(/)

Options   Download as PDF

Audit Results for www.boat-lifestyle.com
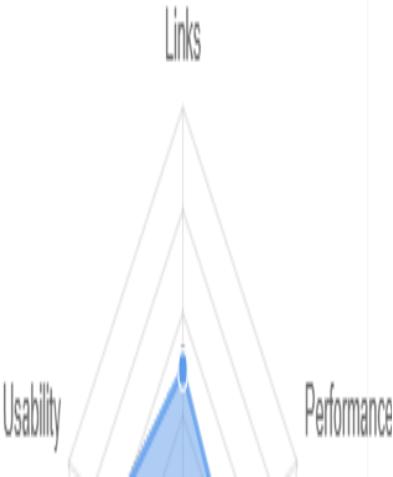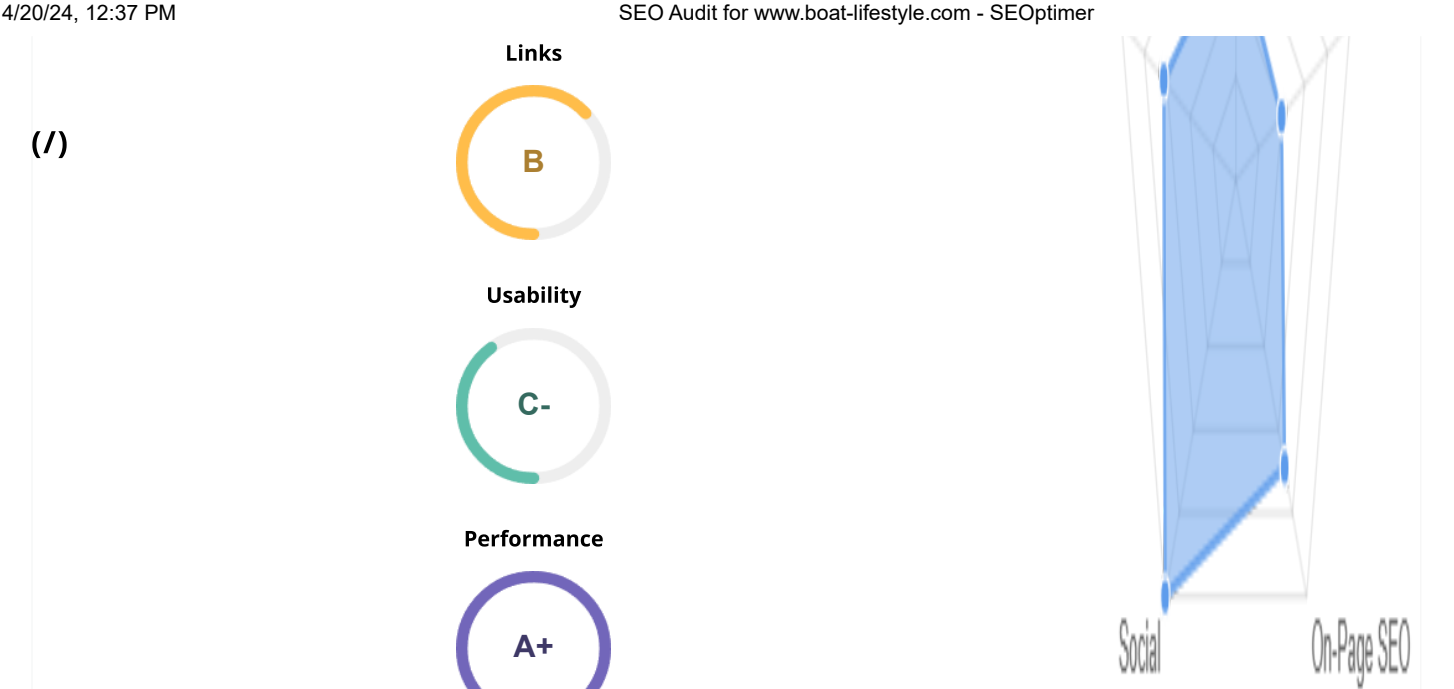
B

Your page could be better

Recommendations: 10

B+

On-Page SEO

C+

Links

Usability   Performance

(/)

