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Website Report for continentalhospitals.com

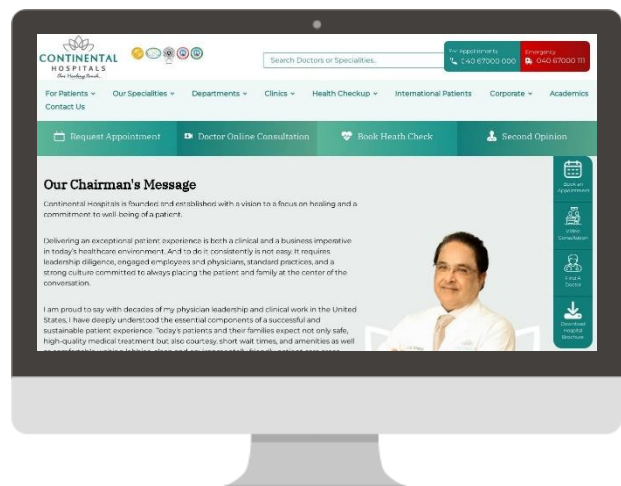
This report grades your website based on the strength of various SEO factors such as On Page Optimization, O Page Links, Social and more. The overall Grade is on a A+ to F- scale, with most major, industry leading websites in the A range. Improving your grade will generally make your website perform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



Your page could be better

Recommendations: 15





On-Page SEO



Links



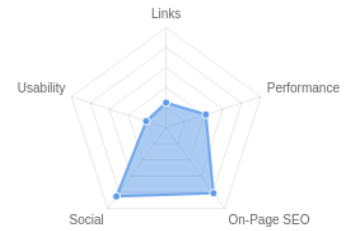
Usability



Performance



Social



Recommendations

Reduce your total page file size

Performance

Medium Priority

Optimize for Core Web Vitals

Usability

Medium Priority

Shorten meta description (to between 70 and 160 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
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
Add Twitter Cards	Social	Low Priority
Remove inline styles	Performance	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
Improve the size of tap targets	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 of optimal length (between 10 and 70 characters).



Best Hospitals in Hyderabad | Multispecialty Hospital in Hyderabad

Length : 66

Meta Description Tag



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

Continental Hospitals is one of the good & best rated multispecialty Hospitals in Hyderabad with 50+ specialties includes gastroenterology, eye, ENT, Gynecology & more. Call 040 67000 070

Length : 195

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://continentalhospitals.com> ;

Best Hospitals in Hyderabad

Continental Hospitals is one of the good & best rated multispecialty Hospitals in Hyderabad with 50+ specialties includes gastroenterology, eye, ...

Hreflang Usage



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	1	<div></div>
H3	11	<div></div>
H4	6	<div></div>
H5	29	<div></div>
H6	1	<div></div>

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	
health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	166	<div></div>
cancer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	152	<div></div>
risk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	102	<div></div>
liver	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	94	<div></div>
heart	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	75	<div></div>
check	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	73	<div></div>
cardiac	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	63	<div></div>
day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	54	<div></div>

Phrases					
Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
cardiac check	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	36	<div></div>
early detection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	27	<div></div>
hyderabad best	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	27	<div></div>
risk factors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	26	<div></div>
world cancer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	23	<div></div>
cancer day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	23	<div></div>
world cancer day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	23	<div></div>
liver function	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	21	<div></div>

Amount of Content



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

Word Count: 13872

Image Alt Attributes



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

We found 147 images on your page and 33 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://continentalhospitals.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://continentalhospitals.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://continentalhospitals.com/sitemap.xml/>

Analytics



Your page is using an analytics tool.

 Google Analytics

Schema.org Structured Data



You are using JSON-LD Schema on your page.

Rankings

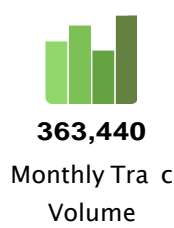
Top Keyword Rankings

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	
hospitals close by me	 EN	3	450,000	43,785	<div></div>
hospitals near to me	 EN	3	450,000	43,785	<div></div>
near me hospitals	 HI	3	450,000	43,785	<div></div>
hospitals near me	 EN	4	450,000	29,655	<div></div>
continental hospital	 EN	1	33,100	10,062	<div></div>
continental hospitals	 HI	1	33,100	10,062	<div></div>
continental hospitals	 EN	1	33,100	10,062	<div></div>
continental hyderabad	 EN	1	33,100	10,062	<div></div>
hyderabad continental hospital	 EN	1	33,100	10,062	<div></div>
dermatology near me	 EN	11	301,000	2,739	<div></div>

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from its 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	37
Position 2-3	26
Position 4-10	462
Position 11-20	1,730
Position 21-30	2,333
Position 31-100	23,482

Links

Backlink Summary



You have a moderate level of backlink activity to this page.



