



## Analysis Report - [www.fertheal.com](https://www.fertheal.com)

We reviewed the website and found some things are optimized but there are still some issues pending on the website which is very important for ranking the website, we need to fix these issues, please see the report below:

**Robots.txt:** Robots.txt file is present on the website. Need to be updated the latest robots.txt file. Location of XML Sitemap should be present in website.

**Impact:** A robots.txt file is important for SEO because it helps search engines crawl and index your website efficiently, which can improve your site's visibility in search results.



**Sitemap.xml:** Sitemap is present on the website but we need to update the latest sitemap.xml file. The targeted URLs should have high priority.

**Impact:** It helps to Google and other search engines discover the pages on your website. If search engines can't find your pages, they can't index them. And if they can't index them, you can't rank in the search results.



**Google Analytics:** Google Analytics Code is not present on the website. Need to add the GA code to monitor the traffic coming to the website:

**Impact:** You'll be able to glean important information about your audience, visitor behavior on your site, traffic patterns, and more. Plus, you can access and analyze data fast with Google Analytics' data sampling feature.

Google™ Analytics



Google™ Analytics is not monitoring your website. We suggest taking advantage of this great tool.

**Google Search Console:** Google Search Console Code is present on the website. It's fine.

**Impact:** It will help you monitor your website traffic, optimize your ranking, and make informed decisions about the appearance of your site's search results.

```
1 <!DOCTYPE html>
2 <html lang="en">
3
4 <head>
5   <meta charset="UTF-8">
6   <meta name="viewport" content="width=device-width, initial-scale=1.0">
7   <meta name="google-site-verification" content="T1-5Qx_m6Bg_5v16-8o5dfbv_gsZKhQrz_aMNDvp21s" />
8   <link rel="canonical" href="https://www.fertheal.com/">
9   <meta name="description" content="Fertheal is the best IVF treatment consultant in Delhi. If you
10  <meta name="title" content="Best IVF Treatment Consultant in Delhi | Fertheal">
```

**Canonical Issue:** There is no Canonical issue present on the website. It is fine.

**Impact:** Canonical tags help you avoid one of the main SEO challenges—dealing with duplicate content. If several pages are identical or similar enough, search crawlers might struggle to decide which page deserves the highest rank and will need more time to identify valuable content.

Canonical



A canonical tag is set for this page and the link is working fine.  
<https://www.fertheal.com/>

**Title:** The title is present on the website but we need to update the title tag stuffed with the targeted keywords as per the latest SEO guidelines.

**Impact:** Title tags are crucial because they inform users and search engine bots about the nature of the page's content. Effective title tags can increase click-through rates from the SERPs to your site and improve your search engine rankings.

Title



49 characters – optimal.

Best IVF Treatment Consultant in Delhi | Fertheal

**Description:** The description is present on the website. But we need to add the description stuffed with the targeted keywords as per the SEO guidelines.

**Impact:** A meta description tag generally informs and interests users with a short, relevant summary of what a particular page is about. They are like a pitch that convince the user that the page is exactly what they're looking for.

Meta description



109 characters – average. Most optimal 160 - 300 characters.

Fertheal is the best IVF treatment consultant in Delhi. If you are facing infertility issues, contact us now!

**H1 Tag:** Multiple heading tags are present on the website. The H1 tag is not present on the website. We will optimize Heading Tags (H1, H2, H3..) according to content optimization.

**Impact:** H1 tags are important for SEO because they help search engines understand the content and structure of a webpage, which can improve a page's visibility in search engine results pages (SERPs).

## Headings



We see your page implements HTML headings but <H1> through <H3> headings do not appear. This should be corrected.

