

## THE PATTERNS COMPANY

4th Floor, Bizness Square Junction Opposite Hitex Road,  
HITEC City, Madhapur, Hyderabad, Telangana 500084  
+91-8500693113  
+91-9392744210

[info@thepatternscompany.com](mailto:info@thepatternscompany.com)  
<https://www.thepatternscompany.com/>



## Website Report for [drsushmaraavi.com](https://drsushmaraavi.com)

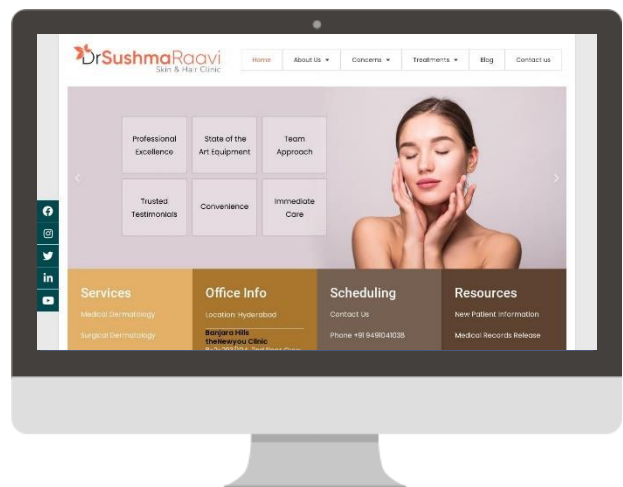
This report grades your website based on the strength of various SEO factors such as On Page Optimization, O Page Links, Social and more. The overall Grade is on a A+ to F- scale, with most major, industry leading websites in the A range. Improving your grade will generally make your website perform 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 [drsushmaraavi.com](https://drsushmaraavi.com)



Your page could be better

Recommendations: 18





On-Page SEO



Links



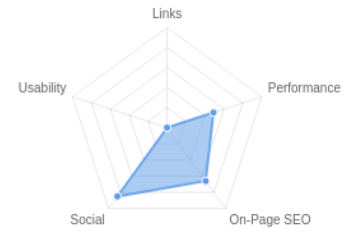
Usability



Performance



Social



## Recommendations

**Execute a Link Building Strategy**

Links

High Priority

**Reduce your total page file size**

Performance

Medium Priority

**Optimize for Core Web Vitals**

Usability

Medium Priority

<b>Reduce length of title tag (to between 10 and 70 characters)</b>	On-Page SEO	Medium Priority
<b>Shorten meta description (to between 70 and 160 characters)</b>	On-Page SEO	Medium Priority
<b>Remove Duplicate H1 Tags</b>	On-Page SEO	Medium Priority
<b>Add Alt attributes to all images</b>	On-Page SEO	Low Priority
<b>Use your main keywords across the important HTML tags</b>	On-Page SEO	Low Priority
<b>Optimize your page for Mobile PageSpeed Insights</b>	Usability	Low Priority
<b>Optimize your page for Desktop PageSpeed Insights</b>	Usability	Low Priority
<b>Create and link an associated YouTube channel</b>	Social	Low Priority
<b>Remove inline styles</b>	Performance	Low Priority
<b>Remove iFrames</b>	Usability	Low Priority
<b>Remove clear text Email Addresses</b>	Usability	Low Priority
<b>Add Local Business Schema</b>	Other	Low Priority
<b>Minify your CSS and JS Files</b>	Performance	Low Priority
<b>Review and Increase Font Sizes across devices</b>	Usability	Low Priority
<b>Improve the size of tap targets</b>	Usability	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, but ideally it should be shortened to between 10 and 70 characters (including spaces).



Dr Sushma Raavi - Best Dermatologist, Skin & Hair Specialist in Hyderabad

Length : 77

Title tags are very important for search engines to correctly understand and categorize your content.

### Meta Description Tag

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



A medico- aesthetic clinic dedicated to provide panacea for all and will offer the most modern services to restore and maintain the intrinsic beauty of your skin and body.

Length : 171

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://drsushmaraavi.com> :

**Dr Sushma Raavi - Best Dermatologist, Skin & Hair ...**

A medico- aesthetic clinic dedicated to provide panacea for all and will offer the most modern services to restore and maintain the intrinsic beauty ...

