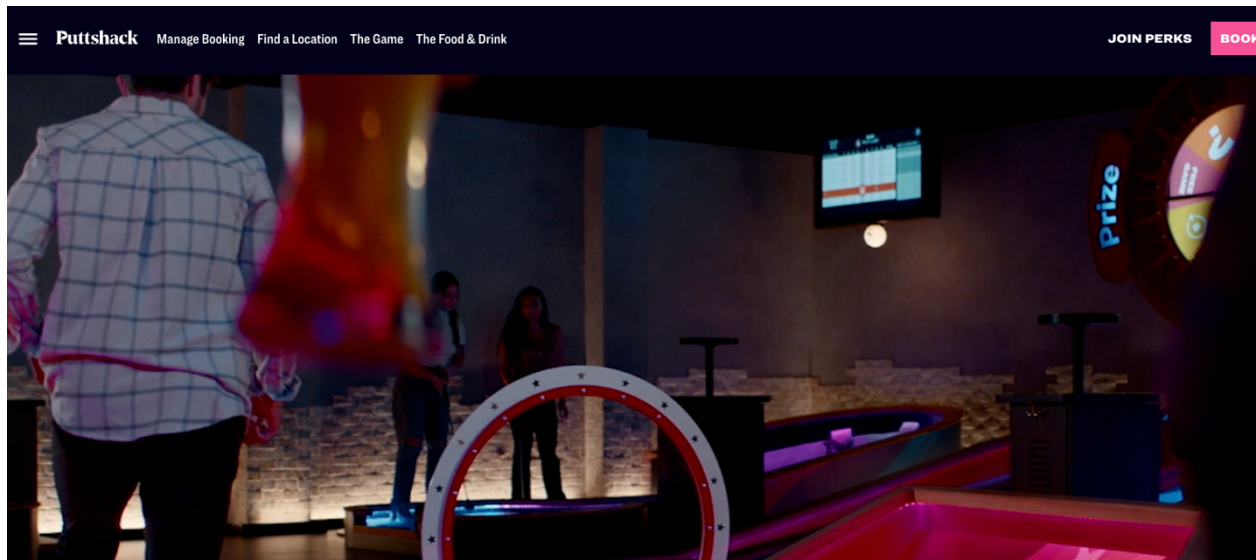


Evaluating Puttshack.com's Website Architecture for SEO Success

Abstract

Puttshack.com is a dynamic entertainment company offering an upscale, tech-driven mini-golf experience across multiple locations. The website serves as a central hub for booking events, finding locations, and learning more about the unique mini-golf experience. To maintain competitiveness in the digital space, Puttshack.com must ensure that its website architecture aligns with SEO best practices. This paper evaluates Puttshack.com's website based on flat architecture, broken links, duplicate content, orphaned pages, canonical redirects, and unfinished pages being indexed, incorporating insights from Moz Pro's link reports and the W3C Link Checker.



Introduction

In today's competitive digital landscape, maintaining a technically healthy website is essential for search engine optimization (SEO). Search engines like Google rely on a well-structured website to improve rankings, user experience, and engagement. This paper evaluates Puttshack.com's website architecture based on the "7 Steps to Healthy Website Architecture for Search Rankings" document, additional insights from Moz Pro's link reports, and findings from the **W3C Link Checker**. The evaluation focuses on flat website architecture, broken internal and external links, duplicate content, orphaned pages, canonical redirects, and unfinished pages being indexed.

Flat Website Architecture

Flat website architecture ensures that users can access content within a minimal number of clicks, benefiting both user experience and search engine crawlers. Puttshack's site

architecture is relatively flat, as users can access key pages like booking events or exploring mini-golf locations within three clicks from the homepage. This structure supports SEO by enhancing crawlability and improving link equity across the site. However, deeper layers exist when navigating certain services, such as the event booking flow. A thorough audit could help streamline access to these pages and ensure that no unnecessary depth exists, keeping the architecture optimized for search engines.

