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| **Website link** | **On page seo** | **Keyword ranking and distribution** | **Off page seo** | **usability** | remarks |
| https://www.myntra.com  Website audit by saumitra | 1.**Your page appears to be missing a meta description tag.**  **2. Your page has a H1 Tag**  **3. Your page is not making use of multiple levels of Header Tags ,example –H2,H3,H4,H5,H6**  **4.your page is not using the canonical tag**  **5. You do not have any images missing Alt attributes on your page.**  **6. Your website appears to have a robots.txt file.**  [**http://www.myntra**](http://www.myntra)  7. **Your link URLs appear friendly (easily human or search engine readable**) | 1.**Your page's main keywords are not distributed well across the important HTML tags** | **You have a strong level of backlink activity to this page.**  **Backlink data provided by moz** | 1.**Your page is OK but could be more usable across devices.** | 1.You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.  \*\*You should add meta description tag for ranking  2.main keywords should also be distributed across tags such as title, meta tag and header tag for ranking  3. The Canonical Tag tells Search Engines the primary URL of a page. Google recommends all pages specify a Canonical.so you should add canonical tag for your page.  4. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).  \*\* It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources. |
| https://www.tnu.in/ | 1.Your on page seo could be better.  2. **Your page appears to be missing a meta description tag.**  **3. Your page is not making use of Hreflang attributes**.  4. **Your page does not have an H1 Header Tag.**  **5. Your page is making use multiple levels of Header Tags.**  **H2,H3,H4,H5,H6**  **6. Your page has a good level of textual content, which will assist in it's ranking potential.**  **7.your page using canonical tag**  **8.your website appears to robot..txt file** | 1. **Your page's main keywords are not distributed well across the important HTML tags**. | 1**.You have a strong level of backlink activity to this** page. | 1.Your uasability needs improvement. | 1.you should use metadescription tag and h1 tag.  2. main focusing keyword should be distributed across tags such as meta,header tag and title  3.your page should be optimized for mobile and tablet because most of web traffic comes from these sources  \*\* your performance could be better.  **\*\*A general rule is to keep your page under 5MB in total file size.**  **\*\*Your page appears to include images which are poorly optimized.properly formatting images can have impact on page load performance.**  **\*\*Your page is reporting JavaScript errors during load** |
| https://www.edngroup.com/ | 1 .Your on page SEO is good.  2 .You page has meta descriptin , header tag  3 .Your page is making use multiplle level of header tag , H2 ,H3 ,H4, H5, H6 | **1.Your page's main keywords are not distributed well across the important HTML tags.**  **2. Your page has a low volume of text content which search engines can interpret as 'thin content'.**  **3. You have images on your page that are missing Alt attributes.alt etributes helps to rank in image search result**  **4.your page is not use canonical tag** | **1. You have a reasonably weak level of backlink activity to this page.**  **2. Some of your link URLs do not appear friendly to humans or search engines.** | 1.Your uasability needs improvement | 1. main focusing keyword should be distributed across tags such as meta,header tag and title  2. You shuld use higher text content for ranking.  3. **We would recommend making URLs as readable as possible by reducing length, file names, code strings and special character**.  4. You should add canonical tag  5. your page should be optimized for mobile and tablet because most of web traffic comes from these sources  6**. 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.** |
| https://www.webisdom.com/ | 1 .your on page SEO is good  2. your page does not have an H1 header tag | **1.Your page's main keywords are distributed well across the important HTML tags.**  **2. . You have images on your page that are missing Alt attributes.alt etributes helps to rank in image search result** | **1. You have a strong level of backlink activity to this page.** | Your usability could be better. Your page is ok but could be more usable across device | 1 .You should use H1 header tag for ranking.  2**. 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**.  3. .your page should be optimized for mobile and tablet because most of web traffic comes from these sources  4.\*\* your page loads slowly.looad speed is more important for ranking factor.  **Load speed can be impacted by a multitude of factors however and may need technical resources to investigate**.  5**.\*\* Your page is reporting JavaScript errors during load**.  6.\*\* **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.** |
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