

Learner Name : **Kanimozhi Mani**

Course Name : **Business Analytics and Digital Marketing (BADM)**

Batch : **MBE10**

Capstone Title : **Comprehensive SEO Audit & Optimization for Organic Traffic Growth**

Selected Website : www.gofrugal.com

About the website selection:

I have selected **GoFrugal** company's website for this project.

This is one of the rapidly growing companies with various types of products' portfolio, where it is in the stage of **optimizing its online presence** to reaching more audience, improving search engine rankings, and trying to stay top in a competitive market.



About the Company

Gofrugal is a Digital-first company offering cloud and mobile ERP solutions to Retail, Restaurant and Distribution businesses.

GLOBAL PRESENCE:

Serving 75+ countries, in 70+ industries providing products and reliable solutions to empowers businesses.

SERVICES:

GoFrugal offers a range of services to meet the needs of retail, restaurant, and distribution businesses.

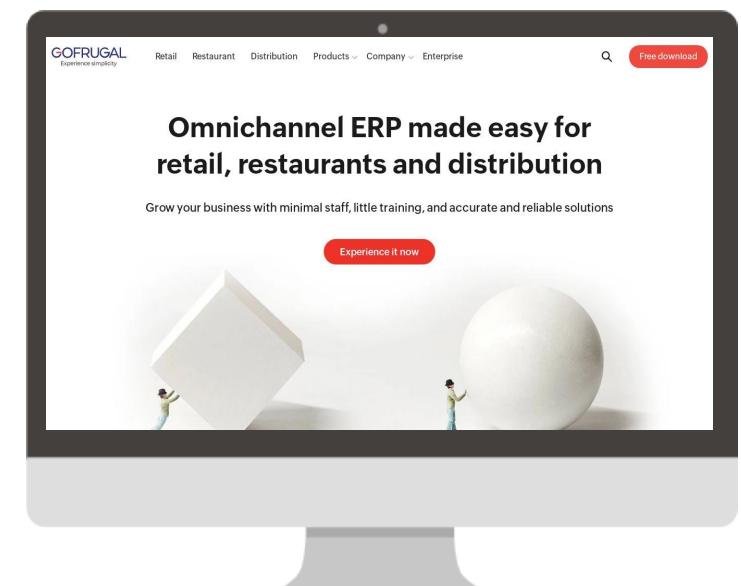
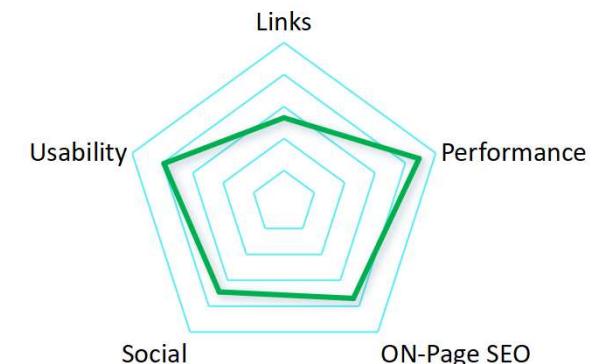
- Point of Sale (POS) Solutions
- Cloud ERP Solutions
- Inventory Management
- Supply Chain Management
- Customer Relationship Management (CRM)
- eCommerce Integration
- Mobile Solutions
- Accounting and Financial Management
- Reporting and Analytics
- Consultation and Support



Overall Report

This report assesses the website's performance across several key factors, including on-page SEO optimization, OFF-page back-links, ON-page SEO, performance, keyword research, and more.

This website has received an **SEO score of 76 out of 100**, which is above the average score of 74% for the top 100 sites. However, there are **16 critical issues** identified that, if addressed, could significantly improve your website's ranking on search engines, user experience, and overall visibility. Improving your website's grade is recommended to ensure better performance and ranking.



