

SEO Audit

for madetv.org

Thanks to Ellie Morgan & Luke Thomas

Holes in the boat check

- Can you be found? ✓ ☐
- Check the robots.txt ✓ ☐
- Check the sitemap ✓ ☐
 - Broken links ✓ 🙄

Check the robots.txt ✓ ☐

- Just out of the box WordPress
- Does have the sitemap in ✓ ☐

Check the sitemap ✓ ☐

- Sitemap lists 897 URLs
- “Site:” search shows 748 results
- Search Console crawling ~600 pages

XML Sitemap

Generated by [All in One SEO](#), this is an XML Sitemap, meant to be consumed by search engines like Google or Bing.

You can find more information about XML sitemaps at [sitemaps.org](#).

This sitemap contains 897 URLs

URL	Images	Priority	Change Frequency	Last Change
https://www.madetv.org/	2	100%	Always	
https://www.madetv.org/paul-pogba-spreads-news-of-libyan-slave-trade/	2	70%	Daily	2017-12-14 14:53
https://www.madetv.org/made-in-heston-west-free-film-making-workshops-for-11-18-year-olds/	9	70%	Weekly	2017-12-09 14:27
https://www.madetv.org/save-southall-town-hall-get-involved/	3	70%	Weekly	2017-12-07 23:38
https://www.madetv.org/im-not-racist-reignites-race-debate/	6	60%	Weekly	2017-12-06 12:55
https://www.madetv.org/hijarbie-hijab-wearing-barbie/	2	60%	Weekly	2017-12-04 14:46
https://www.madetv.org/volunteer-to-promote-diversity-and-inclusion-as-a-content-creator/	1	70%	Weekly	2017-12-08 15:43
https://www.madetv.org/film-makers-wanted-for-16mm-short-film-project/	6	70%	Weekly	2017-12-08 15:29



site:madetv.org



Volume: 0/mo | CPC: £0.00 | Competition: 0 ★

All

Images

News

Shopping

Maps

More

Settings

Tools

About 668 results (0.26 seconds)

Google promotion

Try Google Search Console

www.google.com/webmasters/

Do you own **madetv.org**? Get indexing and ranking data from Google.

#BlackGirlMagic Empowering Women Everywhere | make a difference ...

<https://www.madetv.org/blackgirlmagic/>

With Essence magazinesâ€™ #BlackGirlMagic Class of 2016 February cover, 2016 may be the year for black females to get the recognition they deserve. feb-cover-gif-240_0. 2016 has already started with a bang. Beyonce dropped her song Formation, where she unapologetically owned and celebrated her blackness.

About | make a difference entertainment

<https://www.madetv.org/about/>

Make A Difference Entertainment (MADE) is a social enterprise dedicated to creating brighter futures for London's diverse communities through the co-production of innovative and engaging digital content. Vision: Uniting London's diverse communities through entertainment. Mission statement: Brighter futures for ...

'Bearded Lady' defies bullies | make a difference entertainment

<https://www.madetv.org/harnaam-kaur/>

made by Harnaam, 25. A member of the Asian community, Harnaam Kaur (25) from Slough, suffers from Polycystic Ovary Syndrome (POS) that triggers a hormonal imbalance that causes excessive facial and body hair to develop. Since the age of 11, her failed attempts to remove the hair and the humiliation and the teasing ...

Get Involved | make a difference entertainment

<https://www.madetv.org/get-involved/>

Register here for content updates and to get involved as a producer, performer or contributor: Loading... Share the post "Get Involved". Facebook · Twitter · Google+ · E-mail. Follow made on Twitter. My Tweets. Like Us On Facebook. Sign Up To Receive Collaboration Opportunities. First Name Last Name Email Address

Dashboard

Messages

Search Appearance ⓘ

Search Traffic

Google Index

Index Status

Blocked Resources

Remove URLs

Crawl

Security Issues

Web Tools

Index Status

 Showing data from the last year

Basic

Advanced

■ Total indexed ⓘ
746



The numbers shown in the graph may be up to a week old, and may not reflect some filters that can prevent indexed URLs from appearing in our search results. [Learn more.](#)

