



SEO Audit of Blog

LOOKING BACK ONCE AGAIN

Presented By Ushmita Dutta

Website

<https://ushmitadutta.blogspot.com/>

Current Status of the Blog

History of Domain Name

Seo Audit

Website Load Time

Plagiarism Check

Broken Links

Keyword Presence

Usability

Large Description/Title

Social Media Presence

Recommendation For Title Tag

Other SEO Details



OVERVIEW



History of Domain Name

via Whois Record


Whois Record for BlogSpot.com

— Domain Profile

Registrant Org	Google LLC
Registrant Country	us
Registrar	MarkMonitor, Inc. MarkMonitor Inc. IANA ID: 292 URL: http://www.markmonitor.com Whois Server: whois.markmonitor.com abusecomplaints@markmonitor.com (p) 12083895770
Registrar Status	clientDeleteProhibited, clientTransferProhibited, clientUpdateProhibited, serverDeleteProhibited, serverTransferProhibited, serverUpdateProhibited
Dates	7,613 days old Created on 2000-07-31 Expires on 2021-07-31 Updated on 2020-06-29
Name Servers	NS1.GOOGLE.COM (has 15,486 domains) NS2.GOOGLE.COM (has 15,486 domains) NS3.GOOGLE.COM (has 15,486 domains) NS4.GOOGLE.COM (has 15,486 domains)

	NS3.GOOGLE.COM (has 15,486 domains) NS4.GOOGLE.COM (has 15,486 domains)
Tech Contact	—
IP Address	142.251.33.73 - 6 other sites hosted on this server
IP Location	 - Washington - Seattle - Google
ASN	 AS15169 GOOGLE, US (registered Mar 30, 2000)
Domain Status	Registered And Active Website
IP History	252 changes on 252 unique IP addresses over 15 years
Registrar History	4 registrars
Hosting History	1 change on 2 unique name servers over 17 years

— Website

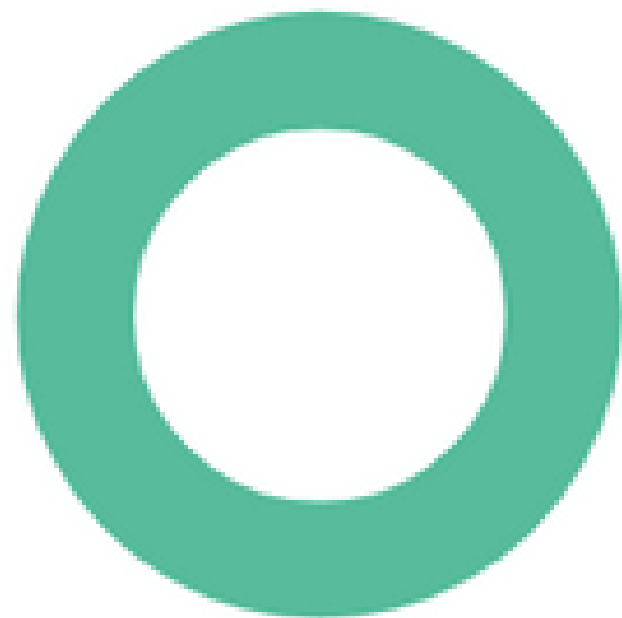
Website Title	 301 Moved
Server Type	sffe
Response Code	301
Terms	383 (Unique: 272, Linked: 32)
Images	42 (Alt tags missing: 0)
Links	16 (Internal: 14, Outbound: 0)

SEO AUDIT

Content Insights

Plagiarism Check

via (Duplichecker)



0%

100%



Plagiarism



Unique

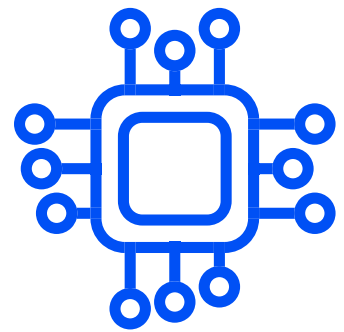
Start New Search

To check plagiarism in photos click here

Reverse Image Search

SEO AUDIT

Keyword Presence



LOCAL SEARCH RESULTS

Page 2 last headline of 11,000 results

(0.67)- Ushmita Dutta

Page 1 - 2nd rank out of 5,61,000 results

(0.50 seconds) - Ushmita Dutta Blogspot

via Google



KEYWORDS

Corona, masks, pre-corona, n-95
masks, board games, ludo, chess,
news, blogs, people



