



Welcome

Presentation Overview

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Introduction of SEO

Search Engine Optimization (SEO) is a strategic process that enhances a website's visibility in search engine results through organic (non-paid) methods.

SEO brings **targeted traffic** to your website.

It's a **long-term marketing strategy**.

It improves **brand presence, trust, and conversions**.

Why Business Requires SEO

Over 90% of car buyers start their journey on search engines.

SEO can help CarDekho dominate local + national searches for:

- **Used cars**
- **New car launches**
- **Auto comparisons and reviews**

High organic rankings = Lower customer acquisition costs.

SEO ANALYSIS AND SUGGESTIONS FOR
www.cardekho.com

Back Links

CarDekho has strong backlink profile from top auto news, blogs, forums.

Estimated backlinks: 8,000+

Still scope to build **contextual backlinks** from niche blogs, influencers, and local dealers.

Keywords in HTML Headings

Proper usage of H1, H2, H3 on main content pages.

Suggestion: Ensure only one H1 per page, with target KWDs.

Use structured subheadings (H2–H3) for better scannability.

Meta – Title Attributes

Mostly optimized across car listing and review pages.

Suggestion: Expand title strategy on blog and finance sections.

Include location-specific modifiers.

Meta Description Attributes

Found on most major pages.

Some pages missing or having duplicate descriptions.



Suggestion: Unique and benefit-driven meta descriptions with keywords.

Meta keywords Attributes

Not relevant in modern SEO (ignored by Google).

Not needed.

Website Page Speed Score

Platform	Page Speed Score
Desktop	90/100 
Mobile	68/100 

Suggestions:

- Compress car images
- Minify JS/CSS
- Use lazy loading for videos

Mobile Compatibility

Mobile-friendly: 

Mobile load time: Average.

Suggest enabling AMP for blog and news content.

Website Technical Analysis

Feature	Status
Custom 404 Page	✓
SEO Friendly URLs	✓
Breadcrumbs	✓
Privacy & Contact Pages	✓
HTML Errors	Minor

Social SEO Status

Platform	Status
Facebook	✓
Instagram	✓
Twitter	✓
YouTube	✓
LinkedIn	✓
Pinterest	✗
Social Sharing	✓
Blog Integration	✓
Management	Good

Overall Website Analysis

Feature	Status
Google Indexed Pages	250,000+
Sitemap	✓
Robots.txt	✓
Analytics	✓
Schema Markup	✓
Open Graph / Twitter	✓
HTTPS Enabled	✓

Traffic Potential Keywords

Keyword	Monthly Search Volume
Buy used car	60,000
Car valuation	45,000
Compare cars	50,000
Car loan calculator	30,000
Upcoming car launches	20,000
Electric cars in India	18,000

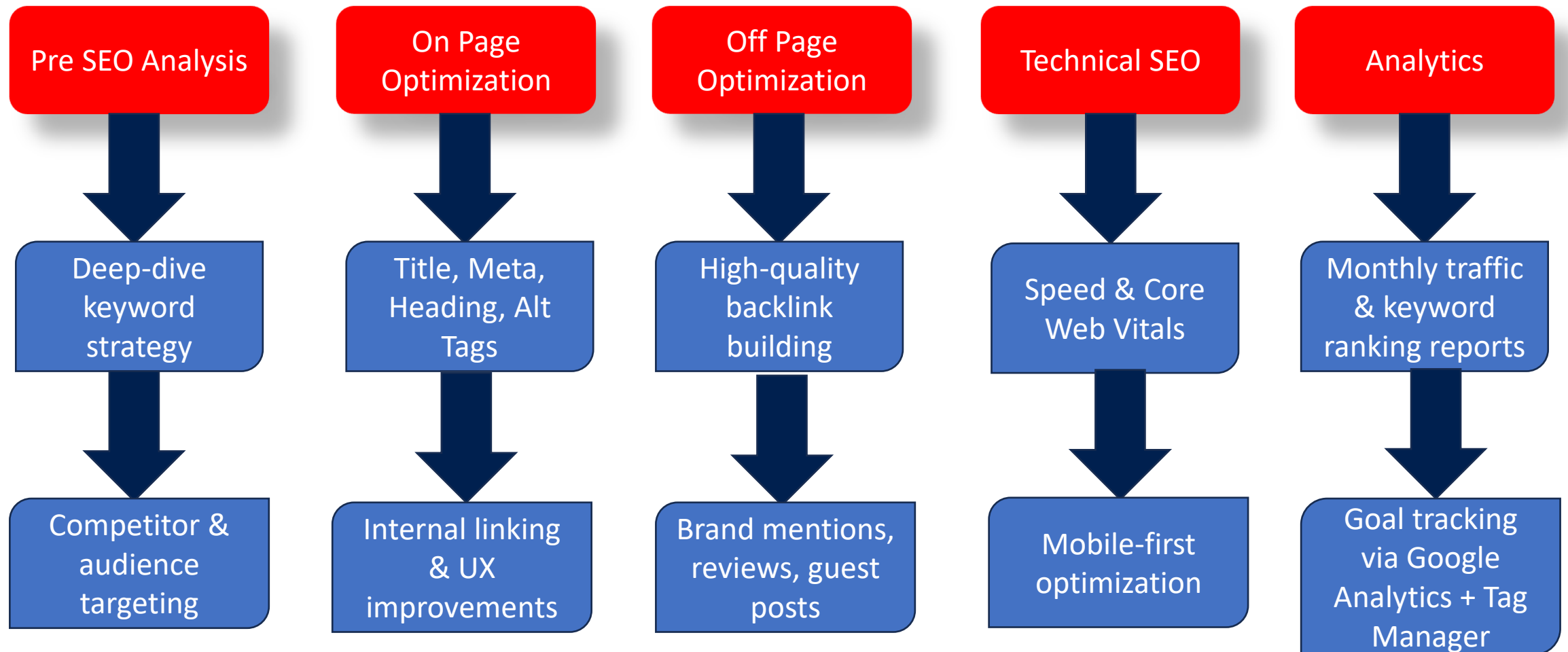
Keyword Rankings Sample

Keyword	Ranking (Google India)
buy used car	#1
car comparison	#2
car loan calculator	#5
car price in India	#3
used car near me	#4

Competitor Analysis

Website	Domain Authority	Page Authority	Backlinks	Keywords Ranking
CarDekho.com	76	65	8000+	50,000+
Cars24.com	72	62	7000+	45,000+
Spinny.com	68	59	6000+	30,000+
OLX.in (Auto)	80	67	10,000+	70,000+

SEO Way Forward



SEO Success Metrics

Improve rankings for high-converting keywords.

Boost organic traffic and reduce ad spend.

Increase leads for test drives and financing.

Off – Page SEO

- [Business Profile Submission](#)
- [Classified Submission](#)
- [Image submission](#)
- [PPT Submission](#)
- [Quora Submission](#)
- [Social Booking](#)
- [Video Submission](#)

Thank You