### Hreflang Usage

Your page is not making use of Hreflang attributes.



### Language

Your page is using the lang attribute.



Declared: en-US

## H1 Header Tag Usage



Your page has more than one H1 Tag. It is generally recommended to only use one H1 Tag on a page.

The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

## H2-H6 Header Tag Usage



Your page is making use multiple levels of Header Tags.

Header Tag	Frequency	
H2	10	<div></div>
H3	0	
H4	8	<div></div>
H5	1	<div></div>
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	
clinic	<div></div>	<div></div>	<div></div>	10	<div></div>
skin	<div></div>	<div></div>	<div></div>	7	<div></div>
hrs	<div></div>	<div></div>	<div></div>	7	<div></div>
banjara	<div></div>	<div></div>	<div></div>	6	<div></div>
dermatology	<div></div>	<div></div>	<div></div>	6	<div></div>
treatment	<div></div>	<div></div>	<div></div>	6	<div></div>
road	<div></div>	<div></div>	<div></div>	6	<div></div>
hills	<div></div>	<div></div>	<div></div>	6	<div></div>

## Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
banjara hills	□	□	□	6	<div></div>
monday wednesday friday	▪	▪	▪	4	<div></div>
tuesday thursday	□	□	□	4	<div></div>
wednesday friday	▪	▪	▪	4	<div></div>
friday saturday	□	□	□	4	<div></div>
monday wednesday	▪	▪	▪	4	<div></div>
wednesday friday saturday	▪	▪	▪	4	<div></div>
online appointments between	▪	▪	▪	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: 660

### Image Alt Attributes

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



We found 16 images on your page and 1 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 using the Canonical Tag.



<https://drsushmaraavi.com/>

### 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://drsushmaraavi.com/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://drsushmaraavi.com/sitemap\\_index.xml](https://drsushmaraavi.com/sitemap_index.xml)

## Analytics



Your page is using an analytics tool.

 Google Analytics

## Schema.org Structured Data



You are using JSON-LD, Microdata Schema on your page.

# Rankings

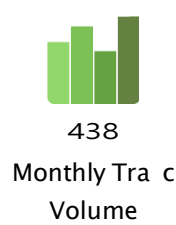
## Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Traffic	
dr sushma raavi	 EN	1	480	145	<div></div>
best dermatologist hyderabad	 EN	69	8,100	17	<div></div>
best dermatologist in hyd	 EN	67	8,100	17	<div></div>
best dermatologists in hyderabad	 EN	90	8,100	17	<div></div>
dermatologist hyderabad	 EN	59	5,400	11	<div></div>
dermatologist hyderabad	 HI	82	5,400	11	<div></div>
dermatologist in hyderabad	 HI	72	5,400	11	<div></div>
dermatologist in hyderabad india	 EN	70	5,400	11	<div></div>
dermatologist specialist in hyderabad	 EN	80	5,400	11	<div></div>
hyderabad dermatologist	 EN	69	5,400	11	<div></div>

## Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from its Keyword 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 tra c, with recent research showing that as much as 92% of clicks happen on the rst page.

Position	Keywords
Position 1	1
Position 2-3	0
Position 4-10	1
Position 11-20	2
Position 21-30	5
Position 31-100	115

