Strengthening Knowledge Management for Greater Development Effectiveness in the Near East, North Africa, Central Asia and Europe

Knowledge Portal SEO
Baseline Status Report

Knowledge Portal SEO Baseline Status Report
Action Points and Recommendations

Keywords

Knowledge, Knowledge Management, Management, KM, MGMT, Knowledge Sharing, Sharing, Knowledge Creation, Creation, Knowledge Discovery, Discovery, Knowledge Storage, Storage, Knowledge Curation, Curation, Information, Data, Data Curation, Capacity Development, Capacity, Development, Research for Development, R4D, SEO, Search Engine Optimization, Baseline

Prepared by

International Center for Agricultural Research in the Dry Areas (ICARDA)

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Report

A report is a separately published record of research findings, research still in progress, policy developments and events, or other technical findings, usually bearing a report number and sometimes a grant number assigned by the funding agency. Also, an official record of the activities of a committee or corporate entity, the proceedings of a government body, or an investigation by an agency, whether published or private, usually archived or submitted to a higher authority, voluntarily or under mandate. In a more general sense, any formal account of facts or information related to a specific event or phenomenon, sometimes given at regular intervals. *Source:* COAR

About ICARDA

Established in 1977, the International Center for Agricultural Research in the Dry Areas (ICARDA) is a non-profit, CGIAR Research Center that focusses on delivering innovative solutions for sustainable agricultural development in the nontropical dry areas of the developing world. We provide innovative, science-based solutions to improve the livelihoods and resilience of resource- poor smallholder farmers. We do this through strategic partnerships, linking research to development, and capacity development, and by taking into account gender equality and the role of youth in transforming the non-tropical dry areas.

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Disclaimer

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Abbreviations

FAIR	Findable, Accessible, Interoperable, Reusable
ICARDA	International Center for Agricultural Research in the Dry Areas
IFAD	International Fund for Agricultural Development
KM	Knowledge Management
KS	Knowledge Sharing
R4D	Research for Development
SEO	Search Engine Optimization
SKiM	Strengthening Knowledge Management for Greater Development Effectiveness in the Near East, North Africa, Central Asia and Europe
URL	Uniform Resource Locator

Introduction

Search Engine Optimization (SEO) is the set of web practices aimed at making a website and related content easily visible and navigable, in order to obtain a good positioning in the results of search engines queries and a favourable user experience.

SEO is increasingly relevant as search engines are the most common way to navigate the web and draw attention to online content, while user experience optimization ensures website overarching targets to be achieved. SEO for non-profit, Research for Development (R4D) organizations such as ICARDA is essential to ensure and boost the Findability, Accessibility, Interoperability and Reusability (FAIR) of its knowledge, for enhanced Knowledge Sharing (KS).

SEO combine front-end, back-end User Interface (UI) managing skills, to create websites easy to navigate for both users and search engines crawlers, which need to find good quality content right away and in a well-organized, useful fashion. Applying SEO-friendly practices is responsibility of a webmaster, or Knowledge Management Officers with website expertise, and developing teams.

In the framework of the "Strengthening Knowledge Management for Greater Development Effectiveness in the Near East, North Africa, Central Asia and Europe" project, ensuring SEO of the Knowledge Portal (KP) is a best practice with potential to scale and be transferred to project stakeholders.

The Baseline Status Report has been carried out, in order to correctly assess the managing practices of the KP over time and identify the strategic measures needing implementation. The Final Status Report is shall be produced after the acquisition of SEO-friendly practices and related observation.

The total time spawn of the activity is of 4 to 6 months – depending on the results achieved, encompassing the following activities:

January to February 2020	Observation and analysis
March 2020	Baseline Status Report
April 2020	KP SEO Upgrade
May to June 2020	Observation and analysis
July 2020	Final Status Report

The work carried out aimed at ensuring that SKiM Knowledge Management Portal is SEO efficient for enhanced user experience and overall effectiveness.

Overall Reporting Steps

The SEO strategy has been based on ICARDA MELSpace SEO Final Status Report, in the perspective of the SKiM dissemination objectives of 3000 yearly visits and 600 yearly downloads of project's online products.

