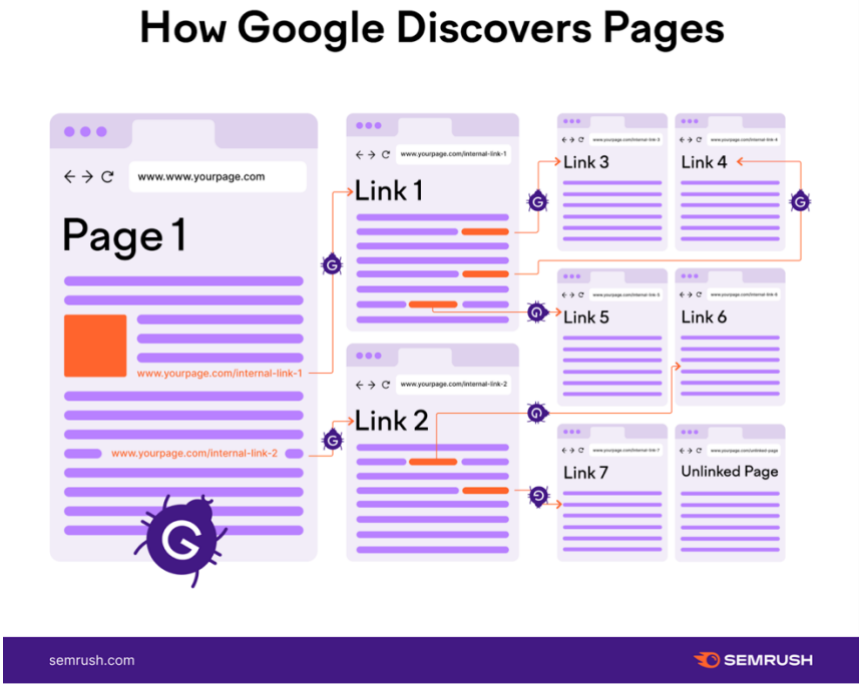
KELSTON MARKETING: Healthy Website Architecture for Search Rankings

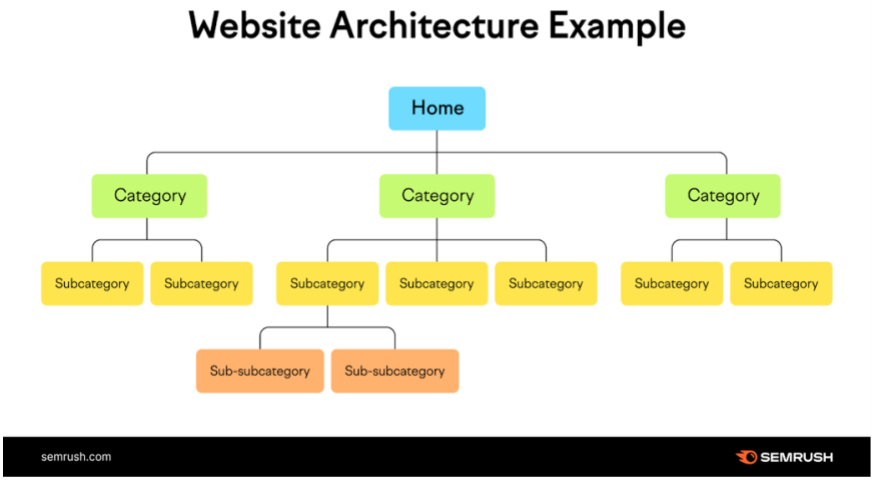
By: Robert Warren

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.



