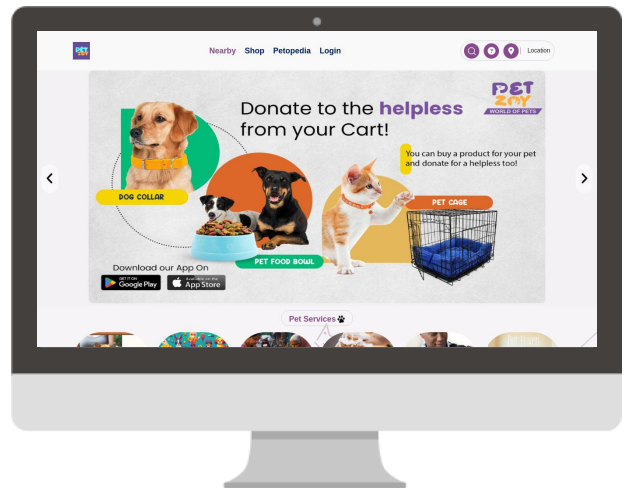# Website Report for petzoy.in

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 petzoy.in

D+
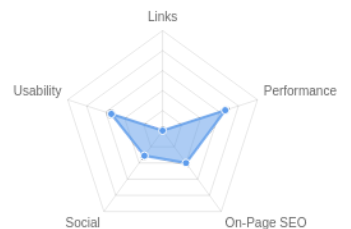
Your page could be better

Recommendations: 23

C-	F	C+	B+	D+
On-Page SEO	**Links**	**Usability**	**Performance**	**Social**

Links

Usability — Performance

Social — On-Page SEO

Recommendations

Execute a Link Building Strategy	Links	High Priority
Reduce your total page file size	Performance	Medium Priority
Implement a XML sitemaps file	On-Page SEO	Medium Priority

Reduce length of title tag (to between 50 and 60 characters)	On-Page SEO	Medium Priority
Lengthen meta description (to between 120 and 160 characters)	On-Page SEO	Medium Priority
Add Canonical Tag	On-Page SEO	Medium Priority
Add H1 Header Tag	On-Page SEO	Medium Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Add Alt attributes to all images	On-Page SEO	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
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Add a DMARC mail record	Other	Low Priority
Add an SPF record	Other	Low Priority
Add Schema Markup	On-Page SEO	Low Priority
Please add Facebook Open Graph Tags	Social	Low Priority
Add X Cards	Social	Low Priority
Increase your YouTube channel subscribers	Social	Low Priority

Create and link an associated LinkedIn profile	Social	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Add Local Business Schema	Other	Low Priority
Create Google Business Profile	Other	Low Priority

On-Page SEO Results

C-

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, but ideally it should be shortened to between 50 and 60 characters (including spaces).

PetZoy - Building a Community for Happy Pets and Their People

Length : 61

Title tags are very important for search engines to correctly understand and categorize your content.

Meta Description Tag ✖

Your page has a meta description tag however, your meta description should ideally be between 120 and 160 characters (including spaces).

PetZoy - Building a Community for Happy Pets and Their People

Length : 61

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 *i*

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.

https://www.petzoy.in ⋮
PetZoy - Building a Community for Happy Pets and Their People
PetZoy - Building a Community for Happy Pets and Their People

Hreflang Usage

Your page is not making use of Hreflang attributes.

Language ✓

Your page is using the lang attribute.

Declared: English

H1 Header Tag Usage ✗

Your page does not have an H1 Header Tag.

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 making use multiple levels of Header Tags.

Header Tag	Frequency	
H2	3	
H3	18	
H4	3	
H5	0	
H6	1	

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	
pet	✓	✓	✓	29	
near	✗	✗	✓	11	
view	✗	✗	✗	9	
reviews	✗	✗	✗	9	
nearby	✗	✗	✗	7	
pets	✓	✓	✗	4	
model	✗	✗	✗	4	
dog	✗	✗	✓	4	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
near you view	✕	✕	✕	9	
view more 2	✕	✕	✕	9	
pet model	✕	✕	✕	4	
lost found	✕	✕	✕	3	
pet grooming	✕	✕	✕	3	
vet nearby	✕	✕	✕	3	
pet haven	✕	✕	✕	3	
pet walkertrainercaretaker	✕	✕	✕	3	

Amount of Content ✖

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

Word Count: 371

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

Image Alt Attributes ✖

You have images on your page that are missing Alt attributes.

We found 72 images on your page and 35 of them are missing the attribute.

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.

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 successfully redirects to a HTTPS (SSL secure) version.

