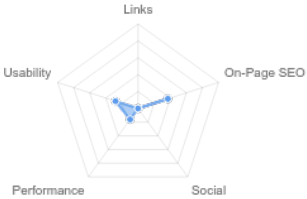
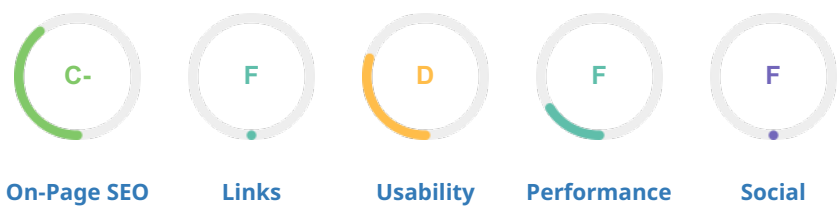
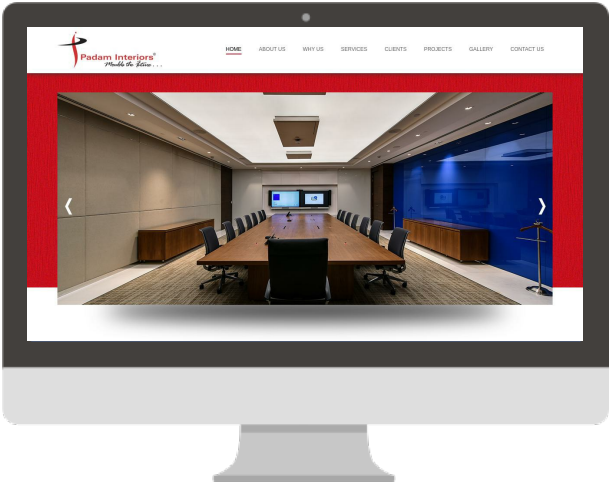
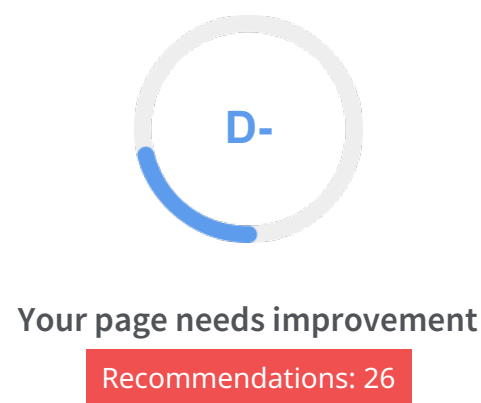


# Website Report for padams.in

This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F- scale, with most major industry leading websites in the A range. Improving a website's grade is recommended to ensure a better website experience for your users and improved ranking and visibility by search engines.

## Audit Results for padams.in



## Recommendations

Execute a Link Building Strategy	Links	High Priority
Reduce your total page file size	Performance	Medium Priority
Optimize for Core Web Vitals	Usability	Medium Priority
Implement a XML sitemaps file	On-Page SEO	Medium Priority
Implement a robots.txt file	On-Page SEO	Medium Priority

Add Canonical Tag	On-Page SEO	Medium Priority
Add H1 Header Tag	On-Page SEO	Medium Priority
Improve site load speed	Performance	Medium Priority
Lengthen meta description (to between 70 and 160 characters)	On-Page SEO	Medium Priority
Increase page text content	On-Page SEO	Low Priority
Optimize your images to reduce their file size	Performance	Low Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Add Alt attributes to all images	On-Page SEO	Low Priority
Create and link your Twitter profile	Social	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Please add Facebook Open Graph Tags	Social	Low Priority
Add Twitter Cards	Social	Low Priority
Add Local Business Schema	Other Improvements	Low Priority
Remove inline styles	Performance	Low Priority
Create and link associated Instagram profile	Social	Low Priority
Create and link an associated YouTube channel	Social	Low Priority

Create and link an associated LinkedIn profile

Social

Low Priority

Setup & Install a Facebook Pixel

Social

Low Priority

Add Schema Markup

On-Page SEO

Low Priority

## On-Page SEO Results



### Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

#### Title Tag



You have a title tag of optimal length (between 10 and 70 characters).

