

THE PATTERNS COMPANY

4th Floor, Bizness Square Junction Opposite Hitex Road,
HITEC City, Madhapur, Hyderabad, Telangana 500084

+91-8500693113

+91-9392744210

info@thepatternscompany.com

<https://www.thepatternscompany.com/>



Website Report for sanvisinsuranceneeds.in

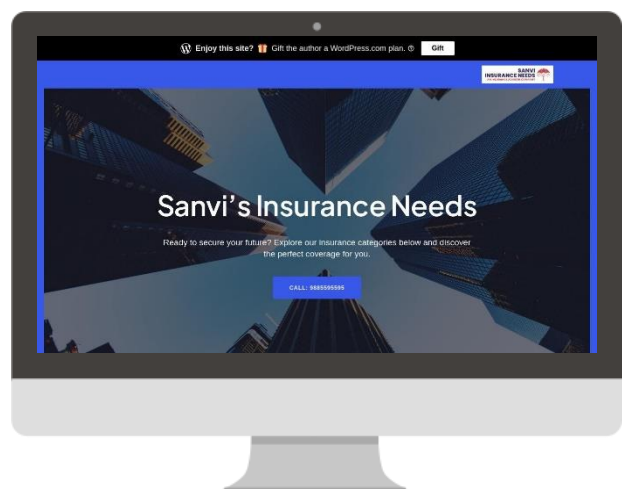
This report grades your website based on the strength of various SEO factors such as On Page Optimization, O Page Links, Social and more. The overall Grade is on a A+ to F- scale, with most major, industry leading websites in the A range. Improving your grade will generally make your website perform better for users and rank better in search engines. There are recommendations for improving your website at the bottom of the report. Feel free to reach out to us if you'd like us to help with improving your website's SEO!

Audit Results for sanvisinsuranceneeds.in



Your page could be better

Recommendations: 19





On-Page SEO



Links



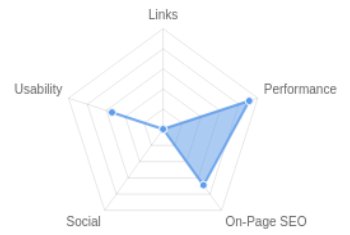
Usability



Performance



Social



Recommendations

Execute a Link Building Strategy

Links

High Priority

Lengthen meta description (to between 70 and 160 characters)

On-Page SEO

Medium Priority

Add Canonical Tag	On-Page SEO	Medium Priority
Add Alt attributes to all images	On-Page SEO	Low Priority
Create and link your Facebook Page	Social	Low Priority
Create and link your Twitter profile	Social	Low Priority
Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Implement an analytics tracking tool	On-Page SEO	Low Priority
Add Schema Markup	On-Page SEO	Low Priority
Add Twitter Cards	Social	Low Priority
Create and link associated Instagram profile	Social	Low Priority
Create and link an associated YouTube channel	Social	Low Priority
Create and link an associated LinkedIn profile	Social	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Remove inline styles	Performance	Low Priority
Add Local Business Schema	Other	Low Priority
Improve Google Business Profile Rating & Review Count	Other	Low Priority

On-Page SEO Results



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 of optimal length (between 10 and 70 characters).



Sanvi's Insurance Needs - Insurance Tailored for You

Length : 52

Meta Description Tag

Your page has a meta description tag however, your meta description should ideally be between 70 and 160 characters (including spaces).



Insurance Tailored for You

Length : 26

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.

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://sanvisinsuranceneeds.in ::
Sanvi's Insurance Needs – Insurance Tailored for You
Insurance Tailored for You

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.



H2-H6 Header Tag Usage

Your page is making use multiple levels of Header Tags.



