

The background features a light blue and white watercolor-style gradient. In the corners, there are decorative illustrations of dark blue leaves and branches, some with small light blue dots and stars.

SEO AUDIT

By
MOHAN V

WHAT IS SEO AUDIT?

An SEO audit is an evaluation of a website to identify issues and opportunities for improving its visibility on search engines like Google.

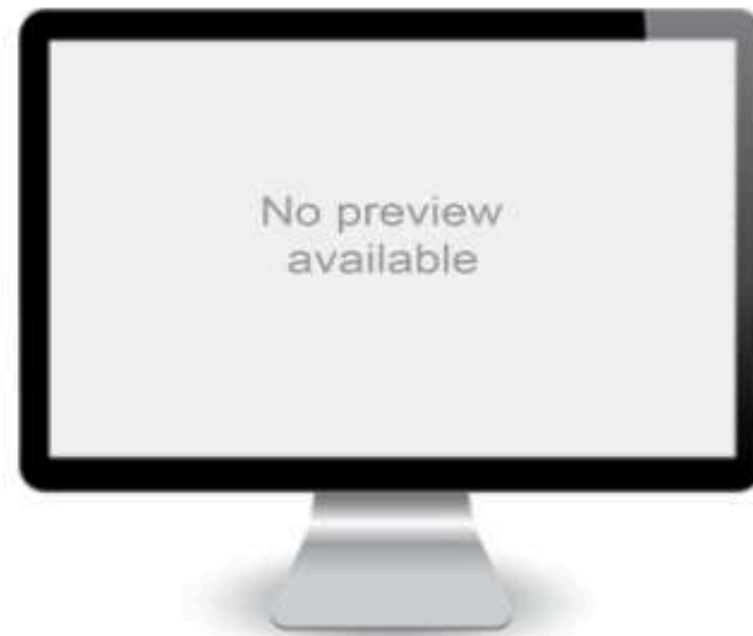
EG WEBSITE:

<https://www.firstcry.com>

TOOLS

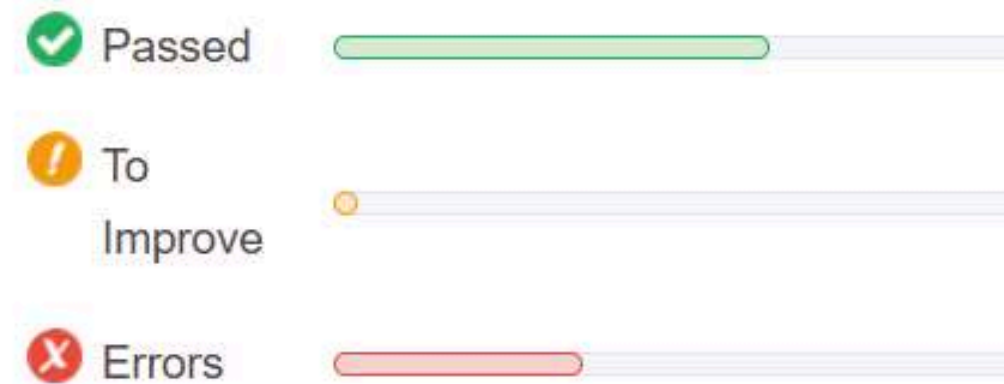
- simplifiedseotools (seo audit)
- seobility

1. Simplifiedseotools



Firstcry.com

March, 5 2025 07:13:02 PM



- Title Tag
- Meta Description
- Meta Keywords

Title Tag





 Baby Products Online India: Newborn Baby Products & Kids Online Shopping at FirstCry.com

Length: 88 character(s)

Meta Description




 FirstCry.com - India's Largest Online Store for newborn, baby & kids products. Shop from the best range of Toys, Diapers, Clothes, Footwear, Strollers, Car Seats, Furniture, Gifts, Books and more from the best baby brands with ✓Free Shipping ✓COD ✓Same Day & Next Day delivery options. 

