



SEO Audit Report for InfinityTrips.in

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Audit Overview

This report presents a comprehensive Technical SEO Audit of the travel website <https://infinitytrips.in>. The objective of this audit is to identify and address technical issues that may be affecting the website's search engine performance, crawlability, user experience, and overall visibility on Google.

To conduct this audit, I used a combination of SEO tools. These tools helped me find technical issues on the website and gave ideas on how to fix and improve them.

The elements reviewed in this audit directly impact how well Google can crawl, understand, and rank the website. By identifying and resolving the issues found, the website can significantly improve its search visibility, loading speed, and user trust ultimately helping attract more organic traffic and enhance overall SEO performance.

robots.txt & Sitemap.xml Configuration Check

```
User-agent: *
Disallow: /wp-admin/
Allow: /wp-admin/admin-ajax.php

Sitemap: https://infinitytrips.in/wp-sitemap.xml
```

XML Sitemap

This XML Sitemap is generated by WordPress to make your content more visible for search engines.

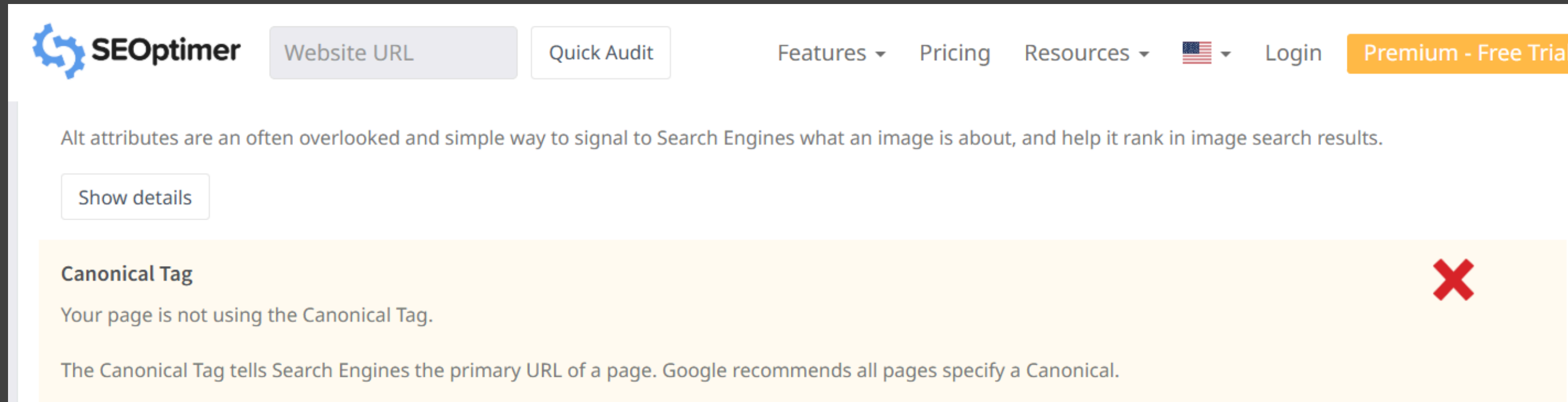
[Learn more about XML sitemaps.](#)

Number of URLs in this XML Sitemap: 4.

URL
https://infinitytrips.in/wp-sitemap-posts-post-1.xml
https://infinitytrips.in/wp-sitemap-posts-page-1.xml
https://infinitytrips.in/wp-sitemap-taxonomies-category-1.xml
https://infinitytrips.in/wp-sitemap-users-1.xml

