

KELSTON MARKETING: Healthy Website Architecture for Search Rankings

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Abstract

Kelston Marketing, found by URL <https://www.kelstonmarketing.com>, is a marketing agency niched in branding and SEO efforts. Based in Southlake, TX, this strong company needs SEO as a non-negotiable for being found quickly. To best meet this goal, Kelston needs to a strong website architecture fixing: flat website architecture, broken internal links, external links (#, relevance, anchor text, broken links), duplicate content problems, orphaned pages, canonical redirects and unfinished pages being indexed.

How Google Discovers Pages

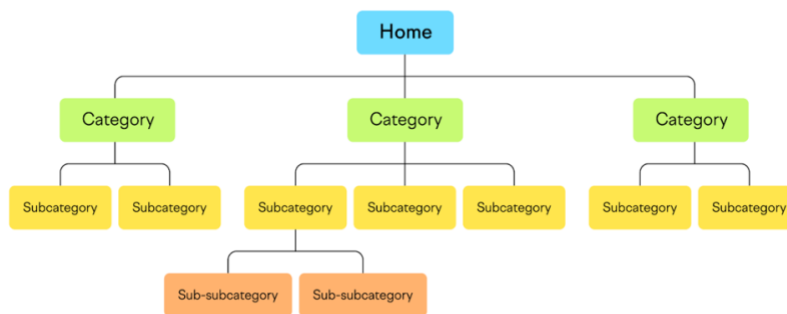


semrush.com

SEMRUSH

(Nicole, 2025)

Website Architecture Example



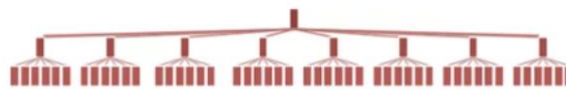
semrush.com

SEMRUSH

(Nicole, 2025)

Website Structure Evaluation

Using a flat structure website can improve crawlability, indexing, authority, the user experience (UX) and provide competitive advantage. The goal of a flat structure website is to create a “3-click maximum away from the homepage allows both users and search engines to easily discover pages, utilization of category/ pillar pages and provide a category-organized URL structure.” (Stoy, 2024) This is an example of a flat website structure:



flat website structure

(Stoy, 2024)







Kelston does a good job at keeping a flat website structure linking from the homepage to all the separate pages. What Kelston can do a better job is linking back from the pages to the homepage.

This is a look at the Kelston homepage tabs:



(Kelston Marketing, n.d.)

As you can see from the above image all the pages can be accessed from the main menu. This a look at the paths of the Kelston Website through an examination with Screaming Frog:

Path	URLs ▼	Indexable	Non-Indexable
▼  https/	5	3	2
▼  www.kelstonmarketing.com/	5	3	2
 cart	1	0	1
 contact	1	0	1
 about	1	1	0
 services	1	1	0

(Screaming Frog, 2025)

This shows how the paths interconnect through the homepage. Even though there may be some indexing issues the flat structure of the website is working well.

Broken Internal Links

Broken links can be so frustrating to users greeted with 404 errors. There are several problems with broken links and angry users is just the start. “BROKEN LINKS = poor user experience, which affects user navigation, bounce rate, and Google crawling - ALL of this affects your ranking.” (Hinchliffe, 2025)

According to Integrity, 288 of 288 links were checked on 4 pages on the Kelston website.

(Dixon, n.d.) Only one link was bad (the contact page), and 28 had errors as the contact page connects in 28 places on the website.