TASK 1

Initial Audit

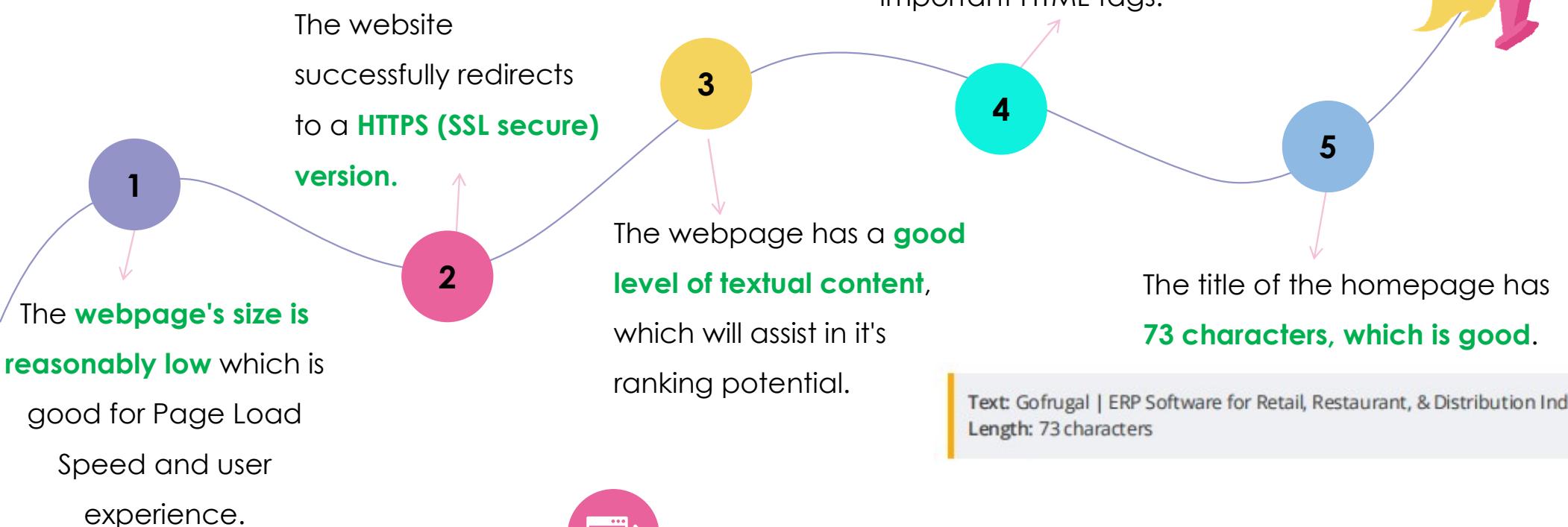
The website is **reasonably responsive** for its users, but there is still more for improvement.

The initial review shows there's place to improve

- how the keywords are used,
- how the website content is optimized, and
- the technical setup of the site.



KEY STRENGTHS



AREAS TO IMPROVEMENT



There are one or more issues with the number of links on the homepage. **Too few internal links** (30) compared to the number of external links (16).

1

Some images on your homepage have **no alt attribute**. (9)

```
  
  
  
  

```

2

The page has a meta description tag however, it is **too lengthy**. The meta description should ideally be between 120 and 160 characters (including spaces).

Text: Gofrugal ERP system is a comprehensive billing to balance sheet solution scalable to meet the needs of any business. Our growing customers across 70+ countries and more than 1000+ partners across the world enjoy the lowest total cost of ownership with our ERP software.
Length: 269 characters

3

Task 2

Keyword Research

This URL is currently ranked in the **top 20 organic Google listings** for the below search terms:

- POS software
- restaurant erp software
- mis and reporting
- grocery supermarket business plan
- reporting mis
- distribution software
- what is mis report
- grocery billing
- go frugal

Keywords used in the website's HTML page:

- pos software,
- point of sale software,
- pos system,
- pos solutions,
- gofrugal



Keyword Analysis and Suggestions

These are the keywords which has high search volume and low competency for the selected website's products and services.

Keywords	Relevancy to gofrugal.com	Volume	SEO Difficulty
software for retail shop billing	0.91	2900	6
retail store billing software	0.89	2900	21
retail shop business	0.88	2900	14
billing software for restaurant	0.86	2900	37
billing software retail shop	0.9	2400	24
pos software for retail shop	0.87	880	39
point of sale restaurant software	0.87	880	39
restaurant point of sales software	0.87	880	26
free billing software for retail store	0.93	590	26
billing software for retail shop free	0.93	590	50
software for retail store	0.9	590	24
retail store software	0.88	590	19
retail billing software free	0.87	590	23

Competitive Analysis

The SEO landscape for Enterprise Resources Planning (ERP) services is competitive in this fast growing environment. Analyzing competitor websites will reveal additional keyword opportunities and content strategies.



