# Website Report for haloderma.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!
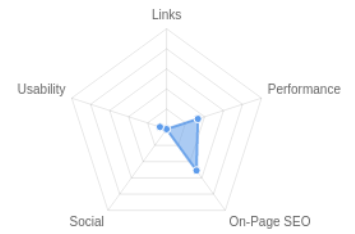
Audit Results for haloderma.in

D

Your page could be better

Recommendations: 27

C+	F	F	D+	F
On-Page SEO	Links	Usability	Performance	Social
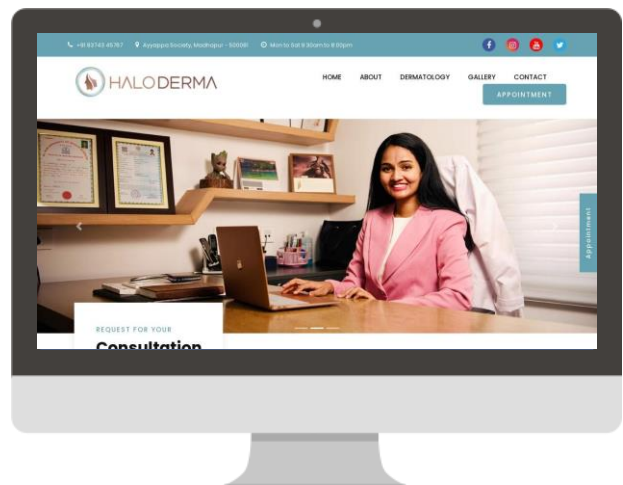
Recommendations

Execute a Link Building Strategy   Links   High Priority

Implement a XML sitemaps file   On-Page SEO   Medium Priority

Reduce your total page file size   Performance   Medium Priority

Lengthen meta description (to between 70 and 160 characters)	On-Page SEO	Medium Priority
Add Canonical Tag	On-Page SEO	Medium Priority
Add H1 Header Tag	On-Page SEO	Medium Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Add Alt attributes to all images	On-Page SEO	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 images to reduce their file size	Performance	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
Please add Facebook Open Graph Tags	Social	Low Priority
Add Twitter Cards	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 |

| **Resolve JavaScript errors** | Performance | Low Priority |

| **Remove iFrames** | Usability | Low Priority |

| **Remove clear text Email Addresses** | Usability | Low Priority |

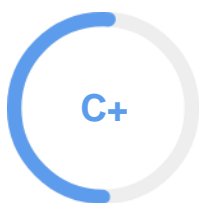| **Review and Increase Font Sizes across devices** | Usability | Low Priority |

| **Improve the size of tap targets** | Usability | Low Priority |

On-Page SEO Results

C+

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).

Halo Derma

Length : 10

Meta Description Tag ✖

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

Aesthetic Template

Length : 18

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://haloderma.in ⋮
>
> Halo Derma
>
> Aesthetic Template

Hreflang Usage

Your page is not making use of Hre ang attributes.

Language

Your page is using the lang attribute.

Declared: zxx

H1 Header Tag Usage

Your page does not have an H1 Header Tag.

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	7	▆
H3	0	
H4	1	▌
H5	33	▆▆▆▆▆▆
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	
very	☐	☐	☐	18	
aishwarya	☐	☐	✓	16	
reddy	☐	☐	☐	12	
skin	☐	☐	✓	11	
problem	☐	☐	☐	10	
procedures	☐	☐	✓	10	
doctor	☐	☐	☐	9	
patients	☐	☐	☐	7	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
dr aishwarya	☐	☐	☐	14	
aishwarya reddy	☐	☐	☐	10	
dr aishwarya reddy	☐	☐	☐	8	
consulted dr	☐	☐	☐	6	
consulted dr aishwarya	☐	☐	☐	6	
folliculitis greasy scalp	☐	☐	☐	4	
i had folliculitis	☐	☐	☐	4	
greasy scalp problem	☐	☐	☐	4	

Amount of Content ✔

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

Word Count: 866

Image Alt Attributes ✘

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

We found 32 images on your page and 25 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 le.

http://haloderma.in/robots.txt

Blocked by Robots.txt ✔

Your page does not appear to be blocked by robots.txt.

XML Sitemaps ✖

We have not detected or been able to retrieve a XML sitemaps le successfully.

Sitemaps are recommended to ensure that search engines can intelligently crawl all of your pages.

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 tra c 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
focus derma clinic	🇬🇷 EN	55	260	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.

