

## 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 [shapehavenarchitecture.com](https://shapehavenarchitecture.com)

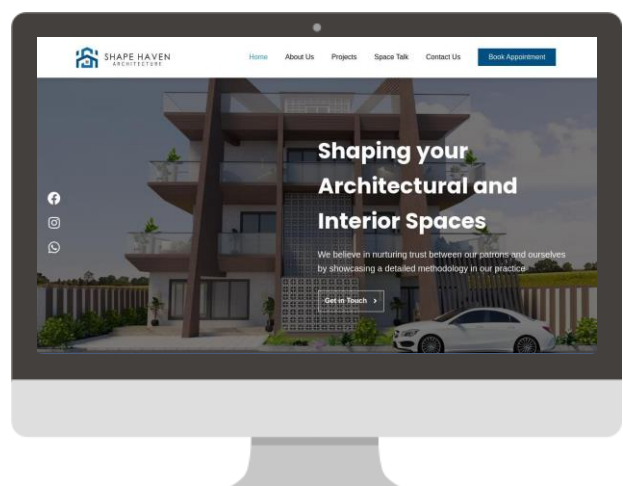
This report grades your website based on the strength of various SEO factors such as On Page Optimization, O Page Links, Social and more. The overall Grade is on a A+ to F- scale, with most major, industry leading websites in the A range. Improving your grade will generally make your website perform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



Your page could be better

Recommendations: 23





On-Page SEO



Links



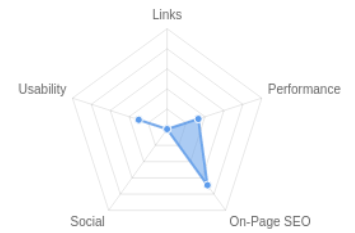
Usability



Performance



Social



## Recommendations

**Execute a Link Building Strategy**

Links

High Priority

**Include a meta description tag**

On-Page SEO

High Priority

**Reduce your total page file size**

Performance

Medium Priority

<b>Add Alt attributes to all images</b>	On-Page SEO	Low Priority
<b>Create and link your Twitter profile</b>	Social	Low Priority
<b>Increase page text content</b>	On-Page SEO	Low Priority
<b>Optimize your images to reduce their file size</b>	Performance	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>Implement an analytics tracking tool</b>	On-Page SEO	Low Priority
<b>Add Schema Markup</b>	On-Page SEO	Low Priority
<b>Please add Facebook Open Graph Tags</b>	Social	Low Priority
<b>Add Twitter Cards</b>	Social	Low Priority
<b>Create and link an associated YouTube channel</b>	Social	Low Priority
<b>Create and link an associated LinkedIn profile</b>	Social	Low Priority
<b>Setup &amp; Install a Facebook Pixel</b>	Social	Low Priority
<b>Remove inline styles</b>	Performance	Low Priority
<b>Resolve JavaScript errors</b>	Performance	Low Priority
<b>Remove clear text Email Addresses</b>	Usability	Low Priority
<b>Add business address and phone number</b>	Other	Low Priority
<b>Add Local Business Schema</b>	Other	Low Priority

Improve the size of tap targets

Usability

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).

Shape Haven Architecture – Shaping your Dreams

Length : 46

#### 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.

<https://shapehavenarchitecture.com> :  
Shape Haven Architecture – Shaping your Dreams

#### 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 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	8	<div></div>
H4	8	<div></div>
H5	3	<div></div>
H6	0	

## Keyword Consistency



Your page's main keywords are distributed well across the important HTML tags.

### Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
haven	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3	<div></div>
shape	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	3	<div></div>
architecture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2	<div></div>
book	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2	<div></div>
appointment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2	<div></div>
facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2	<div></div>
instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2	<div></div>
whatsapp	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2	<div></div>

### Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
book appointment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2	<div></div>
facebook instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2	<div></div>
instagram whatsapp	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2	<div></div>
shape haven	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	2	<div></div>
haven architecture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2	<div></div>
facebook instagram whatsapp	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2	<div></div>
shape haven architecture	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	2	<div></div>

## Amount of Content

Your page has a low volume of text content which search engines can interpret as 'thin content'.