Padam Interiors

Length : 15

#### Meta Description Tag



Your page has a meta description tag however, your meta description should ideally be between 70 and 160 characters (including spaces).

description

Length : 11

A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

#### SERP Snippet Preview



This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

<https://www.padams.in> > Home :  
**Padam Interiors**  
description

#### Hreflang Usage



Your page is not making use of Hreflang attributes.

Language

✓

Your page is using the lang attribute.

Declared: English

H1 Header Tag Usage

✗

Your page does not have an H1 Header Tag.

The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

H2-H6 Header Tag Usage

✓

Your page is making use multiple levels of Header Tags.

Header Tag	Frequency	
H2	1	<div></div>
H3	3	<div></div>
H4	0	
H5	0	
H6	0	

Keyword Consistency

✗

Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Individual Keywords					
Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
know	✗	✗	✗	4	<div></div>
projects	✗	✗	✗	4	<div></div>
solutions	✗	✗	✓	4	<div></div>
turnkey	✗	✗	✓	3	<div></div>
skilled	✗	✗	✗	3	<div></div>
finishes	✗	✗	✗	3	<div></div>
clients	✗	✗	✗	3	<div></div>
team	✗	✗	✗	2	<div></div>

## Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
turnkey solutions	×	×	✓	2	<div></div>

### Amount of Content



Your page has a low volume of text content which search engines can interpret as 'thin content'.

Word Count: 233

It has been well researched that higher text content volumes are related to better ranking ability in general.

### Image Alt Attributes



You have images on your page that are missing Alt attributes.

We found 37 images on your page and 13 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

### Canonical Tag



Your page is not using the Canonical Tag.

The Canonical Tag tells Search Engines the primary URL of a page. Google recommends all pages specify a Canonical.

### Noindex Tag Test



Your page is not using the Noindex Tag which prevents indexing.

### Noindex Header Test



Your page is not using the Noindex Header which prevents indexing.

### SSL Enabled



Your website has SSL enabled.

### HTTPS Redirect



Your page successfully redirects to a HTTPS (SSL secure) version.

### Robots.txt



We have not detected or been able to retrieve a robots.txt file successfully.

A robots.txt file is recommended as it can provide important instructions to a search engine for how to most appropriately crawl your website as well as site areas that should be ignored.

### Blocked by Robots.txt



Your page does not appear to be blocked by robots.txt.

### XML Sitemaps



We have not detected or been able to retrieve a XML sitemaps file successfully.

Sitemaps are recommended to ensure that search engines can intelligently crawl all of your pages.

### Analytics



Your page is using an analytics tool.

 Google Analytics

### Schema.org Structured Data



We have not detected any usage of Schema.org on your page.

Schema.org is a structured data markup for webpages which helps Search Engines understand your site better and provide rich snippets directly in their search results.

## Rankings

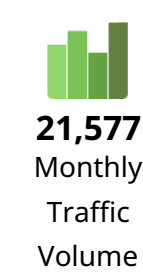
### Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Traffic	
padams	 EN	1	33,100	10,062	<div></div>
padams	 HI	1	33,100	10,062	<div></div>
padam interiors	 EN	1	1,300	395	<div></div>
padam interiors mumbai	 EN	1	1,300	395	<div></div>
padam interiors mumbai	 HI	1	1,300	395	<div></div>
padam	 EN	61	33,100	69	<div></div>
padams interior	 EN	1	210	63	<div></div>
padams interiors	 EN	1	210	63	<div></div>
mumbai padam	 HI	17	2,900	12	<div></div>
barclays kharadi	 EN	92	2,900	6	<div></div>

### Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings



### Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords
Position 1	8
Position 2-3	0
Position 4-10	0
Position 11-20	1
Position 21-30	0
Position 31-100	36

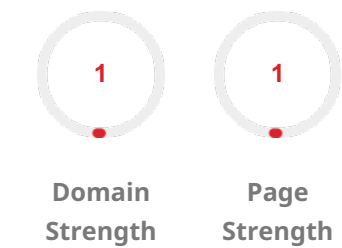
### Links

#### Backlink Summary









You have a reasonably weak level of backlink activity to this page.

