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Website Report for neoskin.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 neoskin.in

B-

Your page could be better

Recommendations: 15

A
On-Page SEO

F
Links

F
Usability
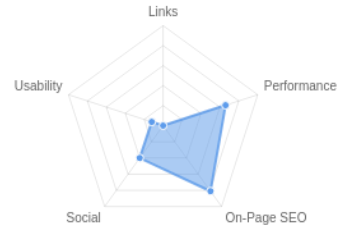
B+
Performance
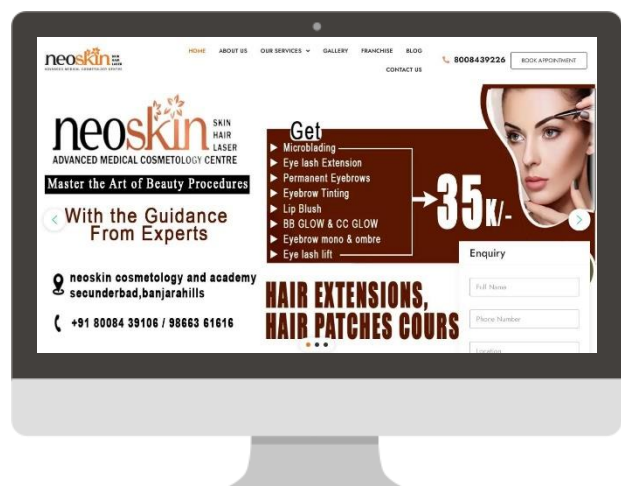
C-
Social

Recommendations

Execute a Link Building Strategy   Links   High Priority

Optimize for Core Web Vitals   Usability   Medium Priority

Remove Duplicate H1 Tags   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
Use your main keywords across the important HTML tags	On-Page SEO	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
Add Local Business Schema	Other	Low Priority
Remove inline styles	Performance	Low Priority
Remove clear text Email Addresses	Usability	Low Priority
Improve the size of tap targets	Usability	Low Priority

On-Page SEO Results

A

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 of optimal length (between 10 and 70 characters).

Best Skin Care Clinics in Hyderabad - neo skin

Length : 46

Meta Description Tag

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

The best places to go for skincare, hair problems, and weight issues are Advanced Skin Care Clinics in Hyderabad and Andhra Pradesh.

Length : 132

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://neoskin.in ⋮

Best Skin Care Clinics in Hyderabad - neo skin

The best places to go for skincare, hair problems, and weight issues are Advanced Skin Care Clinics in Hyderabad and Andhra Pradesh.

Hreflang Usage

Your page is not making use of Hre ang attributes.

Language

Your page is using the lang attribute.

Declared: en-US

H1 Header Tag Usage

Your page has more than one H1 Tag. It is generally recommended to only use one H1 Tag on a page.

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	15	
H4	1	
H5	0	
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	
skin	☑	☑	☑	24	
treatment	·	·	·	22	
neoskin	☐	☐	☐	17	
hair	·	·	·	14	
care	☑	☑	☑	12	
laser	·	·	·	12	
face	☐	☐	☐	10	
hyderabad	·	·	·	8	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
skin care	☑	☑	☑	7	
neo skin	·	·	·	6	
pimple treatment	☐	☐	☐	6	
laser hair	·	·	·	5	
hair care	☐	☐	☑	4	
book appointment	·	·	·	4	
treatment in neo	☐	☐	☐	4	
months and i	·	·	·	3	

Amount of Content   ✔

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

Word Count: 997

Image Alt Attributes   ✘

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

We found 32 images on your page and 20 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://neoskin.in/

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://neoskin.in/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://neoskin.in/sitemap_index.xml

Analytics

Your page is using an analytics tool.

