

AUDIT REPORT

Technical SEO Audit: Cloudstore Africa

Site: cloudstore.africa

Audit type: Technical SEO audit

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Definition used in this report: "money pages" are the pages that sell the service (hosting, VPS, domains, email, cloud). "Dead URL" means the address returns 404 to a visitor. "Live but not indexed" means the address works but Google does not include it in search results.

Executive Summary

Cloudstore's traffic is concentrated on a handful of brand queries, and a large part of what Google still indexes is no longer there. Of the 173 URLs Google flagged in the five issue reports, 53 return 404 today: the entire knowledgebase section (48 URLs), the clean store catalogue, the LCP example article, and 19 of the 34 legacy .php pages that still appear in Search Console with 75 clicks and 3,043 impressions. Google keeps crawling dead addresses instead of the live ones, and the live pages that would rank (blogs, country pages, VPS offers) are invisible: the country pages carry the homepage title with no language signals, and the well-formed blog posts sit unindexed.

The three facts that define the problem:

1. **Average position fell from 14.6 to 27.9 over the window** (mid-May to early August): CTR halved from 5.4% to 3.2%, and clicks fell from 452 to 336 in the same periods while impressions rose. The site appears more often in search results, but lower down, so fewer people click.
2. **64% of the crawled-but-not-indexed URLs return 404:** the site's own dead content is competing for crawl budget with live pages.
3. **Nearly half of clicks come from 10 brand queries:** 360 of 788 clicks (46%) go to "cloudstore africa", "cloudstore", and the brand family. Non-brand demand exists (12,681 impressions across 990 queries) but the pages that could capture it are not indexed.

Key takeaway: do the cleanup before the content work. The 53 dead URLs should be redirected or removed first so Google's crawl effort goes to live pages, then the live content (server-rendered HTML, canonical tags, language signals) becomes indexable.

Methodology and data window

- **Search Console exports for cloudstore.africa:** Performance (92 days of data, pages, queries, countries, devices), Crawled-not-indexed (74 URLs), Discovered-not-indexed (78 URLs), Duplicate content without canonical (12 URLs), Pages with redirect (9 URLs), Core Web Vitals mobile LCP (35 URLs) and desktop LCP (35 URLs).
- The 173 URLs from the five issue reports were followed to their final destination; final status and redirect target recorded per URL.
- Status of the homepage, language versions, blog posts, and the knowledgebase.
- **Definition of severity:** RED = directly loses traffic or indexation today. AMBER = costs rankings or crawl efficiency. GREEN = opportunity.

Findings

RED-1: 53 dead URLs are still in Google's index

Problem: Of the 173 flagged URLs, 53 return 404 to a visitor today. The largest cluster is the knowledgebase: the entire section 404s, including the root (/knowledgebase redirects to /fr/knowledgebase which 404s), the articles, and the index.php variants. Google still holds 48 knowledgebase URLs. The clean store catalogue follows: /store/hosting-civ/, /store/cloud-100-africain-/ and /store/owncloud all 404 (the traffic-carrying /index.php?rp=/store/* variants still work and are covered in RED-2).

Evidence:

- **Crawled-not-indexed report:** 74 URLs, of which 47 are 404 (64%), 22 return 200 (30%), 5 are template/UTM URLs that do not resolve cleanly (7%).
- The Core Web Vitals report's main group (34 URLs) is led by /zh/blog/souverainete-des-donnees-en-afrique-ce-que-dit-la-loi-en-2026 at 7.3s mobile LCP and 3.8s desktop: a live page that really is slow. The second group (1 URL) is a knowledgebase article that returns 404.
- /knowledgebase returns 404, /fr/knowledgebase returns 404, /store/owncloud returns 404, /webmail.php returns 404.

