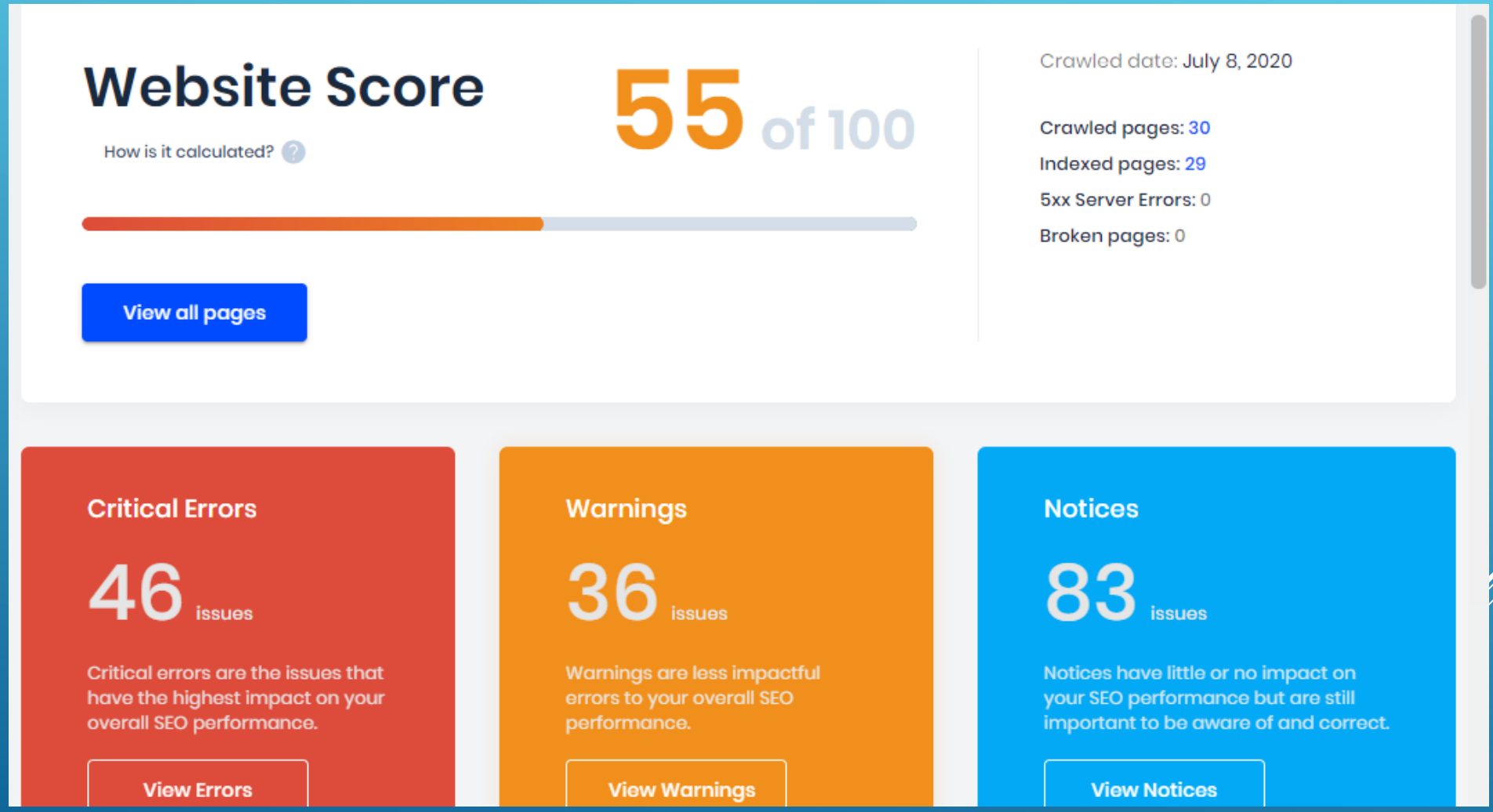
SEO OPTIMISATION FOR TRIVISEN

Opportunities for SEO:-

There are lot of SEO problems which can be solved on this website. Some of them are title tags, meta description and various other things are not optimized. Also there are some problems with content as there are no articles. As the website is newly opened it has a lot of potential for SEO.

