

Website URL

Quick Audit ()

(/)

Options

Share ▼

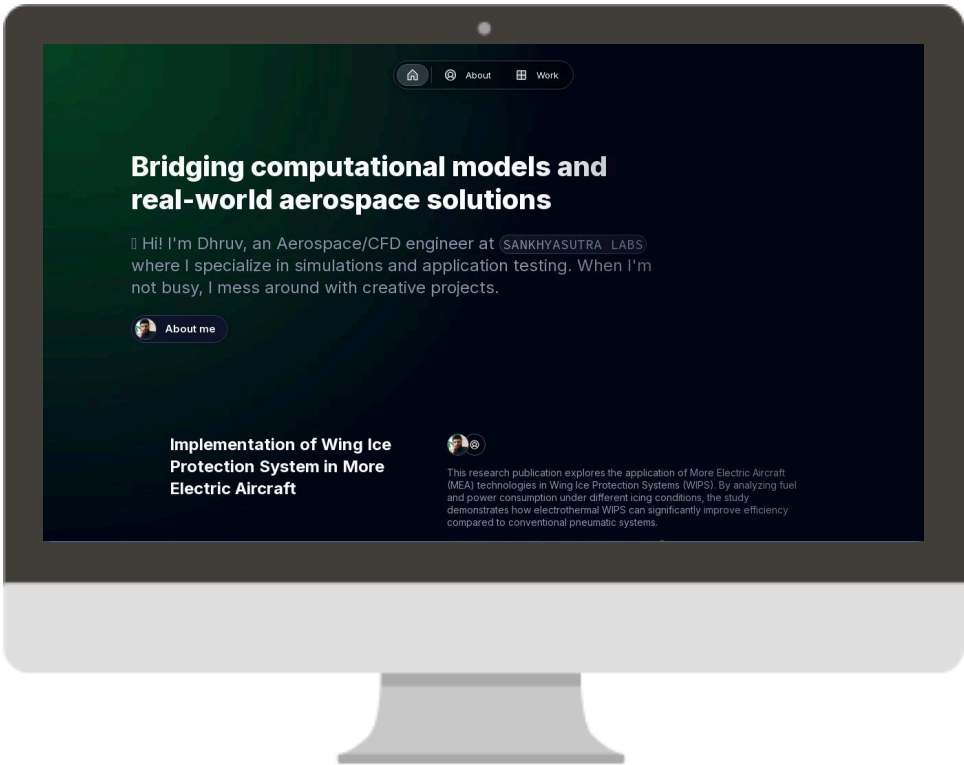
Download as PDF

# Audit Results for dhruvhaldar.vercel.app



Your page could be better

Recommendations: 19



Links

(/)



