NAKPRO WEBSITE AUDIT REPORT WITH ISSUES ALONG WITH POTENTIAL FIXES

Introduction

This SEO audit for Nakpro Nutrition was conducted as **a learning and portfolio-building project to apply my knowledge of search engine optimization in a real-world context.** The audit uses **SEObility** as the primary analysis tool, along with my own manual review, to identify technical, on-page, and content-related opportunities for improvement.

Due to tool access limitations, not all premium-level data could be retrieved however, all suggestions are based on the available insights, industry best practices, and my own understanding of SEO principles.

Disclaimer:

The recommendations in this report are not intended to criticize or disrespect Nakpro Nutrition's current SEO or marketing strategy. Instead, they represent my personal observations and improvement ideas, shaped by my current knowledge and learning stage.

I fully acknowledge that there may be brand-specific strategies, data insights, or operational constraints that influence the current setup, which I may not be aware of.If any information or assumption in this report is inaccurate, I welcome constructive feedback. You can reach me at **varunar513@gmail.com** to discuss:

➢ Why the suggestion may be incorrect
➢ What I may have misunderstood
➢ How I could improve my approach for future audits

I am fully open to learning and refining my skills through real-world insights and feedback. My goal is to continually improve and grow into a strong digital marketing and SEO professional.

NAKPRO ISSUES WITH TITLES AND POTENTIAL FIXES FOR THEM

Page url	Current page title (based on report)	Suggestion	Reason for suggestion
https://nakpro.com/collections/whey-protein-concentrate-1	Whey Protein Concentrate: Best Whey Protein for Muscle Gain | Nakpro – NAKPRO NUTRITION Issues : Too long Word repetition	Buy Best Whey Protein Concentrate for Muscle Gain | NAKPRO NUTRITION	1) To bring the title **characters total into ideal length of 60 or 580** pixels 2) Added buy to align with **commercial search** intent
https://nakpro.com/products/nakpro-whey-protein-powder-perform	Perform Whey Protein Concentrate | Affordable Whey Protein in India – NAKPRO NUTRITION Issues: Too long Word repetition	buy affordable performance whey protein concentrate| NAKPRO NUTRITION	1) Keeps buy and affordable for commercial search intent 2) Highlights **performance** whey protein 3) Reduced the characters for **recommended pixel length**
https://nakpro.com/products/nakpro-grass-fed-whey-protein-powder	Grass Fed Whey Protein | Whey Protein Concentrate – NAKPRO NUTRITION Too long Word repetition	Buy grass Fed whey protein concentrate – NAKPRO NUTRITION	1. All key elements buy **(search intent) grass-fed USP** brand name , product all included within the recommended pixel range
https://nakpro.com/products/platinum-iso-zero-whey-protein	Platinum ISO Zero - Best Zero Carbs Whey Protein Isolate – NAKPRO NUTRITION	Buy Best Zero Carbs Whey Protein Isolate – NAKPRO NUTRITION	1. here have to make the sacrifice of cutting product name platinum

			iso zero but I think its worth unless product has high search volume
https://nakpro.com/collections/nakpro-whey-protein-hydrolysates	Buy Best Whey Protein Blend | Balanced Protein Blend for Muscle Growth – NAKPRO NUTRITION	Buy best balanced whey protein blend for muscle growth | NAKPRO NUTRITION	1. Covered all the necessary keyword , search intent , character count

CONTEXTUAL CLARIFICATION

The title suggestions and insights shared in this section **are not intended as criticism** of the brand's existing SEO strategy or content structure. This review was done solely for educational and practice purposes as part of a real-world SEO case study.

All suggestions were made by:

Applying SEO fundamentals like keyword targeting, ideal title length (≤60 characters / ~580px), and clarity.

Aligning content with commercial search intent (e.g., including action words like "Buy", "Best").

Demonstrating the ability to analyze and improve based on audit tool data, keyword logic, and user behavior patterns.

This exercise reflects my effort to actively apply theoretical learning to live websites using free SEO tools. All brand mentions are done with full respect, and this is not a reflection of the brand's overall quality or strategy. The goal is to simulate the thought process of an SEO analyst, not to criticize.

SOURCE SCREENSHOT FROM SEOBILITY AUDIT REPORT ON PAGES THAT HAVE ISSUES WITH TITLES

META DESCRIPTION AUDIT

| Page url	Meta description as of now	suggestion	Reason for suggestion
https://nakpro.com/collections/multivitamin-tablets	Empty as of now	Discover Nakpro's multivitamin tablet collection — buy affordable supplements with no compromise in quality or bioavailability, and reach your micronutrient goals.	Meta description tailored to the page's purpose and **high converting intent**
https://nakpro.com/	Are you in search of pure & best Indian Whey Protein Powder at an affordable price? Shop India's best quality whey protein powder and gym supplements online at NAKPRO Nutrition. We are one of the leading Nutritional brands delivers 100% pure whey protein. Free Delivery. COD.- TOO LONG	Buy 100% pure whey protein from Nakpro Nutrition — India's best quality & lab-tested supplement brand. Affordable pricing, ongoing offers, free delivery & COD.	The revised meta description retains all core brand values from the original — such as quality, affordability, and national positioning — **while improving clarity, and SEO-readiness**. Additionally, it introduces high-conversion elements like "lab-tested" (to build credibility) and "ongoing offers" (to create urgency and boost CTR), all within the optimal SERP character limit.

Conclusions & recommendations – meta description audit

These suggestions apply my SEO learnings to real-world pages, focusing on concise, keyword-rich, and intent-driven descriptions within optimal length for search display.