Google Analytics

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	
neo skin clinic	🇮🇳 EN	1	590	179	▃▃▃▃▃▃
neo skin clinic	🇮🇳 HI	1	590	179	▃▃▃▃▃▃
neoskin clinic	🇮🇳 EN	1	390	118	▃▃▃▃
hydra facial in hyderabad	🇮🇳 EN	11	1,900	17	▪
hydrafacial in hyderabad	🇮🇳 EN	12	1,900	14	▪
hydrafacial in hyderabad	🇮🇳 HI	12	1,900	14	▪
medi facial near me	🇮🇳 EN	8	590	11	▪
medi-facial near me	🇮🇳 EN	8	590	11	▪
best hydrafacial in hyderabad	🇮🇳 EN	8	320	6	▪
hair replacement hyderabad	🇮🇳 EN	29	2,900	6	▪

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings

680

Monthly Traffic Volume
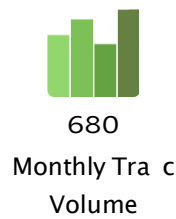
Keyword Positions

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	4	▪
Position 2-3	0	
Position 4-10	6	▪
Position 11-20	17	▬
Position 21-30	14	▬
Position 31-100	77	▬▬▬▬

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

6	2
Domain Strength	Page Strength

↗ 354	↗ 98
Backlinks	Referring Domains

207	147	0	0	64	66
Nofollow Backlinks	Dofollow Backlinks	Edu Backlinks	Gov Backlinks	Subnets	IPs

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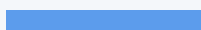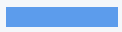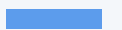
These are the highest value external pages we have found linking to your site.

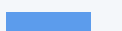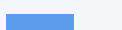| Domain strength	Referring Page URL
85	http://www.folkd.com/tag/loss+cosmetology
84	https://tu classi ed.com/body-whitening-clinic-centers-in-hyderabad-india-neoskin_953174
77	https://www.linkcentre.com/in/health/skincare/acne-treatment/
76	https://classi eds.webindia123.com/app/advertisement/india/hyderabad/weight-loss-clinic-center s-in-hyderabad-neoskin-/182790/
75	https://www.sitelike.org/similar/3dlifestyle.pk/
74	https://www.websitescrawl.com/domain-list-16336
73	https://intently.co/suppliers/India/Hyderabad/Laser%20Hair%20Removal
73	https://cosmeticsurgeon.intently.co/suppliers?service=Botox%20Treatment&location=Hyderaba d,%20India
70	http://www.57883.net/link/Alexa_101.html

Top Pages by Backlinks

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

URL	Backlinks	
https://neoskin.in/	49	
http://neoskin.in/weight-loss.php	29	
http://neoskin.in/	28	
http://www.neoskin.in/	24	
https://neoskin.in/skin-whitening-treatment-in-hyderabad/	24	
https://neoskin.in/anti-ageing-treatment-in-hyderabad/	23	
https://www.neoskin.in/microblading-permanent-makeup/	21	
https://www.neoskin.in/body-whitening-treatment-in-hyderabad/	19	
https://www.neoskin.in/tattoo-removal-centres-hyderabad/	17	
https://www.neoskin.in/	16	

Top Anchors by Backlinks

i

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

Anchor	Backlinks	
https://neoskin.in/	34	
weight loss clinic centers in Hyderabad | Neoskin.in	22	
https://www.neoskin.in/microblading-permanent-makeup/	21	
https://neoskin.in/anti-ageing-treatment-in-hyderabad/	19	
https://neoskin.in/skin-whitening-treatment-in-hyderabad/	19	
https://www.neoskin.in/body-whitening-treatment-in-hyderabad/	19	
https://www.neoskin.in/tattoo-removal-centres-hyderabad/	17	
https://www.neoskin.in/	12	
https://www.neoskin.in/acne-pimple-treatment-in-hyderabad/	11	

Top Referring Domain Geographies

i

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

Top TLDs

- com (70)
- org (4)
- info (3)
- app (2)
- Other (19)

Top Countries

- US (36)
- DE (27)
- IL (11)
- IN (9)
- Other (15)
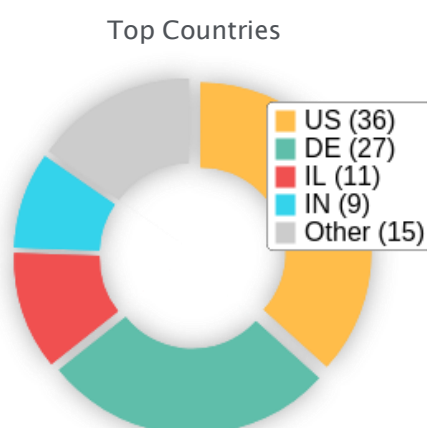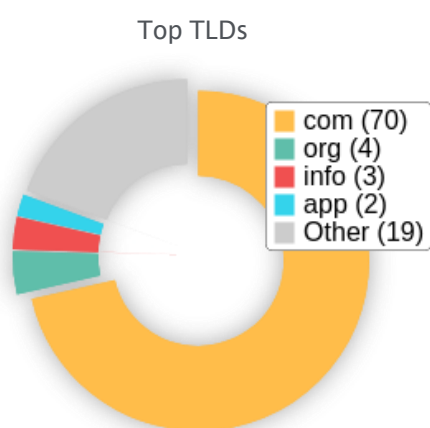
On-Page Link Structure

