

# Website Report for neweradiagnostics.in

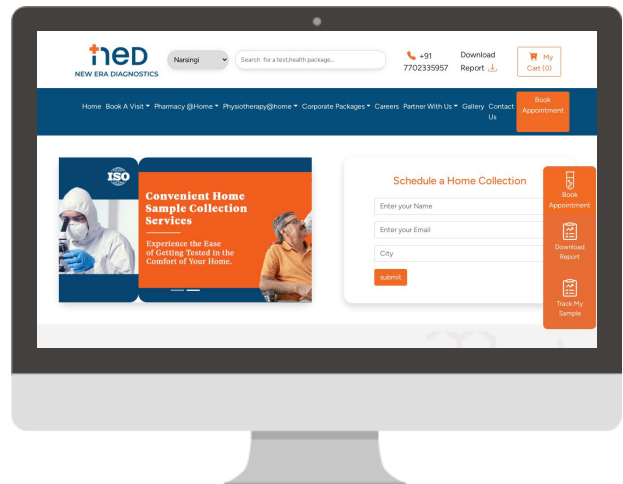
This report grades your website based on the strength of various SEO factors such as On Page Optimization, Off Page Links, Social and more. The overall Grade is on a A+ to F- scale, with most major, industry leading websites in the A range. Improving your grade will generally make your website perform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



Your page could be better

Recommendations: 26



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
Implement a robots.txt file	On-Page SEO	Medium Priority
Add Canonical Tag	On-Page SEO	Medium Priority
Remove Duplicate H1 Tags	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
Create and link your Facebook Page	Social	Low Priority
Create and link your Twitter profile	Social	Low Priority
Increase page text content	On-Page SEO	Low Priority
Make use of HTTP/2+ protocol	Performance	Low Priority
Optimize your images to reduce their file size	Performance	Low Priority
Optimize your page for Mobile 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 associated Instagram profile	Social	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 clear text Email Addresses

Usability

Low Priority

Add Local Business Schema

Other

Low Priority

Improve Google Business Profile Rating & Review Count

Other

Low Priority

## On-Page SEO Results



### Your On-Page SEO needs improvement

Your page is not well optimized from an On-Page SEO perspective. 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).



New Era Diagnostics

Length : 19

#### 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

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://neweradiagnostics.in> :  
[New Era Diagnostics](#)

#### 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 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	16	<div></div>
H3	0	
H4	1	<div></div>
H5	3	<div></div>
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	
era	✓	✗	✓	6	<div></div>
diagnostics	✓	✗	✓	6	<div></div>
new	✓	✗	✓	6	<div></div>
lab	✗	✗	✓	5	<div></div>
packages	✗	✗	✗	5	<div></div>
healthcare	✗	✗	✓	4	<div></div>
book	✗	✗	✓	4	<div></div>
report	✗	✗	✗	3	<div></div>

## Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
new era	✓	✗	✓	6	<div></div>
era diagnostics	✓	✗	✓	5	<div></div>
new era diagnostics	✓	✗	✓	5	<div></div>
download report	✗	✗	✗	3	<div></div>
book appointment	✗	✗	✗	2	<div></div>
lab we	✗	✗	✗	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: 398

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 17 images on your page and 15 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**

We have not detected or been able to retrieve a robots.txt file successfully.



A robots.txt file is recommended as it can provide important instructions to a search engine for how to most appropriately crawl your website as well as site areas that should be ignored.

**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

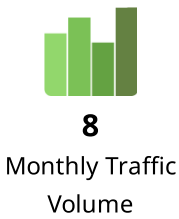
**Top Keyword Rankings**

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	
new era hospital	 EN	56	2,400	5	<div></div>
telangana diagnostics report download	 EN	79	590	1	<div></div>
telangana diagnostics report download	 HI	93	590	1	<div></div>
newera hospital photos	 EN	87	260	0	
new era lab	 EN	92	30	0	
new era labs	 EN	58	30	0	

### 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	0
Position 4-10	0
Position 11-20	0
Position 21-30	0
Position 31-100	6