MRG ERP

- Billing Software,
- GST Billing Software,
- ERP Software



Keywords used in Competitors' website:



WONDERSOFT

- POS Software
- sales software
- pharma software



VANUSTON INTELLIGENCE

- SaaS Products,
- Hospital software,
- Pharma software,
- clinic software,
- medical billing software

Task 3

On-Page SEO Optimization Audit

Selected Pages:

1. <https://www.gofugal.com/retail/>
2. <https://www.gofugal.com/retail-customer-collateral.html>
3. <https://www.gofugal.com/blog/>



Page 1: <https://www.gofrugal.com/retail/>

This webpage talks about Gofrugal's retail solutions offering software products for various retail businesses.

KEY STRENGTHS

1

Page Design: The layout is **clean and modern**, ensuring easy navigation and a professional appearance.

2

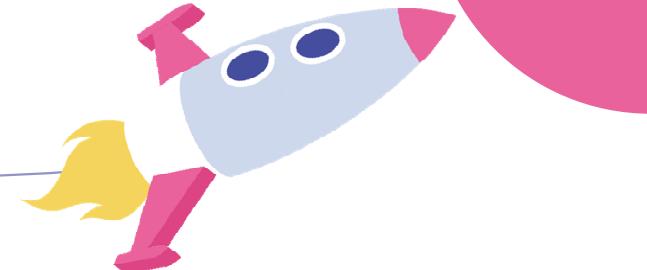
Infographics: Icons and images are **well-placed**, simplifying complex information and making it visually appealing. All 'img' tags from this webpage have the required '**alt**' attribute.

3

Content: The content is **focused and well-organized**, addressing customer pain points.

4

The most common keywords of this webpage are **distributed well** across the important HTML tags.



AREAS TO IMPROVEMENT



URL structure: It is recommended to use **URL parameters** and to use hyphens to separate words in the URL structure, rather than underscores.

Keyword Research: The use of **long-tail keywords is limited**. More specific keywords related to retail software could enhance search rankings.

This webpage contains **too many H2 tags** as too many tags may make the topic less clear, or look like spam tactics.

Serve **properly sized images** to reduce page loading times and to improve user's experience because there were some minor mobile responsiveness issues.

The **Social media tags are not present**. Using social media meta tags can improve the appearance and content of shared links on social media platforms, potentially increasing click-through rates and engagement with the page.

1

2

3

4

5

Page 2: <https://www.gofrugal.com/retail-customer-collateral.html>

This webpage showcases GoFrugal's customer success stories, testimonials, and case studies from businesses using their retail software solutions.

KEY STRENGTHS

1

Page Design: Simple, user-friendly layout with easy navigation.

2

Infographics: Visuals included are videos and customer images which enhances engagement.

3

Headings: Heading tags are well-structured, guiding users through content logically.

4

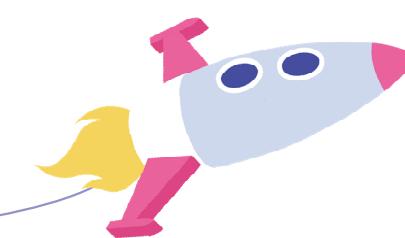
Meta Description: Clear and concise, that reflect the content.

5

Content: Strong customer testimonials and success stories, boosting trust.

6

The most common keywords of this webpage are distributed well across the important HTML tags.



AREAS TO IMPROVEMENT



Loading Speed: The loading time of this webpage is around **6.73 seconds** and is greater than the average loading speed which is 5 seconds.

This webpage is using "img" tags with **empty or missing "alt" attribute.**

The **Social media tags are not present.** Recommend to use these Social media tags, as they exist to provide information about it to search engines and social media platforms.

Meta Title: This webpage is using a title tag with a **length of 82 characters.** Recommended to use between 20 - 60 characters to fit Google Search Results.

Text: Retail Software Happy Customers Feedback Reviews Success Story Videos Testimonials
Length: 82 characters

1

2

3

4

Page 3: <https://www.gofrugal.com/blog/>

This webpage is the blog of GoFrugal company which features articles on retail software, trends, strategies, and POS systems to educate and engage users in the retail industry.

KEY STRENGTHS

1

Page Design: Clean, organized layout with good readability.

2

Meta Title: This webpage is using a meta title tag with a length of 66 characters.