H1 (0) H2 (18), H3 (0), H4 (6), H5 (13), H6 (3)

<H2>: FERTHEAL Infertility healing solutions  
<H2>: FERTHEAL Infertility healing solutions  
<H2>: FERTHEAL Infertility healing solutions  
<H2>: FERTHEAL Infertility healing solutions  
<H2>: FERTHEAL Infertility healing solutions  
<H2>: FERTHEAL Infertility healing solutions  
<H2>: FEMALE INFERTILITY SOLUTIONS  
<H2>: MALE INFERTILITY SOLUTIONS  
<H2>: BOOK AN APPOINTMENT TODAY  
<H2>: HOW CAN WE HELP YOU ?  
<H2>: Want To Get Pregnant  
<H2>: Consultation Counseling  
<H2>: Treatment Planning Initiation  
<H2>: Pregnancy Care Scans  
<H2>: Ongoing Treatment Consultation  
<H2>: Baby Birth Support  
<H2>: Trimester Chart  
<H2>: Things You Need to Know  
<H4>: Pregnancy is a journey that requires honesty with oneself, compassion counselling that connects us to our humanity, and a full of hope, hearty celebration of the miracle of life.

**Images:** All images have ALT attribute. It's fine.

**Impact:** Alt tags are important for website SEO because they improve accessibility, provide context to search engines, and help rank images in search results, driving more organic traffic.

## Images



All images have ALT attribute.

**Schema.org:** There is something wrong with the schema.org. We need to create an appropriate schema & add it to the website.

**Impact:** Increases your site's visibility on search pages: Schema markup adds more information to your organic results, making it more visible, attractive, and engaging to users. Schema boosts your SEO because users are more likely to click on your result than one without schema markup.

Schema.org



Your page does not utilize [Schema.org](#) markup.

You can validate your markup with the [Google Structured Data Testing Tool](#).


**Broken Link:** There is one broken link present on website which need to be removed or replaced with correct URL.

**Impact:** Broken links negatively impact the user experience by leading visitors to dead pages, which can frustrate them and lead to a higher bounce rate. From an SEO perspective, search engines view broken links as a sign of a poorly maintained site, which can hurt your site's credibility and rankings.

1

Enter your URL (e.g. [www.example.com](#)) - by doing so you agree to these [Terms](#)

2

Security code  


[Generate new code](#)

☒ Report **distinct** broken links only

☐ Report all occurrences of each dead link (*may be slower*)

Find broken links now!

To see the location of the link in your HTML source click [src](#) below

#	Broken link (you can scroll this field left-right)	Link Text	Page where found	Server response
1	<a href="https://www.fertheal.com/experts.php">https://www.fertheal.com/experts.php</a>	Our Doctors	<a href="#">url</a> <a href="#">src</a>	404

Status

**COMPLETED!**  
Processed 24 web pages, **found 1 broken links**

**Load Time & Page Size:** The website load time is 1.56 seconds and the website page size is 1.1 MB. It is fine. We need to try to optimize the website loading time and page size as well.

**Impact:** If your page load time is slow, it affects user experience, bounce rate, search performance, and revenue.

## Your Results:

[DOWNLOAD HAR](#)[SHARE RESULT](#)

Verifying that you are not a robot...

☐ I'm not a robot

Performance grade

**A 94**

Page size

**1.1 MB**

Load time

**1.56 s**

Requests

**15**

**Social Media:** Social Media Pages are already linked on the website. It is fine. (If you have any more social media pages then please send me the pages and we will link them.)

**Impact:** Social media handles are important in SEO because they enhance brand visibility, drive traffic, and improve search engine rankings through social signals and backlinks.



**CTA Optimization:** CTA details are already present on the website. But the e-mail id & phone number should be clickable.

**Impact:** Optimizing Calls-to-Action (CTAs) can positively impact SEO by encouraging user engagement, improving website navigation, and making it easier for search engines to understand the value and relevance of your content, ultimately leading to higher search rankings and better conversion rates on your website.



**Contact Us Form:** To prevent the robotic traffic, we need to add the Captcha code on all the query forms.

**Impact:** CAPTCHA is important in SEO because it prevents bots from abusing website forms, ensuring genuine user engagement and protecting site integrity.



Email Address

GalleryServicesOur DoctorsContact us

Contact Number

Enter your Contact Number

Choose Service:

Select Service

Message

Your message here...