Header Tag	Frequency	
H2	7	<div></div>
H3	10	<div></div>
H4	1	<div></div>
H5	0	
H6	0	

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	
insurance	<div></div>	<div></div>	<div></div>	50	<div></div>
needs	<div></div>	<div></div>	<div></div>	10	<div></div>
sanvis	<div></div>	<div></div>	<div></div>	7	<div></div>
health	<div></div>	<div></div>	<div></div>	6	<div></div>
solutions	<div></div>	<div></div>	<div></div>	4	<div></div>
vehicle	<div></div>	<div></div>	<div></div>	4	<div></div>
coverage	<div></div>	<div></div>	<div></div>	4	<div></div>
life	<div></div>	<div></div>	<div></div>	4	<div></div>

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
sanvis insurance	<div></div>	<div></div>	<div></div>	7	<div></div>
sanvis insurance needs	<div></div>	<div></div>	<div></div>	7	<div></div>
insurance needs	<div></div>	<div></div>	<div></div>	7	<div></div>
health insurance	<div></div>	<div></div>	<div></div>	5	<div></div>
at sanvis	<div></div>	<div></div>	<div></div>	3	<div></div>
peace of mind	<div></div>	<div></div>	<div></div>	3	<div></div>
at sanvis insurance	<div></div>	<div></div>	<div></div>	3	<div></div>
travel insurance	<div></div>	<div></div>	<div></div>	3	<div></div>

Amount of Content

Your page has a good level of textual content, which will assist in it's ranking potential.

Word Count: 831



Image Alt Attributes

You have images on your page that are missing Alt attributes.



We found 21 images on your page and 19 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

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://sanvisinsuranceneeds.in/robots.txt>

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://sanvisinsuranceneeds.in/sitemap.xml>

<https://sanvisinsuranceneeds.in/news-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



We have not detected any usage of Schema.org on your page.

Schema.org is a structured data markup for webpages which helps Search Engines understand your site better and provide rich snippets directly in their search results.

Rankings

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords
Position 1	0
Position 2-3	0
Position 4-10	0
Position 11-20	0
Position 21-30	0
Position 31-100	0

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



Domain Strength



Page Strength



1

Backlinks



1

Referring Domains



1

Nofollow Backlinks



0

Dofollow Backlinks



0

Edu Backlinks



0

Gov Backlinks



1

Subnets



1

IPs

Top Backlinks



These are the highest value external pages we have found linking to your site.

Domain Referring Page URL
strength

10	https://godigitalplan.com/place/Sanvi%E2%80%99s+Insurance+Needs-3f0051
----	---

Top Pages by Backlinks



These are the pages on your site with the most the backlinks from other sites.

URL	Backlinks
https://sanvisinsuranceneeds.in/	1

Top Anchors by Backlinks



These are the top pieces of Anchor Text we found used to link to your site.

Anchor	Backlinks
sanvisinsuranceneeds.in	1

Top Referring Domain Geographies



These are the Top Geographies we have found linking to your site.

Top TLDs



Top Countries



On-Page Link Structure



We found 11 total links. 73% 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.

Friendly Links



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

Usability

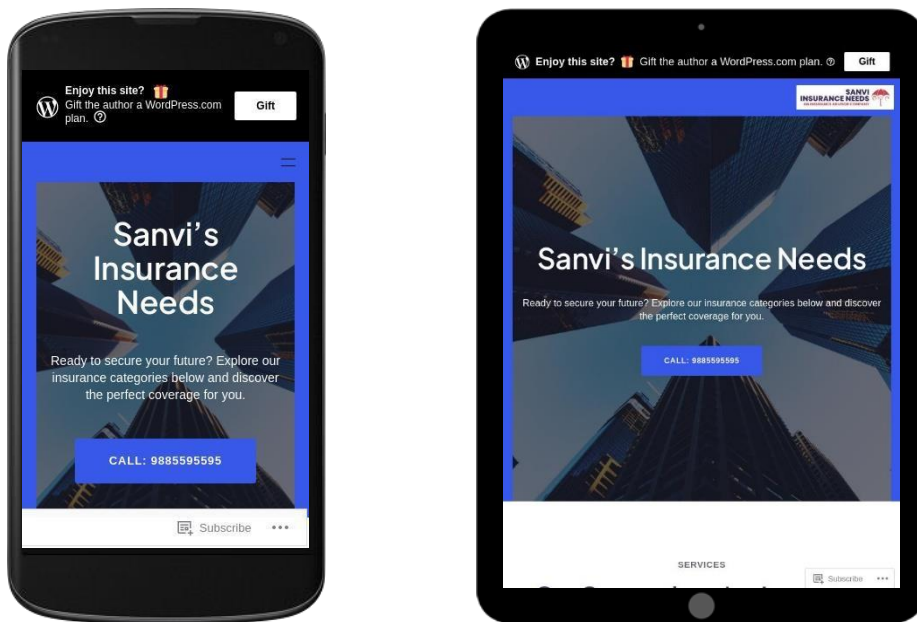


Your usability could be better

Your page is OK but could be more 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.