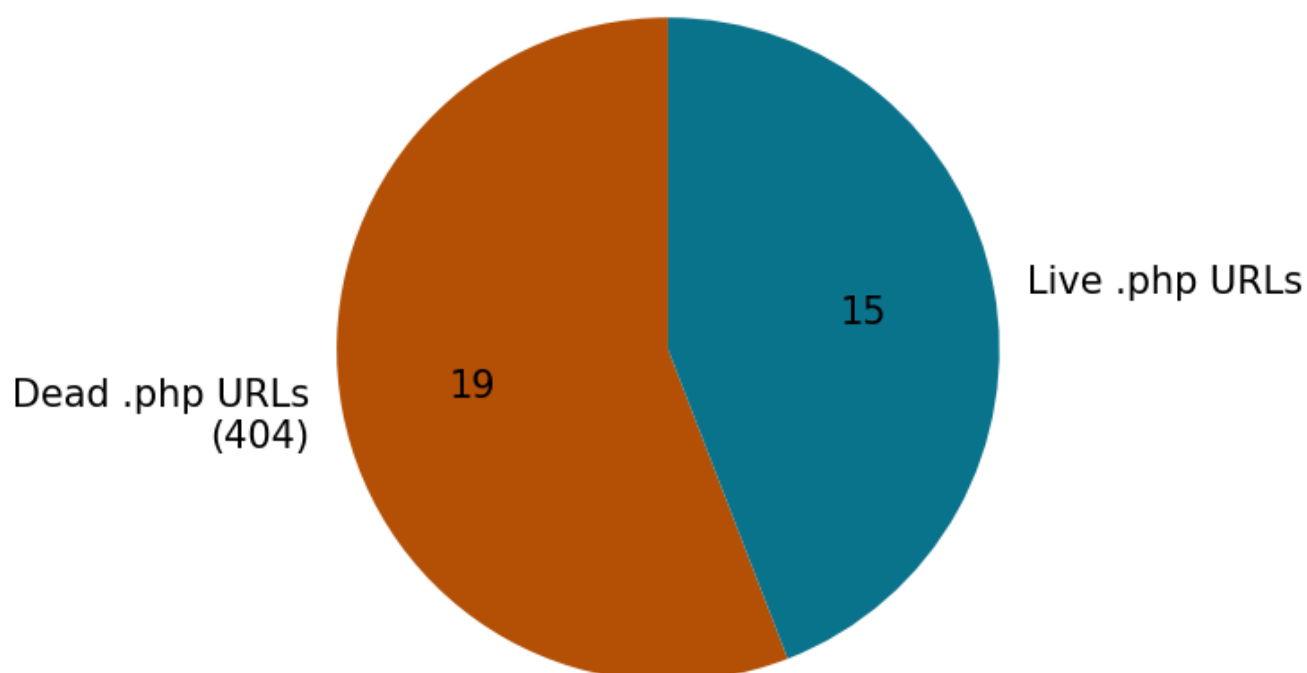
Business impact: Google spends crawl time on addresses that no longer exist while the live pages that could rank wait. The knowledgebase was real SEO content (the DNS guide, the sovereign-cloud explainer); its removal took the content and the links with it.

Fix: For every dead URL, decide: redirect to the live equivalent (a 301 from the old knowledgebase article to the new support page, from the old store product to the current product) or return a proper 404 and let Google drop it. Do not leave 404s without a decision: Google re-checks them. If the knowledgebase content still has value, recreate it at the new address and 301 the old URLs there.

RED-2: The old .php site structure still drives traffic, and most of it is dead

Problem: The site runs two generations of URLs in Google's index. The old structure (apropos.php, gabon.php, cameroon.php, benin.php, hosting.php, cloudfra.php, and more) predates the current clean-URL design. None of these .php addresses are in the sitemap: the sitemap contains only clean URLs, and robots.txt explicitly tells Google not to crawl PHP files (Disallow: /*.php, Disallow: /index.php). Google still serves them because of their link history, and the traffic is real: 34 .php pages appear in Search Console with 138 clicks and 5,255 impressions.

Legacy .php URLs: 19 dead, 15 live



Evidence: Of the 34 .php URLs, 19 return 404 (75 clicks, 3,043 impressions), 15 still work (63 clicks, 2,212 impressions). The second-busiest page on the site is /apropos.php: 43 clicks, 1,279 impressions, position 7.5, and it 404s. The dead .php pages carry 54% of the legacy structure's clicks and 58% of its impressions. /gabon.php (10 clicks, 391 impressions) and /cloudafricain.php (4 clicks, 457 impressions) are gone too; /cameroon.php, /hosting.php, /virtualserver.php, /contact.php and the /index.php?rp=/store/* product URLs still work.

Business impact: Every click on a dead .php page is a visitor hitting a 404 and leaving. The legacy URLs that still work (hosting.php at position 25.1, virtualserver.php at 18.8, cameroon.php at 5.1) compete with the clean versions of the same pages and split their rankings.

Fix: Map each of the 34 legacy URLs to its current equivalent and 301 it: /apropos.php to a new /apropos page (the French about page does not exist and should be created), /gabon.php to /en/pays-gabon, /cameroon.php to /en/pays-cameroun, /benin.php to the Benin page, /hosting.php to /fr/hosting, /cloudafricain.php to the cloud page. Redirect the working legacy URLs too, so the old and new versions stop competing. Do not recreate the .php pages; redirect them.

RED-3: 78 live pages are not indexed: country pages carry the wrong template, blogs are well-formed yet excluded

Problem: The discovered-not-indexed report lists 78 URLs, and all of them return 200: Google found the pages and will not include them. The page types have different issues. The country pages (all 20 checked: pays-cameroun, pays-gabon, pays-cote-divoire, countries-togo, and the rest, in fr/en/es/zh) return the homepage title

("Cloudstore Africa - Le cloud 100% africain") and carry no canonical or hreflang, so Google sees them as near-duplicates of the homepage rather than distinct pages. The service pages (homepage, /fr/vps, /fr/hosting) carry their own titles but zero H1 tags and the content inside script bundles: a shell that renders only with JavaScript. The blog posts (12 checked from the exact URLs in the report) are well-formed: own titles, proper H1s, full content. Yet they sit unindexed too, alongside the country and service pages.

