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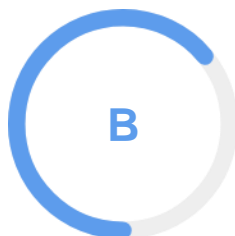
<https://www.thepatternscompany.com/>



Website Report for www.medicoverhospitals.in

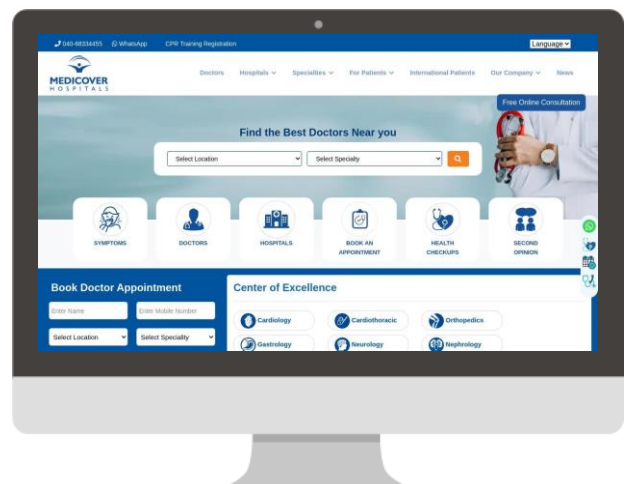
This report grades your website based on the strength of various SEO factors such as On Page Optimization, O Page Links, Social and more. The overall Grade is on a A+ to F- scale, with most major, industry leading websites in the A range. Improving your grade will generally make your website perform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



Your page could be better

Recommendations: 16





On-Page SEO



Links



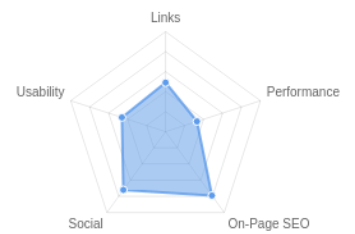
Usability



Performance



Social



Recommendations

Improve site load speed

Performance

Medium Priority

Reduce length of title tag (to between 10 and 70 characters)

On-Page SEO

Medium Priority

Shorten meta description (to between 70 and 160 characters)	On-Page SEO	Medium Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Increase page text content	On-Page SEO	Low Priority
Make use of HTTP/2+ protocol	Performance	Low Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Review and Increase Font Sizes across devices	Usability	Low Priority
Improve the size of tap targets	Usability	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Remove any Deprecated HTML	Performance	Low Priority
Remove inline styles	Performance	Low Priority
Resolve JavaScript errors	Performance	Low Priority
Add Twitter Cards	Social	Low Priority
Add Local Business Schema	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).



Best Hospitals in India | Multispecialty Hospitals in india | Medicover Hospitals

Length : 81

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

Meta Description Tag

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



Medicover Hospitals is one of the best multispecialty hospitals in India being located at Hyderabad, Vizag, Nashik, Kurnool, Nellore, Karimnagar, Nizamabad, Sangareddy, Zaheerabad, Vizianagaram, Srikakulam and Aurangabad

Length : 216

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://www.medicoverhospitals.in> :

Best Hospitals in India

Medicover Hospitals is one of the best multispecialty hospitals in India being located at Hyderabad, Vizag, Nashik, Kurnool, Nellore, Karimnagar, ...

Hreflang Usage

Your page is 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	10	<div></div>
H3	0	
H4	8	<div></div>
H5	9	<div></div>
H6	5	<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	
medicover	.	.	.	8	<div></div>
hospital	.	.	.	8	<div></div>
hospitals	.	.	.	7	<div></div>
health	.	.	.	7	<div></div>
hyderabad	.	.	.	5	<div></div>
india	.	.	.	5	<div></div>
care	.	.	.	5	<div></div>
select	.	.	.	4	<div></div>

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
24-aug-23 by medicover	.	.	.	3	<div></div>
medicover hospital	.	.	.	3	<div></div>
navi mumbai	.	.	.	3	<div></div>
nashik aurangabad	.	.	.	3	<div></div>
kurnool nellore	.	.	.	3	<div></div>
karimnagar nizamabad	.	.	.	3	<div></div>
health care	.	.	.	3	<div></div>
chandanagar karimnagar nizamabad	.	.	.	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: 444

It has been well researched that higher text content volumes are related to better ranking ability in general.