Some URLs couldn't be reviewed due to SEObility's premium restrictions, but the included examples show a repeatable method to:

1. Summarize content accurately.

2. Naturally include primary keywords.

3. Boost click-through with value or offers.

These are constructive, practical recommendations aimed at enhancing visibility and engagement, not criticisms of the brand.
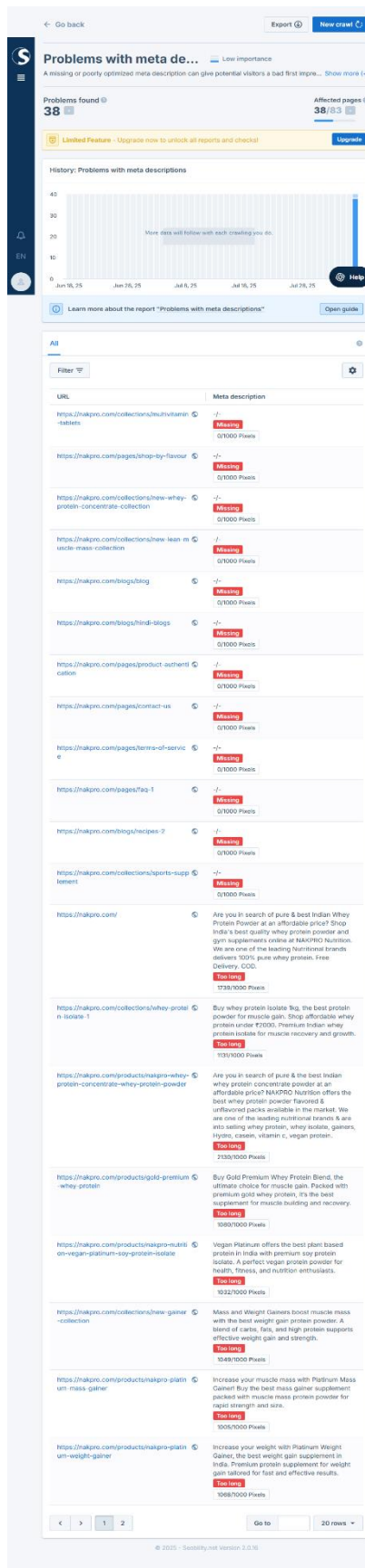
Source screenshot from seobility report on meta description issues

DUPLICATE CONTENT AUDIT REPORT WITH ISSUES AND POTENTIAL FIXES

| URL 1	URL 2	TOOL FINDINGS	MANUAL INSPECTION FINDINGS
https://nakpro.com/collections/new-lean-muscle-mass-collection	https://nakpro.com/collections/new-whey-protein-concentrate-collection	These two pages are flagged as a duplicate content by seobility	But after manual inspection I found out these pages are selling different products one page is for (URL 1) whey isolate and (URL 2) is for whey concentrate
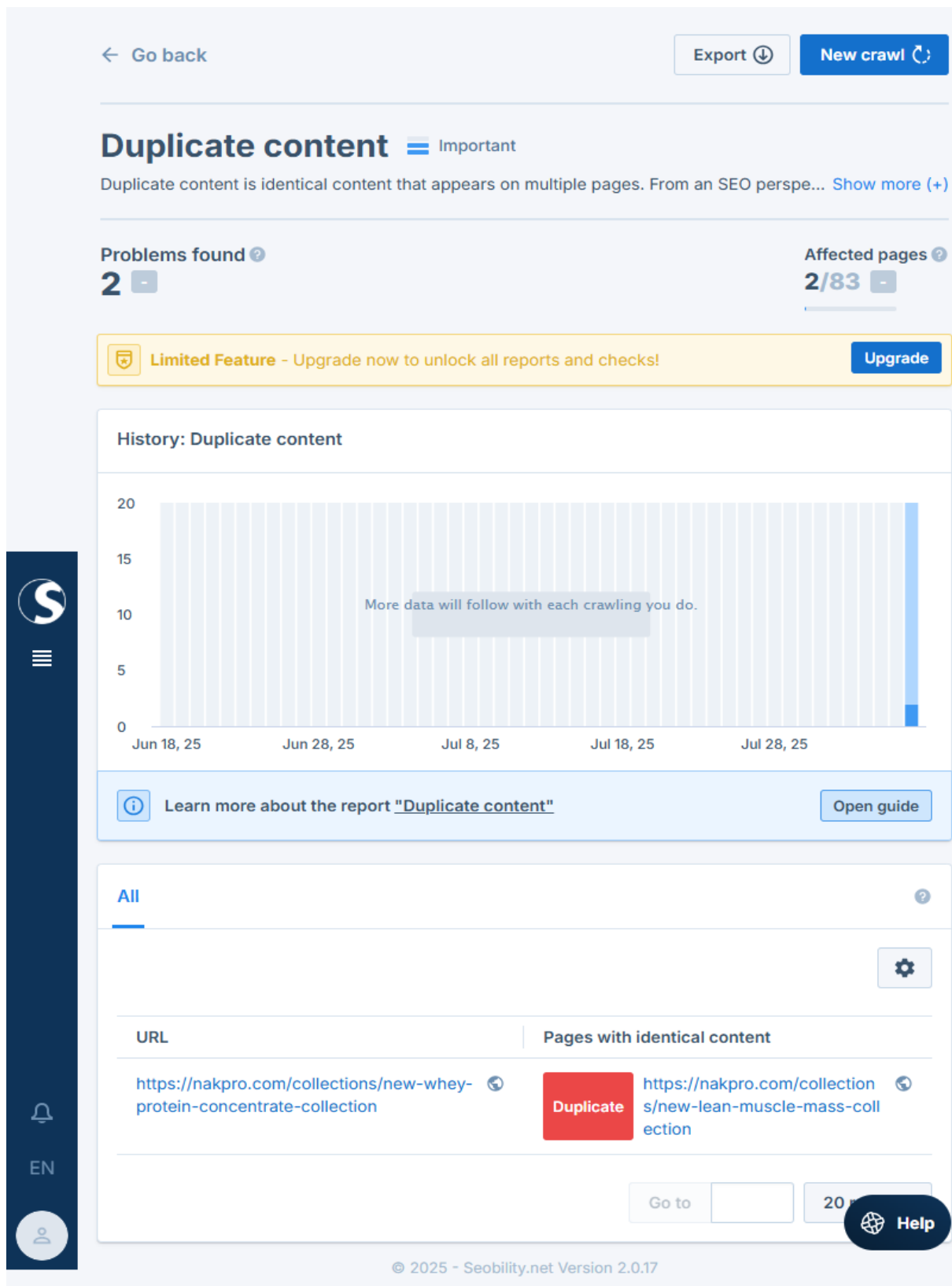
Source screenshot from seobility report on duplicate content report

