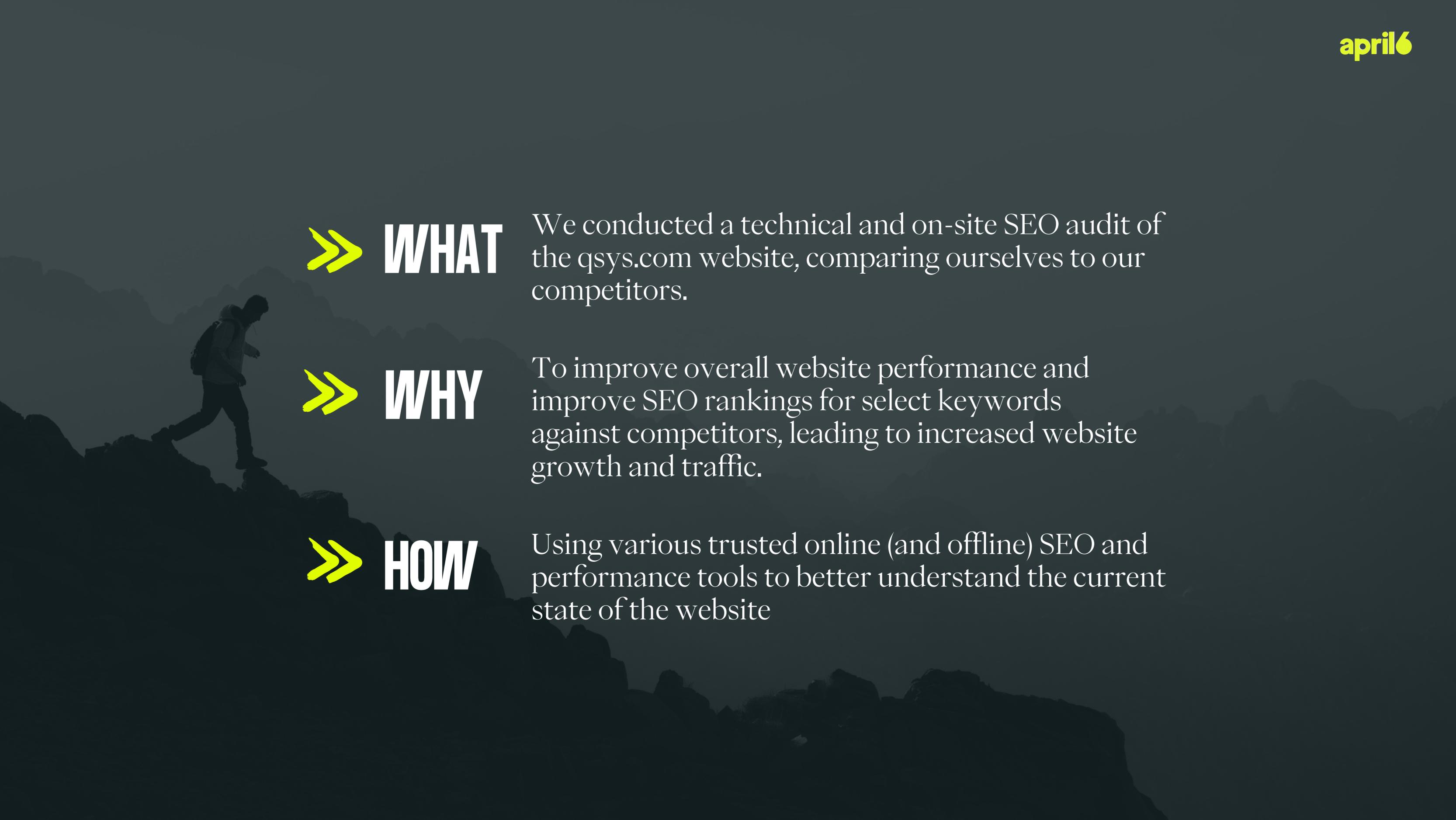


Q-SYS.COM SEO AUDIT

Discovery Readout

1 INTRODUCTION



» **WHAT**

We conducted a technical and on-site SEO audit of the qsys.com website, comparing ourselves to our competitors.

» **WHY**

To improve overall website performance and improve SEO rankings for select keywords against competitors, leading to increased website growth and traffic.

» **HOW**

Using various trusted online (and offline) SEO and performance tools to better understand the current state of the website

