SEO AUDIT

TECHNICAL SEO ANALYSIS FOR:

http://satta-king-fixed-no.in/

Overview

Audit Results for satta-king-fixed-no.in

C+

Your page could be better

Number of recommended improvements: 18

Report Generated: 24 January 12:54PM   Refresh Results Now

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
record chart	✗	✗	✓	44	
chart 2020	✗	✗	✓	41	
record chart 2020	✗	✗	✓	41	
satta king	✓	✓	✓	21	
mumbai day	✗	✗	✓	7	
bahadur garh	✗	✗	✓	7	
lucky 7	✗	✗	✓	6	
punjab day	✗	✗	✓	6	

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
chart	✗	✗	✓	47	
record	✗	✗	✓	44	
satta	✓	✓	✓	32	
king	✓	✓	✓	29	
day	✓	✓	✓	19	
result	✓	✓	✓	14	
wait	✗	✗	✗	14	
gali	✗	✗	✓	14	

Domain Statistics of Website

	Domain Age	**0 Years 7 Month 9 Days**
	Domain Authority	**1/100**
	Alexa Rank	**No Results**
	Trust Rank	**0/10**

Analysis

As per the analysis performed above, we have noticed that the website domain age is 0 Years 7 Month 9 Days and Alexa rank of the website is no result at the moment. Domain Authority is only q and there is 0 Trust Rank which is poor.

Recommendation

We will build quality off-page backlinks to enhance the Alexa ranking which will further improve trust rank and domain authority. This will help in getting improved results for domain statistics and create a stronger identity for the website in the Search Engines.

Crawl Stats

28 Pages Indexed

1 Pages Indexed

1 Pages Indexed

Analysis

28 Web Pages are indexed in Google, 1 page are indexed in Yahoo and 1 pages are indexed in Bing. Index status is poor. But, we need to work and improve the website indexing.
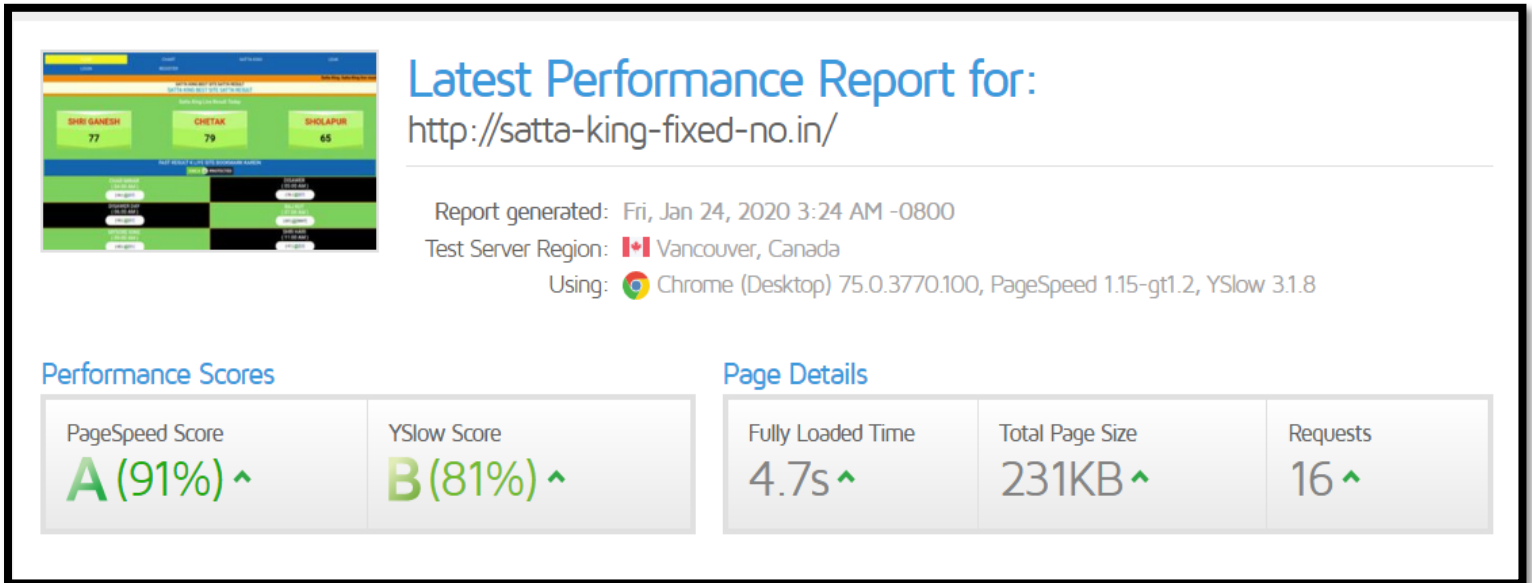
Recommendation

