



SEO AUDIT REPORT

Table of content

- Backlinks.....1
- Technical SEO Errors2
- HTTPS/HTTP mixed content3
- Orphan page4
- Page has links to redirect5
- 3XX redirect6
- Meta Description Missing7
- H1 tag Missing or Empty.....8
- Meta Description Too Long.....9
- Title too short10
- Page and SERP Titles Do Not Match11
- Multiple H1 Tags12
- Slow Page13
- Image Optimization14
- Missing Image Alt Tags15
- Add Blog Section16
- Search Engine Indexing Status17
- Footer Optimization18
- Need to Add Content in Products Pages19

Overview

The objective of this audit report is to highlight the SEO potential of [REDACTED]. We have analyzed the website () and found that it could not rank on the top page of Google for multiple keywords organically. We've highlighted the area of work here that can bring more organic traffic.

Organic Traffic:

There is [REDACTED] as of now, which is good, but some of the pages are non-indexable. We need to make the pages indexable for the crawlers in order to get more organic traffic.

Backlinks:

We have for the website, which is a less number. We need to increase our backlink profile. Backlinks are important for SEO because they signal to Google that another resource finds your



content valuable enough to link to it within their content. As a website earns additional backlinks, search engines infer that the website possesses valuable content worth ranking well on the SERPs.

Organic Keywords:

There are [REDACTED] for the website, which is a good number. But we need to work more on this specifically with strong keyword research to pull more organic traffic through this approach.

Referring Domains:

Referring domains, also known as “linking domains,” are external websites that direct visitors to your site. These domains contain backlinks that drive traffic and views to your specific web pages. Currently, there are only [REDACTED] profiles. We will work on more relevant domains to increase the number of referring domains.

DA and PA:

Page Authority (PA) and Domain Authority (DA). PA and DA are similar in that they are scores, on a scale from 1 to 100, that gauge the relative likelihood of a strong search engine ranking for a page or site, respectively. As we know that the website is old, but according to that, the DA is very few. We need to create backlinks on high Domain Authority websites to increase the domain and page authority of the website.

Action Plan:

We need to solve all the basic technical errors and build high-quality backlinks from authority websites to increase the domain authority, which will improve the traffic and rankings.

It also helps to improve the Alexa Rank of our website. Look at the below-attached screenshot for reference:

(Screenshot Here)

1. Backlinks (SEO)

Backlinks are essential for SEO because they signal to Google that another resource finds your content valuable enough to link to it within their content. As a website earns additional backlinks, search engines infer that the website possesses valuable content worth ranking well on the SERPs.

We have a total of [REDACTED] for the website, which is an average number. We need to increase our backlink profile.

The following screenshot shows the number of backlinks found in the last 30 days.

(Screenshot Here)

Only 30 backlinks have been found on the website. After analyzing those links, we found that they are not quality backlinks and do not help the website to increase domain authority and improve keyword ranking.

After analyzing, we found that this is the top Anchors text used in backlinks. We must also work on other anchor texts by adding suitable keywords and links.

2. Technical SEO Errors

As you can see below, your website has minor technical errors from the SEO point of view that need to be monitored and resolved. This can help your website perform fully in terms of Search Engine Rankings & User Experience.

Have a look at the below-attached screenshot for reference:

(Screenshot Here)


3. Website Speed

Page speed is a direct ranking factor, a fact known even better since Google's Algorithm Speed Update. However, speed can indirectly affect rankings by increasing the bounce rate and reducing dwell time. At Google, users come first. We need to improve website speed for better results.

- **Mobile Speed:** While analyzing the website, we have checked that the website has [REDACTED]. Around 2 billion people daily use their mobile phones to search on Google. That's why Google gives high priority to mobile users and wants to give the best experience.

Suggestions to improve website speed on mobile:

All the problem-related with website speed will be solved by the developer. If any SEO problem arises, we will solve it.

- **Desktop Speed:** While analyzing the website, we checked that the website has .

Google has given high priority to the website's page speed because pages with longer load times on a desktop tend to have higher bounce rates and lower average time on a page.

Google's main purpose is to give its users the best experience. That's why Google gives high priority to page speed.