Links

B

Usability

C-

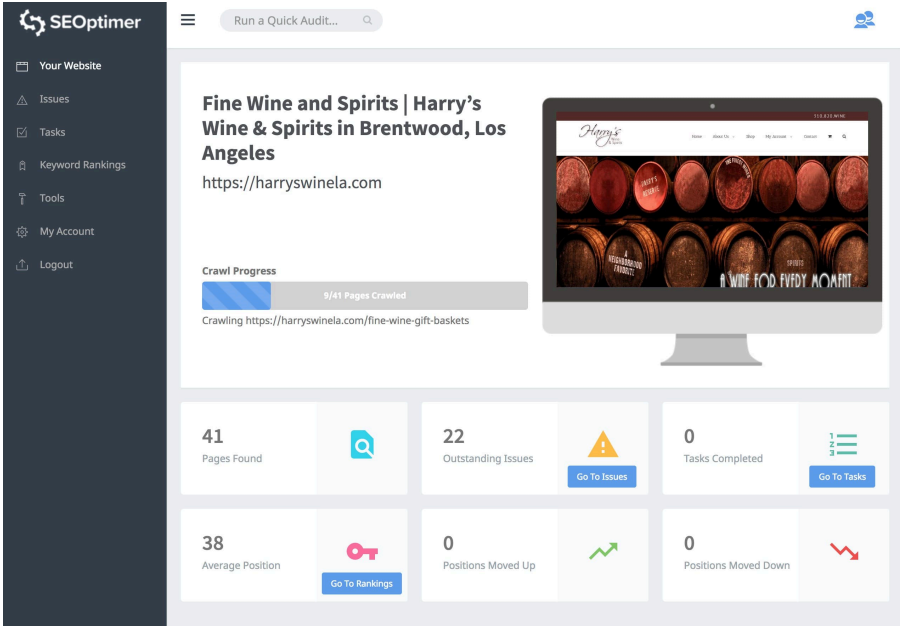**Performance**

A+

Social

Social   On-Page SEO

Report Generated: 20 April 6:49AM UTC UTC   **Refresh Results Now**

Improve Your Site With Our DIY SEO Tool

Review unlimited pages. Crawl your whole site for problems and get clear, easy to follow recommendations with guides for your CMS. Monitor your keyword rankings and get regular updates on your site's performance.

Helping Business Owners promote their websites the affordable way.

Learn More - DIY SEO (/diy-seo/)

Recommendations

Toggle:

| On-Page SEO | Performance | Usability | Links | Other |

(/)

Reduce your total page file size

Performance   Medium Priority

Implement a robots.txt file

On-Page SEO   Medium Priority

Shorten meta description (to between 70 and 160 characters)

On-Page SEO   Medium Priority

Use your main keywords across the important HTML tags

On-Page SEO   Low Priority

Update Link URLs to be more human and Search Engine readable

Links   Low Priority

Add Alt attributes to all images

On-Page SEO   Low Priority

Remove inline styles

Performance   Low Priority

Resolve JavaScript errors

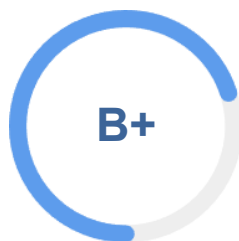Performance   Low Priority

Remove iFrames

Usability   Low Priority

Add Local Business Schema

Other   Low Priority

On-Page SEO Results
(/)

B+

Your On-Page SEO is good

Your page is mostly optimized for On-Page SEO performance. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to improve your page by ensuring HTML Tag Content is completed correctly and text content is well aligned with chosen keywords.

Title Tag

You have a title tag of optimal length (between 10 and 70 characters).

Buy Earbuds, Headphones, Earphones at India's No.1 Earwear Brand: boAt

Length : 70

Meta Description Tag

Your page has a meta description tag however, your meta description should ideally be between 70 and 160 characters (including spaces).

Check out the breathtaking collection of Earbuds, Headphones, Earphones & Wireless Speakers with contemporary designs and best features from India's No.1 Earwear Audio Brand - boAt Lifestyle.

Length : 195

A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

SERP Snippet Preview

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

https://www.boat-lifestyle.com ⋮

Buy Earbuds, Headphones, Earphones at India's No.1 Earwear ...

Check out the breathtaking collection of Earbuds, Headphones, Earphones & Wireless Speakers with contemporary designs and best features from ...

Hreflang Usage

Your page is not making use of Hreflang attributes.

Language

Your page is using the lang attribute.

Declared: English

H1 Header Tag Usage

Your page has a H1 Tag.

Show details

H2-H6 Header Tag Usage

Your page is making use multiple levels of Header Tags.

(/)

Header Tag	Frequency
H2	0
H3	8
H4	5
H5	0
H6	0

Show details

Keyword Consistency

Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency
available	×	×	×	88
engraving	×	×	×	87
under	×	×	×	38
price	×	×	×	35
headphones	✓	✓	×	33
shop	×	×	✓	31
add	×	×	×	24
wireless	×	✓	×	23

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency
engraving	×	×	×	87
engraving available	×	×	×	87
engraving available	×	×	×	87
available	×	×	×	82
engraving available	×	×	×	82
available engraving	×	×	×	82
shop by features	×	×	×	16

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency
(/) wired headphones	✕	✕	✕	14

Amount of Content

Your page has a good level of textual content, which will assist in it's ranking potential.

Word Count: 1241

Image Alt Attributes

You have images on your page that are missing Alt attributes.

We found 199 images on your page and 47 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

Show details

Canonical Tag

Your page is using the Canonical Tag.

https://www.boat-lifestyle.com/

Noindex Tag Test

Your page is not using the Noindex Tag which prevents indexing.

Noindex Header Test

Your page is not using the Noindex Header which prevents indexing.

SSL Enabled

Your website has SSL enabled.

Robots.txt

We have not detected or been able to retrieve a robots.txt file successfully.

A robots.txt file is recommended as it can provide important instructions to a search engine for how to most appropriately crawl your website as well as site areas that should be ignored.

Create it yourself with our free tool: robots.txt File Generator (/robots-txt-generator)

Blocked by Robots.txt

Your page does not appear to be blocked by robots.txt.

XML Sitemaps

Your website appears to have an XML sitemap.

https://www.boat-lifestyle.com/sitemap.xml

Analytics

Your page is using an analytics tool.

Google Analytics

Schema.org Structured Data

You are using JSON-LD Schema on your page.