# 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



445

Backlinks



386

Referring Domains



138

Nofollow  
Backlinks



307

Dofollow  
Backlinks



0

Edu  
Backlinks



0

Gov  
Backlinks



25

Subnets



28

IPs

## Top Backlinks



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

Domain Referring Page URL  
strength

84	<a href="https://tuffclassified.com/new-era-diagnostics-all-your-health-checks_1954871">https://tuffclassified.com/new-era-diagnostics-all-your-health-checks_1954871</a>
77	<a href="https://www.linkcentre.com/business/healthcare/medical-testing/20/">https://www.linkcentre.com/business/healthcare/medical-testing/20/</a>
75	<a href="http://blogby-vlog.59bloggers.com/15594125/don-t-fall-to-best-diagnostic-center-in-hyderabad-bl-indly-read-this-article">http://blogby-vlog.59bloggers.com/15594125/don-t-fall-to-best-diagnostic-center-in-hyderabad-bl-indly-read-this-article</a>
75	<a href="http://retailring-page.ampblogs.com/New-Era-Diagnostics-Knowing-The-Best-For-You-48059689">http://retailring-page.ampblogs.com/New-Era-Diagnostics-Knowing-The-Best-For-You-48059689</a>
75	<a href="https://bivap-profile.blog2learn.com/59721997/the-must-know-details-and-updates-on-health-tests-at-home-hyderabad">https://bivap-profile.blog2learn.com/59721997/the-must-know-details-and-updates-on-health-tests-at-home-hyderabad</a>
75	<a href="https://buypro-microblog.blog2learn.com/59720784/social-network-trending-updates-on-best-lab-test-center-in-hyderabad">https://buypro-microblog.blog2learn.com/59720784/social-network-trending-updates-on-best-lab-test-center-in-hyderabad</a>
75	<a href="https://dealer-journal.blog2learn.com/59720086/latest-news-on-best-lab-services-in-hyderabad">https://dealer-journal.blog2learn.com/59720086/latest-news-on-best-lab-services-in-hyderabad</a>
75	<a href="http://elmarket-index.targetblogs.com/16997855/the-qualities-of-an-ideal-best-diagnostic-center-in-hyderabad">http://elmarket-index.targetblogs.com/16997855/the-qualities-of-an-ideal-best-diagnostic-center-in-hyderabad</a>
75	<a href="http://ensearch-post.tinyblogging.com/Why-Health-Tests-At-Home-Hyderabad-is-a-Trending-Topic-Now--53705383">http://ensearch-post.tinyblogging.com/Why-Health-Tests-At-Home-Hyderabad-is-a-Trending-Topic-Now--53705383</a>
74	<a href="http://resellon-journal.bloggosite.com/16846691/readers-views-point-on-health-tests-at-home-hyderabad-and-why-it-is-trending-on-social-media">http://resellon-journal.bloggosite.com/16846691/readers-views-point-on-health-tests-at-home-hyderabad-and-why-it-is-trending-on-social-media</a>



### Top Pages by Backlinks



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

URL	Backlinks
https://www.neweradiagnostics.in/	319
http://neweradiagnostics.in/	104
https://www.neweradiagnostics.in/product/531a0909/amylase-test	15
https://www.neweradiagnostics.in/p/md-paediatrics	3
https://www.neweradiagnostics.in/page/about-us	1
https://www.neweradiagnostics.in/page/contact-us	1
https://www.neweradiagnostics.in/product/523e36b7/anti-hcv-test	1
https://www.neweradiagnostics.in/product/f16efcca/allergy-profile	1

### Top Anchors by Backlinks



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

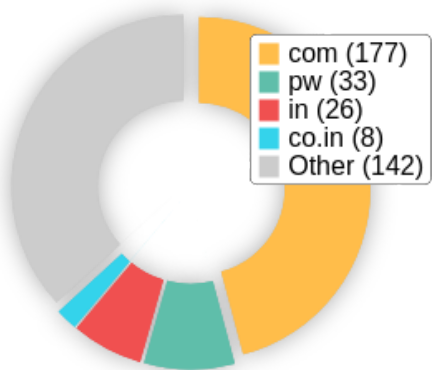
Anchor	Backlinks
neweradiagnostics.in	106
New Era Diagnostics	41
Book Health Tests Online	38
Health Tests At Home Hyderabad	33
https://www.neweradiagnostics.in/	33
Top Diagnostic Center In Hyderabad	30
Best Lab Test Center In Hyderabad	29
Best Lab Services In Hyderabad	24
Best lab Services With Accurate Reports Hyderabad	23
Health CheckUp At Home Hyderabad	23

### Top Referring Domain Geographies

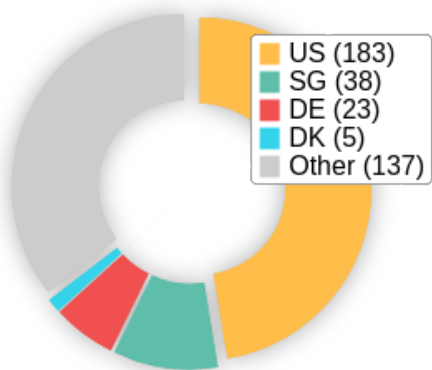


These are the Top Geographies we have found linking to your site.