40

Domain
Strength



12

Page
Strength



6.8k

Backlinks



836

Referring Domains



2.7k

Nofollow
Backlinks



4.1k

Dofollow
Backlinks



0

Edu
Backlinks



0

Gov
Backlinks



448

Subnets



581

IPs

Top Backlinks



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

Domain strength	Referring Page URL
100	https://www.youtube.com/channel/UCLAobhMKmdos6fTmMzfHBbg
94	https://www.quora.com/Which-is-the-best-hospital-for-tuberculosis-treatment-in-Hyderabad
93	https://www.newsweek.com/best-hospitals-2021/india
93	http://www.google.co.in/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEWji_6myvvPPAhWHM48KHQz2A-IQjRwIBw&url=http://www.continentalhospitals.com/blog/lung-cancer-a-major-cause-of-cancer-related-deaths-across-the-world/&psig=AFQjCNGZKfabhdaXEQeRum3jFpIOKAQOtYQ&ust=1477400089550072
90	https://asumacho.xsrv.jp/lower-back-pain/
89	https://pitchbook.com/profiles/company/110442-52
89	http://pub14.bravenet.com/forum/static/show.php?usernum=1129569505&frmid=140&msgid=716325&cmd=show
88	https://www.goodforms.co/company/shootorder
88	https://original.newsbreak.com/@penguin-1811244/3276305692733-exploring-lakeville-s-revitalized-parks-a-remote-worker-s-haven
87	https://www.kooapp.com/tag/Cardiology

Top Pages by Backlinks



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

URL	Backlinks
http://www.continentalhospitals.com/	1,252
http://www.continentalhospitals.com/blog/diaphragmatic-hernia/	1,135
http://continentalhospitals.com/	625
https://continentalhospitals.com/	337
http://www.continentalhospitals.com/continental-institute-of-gastroent...	311
http://www.continentalhospitals.com/doctor/dr-umesh-t/	288
http://www.continentalhospitals.com/specialities/department-of-dermato...	264
http://www.continentalhospitals.com/doctor-profile.php?id=75	222
http://www.continentalhospitals.com/doctor-profile.php?id=30	150
http://www.continentalhospitals.com/specialities/centre-for-children/	100

Top Anchors by Backlinks



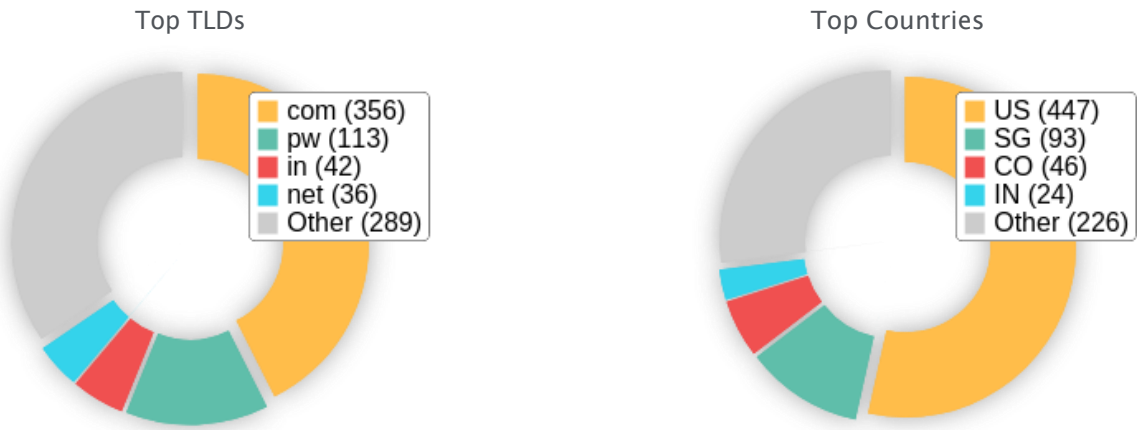
These are the top pieces of Anchor Text we found used to link to your site.

Anchor	Backlinks
Go Now	1,278
[continentalhospitals.com]	1,206
Best Hospitals in Hyderabad Continentalhospitals	637
continentalhospitals.com	614
Continental Hospitals	130
Best Gynaecologist in Hyderabad	111
gynecologist	111
Skin specialist in Hyderabad	96
best skin specialist in Hyderabad	96
liver hospital in Hyderabad	85

Top Referring Domain Geographies



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



On-Page Link Structure



We found 410 total links. 5% 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, ie names, code strings and special characters.

