Website ANALYSIS

https://jobfinder247.co.za/



|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Title Tags | Present (Need to Optimize) | |  | |  |
| Meta Description | Present (Need to Optimize) | |  | |  |
| H1, H2 Tags / Headings | Need to Optimize | |  | |  |
| Robots.txt | Present | |  | |  |
| XML Sitemap | Present | |  | |  |
| Image Alt Tag | Not present | |  | |  |
| Google Webmaster Code | Not Present (in source code) | |  | |  |
| Google Analytics Code | Present | |  | |  |
| HTTPS Test | Great, using a secure server (HTTPS) | |  | |  |
| Speed Test (gtmetrix.com) | Speed Score – D (58%) | |  | |  |
| Dead links (deadlinkchecker.com) | Resolved | |  | |  |
| 301 Redirection | Resolved | |  | |  |
| W3C Validator Errors | Resolved | |  | |  |
| Text to HTML Ratio | 8% | |  | |  |
| 404 Error | Need to Resolved | |  | |  |
| Mobile Friendly Test | The page is Mobile Friendly | |  | |  |
| URL Structure | All URLs are SEO Friendly |  | | | | |
| Duplicate Content Issue | Not Found | |  | |  |
| Underscores in the URLs | You are not using underscores in URLs | | |  | |
| Favicon | Present | | |  | |
| Blog on Website | Not present | | |  | |
| Social Media Presence | Not Present | | |  | |
| Google and Bing Places | Listed on Both | | |  | |

**12 issues with duplicate Meta Title**

With duplicate Meta titles, you end up with pages that appear the same to users browsing search results. Having two pages compete for the same terms is confusing to Google and will only harm your rankings. It’s also confusing to users who may skip over a page that may have solved their problem and benefited them.

https://jobfinder247.co.za/category/education-jobs/

https://jobfinder247.co.za/tag/education-jobs/

https://jobfinder247.co.za/category/insurance-jobs/

https://jobfinder247.co.za/tag/insurance-jobs/

https://jobfinder247.co.za/category/internships/

https://jobfinder247.co.za/tag/internships/

https://jobfinder247.co.za/category/it-jobs/

https://jobfinder247.co.za/tag/it-jobs/

https://jobfinder247.co.za/category/training-jobs/

https://jobfinder247.co.za/tag/training-jobs/

https://jobfinder247.co.za/category/university-jobs/

https://jobfinder247.co.za/tag/university-jobs/

**9 page has less text within the Meta Title (below 30 characters)**

If your title is very short, you may be missing an opportunity to get descriptive in your meta titles. Using high-quality titles on your web pages is important, but titles must be descriptive. Titles below 30 characters or 50 characters, it doesn't matter. But for better optimization, we can use important keywords in the Title.

https://jobfinder247.co.za/contact-us/

https://jobfinder247.co.za/category/life/

https://jobfinder247.co.za/2021/11/01/shoprite/

https://jobfinder247.co.za/2021/11/01/kfc/

https://jobfinder247.co.za/2022/07/05/2236/

https://jobfinder247.co.za/2021/11/01/pep-store/

https://jobfinder247.co.za/2021/11/01/mr-price/

https://jobfinder247.co.za/2021/11/02/505/

https://jobfinder247.co.za/2021/11/01/pick-n-pay/

**117 pages have too much text within the Meta Title (over 65 characters)**

If your title is too long, search engines may cut it off—adding an ellipsis ("...")—and could end up not displaying important words. Google typically displays the first 50-60 characters of a title tag.

