

Website Report for isle.com.bd

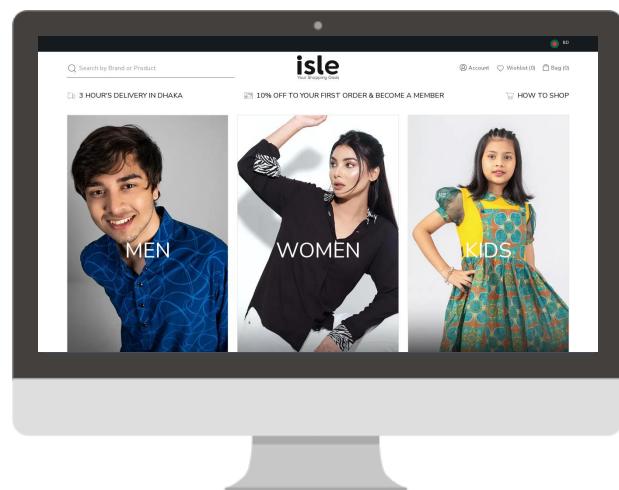
This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F- scale, with most major industry leading websites in the A range. Improving a website's grade is recommended to ensure a better website experience for your users and improved ranking and visibility by search engines.

Audit Results for isle.com.bd



Your page could be better

Recommendations: 24



On-Page SEO



Links



Usability



Performance



Social



Recommendations

Execute a Link Building Strategy

Links

High Priority

Implement a redirect to HTTPS on your website

On-Page SEO

Medium Priority

Lengthen meta description (to between 70 and 160 characters)

On-Page SEO

Medium Priority

Add Canonical Tag

On-Page SEO

Medium Priority

Remove Duplicate H1 Tags

On-Page SEO

Medium Priority

Make greater use of header tags	On-Page SEO	Medium Priority
Improve site load speed	Performance	Medium Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Increase page text content	On-Page SEO	Low Priority
Make use of HTTP/2+ protocol	Performance	Low Priority
Create and link your Twitter profile	Social	Low Priority
Review and Increase Font Sizes across devices	Usability	Low Priority
Add Schema Markup	On-Page SEO	Low Priority
Please add Facebook Open Graph Tags	Social	Low Priority
Add Twitter Cards	Social	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Remove inline styles	Performance	Low Priority
Remove clear text Email Addresses	Usability	Low Priority
Increase your YouTube channel subscribers	Social	Low Priority

Add Local Business Schema

Other

Low Priority

Create Google Business Profile

Other

Low Priority

On-Page SEO Results



Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

Title Tag

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

ISLE | Your Shopping Oasis

Length : 26

Meta Description Tag

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

Generated by ISLE

Length : 17

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. i

<http://isle.com.bd> :

ISLE | Your Shopping Oasis

Generated by ISLE

Hreflang Usage

Your page is not making use of Hreflang attributes. i

Language

Your page is using the lang attribute. ✓

Declared: English

H1 Header Tag Usage



Your page has more than one H1 Tag. It is generally recommended to only use one H1 Tag on a page.

The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

H2-H6 Header Tag Usage



Your page is not making use of multiple levels of Header Tags.

HTML header tags are an important way of signaling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

Header Tag Frequency

Header Tag	Frequency
H2	1
H3	0
H4	0
H5	0
H6	0

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
order	✗	✗	✗	5
how	✗	✗	✓	4
policy	✗	✗	✗	3
isle	✓	✓	✗	3
delivery	✗	✗	✗	2
brands	✗	✗	✓	2
legal	✗	✗	✓	2
care	✗	✗	✓	2

Phrases					
Phrase	Title	Meta Description	Headings Tags	Page Frequency	
		Tag			
customer care	✗	✗	✓	2	<div style="width: 80%; background-color: #007bff; height: 10px;"></div>
how to shop	✗	✗	✓	2	<div style="width: 80%; background-color: #007bff; height: 10px;"></div>

Amount of Content ✗

Your page has a low volume of text content which search engines can interpret as 'thin content'.

Word Count: 153

It has been well researched that higher text content volumes are related to better ranking ability in general.

Image Alt Attributes ✓

You do not have any images missing Alt attributes on your page.

Canonical Tag ✗

Your page is not using the Canonical Tag.