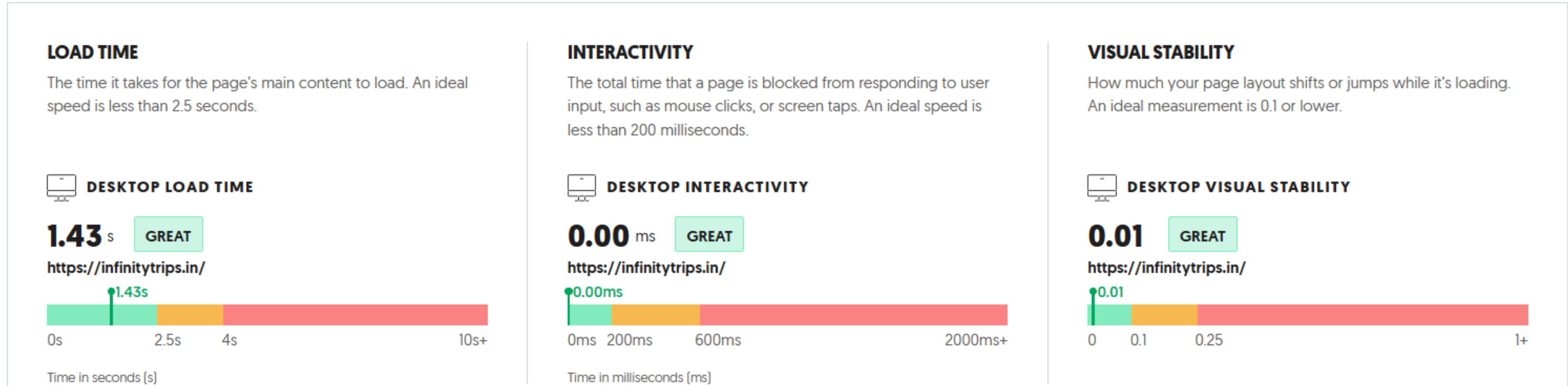
The robots.txt file for InfinityTrips is correctly implemented and helps to ensure that the site is fully crawlable and indexable by search engines. The website also has a properly implemented sitemap.xml file. which serves as a blueprint of the site’s structure and helps search engines efficiently index important pages

Canonical Tag

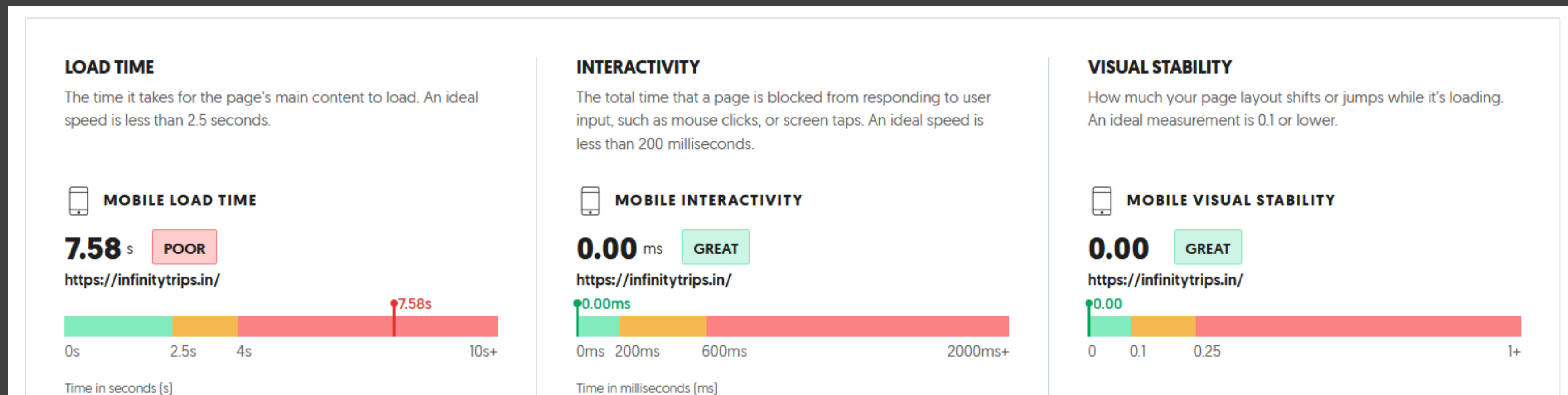


During the audit it was observed that the canonical tag is not present on the homepage. The absence of a canonical tag means that search engines are not clearly informed about the preferred version of the page which can lead to Duplicate content issues, Split SEO value, Inefficient crawling, as search engines may waste resources indexing similar content.

Page Speed & Performance Analysis



The desktop version of the website performs extremely well, with fast load times, instant interactivity, and minimal layout shift. This ensures that users on desktop devices enjoy a smooth and stable browsing experience.



The mobile version of the website has a slow load time of 7.58 seconds, which is significantly above the recommended speed of under 3 seconds. While interactivity and layout stability are excellent, the long load time can result in higher bounce rates and a poor user experience for mobile visitors.