Length: 285 character(s)

Meta Keywords



 baby products, baby products online, baby products india, online shopping for kids, kids online shopping, baby online shopping, baby care products

- Headings
- Google Preview

Headings



<H1>

<H2>

<H3>

<H4>

<H5>

<H6>

1

5

0

0

0

0

<H1> FirstCry India ~ Online Store for Baby & Kids Products </H1>

<H2> Newborn & Baby Products Online Shopping in India </H2>

<H2> Online Shopping for Kids at FirstCry.com </H2>

Show More



Google Preview




[Baby Products Online India: Newborn Baby Products & Kids Online Shopping at FirstCry.com](#)

[firstcry.com/](#)

FirstCry.com - India's Largest Online Store for newborn, baby & kids products. Shop from the best range of Toys, Diapers, Clothes, Footwear, Strollers, Car Seats, Furniture, Gifts, Books and more from the best baby brands with ✓Free Shipping ✓COD ✓Same Day & Next Day delivery options.

- Keyword Consistency

Keyword Consistency 



✔

Keywords	Freq	Title	Desc	<H>
shopping	21	✔	✘	✔
baby	15	✔	✔	✔
firstcry	14	✔	✔	✔
please	14	✘	✘	✘
select	12	✘	✘	✘
cart	12	✘	✘	✘
products	12	✔	✔	✔
order	10	✘	✘	✘
product	10	✔	✔	✔
enter	10	✘	✘	✘
kids	10	✔	✔	✔
pincode	8	✘	✘	✘
parenting	8	✘	✘	✔
more	7	✘	✔	✘
delivery	7	✘	✔	✘

- Alt Attribute
- Keywords Cloud

Alt Attribute



 We found 12 images on this web page
 4 ALT attributes are empty or missing.

//cdn.fcglcdn.com/brainbees/images/m/loader_m.gif

//cdn.fcglcdn.com/brainbees/images/newcpncode_img.png

//cdn.fcglcdn.com/brainbees/images/cpncode_invalid.gif

//cdn.fcglcdn.com/brainbees/images/cpncode_expird.gif



Show Less

Keywords Cloud



shopping 21 baby 15 firstcry 14 please 14 select 12 cart 12 products 12 order 10
product 10 enter 10 kids 10 pincode 8 parenting 8 more 7 delivery 7

- XML Sitemap
- Robots.txt
- URL Rewrite
- Underscores in the URLs

XML Sitemap



Good, you have XML Sitemap file!

<http://firstcry.com/sitemap.xml>

Robots.txt



Good, you have Robots.txt file!

<http://firstcry.com/robots.txt>

URL Rewrite



Good, all URLs look clean and friendly

Underscores in the URLs



Oh no, you are using underscores (these_are_underscores) in your URLs

- **Text/HTML Ratio**
- **GZIP Compression**
- **WWW Resolve**
- **IP Canonicalization**

Text/HTML Ratio



✔ HTML to Text Ratio is: **10.25%**

Text content size	11786 bytes
Total HTML size	114990 bytes

GZIP compression



✔ Wow! It's GZIP Enabled.
✔ Your webpage is compressed from 108 KB to 29 KB (73 % size savings)

WWW Resolve



✔ Great, a redirect is in place to redirect traffic from your non-preferred domain.

IP Canonicalization



✔ Yes your domain IP 3.7.108.7 redirected to firstcry.com

- Embedded Objects
- Iframe
- Domain Registration

Embedded Objects



✓ Perfect, no embedded objects has been detected on this page

Iframe



✗ Oh no, iframe content has been detected on this page

Domain Registration



⦿ Exactly how many years and months

🐾 Domain Age: 14 Years, 212 Days

🐾 Created Date: 6th-Aug-2010

🐾 Updated Date: 3rd-Feb-2025

🐾 Expiry Date: 6th-Aug-2026

- **WHOIS Data**

WHOIS Data



● Whols domain information can help you determine the proper administrator, billing and technical contact information.

Domain Name: FIRSTCRY.COM

Registry Domain ID: 1609950449_DOMAIN_COM-VRSN

Registrar WHOIS Server: whois.godaddy.com

Registrar URL: https://www.godaddy.com

Updated Date: 2021-06-08T08:50:51Z

Show More



Whols domain information can help you determine the proper contact for any domain listed in the Whois database. A Whols lookup identifies the administrator contact information, billing contact and the technical contact for each domain name listing or IP in the Whols database.

