

Website URL

Quick Audit

Options

Share

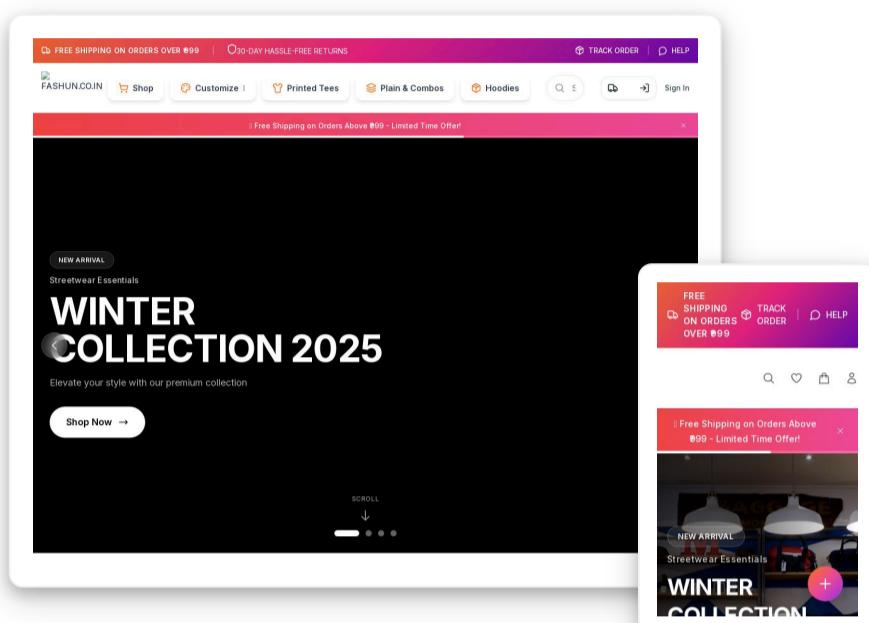
Download as PDF

## Audit Results for fashun.co.in



Your page could be better

Recommendations: 19



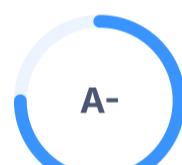
On-Page SEO



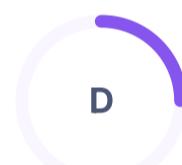
Links



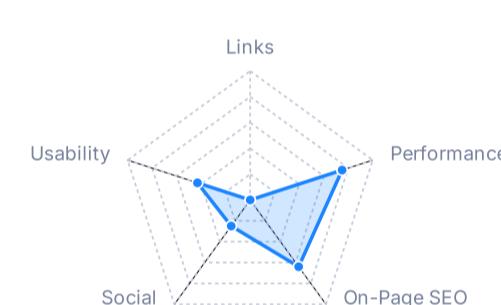
Usability



Performance



Social



Report Generated: 1 November 4:31PM UTC [Refresh Results Now](#)

## Improve Your Site With Our DIY SEO Tool

Review unlimited pages. Crawl your whole site for problems and get clear, easy to follow recommendations with guides for your CMS. Monitor your keyword rankings and get regular updates on your site's performance.

Helping Business Owners promote their websites the affordable way.

[Learn More - DIY SEO](#)

## Recommendations

### Execute a Link Building Strategy

Links

High Priority

### Implement a robots.txt File

On-Page SEO

Medium Priority

### Increase length of Title Tag



## Quick Audit



## On-Page SEO

Medium Priority

## Set a Mobile Viewport

Usability

Medium Priority

## Use your main keywords across the important HTML Tags

On-Page SEO

Low Priority

## Make use of HTTP/2+ Protocol

Performance

Low Priority

## Optimize for Mobile PageSpeed Insights

Usability

Low Priority

## Add a DMARC Mail Record

Other

Low Priority

## Add an SPF Mail Record

Other

Low Priority

## Implement an Analytics Tracking Tool

On-Page SEO

Low Priority

## Add Schema Markup

On-Page SEO

Low Priority

## Add Facebook Open Graph Tags

Social

Low Priority

## Add X Cards

Social

Low Priority

## Add Local Business Schema

Other

Low Priority

## Create and link an associated YouTube Channel

Social

Low Priority

## Create and link an associated LinkedIn Profile

Social

Low Priority

## Install a Facebook Pixel

Social

Low Priority

## Remove Inline Styles

Performance

Low Priority

## On-Page SEO Results



## Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

## Title Tag



You have a Title Tag, but ideally it should be between 50 and 60 characters in length (including spaces).