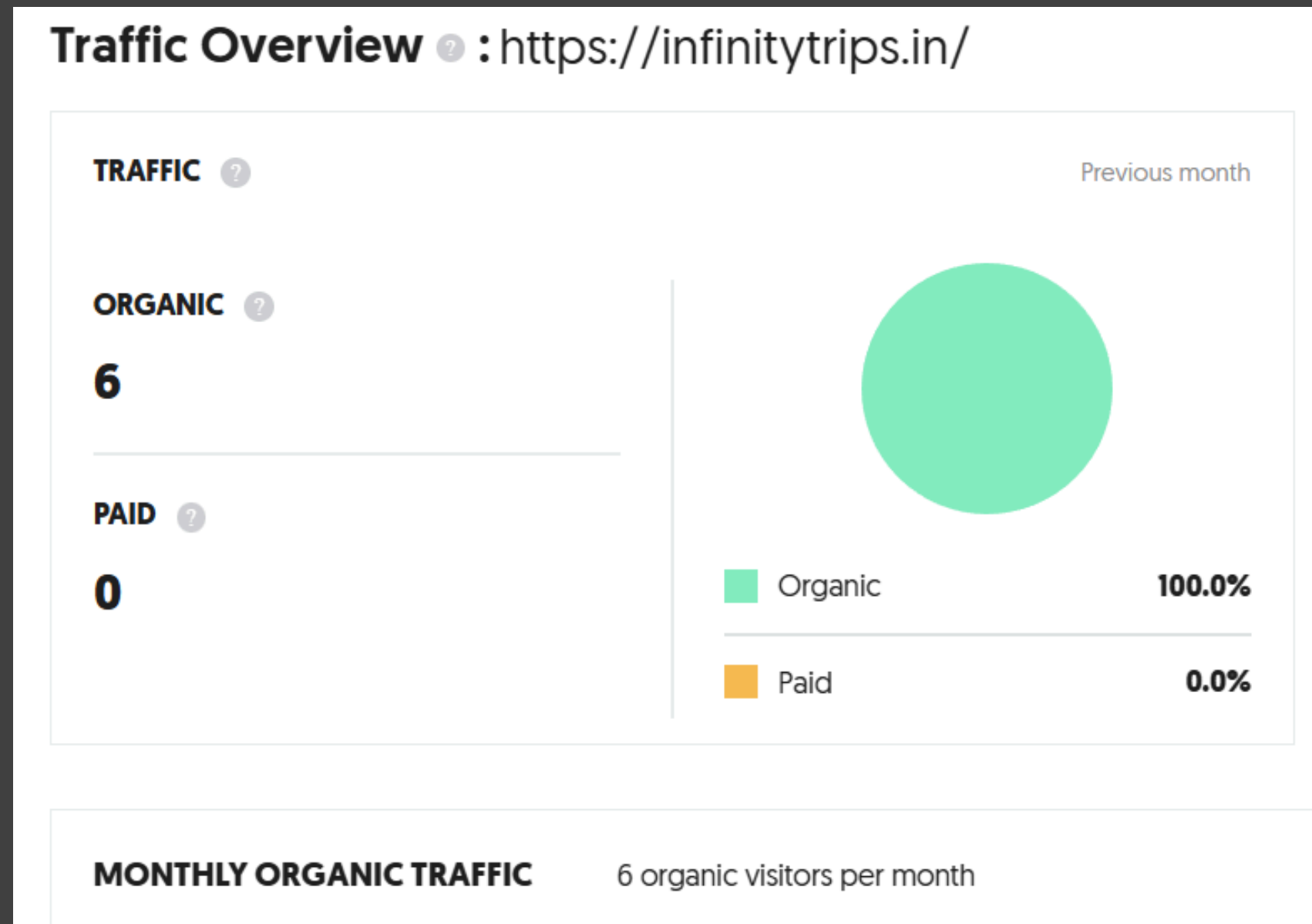
To reduce the website's load time, it is important to optimize large images, minify CSS and JavaScript files, enable browser caching, and use techniques like lazy loading and Content Delivery Networks (CDNs) to deliver content faster.

