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Website Report for avniaesthetics.in

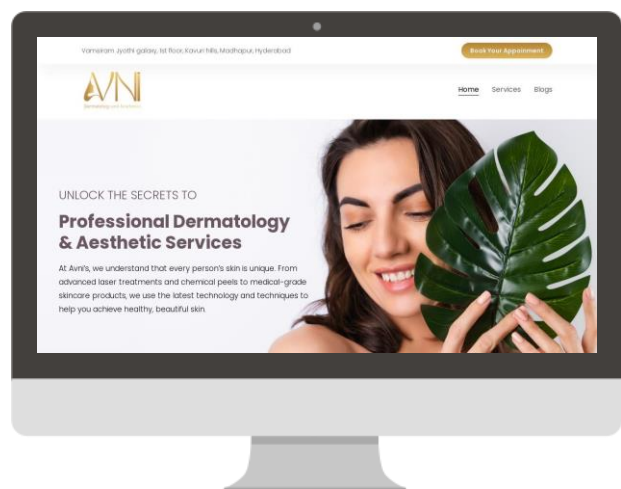
This report grades your website based on the strength of various SEO factors such as On Page Optimization, On Page Links, Social and more. The overall Grade is on a A+ to F- scale, with most major, industry leading websites in the A range. Improving your grade will generally make your website perform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



Your page could be better

Recommendations: 23





On-Page SEO



Links



Usability



Performance



Social



Recommendations

Execute a Link Building Strategy

Links

High Priority

Include a meta description tag

On-Page SEO

High Priority

Implement a redirect to HTTPS on your website

On-Page SEO

Medium Priority

Reduce your total page file size	Performance	Medium Priority
Increase length of title tag	On-Page SEO	Medium Priority
Improve site load speed	Performance	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
Make use of HTTP/2+ protocol	Performance	Low Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	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
Add Local Business Schema	Other	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Remove inline styles	Performance	Low Priority
Remove iFrames	Usability	Low Priority
Remove clear text Email Addresses	Usability	Low Priority

Review and Increase Font Sizes across devices

Usability

Low Priority

Improve the size of tap targets

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 between 10 and 70 characters in length (including spaces).



Home -

Length : 6

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

Meta Description Tag

Your page appears to be missing a meta description tag.



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.



<http://avniaesthetics.in> :

[Home -](#)

UNLOCK THE SECRETS TO Professional Dermatology & Aesthetic Services At Avni's, we understand that every person's skin is unique. From advanced ...

Hreflang Usage

Your page is not making use of Hreflang attributes.



Language

Your page is using the lang attribute.



Declared: en-GB

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	15	<div></div>
H3	0	
H4	10	<div></div>
H5	0	
H6	2	<div></div>

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	
skin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13	<div></div>
know	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8	<div></div>
services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8	<div></div>
laser	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	6	<div></div>
avni	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6	<div></div>
aesthetics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6	<div></div>
hair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6	<div></div>
sowjanya	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	5	<div></div>

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
sowjanya chekuri	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5	<div></div>
avni aesthetics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<div></div>
acne scars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3	<div></div>
lakshmi sowjanya chekuri	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3	<div></div>
dr lakshmi sowjanya	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3	<div></div>
lakshmi sowjanya	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3	<div></div>
dr lakshmi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3	<div></div>
vamsiram jyothi galaxy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2	<div></div>

Amount of Content

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

Word Count: 596

Image Alt Attributes

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

We found 50 images on your page and 17 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://avniaesthetics.in/>

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 does not redirect to a HTTPS (SSL secure) version.

Robots.txt

Your website appears to have a robots.txt file.



http://avniaesthetics.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://www.avniaesthetics.in/sitemap.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

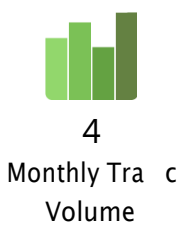
Top Keyword Rankings

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	
skin & aesthetics	 EN	55	590	1	<div></div>
dr lakshmi skin and hair clinic reviews	 EN	37	390	0	
skin aesthetics clinic	 EN	48	320	0	
lakshmi skin clinic	 EN	50	260	0	
lakshmi skin clinic	 HI	48	260	0	
dr lakshmi skin and hair clinic photos	 HI	25	170	0	

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's 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 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	1
Position 31-100	5

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



0

Backlinks



0

Referring Domains



0

Nofollow
Backlinks



0

Dofollow
Backlinks



0

Edu
Backlinks



0

Gov
Backlinks



0

Subnets



0

IPs

Top Backlinks



We haven't found any backlinks to report for this site.