- indexed Pages
- Backlinks Counter

Indexed Pages



 Indexed pages in search engines

0 Page(s)

Backlinks Counter



 Number of backlinks to your website

0 Backlink(s)

- URL
- Favicon
- Custom 404 Page
- Page size

Usability

URL



http://firstcry.com

Length: 8 characters

Favicon



Great, your website has a favicon.

Custom 404 Page



Great, your website has a custom 404 error page.

Page Size



108 KB (World Wide Web average is 320 Kb)

- Load Time
- Page Speed Insights (desktop)
- Language

Load Time



✓ 0.65 second(s)

PageSpeed Insights (Desktop)



0 / 100

Page Speed

Firstcry.com desktop website speed is **slow**. Page speed is important for both search engines and visitors end.

Language



✓ Good, you have declared your language
Declared Language: English

- Domain Availability
- Typo Availability

Domain Availability



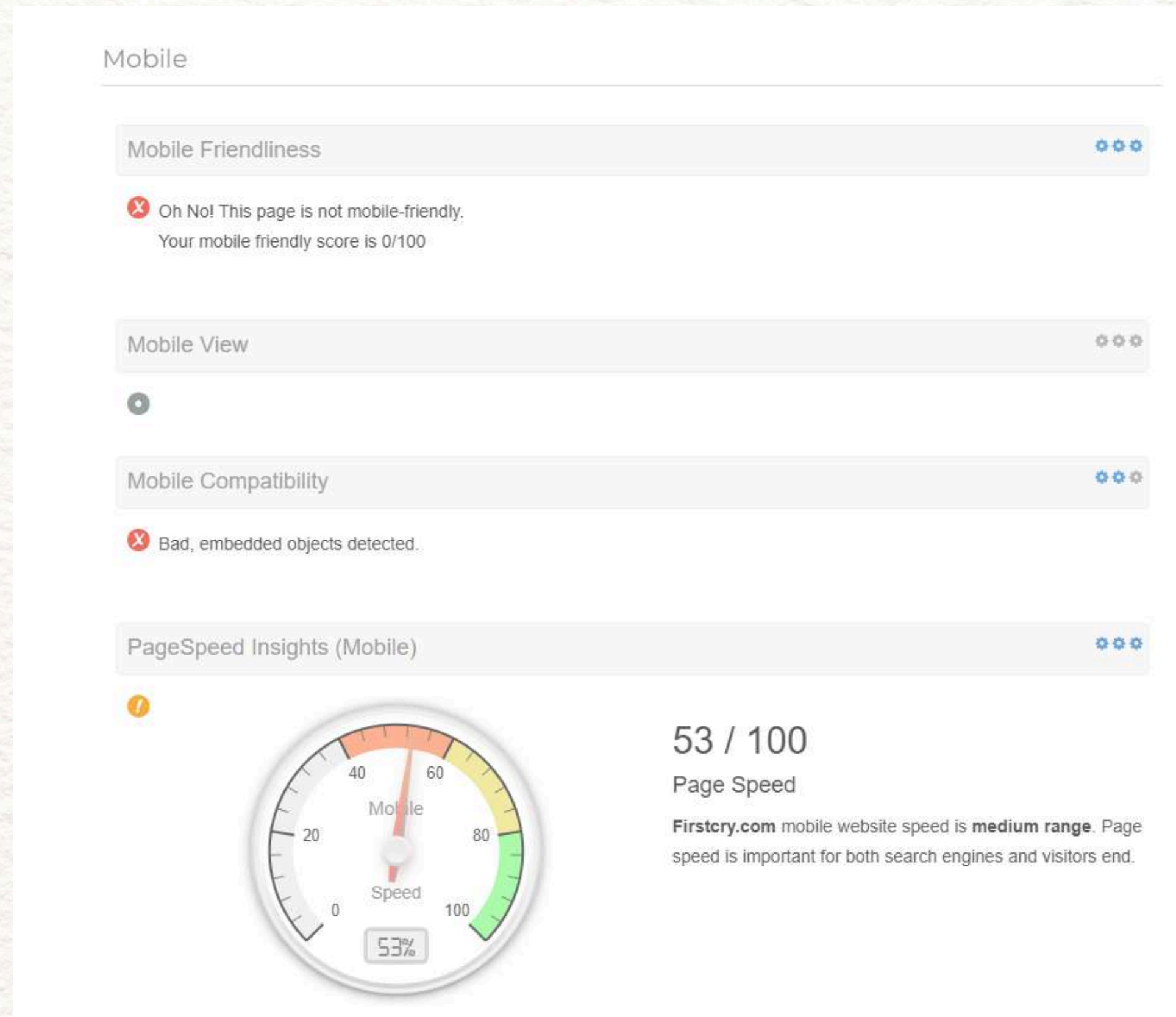
Domains (TLD)	Status
firstcry.net	Already Registered
firstcry.org	Already Registered
firstcry.biz	Already Registered
firstcry.us	Already Registered
firstcry.info	Already Registered