ANALYSIS ON PAGES COMPETING FOR THE SAME KEYWORD WITH POTENTIAL ISSUES AND FIXES

URL,S OF PAGES	TOOL FINDINGS	Manual review findings	recommendations
URL 1 : https://nakpro.com/products/nakpro-pre-workout-supplement-powder URL 2: https://nakpro.com/products/nakpro-caffeine-pre-workout-supplement	In reports these URL's are flagged as competing for the same keywords "pre-workout " "nakpro" "workout"	From reviewing these two pages I found out that both pages are selling pre-workout products But with very different formulation (creatine added with l-citrulline) and product in URL 2 is based on caffeine. So these two products have different use cases and serves for people with different needs. the caffeine-based product is for people who are searching for a product that helps with instant energy and creatine and L-citrulline based product is for people who are searching for product that don't want any side effects of caffeine like sleep disturbance and energy crash out	**Both pages are selling products with different features , ingredients and target audiences** so few modifications in meta and product description . can really differentiate them . my suggestion for creatine based supplement would be they can market and brand as a pre-workout without any side effects .

OPTIMIZATION PLAN TO MINIMIZE KEYWORD CANNIBALIZATION BETWEEN PRE-WORKOUT PRODUCT PAGE URL'S

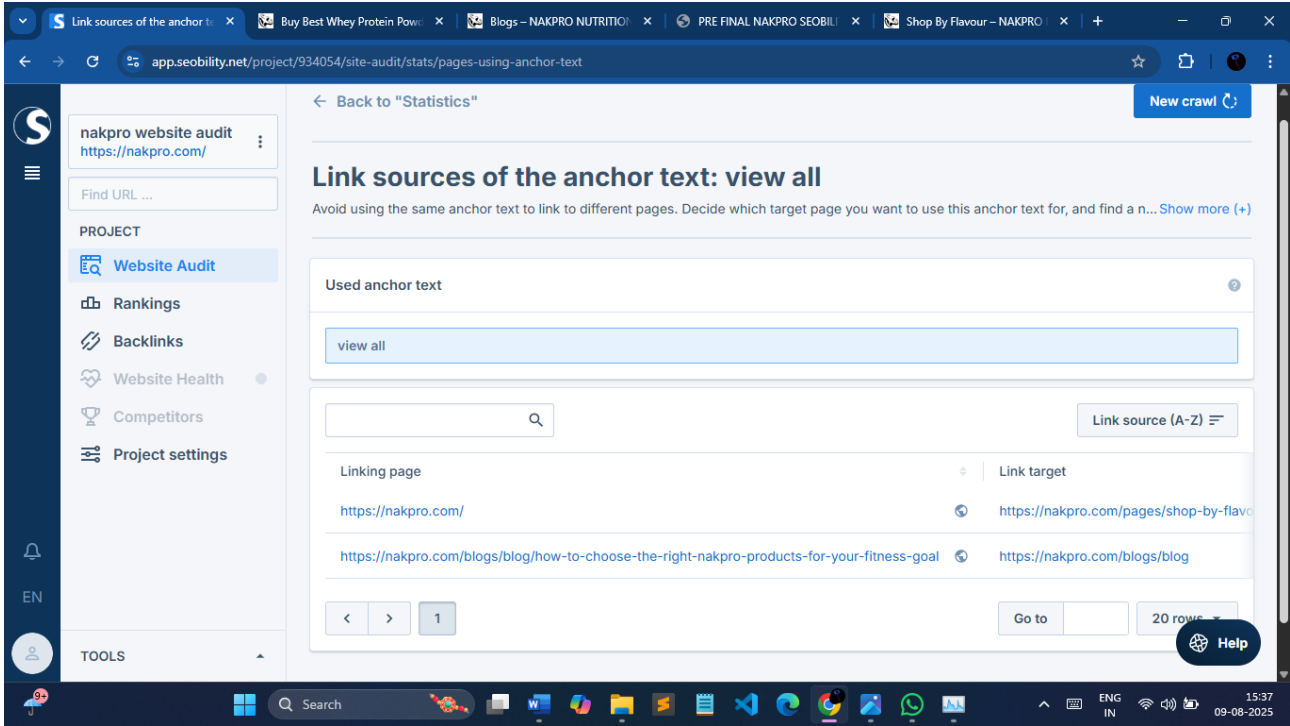| URL	SUGGESTED TITLE	SUGGESTED META DESCRIPTION	CONTENT RECOMMENDATION
