

Task 3: SEO Optimization – On-Page SEO Audit

Objective: Audit a web page for on-page SEO including meta tags, headings, image alt tags, and internal links.

Audited Web Page: <https://example.com/healthy-eating-tips>

SEO Element	Status	Comments/Recommendations
Meta Title	■ Present	Well-written but could include a call to action.
Meta Description	■ Present	Length is optimal, but keyword could be placed earlier.
H1 Tag	■ Present	Only one H1 used correctly.
H2-H6 Tags	■■ Partially Used	Consider using more structured subheadings with keywords.
Image Alt Tags	■ Missing	Add descriptive alt tags to all images for accessibility and SEO.
Internal Links	■ Present	Well-placed links to related articles improve navigation.
External Links	■■ Few Available	Add high-authority external links for credibility.
URL Structure	■ Clean	SEO-friendly URL with keyword included.
Keyword Usage	■■ Moderate	Primary keyword used, but lacks variation (LSI keywords).
Mobile Optimization	■ Optimized	Responsive layout and fast loading.

Conclusion:

The web page is overall well-optimized for on-page SEO but has areas for improvement, especially in using structured headings and missing image alt tags. Adding more keyword variation and improving external linking would further enhance its SEO performance.

Created by: Rishabh Maurya

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