

# Initial Website Analysis Report

Technical Analysis

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# Technical Analysis

Issue	Description	Priority
CSR Page Layout	Pages are currently running on Client Side Rendering, which makes the website unable to get crawled by search engine bots. This can be fixed by making the pages SSR (Server Side Rendering) or SSG (static Site Generation)	High
Heavy use of JS	Heavy use of javascript on website leads to improper bot crawling. It can be minimized by replacing unnecessary javascript packages with custom CSS	High
Unnecessary Loader	There's a loader that initiates on every page change. It can be reduced to just first time view only.	High
404 Page Issue	404 pages are not working properly and giving 200 status code. Pages after some sub-directory [eg. <a href="#">link</a> ] don't even viewing the custom 404 page layout.	Medium
Same Meta Tags	Since the source code is same site-wide, all the pages shares same meta tags for now.	Medium
CSP Headers	CSP Headers are not implemented	High
Forms	Forms are not working	High
Search	Post search navigation is showing blank page	High
Captcha	Google captcha needs to be implemented	Medium
Better UX for Dealer Page	Better UX needed for dealer search section	Medium

## On-Page Analysis

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# On-Page Analysis

Exercise	Status	Remark
Website Speed Time	6.3 s	(<2.5 s) Needs to Improve
XML Sitemap	No	Needs to Improve

Exercise	Status	Remark
Frontend Stack	React	CSR Used (SSR should be used)
Robots.txt File	Not found	Needs Improvement
Sitemap	No	Needs implementation
Canonical Issue	Not found	Needs implementation
Google Pagespeed Score - Mobile	33	(below 65) Needs Improvement
Google Pagespeed Score - Desktop	63	(below 80) Needs Improvement
www redirection	No	Need to redirect

# Additional On-Page Issues

## Key Insights:

- 1. Heading tag not found
- 2. All the images are not responsive
- 3. Ga4 tag not found
- 4. Image alt text not found
- 5. Structured data not found

 **Heading Tags Test**  
62% of top 100 sites passed

This webpage does not contain H1 headings! H1 headings help indicate the important topics of your page to search engines. While less important than good meta-titles and descriptions, H1 headings may still help define the topic of your page to search engines.

 **Responsive Image Test**  
29% of top 100 sites passed

Not all images in this webpage are properly sized! This webpage is serving images that are larger than needed for the size of the user's viewport.

[▶ See results list](#)

 **Google Analytics Test**  
72% of top 100 sites passed

A Google Analytics script is not detected on this page. While there are several tools available to monitor your site's visitors and traffic sources, Google Analytics is a free, commonly recommended program to help diagnose potential SEO issues.

 **Image Alt Test**  
78% of top 100 sites passed

This webpage is using "img" tags with empty or missing "alt" attribute!

[▶ See full list](#)

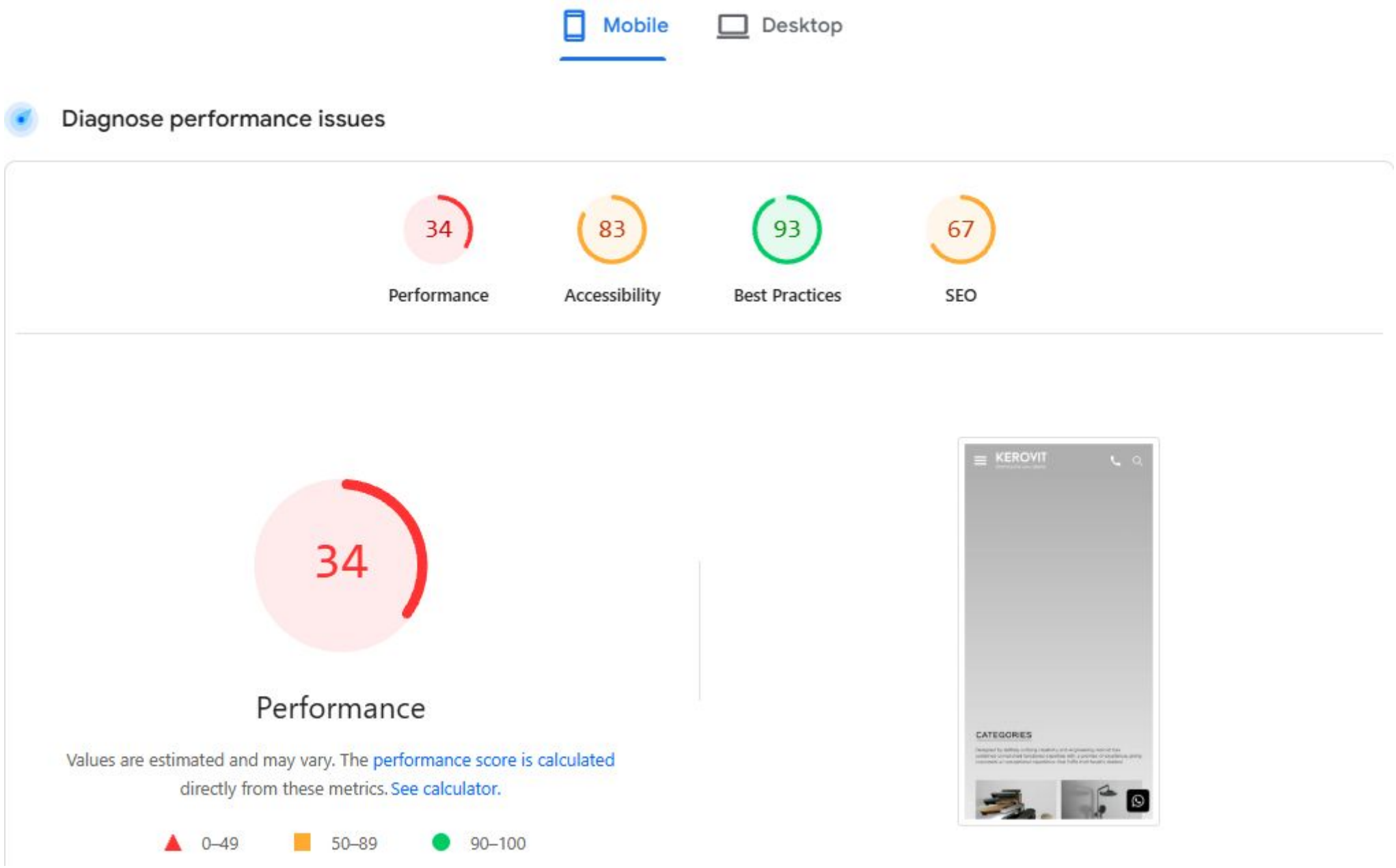
 **Structured Data Test**  
66% of top 100 sites passed