Robots.txt ✓

Your website appears to have a robots.txt file.

http://petzoy.in/robots.txt

Blocked by Robots.txt ✓

Your page does not appear to be blocked by robots.txt.

XML Sitemaps ✗

We have not detected or been able to retrieve a XML sitemaps file successfully.

Sitemaps are recommended to ensure that search engines can intelligently crawl all of your pages.

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.
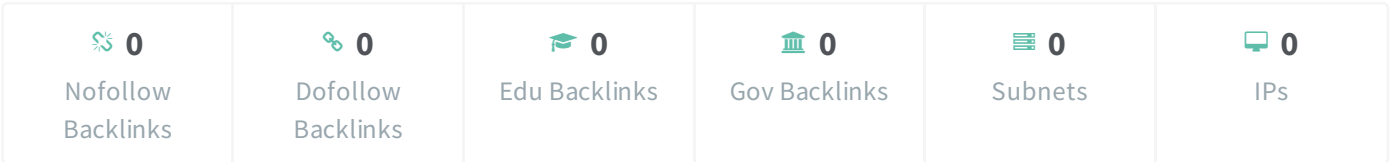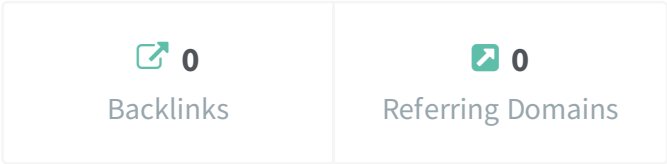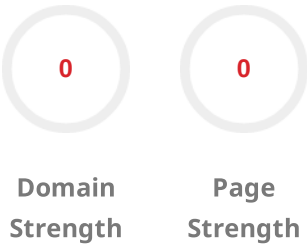
Links

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

0	0
Domain Strength	**Page Strength**

🔗 0	↗ 0
Backlinks	Referring Domains

🔀 0	🔗 0	🎓 0	🏛 0	☰ 0	🖥 0
Nofollow Backlinks	Dofollow Backlinks	Edu Backlinks	Gov Backlinks	Subnets	IPs

Top Backlinks	*i*

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

Top Pages by Backlinks	*i*

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

Top Anchors by Backlinks	*i*

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

Top Referring Domain Geographies	*i*

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

On-Page Link Structure	*i*

We found 68 total links. 15% 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.
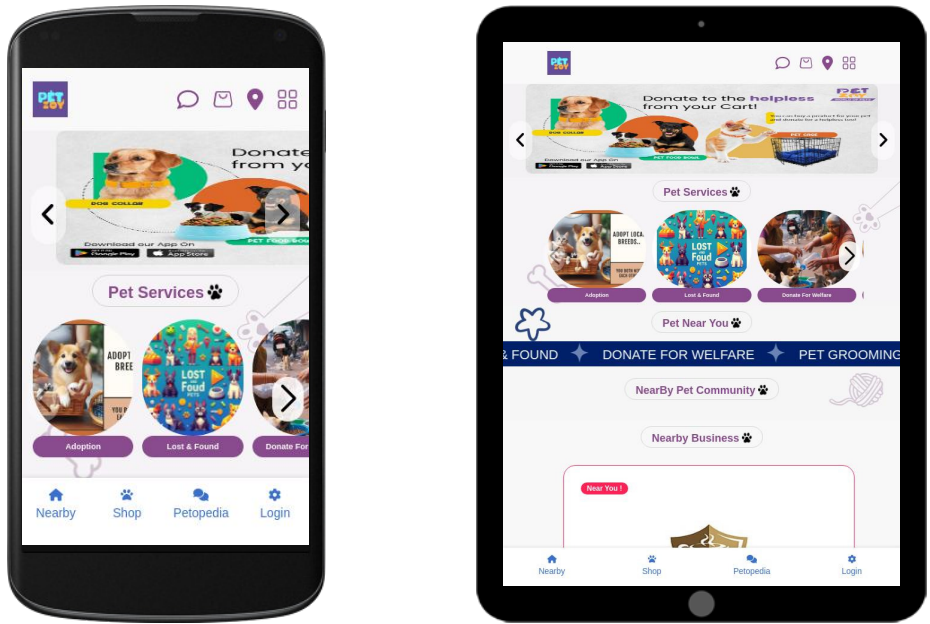
Usability

C+

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

i

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

i

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 crawl-able 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.

