

■ SEO Audit Report – Flipkart.com

Website Overview

Flipkart is one of India's largest e-commerce marketplaces with massive traffic and domain authority. As a giant, it has a lot of SEO advantages (backlinks, content, product pages) but also faces scalability and optimization challenges.

Target Keywords (Sample)

Keyword	Estimated Search Volume	Notes
flipkart	Very High	Main branded keyword
flipkart online shopping	High	Broad e-commerce keyword
flipkart big billion days	High	Seasonal campaign keyword
flipkart offers	High	Deals / discounts
flipkart mobile	High	Product vertical keyword
flipkart sale	High	Seasonal usage

On-page Issues Identified

- Meta description is keyword-stuffed, lacking readability. - Cumulative Layout Shift (CLS) score ~0.0557 (layout instability). - Canonicalization issues between www and non-www versions. - Possible broken or mixed content (HTTP/HTTPS conflicts). - Heavy page elements cause slower speed, especially on mobile.

Suggestions for Improvement

1. Rewrite meta descriptions to avoid keyword stuffing. 2. Implement consistent canonical tags (unify www vs non-www). 3. Optimize layout for stability to reduce CLS further. 4. Use lazy loading for images and defer JavaScript. 5. Minify/compress CSS and JS; leverage CDN and caching. 6. Conduct regular broken link and mixed content audits. 7. Implement structured data (schema.org) on product/review pages. 8. Strengthen internal linking between categories and promotions.

■ *Note: This report is a sample SEO audit created using public audit tool data and SEO best practices. Intended for portfolio/demo purposes.*