https://nakpro.com/products/nakpro-pre-workout-supplement-powder	Buy caffeine free L-citrulline & creatine pre-workout |NAKPRO NUTRITION	Nakpro caffeine-free pre-workout supplement with L-Citrulline & Creatine for muscle endurance, pump, and recovery. No jitters. Buy online today.	➢ Make the page content focus on **stimulant free workout supplement** with target users as **late night gym peoples** and evening gym peoples who are searching for a pre-workout that **does not affect their sleep** but gives instant energy and pump ➢ Include **content sections that explains benefits of caffeine free pre-workout** with late night or evening gym people as a target audiences ➢ Add third party lab reports or even research papers that explains how creatine and L-citrulline boost energy without affecting sleep
https://nakpro.com/products/nakpro-caffeine-pre-workout-supplement			➢ Explain **benefits of pre-workout with research papers** as proof along with benefits of caffeine in product description ➢ Target users **: early morning gym peoples** who wants quick energy boost with easy preparation ➢ Explain why nakpro is different and pin point the product is created to make it affordable for all without sacrificing any quality ➢ Add third party lab reports to boost trust
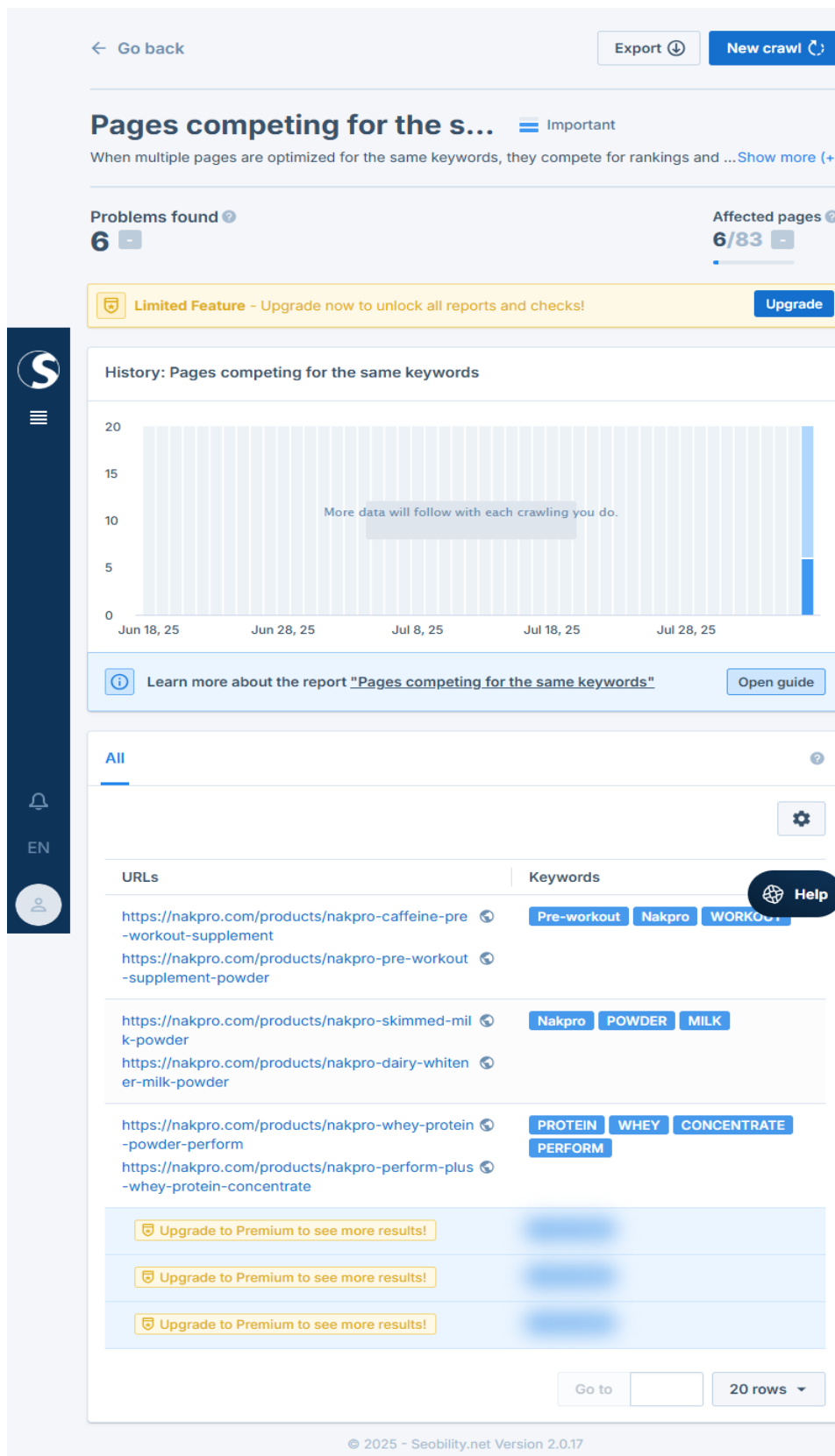
Source screenshot from seobility report on pages that are competing for the same keyword