3

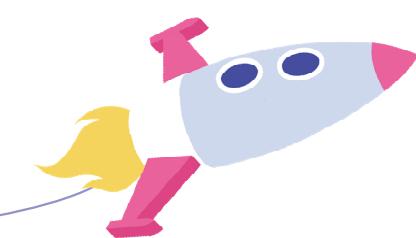
Content: Engaging, topic-relevant content targeting industry professionals.

4

The Social media tags are present.

5

Keywords: Keywords are distributed well across the webpage.



AREAS TO IMPROVEMENT



H1 Tags: This webpage **does not contain H1 tags**. H1 tags help indicate the important topics of your page to search engines. While less important than good meta-titles and descriptions, H1 headings may still help define the topic of your page to search engines.

This webpage is using "img" tags with **empty or missing "alt" attribute**.

Infographics: **Not all images in this webpage are properly sized.** This webpage is serving images that are larger than needed for the size of the user's viewport.

Meta Description: The meta description tag with a **length of 55 characters**. Use well-written and inviting meta descriptions with a length between 150 and 220 characters (spaces included).

Text: Retail ERP Software | ERP for Distributors, Restaurants
Length: 55 characters

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TASK 4

Technical SEO

Technical SEO focuses on **optimizing a website's infrastructure** to improve crawlability, indexing, and overall search engine visibility by enhancing speed, structure, and security.



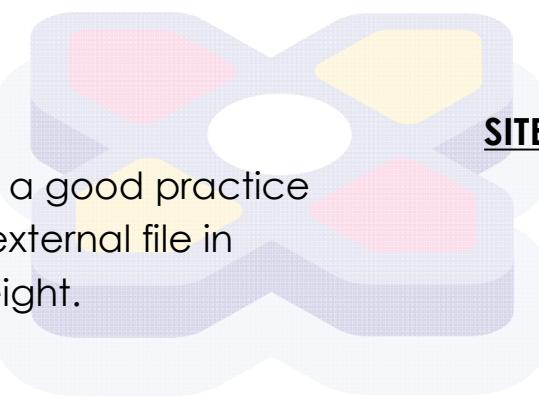
**1**

SITEMAP:

This website **has a sitemap file**, which helps the Search Engines to crawl the website's important pages efficiently.

**2**

INLINE CSS TEST:



This website is **using Inline CSS Style**. It is a good practice to move all the inline CSS rules into an external file in order to make your page "lighter" in weight.

**3**

MOBILE FRIENDLINESS:

The site is **fully responsive** in while using in mobile platform too.

**4**

PAGE CACHE TEST:



This webpage is **using a caching mechanism**. Caching helps speed page loading times as well as reduces server load.

**5**

SITE SPEED:



The **loading time of this webpage is 2.72 seconds** and this is under the average loading speed which is 5 seconds.

**6**



7

URL REDIRECTING:

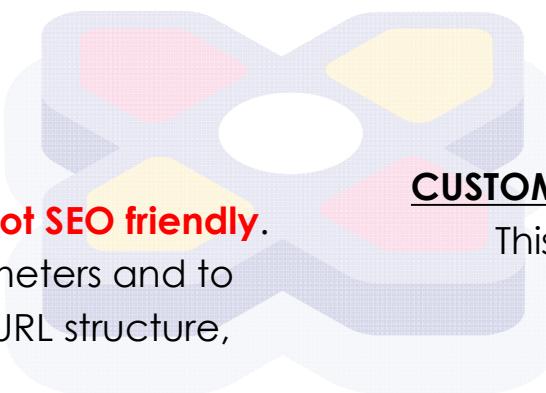
This URL **doesn't have any redirects** (URL redirecting could potentially cause site indexation issues and site loading delays).



8

URL STRUCTURE:

This webpage contains URLs that are **not SEO friendly**. It is recommended to avoid URL parameters and to use hyphens to separate words in the URL structure, rather than underscores.



11

IMAGE CACHING TEST:

This website is **not using cache headers for images**. Setting cache headers can help speed up the serving of a webpage for returning users.



10

CUSTOM 404 ERROR PAGE TEST:

This website is **using a custom 404 error page**.



9

URL CANONICALIZATION:

<https://www.gofrugal.com/> and <https://gofrugal.com/> **resolve to the same URL**.



