

AUDIT REPORT

Technical SEO Audit: st.digital

Site: st.digital

Audit type: Technical SEO (crawlability, indexation, architecture, performance)

Audit date: August 2026

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Definition used in this report: "money pages" are the pages that sell the company's services (cloud, datacenters, cybersecurity, AI, training, and related offers): the pages that generate revenue. All search data cited comes from Google Search Console (GSC).

URL Status at a Glance

URL group	Count	Status	Where detailed
Money pages (3 languages)	57	All live (200)	Section 8
Sitemap URLs	~667	All listed, all French only	Section 3
Filter URLs (never indexable)	3,441	Live but crawl-budget waste	Fix Soon
Pages never crawled	155	147 live, 8 dead	Fix Soon
URLs blocked by the security layer	2,998	Mostly filter junk	Fix Now
Broken pages (HTTP 500)	20	Server error	Fix Soon
Dead pages (404)	55	Gone from the site	Clean Up
System/junk pages in the index	~147	Indexable, no value	Fix Soon

1. Executive Summary

The site is technically sound: clean URLs, correct canonicals, full three-language translation (French / English / Chinese), healthy money pages. The problem is not what the site IS, but what Google is allowed to SEE. Four systemic issues hide the site from search:

- 1. The sitemap covers only French.** All 19 money pages exist in French, English, and Chinese (57 URLs, all HTTP 200), but the sitemap lists only the ~667 French URLs. Even the English sitemap path serves the French list. The English and Chinese versions are undiscoverable.
- 2. A security layer refuses Googlebot entry.** The bot-protection configuration blocks Google's crawler. 2,998 URLs are reported "blocked (403)" in Search Console; dead pages return 403 to Googlebot where humans correctly receive 404. Refused crawling blocks new pages from indexing and degrades re-crawl on existing pages. This is the mechanism by which bot-blocking reduces organic traffic.
- 3. Google's crawl budget is consumed by 3,441 filter URLs.** The events and blog modules generate a unique URL for every filter combination (tag, date, country). All 3,441 return HTTP 200: working pages Google will never index. They crowd out 155 real pages that sit "discovered but never crawled."

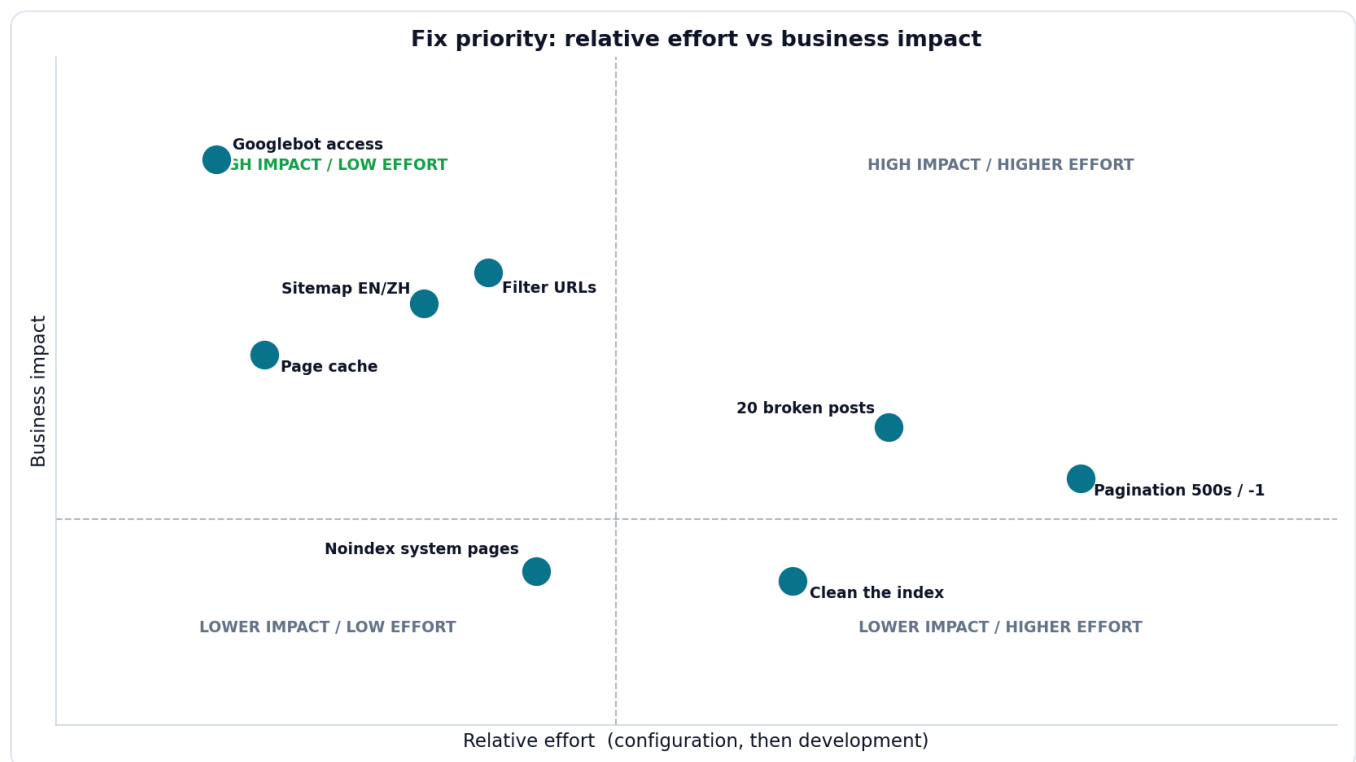
4. **Every page takes 1.4–1.5 seconds to begin loading.** The server re-renders each request with page caching disabled (no cache headers served). This single server delay pushes every page past Google's speed threshold before content begins. Result: 204 desktop pages "poor" + 19 "needs improvement" and 224 mobile pages with LCP over 4 seconds; zero pages rated "good" in the last 90 days.

The consequence, measured over 12 months: search clicks are heavily brand-dependent. In the top 1,000 queries Google reports, 94% of clicks are brand searches ("st digital", "st digital gabon"). The non-brand pages capture the remainder, and the long tail (5,475 clicks over 12 months) is invisible to this breakdown. The four systemic issues above keep the non-brand pages from being crawled and indexed, which is why the site ranks for its own name and not for what customers search.

All four issues are configuration fixes; no development required.

Two speed facts: every page takes 1.4–1.5s to deliver its first byte (measured on money pages and blog posts), and money-page HTML payloads run 188–348 KB. Google Search Console data also shows two further problems: broken `/-1` URLs ranking with 30,972 impressions, and 147 system/junk pages consuming 12.6% of all impressions.

2. Executive Action Plan: in Priority Order



The matrix above plots every fix by relative effort against business impact. The four fixes in the top-left quadrant (Googlebot access, sitemap EN/ZH, filter URLs, and page cache) deliver the highest impact for the least effort. That is the order below. Full detail for each fix is in the findings sections (5–7).