The primary tasks were to:

1. Review https://knowledgemanagementportal.org in SEO perspective.
2. Set up of Google Analytics and Search Console.
3. Observe and analyse the data from SEO tools.
4. Produce action points.

Target

The URL target of SEO analysis is https://knowledgemanagementportal.org and related subpages.

Team Members and Responsibilities

The team members and related roles are hereby listed:

1) Valerio Graziano: Knowledge Management Officer (KMO).

Baseline Status of "https://knowledgemanagementportal.org"

Observation period: 9th February 2020 to 17th march 2020 (37 days).

Active URL disseminations practices: none.
Active Google campaigns: none.
Active filters: KMO IP address.

Overview							
Unique Users				**Returning Users (Unique Users %)**			
55				18 (32.72%)			
All Page Views		**Unique Page Views**		**Average Time on Page**			
550		279		1' 28''			
Sessions (Average per User)		**Average Session Duration**		**Average Bounce Rate**		**Average Exit Rate**	
109 (1.98)		5' 55''		34.86% a		19.82% b	
Most Viewed Pages		**All Views**	**Unique Views**	**Average Time on Page**	**Bounce Rate**	**Exit Rate**	**Type**
/portal c		155	47	1' 26''	4.76%	18.06%	Home
/n/portal		91	40	1' 33''	0%	3.3%	Home
/portal/more/all/news/1		30	10	17''	0%	6.67%	Home
/n/capdev/2850/bug-data-in-agriculture		29	9	1' 58''	71.43% d	27.59% e	Blog
/n/capdev/4205/demonstration-of-pellet-and-feed-mesh-production		18	14	4' 15''	60% d	61.11% e	Blog
Demographics							
EN		**IT**		**FR**		**DE**	
70,91		23.64%		3.64%		1.81%	
Italy	**Jordan**	**USA**	**Canada**	**Ethiopia**	**Tajikistan**	**Tunisia**	**Others**
25%	15%	15%	6.67%	5%	5%	5%	23.33%

a) The **bounce rate** is high, this usually happens when the page takes long time to load, the users cannot understand quickly the nature of the website or cannot orient themselves quickly enough.

Recommended actions:

- Improve the pagespeed of the website applying for each page the recommendations of the https://developers.google.com/speed/pagespeed/insights/ tool, bringing the mobile score at least to an average score of 50 and the desktop score to at least a good score of 90.
- Insert an introductory text and more text content for each page. This text can be located in the highest part of the pages right below the header.
- Insert a navigation menu in the header, between the existing header and the introductory text (see previous point).
- Enrich the footer with internal links by category of content.

b) The **exit rate** is high, this usually happens when users don't find valuable the navigation experience.

Recommended actions:

- Insert a search function in the header, optimally aside the login button.
- Insert options for sharing content.
- Make logos hyperlinks more explicit with a shadowing effect on mouse over.

c) **Knowledgemanagementportal.org/portal** is the original URL planned to be home to the website. The website development team has introduced **"/n/"** before that in order to make use of **mel.cgiar.org** technology, giving a final URL of **knowledgemanagementportal.org/n/portal**.
However, the coexistence of both URLs and related subpages (/portal and /n/portal) splits traffic data and affects the navigation experience, plus it can demote the website in Google ranking if interpreted as duplication of content.

Recommended actions:

- Eliminate the /portal sub-page and all related subpages. Alternatively, redirect /portal sub-page and all related sub-pages to their /n/portal counterparts, apply them the tag NoIndex and make orphan (remove all links to them).
The introduction of "/n/" has been deemed necessary by the development team and unchangeable, this solution allows to keep it. All of the other recommendations in this report keep /n/.
- The optimal solutions would see /n/ and related sub-pages removed (eliminated or redirected to their /portal counterparts, NoIndex tag applied and made orphans), and /portal and related sub-pages becoming the website.
If this solution is chosen, apply it to all other recommendations in this report.

d) The **bounce rate of blog type content pages** is high, this usually happens when the user is welcomed by much text without an appealing and fast loading visual.