Search Engines use backlinks as a strong indicator of a page's authority, relevance and ranking potential. There are various strategies available to gain links to a page to improve this factor



114 Backlinks	35 Referring Domains
------------------	-------------------------

 <b>20</b> Nofollow Backlinks	 <b>94</b> Dofollow Backlinks	 <b>0</b> Edu Backlinks	 <b>0</b> Gov Backlinks	 <b>34</b> Subnets	 <b>34</b> IPs
---	---	---	---	---	---

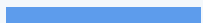

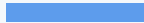

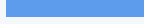





### Top Backlinks i

These are the highest value external pages we have found linking to your site.

Domain strength	Referring Page URL
74	<a href="https://www.websitescrawl.com/domain-list-17169">https://www.websitescrawl.com/domain-list-17169</a>
70	<a href="https://blog.gimm.io/add-email-signature-outlook-2019/">https://blog.gimm.io/add-email-signature-outlook-2019/</a>
52	<a href="http://constructionplacements.com/top-100-interior-fit-out-companies-india-2019/">http://constructionplacements.com/top-100-interior-fit-out-companies-india-2019/</a>
51	<a href="https://www.wikiprofile.com/PADAM-INTERIORS-23817456">https://www.wikiprofile.com/PADAM-INTERIORS-23817456</a>
25	<a href="https://trendsline.info/amazing-posts/completed-projects.htm">https://trendsline.info/amazing-posts/completed-projects.htm</a>
24	<a href="https://saou.info/10-minutes/completed-projects.htm">https://saou.info/10-minutes/completed-projects.htm</a>

### Top Pages by Backlinks i

These are the pages on your site with the most the backlinks from other sites.

URL	Backlinks
<a href="http://www.padams.in/">http://www.padams.in/</a>	14 
<a href="http://padams.in/app/webroot/files/Sym_02.jpg">http://padams.in/app/webroot/files/Sym_02.jpg</a>	11 
<a href="http://padams.in/app/webroot/files/Bar_03.JPG">http://padams.in/app/webroot/files/Bar_03.JPG</a>	10 
<a href="http://padams.in/app/webroot/files/Cafe_02.jpg">http://padams.in/app/webroot/files/Cafe_02.jpg</a>	10 
<a href="http://padams.in/app/webroot/files/SDB4.jpg">http://padams.in/app/webroot/files/SDB4.jpg</a>	10 
<a href="http://padams.in/app/webroot/files/Sym_03.jpg">http://padams.in/app/webroot/files/Sym_03.jpg</a>	10 
<a href="http://padams.in/app/webroot/files/HCL_Bangalore.jpg">http://padams.in/app/webroot/files/HCL_Bangalore.jpg</a>	6 
<a href="http://www.padams.in/Projects/Completed-Projects">http://www.padams.in/Projects/Completed-Projects</a>	6 
<a href="http://www.padams.in/app/webroot/files/PAB_8071.jpg">http://www.padams.in/app/webroot/files/PAB_8071.jpg</a>	4 
<a href="http://www.padams.in/app/webroot/files/Sun_TV_Chennai.jpg">http://www.padams.in/app/webroot/files/Sun_TV_Chennai.jpg</a>	4 



### Top Anchors by Backlinks



These are the top pieces of Anchor Text we found used to link to your site.

