

SEO AUDIT REPORT FOR

<https://www.prabhatkhabar.com/>

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for

PRABHAT KHABAR



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ABSTRACT

The purpose of this SEO audit report is to evaluate the current SEO performance of Prabhat Khabar's official website and identify areas for improvement to enhance the site's visibility, user experience, and search engine ranking. This audit aims to provide actionable insights and recommendations to optimize the website's technical, on-page, and off-page SEO elements, ultimately driving more organic traffic and achieving the website's business goals.

Key Findings:

- **Crawlability and Indexing:** Identified several crawl errors, including broken links, which impede search engine bots from indexing the site effectively.
- **Site Speed and Performance:** The website exhibits slow loading times, particularly on mobile devices, due to unoptimized images and excessive JavaScript.
- **Mobile-Friendliness:** Certain elements are not fully optimized for mobile viewing, affecting the overall user experience despite the site's general responsiveness.
- **Meta Tags and Keyword Optimization:** Numerous pages lack optimized title tags and meta descriptions, and there is inconsistent keyword usage throughout the site.

Recommendations:

1. **Crawlability and Indexing:**
 - Resolve all identified crawl errors and broken links.
 - Ensure all important pages are included in the sitemap and indexed correctly.

2. Site Speed and Performance:

- Optimize images by compressing and resizing them.
- Minimize the use of JavaScript and implement browser caching.

3. Mobile-Friendliness:

- Review and adjust the mobile version of the site to enhance responsiveness and user experience.
- Use Google's Mobile-Friendly Test tool to identify and address any remaining issues.

4. Meta Tags and Keyword Optimization:

- Ensure each page has unique, optimized title tags and meta descriptions.
- Conduct keyword research and incorporate relevant keywords naturally into the content.

INTRODUCTION

Prabhat Khabar is a prominent Hindi-language daily newspaper in India, known for its comprehensive coverage of regional, national, and international news. Established in 1984, it has grown to become a trusted source of news and information in several Indian states, including Jharkhand, Bihar, and West Bengal. The website aims to provide an exceptional user experience while achieving high visibility in search engine results to attract more organic traffic and grow its customer base.

Scope of the Audit

The SEO audit covers the following key areas:

- **Technical SEO:** Assessing the site's crawlability, indexing, site speed, and mobile-friendliness.
- **On-Page SEO:** Evaluating content quality, meta tags, keyword optimization, URL structure, and internal linking.
- **Off-Page SEO:** Analyzing the website's backlink profile and social media presence.
- **User Experience (UX):** Reviewing the site's design, navigation, bounce rate, and dwell time.

Methodology

The audit was conducted using a combination of industry-standard SEO tools and techniques to gather data and insights about the website's performance. The tools used include:

- **Google Search Console:** For identifying crawl errors and indexing issues.
- **Google Analytics:** For analyzing traffic patterns and user behavior.
- **SEO Site Checkup:** For conducting a comprehensive site crawl to detect technical issues.
- **Ahrefs:** For backlink analysis and keyword research.
- **Google PageSpeed Insights and GTmetrix:** For evaluating site speed and performance.

- **Copyscape:** For checking duplicate content.
- **Google Mobile-Friendly Test:** For assessing mobile optimization.
- **SEOptimizer :** For a full checkup of the website.

The findings and recommendations presented in this report aim to enhance Prabhat Khabar's SEO performance, drive more organic traffic, and achieve the website's business objectives.

FINDINGS & RECOMMENDATIONS

1. **Title Tag** : Hindi News: Latest News in Hindi, Hindi Samachar, Breaking News in Hindi, हिंदी न्यूज़, आज की ताजा खबरें - Prabhat Khabar

Suggestions : The site has a title tag which is 121 characters long, but ideally it should be shortened to between 50 and 60 characters (including spaces).

2. **Language** : The page is using the lang attribute.

Declared: Hindi

3. **Sitemap.xml** : Exist.