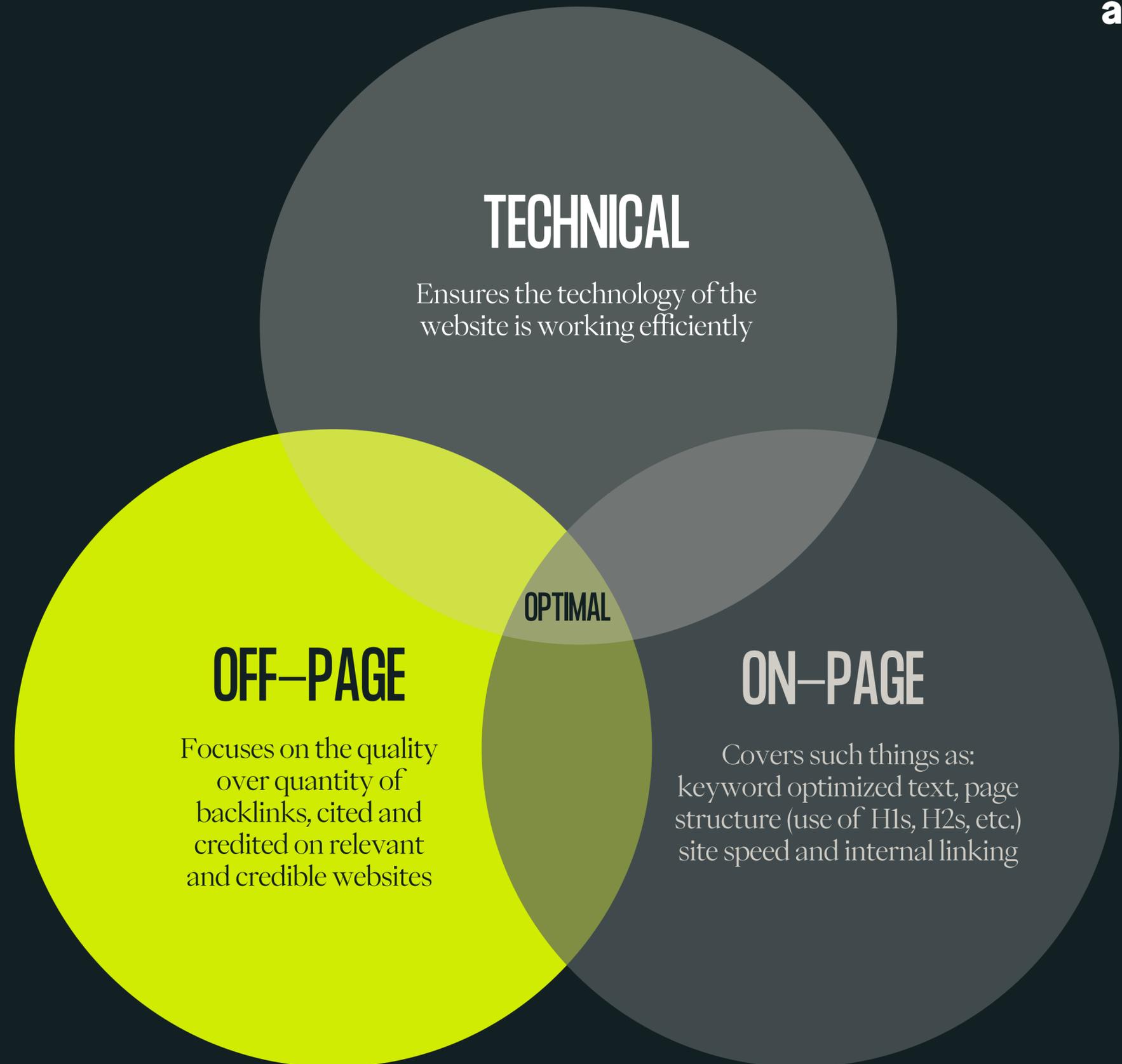
2 WHAT IS SEO?

SEO: A QUICK OVERVIEW

In order to perform well in search results, each aspect of SEO needs to be aligned. This includes technical, as well as on-page and off-page factors.

This report will focus largely on technical and on-page factors.

There are over 200 factors that, collectively, contribute to a site's organic search position.



3 SEO AUDIT

WEBSITE HEALTH, DA (DOMAIN AUTHORITY), ACCESSIBILITY, AND TECHNICAL PERFORMANCE.

46%

SITE HEALTH

All factors and scores across 3 different SEO tools

Our competitors:

- Crestron.com – 71%
- Extron.com – 68%
- Amx.com – 65%

40/100

DOMAIN AUTHORITY

DA by Moz predicts a website's likelihood of ranking in search engine results

Our competitors:

