

THE PATTERNS COMPANY
4th Floor, Bizness Square Junction Opposite Hitex Road,
HITEC City, Madhapur, Hyderabad, Telangana 500084
+91-8500693113
+91-9392744210
info@thepatternscompany.com
<https://www.thepatternscompany.com/>



Website Report for lacliniqueofficial.com

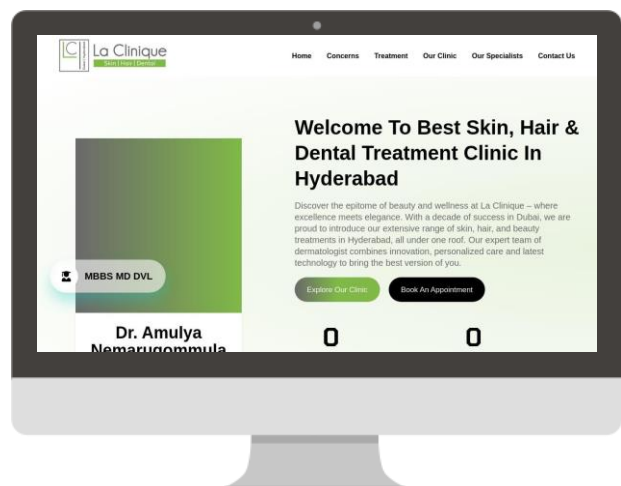
This report grades your website based on the strength of various SEO factors such as On Page Optimization, On Page Links, Social and more. The overall Grade is on a A+ to F- scale, with most major, industry leading websites in the A range. Improving your grade will generally make your website perform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



Your page could be better

Recommendations: 16





On-Page SEO



Links



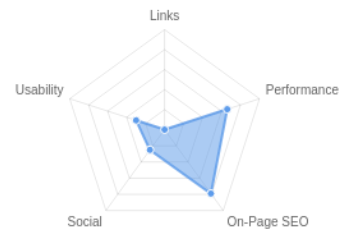
Usability



Performance



Social



Recommendations

Execute a Link Building Strategy

Links

High Priority

Reduce length of title tag (to between 10 and 70 characters)

On-Page SEO

Medium Priority

| | | |
|---|-------------|-----------------|
| Shorten meta description (to between 70 and 160 characters) | 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 Twitter profile | Social | 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 an associated YouTube channel | Social | Low Priority |
| Create and link an associated LinkedIn profile | Social | Low Priority |
| Setup & Install a Facebook Pixel | Social | Low Priority |
| Remove inline styles | Performance | Low Priority |
| Remove clear text Email Addresses | Usability | Low Priority |
| Add Local Business Schema | Other | Low Priority |
| Create Google Business Profile | Other | Low Priority |
| Review and Increase Font Sizes across devices | Usability | Low Priority |

On-Page SEO Results



Your On-Page SEO is good

Your page is mostly optimized for On-Page SEO performance. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to improve your page by ensuring HTML Tag Content is completed correctly and text content is well aligned with chosen keywords.

Title Tag

You have a title tag, but ideally it should be shortened to between 10 and 70 characters (including spaces).



Enchanting Radiance: Top Skin, Cosmetic,Hair and Dental Clinic In Hyderabad

Length : 75

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).



La Clinique is Hyderabad top rated skin care and cosmetic clinic, providing various skin, hair, and dental care services. Our expert team of dermatologists combines innovation, personalized care, and latest technology to bring the best version of you.

Length : 266

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://lacliniqueofficial.com> :

Enchanting Radiance: Top Skin, Cosmetic,Hair and Dental ...

La Clinique is Hyderabad top rated skin care and cosmetic clinic, providing various skin, hair, and dental care services. Our expert team of ...