Broken Links Audit

List of broken links and other issues		
There are issues with the URLs listed below. The table summarizes the issues and suggested actions by HTTP response status code.		
Code	Occurrences	What to do
(N/A)	3	The link was not checked due to robots exclusion rules . Check the link manually, and see also the link checker documentation on robots exclusion .
(N/A)	1	Accessing links with this URI scheme has been disabled in link checker.
404	5	The link is broken. Double-check that you have not made any typo, or mistake in copy-pasting. If the link points to a resource that no longer exists, you may want to remove or fix the link.

It is recommended to carefully review all 5 broken (404) links and either update them to the correct URLs, replace them with valid alternatives, or remove them if the original resources no longer exist. Additionally, the links that were blocked by robots.txt should be manually checked to ensure they are still functional and relevant.

Traffic Overview




The website currently receives very minimal organic traffic and ranks for only a small number of keywords (6). There is no investment in paid advertising, which means the site relies entirely on organic visibility through search engines.

To improve the website's search performance, it is recommended to:

- Conduct thorough keyword research to identify high-volume, relevant travel-related keywords, and optimize website content accordingly.
- Focus on improving on-page SEO by including keyword-rich titles, meta descriptions, and H1 tags.
- Consider launching paid advertising campaigns, such as Google Ads or social media ads, to increase traffic and visibility in the short term while organic growth builds.
- Regularly publish blog articles, travel guides, and optimized landing pages to expand keyword reach and improve rankings over time.

Domain Authority (DA) & Page Authority (PA) Audit

Domain or URL	DA	PA
 https://infinitytrips.in/	6	16

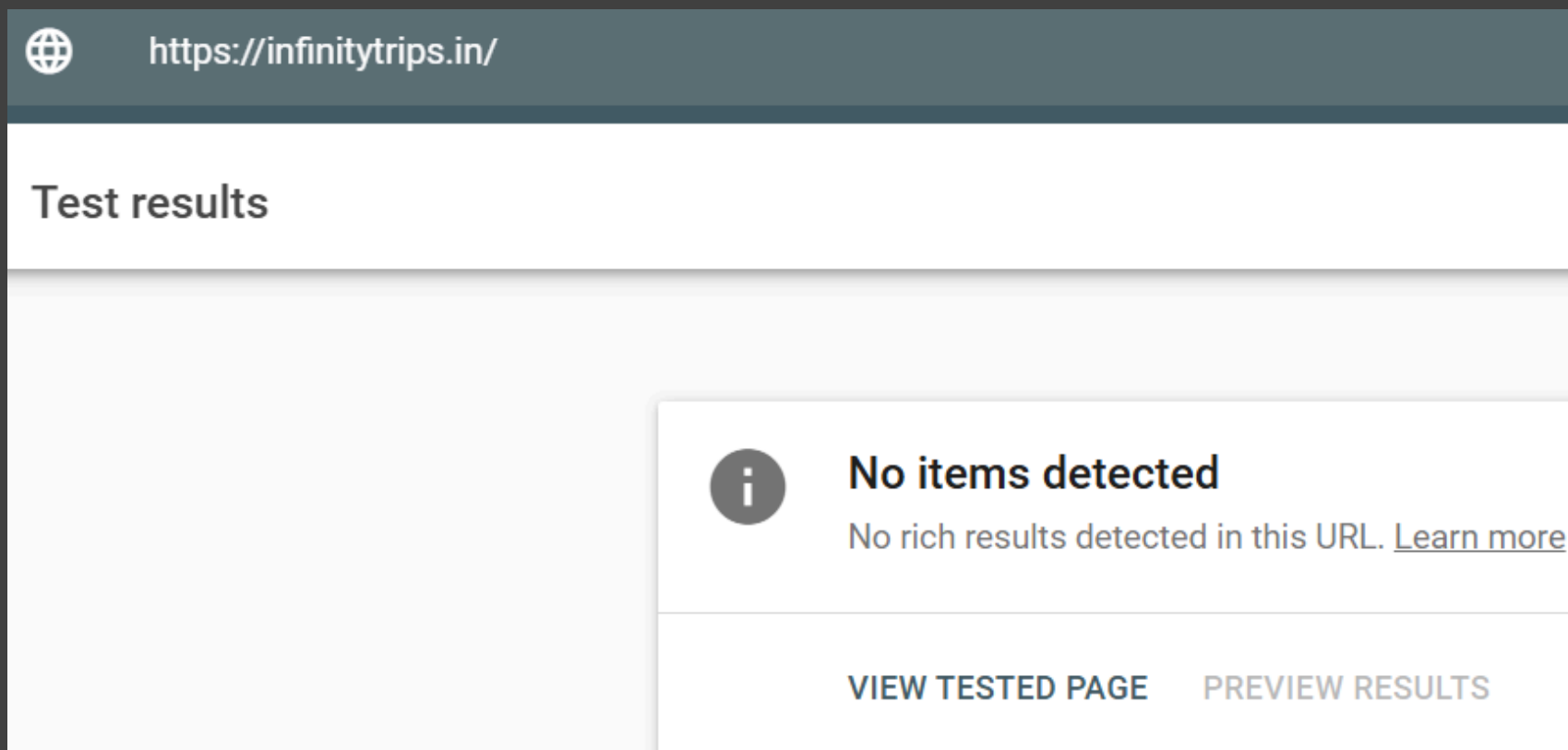
I used a domain authority checker tool to evaluate the Domain Authority (DA) and Page Authority (PA) of the website. These scores help estimate the website’s potential to rank in search engine results compared to other websites.