https://jobfinder247.co.za/

https://jobfinder247.co.za/2023/02/28/a-marketing-intern-is-needed-for-wits-university-in-2023-remuneration-r3500-to-r8000/

https://jobfinder247.co.za/page/3/

https://jobfinder247.co.za/2023/02/28/when-should-you-pick-up-your-sassa-grant-payments/

https://jobfinder247.co.za/2023/02/28/when-will-nsfas-shoot-first-payments-for-university-and-college-students-2023/

https://jobfinder247.co.za/page/52/

https://jobfinder247.co.za/page/2/

https://jobfinder247.co.za/2023/02/28/flexible-iu-online-degrees-are-available-at-any-time-and-from-any-location-without-sacrificing-quality-flexible-iu-online-degrees-are-available-at-any-time-and-from-any-location-without-sacrificing-q/

https://jobfinder247.co.za/2023/02/28/reasons-why-tourism-in-south-africa-is-a-great-idea/

https://jobfinder247.co.za/author/admin/page/52/

https://jobfinder247.co.za/author/admin/page/2/

https://jobfinder247.co.za/2023/02/16/r350-social-distress-srd-grant-is-set-for-increase/

https://jobfinder247.co.za/2021/02/04/parity-software-full-stack-software-developer/

https://jobfinder247.co.za/2021/03/02/240/

https://jobfinder247.co.za/page/51/

https://jobfinder247.co.za/2023/02/26/south-african-police-services-is-hiring-general-workers-with-grade-10-salary/

https://jobfinder247.co.za/2021/02/04/stellenbosch-university-junior-librarian-learning-and-training/

https://jobfinder247.co.za/2023/02/03/national-defence-force-military-skills-development-system-application-forms/

https://jobfinder247.co.za/2023/02/12/are-you-available-for-sales-learnership-stipend-r4050-energy-at-work-projects-is-hiring/

https://jobfinder247.co.za/2022/05/19/university-of-johannesburg-2023-late-application/

https://jobfinder247.co.za/page/4/

https://jobfinder247.co.za/2023/02/27/how-can-a-business-reap-the-benefits-of-appointing-a-contract-lawyer/

https://jobfinder247.co.za/page/5/

https://jobfinder247.co.za/2022/07/12/educator-assistant-general-school-assistant-opportunities/

<https://jobfinder247.co.za/2023/02/26/sita-learnership-for-2023-grade-10-12-or-abet-level-4/>

https://jobfinder247.co.za/2021/02/15/mistakes-you-didnt-know-you-were-making-in-your-cv/

https://jobfinder247.co.za/2023/02/26/7-tips-from-experts-in-painting-and-decorating/

https://jobfinder247.co.za/2021/01/28/united-nations-internship-human-rights-southern-africa-region-temporary/

https://jobfinder247.co.za/2023/02/28/when-are-the-lunchtime-and-teatime-results-posted/

https://jobfinder247.co.za/author/admin/page/3/

https://jobfinder247.co.za/2021/01/28/epiroc-pty-ltd-junior-it-technician-end-user-support/

https://jobfinder247.co.za/2021/01/30/lancet-laboratories-admin-clerk-data-capturer/

https://jobfinder247.co.za/page/50/

https://jobfinder247.co.za/2021/03/01/pep-store-is-hiring-empangeni-zululand-area/

https://jobfinder247.co.za/2021/03/02/shoprite-usave-and-checkers-2021-job-opportunities/

https://jobfinder247.co.za/page/7/

https://jobfinder247.co.za/2022/05/19/the-university-of-venda-univen-2023-application/

https://jobfinder247.co.za/page/48/

https://jobfinder247.co.za/author/admin/page/5/

https://jobfinder247.co.za/2021/01/28/dis-chem-pharmacies-dispensary-support-mall-55-store/

https://jobfinder247.co.za/2022/12/16/jane-furse-hospital-nursing-school-application-admission-requirements/

https://jobfinder247.co.za/page/49/

https://jobfinder247.co.za/author/admin/page/4/

https://jobfinder247.co.za/2021/02/15/how-to-communicate-effectively-in-your-workplace/

https://jobfinder247.co.za/2023/02/26/how-to-invest-in-real-estate-with-no-money-down/

https://jobfinder247.co.za/2021/01/28/worley-global-service-desk-technical-analyst-l3/

https://jobfinder247.co.za/2022/12/16/malamulele-hospital-nursing-school-application/

https://jobfinder247.co.za/2023/02/26/highest-paying-jobs-in-south-africa-with-earnings-up-to-r6-million-a-year/