SEO Score Of Site



Strengths of Website:-

1. Customer-oriented design and address:- Website is very functional with no broken links or any type of errors. This makes website easy to navigate.

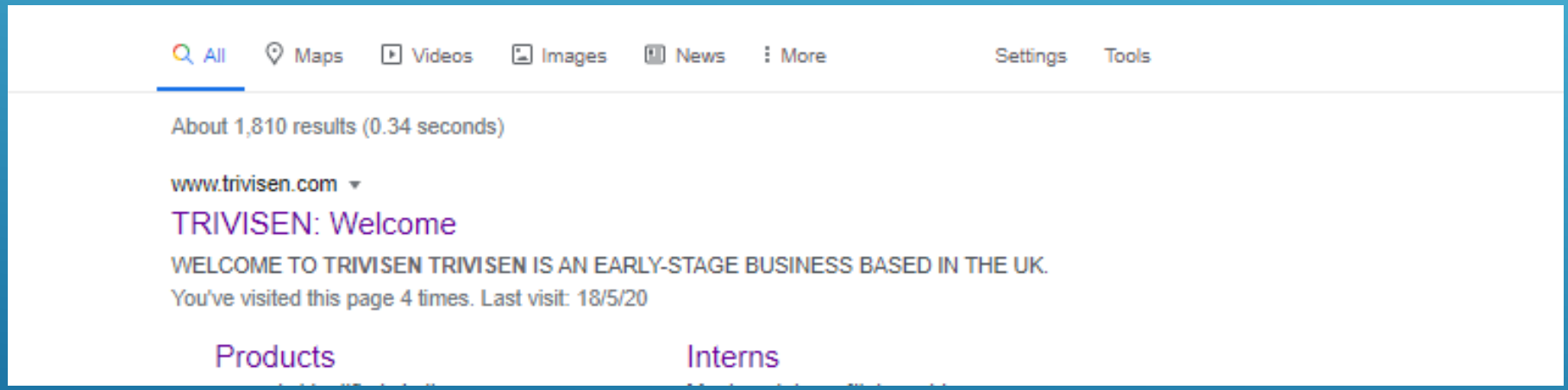
2. Relevant content:- Even though website has low content it is very relevant to its business.

3. Intuitive navigation and search:- Navigation of the website is very easy hence any new person can get concerned information very easily.