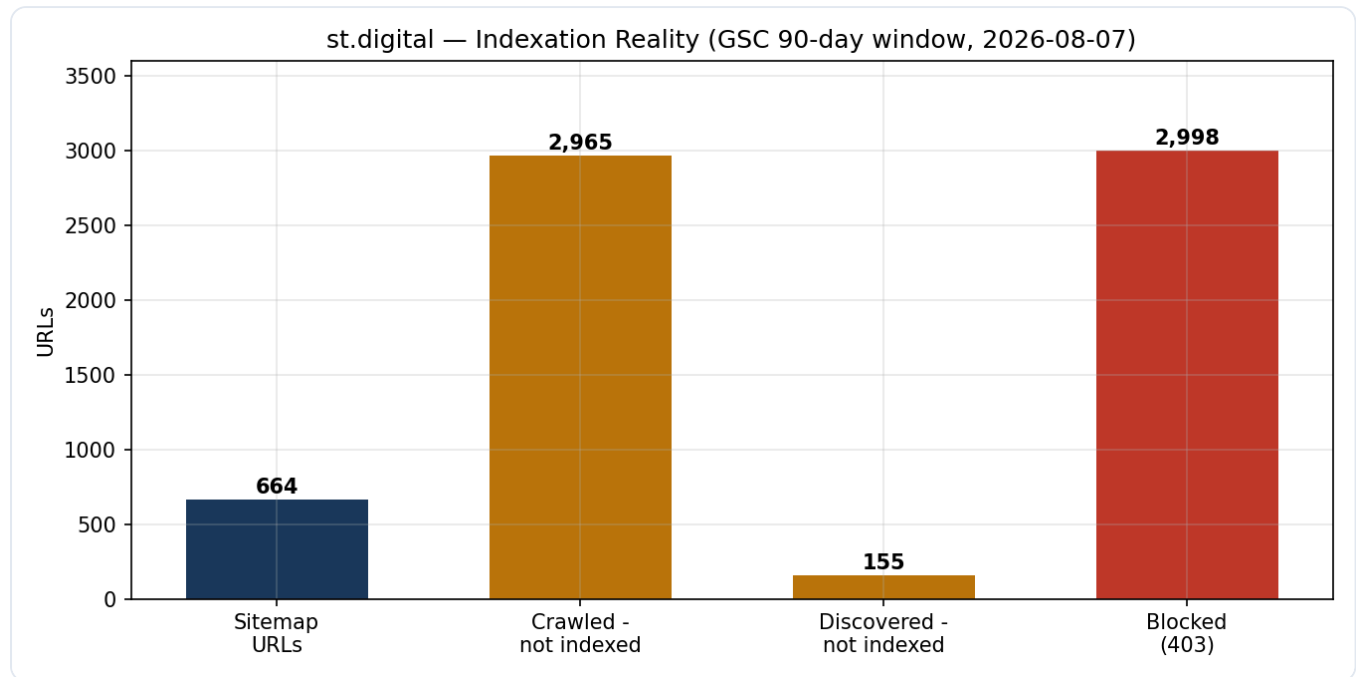
#	Fix	What to do	Expected result
1	Restore Googlebot access	Configure the security layer to pass verified search-engine bots (RED)	Blocked-URL count collapses; Google resumes crawling
2	Add English and Chinese to the sitemap	Include the <code>/en/</code> and <code>/zh_CN/</code> URLs (per-language sitemaps work) (RED)	~38 translated money-page URLs become discoverable
3	Remove filter URLs from the crawl path	robots.txt disallow for the parameter patterns; noindex filter results	Crawl budget redirected to real pages; never-crawled pages fetched
4	Enable server-side page caching	Turn on the platform's HTTP page cache for anonymous visitors	Time-to-first-byte from ~1.5s to under 300ms; every page's speed rating improves
5	Repair the 20 broken blog posts	Identify the shared defect across the 20 posts and fix it	20 dead content assets restored
6	Fix the pagination 500s and the <code>/-1</code> URLs	Repair the <code>?page=</code> format; find the generator producing <code>/-1</code> ; hide the URLs via the Removals tool	Paginated content fetchable; broken URLs stop ranking
7	Noindex the system pages eating 12.6% of impressions	Noindex <code>/website/info</code> and the junk/temp pages	12.6% of impression inventory returns to real pages
8	Clean the index	Noindex support portals and feed/calendar endpoints; return real 404s on dead pages; remove feeds from the sitemap	Google's index reflects the real site

Additional fixes

- **Meta descriptions:** ~56% of pages lack them; Google auto-generates the search-result text where absent.
- **Content-level internal linking:** money pages are navigation-linked but rarely referenced from article bodies; add contextual links from posts to the services they discuss.
- **Schema:** add Service markup and entity links on money pages (currently Organization-only).
- **Media optimization:** clean the video embeds (the `loop/playlist/jsapi` parameters on 98 flagged embeds; load-on-click) for video rich results; convert the remaining JPEG/PNG images to WebP/AVIF (the site already uses some WebP and already lazy-loads images).

3. Indexation Reality

The chart below shows the sitemap vs. the three Google Search Console "not indexed" buckets.

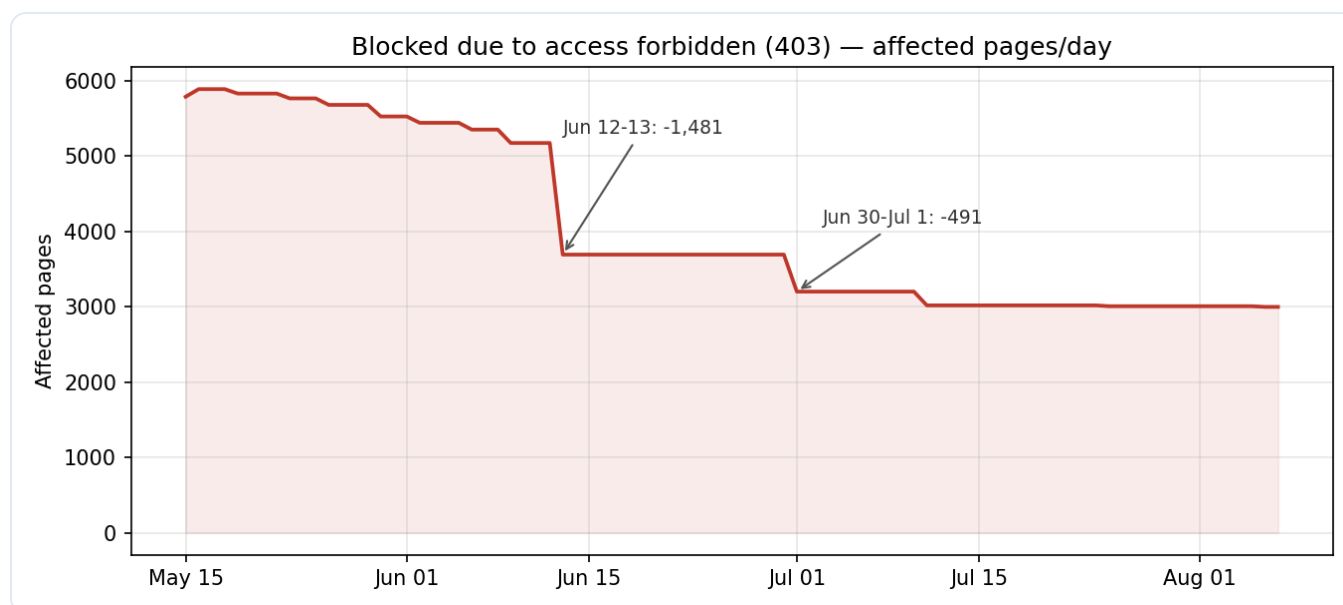


Bucket	Approx. count	Meaning
Sitemap	~667	Pages the site publishes (all French URLs)
Crawled but not indexed	~2,965	Google fetched these but won't index them (922 of 1,000 exported are filter URLs)
Discovered but not indexed	155	In the sitemap, never fetched once; 147 of the 155 are live, 8 are dead helpdesk pages (404), pure crawl-budget starvation
Blocked (403)	~2,998	Refused by the security layer; 91% of the pages are filter junk, real pages were also affected