Submit

Need to add captcha

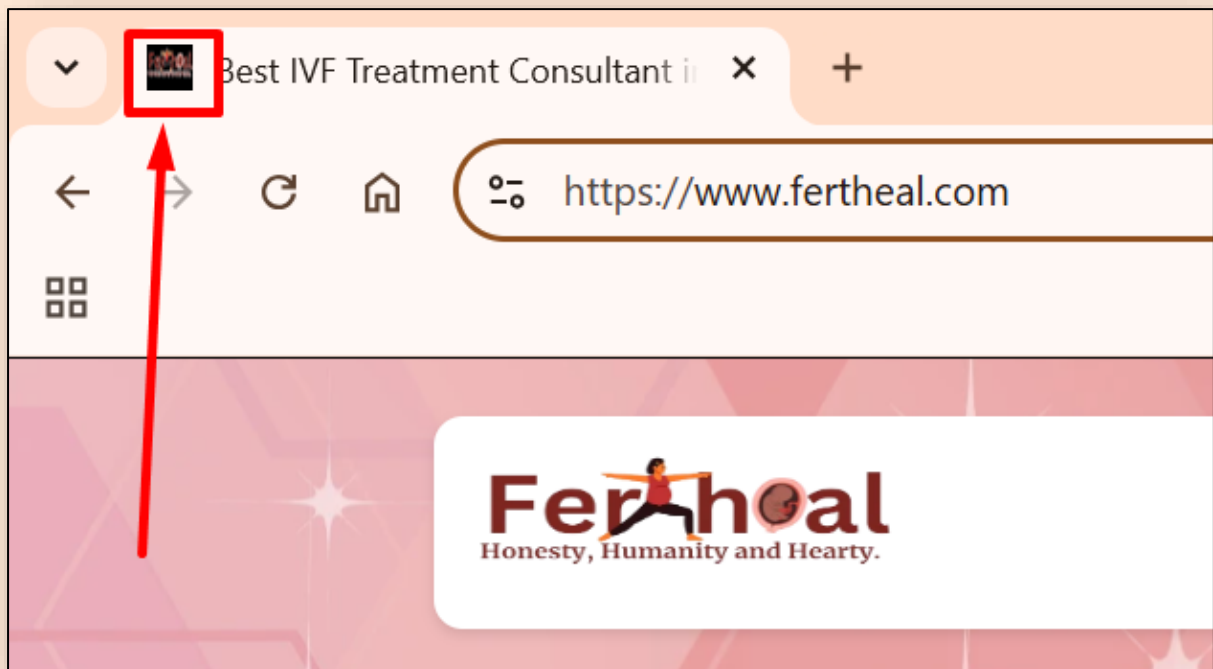
**Logo Issue:** The footer logo is present on the website. But it should be linked with the website home page.

**Impact:** A logo is important for website SEO as it enhances brand recognition, improves user trust, and contributes to better navigation and user experience, indirectly supporting SEO efforts.



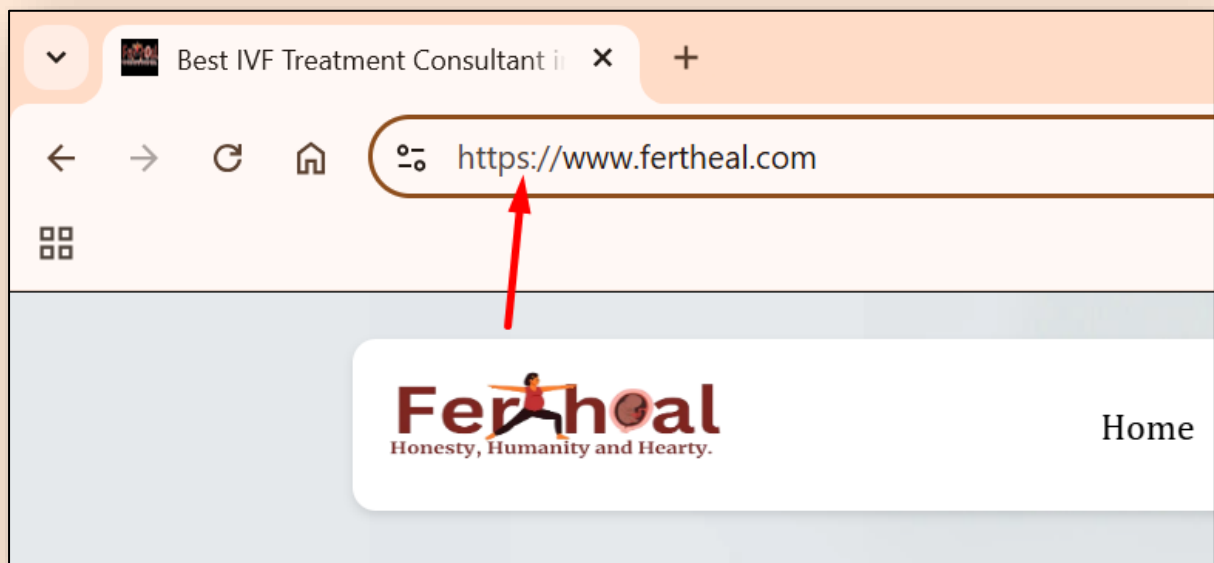
**Favicon Issue:** Favicon is already present on the website. It is fine.