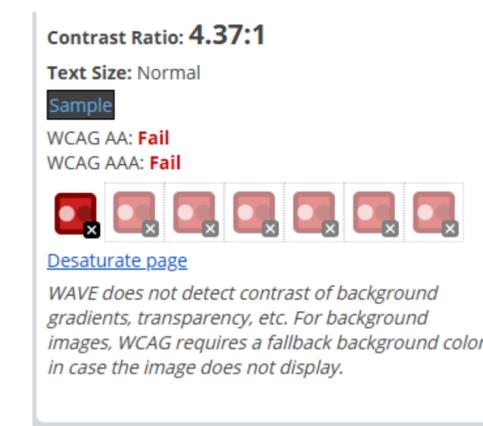
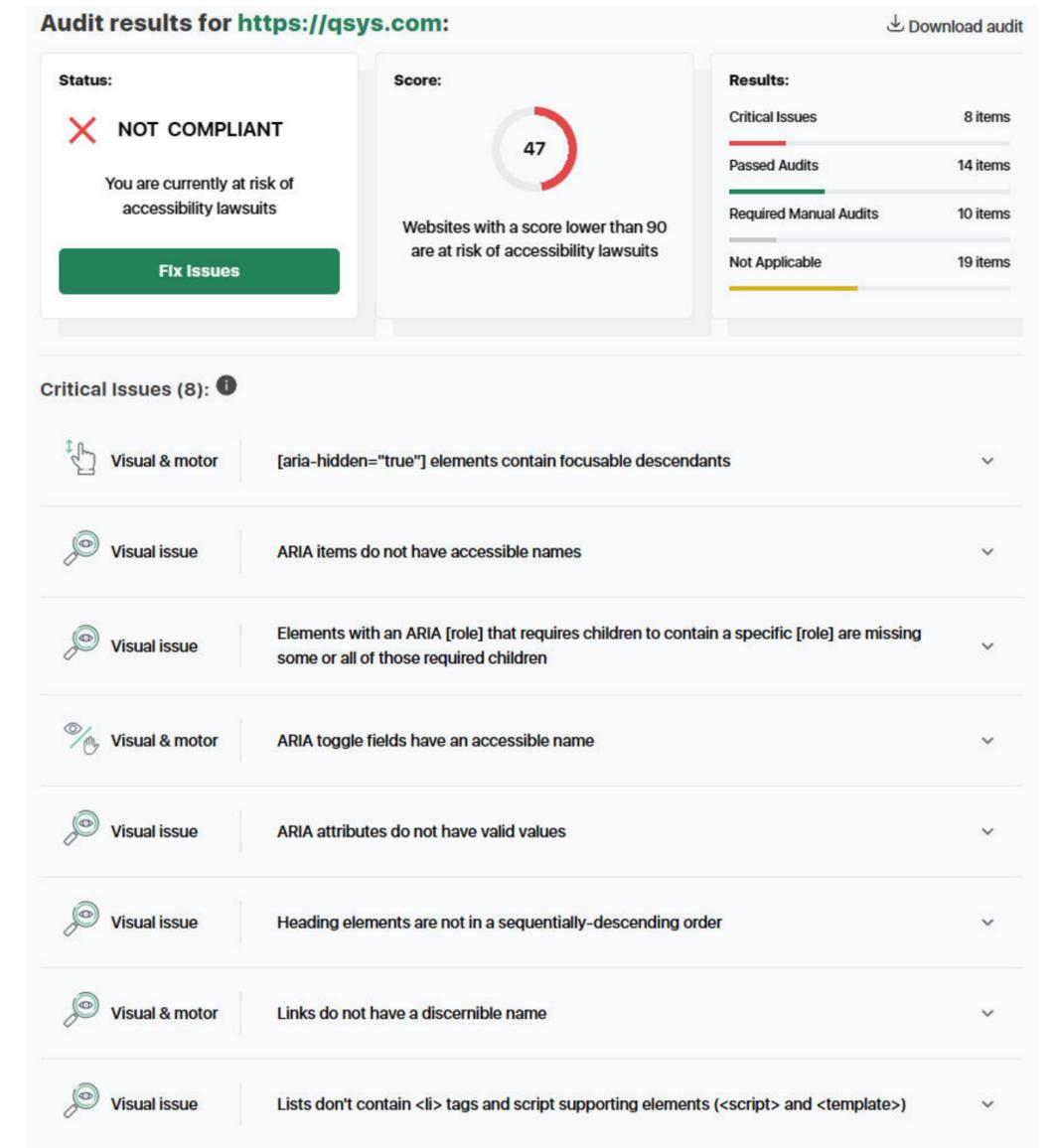
- Crestron.com – 62/100
- Extron.com – 61/100
- Amx.com – 63/100

ACCESSIBILITY AND EASE-OF-USE

Although accessibility is not a direct ranking factor, it significantly impacts user experience, which can indirectly influence a website's search engine rankings.

Solutions:

- Website redesign to improve color contrast and UI elements to improve usability
- Implementation of updated design can “bake in” accessibility and improve scores
- Improve H-tag hierarchy on pages (addressed later in presentation)



URL	Performance (Mobile/Desktop)	Accessibility (Mobile/Desktop)	Best Practice (Mobile/Desktop)	Comments
https://www.qsys.com/	7 / 43	68 / 87	75 / 74	Poor CLS and general page load time. Images too large (over 6mb page size)
https://www.qsys.com/products-solutions/	42 / 72	91 / 92	75 / 74	Low LCP render score. Better score due to page simplicity
https://www.qsys.com/products-solutions/qsys/processing/core-8-flex/	31 / 51	77 / 75	50 / 70	High page size and poor page load time (~2s)
https://www.qsys.com/products-solutions/solutions/applications/collaboration-solutions/divisible-room-certified-solutions/	23 / 69	80 / 83	75 / 74	Image size lowers LCP score which increases page render time

Note: all scores are ranked out of 100

Recommendation: Strongly suggest addressing page speed performance issues by leveraging suggested improvements from Google PageSpeed Insights. Goal is 80+ across the board with <1s load times.

57%

BASIC SCORE

Meta info, structure,
images and page links

69%

TECHNICAL SCORE

Page load time, missing
H tags and URL issues

47%

CONTENT SCORE

Page score, content
in meta descriptions
and pages

BASIC SCORE: 57%

- Duplicate <title> tags make it difficult for search engines to determine which of a website's pages is relevant for a specific search query, and which one should be prioritized in search results. Pages with duplicate titles have a lower chance of ranking well and are at risk of being banned.
- Duplication issues could be caused by little to no use of href-lang attribute on region subdomains
- Href-lang and accessibility: Helps screen readers provide the correct pronunciation of the text for visually impaired users.
- Href-lang and SEO: While it has minimal direct impact on SEO, it helps search engines understand the primary language of the page, which can be useful for indexing and providing relevant search results in relevant regions.