KEYWORD

RECOMMENDATION

<input type="checkbox"/>	●	quarantine time	Website traffic-Search-1	Ad group 1	Eligible	Broad match	—	
<input type="checkbox"/>	●	14 day quarantine	Website traffic-Search-1	Ad group 1	Eligible	Broad match	—	
<input type="checkbox"/>	●	how to self quarantine	Website traffic-Search-1	Ad group 1	Eligible	Broad match	—	
<input type="checkbox"/>	●	quarantine day	Website traffic-Search-1	Ad group 1	Eligible	Broad match	—	
<input type="checkbox"/>	●	[how to quarantine]	Website traffic-Search-1	Ad group 1	Eligible	Exact match	—	
<input type="checkbox"/>	●	when does quarantine end	Website traffic-Search-1	Ad group 1	Eligible	Broad match	—	
<input type="checkbox"/>	●	what day of quarantine is it	Website traffic-Search-1	Ad group 1	Eligible	Broad match	—	

<input type="checkbox"/>	●	how long is quarantine going to last	Website traffic-Search-1	Ad group 1	Eligible	Broad match	—	
<input type="checkbox"/>	●	how long have we been in quarantine	Website traffic-Search-1	Ad group 1	Eligible	Broad match	—	
<input type="checkbox"/>	●	how to quarantine at home	Website traffic-Search-1	Ad group 1	Eligible	Broad match	—	
<input type="checkbox"/>	●	how long is quarantine	Website traffic-Search-1	Ad group 1	Eligible	Broad match	—	
<input type="checkbox"/>	●	how long quarantine	Website traffic-Search-1	Ad group 1	Eligible	Broad match	—	
<input type="checkbox"/>	●	when to self quarantine	Website traffic-Search-1	Ad group 1	Eligible	Broad match	—	
<input type="checkbox"/>	●	how long to quarantine	Website traffic-Search-1	Ad group 1	Eligible	Broad match	—	
<input type="checkbox"/>	●	how long do you have to	Website traffic-Search-1	Ad group 1	Eligible	Broad match	—	

via Google Ads

LARGE DESCRIPTION/ TITLES

HTML HEADER

Title Tag

You have a title tag of optimal length (between 10 and 70 characters).

Looking Back Once Again

Length : 23



Meta Description Tag

Your page appears to be missing a meta description tag. A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.



via SEOptimer

RECOMMENDATION FOR TITLE TAG

*Personal Blog, Corona times, blog on corona times, life in lockdown,
new things in this quarantine*

Sitemap

XML Sitemaps

Your website appears to have an XML sitemap.

<https://ushmitadutta.blogspot.com/sitemap.xml>



Robots

Robots.txt

Your website appears to have a robots.txt file.

<http://ushmitadutta.blogspot.com/robots.txt>



Alt Texts

Image Alt Attributes

You have images on your page that are missing ALT attributes.

We found 28 images on your page and 25 of them are missing the attribute.

Show details



via SEOptimer



1 BACKLINK PRESENT

(VIA BACKLINK WATCH)

