SEO Audit Report

Generated by [Rank Math](https://rankmath.com)

47/100

SEO Score

17/28
Passed Tests

4/28
Warnings

7/28
Failed Tests

Basic SEO

Common Keywords

A list of keywords that appear frequently in the text of your content.

🛈 No common keywords found

SEO Description

SEO analysis of your page's meta-description.

✔ The meta description is 122 characters long, which is good. India's Hottest T-Shirt Brand! From Printed Tees to Oversized Hoodies - Premium Quality, Killer Designs, Unbeatable Vibes!

H1 Heading

SEO Analysis of the H1 Tags on your page.

✘ No H1 tag was found. For the best SEO results there should be exactly one H1 tag on each page.

WordPress sites usually insert the page or post title as an H1 tag (although custom themes can change this behavior).

Ensure your most important keywords appear in the H1 tag - don't force it, use them in a natural way that makes sense to human readers.

Because your headline plays a large role in reader engagement, it's worth spending extra time perfecting it. Many top copywriters spend hours getting their headlines just right - sometimes they spend longer on the headline than the rest of the article!

A good headline stimulates reader interest and offers a compelling reason to read your content. It promises a believable benefit.

You should write as if your readers are selfish people with short attention spans (because that describes a large percentage of the world's population). Readers visit websites for selfish reasons - they're not there to make **you** happy.'

H2 Headings

SEO analysis of the H2 headings on your page.

🛈 No H2 tag was found on the page.

Make sure you have a good balance of H2 tags to plain text in your content. Break the content down into logical sections, and use headings to introduce each new topic.

Also, try to include synonyms and relevant terminology in H2 tag text. Search engines are pretty smart - they know which words usually occur together in each niche.

It should be easy to include your main and supporting keywords in the H2 tags - after all, these keywords describe your content! If it's hard to work the keywords into your subheadings, it could be a sign that the keywords aren't closely related to your content.

Don't try to force keywords into sub-headings if they feel unnatural. It will send the wrong message to your readers, possibly driving them away.

Image ALT Attributes

SEO analysis of the "alt" attribute for image tags.

✓   No images found on the page

Keywords in Title & Description

SEO analysis of the HTML page's Title and meta description content.

✗   No common keywords found in the page title and the description.

You need to use titles and descriptions that are attractive to users and contain your keywords. Use the keywords naturally - keyword stuffing is usually detected and will result in a lower ranking. What's more, it's pretty off-putting for potential readers, who are more likely to click on an appealing link.

Links Ratio

SEO analysis of the ratio of internal links to external links.

✗   There are one or more issues with the number of links on this page:
No internal links found.

```
internal: 0

external: 0
```

Add links to external resources that are useful for your readers. Make sure you link to high-quality sites - Google penalizes pages that link to "spammy" sites (ones that break the Google webmaster guidelines).

Ideally, the links should be highly relevant to the subject you're writing about. It's impossible to cover every aspect of a subject on a single page, but your readers may be fascinated by some detail you barely touch on. If you link to a resource where they can learn more, they'll be grateful. What's more, you'll be rewarded with higher rankings!

SEO Title

SEO analysis of the HTML title of the page.

✓   The page title has 33 characters, which is good.

`FASHUN.CO.IN - Premium Streetwear`

Create a responsive site

Our analysis of the use of CSS media queries in your content.

✓   The CSS code contains **media queries**.
Media query found in `http://fashun.co.in/_next/static/css/1bf14c43cca60768.css`.

Homepage Is Reachable

Tests if your homepage is reachable by making an HTTP request.

✗   Homepage returned HTTP status code 404 when trying to access http://fashun.co.in

If your homepage is not reachable, check the following:

- Your web server (Apache/Nginx) is running correctly

- Your .htaccess file (if using Apache) doesn't contain any errors

- Your WordPress installation is working properly

- There are no security plugins or firewalls blocking access

Advanced SEO

Search Preview

ⓘ   Here is how the site may appear in search results:

FASHUN.CO.IN - Premium Streetwear
http://fashun.co.in

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

Canonical Tag
Does the content have a "canonical" URL?

ⓘ   No canonical link tag found on the page.

