1. Website Overview

Domain Visibility & Organic Presence
* Zomato has extremely strong organic visibility with ~1.8M+ ranking keywords globally.
* It ranks for hundreds of high-traffic terms including brand and generic search terms like "zomato", "restaurant", "cake and bakery shop near me", etc.
* Many rankings are for location-specific and long-tail phrases, which helps capture local intent.
* Zomato receives tens of millions of organic visits per month driven by search engines.

2. Keywords They Rank For

Top Broad Keywords:
These have high search volume and strong performance:
* zomato — flagship brand keyword with millions of searches.
* restaurant — broad generic query with extremely high search volume.
* cake and bakery shop near me / similar near me queries — location-intensive keyword clusters.

High-Intent Local Keywords:
Zomato also ranks for phrases like:
* takeout coffee nearby
* fast food near me, bars near me, bakery near me (from SEO case studies)

Long-Tail & Informational Keywords:
These include restaurant or dish names, city-specific searches (e.g., "best biryani in [city]"), and food category keywords — helping them rank throughout the user journey.

3. On-Page SEO Analysis

Strengths:

✓ Massive content volume: Millions of indexed pages (restaurant listings, menus, reviews) which creates a huge base for ranking varied user queries.
✓ Keyword-rich URLs and internal linking: URLs incorporate searchable keywords and location/subcategory cues, boosting relevance.
✓ Internal linking improves crawlability and distributes authority across pages.

Weaknesses (based on general SEO checks & best practice principles):

✓ Some pages might have suboptimal heading structure (basic H1/H2 usage only).
✓ Not all pages use optimized meta titles or descriptions that fully target key terms (example generic title seen in an SEO report).
✓ Large site structure with many pages needs tight control to avoid duplicate or thin content issues (especially generic restaurant types across many cities).

4. Meta Titles & Meta Descriptions

Current State (Based on limited sample site scan)
* Title tags often contain relevant keywords (e.g., "Restaurants in Boardman | Zomato United States").
* Meta descriptions also exist and help describe pages, such as "Menus, Photos, Ratings and Reviews…" which can improve click-through.

5. Page Speed & Performance

Google Core Web Vitals (important metrics):
* LCP (Largest Contentful Paint) – should be < 2.5s
* FID/INP – should indicate fast interactivity
* CLS – minimal layout shifting improves user experience

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