WEBSITE LOAD TIME

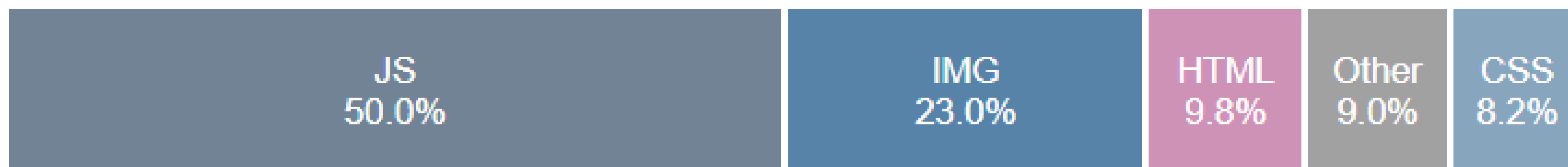
3.5s

Fully Loaded Time

Total Page Size - 2.38MB



Total Page Requests - 122



HTML JS CSS IMG Video Font Other

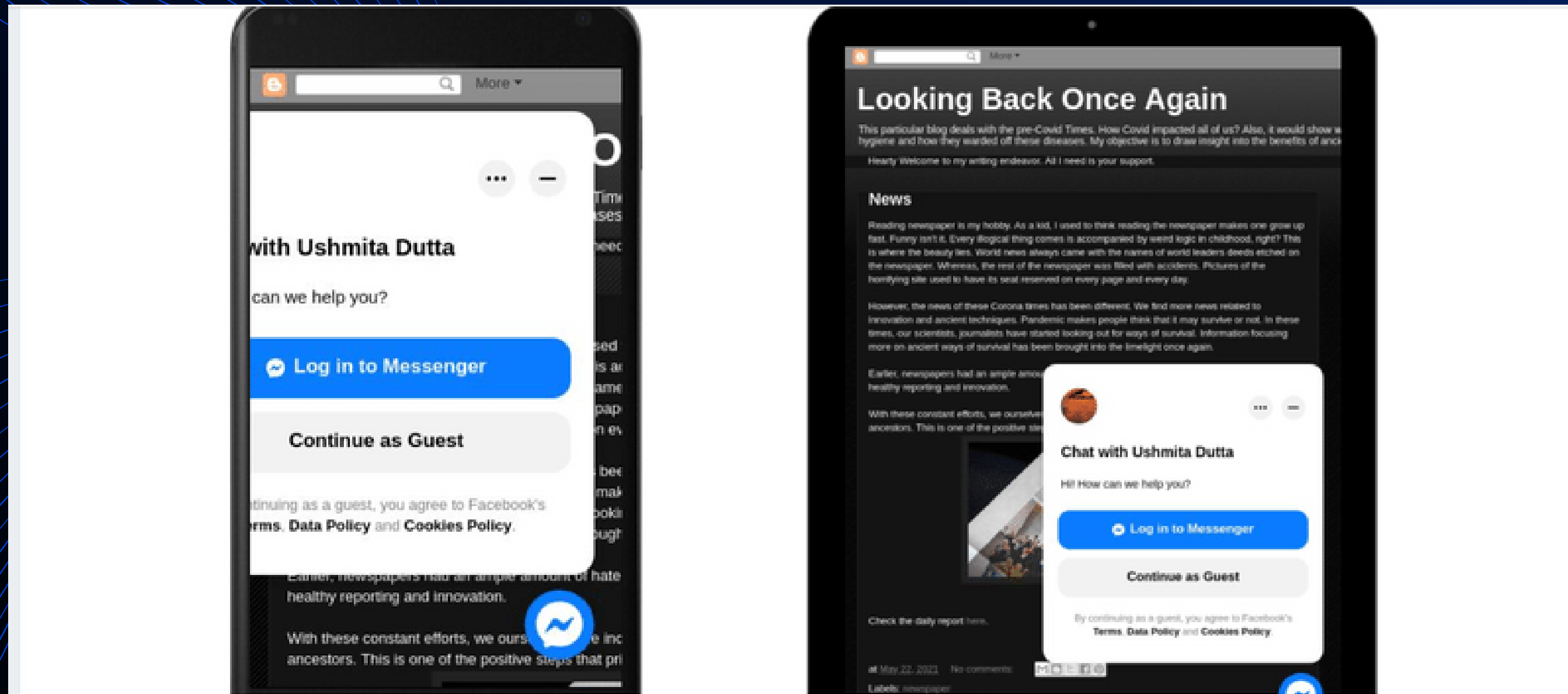
via GTMetrix

BROKEN LINKS

Internal	External	Security	Response Codes	URL	Page Titles	Meta Description	Meta Keywords	H1	H2	Content
Client Error (4xx)				Export	Search...					
Address							Content Type			
No data										
Selected Cells: 0 Filter Total: 0										

via Screaming Frog

Usability



via SEOptimer

SOCIAL MEDIA PRESENCE

A series of thin, white, wavy lines that flow from the left side of the image towards the center, creating a sense of movement and depth.