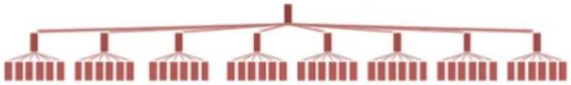
(Nicole, 2025)



(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

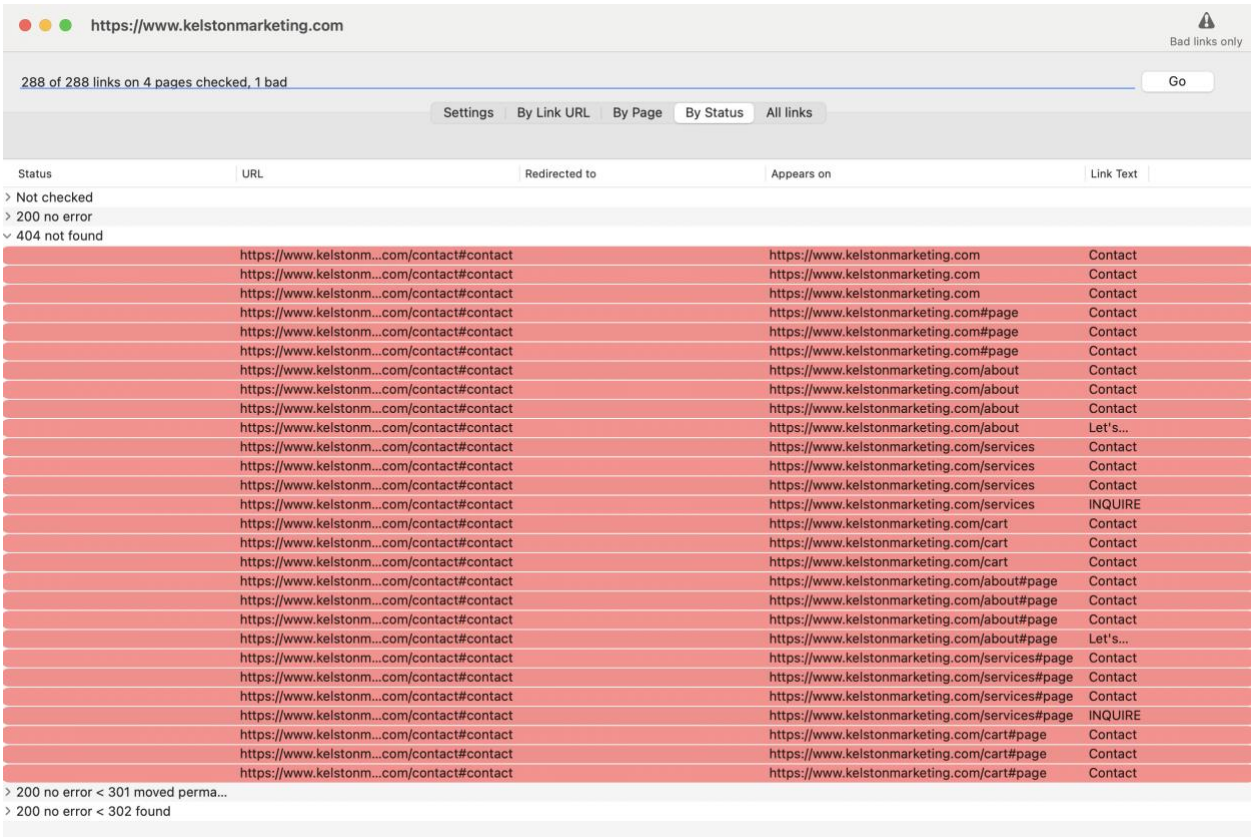
(Screaming Frog, 2025)

