

# Website Report for smiledentalandimplantcentre.com

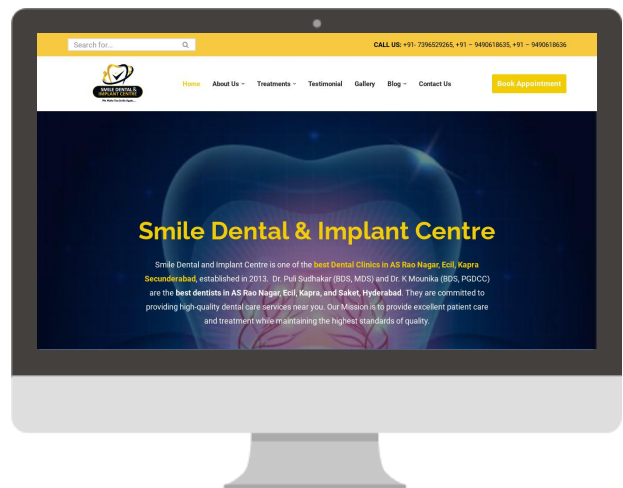
This report grades your website based on the strength of various SEO factors such as On Page Optimization, Off Page Links, Social and more. The overall Grade is on a A+ to F- scale, with most major industry leading websites in the A range. Improving your grade will generally make your website perform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



Your page could be better

Recommendations: 16



On-Page SEO



Links



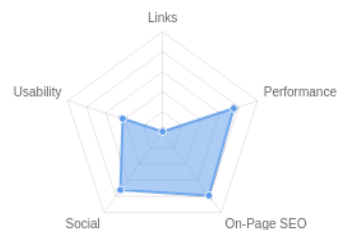
Usability



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

|  |             |              |
|--|-------------|--------------|
| 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 |
| Increase page text content                                   | 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 |
| Increase your YouTube channel subscribers                    | Social      | Low Priority |
| Setup & Install a Facebook Pixel                             | Social      | Low Priority |
| Remove inline styles   | Performance | Low Priority |
| Remove iFrames   | Usability   | Low Priority |
| Add business address and phone number                        | Other       | Low Priority |
| Add Local Business Schema                                    | Other       | Low Priority |
| Create Google Business Profile                               | Other       | 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).

Smile Dental & Implant Centre | Best Dental Clinic In Ecil, AS Rao Nagar, Kapra, Hyderabad

Length : 94

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

### Meta Description Tag



Your page has a meta description of optimal length (between 70 and 160 characters).

Smile Dental & Implant Centre is the best dental clinic in Ecil, AS Rao Nagar, Kapra, Hyderabad with the best dentists for painless dental treatment.

Length : 153

### 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://smiledentalandimplantcentre.com> :

**Smile Dental & Implant Centre**

Smile Dental & Implant Centre is the best dental clinic in Ecil, AS Rao Nagar, Kapra, Hyderabad with the best dentists for painless dental ...

### 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         | 14        | <div></div> |
| H3         | 19        | <div></div> |
| H4         | 9         | <div></div> |
| H5         | 0         |             |
| H6         | 1         | <div></div> |

### 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 |             |
|-------------|-------|----------------------|---------------|----------------|-------------|
| dental      | ✓     | ✓                    | ✓             | 7              | <div></div> |
| smile       | ✓     | ✓                    | ✓             | 5              | <div></div> |
| treatments  | ✗     | ✗                    | ✓             | 4              | <div></div> |
| implant     | ✓     | ✓                    | ✓             | 4              | <div></div> |
| centre      | ✓     | ✓                    | ✓             | 4              | <div></div> |
| now         | ✗     | ✗                    | ✗             | 3              | <div></div> |
| appointment | ✗     | ✗                    | ✓             | 3              | <div></div> |
| make        | ✗     | ✗                    | ✓             | 2              | <div></div> |

#### Phrases

| Phrase                | Title | Meta Description Tag | Headings Tags | Page Frequency |             |
|-----------------------|-------|----------------------|---------------|----------------|-------------|
| smile dental          | ✓     | ✓                    | ✓             | 4              | <div></div> |
| implant centre        | ✓     | ✓                    | ✓             | 4              | <div></div> |
| dental implant        | ✗     | ✗                    | ✓             | 2              | <div></div> |
| rao nagar             | ✓     | ✓                    | ✓             | 2              | <div></div> |
| nagar ecil            | ✗     | ✗                    | ✗             | 2              | <div></div> |
| ecil kapra            | ✗     | ✗                    | ✗             | 2              | <div></div> |
| smile dental implant  | ✗     | ✗                    | ✗             | 2              | <div></div> |
| dental implant centre | ✗     | ✗                    | ✗             | 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: 195