The page has Facebook Plugin
Instagram bio has the website in
description



INTEGRATIONS → DONE

Google Analytics
Search Console
Google Ads
Google Adsense
Heatmap

GOOGLE ANALYTICS

Goal Completion Location	Goal Completions	% Goal Completions
/2021/05/masks.html?m=1	1	<div></div> 25.00%
/2021/05/news.html	1	<div></div> 25.00%
/2021/05/news.html?m=1	1	<div></div> 25.00%
/p/thank-you_24.html?m=1	1	<div></div> 25.00%

GOOGLE SEARCH CONSOLE



URL is available to Google, but has issues

If it gets indexed and selected as canonical, it could appear in Google Search results. However, some issues prevent it from being eligible for all enhancements. [Learn more](#)

[VIEW TESTED PAGE](#)

[Page changed?](#) [REQUEST INDEXING](#)



Availability

URL can be indexed



GOOGLE ADSENSE

⚠ You need to fix some things to use AdSense

We've found policy violations on <http://ushmitadutta.blogspot.com> that are preventing your site from being approved:

- Valuable Inventory: No content

We do not allow monetisation where there is no content.

- No content includes placeholder content for sites or apps under construction.

For more information, review the following resources:

- [Make sure that your site has unique content and a good user experience](#)
- [Policy tips for creating high quality sites \(part 2\)](#)
- [Webmaster quality guidelines](#)

GOOGLE ADS

Campaigns				
	Cost	Clicks	CTR	
Website traffic-Search-1	₹0.00	0	0.00%	
Brand awareness and reach-Display-2	₹0.00	0	0.00%	
Video Skippable - 2021-06-02	₹0.00	0	0.00%	
Website traffic-Display-1	₹0.00	0	0.00%	
Website traffic-Display-3	₹0.00	0	0.00%	
ALL CAMPAIGNS		1 / 2		

Set up conversion tracking

Start tracking your website conversions

A conversion action is something valuable to your business that people do after interacting with your ads. [Learn more](#)

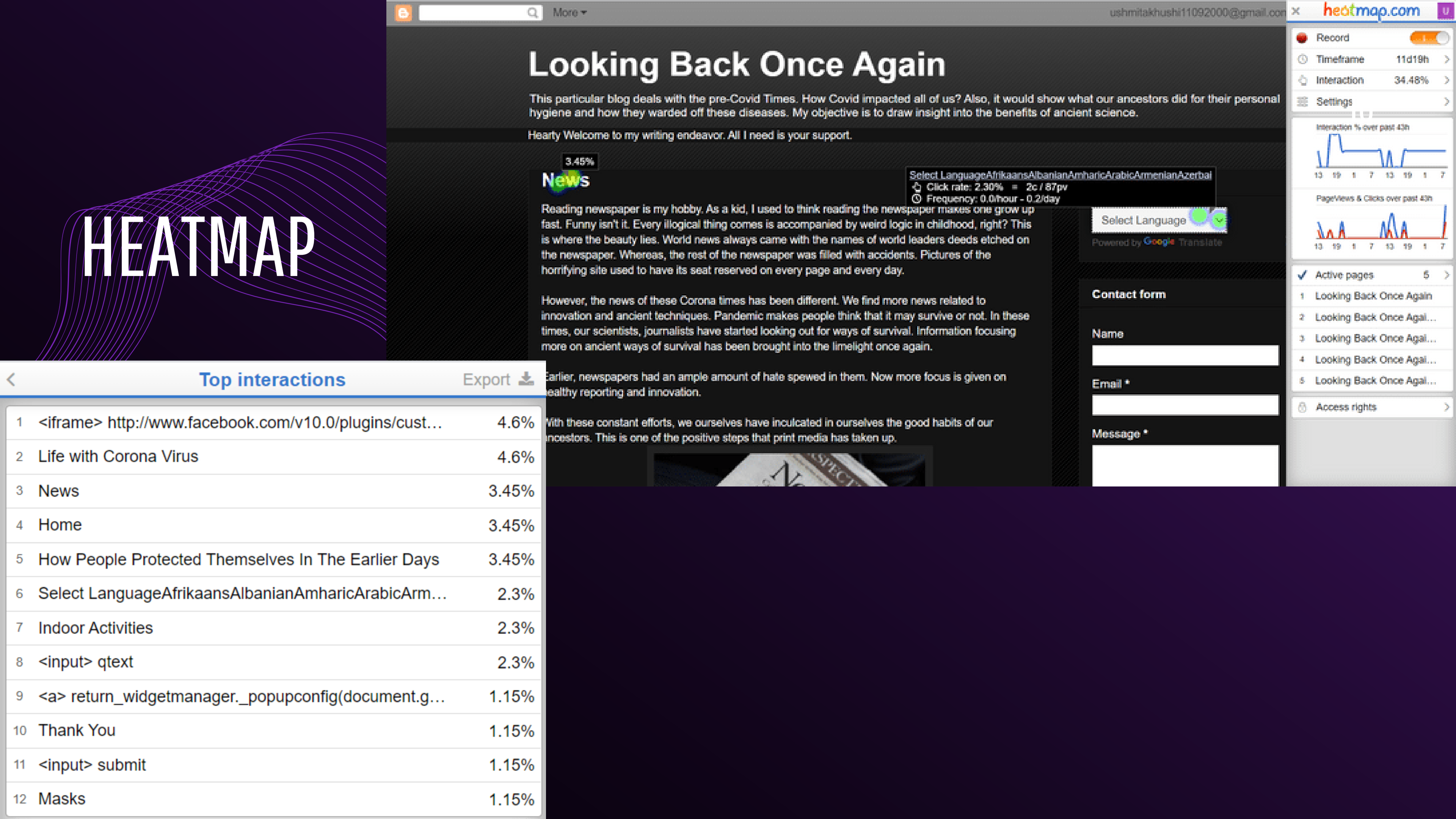
Select the action that you'd like to track Select

