
5. **Optimize your link-building strategy**
6. **VERY IMPORTANT: IF THERE ARE NO TANGIBLE RESULTS WITHIN 1-1.5 MONTHS AFTER CORRECTING THE ERRORS IN THE AUDIT SECTION "Internal optimization (on-page) analysis" AND INCREASING THE LINK MASS, CHANGE THE STRATEGY OF WRITING ARTICLES, WITH POSSIBLE ADJUSTMENT OF ALREADY PUBLISHED ARTICLES. MANY ARTICLES HAVE OVERSPAM, BUT THERE ARE NO SANCTIONS IN GOOGLE SEARCH CONSOLE. GOOGLE'S EFFORTS WHEN UPDATES WERE DIRECTED TO COMBAT SPAM**

FOR EXAMPLE:



Destinationksa.com Dec. Audit

URL Action #1	Top pages	Clicks	Impressions	CTR	Position	Main KW	Second Kws
Audit	https://destinationksa.com/ar/ما-هي-الإجازات-الرسمية-في-السعودية-لل-1444/	43	7,412	0.58%	8.8	الإجازات الرسمية السعودية	الإجازات الرسمية في السعودية للموظفين اجازة الموظفين
Audit	https://destinationksa.com/ar/أفضل-المأكولات-الهندية-وأشهر-المطاعم/	21	7,234	0.29%	6.85	طبق هندي مشهور	اكل هندي مشهور اكلات هنديه اكله هنديه
Audit	https://destinationksa.com/ar/أسواق-مكة-الرخيصة-إليك-قائمة-بأهم-7-أسو/	578	6,966	8.30%	7.8	اسواق مكة المكرمة الرخيصة	مولات مكة الرخيصة أفضل أسواق مكة الشعبية اسواق مكة الرخيصة أسواق مكة للملابس الرخيصة
Audit	https://destinationksa.com/ar/الواجهة-البحرية-في-جدة-واجهة-عالمية/	2	6,530	0.03%	4.98	الواجهة البحرية جدة	الواجهة البحرية جدة موقع صور واجهة جدة البحرية الواجهه الجديده جده
Audit	https://destinationksa.com/ar/ملعب-الجوهرة-جدة-إليك-أكبر-ملعب-في-الوط/	23	5,166	0.45%	7.19	سعة ملعب الجوهرة	مساحة ملعب الجوهرة ملعب الجوهرة كم يتسع كم سعة ملعب الجوهرة كم يتسع ملعب الجوهرة
Audit	https://destinationksa.com/ar/صحراء-الثمامة-أهم-الأنشطة-والنصائح-قب/	9	4,654	0.19%	3.9	الثمامه	موقع الثمامة الرياض الثمامه بالرياض فعاليات الثمامة الرياض
Audit	https://destinationksa.com/ar/كل-ما-تريد-معرفته-عن-مشروع-العلا-بالسعو/	113	4,167	2.71%	7.87	مشروع تطوير العلا	مشروع العلا مشاريع العلا
Audit	https://destinationksa.com/ar/قائمة-أجمل-حدائق-الرياض-تخلّص-من-طاقتك/	21	3,747	0.56%	7.49	حدائق الرياض	منتزهات الرياض حديقة الرياض افضل حديقة في الرياض حدايق الرياض
Audit	https://destinationksa.com/ar/أفضل-مطاعم-منطقةمحايل-عسير/	36	3,658	0.98%	7.76	افضل مطاعم محايل عسير	مطاعم محايل للعوائل مطاعم محايل عسير الجديدة مطعم محايل عسير افضل مطعم في محايل عسير
Audit	https://destinationksa.com/ar/قصر-الملك-سلمان-أجمل-قصور-العالم/	91	3,530	2.58%	3.81	قصر الملك سلمان	بيت الملك سلمان قصر الملك سلمان في الرياض قصر الملك سلمان بالرياض
Audit	https://destinationksa.com/ar/دليل-شامل-عن-مهرجان-الجنادرية/	23	3,354	0.69%	6.12	مهرجان الجنادرية	اين يقام مهرجان الجنادرية متى يقام مهرجان الجنادرية موقع مهرجان الجنادرية
Audit	https://destinationksa.com/ar/سكة-القطار-الرياض-أضخم-مشروع-قومي-في-ال/	1	2,949	0.03%	4.02	مشروع قطار الرياض	كم سرعة مترو الرياض سرعة قطار الرياض عدد محطات مترو الرياض مسارات قطار الرياض

destinationksa.com/ar/قائمة-أجمل-حدائق-الرياض-تخلّص-من-طاقتك/

حدائق الرياض 1/12



اكتشف

قائمة أجمل حدائق الرياض.. تخلص من طاقتك السلبية

كتابة هدير اسماعيل

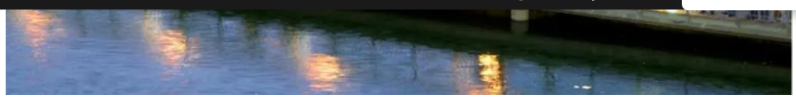
يحتاج الأشخاص بعد قضاء يوم مرهق في العمل إلى الذهاب إلى نزهة وسط المساحات الخضراء الطبيعية للتخلص من الطاقة السلبية وتجديد الحيوية والنشاط مرة أخرى، ونكشف لك أجمل حدائق الرياض حتى تستطيع الذهاب إليها بمفردك أو مع عائلتك.