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 crawlable 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 poorly 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.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value
First Contentful Paint	3.6 s
Speed Index	4.7 s
Largest Contentful Paint	8.6 s
Time to Interactive	8 s
Total Blocking Time	0.36 s
Cumulative Layout Shift	0.229

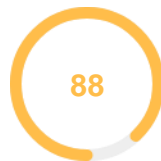
Opportunities	Estimated Savings
Properly size images	5.7 s
Serve images in next-gen formats	3.15 s
Avoid multiple page redirects	0.63 s
Eliminate render-blocking resources	0.33 s
Efficiently encode images	0.3 s
Initial server response time was short	0.19 s
Reduce unused JavaScript	0.15 s
Defer offscreen images	0.15 s

Google's PageSpeed Insights - Desktop



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

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value
First Contentful Paint	1.1 s
Speed Index	1.2 s
Largest Contentful Paint	2 s
Time to Interactive	1.2 s
Total Blocking Time	0 s
Cumulative Layout Shift	0.041

Opportunities	Estimated Savings
Properly size images	1.8 s
Serve images in next-gen formats	1.43 s
Avoid multiple page redirects	0.19 s
Initial server response time was short	0.15 s

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.



Performance Results



Your performance is very good!

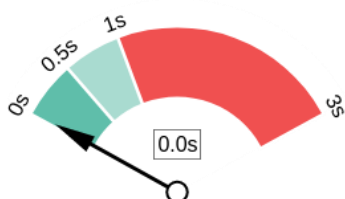
Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your performance over time to ensure there are no periodic fluctuations.

Page Speed Info

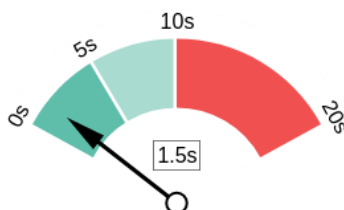
Your page loads in a reasonable amount of time.



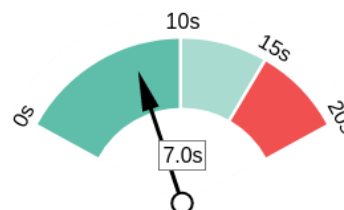
Server Response



All Page Content Loaded



All Page Scripts Complete



Download Page Size

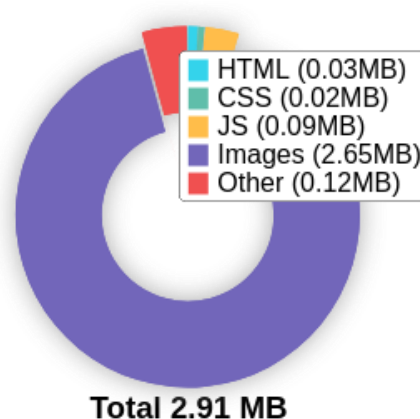
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



Download Page Size



Download Page Size Breakdown

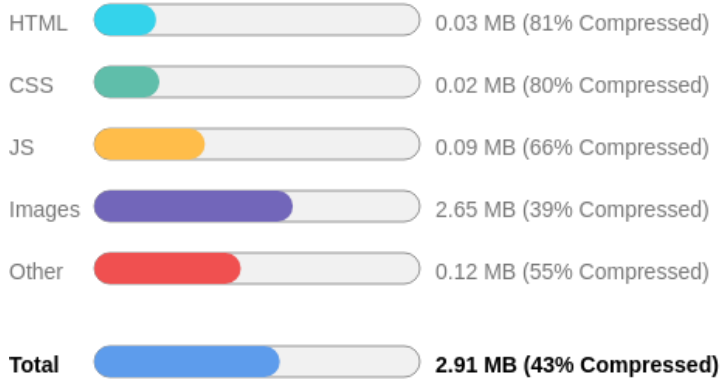


Website Compression (Gzip, Deflate, Brotli)