Broken links ✓ 🙄

- Sitemap riddled with broken links
- Site-wide “Get Social” mail link broken
 - 26 broken pages across the site
 - 257 errors in Seach Console

Site speed



gtmetrix.com

← → ↻ Secure | https://gtmetrix.com/reports/www.madetv.org/eDGRy9Vr

GTmetrix Features Resources Blog GTmetrix PRO Welcome Andrew! | User Settings | Log Out

Latest Performance Report for: https://www.madetv.org/

Report generated: Sat, Dec 2, 2017, 10:52 AM +0000
Test Server Region: London, UK
Using: Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gt1, YSlow 3.1.8

Looks like you're running WordPress [Have a look at our WP optimization tips »](#)
 Looks like you might not be using a CDN [Why should I use a CDN? »](#)

Performance Scores

PageSpeed Score	YSlow Score
F (10%) ▾	D (60%) ▾

Page Details

Fully Loaded Time	Total Page Size	Requests
8.5s ▾	10.1MB ▾	259 ▾

PageSpeed YSlow Waterfall Timings Video History

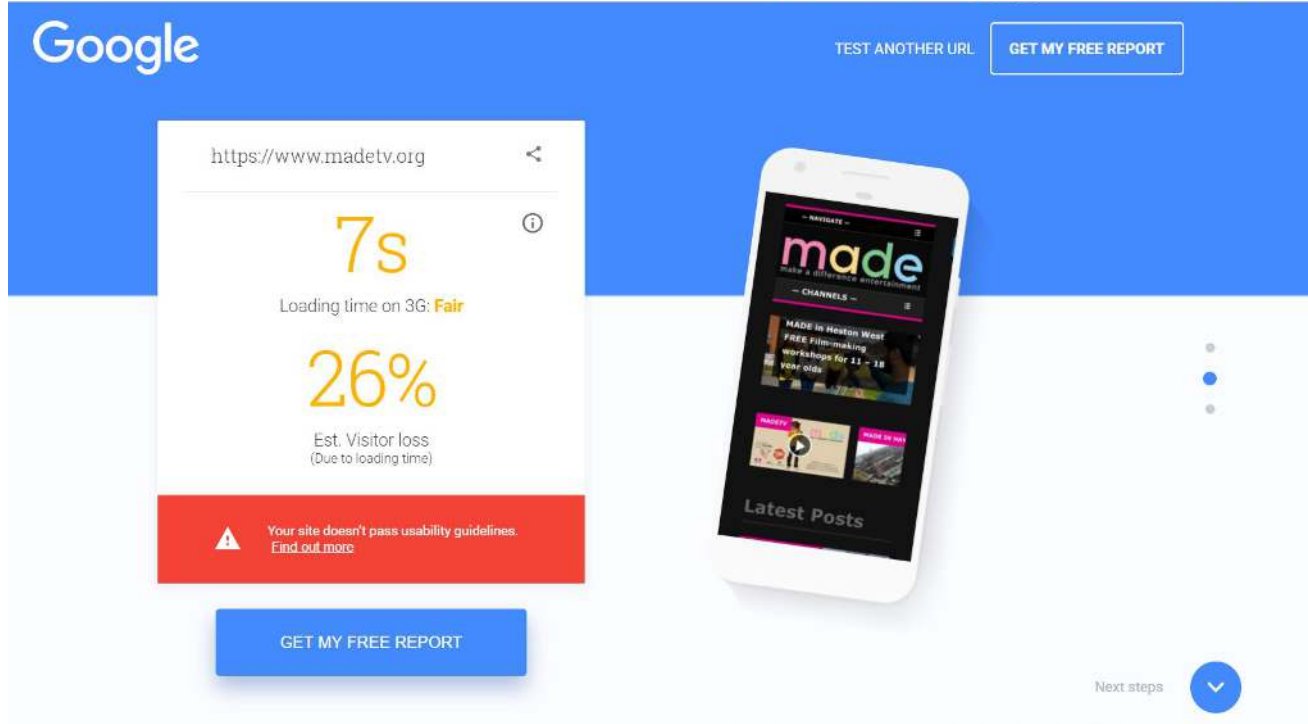
RECOMMENDATION	GRADE	TYPE	PRIORITY
▾ Serve scaled images	F (0) ▾	IMAGES	HIGH
▾ Serve resources from a consistent URL	F (0) ▾	CONTENT	HIGH