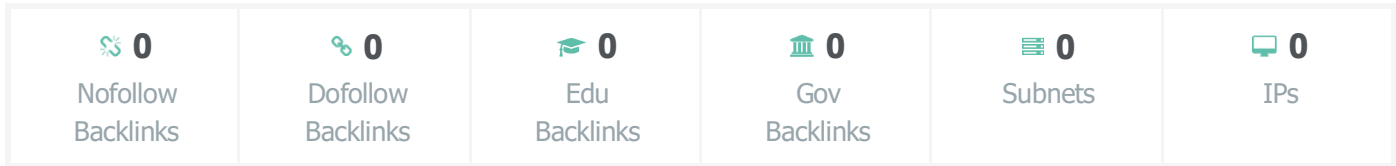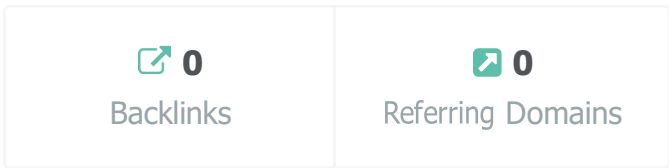| Position	Keywords	
Position 1	0	
Position 2-3	0	
Position 4-10	0	
Position 11-20	0	
Position 21-30	0	
Position 31-100	1	▬▬▬▬▬

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

0	0
Domain Strength	Page Strength

0	0
Backlinks	Referring Domains

0	0	0	0	0	0
Nofollow Backlinks	Dofollow Backlinks	Edu Backlinks	Gov Backlinks	Subnets	IPs

Top Backlinks *i*
We haven't found any backlinks to report for this site.

Top Pages by Backlinks *i*
We haven't found any Top Pages data for this site.

Top Anchors by Backlinks *i*
We haven't found any Anchor Text data for this site.

Top Referring Domain Geographies *i*
We haven't found any Geographic Data for this site.

On-Page Link Structure *i*
We found 35 total links. 20% 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 ✖

Some of your link URLs do not appear friendly to humans or search engines.

We would recommend making URLs as readable as possible by reducing length,   le names, code strings and special characters.

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 a ect your search engine rankings).

Device Rendering

i

This check visually demonstrates how your page renders on di erent devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web tra c comes from these sources.
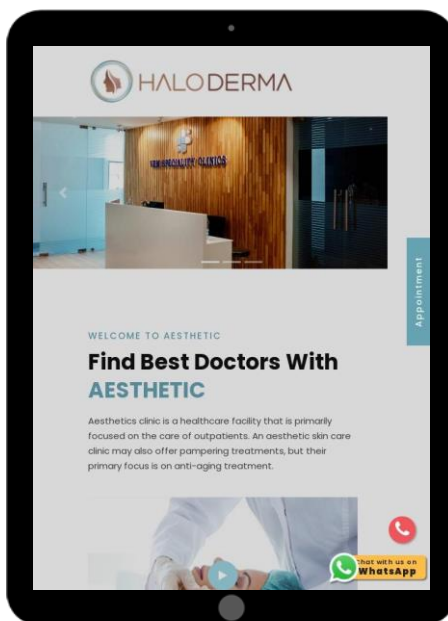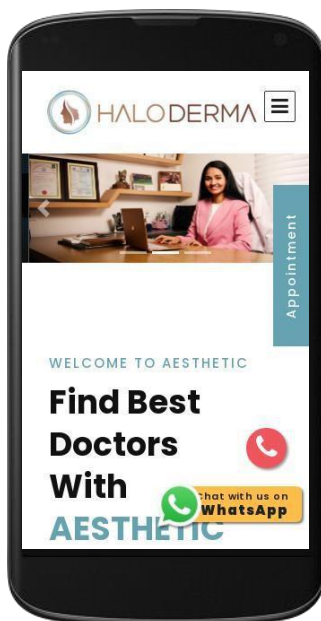
Google's Core Web Vitals

i

Google is indicating that they do not have 'su cient 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 crawl-able by Google.

Use of Mobile Viewports

✓

Your page speci es 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 di er 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.

39

Lab Data	Value
First Contentful Paint	3.4 s
Speed Index	13 s
Largest Contentful Paint	14.5 s
Time to Interactive	21.8 s
Total Blocking Time	0.27 s
Cumulative Layout Shift	0.18

Opportunities	Estimated Savings
Serve images in next-gen formats	22.05 s
E ciently encode images	18.1 s
Properly size images	17.26 s
Defer o screen images	14.77 s
Eliminate render-blocking resources	1.77 s
Reduce unused JavaScript	1.54 s
Avoid multiple page redirects	0.63 s
Reduce unused CSS	0.21 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.