The Canonical Tag tells Search Engines the primary URL of a page. Google recommends all pages specify a Canonical.

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.

HTTPS Redirect ✗

Your page does not redirect to a HTTPS (SSL secure) version.

Robots.txt ✓

Your website appears to have a robots.txt file.

```
http://isle.com.bd/robots.txt
```

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.beta.isle.com.bd/sitemap.xml
```

Analytics



Your page is using an analytics tool.

Google Analytics

Schema.org Structured Data



We have not detected any usage of Schema.org on your page.

Schema.org is a structured data markup for webpages which helps Search Engines understand your site better and provide rich snippets directly in their search results.

Rankings

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	0
Position 2-3	0
Position 4-10	0
Position 11-20	0
Position 21-30	0
Position 31-100	0

Links

Backlink Summary



You have a reasonably weak level of backlink activity to this page.

Search Engines use backlinks as a strong indicator of a page's authority, relevance and ranking potential. There are various strategies available to gain links to a page to improve this factor



Domain Strength Page Strength

0 Backlinks	0 Referring Domains
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0 Nofollow Backlinks	0 Dofollow Backlinks	0 Edu Backlinks	0 Gov Backlinks	0 Subnets	0 IPs
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Top Backlinks



We haven't found any backlinks to report for this site.

Top Pages by Backlinks



We haven't found any Top Pages data for this site.

Top Anchors by Backlinks



We haven't found any Anchor Text data for this site.

Top Referring Domain Geographies



We haven't found any Geographic Data for this site.

On-Page Link Structure



We found 86 total links. 10% 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.

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.

Usability



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 user 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.



Google's Core Web Vitals



Google is indicating that they do not have 'sufficient real-world speed data for this page' in order to make a Core Web Vitals assessment. This can occur for smaller websites or those that are not crawlable by Google.

Use of Mobile Viewports



Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

Google's PageSpeed Insights - Mobile



Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.

Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	2.7 s	Enable text compression	1.63 s
Speed Index	16.9 s	Eliminate render-blocking resources	1.51 s
Largest Contentful Paint	6.3 s	Reduce unused JavaScript	0.28 s
Time to Interactive	22.6 s		
Total Blocking Time	1.35 s		
Cumulative Layout Shift	0.008		

Google's PageSpeed Insights - Desktop



Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	1.5 s	Eliminate render-blocking resources	1.04 s
Speed Index	6.3 s		
Largest Contentful Paint	4.4 s		
Time to Interactive	12.2 s		
Total Blocking Time	0.06 s		
Cumulative Layout Shift	0.011		

Flash Used?



No Flash content has been identified on your page.

iFrames Used?

There are no iFrames detected on your page.



Favicon

Your page has specified a favicon.



Email Privacy

Email addresses have been found in plain text.



We recommend removing any plain text email addresses and replacing them with images or contact forms. Plain text email addresses can be susceptible to scrapers and email spammers.

Legible Font Sizes

There is some text on your page that is small and may not be legible enough for particular users.



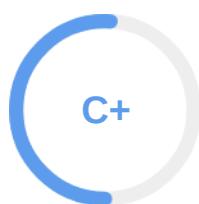
We recommend reviewing all text on your page in different devices to ensure that it is of appropriate size.

Tap Target Sizing

The links and buttons on your page appear to be appropriately sized for a user to easily tap on a touchscreen.



