

SEO Audit and Solution Proposal

Executive Summary

This SEO audit evaluates the current performance of www.avijit.in and identifies key areas for improvement. The analysis focuses on on-page SEO, technical SEO, and content strategy to enhance search engine visibility and user experience.

Identified Issues

On-Page SEO

- Title Tags and Meta Descriptions: Missing or duplicate meta tags.
- Header Tags (H1, H2, etc.): Improper use or absence of header tags.
- Image Alt Text: Images lacking descriptive alt attributes.

Technical SEO

- Site Speed: Slow loading times affecting user experience.
- Mobile Responsiveness: Site not optimized for mobile devices.
- Broken Links: Presence of internal and external broken links.

Content Strategy

- Keyword Optimization: Content not aligned with target keywords.
- Content Quality: Thin or duplicate content across pages.
- Blog Activity: Infrequent posting schedule.

Detailed Solutions

On-Page SEO

- Revise meta tags and create unique, keyword-rich descriptions.
- Structure content properly using H1 for titles and H2/H3 for subheadings.
- Add descriptive alt text to all images.

Technical SEO

- Optimize images, minify CSS/JS files, and leverage browser caching.
- Implement responsive design principles for mobile compatibility.
- Use tools to identify and fix broken links regularly.

Content Strategy

- Conduct thorough keyword research and integrate terms naturally.
- Revise or remove duplicate content; expand thin content.
- Establish a consistent posting schedule with relevant topics.

Implementation Plan & Expected Impact

Immediate (0-1 month):

- Revise meta tags and header structures.
- Fix broken links.

Expected Impact: Improved click-through rates and user navigation.

Short-Term (1-3 months):

- Enhance site speed and mobile responsiveness.
- Update existing content for keyword optimization.

Expected Impact: Better search rankings and user engagement.

Long-Term (3-6 months):

- Develop a content calendar for blog updates.
- Monitor and adjust strategies based on performance data.

Expected Impact: Sustained organic traffic growth and brand authority.

Tools Used for the Audit

- Google Analytics: For traffic and behavior analysis.
- Google Search Console: To monitor indexing and search performance.
- Ahrefs: For backlink analysis and keyword research.
- GTmetrix: To assess site speed and performance.
- Screaming Frog SEO Spider: For site crawling and issue detection.