

WEBSITE MARKETING AUDIT



Local
Visibility



On-Page
Optimization



Local
Reviews



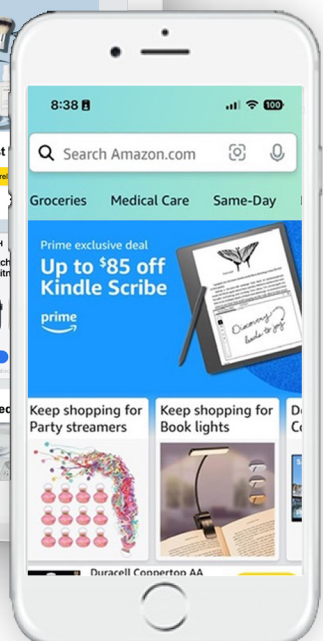
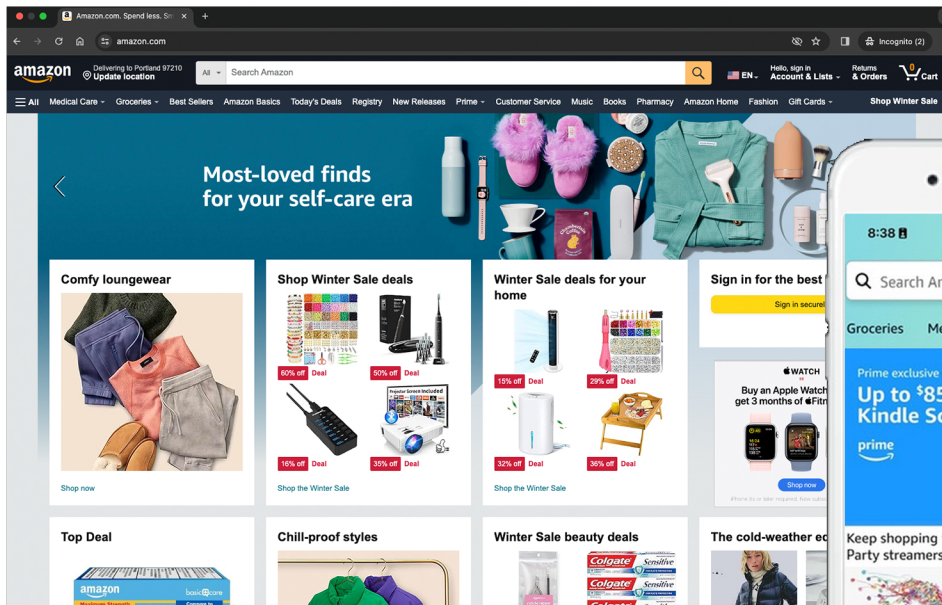
Off-Page
Optimization



Keyword
Report



Social
Media



Website Score Overview

On-Page Optimization

Checks your Website for different issues impacting performance and Search Engine Optimization problems.

Mobile Friendly Website

Checks whether your website is responsive.

Keyword Rankings

Track Performance of Targeted Keywords in Major Search Engines.