REPORT ON ANCHOR TEXTS WITH ISSUES AND POTENTIAL FIXES

Issue 1 : identical anchor texts for different pages

LINKING PAGE	LINK TARGET	CURRENT ANCHOR TEXT	WHY ITS AN ISSUE	FIX AND ITS IMPACT
https://nakpro.com/	https://nakpro.com/pages/shop-by-flavour	View all	➤ On the homepage under the shop by flavour section the internal link is pointing to the shop by flavour page uses a generic anchor text "view all". ➤ This is a non-descriptive term with no keyword relevance to the linked page content ➤ So due to this keyword relevance gets lost and we are missing out on using homepage potential and authority to boost the target page ➤ **Impact:** this generic view all text is going to weaken the shp by flavour page ability to rank for other high intent keywords like keywords buy " best flavoured whey protein in india" and so on	Replace " view all " with a keyword rich anchor like " buy your favourite flavoured whey protein" Benefits: ➤ Increases keyword relevance ➤ Improve ranking for transactional queries ➤ Improve conversions by bringing high conversion-ready traffic to product category page

https://nakpro.com/blogs/blog/how-to-choose-the-right-nakpro-products-for-your-fitness-goal	https://nakpro.com/blogs/blog	View all	in a blog named how to choose the right nakpro product for your fitness goal page there is anchor tag named "View All". This type of anchor text gives no context to either the user or search engines about the content of the linked page. **For users** They can't tell what page they'll land on just by reading "View All." **For search engines** Anchor text is a key ranking signal. When it's generic, Google can't understand the topic relevance of the target page as clearly, which can weaken its chances of ranking for relevant keywords like "Fitness Blogs," "Whey Protein Articles," or "Supplement Guides."	replace " view all " with "more Fitness & nutrition blogs" **impacts:** ➢ helps search engines to understand better about the destination page subject ➢ users are more likely to click when they know what they are clicking ➢ helps search engines to connect the blog content hub with related pages

Source screenshot from seobility reports on links with same anchor text

Issue 2 : Duplicate anchor texts for different pages

URLS WITH SAME ANCHOR TEXT	ANCHOR TEXT	WHY ITS AN ISSUE?	IMPACT
Incoming links : https://nakpro.com/ https://nakpro.com/collections/whey-protein-concentrate-1 https://nakpro.com/products/nakpro-grass-fed-whey-protein-powder https://nakpro.com/collections/nakpro-whey-protein-hydrolysates https://nakpro.com/products/nakpro-perform-mass-gainers https://nakpro.com/products/nakpro-shaker-bottle-for-protein-shake https://nakpro.com/collections/new-casein-collection https://nakpro.com/products/nakpro-100-pure-carb https://nakpro.com/products/nakpro-calcium-casein-protein-powder https://nakpro.com/products/nakpro-creatine-monohydrate	" impact whey"	➢ Anchor text is one of the key signals google uses to understand what a linked page is about ➢ If " impact whey " points to multiple unrelated pages search engines struggle to understand which page is the most relevant for that keyword ➢ It causes keyword cannibalization multiple pages are going to start competing for the same keyword because the anchor texts suggest they are all about "impact whey" ➢ Can lead to poor user experience	➢ **AFFECTS RANKING**: search engines may reduce the ranking strength of the main "impact whey" page because they cant determine which page is authoritative this results in lower positions for competitive keywords ➢ **Can reduce conversions** by misleading users to unexpected pages reducing the likelihood of them completing a purchase or engaging further ➢ **Reduce views and engagement :** users who land on the wrong content are likely to leave quickly this increases bounce rate and lowering session duration both are negative engagement signals for SEO ➢ **Missed keyword targeting opportunities**: by reusing "impact whey" everywhere you lose the chance to optimize links with other valuable long tail keywords that could bring in highly targeted traffic

POSSIBLE SOLUTIONS FOR DUPLICATE ANCHOR TEXT ISSUE

SUGGESTED SOLUTIONS	POSITIVE IMPACT FOR IMPLEMENTING	Reason for suggestion

➢ Diversify anchor texts
Examples:
https://nakpro.com/products/nakpro-perform-mass-gainers
Replace current anchor text with:
"**BUY PERFORMANCE MASS GAINER**"
OR
"**TRY OUR PERFORMANCE MASS GAINER – BUY NOW**"
 	
https://nakpro.com/products/nakpro-shaker-bottle-for-protein-shake
Replace current anchor text with:
"**BUY SHAKER BOTTLE**"
        OR
"**TRY OUR SHAKER BOTTLE – BUY NOW**
 	
https://nakpro.com/products/nakpro-calcium-casein-protein-powder
Replace current anchor text with:
"**BUY CALCIUM CASEIN PROTEIN POWDER**"
            OR
"**TRY OUR CALCIUM CASEIN PROTEIN POWDER**" **– BUY NOW**
 	
Note:
While Nakpro has 100+ internal links using the same duplicate anchor text "Impact Whey", this report provides three representative examples. These examples are chosen to illustrate the problem and showcase keyword-rich alternatives. In most cases, these suggestions can be applied across all other instances where the link points to a product page or buying page. Since the purpose and destination of these links are similar, the same anchor text optimization logic works effectively for the majority of cases.
	By implementing this suggestions through out their site for all internal incoming anchor texts links they can improve
	➢ **Search engine understanding**
	Helps search engine with understanding what the link is about . it helps with improving semantic relevance and ranking potential
	➢ **Higher organic rankings**
	Diverse and keyword rich anchor texts helps to spread keyword equity across multiple relevant terms giving each product page a stronger chance to rank for high intent keywords
	➢ **Better click through rate**
	Tells users clearly what to expect increasing the likelihood of clicks compared to vague terms like "impact whey'
	➢ **Improved conversions**
	Direct purchase intent in anchor texts like buy now aligns with buyer ready visitors
		Option1 : link directly guide users to buying page.so its make sense to add purchase intent keyword like buy along with product name and description
		
		Second one: If brand wants longer version with friendly inviting tone while retaining all the essentials they can go for option 2