Word Count: 109

It has been well researched that higher text content volumes are related to better ranking ability in general.



## Image Alt Attributes

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

We found 10 images on your page and 6 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://shapehavenarchitecture.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://shapehavenarchitecture.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://shapehavenarchitecture.com/wp-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

### 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
haven architecture	EN	35	70	0
shape in architecture	EN	80	30	0
shape in architecture	EN	61	10	0
shape of architecture	HI	28	10	0
shape of architecture	EN	88	10	0

### 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 <div></div>
Position 31-100	4 <div></div>

# 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 44 total links. 14% 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).





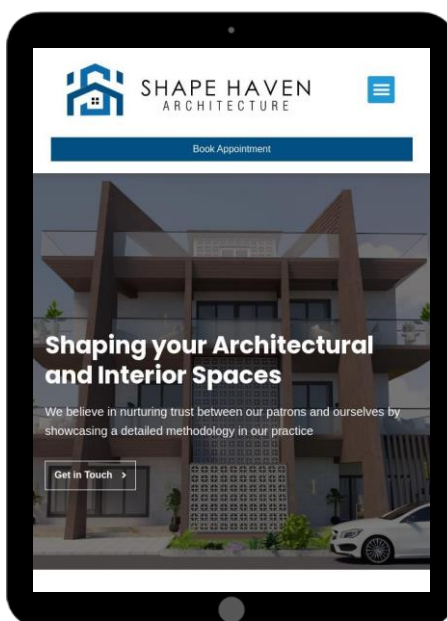
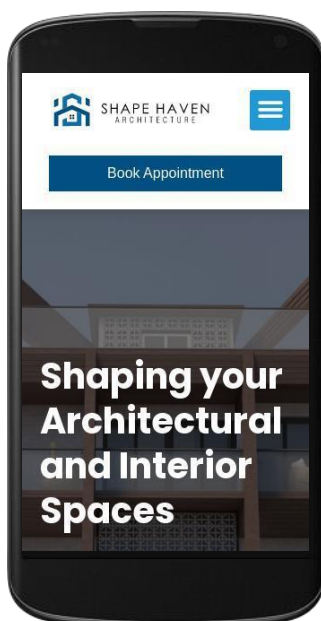
## Your usability could be better

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.

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### 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.

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### 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	3.4 s
Speed Index	15.2 s
Largest Contentful Paint	43.4 s
Time to Interactive	31.3 s
Total Blocking Time	0.4 s
Cumulative Layout Shift	0

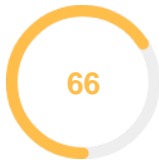
Opportunities	Estimated Savings
Serve images in next-gen formats	38.79 s
Defer offscreen images	23.35 s
Properly size images	5.4 s
Efficiently encode images	4.63 s
Eliminate render-blocking resources	1.69 s
Avoid multiple page redirects	0.63 s
Avoid serving legacy JavaScript to modern browsers	0.39 s
Reduce unused JavaScript	0.39 s
Reduce unused CSS	0.19 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	Opportunities	Estimated Savings
First Contentful Paint	1.2 s		
Speed Index	2.2 s	Serve images in next-gen formats	6.18 s
Largest Contentful Paint	5.4 s	Properly size images	1.83 s
Time to Interactive	3.7 s	Efficiently encode images	0.77 s
Total Blocking Time	0.07 s	Eliminate render-blocking resources	0.54 s
Cumulative Layout Shift	0		
		Avoid multiple page redirects	0.19 s
		Reduce unused CSS	0.17 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

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

The text on your page appears to be legible across devices.