(/) Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Traffic
boat	HI	1	1,220,000	370,880
boat	EN	1	1,220,000	281,868
airdopes max	EN	1	550,000	167,200
boat airdopes	EN	1	450,000	136,800
boat airdopes	HI	1	450,000	136,800
earbuds	EN	1	450,000	136,800
smart watch	EN	4	1,500,000	98,850
bluetooth speakers	EN	1	246,000	74,784
boat headphone	EN	1	246,000	74,784
boat headphones	HI	1	246,000	74,784

Track Keyword Rankings

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings

8,810,894
Monthly Traffic Volume

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords
Position 1	4,969
Position 2-3	1,352
Position 4-10	3,321
Position 11-20	4,098
Position 21-30	5,212
Position 31-100	111,177

(/) Links

Backlink Summary

You have a strong level of backlink activity to this page.

72

Domain Strength

29

Page Strength
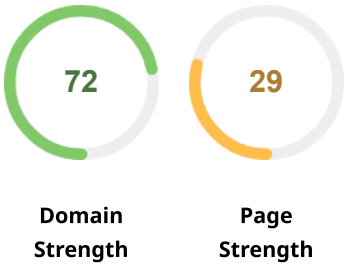
⬀ **207.1k**

Backlinks

⬈ **4.7k**

Referring Domains

⚡ **13.8k**

Nofollow Backlinks

🔗 **193.3k**

Dofollow Backlinks

🎓 **11**

Edu Backlinks

🏛 **3**

Gov Backlinks

▤ **2.2k**

Subnets

🖥 **4.1k**

IPs

Top Backlinks

These are the highest value external pages we have found linking to your site.

Domain strength	Referring Page URL	Referring Page Title	Anchor Text
(/) 100	https://apps.apple.com/us/app/boat-wave/id1564695265	boAt Wave on the App Store	App Support
100	https://bak-bakum.com/@dancefitlive1	dancefitlive1 | Bakbakum	https://www.boat-lifestyle.com/
100	https://www.businesszz.info/sites/boat-lifestyle.com/	Boat-lifestyle.com View business planning, business news	Go Now
100	https://www.company-list.info/sites/boat-lifestyle.com/	Boat-lifestyle.com	Go Company
100	https://www.marketingz.info/boat-audio-india/	Boat Audio India Marketing	Go Now
100	https://darkmagazines.org/affiliate-programs/ecommerce-affiliate-programs/	25 Best E-Commerce Affiliate Programs of 2024 in India	boAt Affiliate Program
100	https://thefstory.com/2022/09/24/aman-gupta-sailing-his-boat-towards-success/	Aman Gupta – Sailing in his BOAT Towards Success! - ThefStory	Aman Gupta
100	https://thekarostartup.com/boat-analyzing-the-marketing-strategiesfor-its-successful-sail/	Aman Gupta's boAt: Analyzing the Marketing Strategies for Its Successful Sail	boAt
100	https://amemly.fr/fniur/boat-earphones-careers.html	boat earphones careers	boAt - Who are we? – boAt Lifestyle

Top Pages by Backlinks

These are the pages on your site with the most the backlinks from other sites.

URL	Backlinks
https://www.boat-lifestyle.com/	149,564
http://www.boat-lifestyle.com/support.html	30,101
http://www.boat-lifestyle.com/	2,816
https://www.boat-lifestyle.com/pages/service-center-list	1,768
https://www.boat-lifestyle.com/collections/true-wireless-earbuds	1,702
https://www.boat-lifestyle.com/collections/offer-zone	1,666
https://www.boat-lifestyle.com/collections/bluetooth-wireless-headphon…	1,275
http://boat-lifestyle.com/	1,088
https://www.boat-lifestyle.com/collections/smart-watches	785
https://www.boat-lifestyle.com/collections/bluetooth-speakers	634

Top Anchors by Backlinks

These are the top pieces of Anchor Text we found used to link to your site.

Anchor	Backlinks
Boat	32,216
www.boat-lifestyle.com	2,281
Amazing Headphone Offers & Deals.	1,659
Go Now	1,413

Anchor	Backlinks
boat-lifestyle.com	1,352
boAt	854
Boat Logo	663
Group Company – (Imagine Marketing Limited)	651
https://www.boat-lifestyle.com/	590

(/)

Top Referring Domain Geographies

These are the Top Geographies we have found linking to your site.