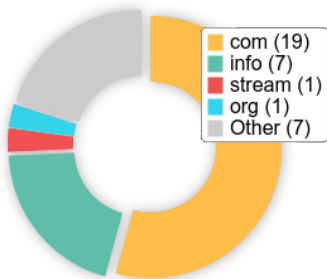
Anchor	Backlinks	
Completed Projects	28	<div></div>
.	25	<div></div>
completed projects	11	<div></div>
Padam Interiors	9	<div></div>
More @ www.padams.in	8	<div></div>
Download Image	7	<div></div>
Download Plan	3	<div></div>
www.padams.in	3	<div></div>
About Us - Padams	2	<div></div>

### Top Referring Domain Geographies

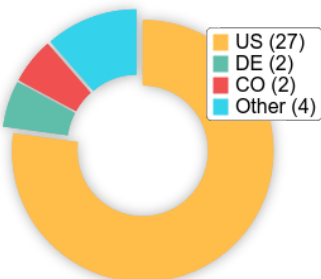


These are the Top Geographies we have found linking to your site.

Top TLDs



Top Countries



### On-Page Link Structure



We found 16 total links. 6% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

### Friendly Links



Some of your link URLs do not appear friendly to humans or search engines.

We would recommend making URLs as readable as possible by reducing length, file names, code strings and special characters.

# Usability



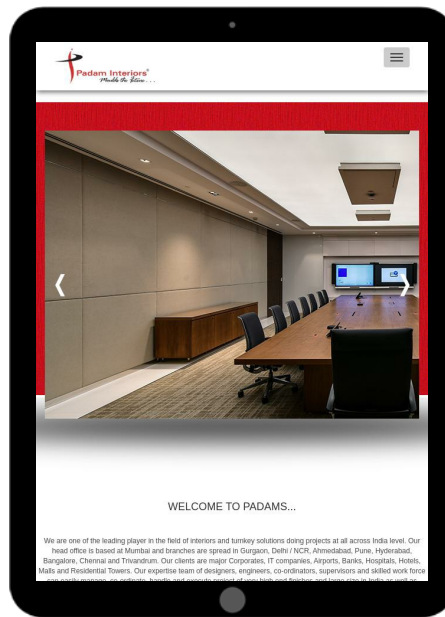
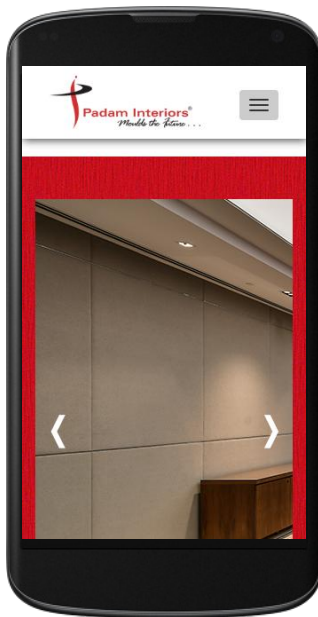
## Your usability could be better

Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

## Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.

*i*



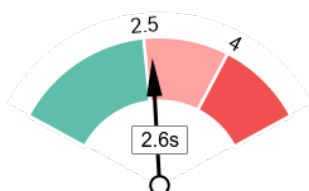
## Google's Core Web Vitals

Your page has failed Google's Core Web Vitals assessment.

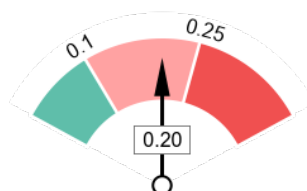


Core Web Vitals are UI metrics created by Google that measure page experience and are becoming increasingly important as a ranking factor.

### Largest Contentful Paint (LCP)



### Cumulative Layout Shift (CLS)



## Use of Mobile Viewports

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.



### Google's PageSpeed Insights - Mobile



Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.

Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	8 s		
Speed Index	23.2 s	Serve images in next-gen formats	41.02 s
Largest Contentful Paint	19.4 s	Efficiently encode images	27.52 s
Time to Interactive	21.5 s	Eliminate render-blocking resources	4.61 s
Total Blocking Time	0.07 s	Avoid multiple page redirects	3.25 s
Cumulative Layout Shift	0.45	Reduce unused JavaScript	0.3 s

### Google's PageSpeed Insights - Desktop



Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	5.1 s		
Speed Index	12.1 s	Serve images in next-gen formats	6.46 s
Largest Contentful Paint	13.3 s	Efficiently encode images	4.24 s
Time to Interactive	5.1 s	Eliminate render-blocking resources	3.37 s
Total Blocking Time	0 s	Avoid multiple page redirects	1.66 s
Cumulative Layout Shift	0.279		

### Flash Used?

No Flash content has been identified on your page.