Export ⬇   New crawl ↻

Internal link anchor texts t...   ▬ Important

A link's anchor text is a crucial element for SEO, as it tells search engines what the linked page is about.
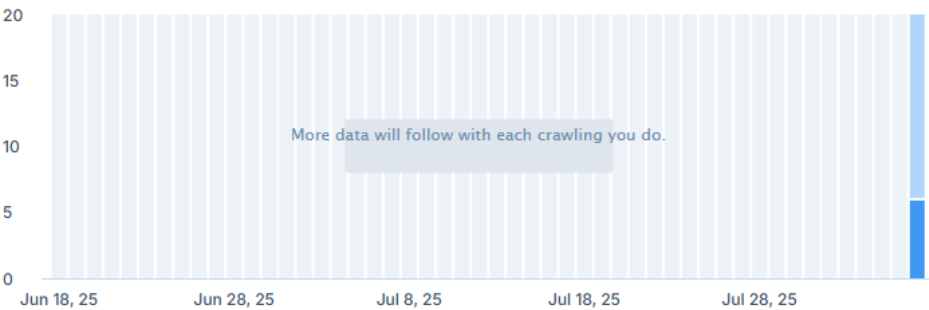
Problems found ❓
6 ▬

Affected pages ❓
6/83 ▬

🛡 **Limited Feature** - Upgrade now to unlock all reports and checks!   **Upgrade**

History: Internal link anchor texts that need improvement

```
20

15

10              More data will follow with each crawling you do.

 5

 0
  Jun 18, 25      Jun 28, 25      Jul 8, 25      Jul 18, 25      Jul 28, 25
```

ℹ Learn more about the report "Internal link anchor texts that need improvement"   Open guide

https://nakpro.com/products/nakpro-platinum-weight-gainer	🌐	impact whey Duplicate anchor
https://nakpro.com/products/nakpro-gold-mass-gainer	🌐	impact whey Duplicate anchor
https://nakpro.com/products/nakpro-perform-mass-gainers	🌐	impact whey Duplicate anchor
https://nakpro.com/products/nakpro-100-pure-carb	🌐	impact whey Duplicate anchor
https://nakpro.com/products/nakpro-shaker-bottle-for-protein-shake	🌐	impact whey Duplicate anchor
https://nakpro.com/collections/new-casein-collection	🌐	impact whey Duplicate anchor
https://nakpro.com/products/nakpro-100-micellar-casein-protein-supplement-powder	🌐	impact whey Duplicate anchor
https://nakpro.com/collections/new-amino-acid-collection	🌐	impact whey Duplicate anchor
https://nakpro.com/products/nakpro-creatine-monohydrate	🌐	impact whey Duplicate anchor

← **Go back**

Export ⬇   **New crawl** ↻

Internal link anchor texts t... ≡ Important

A link's anchor text is a crucial element for SEO, as it tells search engines what the linked p... Show more (+)

Problems found ❓
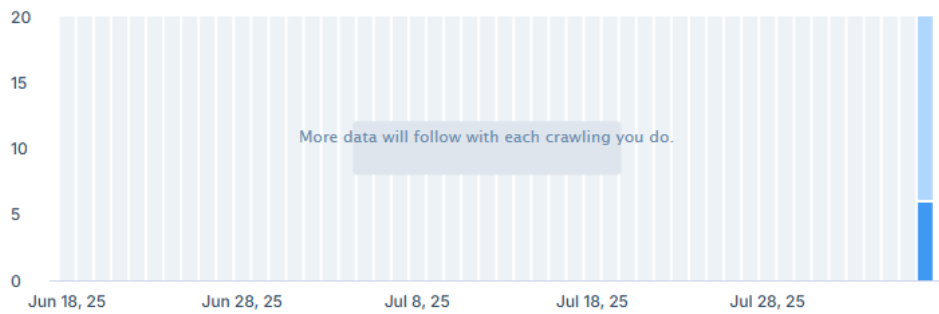**6** −

Affected pages ❓
6/83 −

History: Internal link anchor texts that need improvement

20	
15	
10	More data will follow with each crawling you do.
5	
0	

Jun 18, 25   Jun 28, 25   Jul 8, 25   Jul 18, 25   Jul 28, 25

ⓘ Learn more about the report "Internal link anchor texts that need improvement"   Open guide