- Submit the website to Google Search Console for better indexing of all pages.
- Update the robots.txt file and submit to Google.
- Update the xml sitemap and submit to Google.
- Create High Quality backlinks on med to high DA websites

Website Loading Speed

This audit is done through a Google Developer tool. This is an overview of how Google is currently viewing your site when it comes to both Mobile and Desktop site speed.

A desktop score below 75 usually point towards poor site speed. Each audit breaks down the issues that need to be addressed by priority level.

Latest Performance Report for:

http://satta-king-fixed-no.in/

Report generated: Fri, Jan 24, 2020 3:24 AM -0800
Test Server Region: 🍁 Vancouver, Canada
Using: Chrome (Desktop) 75.0.3770.100, PageSpeed 1.15-gt1.2, YSlow 3.1.8

Performance Scores

PageSpeed Score	YSlow Score
A (91%) ⌃	B (81%) ⌃

Page Details

Fully Loaded Time	Total Page Size	Requests
4.7s ⌃	231KB ⌃	16 ⌃

Analysis

The website is taking 4.7s to load, which is good.

Please have a look at this link:
https://gtmetrix.com/reports/satta-king-fixed-no.in/VDE0kLWW

Recommendation

No Action required

XML Sitemaps

A sitemap is a file where you can list the web pages of your website to tell Google and other search engines about the organization of your site's content.

By implementing Sitemaps on the website you can set priority for the URLs according to their importance.

Analysis

XML sitemap is not present on the website.
Please have a look at this link:
Sitemap file is not present on the website.
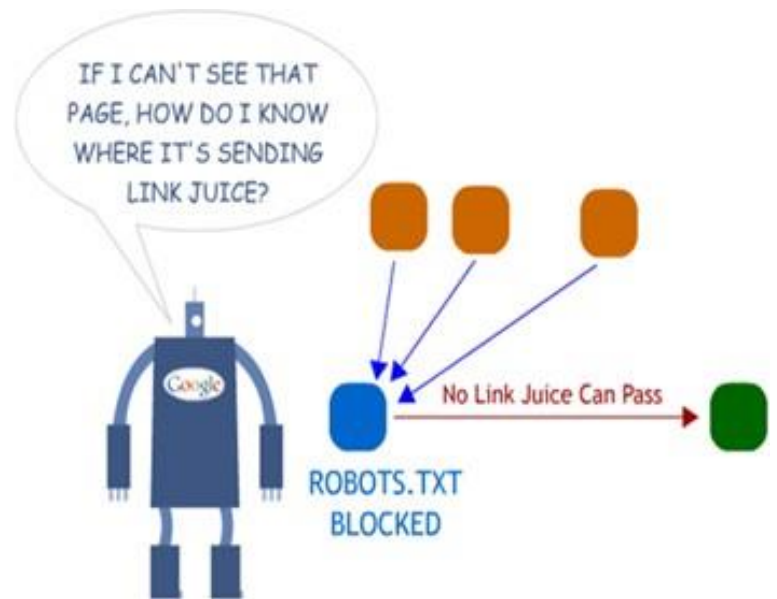
http://satta-king-fixed-no.in/sitemap.xml

Recommendation

Action Required.

