

Digital Marketing Audit

Biriyani Box

<http://biriyanibox.com/>

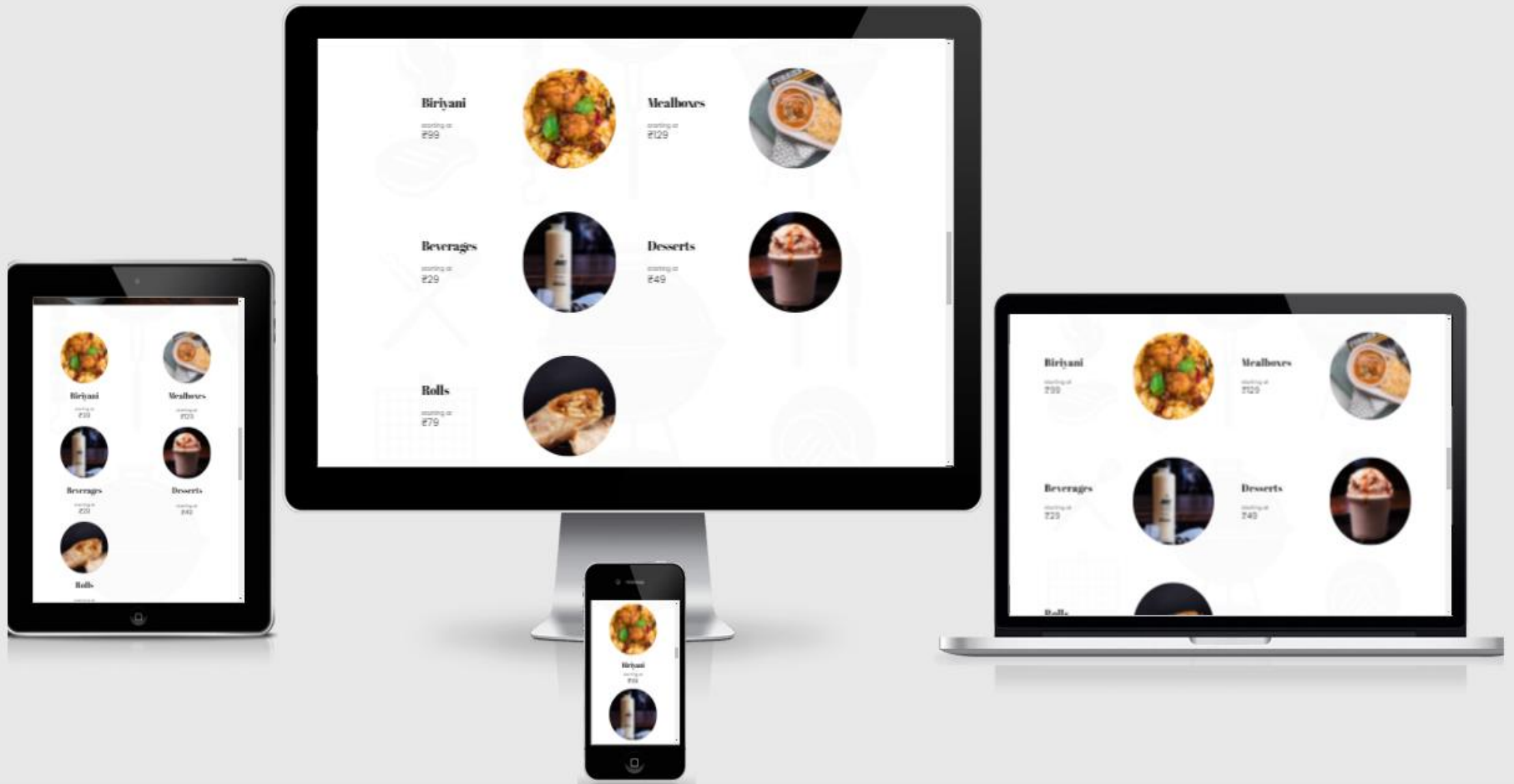
18 - 05 - 2021

Website Audit

UX Insights

- It is a Single Page Application.
- There are 5 order now buttons in a single page.
- On clicking the order now button the web-page is redirected into another website (<https://ristaapps.com/>)
- Nothing to interact with other than social media links and order now button.
- Responsive on mobile and desktop

Responsive check:



SEO Audit

Content Insights

- Plagiarism - No Plagiarism (Less Content on Website)
- Keyword Presence
 - Local Search results
 - Searched (biryani box) and got About 75,700 results (0.73 seconds) // specific
Searched (tasty biryani in odisha) and got 1,90,000 results in 0.72 seconds //generic
Biryani Box at number 2.
 - No keyword stuffing + Recommendations(cheap biriyani(high),biryani 1 kg price(medium),
best biryani in bhubaneswar(low))
Average monthly search (biryani box) = 1K – 10K
 - Title tag of length 28 but no meta tags + keyword usage should be consistent and content
should be added
 - Sitemap : No broken links found
 - Robots
 - Alt Texts (Images) : 20 images on the page and 18 of them are missing the attribute.
- Backlinks - 82 backlinks

