PROJECT OVERVIEW

The califoodnia.in is a startup started by Mr Dhairya Shah and his two colleagues at K.J. Somaiya College of Engineering, Mumbai as a part of covid-19 lockdown project.

Being a startup website, the website is new in the market and is yet to gain good traffic and rank. Currently, the site is not well ranked and it might take more than 4 months to get into the top 30 food blogging websites in Mumbai.

Currently, the websites like Bombay foodies and veggie paaji is high in terms of backlinks and ranks. The website does not have quality backlinks and has never collaborated with any other imilar startup or instagram influencer.

AUDIENCE OVERVIEW

BUYER'S PERSONA

GENDER : ALL GENDERS

AGE: 13+ (ALL AGE PEOPLE CAN VISIT)

LEVEL OF EDUCATION: DOES NOT APPLY.

OTHER TOPICS OF USER'S INTEREST:

•CHEF PRACTICES

•CONTINENTAL FOOD

•YOUTUBE VLOGGING

•FOOD EXPERT

•FOOD COMPETITION PARTICIAPNT

•SOCIAL MEDIA INFLUENCER

•HOMEMAKERS

WAYS TO DISCOVER THE WEBSITE:

1. SOCIAL MEDIA (INSTAGRAM AND FACEBOOK) 2.
2. CHEF COMPETITIONS COMPETIITIONS ARRANGED IN MUMBAI

SPECIFIC AREA OF USER:

 MUMBAI, NAVI MUMBAI AND THANE TO BE SPECIFIC.

 ALONG WITH THESE AREAS FROM TAMIL NADU, GUJARAT AND RAJASTHAN AS WELL. THE AREA WILL DOMINATE THE KEYWORD SEARCH AS MAXIMUM OF THE POPULATION THAT COMES TO THE WEBSITE IS FROM MUMBAI AND THE SITE OPERATES FROM MUMBAI DUE TO WHICH MORE THAN 50% OF THE USER TRAFFIC WILLUSETHEWORD MUMBAI INTHEIR SEARCH QUERY. WHAT ISSUESARETHE USERSTRYINGTO SOLVE: THERE ARE NO ISSUES BEING SOLVED HERE. THIS IS A WEBSITE WHERE MOST OF THE PEOPLE COMETO ENJOYTHEART OF CULINARYAND FOOD PREPARATION. THE SITE HAS A GALLERY AND A BLOG WHERE CALIIFOODNIA POSTS THE DIFFERENT LIFE HACKS USED IN THE KITCHENAND RESTAURANTS. OTHER INFORMATIONTHAT CAN BE SHARED: DUE TO THE LOCKDOWN, THE WEBSITE IS UNALE TO ARRANGE COMPETITIONS IN CULINARY SCHOOLS. CURRENTLY, THEY ARE FORCED TO ARRANGE THE COMPETITIONSONLY ON ONLINE PLATFORM

.

COMPETITION

Overview and Demographics of the opponents:-

Competitive Content Analysis				
URL	Content	Content Type	Notes	Links
https://califoodnia.in/	Food Blog	Text and Images	The UI looks good, but the search bar needs to be worked upon in the blog link	61
http://justagirlfromaamchimumbai.com/	Food Blog	Text and Images	The site has bit of a old fashioned UI	124
http://www.bombayfoodie.com/	Food Blog	Text and Images	The site has a poor link building and can be worked upon.	89

Technical Issues were found in the HTML and CSS files with the help of W3 Validator Tool:-

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.

5. No website crash errors.

6. The loading time of website is pretty high.

CONTENT RECOMMENDATIONS

HOME PAGE {MEDIUM 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.
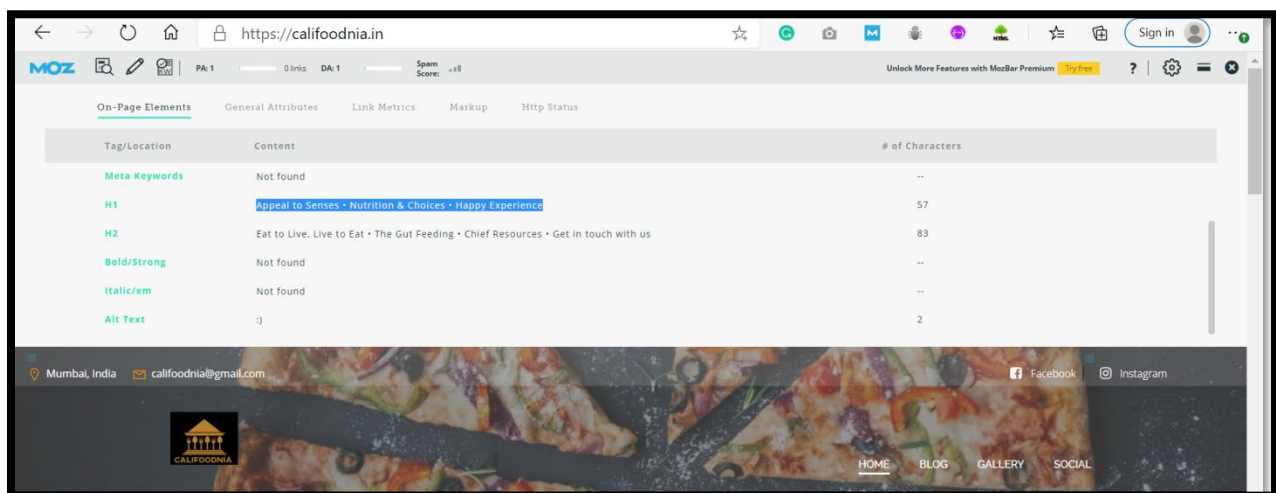
Content Analysis

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

BLOG PAGE {HIGH PRIORITY}

https://califoodnia.in/food-blog/

Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
Healthy recipies	160k	#
Cooking	800k	#

Meta Data Recommendations:

Title Tag: Food Blog | CALIFOODNIA | For the Taste of Readers

Meta Description: For the love of eating and reading. A Food blog on recipes, innovative food websites, calorie counter, kitchen tips and tricks and many more.