Off-Page Optimization

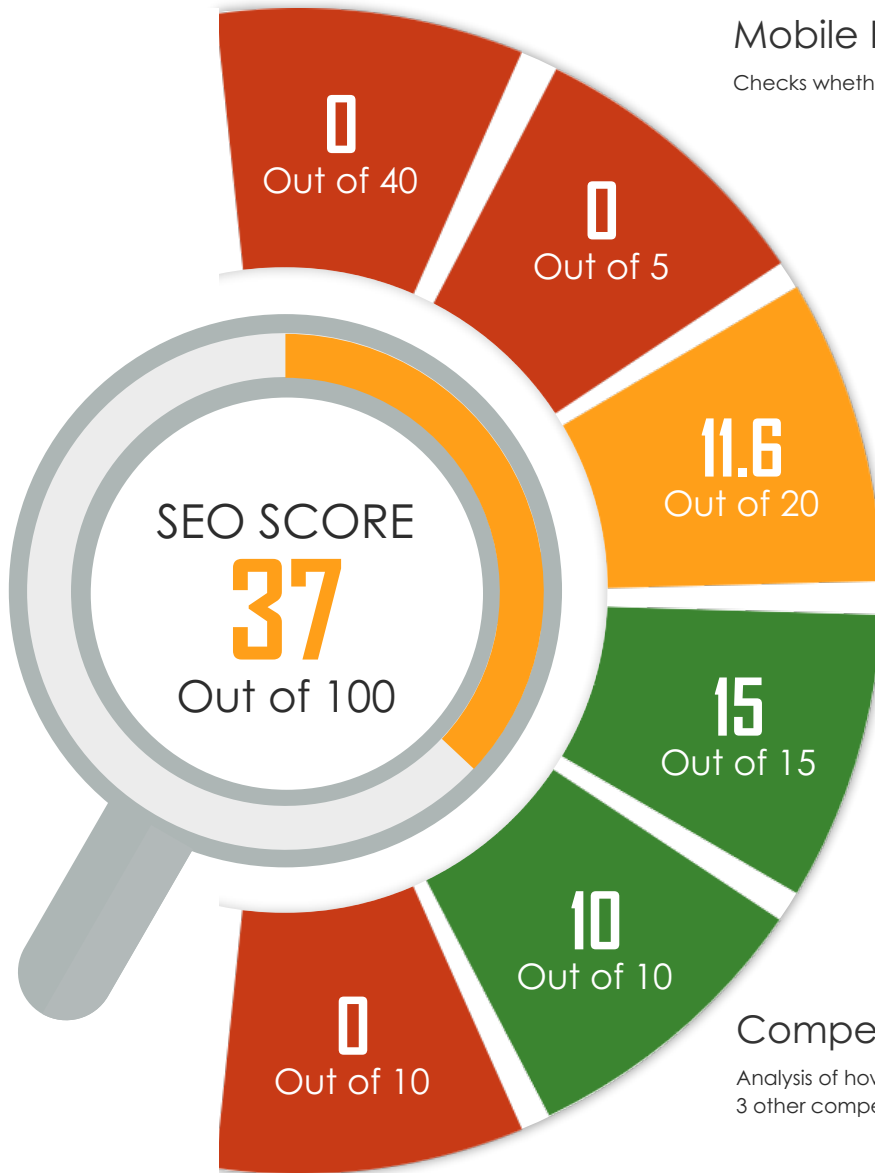
This section monitors the strength of your domain using important metrics from third-party backlink intelligence tools such as Moz and ahrefs.

Competitor Analysis

Analysis of how your website compares with 3 other competitors.

Social

This section checks the presence of the businesses' Facebook and X profiles on the website.



On-Page Optimization

0
Out of
40

7 High Priority Problems

- 160 Duplicate Title
- 196 Google Analytics Code Missing
- 10 Title Too Short
- 6 Page Title Missing or Empty
- 178 Description Missing or Empty
- 161 Schema Tags Missing
- 60 H1 Tag Missing