Top TLDs

com (2.5k)
in (407)
pw (192)
net (117)
Other (1.5k)
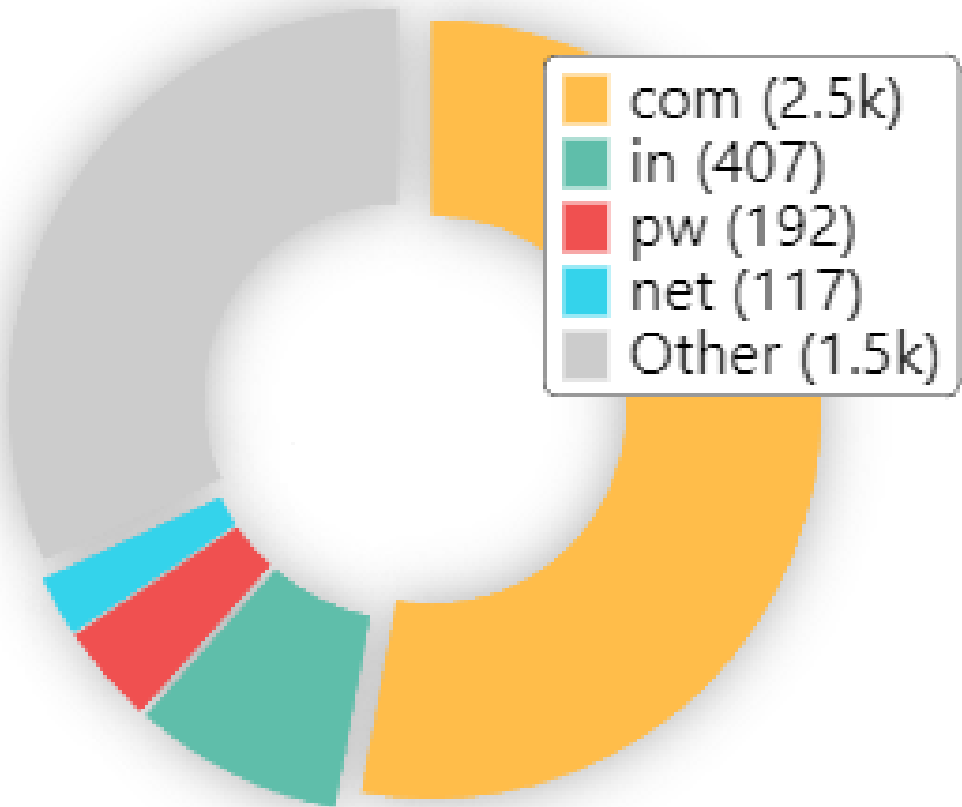
Top Countries

(/)
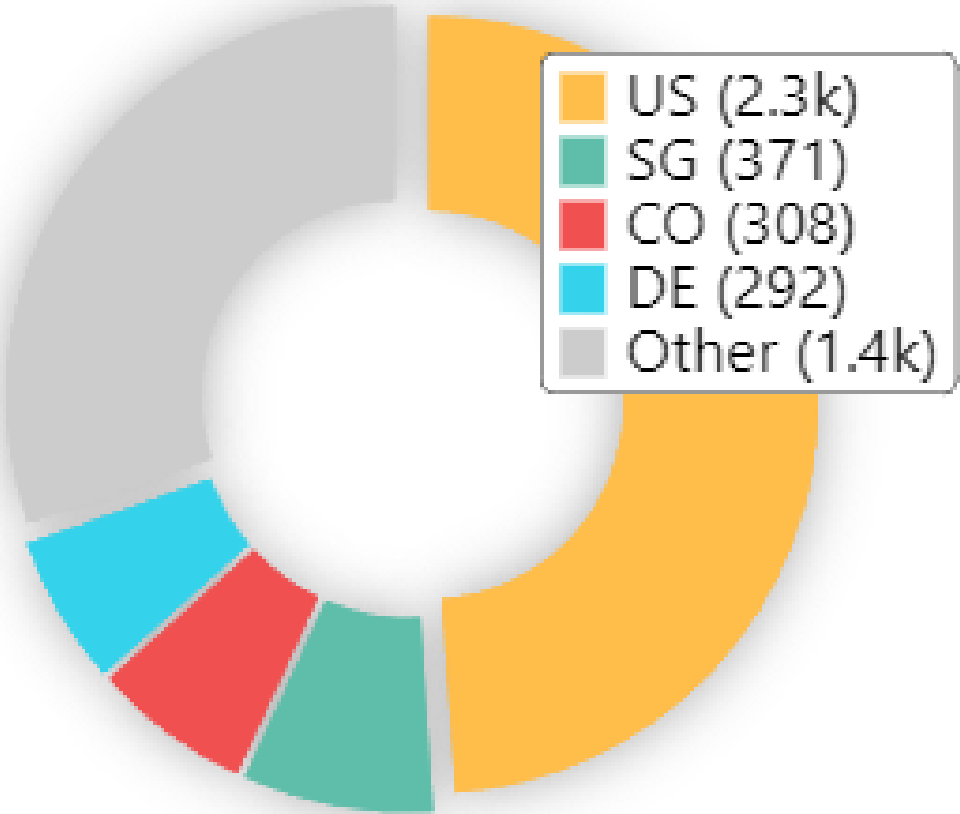
On-Page Link Structure

We found 387 total links. 5% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Show details

Friendly Links

Some of your link URLs do not appear friendly to humans or search engines.

We would recommend making URLs as readable as possible by reducing length, file names, code strings and special characters.

Show details

(/)

Create White Label PDFs

Upload your own logo and company's contact details. Generate unlimited PDFs under our White Label plans. See an example PDF Report (/docs/seo-audit-sample-pdf_en.pdf)

Embed the Audit Tool into your website. Get notified of leads straight from your website.

Learn More - White Label (/white-label/)

Usability

B

Your usability could be better

Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize **(/)**ser bounce rates (which can indirectly affect your search engine rankings).

Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.

Flash Used?

No Flash content has been identified on your page.

iFrames Used?

Your page appears to be using iFrames.

iFrames are discouraged as they can complicate navigation of content in mobile and have historically been harder to index for search engines.

(/)Favicon

Your page has specified a favicon.

Email Privacy

No email addresses have been found in plain text on your page.

Performance Results

C-

Your performance could be better

Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

Page Speed Info

Your page loads in a reasonable amount of time.

