

SEO Analysis Report For

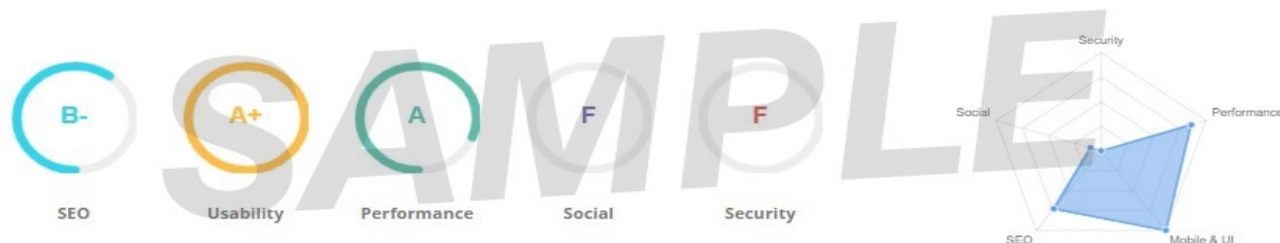
Website Name

[website URL](#)

7th December, 2021

SEO Analysis Report

On Analyzing [website URL](#) following factors was found as mentioned below:
There is a lot of scope to improvement on website.



The website is graded on a scale of Good, Average and Action required, and their explanations are given below:

Action Required Immediate measures needed	Average Scope for improvement	Good No Optimization Required
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On Page Factors

This analysis addresses all the On page factor i.e. factors that can be visible on the website.

SEO FACTORS	SIGNIFICANCE	RESULT	WEBSITE RATING	RECOMMENDATION (If Any)
Title	Title tags are the single most important factor which determines website's ranking on the search engines. Needs to be unique for all pages of website.	Title Tags Not Found	Action Required	Need to have optimized Title tag with proper keywords for all the pages of the website.
Description	Meta Description is informative as well as it contains the targeted keywords to rank the website.	Meta Descriptions Not Found	Action Required	Need to have optimized Meta Description.
Keywords	Meta keywords are used to indicate keywords that are relevant to your	Keyword tags Not Found	Average	Need to have optimized Meta Keywords.

	website's content.			
Image Alt Attributes	ALT attributes are the text which is associated with respective images displayed when the image does not load.	<i>Images have No 'alt' attributes</i>	Action Required	Need to have alt images in all the web pages of the website.
Heading Tags	Heading tags like <h1>...</h1> provide information about the page or the category.	<i>Heading Tags Found</i>	Good	
Hidden Text & links	Hiding text or links in your content to manipulate search rankings can be seen as deceptive and is a violation of search engine Guidelines.	<i>Hidden Text Not Found</i>	Good	
Website Content	Website is required to have unique relevant content.	<i>This page's ratio of text to HTML code is Not Good</i>	Action Required	Need to have website content as per seo perspective.
Contact Details	Contact information like addresses, Ph. no. present in the footer is beneficial for local SEO.	<i>Contact Detail Not Found</i>	Action Required	Need to add contact Details on the home page of the website.
Footer	Web page footer is used to convey technical information about the website listed at the bottom of the page.	<i>Footer Found</i>	Average	Should have footer with important links and address & also can put Google Location.

Website Factors

SEO FACTORS	SIGNIFICANCE	RESULT	WEBSITE	RECOMMENDATION
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			RATING	(If Any)
WWW Resolve	The Website needs to redirect to the same page with and without www.	<i>Redirects are in place</i>	Good	
HTML Sitemap	Sitemap contains links to every page of your website, which helps Visitors in easy navigation.	<i>Optimized html sitemap Found</i>	Action Required	We need to have HTML sitemap as it contains all the links and some content in it.
Sitemap.xml File	Sitemap.xml file is used to inform search engines about URLs on a website that are available for crawling.	<i>Xml sitemap Not Found</i>	Action Required	Need sitemap.xml file for Google to crawl the pages.
Robots.txt File	The robots.txt file helps to instruct the search engine crawlers that which pages of the website are to be crawled & indexed.	<i>Robots.txt Found</i>	Good	
URL Structure	The URLs of the web pages need to be short and meaningful.	<i>Clean (user-friendly) URLs Not Found</i>	Action Required	Need to have a user friendly URL.
Favicon Installation	A favicon is a small little graphic displayed to the left of the URL in the browser's URL bar.	<i>website has Favicon</i>	Good	
Contact Form	A contact form provides visitors for your website an easy way to reach out to you.	<i>Direct form Found</i>	Good	
Browser Compatibility	The website should work well in all the	<i>Not Compatible</i>	Action Required	Compatibility is 48% Should be above

