Presenting

In Depth SEO Audit

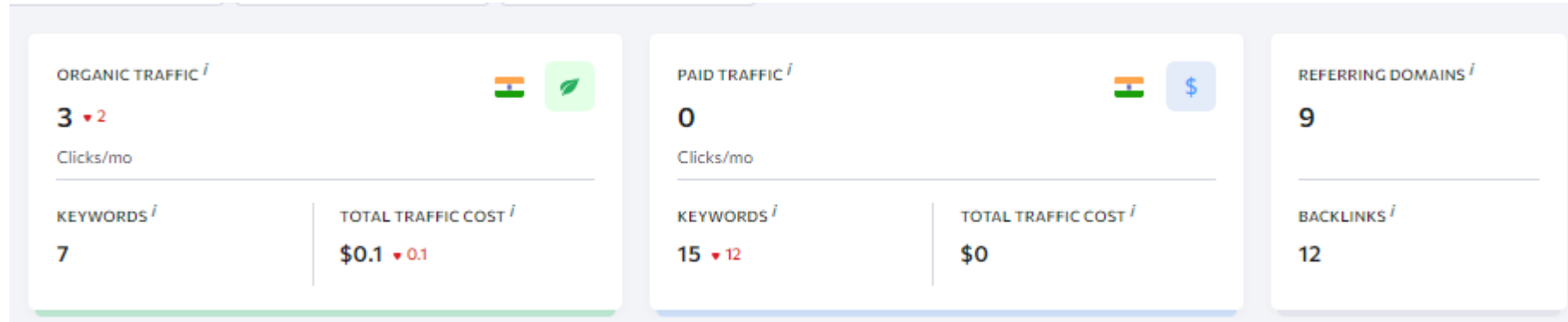for

https://sodamachine.in/

Overall Site Observation

Chapter-1 – SERanking Stats

Chapter One
Overall Site Stats | SERANKING

ORGANIC TRAFFIC [i]		PAID TRAFFIC [i]		REFERRING DOMAINS [i]
3 ▾2		0		9
Clicks/mo		Clicks/mo		
KEYWORDS [i]	**TOTAL TRAFFIC COST** [i]	**KEYWORDS** [i]	**TOTAL TRAFFIC COST** [i]	**BACKLINKS** [i]
7	$0.1 ▾0.1	15 ▾12	$0	12

Observations

✓ Looking at the organic stats report from Seranking, one can identify that the traffic is continuously declining in the website.

✓ This is the direct consequence of the low in Keyword Rankings as indicated by the second graph.

✓ Such decline in both rankings and keywords may be attributed to a low in backlinks or a result of content decay in the website.

Chapter One
SERANKING | Traffic distribution by country

Observations

✓ Looking at the traffic distribution report from Seranking, one can identify that the traffic is zero in several countries.

Chapter One

SERANKING | Distribution of Organic Competitors

Distribution of organic competitors *i*

Observations

✓ Looking at the distribution of organic competitors stats report from Seranking, it is clearly shows that the website is not competing well with other competitors in SERP.