🔍   ≡

| Source	⇕		Anchor texts	⇕
https://nakpro.com/?srsltid=AfmBOooKgjcBr58DTP7cEdRmJqtsVTvhDNFKaTrrZv7glyxMYaMoMpkM Page is not relevant	🌐		**no anchor text**	
https://nakpro.com/	🌐		impact whey Duplicate anchor **no anchor text**	
https://nakpro.com/collections/whey-protein-concentrate-1	🌐		impact whey Duplicate anchor	
https://nakpro.com/products/nakpro-whey-protein-powder-perform	🌐		impact whey Duplicate anchor	
https://nakpro.com/products/nakpro-gold-plus-whey-protein-concentrate?utm_source=copyToPasteBoard&utm_medium=product-links&utm_content=web Page is not relevant	🌐		**no anchor text**	
https://nakpro.com/products/nakpro-perform-plus-whey-protein-concentrate?_pos=2&_sid=405340f54&_ss=r Page is not relevant	🌐		**no anchor text**	
https://nakpro.com/products/nakpro-grass-fed-whey-protein-powd	🌐		impact whey	
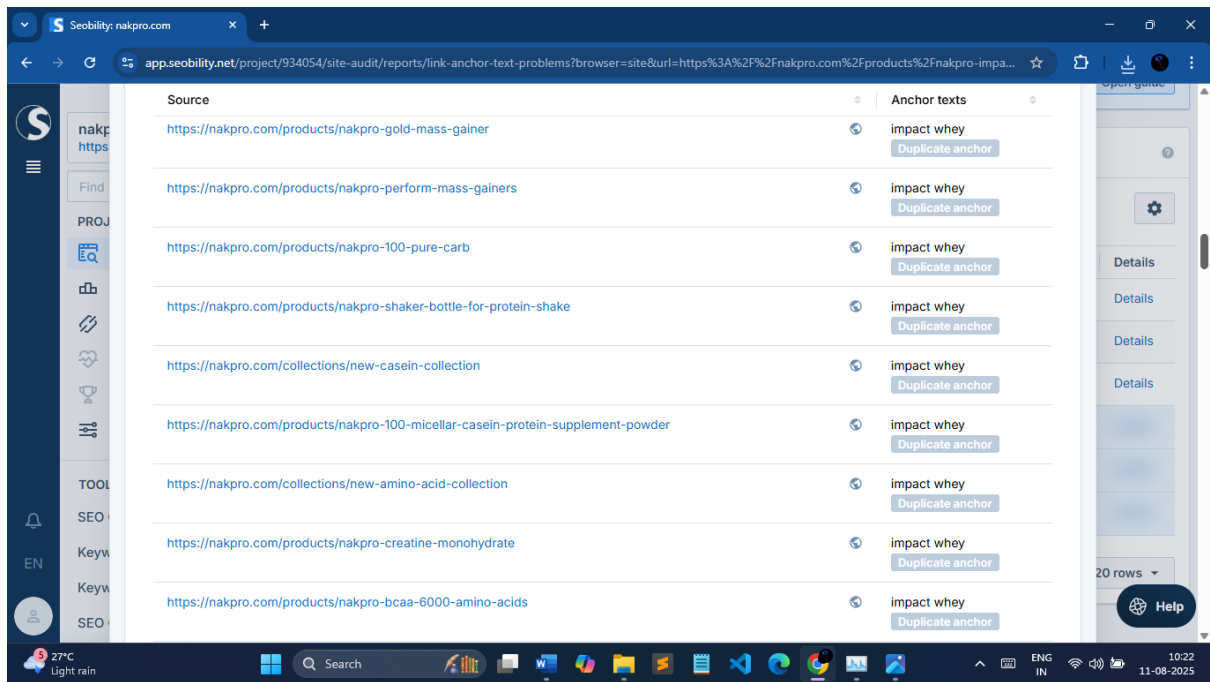
**SOURCE SCREENSHOTS FROM REPORTS OF SEOBILITY**

NAKPRO CORE WEB VITALS REPORT FROM PAGESPEED INSIGHTS

URL	DEVICE (mobile / desktop)	LCP - seconds	INP - MS	CLS	OVERALL RESULT	PRIORITY	REASON FOR PASS/FAIL	VERIFICATION
https://nakpro.com/	Mobile	2.7 seconds (lab: PSI)	155 MS (lab: PSI)	0.0 (LAB) **Source Note:** source PSI lab. verify in GSC	FAILED	P1	➢ LCP **over 2.5** seconds due to oversized hero images and render-blocking JS/CSS	➢ Owner to confirm in GSC > core web vitals . **target** LCP<=2.5s , INP<=200MS , CLS<=0.10 at P75
https://nakpro.com	Desktop	2.3 seconds (lab: PSI)	64 MS (lab: PSI)	0.02 (lab: PSI)	PASSED	-	➢ All metrics are in "good range"	➢ Monitor GSC > core web vitals to confirm P75 stays in good