Top TLDs



Top Countries



## On-Page Link Structure

We found 21 total links. 10% 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.

i

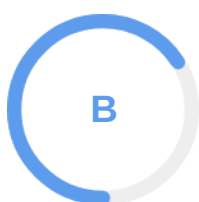
## Friendly Links

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



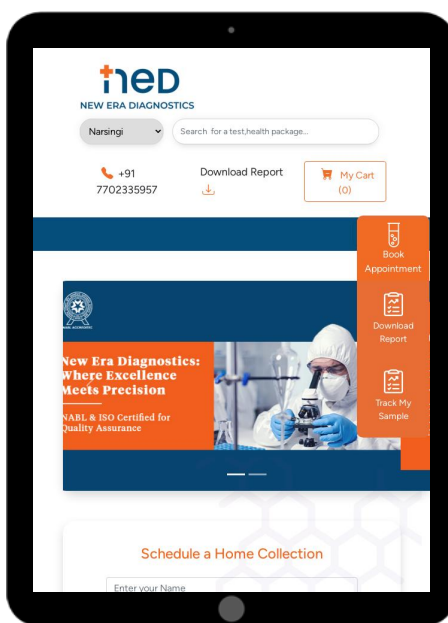
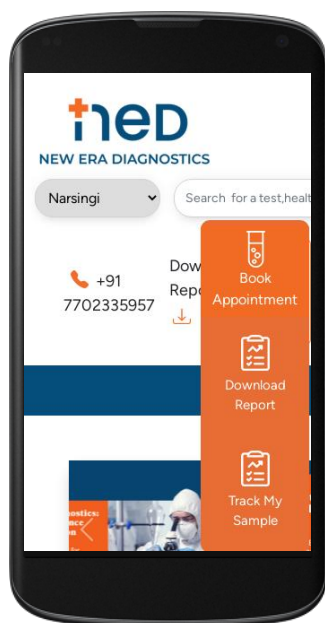
### Your usability could be better

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.

i



## 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	Opportunities	Estimated Savings
First Contentful Paint	3.3 s	Serve images in next-gen formats	5.23 s
Speed Index	3.5 s	Efficiently encode images	2.73 s
Largest Contentful Paint	4.9 s	Eliminate render-blocking resources	2.29 s
Time to Interactive	3.3 s	Properly size images	0.23 s
Total Blocking Time	0 s	Reduce unused CSS	0.23 s
Cumulative Layout Shift	0.128		

### Google's PageSpeed Insights - Desktop



Google is indicating that your page is scoring well on their Desktop PageSpeed Insights evaluation.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	1 s	Serve images in next-gen formats	0.67 s
Speed Index	1 s	Eliminate render-blocking resources	0.63 s
Largest Contentful Paint	1.6 s	Efficiently encode images	0.38 s
Time to Interactive	1 s		
Total Blocking Time	0 s		
Cumulative Layout Shift	0.133		

### 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

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

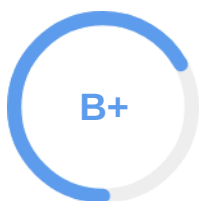


### Tap Target Sizing

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 could be better

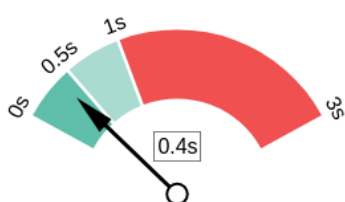
Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

### Page Speed Info

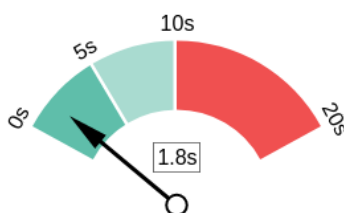
Your page loads in a reasonable amount of time.