<https://jobfinder247.co.za/2023/02/26/desired-outfits-to-look-attractive-at-parties-that-you-can-buy/>

https://jobfinder247.co.za/2023/02/26/everything-you-need-to-know-about-twitter-marketing-this-year-2023/

https://jobfinder247.co.za/2021/02/04/premier-human-capital-corporation-branch-manager-wanted/

https://jobfinder247.co.za/author/admin/page/51/

https://jobfinder247.co.za/2021/02/15/six-reasons-why-your-cv-is-getting-no-response/

https://jobfinder247.co.za/2021/01/28/network-recruitment-junior-analyst-fixed-income-currencies-re5-accounting-degree/

https://jobfinder247.co.za/author/admin/page/50/

https://jobfinder247.co.za/2021/02/18/step-by-step-instructions-to-get-a-job-without-a-degree/

https://jobfinder247.co.za/2022/12/16/voortrekker-hospital-nursing-school-application/

https://jobfinder247.co.za/2022/04/27/department-of-public-works-and-infrastructure-cleaners/

https://jobfinder247.co.za/page/6/

https://jobfinder247.co.za/2023/02/25/the-benefits-of-using-a-personal-loan-for-a-down-payment-on-a-house/

https://jobfinder247.co.za/2022/12/16/tshilidzini-hospital-nursing-school-application/

https://jobfinder247.co.za/2022/12/16/st-ritas-hospital-nursing-school-application/

https://jobfinder247.co.za/2022/04/10/limpopo-department-of-health-and-social-development-vacanciesgeneral-workers-x200/

https://jobfinder247.co.za/2022/10/17/admin-sales-position-hiring-no-working-experience-required/

https://jobfinder247.co.za/2022/12/16/maphutha-malatji-hospital-nursing-school-application/

https://jobfinder247.co.za/2022/12/15/details-of-mbongolwane-hospital-nursing-school-application-2023/

https://jobfinder247.co.za/2022/12/16/details-of-limpopo-college-of-nursing-application-2023/

https://jobfinder247.co.za/author/admin/page/6/

https://jobfinder247.co.za/2022/12/15/details-of-mseleni-hospital-nursing-school-application-2023/

https://jobfinder247.co.za/2022/04/14/cleaners-bottling-wanted-apply-before-2022-04-25/

https://jobfinder247.co.za/2022/04/25/now-hiring-matriculants-no-experience-needed/

https://jobfinder247.co.za/page/8/

<https://jobfinder247.co.za/2022/09/06/examination-assistant-quality-assurers-x1524/>

https://jobfinder247.co.za/2022/04/27/department-of-infrastructure-development-driver-messenger/

https://jobfinder247.co.za/2022/09/13/drivers-license-learnership-2022-50-learnerships/

https://jobfinder247.co.za/2022/12/15/details-of-rietvlei-hospital-nursing-school-application-2023/

https://jobfinder247.co.za/2022/07/07/coca-cola-beverages-south-africa/

https://jobfinder247.co.za/page/9/

https://jobfinder247.co.za/2022/04/25/south-african-police-service-saps-trainee-2022-all-provinces/

https://jobfinder247.co.za/2022/12/15/details-of-bethesda-hospital-nursing-school-application-2023/

https://jobfinder247.co.za/2022/12/15/details-of-mosvold-hospital-nursing-school-application-2023/

https://jobfinder247.co.za/2022/12/16/details-of-elim-hospital-nursing-school-application-2023/

https://jobfinder247.co.za/author/admin/page/49/

https://jobfinder247.co.za/2022/12/15/details-of-st-aidans-hospital-nursing-school-application-2023/

https://jobfinder247.co.za/2022/07/19/department-of-education-assistant-examination-2022-2023/

https://jobfinder247.co.za/2022/12/16/details-of-donald-fraser-hospital-nursing-school-application-2023/

