

SEO ANALYSIS AND SUGGESTIONS FOR

Website: www.thebodyshop.in

BACKLINKS

www.thebodyshop.in	Back links Google
Back links	971k

Analysis:

The Body Shop has 10k+ Backlinks, include many low-to-medium authority links, directory submissions, and non-contextual references. The beauty/personal care niche is highly competitive.

Suggestions:

Conduct **influencer + PR campaigns** that include blog posts and review articles, not only social shoutouts.

Collaborate with **dermatologists, sustainability blogs, and ingredient-science writers** for trusted backlinks

Keywords in HTML Headings

www.thebodyshop.in	Headings
Headings on the pages	H1-1 , H2-8 , H3-25 , H4-0 , H5-0

Analysis:

The website typically uses 1 H1 (good), but may have too many H3 tags due to product listings and banners.

Suggestions:

Ensure one strong H1 per page with keyword intent (e.g., “Best Vegan & Cruelty-Free Skincare Products”).

Meta-Title Attributes

www.thebodyshop.in	Page Title
Page Title	Cruelty-Free & Beauty Products

Analysis:

The title is relevant but wide-ranging; may not be fully optimized for newer commercial keywords.

Suggestions:

Add category-level keyword variations to internal pages.

Meta Description Attributes

www.thebodyshop.in	Meta Description
Meta Description on homepage	Buy Cruelty Free Beauty Products from The Body Shop India

Analysis:

Descriptions are present but often not optimized for search intent, and sometimes truncated.

Suggestions:

Rewrite meta descriptions for

emotional + keyword impact:

Shop vegan, cruelty-free skincare and body care for all skin types. Explore top-selling body butters, cleansers, haircare & fragrances from The Body Shop India.

Meta Keywords Attributes

www.thebodyshop.in	Meta Keywords
Meta Keywords on homepage	N/A

Analysis:

Meta keywords: Not present (expected, as they are outdated).

Suggestion:

Not essential, but can be used for internal tagging if needed.

Image Alt Attributes

www.thebodyshop.in	Alt Attributes
Alt Attributes	No of Static images on the website-26 No of images missing alt attributes-4

Analysis:

Out of 26 images, 4 are missing ALT text.

This negatively affects ranking and accessibility.

Suggestion:

- Add descriptive ALT texts for all images
- Include product keywords naturally.
- Avoid keyword stuffing.

Website Page Speed Score

Website	Page Speed Score by Google-Desktop	Page Speed Score By Google-Mobile
www.thebodyshop.in	16/100	47/100

Analysis & Recommendations:

Mobile performance is a major issue due to heavy JS, large banners, and multiple product carousels.

Improve speed by:

Compressing and WebP converting images

Mobile Compatibility

Website	Status
www.thebodyshop.in	Yes,website is mobile friendly

Analysis & Recommendations:

The website is mobile friendly. However, the mobile speed is slow.

- Reduce heavy images and homepage banners
- Optimize product sliders
- Remove unused JS scripts
- Improve Core Web Vitals (CLS & LCP)

Technical Analysis

Features	Status
Custom 404 Page	NO
SEO Friendly URL	YES
Breadcrumbs on websites pages	NO
About,Contact and Privacy Policy Page	YES
HTML Errors	YES

Social SEO Status

Features	Status
Social media button on all page	YES
Facebook business page	YES
Pinterest business page	NO
Instagram page	YES
Linkedin business profile	YES
Twitter account	YES
Youtube channel	YES

Overall Website Analysis

Features	Status
WWW Resolve	YES
Google Sitemap	YES
Web Analytics	NO
Text/HTML Ratio	NO
Robots.txt	YES
Google Indexed Pages	YES
Bing Indexed Pages	NO

Overall Online Analysis

Features	Status
Schema Markup	YES
Open Graph Protocol	YES
Twitter Cards	YES
HTML Sitemap	NO
HTTPS	YES

Traffic Potential

Keywords	Avg monthly searches
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Best Body Wash	5000
shower gel	5000
best body wash for women	500
best body wash for dry skin	50000
best smelling body wash	5000
best moisturizing body wash	5000
best body wash for sensitive skin	50000
best mens body wash	500

best natural body wash	5000
best shower gel	5000
best shower gel for men	50000
best bath products	500
best exfoliating body wash	5000

Are you on Top 100 Ranking?

Keywords	Avg monthly searches
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Best Body Wash	1
shower gel	4
best body wash for women	7
best body wash for dry skin	1
best smelling body wash	5
best moisturizing body wash	9
best body wash for sensitive skin	2

best mens body wash	4
best natural body wash	3
best shower gel	4
best shower gel for men	100
best bath products	100
best exfoliating body wash	100