4 Medium Priority Problems

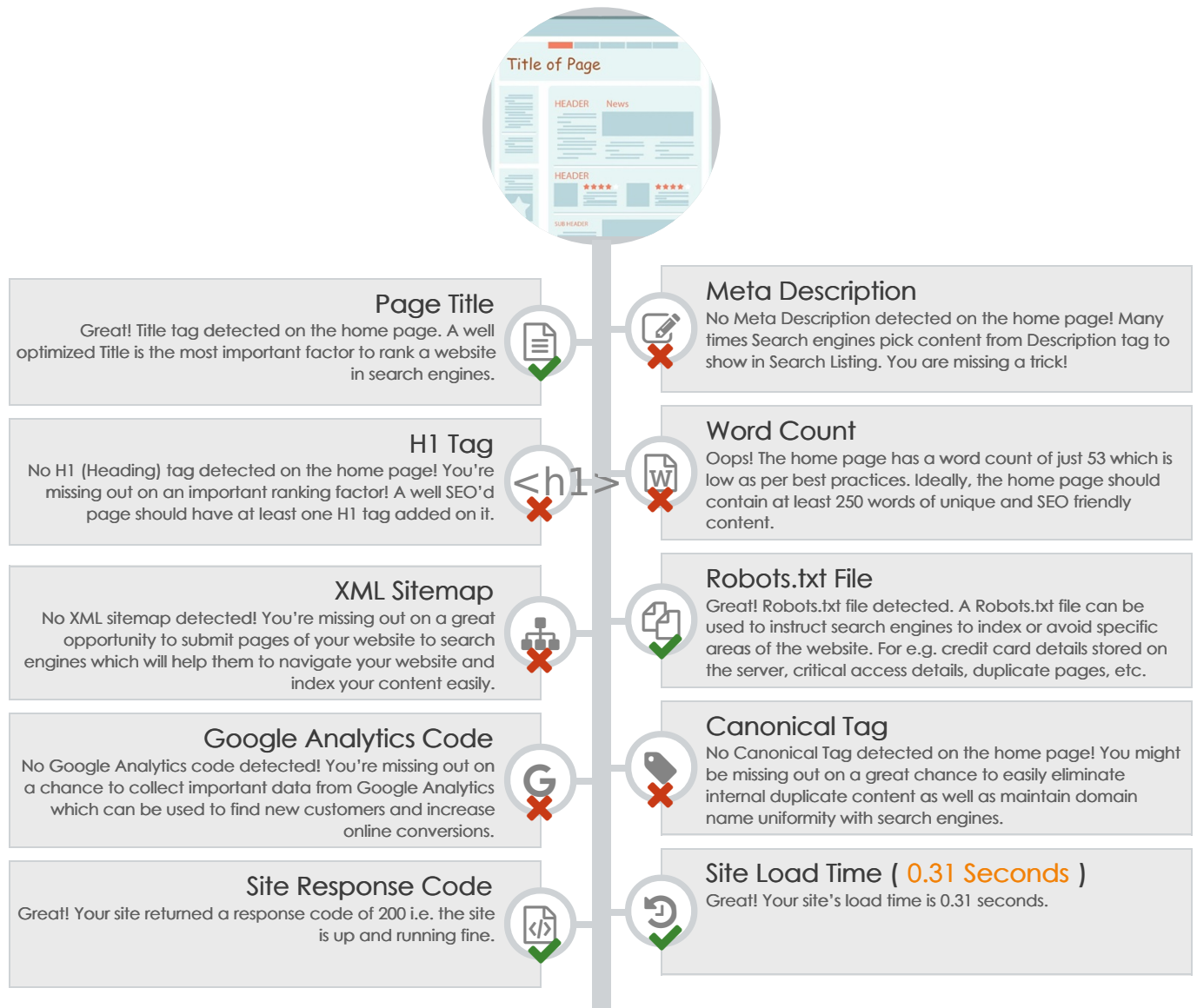
- 0 Slow Pages
- 150 Non SEO Friendly Urls
- 7 Title Too Long
- 0 Duplicate Meta Description
- 165 Image Alt Missing
- 432 Bad Response Code

1 Low Priority Problems

- 40 Too Long Urls

On-Page factors are the aspects of a given web page that influence search engine rankings. In order to get valuable results that allow your business to grow from organic online mediums, you have to get these areas of on-page optimization done correctly. We've checked your website for High, Medium and Low Priority On-Page Optimization problems. Fixing these issues will considerably improve SEO performance.





Note that the elements with a green tick don't necessarily mean that these on-page elements are fully optimized. It signifies that these elements were detected on the website but could be optimized further to suit search engine algorithms and rank the website better.





Google Pages Indexed



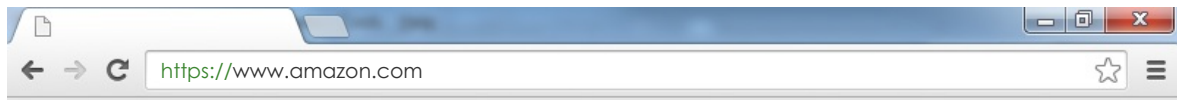
126000000 Pages Found In Google

These are the number of pages of your website, which are present in Google's search engine database since it was created. Ideally you should keep adding great content to your website, and each page can bring in new search engine visitors.

Apart from Google, which covers 92% of search share, we also optimize your website in Bing and Yahoo, which cover 3% and 2% of search share respectively. Overall, we have your website covered for almost 97% of the online searches.



SSL Certificate Details



Secure website

Great, your website is SSL secured (HTTPS).

- ✓ Your Website's URL's redirect to HTTPS pages.
- ✓ Your SSL certificate expires in next 311 days.
- ✓ The certificate issuer is DigiCert Global CA G2.
- ✓ The certificate is valid from Nov 28, 2023 to Nov 11, 2024.
- ✓ The certificate uses RSA-SHA256 algorithm.

SSL provides an extra security layer while logging in to your website. Google has confirmed that an HTTPS (vs HTTP) website would receive an extra boost in their ranking.

Apart from this, another important reason to use HTTPS is all modern browsers will show a 'NOT SECURE' warning when users enter text in a form on a HTTP (non secure) page. And if they get this warning message on your website, you're likely to lose out on potential leads which will affect your business.





SEO Opportunity

These are the types of keywords we may target to get more traffic and attention flowing to the website. The search volume is based on location country United States.