## Links

### 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


 **107**  
Backlinks

 **83**  
Referring Domains

 **80**  
NoFollow  
Backlinks

 **27**  
DoFollow  
Backlinks

 **0**  
Edu  
Backlinks

 **0**  
Gov  
Backlinks

 **11**  
Subnets

 **11**  
IPs

## Top Backlinks



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

Domain strength Referring Page URL

74	<a href="https://www.websitescrawl.com/domain-list-9745">https://www.websitescrawl.com/domain-list-9745</a>
58	<a href="https://www.beautyepic.com/dermatologists-in-hyderabad/">https://www.beautyepic.com/dermatologists-in-hyderabad/</a>
54	<a href="http://shubhangi.co.in/domain-list-293">http://shubhangi.co.in/domain-list-293</a>
50	<a href="https://besthostingprice.com/top-domain-list-1768">https://besthostingprice.com/top-domain-list-1768</a>
48	<a href="https://www.thathipsterlife.com/laser-hair-removal-vs-electrolysis/">https://www.thathipsterlife.com/laser-hair-removal-vs-electrolysis/</a>
9	<a href="http://webworth.pw/domain-list-200">http://webworth.pw/domain-list-200</a>
8	<a href="https://www.health-smiles.com/excessive-body-sweating-in-women/">https://www.health-smiles.com/excessive-body-sweating-in-women/</a>
7	<a href="http://www.toprank.pw/domain-list-200">http://www.toprank.pw/domain-list-200</a>
7	<a href="http://worldweb.pw/domain-list-200">http://worldweb.pw/domain-list-200</a>
6	<a href="http://smartwebdirectory.com/domain-list-293">http://smartwebdirectory.com/domain-list-293</a>

## Top Pages by Backlinks



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

URL	Backlinks
<a href="http://drsushmaraavi.com/">http://drsushmaraavi.com/</a>	74
<a href="https://drsushmaraavi.com/excessive-sweating/">https://drsushmaraavi.com/excessive-sweating/</a>	8
<a href="https://drsushmaraavi.com/">https://drsushmaraavi.com/</a>	4
<a href="http://drsushmaraavi.com/wp-content/uploads/2020/12/Laser-Hair-Removal...">http://drsushmaraavi.com/wp-content/uploads/2020/12/Laser-Hair-Removal...</a>	2
<a href="https://drsushmaraavi.com/about/">https://drsushmaraavi.com/about/</a>	1
<a href="https://drsushmaraavi.com/alopecia-areata/">https://drsushmaraavi.com/alopecia-areata/</a>	1
<a href="https://drsushmaraavi.com/androgenetic-alopecia/">https://drsushmaraavi.com/androgenetic-alopecia/</a>	1
<a href="https://drsushmaraavi.com/blog/">https://drsushmaraavi.com/blog/</a>	1
<a href="https://drsushmaraavi.com/botox/">https://drsushmaraavi.com/botox/</a>	1
<a href="https://drsushmaraavi.com/chemical-peels/">https://drsushmaraavi.com/chemical-peels/</a>	1

### Top Anchors by Backlinks



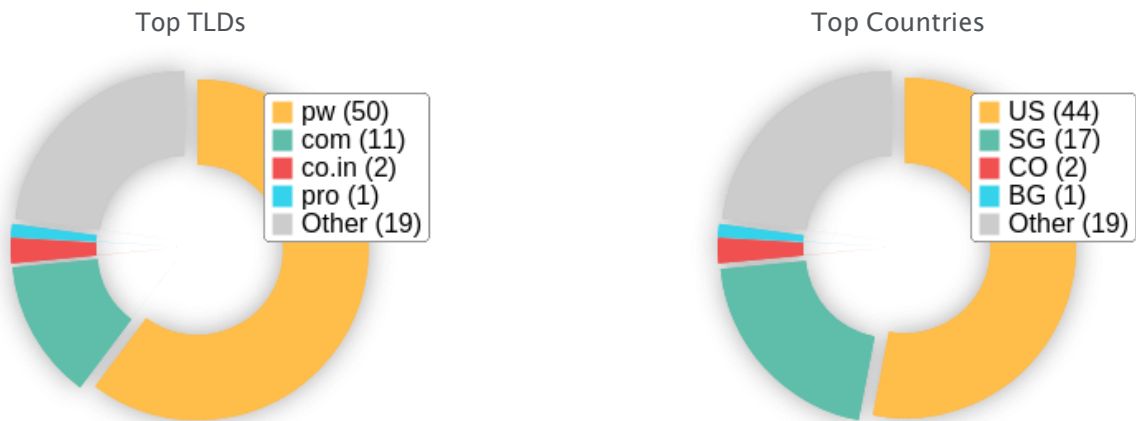
These are the top pieces of Anchor Text we found used to link to your site.