Robots.txt

Robots.txt file on a website is used to instruct crawlers about the exclusion of Web Pages. In other words, this file is used by websites to communicate with Search engine crawlers.

Analysis

Robots.txt file is not present on the website.
http://satta-king-fixed-no.in/robots.txt

Recommendation

No Action Required

HTTP Status Code

HTTP status code tells whether requested web pages are Error, Forward or redirection. The responses are in the human-readable diagnostic information.

Response codes – A 404 indicates a page was not found. A 301 tells the client that the resource they asked for has been permanently moved to a new location. A 403 status code indicates that the client cannot access the requested resource.

Analysis

HTTP Status code is present in the website. It allows users to stay on website if anything is miss-spelled in the URL.
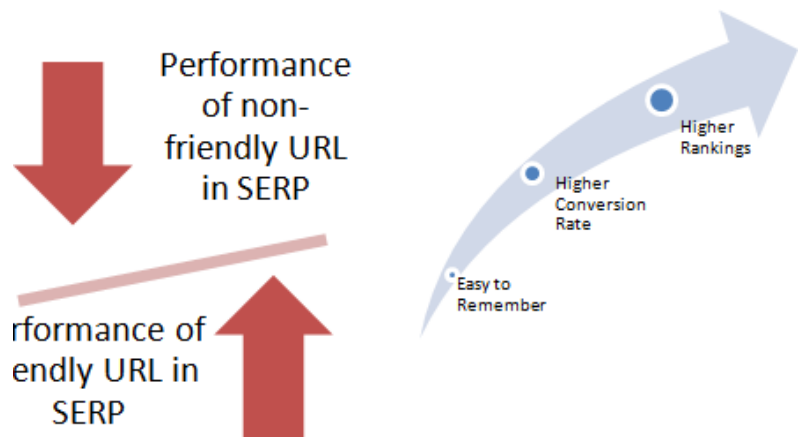**http://satta-king-fixed-no.in/dgdg**

Recommendation

No Action Required

URL Structure

A site's URL structure is extremely important to both users and search engines. Poor URL structure can hurt rankings, prevent pages from being indexed and lower your click-through-rate (CTR).

It is very important for URLs to be readable, user friendly, and contain the keyword of the page. Always separate keywords with dashes, not with underscores in URLs.

URLs should also be relatively short, with 100 characters in length being the current SEO best practice. While longer URLs aren't necessarily bad but shorter URLs are less likely to be truncated in search results and they have a positive impact on SERPs click-through-rates.

Analysis

Website is using correct extension in the URLs.

Recommendation

No Action Required.

Meta Title Tag

After the URL, the second most important place on a page to have the keyword is Title tag. Title tag is the first description of a page that search engine users read. This will not only help to improve rankings, but can significantly improve your click-through-rate as well.

Analysis

Meta Titles are same in the website. But some of the Meta titles are not meeting the character length requirement as per Google norms (60-70 characters). Some meta titles are too short in length. We need to inject the main or target keywords to get the attention of Google and increase chance of ranking high.

Recommendation

To get rank better in Google or other search engines, we will create unique and relevant Meta titles with proper keyword usage as per Google guidelines and optimize all of them according to SEO best practices.

Meta Description Tag

Meta descriptions shows in the Search engine as snippets (brief) of the particular webpage.

Meta descriptions should adhere to the following guidelines:

• Be unique and relevant to that page.

• No more than 170 characters in length including spaces and punctuation (160 is ideal! but no less than 80 characters (Google considers 80 characters or less to be too short!

Analysis

Meta Descriptions are same in the website

Recommendation

We will create unique Meta descriptions for web pages that match the title tags and target keywords.

Fresh Meta descriptions will help the website to get indexed better on Google.

Header Tags

H1 and H2 Tags are the Main heading of website after site's Title.
These headings are HTML tags that can help emphasize important topics and keywords of web pages.

Header Tag	Frequency	
H1	1	▪
H2	5	▬
H3	8	▬▬
H4	4	▬
H5	21	▬▬▬▬
H6	0		

Analysis

Header tags are properly optimized in the website homepage but not on internal pages. We need to optimize the header tags in proper hierarchy.

