

SEO & Website Audit Report

<https://ishankwordpress.byethost7.com/>

Section 1: Website Overview

- **Website Purpose:** To provide an online appointment booking system for users to schedule sessions with a freelance web developer.
- **Platform:** WordPress 6.8.1
- **PHP Version:** 8.3.19
- **Hosting:** ByetHost (Free Hosting)
- **Primary Functionality:** Appointment booking using calendar and clock selection.

Section 2: Theme & Design

- **Active Theme:** Astra (Lightweight, fast, responsive)
- **Customizations:** Extensive additional CSS; layout built using Elementor.

Section 3: Plugins Used

Plugin Name	Status
Akismet Anti-spam	Installed
Appointment Hour Booking	Active
Elementor	Active
Hello Dolly	Installed
Simply Schedule Appointments	Active
User Role Editor	Active
WP Mail SMTP	Active
WPForms Lite	Active
Rank Math SEO	Active

Section 4: Pages

Active Pages:

- Home (Front Page)
- Book Appointment (Main Functional Page)

Default Pages:

- Sample Page
- Privacy Policy (Draft)

Section 5: SEO Setup & Optimization

- **SEO Plugin:** Rank Math SEO (Free version)
- **Sitemaps:**
 - post-sitemap.xml
 - page-sitemap.xml
 - category-sitemap.xml

SEO Scores:

Page	Focus Keyword	SEO Score
Home Page	Web Developer in India - Book Ap- pointment	87
Appointment Page	book web developer appointment	82

Other Optimization Highlights:

- SEO title, URL, and meta description include keywords.
- Internal and external links added.
- Keyword density 1.2%
- Images with ALT text and focus keyword
- 600+ word content with proper heading structure
- Table of Contents present

Section 6: Mobile Experience & Performance

- **Mobile Friendly:** Verified working on 4G mobile without layout issues.
- **Load Speed:** 3–4 seconds on mobile data.
- **Google PageSpeed (Desktop):**
 - Performance: 82
 - Accessibility: 96
 - SEO: 100
- **Caching Plugins:** None installed (Consider LiteSpeed Cache or WP Fastest Cache).