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 39 images on your page and 16 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://smiledentalandimplantcentre.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://smiledentalandimplantcentre.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://smiledentalandimplantcentre.com/sitemap.xml>

<https://smiledentalandimplantcentre.com/sitemap.rss>

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











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 |             |
|--|--|----------|----------------|-------------------|-------------|
| clinic dental smile                          |  EN   | 9        | 12,100         | 181               | <div></div> |
| dental clinic smile                          |  EN   | 12       | 12,100         | 90                | <div></div> |
| smile dentist clinic                         |  EN | 14       | 12,100         | 67                | <div></div> |
| smile dental clinic near me                  |  EN | 6        | 1,900          | 64                | <div></div> |
| invisible braces for teeth cost in hyderabad |  EN | 2        | 390            | 63                | <div></div> |
| smile dental clinic                          |  EN | 15       | 12,100         | 61                | <div></div> |
| best dentist in near me                      |  HI | 33       | 27,100         | 56                | <div></div> |
| smile dental hospital                        |  HI | 8        | 2,400          | 47                | <div></div> |
| invisalign cost in hyderabad                 |  EN | 3        | 480            | 46                | <div></div> |
| smile dental clinics                         |  HI | 18       | 12,100         | 39                | <div></div> |

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    | 3        |
| Position 4-10   | 29       |
| Position 11-20  | 33       |
| Position 21-30  | 39       |
| Position 31-100 | 188      |

## 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



948

Backlinks



288

Referring Domains



205

Nofollow  
Backlinks



743

Dofollow  
Backlinks



0

Edu Backlinks



0

Gov Backlinks



77

Subnets



102

IPs

## Top Backlinks



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

| Domain strength | Referring Page URL  |
|-----------------|---|
| 100             | <a href="https://in.pinterest.com/smiledentalandimplantcentre/">https://in.pinterest.com/smiledentalandimplantcentre/</a>   |
| 94              | <a href="https://smiledentalandimplantcentre.business.site/">https://smiledentalandimplantcentre.business.site/</a>   |
| 90              | <a href="https://www.hindustantimes.com/brand-stories/smile-dental-implant-centre-crafting-smiles-with-digital-dentistry-in-ecil-as-rao-nagar-hyderabad-101688565965069.html">https://www.hindustantimes.com/brand-stories/smile-dental-implant-centre-crafting-smiles-with-digital-dentistry-in-ecil-as-rao-nagar-hyderabad-101688565965069.html</a>   |
| 90              | <a href="http://linkgeanie.com/business/best-dental-clinic-in-ecil-hyderabad---smile-dental-and-implant-centre">http://linkgeanie.com/business/best-dental-clinic-in-ecil-hyderabad---smile-dental-and-implant-centre</a>   |
| 88              | <a href="https://theprint.in/ani-press-releases/smile-dental-and-implant-centre-shared-the-benefits-of-invisible-braces-over-the-traditional-braces-treatment-in-a-recently-held-press-conference/1504609/">https://theprint.in/ani-press-releases/smile-dental-and-implant-centre-shared-the-benefits-of-invisible-braces-over-the-traditional-braces-treatment-in-a-recently-held-press-conference/1504609/</a> |
| 88              | <a href="http://local.dailynews.com/best-dental-implant-near-me.html">http://local.dailynews.com/best-dental-implant-near-me.html</a>   |
| 87              | <a href="https://www.mid-day.com/brand-media/article/smile-dental-and-implant-centre-top-rated-dentist-near-me-offering-trusted-23299207">https://www.mid-day.com/brand-media/article/smile-dental-and-implant-centre-top-rated-dentist-near-me-offering-trusted-23299207</a>   |
| 85              | <a href="https://the-dots.com/pages/smile-dental-and-implant-centre-best-dental-clinic-in-a-s-rao-nagar-hyderabad-611457">https://the-dots.com/pages/smile-dental-and-implant-centre-best-dental-clinic-in-a-s-rao-nagar-hyderabad-611457</a>   |
| 84              | <a href="https://tuffclassified.com/best-dental-clinic-in-as-rao-nagar-hyderabad_2003384">https://tuffclassified.com/best-dental-clinic-in-as-rao-nagar-hyderabad_2003384</a>   |