What do my scores mean?

Rules are sorted in order of impact upon score
Optimizing rules at the top of the list can

[Re-Test](#)
[Compare](#)
[Page Settings](#)
[Monitor](#)
[Set Up Alerts](#)
[Download PDF](#)
Share This Report

Google mobile speed test





made

make a difference entertainment

Disclaimer...



What were we given?

*"Our long term goal is to be a platform that promotes **diversity and inclusion** through high quality original **online content** (**documentaries, short films, sketches** etc).*

The closest to who we'd like to be like is https://www.vice.com/en_uk"

Main goal: to showcase the work produced followed by encouraging more **volunteers**.

Not really sure which pages would be the most important on our current design as they are **wordpress posts instead of pages**. We are looking to redesign the website so there will be a focus on the video content perhaps in a player. Perhaps there could be an about us page /advert that plays for new visitors?

We have a Google AdWords grant but the ads stopped because we hadn't logged in for a while. Not had much luck with it so far as we are struggling to find appropriate (popular) keywords that will generate the kind of traffic we are looking for.

What else where we given?

Keyword ideas

Diversity and inclusion

Online TV

BAME

LGBT

Community TV

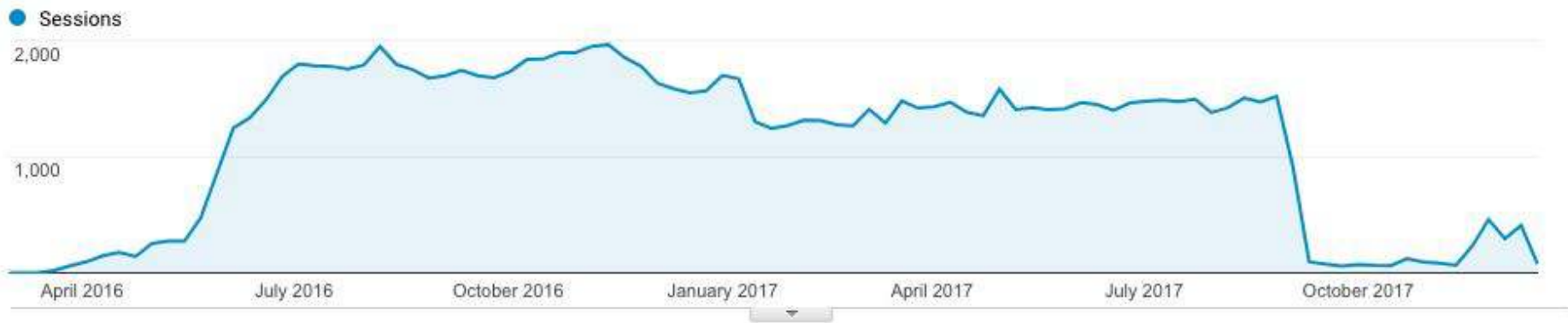
Diversity London

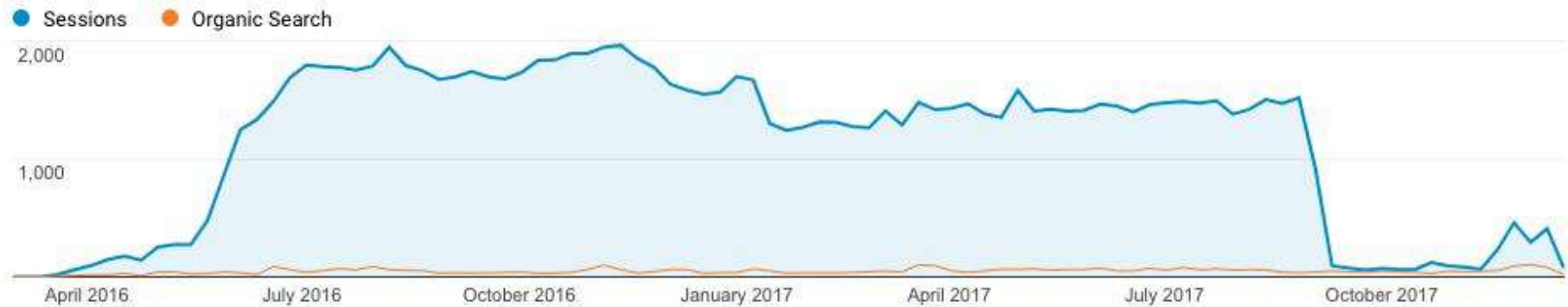
Community cohesion

Filmmaking volunteer

London documentary

Comedy sketches







W₅

O₁

R₂

D₂

S₂

M₂

O₁

B₃

D₃

S₃

create your own video online
videography training course tv presenter jobs film london
digital content charity gay short film
how to get into video production
video production workshops film charity
free video training london diversity sketches
video production london digital editing courses lgbt film
diversity in the community
online tv websites lfs filmmaker london film workshops
tv video production tv work experience
bbc production trainee scheme
itv work experience charity film indian short film short film
film school uk create films
media diversity film and tv production london
make film london online tv
london film school london video training
i want to be a film maker where do i start

THANK YOU
FOR
YOUR
SUPPORT

Online Content Vs. Volunteering

$$1 + 1 = 3$$



The numbers...

- Rankings
- Monthly Searches

made in hayes	1	https://www.madetv.org/tag/made-in-hay
made in southall	1	https://www.madetv.org/tag/made-in-sou
make a difference entertainment	1	https://www.madetv.org/
www.madetv.org	1	https://www.madetv.org/

High volume

Low competition

london film school
(2,400)

film london (2,400)

lfs (1,900)