On-Page SEO



Performance



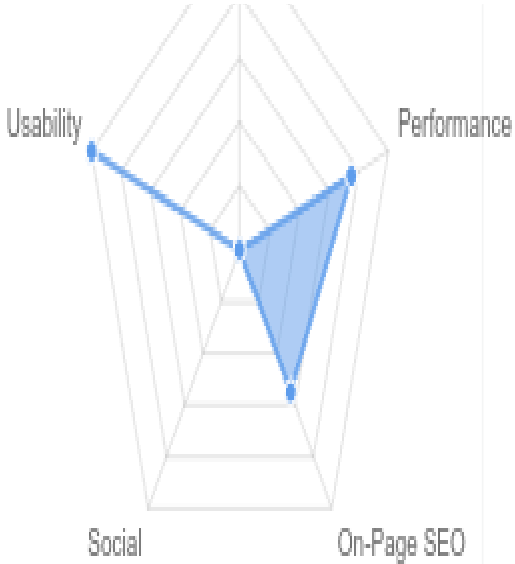
Links



Social

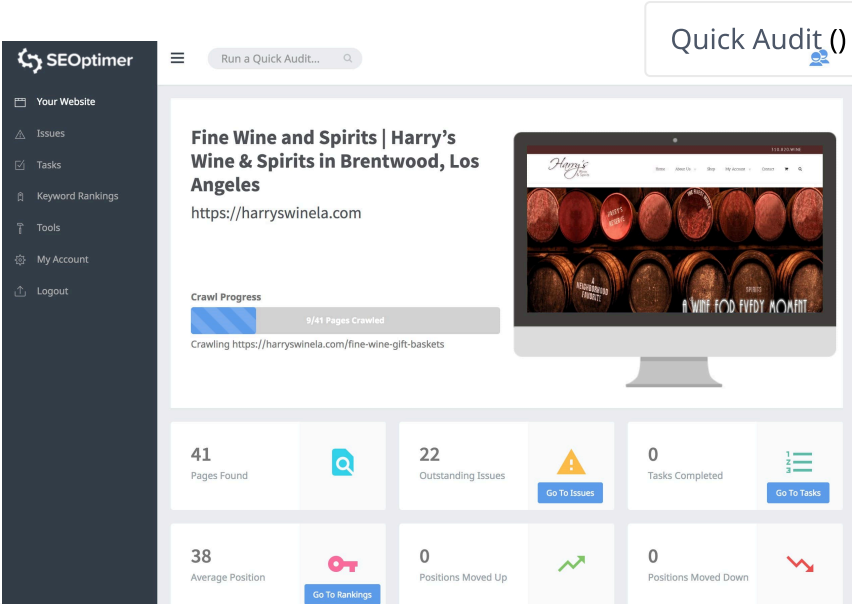


Usability



Report Generated: 2 February 4:10PM UTC [Refresh Results Now](#)

(/)



# Improve Your Site With Our DIY SEO Tool

Review unlimited pages. Crawl your whole site for problems and get clear, easy to follow recommendations with guides for your CMS. Monitor your keyword rankings and get regular updates on your site's performance.

Helping Business Owners promote their websites the affordable way.

[Learn More - DIY SEO \(/diy-seo/\)](/diy-seo/)

## Recommendations

Toggle:

- Links
- Performance
- Social
- On-Page SEO
- Other

Execute a Link Building Strategy	Links	High Priority
Increase length of title tag	On-Page SEO	Medium Priority
Lengthen meta description (to between 120 and 160 characters)	On-Page SEO	Medium Priority

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Add Canonical Tag	Quick Audit ()	On-Page SEO	Medium Priority
Make greater use of header tags		On-Page SEO	Medium 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 Facebook Page		Social	Low Priority
Create and link your X profile		Social	Low Priority
Setup & Install a Facebook Pixel		Social	Low Priority
Remove inline styles		Performance	Low Priority
Add a DMARC mail record		Other	Low Priority

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(/)	Add an SPF record	Other	Low Priority
	Implement an analytics tracking tool	On-Page SEO	Low Priority
	Create and link associated Instagram profile	Social	Low Priority
	Create and link an associated YouTube channel	Social	Low Priority
	Add business address and phone number	Other	Low Priority
	Add Local Business Schema	Other	Low Priority

On-Page SEO Results

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Quick Audit ()

B-

## 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 between 50 and 60 characters in length (including spaces).

Dhruv Haldar's Portfolio

Length : 24

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).

Portfolio website showcasing my work as a Aerospace Engineer

Length : 60

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.

[Quick Audit \(\)](#)

## (/) 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.

<https://dhruvhaldar.vercel.app> :

### Dhruv Haldar's Portfolio

Portfolio website showcasing my work as a Aerospace Engineer

## 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 has a H1 Tag.

[Show details](#)

## 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.

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Header Tag	Frequency
H2	2
H3	0
H4	0
H5	0
H6	0

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Show details

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
power	×	×	✓	4
project	×	×	×	3
dhruv	✓	×	×	2



(/)

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency
application	×	×	×	2
wing	×	×	✓	2
ice	×	×	✓	2
protection	×	×	✓	2
electric	×	×	✓	2

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency
wing ice	×	×	✓	2
ice protection	×	×	✓	2
electric aircraft	×	×	✓	2
read brief	×	×	×	2
brief description	×	×	×	2
description view	×	×	×	2
view project	×	×	×	2
optimizing power	×	×	✓	2

## Amount of Content

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

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Word Count: 156

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 successfully redirects to a HTTPS (SSL secure) version.

