



# SEO Audit Report- GGITS.org

This comprehensive SEO Audit Report provides an in-depth analysis of GGITS.org's website health, keywords, technical SEO issues, and actionable recommendations for improvement.



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# Overview of ggits.org: Education Hub

Educational Services in Engineering and Management

## ❑ **Website Name: [ggits.org](http://ggits.org)**

ggits.org serves as the online presence for an engineering and management college in Jabalpur, MP.

## ❑ **Niche: Education**

Focused on providing quality education in engineering and management disciplines.

## ❑ **Target Location: Jabalpur, MP**

Primarily caters to students in Jabalpur, Madhya Pradesh, enhancing local educational opportunities.

## ❑ **Main Services Offered**

Services include B.Tech, MBA programs, admissions guidance, and campus information.

## ❑ **B.Tech Programs**

Offers a range of undergraduate engineering programs to equip students with technical skills.

## ❑ **MBA Programs**

Provides advanced management degrees aimed at developing future business leaders.

## ❑ **Admissions Information**

Guidance and support for prospective students during the admissions process.

## ❑ **Campus Information**

Detailed insights about the campus facilities, environment, and student life.

# Technical SEO Audit

Element	Status	Suggestions
❑ <b>HTTPS</b>	✅ Secure	No issues.
❑ <b>Mobile-Friendly</b>	✅ Responsive	Good design, but slow load on 4G.
❑ <b>Page Speed</b>	⚠️ Slow (~8s load time)	Optimize image sizes and leverage browser caching.
❑ <b>Broken Links</b>	⚠️ Found few 404 errors (e.g., admissions page)	Fix or redirect broken links.
❑ <b>Robots.txt &amp; Sitemap</b>	❌ Sitemap not found	Submit XML sitemap to Google Search Console.

# Technical SEO Audit Insights

An overview of technical SEO findings and recommendations

## ❑ Desktop Speed Score

The desktop speed score is 85/100, indicating good performance.



## ❑ Mobile Speed Score

The mobile speed score is 56/100, suggesting poor performance on mobile devices.



## ❑ LCP (Load Time)

LCP measures load time at 3.1s, exceeding the ideal of <2.5s.



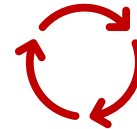
## ❑ Image Compression

Images on the site are not compressed, affecting load speed.



## ❑ Lazy Loading Implementation

Lazy loading for images is not implemented, leading to slower initial load times.



## ❑ Browser Caching

Browser caching is not enabled, which can improve load times.



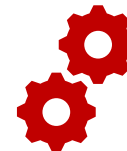
## ❑ Minification of JS/CSS

JS and CSS files are not minified, contributing to increased load times.



## ❑ Mobile Performance Priority

Improving mobile performance is crucial; consider AMP as an option.



# On-Page SEO Audit

Factor	Status	Suggestions
Title Tags	⚠️ Generic ( `GGITS	Welcome ` )
Meta Descriptions	❌ Missing on most pages	Add clear, keyword-rich meta descriptions.
Headings (H1-H6)	⚠️ Improper structure (multiple H1s)	Use only one H1 per page, followed by H2s/H3s.
Image Alt Text	❌ Missing	Add alt tags with relevant keywords.

# On-Page SEO Analysis Findings

Key Findings and Suggestions for Improvement



## ❑ Missing H1 on Homepage

The homepage currently lacks an H1 tag, which is crucial for SEO.



## ❑ Excessive Title Length

Some page titles exceed 60 characters, potentially affecting search visibility.



## ❑ Generic Meta Descriptions

Meta descriptions on multiple pages are generic and not optimized for clicks



## Missing Alt Text on Images

Approximately 60% of images lack alt text, which is essential for accessibility and SEO.



## Add Unique H1s and H2s

Incorporate unique H1s and H2s using relevant keywords for better rankings.



## Create Click-Worthy Meta Titles

Develop engaging meta titles and descriptions to improve click-through rates.



## Optimize Images with Alt Text

Ensure all images have descriptive alt text for improved SEO and accessibility.



## Implement Structured Internal Linking

Utilize structured internal linking to enhance site navigation and SEO.

# Keyword Optimization and Strategies

Keyword Research for ggits.org, Organized by intent and relevance



## High-Relevance, Medium/High Volume Keywords

*Perfect for homepage, about, and course pages:*

Keyword	Avg. Monthly Searches	Competition
✓ btech colleges in mp	500	Medium
✓ mba colleges in jabalpur	500	Medium
✓ best mba colleges in jabalpur	500	Medium
✓ b tech colleges in madhya Pradesh	500	Medium
✓ top mba colleges in jabalpur	500	Medium
✓ best colleges in mp for btech	500	Medium
✓ best colleges for mba in jabalpur	500	Medium

🔧 **Use these for:** Title tags, headers, homepage SEO, admissions page





## Course-Specific Keywords

*Great for department pages and internal blogs:*

Keyword	Avg. Monthly Searches	Competition
✓ <b>b tech biotechnology colleges in mp</b>	50	High
✓ <b>b tech agriculture colleges in mp</b>	50	Low
✓ <b>b tech agriculture colleges in mp government</b>	50	Low
✓ <b>b tech mining colleges in mp</b>	50	Low

🔧 **Use these for:** Department landing pages and SEO-optimized course listings



## Location-Based + Branded Keywords

*Boosts local SEO & navigational relevance:*

Keyword	Avg. Monthly Searches	Competition
✓ <b>gyan ganga jabalpur mba</b>	50	Low
✓ <b>mba colleges in jabalpur mp</b>	50	High