Have a look at the below-attached screenshot for your reference:


(Screenshot Here)

Suggestions to improve website speed on mobile:

All the problem-related to website speed will be solved by the developer. If any SEO problem arises, we will solve it.

4. HTTPS/HTTP mixed content (Development)

Mixed content occurs when initial HTML is loaded over a secure HTTPS connection, but resource files (images, CSS, or JS) are loaded over an insecure HTTP connection.

Currently, there is  of your website that has this issue. Have a look at the screenshot for your reference:

(Screenshot Here)

Suggestion

Make sure all the resources on your web pages are loaded over a secure HTTPS connection

5. Orphan page (has no incoming internal links) (Development)

Search engine crawlers can only discover such pages from the sitemap file or external backlinks. Website visitors won't be able to get to this page from any other page on your website.

Currently, there are  on your website that have these issues. Have a look at the screenshot for your reference:


(Screenshot Here)

Suggestion

Check your website navigation and link architecture to make sure all relevant pages are easily accessible.

6. Page has links to redirect (Development)

For redirecting URLs on your website, this is not a problem, although we recommend linking to the destination page directly. However, a redirect on an external page you link to requires your attention.

Currently, there are  on your website that have these issues. Have a look at the screenshot for your reference:

(Screenshot Here)

Suggestion

It is generally recommended to replace links to redirecting URLs on your website with direct links.

7. 3XX redirect (Development)

Even though Google announced that any redirection method is good and will pass PageRank, Googlebot is not the only visitor to your website. Redirects always require caution. They may hurt your website performance, especially for mobile users, or confuse website visitors.

Currently, there are  on your website that have these issues. Have a look at the screenshot for your reference:


(Screenshot Here)

Suggestion

It is recommended to replace the links to the internal redirected URLs on your website with direct links to the destination pages where possible.

8. Meta Description Missing(SEO)

Google sometimes uses <meta> tag content to generate snippets if they think they give users a more accurate description than can be taken directly from the page content. Besides, Facebook, for example, will use <meta> tag content for link preview if the page has no 'og: description tag. If Google decides to use the page meta description as a snippet, a long one can be truncated.

Currently, there are  on the website that have issues. Have a look at the screenshot for your reference:


(Screenshot Here)

Suggestion

We need to make sure that each meta description should be 155-160 characters.

9. H1 tag Missing or Empty(SEO)

<h1> tag is the top-level heading of the page. Although it is not as crucial as your page title, an <h1> heading is a strong component of your on-page SEO. It helps search engines better understand the content on your page and its overall topic.

Currently, there are  on the website that have issues. Have a look at the screenshot for your reference:


(Screenshot Here)

Suggestion

Each page should have its unique <h1> heading. It is recommended to use only one <h1> tag per page.

10. Meta Description Too Long (SEO)

Longer meta descriptions will be truncated when they appear in the search results. The generally recommended meta description length is between 110 and 160 characters (max 920 pixels).

Currently, there are  of a website that have meta description tags too long. Have a look at the screenshot for your reference:


(Screenshot Here)

Suggestion

We have to review all the pages reported and consider shortening their meta descriptions according to the recommended title length, which is between 110 and 160 characters.

11. Title too short (SEO)

A short title may not describe the content of your page in the best possible way. Google may generate an improved title from anchors, on-page text, or other sources for its SERP.

Currently, there are  of a website with title tags too short. Have a look at the screenshot for your reference:


(Screenshot Here)

Suggestion

Generally recommended title length is between 50 and 70 characters (max 600 pixels). Longer titles will be truncated when they show up in the search results. Review all the pages reported and consider writing longer titles.

12. Page and SERP Titles Do Not Match (SEO)

Google doesn't always use the HTML title tag found on your page in SERP. If your title is too long, stuffed with keywords, or too generic, they will try to figure out a more readable and accessible version that describes the page's content better.

We have checked and found that  have issues. Here is the link to the screenshot for reference.


(Screenshot Here)

Suggestion

Review all the pages reported, and for the ones with issues in the SERP title, try rewriting the page titles so that Google will trust it and start using it.