أجمل حدائق الرياض

تحتوي الرياض على مجموعة من الحدائق العامة والمنتزهات التي تحتوي على الأشجار الاستوائية والزهور الملونة والورود ومنها ما يحتوي على البحيرات الاصطناعية التي ترطب الأجواء.

منتزه الملك عبدالله ضمن منتزهات الرياض:

يعرف منتزه الملك عبدالله بأنه أجمل حدائق الرياض وأكثرها شهرة وهو مكان ترفيهي متكامل يحتوي على المساحات الخضراء الواسعة التي تبث احساس السعادة والراحة في نفوس الزوار.



حديقة حيوانات الرياض:

إن كنت ترغب في القيام بنزهة عائلية عليك التوجه إلى حديقة حيوانات الرياض والمصنفة من أجمل حدائق الرياض ومن أبرز وجهات السياحة في المملكة العربية السعودية.

وتعرف حديقة حيوانات الرياض بحديقة الملز وتحتوي على أكثر من 1500 حيوان تنتمي إلى أكثر من 200 نوع من الحيوانات منهم مهدد بالانقراض ومنهم ما هو شائع ومنتشر.

وتستطيع رؤية الحيوانات المختلفة في الحديقة مثل الفلامنجو والأسود والنمور والضباع والغزلان والفيلة، ويمكن للأطفال اللعب مع الحيوانات الأليفة والحيوانات المدربة.

حديقة السلام واحدة من حدايق الرياض:

تمتاز حديقة السلام أحد أفضل منتزهات الرياض بموقعها المتميز في قلب الرياض، وهي من أجمل حدائق الرياض وتشتهر بمساحتها الكبيرة وبكثرة أراضيها المكسوة والمغطاة بالعشب الأخضر.

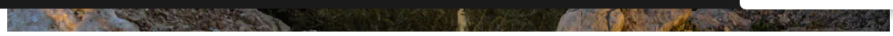
وتحتوي حديقة السلام على أكثر من 1000 نخلة كثيفة وتقع بجانبها بحيرة اصطناعية تحتل جزء كبير من مساحتها وهي مصممة بمعايير تحافظ على نظافة مياهها وجعلها نقية وصافية.

كما أن حديقة السلام بمثابة مركز ترفيهي يحتوي على العديد من الألعاب الترفيهية المخصصة للأطفال والكبار مثل الترامبولين والسيارات والدراجات الهوائية وبعض الألعاب البلاستيكية للأطفال.

وتستطيع السير والركض في الحديقة ومشاهدة النافورة الراقصة والتي تقدم عروض استعراضية على الأضواء الملونة المبهجة، ويمكنك الاستراحة قليلاً في منطقة المطاعم والكافيهات وتناول الوجبات والمشروبات اللذيذة.

استكشف: برج الفيصلية الرياض.

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حدائق الرياض 1/12



حديقة الملقا:

تقع حديقة الملقا حديقة الرياض تقع في شمال الرياض وهي من أهم المقاصد ذات الشعبية الكبيرة لسكان الحي الشمالي، وهي من أجمل حدائق الرياض، وتصلح الحديقة لجميع الأعمار ولهذا تجد بها الشباب والكبار والأطفال.

والحديقة غنية بالمساحات الخضراء التي تلطف وترطب الأجواء على الزوار، وتحتضن العديد من الأحواض الخاصة بالورود والأزهار الملونة ذات الروائح الزكية والعطرة ولهذا فهي ملاذاً للهروب من ضجيج المدينة.

حديقة الوطن افضل حديقة في الرياض:

أكثر ما تشتهر به حديقة الوطن عن غيرها من حدايق الرياض والمنتزهات الأخرى هو وجود برج الرياض في منتصفها؛ وهو عبارة عن برج ملون بألوان مبهجة تعبر عن السعادة والرقي، ويحيط به منابع ومساقط الماء خلابة المنظر.

وهي من أجمل حدائق الرياض لوجود مساحة خضراء شاسعة ووجود منطقة لألعاب الأطفال بها، كما أن الحديقة تحتوي على المطاعم والكافيهات وأماكن التسوق التي يمكن شراء منها الهدايا التذكارية والمستلزمات الضرورية.

ويقبل الزوار على الصعود إلى برج الرياض لمشاهدة الحديقة والمدينة من إطلالة بانورامية كاشفة تضفي جمالاً لا مثيل له على المنظر البديع، ويمكن الانتقال بين ثنايا الحديقة بواسطة القوارب الخشبية الصغيرة.

استكشف: شاليهات الرياض.





حديقة الروضة حديقة الرياض:

هي من أكبر الحدائق الترفيهية المخصصة للنساء والأطفال وتسمح لهم بقضاء يوم عائلي مميز بعيداً عن الأنظار حتى تحظى كل الأمهات بحريتهن، وهي من أجمل حدائق الرياض.

وتحتوي الحديقة على الكثير من الألعاب الترفيهية والمسلية التي تناسب أعمار الأطفال المختلفة، كما أن المساحات الخضراء مصممة للترويح عن النفس وزيادة الطاقة الإيجابية والتخلص من الضغوطات.

بعد زيارة أجمل حدائق الرياض عليك الذهاب وزيارة تشكيلة بأشهر مطعم يوناني الرياض.. أجواء يونانية استثنائية في المملكة العربية السعودية وتجربة الطعام الشعبي والتقليدي التي تشتهر به المملكة للحصول على جولة سياحية شاملة وسط أرجاء البلاد.

انظر أيضاً: بارك افنيو الرياض.

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