# Confidential SEO & Performance Audit

**PREPARED FOR:** https://pralit-buildcon-website.vercel.app │ **DATE:** 26/9/2025
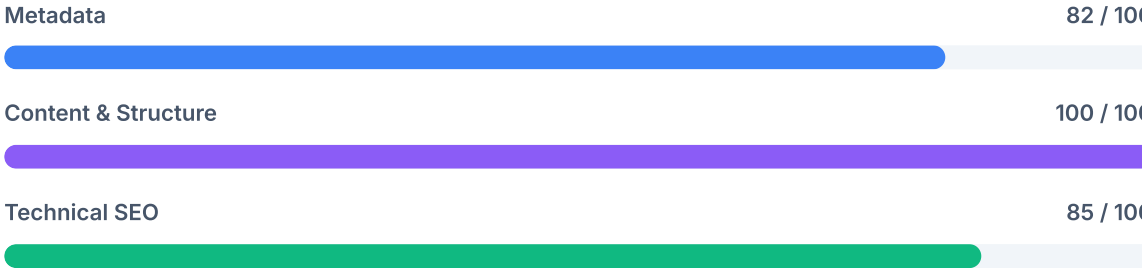
## Overall Score

**89**

/ 100

## AI-Powered Executive Summary

Pralit Buildcon's website showcases a strong foundation in structural engineering and construction services. However, there are areas for improvement in meta descriptions, image alt text, and internal linking. The site's average FCP is within the acceptable range, but the average full page load could be optimized.

## Category Performance

**Metadata**                                    82 / 100

**Content & Structure**                        100 / 100

**Technical SEO**                               85 / 100

## Crawl Statistics

| 10 | 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
**MEDIUM**

**Description:** Pages with short titles are present. It's essential to optimize title tags for better search engine rankings.

**Recommendation:** Review and refine title tags for all pages.

### Meta Descriptions
**HIGH**

**Description:** Missing meta descriptions on multiple pages. This can negatively impact search engine rankings and user experience.

**Recommendation:** Create meta descriptions for all pages to improve search visibility.

### H1 Headings
**HIGH**

**Description:** Missing H1 headings on multiple pages. This can affect page structure and user experience.

**Recommendation:** Add H1 headings to all pages for better organization and user understanding.

### Image Alt Text
**MEDIUM**

**Description:** Some images are missing alt text. This can negatively impact accessibility and search engine rankings.

**Recommendation:** Add alt text to all images for better accessibility and search visibility.

### Structured Data (Schema)
**MEDIUM**

**Description:** Not all pages have schema markup. This can affect search engine rankings and user experience.

**Recommendation:** Implement schema markup on all pages for better search visibility.

### First Contentful Paint (FCP)
**GOOD**

**Description:** The average FCP is within the acceptable range. This indicates a good user experience.

**Recommendation:** Continue monitoring and optimizing FCP for improved user experience.

### Full Page Load
**GOOD**

**Description:** The average full page load is within the acceptable range. This indicates a good user experience.

**Recommendation:** Continue monitoring and optimizing full page loads for improved user experience.

### JavaScript Errors
**GOOD**

**Description:** No JavaScript errors were found. This indicates a good user experience.

**Recommendation:** Continue monitoring and optimizing JavaScript code for improved user experience.

### Unused JavaScript %

✅ **GOOD**

**Description:** The unused JavaScript percentage is low. This indicates efficient code optimization.

**Recommendation:** Continue optimizing and minimizing JavaScript code for better performance.

### Unused CSS %

✅ **GOOD**

**Description:** The unused CSS percentage is low. This indicates efficient code optimization.

**Recommendation:** Continue optimizing and minimizing CSS code for better performance.

### Internal Linking (Avg per page)

✅ **GOOD**

**Description:** The average internal linking is high. This indicates a well-organized website structure.

**Recommendation:** Continue optimizing and refining internal linking for better user experience.

# On-Page Details

### Title Tag Length
Optimal length is 30-60 characters for visibility in search results.

**9 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

### Case Studies
Create in-depth case studies showcasing successful projects and customer testimonials.

### Infographics
Design visually appealing infographics highlighting construction services, benefits, and statistics.

### FAQs
Develop a comprehensive FAQ section addressing common questions and concerns from customers and prospects.

## 🔍 Target Keywords

structural engineering    construction services

building design    project management

Jalna construction projects

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

| Meta Description Optimization | IMPACT: HIGH | EFFORT: LOW |

| Image Alt Text Addition | IMPACT: MEDIUM | EFFORT: MEDIUM |

| Internal Linking Refinement | IMPACT: HIGH | EFFORT: MEDIUM |

# Technical Performance & Health

**Avg. First Contentful Paint (FCP)**
Measures when the first content appears on screen. Goal: under 1.8 seconds.

**1.42s**

**Avg. Full Page Load**
The total time for all page resources to load. Goal: under 3 seconds.

**5.53s**

**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.

**37%**

**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

# Recommendations & Best Practices

## General SEO Best Practices

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

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.