13. Multiple H1 Tags (SEO)

Pages with more than one `<h1>` tag. It is possible to have multiple `<h1>` tags on your pages. John Mueller of Google mentioned that you could use as many `<h1>` tags on a page as you need, hinting that Google is smart enough to puzzle out your headers.

Currently, there are  of your website that have these issues. Have a look at the screenshot for your reference:


(Screenshot Here)

Suggestion:

To avoid any possible confusion for search engines, you should consider keeping the recommended header hierarchy on all of your pages and use only one `<h1>` tag on a page.

14. Slow Page (Development)

Pages on your website where HTML code takes a long time to load. The loading speed of a web page is one of the ranking signals for Google.

There are  on your website that have Slow Page issues. Look at the screenshot for your reference:

(Screenshot Here)

Suggestion


We need to optimize the HTML code of all the pages on our website.

15. Image Optimization (SEO)

If your website takes more than 3 seconds to load, users are more likely to abandon it, which will drastically increase your bounce rate and eventually affect your conversions. So, it is important to optimize the images.

Image file size too large

Images with large file size. Images often account for most of the page size and thus can be the main reason for slow pages on your website.

Currently, there are nearly  that have a too-large size. Have a look at the screenshot for your reference

(Screenshot Here)

Suggestion

Generally, image size and quality are positively associated with file size. Ensure all your images are well optimized and their file size is justified.

Missing Image Alt Tags

Alt attributes within tags are used by search engines to understand the contents of your images. If you neglect alt attributes, you may miss the chance to get better placement in search results because alt attributes allow you to rank in image search results.

Not using alt attributes also negatively affects the experience of visually impaired users and those with disabled images in their browsers.

Currently, there are nearly [REDACTED] that don't have image alt tags. Have a look at the screenshot for your reference:

(Screenshot Here)

Suggestion

Make sure each of your images has concise and descriptive alt text.

16. Add Blog Section (Development)

As we know, blogs provide more shareable content than just your products or service posts for consumers to share with others across social media. It's a great way to educate customers, provide tips or how-tos, and create more connections with your brand.

As we have checked the website and found that the blog page is not available on the website.

You can check the same attached screenshots below:

(Screenshot Here)

Suggestion

We need to make a blog page for the website and update relevant blogs weekly, as google prefers websites with original and organic content, and blogs allow us to write about trending topics related to our niche.

17. Search Engine Indexing Status (SEO)

Search engine indexing collects, parses, and stores data to facilitate fast and accurate information retrieval. The actual search engine index is where all the data the search engine has collected is stored.

The website has -----. We will work on other pages along with these pages so that all the website pages get indexed ASAP.

18. Footer Optimization (Development)

By including navigation links in the footer, you make it easy for site visitors to keep exploring without forcing them to scroll back up. They provide access to necessary information but shouldn't get top billing (i.e., your copyright info, privacy statements, and legal disclaimers) as we checked and analyzed that the footer of your website is not optimized according to the SEO. Look at the following Competitor Url and screenshot for your reference:

19. No Categories for Products (Development)

Product categorization is important because it streamlines the shopping experience. It ensures visitors to an online store can easily maneuver through the catalog offerings. Preventing empty or abandoned shopping carts is one of the many roles the product hierarchy provides.

(Screenshot Here)

As we can see in the above screenshot, there's no product category, just filters.

Suggestion

As per our suggestion, we need to make separate pages for the categories like bracelets, rings, etc. It will make it easy for the incoming traffic to streamline their purchase, as they will see their options clearly in front of them. Also, we can then add filters in specific category pages and make it easier for our customers to choose what they want.

20. Need to Add Content in Products Pages (Content)



Product pages are only complete if they include the information customers need to make buying decisions. A lack of content indirectly tells customers their demands are unrealistic. This is a bad impression for your customers, especially first-time buyers.

Suggestion

We need to add detailed product descriptions for all the products, so the customers visiting our website get more information about the things they are renting or buying, a detailed product description adds more legitimacy to products.

About Keywords:

I have checked the website and found that the website is ranking on a total of [REDACTED] and getting around [REDACTED].

Our Top Keywords:

We have analyzed the website and found the top Keywords on which the website is ranking.

