**COMPETITION ANALYSIS REPORT –**Mmngalam Electronics

**Date: 3thNov’2022**

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Introduction

We have made the comparison based on various SEO points which are categorized as On Page Factors, Off Page SEO Factors and General SEO Factors

# On Page SEO Factors

This report provides findings and comparison of On-Page SEO attributes of your website with its competitors.

1. Top Ranked Keywords

|  |  |
| --- | --- |
| **Website** | **Ranked Keywords** |
| **https://manglamelectronics.com/** | electronics showroom in Bhopal  home appliances store in Bhopal  electronics shop in Bhopal  best electronic shop in Bhopal  buy ac in bhopal |
|
| https://www.lotuselectronics.com/ | best electronic shop in bhopal  best electronic ac in Bhopal  Home appliances store near me  electronic mart in bhopal  best electronic house in Bhopal |
|
|
| https://www.croma.com/ | Online electronic shop  Electronic shop near me  electronic dealers in Bhopal  appliance stores  best ac shop near me |
|
|
|
| https://www.vijaysales.com/ | best shop electronic Bhopal  Ac shop near me  best electronic items shop in Bhopal  best electronic showroom in Bhopal |
|
|
|

1. Meta Tags

|  |  |
| --- | --- |
| **Website** | **Meta Tags** |
| **https://manglamelectronics.com/** | **Optimised** |
| https://www.lotuselectronics.com/ | Not optimised |
| https://www.croma.com/ | Not optimised |
| https://www.vijaysales.com/ |  |

1. Headings

|  |  |
| --- | --- |
| **Website** | **Headings** |
| **https://manglamelectronics.com/** | **Not OPtimised** |
| https://www.lotuselectronics.com/ |  |
| https://www.croma.com/ | Not optimised |
| https://www.vijaysales.com/ |  |
|  |  |

1. URL Structure

|  |  |
| --- | --- |
| **Website** | **URL Structure** |
| **https://manglamelectronics.com/** | **Static URL** |
| https://www.lotuselectronics.com/ | Static url |
| https://www.croma.com/ | Static url |
| https://www.vijaysales.com/ | Static url |
|  |  |

1. Pages Indexed

|  |  |
| --- | --- |
| **Website** | **Pages Indexed** |
| **https://manglamelectronics.com/** | **970** |
| https://www.lotuselectronics.com/ |  |
| https://www.croma.com/ |  |
| https://www.vijaysales.com/ |  |
|  |  |

1. ALT Tags

|  |  |
| --- | --- |
| **Website** | **ALT Tags** |
| **https://manglamelectronics.com/** | **Not Opt…** |
| https://www.lotuselectronics.com/ | Not optimised |
| https://www.croma.com/ | Not optimised |
| https://www.vijaysales.com/ | Not optimised |
|  |  |

1. Page Content

|  |  |
| --- | --- |
| **Website** | **Content Quality** |
| **https://manglamelectronics.com/** | **OPtimised** |
| https://www.lotuselectronics.com/ |  |
| https://www.croma.com/ |  |
| https://www.vijaysales.com/ |  |
|  |  |

# Off-Page SEOFactors

This report provides findings and comparison of Off Page SEO attributes of your website with its competitors.

1. Domain Authority

|  |  |
| --- | --- |
| **Website** | **Domain Authority** |
| **https://manglamelectronics.com/** | **11** |
| https://www.lotuselectronics.com/ | 28 |
| https://www.croma.com/ | 55 |
| https://www.vijaysales.com/ | 52 |
|  |  |

1. Domain Age

|  |  |
| --- | --- |
| **Website** | **Domain Age** |
| **https://manglamelectronics.com/** | [8Y, 147D](https://www.semrush.com/analytics/overview/?ref=15200283&q=manglamelectronics.com%2F&searchType=domain) |
| https://www.lotuselectronics.com/ | [18Y, 119D](https://www.semrush.com/analytics/overview/?ref=15200283&q=www.lotuselectronics.com%2F&searchType=domain) |
| <https://www.croma.com/> | [26Y, 35D](https://www.semrush.com/analytics/overview/?ref=15200283&q=www.croma.com%2F&searchType=domain) |
|  |  |
|  |  |

1. Backlinks

|  |  |
| --- | --- |
| **Website** | **Backlinks** |
| **https://manglamelectronics.com/** | **786** |
| https://www.lotuselectronics.com/ | 25,341 |
| <https://www.croma.com/> |  |
|  |  |
|  |  |

# General SEO Factors

Apart from the above mentioned important On-Page and Off-page factors, there are various other General SEO factors that are very critical for the top rankings of a website.

1. Breadcrumb

|  |  |
| --- | --- |
| **Website** | **Breadcrumb** |
| **https://manglamelectronics.com/** | **Yes Optimised** |
| https://www.lotuselectronics.com/ |  |
| <https://www.croma.com/> |  |
|  |  |
|  |  |

1. XML Sitemap

|  |  |
| --- | --- |
| **Website** | **XML Sitemap** |
| **https://manglamelectronics.com/** | **Yes !** |
| https://www.lotuselectronics.com/ |  |
| <https://www.croma.com/> |  |
|  |  |
|  |  |

1. HTML Sitemap

|  |  |
| --- | --- |
| **Website** | **HTML Sitemap** |
| **https://manglamelectronics.com/** | **Yes!** |
| https://www.lotuselectronics.com/ |  |
| <https://www.croma.com/> |  |
|  |  |
|  |  |

1. Page Load Time

|  |  |
| --- | --- |
| **Website** | **Page Load Time** |
| **https://manglamelectronics.com/** | **5.7** |
| https://www.lotuselectronics.com/ | 6.9 |
| <https://www.croma.com/> | 18.9s |
|  |  |
|  |  |

1. W3C HTML Validation

|  |  |
| --- | --- |
| **Website** | **W3C HTML Validation** |
| **https://manglamelectronics.com/** | **Errors (63) – Warning (0)** |
| https://www.lotuselectronics.com/ | **Errors (108) Warnings (13)** |
|  |  |
|  |  |
|  |  |