SEO Audit

Website Load Speed Performance

- Insert speed test results
FROM GT METRIX:

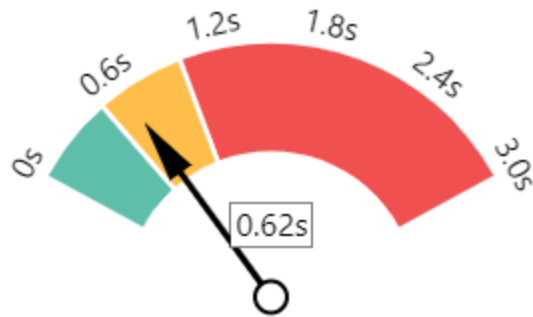
Speed Visualization ?



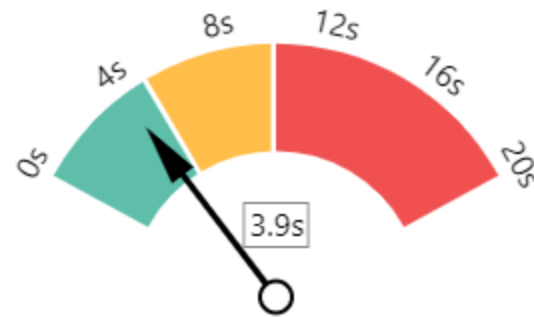
From Seoptimer

SPEED RESPONSE

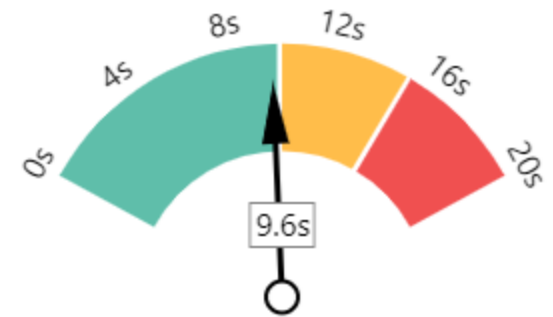
Server Response



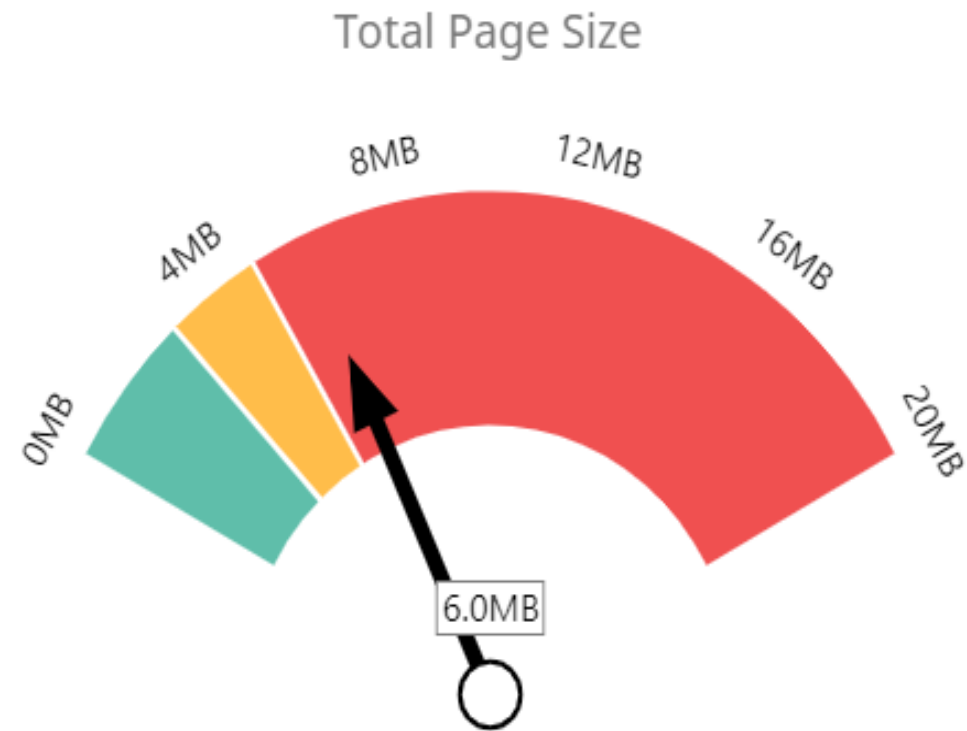
All Page Content Loaded



All Page Scripts Complete



Total Page Size



Key Recommendations

1. Include a meta description tag
2. Add ALT attributes to all images
3. Using main keywords across the important HTML tags
4. Enable SSL on the website
5. Increase content (description of different biriyani's could do) with proper keywords.

ADDITIONAL RECOMMENDATION:

If they share various recipes of biriyani people can make at home during lockfown, it may increase their reach.