Image Alt Attributes



You do not have any images missing Alt attributes on your page.

Canonical Tag



Your page is using the Canonical Tag.

<https://www.medicoverhospitals.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 file.

<http://www.medicoverhospitals.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://www.medicoverhospitals.in/sitemap.xml>

<https://www.medicoverhospitals.in/sitemap.articles.xml>

<https://www.medicoverhospitals.in/sitemap.coronavirus.xml>

<https://www.medicoverhospitals.in/sitemap.doctor-speciality.xml>

<https://www.medicoverhospitals.in/sitemap.doctors-location-wise.xml>

<https://www.medicoverhospitals.in/sitemap.doctors.xml>

<https://www.medicoverhospitals.in/sitemap.homepage.xml>

<https://www.medicoverhospitals.in/sitemap.hospitals.xml>

<https://www.medicoverhospitals.in/sitemap.medicine.xml>

<https://www.medicoverhospitals.in/sitemap.news-room.xml>

More Sitemaps were found, but not tested.

Analytics



Your page is using an analytics tool.

 Google Analytics

Schema.org Structured Data



You are using JSON-LD Schema on your page.

Rankings

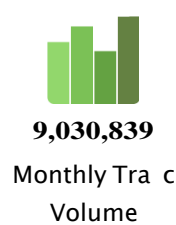
Top Keyword Rankings

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	
	 AR	8	3,350,000	65,995	<div></div>
loose motions	 EN	1	110,000	33,440	<div></div>
hospitals	 HI	6	673,000	22,747	<div></div>
zerodol p	 HI	3	201,000	19,557	<div></div>
gb wata	 HI	67	9,140,000	19,194	<div></div>
nimesulide tablet uses	 HI	1	60,500	18,392	<div></div>
hospitals	 EN	7	673,000	17,228	<div></div>
hospital	 HI	8	673,000	13,258	<div></div>
aceclofenac	 EN	3	135,000	13,135	<div></div>
twitching	 EN	51	6,120,000	12,852	<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	4,627
Position 2-3	16,819
Position 4-10	81,804
Position 11-20	122,629
Position 21-30	117,914
Position 31-100	628,222

Links

Backlink Summary



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




Domain
Strength



Page
Strength

 **30.2k**
Backlinks

 **3.5k**
Referring Domains

 **17.4k**
Nofollow
Backlinks

 **12.8k**
Dofollow
Backlinks

 **4**
Edu
Backlinks

 **4**
Gov
Backlinks

 **1.6k**
Subnets

 **2.9k**
IPs

Top Backlinks



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

Domain strength	Referring Page URL
100	https://in.pinterest.com/MedicoverHospitalss/
100	https://www.google.com/imgres?imgurl=https://www.medicoverhospitals.in/wp-content/uploads/2019/08/Gout-A-form-of-Arthritis-1024x546-1024x438.jpg&imgrefurl=https://www.medicoverhospitals.in/gouty-arthritis-gout/&tbid=m63GzaNXIIPdFM&vet=1&docid=riCwVzfIO-8TUM&w=1024&h=438&q=Gout
96	https://www.bing.com/images/search?q=Down%27s+Syndrome&qft=+&itl=imagesize-medium&FORM=IRFLTR
96	https://4.bing.com/images/search?q=Aesthetic+Dentistry&qft=+&itl=photo-transparent+&itl=imagesize-large&FORM=IRFLTR
95	https://blogs.cornell.edu/advancedrevenuemanagement12/2012/03/27/internet-cafe-in-asia-3/comment-page-2/
94	https://www.healthline.com/health-news/urinary-tract-infections-a-new-antibiotic-may-be-on-the-way-to-treat-utis
94	https://www.wikihow.com/Clear-Chest-Congestion
93	https://www.yandex.com/yandsearch?text=Shopping+Health+Conditions+and+Diseases+Urological+Disorders
93	https://www.mdpi.com/1420-3049/27/16/5327/htm
93	https://blog.ssa.gov/mens-health-and-social-security/comment-page-21/