https://jobfinder247.co.za/2022/12/16/details-of-ds-w-f-knobel-hospital-nursing-school-application-2023/

https://jobfinder247.co.za/2021/02/18/the-most-effective-method-to-write-a-riveting-sales-letter-that-closes-sales/

https://jobfinder247.co.za/2022/12/15/details-of-church-of-scotland-hospital-nursing-school-application-2023/

https://jobfinder247.co.za/2022/12/16/details-of-dr-machupe-mphahlele-memorial-nursing-school-application-2023/

https://jobfinder247.co.za/author/admin/page/48/

https://jobfinder247.co.za/2022/04/29/transnet-is-looking-for-general-workers-x12/

https://jobfinder247.co.za/2022/12/16/details-of-dilokong-hospital-nursing-school-application-2023/

https://jobfinder247.co.za/2022/04/19/general-worker-unitrans-supply-chain-solution/

https://jobfinder247.co.za/page/46/

https://jobfinder247.co.za/author/admin/page/7/

https://jobfinder247.co.za/2022/08/23/shop-assistants-p27-maximum-27hrs-per-week-tibane-centre-1593/

<https://jobfinder247.co.za/2022/12/15/details-of-seshego-hospital-nursing-school-application-2023/>

https://jobfinder247.co.za/page/47/

https://jobfinder247.co.za/2022/12/15/details-of-manguzi-hospital-nursing-school-application-2023/

https://jobfinder247.co.za/2021/11/06/government-printing-works-internship-opportunities-2021/

https://jobfinder247.co.za/page/11/

https://jobfinder247.co.za/2022/12/15/butterworth-hospital-nursing-school-application-free/

https://jobfinder247.co.za/2022/04/18/truworths-pwd-stores-learnership/

https://jobfinder247.co.za/2022/12/09/did-you-know-that-pep-store-is-hiring-pep-part-time-sales-assistant-apply-now/

https://jobfinder247.co.za/2022/04/19/tvet-college-invites-unemployed-applicants-to-apply-for-12-months-learnership-programme-2022/

https://jobfinder247.co.za/2022/12/09/transnet-construction-assistant-job-necessities-grade-ten-or-high-no-expertise/

https://jobfinder247.co.za/2022/04/28/sewer-pump-stations-general-worker-x6-12-months-fixed-term-contract/

https://jobfinder247.co.za/2022/12/15/details-of-hlabisa-hospital-nursing-school-application-2023/

https://jobfinder247.co.za/2022/09/13/shop-assistant-and-cashiers-wanted-x5-clicks/

https://jobfinder247.co.za/author/admin/page/8/

https://jobfinder247.co.za/author/admin/page/47/

https://jobfinder247.co.za/page/10/

https://jobfinder247.co.za/2022/12/15/details-of-iris-marwick-hospital-nursing-school-application-2023/

https://jobfinder247.co.za/2022/12/15/details-of-ceza-hospital-nursing-school-application-2023/

https://jobfinder247.co.za/2022/08/19/department-of-higher-education-cleaners-x11-posts/

https://jobfinder247.co.za/2022/12/09/department-of-higher-education-and-training-cleaner-cleaning-services-x7-posts/

**282 Pages doesn’t have Meta Descriptions**

Similar to the title tag, the Meta description tag gives you the ability to show potential visitors what your page is about before they click. Think of the Meta description as ad space. In 150-160 characters or less, you need to convince someone that your page is more valuable than the other results nearby.