Problem	Condition	Diagnosis	Status (pages affected)
Missing meta description	Bad	3127 pages are missing meta descriptions	3127
Missing alt tags	Bad	352404 images are missing alt tags	5204
Broken internal links	Bad	5806 internal links are broken	1039
Multiple H1 tags	Bad	863 pages have multiple H1 tags	863
Broken images	Bad	39 images are broken	23
Broken external links	Not good	236 external links are broken	153
Duplicate title tags	Not good	4384 pages have duplicate title tags	4384

1. <https://www.qsys.com/esg/?L=0> ↗

2. <https://www.qsys.com/esg/> ↗

3. <https://de.qsys.com/esg/?L=0> ↗

4. <https://de.qsys.com/esg/> ↗

The Domain/URL https://de.qsys.com/produkte_loesungen/q-sys/steuerung-io-controller/qio-serie/ seemingly does not contain any valid hreflang tag

https://de.qsys.com/produkte_loesungen/q-sys/steuerung-io-c... SISTRIX 🔍

URL

Markup

x-default

TECHNICAL SCORE: 69%

- Page load time is critical for UX (SEO ranking factor)
- Missing H tags is bad for accessibility and search engine crawlers
- URL length may be impacted by query strings from filters and content (this can be ignored)

Problem	Condition	Diagnosis	Status (pages affected)
Slow loading page (over 2s)	Very bad	4131 pages are loading slowly	4131
*Non-readable URLs	Bad	3861 pages do not have a readable URL	3861
Missing H1 tag	Bad	496 pages are missing an H1 tag	496
Missing H2 or H3 tag	Not good	585 content pages are missing H2 or H3 tags	585
**Long URL	Not good	4352 pages have a URL that is too long	4352

*Non-readable URL example: https://www.qsys.com/news/?L=0&tx_qscnews_pi1%5Baction%5D=list&tx_qscnews_pi1%5Bcontroller%5D=News&tx_news_pi1%5B%40widget_0%5D%5BcurrentPage%5D=18&cHash=742ad82f6cc9913182cec3ef0843a4be

**Long URLs have over 70 characters from the first /

CONTENT SCORE: 47%

- Use concise, clear content to improve readability and accessibility, enhancing user engagement and lowering bounce rates.
- Craft brief, descriptive title tags (50-60 characters) for better visibility in search results and improved user experience.
- Informative meta descriptions should be 150-160 characters, and provide a comprehensive summary, encouraging click-through rates.

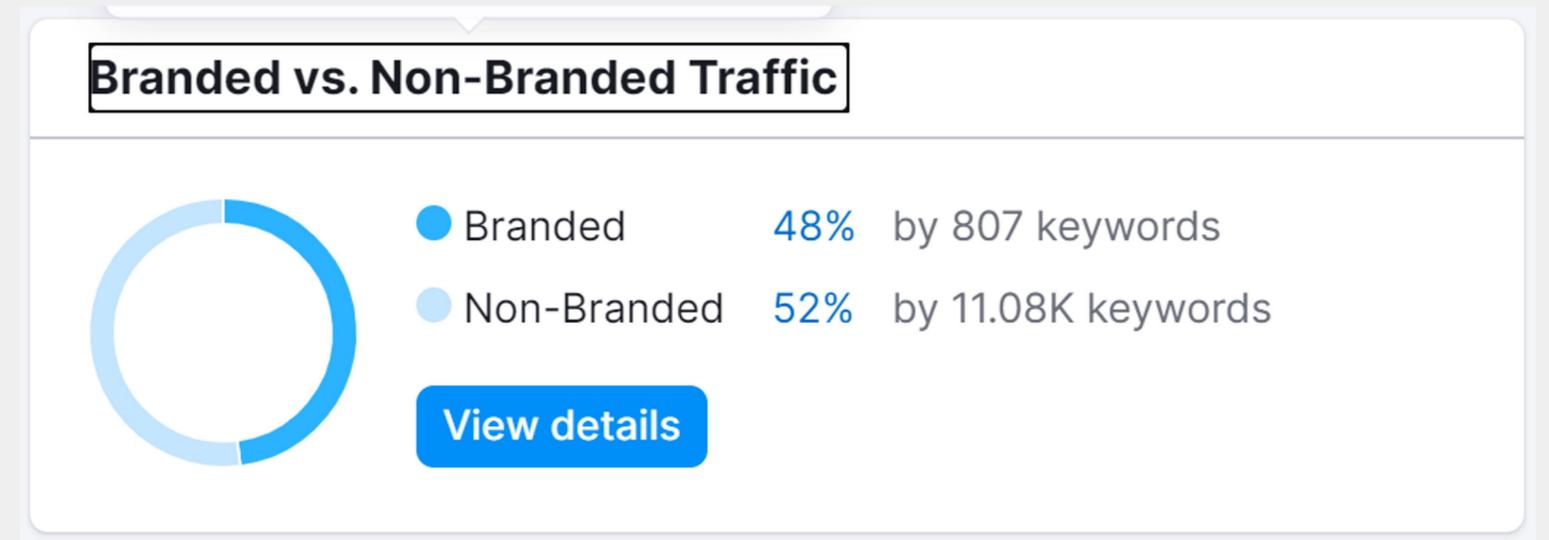
Problem	Condition	Diagnosis	Status (pages affected)
Low Pagescore (less than 75/100)	Very bad	3593 pages have low pagescores	3593
Large image file sizes (over 500kb)	Bad	10702 images are too large	3504
Low word count (less than 400 words)	Bad	1132 pages have a word count that is too low	1132
Short title tag (less than 20 characters)	Bad	3831 pages have title tags that are too short	3831
Long title tag (over 70 characters)	Bad	255 pages have title tags that are too long	255
Long meta description (over 160 characters)	Bad	147 pages have meta descriptions that are too long	147
Short meta description (less than 50 characters)	Not good	116 pages have meta descriptions that are too short	116