	web browsers like Internet explorer, Chrome, Mozilla etc.			85%, needs to work on browser optimization.
Mobile Optimization	The website should be fully user friendly for mobile & tablet users.	Website is Not well-configured for visitors from mobile devices	Action Required	Mobile optimization is 21% needs to work on mobile optimization.
404 Page	A 404 page appears when a page that is not present in the website is requested.	Custom 404 Page Not Found	Action Required	Need to have a custom 404 page for the website with all links of web pages.
Flash & Frames	Using flash and frames in website is not SEO friendly.	Flash & I Frames Found	Good	
Broken Links	A broken link refers to pages that are not found available when requested by visitors.	Broken Links Not Found	Good	
SSL Certificate	SSL refers to whether your website exists in secured version (https) or not. When installed in a browser it allows secure connections from a web server to a browser.	Not Found	Action Required	Your website is not SSL secured (HTTP).need to have SSL Installation ASAP.

User Experience

SEO FACTORS	SIGNIFICANCE	RESULT	WEBSITE RATING	RECOMMENDATION (If Any)
CMS / Navigation Structure	Properly designed CMS makes a website user friendly and SEO	Navigation is fine	Average	It is not user-friendly, needs optimization.

	friendly.			
Menu Structure	A good and simple menu structure is essential for a good user experience.	Menu structure Found	Good	
Search	Website search needs to be present.	Search Not Found	Average	Need to have a Search option/optional
Fonts	Simple and good fonts that are visually readable needs to be present.	Fonts are Good	Good	

SEO Factors

SEO FACTORS	SIGNIFICANCE	RESULT	WEBSITE RATING	RECOMMENDATION (If Any)
Page Rank	Higher the PR, more the authority of the website and trust of search engines.	Not Ranked	Action Required	Need to rank the Page by submission.
Cache	Google Crawl date is the last time the Google robots visited your pages.	Cache Found	Good	
Google Analytics	Google Analytics is a free web analytics tool offering detailed visitor statistics.	Google Analytics code Not Found	Action Required	Need to have Google Analytics code to track traffic coming to the website.
Alexa Ranking	Alexa tracks a website based on the traffic it gets from all sources.	Not Ranked	Action Required	Need to work on submissions to rank the website In Alexa.

Local SEO Factors

SEO FACTORS	SIGNIFICANCE	RESULT	WEBSITE RATING	RECOMMENDATION (If Any)
Google Places	List your business on Google to get appear with maps and other business contact when looking for local information.	<i>Found</i>	Good	

Social Factors

SOCIAL WEBSITE	SIGNIFICANCE	RESULT	WEBSITE RATING	RECOMMENDATION (If Any)
Facebook	With more than 1 billion users, Facebook is the world's largest Social Network.	<i>Business page Found on Facebook</i>	Good	
Twitter	Twitter is a free Micro Blogging service. Companies also use the service as a way to engage with their customers.	<i>Business page Not Found on Twitter</i>	Action Required	Need to have business page on Twitter.
YouTube	YouTube allows users to upload, view, rate, share, add to favorites, report, comment on videos, and subscribe to other users.	<i>Business page Not Found on YouTube</i>	Action Required	Need to have business page on YouTube.
Instagram	instagram is a Social Networking Website owned by Facebook. It allows	<i>Business page Found on Instagram</i>	Good	

	more transparency in who you share with and how you interact.			
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Reviews & Feedback

FACTORS	SIGNIFICANCE	RESULT	WEBSITE RATING	RECOMMENDATION (If Any)
Testimonials & Reviews	Testimonials are feedback from customers that can be published in the website for improving customer trust.	<i>Not Found</i>	Action Required	Need to have testimonial and Reviews.
Ratings & Badges	Presence of product ratings and achievement badges will influence customers in a positive way.	<i>Not Found</i>	Average	Please include ratings and badges that you have acquired on the website.

