Constant Contact
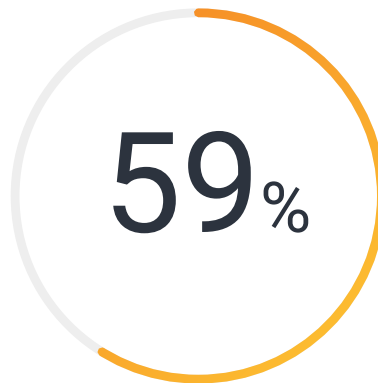
Results for **www.cbgroup.in** — April 2021

59%

Solid, you have the basic elements covered

📊 Insights

Insights are the starting point for your SEO strategy. You should keep an eye on the indicators you see in this section as they are key to evaluating your SEO success.

Your site appears in these search engines
Insights are the starting point for your SEO strategy.

G	**b**	**Y!**
⊘ Indexed!	⊘ Indexed!	⊘ Indexed!

What's your site's estimated traffic?
Based on our mighty indicators

Low

What's your global position?
Based on Alexa™

3,114,110

Your keyword rankings
We are tracking your keyword positions in search engines.

Keyword position in	Google	Bing	Yahoo!

Your keyword comparative
We are tracking your keyword positions in search engines

	Your site		Your competitors		
Keyword					

Site Review

Your site's size, speed, redirects, and error pages among other things included in this section, contribute to your visitors' experience. If these elements aren't optimized, not only will they leave your page, but your position in search engines can be affected.

What do you need to look at?

⊗ Fix duplicate webpage titles on your website

A webpage title is the text that you assign to the `<title>` tag, that appears on top of the document. Search engines pay a lot of attention to them and it is very important that your title is unique and descriptive.

Title: "**Career Bridge Group**", duplicated in 20 pages:

- /about
- /about/our_team
- /about/what_students
- /about/why_cbg
- /contact
- /contact/partner_with_us
- /contact/privacy_policy
- /events
- /hiring
- /home
- /live
- /partnerwithus
- /services
- /studycountries
- /studycountries/scholarshipcountries
- /studycountries/study_australia
- /studycountries/study_canada
- /studycountries/study_uk
- /studycountries/study_usa
- /studycountries/visacountries

⊗ Fix broken or dead links (Also known as 404 errors)

"Page not found" or 404 errors arise when a link leads to a non-existent page. You should aim to keep these to a minimum to avoid disappointing users.

Career Bridge Group http://www.cbgroup.in/

- Found one broken link to: **/index.html**

Career Bridge Group http://www.cbgroup.in/events

- Found 2 broken links to: **/index.html**

Career Bridge Group http://www.cbgroup.in/home

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⊗ Include the robots.txt file in your website

The robots.txt file does not impact directly on your traffic or your search rankings. However, it is useful in a healthy SEO strategy and important to understand how it instructs search engine robots in how to crawl the pages on your website.

⊗ Include a sitemap in XML format

A **sitemap** is an XML file that lists the URLs of your website along with additional metadata about each one (when it was last updated, how often it usually changes and how important it is compared to other URLs in the site) so that search engines can crawl the site more intelligently.

What have you done well?

- ✓ Make your website load faster

- ✓ Start using SSL/HTTPS

- ✓ Create a mobile enabled website

- ✓ Make sure that your mobile website loads quickly

- ✓ Fix programming related errors

- ✓ Make sure you're keeping your content fresh

- ✓ Avoid duplicate content

⌇ On-page Optimization

This is one of the most critical aspects of your site's optimization. The items in this section are helpful in sending traffic to your website because they act as summaries of your site content, helping your potential visitors to identify what it's about. Search engines focus a lot on a website's user experience on your site, and whether it seems built for people and not search engines.

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- ⊘ Avoid duplicate content

Mobile

A growing percentage of web traffic comes from mobile visitors. Having a website that looks good on mobile devices is an important part of your online strategy.

Is your site mobile enabled?

It looks like your site is optimized for mobile users.

YES

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★ Popularity

How popular is your site in terms of backlinks, their origin, top sources and competitor comparative data. Backlinks are links to your website from another site on internet.

We found

55

links to your site

From

21

different Websites

Top Websites linking to you
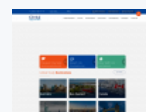
We are traking your keyword positions in search engines

Website domain	# of links
www.hotfrog.in	2
pearsonpte.com	1
www.crunchbase.com	1
in.viadeo.com	1
www.tees.ac.uk	1
www2.shu.ac.uk	1
www.salford.ac.uk	1

Show your competitors

We are traking your keyword positions in search engines

	Your site		**Your competitors**		
Links to your Website	55	15.58k	139	9,281	4.30M
Websites linking to you	21	548	63	1,518	7,103