## Top Pages by Backlinks



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

| URL   | Backlinks |
|---|-----------|
| <a href="https://smiledentalandimplantcentre.com/">https://smiledentalandimplantcentre.com/</a>   | 600       |
| <a href="http://smiledentalandimplantcentre.com/">http://smiledentalandimplantcentre.com/</a>   | 102       |
| <a href="https://smiledentalandimplantcentre.com/invisalign-treatment/">https://smiledentalandimplantcentre.com/invisalign-treatment/</a>                         | 71        |
| <a href="https://smiledentalandimplantcentre.com/contact-us/">https://smiledentalandimplantcentre.com/contact-us/</a>   | 54        |
| <a href="https://smiledentalandimplantcentre.com/wp-content/uploads/2021/08/Den...">https://smiledentalandimplantcentre.com/wp-content/uploads/2021/08/Den...</a> | 19        |
| <a href="https://smiledentalandimplantcentre.com/dental-implants/">https://smiledentalandimplantcentre.com/dental-implants/</a>                                   | 18        |
| <a href="https://smiledentalandimplantcentre.com/wp-content/uploads/2021/08/Den...">https://smiledentalandimplantcentre.com/wp-content/uploads/2021/08/Den...</a> | 14        |
| <a href="https://smiledentalandimplantcentre.com/root-canal-treatment/">https://smiledentalandimplantcentre.com/root-canal-treatment/</a>                         | 8         |
| <a href="https://smiledentalandimplantcentre.com/cosmetic-dentistry/">https://smiledentalandimplantcentre.com/cosmetic-dentistry/</a>                             | 7         |
| <a href="http://www.smiledentalandimplantcentre.com/">http://www.smiledentalandimplantcentre.com/</a>   | 6         |



### Top Anchors by Backlinks



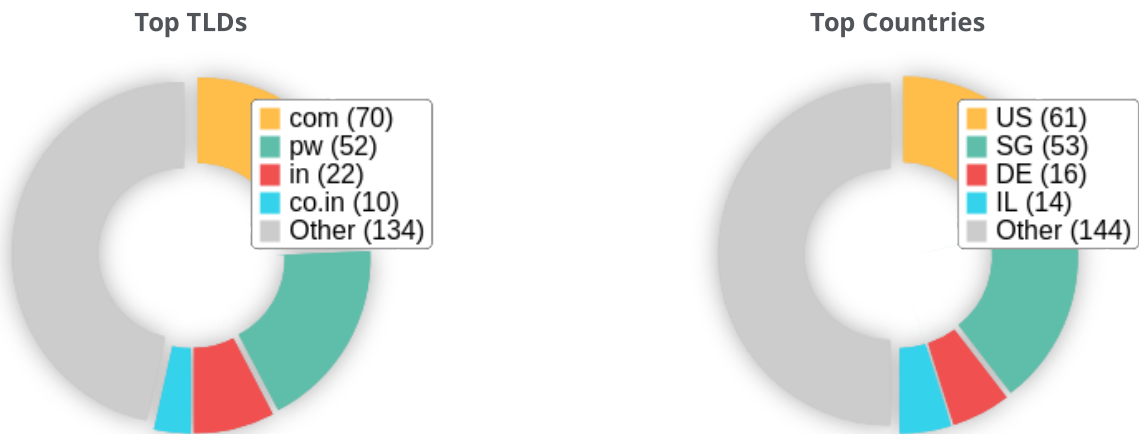
These are the top pieces of Anchor Text we found used to link to your site.

| Anchor  | Backlinks |
|---|-----------|
| Book  | 147       |
| Make Appointment  | 147       |
| smiledentalandimplantcent   | 100       |
| Smile Dental and Implant Centre   | 74        |
| Best dental clinic in ECIL, Hyderabad – Smile Dental and Implant Centre | 71        |
| Invisible Braces or Clear Aligners                                      | 65        |
| dental hospital near A. S. Rao Nagar                                    | 48        |
| https://smiledentalandimplantcentre.com/                                | 38        |
| https://smiledentalandimplantcentre.com                                 | 32        |
| top rated dental clinic near you in A. S. Rao Nagar, Secunderabad       | 18        |

### Top Referring Domain Geographies



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



### On-Page Link Structure



We found 110 total links. 15% 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, file names, code strings and special characters.

