

SEO Audit Report – ZOMATO

1. Overview

- Website: <https://www.zomato.com>
- Tool Used: Ubersuggest
- Date of Audit: 30-06-2025
- Objective: Identify SEO issues and provide actionable recommendations

2. SEO Health Score

- Health Score: 91/100

3. Top 3 SEO Issues

- Missing meta descriptions
- Slow mobile page speed
- Broken internal links

4. Keyword Performance

- Top Keyword: "food near m e"— Rank: #1
- Estimated Visits: 673,000/month

5. Best Performing Pages

- [zomato.com/restaurants-near-me](https://www.zomato.com/restaurants-near-me) - 5.0M
- [zomato.com/bakeries-near-me](https://www.zomato.com/bakeries-near-me) - 1.8M

6. Page Speed (load time)

- Mobile: 7.36SEC
- Desktop: 1.28SEC

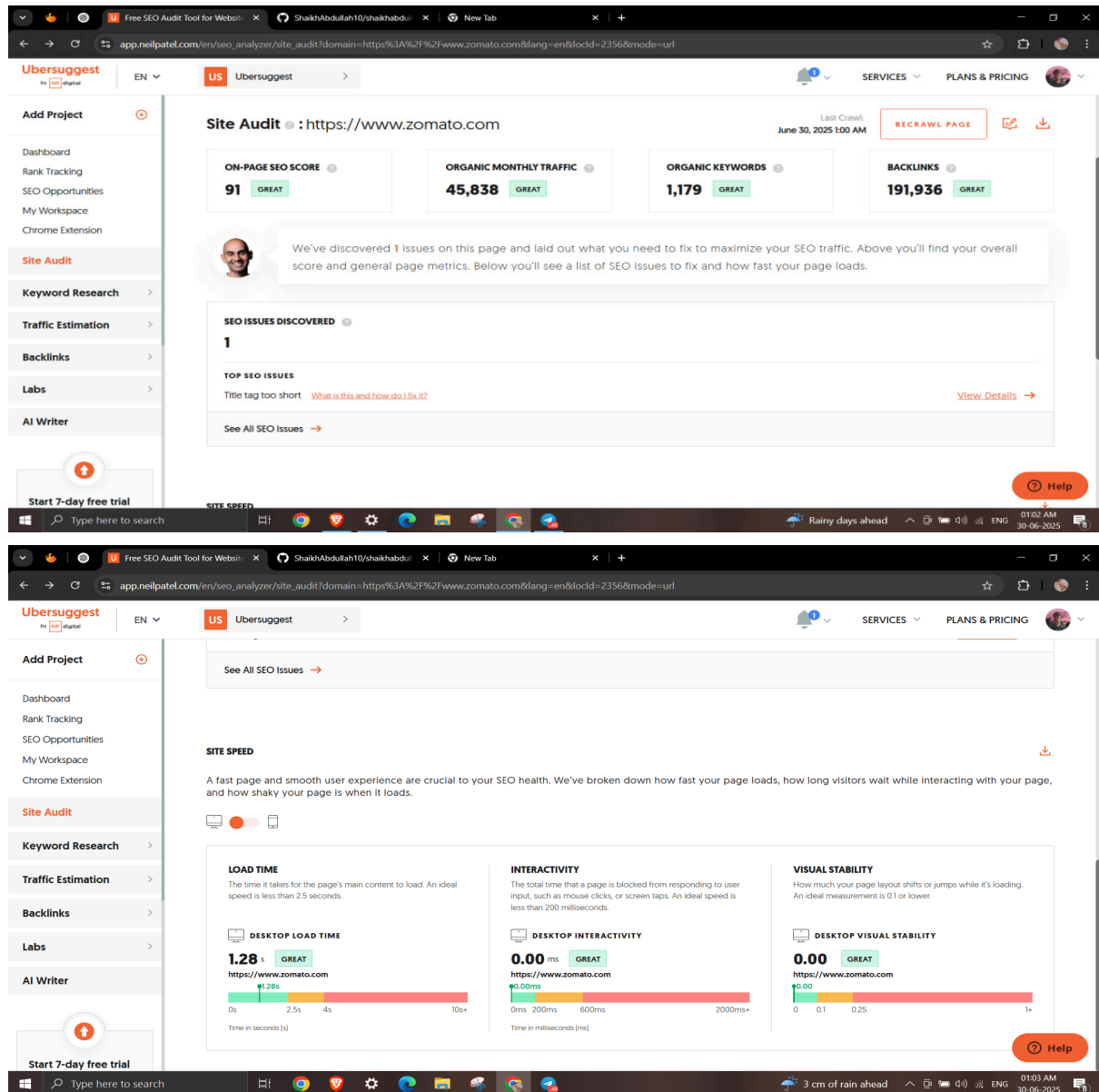
7. Recommendations

- Add unique meta descriptions for top 10 pages
- Reduce the time it takes for the page's main content to load. An ideal speed is less than 2.5 seconds.
- Use internal linking to push authority to low-traffic pages
- Title tag too short

8. Conclusion

- The website has solid keyword targeting but lacks technical optimization. Fixing these core issues can improve both SEO rankings and user experience.

** ATTACHMENTS:-



Free Website Traffic Checker

ShaikhAbdullah10/shaikhabd...

New Tab

app.neilpatel.com/en/traffic_analyzer/overview?domain=https%3A%2F%2Fwww.zomato.com&lang=en&locId=2356&mode=domain

Ubersuggestby neil digital

EN

USUbersuggest

1

SERVICES

PLANS & PRICING

Add Project

Dashboard

Rank Tracking

SEO Opportunities

My Workspace

Chrome Extension

Site Audit

Keyword Research

Traffic Estimation

Traffic Overview

Top Pages by Traffic

Backlinks

Labs

AI Writer

SEO KEYWORDS

TOP KEYWORDS BY COUNTRY

IN / EN [75.3m]

IN / HI [42.5m]

AE / EN [6.8m]

AE / AR [5.6m]

MORE