TASK 5

Content Strategy

Action Plan:

In the action, data must be gathered, categorized and the content is analyzed.

When analyzing the URLs, **look for patterns and trends**, such as:

- The pages have high traffic but low engagement and conversions
- General issues with engagement and bounce rate

Example conclusions:

- A high-traffic page with lower conversion could indicate that the CTA (Call-To-Action) isn't well-optimized.
- Similarly, a high-traffic page with a high bounce rate could mean that the content isn't answering user queries.

These can be analyzed with the help of - Google Analytics Script included in the website's code.



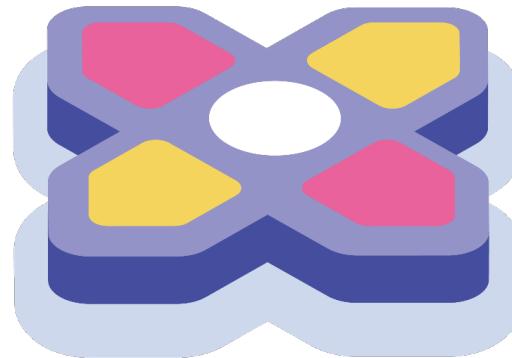
STRATEGIES

1. Keyword Research & Target Audience

- Identify relevant target keywords in the retail, distribution, and restaurant sectors, such as "cloud-based POS systems," "inventory management software," and "digital transformation in retail."
- Focus on terms that small and medium-sized businesses (SMBs) in India and globally are likely to search for efficiency, and cost-effectiveness.

2. Content Types:

- **Case Studies:** Showcase real-life success stories from Customers businesses' that improved their operations using GoFrugal's software.
- **Tutorials and Guides:** Provide how-tos on implementing POS and inventory systems with GoFrugal's products.



STRATEGIES

3. Content Freshness:

- Regularly update existing blog posts and product pages with the latest statistics, technology trends.

Some of the Blog topic Ideas are like:

Blog Topic Ideas:

- **Blog Topic 1: How Automation is Changing Inventory Management for Distributors**

Target keywords:

inventory management software,
automated inventory control.

- **Blog Topic 2: A Guide to Choosing the Right POS System for Your Restaurant in 2024**

Target keywords:

best POS system for restaurants,
restaurant POS software.

- **Blog Topic 3: Trends in Retail Technology: What to Expect in the Next Five Years**

Target keywords:

future of retail technology,
retail trends 2024.

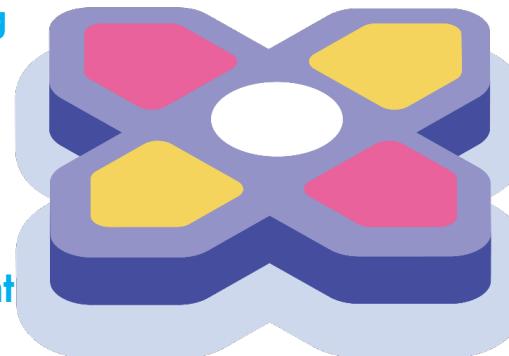
4. Promotion Strategy:

- **Social Media:** Share blog posts and case studies across LinkedIn, Twitter, and Facebook. Modify content for each platform based on the audience.

- **Email Newsletters:** Send out newsletters featuring the latest content, product updates, and trends.

- **Industry Publications:** Contribute articles, magazines and websites related to retail and restaurant industry.

- **Webinars and Workshops:** Host webinars on digital transformation, retail technology trends, and GoFrugal's solutions.