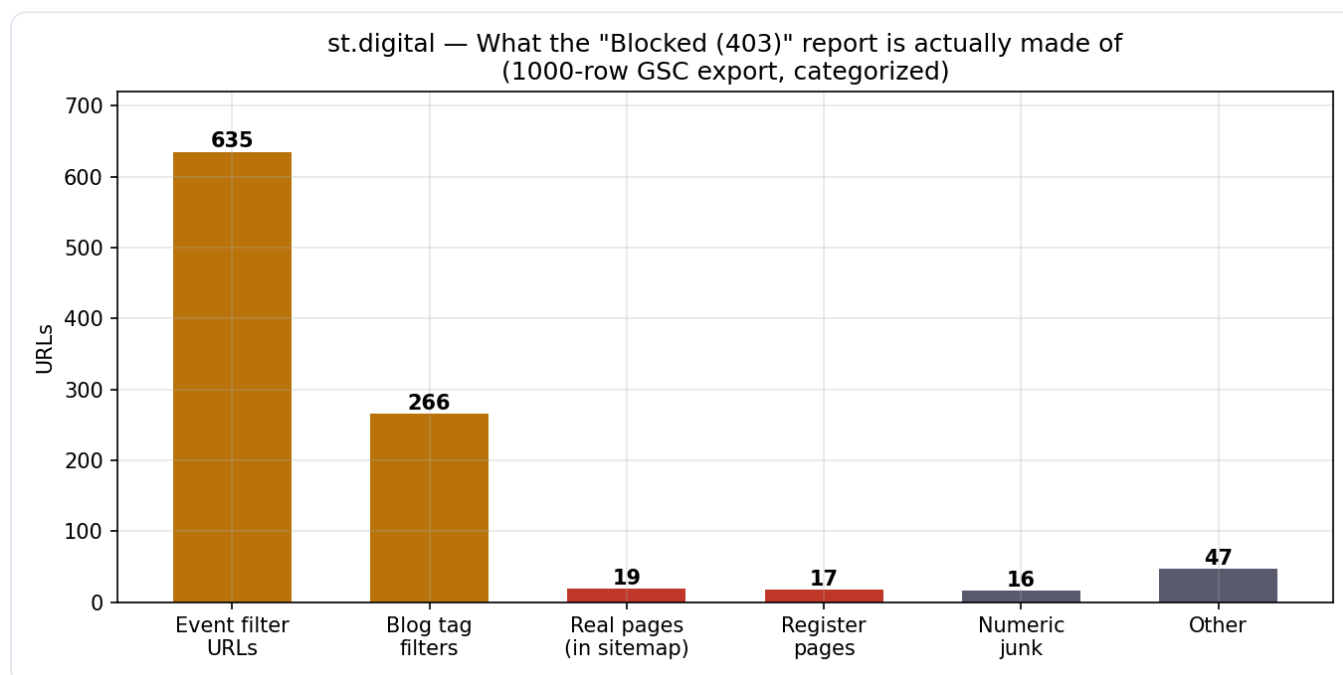
Key numbers:

- 4,774 URLs followed to their final destination: 4,676 return 200, 55 return 404, 43 return 500.
- 3,441 of those are filter URLs (tag, date, country combinations from the events and blog modules): all 3,441 return 200, working pages Google will never index. They are the reason 1,333 real pages compete for the remaining crawl budget.
- 155 pages are in the sitemap and linked from section pages, but Google has never fetched them once (Search Console shows 'never crawled'). 147 of the 155 are live and working; 8 are dead helpdesk pages that return 404 and should be removed from the sitemap.

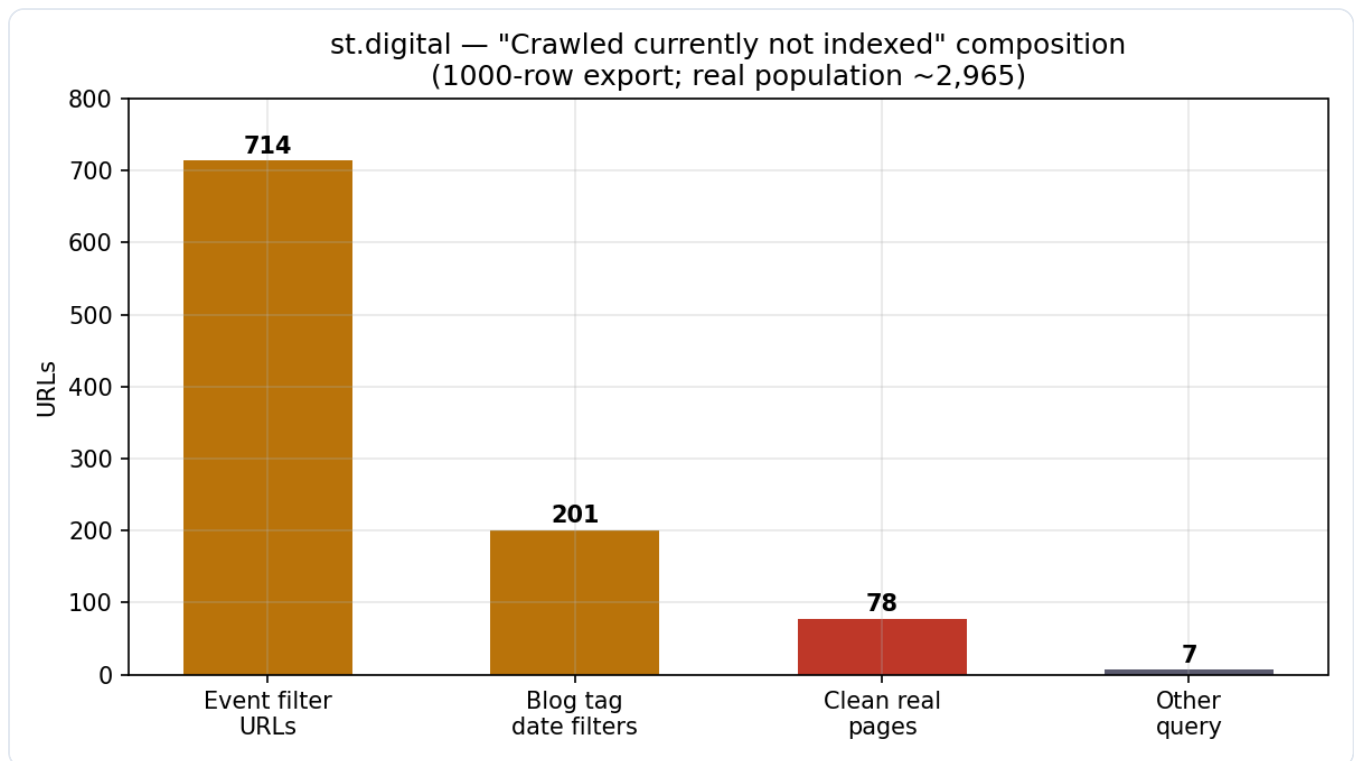
The crawl budget, in one chart



The blocked-URL trend above shows the security-layer refusals declining from 5,888 (peak, 16 May) to 2,998 (7 August), with step-changes in June consistent with the restrictions being loosened. The composition chart below shows what the blocked report is actually made of: filter noise, not real pages.