Top Pages by Backlinks



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

URL	Backlinks
http://medicoverhospitals.in/	1,213
https://www.medicoverhospitals.in/	1,055
http://www.medicoverhospitals.in/	789
https://www.medicoverhospitals.in/medicine/nifedipine	532
https://www.medicoverhospitals.in/medicine/enalapril	483
https://www.medicoverhospitals.in/medicine/carvedilol	480
https://www.medicoverhospitals.in/medicine/bisoprolol	476
https://www.medicoverhospitals.in/medicine/hydralazine	467
https://www.medicoverhospitals.in/medicine/atenolol	463
https://www.medicoverhospitals.in/wp-content/uploads/2019/08/skin-rash...	435

Top Anchors by Backlinks



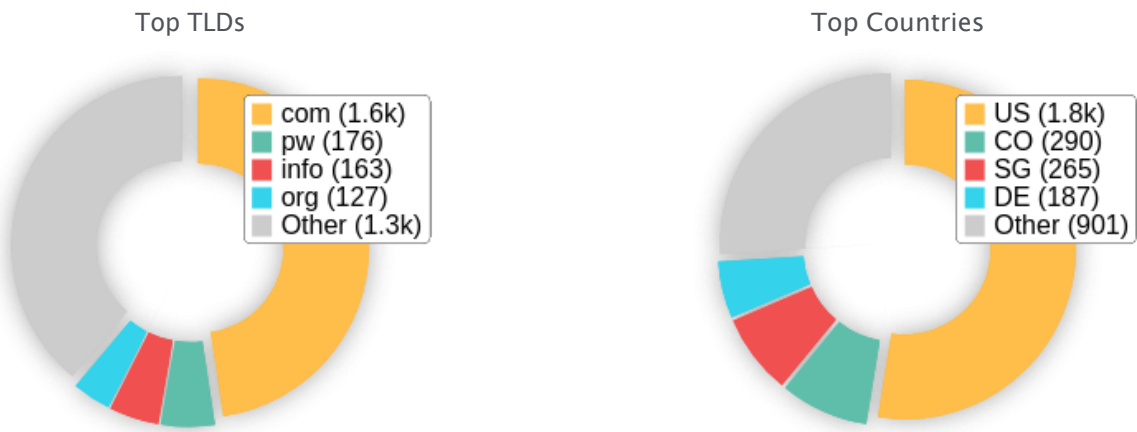
These are the top pieces of Anchor Text we found used to link to your site.

Anchor	Backlinks
Go Now	5,334
Six Possible Side Effects Of Vitamin B Overdose Medicover Hospitals	1,097
Nasik	814
Ashoka Medicover, Nasik	731
Click here	573
medicoverhospitals.in	481
www.medicoverhospitals.in	283
Go Health	249
https://www.medicoverhospitals.in/medicine/hydralazine	215

Top Referring Domain Geographies



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



On-Page Link Structure



We found 114 total links. 4% 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

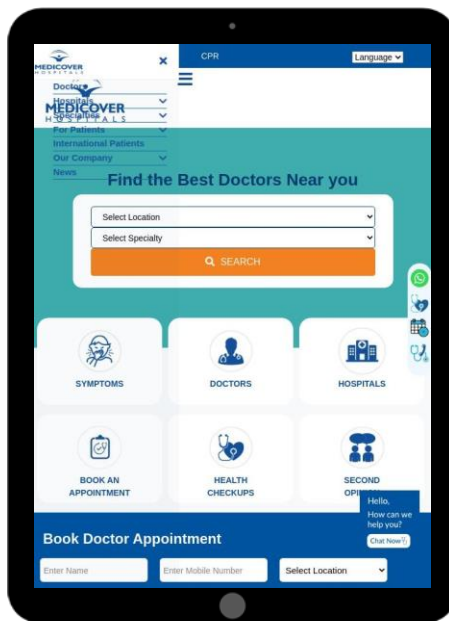
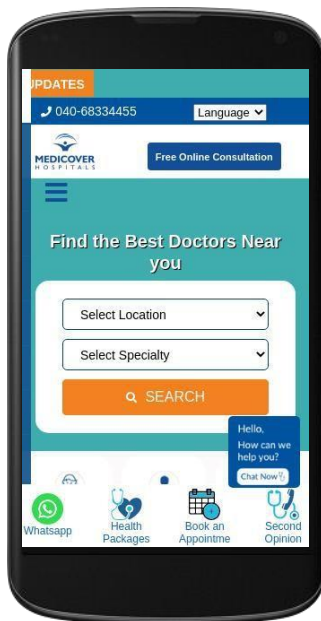


