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Website Report for illuminaesthetics.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 illuminaesthetics.com

C

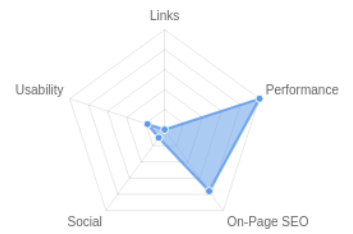**Your page could be better**

Recommendations: 14

On-Page SEO	Links	Usability	Performance	Social
A-	F	F	A+	F

Links
Usability — Performance
Social — On-Page SEO

Recommendations

Execute a Link Building Strategy Links High Priority

Shorten meta description (to between 70 and 160 characters)	On-Page SEO	Medium Priority
Add H1 Header Tag	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
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Increase your YouTube channel subscribers	Social	Low Priority
Create and link an associated LinkedIn profile	Social	Low Priority
Review and Increase Font Sizes across devices	Usability	Low Priority
Improve the size of tap targets	Usability	Low Priority
Create Google Business Profile	Other	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).

Center of Plastic and Cosmetic Surgery - Illumina Aesthetics

Length : 60

Meta Description Tag

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

we understand that each of you seeking for aesthetic surgery has a unique need and are happy to customize our procedure to suit your needs best. Our endeavor is to give you an experience lled with compassion and empathy. To establish a hallmark and standard of care that is consistent from your rst walk-in to the day your desired results are achieved.

Length : 356

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://illuminaesthetics.com

Center of Plastic and Cosmetic Surgery - Illumina Aesthetics

13 Dec 2021 — we understand that each of you seeking for aesthetic surgery has a unique need and are happy to customize our procedure to suit your needs best. Our ...

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 does not have an H1 Header Tag.

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	6	
H3	18	
H4	3	
H5	0	
H6	1	

Image Alt Attributes ✖

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

We found 16 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 using the Canonical Tag.

https://illuminaesthetics.com/

Noindex Tag Test ✔

Your page is not using the Noindex Tag 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://illuminaesthetics.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://illuminaesthetics.com/sitemap.xml

https://illuminaesthetics.com/sitemap.rss

Analytics ✔

Your page is using an analytics tool.

Google Analytics

Schema.org Structured Data ✓

You are using JSON-LD Schema on your page.
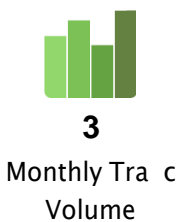
Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specic location. The list is ordered by the keywords that drive the most tra c to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Tra c	
cost of liposuction in hyderabad	🇮🇳 EN	63	720	1	▬▬▬
dharani priya	🇮🇳 EN	39	390	0	
illumina centre	🇬🇧 EN	36	320	0	
dr body contour & face	🇳🇱 NL	82	90	0	
umbilicoplasty price	🇬🇧 EN	92	70	0	
ho man technique for inverted nipple	🇺🇸 EN	80	50	0	
illumina centre	🇺🇸 EN	70	50	0	
ho man technique for breastfeeding	🇺🇸 EN	95	30	0	
lipo in hyderabad	🇺🇸 EN	59	30	0	
lip reshape surgery	🇺🇸 EN	97	20	0	

Total Traffic From Search

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

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Monthly Tra c 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 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	1	▬
Position 31-100	10	▬▬▬▬

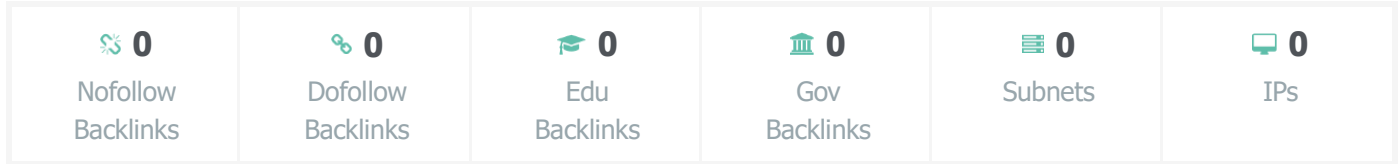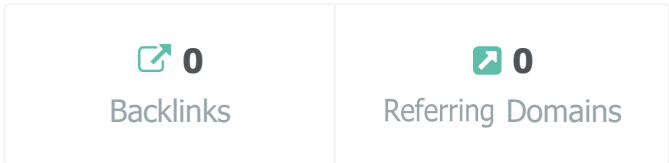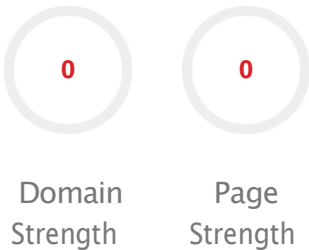# Links