Server Response

1s

0.5s

0s

3s

0.1s
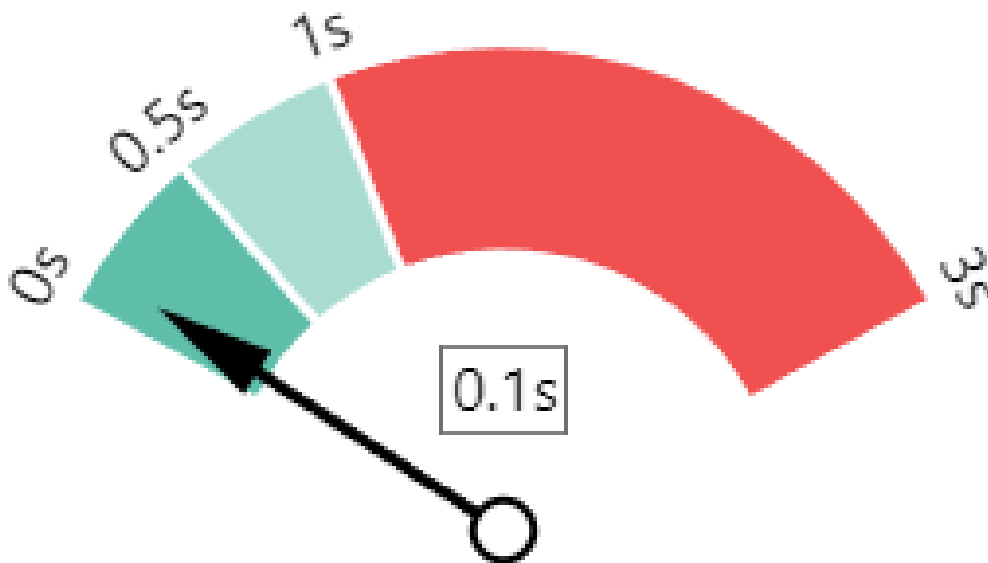
All Page Content Loaded

(/)
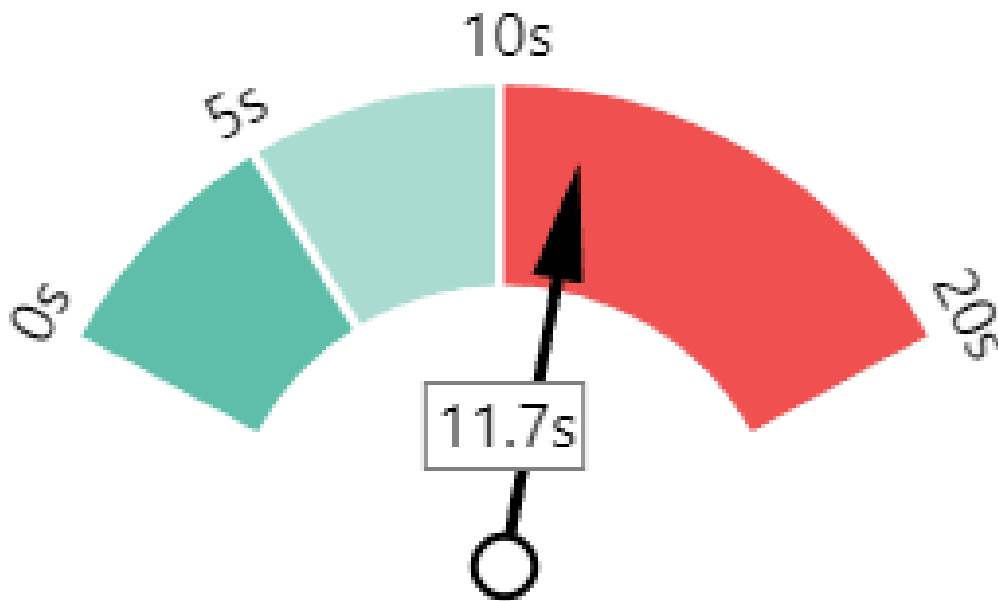
All Page Scripts Complete
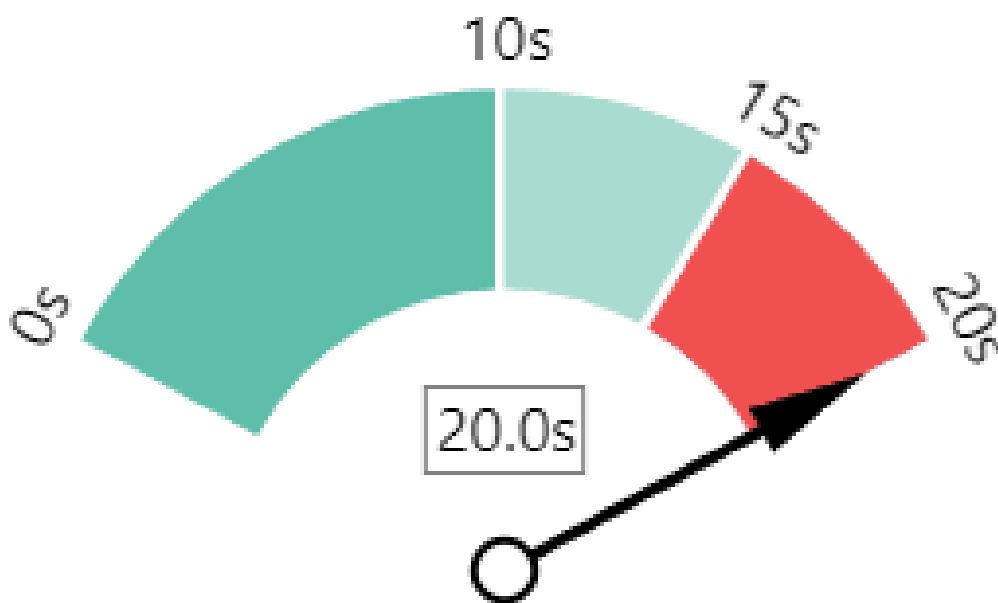
Download Page Size

Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience.