## Robots.txt

Your website appears to have a robots.txt file.

<http://dhruvhaldar.vercel.app/robots.txt>

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### 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://demo.magic-portfolio.com/sitemap.xml>

### Analytics

We could not detect an analytics tool installed on your page.

Website analytics tools like Google Analytics assist you in measuring, analyzing and ultimately improving traffic to your page.

### Schema.org Structured Data

You are using JSON-LD Schema on your page.

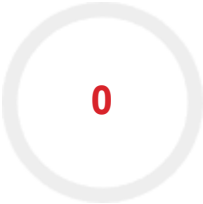
## Links

### 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

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Domain Strength



Page Strength

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Backlinks



Referring Domains



Nofollow Backlinks



Dofollow Backlinks



Edu Backlinks



Gov Backlinks



Subnets



IPs

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.

[Quick Audit \(\)](#)

(/)

### 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 13 total links. 38% 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.

[Show details](#)

### Friendly Links

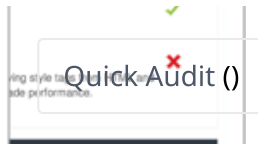
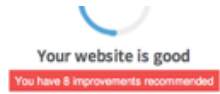
Your link URLs appear friendly (easily human or search engine readable).



## Create White Label PDFs

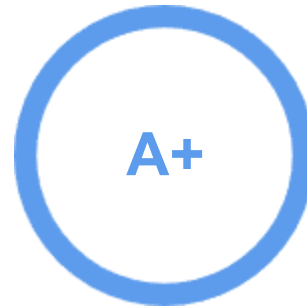
Upload your own logo and company's contact details. Generate unlimited PDFs under our White Label plans. See an [example PDF Report \(/docs/seo-audit-sample-pdf\\_en.pdf\)](#)

Embed the Audit Tool into your website. Get notified of leads straight from your website.

[Learn More - White Label \(/white-label/\)](/white-label/)