Chapter-2 – Technical SEO Stats

Technical SEO Stats | Screaming Frog | Response Codes
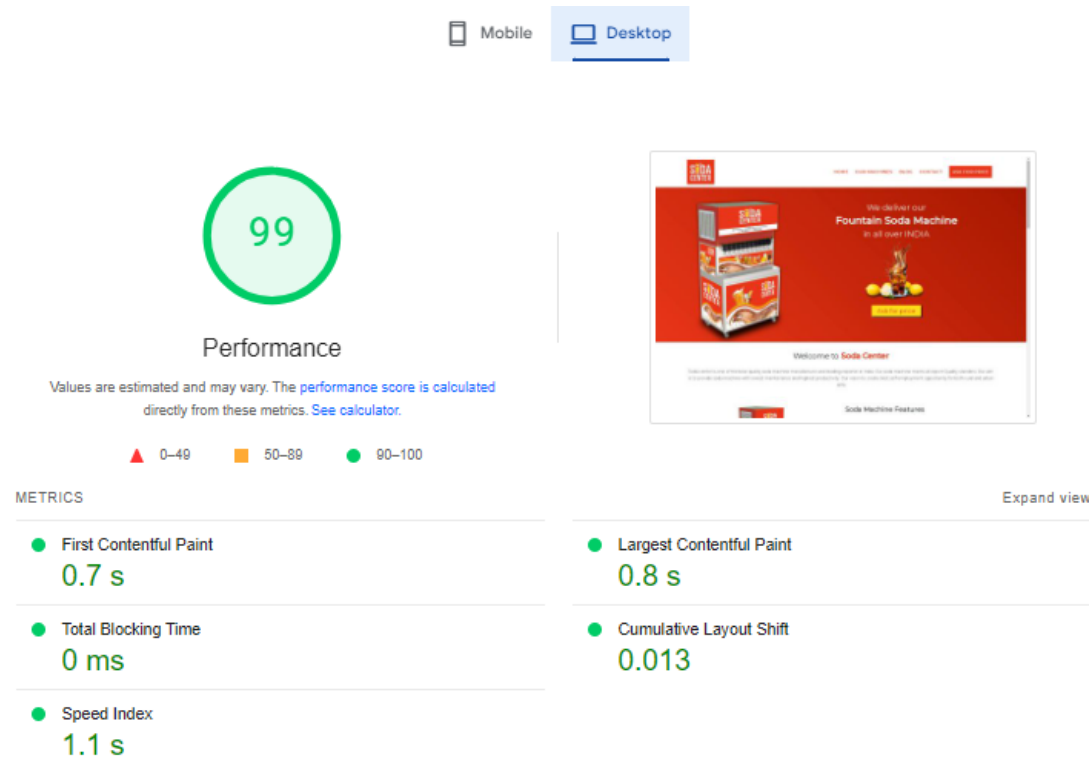
Current Observation

✓ Client Error(4XX): 1

Recommendation

✓ Need to fix the on page elements to make the site SEO-friendly.

Overview Issues Site Structure Segments Response Times	URLs	% of Total
▼ Internal & External		
All	45	100%
Blocked by Robots.txt	0	0%
Blocked Resource ⓘ	0	0%
No Response	0	0%
Success (2xx)	44	97.78%
Redirection (3xx)	0	0%
Redirection (JavaScript) ⓘ	0	0%
Redirection (Meta Refresh)	0	0%
Client Error (4xx)	1	2.22%
Server Error (5xx)	0	0%

Chapter Two

Technical SEO Stats| Page Performance(Lighthouse) | Desktop

Current Observation

☑ Mobile 💻 Desktop

99

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

▲ 0–49   ■ 50–89   ● 90–100

METRICS   Expand view

● First Contentful Paint   ● Largest Contentful Paint
0.7 s   **0.8 s**

● Total Blocking Time   ● Cumulative Layout Shift
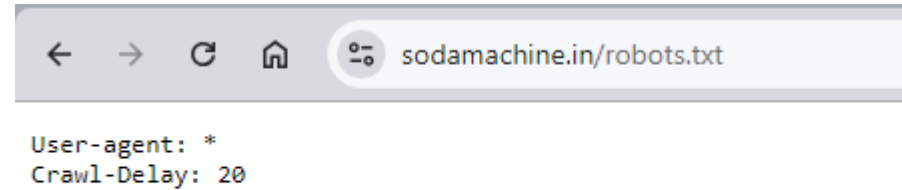**0 ms**   **0.013**

● Speed Index
1.1 s

✓ The Desktop Web Performance is good.

Other On Page Issues | Robots.txt

Current Observation

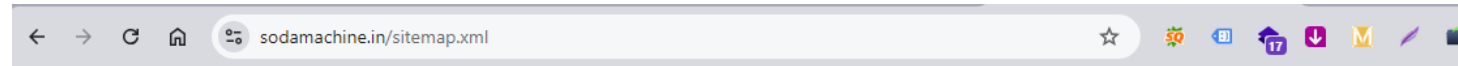✓ Robots.txt file present on the site but need to add more advance directives


```
sodamachine.in/robots.txt

User-agent: *
Crawl-Delay: 20
```

Other On Page Issues | Sitemap

Current Observation

✓ Sitemap file is not present on the site but need to add more advance directives

sodamachine.in/sitemap.xml

404 SORRY

Oops, looks like the page is lost.

This is not a fault, just an accident that was not intentional.

Chapter Two
Other On Page Issues | Structure Data

Current Observation

✓ Missing Structure Data: 9

Technical SEO Stats | Screaming Frog | Canonicals

Current Observation

- ✓ Canonicalised URLs: 2
- ✓ Missing: 9

Recommendation

- ✓ Canonical Issues are makes the URL non-indexable and hence wastes Google's crawling resources. Need to fix these canonical issues to fix the crawl budget.