3

Lab Data	Value
First Contentful Paint	3.9 s
Speed Index	13.1 s
Largest Contentful Paint	21.3 s
Time to Interactive	21.3 s
Total Blocking Time	5.08 s
Cumulative Layout Shift	0.954

Opportunities	Estimated Savings
Properly size images	7.18 s
Serve images in next-gen formats	6.58 s
Preload Largest Contentful Paint image	4.28 s
Reduce unused JavaScript	2.78 s
Eliminate render-blocking resources	2.18 s
Reduce unused CSS	1.09 s
Avoid multiple page redirects	0.63 s
Minify JavaScript	0.16 s
Minify CSS	0.16 s

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.

13

Lab Data	Value
First Contentful Paint	0.9 s
Speed Index	6.5 s
Largest Contentful Paint	8.7 s
Time to Interactive	8.7 s
Total Blocking Time	0.85 s
Cumulative Layout Shift	0.888

Opportunities	Estimated Savings
Preload Largest Contentful Paint image	7.61 s
Serve images in next-gen formats	5.04 s
Properly size images	5 s
Reduce unused JavaScript	0.5 s
Eliminate render-blocking resources	0.37 s
Reduce unused CSS	0.19 s
Avoid multiple page redirects	0.19 s

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
No email addresses have been found in plain text on your page.

✓

Legible Font Sizes
The text on your page appears to be legible across devices.

✓

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

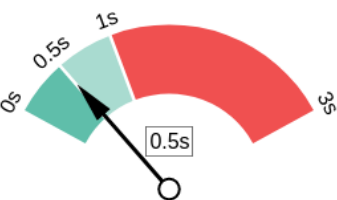**B+**

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.
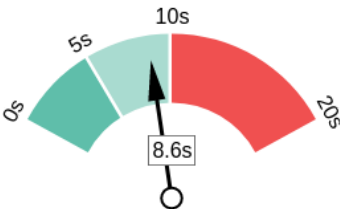
Page Speed Info
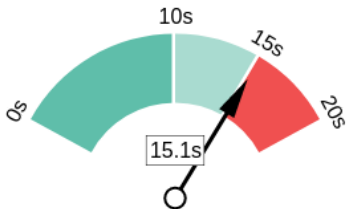Your page loads in a reasonable amount of time.

✓

Server Response
0s 0.5s 1s 3s
0.5s

All Page Content Loaded
0s 5s 10s 20s
8.6s

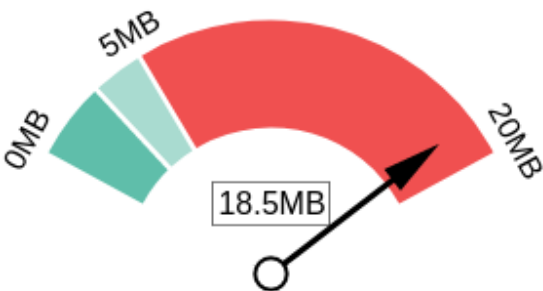### All Page Scripts Complete
0s 10s 15s 20s
15.1s

Download Page Size
Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience.
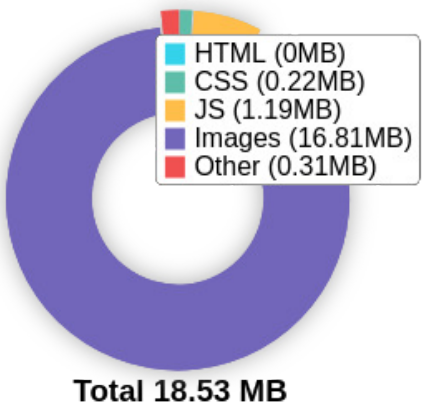
✗

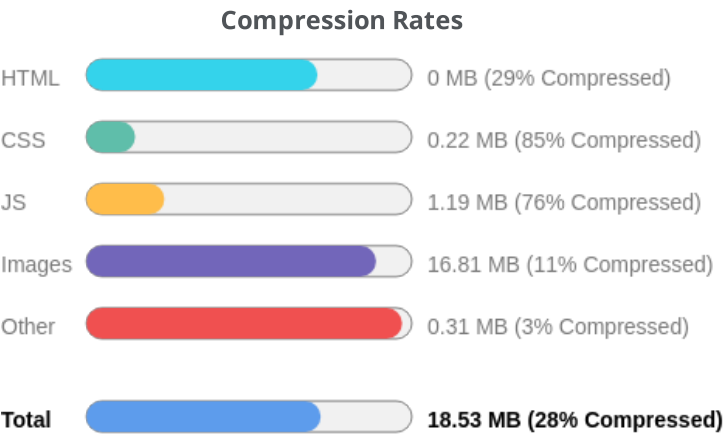A general rule is to keep your page under 5MB in total file size.