PAGE INSIGHTS REPORT ON CORE WEB VITALS FOR DESKTOP
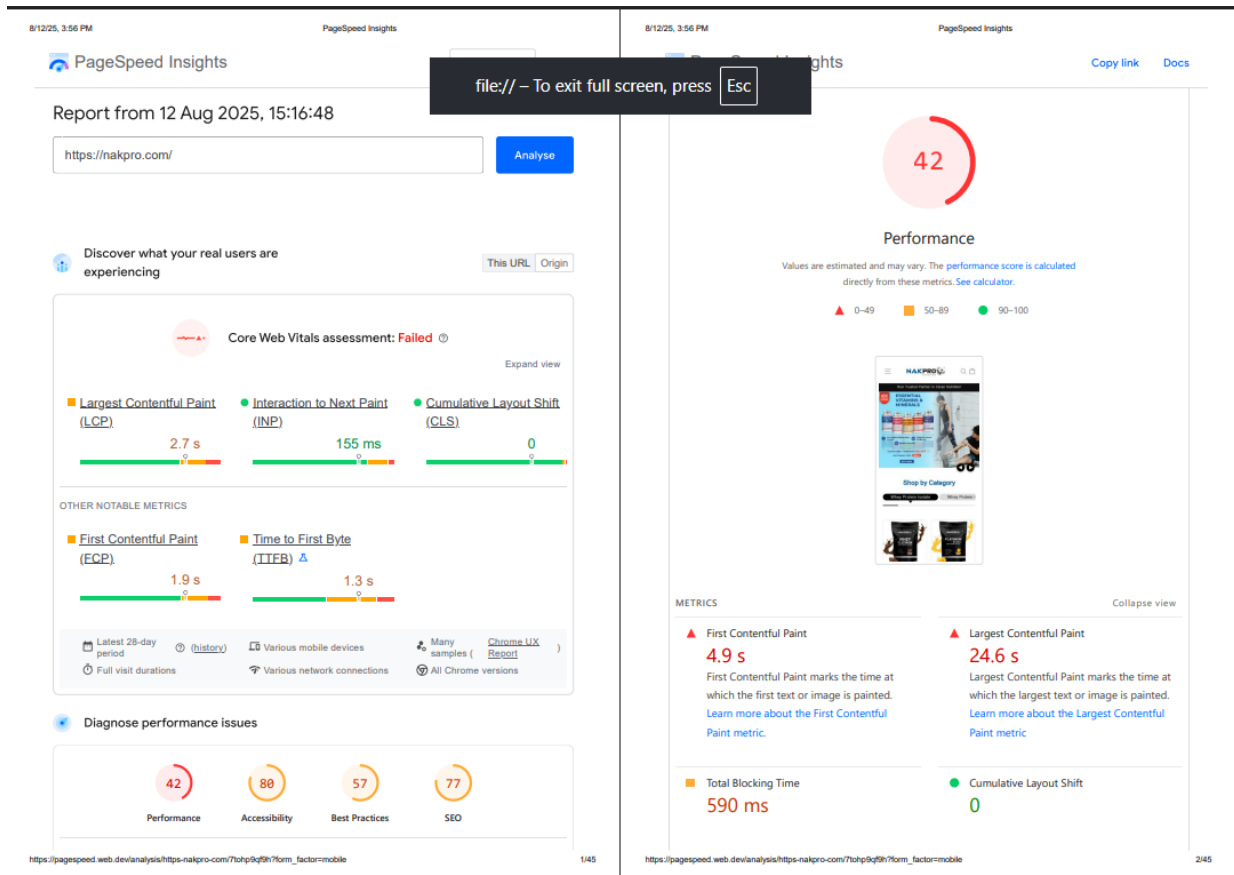
PAGE INSIGHTS REPORT ON CORE WEB VITALS FOR MOBILE
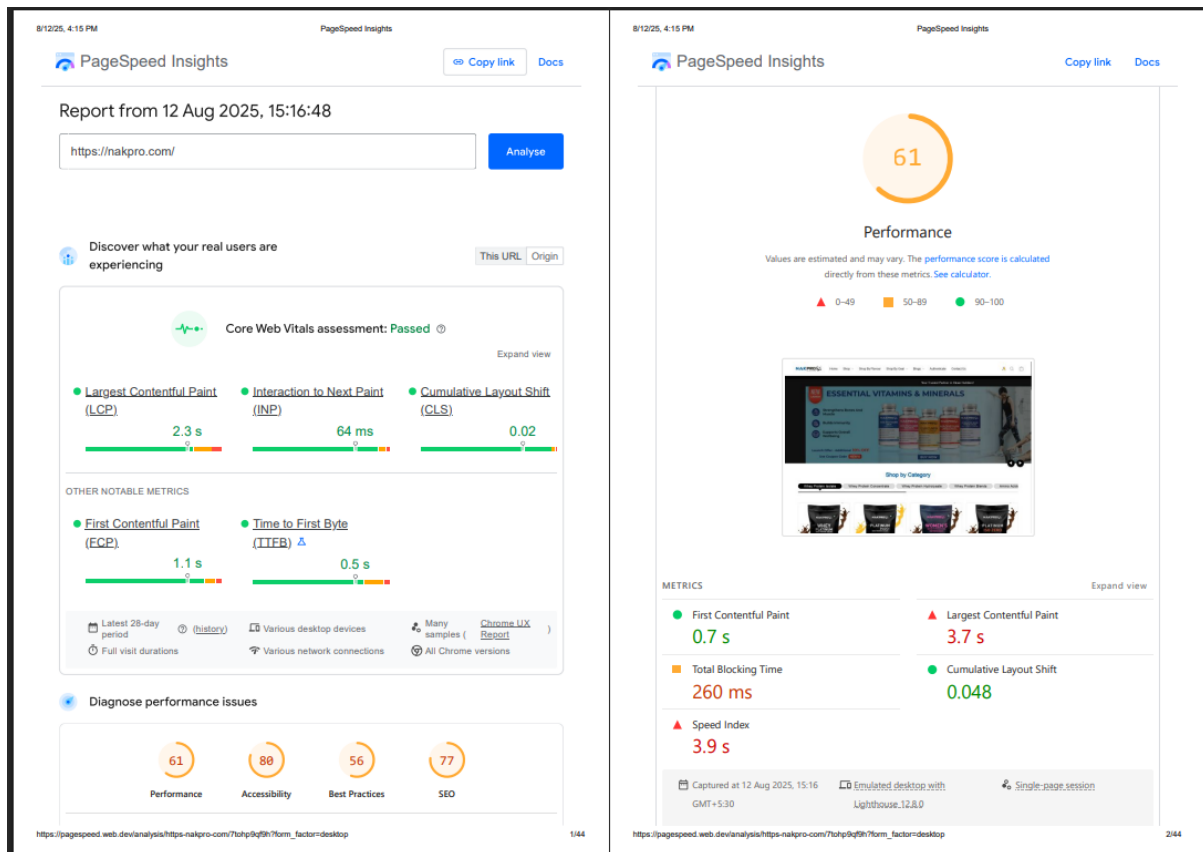
EVIDENCE CARD

URL	DEVICE	FAILING METRIC	KEY CAUSES	TOP FIXES	OWNER	PRIORITY	ACCEPTANCE CRITERIA
https://nakpro.com/	MOBILE	LCP 2.7S(>2.5S)	Oversized hero images , render blocking css/JS	Compress/preload LCP image; inline critical CSS defer JS	Frontend team	P1	PSI LCP<2.5s;GSC mobile LCP "good"