Broken Internal and External Links

Results

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)	7	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)	1	Accessing links with this URI scheme has been disabled in link checker.
Line: 239 data:image/gif;base64,R0IGODIhAQABAIAAAAAAP///yH5BAEAAAAALAAAAABAAEAAAIBRAA7 Status: (N/A) Access to 'data' URIs has been disabled Accessing links with this URI scheme has been disabled in link checker.		
Line: 239 https://player.vimeo.com/external/756950497.m3u8?s=50870997a3d2b7f40c5d235d11f667d301ad486f Status: (N/A) Forbidden by robots.txt The link was not checked due to robots exclusion rules. Check the link manually.		
Line: 239 https://www.instagram.com/p/C5zDJEZvPNN/ Status: (N/A) Forbidden by robots.txt The link was not checked due to robots exclusion rules. Check the link manually.		
Line: 239 https://www.instagram.com/p/C0r-7X4syy7/?img_index=1 Status: (N/A) Forbidden by robots.txt The link was not checked due to robots exclusion rules. Check the link manually.		

Broken links, both internal and external, can hinder a site's SEO performance by interrupting the user experience and preventing search engines from fully indexing the site. According to the **Moz Pro Inbound Links Report**, Puttshack has 11,000 total inbound links, with around 7,600 being followed links. Maintaining and monitoring external links is crucial. Broken external links, even in small numbers, should be regularly addressed as they can negatively affect search engine rankings.

Additionally, the **W3C Link Checker** (available [here](#)) revealed several issues:

1. **Robots Exclusion:** Several Instagram links and a Vimeo link were blocked from being checked due to robots.txt rules. These links should be manually reviewed to ensure proper functionality.

2. **Redirects:** A link to Puttshack's UK page was permanently redirected to the main domain. Although this is not broken, updating the link to point directly to the destination can improve page load speed.

Duplicate Content Problems

Duplicate content confuses search engines, leading to lower visibility and reduced search rankings for a site. Puttshack.com currently does not have significant issues with duplicate content, based on initial findings from SEO tools like **Siteliner**. However, regular checks are essential, particularly with location-specific pages or similar content across different regions. Reducing duplicate content where necessary will help Puttshack avoid SEO penalties and improve its chances of ranking for competitive keywords.

Orphaned Pages

Orphaned pages, which are not linked from any other parts of the site, are problematic because they cannot be crawled or indexed by search engines. This issue can arise when pages are created during a redesign or migration but are not linked back into the site structure. Based on **Moz Pro's Discovered and Lost Report**, Puttshack has added 323 new linking domains but has also lost 77 linking domains over the same period. While the overall net gain (+246 linking domains) supports the site's growing link profile, it is important to

review and ensure that no valuable pages remain orphaned or disconnected from the site's primary navigation paths.