Suggestions : It acts as roadmap to tell search engines what content is available and how to reach it.

4. **H2-H6 Header Tag usage** : Website is making use multiple levels of Header Tags.

Suggestions : Making use of multiple levels of headers is considered as a good practice and improve the visual efficiency of the website.

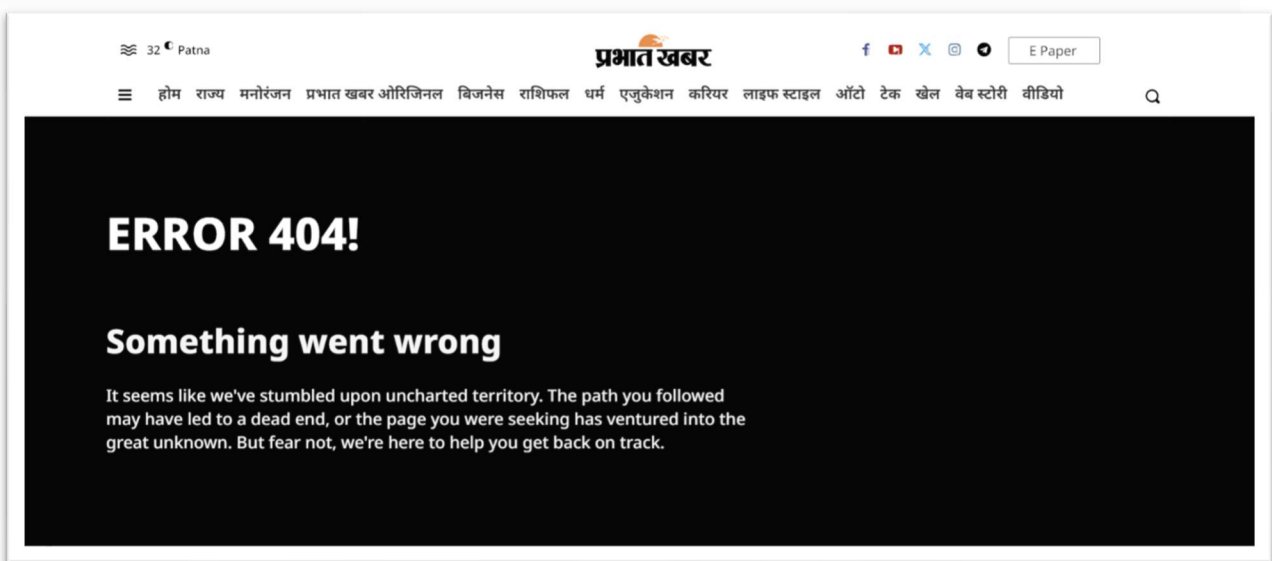
Header Tag	Frequency
H2	0
H3	167
H4	18
H5	0
H6	0

5. Enormous Network Payload : Large network payloads cost users real money and are highly correlated with long load times.

Suggestions : Consider using a plugin like WP Rocket.

6. Custom 404 Page : Custom 404 page does not exist.

Suggestions : Custom 404 page is a redirection to another link within the website if a content does not load correctly or does not exist . It is a good practice to insert a custom 404 page rather than the default one as it increases efficiency and user retency.



7. Image Alt Attributes : The website has images on pages that are missing Alt attributes. I found 136 images the page and 6 of them are missing the attribute.

Suggestion : 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.

1	/wp-content/uploads/2024/01/left-arrow-svg.png
2	/wp-content/uploads/2024/01/right-arrow-svg.png
3	/wp-content/uploads/2024/01/left-arrow-svg.png
4	/wp-content/uploads/2024/01/right-arrow-svg.png
5	https://www.prabhatkhabar.com/wp-content/uploads/2023/12/app-store-google-play-logo.png
6	https://www.prabhatkhabar.com/wp-content/uploads/2023/12/app-store-google-play-logo1.png

8. Robots.txt test : This website is using a robots.txt file.

Suggestion : A Robot.txt file is needed if you want to have control over what is being crawled.