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

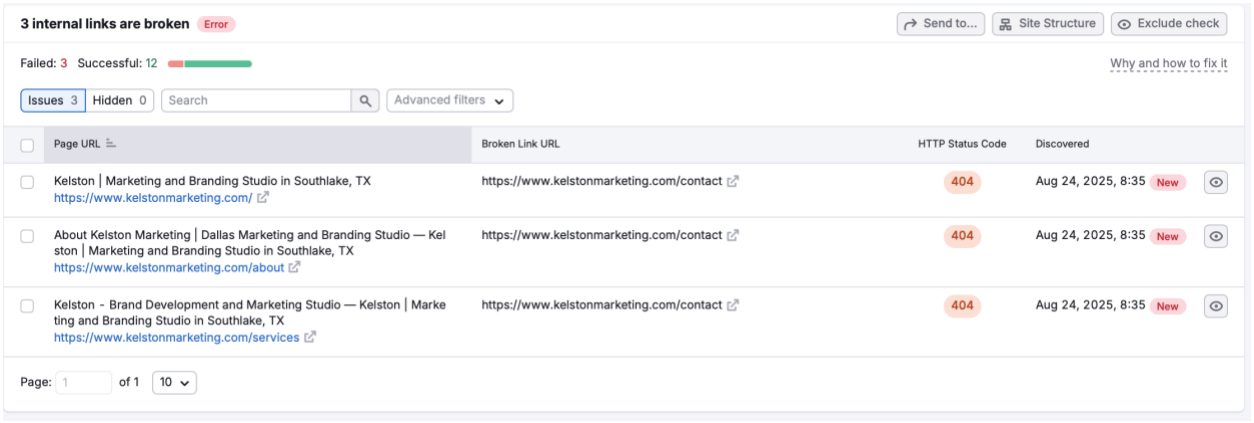
Broken links can be so frustrating to users greeted with 404 errors. There are several problems with broken links and angry users is just the start. “BROKEN LINKS = poor user experience, which affects user navigation, bounce rate, and Google crawling - ALL of this affects your ranking.” (Hinchliffe,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



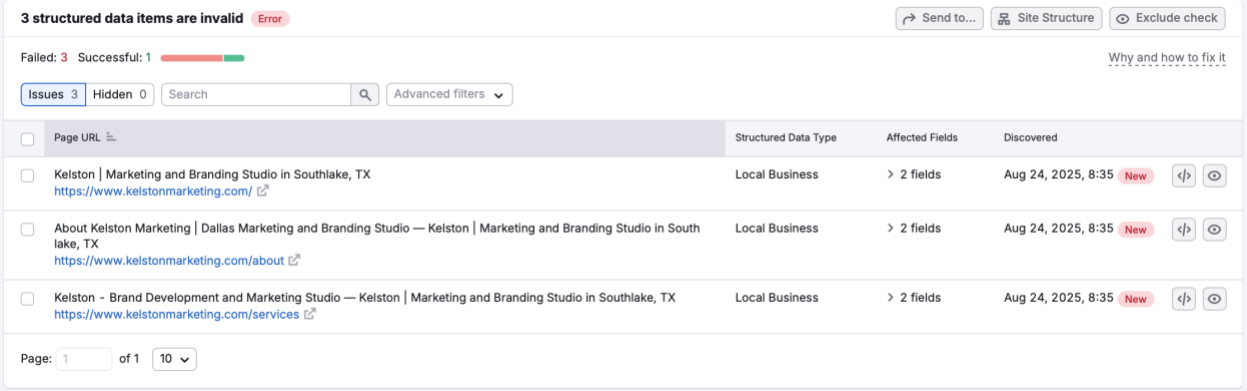
(Integrity, 2025)

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



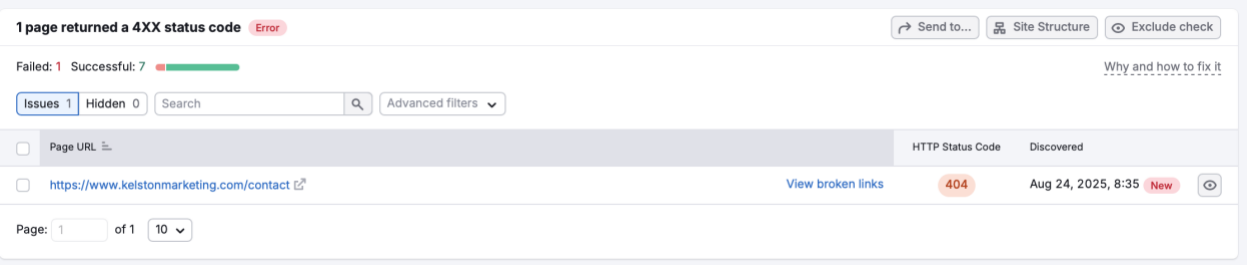
(SEMRush, n.d)