Frequently Asked Questions:

1. How Many Keywords should we target?

Answer: The number of keywords you should target in your SEO strategy depends on various factors such as your business goals, the size of your website, the level of competition, and the resources available.

So, we recommend you [REDACTED] target keywords according to your business requirements.

2. Tentative date of getting Ranking on 1st page of Google

Answer: Ranking totally deepens upon the content posting and backlinks creation for the website.

For Example:

If we post blog content on a regular basis (**4-6 blogs per month**) by targeting selected keywords, we can expect a good amount of organic traffic via search queries.

We need to create backlinks by using the keywords. It helps to increase the domain and page authority of the website, resulting in a good amount of traffic and ranking on Search Engine Result Pages.

- If the keywords are Not in 100, It will take at least a year to get results on Google's 1st pages.
- If the keywords are in 100 positions, It will take 8-10 months to a year to get results on Google's 1st page.
- If the keywords are already ranking in the top 50 positions, we can expect the ranking on the 1st page within 4-6 months.
- If the keywords are already ranking in the top 10 positions, then we will maintain them and rank them on the 1st page within 2-3 months.

3. What would be the impact of on-page work?

Answer: On-Page is an essential part of SEO. It helps search engines analyze your website and the content connected to it to identify if a searcher's query is relevant to your site. Google is constantly updating its algorithm to understand a searcher's intent better and deliver search results that meet that user's needs.

Before Starting Off-Page SEO and backlinks creation, We have to perform On-Page SEO of a website.

We proceed with the On-Page SEO in the First month, such as Meta Tags Creation, Alt tags Creation, Heading Tags Creation, Robots.txt, Sitemap Updation, etc.

WORK STRATEGY:

A proper SEO strategy helps to generate organic, qualified leads for your website. You can market your website by better understanding your target market and creating a strategic, data-driven SEO plan.

Priority Tasks

We need to fix all the technical problems step by step to start with SEO.

Most SEO-related error fixes by us expect website speed problems. Speed is one of the most important tasks in ranking a website. The website developer will solve all the Speed related problems and core development issues. We have found some development-related problems that the developer will fix, and we will improve the rest of the errors while doing On-Page SEO.

Here is the Plan of Action For SEO:

S. No.	On-Page SEO: One Time Process
1	Initial Research & Analysis
2	Market Research & Industry Trends Analysis
3	Competitor's Research & Analysis
4	Keyword Research & Check Baseline Ranking
5	Meta Tags Optimization
6	Meta Tags Creation (On-Going)
7	Google Search Console Account Setup
8	Google Analytics Account Setup
9	Keyword Density Analysis & Optimization
10	Content Analysis & Optimization
11	Outbound Links Analysis & Optimization
12	Broken Links Analysis
13	Heading Tags Optimization (On-Going)
14	URL Restructuring (If Required)
15	Site User-Friendliness Analysis & Optimization
16	Schema Tags Implementation
17	HTML & XML Sitemaps Optimization
18	Robot.txt Optimization Setup
19	Image Alt Tags Optimization (On Going)
20	Anchor Text Optimization
21	AMP Implementation for Faster Mobile Browsing
22	Site Speed Improvements
23	Site Security Improvements
24	Keywords Baseline Ranking Report
Sr. No.	Off-Page SEO: On-Going Process