- A DA score of 6 indicates that the domain is very new or has limited authority in Google's eyes. This is quite low and shows that the website needs to build more backlinks, improve technical SEO, and create quality content to improve trust and ranking power.
- A PA score of 16 means that the homepage has moderate strength, likely due to some existing content and backlinks.

HTTPS / SSL Check

The site uses a secure HTTPS connection, which ensures that all data transferred between users and the website is encrypted. This not only enhances user trust but also contributes to better SEO rankings, as HTTPS is a known Google ranking factor.

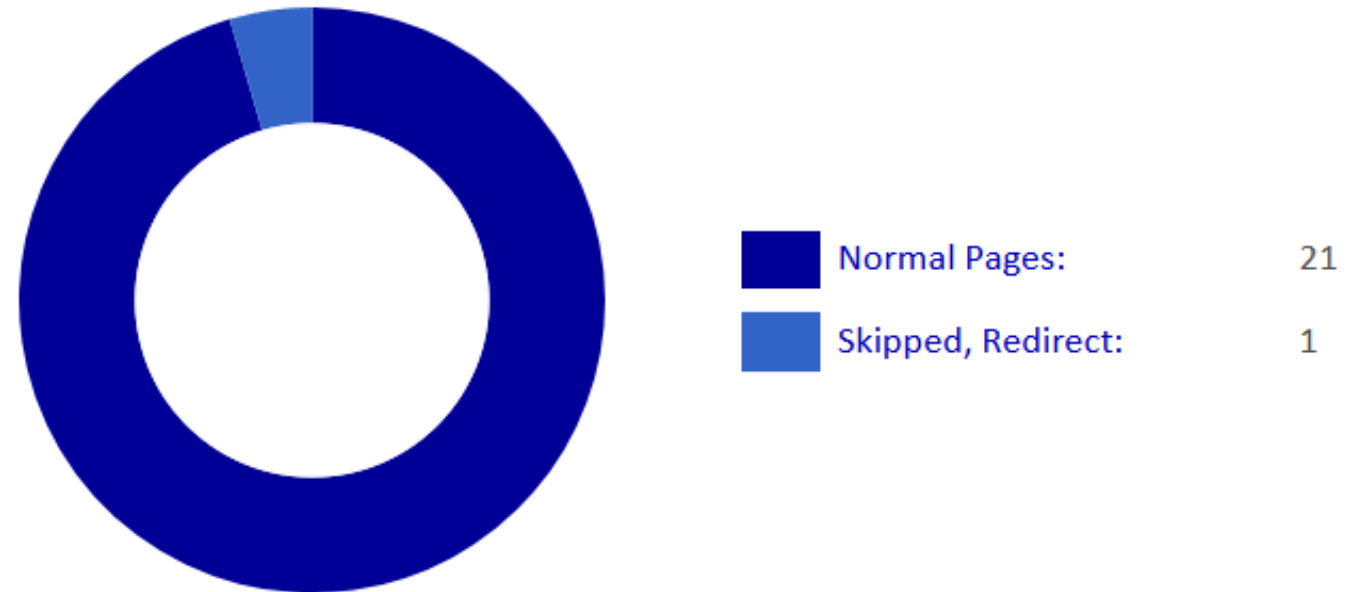
Schema Audit



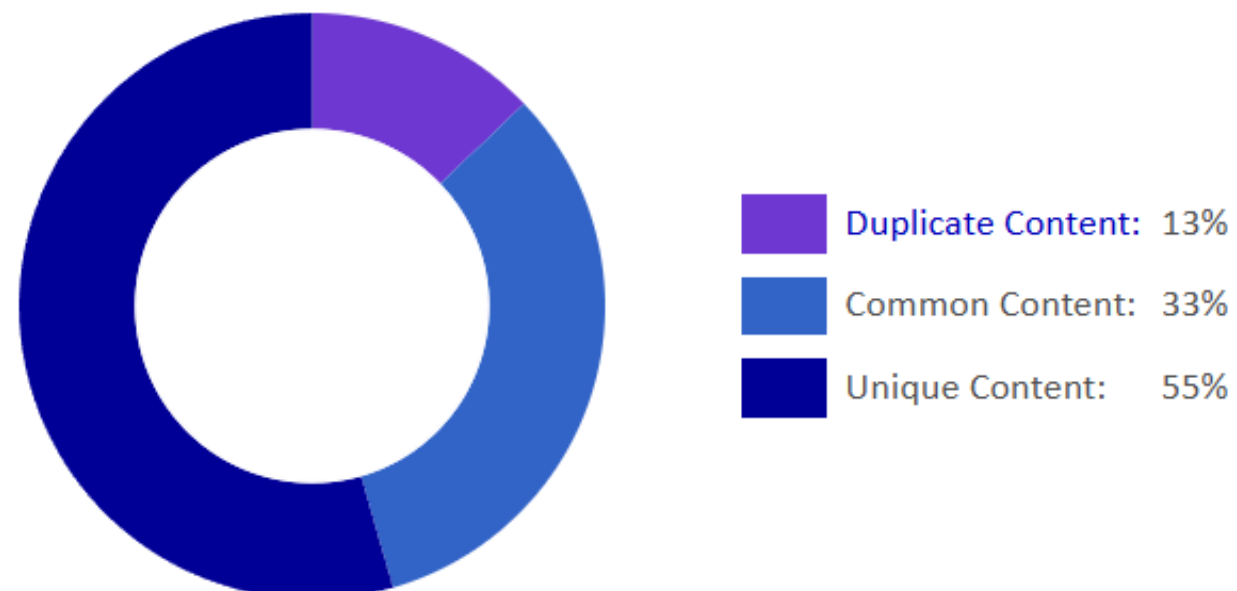
I used Google's Rich Results Test Tool to check if Schema Markup (Structured Data) is implemented on the website. The result showed "No items detected" which indicates that the website does not currently use any Schema Markup. Schema Markup is important because it helps search engines understand the content more clearly, which can lead to enhanced search result features like star ratings, event dates, travel packages, or business info. It is highly recommended to implement relevant Schema.

Duplicate Content Analysis

Your Pages - Click below to see detailed results for your pages:



Your Duplicate Content - Click below to see your duplicate content:



To check for internal duplicate content, I used the Siteliner Tool to scan the website. The results revealed the following:

- Duplicate Content: 13%
- Common Content: 33%
- Unique Content: 55%

This means that 13% of the site's content is duplicated across multiple pages. While a certain amount of repeated content (such as navigation menus, headers, and footers) is considered normal and expected, higher duplication within page content can reduce SEO effectiveness.

Conclusion & Recommendations

After a complete technical SEO analysis of <https://infinitytrips.in>, it is clear that while the website has a solid foundation, there are several areas that need improvement to boost search visibility and user experience.

Key Recommendations:

- Fix all critical SEO issues highlighted in the site audit (especially on-page errors and broken links).
- Improve page speed for mobile devices to enhance loading time and Core Web Vitals.
- Implement missing canonical tags and structured data (Schema Markup) to improve content clarity for search engines.
- Increase unique content across pages to reduce internal duplication and improve content value.
- Start building backlinks from trusted travel or local directories to improve Domain Authority.
- Add more optimized content such as blogs, travel guides, or landing pages targeting relevant keywords.

By following these recommendations, the website can strengthen its overall SEO performance, gain better visibility on search engines, and attract more organic traffic over time.

Thank You