

SEO Audit Report - mentorguru.in

1. Technical SEO Analysis

- SSL Certificate: Active and secure (HTTPS enabled).
- Page Speed: Website loading speed needs improvement (optimize images, leverage browser caching, and minify CSS/JS).
- Mobile-Friendly: The site is mobile-responsive.
- Sitemap & Robots.txt: Sitemap is missing and robots.txt should be properly optimized.
- Broken Links: Need to check for and fix any broken links.

2. On-Page SEO Analysis

- Meta Titles & Descriptions: Some pages are missing or have duplicate titles/descriptions.
- Header Tags (H1, H2): Ensure only one H1 per page and optimized usage of H2/H3 tags.
- Image Alt Tags: Many images are missing alt text.
- Internal Linking: Needs improvement to strengthen site structure.
- Content Optimization: Add more keyword-rich content.

3. Off-Page SEO Analysis

- Backlinks: Very low number of quality backlinks.
- Domain Authority: Currently weak, requires strong link-building strategies.
- Social Presence: Active but needs consistency in posting and engagement.

4. Competitor Insights

Competitors are ranking with well-optimized content and stronger backlink profiles. They focus on targeted keywords with higher search volume. They have faster website speed and better technical optimization.

5. Recommendations

- Optimize website speed by compressing images, enabling caching, and minifying code.
- Create and submit an XML sitemap to Google Search Console.
- Optimize meta titles, descriptions, and header tags for all pages.
- Add alt tags for all images.
- Build high-quality backlinks through guest posts, directories, and PR campaigns.
- Increase content marketing efforts (blogs, case studies, guides).
- Regularly monitor SEO performance using tools like Google Analytics & Search Console.