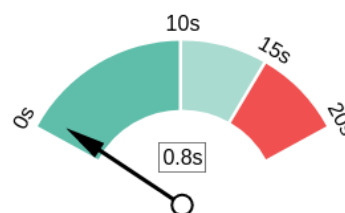
#### Server Response



#### All Page Content Loaded



#### All Page Scripts Complete



### Download Page Size

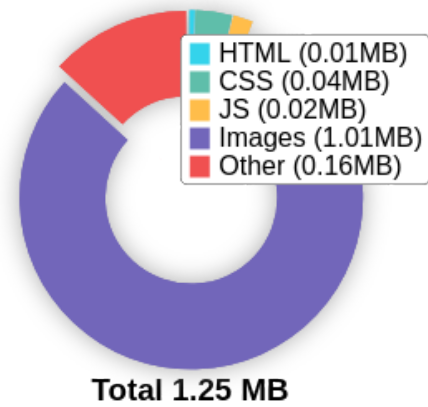
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



### Download Page Size



### Download Page Size Breakdown

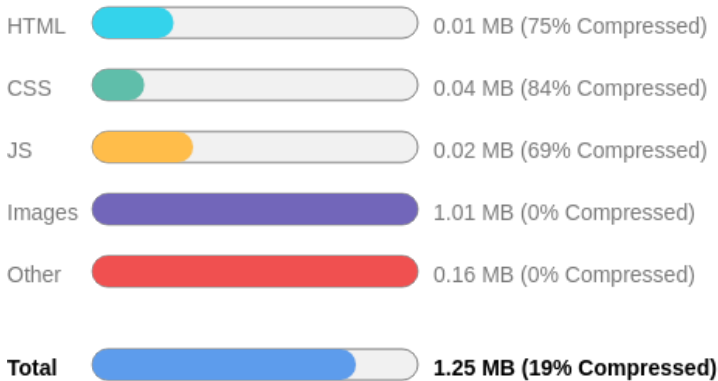


### Website Compression (Gzip, Deflate, Brotli)

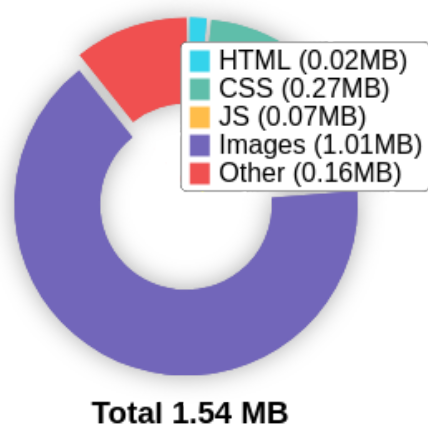
Your website appears to be using a reasonable level of compression.



#### Compression Rates

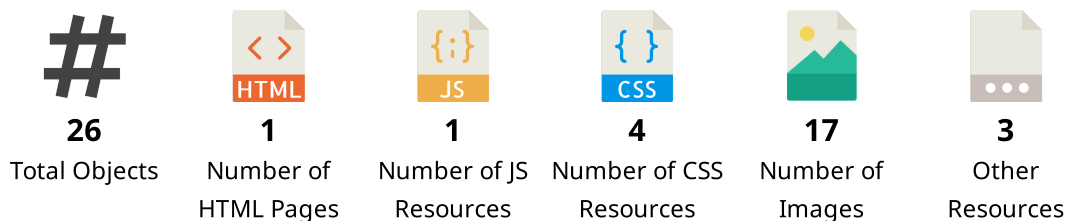


#### Raw Page Size Breakdown



### 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 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

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

No inline styles have been found within your page's HTML tags.



## Social Results



### 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

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

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

No associated Instagram profile found linked on your page



### 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

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



 New Era Diagnostics ( NED), Suncity Branch

### Google Business Profile Completeness

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



Address Plot no.185, Jagir, beside Rao's School,  
Indra Reddy Nagar, Rajendra Nagar,  
Bandlaguda Jagir, Hyderabad, Telangana  
500086

Phone +91 91822 01954

Site <https://neweradiagnostics.in/>

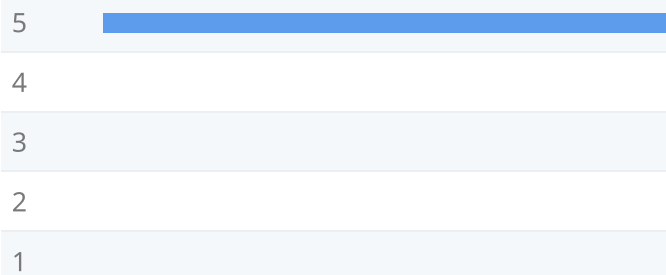
### Google Reviews

Your Google Business Profile has a low rating or low number of reviews.



5.0 ★★★★★ 6 reviews

#### Rating






# Technology Results

## Technology List



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

Technology	Version
 Bootstrap	5.0.2
 jsDelivr	
 PHP	7.4.33

## Server IP Address



135.181.211.87

## DNS Servers



dns2.bigrock.in  
dns4.bigrock.in  
dns1.bigrock.in  
dns3.bigrock.in

## Charset



text/html; charset=UTF-8