**Impact:** A favicon is important for website SEO as it enhances brand recognition, improves user experience, and adds credibility, indirectly supporting better engagement and search rankings.



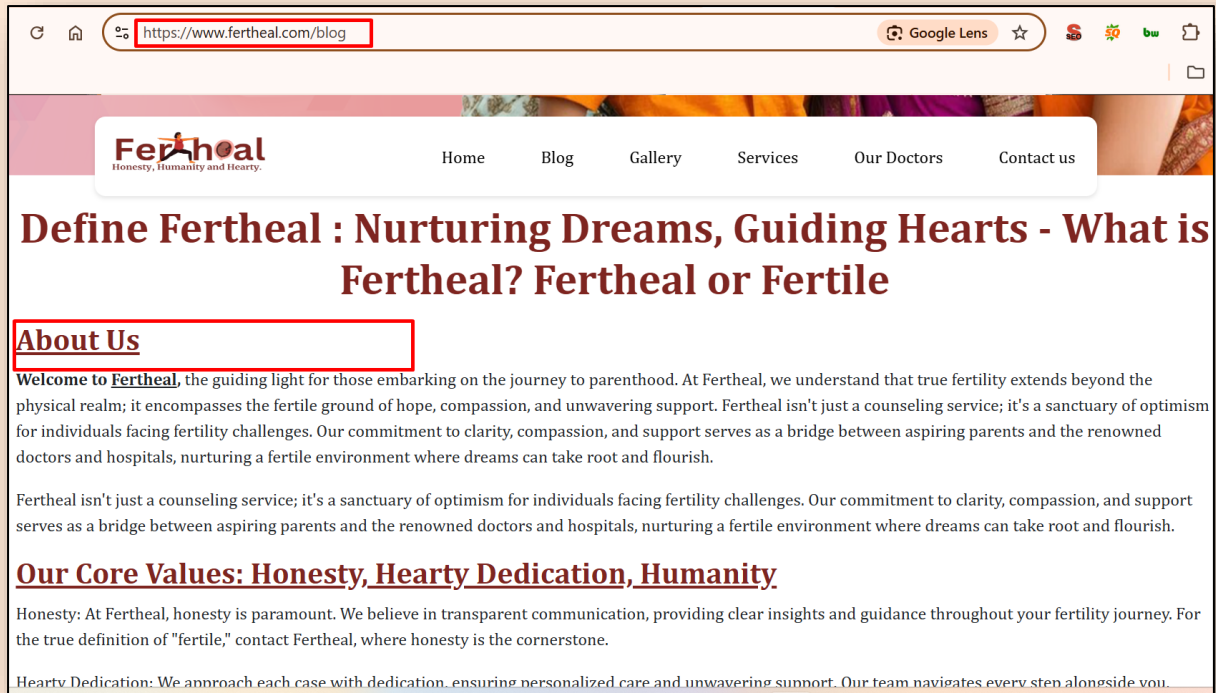
**SSL Certificate:** The website is already secure. It is fine.