KEYWORD AUDIT

Q-SYS vs CRESTRON, EXTRON AND AMX

BRANDED VS NON-BRANDED TRAFFIC

- Roughly 50/50 split of traffic - not uncommon (and encouraged)
- Traffic from non-branded keywords tend to be more informational. The user is still doing research into various types of products and services. This is great for brand exposure.
- The site appeals to both existing clients familiar with the brand and potential new clients seeking expert audio/visual solutions.



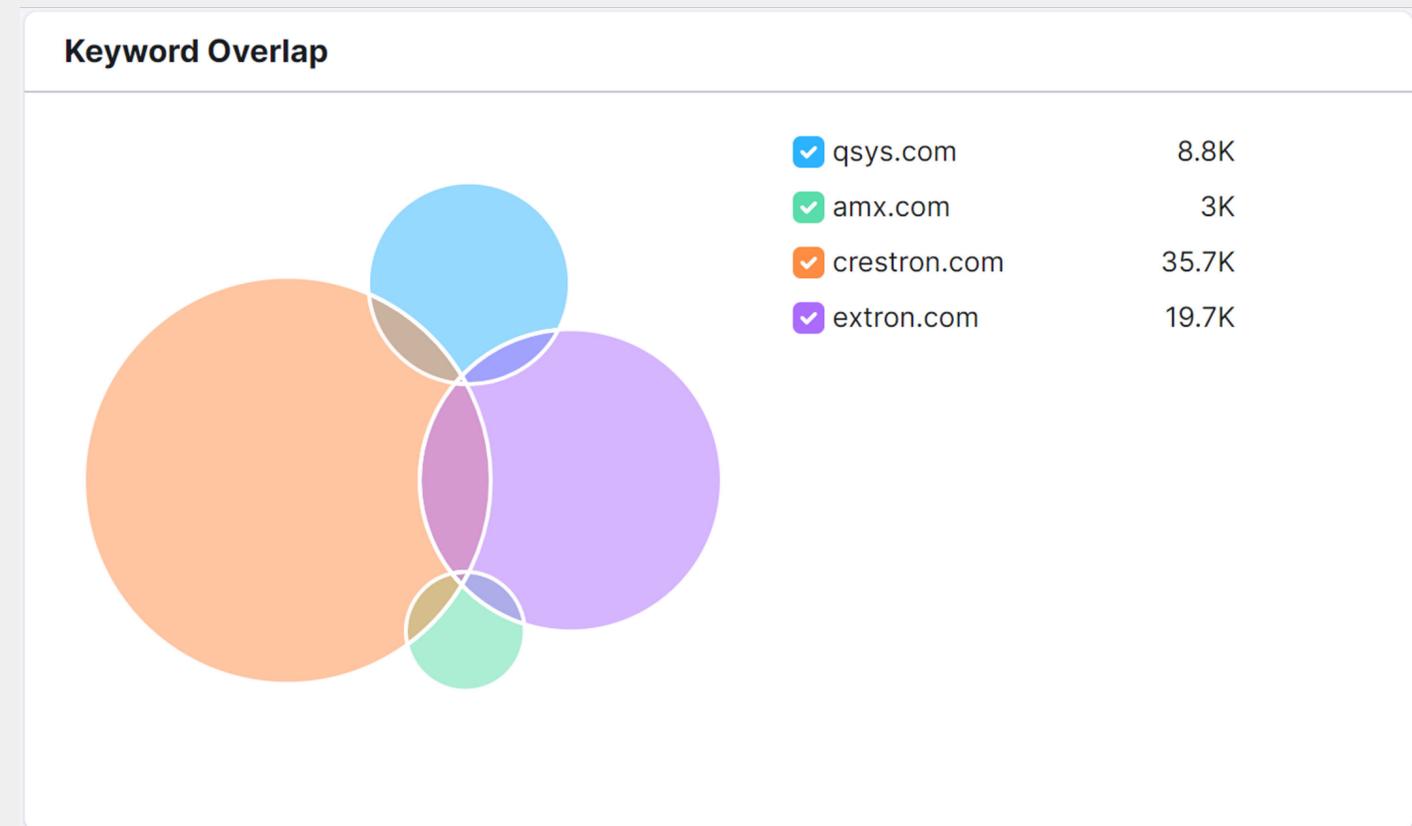
HIGH-TRAFFIC PAGES

- Homepage performance suggests strong overall SEO and brand recognition. Ensure that the homepage continues to highlight key offerings and provides easy navigation to other important pages.
- Product pages indicate strong user interest in specific products. Consider optimizing this page further with detailed product information, case studies, and customer reviews to capitalize on the interest and drive conversions.
- Overview page benefits from a broad range of keywords (239), indicating that users are interested in exploring the range of products and solutions. This page should be well-structured, providing clear pathways to detailed product pages and highlighting key features and benefits of the Q-SYS ecosystem.
- The high traffic and large number of keywords (1155) leading to the Q-SYS Designer Software page suggest it's a popular resource. Ensure this page is optimized with comprehensive information, tutorials, user guides, and clear call-to-actions to download or learn more about the software, enhancing user engagement and satisfaction.

