# **Case Study 2: SEO Strategy of Zomato**

**Introduction:**

* This case study analyzes the performance, accessibility, best practices, and SEO metrics of **Zomato** using **Google PageSpeed Insights (Lighthouse)**. Both **mobile** and **desktop** platforms were evaluated to measure Core Web Vitals and identify opportunities for optimization.

**Core Web Vitals Assessment:**

* Zomato’s Core Web Vitals assessment **passed** on both mobile and desktop, showing a good user experience.

**Key Metrics (Latest 28-day period):**

* **Largest Contentful Paint (LCP):** 1s (Good)
* **Interaction to Next Paint (INP):** Mobile – 181ms, Desktop – 53ms (Excellent)
* **Cumulative Layout Shift (CLS):** 0 (Excellent)
* **First Contentful Paint (FCP):** 0.9s
* **Time to First Byte (TTFB):** 0.6s.

**Mobile Audit Results:**

* **Performance Score:** 46
* **Accessibility:** 74
* **Best Practices:** 82
* **SEO:** 100.

**Detailed Metrics:**

* FCP: 4.2s
* LCP: 11.4s (Slow – Needs optimization)
* Total Blocking Time: 600ms
* Speed Index: 5.9s.

**Key Issues Identified:**

* Heavy unused JavaScript (~718 KiB).
* Large image sizes (31 KiB savings possible).
* Long main-thread blocking tasks (13 detected).
* ARIA attribute mismatches.
* Insufficient text contrast in some UI elements.

## **Desktop Audit Results**

* **Performance Score: 73**
* **Accessibility: 73**
* **Best Practices: 81**
* **SEO Score: 85**

**Detailed Metrics:**

* FCP: 0.5s
* LCP: 0.6s (Excellent).
* Total Blocking Time: 600ms.
* Speed Index: 1.7s.

**Key Issues Identified:**

* Unused JavaScript (~718 KiB).
* Missing alt attributes for some images.
* Links not crawlable → may reduce SEO ranking.
* Low contrast in some sections.

## **Recommendations:**

* **Performance Optimization:**
  + Minify and defer unused JavaScript.
  + Compress and serve responsive images.
  + Reduce long main-thread tasks.
  + Implement efficient caching.
* **Accessibility Improvements:**
* Fix ARIA attribute mismatches.
* Add descriptive alt text for all images.
* Improve link labels and heading hierarchy.
* Enhance color contrast for better readability.
* **SEO Enhancements:**
  + Ensure all links are crawlable.
  + Optimize metadata (titles, descriptions).
  + Validate structured data for rich snippets.

**Conclusion:**

* The **desktop version** of Zomato performs strongly, with excellent LCP and low load times. However, the **mobile version lags behind**, with a performance score of only 46 due to heavy JavaScript and slow LCP. By focusing on **JavaScript optimization, image compression, and accessibility fixes**, Zomato can achieve consistent **90+ performance scores**, enhancing **user experience, search rankings, and mobile engagement**.