Recommendation

Action Required.

URL & IP Canonicalization

URL Canonicalization: It occurs when Homepage of the website is accessible with multiple URLs.

IP Canonicalization: IP Canonicalization refers to the website, working with domain and Hosting IP. Canonicalization leads to duplicate content issue.

Analysis

During analysis, it has been found that website did not have Canonicalization issue. It means website is working with a single unique url.

http://satta-king-fixed-no.in/

Recommendation

No Action Required.

Structured Data Markup

There are two types of structured data markups available online.
1) Schema Markup
2) Open Graph Markup

Markups are helpful as they provide a description of elements of your site to the major search engines. In other words, "Structured data markup" is a standard way to annotate your content so that machines can understand it. When your web pages include structured data markup, major search engines can use that data to index your content better, present it more prominently in search results.

Analysis

Website and Organization Schema is present in the website. Schema markup is very important for the website as it gives a description of key elements of the website to search engines.

Recommendation

No Action Required.

Mobile Responsive

There is NO doubt that responsive web design is very important according to today's web design point of view. Smartphone and tablet adoption is rapidly increasing and so does the importance of mobile-friendly websites. Smartphones and tablets have changed the approach towards design and user experience. With the explosion of mobile device usage in recent years, it is imperative that businesses develop a mobile strategy that is in line with business priorities.

If your website has not been optimized for an audience on-the-go with a smaller screen i.e. smartphone, Android and tablets, you are missing out on a huge opportunity to drive customers to your business.

Analysis

The website should be mobile responsive as Google Algorithm can hit the website. As per our analysis, the website is mobile friendly.

https://search.google.com/test/mobile-friendly?id=zXiuybMaUaxLcfs0liX29w

Recommendation

No Action Required.

Mobile Optimization

Mobile optimization takes a look at site design, site structure, page speed, and more to make sure you're not inadvertently turning mobile visitors away.
Mobile optimization helps in new advertising opportunities.

Analysis

As per the analysis, the website is mobile responsive and working fine on mobile.

Recommendation

No Action Required.

HTTPS vs. HTTP

Hyper Text Transfer Protocol Secure abbreviated as HTTPS is a ==secure== version of transferring data between browser and website. HTTPS adds authentication and encryption.

Analysis

Using an SSL certificate creates an encrypted connection between your visitor's browser and your website's server adding an extra layer of security.

Recommendation

No Action Required.

Google Analytics Tool

Google Analytics is a valuable tool for monitoring traffic and also tracking the efficiency of your online campaigns.

```
<script src="assets/js/bootstrap.min.js"></script>

<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-154802505-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-154802505-1');
</script>
</head>
<body>
    <div class="header">
        <div class="container-01">
            <ul class="nav">
                <li>
```

Analysis

As per analysis, I have found Google Analytics code in the source code i.e. (UA-154802505-1) of the website.

Recommendation

No Action Required. But, please share the Google Analytics access on ID i.e. "Kunalkakkar371@gmail.com", so that I can track the website traffic, traffic sources and other stuff as well for the better growth of the website.

Google Search Console

GSC code on your site ensures that you are running a healthy website with the utmost efficiency.
Basic Benefits:

- Access to search statistics on Google.
- Latest data regarding incoming links and internal links.
- Sends notification if your site has any crawl errors (misdirecting) and/or malware (spam, viruses, etc)
- Shows keywords you are targeting and how effective they are. Insights into crawling and indexing activity on the site.

Analysis

As per analysis Google Webmaster code is present in the source code of the website. It is implemented via Google Tag Manager if not please confirm.

Recommendation

No Action Required. But, please share the Google search console/webmaster access on ID i.e. "Kunalkakkar371@gmail.com", so that I can track the crawl errors, backlinks regularly to maintain the quality & growth of the website.

Conclusion

Overall, we found that SEO situation of **http://satta-king-fixed-no.in/** is average. We first recommend fixing the given onsite optimization issues and then move quickly into publishing back-links to help increase rankings.