Three items had invalid data:



(SEMRush, n.d)

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



(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**

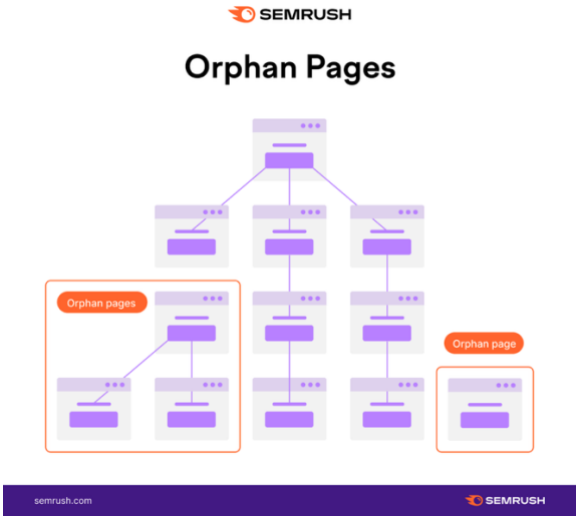
Status: (N/A) Forbidden by robots.txt

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
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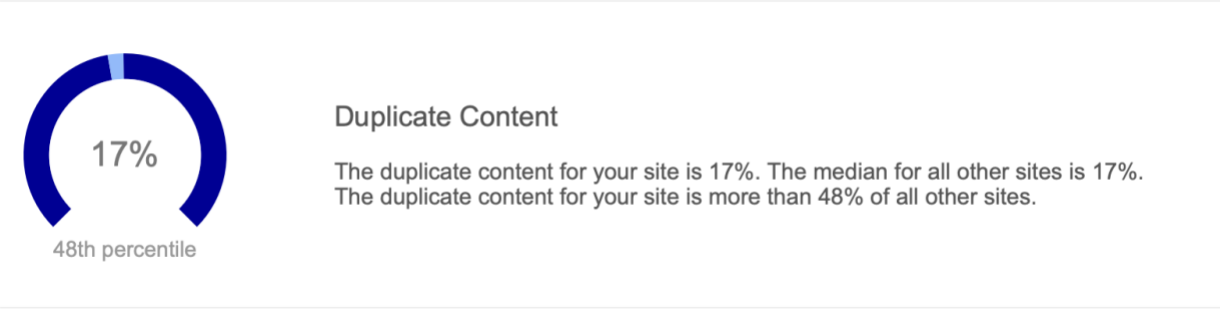
contact	1	0	1
about	1	1	0
services	1	1	0

(Screaming Frog, 2025)