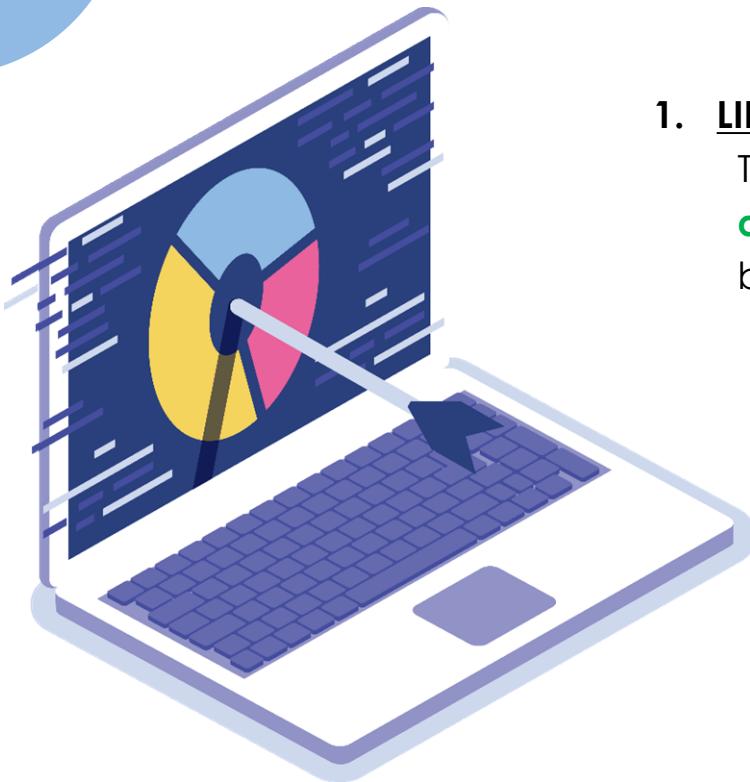


TASK 6

OFF-PAGE SEO

Off-page SEO involves activities outside your website, like building backlinks, social media marketing, and guest blogging, to boost site authority and improve search rankings.





1. LINK BUILDING - BACKLINKS:

The website have a **strong level of backlink activity** to this page. This domain has 29,126 backlinks from 2,849 referring domains.



Domain Strength



Backlinks



Referring Domains



- **Broken Link Building:** Identify broken links on industry-relevant websites and offer GoFrugal's resources as replacements.
- **Competitor Backlink Analysis:** Perform a backlink analysis on competitors to identify linking opportunities.

2. Guest Blogging:

Industry Blogs: Write guest posts for retail, technology, and restaurant industry blogs.

Create collaborative content with partners who were focusing on Small-Medium sized Businesses (SMB) which can lead to mutual backlinking opportunities.

3. Social Media Marketing:

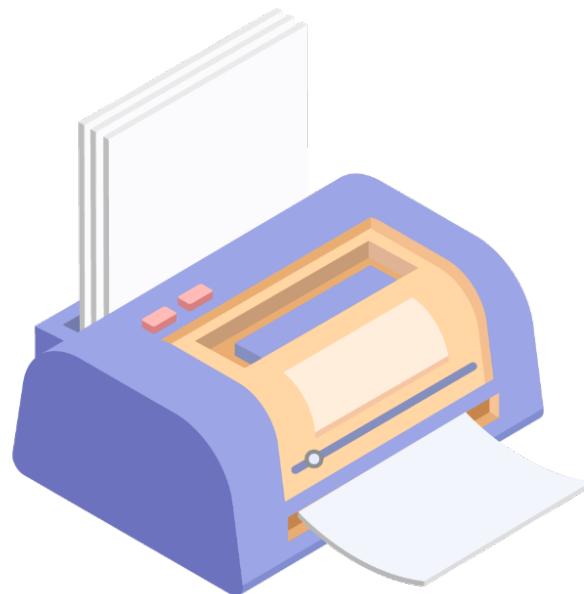
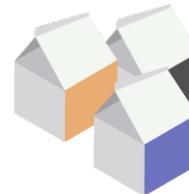
Content Promotion: **Actively engage** with SMB owners, retail professionals, and restaurant operators on social media platforms like LinkedIn, Twitter, Facebook.

Influencer Marketing: **Collaborate with industry influencers** and other important industry leaders to mention GoFrugal in their posts and reviews, gaining backlinks.



3. Online Directories:

Business Listings: Submit GoFrugal's **business information** to relevant online directories, ensuring consistency across all platforms. Add GoFrugal to POS system and retail **software comparison sites**, optimizing descriptions with target keywords.



4. Online Reviews:

Request satisfied clients to leave reviews on popular platforms. Provide **discounts or exclusive offers**, for clients who leave reviews. **Monitor and respond to all reviews** - positive as well as negative to show activeness and improve trust.