Status	URL	Redirected to	Appears on	Link Text
> Not checked				
> 200 no error				
> 404 not found				
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com	Contact
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com	Contact
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com	Contact
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com#page	Contact
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com#page	Contact
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com#page	Contact
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com/about	Contact
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com/about	Contact
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com/about	Contact
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com/about	Let's...
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com/services	Contact
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com/services	Contact
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com/services	Contact
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com/services	INQUIRE
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com/cart	Contact
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com/cart	Contact
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com/cart	Contact
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com/about#page	Contact
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com/about#page	Contact
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com/about#page	Contact
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com/about#page	Let's...
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com/services#page	Contact
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com/services#page	Contact
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com/services#page	Contact
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com/services#page	INQUIRE
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com/cart#page	Contact
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com/cart#page	Contact
	https://www.kelstonmarketing.com/contact#contact		https://www.kelstonmarketing.com/cart#page	Contact

(Integrity, 2025)

Looking deeper with SEMRush using a site audit 3 internal links are broken:

Page URL	Broken Link URL	HTTP Status Code	Discovered
Kelston Marketing and Branding Studio in Southlake, TX https://www.kelstonmarketing.com/	https://www.kelstonmarketing.com/contact	404	Aug 24, 2025, 8:35 New
About Kelston Marketing Dallas Marketing and Branding Studio — Kelston Marketing and Branding Studio in Southlake, TX https://www.kelstonmarketing.com/about	https://www.kelstonmarketing.com/contact	404	Aug 24, 2025, 8:35 New
Kelston - Brand Development and Marketing Studio — Kelston Marketing and Branding Studio in Southlake, TX https://www.kelstonmarketing.com/services	https://www.kelstonmarketing.com/contact	404	Aug 24, 2025, 8:35 New

(SEMRush, n.d)

Three items had invalid data:

3 structured data items are invalid Error [Send to...](#) [Site Structure](#) [Exclude check](#)

Failed: 3 Successful: 1 Why and how to fix it

Issues 3 Hidden 0 Search [Advanced filters](#)

<input type="checkbox"/>	Page URL	Structured Data Type	Affected Fields	Discovered
<input type="checkbox"/>	Kelston Marketing and Branding Studio in Southlake, TX https://www.kelstonmarketing.com/	Local Business	> 2 fields	Aug 24, 2025, 8:35 New < >
<input type="checkbox"/>	About Kelston Marketing Dallas Marketing and Branding Studio — Kelston Marketing and Branding Studio in South lake, TX https://www.kelstonmarketing.com/about	Local Business	> 2 fields	Aug 24, 2025, 8:35 New < >
<input type="checkbox"/>	Kelston - Brand Development and Marketing Studio — Kelston Marketing and Branding Studio in Southlake, TX https://www.kelstonmarketing.com/services	Local Business	> 2 fields	Aug 24, 2025, 8:35 New < >

Page: 1 of 1 10

(SEMRush, n.d)

Then one page had a 404 error code (that same contact page):

1 page returned a 4XX status code Error [Send to...](#) [Site Structure](#) [Exclude check](#)

Failed: 1 Successful: 7 Why and how to fix it

Issues 1 Hidden 0 Search [Advanced filters](#)

<input type="checkbox"/>	Page URL	HTTP Status Code	Discovered
<input type="checkbox"/>	https://www.kelstonmarketing.com/contact	View broken links 404	Aug 24, 2025, 8:35 New <

Page: 1 of 1 10

(SEMRush, n.d)

External Link Analysis

Using external link analysis is as important as internal link analysis. External links help with providing related information, developing credibility and building connections with other websites. Developing good quality links can help with domain authority. Here is an analysis with w3:

List of broken links and other issues

There are issues with the URLs listed below. The table summarizes the issues and suggested actions by HTTP response status code.

Code	Occurrences	What to do
(N/A)	2	The link was not checked due to robots exclusion rules . Check the link manually, and see also the link checker documentation on robots exclusion .
(N/A)	3	Accessing links with this URI scheme has been disabled in link checker.
404	1	The link is broken. Double-check that you have not made any typo, or mistake in copy-pasting. If the link points to a resource that no longer exists, you may want to remove or fix the link.

✖ Lines: 539, 695, 989 <https://www.kelstonmarketing.com/contact>

Status: 404 **Not Found**

The link is broken. Double-check that you have not made any typo, or mistake in copy-pasting. If the link points to a resource that no longer exists, you may want to remove or fix the link.