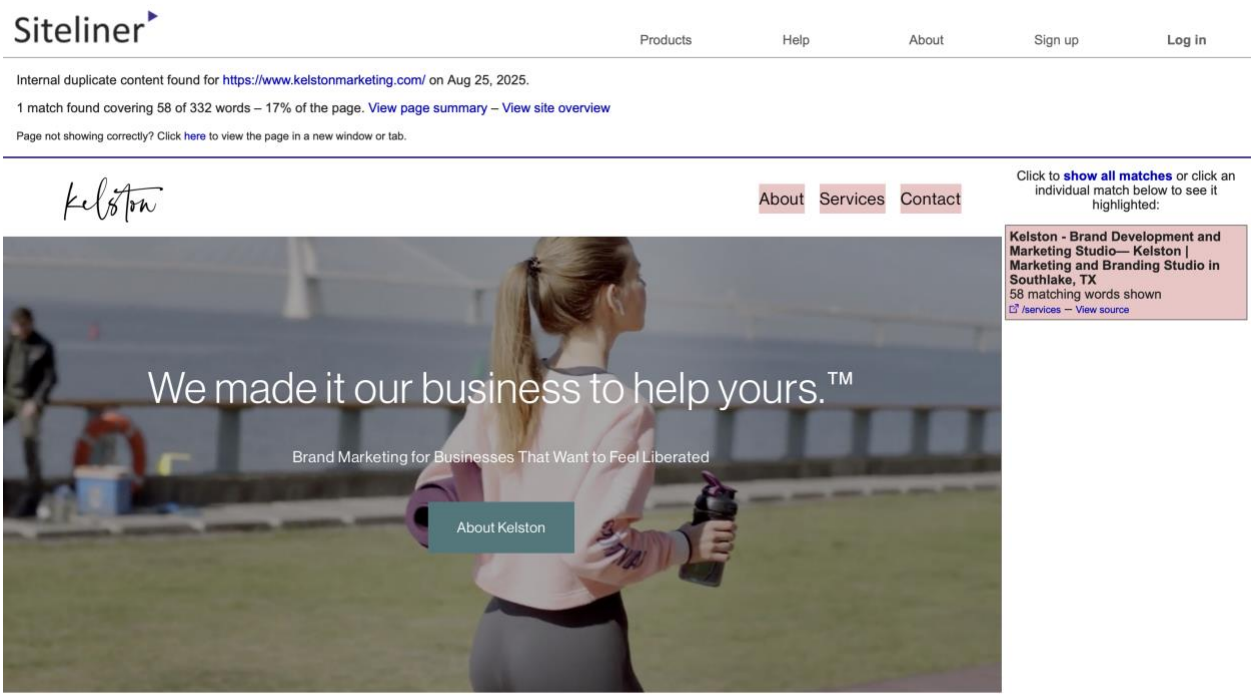
Duplicate Content Problems

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:



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

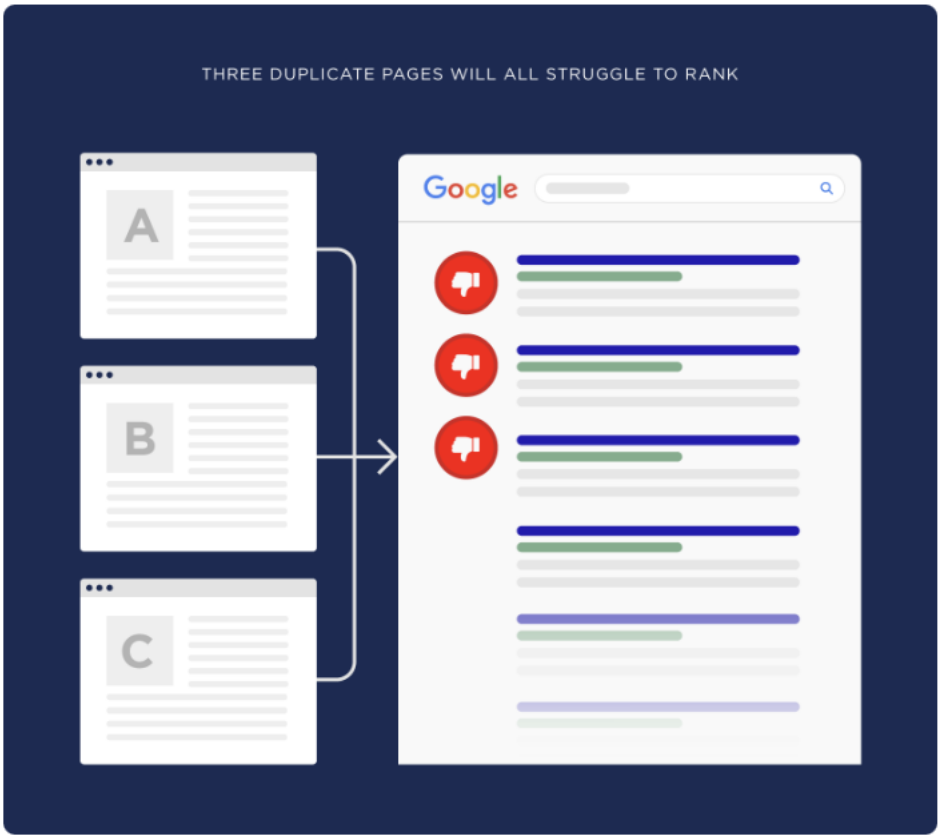


(*https://www.kelstonmarketing.com/ - Siteliner Duplicate Content Report*, n.d.)