What the not-indexed reports are made of



The crawled-not-indexed report is dominated by filter URLs (event filters + blog tag/date combinations): pages Google fetched but will never index. Only a minority are real pages with real indexation issues.

4. Site Architecture & Internal Linking: Assessment

What a visitor navigates: top bar (Contact, Support, 7 country flags); main menu with four groups (About Us; Services: AI, Cybersecurity, Training, Collaborative Work, Transformation Studio, Digital Transformation Consulting; Cloud: Sovereign Cloud, Partner Cloud, CloudStore, Cloud Expertise; Datacenters; Clients; News); homepage expertise cards; footer (Resources, Services, Legal, Contact). All 19 money pages are reachable from the menu: not orphaned. (Browser-rendered and crawl observations.)

What the architecture costs (measured):

- **A conversion page is buried.** The quote-request page (/demander-un-devis) is not linked from the homepage, footer, or service pages, so a visitor browsing the site cannot reach it.
- **The long tail is disconnected from the services.** The blog posts (354) and events (134) rarely link to the service pages they discuss, with the money pages holding 0–4 links from article content across the whole site. So the content engine never points readers or Google at the services, which is why the site only ranks for brand searches (94% of clicks in the top queries Google reports) and not for the services it sells.
- **The support portals and helpdesk are non-functional:** the 29 /support- pages are thin client-service templates, not linked from any navigation (noindex them; clients reach them by direct link), and the helpdesk is mostly dead (13 of 25 sitemap URLs return 404; the live pages are empty shells). Remove the dead pages from the sitemap, noindex the empty shells, or build the helpdesk into a real knowledge base and index it.

- **The structure is flat.** Each service is a single page with no hub-and-spoke grouping; there is no pillar page linking down to sub-offers and up to supporting content.

Fix (as the site grows):

- **Link the service hubs to their sub-offers:** The sub-offers already exist (/cloud-souverain, /cloud-connect, /le-cloudstore, /expertise-cloud, /colocation) and the pages already describe them as headings: but /cloud does not link to any of them. Make each service page link to its sub-offers, and have every new blog post link back to the service it discusses. No new pages needed; the links are what's missing.
- Group the country pages under a locations hub (they are proven traffic drivers: /gabon and /cote-d-ivoire are top-3 traffic pages).
- **Keep the sitemap honest:** noindex the support portals and empty helpdesk shells, remove dead helpdesk pages and junk pages, so the sitemap matches what is genuinely navigable.

5. Findings: Fix Now

English and Chinese versions missing from the sitemap

Problem: All 19 money pages exist in French, English, and Chinese (57 URLs, all HTTP 200, self-canonical, complete hreflang). The sitemap lists only the ~667 French URLs: zero English, zero Chinese. Even the /en/sitemap.xml and /zh_CN/sitemap.xml paths serve the same French list. Google is never told the English and Chinese versions exist.

Evidence:

- Sitemap fetched fresh: ~667 <loc> entries, all French. `grep /en/ → 0`. `grep /zh_CN → 0`.
- Per-language sitemap paths (/en/sitemap.xml , /zh_CN/sitemap.xml) return 200 but contain the same French list.
- All 19 money pages probed in all three languages: 57/57 return HTTP 200, real translations, self-canonical, 4-tag hreflang.

Business impact: The English site is undiscoverable: the sitemap contains zero /en/ URLs, and the English versions of all 19 money pages exist and return 200 but Google is never told about them.

Fix: Add the /en/ and /zh_CN/ URLs to the sitemap (or configure the sitemap generator to include alternate-language URLs; fallback: a sitemap index combining per-language sitemaps).

Security layer refusing Googlebot (403 flood)

Problem: The bot-protection configuration blocks Google's crawler. 2,998 URLs sit in the Search Console "blocked (403)" report. Dead pages return 403 to Googlebot while humans correctly receive 404. Refused crawling blocks new pages from the index and degrades re-crawl freshness on existing pages. This is the mechanism by which bot-blocking reduces organic traffic.

Evidence:

- GSC chart: 5,888 blocked URLs at peak (16 May) → 2,998 (7 August). Partial recovery in steps (12–13 June, 30 June–1 July) consistent with the restrictions being loosened.
- A browser and Googlebot get different answers on the dead registration pages: 404 to the browser, 403 to Googlebot.

- 29 of 1,000 exported blocked URLs match real sitemap pages; 42 of 73 non-filter blocked URLs return 200 to a normal browser.

Business impact: Refused crawling = no new-page indexation + decaying freshness on ranking pages.

Fix: Configure the security layer (cloudflare) to pass verified search-engine bots while blocking everything else. One dashboard rule. The blocked-URL count collapses and Google resumes crawling.

6. Findings: Fix Soon

Filter-URL explosion floods Google's crawl

Problem: The events and blog modules serialize filter state into URLs (tag, date, country combinations). Every combination becomes a crawlable URL Google treats as a distinct page: thousands of near-identical list pages that will never be indexed.

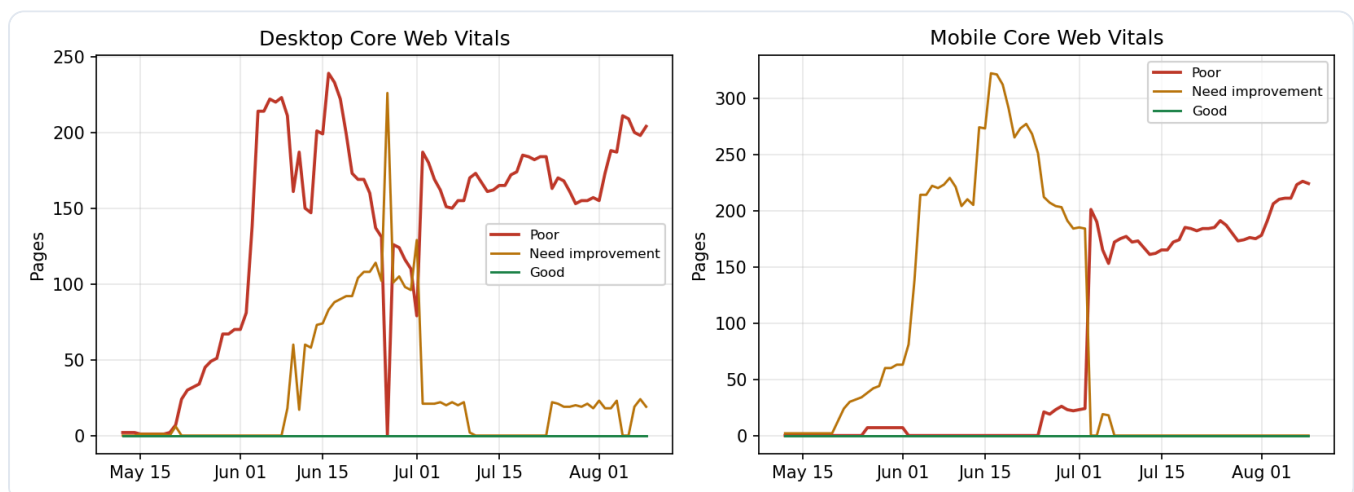
Evidence:

- Crawled-not-indexed export: 922 of 1,000 URLs have query strings (714 event filters + 201 blog tag/date).
- Blocked export: 633 event filters + 273 blog tag/date.
- Full verification: 3,441 unique filter URLs, all returning 200.
- Filter URLs return 200 to a browser and to Googlebot in ~2–3s: they work, but Google will never index them.