Evidence:

- Country pages, all 20 checked: homepage title, no canonical, no hreflang. Examples: /en/countries-gabon, /fr/pays-cote-divoire, /zh/pays-congo, /es/countries-togo.
- Blog posts, 12 checked from the exact URLs in the export: own title, one H1 each. Examples: /fr/blog/meilleur-hebergeur-web-au-cameroun-en-2026-comparatif-complet, /fr/blog/hebergement-web-en-afrique-guide-complet-2026, /zh/blog/souverainete-des-donnees-en-afrique-ce-que-dit-la-loi-en-2026.
- **Discovered-not-indexed report:** 78 URLs, all 200.
- The crawled-not-indexed report's 22 live URLs show the same pattern: live, well-formed, excluded.

Business impact: the blog is the site's best content: the "meilleur hebergeur web cameroun" post ranks at position 6.5 and the "hebergement web en afrique" guide at 6.1 despite the exclusion, so the pages that rank are a fraction of the content that exists. The country pages cannot rank as distinct pages while they carry the homepage title. Fixing the template issue on the country pages and the indexation signals for both types is what releases the 100 live pages that currently sit unindexed.

Fix: three fixes, not one. For the country pages: give each its own title and H1 (the pages already have distinct content; the template is serving the wrong metadata), and add the canonical and hreflang the site lacks, so Google stops treating them as homepage duplicates. For the service pages: add the missing H1s and render the content server-side (or pre-render for crawlers) so the homepage, /fr/vps, and /fr/hosting carry their real titles, H1s, and content in the raw HTML. For the blog: the pages are well-formed, so the blocker is elsewhere (no internal linking to them from indexable pages, no sitemap presence confirmed, or thin crawl budget after the dead-URL cleanup) and the fix is the same cleanup-first order as RED-1: remove the 53 dead URLs, confirm the blogs are in the sitemap and linked, then re-request indexing.

RED-4: Six of nine flagged redirects end in a 404

Problem: Search Console flags 9 pages as "pages with redirect". Following all 9 to the end: 3 resolve to a working page (/login -> /fr/login, /domainchecker.php -> /fr/domain-search, /cart.php -> /fr/cart), but 6 redirect to addresses that do not exist: the /store/hosting-civ/ *products* and the /store/cloud-100-africain- VPS offers all land on /fr/store/... 404s.

Evidence: Of the 9 redirects, 6 final destinations return 404.

Business impact: These are product pages (hosting plans for Cote d'Ivoire, VPS offers for Togo and Cameroon). A visitor following the redirect lands on a dead page. Google counts the redirect as "resolved" and may not flag the dead destination.

Fix: Point each of the 6 redirects at the live product page in the current catalogue, or remove the product URLs entirely. Verify with a follow-to-the-end test after the change, because GSC's "pages with redirect" status does not check the final destination.

AMBER-1: No canonical tags, no language signals, on a four-language site

Problem: The site serves four languages (fr, en, es, zh), and none of the pages carry a canonical tag or hreflang annotations. Search Console's duplicate report lists 12 URLs: pairs like /fr/countries-ivory-coast and /fr/pays-cote-divoire return identical content, and nothing tells Google which is the original. The configure-UUID URLs (/fr/hosting/configure/*) are session artifacts with no canonical pointing at the product.

Evidence: The homepage, /fr/countries-ivory-coast, /fr/pays-cote-divoire, and three blog versions have no canonical and no hreflang. All 12 duplicate URLs return 200.

Business impact: Google must guess which language version to show and which URL to index. The country pages (pays-cote-divoire, countries-togo, pays/togo) split their own rankings. Without hreflang, the French, English, Spanish, and Chinese versions compete instead of targeting their markets.

Fix: Add a self-referencing canonical to every page. Add hreflang annotations across the four languages (each page declares its siblings). Pick one URL pattern per country page (pays-X) and 301 or canonical the other (countries-X).

AMBER-2: Heavy templates on the service pages, no H1s

Problem: The service pages (homepage, /fr/vps, /fr/hosting) each weigh roughly 430KB and carry zero H1 tags: the page content lives inside script bundles. The Core Web Vitals report flags a group of 34 URLs on mobile (LCP 7.3s where the limit is 2.5s) and the same group on desktop (LCP 3.8s where the limit is 2.5s), led by the Chinese blog post on data sovereignty. A second group of 1 URL (a knowledgebase article) is dead. The slow group is real live pages.

Evidence: The homepage weighs 433KB with 0 H1s; /fr/vps 437KB with 0 H1s; /fr/hosting 432KB with 0 H1s. The CWV main group (34 URLs, led by the Chinese data-sovereignty post) is live and slow at 7.3s mobile; the 1-URL knowledgebase group is dead. The slowest Chinese blog page serves 211KB.