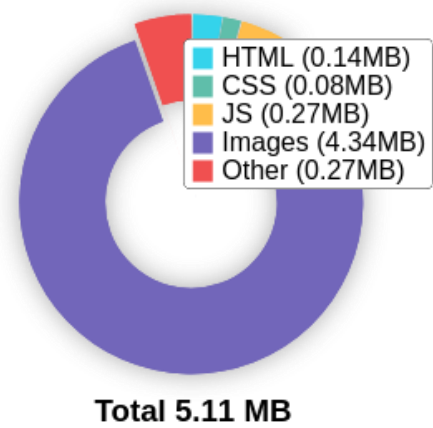
Your website appears to be using a reasonable level of compression.



Compression Rates

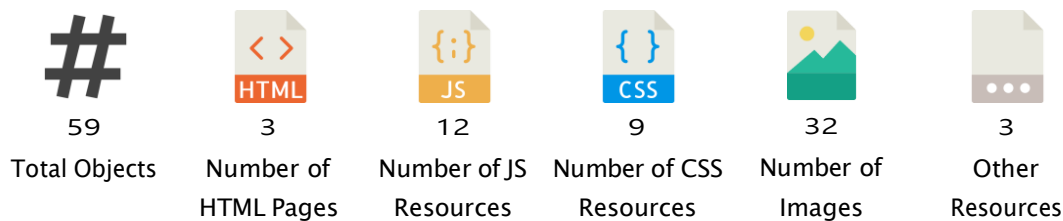


Raw Page Size Breakdown



Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page.



Google Accelerated Mobile Pages (AMP)

This page does not appear to have AMP Enabled.

JavaScript Errors

Your page is not reporting any JavaScript errors.

HTTP2 Usage

Your website is using the recommended HTTP/2+ protocol.

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.

Social Results



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 Connected

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



Facebook Open Graph Tags

Your page is using Facebook Open Graph Tags.



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.

Twitter Connected

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



Twitter Activity

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



Twitter Cards

We have not detected Twitter Cards on your page.



Twitter Cards are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Twitter.

Instagram Connected

No associated Instagram profile found linked on your page



LinkedIn Connected

No associated LinkedIn profile found linked on your page.



YouTube Connected

No associated YouTube channel found linked on your page.



YouTube Activity

No associated YouTube channel found linked on your page.



Local SEO

Local Business Schema


No Local Business Schema identified on the page.



Google Business Profile Identified



A Google Business Profile was identified that links to this website.

 Sanvi's Insurance Needs - Best Health Insurance in india

Google Business Profile Completeness



The important business details are present on the Google Business Profile.

Address Sri Lakshmi nivas, 11-13-1347/2,
polkampally, Margadarshi Colony,
Kothapet, Hyderabad, Telangana 500035

Phone +91 98855 95595

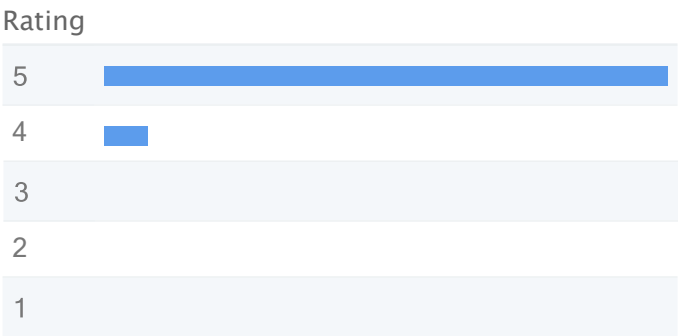
Site <https://sanvisinsuranceneeds.in/>

Google Reviews



Your Google Business Profile has a low rating or low number of reviews.

4.9  14 reviews



Technology Results

Technology List



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

Technology	Version
HSTS	
 MySQL	
 Nginx	
 PHP	
 WordPress	
 WordPress.com	

Server IP Address



192.0.78.24

DNS Servers

ns1.wordpress.com
ns2.wordpress.com
ns3.wordpress.com

i

Web Server

nginx

i

Charset

text/html; charset=UTF-8

i



<https://www.thepatternscompany.com/>

The Purpose of a Business is to create a Customer Who Creates Customer's

Thank you