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**Meta Description Tag**

Your page has a Meta Description of optimal length (between 120 and 160 characters).

India's Hottest T-Shirt Brand! From Printed Tees to Oversized Hoodies - Premium Quality, Killer Designs, Unbeatable Vibes!

Length : 122

**SERP Snippet Preview**

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

FASHUN.CO.IN  
https://www.fashun.co.in

**FASHUN.CO.IN - Premium Streetwear**

India's Hottest T-Shirt Brand! From Printed Tees to Oversized Hoodies - Premium Quality, Killer Designs, Unbeatable Vibes!

**Hreflang Usage**

Your page is not making use of Hreflang attributes.

**Language**

Your page is using the Lang Attribute.

Declared: English

**H1 Header Tag Usage**

Your page has a H1 Tag.



Show Details

**H2-H6 Header Tag Usage**

Your page is making use multiple levels of Header Tags.

HEADER TAG	FREQUENCY
H2	8
H3	30
H4	23
H5	0
H6	0

Show Details

**Keyword Consistency**

Your page's main keywords are not distributed well across the important HTML Tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

**Individual Keywords**

KEYWORD	TITLE	META DESCRIPTION TAG	HEADINGS TAGS	PAGE FREQUENCY
collection	✗	✗	✓	15
streetwear	✓	✗	✓	14
fashion	✗	✗	✓	14
view	✗	✗	✗	13
style	✗	✗	✓	12
fashun	✓	✗	✓	12
premium	✓	✓	✓	11



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shop

✗

✗

✓

10

## Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency
cart quick	✗	✗	✗	6
quick view	✗	✗	✗	6
views this week	✗	✗	✗	6
added to cart	✗	✗	✗	6
cart quick view	✗	✗	✗	6
view on instagram	✗	✗	✗	6
premium streetwear	✓	✗	✓	4
shop collection	✗	✗	✗	4

## Amount of Content



Your page has a good level of textual content, which will assist in its ranking potential.

Word Count: 1411

## Image Alt Attributes



You do not have any images missing Alt Attributes on your page.

## Canonical Tag



Your page is not using the Canonical Tag.

The Canonical Tag tells Search Engines the primary URL of a page. Google recommends all pages specify a Canonical.

## Noindex Tag Test



Your page is not using the Noindex Tag which prevents indexing.

## Noindex Header Test



Your page is not using the Noindex Header which prevents indexing.

## SSL Enabled



Your website has SSL enabled.

## HTTPS Redirect



Your page successfully redirects to a HTTPS (SSL secure) version.

## Robots.txt



We have not detected or been able to retrieve a robots.txt file successfully.

A robots.txt file is recommended as it can provide important instructions to a search engine for how to most appropriately crawl your website as well as site areas that should be ignored.

Create it yourself with our free tool: [robots.txt File Generator](#)

## Blocked by Robots.txt



Your page does not appear to be blocked by robots.txt.

## XML Sitemaps



Your website appears to have an XML Sitemap.

<https://www.fashun.co.in/sitemap.xml>

## Analytics



We could not detect an analytics tool installed on your page.

Website analytics tools like Google Analytics assist you in measuring, analyzing and ultimately improving traffic to your page.

## Schema.org Structured Data



We have not detected any usage of Schema.org on your page.



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## Rankings

### Top Keyword Rankings

You can see the live Keyword Rankings for your page within the report by signing up to one of our premium plans.