Broken fragments:

- <https://www.kelstonmarketing.com/contact#contact> (lines 539, 695, 989)

ⓘ Line: 3549 <mailto:info@kelstonmarketing.com?>

Status: (N/A) Access to 'mailto' URIs has been disabled

Accessing links with this URI scheme has been disabled in link checker.

ⓘ Line: 3604 <mailto:stephanie@kelstonmarketing.com>

Status: (N/A) Access to 'mailto' URIs has been disabled

Accessing links with this URI scheme has been disabled in link checker.

ⓘ Line: 2280 <mailto:info@kelstonmarketing.com>

Status: (N/A) Access to 'mailto' URIs has been disabled

Accessing links with this URI scheme has been disabled in link checker.

ⓘ Line: 3597 <https://www.linkedin.com/company/69282165/admin/>

Status: (N/A) Forbidden by robots.txt

The link was not checked due to robots exclusion rules. Check the link manually.

ⓘ Line: 3590 <https://www.instagram.com/kelstoncreative>

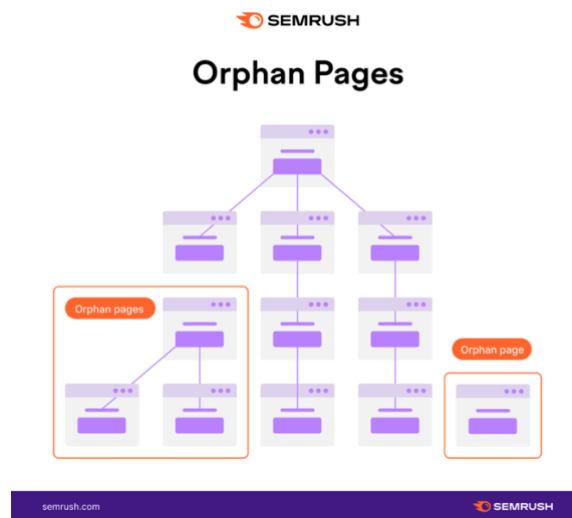
Status: (N/A) Forbidden by robots.txt

The link was not checked due to robots exclusion rules. Check the link manually.

(W3C Link Checker: <https://www.kelstonmarketing.com/>, n.d.)







Kelston needs to go through one-by-one to fix each internal and external link. “External and internal linking have one similarity, where they both can be used to provide additional information for your existing content. External links are used in many ways to help users and search engines with more information. -- External links are also often used to supplement statistics, and survey results with the ‘source’ that published them. An external link to the source helps users trust your site, and may convince them to stay longer.” (Engine Scout, 2023)

Orphaned Pages



(SEMRush, n.d.)

Orphan pages are those that have no internal links. They live outside the site structure. Kelston does a good job at linking all pages from the main homepage. None of the pages are orphan pages as examined by Screaming Frog.

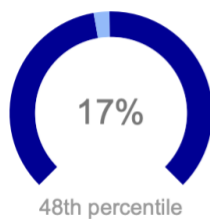
Path	URLs ▼	Indexable	Non-Indexable
▼  https/	5	3	2
▼  www.kelstonmarketing.com/	5	3	2
 cart	1	0	1
 contact	1	0	1
 about	1	1	0
 services	1	1	0

(Screaming Frog, 2025)

Duplicate Content Problems

Kelston has a 17% duplicate content internal match for the content. This can be bad as it can bring down SEO for all the matching material hurting multiple pages rankings.

This is an image of the duplicate content for Kelston:



Duplicate Content

The duplicate content for your site is 17%. The median for all other sites is 17%. The duplicate content for your site is more than 48% of all other sites.


(<https://www.kelstonmarketing.com/> - Siteliner Duplicate Content Report, n.d.)

Siteliner Products Help About Sign up Log in

Internal duplicate content found for <https://www.kelstonmarketing.com/> on Aug 25, 2025.