SEO KEYWORDS	VOLUME	POSITION	EST. VISITS
food near me	673,000	1	268,962
near food near me	673,000	1	268,959
united fried chicken	673,000	1	268,887
cake bakery shops near me	673,000	1	268,887
nearby me cake shop	673,000	1	268,885
close to me food	550,000	1	268,885
cafe's	550,000	1	268,801
vegan cafes near me	1.0m	2	243,568
bakeries near by me	450,000	1	235,159

VIEW ALL SEO KEYWORDS THIS DOMAIN RANKS FOR

Help

Type here to search

Google

Firefox

Edge

Chrome

Brave

Opera

Vivaldi

Firefox

Chrome

Edge

Brave

Opera

Vivaldi

Austrian Grand Prix...

ENG

01:05 AM

30-06-2025

Free Website Traffic Checker

ShaikhAbdullah10/shaikhabd...

New Tab

app.neilpatel.com/en/traffic_analyzer/overview?domain=https%3A%2F%2Fwww.zomato.com&lang=en&locId=2356&mode=domain

Ubersuggestby neil digital

EN

USUbersuggest

1

SERVICES

PLANS & PRICING

Add Project

Dashboard

Rank Tracking

SEO Opportunities

My Workspace

Chrome Extension

Site Audit

Keyword Research

Traffic Estimation

Traffic Overview

Top Pages by Traffic

Backlinks

Labs

AI Writer

TOP SEO PAGES

TOP PAGES BY COUNTRY

IN / EN [75.3m]

IN / HI [42.5m]

AE / EN [6.8m]

AE / AR [5.6m]

MORE

SEO TITLE URL	EST. VISITS	BACKLINKS	f	p	re
THE 10 BEST Restaurants Near Me zomato.com/restaurants-near-me	5.0m	1,609	3	0	0
Best Bakeries near me zomato.com/bakeries-near-me	1.8m	313	0	0	0
Best Bars near me zomato.com/bars-near-me	970,156	258	0	0	0
Best Sweet Shops near me zomato.com/sweet-shops-near-me	758,754	12	0	0	0
Best Cafes near me zomato.com/cafes-near-me	694,646	348	23	0	0

VIEW THE PAGES THAT DRIVE TRAFFIC TO THIS DOMAIN

Help

Type here to search

Google

Firefox

Edge

Chrome

Brave

Opera

Vivaldi

Firefox

Chrome

Edge

Brave

Opera

Vivaldi

Austrian Grand Prix...

ENG

01:06 AM

30-06-2025