# SEO Optimization Work – April 2020

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| ISSUE | RESOLUTION | TO DO | PRI |
| TECHNICAL SEO | | | |
| Page speed is poor (score of 35 out of 100 on Google) | See optimization recommendations https://developers.google.com/speed/pagespeed/  insights/?url=www.easyleases.in | Shobhit | 1 |
| 6 of 24 images are missing Alt. Tags | Input Alt+ tags for all images | Shobhit | 1 |
| JS errors as these impact PLT – see audit results | Resolve the JS errors | Shobhit | 1 |
| Image optimization – again impacts PLT | Image at https://www.easyleases.in/images/  shutterstock\_543428554.jpg to be compressed | Shobhit | 2 |
| Deprecated HTML tags found – see audit results for details | Remove / replace these tags | Shobhit | 1 |
| Inline styles found | Replace with CSS | Shobhit | 1 |
| UX – tap target size small for mobile/tab viewing | Increase the size- see audit results for details | Shobhit | 2 |
| ON-PAGE SEO | | | |
| Very sparse home page content | Infuse new content targeted at Prop owners. | Senthil | 1 |
| Low content in overall site | Add more landing pages targeted at top 10 keywords | Senthil | 1 |
| URL structure not search engine friendly | Replace https://www.easyleases.in/site/login?pmyd=1 with “www.easyleases.in/login” | Shobhit | 2 |
| Header title tag ‘PMS’ too short | Replace with ‘Best Property Management Services In Bangalore’ | Shobhit | 1 |
| H1 tags to be re-written for key pages | I don’t see a H1 tag on the Home page dev console. Also, the tags need to be re-written for all key pages to ensure we talk to the keywords | Senthil & Shobhit | 1 |
| OFF-PAGE SEO | | | |
| Lack of natural backlinks | Explore possibilities of landing featured articles on sites as YourStory.com to earn trusted backlinks | Senthil | 2 |
| Under-exploited social media marketing | Launch YouTube and strengthen Instagram channels | Senthil | 1 |
| Artificial backlinks | Explore keeping in mind risk of Google penalties for back-hat techniques | Senthil |  |

Site audit reports:

<https://www.seoptimer.com/www.easyleases.in>

<https://seositecheckup.com/seo-audit/www.easyleases.in>

<https://developers.google.com/speed/pagespeed/insights/?url=http%3A%2F%2Fwww.easyleases.in%2F>