Page	URL	Comment
Homepage	https://www.qsys.com/	Receives the highest traffic (21.63%), with 1874 keywords driving 4114 visits.
MP-M40 Mixer	https://www.qsys.com/products-solutions/mixers/mp-m-series-premium-business-music-mixers/mp-m40/	Second-highest traffic (13.22%), with 80 keywords contributing to 2515 visits.
Q-SYS Designer Software	https://www.qsys.com/resources/software-and-firmware/q-sys-designer-software/	Third-highest traffic (10.66%), with 1155 keywords leading to 2028 visits.
Core 110f	https://www.qsys.com/products-solutions/q-sys/processing/core-110f/	6.96% traffic with 141 keywords, leading to 1325 visits.
Core Nano	https://www.qsys.com/products-solutions/q-sys/processing/core-nano/	2.95% traffic with 70 keywords, leading to 562 visits
Q-SYS products/solutions overview	https://www.qsys.com/products-solutions/q-sys/	2.69% traffic with 239 keywords, leading to 512 vists

RANKING AGAINST COMPETITORS

- Organic (non-brand) traffic share (50 000 keywords):
 - qsys.com: 20%
 - amx.com: 4%
 - extron.com 31%
 - crestron.com 45%
- Shared keywords = 32 (across all competitors)
- Weak shared keywords = 14 (keywords where we rank lower than our competitors)



WEAK KEYWORDS OVERLAP

(where we rank lower than competitors for same keyword)

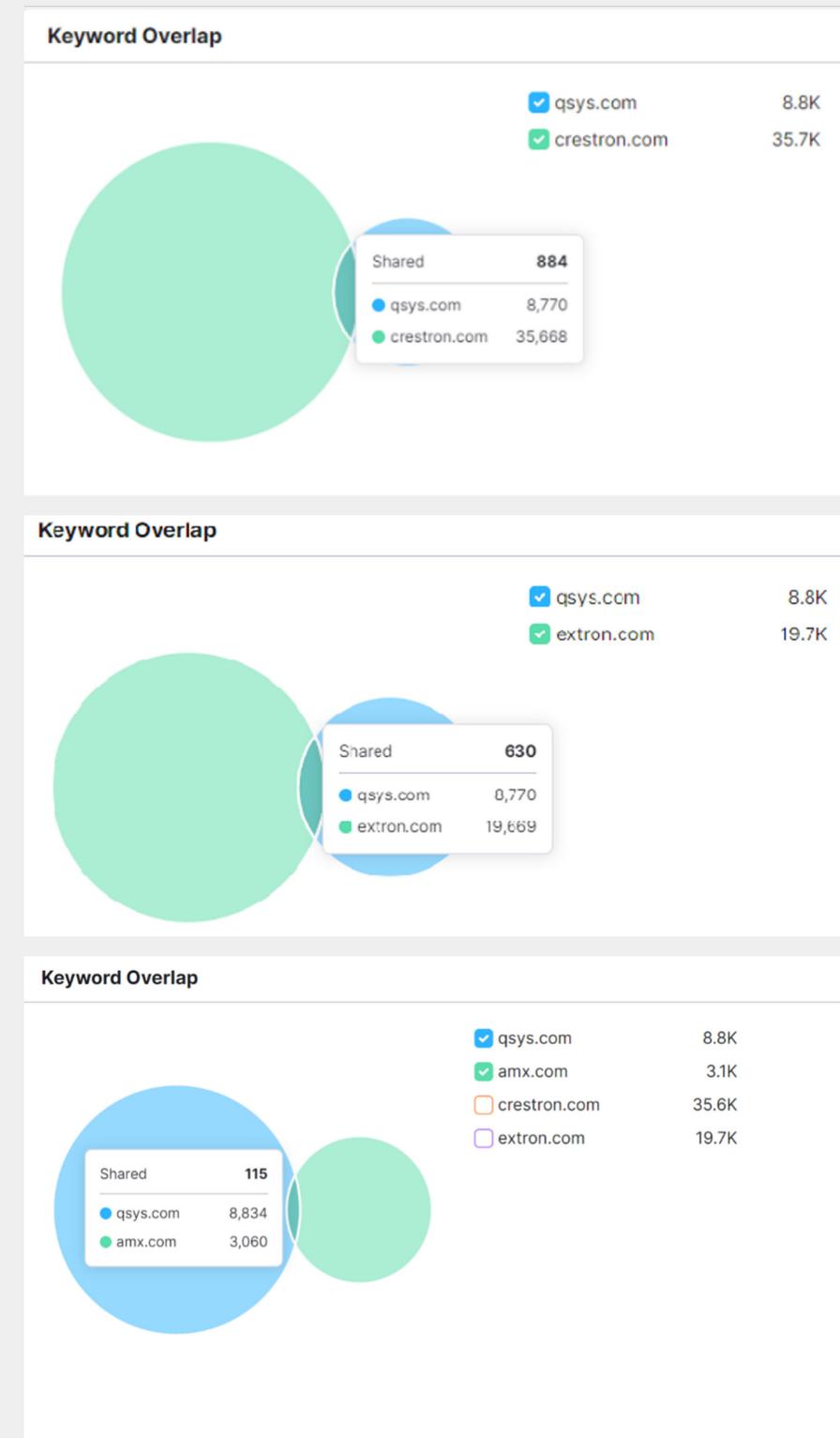
- Q-SYS vs Crestron = 472 keywords
- Q-SYS vs Extron = 413 keywords
- Q-SYS vs Amx = 56 keywords

Recommendation: Devise content strategy to slowly take keyword share of weak keywords. Can start with targeting 20-30 keywords per competitor. Criteria for selection can be based on volume, difficulty, and/or intent.