Recommended actions:

- Format the blog type pages according to the blogging best practices listed here https://neilpatel.com/blog/the-ultimate-guide-to-writing-blog-posts-that-rank-in-googles-top-10.
In particular, quicken the loading and reduce the size of the main image, provide more introductory and clearly identifiable body text, use better formatting such as more clearly visible font colour and discernible paragraphs, keep the website header and footer.

e) The **exit rate of blog type content pages** is high, this usually happens on subpages when users don't find valuable the navigation experience or they experience a "dead end".

Recommended actions:

- Provide more internal links in this kind of pages, in addition to all previous recommendations.

Unique Sessions per Source of Traffic								
Direct			**Organic**			**Referral**		
91			15 [f]			3 [g]		
Bounce Rate			**Bounce Rate**			**Bounce Rate**		
36.26%			33.33%			0%		
Goal Conversion Rate			**Goal Conversion Rate**			**Goal Conversion Rate**		
173.39%			220%			366.67%		
Goals								
Goals Completions	**Abandonment Rate**	**1 Page Viewed per Session**	**2 Page Viewed per Session**	**3 Page Viewed per Session**	**15 Seconds of Navigation**	**30 Seconds of Navigation**	**Institutional Page Viewed**	**Login**
189	17.47%	72	41	14	22	27	7	6

f) The **organic traffic**, the one arriving on the website through search engines – most notably Google, is low, this can be increased.

Recommended actions:

- Increase the website performance by implementing the recommendations of this report, see also "Google Performance" below.

g) The **referral traffic**, the one arriving on the website through a direct link from another source, is low, this can be increased.

Recommended actions:

- Build a natural links profile, having both SKiM and non-SKiM actors linking the website in relevant products and media, avoiding creating a "ring" of only fabricated links which can demote the website.

Technologies							
Desktop					**Mobile**		
95%					5% [h]		
Windows	**Macintosh**	**Android**	**iOS**		**Android**	**iOS**	
67.27%	21.82%	9.09%	1.82%		83.33%	16.67%	
Chrome	**Edge**	**IE**	**Safari**	**Others**	**360x780**	**412x856**	**414x896**
67.27%	9.09%	7.27%	5.45%	10.92%	50%	33.33%	16.67%

h) The **mobile traffic**, is low, meaning that the website is not findable with ease.

Recommended actions:

- Improve the findability of the website by implementing the recommendations of this report, see also "Google Performance" below.

Google Performance		
Queries		**Positioning**
Rice knowledge management portal knowledge management portal		26.3 (Average) [i]
		1 (Highest)
		100 (Lowest)
Pages	**Clicks**	**Impressions**
https://knowledgemanagementportal.org/	5	10
https://knowledgemanagementportal.org/n/portal/institution/5/international-center-for-agricultural-research-in-the-dry-areas-icarda	0	7
https://knowledgemanagementportal.org/portal/partners/1	0	3
https://knowledgemanagementportal.org/portal/termsprivacy	0	3
https://knowledgemanagementportal.org/portal/institution/5/international-center-for-agricultural-research-in-the-dry-areas-icarda	0	2
Google Page Rank[1]		
0/10 [i]		
Domain Authority[2]		
1 [i]		

i) The overall **positioning** of the website is low-average – given the specific queries – and improvable, as the **page rank** and **domain authority** (metrics based on the website links profile) show. The performance according to Google is indicative of the performance on the majority of search engines in use.

Recommended actions:

● Apply the NoIndex tag to the following pages.

URL	Reason
https://knowledgemanagementportal.org/n/portal/termsprivacy	Not relevant for the user

● Apply the NoFollow quality to the following links.

Link	Location	Anchor Text	Reason
https://knowledgemanagementportal.org/n/portal/termsprivacy	Home footer	Terms of Use | Privacy Policy	Not relevant to Google

● Delete the following URLs – or – apply the NoIndex tag and make orphans.