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 | 63 | <div></div> |
| H3 | 22 | <div></div> |
| H4 | 1 | <div></div> |
| H5 | 0 | |
| 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 | |
|-----------|-------------------------------------|-------------------------------------|-------------------------------------|----------------|-------------|
| skin | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 9 | <div></div> |
| dental | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 8 | <div></div> |
| clinic | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 8 | <div></div> |
| care | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 7 | <div></div> |
| hair | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 6 | <div></div> |
| clinique | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 6 | <div></div> |
| treatment | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 5 | <div></div> |
| team | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | 5 | <div></div> |

Phrases

| Phrase | Title | Meta Description Tag | Headings Tags | Page Frequency | |
|------------------|--------------------------|--------------------------|-------------------------------------|----------------|-------------|
| dec 23 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 4 | <div></div> |
| skin hair | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | 3 | <div></div> |
| wisdom teeth | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 3 | <div></div> |
| dr amulya | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 2 | <div></div> |
| hair dental | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 2 | <div></div> |
| sep 23 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 2 | <div></div> |
| highly recommend | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 2 | <div></div> |
| aug 23 | <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: 667



Image Alt Attributes

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



We found 96 images on your page and 60 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://lacliniqueo-cial.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://lacliniqueo-cial.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://lacliniqueo-cial.com/sitemap.xml>

<https://lacliniqueo-cial.com/wp-sitemap.xml>

Analytics

Your page is using an analytics tool.



 Google Analytics



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

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

| | |
|--|--|
|  2 Backlinks |  2 Referring Domains |
|--|--|

| | | | | | |
|--|--|---|---|---|---|
|  2 Nofollow Backlinks |  0 Dofollow Backlinks |  0 Edu Backlinks |  0 Gov Backlinks |  1 Subnets |  1 IPs |
|--|--|---|---|---|---|

Top Backlinks



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

| Domain strength | Referring Page URL |
|-----------------|---|
| 32 | https://xploredomains.com/2023-02-15?page=99 |

Top Pages by Backlinks



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

| URL | Backlinks |
|---|---------------|
| https://lacliniqueo_cial.com/ | 2 <div></div> |

Top Anchors by Backlinks



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

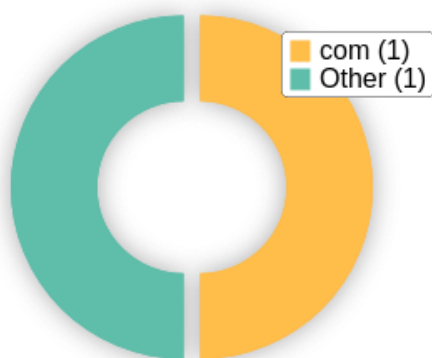
| Anchor | Backlinks |
|--------------------------------------|---------------|
| lacliniqueo_cial.com | 2 <div></div> |

Top Referring Domain Geographies

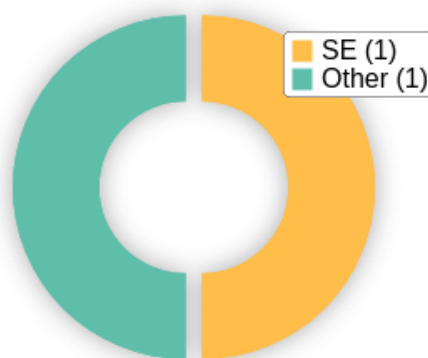


These are the Top Geographies we have found linking to your site.

Top TLDs



Top Countries



On-Page Link Structure



We found 171 total links. 13% of your links are external links and are sending authority to other sites. 6% 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