Your usability could be better

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

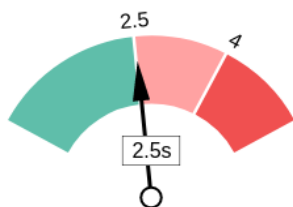
This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.



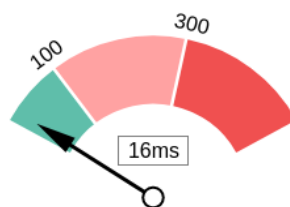
Google's Core Web Vitals

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

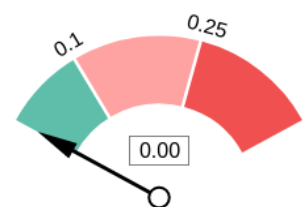
Largest Contentful Paint (LCP)



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	6.5 s		
Speed Index	14.3 s	Eliminate render-blocking resources	3.77 s
Largest Contentful Paint	7.9 s	Avoid multiple page redirects	0.63 s
Time to Interactive	12.3 s	Reduce unused JavaScript	0.49 s
Total Blocking Time	0.69 s	Initial server response time was short	0.16 s
Cumulative Layout Shift	0	Minify JavaScript	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.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	5.3 s		
Speed Index	7.2 s	Eliminate render-blocking resources	3.75 s
Largest Contentful Paint	12.5 s	Reduce unused CSS	0.56 s
Time to Interactive	6.7 s	Avoid multiple page redirects	0.19 s
Total Blocking Time	0.01 s	Initial server response time was short	0.15 s
Cumulative Layout Shift	0.004		

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

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 different 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



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.

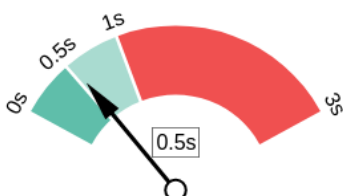
Page Speed Info

Your page loads slowly.

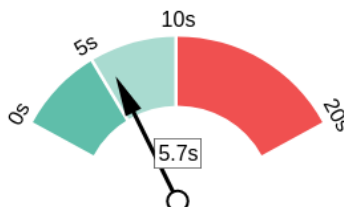


Page load speed is critical to ensuring good user experience and is becoming a more important ranking factor. Load speed can be impacted by a multitude of factors however and may need technical resources to investigate.

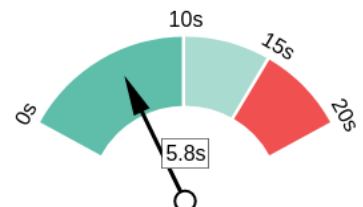
Server Response



All Page Content Loaded



All Page Scripts Complete



Download Page Size

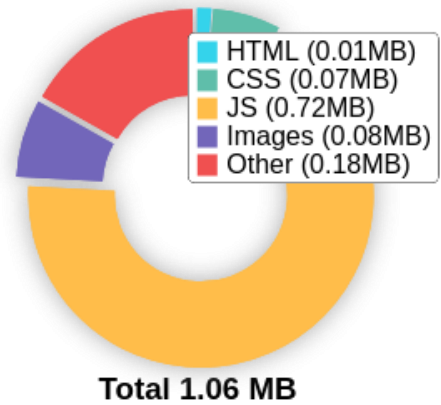
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