CREATE CONVERSION ACTION

[MANAGE CONVERSIONS](#)

Search keywords				
	Cost	Clicks	CTR	
quarantine time	₹0.00	0	0.00%	
14 day quarantine	₹0.00	0	0.00%	
how to self quarantine	₹0.00	0	0.00%	
quarantine day	₹0.00	0	0.00%	
[how to quarantine]	₹0.00	0	0.00%	
KEYWORDS		1 / 10		

Search ads				
Website traffic-Search-1				Ad group 2
Life with Corona Virus Looking Back Once Again oximetry				
ushmitadutta.blogspot.com				
Measuring blood oxygen saturation. Practice yoga to increase oxygen level.				
The Filmy Glasses				
Ad	Impressions	Clicks	CTR	
Enabled	0	0	0.00%	
ALL SEARCH ADS		ALL EXTENSIONS		



HEATMAP

Looking Back Once Again

This particular blog deals with the pre-Covid Times. How Covid impacted all of us? Also, it would show what our ancestors did for their personal hygiene and how they warded off these diseases. My objective is to draw insight into the benefits of ancient science.

Hearty Welcome to my writing endeavor. All I need is your support.

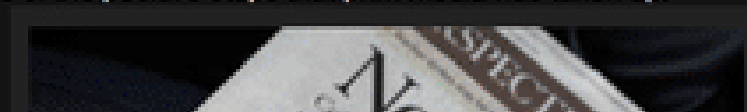
News

Reading newspaper is my hobby. As a kid, I used to think reading the newspaper makes one grow up fast. Funny isn't it. Every illogical thing comes is accompanied by weird logic in childhood, right? This is where the beauty lies. World news always came with the names of world leaders deeds etched on the newspaper. Whereas, the rest of the newspaper was filled with accidents. Pictures of the horrifying site used to have its seat reserved on every page and every day.

However, the news of these Corona times has been different. We find more news related to innovation and ancient techniques. Pandemic makes people think that it may survive or not. In these times, our scientists, journalists have started looking out for ways of survival. Information focusing more on ancient ways of survival has been brought into the limelight once again.

Earlier, newspapers had an ample amount of hate spewed in them. Now more focus is given on healthy reporting and innovation.

With these constant efforts, we ourselves have inculcated in ourselves the good habits of our ancestors. This is one of the positive steps that print media has taken up.