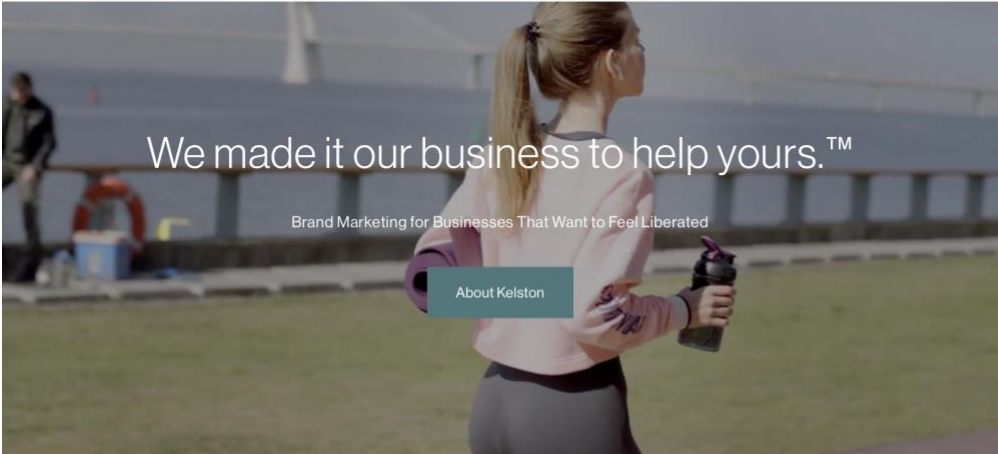
1 match found covering 58 of 332 words – 17% of the page. [View page summary](#) – [View site overview](#)

Page not showing correctly? Click [here](#) to view the page in a new window or tab.

 [About](#) [Services](#) [Contact](#)

Click to [show all matches](#) or click an individual match below to see it highlighted:

Kelston - Brand Development and Marketing Studio—Kelston | Marketing and Branding Studio in Southlake, TX
58 matching words shown
[/services](#) — [View source](#)



(<https://www.kelstonmarketing.com/> - *Siteliner Duplicate Content Report*, n.d.)

Here is an example of how it can hurt ranking:

For example, let's say that you have three pages on your site with similar content.



Google isn't sure which page is the "original". So all three pages will struggle to rank.




(Dean, 2025c)

Siteliner Products Help About Sign up Log in

Internal duplicate content found for <https://www.kelstonmarketing.com/> on Aug 25, 2025.

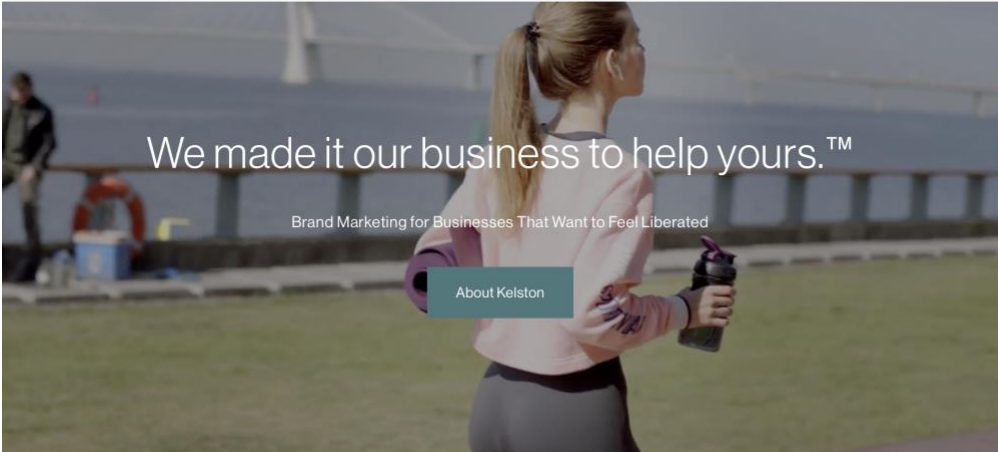
1 match found covering 58 of 332 words – 17% of the page. [View page summary](#) – [View site overview](#)

Page not showing correctly? Click [here](#) to view the page in a new window or tab.