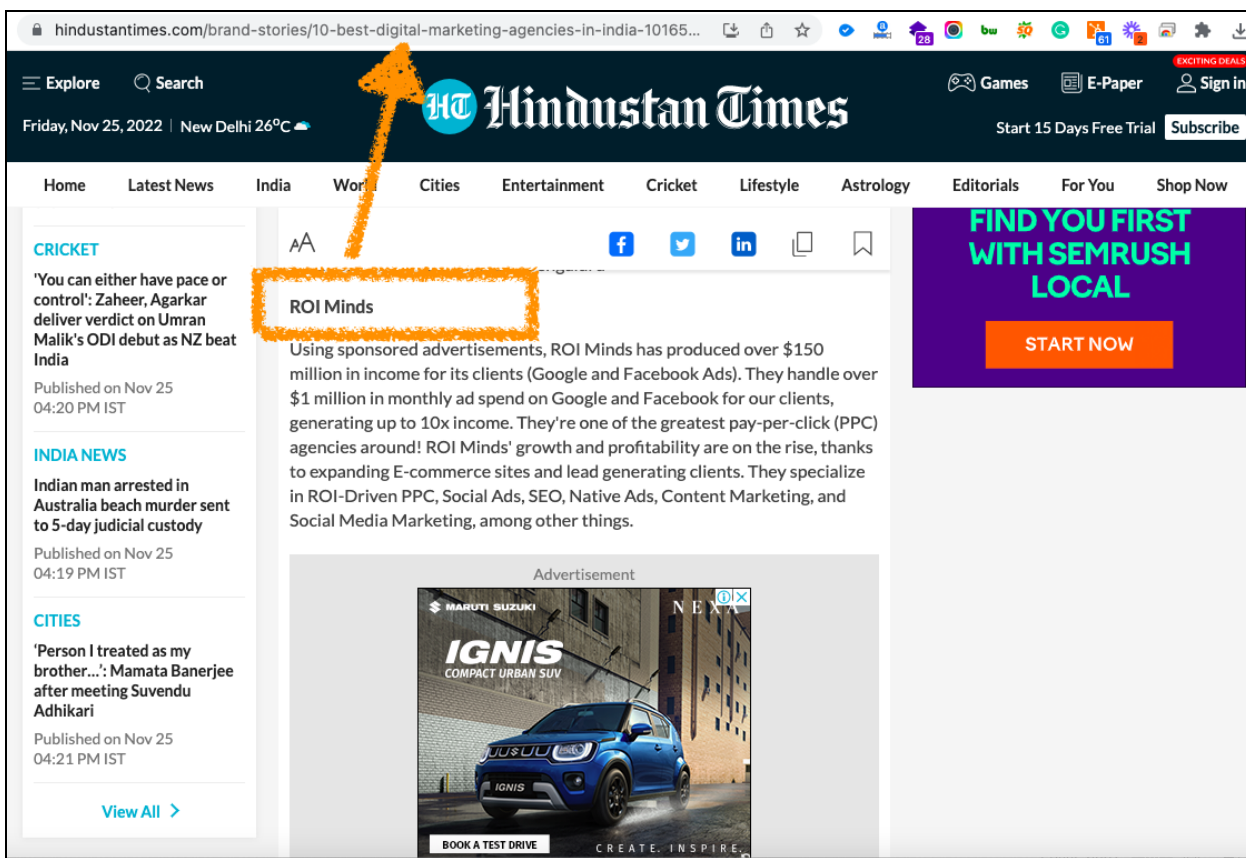
1	Profile Creation & Submission
2	Business Listings (if there is a business address)
3	Video Creation, Submission and Promotions
4	Website Inner Pages Promotion
5	Classified Ads
6	Profile Creation on social profiles
7	Infographic Creation, Submission and Promotion of Products
8	Social Bookmarking of Products
9	Blog Optimization by adding keywords
10	Website Blog Posting & Promotion (Content will be provided by client)
11	Image Creation & Submission of Products
12	PDF Creation & Submission
13	PPT Creation & Submission
14	Document Creation & Submission
15	Reddit Participation
16	Micro Blogging Submission & Promotion
17	Banner Creation, Submission and Promotion of Products
18	Guest Posting (According to Plan)
19	Content Curation
20	Quora Submissions
21	Third-Party Blog Writing, Posting & Submission
22	Blog Commenting on relevant blogs
23	Web 2.0 Creation & Promotion

Note: Any content-based SEO backlink tactics like 3rd party articles and Quora writing will be provided by ROI Minds once a week i.e. 1 Third-Party Article, 1 Quora. The content for the website, such as blog content and website page content, will be provided by the client.

The actual plan will be shared during the onboarding according to requirements.

All tasks where development is mentioned will be taken care of by the client per our suggestions.

Why Us?