### iFrames Used?

There are no iFrames detected on your page.



### Favicon

Your page has specified a favicon.



### Email Privacy

No email addresses have been found in plain text on your page.



### Legible Font Sizes

The text on your page appears to be legible across devices.



### Tap Target Sizing

The links and buttons on your page appear to be appropriately sized for a user to easily tap on a touchscreen.



## Performance Results



### Your performance needs improvement

Your page's performance has various issues that may be adversely affecting users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

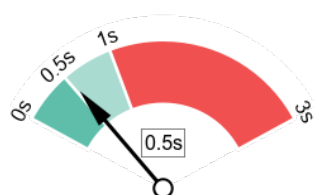
### Page Speed Info

Your page loads slowly.

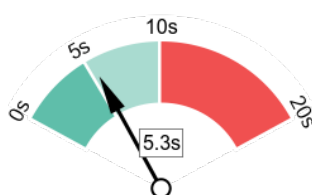


Page load speed is critical to ensuring good user experience and is becoming a more important ranking factor. Load speed can be impacted by a multitude of factors however and may need technical resources to investigate.

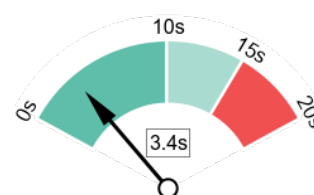
#### Server Response



#### All Page Content Loaded



#### All Page Scripts Complete



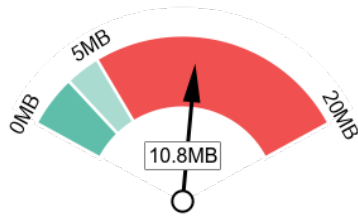
### Download Page Size

Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience.

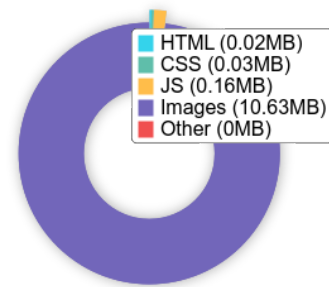


A general rule is to keep your page under 5MB in total file size.

### Download Page Size



### Download Page Size Breakdown



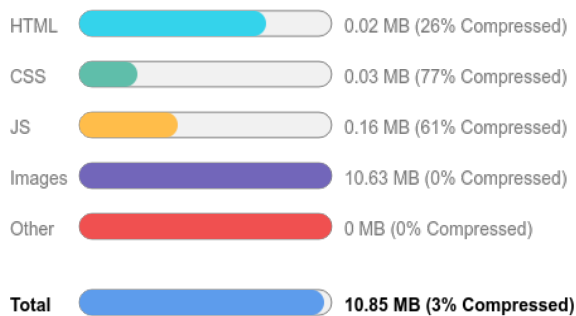
Total 10.85 MB

### Website Compression (Gzip, Deflate, Brotli)

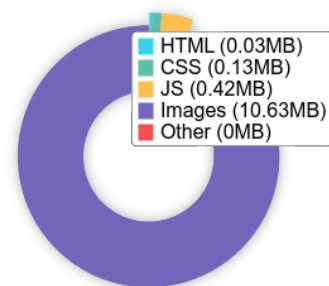
Your website appears to be using a reasonable level of compression.



#### Compression Rates



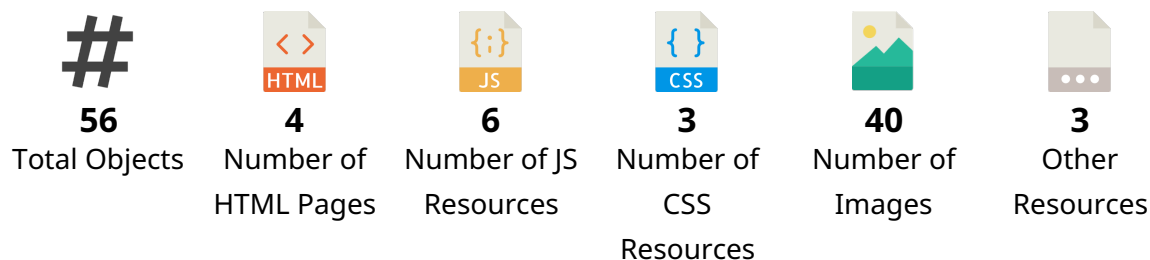
#### Raw Page Size Breakdown



Total 11.21 MB

### Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page.