 [About](#) [Services](#) [Contact](#)

Click to [show all matches](#) or click an individual match below to see it highlighted:

Kelston - Brand Development and Marketing Studio— Kelston | Marketing and Branding Studio in Southlake, TX
58 matching words shown
[/services](#) — [View source](#)




We made it our business to help yours.™

Brand Marketing for Businesses That Want to Feel Liberated

[About Kelston](#)

Canonical Redirects

Kelston does good on canonical redirects. All redirects lead to Kelstonmarketing.com

 HOME FEATURES

Home / Free SEO tools / Canonical URL

Canonical URL

Find and check the canonical URL of a page

[Test](#)

Canonical points to another page

Not a problem, just make sure this is the right setup for you

The canonical URL of this page is
<https://www.kelstonmarketing.com>

[View page](#)

(*Canonical URL - Free SEO Tools*, n.d.)

WWW and Non WWW Redirect Checker

(*WWW And Non WWW Redirect Checker* | *Toolsaday*, n.d.)

Unfinished pages being indexed

The good news is with Kelston all pages that are indexed are live. There are no unfinished pages. Unfinished pages can be bad for many reasons. “Here is a look at some unfinished pages being indexed and errors to work on. “Under construction pages have no content on them. That means your website isn’t giving Google any content, and Google ranks websites based on their content. It most definitely does not rank or index under construction pages as complete web pages. This is bad for your website! For a website that has never been live, this isn’t such a problem because it never had a Google rank in the first place. However, websites that have good SEO and Google search rank but get taken down for re-design, replacing content-rich pages with under-construction ones, can suffer enormously and slip down Google’s rank. They can even get removed from Google’s index!

This is because Google’s search algorithm notices when content has changed, moved or disappeared and over time it changes the website’s rank. For websites that are constantly tweaking their content to reflect hot Keywords, this is great because they’ll steadily get moved up the ranks. For websites that are putting up pages with ‘under construction’ on them, it’s not so great, as they are most likely going to be ignored by Google and moved down the ranks. This is a process that is difficult to reverse because getting Google to change its mind is very hard... Ways to avoid using under construction pages

There are some very simple ways to avoid this bad practice: If your website isn't ready, don't make it live! The same goes for webpages, if it's not ready then don't put it on your website. Make good use of staging servers – they let you see how your website will look for real. If you feel the need to put something in place of content then give contact details or provide a small amount of brief information – something is better than nothing. You could signpost people to other sections of your website. Focus on what you already have and not what is missing. If you're getting a website re-design, then just wait until the re-design is finished before replacing the old one.” (Ellis, 2023)

These are a few pages Kelston can improve on however:

Warnings (3) ⓘ		
▼ This page has a low text/HTML ratio Why and how to fix it		
2 more pages on this site have low text/HTML ratio		
Ratio	Discovered	
0.01	24 Aug 2025 (20:35)	new
▼ Title of this page is too long (exceeds 75 characters) Why and how to fix it		
1 more pages on this site have too long title		
Title	Discovered	
Kelston - Brand Development and Marketing Studio —... Marketing and Branding Studio in Southlake, TX	24 Aug 2025 (20:35)	new
▼ This page has a JavaScript and CSS total size that is too large Why and how to fix it		
2 more pages have a JavaScript and CSS total size that is too large		
JavaScript and CSS Size	Discovered	
>2.7 MB	24 Aug 2025 (20:35)	new
Notices (1) ⓘ		
▼ This page has more than one H1 tag Why and how to fix it		
2 more pages on this site have more than one H1 tag		
Description	Discovered	
2 H1 tag	24 Aug 2025 (20:35)	new

(SEMRush, n.d)

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