#	Organic Keyword	Avg. Monthly Searches	Google	bing
1	online shopping	14,800	3	2
2	e-commerce solutions	1,300	Not in page 1	Not in page 1
3	tech gadgets	Less than 10	Not in page 1	Not in page 1
4	books and ebooks	110	6	2
5	home essentials	6,600	10	6
6	fashion and apparel	70	5	Not in page 1
7	streaming services	110,000	Not in page 1	Not in page 1
8	grocery delivery	110,000	2	Not in page 1
9	electronics and appliances	590	Not in page 1	Not in page 1
10	toys and games	6,600	1	1
11	health and wellness products	2,900	6	4
12	amazon echo and alexa	480	Not in page 1	2



Security

Is your website hackable? Here's a web security audit for your site which checks for vulnerabilities like Viruses, Trojans, Spyware and malicious Downloads.

Not blacklisted 

Virus not detected 

Malicious Downloads not found 

Trojans not detected 

Backdoors not found 



Malware detection

This site is secured.

 Malware not detected

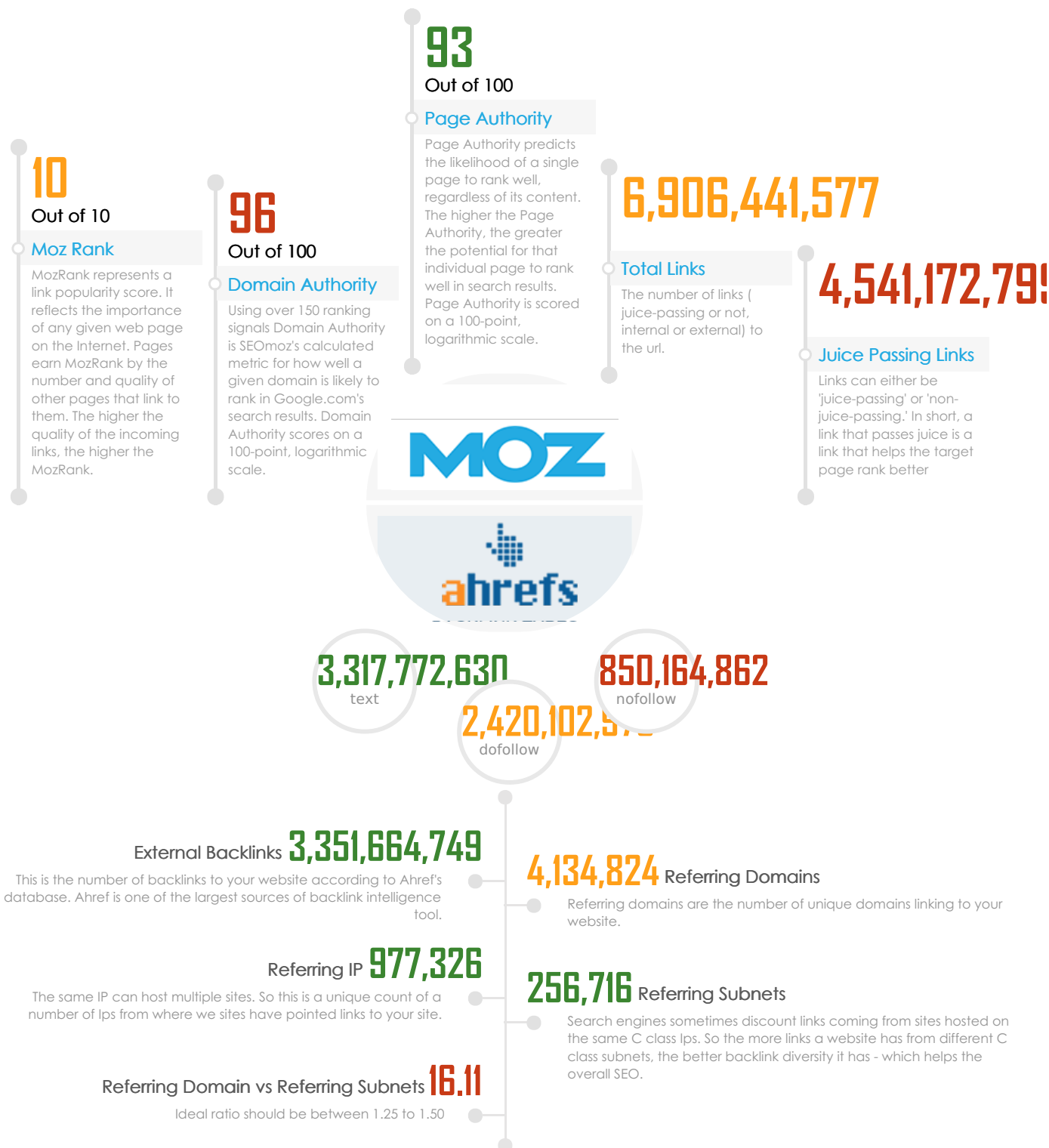
 Drive-by downloads not found

 Worms not detected

 Spyware not detected

 Injected SPAM not found





Competitor Metrics

10
Out of
10

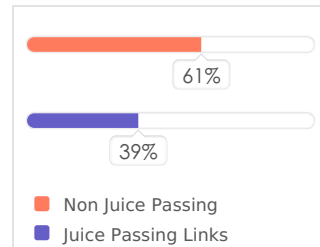
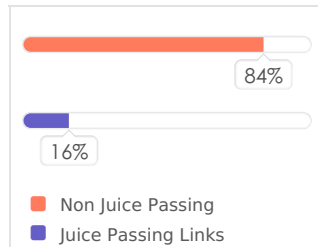
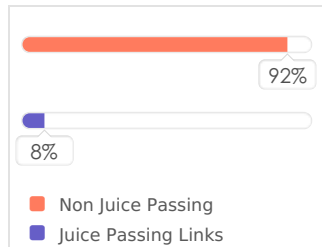
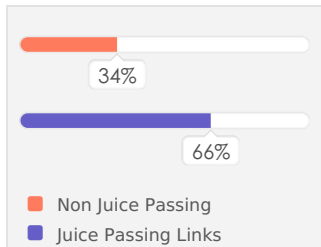
AMAZON.COM/

WALMART.COM/

ETSY.COM/

EBAY.COM/

JUICE PASSING LINKS VS NON JUICE PASSING