Performance Results



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.

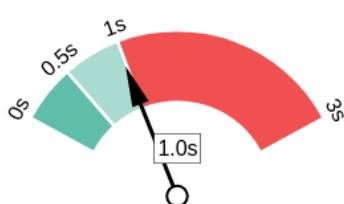
Page Speed Info



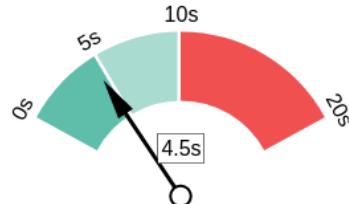
Your page loads slowly.

Page load speed is critical to ensuring good user experience and is becoming a more important ranking factor. Load speed can be impacted by a multitude of factors however and may need technical resources to investigate.

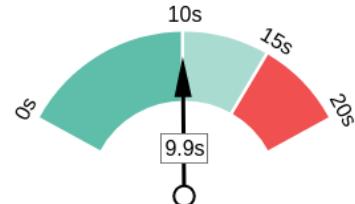
Server Response



All Page Content Loaded



All Page Scripts Complete



Download Page Size

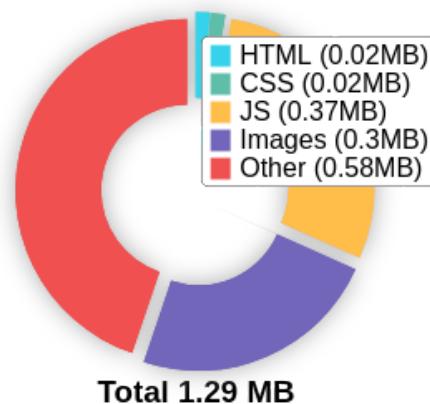


Your page's file size is reasonably low which is good for Page Load Speed and user experience.

Download Page Size



Download Page Size Breakdown



Website Compression (Gzip, Deflate, Brotli)

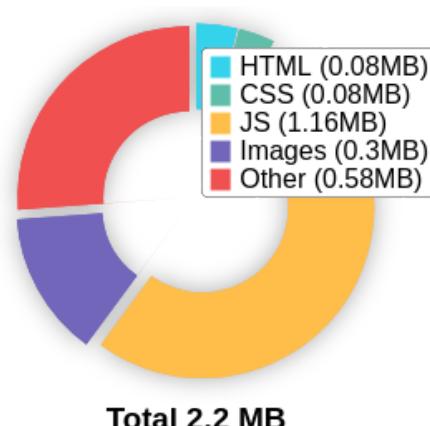
Your website appears to be using a reasonable level of compression.



Compression Rates

HTML		0.02 MB (80% Compressed)
CSS		0.02 MB (76% Compressed)
JS		0.37 MB (68% Compressed)
Images		0.3 MB (0% Compressed)
Other		0.58 MB (0% Compressed)
Total		1.29 MB (41% Compressed)

Raw Page Size Breakdown



Number of Resources

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



114	1	33	3	32	45
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.



JavaScript Errors

Your page is not reporting any JavaScript errors.



HTTP2 Usage

Your website is using an outdated HTTP protocol.



We recommend enabling HTTP/2+ or protocol for your website as it can significantly improve page load speed for users.

Optimize Images



All of the images on your page appear to be optimized.

Minification



All your JavaScript and CSS files appear to be minified.

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.

Social Results



Your social needs improvement

You appear to have a weak social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring visitors to your website. We recommend that you list all of your profiles on your page for visibility, and begin to build a following on those networks.

Facebook Connected



Your page has a link to a Facebook Page.

Facebook Open Graph Tags



We have not found Facebook Open Graph Tags on your page.

Facebook Open Graph Tags are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Facebook.

Facebook Pixel



We have not detected a Facebook Pixel on your page.

Facebook's Pixel is a useful piece of analytics code that allows you to retarget visitors if you decide to run Facebook Ads in future.

Twitter Connected



No associated Twitter profile found as a link on your page.

Twitter Activity



No associated Twitter profile found as a link on your page.

Twitter Cards



We have not detected Twitter Cards on your page.

Twitter Cards are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Twitter.

Instagram Connected



Your page has a link to an Instagram profile.

LinkedIn Connected

Your page has a link to a LinkedIn profile.



YouTube Connected

Your page has a link to a YouTube channel.



YouTube Activity



You have a low number of YouTube channel subscribers.



3

Followers



2

View Count

Local SEO

Local Business Schema

No Local Business Schema identified on the page.



Google Business Profile Identified

No Google Business Profile was identified that links to this website.



Google Business Profile Completeness

No Google Business Profile was identified that links to this website.



Google Reviews

No Google Business Profile was identified that links to this website.



Technology Results

Technology List

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



Technology	Version
Google Analytics	
Next.js	
NextAuth.js	
Nginx	1.18.0
Node.js	
React	
Ubuntu	
Webpack	

Server IP Address

103.174.152.136

i

DNS Servers

ns2.stitbd.com

ns1.stitbd.com

i

Web Server

nginx/1.18.0 (Ubuntu)

i

Charset

text/html; charset=utf-8

i