Download Page Size



Download Page Size Breakdown

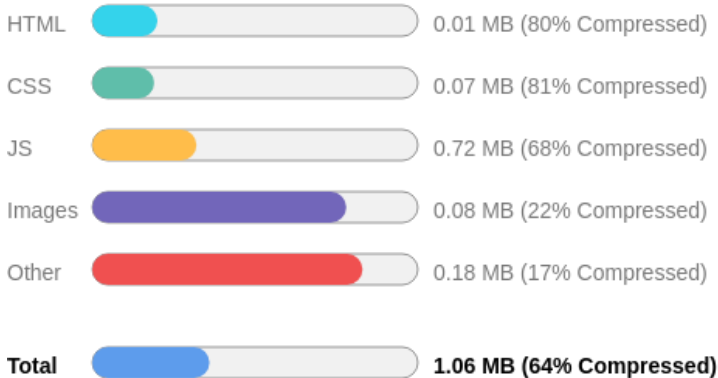


Website Compression (Gzip, Deflate, Brotli)

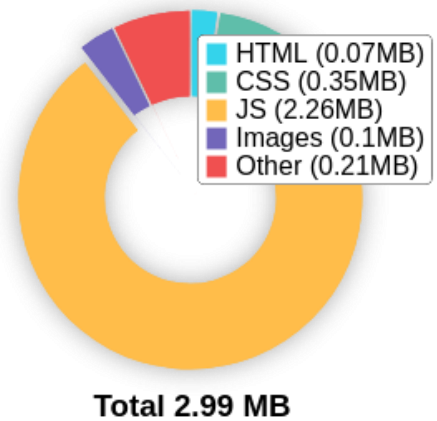
Your website appears to be using a reasonable level of compression.



Compression Rates

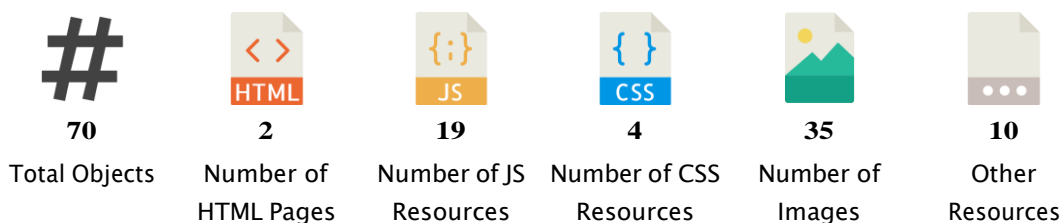


Raw Page Size Breakdown



Number of Resources

This check displays the total number of resources 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 reporting JavaScript errors during load.



This could indicate that some required functionality on your page is failing or scripts may have coding problems.

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

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



Minification

All your JavaScript and CSS files appear to be minified.



Deprecated HTML

Deprecated HTML tags have been found within your page.



These tags are no longer officially supported in modern web browsers, and hence are recommended to be removed as they could cause display issues.

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

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



64,400
Followers



14,488,405
View Count

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.



Medicover Hospitals main block

Google Business Profile Completeness

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



Address Opposite Cyber Gateway, lane besides Venk
Enclave, HITEC City, Hyderabad, Telangana

Phone +91 40 6833 4455

Site <https://www.medicoverhospitals.in/hospital-city/>

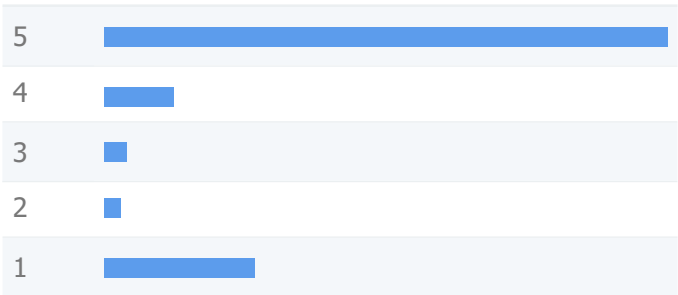
Google Reviews



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

4.1  258 reviews

Rating







Technology Results

Technology List



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

Technology	Version
 Apache HTTP Server	2.4.57
 Bootstrap	
 Font Awesome	
 Google Analytics	
 Google Tag Manager	
 HubSpot Analytics	
 jQuery	
 jQuery CDN	
 OpenSSL	1.0.2k
 PHP	7.2.34

Server IP Address



13.235.191.177

DNS Servers



dns1.cscdns.net
dns2.cscdns.net

Web Server



Apache/2.4.57 () OpenSSL/1.0.2k- ps



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

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