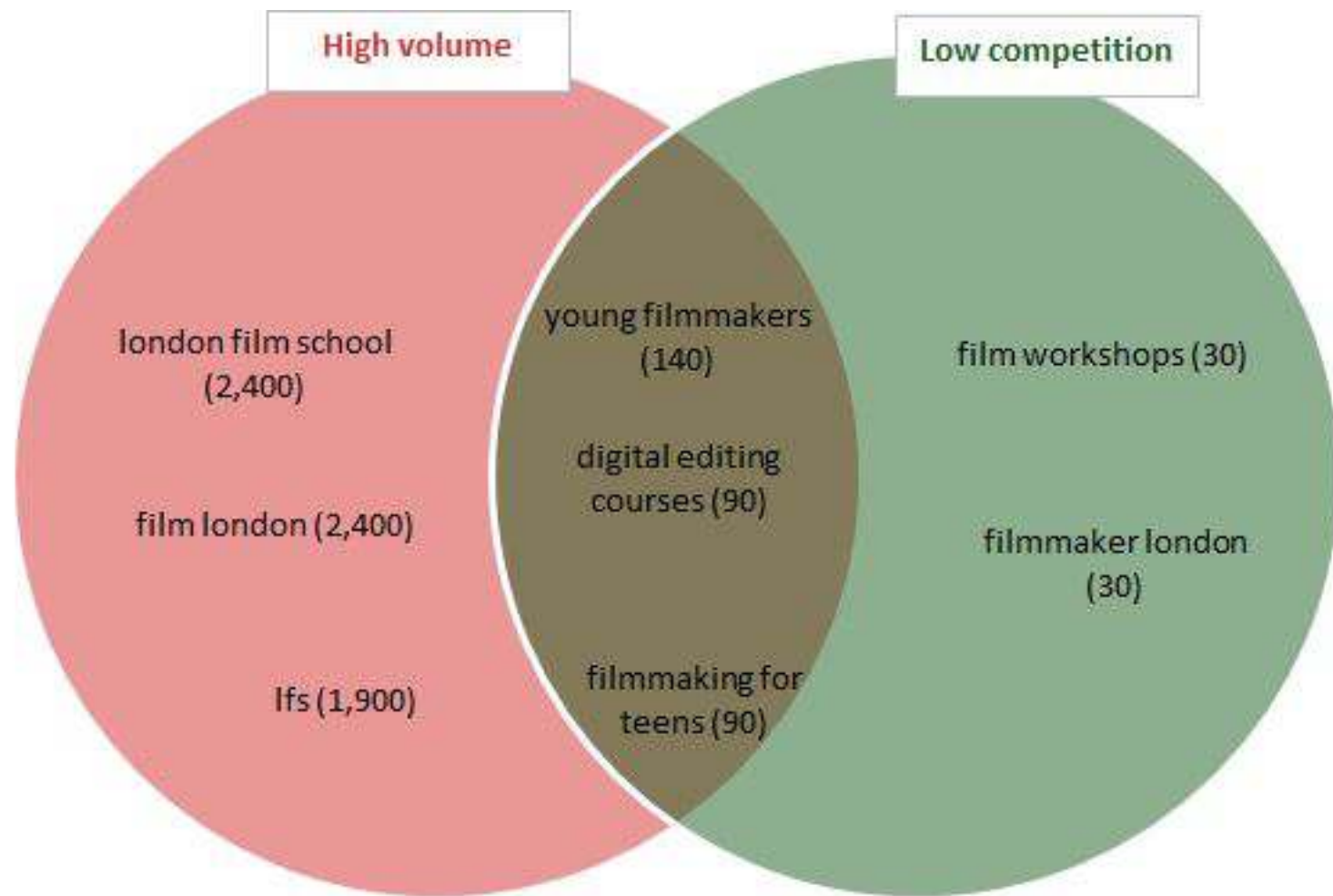
young filmmakers
(140)

digital editing
courses (90)

filmmaking for
teens (90)

film workshops (30)

filmmaker london
(30)



High volume

Low competition

itv work experience
(1,000)

bbc production
trainee scheme
(720)

TV presenter jobs
(720)

tv work experience
(140)

how to make it in
the film industry
(90)

how to get into
video production
(90)

i want to be a
filmmaker where do
i start
(90)

High volume

Low competition

how to get into
acting (1,000)

how to become an
actor (1,900)

how to become an
actress (880)

getting into acting
(140)

how to sign up for acting
(90)

young acting jobs
(90)

how to start an
acting career with
no experience (90)

acting for TV
(90)

how to get
auditions
(30)

how to get an agent
for acting UK
(30)

Where?





Allo-

-ion

What goes where?

Currently no pages/ categories/ structure

- Diversity and inclusion
- BAME
- LGBT
- Community cohesion
- Filmmaking volunteer
- Comedy sketches

Page titles, Meta data & all that jazz...



