

## MADE FOR MR DHAIRYA SHAH – CALIFOODNIA.IN

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### 1.COMPETITIVE CONTENT ANALYSIS:

- 1.The website is currently handled by its 3 founders. The site can be further marketed by making joint ventures with the other good vloggers and food bloggers on instagram and facebook.
2. In todays time, facebook is on the verge of becoming outdated and has become a platform for the elder class.
3. On the other hand, the site has to focus more on instagram and their influencers. For eg:-The site can get into joint ventures with other instagram photographers and homemakers.

OPPONENTS WEBSITE: <http://justagirlfromaamchimumbai.com/>

CATEGORY: FOOD BLOGGER (RANKED BETTER THAN MY CLIENT'S WEBSITE)

- FOR A KEYWORD: "FOOD BLOGGERS IN MUMBAI" , MY CLIENT'S WEBSITE CURRENTLY RANKS BELOW THE OPPONENT'S WEBSITE.
- YES, THE OPPONENT'S HOMEPAGE TITLE IS OPTIMIZED ALONG WITH A BRAND LOGO. BUT THERE ARE NO " | " IN BETWEEN THE SUBJECTS IN TITLE.
- THE HEADINGS OF THE WEBSITE ARE POORLY OPTIMIZED AND THE HEADINGS ARE NOT APPROPRIATELY OPTIMIZED.
- THE CONTENT IS GOOD BUT CAN BE PRESENTED IN A BETTER WAY SO THAT MORE AND MORE PEOPLE FEEL LIKE READING THROUGH THE WEBSITE.
- YES, THERE ARE MANY GOOD BACKLINKS ALONG WITH INFOGRAPHICS AND VIDEO CAROUSEL WHICH ADDS TO THE USER EXPERIENCE OF THE WEBSITE.
- YES, THE SITE HAS VERIFIED DOMAIN AUTHORITY.

### **Competitive Content Analysis**

URL	Content	Content Type	Notes	Links
<a href="https://califoodnia.in/">https://califoodnia.in/</a>	Food Blog	Text and Images	The UI looks good, but the search bar needs to be worked upon in the blog link	61

<a href="http://justagirlfromaamchimumbai.com/">http://justagirlfromaamchimumbai.com/</a>	Food Blog	Text and Images	The site has bit of a old fashioned UI	124
<a href="http://www.bombayfoodie.com/">http://www.bombayfoodie.com/</a>	Food Blog	Text and Images	The site has a poor link building and can be worked upon.	89

### Competitive Content Analysis

URL	Twitter	FB Shares	FB Likes	FB Comments
<a href="https://califoodnia.in/">https://califoodnia.in/</a>	NA	13	1436	73
<a href="http://justagirlfromaamchimumbai.com/">http://justagirlfromaamchimumbai.com/</a>	1567	67	7689	86
<a href="http://www.bombayfoodie.com/">http://www.bombayfoodie.com/</a>	769	NA	NA	NA

## 2. INTERNAL CONTENT AUDIT:

HOME PAGE {MEDIUM TO HIGH PRIORITY}

<https://califoodnia.in/>

Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
Food blog	23k	#
Food bloggers in Mumbai	1.8k	#

**Meta Data Recommendations: No need to change. It suits the principles of SEO.**

**Title Tag: Homepage | CALIFOODNIA**

**Meta Description: The primary idea of Califoodnia is to facilitate the exchange of experience at food joints, cooking ideas, display of lip-smacking dishes, and sharing info about ...**

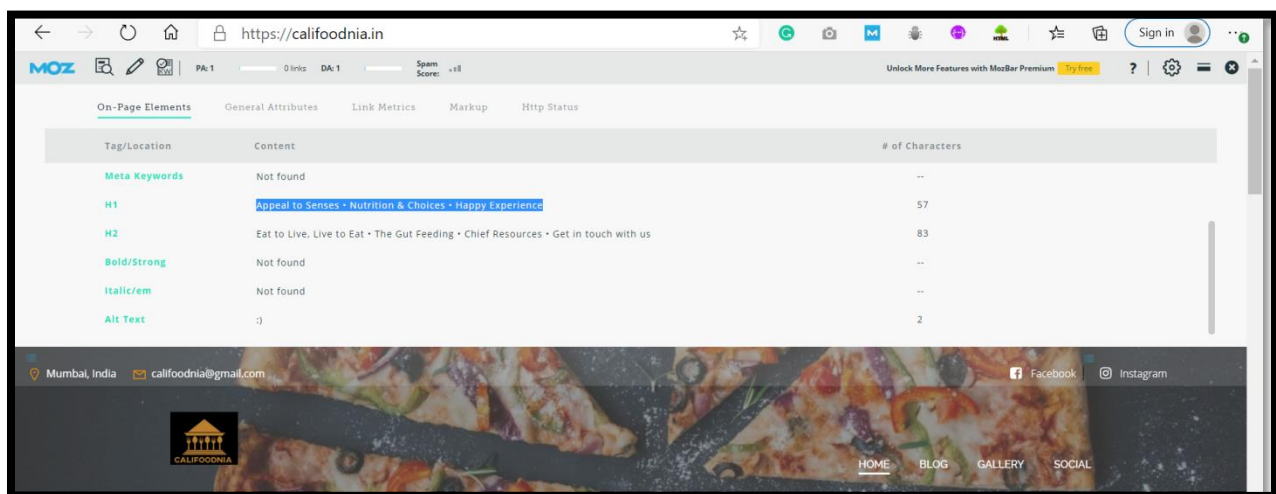
**Heading Tags**

**The existing heading tags are :-**

**H1: Appeal to Senses • Nutrition & Choices • Happy Experience**

**H2: Eat to Live, Live to Eat • The Gut Feeding • Chief Resources • Get in touch with us**

The heading tags need to be changed and reduced in characters. The SEO limit for good heading is not pre specified. But, the headings can be changed from “.” characters to “ | “ characters spacing the words.



