SEO ANALYSIS AND SUGGESTIONS FOR

Website: www.dotandkey.com

Back Links

www.dotandkey.com	Back Links Google
Back Links	13k

Analysis:

Dot & Key has **13,000+** backlinks, showing strong visibility. However, many links appear low–medium quality, and the skincare niche is highly competitive.

Suggestion:

- Build **high-authority editorial backlinks** from beauty magazines, dermatology blogs, and review sites.
- Focus on **contextual links**, not sidebar/footer links.
- Run **influencer PR with blog backlinks**, not only social posts.

Keywords in HTML Headings

www.dotandkey.com	Headings
Headings on the page	H1- 0, H2 – 6, H3 –22, H4 –0, H5 –0, H6 –0

Analysis:

H1 tags: 0, H2: 6, H3: 22

A missing H1 tag on the homepage is a major SEO issue. The website uses multiple H3s but lacks proper heading hierarchy.

Suggestion:

- Add **one SEO-rich H1.**
- Reduce excessive H3 usage and use descriptive headings for product sections.

Meta-Title Attributes

www.dotandkey.com	Page title
Page title	Dot & Key: Natural & Clinically Proven Skin Care Products

Analysis:

Current title: *"Dot & Key: Natural & Clinically Proven Skin Care Products"*

It is optimized but can be improved for keyword richness and CTR.

Suggestion:

- Add stronger primary keywords + value points, such as: **"Dot & Key Skincare – Best Serums, Moisturizers & Dermatologically Tested Products"**
- Keep title 55–60 characters.

Meta Description Attributes

www.dotandkey.com	Meta Description
Meta Description on the homepage	Explore natural & clinically proven skincare solutions at Dot & Key. Say goodbye to skin issues with our gentle yet effective products

Analysis:

The description is present but simple and lacks emotional triggers and strong keywords.

Suggestion:

Rewrite with stronger benefits + keywords: **"Shop natural, clinically proven skincare for glowing, healthy skin. Explore serums, moisturizers, sunscreens & more designed for all skin concerns."**

Meta Keywords Attributes

www.dotandkey.com	Meta keywords
Meta keywords on the homepage	N/A

Analysis:

No meta keywords found. (Not mandatory, but still useful for internal tagging.)

Suggestion:

Add meta keywords for internal organization

Image Alt Attributes

www.dotandkey.com	Alt Attributes
Alt Attributes on the page	No. of static images on the website- 48 No. of images missing alt attributes – 23

Analysis:

Out of 48 images, **23 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.dotandkey.com	52/100	36/100

Analysis and Recommendation:

The website is **slow on both mobile and desktop**, especially mobile. This impacts ranking and conversions.

Improve speed by:

1. Compressing images
2. Minifying CSS & JS
3. Using lazy loading
4. Implementing CDN caching
5. Reducing script-heavy animations

Mobile Compatibility

Website	Status
www.dotandkey.com	Yes, website is mobile-friendly

Analysis and Recommendation:

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
Breadcrumb on website pages	No
About, Contact and Privacy Policy Page	Yes
HTML Errors	Yes

Social SEO Status

Features	Status
Social media buttons on all page	Yes
Facebook business page	Yes
Pinterest business page	Yes
Instagram Page	Yes
LinkedIn Business Profile	Yes
Twitter account	Yes
YouTube channel	Yes
Website Blog	Yes
Is Social Media Profiles Well Managed?	Yes (except Pinterest and Twitter)

Overall Website Analysis

Features	Status
WWW Resolve	YES
Google Sitemap	YES
Web Analytics	YES
Text/HTML Ratio	0.72%
Robots.txt	Yes
Google Indexed Pages	32
Bing Indexed Pages	61

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
best eye cream	50000
best retinol serum	50000
best skin care products	50000
best eye cream for dark circles	50000
skin care products	50000
best hyaluronic acid serum	50000
best moisturizer for dry skin	50000
best wrinkle cream	50000
best skin care routine	50000

best night cream	50000
best moisturizer for oily skin	50000
best face serum	50000
best anti wrinkle cream	50000
best face moisturizer for dry skin	50000
best skin care for aging skin	50000

Are You on Top 100 Ranking?

Keywords	Ranking
best eye cream	14
best retinol serum	18
best skin care products	5

best eye cream for dark circles	17
skin care products	21
best hyaluronic acid serum	12
best moisturizer for dry skin	17
best wrinkle cream	Not In Top 100
best skin care routine	Not In Top 100
best night cream	2
best moisturizer for oily skin	4
best face serum	3
best anti-wrinkle cream	Not In Top 100
best face moisturizer for dry skin	15
best skin care for aging skin	Not In Top 100

Competitors Analysis

	Dot & key www.dotandkey.com	Deconstruct thedeconstruct.in	Foxtale foxtale.in	Simple www.simpleskincare.in
Traffic Rank	Global rank: 28,978 Rank in India: 2,144	Global rank: 77,927 Rank in India: 5,474	Global rank: 12,907 Rank in India: 1,031	Global rank: 386,148 Rank in India: 34,796
Domain Authority	46	24	32	26
Page Authority	46	39	41	40
Total Backlinks	13k	1.5k	4.1k	1.9k
No. Of Keywords Visibility	11	8	4	8
Google Indexed Pages	35	31	33	30

Bing Indexed Pages	61	60	61	59

Competitors Analysis – Page Specific Metrics

	Dot & key www.dotandkey.com	Deconstruct https://thedeconstruct.in/	Foxtale https://foxtale.in/	Simple https://www.simpleskincare.in/
Domain Authority	46	24	32	26
Page Authority	46	39	41	40
Spam Score	1%	1%	6%	4%

Total links	6,540	1,042	1,602	1,290
% of total links, external + follow	21%	20%	19%	44%
External, followed links	1,381	212	310	568
Internal, followed links	4,328	718	1,069	422
External, no followed links	831	112	223	300
Internal, no followed links	0	0	0	0

Total linking domains	1,052	178	251	256
Followed linking domains	698	96	152	116

Competitors Analysis – Root Domain Metrics

	Dot & key www.dotandkey.com	Deconstruct thedeconstruct.in	Foxtale foxtale.in	Simple www.simpleskincare.in
Domain Authority	46	24	32	26
Spam Score	1%	1%	6%	4%

Total links	69,252	40,278	63,068	33,651
% of total links, external + follow	9%	6%	3%	7%
External, followed links	5,905	2,256	1,763	2,464
Internal, followed links	60,689	36,651	60,543	30,311
External, no followed links	2,658	1,033	762	876
Internal, no followed links	0	338	0	0

Total linking domains	2,144	940	1,082	1,084
Followed linking domains	1562	737	805	832

Global rank ⓘ

📅 Aug 2025 - Oct 2025   🌐 Worldwide

Domain	Rank
& dotandkey.com	#28,978
foxtale.in	#12,907
thedeconstruct.in	#77,927
simpleskincare.in	#386,148

Country rank ⓘ

📅 Aug 2025 - Oct 2025   🇮🇳 India

Domain	Rank
& dotandkey.com	#2,144
foxtale.in	#1,031
thedeconstruct.in	#5,474
simpleskincare.in	#34,796

Industry rank ⓘ

In 🧍 Lifestyle/Beauty and Cosmetics

Domain	Rank
& dotandkey.com	#187
foxtale.in	#67
thedeconstruct.in	#599
simpleskincare.in	#3,999