Select LanguageAfrikaansAlbanianAmharicArabicArmenianAzerbaijaniClick rate: 2.30% = 2c / 87pvFrequency: 0.0/hour - 0.2/day

Select LanguagePowered by Google Translate

Contact form

Name

Email *

Message *

Record ☐

Timeframe 11d18h

Interaction 34.48%

Settings

Interaction % over past 43h

PageViews & Clicks over past 43h

Active pages 5

Access rights

Top interactions

Export

1	<iframe> http://www.facebook.com/v10.0/plugins/cust...	4.6%
2	Life with Corona Virus	4.6%
3	News	3.45%
4	Home	3.45%
5	How People Protected Themselves In The Earlier Days	3.45%
6	Select LanguageAfrikaansAlbanianAmharicArabicArm...	2.3%
7	Indoor Activities	2.3%
8	<input> qtext	2.3%
9	<a> return_widgetmanager._popupconfig(document.g...	1.15%
10	Thank You	1.15%
11	<input> submit	1.15%
12	Masks	1.15%

Marketing Objectives/Milestones

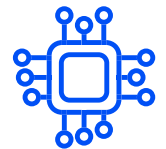
Strategy + Recommendations

Target Audience

Strategy

Overview

MARKETING OBJECTIVES



NO OF VISITS

Increase the blog visit by 100 in a month.

Increase follower by 50 counts in a month.

Increase the number of post count to 2 per week.



FOLLOWERS

Increase the follower count by 100 combined of Instagram and Facebook



SEO/SERP

Feature on the first page of Google Search Results.



SEO



ON PAGE

Optimization of Image tags

Inclusion of more relevant keywords

SEO → OFF-PAGE

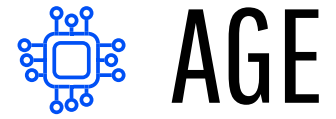
Submission in 20 different directories.



31. <http://www.blogrollcenter.com/>
32. <http://www.blogtopsites.com>
33. <http://www.blogsearch.com>
34. <http://blogswirl.com>
35. <http://blogville.us>
36. <http://blogrific.com>
37. <http://www.blogflux.com>
38. <http://www.blogdir.co.uk>
39. <http://blogsraiter.com>
40. <http://www.bloglisting.net>
41. <http://www.bocaiw.net>
42. <http://www.cipinet.com>
43. <http://www.cluboo.com>
44. <http://www.directoryseo.biz>
45. <http://www.freedirectorysubmit.com>

46. <http://www.freetoprunkdirectory.com>
47. <http://www.freewebsitedirectory.com/>
48. <http://www.findsites.net>
49. <http://fuelmyblog.com>
50. <http://www.gainweb.org>
51. <http://www.h-log.com>
52. <http://www.happal.com>
53. <http://www.highrankdirectory.com>
54. <http://homepageseek.com/>
55. <http://www.hottestblogs.com>
56. <http://www.infolistings.com>
57. <http://www.informationcrawler.com>
58. <http://www.jewana.com>
59. <http://www.linkpedia.net>
60. <http://www.linkroo.com>

TARGET AUDIENCE



People of all age groups



All genders



Almost all range of income



The blog caters to all types of interests but does not support any gambling, profanity, sensitive content or adult content.



People from all over the world.



WEB CONTENT

Review existing content for keyword presence

Ask for people's recommendation on upcoming posts



BLOG CONTENT

Search for newer topics every day.

Compile and generate one post after accumulating sufficient matter.

STRATEGY

Content

SEARCH CAMPAIGNS

Ad Groups

	Cost	Clicks	CTR
Ad group 1	₹0.00	0	0.00%
Ad group 2	₹0.00	0	0.00%
ALL AD GROUPS			

1 / 1

Keywords

ADD KEYWORD

	Cost	Clicks	CTR
quarantine time	₹0.00	0	0.00%
14 day quarantine	₹0.00	0	0.00%
how to self quarantine	₹0.00	0	0.00%
quarantine day	₹0.00	0	0.00%
[how to quarantine]	₹0.00	0	0.00%
KEYWORDS			

1 / 10

SEARCH CAMPAIGNS

● Enabled

Status: Eligible

Type: Standard

Close ^

About this ad group

Ad · ushmitadutta.blogspot.com

[Life with Corona Virus | Looking Back O...](#)

The travelling engineer

The Engineer's blog.