https://jobfinder247.co.za/privacy-policy/

https://jobfinder247.co.za/category/university-jobs/

https://jobfinder247.co.za/category/training-jobs/

https://jobfinder247.co.za/category/retail-jobs/

https://jobfinder247.co.za/category/uncategorized/

https://jobfinder247.co.za/2023/02/28/when-should-you-pick-up-your-sassa-grant-payments/

https://jobfinder247.co.za/category/university-applications/

https://jobfinder247.co.za/2023/02/28/reasons-why-tourism-in-south-africa-is-a-great-idea/

https://jobfinder247.co.za/contact-us/

https://jobfinder247.co.za/author/admin/

https://jobfinder247.co.za/2023/02/25/social-relief-of-distress-grantsassa-srd/

https://jobfinder247.co.za/author/admin/page/52/

https://jobfinder247.co.za/2021/01/28/1life-claims-administrator/

https://jobfinder247.co.za/2021/11/12/internship-opportunity-zopco-services-sa/

https://jobfinder247.co.za/author/admin/page/2/

https://jobfinder247.co.za/2023/02/16/r350-social-distress-srd-grant-is-set-for-increase/

https://jobfinder247.co.za/2021/02/04/parity-software-full-stack-software-developer/

https://jobfinder247.co.za/2021/03/02/240/

https://jobfinder247.co.za/2021/02/04/temporary-administration-assistant/

https://jobfinder247.co.za/2021/02/04/stellenbosch-university-junior-librarian-learning-and-training/

https://jobfinder247.co.za/category/uncategorized/page/2/

https://jobfinder247.co.za/2022/04/29/teaching-general-assistants-posts/

https://jobfinder247.co.za/2023/02/03/national-defence-force-military-skills-development-system-application-forms/

https://jobfinder247.co.za/2021/02/04/north-west-university-junior-lecturer-wanted/

<https://jobfinder247.co.za/category/uk-49s-lunchtimeteatime/>

https://jobfinder247.co.za/2023/02/12/are-you-available-for-sales-learnership-stipend-r4050-energy-at-work-projects-is-hiring/

https://jobfinder247.co.za/2022/05/19/university-of-johannesburg-2023-late-application/

https://jobfinder247.co.za/2023/02/27/how-can-a-business-reap-the-benefits-of-appointing-a-contract-lawyer/

https://jobfinder247.co.za/2023/02/03/sassa-declined-appeal/

https://jobfinder247.co.za/category/uncategorized/page/37/

https://jobfinder247.co.za/2022/04/29/hungry-lion-hiring-permanent-workers/

https://jobfinder247.co.za/category/uncategorized/page/3/

https://jobfinder247.co.za/2021/02/04/finleys-recruitment-receptionist-wanted/

https://jobfinder247.co.za/2022/07/12/educator-assistant-general-school-assistant-opportunities/

https://jobfinder247.co.za/2023/02/03/how-to-submit-r350-grant-appeals/

https://jobfinder247.co.za/2021/03/04/pep-12-month-internship-for-graduates/

https://jobfinder247.co.za/category/human-resources/

https://jobfinder247.co.za/2021/02/15/mistakes-you-didnt-know-you-were-making-in-your-cv/

https://jobfinder247.co.za/2021/02/04/triggerise-back-end-engineer-wanted/

https://jobfinder247.co.za/2021/01/29/university-of-the-free-state-intern/

https://jobfinder247.co.za/2021/02/15/importance-of-spelling-and-grammar/

https://jobfinder247.co.za/2021/02/18/be-the-best-boss-you-can-be/

https://jobfinder247.co.za/category/latest-opportunity/

https://jobfinder247.co.za/2023/02/26/7-tips-from-experts-in-painting-and-decorating/

https://jobfinder247.co.za/2023/02/27/comprehensive-overview-of-money-markets/

https://jobfinder247.co.za/2021/01/28/united-nations-internship-human-rights-southern-africa-region-temporary/

https://jobfinder247.co.za/2021/02/15/improving-your-chances-of-getting-hired/

<https://jobfinder247.co.za/2022/05/19/north-west-university-nwu-2023-application/>

https://jobfinder247.co.za/category/retail-jobs/page/2/

https://jobfinder247.co.za/author/admin/page/3/

https://jobfinder247.co.za/2021/01/28/epiroc-pty-ltd-junior-it-technician-end-user-support/