Business impact: Finite crawl budget burned on URLs Google will never index, crowding out real pages. This is directly connected to the 155 never-crawled pages.

Fix: robots.txt disallow for the parameter patterns; noindex filter result pages.

Core Web Vitals collapse: slow server response on every page



Problem: Performance has regressed: 204 desktop pages "poor" + 19 "needs improvement" and 224 mobile pages with LCP over 4 seconds; zero pages rated "good" in the entire 90-day window. Every page takes 1.4–1.5 seconds to send its first byte because the server re-renders each request with page caching disabled.

Evidence:

- Time-to-first-byte: 1.55s (/en/cloud), 1.36s (blog post); site-wide, not page-specific.
- Zero Cache-Control/Age/ETag headers on responses; page cache off.
- Gzip compression IS enabled (not a target).
- Fonts: 1 Google Fonts family (Cambria, 3 weights) + 1 icon font, 2 files total (an earlier "7 fonts" claim was corrected).
- GSC: desktop 2 poor (12 May) → 204 poor + 19 need-improvement (9 Aug), Good = 0 for all 90 days (12,258 poor-page-days total); mobile 224 URLs with LCP > 4s, +178 jump on 3 July.
- HTML payloads: 188–348 KB on money pages.

Business impact: A 1.4s server delay hits every page before content begins; on slow African mobile networks this is the difference between usable and abandoned. Core Web Vitals is a ranking factor and a conversion factor.

Fix: Enable the platform's HTTP page cache (or edge micro-caching) for anonymous visitors, expected to cut time-to-first-byte to under 300ms and lift every page's speed rating at once. Then: lazy-load video embeds (strip loop/playlist/jsapi parameters), lazy-load images, serve WebP/AVIF.

20 broken blog posts (HTTP 500)

Problem: 20 blog posts are dead. Visitors clicking them get a blank "Internal Server Error" page instead of the article. The broken posts are scattered across the publishing timeline (older and recent posts alike), while the other 254 posts in the same section work fine. This is not an aging issue: the 20 posts share a common technical defect, and every one of them shows the same error.

Why it matters: These 20 articles are invisible to readers and to Google. That means lost traffic, lost credibility with visitors who hit an error page, and lost content value (partner announcements, technical guides) the site already paid to produce.

Evidence:

- All 20 posts return the server error every time they are fetched (checked repeatedly, with both a normal browser and Google's crawler); zero ever loaded correctly.
- The English versions of the same posts show the same error.
- The posts return a "500" status, the server code that tells Google "this page is broken", so Google drops them from search results.

Business impact: 20 dead content-marketing assets (partner announcements, technical articles) invisible to Google, plus wasted crawl budget.

Fix: Technical diagnosis: identify the shared defect across the 20 posts and repair.

155 real pages never crawled

Problem: 155 pages are in the sitemap and linked from section pages, but Google has never fetched them once (Search Console shows "never crawled"). 147 of the 155 are live (8 are dead helpdesk pages).

Evidence:

- 155/155 present in the fresh sitemap.
- Fresh probes: 147 return 200; 8 return 404 (dead helpdesk pages).
- These pages are not hidden or unlinked: the blog index links to 6+ of them and the events index links to 7+.

Google had every path to find them, but it never used those paths because its crawl budget was consumed elsewhere (the filter-URL flood).

- Composition: events 83, blog 39, helpdesk 18, jobs 6, slides 3 + others.

Business impact: Real, linked, live content is never fetched because the filter-URL flood and the blocked-URL flood consume the crawl budget.

Fix: Remove the crawl-budget drains (fixes 3 and 1 in the action plan). The never-crawled pages are then fetched organically. Request indexing for the live pages after the fixes.

Service pages have weak content-level linking

Problem: All money pages are linked from the site-wide navigation (footer/header), so they are not orphaned. But they contain almost no contextual editorial links to each other or to supporting content. The link structure treats the site as a flat list rather than a hierarchy that signals which pages matter most.

Evidence:

- 15/19 money pages linked from the site footer across all pages (inbound scan of 20 pages).
- `/cloud` + `/poc` header-navigation only; `/solutions-metier` + `/demander-un-devis` had 0 inbound.
- Crawler editorial-outbound counts: `/cloud` =2, `/cloud-souverain` =4, `/cybersecurity` =1, `/contactus` =0, `/datacenters` =0.
- Performance data confirms the consequence: in the top queries Google reports, 94% of clicks are brand queries; the site's non-brand pages are not being seen.

Business impact: Weak internal linking gives Google less signal about which pages are the money pages and contributes to crawl-priority problems.

Fix: Add contextual links between money pages and from blog posts to the services they discuss (natural anchor text).

Broken pagination format returns 500 on every blog section

Problem: The blog pagination in the `?page=` format crashes the server on every section. `/blog/nos-actualites-1?page=1`, `/blog/cloudstore-5?page=1`, `/blog/octobre-rose-4?page=1`, `/blog/dans-la-presse-3?page=1`, `/blog/salons-2?page=1`, `/en/blog/st-digital-s-blog-1?page=1` all return HTTP 500. The slash format (`/page/2`) works. Negative page values (`/page/-1` , `?page=-1`) also return 500.

Evidence:

- All five blog sections return 500 on `?page=1` ; the same sections return 200 on `/page/1` and `/page/2` .
- Google's own performance data shows malformed pagination URLs indexed: `/blog/page/6` , `/blog/page/21` , `/en/jobs/page/2` , `/event/page/3?date=old` .
- The malformed `/-1` URLs are consistent with the same broken URL-generation layer.

Business impact: Google and common URL builders use the `?page=` format; every attempt crashes with the same 500 signature as the 20 broken posts. It wastes crawl budget and blocks paginated content from being fetched.

Fix: Fix the `?page=` routing (or canonicalize `?page=N` to `/page/N`); investigate why invalid page numbers generate `/-1` URLs. The same routing layer is suspected for the 20 broken blog posts.

Broken `/-1` URLs get 30,972 impressions and 783 clicks

Problem: Two malformed URLs (`/st.digital/-1` , `/st.digital/en/-1`) appear in Google's performance data with 30,972 impressions and 783 clicks over 12 months: but both return 404 "Page Not Found" to visitors (303 → 404 on `/-1` ; direct 404 on `/en/-1`). Real search traffic is landing on error pages, and Google is ranking broken URLs above many real pages (positions 7.15 and 6.44).

Evidence:

- Performance export: `/-1` = 7,322 impressions / 604 clicks; `/en/-1` = 23,650 impressions / 179 clicks.
- Live probes: `/-1` → 303 → `/en/-1` → 404 "Page Not Found"; `/en/-1` → 404 direct.
- The pattern is consistent with a malformed pagination/template link generator (same root cause as the pagination issue).
- Source links not yet identified on-site (crawl found no page visibly linking to `/-1`); needs template/URL-inspection review.
- External backlinks point directly at the broken URL: 80 links from 37 domains. These links keep signaling Google that the URL matters, which is why it stays in the index despite returning 404.