Top Pages by Backlinks



We haven't found any Top Pages data for this site.

Top Anchors by Backlinks



We haven't found any Anchor Text data for this site.

Top Referring Domain Geographies



We haven't found any Geographic Data for this site.

On-Page Link Structure



We found 35 total links. 11% 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).

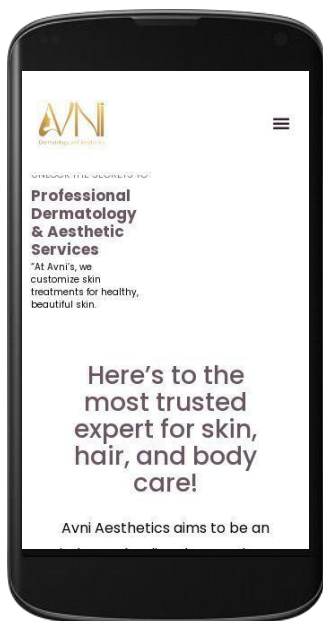


Your usability needs improvement

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

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	6.1 s
Speed Index	17.2 s
Largest Contentful Paint	6.9 s
Time to Interactive	24.9 s
Total Blocking Time	0.31 s
Cumulative Layout Shift	0.164

Opportunities	Estimated Savings
Serve images in next-gen formats	4.78 s
Eliminate render-blocking resources	4.14 s
Properly size images	3.72 s
Defer offscreen images	2.92 s
Reduce initial server response time	2.09 s
Reduce unused CSS	0.53 s
Efficiently encode images	0.27 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	4.1 s
Speed Index	10.3 s
Largest Contentful Paint	4.4 s
Time to Interactive	4.1 s
Total Blocking Time	0 s

Opportunities	Estimated Savings
Eliminate render-blocking resources	4.51 s
Reduce initial server response time	1.88 s

Cumulative Layout Shift

0.089

Serve images in next-gen formats	0.33 s
Properly size images	0.17 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 needs improvement

Your page's performance has various issues that may be adversely affecting users. 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.

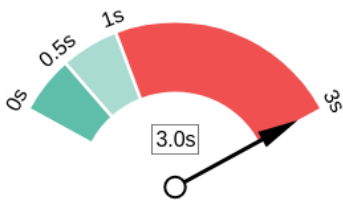
Page Speed Info

Your page loads slowly.

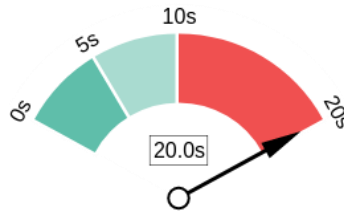


Page load speed is critical to ensuring good user experience and is becoming a more important ranking factor. Load speed can be impacted by a multitude of factors however and may need technical resources to investigate.

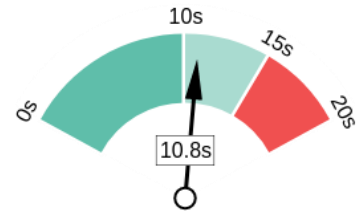
Server Response



All Page Content Loaded



All Page Scripts Complete



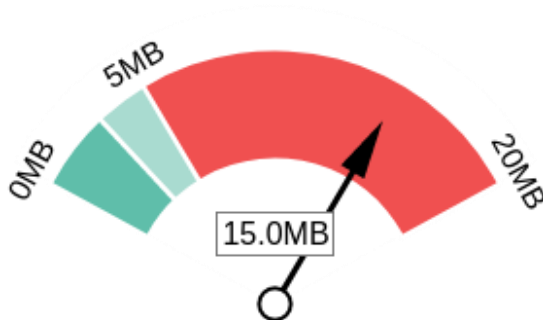
Download Page Size

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

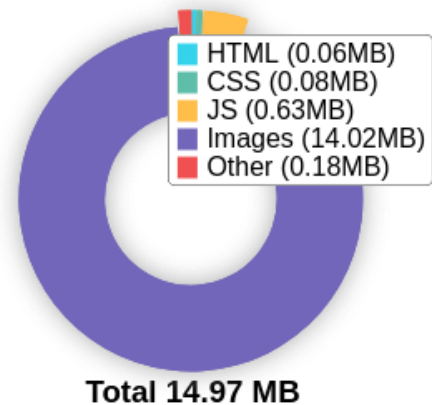


A general rule is to keep your page under 5MB in total file size.