Chapter 3 – Mobile Usability

Chapter Three
Mobile Usability | Responsiveness
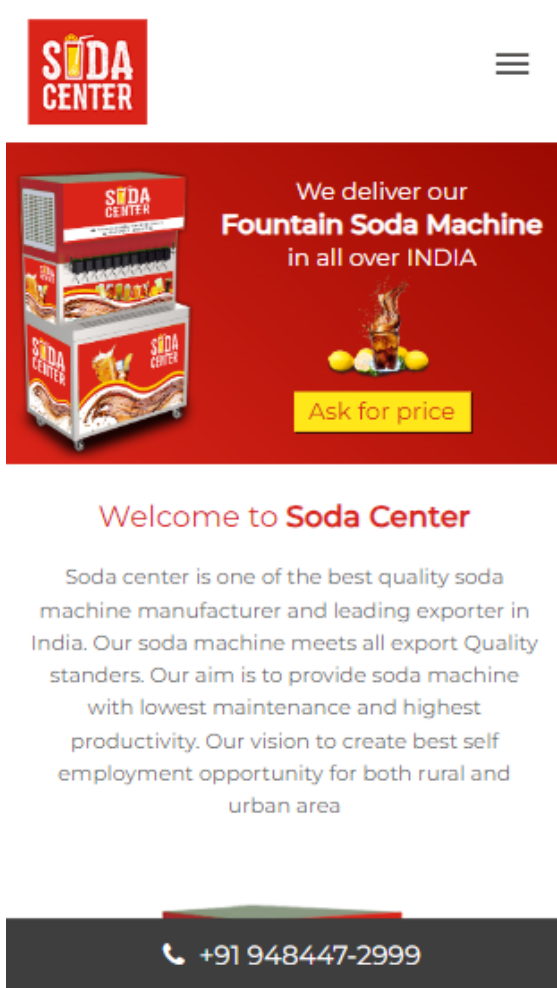
Current Observation

✓ The website is responsive

Technical SEO Stats| Page Performance(Lighthouse) | Mobile
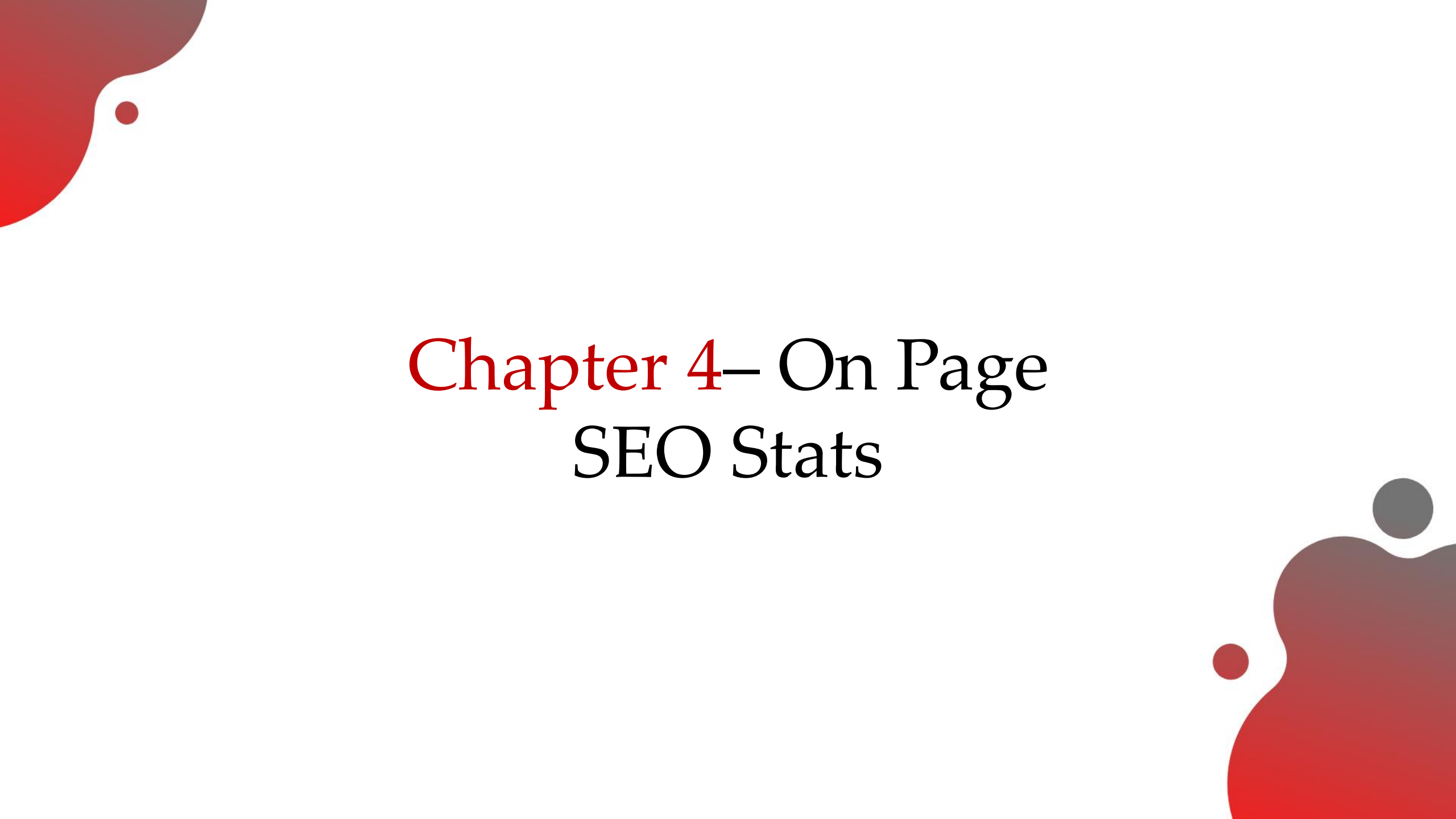
Current Observation