Back links

FACTORS	SIGNIFICANCE	RESULT	WEBSITE RATING	RECOMMENDATION
Total Back links	Website URL	<i>Back links Not Found</i>	Action Required	Need to have quality back links for the website.

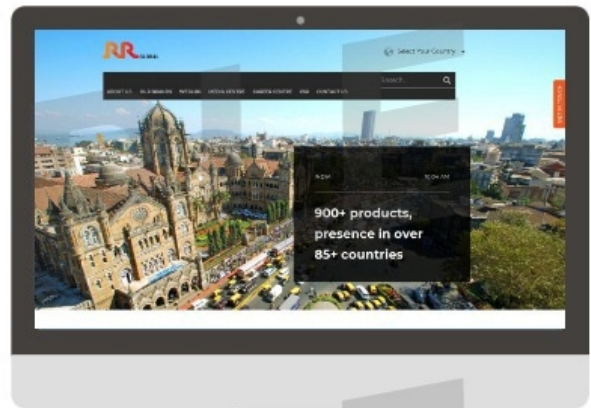
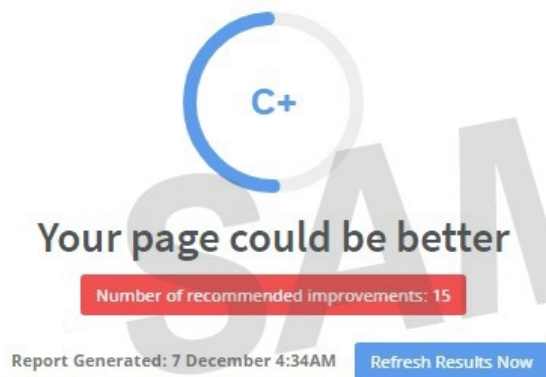
Do Follow Links	Do Follow links pass the SEO benefits to your website as well as penalty of the source website	Data Found	Action Required	Website needs to acquire more Do Follow links to increase its visits and page rank.
No Follow Links	No Follow links don't pass the SEO benefits to your website as well as penalty of the source website	Data Found	Average	Website needs to acquire more No Follow links to increase its visits.

Domain Age

FACTORS	SIGNIFICANCE	RESULT	WEBSITE RATING	RECOMMENDATION
Domain Age	The Domain Ages refers to the length of time that a website has been registered and active. Greater the domain age, more the trust of the website.	Registered Date	Good	
Future Domain Age	The Future Domain Ages refers to the length of time that a website has been registered for and for how many years it's going to be active.	Expires On data	Action Required	Need to have at least 4 years of domain age.

<p>Domain relevance</p>	<p>The Domain relevance refers to the subject whether the website has relevance domain name or not.</p>	<p>Domain relevance found</p>	<p>Good</p>	
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Screenshot of Performance:



Search Engine Visibility

FACTORS	SIGNIFICANCE	RESULT	WEBSITE RATING	RECOMMENDATION
SEARCH VISIBILITY	This Analysis is used to check if your website comes up in the search results of major search engines.	<i>The website is not Found on 1st page with relevant keywords</i>	Action Required	Need to do proper on-page and off-page activity for the website.

- We need to take some steps on priority basis like optimizing Business Listing with Projected Keywords, Built a strong back-link strategy, Placement of keywords on-page as well as off-page.
- We need to add proper optimized Title tags and should be shorter length character.
- We need to add proper optimized meta description and optimized keywords in all the pages of the website.
- Need to have image alt tags for the images on the website.
- Need to have SSL Enable for ranking in Google.
- Need to improve the performance of the website for Desktop & Mobile Devices.
- Need to have proper and optimized web content for the website.
- We need to have custom 404 page for the website.
- Need to have Google Analytic and Search Console code for the website, so we can track the traffic and analyse the performance of the website.
- We need to have HTML Site map & XML for getting better traffic to the site.
- We can use Ad-words to bring more traffic to our Website. Due to this we will get better results in less time.
- Also we need to pay attention to all points given in this report and clear them out one by one.

We are always here to help!

If you have any questions about the SEO Analysis or need more information, please feel free to contact us!