48

Lab Data	Value		Opportunities	Estimated Savings
First Contentful Paint	1.1 s		Serve images in next-gen formats	3.38 s
Speed Index	9.4 s		Eﬃciently encode images	2.87 s
Largest Contentful Paint	5.1 s		Properly size images	2.7 s
Time to Interactive	4.8 s		Defer oﬀscreen images	2.37 s
Total Blocking Time	0.06 s		Eliminate render-blocking resources	0.45 s
Cumulative Layout Shift	0.372		Reduce unused JavaScript	0.34 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**

D+

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 a ect your search engine rankings). We recommend addressing the highlighted factors below.
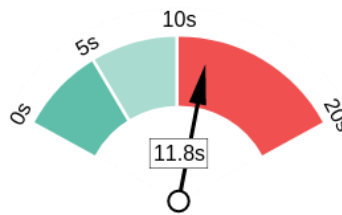
Page Speed Info ✓

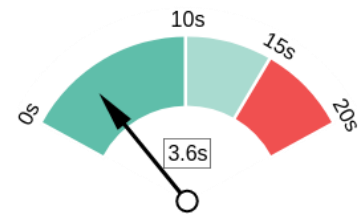Your page loads in a reasonable amount of time.
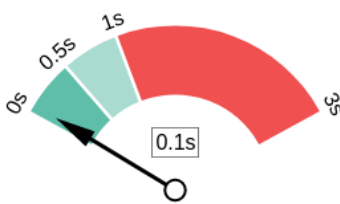
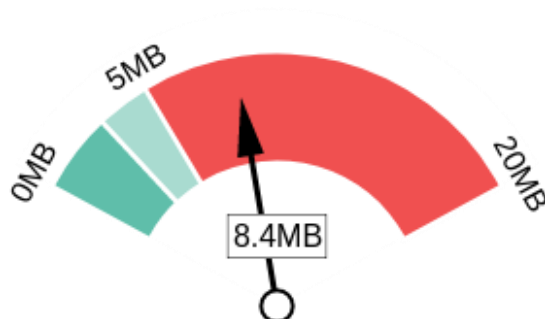| Server Response	All Page Content Loaded	All Page Scripts Complete
0.1s	11.8s	3.6s

Download Page Size ✗

Your page's le 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 le size.
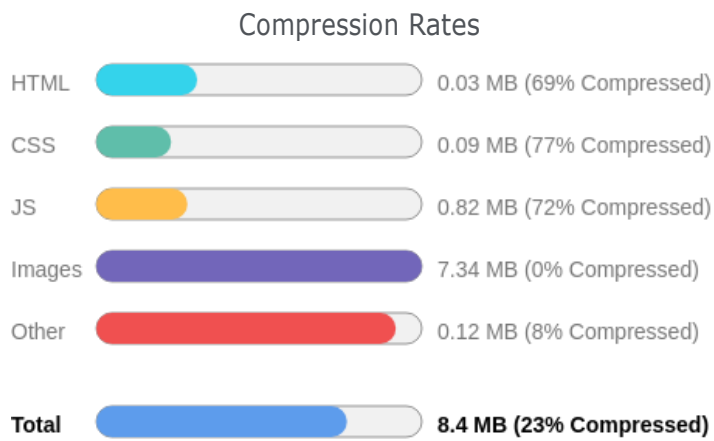
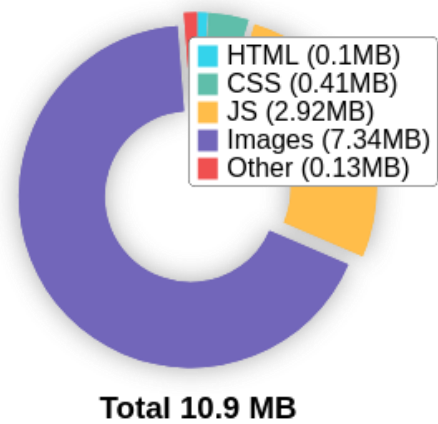**Download Page Size**

8.4MB

Download Page Size Breakdown

HTML (0.03MB)
CSS (0.09MB)
JS (0.82MB)
Images (7.34MB)
Other (0.12MB)

Total 8.4 MB
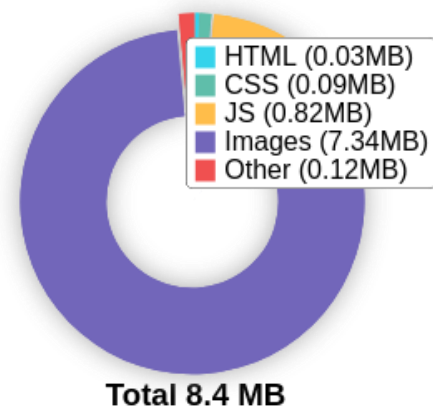
Website Compression (Gzip, Deflate, Brotli) ✓