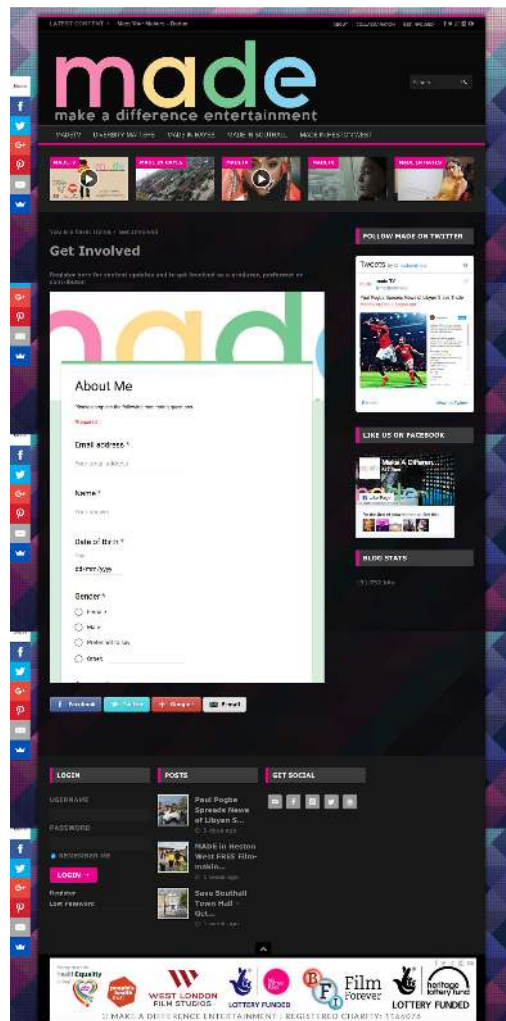
For example: Driving Volunteers

People may be searching:

- Film production volunteering
- Where can I gain experience in film production
- London based production charities
- TV Presenter jobs
- Volunteer as a film producer
- Diversity film production jobs
- TV Work Experience

Get Involved | Make A Difference Entertainment
www.madetv.org/get-involved/

<https://www.diversitymatters.org>



made

make a difference entertainment

MADETV | DIVERSITY MATTERS | MADE IN HAYES | MADE IN SOUTHALL | MADE IN HESTON WEST



You are here: Home / Get Involved

Get Involved

Register here for content updates and to get involved as a producer, performer or contributor:

FOLLOW MADE ON TWITTER

Tweets by @madeonlinetv

made TV
@madeonlinetv

So what might we do instead?

- Film production volunteering
- Where can I gain experience in film production
- London based production charities
- **TV Presenter jobs**
- Volunteer as a film producer
- Diversity film production jobs
- **TV Work Experience**
- i want to be a film maker where do i start
- **Volunteer Experience in TV**
- **ITV Expirence**

Work Experience in TV | Volunteer in Television

<https://www.madetv.org/volunteer-in-tv/>

MADE is a charity aimed at getting young people into TV & film through online content creation addressing diversity & inclusion. Volunteer in TV with MADE!

create your own video online
videography training course tv presenter jobs film london
digital content charity gay short film
how to get into video production
video production workshops film charity
free video training london diversity sketches
video production london digital editing courses lgbt film
diversity in the community
online tv websites if's filmmaker london film workshops
tv video production tv work experience
bbc production trainee scheme
itv work experience charity film indian short film short film
film school uk create films
film and tv production london
media diversity make film london online tv
london video training
london film school i want to be a film maker where do i start



So MADE...

- Get your keyword list solid & segmented
 - Research & know the numbers
 - Online Content Categories Vs. Volunteers
- Allocate words to pages
 - They don't have to exist
- Optimise/ create the pages to target keywords
 - Title, descriptions & onsite

madetv.org AdWords

AdWords results so far

- High bounce rates for keywords
- Landing page for paid search: 86.52% bounce 141 visitors
<https://www.madetv.org/free-filmmaking-workshops/>
- Keywords are quite broad
- Landing pages might have a lot to do with high bounce rate, ensuring you take your users to a relevant landing page is of key importance
- Set up goals & conversion tracking
- Site links, call out, call extensions are all available with the google grants scheme in AdWords, these can really increase CTR on your ads and are worth using.

AdWords for charities to do:

- Don't limit yourself when setting up your campaign, it is actually very hard to spend the full \$10,000 of grant, especially if you are a small charity.
- Don't use exact match keywords right away, start with really broad keywords and refine as you go forward with your campaign.
- Research keywords thoroughly - because there is a \$2 max CPC set for Google Grants users, you will need to be creative with your keywords, this mean finding the less expensive phrases that people may be searching for. For example, instead of 'Donate to Charity' (which is likely going to be highly competitive and expensive) try 'which UK charities are best to donate to'.