9. JS Error : This webpage contains Javascript errors.

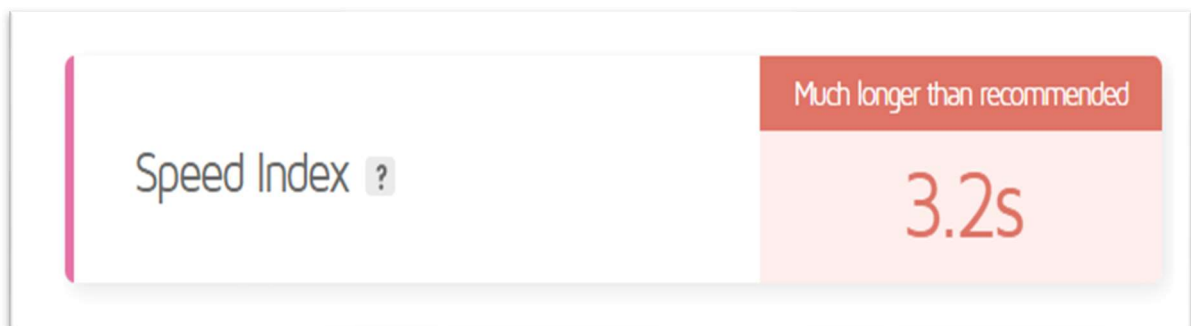
Suggestion : A fully functional and efficient website should be free of any errors.

10. Inline CSS : This webpage is using inline CSS styles!

Suggestion : Inline style is not a good practice as the code can be tampered easily or errors may occur.

11. Speed Index : This website take longer than recommended to load up the contents , that is 3.2s.

Suggestion : A good user experience is 1.3s or less.



12. Amount of Content : Webpage has a good level of textual content, which will assist in it's ranking potential.

Suggestion : Word Count : 5511 , numerous studies have shown that there is a relationship between the amount of content on a page (typically measured in word count) and it's ranking potential - generally longer content will rank higher.

13. HTTPS Redirect : The webpage successfully redirects to a HTTPS (SSL secure) version.

Suggestion : SSL is a security technology which ensures sensitive data like passwords and credit cards are sent securely between your website and visitors. If you have SSL enabled, it is also very important to ensure that your page is actually forcing usage of HTTPS by redirecting from a non-secure HTTP version to secure HTTPS version.

14. Friendly Links : Some of your link URLs do not appear friendly to humans or search engines.

Suggestion : It is recommended making URLs as readable as possible by reducing length, file names, code strings and special characters.

Line	Link	Underscores	Parameters	Symbols	File Names	Path Depth	Length
1573	https://www.prabhatkhabar.com/world/narendra-modi-in-russia-pm-modi-said-140-crore-indians-made-india-strongest-economy	✓	✓	✓	✓	✓	✗
1573	https://www.prabhatkhabar.com/state/delhi/delhi-police-crime-branch-exposed-an-organ-transplant-racket-arrested-7-people	✓	✓	✓	✓	✓	✗
1623	https://www.prabhatkhabar.com/state/jharkhand/hemant-soren-floor-test-live-updates-jharkhand-politics	✓	✓	✓	✓	✓	✗
1657	https://www.prabhatkhabar.com/state/jharkhand/economist-d-r-ramesh-sharan-passes-away-in-kolkata-cm-hemant-soren-expressed-grief	✓	✓	✓	✓	✓	✗
1659	https://www.prabhatkhabar.com/state/uttar-pradesh/lucknow/rahul-gandhi-will-go-rae-bareilly-today-will-meet-workers-and-public	✓	✓	✓	✓	✓	✗
1666	https://www.prabhatkhabar.com/career/sail-vacancy-2024-recruitment-for-btech-degree-holders-check-details-here	✓	✓	✓	✓	✓	✗
1674	https://www.prabhatkhabar.com/state/uttar-pradesh/lucknow/hathras-stampede-s-dm-co-tehsildar-including-6-suspended-government-action-taken-on-site-report	✓	✓	✓	✓	✓	✗

15. Google's Pagespeed Insights – Desktop : Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.
Suggestion : Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.