Intent types:

- Informational - The user wants to find an answer to a specific question.
- Navigational - The user wants to find a specific page or site.
- Commercial - The user wants to investigate brands or services.
- Transactional - The user wants to complete an action (conversion).

Data: <https://docs.google.com/spreadsheets/d/1j7L0wP4MNstP0ON2P42NqVf6xyBzhQr3AvPJa7LhxxE/edit?usp=sharing>



KEYWORD INTENT

Commercial (+mix) = ~451

- **Purpose:** These keywords indicate users who are researching products/services and are in the consideration phase, looking for comparisons, reviews, or best options.
- **Strategy:** Focus on creating content that provides detailed product/service comparisons, reviews, buyer guides, and case studies. Highlight USPs and include CTAs that guide users towards transactional pages.

Informational (+mix) = ~2018

- **Purpose:** These keywords target users looking for information, knowledge, or solutions to problems. They are in the awareness phase.
- **Strategy:** Develop high-quality, in-depth content such as blog posts, how-to guides, tutorials, FAQs, and whitepapers. Use these keywords to build authority and drive organic traffic. Ensure content answers common questions and solves specific problems related to the specific industry.

Transactional (+mix) = ~747

- **Purpose:** These keywords indicate users with high intent to complete a transaction (e.g., make a purchase, sign up for a service).
- **Strategy:** Optimize product pages, landing pages, form fills, and checkout processes. Use clear and compelling CTAs, and ensure that the site is user-friendly and mobile-optimized. Implement trust signals like reviews, testimonials, and security badges to help increase conversion rates.

Navigational (+mix) = ~448

- **Purpose:** These keywords indicate users who are trying to find a specific page or section of your website (e.g., brand or product-specific searches).
- **Strategy:** Ensure the site's navigation is clear and intuitive. Optimize homepage and key landing pages for branded keywords. Use internal linking strategies to help users find what they are looking for easily. This can include website structure changes to support easy navigation.

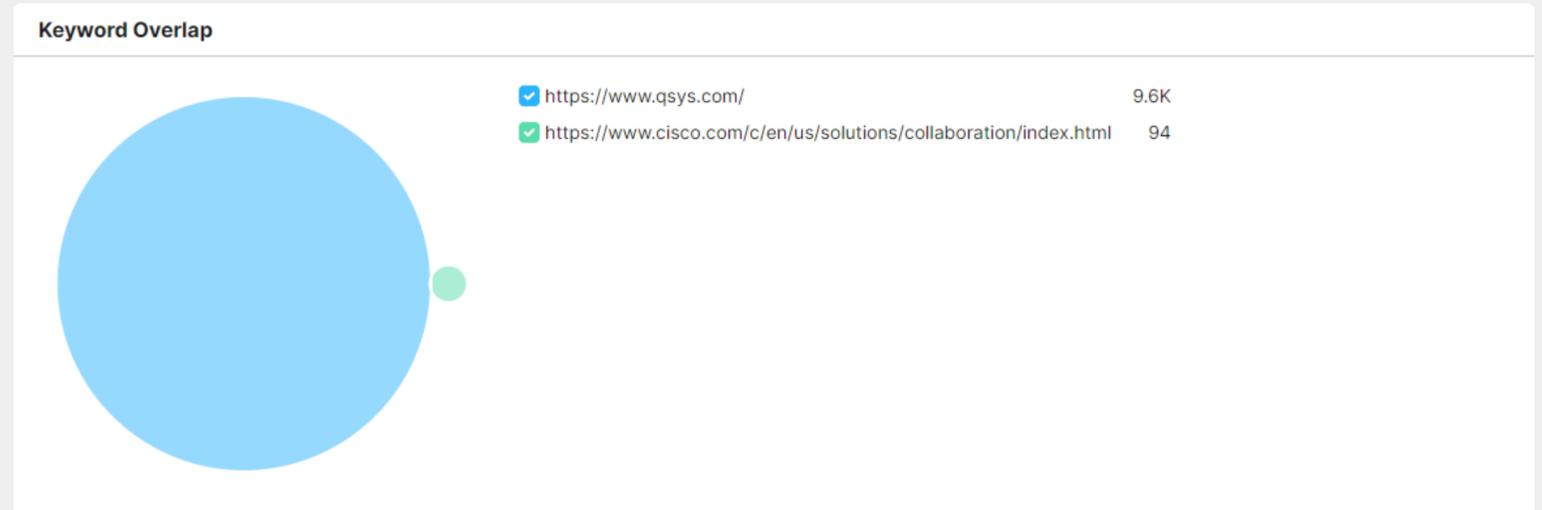
KEYWORD AUDIT

Q-SYS vs CISCO COLLABORATION & CISCO DEVELOPER/ECOSYSTEM WEBSITE SECTIONS

RANKING AGAINST COMPETITORS

- Note: This is Q-SYS vs Cisco collaboration website section - little keyword relevance is expected.
- Only 1 shared keyword (“collaboration solutions”) - we rank lower than competitor (even with whole Q-SYS website used)
- 96 “untapped” keywords (almost all based around “collaboration” keyword)
- Q-SYS Collaboration page barely ranks for keywords around “collaboration”
- H1 on collaboration landing page has no context (only “Collaboration”)