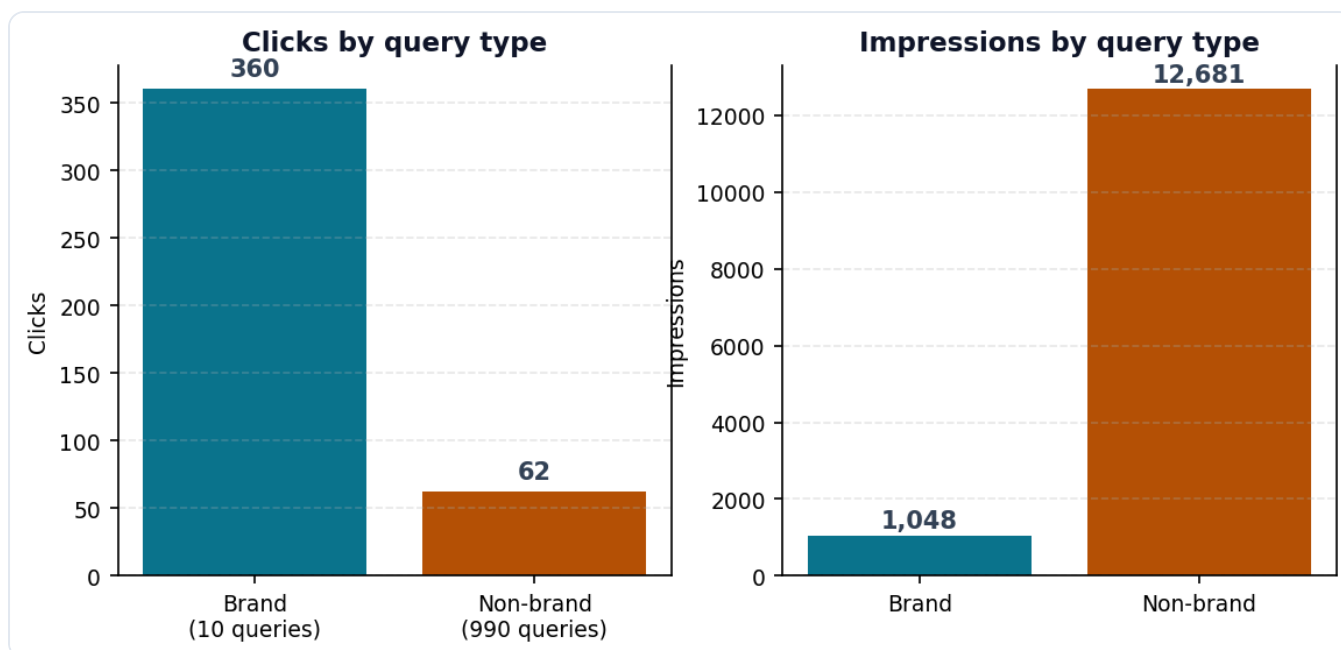
Business impact: A slow LCP hurts ranking on mobile. Once the dead URLs are cleaned, the remaining live pages still carry the heavy template, and the money pages (vps, hosting) have no H1 for Google to read the page's subject. The fix matters most on mobile, where Cloudstore already gets 6.8% CTR against 2.7% on desktop.

Fix: Add the H1s the service pages lack (one per page, matching the page's subject), reduce the template weight: lazy-load the non-critical scripts, defer the analytics, and size the hero images. Re-measure LCP after the template work: the current report measures real slow pages (the Chinese blog at 7.3s), and the target is the 2.5s threshold.

AMBER-3: Traffic depends on 10 brand queries

Problem: 46% of clicks come from 10 brand queries (cloudstore africa #1 with 270 clicks, cloudstore #8 with 81 clicks). Non-brand demand exists: 12,681 impressions across 990 queries, but almost none convert to clicks. "Hébergement cloud cameroun" sits at position 18.9, "africa cloud" at 46.8, "cloud hosting price" at 59.1, "adresse mail professionnelle" at 56.4.

Evidence: Search Console queries export: brand queries 360 clicks / 1,048 impressions; non-brand 62 clicks / 12,681 impressions.



Business impact: The site is invisible for the queries that describe what it sells. The causes are the two red findings: the pages cannot rank because they are not indexed (RED-3), and the crawl effort goes to dead URLs (RED-1). It is not a content gap: the blog already covers these topics and ranks at 6-7 despite the exclusion.

Fix: The technical fixes (RED-1, RED-3) come first. After they land, the existing blog posts and country pages can be given title tags, H1s, and internal links to the money pages, and the queries above become the measurement list.