**Impact:** An SSL certificate positively impacts SEO by enhancing a website's perceived security and trust, which can lead to higher search engine rankings.



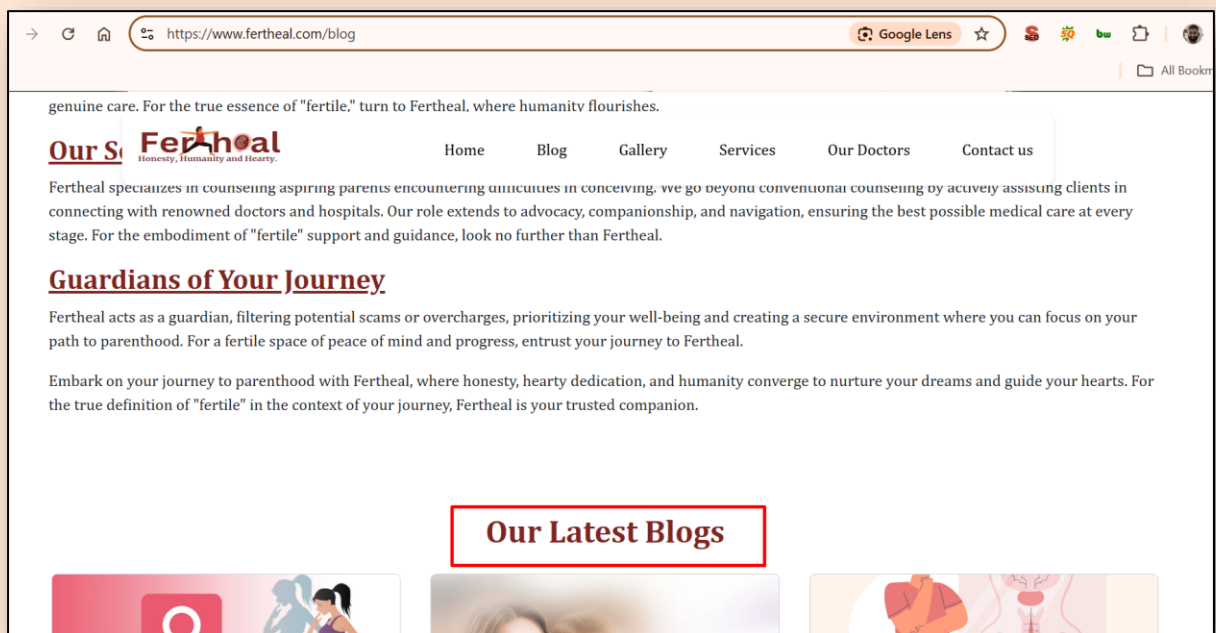
**Blog Page:** Blog page is present on the website but there is no blog posting frequently. It should be posted 1 blog per month at least. **About us** information is present on the blog page. There should be separate page for the **about us** information.

**Impact:** An internal blog page is important for website SEO as it strengthens internal linking, boosts keyword rankings, and enhances user engagement, helping search engines better index the site.



**Blog Layout:** The layout is not fine of the blog page. All the blogs should be listed on the top of the page.

**Impact:** A well-optimized layout is crucial for website SEO as it enhances user experience, improves navigation, and ensures search engines can easily crawl and index the content.



**Layout:** The layout is not fine. The content number is not linked with the correct contact number. We need to optimize it to make more attractive.

**Impact:** A well-optimized layout is crucial for website SEO as it enhances user experience, improves navigation, and ensures search engines can easily crawl and index the content.



**URL Structure:** We need to optimize the URL structure as per the targeted keywords.

**Impact:** URL structure is important for website SEO because it improves navigation, enhances user experience, and helps search engines understand and index content effectively.

### Our Strategy:

These are just the initial issues, not the complete list. Once these are resolved, we will conduct a full website review and provide you with a Technical Report for complete optimization.

Our approach goes beyond just creating backlinks—we focus on optimizing the entire website to achieve more relevant and effective results. Without proper optimization, reaching the desired outcome becomes challenging.

**Thank You...**