Anchor	Backlinks	
drsushmaraavi.com	74	<div></div>
Go Treatment	20	<div></div>
Go Now	5	<div></div>
Excessive Sweating - Dr Sushma Raavi	2	<div></div>
https://drsushmaraavi.com/	2	<div></div>
laser hair removal vs electrolysis what	2	<div></div>
drsushmaraavi	1	<div></div>
https://drsushmaraavi.com/prp-treatment/	1	<div></div>

### Top Referring Domain Geographies



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



### On-Page Link Structure



We found 91 total links. 12% 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

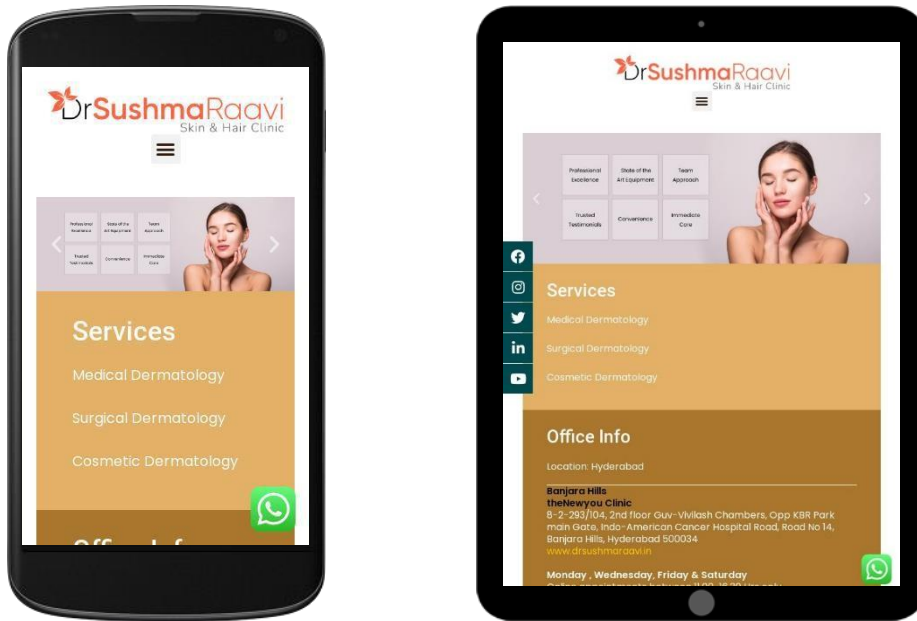


### Your usability needs improvement

Your page has usability issues 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.

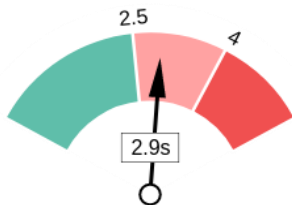


## Google's Core Web Vitals

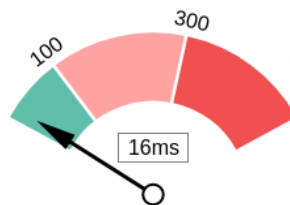
Your page has failed Google's Core Web Vitals assessment.

Core Web Vitals are UI metrics created by Google that measure page experience and are becoming increasingly important as a ranking factor.

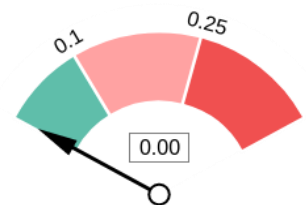
Largest Contentful Paint (LCP)



First Input Delay (FID)



Cumulative Layout Shift (CLS)



## 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	5.2 s
Speed Index	11.3 s
Largest Contentful Paint	10.1 s
Time to Interactive	23.7 s
Total Blocking Time	1.57 s
Cumulative Layout Shift	0.138

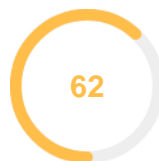
Opportunities	Estimated Savings
Serve images in next-gen formats	8.89 s
Properly size images	5.85 s
Reduce unused JavaScript	3.27 s
Eliminate render-blocking resources	2.87 s
Reduce unused CSS	1.5 s
Defer offscreen images	1.2 s
Avoid multiple page redirects	0.63 s
Minify CSS	0.15 s
Minify JavaScript	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	1.3 s
Speed Index	2.4 s
Largest Contentful Paint	2.9 s
Time to Interactive	4.9 s
Total Blocking Time	0.1 s
Cumulative Layout Shift	0.237

Opportunities	Estimated Savings
Serve images in next-gen formats	1.5 s
Properly size images	1 s
Defer offscreen images	0.68 s
Eliminate render-blocking resources	0.5 s
Reduce unused JavaScript	0.5 s
Reduce unused CSS	0.36 s
Initial server response time was short	0.21 s
Avoid multiple page redirects	0.19 s

## Flash Used?

No Flash content has been identified on your page.