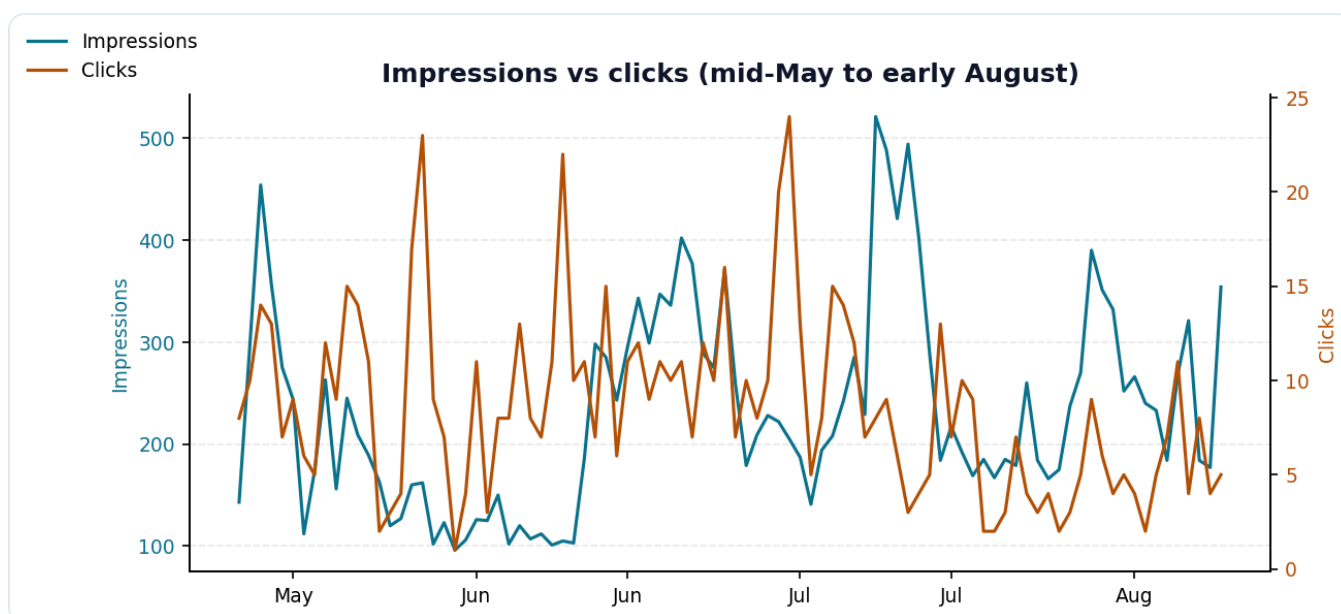
Action plan

Fix	Effort	Result
301 or remove the 53 dead URLs (knowledgebase, store, LCP article)	Low (list exists; redirect targets known)	Crawl budget returns to live pages; the "crawled not indexed" count drops from 74
Map and 301 the 34 legacy .php URLs (19 dead, 15 live) to their clean equivalents, including creating the missing French about page	Low (redirect map above)	The 75 clicks and 3,043 impressions on dead pages transfer to live pages; old and new versions stop competing
Give the country pages their own titles, H1s, canonical and hreflang; confirm the blogs are in the sitemap and linked	Medium	The 78 discovered-not-indexed live pages become indexable: blog, country, store
Fix the 6 broken redirect destinations	Low	Product-page visitors stop hitting 404s
Add self-referencing canonicals + hreflang across 4 languages	Medium	Country pages stop splitting rankings; languages target their markets

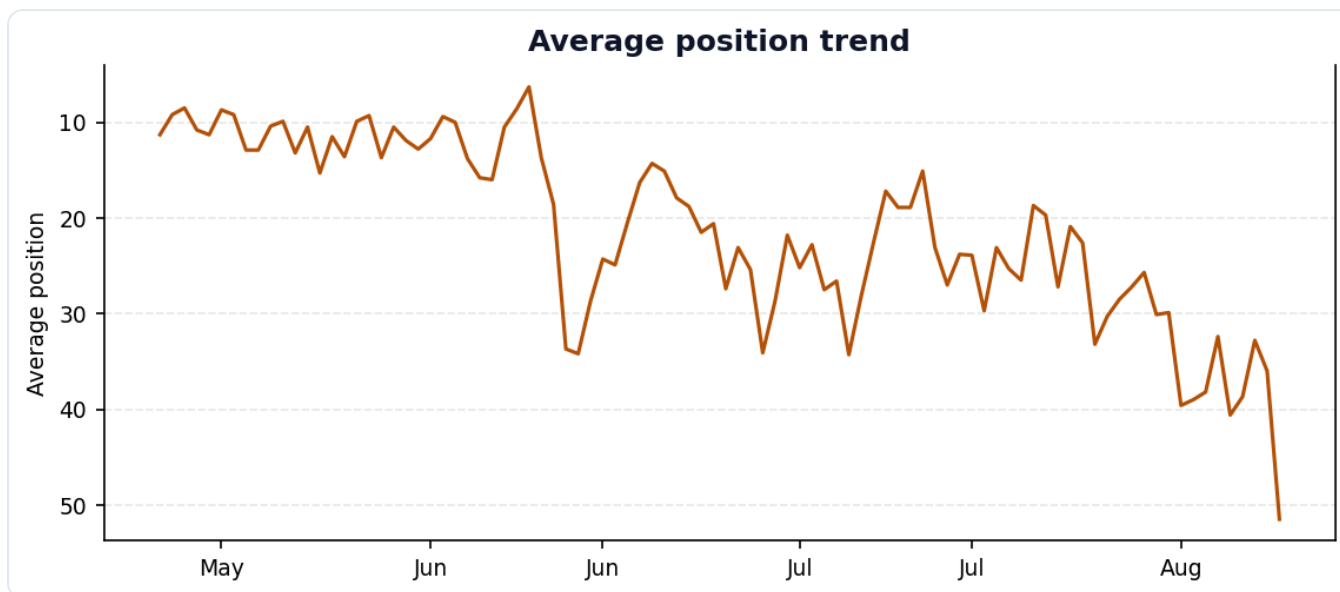
Reduce homepage weight (lazy scripts, sized images)	Medium	Mobile LCP improves toward the 2.5s threshold; mobile CTR (6.8%) has room to grow
Re-measure LCP and positions after the fixes	Ongoing	The CWV report becomes meaningful as a before/after comparison