i

We found 90 total links. 3% 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

F

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

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.
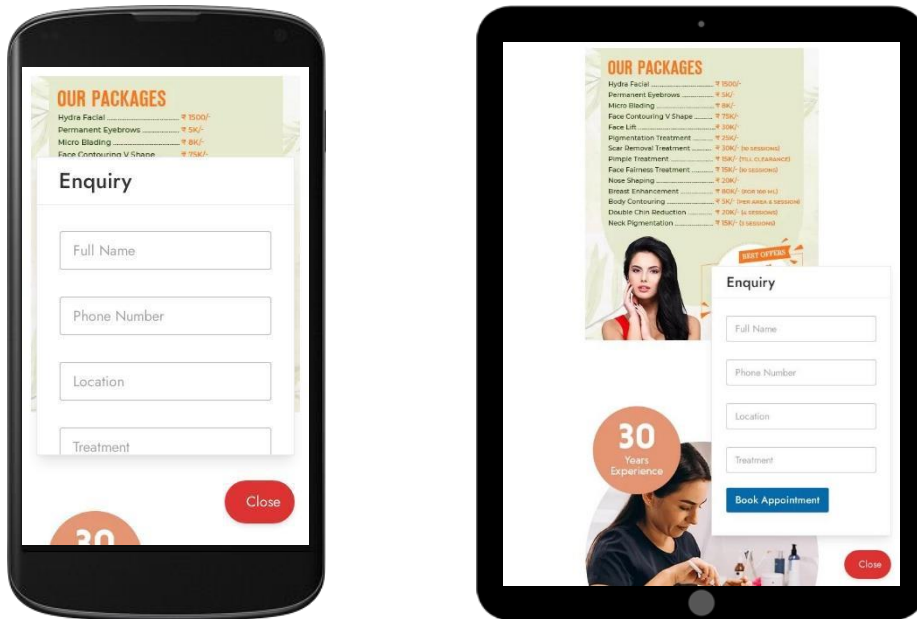
Google's Core Web Vitals

Your page has failed Google's Core Web Vitals assessment.

Core Web Vitals are UI metrics created by Google that measure page experience and are becoming increasingly important as a ranking factor.

Largest Contentful Paint (LCP)	Cumulative Layout Shift (CLS)
3.9s	0.03
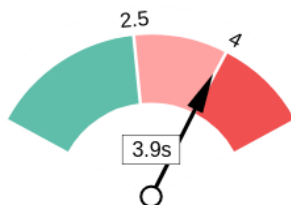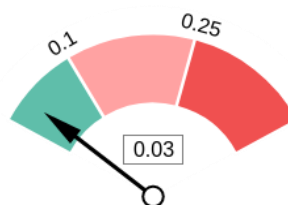
Use of Mobile Viewports

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	3.7 s
Speed Index	23.6 s
Largest Contentful Paint	5 s
Time to Interactive	10.7 s
Total Blocking Time	0.72 s
Cumulative Layout Shift	0

Opportunities	Estimated Savings
Reduce unused JavaScript	2.66 s
Eliminate render-blocking resources	1.11 s
Avoid multiple page redirects	0.63 s
Initial server response time was short	0.47 s
Reduce unused CSS	0.3 s
Defer o screen images	0.15 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.

41

Lab Data	Value
First Contentful Paint	5 s
Speed Index	12.2 s
Largest Contentful Paint	6.8 s
Time to Interactive	6.4 s
Total Blocking Time	0.05 s
Cumulative Layout Shift	0.218

Opportunities	Estimated Savings
Reduce initial server response time	1.53 s
Eliminate render-blocking resources	0.86 s
Avoid multiple page redirects	0.19 s

Flash Used? ✔

No Flash content has been identi ed on your page.

iFrames Used? ✔

There are no iFrames detected on your page.