URL	Reason
https://knowledgemanagementportal.org/n/null /404	Not needed
https://knowledgemanagementportal.org/portal/null	Not needed, also see point (c)

● Edit the following parent URLs and sons as illustrated.

Actual Parent URL	Next Parent URL	Actual Son URL	Next Son URL
https://knowledgemanagementportal.org/n/portal/more/all/news/1	https://knowledgemanagementportal.org/n/portal/news	https://knowledgemanagementportal.org/n/portal/more/all/news/2 then 3 then 4	https://knowledgemanagementportal.org/n/portal/news/page?s=1 then 2 then 3…

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[1] Provided by Check Page Rank.
[2] Provided by MOZ.

https://knowledgemanagementportal.org/n/portal/more/all/projects/1	https://knowledgemanagementportal.org/n/portal/projects	https://knowledgemanagementportal.org/n/portal/more/all/projects/2 then 3 then 4	https://knowledgemanagementportal.org/n/portal/projects/page?s=1 then 2 then 3…
https://knowledgemanagementportal.org/n/portal/partners/1	https://knowledgemanagementportal.org/n/portal/partners	https://knowledgemanagementportal.org/n/portal/more/all/partners/2 then 3 then 4	https://knowledgemanagementportal.org/n/portal/partners/page?s=1 then 2 then 3…
https://knowledgemanagementportal.org/n/portal/more/all/publications/1	https://knowledgemanagementportal.org/n/portal/publications	https://knowledgemanagementportal.org/n/portal/more/all/publications/2 then 3 then 4	https://knowledgemanagementportal.org/n/portal/publications/page?s=1 then 2 then 3…
https://knowledgemanagementportal.org/n/portal/more/all/crossroad/1	https://knowledgemanagementportal.org/n/portal/networks	https://knowledgemanagementportal.org/n/portal/more/all/crossroad/2 then 3 then 4	https://knowledgemanagementportal.org/n/portal/networks/page?s=1 then 2 then 3…
https://knowledgemanagementportal.org/n/portal/more/all/resources/1	https://knowledgemanagementportal.org/n/portal/resources	https://knowledgemanagementportal.org/n/portal/more/all/resources/2 then 3 then 4	https://knowledgemanagementportal.org/n/portal/resources/page?s=1 then 2 then 3…
https://knowledgemanagementportal.org/n/portal/institution/5/international-center-for-agricultural-research-in-the-dry-areas-icarda	https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda		
https://knowledgemanagementportal.org/n/portal/more/5/news/1/international-center-for-agricultural-research-in-the-dry-areas-icarda	https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda/news	https://knowledgemanagementportal.org/n/portal/more/5/news/2/international-center-for-agricultural-research-in-the-dry-areas-icarda	https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda/news/page?s=1 then 2 then 3…
https://knowledgemanagementportal.org/n/portal/more/5/projects/1/international-center-for-agricultural-research-in-the-dry-areas-icarda	https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda/projects	https://knowledgemanagementportal.org/n/portal/more/5/projects/2/international-center-for-agricultural-research-in-the-dry-areas-icarda then 3 then 4	https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda/projects/page?s=1 then 2 then 3…
https://knowledgemanagementportal.org/n/portal/more/5/publications/1/international-center-for-agricultural-research-in-the-dry-areas-icarda	https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda/publications	https://knowledgemanagementportal.org/n/portal/more/5/publications/2/international-center-for-agricultural-research-in-the-dry-areas-icarda then 3 then 4	https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda/publications/page?s=1 then 2 then 3…

https://knowledgemanagementportal.org/n/portal/more/5/crossroad/1/international-center-for-agricultural-research-in-the-dry-areas-icarda	https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda/networks	https://knowledgemanagementportal.org/n/portal/more/5/networks/2/international-center-for-agricultural-research-in-the-dry-areas-icarda then 3 then 4	https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda/networks/page?s=1 then 2 then 3…
https://knowledgemanagementportal.org/n/portal/more/5/resources/1/international-center-for-agricultural-research-in-the-dry-areas-icarda	https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda/resources	https://knowledgemanagementportal.org/n/portal/more/5/resources/2/international-center-for-agricultural-research-in-the-dry-areas-icarda then 3 then 4	https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda/resources/page?s=1 then 2 then 3…

- According to the new website structure recommended in this report, write sitemap.xml and robots.txt and upload them to /sitemap.xml and /robots.txt. The robots.txt file shall disallow all son URLs (/page?s=1 then 2 then 3… see table above).

