**MADE FOR MR YACINE ATIF – CALIFOODNIA.IN**

**BY MR.AYUSH SAHU**

**1.COMPETITVE CONTENT ANANLYSIS**:

1. The website is currently handled by its 3 founders. The site can be further marketed by making joint ventures with the other good vloggers and food bloggers on instagram and facebook.
2. In todays time, facebook is on the verge of becoming outdated and has become a platform for the elder class.
3. On the other hand, the site has to focus more on instagram and their influencers. For eg:-The site can get into joint ventures with other instagram photographers and homemakers.

OPPONENTS WEBSITE: <http://justagirlfromaamchimumbai.com/>

CATEGORY: FOOD BLOGGER (RANKED BETTER THAN MY CLIENT’S WEBSITE)

* + FOR A KEYWORD: “FOOD BLOGGERS IN MUMBAI” , MY CLIENT’S WEBSITE CURRENTLY RANKS BELOW THE OPPONENT’S WEBSITE.
  + YES, THE OPPONENT’S HOMEPAGE TITLE IS OPTIMIZED ALONG WITH A BRAND LOGO. BUT THERE ARE NO “ | “ IN BETWEEN THE SUBJECTS IN TITLE.
  + THE HEADINGS OF THE WEBSITE ARE POORLY OPTIMIZED AND THE HEADINGS ARE NOT APPROPRIATELY OPTIMIZED.
  + THE CONTENT IS GOOD BUT CAN BE PRESENTED IN A BETTER WAY SO THAT MORE AND MORE PEOPLE FEEL LIKE READING THROUGH THE WEBSITE.
  + YES, THERE ARE MANY GOOD BACKLINKS ALONG WITH INFOGRAPHICS AND VIDEO CAROUSEL WHICH ADDS TO THE USER EXPERIENCE OF THE WEBSITE.
  + YES, THE SITE HAS VERIFIED DOMAIN AUTHORITY.

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| **Competitive Content Analysis** |  |  |  |  |
|  |  |  |  |  |
| **URL** | Content | Content  Type | Notes | Links |
|  |  |  |  |  |
| [**https://califoodnia.in/**](https://califoodnia.in/) | Food Blog | Text and Images | The UI looks good, but the search bar needs to be worked upon in  the blog link | 61 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| [**http://justagirlfromaamchimumbai.com/**](http://justagirlfromaamchimumbai.com/) | Food Blog | Text and Images | The site has bit of a old fashioned UI | 124 |
|  |  |  |  |  |
| [**http://www.bombayfoodie.com/**](http://www.bombayfoodie.com/) | Food Blog | Text and Images | The site has a poor link building and can be worked upon. | 89 |

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| **Competitive Content Analysis** |  |  |  |  |
|  |  |  |  |  |
| **URL** | Twitter | FB Shares | FB Likes | FB  Comments |
|  |  |  |  |  |
| [**https://califoodnia.in/**](https://califoodnia.in/) | NA | 13 | 1436 | 73 |
|  |  |  |  |  |
| [**http://justagirlfromaamchimumbai.com/**](http://justagirlfromaamchimumbai.com/) | 1567 | 67 | 7689 | 86 |
|  |  |  |  |  |
| [**http://www.bombayfoodie.com/**](http://www.bombayfoodie.com/) | 769 | NA | NA | NA |

1. **INTERNAL CONTENT AUDIT:**

HOME PAGE {MEDIUM TO HIGH PRIORITY}

[**https://califoodnia.in/**](https://califoodnia.in/)

**Target Keywords**:

|  |  |  |
| --- | --- | --- |
| **Keyword** | **Volume** | **Current Rank (If Applicable)** |
| Food blog | 23k | # |
| Food bloggers in Mumbai | 1.8k | # |

# Meta Data Recommendations: No need to change. It suits the principles of SEO.

**Title Tag:** Homepage | CALIFOODNIA

**Meta Description:** The primary idea of **Califoodnia** is to facilitate the exchange of experience at food joints, cooking ideas, display of lip- smacking dishes, and sharing info about ...