Favicon ✔

Your page has speci ed 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 a ect 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.
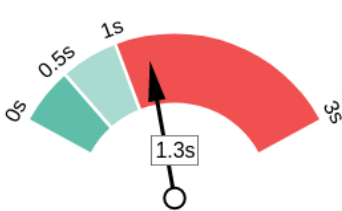
Server Response	All Page Content Loaded	All Page Scripts Complete
1.3s	6.6s	7.1s
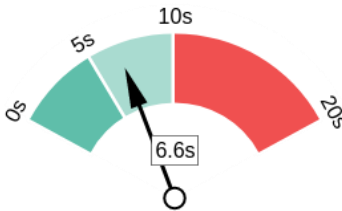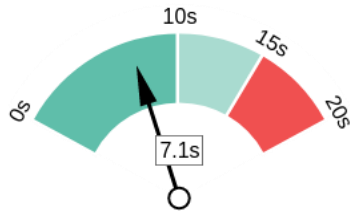
Download Page Size ✓

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

Download Page Size: 1.8MB

Download Page Size Breakdown:
- HTML (0.04MB)
- CSS (0.27MB)
- JS (0.92MB)
- Images (0.34MB)
- Other (0.22MB)

Total 1.8 MB

Website Compression (Gzip, Deflate, Brotli) ✓

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

Compression Rates

HTML	0.04 MB (74% Compressed)
CSS	0.27 MB (82% Compressed)
JS	0.92 MB (66% Compressed)
Images	0.34 MB (0% Compressed)
Other	0.22 MB (0% Compressed)
Total	**1.8 MB (64% Compressed)**

Raw Page Size Breakdown

- HTML (0.17MB)
- CSS (1.52MB)
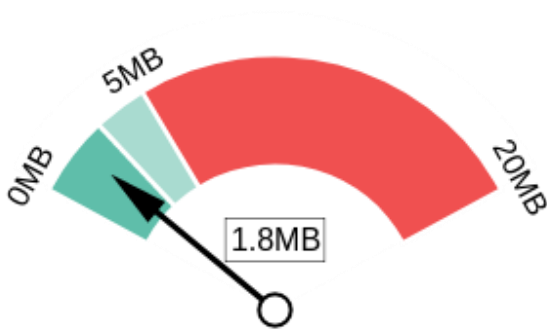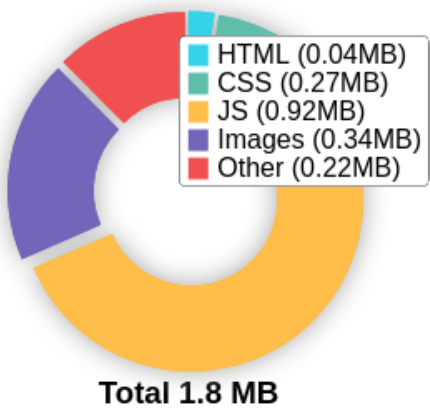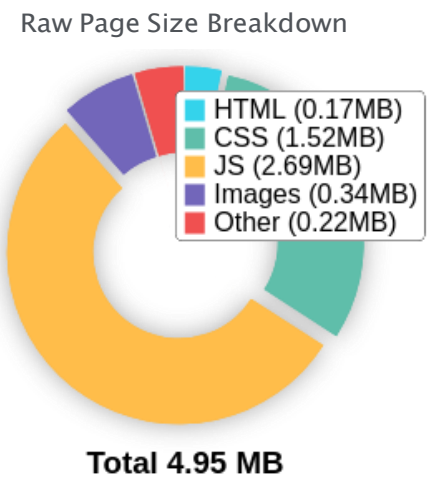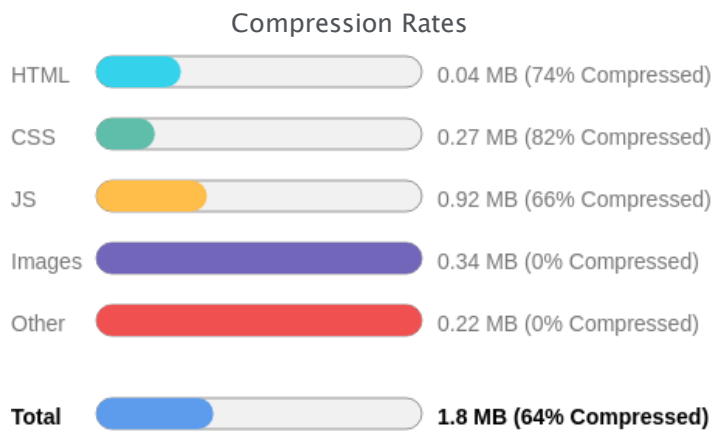- JS (2.69MB)
- Images (0.34MB)
- Other (0.22MB)