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## Usability

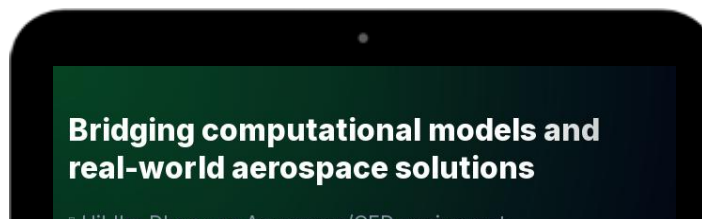


### Your usability is very good!

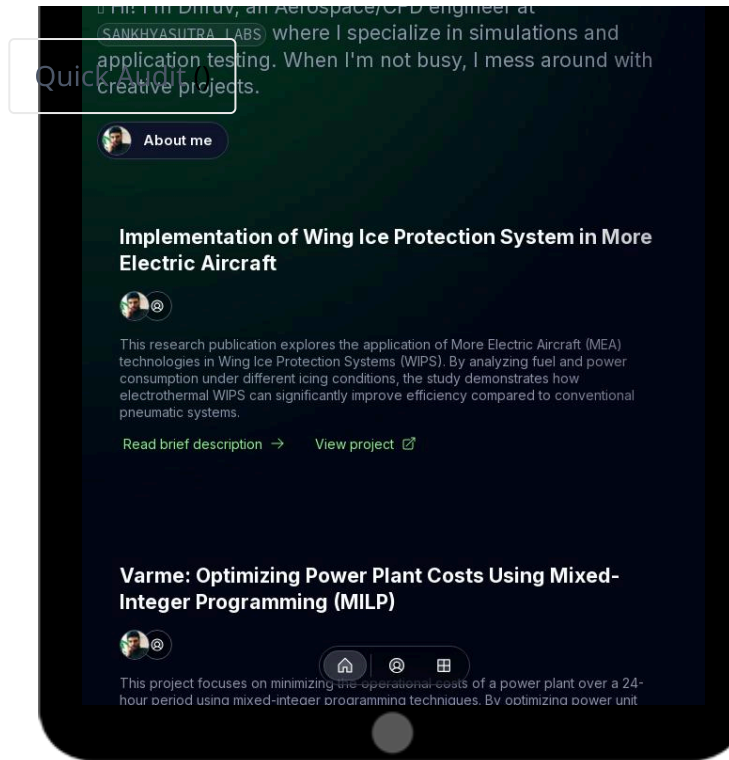
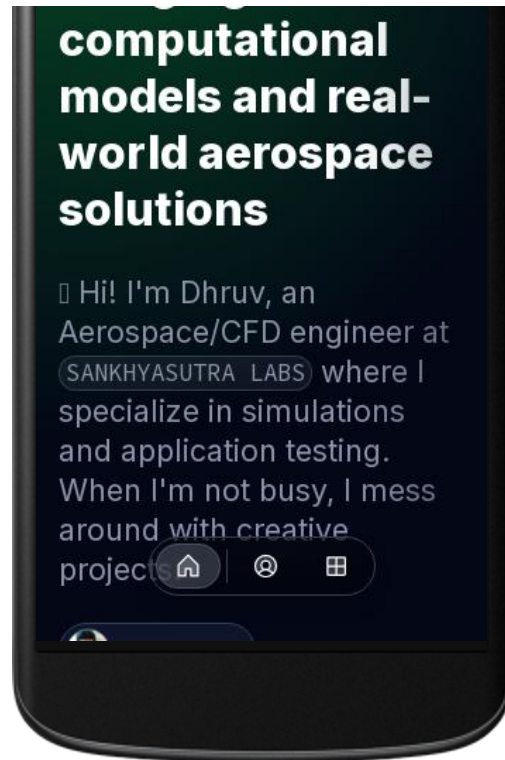
Your page is highly usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

#### 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.



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## 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 crawl-able by Google.

## Use of Mobile Viewports

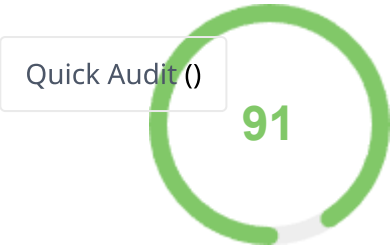
Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

## Google's PageSpeed Insights - Mobile

Google is indicating that your page is scoring well 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.

(/)



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	1.7 s	Avoid multiple page redirects	0.63 s
Speed Index	4.1 s		
Largest Contentful Paint	3.1 s		
Time to Interactive	3.1 s		
Total Blocking Time	0 s		
Cumulative Layout Shift	0		

Google's PageSpeed Insights - Desktop

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





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Lab Data	Value	Opportunities	Estimated Savings
	Quick Audit ()		
First Contentful Paint	0.4 s	Avoid multiple page redirects	0.19 s
Speed Index	0.6 s		
Largest Contentful Paint	0.6 s		
Time to Interactive	0.6 s		
Total Blocking Time	0 s		
Cumulative Layout Shift	0.224		

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.