## Usability



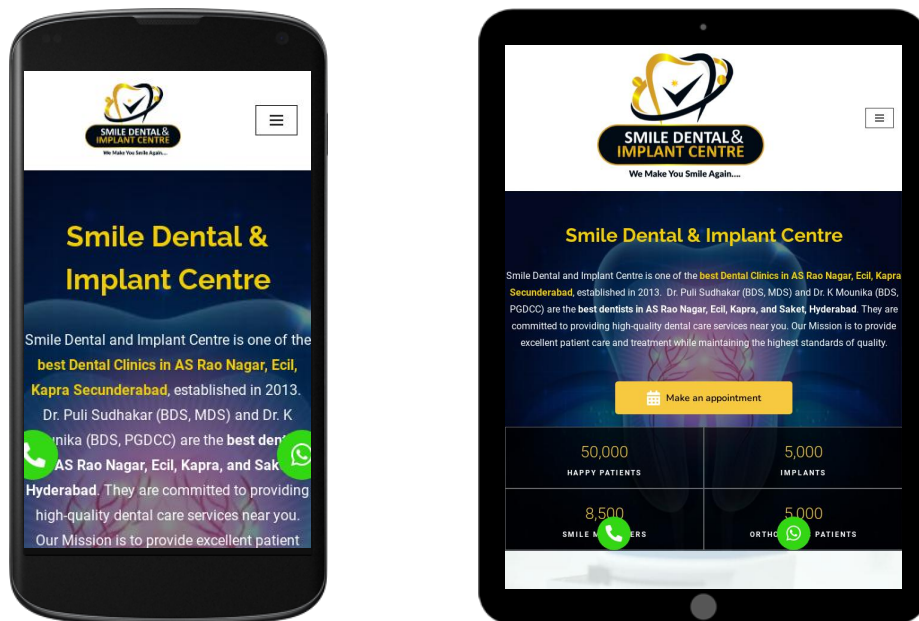
### Your usability could be better

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.

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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.

i

### 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   | 5 s    |
| Speed Index              | 9.4 s  |
| Largest Contentful Paint | 12.7 s |
| Time to Interactive      | 9.8 s  |
| Total Blocking Time      | 0.05 s |
| Cumulative Layout Shift  | 0.01   |

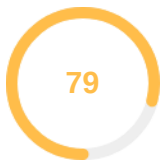
| Opportunities                          | Estimated Savings |
|--|-------------------|
| Serve images in next-gen formats       | 4.54 s            |
| Eliminate render-blocking resources    | 2.46 s            |
| Efficiently encode images              | 1.62 s            |
| Reduce unused JavaScript               | 0.65 s            |
| Avoid multiple page redirects          | 0.63 s            |
| Defer offscreen images                 | 0.55 s            |
| Reduce unused CSS                      | 0.32 s            |
| Initial server response time was short | 0.25 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   | 1.1 s |
| Speed Index              | 2.2 s |
| Largest Contentful Paint | 2.8 s |
| Time to Interactive      | 1.1 s |
| Total Blocking Time      | 0 s   |
| Cumulative Layout Shift  | 0.017 |

| Opportunities                       | Estimated Savings |
|-------------------------------------|-------------------|
| Serve images in next-gen formats    | 1.04 s            |
| Efficiently encode images           | 0.44 s            |
| Eliminate render-blocking resources | 0.42 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

No email addresses have been found in plain text on your page.



### Legible Font Sizes

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



### 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 is good

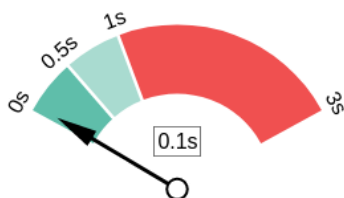
Your page has performed well in our testing meaning it should be reasonably responsive for your users, but there is still room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings).

### Page Speed Info

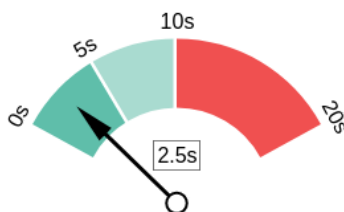
Your page loads in a reasonable amount of time.