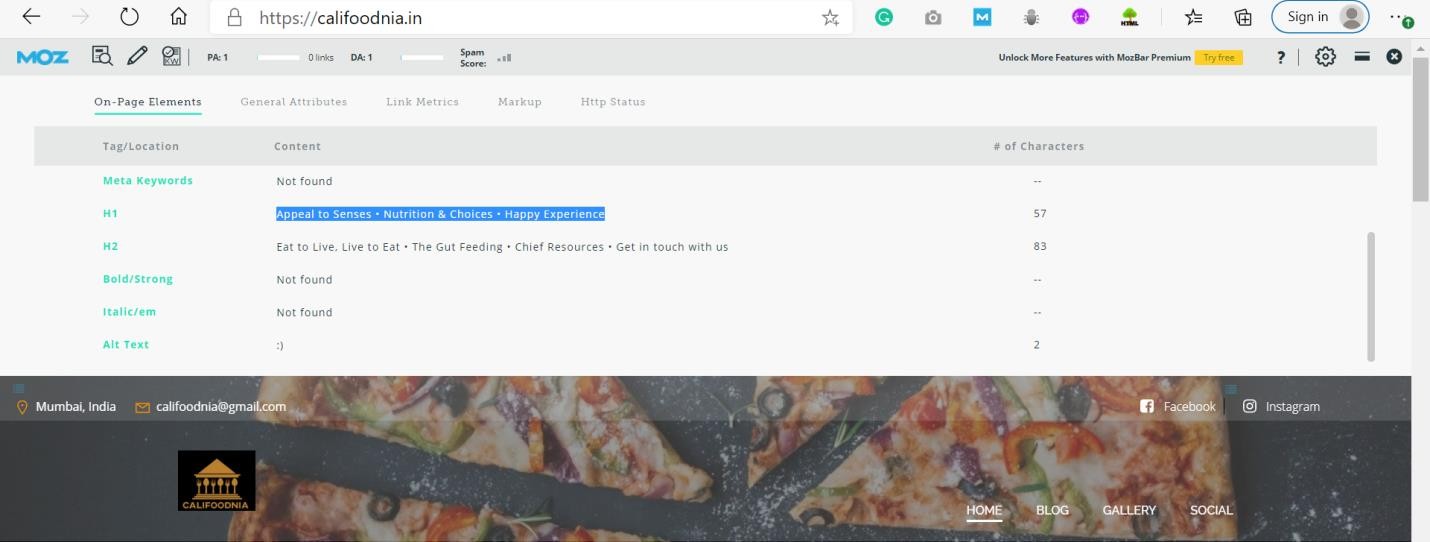
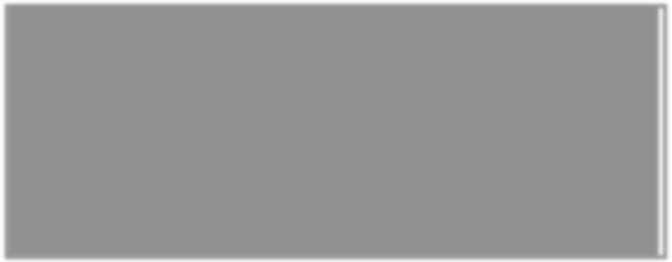
# Heading Tags

**The existing heading tags are :-**

# H1: Appeal to Senses • Nutrition & Choices • Happy Experience

**H2: Eat to Live, Live to Eat • The Gut Feeding • Chief Resources • Get in touch with us**

The heading tags need to be changed and reduced in characters. The SEO limit for good heading is not pre specified. But, the headings can be changed from “.” characters to “ | “ characters spacing the words.



**Content Analysis**

* The content is perfectly fine on the home page and does not need to be changed.
* The keywords are not wisely used in the content. The words like blogging needs to be used to gain more and more audience.
* Yes, internal as well as external links are provided on page.
* Images and carousels are being used on the home page wisely.
* Yes,the content includes a call to action to an instagram page.

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| **Internal Content Audit** |  |  |  |  |
|  |  |  |  |  |
| **URL** | Seasonality | Content Type | Images | Internal  Links |
| [**https://califoodnia.in/**](https://califoodnia.in/) | None | Text | Yes | Yes |
| [**https://califoodnia.in/food-blog/**](https://califoodnia.in/food-blog/) | All Year | Text | Yes | Yes |
| [**https://califoodnia.in/gallery/**](https://califoodnia.in/gallery/) | All Year | Text | Yes | Yes |
| [**https://califoodnia.in/instagram/**](https://califoodnia.in/instagram/) | Holidays | Text | Yes | Yes |

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| --- | --- | --- | --- | --- |
| **Internal Content Audit** |  |  |  |  |
|  |  |  |  |  |
| **URL** | Post Type | Target | Category | Call to  action |
| [**https://califoodnia.in/**](https://califoodnia.in/) | General | indirect | food | yes |
| [**https://califoodnia.in/food-blog/**](https://califoodnia.in/food-blog/) | Blog | direct | food | yes |
| [**https://califoodnia.in/gallery/**](https://califoodnia.in/gallery/) | Guide | direct | food | yes |
| [**https://califoodnia.in/instagram/**](https://califoodnia.in/instagram/) | Social Media | direct | food | yes |