This webpage doesn't take the advantages of HTML Microdata or JSON-LD specifications in order to use structured data! View Google's guide for [getting started with structured data](#).

# Page Speed Insights

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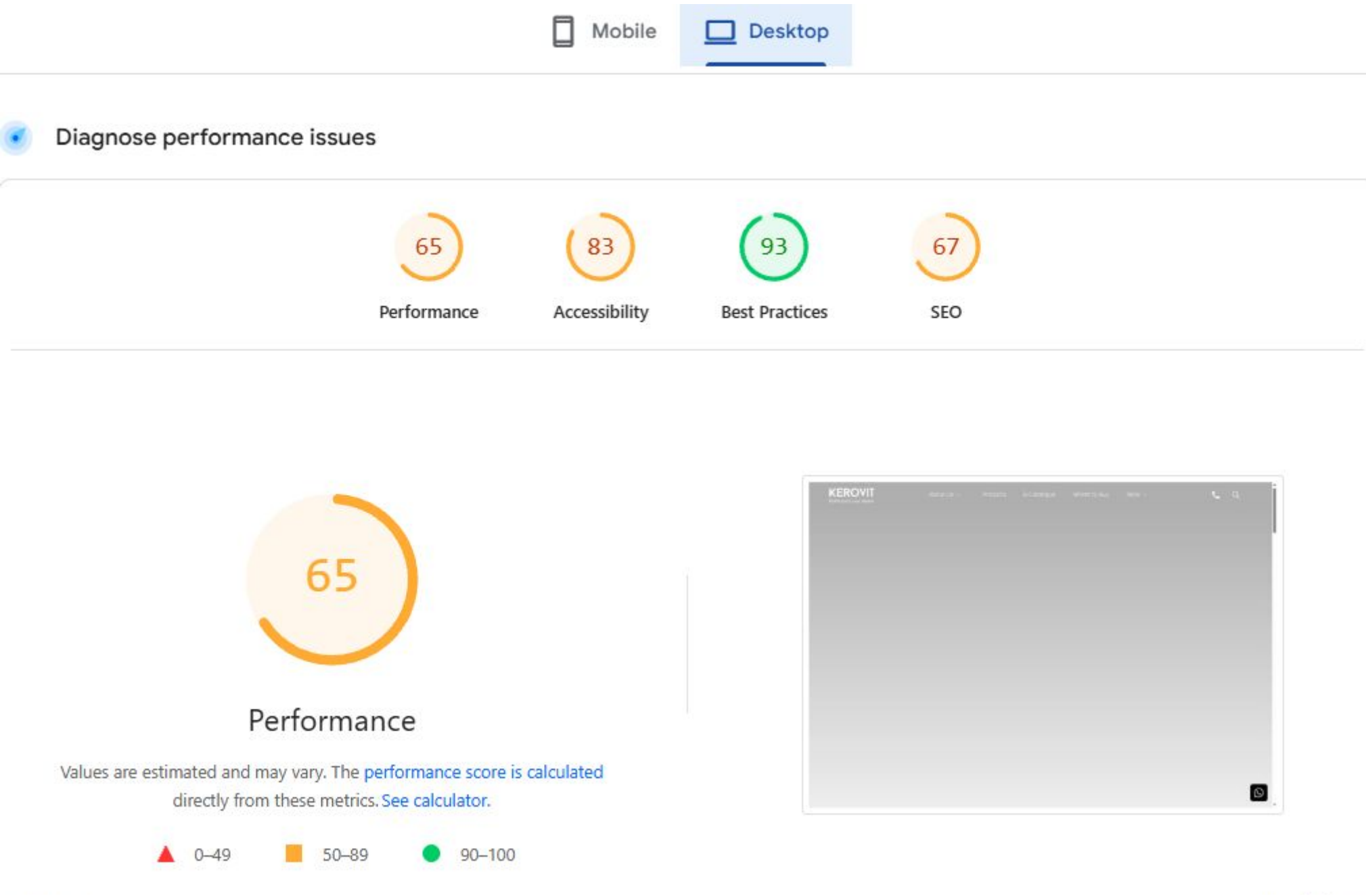
# Page Speed Insights



Mobile page speed is low and it should be above 70.



# Page Speed Insights



Desktop page speed is low and it should be above 80.

**Thank You**

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