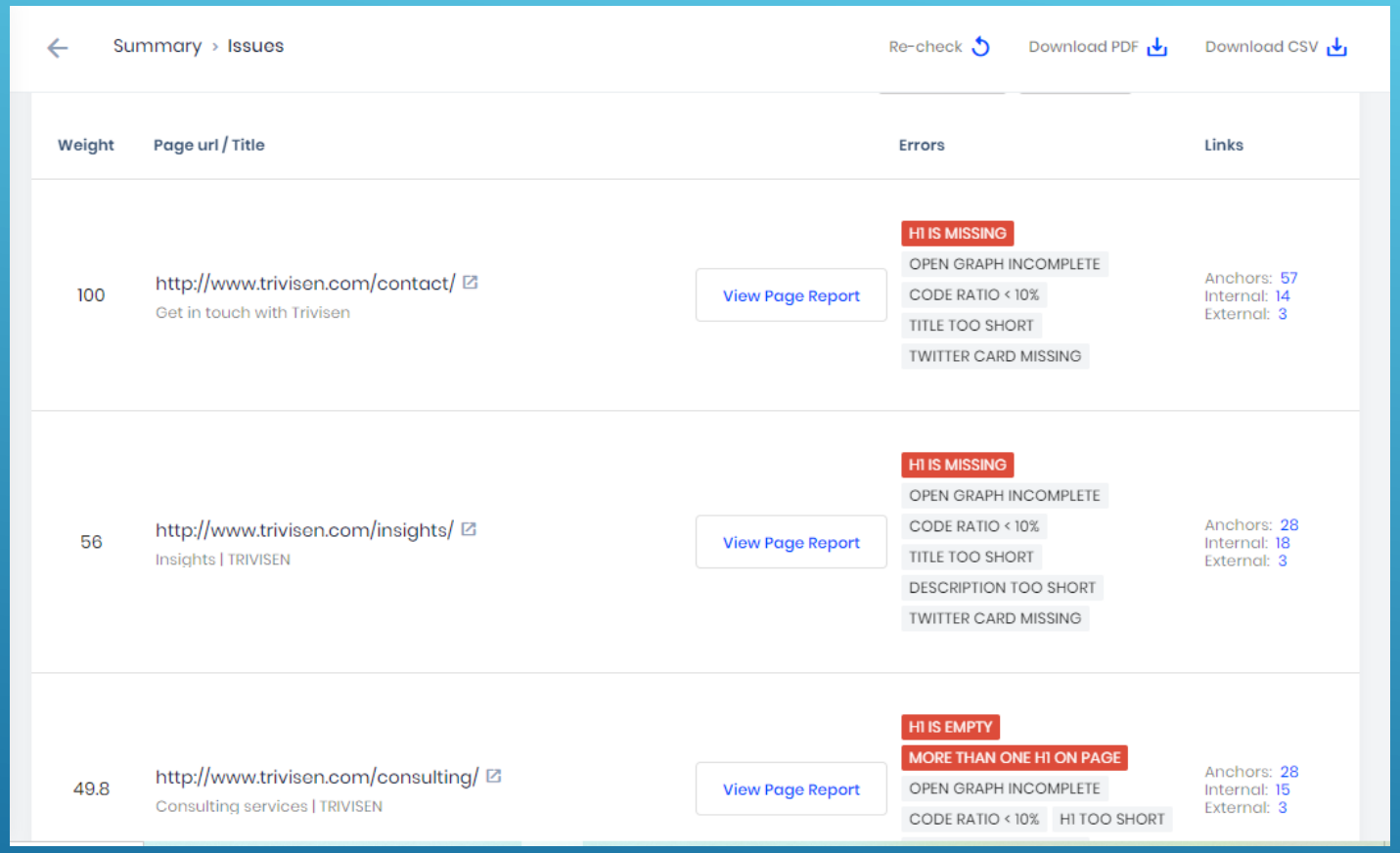
4. Responsive design:- Website is very responsive and loads easily to on any device. This helps to access the website from any device.

Weakness of Website

1. Meta Description:- Meta description is not optimized. Its too short with no keywords. This is causing website to rank badly.
Solution :- The Meta description of a website should contain Keyword query which will help website rank well. The ideal meta description should be " Trivisen provides a smart and innovative water purification solutions along with consultancy services for start-ups" .