https://jobfinder247.co.za/category/assistant/

https://jobfinder247.co.za/2022/05/19/university-of-pretoria-2023-applications/

https://jobfinder247.co.za/2021/01/30/lancet-laboratories-admin-clerk-data-capturer/

https://jobfinder247.co.za/2021/02/15/how-to-write-a-great-cover-letters/

https://jobfinder247.co.za/2021/03/01/pep-store-is-hiring-empangeni-zululand-area/

https://jobfinder247.co.za/2021/02/04/geotech-software-developer-c-net-sql/

https://jobfinder247.co.za/2021/01/30/nedbank-systems-administrator/

https://jobfinder247.co.za/2021/03/02/shoprite-usave-and-checkers-2021-job-opportunities/

https://jobfinder247.co.za/2022/05/19/the-university-of-venda-univen-2023-application/

https://jobfinder247.co.za/2022/07/13/x400-call-centre-agents/

https://jobfinder247.co.za/tag/education-jobs/

https://jobfinder247.co.za/2021/11/03/become-a-sperm-donor/

https://jobfinder247.co.za/2023/01/12/traffic-police-apply-now/

https://jobfinder247.co.za/2021/02/15/how-to-negotiate-a-better-deal/

https://jobfinder247.co.za/tag/1life-jobs/

https://jobfinder247.co.za/category/finance-jobs/

https://jobfinder247.co.za/2022/12/16/warmbath-hospital-nursing-school-application/

https://jobfinder247.co.za/tag/it-jobs/

https://jobfinder247.co.za/category/uncategorized/page/36/

https://jobfinder247.co.za/tag/junior-lecturer-jobs/

https://jobfinder247.co.za/2021/03/01/jobs-at-mcdonalds/

https://jobfinder247.co.za/author/admin/page/5/

https://jobfinder247.co.za/2021/01/28/dis-chem-pharmacies-dispensary-support-mall-55-store/

https://jobfinder247.co.za/2022/12/16/jane-furse-hospital-nursing-school-application-admission-requirements/

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https://jobfinder247.co.za/tag/united-nations-jobs/

https://jobfinder247.co.za/tag/university-jobs/

https://jobfinder247.co.za/2022/08/31/grant-administrators-x10new/

https://jobfinder247.co.za/tag/finleys-recruitment-jobs/

https://jobfinder247.co.za/author/admin/page/4/

https://jobfinder247.co.za/tag/shoprite-jobs/

https://jobfinder247.co.za/tag/administration-assistant-jobs/

https://jobfinder247.co.za/2021/02/15/tips-to-face-the-employment-agency-and-win/

https://jobfinder247.co.za/2022/12/16/siloam-hospital-nursing-school-application/

https://jobfinder247.co.za/2021/02/27/sassa-vacancies-2021/

https://jobfinder247.co.za/tag/pep-jobs/

https://jobfinder247.co.za/tag/librarian-jobs/

https://jobfinder247.co.za/2021/02/15/how-to-communicate-effectively-in-your-workplace/

https://jobfinder247.co.za/2023/02/18/toyota-learner-maintenance-apply/

https://jobfinder247.co.za/tag/parity-software-jobs/

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https://jobfinder247.co.za/2021/11/01/kfc/

https://jobfinder247.co.za/tag/insurance-jobs/

https://jobfinder247.co.za/category/uncategorized/page/35/

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https://jobfinder247.co.za/2023/02/26/highest-paying-jobs-in-south-africa-with-earnings-up-to-r6-million-a-year/

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**9 pages have too much text within the Meta Descriptions (over 156characters)**

Meta descriptions can be any length, but search engines generally truncate snippets longer than 156-160 characters—adding an ellipsis ("...")—and could end up not displaying important words.

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https://jobfinder247.co.za/2023/02/27/maintain-a-healthy-sexual-life-with-ed/

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**27 pages have less text within the Meta Descriptions (below 70 characters)**

The character length for the first line of the description has been extended to 100 characters. If your Meta description is under 100 characters, then it will be reduced to only one line of text. Basically, this means that the search result for that page will take up less space, and be less visible to searchers, ultimately lowering your click-through rate.