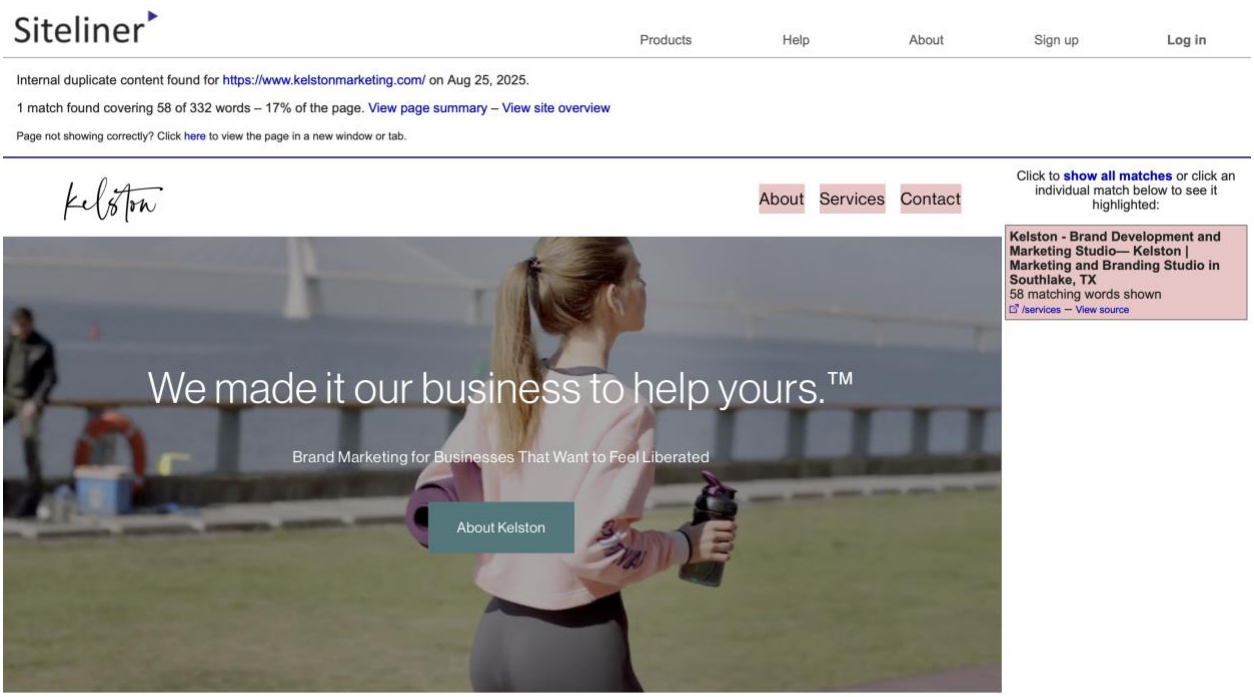
Here is an example of how it can hurt ranking:

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.

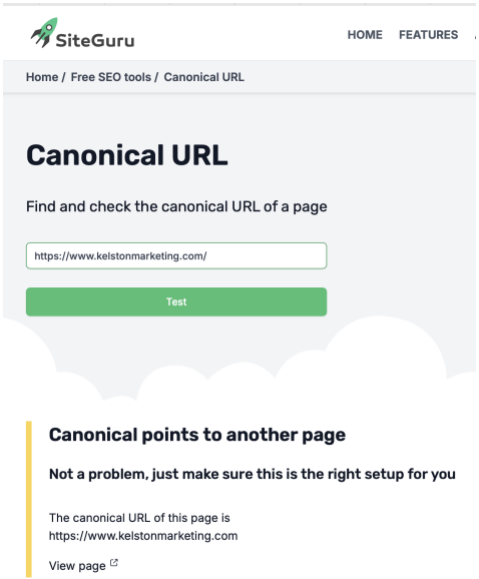


(Dean, 2025c)