Performance analysis

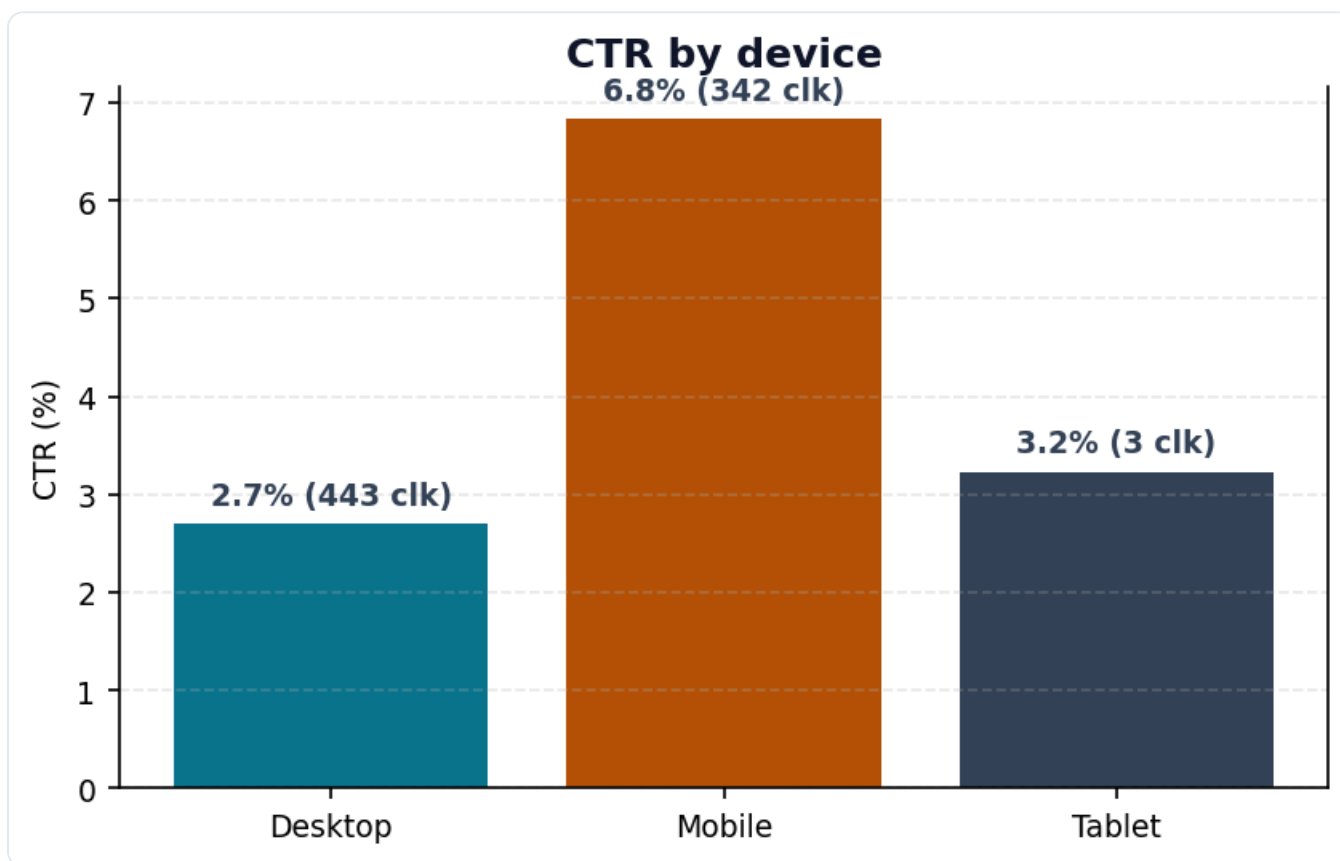
Headline numbers (mid-May to early August)



- 788 clicks, 21,498 impressions, 3.7% CTR, average position 21.3.
- **Trend:** average position fell from 14.6 to 27.9, CTR halved from 5.4% to 3.2%, clicks fell from 452 to 336 while impressions rose from 9,773 to 11,725.
- 188 pages receive impressions; 10 brand queries deliver 46% of clicks.