For the pages with Meta descriptions of fewer than 100 characters, lengthening them should be a priority.

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**1 page missing the H1 tag**

Heading tags are missing from your website. The H1 and H2 tags are the most important heading tag because it’s the highest level of the heading tags hierarchy which indicates what your specific page is about. Search engines generally give this tag more weight over other headings.

<https://jobfinder247.co.za/2022/07/05/2236/>

**33 Image Missing ALT Text**

“Alt text” is a snippet of text that is used to define the images you are using on your website. Search engines can’t understand images, but they do understand the text. And “alt text” for an image helps the search engines understand what the image is all about. It should be relevant, short, catchy, and concise.

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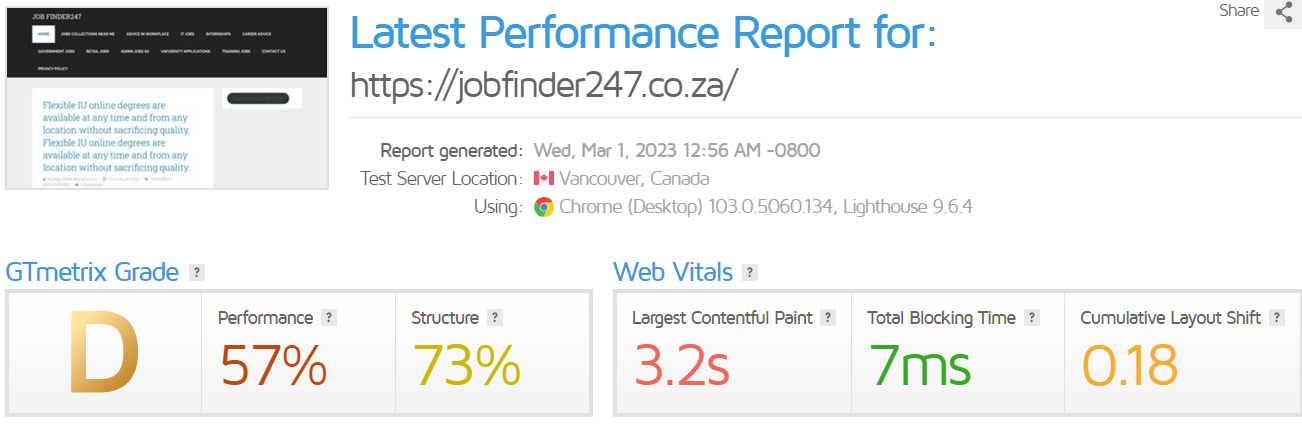
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**Google webmaster code**

Google Webmaster Tools Code is not installed on the website’s source code. Google Webmaster Tools provides you with detailed reports about your website’s visibility on Google. It also tells you about the main keywords which are getting ranked on Google. To get started, simply add and verify your site, and you will start to see information right away within 24-48 hours.

**Website Speed Score**

The website loading speed score is D (58%). We can work on optimizing it more. Having a slow-loading website can be frustrating, and can lead to less traffic visiting your site.



**Blog section is not present**

A blog section is not found on the website. Blogging is good for SEO because it helps with a number of things that are important ranking factors. When you have a blog that will be updated regularly with blog posts that are high quality and on topics relevant to your audience.

**Text to Html Ratio**

The Text to HTML ratio on your website home page is **8%** low Text to HTML ratio indicates little content for search engines to index. We consider it to be good practice to have a Text to HTML ratio of at least 10% and ideally above 20%.

**Social link missing**

All fast-growing social media channels like Facebook, Twitter, Pinterest,

Instagram, YouTube, and LinkedIn are not present on the website. These social

networks are generally used for generating traffic for a website.

**CONCLUSION**

The whole idea is to get an insight into the website in terms of On Page to achieve better performance for our SEO and enhance the visibility in Google SERP.