SEO Analysis Report

URL: https://amazon.in

Primary Keyword: None

Report Generated: 2025-10-16 12:46:18

# Overall SEO Score

Score: 60/100

The current SEO score is 60, indicating room for improvement in keyword optimization, content quality, and readability.

## Score Breakdown

* Keyword Optimization: 40/100
* Content Quality: 50/100
* Readability: 60/100
* Technical Seo: 70/100

# Business Goal Alignment

Alignment Score: 70/100

## Strengths

* established brand
* clear product focus
* defined target audience

## Gaps to Address

* lack of primary keyword
* insufficient content optimization

## Strategic Recommendations

* conduct keyword research
* optimize content for target keywords

# Priority Actions

* CRITICAL: add a primary keyword to the page and optimize content
* HIGH: fix technical issues (broken links, image optimization) and improve website navigation

# Conversion Optimization

* add clear calls-to-action (CTAs) to product pages
* improve product page loading speed
* enhance user experience with responsive design

# Issues Found

* ⚠️ Title too long
* ❌ No <h1> tag found

# Suggested Fixes

* Shorten to 50-60 characters (current: 98)
* Add H1 tag with primary keyword

# Meta Tags

Title: Online Shopping site in India: Shop Online for Mobiles, Books, Watches, Shoes and More - Amazon.in (98 characters)

Meta Description: Amazon.in: Online Shopping India - Buy mobiles, laptops, cameras, books, watches, apparel, shoes and e-Gift Cards. Free Shipping & Cash on Delivery Available. (158 characters)

# Keyword Analysis

Primary Keyword: None

Keyword Density: 0%

Keyword Relevance Score: 0/100

Top Keywords: off, amazon, great, indian, festival, see, home, storage, ram, starting

# Content Metrics

Word Count: 1715

Quality Score: 46.6/100

H1 Count: 0

H2 Count: 23

H3 Count: 1

# Readability Analysis

Score: 56.7/100

Grade Level: Fairly Difficult (10th-12th grade)

# Technical SEO

Page Size: 576.73 KB

Response Time: 0.66 seconds

Mobile Viewport: No

Schema Markup: No

Open Graph Tags: Yes

# Title Tag Suggestions

1. 1. Shop Online in India - Amazon.in
2. 2. Online Shopping India - Amazon
3. 3. Amazon.in: Online Shopping for Mobiles, Books, and More

# Meta Description Suggestions

1. 1. Shop online in India at Amazon.in. Buy mobiles, laptops, cameras, books, and more. Free shipping and cash on delivery available.
2. 2. Online shopping in India made easy at Amazon.in. Explore a wide range of products and get free shipping and cash on delivery.
3. 3. Discover the best online shopping experience in India at Amazon.in. Buy now and get free shipping and cash on delivery.

# Content Improvements

* add header tags (h1, h2, h3) to structure content
* increase keyword density to 1-2%
* improve content readability to 70/100

# Technical Fixes

* add a primary keyword to the page
* optimize images with alt tags and descriptive text
* fix broken links and improve website navigation