[Quick Audit \(\)](#)

(/)

## Performance Results



### Your performance is good

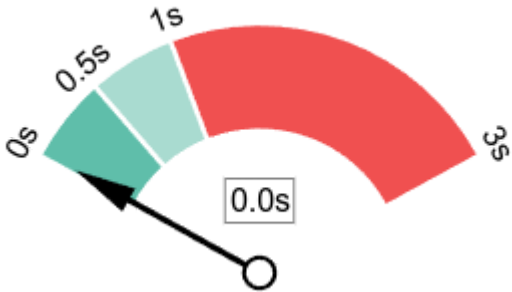
Your page has performed well in our testing meaning it should be reasonably responsive for your users, but there is still room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings).

#### Page Speed Info

Your page loads in a reasonable amount of time.

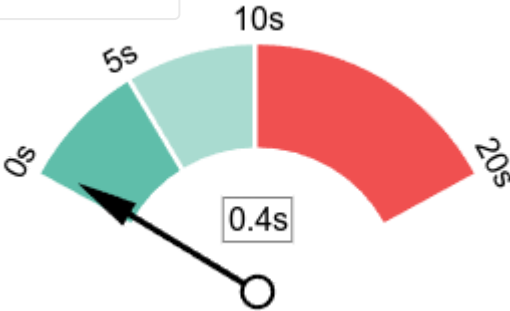
(/)

Server Response

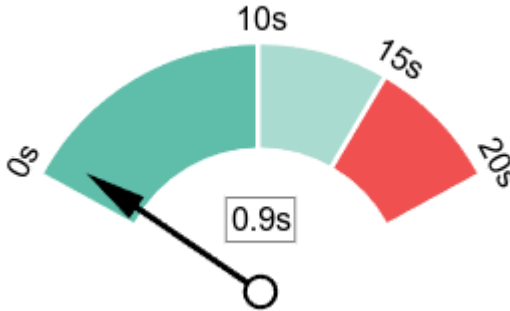


All Page Content Loaded

Quick Audit ()