## iFrames Used?

Your page appears to be using iFrames.



iFrames are discouraged as they can complicate navigation of content in mobile and have historically been harder to index for search engines.

## Favicon

Your page has specified a favicon.



## Email Privacy

Email addresses have been found in plain text.



We recommend removing any plain text email addresses and replacing them with images or contact forms. Plain text email addresses can be susceptible to scrapers and email spammers.

## Legible Font Sizes

There is some text on your page that is small and may not be legible enough for particular users.



We recommend reviewing all text on your page in different devices to ensure that it is of appropriate size.

## Tap Target Sizing

Some of the links or buttons on your page may be too small for a user to easily tap on a touchscreen.



Consider making these tap targets larger to provide a better user experience.

# Performance Results



## Your performance could be better

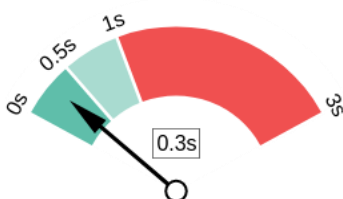
Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

## Page Speed Info

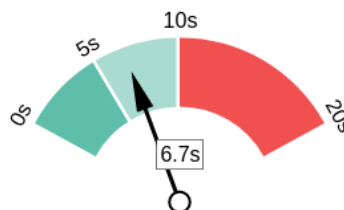
Your page loads in a reasonable amount of time.



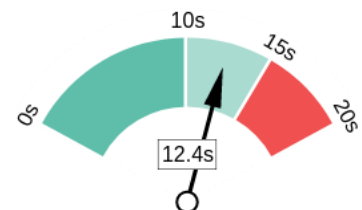
Server Response



All Page Content Loaded



All Page Scripts Complete



## Download Page Size

Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience.

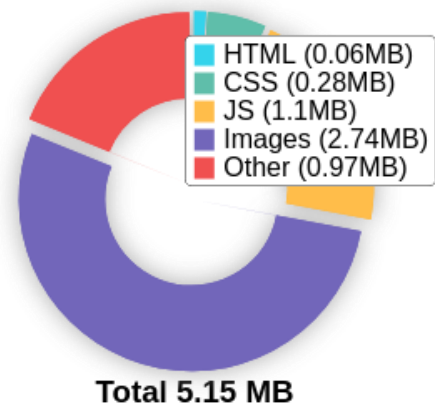


A general rule is to keep your page under 5MB in total file size.

### Download Page Size



### Download Page Size Breakdown

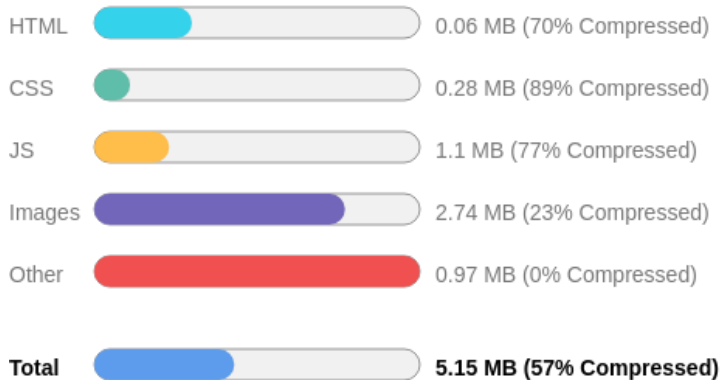


## Website Compression (Gzip, Deflate, Brotli)

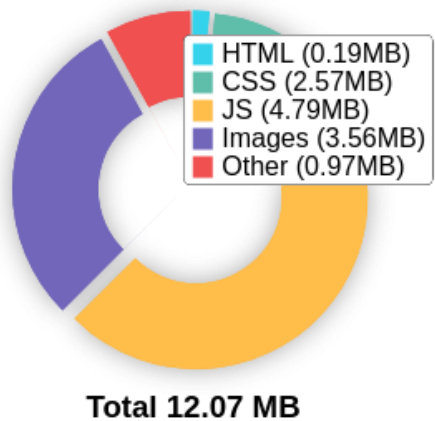
Your website appears to be using a reasonable level of compression.