[Signup - Free Trial](#)

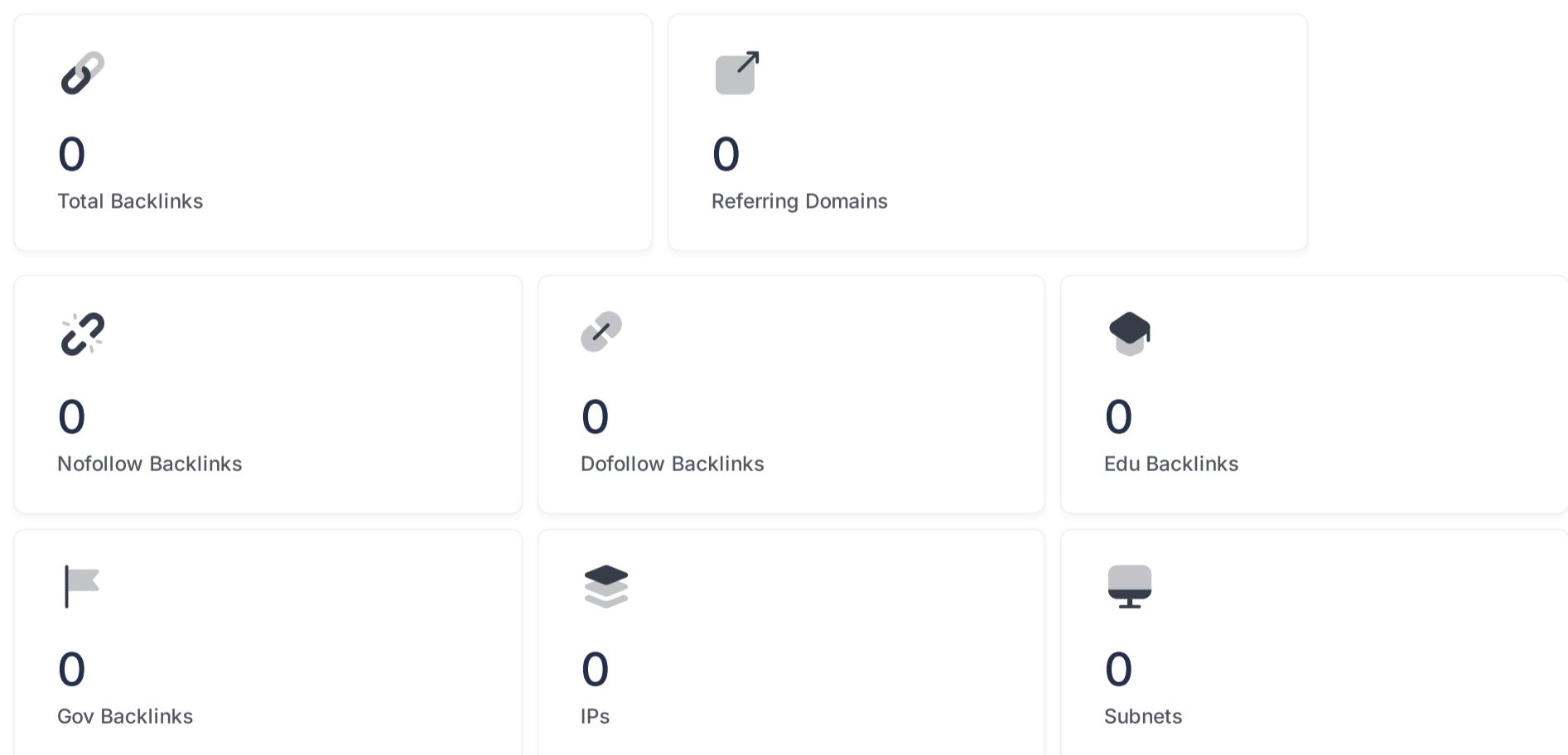
## Links

### Backlink Summary



You have a reasonably weak level of backlink activity to this page.

Search Engines use backlinks as a strong indicator of a page's authority, relevance and ranking potential. There are various strategies available to gain links to a page to improve this factor



### Top Backlinks



We haven't found any backlinks to report for this site.

### Top Pages by Backlinks



We haven't found any Top Pages data for this site.

### Top Anchors by Backlinks



We haven't found any Anchor Text data for this site.

### Top Referring Domain Geographies



We haven't found any Geographic Data for this site.

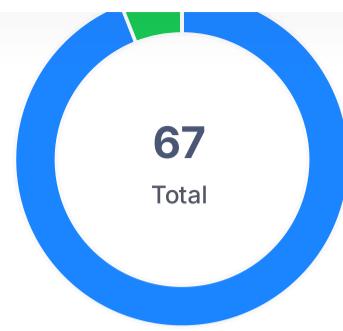
### On-Page Link Structure



We found 67 total links. 6% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.