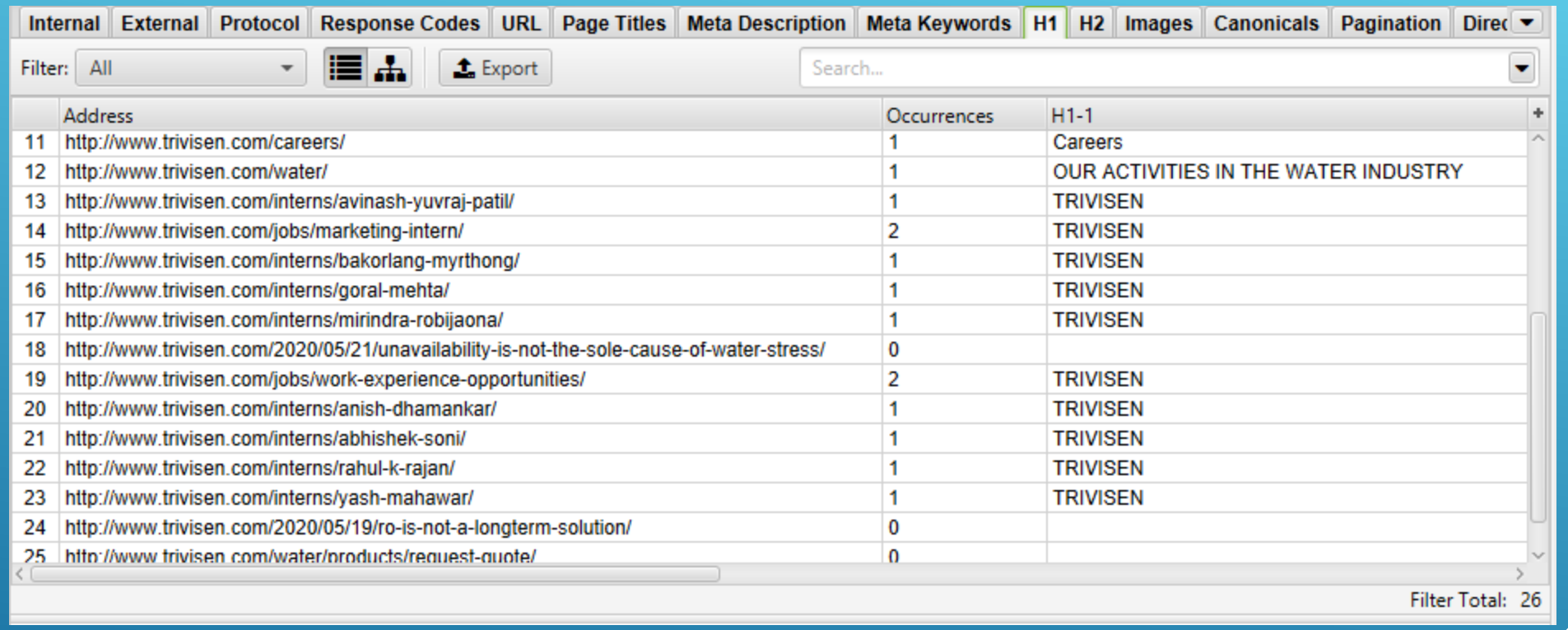
2. Missing H1 Tags on majority of pages



What are H1 Tags :- The h1 is an HTML tag that indicates a heading on a website.

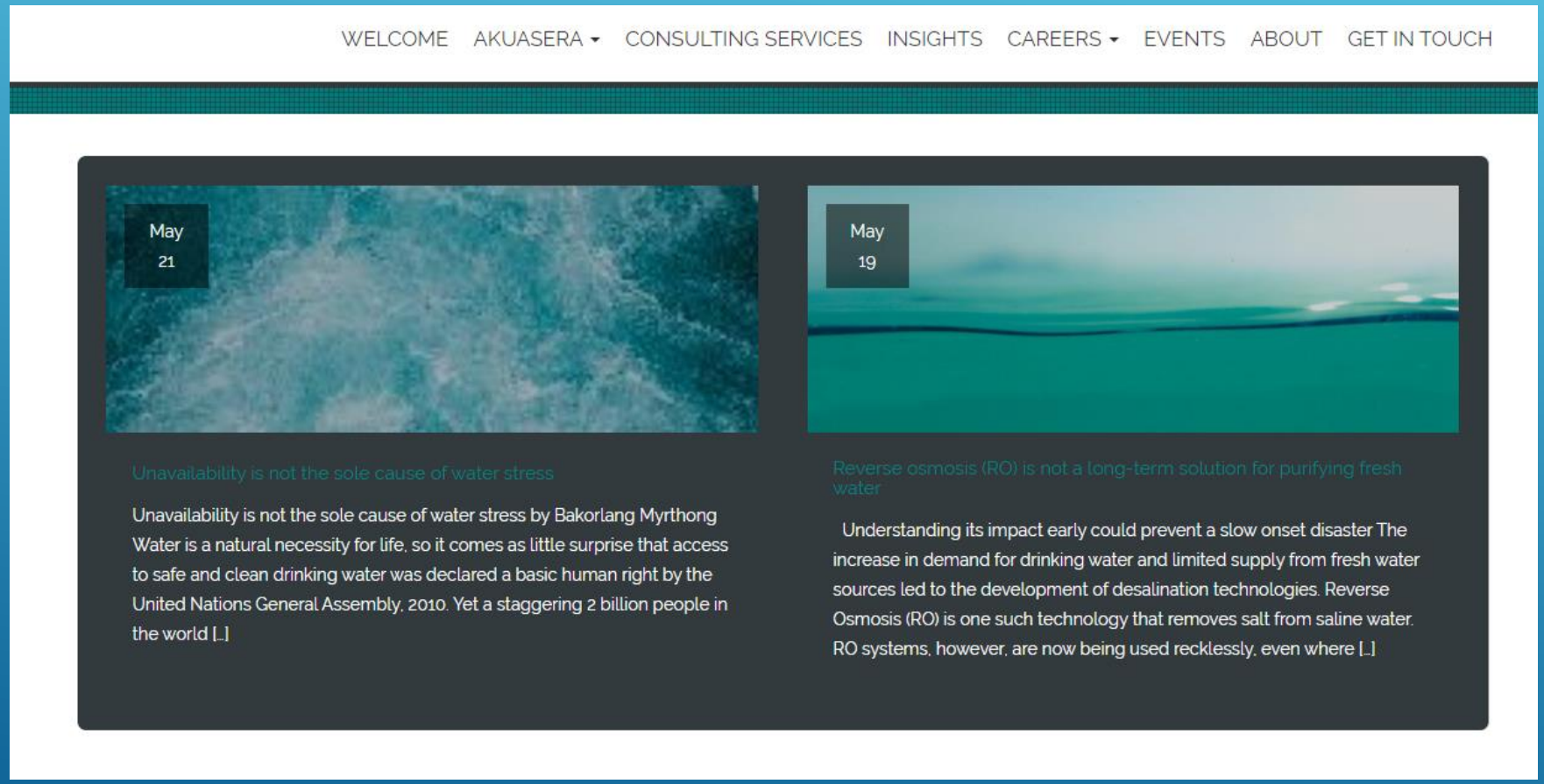
Importance of H1 tags :- H1 tags help google to know how relevant the page is to the searcher's query ultimately determines whether it is listed in the results set, or search engine results page (SERP).