Download Page Size
0MB 5MB 20MB
18.5MB
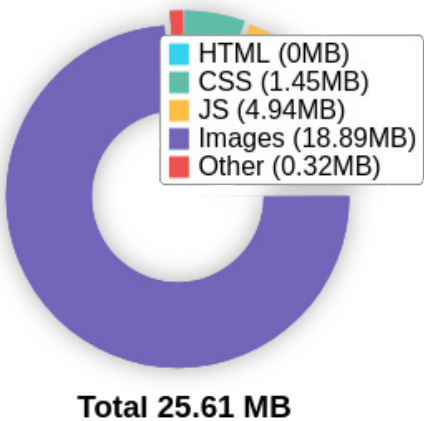
Download Page Size Breakdown
- HTML (0MB)
- CSS (0.22MB)
- JS (1.19MB)
- Images (16.81MB)
- Other (0.31MB)

Total 18.53 MB

Website Compression (Gzip, Deflate, Brotli) ✓
Your website appears to be using a reasonable level of compression.

Compression Rates

HTML — 0 MB (29% Compressed)

CSS — 0.22 MB (85% Compressed)

JS — 1.19 MB (76% Compressed)

Images — 16.81 MB (11% Compressed)

Other — 0.31 MB (3% Compressed)

Total — 18.53 MB (28% Compressed)

Raw Page Size Breakdown

HTML (0MB)
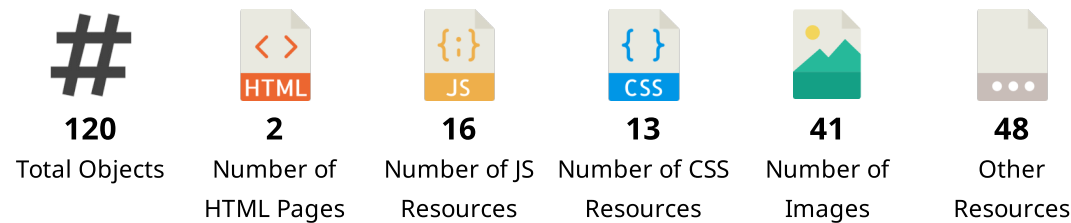CSS (1.45MB)
JS (4.94MB)
Images (18.89MB)
Other (0.32MB)

Total 25.61 MB

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

#	`<>` HTML	`{;}` JS	`{ }` CSS	Images	Other
120	**2**	**16**	**13**	**41**	**48**
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources

Google Accelerated Mobile Pages (AMP) ℹ
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 the recommended HTTP/2+ protocol.

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 ✓
No inline styles have been found within your page's HTML tags.

Social Results

D+

Your social could be better

You do not appear to have a strong 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 more visitors to your website. We recommend that you have all of your profiles listed on your page for visibility, and work to build a following on those networks.

Facebook Page Linked ✓

Your page has a link to a Facebook Page.

> f https://facebook.com/profile.php?id=615635380 41873

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.

X (formerly Twitter) Account Linked ✓

Your page has a link to a X profile.

> X https://twitter.com/anything

X Cards ✗

We have not detected X Cards on your page.

X 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 X.

Instagram Linked ✓

Your page has a link to an Instagram profile.

> 📷 https://instagram.com/letspetzoy

LinkedIn Page Linked ✗

No associated LinkedIn profile found linked on your page.

YouTube Channel Linked ✓

Your page has a link to a YouTube channel.

▶ https://youtube.com/channel/UCaphHWcszKwjQzO5JUnspDA

YouTube Channel Activity ✗

You have a low number of YouTube channel subscribers.

▶ YouTube

1	**5**
Followers	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 *i*

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

Google Reviews *i*

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

Technology Results

Technology List *i*

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

Technology	Version
Ⓑ Bootstrap	
📊 Google Analytics	
☾ jQuery	
😊 jQuery UI	
Ⓝ Nginx	
◆ Select2	

Server IP Address *i*

195.35.6.49

DNS Servers   *i*

ns2.195.35.6.49.com
ns1.195.35.6.49.com
ns10.domaincontrol.com
ns09.domaincontrol.com

Web Server   *i*

nginx

Charset   *i*

text/html; charset=utf-8

DMARC Record   ✖

This site does not appear to have a DMARC record in place.

DMARC records are important to improve email deliverability and combat spoofing.

SPF Record   ✖

This site does not appear to have an SPF record.

SPF records are important to improve email deliverability and combat spoofing.