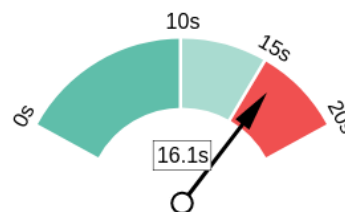
#### Server Response



#### All Page Content Loaded



#### All Page Scripts Complete



### Download Page Size

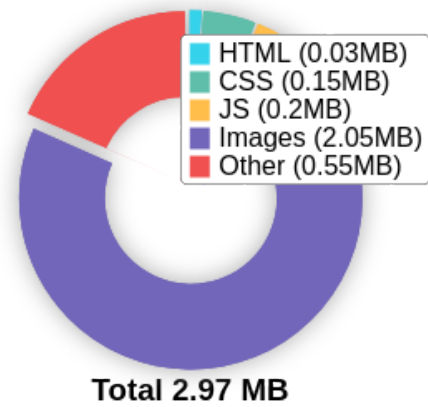
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



### Download Page Size



### Download Page Size Breakdown

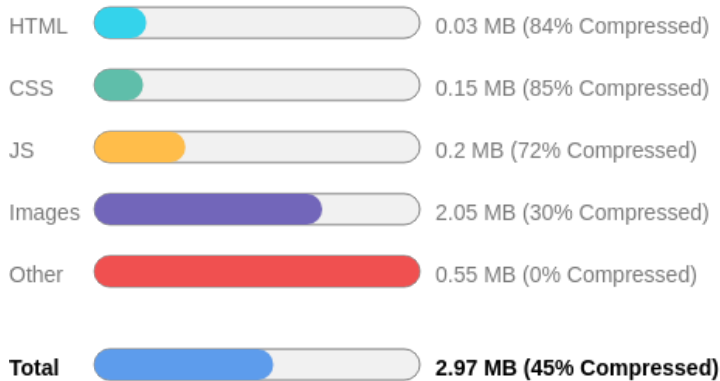


### Website Compression (Gzip, Deflate, Brotli)

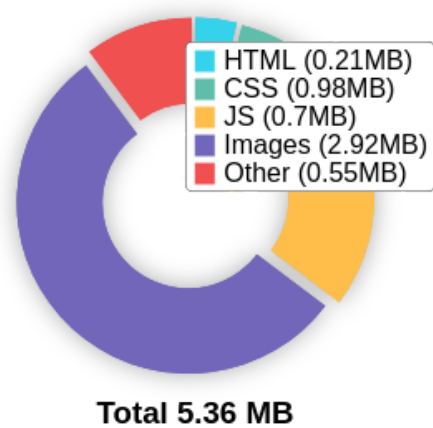
Your website appears to be using a reasonable level of compression.



#### Compression Rates

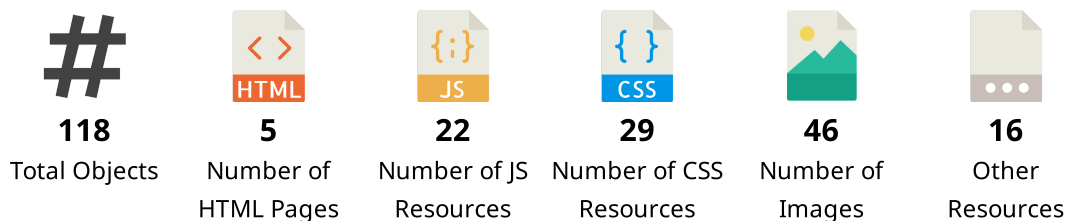


#### Raw Page Size Breakdown



### 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 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 is good

You have a reasonably good social presence. 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, and work to build a larger 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

Your page has a link to a Twitter profile.



## Twitter Cards

Your page is using Twitter Cards.



## Instagram Connected

Your page has a link to an Instagram profile.



LinkedIn Connected

Your page has a link to a LinkedIn profile.



YouTube Connected

Your page has a link to a YouTube channel.



YouTube Activity

You have a low number of YouTube channel subscribers.



34

Followers



8,323

View Count

Local SEO

Address & Phone Shown on Website

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



Phone +1 949 061 8635

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

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

| Technology   | Version |
|--|---------|
|  Contact Form 7                 | 5.8.6   |
|  Elementor                      | 3.18.3  |
|  Essential Addons for Elementor |         |
|  Font Awesome                   |         |
|  jQuery                         |         |
|  jQuery Migrate                 |         |
|  LiteSpeed                      |         |
|  Litespeed Cache                |         |
|  MySQL                          |         |
|  Neve                           | 3.7.5   |
|  PHP                          | 7.4.33  |
|  Swiper                       |         |
|  WordPress                    |         |

## Server IP Address

i

198.54.116.99

## DNS Servers

i

dns1.namecheaphosting.com  
dns2.namecheaphosting.com

## Web Server

i

LiteSpeed

## Charset

i

text/html; charset=UTF-8