A general rule is to keep your page under 5MB in total file size.

Download Page Size

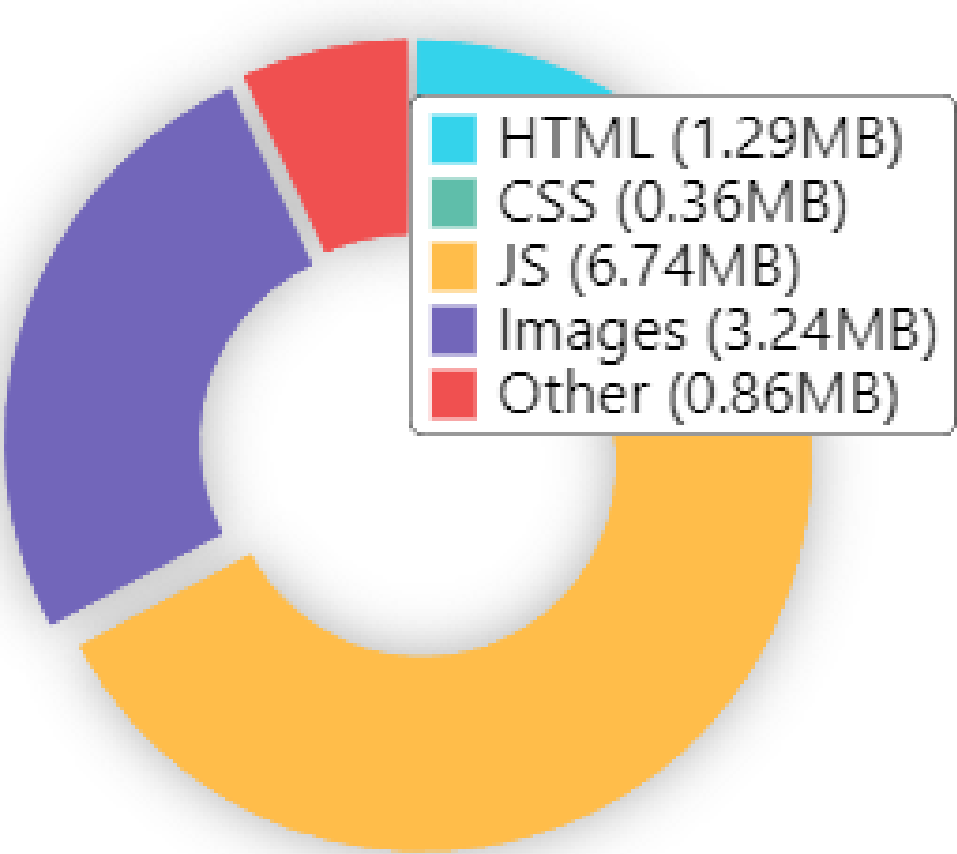**(/)**
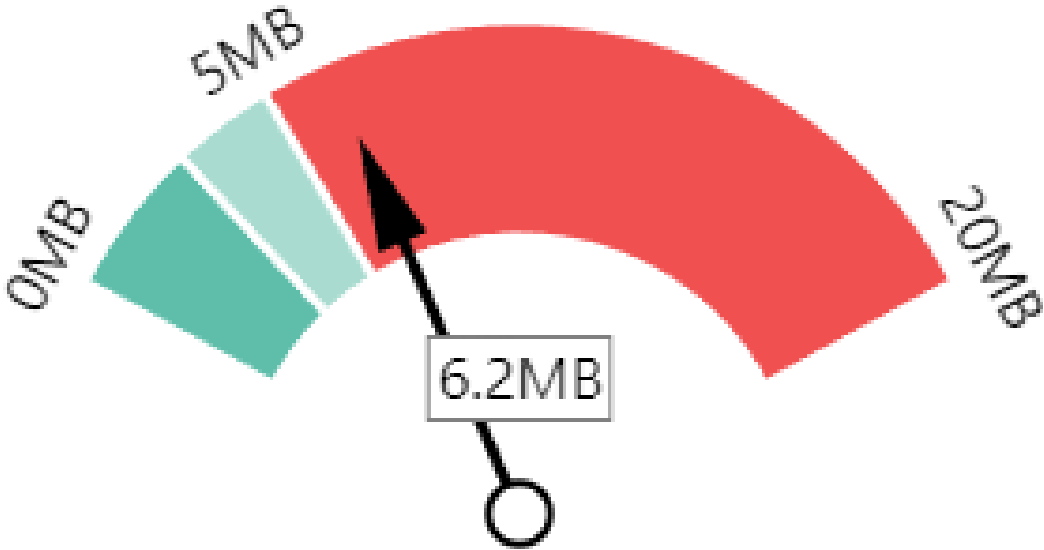
Download Page Size Breakdown

