

# Confidential SEO & Performance Audit

PREPARED FOR: <https://pralit-buildcon-website.vercel.app> | DATE: 26/9/2025

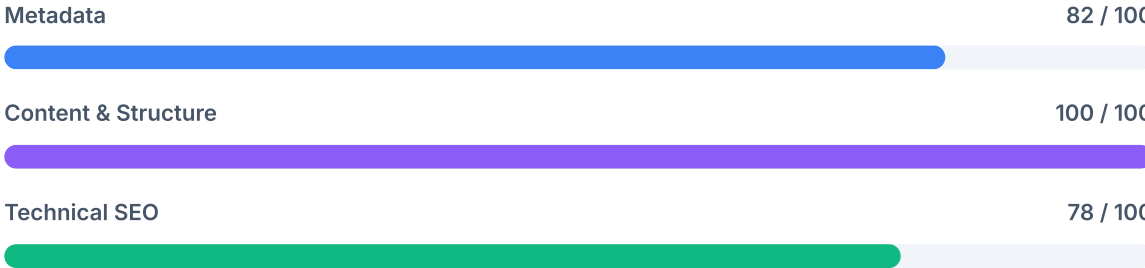
## Overall Score



## AI-Powered Executive Summary

Pralit Buildcon's website has a solid foundation in terms of technical performance and content quality, with notable strengths in schema markup and image alt text. However, there are areas for improvement, including internal linking and reducing JavaScript errors.

## Category Performance



## Crawl Statistics

12	622	27	16	2
Pages Crawled	Avg. Word Count	Total Images	Avg. Internal Links	Avg. External Links

## Key Site-Wide Findings

The most critical issues and opportunities discovered during the audit are prioritized below.



### Title Tag Length

GOOD

**Description:** PagesWithShortTitles is 0 and pagesWithLongTitles is also 0. Title tags are well-optimized.

**Recommendation:** Continue monitoring title lengths as new pages are added.



### Meta Descriptions

GOOD

**Description:** PagesWithMissingDescriptions is 0, ensuring that all pages have meta descriptions.

**Recommendation:** No action required.



### H1 Headings

GOOD

**Description:** PagesWithMissingH1s and PagesWithMultipleH1s are both 0, indicating proper use of H1 headings.

**Recommendation:** No action required.



### Image Alt Text

GOOD

**Description:** TotalPagesWithMissingAlts is 0, ensuring that all images have alt text.

**Recommendation:** No action required.



### Structured Data (Schema)

GOOD

**Description:** PagesWithSchema matches the total number of crawled pages. Schema markup is well-implemented.

**Recommendation:** Monitor schema markup for consistency.



### First Contentful Paint (FCP) in ms

GOOD

**Description:** avgFcp is 1903, which is within the recommended range.

**Recommendation:** Continue monitoring FCP for optimization opportunities.



### Full Page Load in ms

GOOD

**Description:** avgFullLoad is 7724, which is below the recommended threshold.

**Recommendation:** Investigate potential bottlenecks to further improve page load times.



### JavaScript Errors

GOOD

**Description:** PagesWithErrors is 0, indicating a low error rate for JavaScript code.

**Recommendation:** Continue monitoring JavaScript errors and address any issues promptly.



### Unused JavaScript %

GOOD

**Description:** avgUnusedJsPercent is 35, which is relatively low.

**Recommendation:** Review unused JavaScript code to identify potential optimizations.



### Unused CSS %

MEDIUM

**Description:** avgUnusedCssPercent is 36, indicating some room for improvement.

**Recommendation:** Prioritize optimizing unused CSS code.



### Internal Linking (Avg per page)

GOOD

**Description:** avgInternalLinks is 16, which is above the recommended threshold.

**Recommendation:** Continue to prioritize internal linking for improved user experience.

## On-Page Details



### Title Tag Length

Optimal length is 30-60 characters for visibility in search results.

11 Issues



### Meta Descriptions

This summary affects click-through rates from search results.

OK



### H1 Heading Structure

Each page should have exactly one H1 tag to define its main topic.

OK



### Image Alt Text

Alt text is vital for accessibility and image SEO.

OK



### Structured Data (Schema)

Schema markup helps search engines understand your content's context.

Not Found

## Strategic Suggestions



### Suggested Content Ideas

#### Project Case Studies

In-depth examinations of successful projects, highlighting challenges overcome and lessons learned.

#### Industry Insights

Thought leadership pieces on the latest trends and innovations in construction and engineering.

#### Customer Testimonials

Personal stories from satisfied clients, showcasing the value Pralit Buildcon brings to their projects.



### Target Keywords

construction services

structural engineering

Jalna-based construction companies

residential building projects

commercial development solutions

## Prioritized Quick Wins

These are the easiest fixes that could have the highest impact on your site's performance.

Optimize Image Compression

IMPACT: HIGH

EFFORT: MEDIUM

Prioritize JavaScript Code Optimization

IMPACT: MEDIUM

EFFORT: LOW

Review and Optimize Unused CSS Code

IMPACT: MEDIUM

EFFORT: HIGH

## Technical Performance & Health



### Avg. First Contentful Paint (FCP)

Measures when the first content appears on screen. Goal: under 1.8 seconds.

1.90s



### Avg. Full Page Load

The total time for all page resources to load. Goal: under 3 seconds.

7.72s



### Avg. Unused JavaScript

Percentage of JS code downloaded but not used. High values indicate code bloat.

35%



### Avg. Unused CSS

Percentage of CSS code downloaded but not used on the page.

36%



### JavaScript Errors

Critical errors found in the browser console can break site functionality.

None Found



### Gzip Compression

Compresses files for faster network transfer. Should be enabled.

Not Fully Enabled

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## Recommendations & Best Practices

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### General SEO Best Practices

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#### Create High-Quality Content

Regularly publish well-researched, original content that answers your audience's questions. This is the single most important factor for long-term SEO success.

#### Ensure Mobile-Friendliness

Your website must provide an excellent experience on mobile devices. Google prioritizes mobile-friendly sites in its rankings (known as mobile-first indexing).

#### Optimize for Local SEO

For businesses serving a specific geographic area, optimizing your Google Business Profile and building local citations is critical for attracting nearby customers.

#### Build Quality Backlinks

Earn links from other reputable websites in your industry. Backlinks are a powerful signal to search engines that your site is a trusted authority.

### Recommended Tech Stack for Performance

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#### Frontend Framework: Next.js

A React-based framework that enables server-side rendering (SSR) and static site generation (SSG), leading to incredibly fast page loads and excellent SEO performance.

#### Hosting: Vercel or Netlify

These platforms are built for modern web applications, offering global CDNs, automatic deployments, and serverless functions that ensure your site is always fast and available.

#### Content Management: Headless CMS

A Headless CMS (like Sanity, Strapi, or Contentful) separates your content from the presentation layer, giving you more flexibility and better performance than traditional systems like WordPress.

#### Analytics: Google Analytics 4 & Search Console

These free tools from Google are essential for tracking your website's traffic, understanding user behavior, and monitoring your search performance.