See “Q-SYS vs Cisco Collaboration GAP KEYWORDS” tab in data spreadsheet

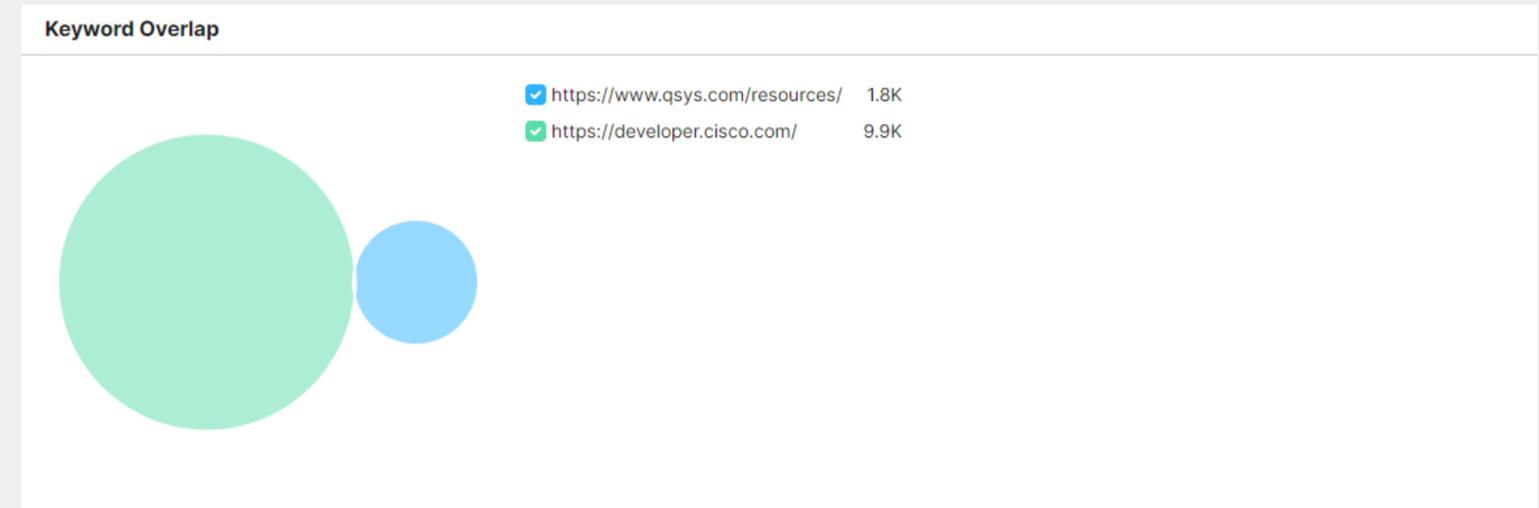


Recommendations:

- Entire collaboration solutions section of Q-SYS should be keyword optimized against collaboration-specific keywords on Cisco’s website.
- Start by focusing on untapped keywords list, then broaden out to other keyword/keyword groups where relevant
- Work on keyword groupings and work them into all collaborations pages

RANKING AGAINST COMPETITORS

- Note: This is Q-SYS resources vs Cisco dev/ecosystem website section - closest relevant section(s). We did not use the dev.qsys.com subdomain as a single reference, as it's a single page with little content.
- ~9900 keywords where competitor ranks, but we do not (we barely compete)
- Only 6 shared keywords:
 1. cisco download software (Q-SYS)
 2. cisco ios upgrade
 3. cx programmer software
 4. cisco com software download (Q-SYS)
 5. onboard management manual
 6. voip tools
- Cisco developer subdomain is its own website, with unique user journeys and experience.
- Content is not hidden behind registration/long and is easily accessible – likely contributing to SEO performance (as everything can be indexed by search engines).



Recommendations:

- Work on content that includes questions and answers. E.g. “How to download and install unifi controller software”
- Comparing Q-SYS resources/developers to Cisco Developers is tricky as nature of content and site structures are vastly different – consider mapping out and restructuring Q-SYS resources/developers area to be closer to Cisco developers.
- Group the 9900 Cisco developer keyword and spread them over relevant content on the Q-SYS Resources section.
- If the Q-SYS developer section is improved and broadened, keyword groups can be factored into content there

5 SUGGESTIONS & RECOMMENDATIONS

QUICK WINS

- Optimize site speed/performance
- Allocating focus keywords to select pages that require fixing/optimization
- Fix H-tag issues on high-value pages (pages missing H-tags or with multiple H-tags) (dev-related)
- Fix meta descriptions on high-value pages (long and short meta descriptions)

NOT-SO QUICK WINS

- Increase copy on low-copy pages (selected/high-value pages)
- Sitemap/structure updates/tweaks
- Fix broken links (find/replace or 301 redirect)
- Resolve missing alt tags (slow-burner)

ONGOING

Create 6-12 month SEO strategy around focus keywords for ongoing on and off-site SEO optimization. This can include keyword rank tracking, content outreach, schema markup, etc.

YOU

THANK