- ✓ The Mobile Web Performance is poor.

Action Needed

- ✓ Need to optimize the website to improve the core web vital metrics and improve UX score.

Chapter 4– On Page SEO Stats

Other On Page SEO Stats | Screaming Frog | Page Titles

Current Observation

- ✓ Over 60 characters spotted: 2
- ✓ Below 30 Characters: 1
- ✓ Over 561 Pixels: 2

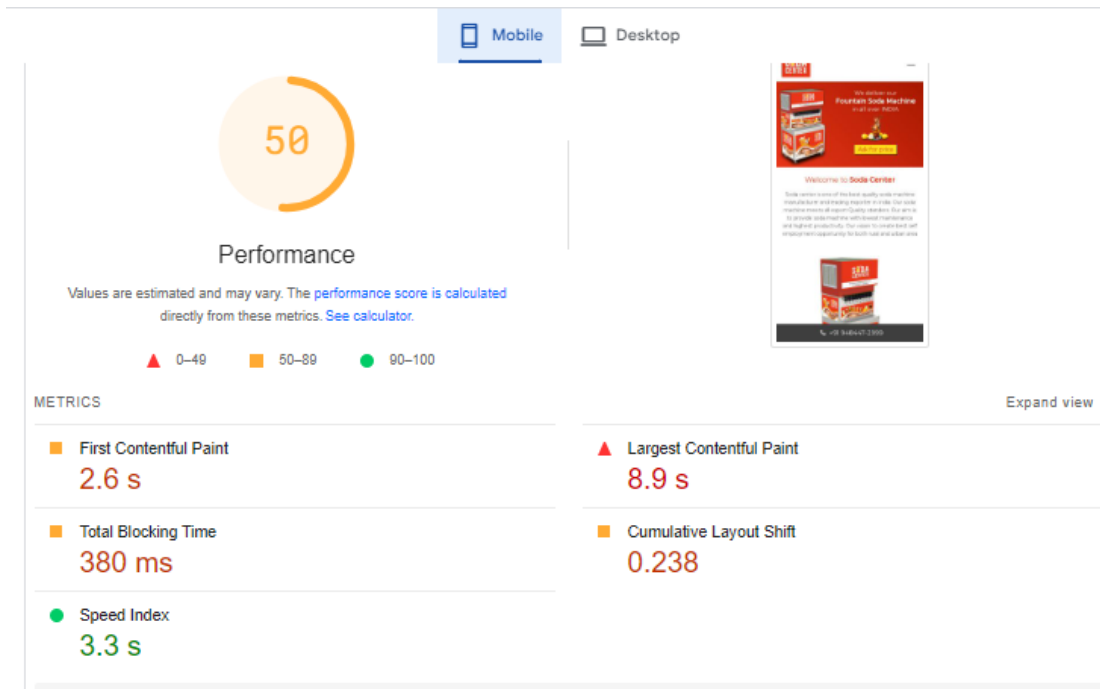|			URLs	% of Total
Overview	Issues	Site Structure	Segments	Response Times ▼
▼ Page Titles				
All			11	100%
Missing			0	0%
Duplicate			0	0%
Over 60 Characters			2	18.18%
Below 30 Characters			1	9.09%
Over 561 Pixels			2	18.18%
Below 200 Pixels			0	0%
Same as H1			0	0%
Multiple			0	0%
Outside <head>			0	0%