Business impact: Hundreds of clicks per year hitting error pages, plus the impression share diluting real pages, plus 80 dead external links (37 domains) whose equity is lost on a 404. Google is actively ranking URLs the site never intended to publish.

Fix: Identify the generator producing `/-1` (pagination templates, link builders); 301 the pattern to the correct pages (redirecting `/-1` to the homepage would capture the external link equity) or serve a clean 404; use the Search Console Removals tool to hide them from results.

System and internal pages consume 12.6% of all impressions

Problem: 147 system/internal/junk pages appear in Google's data with 65,398 impressions over 12 months: 12.6% of the site's total. The clearly valueless share includes `/website/info` (1,502 impressions) and the junk/temp pages. (Login and event-register pages are intentionally excluded from this finding: clients legitimately search for the login URL, and event pages are designed to live at the registration URL with full event content.)

Evidence:

- GSC data, top pages: 147 rows matching system patterns (login, register, website/info, `/-1`).
- Login pages: 200, no robots noindex: publicly indexable.
- Event register pages: indexable, no noindex.

Business impact: 12.6% of impression inventory sits on pages that cannot convert. Cleaning the valueless share (`/website/info` , junk pages, `/-1` URLs) frees that visibility for real pages.

Fix: noindex `/website/info` and the junk/temp pages; 301 or clean the `/-1` pattern. Login and registration pages remain indexable by design.

7. Findings: Clean Up

Thin duplicate pages: 29 client support pages

29 `/support-<client>` pages share one ~72-word template paragraph ("BIENVENUE SUR L'ESPACE SUPPORT [CLIENT]."), differing only by client name. Content-only comparison (navigation stripped) shows 89–97% identical text across 8 pages checked (70–77 words each; pairwise Jaccard similarity).

- **Fix:** noindex the support portals (they are client-money pages, not marketing) or enrich each with real client-specific content.

Meta descriptions missing on mass-generated content

~56% of pages site-wide lack a meta description. Pattern is structural: hand-crafted money pages have descriptions; mass-generated content mostly does not: blog 64%, events 83%, jobs 100%, support 80% missing.

- **Fix:** Create meta descriptions for blog/events/jobs/support in the platform.

RSS feeds, calendar files, and registration pages crawled and indexable

Feed URLs should not be in a sitemap, yet 5 appear in the site's sitemap (`/blog/./feed`); 9 more appear in Google's "crawled but not indexed" report, confirming Google fetches them but will never index them. and calendar `.ics` endpoints (6 in crawled-not-indexed, served as file downloads) should never be in the index. (Event registration pages are indexable by design: they carry the full event content.)

- **Fix:** robots.txt disallow `/feed` and `/ics` patterns; remove feed URLs from the sitemap.

Internal pages and documents exposed

`/website/info` is listed in the sitemap (an internal page with no user purpose); and document-download URLs with access tokens are in Google's index: 4 share URLs with 118 combined impressions (the top two at 45 and 28 impressions). The access token in the URL is the gate, but Google holds the token URLs, so the gate is defeated. (The login page remains indexable by design: clients search for it directly.)

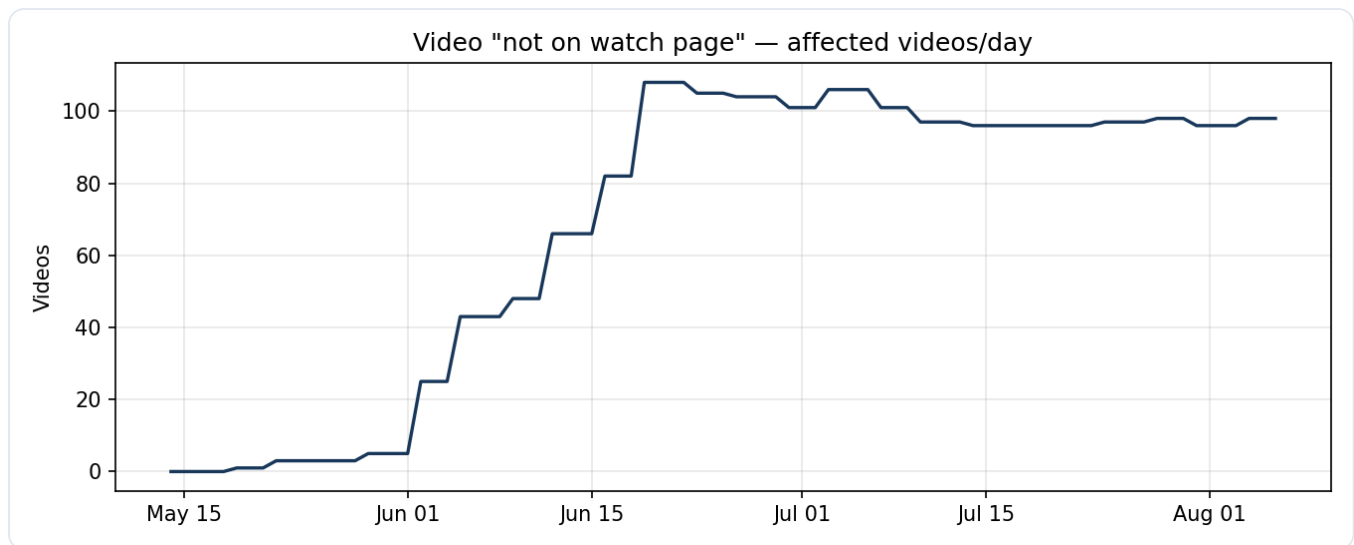
- **Fix:** remove `/website/info` from the sitemap + noindex; revoke/rotate the indexed document tokens and keep such files behind authenticated access.

Soft 404 (1 URL confirmed)

`/sign/terms` returns HTTP 200 but renders "Oops: The requested page is invalid, or doesn't exist anymore": a confirmed soft-404. The other 2 GSC-flagged URLs (`/zh_CN/shop`, `/zh_CN/web/reset_password`) render real content (a shop page and a password-reset form), not soft-404s, though the password page should not be public.

- **Fix:** return a real 404 (or noindex) on `/sign/terms`.

Videos not on a watch page (98 occurrences)



32 distinct YouTube embeds across 98 page-video pairs are flagged "video isn't on a watch page": Google cannot attribute the videos to a canonical watch page, so they earn no video rich results. The videos themselves are real (clicking an embed lands on a proper YouTube watch page). The same video is embedded on 3–6 pages (fr/en/zh) with custom player parameters (loop/playlist/jsapi). The pages are indexed: none of the 98 video pages appear in any not-indexed bucket.

- **Fix:** one template change, clean embed URLs (no extra parameters) + load-on-click.

Schema/structured data is minimal

Every page carries only a bare Organization JSON-LD block: no Service/Product/FAQ schema, no entity links. `/cloud` renders exactly one JSON-LD block, Organization only.

- **Fix:** add Service schema on money pages + entity links.

Image alt text missing on 23% of images

1,209 of 5,232 images (23%) have no alt text. Missing alt hurts image search and accessibility.

