# Website Report for www.dentoclock.in

This report grades your website based on the strength of various SEO factors such as On Page Optimization, Off 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 www.dentoclock.in

**D+**
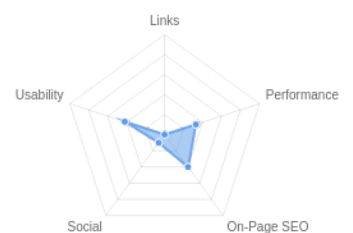
### Your page could be better

Recommendations: 22

| C- | F | C | D+ | F |
|---|---|---|---|---|
| **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 |

| | | |
|---|---|---|
| Implement a XML sitemaps file | On-Page SEO | Medium Priority |
| Reduce your total page file size | Performance | 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 |
| 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 |
| 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 |
| Setup & Install a Facebook Pixel | Social | Low Priority |
| Remove inline styles | Performance | Low Priority |
| Add Local Business Schema | Other | Low Priority |
| Minify your CSS and JS Files | Performance | Low Priority |

**Review and Increase Font Sizes across devices**

## 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).

DentoClock

Length : 10

**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** *i*
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://www.dentoclock.in ⋮
DentoClock

**Hreflang Usage** *i*
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 | 2 | |
| H3 | 1 | |
| H4 | 4 | |
| H5 | 3 | |
| 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 | |
|---|---|---|---|---|---|
| dental | ✗ | ✗ | ✗ | 20 | |
| dentistry | ✗ | ✗ | ✗ | 9 | |
| care | ✗ | ✗ | ✗ | 9 | |
| patient | ✗ | ✗ | ✗ | 8 | |
| mds | ✗ | ✗ | ✗ | 7 | |
| divya | ✗ | ✗ | ✓ | 7 | |
| treatments | ✗ | ✗ | ✗ | 7 | |
| dentist | ✗ | ✗ | ✗ | 6 | |

### Phrases

| Phrase | Title | Meta Description Tag | Headings Tags | Page Frequency | |
|---|---|---|---|---|---|
| dr divya | ✗ | ✗ | ✗ | 7 | |
| root canal | ✗ | ✗ | ✗ | 5 | |
| exceptional care | ✗ | ✗ | ✗ | 3 | |
| canal treatment | ✗ | ✗ | ✗ | 3 | |
| cosmetic dentistry | ✗ | ✗ | ✗ | 3 | |
| root canal treatment | ✗ | ✗ | ✗ | 3 | |
| painless root | ✗ | ✗ | ✗ | 2 | |
| dental care | ✗ | ✗ | ✗ | 2 | |

## Amount of Content ✓

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

Word Count: 850

## Image Alt Attributes ✗

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

We found 46 images on your page and 46 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 does not redirect to a HTTPS (SSL secure) version.

## Robots.txt ✓

Your website appears to have a robots.txt file.

http://www.dentoclock.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 file 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 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 |
|---|---|---|---|---|
| dentist clock | 🇮🇳 HI | 20 | 170 | 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 | 1 | ▬▬▬▬▬ |
| Position 21-30 | 0 | |
| Position 31-100 | 0 | |

# 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 9 total links. 67% 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**

C

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

*i*

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.
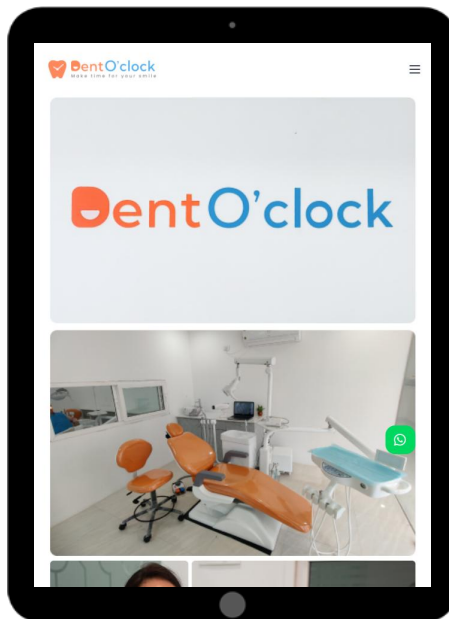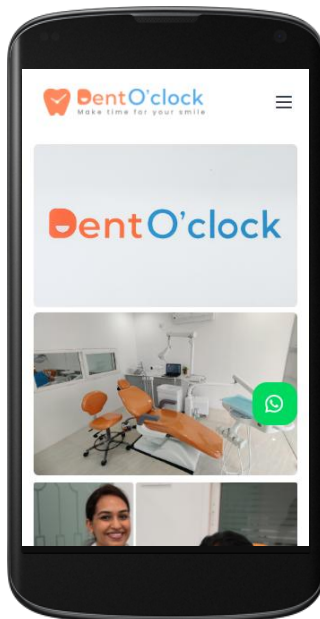


## Google's Core Web Vitals

*i*

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 crawl-able 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.