## Content Analysis

- The content is perfectly fine on the home page and does not need to be changed.
- The keywords are not wisely used in the content. The words like blogging needs to be used to gain more and more audience.
- Yes, internal as well as external links are provided on page.
- Images and carousels are being used on the home page wisely.
- Yes, the content includes a call to action to an instagram page.

### Internal Content Audit

URL	Seasonality	Content Type	Images	Internal Links
<a href="https://califoodnia.in/">https://califoodnia.in/</a>	None	Text	Yes	Yes
<a href="https://califoodnia.in/food-blog/">https://califoodnia.in/food-blog/</a>	All Year	Text	Yes	Yes
<a href="https://califoodnia.in/gallery/">https://califoodnia.in/gallery/</a>	All Year	Text	Yes	Yes
<a href="https://califoodnia.in/instagram/">https://califoodnia.in/instagram/</a>	Holidays	Text	Yes	Yes

### Internal Content Audit

URL	Post Type	Target	Category	Call to action
<a href="https://califoodnia.in/">https://califoodnia.in/</a>	General	indirect	food	yes
<a href="https://califoodnia.in/food-blog/">https://califoodnia.in/food-blog/</a>	Blog	direct	food	yes
<a href="https://califoodnia.in/gallery/">https://califoodnia.in/gallery/</a>	Guide	direct	food	yes
<a href="https://califoodnia.in/instagram/">https://califoodnia.in/instagram/</a>	Social Media	direct	food	yes

### Internal Content Audit

URL	Notes
<a href="https://califoodnia.in/">https://califoodnia.in/</a>	Could use catchier title, poor heading focus
<a href="https://califoodnia.in/food-blog/">https://califoodnia.in/food-blog/</a>	The search bar needs to be updates in order to improve UX
<a href="https://califoodnia.in/gallery/">https://califoodnia.in/gallery/</a>	There isn't a lot of content to attract audience
<a href="https://califoodnia.in/instagram/">https://califoodnia.in/instagram/</a>	There needs to be a clean UI for the social page

### 3. CREATING A KEYWORD MAP:-

Creating a keyword map				
Page	URL	Primary Keyword	Volume	Rank (date)
Home	https://califoodnia.in/	Food bloggers of Mumbai	1800	NA
		Food bloggers of Vidyavihar	72	NA
Blog	https://califoodnia.in/food-blog/	Food Blogging	1200	9
Gallery	https://califoodnia.in/gallery/	Food Recipies	1700	NA
Social	https://califoodnia.in/instagram/	Contacts of food bloggers	4500	NA

Creating a keyword map			
Page	Secondary / Related Keywords	Volume	Rank (date)
Home	Foodies of mumbai	NA	NA
	Bloggers in Mumbai	NA	NA
Blog	Healthy food recipies	10	NA

Gallery	Recipies	13	NA
Social	Instagram	9	NA

### Creating a keyword map

Page	Notes
Home	The keyword has good volume The keyword needs to be updated in order to focus on homemamkers
Blog	Blog page can easily focus on how your website is about offering different recipies to the people in their life to make them healthy.
Gallery	The page consists of a carousel within which people are given insights about the healthy food recipies from different households.
Social	The page has the contact details to the social media handles of the page and the page handlers.

### KEYWORDS:

#### CATEGORY 1:

##### FOOD BLOGGERS

food bloggers

food bloggers in mumbai

food bloggers india

food blog websites

##### FOOD COMPETITIONS:

food competitions near me

food competitions ideas

competitions food and drink

cooking and food competitions

food blog competitions

food network baking competitions

cooking competitions food network

food and drink competitions

healthy food guide competitions

healthy food competitions

hottest food competitions

#### **LONG TAIL KEYWORD RESEARCH:**

**1. Is healthy food important?**

**2. can healthy food make you sick?**

**3. when did health food begin?**

**4. did you know healthy food facts?**

**5. does healthy food cost more?**

**6. does healthy food give you more energy?**

#### **4.ANALYZING THE TECHNICAL FACTORS:**

The website <https://califoodnia.in> has a robots.txt file @ <https://califoodnia.com/robots.txt> . The code for the robots.txt file is as follows:-

**User-agent: \***

**Disallow: /wp-admin/**

**Allow: /wp-admin/admin-ajax.php .**

As we can see, here they have allowed the web crawler to crawl all the pages available on the website.

There are a total of 61 warnings on the page and there are a total of 4 errors namely:

1. CSS property horizontal-align doesn't exist.
2. Attribute h-use-smooth-scroll not allowed on element a at this point.
3. : Attribute is-preview not allowed on element div at this point.
4. Duplicate ID facebook-square.