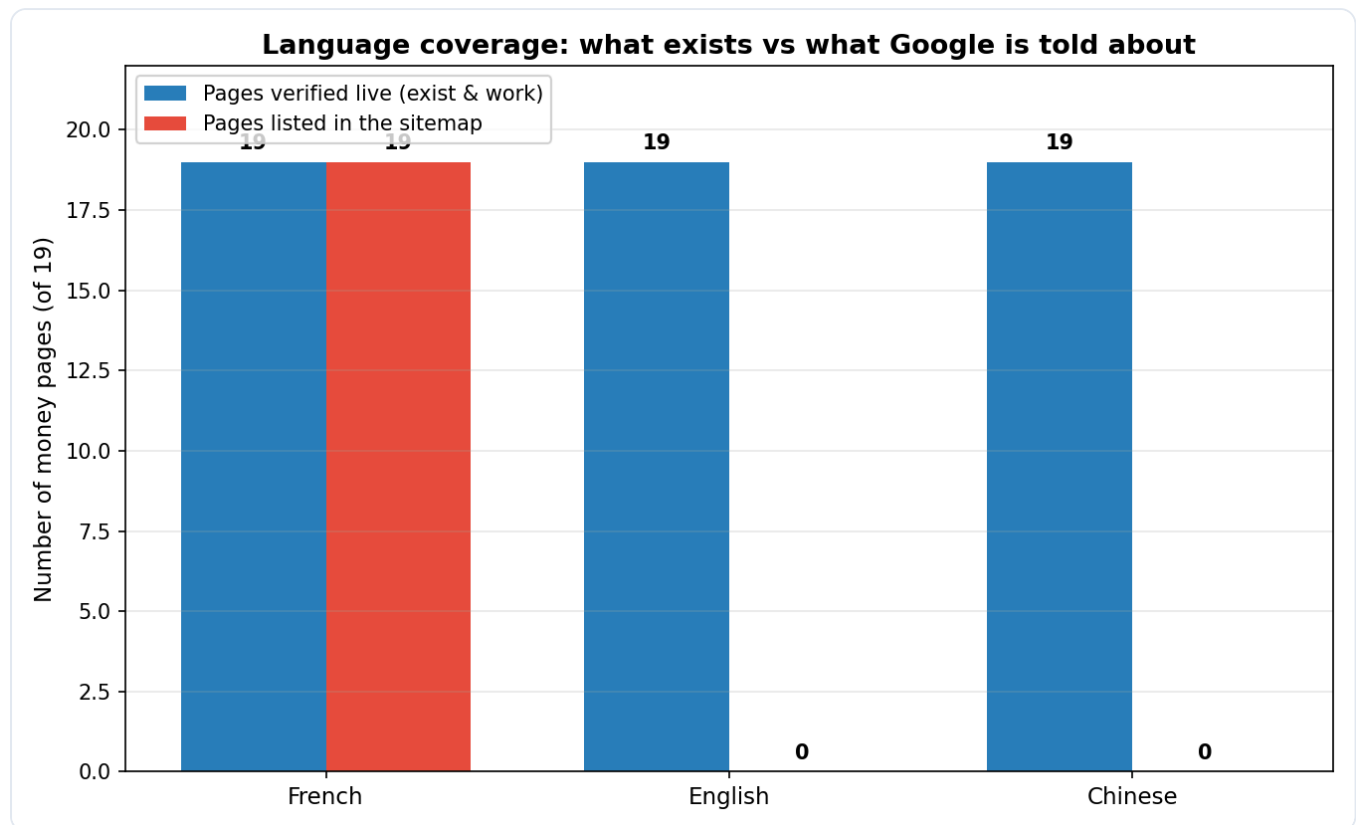
- **Fix:** add alt-text to images.

hreflang code inconsistency

hreflang uses `zh` while the URL path uses `zh_CN`. Both codes are valid; align them for cleanliness when convenient.

- **Fix:** align codes.

8. Money Pages: Current State



All 19 money pages are correctly built: 57/57 URLs (FR + EN + ZH) return HTTP 200, self-canonical, complete 4-tag hreflang, healthy content depth. Schema: Organization only. The single gap is sitemap coverage of the English/Chinese versions: the chart above shows all 19 pages exist in all three languages, but only French is listed in the sitemap.

Page	FR	EN	ZH	Canonical	Hreflang	Description	Schema
Cloud	✓	✓	✓	Self	4-tag	Present	Org only
Sovereign Cloud	✓	✓	✓	Self	4-tag	FR only	Org only
Datacenters	✓	✓	✓	Self	4-tag	Present	Org only
Cybersecurity	✓	✓	✓	Self	4-tag	FR only	Org only
Contact	✓	✓	✓	Self	4-tag	Present	Org only
POC	✓	✓	✓	Self	4-tag	Present	Org only
Solutions Métier	✓	✓	✓	Self	4-tag	Present	Org only
Cloud Connect	✓	✓	✓	Self	4-tag	:	Org only
Cloud Partenaires	✓	✓	✓	Self	4-tag	:	Org only
Colocation	✓	✓	✓	Self	4-tag	:	Org only
Le Cloudstore	✓	✓	✓	Self	4-tag	:	Org only
Expertise Cloud	✓	✓	✓	Self	4-tag	:	Org only
Formation	✓	✓	✓	Self	4-tag	:	Org only
Transformation Digitale	✓	✓	✓	Self	4-tag	:	Org only
Transformation Studio	✓	✓	✓	Self	4-tag	:	Org only
Travail Collaboratif	✓	✓	✓	Self	4-tag	:	Org only
IA	✓	✓	✓	Self	4-tag	:	Org only
Demander un devis	✓	✓	✓	Self	4-tag	:	Org only
STD University	✓	✓	✓	Self	4-tag	:	Org only

Key URLs:

- FR: <https://st.digital/cloud> , <https://st.digital/datacenters> , <https://st.digital/cybersecurity> , <https://st.digital/contactus> , <https://st.digital/colocation> , <https://st.digital/formation> , <https://st.digital/ia>
- EN: <https://st.digital/en/cloud> , <https://st.digital/en/datacenters> , <https://st.digital/en/cybersecurity> , <https://st.digital/en/colocation> , <https://st.digital/en/formation> , <https://st.digital/en/ia>

- ZH: https://st.digital/zh_CN/cloud , https://st.digital/zh_CN/datacenters ,
https://st.digital/zh_CN/cybersecurity , https://st.digital/zh_CN/colocation ,
https://st.digital/zh_CN/formation , https://st.digital/zh_CN/ia
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9. Full URL Evidence