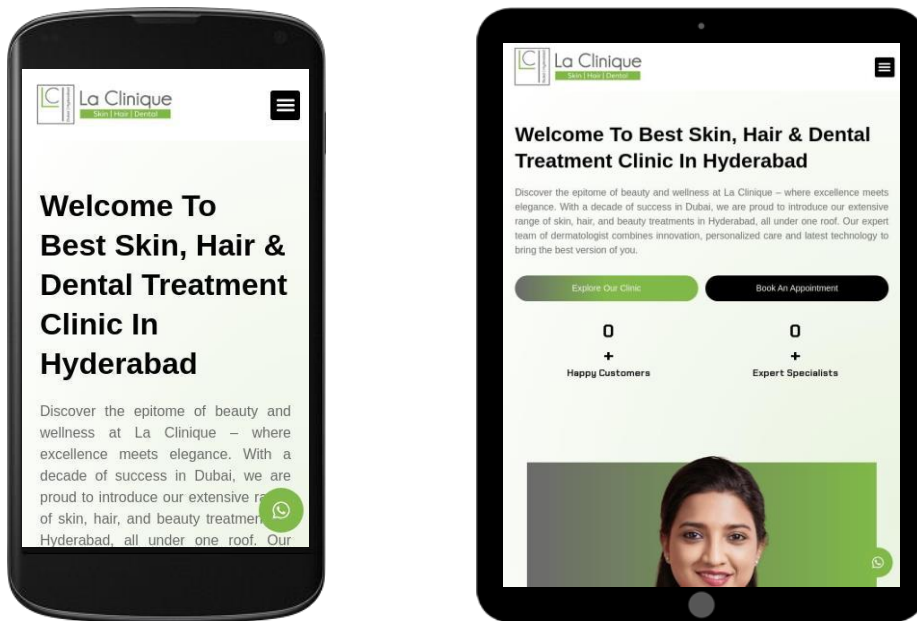


Your usability could be better

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.



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

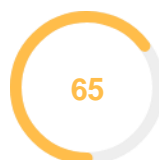
Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

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.



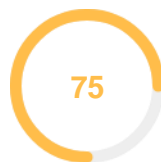
| Lab Data | Value | Opportunities | Estimated Savings |
|--------------------------|-------|--|-------------------|
| First Contentful Paint | 4.1 s | | |
| Speed Index | 5.8 s | Serve images in next-gen formats | 2.24 s |
| Largest Contentful Paint | 5.7 s | Eliminate render-blocking resources | 1.33 s |
| Time to Interactive | 4.1 s | Reduce unused CSS | 0.84 s |
| Total Blocking Time | 0 s | Avoid multiple page redirects | 0.63 s |
| Cumulative Layout Shift | 0 | Properly size images | 0.56 s |
| | | Initial server response time was short | 0.16 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 | 1.8 s | | |
| Speed Index | 2.6 s | Serve images in next-gen formats | 0.53 s |
| Largest Contentful Paint | 2.4 s | Eliminate render-blocking resources | 0.38 s |
| Time to Interactive | 1.8 s | Properly size images | 0.35 s |
| Total Blocking Time | 0 s | Avoid multiple page redirects | 0.19 s |
| Cumulative Layout Shift | 0 | Initial server response time was short | 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

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



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.

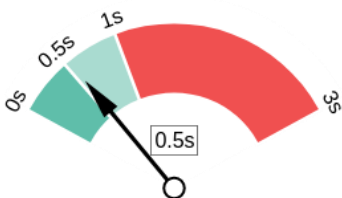
Page Speed Info

Your page loads slowly.

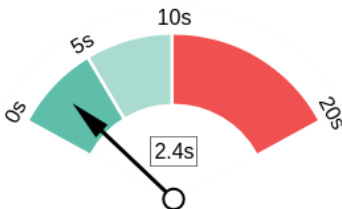


Page load speed is critical to ensuring good user experience and is becoming a more important ranking factor. Load speed can be impacted by a multitude of factors however and may need technical resources to investigate.

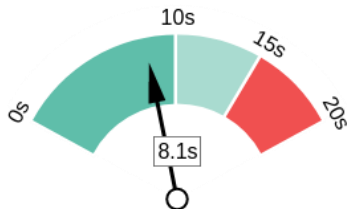
Server Response



All Page Content Loaded



All Page Scripts Complete

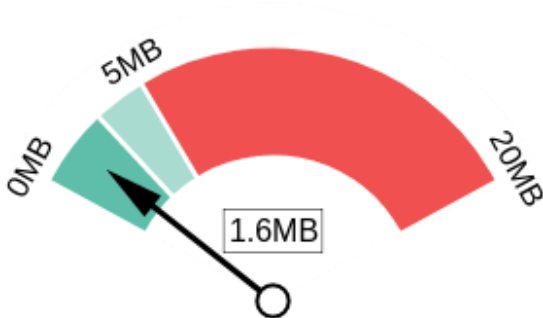


Download Page Size

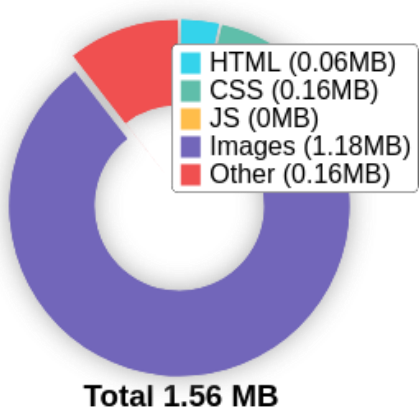
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