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| **Internal Content Audit** |  |
|  |  |
| **URL** | Notes |
| [**https://califoodnia.in/**](https://califoodnia.in/) | Could use catchier title, poor heading focus |
| [**https://califoodnia.in/food-blog/**](https://califoodnia.in/food-blog/) | The search bar needs to be updates in order to  improve UX |
| [**https://califoodnia.in/gallery/**](https://califoodnia.in/gallery/) | There isn't a lot of content to attract audience |
| [**https://califoodnia.in/instagram/**](https://califoodnia.in/instagram/) | There needs to be a clean UI for the social page |

1. **CREATING A KEYWORD MAP:-**

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| --- | --- | --- | --- | --- |
| **Creating a keyword**  **map** | | | | |
|  | | | | |
| **Page** | URL | Primary Keyword | Volume | Rank  (date) |
| **Home** | <https://califoodnia.in/> | Food bloggers of  Mumbai | 1800 | NA |
|  |  | Food bloggers of  Vidyavihar | 72 | NA |
|  |  |  |  |  |
|  |  |  |  |  |
| **Blog** | [https://califoodnia.in/food-](https://califoodnia.in/food-blog/)  [blog/](https://califoodnia.in/food-blog/) | Food Blogging | 1200 | 9 |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| **Gallery** | https://califoodnia.in/gallery/ | Food Recipies | 1700 | NA |
|  |  |  |  |  |
| **Social** | https://califoodnia.in/instagra  m/ | Contacts of food  bloggers | 4500 | NA |

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| --- | --- | --- | --- |
| **Creating a keyword map** | | | |
|  | | | |
| **Page** | Secondary / Related  Keywords | Volume | Rank  (date) |
| **Home** | Foodies of mumbai | NA | NA |
|  | Bloggers in Mumbai | NA | NA |
|  |  |  |  |
|  |  |  |  |
| **Blog** | Healthy food recipies | 10 | NA |

|  |  |  |  |
| --- | --- | --- | --- |
| **Gallery** | Recipies | 13 | NA |
|  |  |  |  |
| **Social** | Instagram | 9 | NA |
|  |  |  |  |
| **Creating a keyword map** | | | |
|  | | | |
| **Page** | Notes |  |  |
| **Home** | The keyword has good volume | |  |
| The keyword needs to be updated in order to focus on  homemamkers | | | |
|  | | | |
|  | | | |
| **Blog** | Blog page can easily focus on how your website is about offering  different recipies to the people in their life to make them healthy. | | |
|  |  | | |
|  |  | | |
|  |  | | |
|  |  | | |
| **Gallery** | The page consists of a carousel within which people are given  insights about the healthy food recipies from different households. | | |
|  |  | | |
| **Social** | The page has the contact details to the social media handles of the page and the page handlers. | | |

**KEYWORDS:**

**CATEGORY 1:**

**FOOD BLOGGERS**

**food bloggers**

**food bloggers in mumbai**

**food bloggers india**

**food blog websites**

**FOOD COMPETITIONS:**

**food competitions near me food competitions ideas competitions food and drink cooking and food competitions**

**food blog competitions**

**food network baking competitions cooking competitions food network food and drink competitions**

**healthy food guide competitions healthy food competitions hottest food competitions**

**LONG TAIL KAEYWORD RESAERCH:**

1. **Is healthy food important?**
2. **can healthy food make you sick?**
3. **when did health food begin?**
4. **did you know healthy food facts?**
5. **does healthy food cost more?**
6. **does healthy food give you more energy?**

**4.ANALYZING THE TECHNICAL FACTORS:**

The website https://califoodnia.in has a robots.txt file @ https://califoodnia.com/robots.txt . The code for the robots.txt file is as follows:-

**User-agent: \* Disallow: /wp-admin/**

**Allow: /wp-admin/admin-ajax.php .**

As we can see, here they have allowed the web crawler to crawl all the pages available on the website.

There are a total of 61 warnings on the page and there are a total of 4 errors namely:

1. CSS property horizontal-align doesn't exist.
2. Attribute h-use-smooth-scroll not allowed on element a at this point.
3. : Attribute is-preview not allowed on element div at this point.
4. Duplicate ID facebook-square.