All Page Scripts Complete



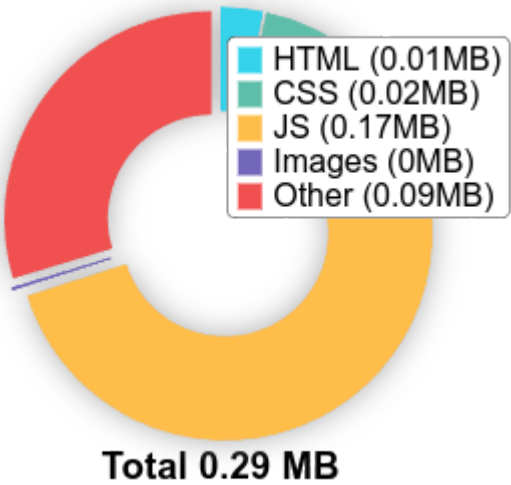
Download Page Size

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

Download Page Size

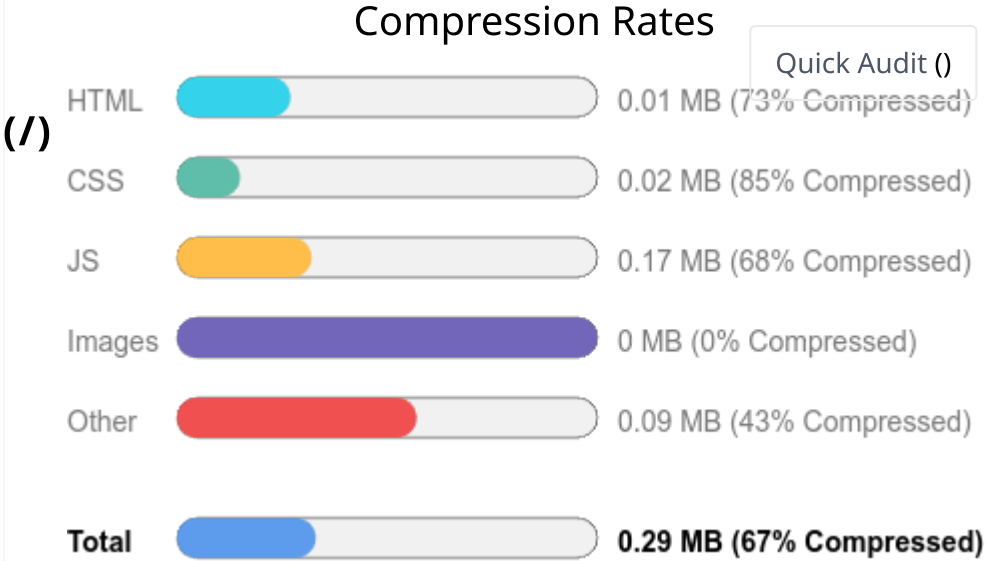


Download Page Size Breakdown



Website Compression (Gzip, Deflate, Brotli)

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



### JavaScript Errors

Your page is not reporting any JavaScript errors.

[Quick Audit \(\)](#)

(/)

### 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.

[Show details](#)

## Social Results

[Quick Audit \(\)](#)

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## 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 Page Linked

No associated Facebook Page found as a link on your page.

### Facebook Open Graph Tags

Your page is using Facebook Open Graph Tags.

[Show details](#)

### 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

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

Quick Audit ()

(/) **X Cards**

Your page is using X Cards.

Show details

**Instagram Linked**

No associated Instagram profile found linked on your page

**LinkedIn Page Linked**

Your page has a link to a LinkedIn profile.



<https://linkedin.com/in/dhruvhaldar>

**YouTube Channel Linked**

No associated YouTube channel found linked on your page.

**YouTube Channel Activity**

No associated YouTube channel found linked on your page.

Want to grow your YouTube Channel? Try our [YouTube SEO Tool](https://tuberanker.com/) [\(https://tuberanker.com/\)](https://tuberanker.com/).

Local SEO

**Address & Phone Shown on Website**

We can't identify one or both of these components on the page. Missing: Phone, Address

Quick Audit ()

(/) **Local Business Schema**

No Local Business Schema identified on the page.

**Google Business Profile Identified**

You can see information about your page's Google Business Profile within this report by signing up to one of our premium plans.



Signup - Free Trial (/register)

Want to improve your Local Search Presence? Try our [Local SEO Tool](https://localranking.com/) [\(https://localranking.com/\)](https://localranking.com/)

# Technology Results

**Technology List**

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

Technology	Version
 Vercel (https://vercel.com)	
 Vercel Analytics (https://vercel.com/analytics)	



**Server IP Address**[Quick Audit \(\)](#)

216.198.79.193

( / )

**DNS Servers**

ns-tld3.charlestonroadregistry.com  
ns-tld1.charlestonroadregistry.com  
ns-tld4.charlestonroadregistry.com  
ns-tld2.charlestonroadregistry.com  
ns-tld5.charlestonroadregistry.com

**Web Server**

Vercel

**Charset**

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.

## Review Child Pages (/)

[Quick Audit \(\)](#)

### Page

[/about \(/dhruvhaldar.vercel.app/about\)](/about (/dhruvhaldar.vercel.app/about))[/work \(/dhruvhaldar.vercel.app/work\)](/work (/dhruvhaldar.vercel.app/work))[/work/implementation-of-wips-in-mea \(/dhruvhaldar.vercel.app/work/implementation-of-wips-in-mea\)](/work/implementation-of-wips-in-mea (/dhruvhaldar.vercel.app/work/implementation-of-wips-in-mea))[/work/varme \(/dhruvhaldar.vercel.app/work/varme\)](/work/varme (/dhruvhaldar.vercel.app/work/varme))

## Embed an Audit Tool into your Agency's Site

Match your website's styling and colors. Show your customer a beautiful branded report. Get notified of leads straight to your Inbox.

[Learn More - Embedding \(/embeddable-audit-tool/\)](/embeddable-audit-tool/)