Devices

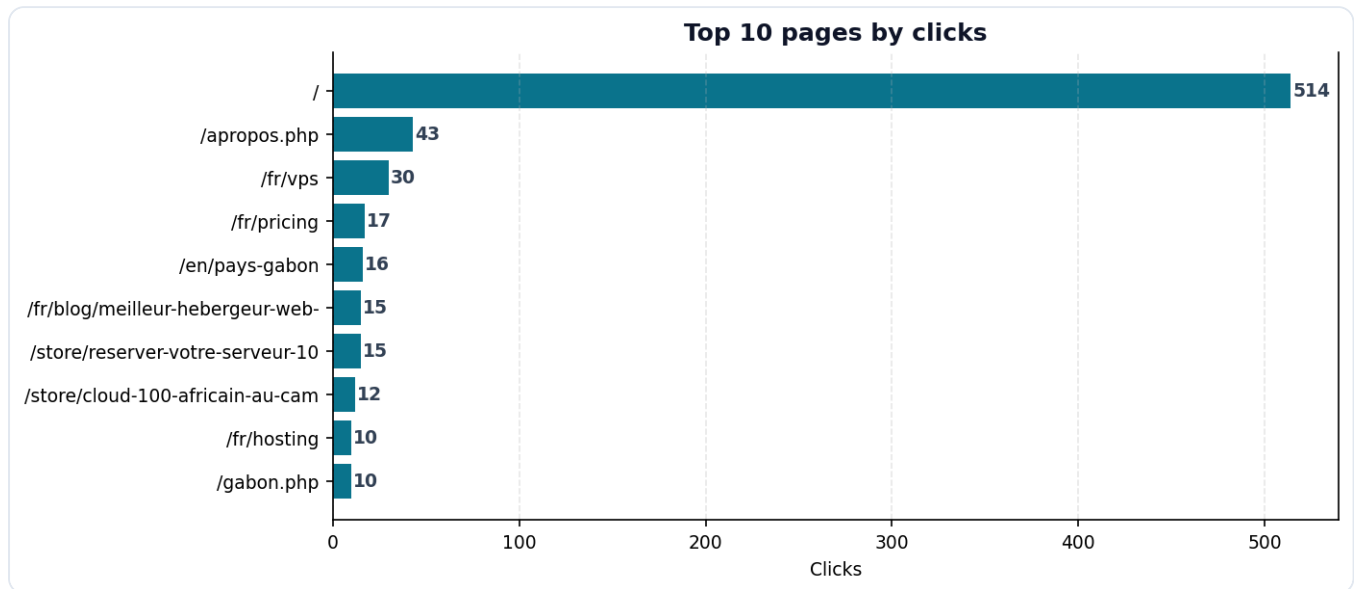


- **Desktop:** 443 clicks, 16,398 impressions, 2.7% CTR.
- **Mobile:** 342 clicks, 5,007 impressions, 6.8% CTR.
- **Tablet:** 3 clicks, 93 impressions.