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

0	0
Domain Strength	Page Strength

🗗 0	🡕 0
Backlinks	Referring Domains

0	0	0	0	0	0
Nofollow Backlinks	Dofollow Backlinks	Edu Backlinks	Gov Backlinks	Subnets	IPs

Top Backlinks   *i*

We haven't found any backlinks to report for this site.

Top Pages by Backlinks   *i*

We haven't found any Top Pages data for this site.

Top Anchors by Backlinks

We haven't found any Anchor Text data for this site.

Top Referring Domain Geographies

We haven't found any Geographic Data for this site.

On-Page Link Structure

We found 446 total links. 2% 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,   le names, code strings and special characters.

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).

Google's Core Web Vitals

Google is indicating that they do not have 'su   cient 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 crawl-able by Google.

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.

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Lab Data	Value		Opportunities	Estimated Savings
First Contentful Paint	7.4 s		Eliminate render-blocking resources	0.95 s
Speed Index	18.8 s		Defer o screen images	0.67 s
Largest Contentful Paint	35.5 s		Avoid multiple page redirects	0.63 s
Time to Interactive	28.6 s		Initial server response time was short	0.18 s
Total Blocking Time	3.42 s			
Cumulative Layout Shift	0.052			

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.

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Lab Data	Value		Opportunities	Estimated Savings
First Contentful Paint	4.8 s		Reduce unused JavaScript	0.92 s
Speed Index	8.1 s		Avoid multiple page redirects	0.19 s
Largest Contentful Paint	10.2 s		Initial server response time was short	0.18 s
Time to Interactive	9.8 s			
Total Blocking Time	0.54 s			
Cumulative Layout Shift	0.053			

Flash Used? ✔

No Flash content has been identi ed on your page.

Favicon ✔

Your page has speci ed a favicon.

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 di erent devices to ensure that it is of appropriate size.
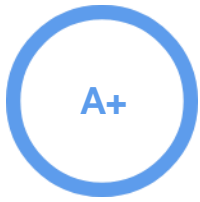
Tap Target Sizing ✖

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

A+

Your performance is very good!

Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your performance over time to ensure there are no periodic fluctuations.

Google Accelerated Mobile Pages (AMP)   *i*

This page does not appear to have AMP Enabled.

Optimize Images   ✓

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

Minification   ✓

All your JavaScript and CSS files appear to be minified.

Social Results

F

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   ✓

Your page is using Facebook Open Graph Tags.

Twitter Connected   ✘   **Twitter Activity**   *i*

No associated Twitter profile found as a   No associated Twitter profile 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 profile.

LinkedIn Connected   ✘

No associated LinkedIn profile found linked on your page.

YouTube Connected ✓

Your page has a link to a YouTube channel.

YouTube Activity ✗

You have a low number of YouTube channel subscribers.

34
Followers

4,721
View Count

Local SEO

Local Business Schema ✓

Local Business Schema identi ed on the page.

LocalBusiness

Google Business Profile Identified ✗

No Google Business Pro le was identi ed that links to this website.

Google Business Profile Completeness *i*

No Google Business Pro le was identi ed that links to this website.

Google Reviews *i*

No Google Business Pro le was identi ed that links to this website.

Technology Results

Server IP Address *i*

68.178.149.80

DNS Servers *i*

ns39.domaincontrol.com
ns40.domaincontrol.com

Web Server *i*

Apache

Charset *i*

text/html; charset=UTF-8

Thank you