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

Compression Rates

HTML — 0.03 MB (69% Compressed)

CSS — 0.09 MB (77% Compressed)

JS — 0.82 MB (72% Compressed)

Images — 7.34 MB (0% Compressed)

Other — 0.12 MB (8% Compressed)

Total — **8.4 MB (23% Compressed)**

Raw Page Size Breakdown

- HTML (0.1MB)
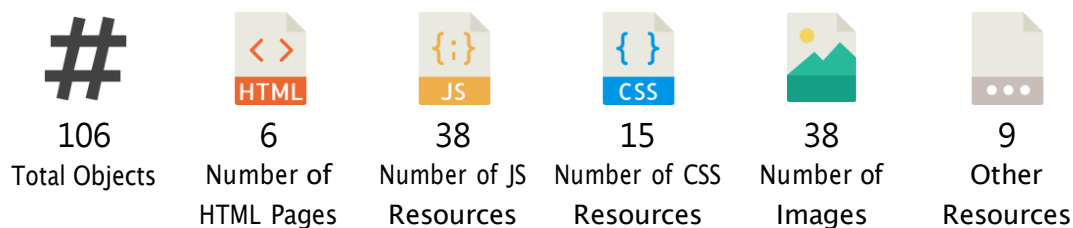- CSS (0.41MB)
- JS (2.92MB)
- Images (7.34MB)
- Other (0.13MB)

Total 10.9 MB

Number of Resources

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

#	HTML	JS	CSS	Image	Other
106 Total Objects	**6** Number of HTML Pages	**38** Number of JS Resources	**15** Number of CSS Resources	**38** Number of Images	**9** Other Resources

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 pro les!). 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 pro les 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 pro le found as a link on your page.

Twitter Activity *i*

No associated Twitter pro le 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 pro le.

LinkedIn Connected ✖

No associated LinkedIn pro le found linked on your page.

YouTube Connected ✖

No associated YouTube channel found linked on your page.

YouTube Activity *i*

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.

🅶 HALO DERMA by Dr Aishwarya reddy | Best Dermatologist & Cosmetologist | Skin, Hair & Laser

Google Business Profile Completeness ✓

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

Address	First floor, Ayyappa Society, Vem Speciality C Plot no 1213, Madhapur, Hyderabad, Telang 500081
Phone	+91 40 4220 3987
Site	http://www.haloderma.in/?utm_source=gm listing&utm_medium=organic&utm_campai an-appointment&utm_term=website-link&utm_content=dr-aishwarya-reddy

Google Reviews ✓

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

4.9 ★★★★★ 71 reviews

Rating

5	████████████████
4	▪
3	
2	
1	▪
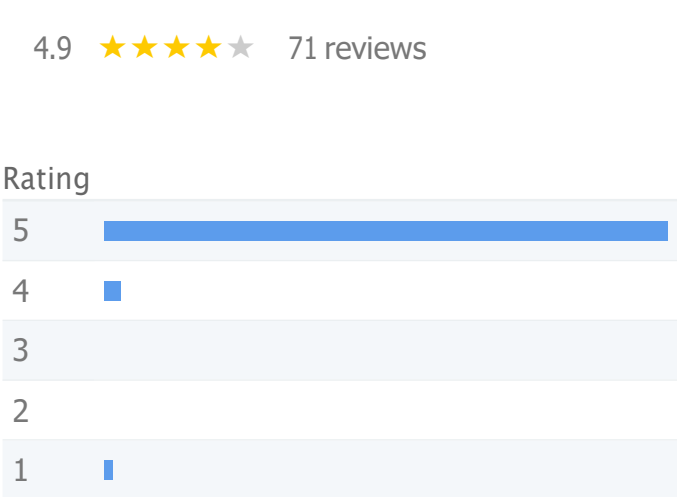
Technology List *i*

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

Technology	Version
Apache HTTP Server	
Bootstrap	
Font Awesome	
Google Maps	
jQuery	
jQuery UI	
jsDelivr	
OWL Carousel	

Server IP Address *i*

162.241.85.150

DNS Servers *i*

ns33.domaincontrol.com
ns34.domaincontrol.com

Web Server *i*

Apache

Charset *i*

text/html;   charset=UTF-8

https://www.thepatternscompany.com/

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

Thank you