This shows the H1 tags which are presently used. H1 tag should describe the content on the page. But as you can see H1 tag is duplicated and does not show any information.



	Address	Occurrences	H1-1
11	http://www.trivisen.com/careers/	1	Careers
12	http://www.trivisen.com/water/	1	OUR ACTIVITIES IN THE WATER INDUSTRY
13	http://www.trivisen.com/interns/avinash-yuvraj-patil/	1	TRIVISEN
14	http://www.trivisen.com/jobs/marketing-intern/	2	TRIVISEN
15	http://www.trivisen.com/interns/bakorlang-myrthong/	1	TRIVISEN
16	http://www.trivisen.com/interns/goral-mehta/	1	TRIVISEN
17	http://www.trivisen.com/interns/mirindra-robijaona/	1	TRIVISEN
18	http://www.trivisen.com/2020/05/21/unavailability-is-not-the-sole-cause-of-water-stress/	0	
19	http://www.trivisen.com/jobs/work-experience-opportunities/	2	TRIVISEN
20	http://www.trivisen.com/interns/anish-dhamankar/	1	TRIVISEN
21	http://www.trivisen.com/interns/abhishek-soni/	1	TRIVISEN
22	http://www.trivisen.com/interns/rahul-k-rajan/	1	TRIVISEN
23	http://www.trivisen.com/interns/yash-mahawar/	1	TRIVISEN
24	http://www.trivisen.com/2020/05/19/ro-is-not-a-longterm-solution/	0	
25	http://www.trivisen.com/water/products/request-quote/	0	

3. Lack of content :- Website has very low number of articles which is hampering its ranking. There should be more number of articles about latest technologies for water purification and also Start-up related articles. This will help Trivisen to attract more leads and convert them to customers. The articles should be more informative and relevant to latest topics which will even help website to rank more well.



Questions for Client :-

1. What are Your Main Goals and KPIs?
2. Who is Your Ideal Customer?
3. Which Countries are You Targeting?
4. What Is Your Main USP?
5. Have You Ever Had a Google Penalty?
6. Who Do You Consider to be Your Main Competitors?
7. Do You Own Any Other Domains or Subdomains?
8. Are There Any Plans for a Website Redesign?
9. Do you Have Any Brand Guidelines?
10. Do You Have a Specific Writing Style You'd Like?
11. Do You Have Any Partners Who Would be Willing to Link to Your Website?