### Compression Rates

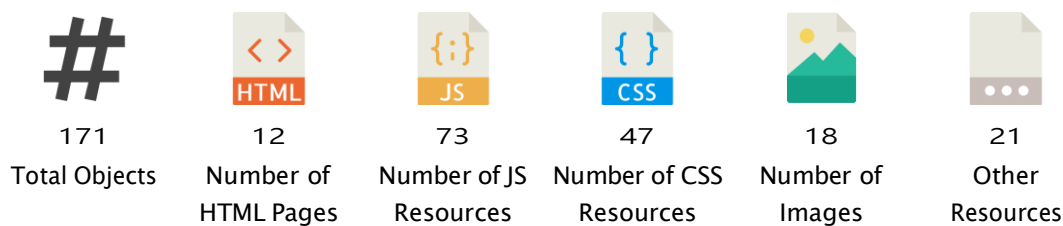


### Raw Page Size Breakdown



## Number of Resources

This check displays the total number of les 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

Some of your JavaScript or CSS files do not appear to be minified.



Minification is a reasonably simple way to reduce page size, and subsequently load time.

### 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 is very good!

Congratulations, your social presence is strong and active. Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend continued use of social campaigns to grow this further.

### Facebook Connected

Your page has a link to a Facebook Page.



### Facebook Open Graph Tags

Your page is using Facebook Open Graph Tags.



### Facebook Pixel

Your page has a Facebook Pixel installed.



Pixel ID

4287285424682965

### Twitter Connected

Your page has a link to a Twitter profile.



### Twitter Cards

Your page is using Twitter Cards.



### Instagram Connected

Your page has a link to an Instagram profile.



### LinkedIn Connected

Your page has a link to a LinkedIn profile.





## 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.



 Dr Sushma Raavi, Best Dermatologist in Hyderabad, Advanced Skin & Hair Clinic

### Google Business Profile Completeness

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



Address 2nd floor, Guv-Vivilash Chambers,  
theNewYou, Opp KBR Park main Gate,  
Indo American Cancer Hospital Road, 8-2-  
293/104, Road No. 14, Banjara Hills,  
Hyderabad, Telangana 500034, India

Phone +91 94910 41038

Site <https://drsushmaraavi.com/>

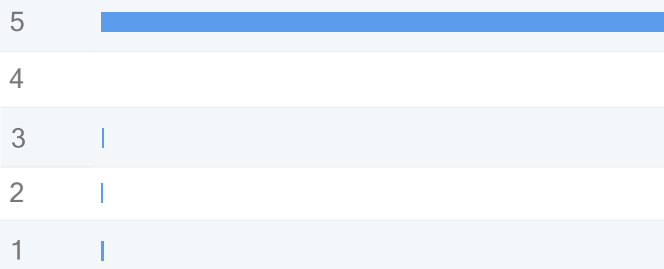
### Google Reviews

The Google Business Profile has a good rating and review count.



5.0 ★★★★★ 971 reviews

























#### Rating



# Technology Results

## Technology List

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

Technology	Version
 Elementor	3.7.8
 Essential Addons for Elementor	
 Facebook Pixel	
 Google AdSense	
 Google Analytics	
 Google Maps	
 Hostinger	
 HTTP/3	
 jQuery	
 jQuery Migrate	
 Lightbox	
 LiteSpeed	
 Litespeed Cache	
 MySQL	
 OceanWP	2.0.0
 PHP	7.4.33
 Site Kit	1.80.0
 Swiper	
 Trustindex Google Reviews	
 UIKit	
 Underscore.js	1.13.4
 WordPress	
 WPForms	1.7.5.5
 Yoast SEO	17.5

## Server IP Address

153.92.6.19

## DNS Servers

ns2.dns-parking.com

ns1.dns-parking.com

**Web Server**

LiteSpeed

*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**