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Internal Links	63
External Links: Follow	4
External Links: Nofollow	0

[Show Details](#)**Friendly Links**

Your link URLs appear friendly (easily human or search engine readable).



Website Report for website.com

This report grades your website based on the strength of various SEO factors such as On Page Optimization, Off Page Links, Social and more. The overall Grade is on a A+ to F- scale, with most major, industry leading websites in the A range. Improving your grade will generally make your website perform better for users and rank better in search engines. There are recommendations for improving your website at the bottom of the report. Feel free to reach out to us if you'd like us to help with improving your website's SEO!

website.com's Result

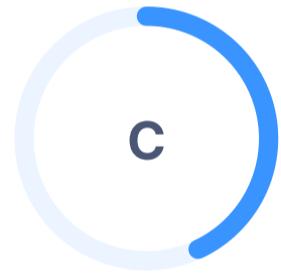
B+

Your website is good

**Create White Label PDFs**

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Embed the Audit Tool into your website. Get notified of leads straight from your website.

[Learn More - White Label](#)**Usability****Your usability could be better**

Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

**Device Rendering**

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.

**Google's Core Web Vitals**

Google is indicating that they do not have 'sufficient real-world speed data for this page' in order to make a Core Web Vitals assessment. This can occur for smaller websites or those that are not crawlable by Google.





Quick Audit



Viewports are important to ensure that your page content sizes appropriately for different devices, in particular mobile and tablet.

#### Google's PageSpeed Insights - Mobile



Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.

Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



LAB DATA	VALUE	OPPORTUNITIES	ESTIMATED SAVINGS
First Contentful Paint	2.2 s	Avoid multiple page redirects	1.38 s
Speed Index	8.4 s	Reduce unused JavaScript	0.3 s
Largest Contentful Paint	3.9 s		
Time to Interactive	3.9 s		
Total Blocking Time	0.03 s		
Cumulative Layout Shift	0.394		

#### Google's PageSpeed Insights - Desktop



Google is indicating that your page is scoring well on their Desktop PageSpeed Insights evaluation.



LAB DATA	VALUE	OPPORTUNITIES	ESTIMATED SAVINGS
First Contentful Paint	0.6 s	Avoid multiple page redirects	0.39 s
Speed Index	1.1 s		
Largest Contentful Paint	0.9 s		
Time to Interactive	0.9 s		
Total Blocking Time	0.01 s		
Cumulative Layout Shift	0.103		

#### Flash Used?



No Flash content has been identified on your page.

#### iFrames Used?



There are no iFrames detected on your page.

#### Favicon



Your page has specified a Favicon.

#### Email Privacy



No email addresses have been found in plain text on your page.

#### Legible Font Sizes



The text on your page appears to be legible across devices.

#### Tap Target Sizing



The links and buttons on your page appear to be appropriately sized for a user to easily tap on a touchscreen.



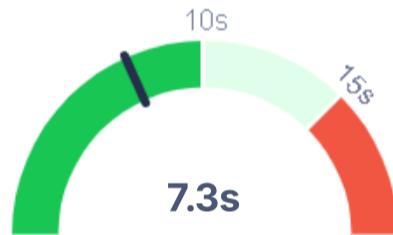
Quick Audit

**Your performance is good**

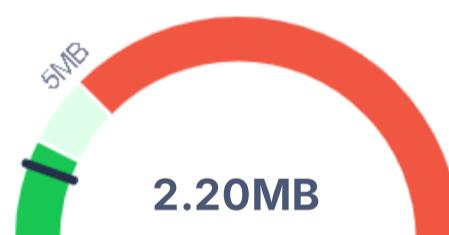
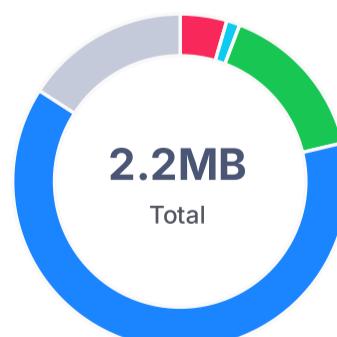
Your page has performed well in our testing meaning it should be reasonably responsive for your users, but there is still room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings).

**Website Load Speed**

Your page loads in a reasonable amount of time.