Usability

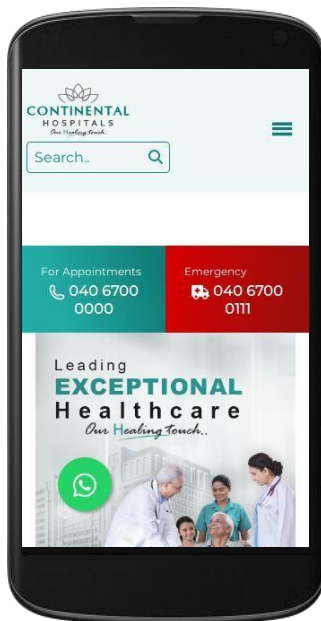


Your usability needs improvement

Your page has usability issues across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly 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.

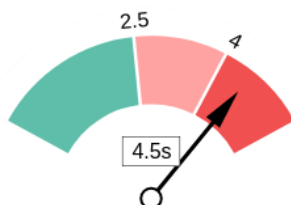


Google's Core Web Vitals

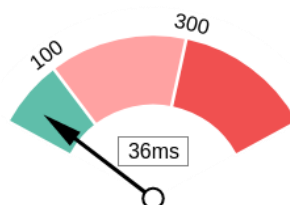
Your page has failed Google's Core Web Vitals assessment.

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

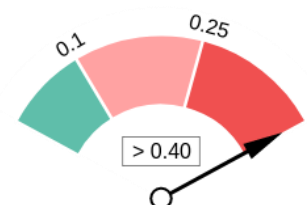
Largest Contentful Paint (LCP)



First Input Delay (FID)



Cumulative Layout Shift (CLS)



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	6.7 s	Serve images in next-gen formats	20.93 s
Speed Index	16.9 s	Reduce unused JavaScript	9.78 s
Largest Contentful Paint	12.7 s	Properly size images	6.79 s
Time to Interactive	30.6 s	Eliminate render-blocking resources	4.25 s
Total Blocking Time	4.56 s		
Cumulative Layout Shift	0.352		
		Efficiently encode images	2.53 s
		Defer offscreen images	1.71 s
		Reduce unused CSS	1.6 s
		Reduce initial server response time	1.31 s
		Avoid multiple page redirects	0.63 s
		Minify CSS	0.32 s
		Minify JavaScript	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
First Contentful Paint	2 s
Speed Index	5.7 s
Largest Contentful Paint	5.2 s
Time to Interactive	7.3 s
Total Blocking Time	0.65 s
Cumulative Layout Shift	0.328

Opportunities	Estimated Savings
Serve images in next-gen formats	2.84 s
Properly size images	2.39 s
Reduce unused JavaScript	1.44 s
Reduce initial server response time	1.38 s
Defer offscreen images	1.18 s
Eliminate render-blocking resources	0.51 s
Efficiently encode images	0.42 s
Reduce unused CSS	0.28 s
Avoid multiple page redirects	0.19 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

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



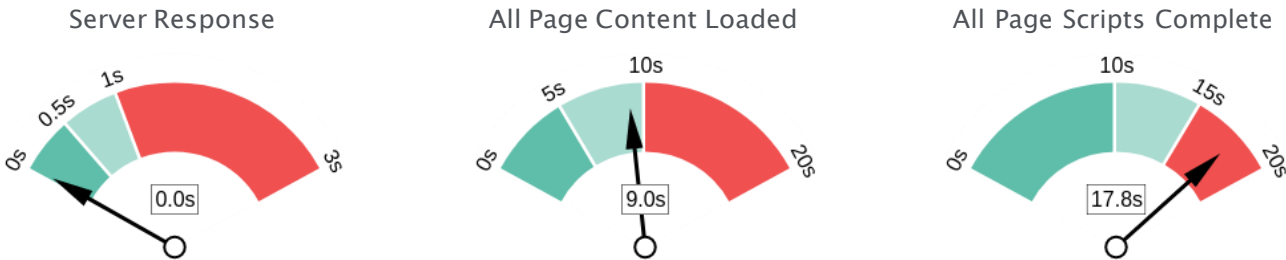
Your performance could be better

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 affect your search engine rankings). We recommend addressing the highlighted factors below.

Page Speed Info



Your page loads in a reasonable amount of time.