LINK SATURATION

126,000,000
Google

38,500,000
Google

49,800,000
Google

48,600,000
Google

MOZ METRICS

96
Domain Authority

4,541,172,799
Juice Passing Links

6,906,441,577
Total Links

93
Domain Authority

144,823,161
Juice Passing Links

1,876,206,174
Total Links

92
Domain Authority

389,600,425
Juice Passing Links

2,370,612,411
Total Links

93
Domain Authority

1,953,108,510
Juice Passing Links

4,958,898,885
Total Links

AHREFS METRICS

4,134,824
Referring Domains

977,326
Referring IPs

252,077
Referring Domains

141,707
Referring IPs

1,254,658
Referring Domains

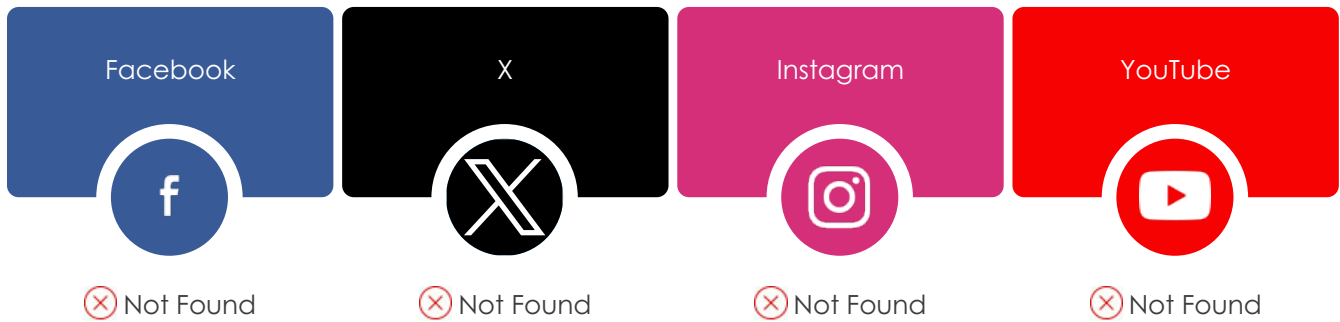
299,642
Referring IPs

482,240
Referring Domains

246,323
Referring IPs



Needless to say, being active on social media platforms is an essential part of your marketing plan. This audit tells how well you are placed currently on top social networks.



Social signals have become the new "citation" in terms of overall importance in the ranking algorithm and its time you take advantage of engaging your brand on social platforms. In addition, presence on social media boosts engagement and brings new visitors and traffic to your website.

Please note - For Facebook, X, Instagram and YouTube, we only track the presence of business profile links on the home page to these social networks.