Recommendation

- ✓ Need to fix the on page elements

to make the site SEO-friendly.

Onpage SEO Stats| Screaming Frog | Meta Description

Current Observation

✓ Missing Meta Description: 9

Recommendation

✓ Need to fix the on-page elements to make the site SEO-friendly.

Overview	Issues	Site Structure	Segments	Response Times		
					URLs	% of Total
▼ Meta Description						
All					11	100%
Missing					9	81.82%
Duplicate					0	0%
Over 155 Characters					0	0%
Below 70 Characters					0	0%
Over 985 Pixels					0	0%
Below 400 Pixels					0	0%
Multiple					0	0%
Outside <head>					0	0%

Chapter Four
Onpage SEO Stats| Screaming Frog | Heading Tags

Current Observation

- ✓ Multiple H1 spotted: 6
- ✓ Duplicate H1 spotted: 9

Recommendation

- ✓ Need to fix the onpage elements to make the site SEO-friendly.

Overview	Issues	Site Structure	Segments	Response Times		URLs	% of Total
▼ H1							
All						11	100%
Missing						0	0%
Duplicate						9	81.82%
Over 70 Characters						0	0%
Multiple						6	54.55%
Alt Text in H1						0	0%
Non-Sequential						3	27.27%

Onpage SEO Stats | Screaming Frog | Images

Current Observation

✓ Over 100 KB Images: 14

✓ Missing Alt Attribute: 12

Recommendation

✓ Need to fix the image issues

to make the site SEO-friendly.

	URLs	% of Total
▼ Images		
All	16	100%
Over 100 KB	14	87.5%
Missing Alt Text	0	0%
Missing Alt Attribute	12	75%
Alt Text Over 100 Characters	0	0%
Background Images ⓘ	0	0%
Incorrectly Sized Images ⓘ	0	0%
Missing Size Attributes	16	100%

Overview | Issues | Site Structure | Segments | Response Times

Chapter Four
Onpage SEO Stats | Screaming Frog | Content

Current Observation

✓ Low Content Pages: 2

Recommendation

✓ Need to fix the content issues

to make the site SEO-friendly.

Overview	Issues	Site Structure	Segments	Response Times	
				URLs	% of Total
▼ Content					
All				11	100%
Exact Duplicates				0	0%
Near Duplicates ⓘ				0	0%
Low Content Pages				2	18.18%
Soft 404 Pages				0	0%
Spelling Errors ⓘ				0	0%
Grammar Errors ⓘ				0	0%
Readability Difficult				0	0%
Readability Very Difficult				0	0%
Lorem Ipsum Placeholder				0	0%

Chapter Four
On Page SEO Final Verdict

Current Observation

- ✓ The Website has deep structural and integral issues in Development. Also there is complete lack of any Keyword Mapping strategy in developing the Website.

- ✓ This explains the loss in Keyword Rankings and Organic Traffic.

Recommendation

- ✓ Develop a Keyword Targeting Strategy and Mapping.

- ✓ Develop a Content Plan

- ✓ Rename the categories, product pages meta elements as per Keyword

  Mapping.

- ✓ Revamp the Website UI.

- ✓ Optimize URL Structure to make it more SEO Friendly.

Chapter 5 – Off Page Stats (DA, PA, TF, CF, Off Page Score)

Chapter Five
Offpage SEO Stats

URL	DA	PA	TB	QB	PQ	MT	SS	OS	AGE	DH	KW
https://sodamachine.in/	9	23	57	42	74%	2	1%	45%	-		

Website Authority - Check all URLs on single click - Sign up

Current Observation

✓ Offpage SEO Score: 45% which is decent.

✓ Spam Score: 1%

✓ DA and PA is on the lower end but can be improved.

Recommendation

✓ Need to enhance the off page SEO score for the website by doing more advanced link acquisition.

Thank You