Markets

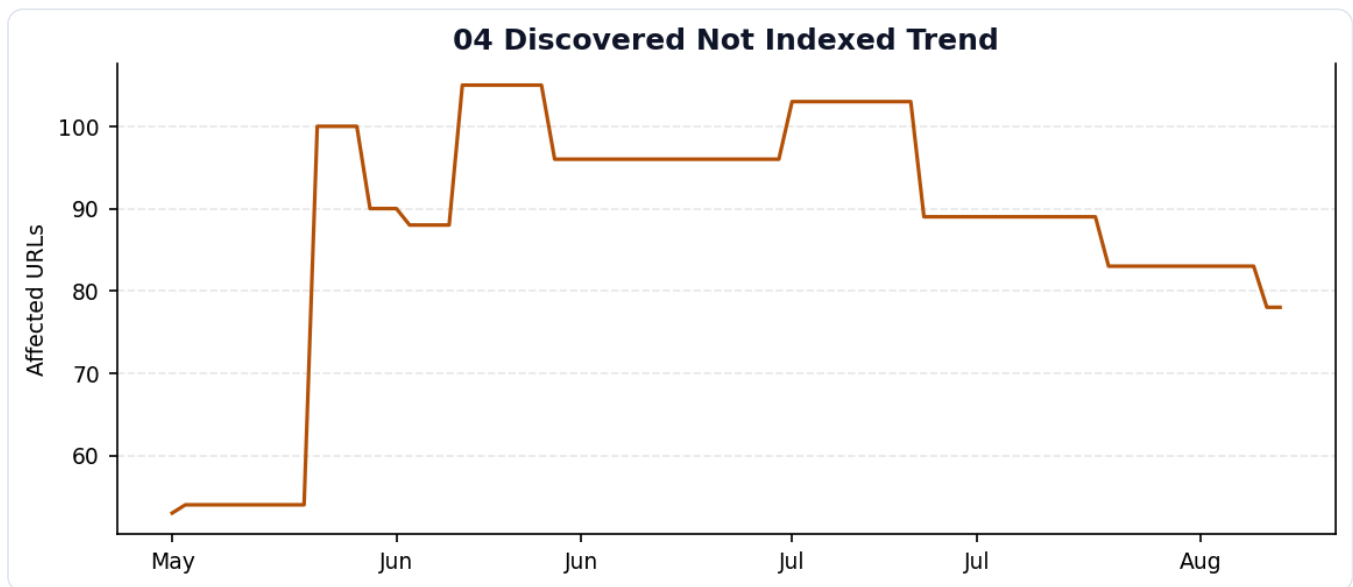
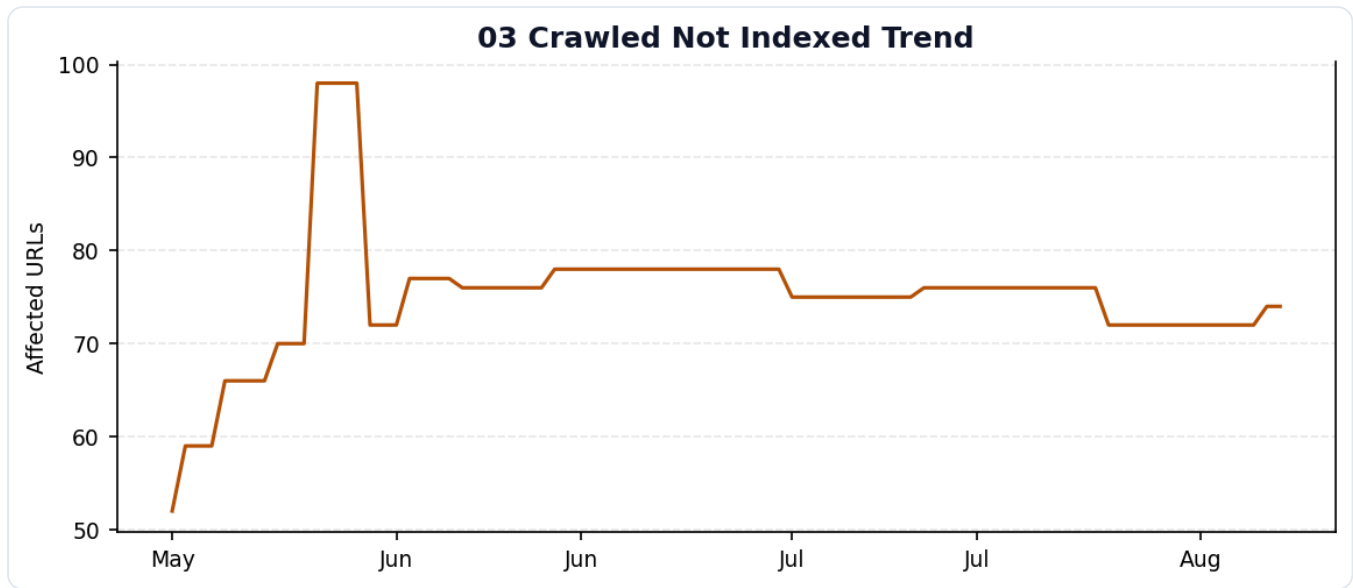
- **Cameroon:** 300 clicks / 1,910 impressions. **Gabon:** 115 / 504. **France:** 78 / 3,707. **Cote d'Ivoire:** 70 / 1,434. **Togo:** 33 / 337. **Benin:** 19 / 322. **Senegal:** 18 / 394.

Top pages



- **Homepage:** 514 clicks, 2,426 impressions, position 10.6.
- **/apropos.php:** 43 clicks, 1,279 impressions, position 7.5 (returns 404, RED-2).
- **/fr/vps:** 30 clicks, 847 impressions, position 7.6.
- **/fr/pricing:** 17 clicks, 467 impressions, position 3.2.
- **/en/pays-gabon:** 16 clicks, 177 impressions, position 4.5.
- **Blog "meilleur hebergeur web cameroun":** 15 clicks, 965 impressions, position 6.5.
- **/fr/hosting:** 10 clicks, 646 impressions, position 5.4.

Crawl and indexation analysis



- **Crawled but not indexed:** 74 URLs (47 dead, 22 live-but-excluded, 5 unresolvable).
- **Discovered but not indexed:** 78 URLs (all live, all excluded).
- Duplicate content without canonical: 12 URLs (all live, none with canonical).
- Pages with redirect: 9 (3 healthy, 6 broken at the destination).

The indexation problem is two-sided. Dead URLs consume crawl capacity and keep Google's attention on the past. Live URLs are excluded for two different reasons: the country pages read as homepage duplicates (homepage title, no canonical, no hreflang), and the well-formed blog posts sit unindexed next to them. The cleanup-first order (remove the dead URLs, fix the country-page metadata, confirm the blogs are linked and in the sitemap) is what gets the 100 live pages that currently sit unindexed into the index.