Total 4.95 MB

Number of Resources

i

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

#	`< >` HTML	`{:}` JS	`{ }` CSS	Image	Other
68	2	19	3	22	22
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources
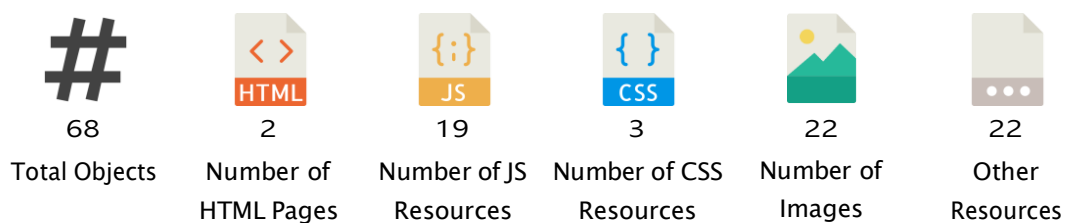
Google Accelerated Mobile Pages (AMP)

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 the recommended HTTP/2+ protocol.

Optimize Images

✓

All of the images on your page appear to be optimized.

Minification

✓

All your JavaScript and CSS les appear to be mini ed.

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

C-

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 pro les!). 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 pro les 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   ✓

Your page has a Facebook Pixel installed.

Pixel ID

1893385837699061

Twitter Connected   ✗   **Twitter Activity**   *i*

No associated Twitter pro le found as a   No associated Twitter pro le found as a
link on your page.   link on your page.

Twitter Cards   ✓

Your page is using Twitter Cards.

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   ✗   **YouTube Activity**   *i*

No associated YouTube channel found   No associated YouTube channel found
linked on your page.   linked on your page.

Local SEO

Local Business Schema   ✗

No Local Business Schema identi ed on the page.

Google Business Profile Identified

A Google Business Profile was identified that links to this website.

   Neoskin Clinic

Google Business Profile Completeness

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

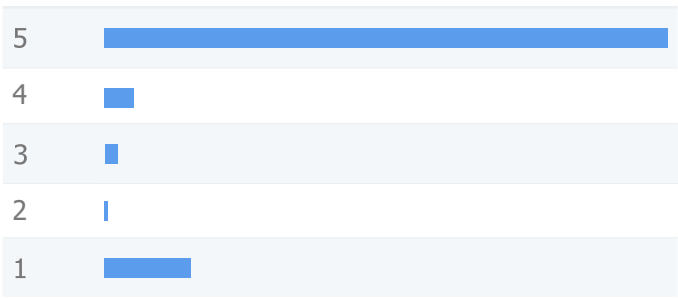|	
Address	2nd floor, downtown, Banjara Plaza, Banjara Hills Rd Number 1, Shyam Rao Nagar, Banjara Hills, Hyderabad, Telangana 500034
Phone	+91 80084 39106
Site	https://neoskin.in/

Google Reviews

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

4.4 ★★★★★ 168 reviews

Rating

5	
4	
3	
2	
1	

Technology Results

Technology List

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

Technology	Version
Endurance Page Cache	
Facebook Pixel	
Google Analytics	
jQuery	
jQuery Migrate	
Microsoft Clarity	0.7.20
MySQL	
Nginx	1.17.6
PHP	
WordPress	

Server IP Address

111.118.212.9

DNS Servers

ns1.md-in-15.webhostbox.net
ns2.md-in-15.webhostbox.net

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