Typo Availability



Domains (TLD)	Status
cirstcry.com	Available
dirstcry.com	Available
eirstcry.com	Available
rirstcry.com	Available
tirstcry.com	Available

- Mobile Friendly



- Email Privacy
- Safe Browsing

Email Privacy



- ✓ Good, no email address has been found in plain text.

Safe Browsing



- ✓ The website is not blacklisted and looks safe to use.

W3C Validity

- ⦿ W3C not validated

Doc Type

- ✓ Your Web Page doctype is HTML 5

Encoding

- ✓ Great, language/character encoding is specified: UTF-8

- W3C Validity
- Doc Type
- Encoding





- Technologies
- Speed Tips
- Analytics

Technologies

Server IP ⚙⚙⚙

Server IP	Server Location	Service Provider
3.7.108.7	Not Available	Not Available

Speed Tips ⚙⚙⚙

-  Tips for authoring fast-loading HTML pages:
-  Perfect, your website has few CSS files.
 -  Too bad, your website has too many JavaScript files.
 -  Perfect, your website doesn't use nested tables.
 -  Too bad, your website is using inline styles.

Analytics ⚙⚙⚙

-  Perfect, We detect an analytics tool installed on this website.


- social
- Link Analysis

Social

Social Data



Your social media status

 Facebook:  FirstCryIndia

 Twitter:  Firstcryindia

 Instagram:  Firstcryindia

Link Analysis

In-Page Links



We found a total of 135 links including both internal & external links of your site

Anchor	Type	Follow
http://firstcry.com/	Internal Links	Dofollow
Find Stores	Internal Links	Dofollow
Find Preschools	Internal Links	Dofollow
Open a Store	Internal Links	Dofollow
Open a Preschool	Internal Links	Dofollow
Support	Internal Links	Nofollow
Track Order	Internal Links	Nofollow
Find Preschools	Internal Links	Nofollow
Open a Preschool	Internal Links	Nofollow
Shortlist	Internal Links	Nofollow
My Profile	Internal Links	Dofollow
Order History	Internal Links	Dofollow
Manage Returns	Internal Links	Nofollow

- Broken Links

Broken Links



Broken links were found on this web page



<http://www.firstcry.com/intellikit-subscriptions>

<http://www.firstcry.com/intellibaby-subscriptions>

<https://play.google.com/store/apps/details?id=com.firstcry.playbees.learn.grow.kids.numbers123>

<https://play.google.com/store/apps/details?id=com.firstcry.playbees.learn.grow.kids.tracing.phonics.alphabets.words.abc>

http://parenting.firstcry.com/category/getting-pregnant/?utm_source=firstcry_footer_text&utm_medium=firstcrysite&utm_campaign=promote_parenting

http://parenting.firstcry.com/category/pregnancy/?utm_source=firstcry_footer_text&utm_medium=firstcrysite&utm_campaign=promote_parenting



Show Less

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.

2. SEOBILITY

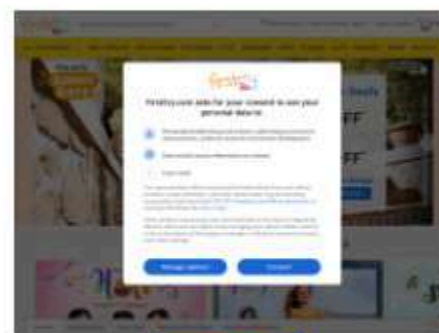
seobility

Firstcry.com - SEO Checker

PDF Export

Sign up for free!