### 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

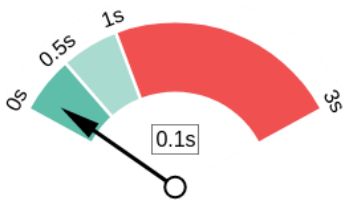
Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

### Page Speed Info

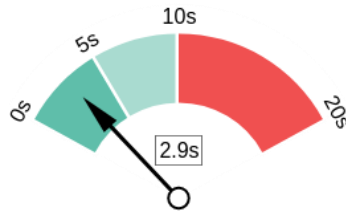
Your page loads in a reasonable amount of time.



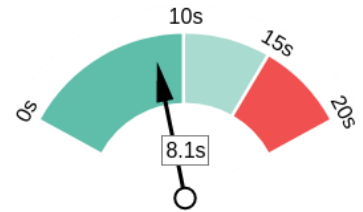
### Server Response



### All Page Content Loaded



### All Page Scripts Complete



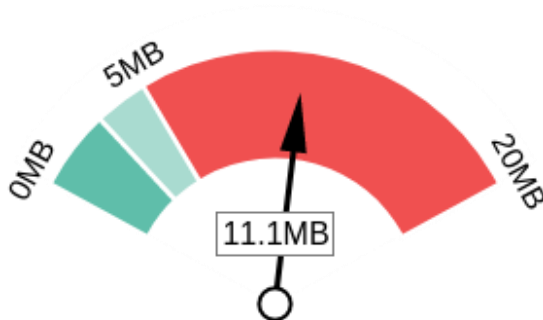
## Download Page Size

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

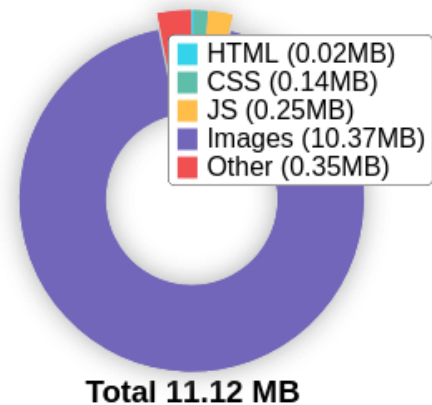


A general rule is to keep your page under 5MB in total file size.

### Download Page Size



### Download Page Size Breakdown

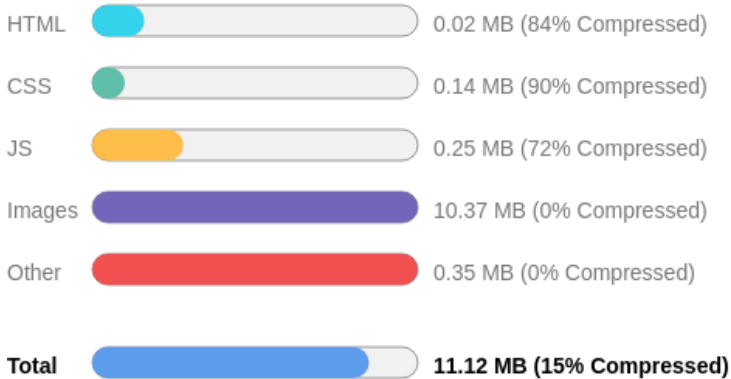


## Website Compression (Gzip, Deflate, Brotli)

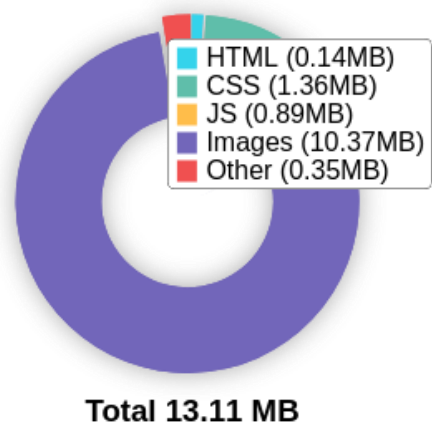
Your website appears to be using a reasonable level of compression.