6.2MB

HTML (0.19MB)	
CSS (0.1MB)	
JS (2.9MB)	
Images (2.85MB)	
Other (0.19MB)	
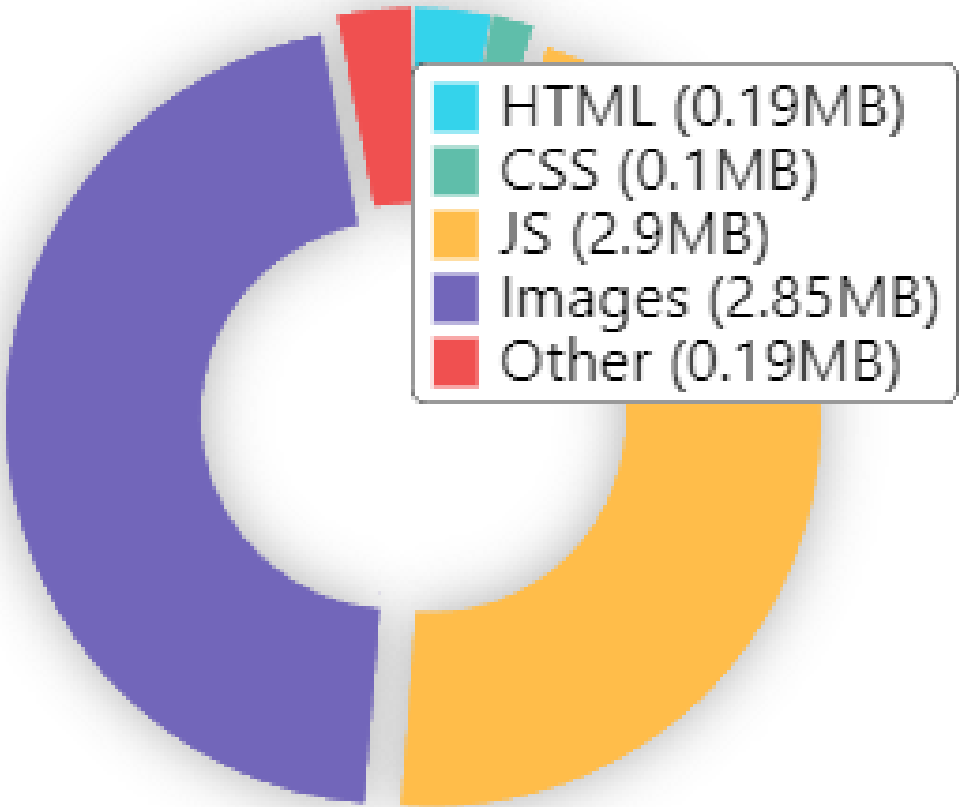
Total 6.23 MB

Website Compression (Gzip, Deflate, Brotli)

Your website appears to be using a reasonable level of compression.

Compression Rates

HTML	▬▬	0.19 MB (85% Compressed)
CSS	▬▬▬	0.1 MB (71% Compressed)
JS	▬▬▬▬	2.9 MB (57% Compressed)
Images	▬▬▬▬▬▬	2.85 MB (12% Compressed)
Other	▬▬	0.19 MB (78% Compressed)
Total	▬▬▬▬	**6.23 MB (51% Compressed)**

(/)

Raw Page Size Breakdown

- HTML (1.29MB)
- CSS (0.36MB)
- JS (6.74MB)
- Images (3.24MB)
- Other (0.86MB)
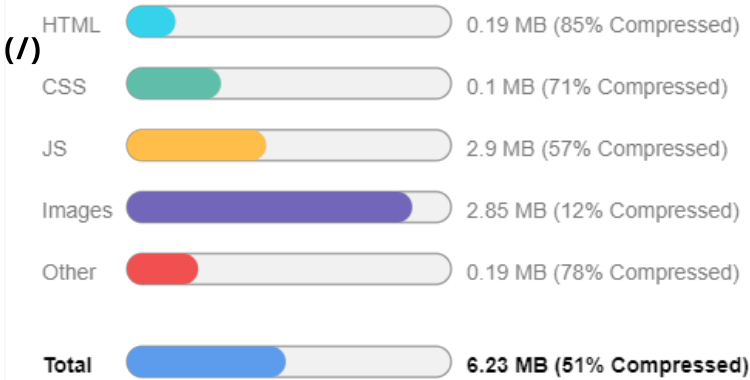
Total 12.49 MB

Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page.

347	18	103	7	140	79
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources
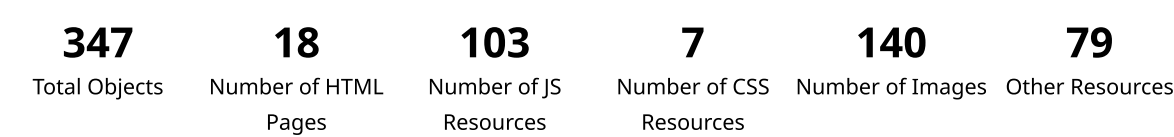
Google Accelerated Mobile Pages (AMP)

This page does not appear to have AMP Enabled.

Show details

(/) **JavaScript Errors**

Your page is reporting JavaScript errors during load.

This could indicate that some required functionality on your page is failing or scripts may have coding problems.

Show details

HTTP2 Usage

Your website is using the recommended HTTP/2+ protocol.

Deprecated HTML

No deprecated HTML tags have been found within your page.

Inline Styles

Your page appears to be using inline styles.

Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

Show details

Social Results

A+

Your social is very good!

Congratulations, your social presence is strong and active. Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend continued use of social campaigns to grow this further.