9.1 The 20 broken blog posts (HTTP 500)

1. <https://st.digital/blog/nos-actualites-1/st-digital-presente-son-cloud-100-local-a-promote-video-15>
2. <https://st.digital/blog/nos-actualites-1/st-digital-datacenter-implante-au-cameroun-lorgne-un-accompagnement-de-la-bei-16>
3. <https://st.digital/blog/nos-actualites-1/banque-finances-st-digital-au-service-de-vos-besoins-d-infrastructures-it-20>
4. <https://st.digital/blog/nos-actualites-1/securite-des-mots-passe-comment-choisir-un-mot-de-passe-inviolable-22>
5. <https://st.digital/blog/nos-actualites-1/la-nouvelle-plateforme-digitale-du-cafrad-hebergee-dans-le-datacenter-de-st-digital-25>
6. <https://st.digital/blog/nos-actualites-1/anthony-same-directeur-general-de-st-digital-parle-des-defis-enjeux-et-perspectives-du-cloud-et-datacenter-avec-les-entrepreneurs-de-l-ecole-42-26>
7. <https://st.digital/blog/nos-actualites-1/le-directeur-du-cloud-et-du-support-services-chez-st-digital-une-des-personnalites-mondiales-les-plus-influentes-dans-le-secteur-des-telecommunications-27>
8. <https://st.digital/blog/nos-actualites-1/heberger-ses-baies-de-serveurs-localement-31>
9. <https://st.digital/blog/nos-actualites-1/les-criteres-pour-le-maintien-d-un-plan-de-reprise-d-activite-performant-dans-son-entreprise-34>
10. <https://st.digital/blog/nos-actualites-1/le-plan-de-reprise-d-activite-ne-doit-plus-etre-une-option-pour-votre-entreprise-36>
11. <https://st.digital/blog/nos-actualites-1/st-digital-partenaire-de-ec-council-pour-les-formations-en-cybersecurite-126>
12. <https://st.digital/blog/nos-actualites-1/st-digital-partenaire-de-veeam-qui-est-desormais-premier-fournisseur-mondial-de-solutions-de-replication-et-de-protection-des-donnees-145>
13. <https://st.digital/blog/nos-actualites-1/st-digital-partner-of-fortinet-what-is-good-cloud-migration-security-146>
14. <https://st.digital/blog/nos-actualites-1/st-digital-partenaire-de-vmware-annonce-de-vsphere-et-vsan-permettent-aux-charges-de-travail-on-premise-de-beneficier-des-avantages-du-cloud-148>
15. <https://st.digital/blog/nos-actualites-1/vous-allez-subir-une-cyberattaque-alors-soyez-prets-a-en-limiter-l-impact-149>
16. <https://st.digital/blog/nos-actualites-1/l-authentification-multifacteur-pour-vos-employes-en-travail-hybride-et-a-distance-cinq-etapes-pour-optimiser-votre-securite-et-votre-productivite->

17. <https://st.digital/blog/nos-actualites-1/l-observabilite-pour-les-devops-151>
18. <https://st.digital/blog/nos-actualites-1/st-digital-en-route-vers-la-certification-iso-50001-relative-au-management-de-l-energie-161>
19. <https://st.digital/blog/nos-actualites-1/les-nouveautes-de-decembre-2022-autour-de-la-gouvernance-conformite-et-protection-de-donnees-mip-purview-etc-229>
20. <https://st.digital/blog/nos-actualites-1/st-digital-webinar-decouvrez-les-nouveautes-de-microsoft-365-244>

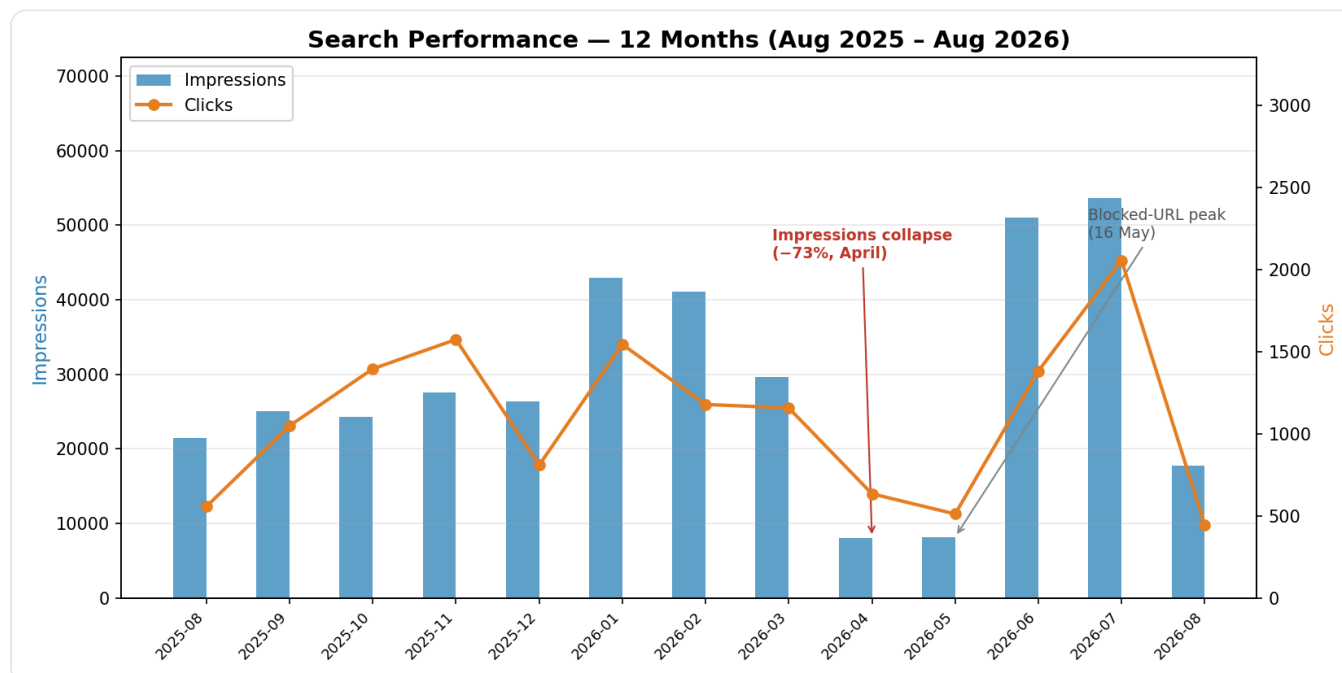
9.2 The 11 leftover test/temp pages in the sitemap

/temp-contact , /temp-mission , /confirmation-page , /confirmation-page-b1 , /confirmation-page-b2 , /devis-b4 , /reclamation-recieved , /landing-portes-ouvertes , /newsletter-eveil-digital-africain-eda , /plaquette-togo-2026 , /pfa

9.3 The 19 dead helpdesk pages (404)

/helpdesk/pal-246/knowledgebase , /helpdesk/sogara-244/knowledgebase , /helpdesk/denonciation-270 , /helpdesk/bgfi-252 , /helpdesk/suggestions-269 , /helpdesk/hodi-681 and 13 more (full list in the evidence CSV).

10. Performance Analysis: 12 Months of Search Data



This section is based on Google Search Console data (12 months: August 2025 – August 2026), exported 13 August 2026.

10.1 The headline numbers

- **Total clicks (12 months):** 14,299
- **Total impressions:** 376,971
- **Average CTR:** 3.79%
- **Average position:** 13.2
- **Brand dependence:** in the top 1,000 queries Google reports, 94.2% of clicks (8,312 of 8,824) are brand searches ("st digital", "st digital gabon", "st digital cameroun", "stdigital"). These top queries account for 8,824 of the 14,299 total clicks; the remaining 5,475 clicks come from long-tail and anonymized queries not shown in the export.
- **Top traffic pages:** homepage (5,016 clicks), /jobs (1,083), /gabon (1,025), /cote-d-ivoire (847), /-1 (604, a broken URL covered in the findings).
- **Top markets:** Cameroon (4,486 clicks), Côte d'Ivoire (2,664), Gabon (1,948), France (1,540 clicks but position 28.3, the largest impression market at 61,838 with the worst rankings).

10.2 What the performance data proves about the technical findings

1. **The /-1 broken URLs** were invisible to every crawl: only the GSC data exposed 30,972 impressions on error pages.
2. **System pages** consume 12.6% of impressions.
3. **Brand dependence (94% of clicks in the top queries Google reports)** is the visible consequence of the indexation/crawl issues: non-brand pages aren't being seen, so non-brand queries aren't converting to clicks.
4. **France** (61,838 impressions at position 28.3) is the market where the speed and architecture fixes would pay most.

End of report.