`null`

Every page on your site should have a <link> tag with a "rel='canonical'" attribute. The link tag should go inside the page's head tag, and it should contain the page's "correct" URL.

If you've republished an article from another source (such as another site or a different section of your own site) then you need to pick which URL is the "correct" one and use that.

The Rank Math WordPress plugin makes it very easy to set the canonical URL for every page of your site.

Noindex Meta
Does the content contain a noindex robots meta tag?

✓   The page does not contain any `index` meta tag or header.

Mobile Search Preview

ⓘ   Here is how the site may appear in search results on a mobile device:

FASHUN.CO.IN - Premium Streetwear
http://fashun.co.in

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

Mobile Snapshot
A snapshot of how your content appears on a mobile device.

ⓘ

WWW Canonicalization
Does the site appear on more than one URL?

✓   Both www and non-www versions of the URL are redirected to the same site.

OpenGraph Meta
Does your site use OpenGraph meta tags?

✗   Some Opengraph meta tags are missing.

Insert a customized OpenGraph meta tag for each important page on your site. The standard is very well documented - you can learn more from Facebook's developer pages.

The Rank Math WordPress plugin provides a simple but powerful interface to craft your OpenGraph data. You get immediate feedback with an interactive preview, and you don't have to mess around with raw HTML markup.

Schema Meta Data

Does the content include relevant Schema.org metadata?

✖ No Schema.org data found on the page.

The Rank Math WordPress plugin makes it extremely easy to add highly relevant Schema.org markup to your site. It has a simple graphical interface, so you don't have to get your hands dirty with complex HTML markup.

Sitemaps

Does the site use an XML sitemap?

✔ The site has one or more sitemaps.

Robots.txt

Does your site have a valid robots.txt file

✖ Robots.txt file is missing or unavailable. Try our free robots.txt editor tool to easily test and validate your robots.txt file.

You can manually create a robots.txt file and upload it to your site's web root. A simpler option is to use a plugin for your CMS platform.

The Rank Math WordPress plugin has a full suite of tools to manage the robots.txt file, along with other related technologies, like XML sitemaps.

Keep your content fresh

Checks for recent content updates using available signals (XML sitemap, og:updated_time, or Last-Modified header).

✔ The content is fresh. Last updated on 2025-11-01 (0 days ago) via XML Sitemap.

Broken Links

Detects broken or dead links (404/500 errors) in the website that may harm SEO and user trust.

✔ No broken links on the page.

Performance

Page Size

An analysis of the size of your HTML file.

✔ The size of the HTML document is 4 Kb, under the average HTML size of 33 Kb.

Response Time

How fast does your server respond to requests?

🛑 The response time of the page is 1.38 seconds. It is recommended to keep it equal to or below 0.8 seconds.

The simplest and fastest fix is to use a caching plugin, like WP Rocket. Caching plugins keep a cached version of each page on your site. Instead of building the page from scratch, the server will send the cached copy.

You can get an even greater speed-up with a content delivery network service. These services host a cache of your content on multiple servers spread out across the globe. A user's request is handled by the edge server that's closest to their physical location, so the content arrives very fast indeed.

Image Headers Expire

Do your images use "expires" headers?

✔ No local images found on the page

Minify CSS
Are your CSS files properly minified?

✓   All CSS files appear to be minified.

Page Objects
Analysis of the embedded objects in the pages.

❗   The page makes 21 requests. A large number of requests can result in slow page loading.

```
total: 21
images: 0
javascript: 19
stylesheets: 2
```

Try to replace embedded objects with HTML5 alternatives.

Minify Javascript
Does the site use minified JavaScript?

✓   All Javascript files appear to be minified.

Mobile Speed
How fast does your website respond to mobile users?

✓   The page performance is good across all key metrics.

Security

Theme Visibility
Theme Visibility

ⓘ   The theme is not publicly visible, so it is not easily identifiable.

Visible Plugins
Visible Plugins

✓   Hurray! None of the plugins are publicly visible.

Directory Listing
Does your web server list the contents of the directories?

✓   Directory Listing seems to be disabled on the server.

Secure Connection
Is your content served over a secure connection?

✓   The site is using a secure transfer protocol (https).