5. Press Releases:

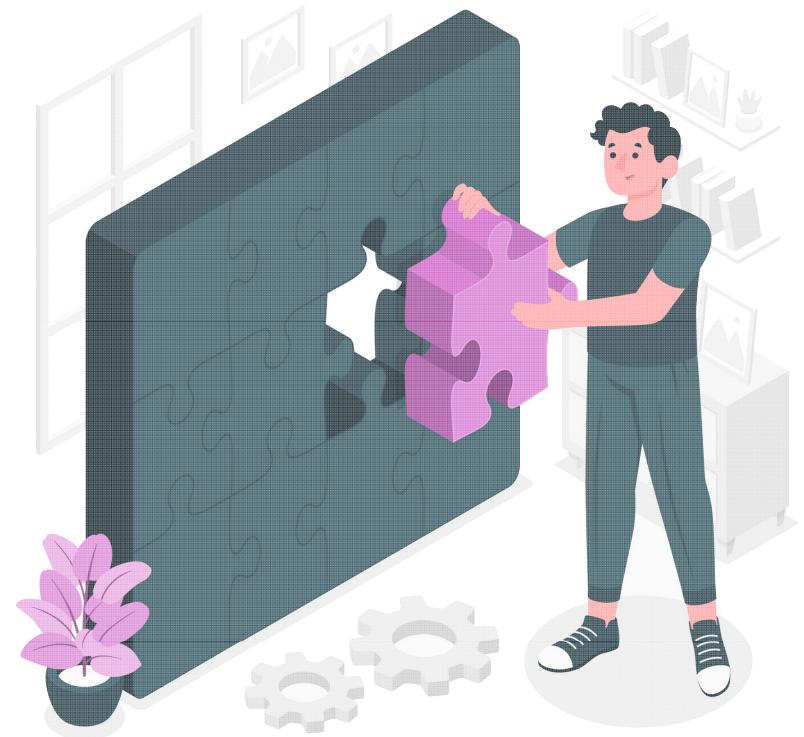
Issue press releases for any significant product launches, updates, or business achievements.

CONCLUSION

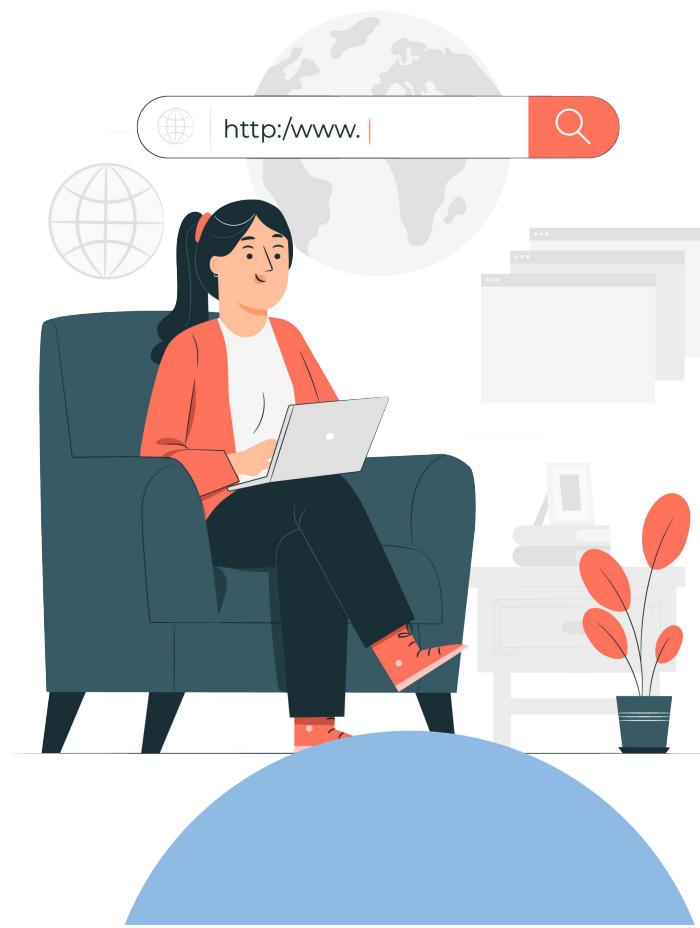
This SEO audit report offers a clear plan to improve GoFrugal's online visibility and search engine rankings.

By following the suggested steps, **GoFrugal can attract more visitors, strengthen its presence in the retail, distribution, and restaurant markets, and grow its brand.**

These strategies will help GoFrugal stay competitive and continue to expand its reach in future.



Thanks for your attention.!



**SEO Because,
'Googling it' is how we solve
90% of our life's problems.**