Canonical Redirects

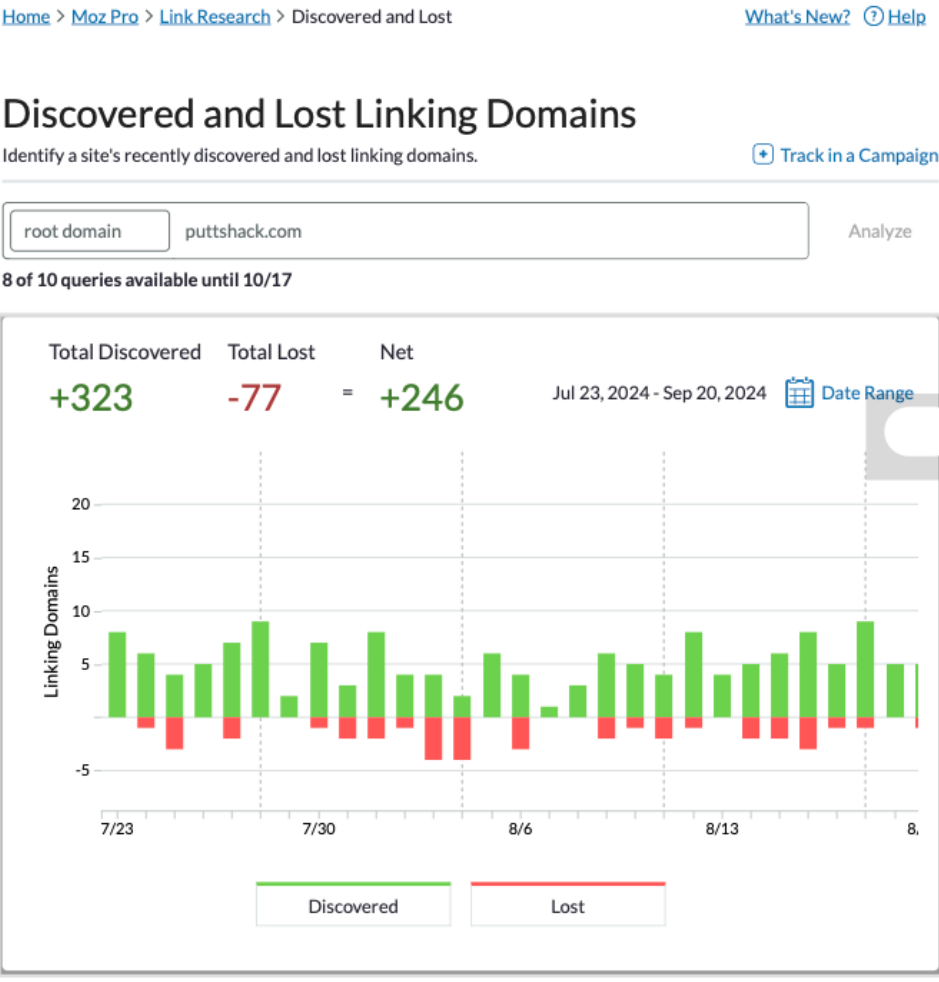
Proper use of canonical tags and redirects ensures that search engines recognize the preferred version of a page and consolidate link equity. Puttshack effectively uses canonical redirects, ensuring that visitors are always directed to the HTTPS version of the site, which helps prevent duplicate content issues across different URL formats. This best practice contributes positively to the site's overall SEO health by concentrating authority on the preferred version of each page.

Unfinished Pages Being Indexed

Having unfinished pages inadvertently indexed can hurt both user experience and SEO. Puttshack has done well in managing this aspect, with no unfinished or unpolished pages found in search engine indexes during the review. This indicates that they effectively utilize **noindex** and **nofollow** tags to prevent incomplete pages from being publicly accessible, which helps maintain the site's professional appearance.

Discovered and Lost Links

- Moz Pro
- Campaigns
- Domain Overview
- Competitive Research
- Keyword Research
- Link Research
 - Overview
 - Inbound Links
 - Linking Domains
 - Anchor Text
 - Top Pages
 - Discovered and Lost
 - Compare Link Profiles
 - Spam Score
 - Link Intersect
 - Link Tracking Lists SAMPLE
- On-Page Grader
- On-Demand Crawl
- Rank Checker



Puttshack.com experienced a significant increase in linking domains from July to September 2024, with a total of 323 new linking domains discovered. This growth in backlinks boosts the site’s domain authority and SEO rankings. However, it also lost 77 domains during this period. While some lost links may be due to natural changes, it is important to assess why valuable links were lost and attempt to recover them if necessary. Monitoring discovered and lost links is critical for maintaining the website’s SEO performance over time.

Conclusion

Puttshack.com demonstrates strong SEO practices in many areas of website architecture, particularly in terms of its flat structure, canonical redirects, and the quality of inbound links from high-authority domains. However, the site could benefit from regular checks to fix broken links, monitor the depth of architecture, and ensure all valuable pages are linked within the internal structure. By continuing to adhere to SEO best practices, Puttshack can maintain its competitive edge and improve its visibility in search engine rankings.

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