Overview of the SEO Check



Like

Meta information

61%

Page quality

91%

Page structure

100%

Link structure

5%

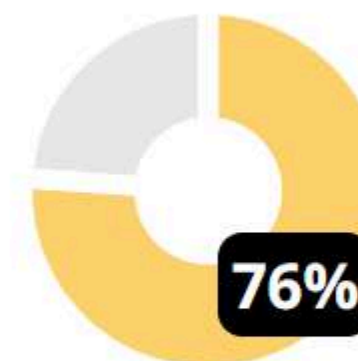
Server

91%

External factors

100%

SEO Score



SEO Score Widget

Response time

0.03 s

File size

108.20 kB

Words

1666

Media files

19

Number of links

109 internal / 41 external

Task list of SEO Improvements

5 Tasks

<input type="checkbox"/>	Avoid internal links with dynamic URL parameters.	Very important!
<input type="checkbox"/>	Review and improve the page title.	Important!
<input type="checkbox"/>	Improve the text of the meta description.	Important!
<input type="checkbox"/>	Use good alternative descriptions (alt attributes) for your images.	Important!
<input type="checkbox"/>	Reduce the number of external links.	Tip!

Meta specifications

61% achieved

Title ■■■	Baby Products Online India: Newborn Baby Products & Kids Online Shopping at FirstCry.com	Meta Title
	The page title should be shorter than 580 nivels. It is 835 nivels long. Optimize title	

Page quality

91% achieved

Content ■■■	✔ This page contains 1666 words. That's ok.	Content is King
	✔ 29.7% of the text are stop words.	
	✔ Keywords used in the page title are also used in the page content. That's good!	

Link structure

5% achieved

Internal links



- Some internal links have dynamic parameters. All internal URLs, which are not marked as nofollow, should not contain dynamic parameters.
- Some anchor texts are used more than once.
- 1 links don't have an anchor text.

Internal Linking

Page structure

100% achieved

H1 heading



FirstCry India ~ Online Store for Baby & Kids Products

✓ The H1 heading is perfect.

H1-H6 headings

Server configuration

91% achieved

HTTP redirects



The checked page does not redirect to another URL.

✓ The redirect of URLs with www and non-www subdomain is configured correctly.

WWW Redirect

HTTP header



- The web server version is sent within the HTTP header.

HTTP headers

External factors

100% achieved

Backlinks



- ✓ This website has excellent links from other websites.
- ✓ This page has backlinks from 3,096 referring domains.
- ✓ This page has 1,423,780 backlinks.
- ✓ This page has backlinks from 2,100 different IP addresses.

Backlinks

Robots.txt

User-agent: BuiltBotTough
Disallow: /

User-agent: BuiltWith
Disallow: /

User-agent: Bullseye
Disallow: /

User-agent: BunnySlippers
Disallow: /

User-agent: BuzzSumo
Disallow: /

User-agent: Calculon
Disallow: /

User-agent: CATExplorador
Disallow: /

Search preview

www.firstcry.com

Baby Products Online India: Newborn Baby Products & Kids Online...

FirstCry.com - India's Largest Online Store for newborn, baby & kids products. Shop from the best range of Toys, Diapers, Clothes, Footwear, Strollers, Car Seats, Furniture, Gifts, Books and more from the best baby brands with ✓Free Shipping ✓COD ✓Same Day & Next Day delivery options.

Most important keywords

Following keywords were found. You can check the keyword optimization of this page for each keyword.

Keyword	Result	Recheck
FirstCry	89%	Check
FirstCry India	83%	Check
Baby	79%	Check
Online	79%	Check
KIDS	78%	Check
Baby Products	78%	Check

Show more keywords and terms

CONCLUSION:

The SEO audit revealed issues like technical errors, slow speed, broken links, and poor optimization affecting rankings and user experience. Fixing these problems through better site structure, content enhancement, and strong SEO strategies will improve performance, boost organic traffic, and ensure long-term success.

The image features a central text area surrounded by decorative elements. In the top-left and bottom-right corners, there are clusters of small blue dots and star-like shapes. In the top-right and bottom-left corners, there are stylized dark blue leafy branches. The background is a light blue gradient with a subtle paper-like texture.

THANK YOU...!!