- Apply the following Rel="canonical" metadata as illustrated.

Son URL	Rel="canonical"
https://knowledgemanagementportal.org/n/portal/news/page?s=1 then 2 then 3…	https://knowledgemanagementportal.org/n/portal/news
https://knowledgemanagementportal.org/n/portal/projects/page?s=1 then 2 then 3…	https://knowledgemanagementportal.org/n/portal/projects
https://knowledgemanagementportal.org/n/portal/partners/page?s=1 then 2 then 3…	https://knowledgemanagementportal.org/n/portal/partners
https://knowledgemanagementportal.org/n/portal/publications/page?s=1 then 2 then 3…	https://knowledgemanagementportal.org/n/portal/publications
https://knowledgemanagementportal.org/n/portal/networks/page?s=1 then 2 then 3…	https://knowledgemanagementportal.org/n/portal/networks
https://knowledgemanagementportal.org/n/portal/resources/page?s=1 then 2 then 3…	https://knowledgemanagementportal.org/n/portal/resources
https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda/news/page?s=1 then 2 then 3…	https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda/news
https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda/projects/page?s=1 then 2 then 3…	https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda/projects
https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda/publications/page?s=1 then 2 then 3…	https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda/publications
https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda/networks/page?s=1 then 2 then 3…	https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda/networks

https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda/resources/page?s=1 then 2 then 3...	https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda/resources

- Enrich the website pages with text metatags by URL.

Meta Description	Meta Keywords	H1	H2
Rich description of the content	Mix of simple keywords and long tail keywords	Header	Sub-header

- Enrich the website pages with structured data schema according to the URL as by table below. The tool https://search.google.com/structured-data/testing-tool shall be used to check and validate it.

URL	Schema
https://knowledgemanagementportal.org	https://schema.org/WebSite
https://knowledgemanagementportal.org/n/portal	https://schema.org/WebPage
https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda	https://schema.org/ProfilePage
https://knowledgemanagementportal.org/n/portal/news and sons	https://schema.org/CollectionPage
https://knowledgemanagementportal.org/n/portal/projects and sons	
https://knowledgemanagementportal.org/n/portal/partners and sons	
https://knowledgemanagementportal.org/n/portal/publications and sons	
https://knowledgemanagementportal.org/n/portal/networks and sons	
https://knowledgemanagementportal.org/n/portal/resources and sons	
https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda/news and sons	
https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda/projects and sons	
https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda/publications and sons	
https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda/networks and sons	
https://knowledgemanagementportal.org/n/portal/international-center-for-agricultural-research-in-the-dry-areas-icarda/resources and sons	
https://knowledgemanagementportal.org/n/capdev/2850/bug-data-in-agriculture	https://schema.org/Report

Strengthening Knowledge Management for Greater Development Effectiveness in the Near East, North Africa, Central Asia and Europe (SKiM) is a grant project led by ICARDA and funded by IFAD. The project also works with international partners CIHEAM-Bari, PROCASUR, Virginia Tech as well as NARS, governments, and agricultural extension services in Moldova, Morocco and Sudan.

Initiated in June 2018, the project facilitates and supports KM and capacity development activities in the three selected countries and will provide practical examples of KM best practices that will be analysed and adopted by participating institutions. Increasing the capacities of participating public institutions, by providing necessary structures and systems at the country and regional levels, will ensure that knowledge can be effectively managed for long-term growth and development.

The project website (https://mel.cgiar.org/projects/SKIM) provides background information and describes the project team, partners and stakeholders engaged. The website also shares key documents including the project proposal, and outlines the goals, objectives and impact pathway of the project, as well as additional resources and information on news and events.