Download Page Size



Download Page Size Breakdown

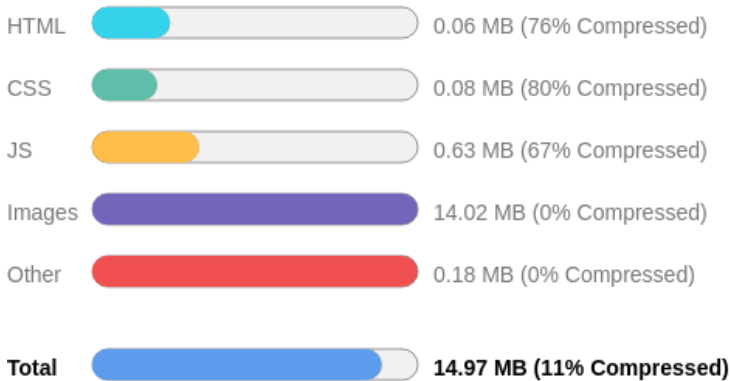


Website Compression (Gzip, Deflate, Brotli)

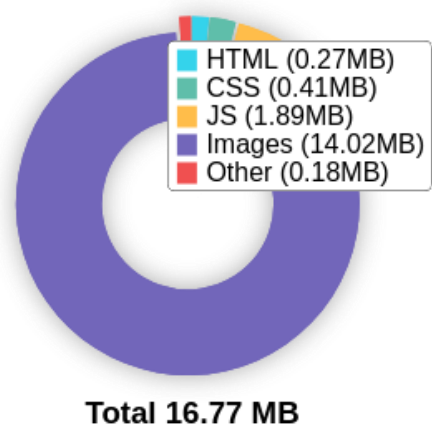
Your website appears to be using a reasonable level of compression.



Compression Rates

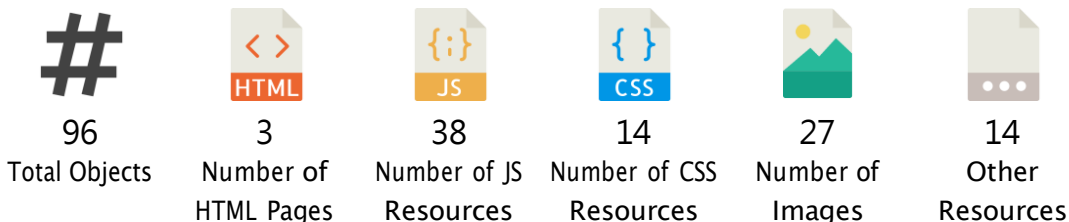


Raw Page Size Breakdown



Number of Resources

This check displays the total number of 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 an outdated HTTP protocol.



We recommend enabling HTTP/2+ or protocol for your website as it can significantly improve page load speed for users.

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

Your page is using Twitter Cards.



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.



 Dr.Lakshmi Sowjanya Chekuri MD (DVL) AVNI Dermatology and Aesthetics

Google Business Profile Completeness

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



Address Door, plot no 120, Vamsiram jyothi galaxy,
1st, 121, Kavuri Hills, Madhapur,
Hyderabad, Telangana 500033

Phone +91 93392 34567

Site <https://avniaesthetics.in/>

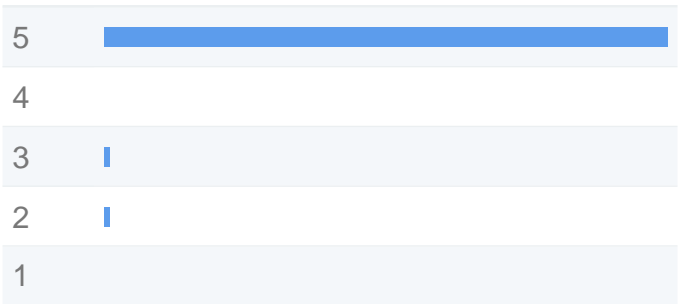
Google Reviews



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

5.0 ★★★★★ 102 reviews

Rating


















Technology Results

Technology List



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

Technology	Version
 Apache HTTP Server	
 Astra	4.6.4
 Elementor	3.19.0
 Font Awesome	
 Google Analytics	
 Google Maps	
 jQuery	
 jQuery Migrate	
 MySQL	
 PHP	
 Swiper	
 Underscore.js	1.13.4
 WordPress	
 WPForms	1.8.6.4
 Yoast SEO	21.8

Server IP Address

119.18.54.27



DNS Servers

cns6000.hostgator.in

cns5999.hostgator.in

i

Web Server

Apache

i

Charset

text/html; charset=UTF-8

i



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

Thank you