**Server Response****All Page Content Loaded****All Page Scripts Complete****Website Download Size**

Your page's file size is reasonably low which is good for Page Load Speed and user experience.

**Download Page Size****Download Page Size Breakdown**

HTML	0.1MB
CSS	0.03MB
JS	0.34MB
Images	1.38MB
Other	0.35MB

**Compression Usage (Gzip, Deflate, Brotli)**

Your website appears to be using a reasonable level of compression.

**Compression Rate**



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37%

## Compression Rates

HTML	22% compressed of 0.13MB
CSS	86% compressed of 0.20MB
JS	70% compressed of 1.14MB
Images	0% compressed of 1.38MB
Other	43% compressed of 0.61MB
Total	37% compressed of 3.45MB

## Resources Breakdown

This check displays the total number of files that need to be retrieved from web servers to load your page.



<b>75</b> Total Objects	<b>2</b> Number of HTML Pages	<b>28</b> Number of JS Resources	<b>2</b> Number of CSS Resources	<b>19</b> Number of Images	<b>24</b> Other Resources
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## Google Accelerated Mobile Pages (AMP)

This page does not appear to have AMP Enabled.

[Show Details](#)

## JavaScript Errors

Your page is not reporting any JavaScript errors.



## HTTP2 Usage

Your website is using an outdated HTTP Protocol.

We recommend enabling HTTP/2+ Protocol for your website as it can significantly improve page load speed for users.



## Optimize Images

All of the images on your page appear to be optimized.



## Minification

All your JavaScript and CSS files appear to be minified.



## Deprecated HTML

No deprecated HTML tags have been found within your page.



## Inline Styles

Your page appears to be using Inline Styles.



Inline Styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

[Show Details](#)

## Social Results

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profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend that you have all of your profiles listed on your page for visibility, and work to build a following on those networks.

### Facebook Page Linked

Your page has a link to a Facebook Page.



<https://facebook.com/fashunco>

### Facebook Open Graph Tags

We have not found Facebook Open Graph Tags on your page.



Facebook Open Graph Tags are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Facebook.

### Facebook Pixel

We have not detected a Facebook Pixel on your page.



Facebook's Pixel is a useful piece of analytics code that allows you to retarget visitors if you decide to run Facebook Ads in future.

### X (formerly Twitter) Account Linked

Your page has a link to a X Profile.



<https://twitter.com/fashunco>

### X Cards

We have not detected X Cards on your page.



X Cards are a type of structured data that can be placed on your page to control what content is shown when a page is shared on X.

### Instagram Linked

Your page has a link to an Instagram Profile.



<https://instagram.com/fashun.co.in>

### LinkedIn Page Linked

No associated LinkedIn Profile found linked on your page.



### YouTube Channel Linked

No associated YouTube Channel found linked on your page.



### YouTube Channel Activity

No associated YouTube Channel found linked on your page.



Want to grow your YouTube Channel? Try our [YouTube SEO Tool](#)

## Local SEO

### Local Business Schema

No Local Business Schema identified on the page.



### Google Business Profile Identified

You can see information about your page's Google Business Profile within this report by signing up to one of our premium plans.



[Signup - Free Trial](#)

Want to improve your Local Search Presence? Try our [Local SEO Tool](#)

## Technology Results



Quick Audit



## TECHNOLOGY

## VERSION

▲ Vercel

▲ Vercel Analytics

## Server IP Address

64.29.17.1

i

## DNS Servers

ns2.vercel-dns.com  
ns1.vercel-dns.com

i

## Web Server

Vercel

i

## Charset

text/html; charset=utf-8

i

## DMARC Record

This site does not appear to have a DMARC record in place.

X

DMARC records are important to improve email deliverability and combat spoofing.

## SPF Record

This site does not appear to have an SPF record.

X

SPF records are important to improve email deliverability and combat spoofing.

## Review Child Pages

## PAGE

</about></account></blog></careers></collections></collections/all></collections/basics></collections/best-sellers></collections/hoodies></collections/limited-edition></collections/new-arrivals></collections/plain-tshirts>[Show me more](#)

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Match your website's styling and colors. Show your customer a beautiful branded report. Get notified of leads straight to your Inbox.

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