🔧 **Use these for:** Local blog posts, location schema, Google Maps optimization



## Fees + Admission Keywords

*Ideal for high-intent visitors:*

Keyword	Avg. Monthly Searches	Competition
✓ <b>mba fees in jabalpur</b>	50	Medium
✓ <b>mba colleges in jabalpur fees</b>	50	Medium
✓ <b>b tech fees in government colleges in mp</b>	50	Low

🔧 **Use these for:** FAQs, pricing pages, admissions guides



## Top/Best" Keywords for Rankings

*Use for blog topics, comparison pages, listicles:*

Keyword	Avg. Monthly Searches	Competition
✓ <b>top 10 private b tech colleges in mp</b>	50	Medium
✓ <b>top b tech colleges in madhya pradesh</b>	50	Medium
✓ <b>best b tech colleges in mp</b>	50	Medium
✓ <b>best private colleges in mp for btech</b>	50	High
✓ <b>top 10 b tech colleges in mp</b>	50	Medium

🔧 **Use these for:** Blogs like "Top 10 Colleges in MP," "Why GGITS Ranks Among Top," etc.

# Effective Keyword Optimization Strategies

## ☐ Utilize Focus Keywords Effectively

Incorporate focus keywords in titles, URLs, headers, and throughout the content.

## ☐ Create Targeted Landing Pages

Develop landing pages specifically targeting keywords like 'Best MBA Colleges in Jabalpur'.

## ☐ Develop Informative Blog Content

Add blog content addressing specific queries about fees and comparisons.

## ☐ Leverage Tools for Keyword Research

Use tools like Ubersuggest and Google Keyword Planner for effective keyword research.

## ☐ Optimize for Local Search

Ensure that keywords are optimized for local search results relevant to specific regions.

# Website Content Analysis

Area	Status	Suggestions
<input type="checkbox"/> <b>Blog</b>	✗ No blog section	Add blog/articles about student life, career tips, and events.
<input type="checkbox"/> <b>Keyword Usage</b>	⚠ Weak targeting	Target terms like “engineering college in Jabalpur”, “BTech admission MP”.
<input type="checkbox"/> <b>Content Quality</b>	✓ Well-written pages	Update frequently with fresh info.

# Website Content Analysis Findings



## Thin Content Detected

Numerous department pages have inadequate content, requiring enhancement.



## Lack of Blog Section

There is no dedicated blog or articles section to engage users and improve SEO.



## Optimization Gaps for Snippets

Current content is not optimized to capture featured snippets in search results.



## Enhance Service Pages

Adding 500–800 words to each key service page will improve detail and SEO performance.



## Blog Development Strategy

Propose to start a blog with topics like 'Top 10 Engineering Colleges in MP'.



## Utilize FAQs Effectively

Incorporate FAQs on pages to capture featured snippet opportunities.

# Backlink & Off-Page SEO

**Domain  
Authority**

**24**

**Page  
Authority**

**36**

**Backlinks**

**368**

**Quality  
Backlinks**

**240**

**% Quality  
Backlinks**

**65%**

**Spam Score**

**17%**

**Off-Page SEO  
Score**

**50%**

**Domain Age**

**20Y, 185D**

# Backlink & Off-Page SEO Strategies

Insights on Backlinking and SEO Enhancements

Area	Status	Suggestions
<input type="checkbox"/> <b>Backlinks</b>	⚠️ Low authority links	Get backlinks from edu blogs, alumni sites, and local news.
<input type="checkbox"/> <b>Social Signals</b>	✖️ Weak presence	Improve Facebook, Instagram, and LinkedIn activity.
<input type="checkbox"/> <b>Google My Business</b>	✅ Listed but underused	Add regular photos, events, reviews, and Q&A.
<input type="checkbox"/> <b>NAP Consistency</b>	⚠️ Minor mismatches in phone/email	Standardize contact info across platforms.
<input type="checkbox"/> <b>Local Keywords</b>	⚠️ Not properly targeted	Use “best engineering college in Jabalpur MP” more frequently.



### **Domain Authority Analysis**

The site's domain authority is low at DA 24, indicating limited credibility.



### **Authority of Backlinks**

The site has few .edu or high-authority backlinks, which are valuable for SEO.



### **Guest Posting Opportunities**

Starting guest posting on education blogs can enhance backlink quality.



### **Google My Business Claim**

Claiming Google My Business can improve local SEO and visibility.



### **Total Backlinks Overview**

The total backlinks are approximately 120, suggesting a need for growth.



### **College Directory Listings**

Listing on college directories like Shiksha and CollegeDunia can improve visibility.



### **Internal Linking Structure**

Building an internal linking structure can enhance site navigation and SEO.



### **Encouraging Reviews**

Encouraging reviews can boost credibility and local SEO rankings.



# Final SEO Recommendations and Strategies

Actionable strategies to boost site performance

## ✓ **Optimize Mobile Page Speed**

Implement image optimization and cache JS/CSS to enhance load times

## ✓ **Enhance Meta Tags and Headers**

Revise all meta tags and headers across the site for better SEO.

## ✓ **Incorporate Alt Text and Image SEO**

Add descriptive alt text to images to improve search visibility.

## ✓ **Develop Comprehensive Content**

Create engaging blogs, admission guides, and fee breakdowns to attract visitors

## ✓ **Establish Backlinks**

Generate backlinks through local directories and guest posts for authority.

## ✓ **Implement Local SEO Features**

Add Google Maps, location pages, and schema markup to enhance local search.



# Take Action for Improved SEO

Implement the recommended strategies today to enhance your online visibility and attract more students to your institution.