**27**

| Lab Data | Value |
| --- | --- |
| First Contentful Paint | 5.9 s |
| Speed Index | 6.6 s |
| Largest Contentful Paint | 81.2 s |
| Time to Interactive | 44.2 s |
| Total Blocking Time | 1.02 s |
| Cumulative Layout Shift | 0 |

| Opportunities | Estimated Savings |
| --- | --- |
| Properly size images | 202.47 s |
| Serve images in next-gen formats | 170.34 s |
| Eliminate render-blocking resources | 3.22 s |
| Reduce unused CSS | 1.19 s |
| Reduce unused JavaScript | 0.17 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.

**67**
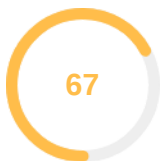
| Lab Data | Value |
| --- | --- |
| First Contentful Paint | 1.4 s |
| Speed Index | 1.9 s |
| Largest Contentful Paint | 13.3 s |
| Time to Interactive | 1.6 s |
| Total Blocking Time | 0.08 s |
| Cumulative Layout Shift | 0.001 |

| Opportunities | Estimated Savings |
| --- | --- |
| Properly size images | 33.28 s |
| Serve images in next-gen formats | 26.97 s |
| Eliminate render-blocking resources | 0.58 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** ✘

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** ✔

The links and buttons on your page appear to be appropriately sized for a user to easily tap on a touchscreen.

## Performance Results

**D+**

**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** ✔

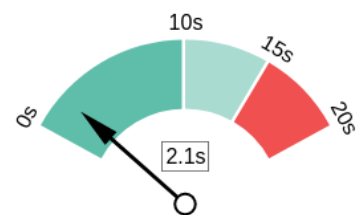Your page loads in a reasonable amount of time.
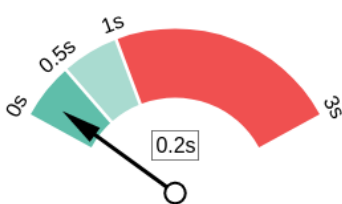
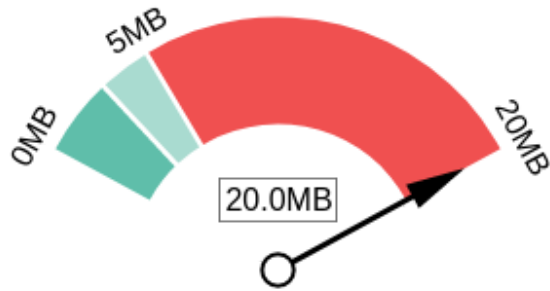| Server Response | All Page Content Loaded | All Page Scripts Complete |
|---|---|---|
| 0.2s | 3.2s | 2.1s |
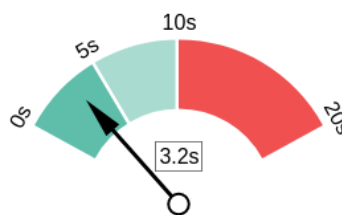
**Download Page Size** ✘

Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience.
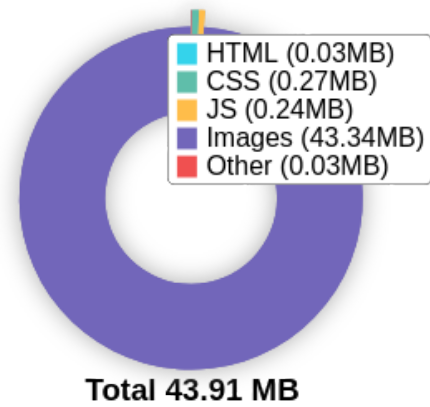
A general rule is to keep your page under 5MB in total file size.

## Download Page Size



5MB

0MB

20MB

20.0MB

## Download Page Size Breakdown



- HTML (0.03MB)
- CSS (0.27MB)
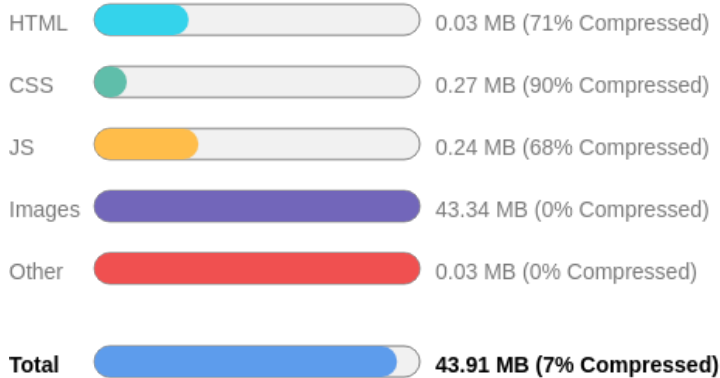- JS (0.24MB)
- Images (43.34MB)
- Other (0.03MB)