Facebook Page Linked

Your page has a link to a Facebook Page.

https://facebook.com/boat.lifestyle

Facebook Open Graph Tags

Your page is using Facebook Open Graph Tags.

Show details

Facebook Pixel

Your page has a Facebook Pixel installed.

Pixel ID

(/)

938265404227556

414531388748470

X (formerly Twitter) Account Linked

Your page has a link to a X profile.

https://twitter.com/RockWithboAt

X Cards

Your page is using X Cards.

Show details

Instagram Linked

Your page has a link to an Instagram profile.

https://instagram.com/boat.nirvana

LinkedIn Page Linked

Your page has a link to a LinkedIn profile.

https://linkedin.com/company/boat-lifestyle

YouTube Channel Linked

Your page has a link to a YouTube channel.

https://youtube.com/channel/UCY3JXaO_v8H3E6hTYUp5qWQ

YouTube Channel Activity

You have a good number of YouTube channel subscribers

183,000   161,308,491

Followers   View Count

Want to grow your YouTube Channel? Try our YouTube SEO Tool   (https://tuberanker.com/)

Local SEO

Local Business Schema

No Local Business Schema identified on the page.

Google Business Profile Identified

You can see information about your page's Google Business Profile within this report by signing up to one of our premium plans.

(/) | Signup - Free Trial **(/register)** |

Want to improve your Local Search Presence? Try our Local SEO Tool   (https://localranking.com/)

Technology Results

Technology List

These software or coding libraries have been identified on your page.

Technology	Version
Amazon Advertising (https://advertising.amazon.com)	
Cloudflare (http://www.cloudflare.com)	
Facebook Pixel (http://facebook.com)	
Google Analytics (http://google.com/analytics)	
Google Hosted Libraries (https://developers.google.com/speed/libraries)	
Google Tag Manager (http://www.google.com/tagmanager)	
HSTS	
HTTP/3 (https://httpwg.org/)	
jQuery (https://jquery.com)	
Judge.me (https://judge.me)	
Microsoft Clarity (https://clarity.microsoft.com)	0.7.31
Shopify (http://shopify.com)	
Twitter Ads (https://ads.twitter.com)	
Unpkg (https://unpkg.com)	
Vue.js (https://vuejs.org)	

Server IP Address

23.227.38.32

DNS Servers

(/) k.gtld-servers.net
h.gtld-servers.net
f.gtld-servers.net
c.gtld-servers.net
g.gtld-servers.net
e.gtld-servers.net
a.gtld-servers.net
i.gtld-servers.net
d.gtld-servers.net
l.gtld-servers.net
j.gtld-servers.net
b.gtld-servers.net
m.gtld-servers.net

**Web Server**

cloudflare

Charset

text/html; charset=utf-8

Review Child Pages

Page
/account (/boat-lifestyle.com/account)
/account/login (/boat-lifestyle.com/account/login)
/blogs/news (/boat-lifestyle.com/blogs/news)
/cart (/boat-lifestyle.com/cart)
/collections (/boat-lifestyle.com/collections)
/collections/alexa-enabled-soundbar (/boat-lifestyle.com/collections/alexa-enabled-soundbar)
/collections/amoled-display-smartwatch (/boat-lifestyle.com/collections/amoled-display-smartwatch)
/collections/audiophille (/boat-lifestyle.com/collections/audiophille)
/collections/aux-cable-for-car (/boat-lifestyle.com/collections/aux-cable-for-car)
/collections/best-sellers (/boat-lifestyle.com/collections/best-sellers)
/collections/bestdeals (/boat-lifestyle.com/collections/bestdeals)
/collections/big-display-smartwatch (/boat-lifestyle.com/collections/big-display-smartwatch)

Show me more

(/)
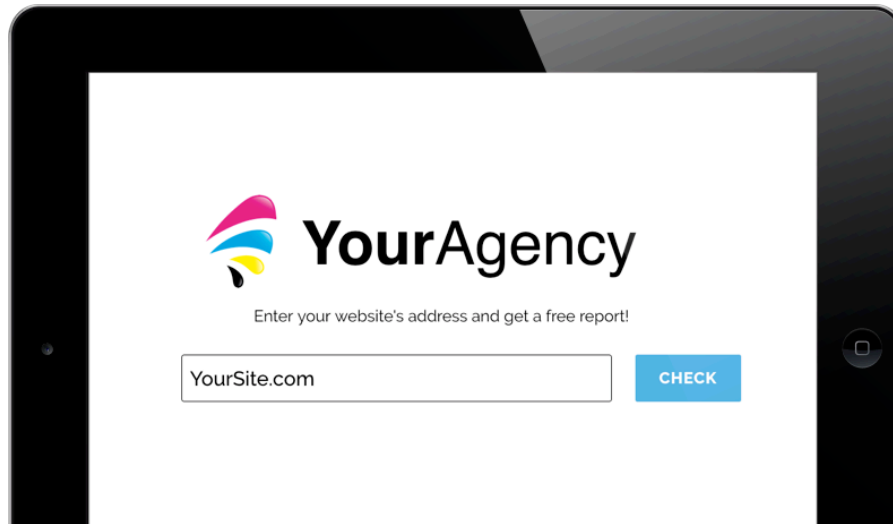
Embed an Audit Tool into your Agency's Site

Match your website's styling and colors. Show your customer a beautiful branded report. Get notified of leads straight to your Inbox.

Learn More - Embedding (/embeddable-audit-tool/)