### Compression Rates

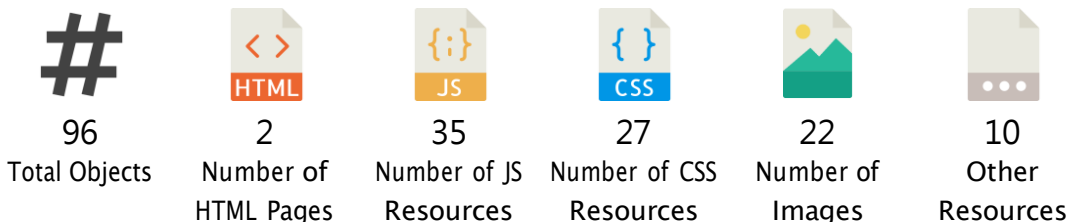


### Raw Page Size Breakdown



## Number of Resources

This check displays the total number of 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 reporting JavaScript errors during load.



This could indicate that some required functionality on your page is failing or scripts may have coding problems.

## HTTP2 Usage

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



## Optimize Images

Your page appears to include images which are poorly optimized.



Properly formatting and compressing images can have a significant impact on page load performance.

## 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

Your page has a link to a Facebook Page.



## Facebook Open Graph Tags

We have not found Facebook Open Graph Tags on your page.



Facebook Open Graph Tags 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 Facebook.

## 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

Your page has a link to an Instagram profile.



## 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

### Address & Phone Shown on Website

We can't identify one or both of these components on the page. Missing: Address



Phone +1 939 324 8373

### 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.



 Shape haven Architecture

Google Business Profile Completeness



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

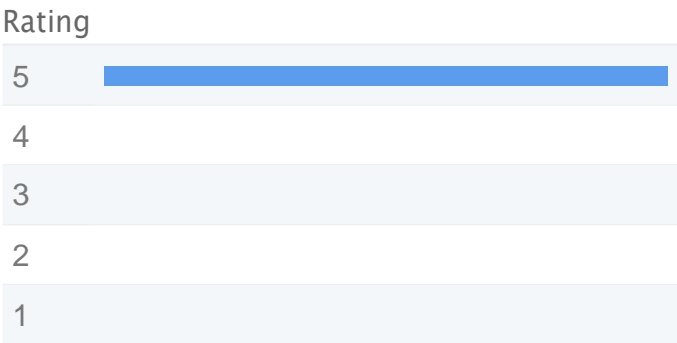
Address	10-3-152/8, 2ND FLOOR PATEL CHAMBERS, East Marredpally, Secunderabad, Telangana 500026, India
Phone	+91 93932 48373
Site	https://shapehavenarchitecture.com/

Google Reviews



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

5.0 ★★★★★ 6 reviews













Technology Results

Technology List



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

Technology	Version
 Elementor	3.5.6
 HSTS	
 HTTP/3	
 jQuery	
 jQuery Migrate	
 LiteSpeed	
 MySQL	
 PHP	7.4.33
 Swiper	
 WordPress	

Server IP Address

68.66.226.117



## DNS Servers

ns4.a2hosting.com  
ns3.a2hosting.com  
ns1.a2hosting.com  
ns2.a2hosting.com

i

## Web Server

LiteSpeed

i

## Charset

text/html; charset=UTF-8

i

A screenshot of a website banner for 'THE PATTERNS COMPANY'. The banner features a man wearing a VR headset, looking surprised with his mouth open. The background is dark grey. In the top left corner is the company logo. In the top right corner, it says 'Have any questions? +91-8500693113'. Below the logo, there is a navigation menu with links: HOME, ABOUT, SERVICES, CAREERS, and CONTACT. In the center, it says '5+ YEARS OF EXPERIENCE' and 'We Create Future Websites'. At the bottom right, there is a green circular icon with a white phone handset, followed by the text 'Call Us Today: 91-8500693113'.

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

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

**Thank you**