Example ad

< Ad 1 of 2 >

Active ads

2

Keywords

14 day quarantine, how long do i have to quarantine + 23 more

Negative keywords

how will lockdown end, peaceful lockdown

Ad extensions

Sitelink extension, Call extension

SEARCH CAMPAIGNS

● Enabled

Status: Eligible

Type: Standard

Close ^

About this ad group

Ad · ushmitadutta.blogspot.com

[Virtual World | Looking Back Once Agai...](#)

People Say It Is Hard to Change Your Lif...

Blog of a geek.

Example ad

< Ad 2 of 2 >

Active ads

2

Keywords

14 day quarantine, how long do i have to quarantine + 23 more

Negative keywords

how will lockdown end, peaceful lockdown

Ad extensions

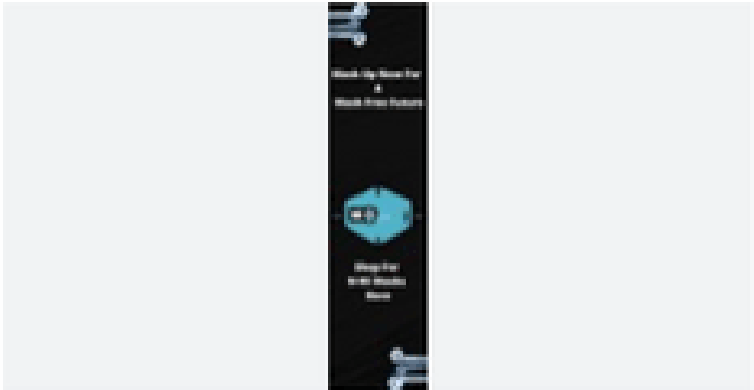
Sitelink extension, Call extension

DISPLAY CAMPAIGNS

Campaigns							
		Cost	▼	Clicks	▼	CTR	▼
●	Brand awareness and reach-Display-2	₹0.00		0		0.00%	
●	Website traffic-Display-1	₹0.00		0		0.00%	
●	Website traffic-Display-3	₹0.00		0		0.00%	
●	Brand awareness and reach-Display-4	₹0.00		0		0.00%	
ALL CAMPAIGNS				^ 1 / 1 ▼			

DISPLAY CAMPAIGNS

Ad groups



Ad group name

Ad group 1 for Display

Audiences

What they're actively researching or planning
Education Jobs


< Ad 1 of 3 >

[VIEW ALL ADS](#)

DISPLAY CAMPAIGNS

Ad groups

Mask On



<

Ad 2 of 3

>

[VIEW ALL ADS](#)

Ad group name


Ad group 1 for Display

Audiences

What they're actively researching or planning
Education Jobs

DISPLAY CAMPAIGNS

Ad groups



< Ad 3 of 3 >

VIEW ALL ADS

Ad group name	Ad group 1 for Display
Audiences	What they're actively researching or planning Education Jobs

VIDEO CAMPAIGN

1 Ad group



Brand Awareness Video Ad

Ad group name	Video Skippable - 2021-06-02
Ad group status	● Enabled
Ad group type	Skippable in-stream
Target CPM	₹11.00
Demographics	Age All Gender All Household income All Parental status All
Audiences	What their interests and habits are Shoppers, Health & Fitness Buffs, Beauty & Wellness, Lifestyles & Hobbies + 1 more What they're actively researching or

STRATEGY

Social Media Content

SOCIAL MEDIA ACCOUNTS



FACEBOOK

Reach personally.
Share Ideas.
Ask for reviews



INSTAGRAM

Post weekly
Stories
Live Session



YOUTUBE

Focus on more data

June 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31	1	2	3	4 Quotes GoodByes(Instagram) Time(Facebook)	5 World Environment Day related post on Twitter
6	7 Story (Instagram)	8	9	10 Quotes on Blessings(Instagram)	11 Quotes on Balloons(FB)	12
13	14	15	16 Childhood Days(FB)	17	18	19 Memories(Instagram)

It represents the schedule as to what and when I will post in my social media accounts.

20	21 Fire(FB)	22	23	24 Water(Instagram)	25	26
27 New Beginnings(FB)	28	29 Rain(Instagram)	30	1	2	3