SEO AUDIT FOR KONGU ENGINEERING COLLEGE WEBSITE

WEBSITE: <https://kongu.ac.in>

**INTRODUCTION**

This report provides a review of the key factors that influence the SEO and usability of Kongu Engineering College’s Website. Each attribute is given a score metric in the order of Good, Need to Improve, and Errors.

**TOOLS USED**

This report has been generated using some of the most industry preferred tools like, SEOptimer, GTmetrix, SEMrush, Google lighthouse, and simlifiedseotools.

**TABLE OF CONTENTS**

|  |
| --- |
| Search Engine Optimization |
| Link Analysis |
| Technologies |
| Usability |
| Social |

**SEARCH ENGINE OPTIMIZATION**

Title Tag

Tool used: screaming frog

KEC | Kongu Engineering College

Length: 32 character(s)

STATUS: GOOD

Ideally, your title tag should contain between 10 and 70 characters (spaces included). Make sure your title is explicit and contains your most important keywords. Be sure that each page has a unique title.

Meta Description

Tool used: screaming frog

No Description Length: 0 character(s)

STATUS: GOOD

It allows you to influence how your web pages are described and displayed in search results.

Headings

Tool used: sitechecker

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| <H1> | <H2> | <H3> | <H4> | <H5> | <H6> |
| 0 | 2 | 0 | 7 | 0 | 1 |

<H2> Upcoming Events </H2>

<H2> News </H2>

<H4> Placement </H4>

<H4> Ranking </H4>

<H4> Achievements </H4>

<H4> Awards </H4>

<H4> Recent Updates </H4>

<H4> News Paper Clippings </H4>

<H4> Centre of Excellence @ KEC </H4>

<H6> For Admission Enquiry Contact </H6>

STATUS: ERROR

It is important to ensure every page has an H1 tag.

KEYWORD CONSISTENCY

Tool used: SEMrush

|  |  |
| --- | --- |
| **Keywords** | **Frequency** |
| committee | 8 |
| students | 7 |
| engineering | 6 |
| computer | 6 |
| technology | 5 |
| cell | 5 |
| academic | 4 |
| faculty | 3 |

STATUS: TO BE IMPROVED

To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.

Alt Attribute

Tool used: lighthouse

We found 33 images on this web page

10 ALT attributes are empty or missing.

STATUS: ERROR

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired).

Text/HTML Ratio

Tool used: SEOptimer

HTML to Text Ratio is: 13.43%

Text content size 7539 bytes

Total HTML size 56136 bytes.

STATUS: GOOD

GZIP compression

Tool used: GTmetrix

GZIP Enabled.

Webpage is compressed from 55 KB to 12 KB (77.4 % size savings)

STATUS: GOOD

Gzip is a method of compressing files (making them smaller) for faster network transfers. It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.

URL Rewrite

Tool used: SEMrush

Your site's URLs contain unnecessary elements that make them look complicated.

STATUS: ERROR

A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords. Clean URLs are also useful when shared on social media as they explain the page's content.

Underscores in the URLs

No underscores in your URLs.

STATUS: GOOD

While Google treats hyphens as word separators, it does not for underscores.

Embedded Objects

No embedded objects have been detected on this page.

STATUS: GOOD

Embedded Objects such as Flash. It should only be used for specific enhancements.

Avoid full Flash websites to maximize SEO.

Iframe

No Iframe content has been detected on this page.

STATUS: GOOD

Frames can cause problems on your web page because search engines will not crawl or index the content within them. Avoid frames whenever possible and use a NoFrames tag if you must use them.

Domain Registration

Exactly how many years and months

Domain Age: 20 Years, 297 Days

Created Date: 31st-Jan-2004

Updated Date: 10th-Aug-2024

Expiry Date: 31st-Jan-2033

STATUS: GOOD

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months.

Indexed Pages

Indexed pages in search engines 583 Page(s).

STATUS: GOOD

A low number can indicate that bots are unable to discover your webpages, which is a common cause of bad site architecture.

Backlinks Counter

Tool used: SEMrush

Number of backlinks to your website: 0 Backlink(s).

STATUS: ERROR

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site. This factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.

**LINK ANALYSIS**

In-Page Links

We found a total of 102 links including both internal & external links of your site.

STATUS: GOOD

While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links.

Broken Links

Tool used: screaming frog

No broken links were found on this web page.

STATUS: ERROR

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.

**USABILITY**

URL

https://kongu.ac.in

Length: 5 characters.

STATUS: GOOD

Keep your URLs short and avoid long domain names when possible. A descriptive URL is better recognized by search engines.

Custom 404 Page

Tool used: screaming frog

Your website has a custom 404 error page.

STATUS: GOOD

Creating your custom 404 error page allows you to minimize the number of visitors lost.

Page Size

Tool used: GTmetrix

55 KB (World Wide Web average is 320 Kb)

STATUS: GOOD

Two of the main reasons for an increase in page size are images and JavaScript files. Page size affects the speed of your website.

Load Time

Tools used: GTmetrix

1.53 second(s)

STATUS: ERROR

Site speed is an important factor for ranking high in Google search results and enriching the user experience.

Resources: Check out Google's developer tutorials for tips on how to to make your website run faster.

Language

You have declared your language.

Declared Language: English

STATUS: GOOD

Make sure your declared language is the same as the language detected by Google. Also, define the language of the content in each page's HTML code.

Domain Availability

|  |  |
| --- | --- |
| **Domains (TLD)** | **Status** |
| kongu.com | Already Registered |
| kongu.net | Already Registered |
| kongu.org | Already Registered |
| kongu.biz | Already Registered |
| kongu.us | Available |

STATUS: GOOD

Register the various extensions of your domain to protect your brand from cybertheft.

Email Privacy

No email address has been found in plain text.

STATUS: GOOD

We don't recommend adding plain text/linked email addresses to your web pages.

**TECHNOLOGIES**

Speed Tips:

Tool used: lighthouse

Tips for authoring fast-loading HTML pages:

ERROR: Your website has too many CSS files.

ERROR: Your website has too many JavaScript files.

GOOD: Your website doesn't use nested tables.

ERROR: Your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.

Analytics:

tool used: Google tag assistant (extension)

We didn't detect an analytics tool installed on this website.

STATUS: ERROR

Web analytics lets you measure visitor activity on your website.

Doc Type

Your Web Page doctype is HTML 5.

STATUS: GOOD

Declaring a doctype helps web browsers to render content correctly.

Encoding

Language/Character encoding is specified: UTF-8.

STATUS: GOOD

Specifying language/character encoding can prevent problems with the rendering of special characters.

**SOCIAL**

Tool Used: SEOptimer

Facebook: Konguengineeringcollegeperundurai

Twitter: KonguOfficial

Instagram: Konguengineeringcollege

STATUS: NEED TO BE IMPROVED