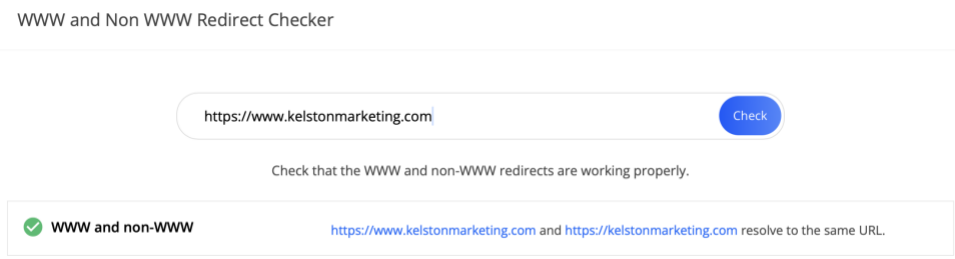


Canonical Redirects

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



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



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

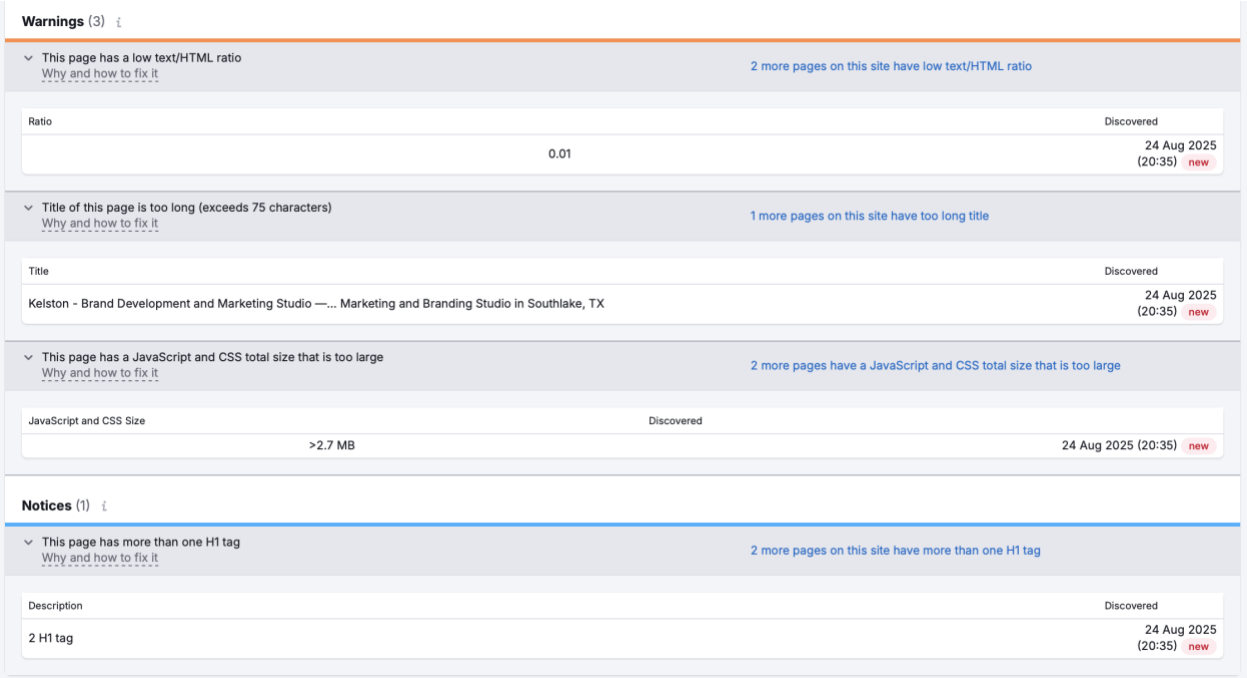
Unfinished pages being indexed

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:



(SEMRush, n.d)

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