Download Page Size



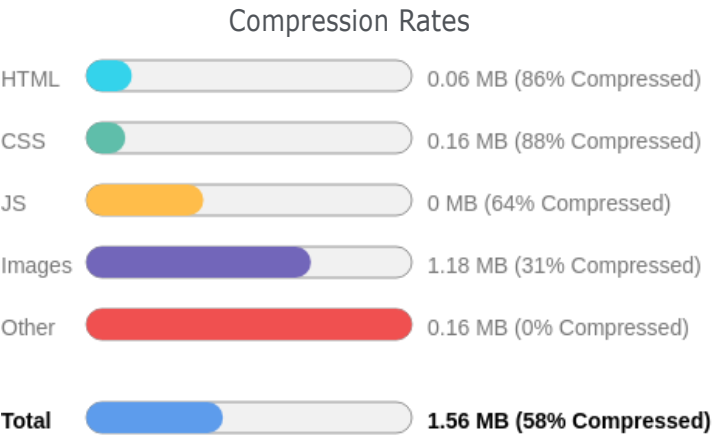
Download Page Size Breakdown



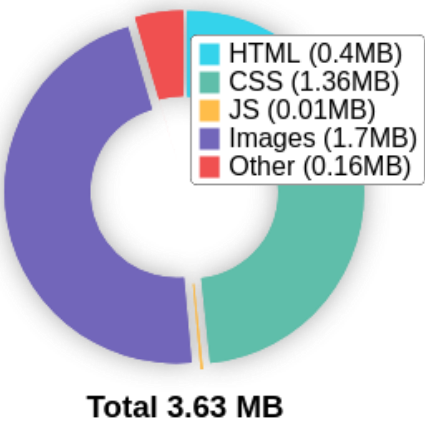
Website Compression (Gzip, Deflate, Brotli)



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



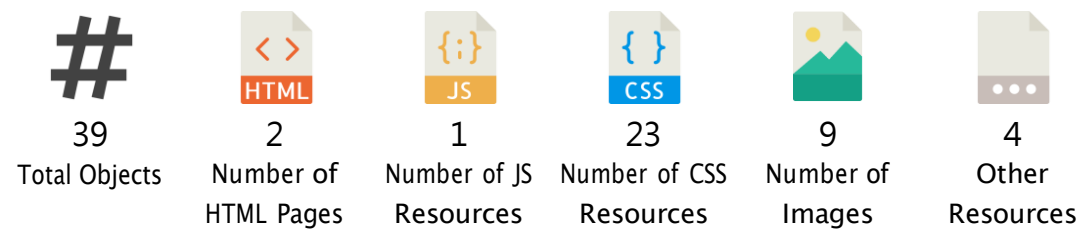
Raw Page Size Breakdown



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 the recommended HTTP/2+ protocol.

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 could be better

You do not appear to have a strong 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 more visitors to your website. We recommend that you have all of your profiles listed on your page for visibility, and work to build a following on those networks.

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

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

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

Local Business Schema

No Local Business Schema identified on the page.



Google Business Profile Identified

No Google Business Profile was identified that links to this website.



Google Business Profile Completeness

No Google Business Profile was identified that links to this website.



Google Reviews

No Google Business Profile was identified that links to this website.









Technology Results

Technology List

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



| Technology | Version |
|--|---------|
|  Apache HTTP Server | |
|  MySQL | |
|  PHP | |
|  WordPress | |
|  WP Rocket | |
|  Yoast SEO | 21.8.1 |

Server IP Address

217.174.149.153



DNS Servers

ns1-pool.vivawebhost.com
ns2-pool.vivawebhost.com



Web Server

Apache



Charset

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