One of the top 10 Digital Marketing Agency in India

facebook Marketing Partners My agency Learn Planning and buying Creative Performance Resources [Support](#)

Status & Progress Advertiser Recommendations Analytics Reports ROI Minds

[Admin View](#) Last updated: Feb 13, 2020


Your Membership at a Glance USD [Watch Demo](#) [FAQ](#) Preferred

Summary	Spend [Ⓢ]	Qualifying Spend [Ⓢ]	Active Pages [Ⓢ]	Qualifying Placements [Ⓢ]
Preferred	828,116 USD	99%	11	99%

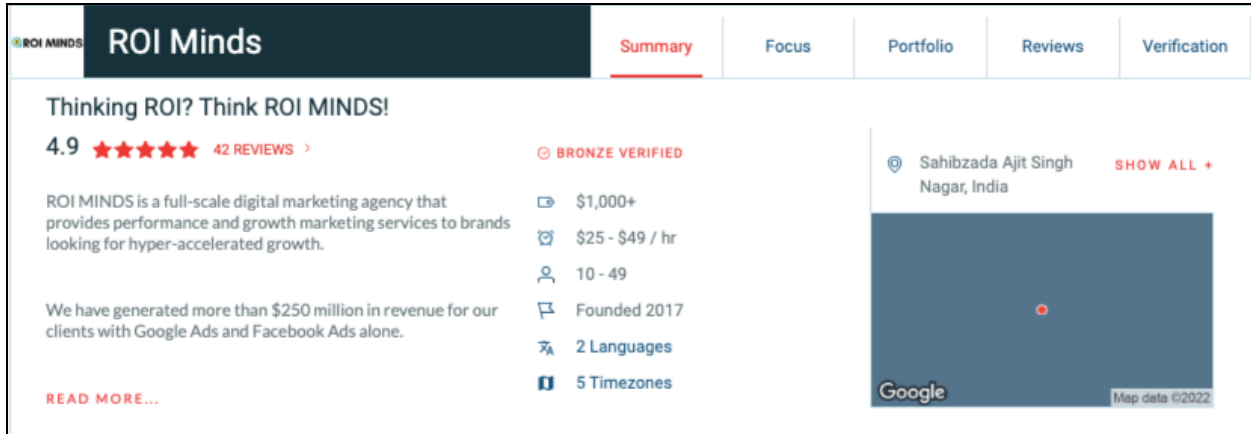
Facebook Marketing Partners

ROI Minds 316-281-4859 SEARCH REPORTS TOOLS & SETTINGS 316-281-4859 ROI Minds roiminds@gmail.com

Partners program

<p>Badge status</p>  <p>Status Google Partner As a part of the Google Partners program, your company has access to a wide range of benefits, including the ability to be externally recognized as a Partner or Premier Partner.</p> <p>VIEW DETAILS</p>	<p>Community</p> <p>Stay up to date with the latest agency news, connect with industry leaders, and share your experience with other professionals. Learn more</p> <p>VISIT THE COMMUNITY</p>
<p>User certifications</p> <p>The number of certified users associated with your manager account that count toward your badge certification requirement.</p> <p>Certified users in Search or Display or Video or Shopping</p> <p>5</p>	<p>Promotional offers</p> <p>When promotional offers are "On", they will be automatically applied to eligible new accounts that have started spending. Learn more</p> <p>ON</p> <p>2 promotions have been automatically applied in the last 90 days: Loli The Cat + 1 more</p> <p>VIEW DETAILS</p>

Google Partner



The screenshot shows the Clutch profile for ROI Minds. At the top, there are navigation tabs: Summary (selected), Focus, Portfolio, Reviews, and Verification. The main content area includes the headline "Thinking ROI? Think ROI MINDS!", a 4.9 star rating with 42 reviews, and a "BRONZE VERIFIED" badge. A description states that ROI MINDS is a full-scale digital marketing agency. Key statistics are listed: \$1,000+ revenue, \$25-\$49/hr rate, 10-49 employees, founded in 2017, 2 languages, and 5 timezones. A location pin for Sahibzada Ajit Singh Nagar, India, is shown with a "SHOW ALL +" link and a map snippet.

4.9 - Star Reviews from Client on Clutch



↑TOPSEOs

360 DIGITAL MARKETING

#3 eCommerce SEO India



THANK YOU!