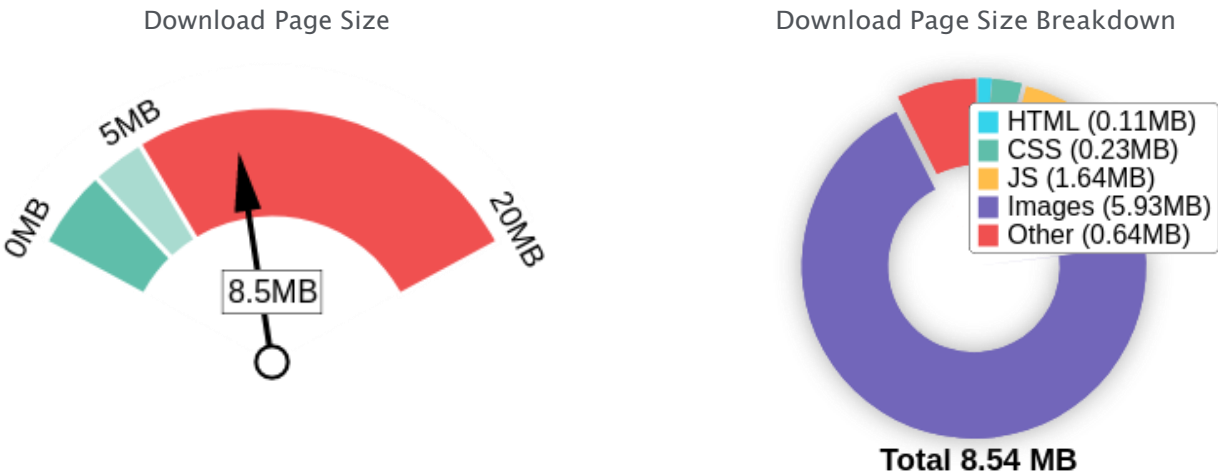


Download Page Size



Your page's le size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience.

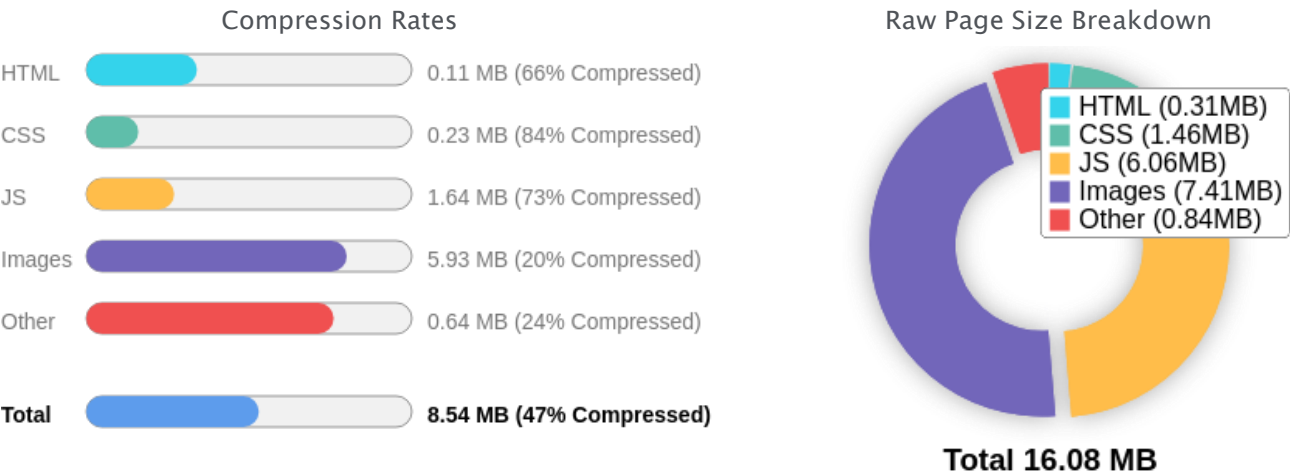
A general rule is to keep your page under 5MB in total le size.



Website Compression (Gzip, Deflate, Brotli)









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



Number of Resources



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

					
202	6	41	24	101	30
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources

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 very good!

Congratulations, your social presence is strong and active. Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend continued use of social campaigns to grow this further.

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

487195139113993
1112216952862692

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

Your page has a link to a YouTube channel.



YouTube Activity

You have a good number of YouTube channel subscribers



6,350
Followers



1,763,876
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 +91 40 6700 0111

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
 Bootstrap	
 cdnjs	
 Cloudflare	
 Cloudflare Browser Insights	
 CodeIgniter	
 Facebook Pixel	
 Font Awesome	
 Google Analytics	
 Google Hosted Libraries	
 Google Tag Manager	
HSTS	
 HTTP/3	
 jQuery	
 Microsoft Clarity	0.7.20
 Moment.js	
 OWL Carousel	
 PHP	
 Popper	
 reCAPTCHA	
 Slick	
 YouTube	

Server IP Address

104.21.42.56

i

DNS Servers

aaden.ns.cloudflare.com

hattie.ns.cloudflare.com

i

Web Server

cloudflare

i

Charset

text/html; charset=UTF-8

i



<https://www.thepatternscompany.com/>

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

Thank you