AdWords for charities to do:

- Don't just set your account up and leave it that way, make sure you are checking in and making use of the reporting available in both AdWords and Analytics.
- If you really want to see how AdWords is impacting your website, make sure you set up Goals in Analytics and link this to your AdWords account.
- Use all the features available in AdWords to increase click-through-rate, these features are easy to set up and cost nothing extra. Ad extensions create more reasons to click on ads by showing the user more detailed information about your website or service.

Initial feedback on the website

Homepage, messages change very quickly/ A lot of information to take in on the homepage

It's not clear what the website is about/ about us page is not prominent enough

The about us page possibly too small

Is the idea that people already know what the cause is when they visit the website?

Missing intro/ overview content

Needs clarity organisation to the homepage

Clearer navigation needed

Straight into the content, not sure what the website is about?

madetv.org Accessibility

Keyboard & form accessibility

- Users should be able to tab through the website and not get stuck anywhere. At present the tab gets stuck scrolling through news feeds on the website:



- Similarly it should be easy to navigate forms using the tab function.

Text readability

- Text should be easily readable, and should have a high contrast against the background colour. At present the text colour doesn't meet WCAG (web content accessibility guidelines) standards and needs to have a greater contrast.

Make A Difference Entertainment (MADE) is a social enterprise dedicated to creating brighter futures for London's diverse communities through the co-production of innovative and engaging digital content.

Vision: Uniting London's diverse communities through entertainment.

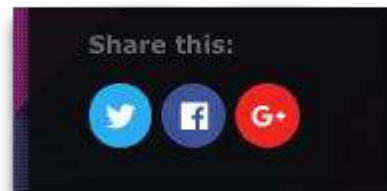
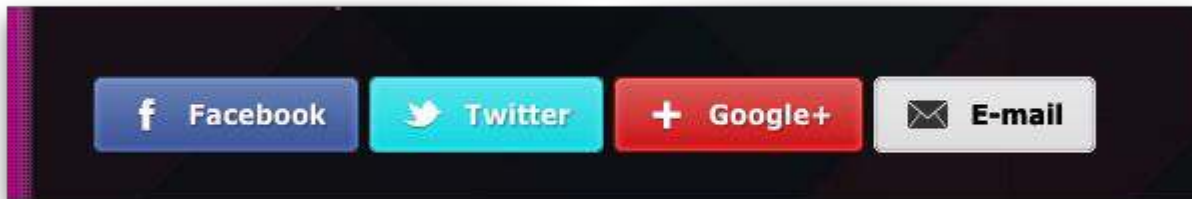
Mission statement: Brighter futures for marginalised groups through the co-creation of innovative and engaging digital content.

Videos & images

- Videos with audio require synchronised captioning. Automatic captions are available in English, Dutch, French, German, Italian, Japanese, Korean, Portuguese, Russian and Spanish. This is something that can be enabled via **video manager**.
- All images need an `alt` attribute. If you do not supply an `alt` attribute, that'll mean that users who cannot see the image will not understand what the image conveys. Make sure that the `alt` attribute value is a useful, concise, and clear description of the image.

User journey/ goals

- On this page: <https://www.madetv.org/madetv-to-support-under-represented-creatives/> there are 5 sharing interfaces for your users to choose from, making it clearer what they all do and reducing them would be clearer for users.



Accessibility to dos

- Add more contrast to the text against the background.
- Add alt text to images.
- Add captioning to videos
- Allow users to tab through the website using keyboard functions

To do list

1. Set-up Goals in Google Analytics
2. Site speed
3. Broken links
4. Sitemap
5. Keywords list solid & segmented
 - a. Allocate words to pages
 - b. Optimise existing pages & create new pages to target keywords
6. Image optimisation
7. Site lacks clarity & clear 'About'
8. Accessibility
9. Social sharing buttons
10. AdWords
 - a. Conversion tracking
 - b. Keyword matching
 - c. Enhancements & extensions