### Google Accelerated Mobile Pages (AMP)

This page does not appear to have AMP Enabled.



### JavaScript Errors

Your page is not reporting any JavaScript errors.



### HTTP2 Usage

Your website is using the recommended HTTP/2+ protocol.



### Optimize Images

Your page appears to include images which are poorly optimized.



Properly formatting and compressing images can have a significant impact on page load performance.

### Minification

All your JavaScript and CSS files appear to be minified.



### Deprecated HTML

No deprecated HTML tags have been found within your page.



### Inline Styles

Your page appears to be using inline styles.



Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

## Social Results



### Your social needs improvement

You appear to have a weak social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring visitors to your website. We recommend that you list all of your profiles on your page for visibility, and begin to build a following on those networks.

### Facebook Connected

Your page has a link to a Facebook Page.



### Facebook Open Graph Tags

We have not found Facebook Open Graph Tags on your page.



Facebook Open Graph Tags are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Facebook.

### Facebook Pixel

We have not detected a Facebook Pixel on your page.



Facebook's Pixel is a useful piece of analytics code that allows you to retarget visitors if you decide to run Facebook Ads in future.

### Twitter Connected

No associated Twitter profile found as a link on your page.



### Twitter Activity

No associated Twitter profile found as a link on your page.



### Twitter Cards

We have not detected Twitter Cards on your page.



Twitter Cards are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Twitter.

### Instagram Connected

No associated Instagram profile found linked on your page



### LinkedIn Connected

No associated LinkedIn profile found linked on your page.



### YouTube Connected

No associated YouTube channel found linked on your page.



### YouTube Activity

No associated YouTube channel found linked on your page.



## Local SEO

### Local Business Schema


No Local Business Schema identified on the page.



### Google Business Profile Identified

A Google Business Profile was identified that links to this website.



 Padam Interiors

### Google Business Profile Completeness

The important business details are present on the Google Business Profile.



Address 1101 Lotus Trade Center, Near D N Nagar Metro Station, New Link Road,, Andheri West, Mumbai, Maharashtra 400058

Phone +91 22 2673 9000

Site <http://www.padams.in/>

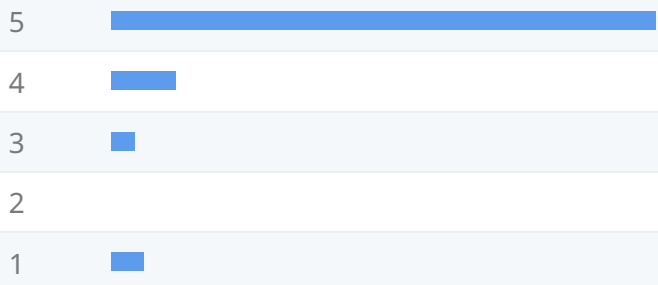
### Google Reviews

The Google Business Profile has a good rating and review count.



4.6 ★★★★★ 82 reviews






### Rating



# Technology Results

## Technology List

These software or coding libraries have been identified on your page.

Technology	Version
 Apache HTTP Server	
 Bootstrap	
 FancyBox	
Google Analytics	
 jQuery	
 OWL Carousel	

## Server IP Address

111.118.215.27

## DNS Servers

ns-cloud-a1.googledomains.com  
ns-cloud-a3.googledomains.com  
ns-cloud-a4.googledomains.com  
ns-cloud-a2.googledomains.com

## Web Server

Apache

## Charset

text/html; charset=UTF-8