Total 43.91 MB

## Website Compression (Gzip, Deflate, Brotli) ✓

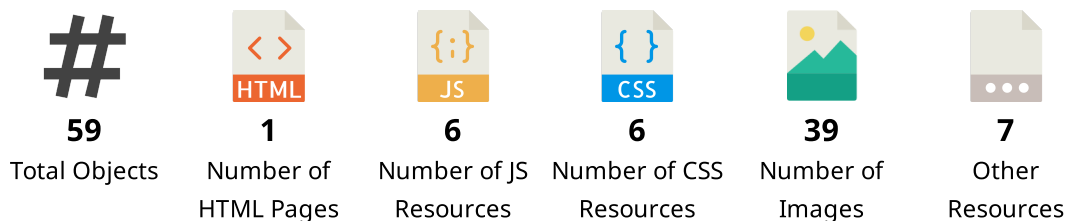Your website appears to be using a reasonable level of compression.

### Compression Rates

| | |
|---|---|
| HTML | 0.03 MB (71% Compressed) |
| CSS | 0.27 MB (90% Compressed) |
| JS | 0.24 MB (68% Compressed) |
| Images | 43.34 MB (0% Compressed) |
| Other | 0.03 MB (0% Compressed) |
| **Total** | **43.91 MB (7% Compressed)** |

### Raw Page Size Breakdown



- HTML (0.09MB)
- CSS (2.75MB)
- JS (0.75MB)
- Images (43.34MB)
- Other (0.03MB)

Total 46.96 MB
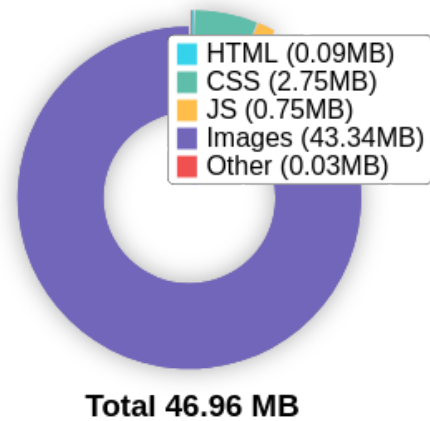
## Number of Resources *i*

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

| # | HTML | JS | CSS | Images | Other |
|---|---|---|---|---|---|
| **59** | **1** | **6** | **6** | **39** | **7** |
| Total Objects | Number of HTML Pages | Number of JS Resources | Number of CSS Resources | Number of Images | Other Resources |

## Google Accelerated Mobile Pages (AMP) *i*

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 ✗

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

**F**

### 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 ✗

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 ✓

Your page has a link to a Twitter profile.

### 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** ✓

Your page has a link to a LinkedIn profile.

**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.

> DentO'clock Dental Care

**Google Business Profile Completeness** ✓

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

| | |
|---|---|
| Address | Metro pillar no.1721, MM heights, 3rd floor, plot 6, Hitech City Rd, Madhapur, Hyderabad, Telangana 500081 |
| Phone | +91 76709 80925 |
| Site | http://www.dentoclock.in/ |

**Google Reviews** ✓

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

4.9 ★★★★⯪ 113 reviews

Rating

| 5 | |
|---|---|
| 4 | |
| 3 | |
| 2 | |
| 1 | |
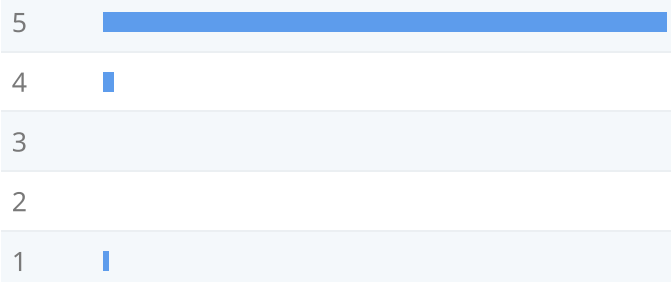
# Technology Results

**Technology List**

*i*

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

| Technology | Version |
|---|---|
| 🪶 Apache HTTP Server | |
| 🧭 Endurance Page Cache | |
| ‹› Google Hosted Libraries | |
| jQuery | |
| jQuery CDN | |
| 🦉 OWL Carousel | |
| 🌊 Tailwind CSS | |
| U Unpkg | |

**Server IP Address**

*i*

162.214.81.25

**DNS Servers**

*i*

ns2.bluehost.in
ns1.bluehost.in

**Web Server**

*i*

Apache

**Charset**

*i*

text/html; charset=UTF-8