16. Page Object Test : This webpage is using more than 20 http requests, which can slow down page loading and negatively impact user experience!
Suggestion : More than the recommended http requests can tamper the site's performance and make it slow.

requests by domain		
Domain	Percent	Requests
prabhatkhabar.com	75.4 %	159
fundingchoicesmessages.google.com	4.7 %	10
securepubads.g.doubleclick.net	4.3 %	9
tpc.googlesyndication.com	3.3 %	7
cdn.ampproject.org	2.4 %	5
e.clarity.ms	1.9 %	4
use.fontawesome.com	1.4 %	3
pagead2.googlesyndication.com	1.4 %	3
cdn.izooto.com	0.9 %	2
clarity.ms	0.9 %	2
Other	3.3 %	7
TOTAL	100%	211

17. Unsafe Cross-Origin Links Test : This webpage is using `target="_blank"` links without `rel="noopener"` or `rel="noreferrer"` attribute.

Suggestion : This can expose it to performance and security issues!

18. SPF Records Test : This DNS server is using an SPF record. `v=spf1 include:_spf.google.com ~all`

Suggestion : SPF (Sender Policy Framework) records allow servers to verify if a given mail server is authorized to send mail on behalf of your domain or not .

19. LinkedIn Page Linked : No associated LinkedIn profile found linked on your page.

Suggestion : A webpage should be connected to every social media account of the owner which gains audience retention and efficiency.

20. Keyword Consistency : The webpage's main keywords are not distributed well across the important HTML tags.

Suggestion : 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.

Phrases					
Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
के लिए	×	×	✓	22	<div></div>
july 2024	×	×	✓	17	<div></div>
और खबरें	×	×	✓	16	<div></div>
aaj ka	×	×	✓	15	<div></div>
राशि वालों	×	×	✓	11	<div></div>
jagannath rath	×	×	✓	11	<div></div>
rath yatra	×	×	✓	11	<div></div>
jagannath rath yatra	×	×	✓	11	<div></div>

CONCLUSION

The SEO audit of Prabhat Khabar's website has provided a comprehensive analysis of the website's current performance across several critical areas including technical SEO, on-page optimization, off-page factors, user experience, and local SEO. The primary goal of this audit was to identify strengths and weaknesses in the website's SEO strategy and offer actionable recommendations to enhance its search engine visibility and overall user experience.

Summary of Key Findings:

- **Technical SEO:** Issues such as crawl errors, slow site speed were identified. These technical challenges can hinder search engine indexing and negatively impact user experience.
- **On-Page SEO:** Several pages were found to have missing or poorly optimized meta tags, and inconsistent keyword usage. These factors can limit the website's relevance and ranking potential.
- **Off-Page SEO:** Social media engagement was also limited, affecting the site's broader online presence.
- **User Experience:** While the site's design and navigation are generally user-friendly, certain areas require improvement to reduce bounce rates and increase dwell time.

To achieve the recommended improvements, a detailed action plan with specific tasks and timelines has been outlined. Prioritizing these tasks based on their impact and feasibility will be crucial in effectively implementing the changes.

By addressing the identified issues and following the recommended strategies, Prabhat Khabar can significantly improve its SEO performance, attract more organic traffic, and achieve its business objectives. Continuous monitoring and adjustment of the SEO strategy will be essential to maintain and build upon these improvements. In conclusion, this SEO audit serves as a roadmap for enhancing Prabhat Khabar's online presence and competitiveness. Implementing these recommendations will position the website for long-term success in search engine rankings and user satisfaction.