

Executive snapshot

- Indexing risk: Several primary CTAs on the home page point to the staging domain (staging.nbs.sa). Those pages can get indexed and siphon authority/leads.
- International setup present but likely incomplete: The site offers multiple languages; make sure href lang is implemented so Google serves the right language in KSA and elsewhere.
- Content quality issues: Visible placeholder/typo strings on live pages (e.g., “Client Reviews sdgsdgsd”, “Privacy Policy fgh fh fgh”, “Exploer/ARestpect”). These hurt E-E-A-T and click-through.
- Canonicalization: Both https://nbs.sa and https://www.nbs.sa resolve; enforce a single canonical (301 + <link rel="canonical">) to avoid signal dilution.
- Subdomain footprint: ERP auth links live on erp.nbs.sa—fine, but exclude auth endpoints from indexing.

Technical SEO (high impact)

Fix staging links now

- Replace all staging.nbs.sa URLs with production equivalents.
- Add robots.txt on staging that returns Disallow: / (and ideally HTTP auth). Robots rules are per origin/subdomain; each needs its own file.

Robots & sitemaps

- Ensure https://nbs.sa/robots.txt exists and references your sitemap(s).
- Publish an XML sitemap (or sitemap index) and submit in Google Search Console. Use Google’s guidelines for structure and alternate-language URLs.

Canonicalization & redirects

- Pick www or root; 301 the other.
- Add self-referencing canonical tags on all important pages (home, services, apps, blogs).

Internationalization

- Add hreflang for English/Arabic/Portuguese (and x-default) across all alternates. Follow Google's multi-regional guidance to avoid duplicate clusters.

Security/infra

- Force HTTPS sitewide and enable HSTS.
- Block indexing for login/ERP endpoints (/login, /register, etc.) on erp.nbs.sa.

On-page SEO & content

Titles & meta: Ensure every template has unique, benefit-led <title> (~55–60 chars) and meta description (~155–160 chars).

Fix visible placeholders/typos: e.g., “sdgsdgsd”, “Privacy Policy fgh fh fgh”, misspellings like “Exploer/ARestpect/hief Operating Officer”. These are live and crawlable; clean them now.

Internal linking: Link from the home/services pages to your money pages (ERP/CRM/SaaS app detail pages) with descriptive anchor text.

Structured data (JSON-LD):

- Organization, WebSite (+ SearchAction), BreadcrumbList.
- Product/Service for ZENIX modules, and Article on blogs.

Local & trust signals

- **Consistent NAP:** Keep the phone and address (Al Malaz, Riyadh) consistent across site/footer/schema/GBP.
- Create/optimize your Google Business Profile (Arabic + English), add categories (e.g., “Software company”, “ERP consultant”), photos, services, and collect reviews.

Performance & UX

- Run Page Speed Insights on key templates; typically:
- Compress/next-gen images, lazy-load offscreen media.
- Minify/merge critical CSS/JS; defer non-critical scripts.
- Preload key fonts; serve font-display: swap.
- Ensure mobile nav and language switcher are indexable (no JS-only rendering that hides links from crawlers).

Analytics & measurement

- Verify GA4 and Search Console are installed and collecting.
- Set up conversion tracking for leads (forms, WhatsApp, phone clicks).
- Create separate GSC properties for nbs.sa, www.nbs.sa, and erp.nbs.sa if they serve indexable content; keep ERP no index for auth pages.