Heading Tags

H1: Eat to Live, Live to Eat • FOOD BLOG

H2: Get in touch with us

Content Analysis

- o The content is finely written, but the content needs to have spacing in between the different posts.
- o The keywords are wisely used in the content..
- o Yes, internal as well as external links are provided on page.
- o Images and carousels are being used on the food blog page wisely.
- o Yes,the content includes a call to action to an instagram and facebook page.

GALLERY PAGE {MEDIUM PRIORITY}

https://califoodnia.in/gallery/

Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
Food garnishing ideas	89k	#
Food images	560k	#

Meta Data Recommendations:

Title Tag: Gallery | CALIFOODNIA

Meta Description: Not found

Heading Tags

H1: Eat to Live, Live to Eat

H2: We Explore, We Recommend • Get in touch with us

Content Analysis

- o   The content is finely written, but the images need to have spacing in between the different posts.
- o   The keywords are wisely used in the content..
- o   Yes, internal as well as external links are provided on page.
- o   Images and carousels are being used on the gallery page wisely.
- o   Yes,the content includes a call to action to an instagram and facebook page.

SOCIAL PAGE {HIGH PRIORITY}

https://califoodnia.in/instagram/

Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
Food blog instagram	157k	#
Food blog facebook	290k	#

Meta Data Recommendations:

Title Tag: Instagram | CALIFOODNIA

Meta Description: NA

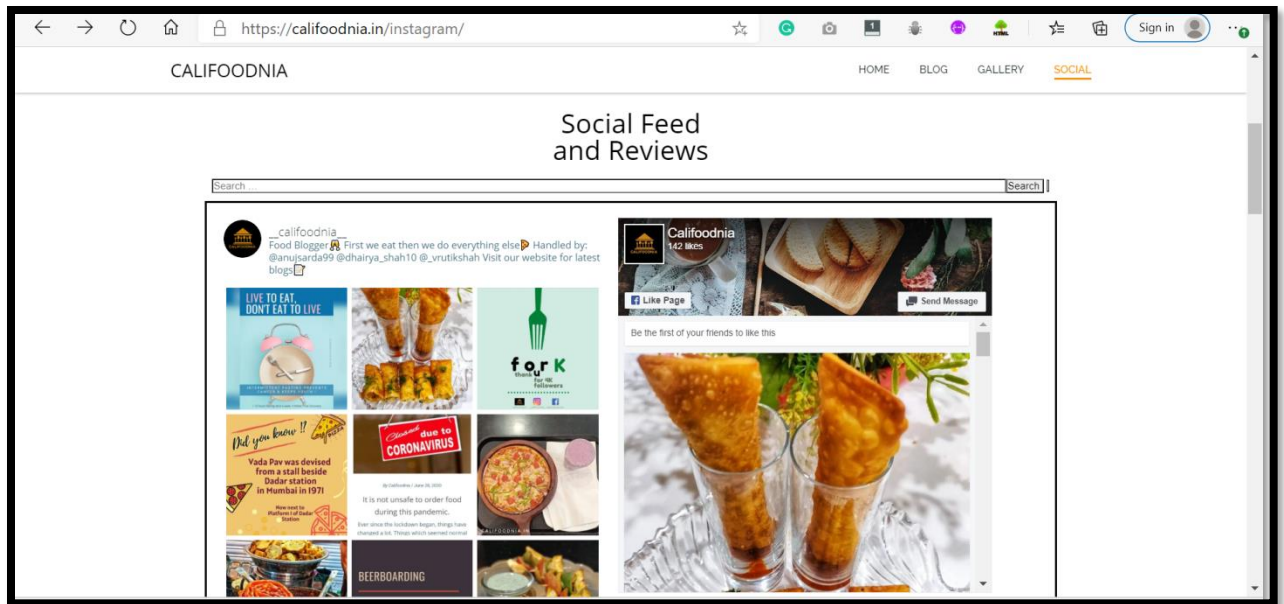**Heading Tags**

H1: Eat to Live, Live to Eat

H2: Social Feed and Reviews • Diner Reviews • Write a Review • Get in touch with us

Content Analysis

- o   The content is finely written, but the images need to have spacing in between the different reviews.
- o   The keywords are wisely used in the content.
- o   Yes, internal as well as external links are provided on page.
- o   Images and carousels are being used on the social page but not wisely, its very messy.
- o   Yes,the content includes a call to action to an instagram and facebook page.

https://www.google.com/maps/@18.9923328,73.0988544,12z

Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
Mumbai bloggers	90k	#
Foodies in mumbai	14k	#

Meta Data Recommendations:

Title Tag: Google Maps Location

Meta Description: NA

Heading Tags: No <h> tags since it's a google page.

Content Analysis: NA

FACEBOOK PAGE {HIGH PRIORITY}

https://www.facebook.com/califoodniaindia/

Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
Facebook bloggers	113k	#
Food pages on facebook	9k	#

Meta Data Recommendations:

Title Tag: Califoodnia | Facebook

Meta Description: NA

Heading Tags

H1: Notifications

H2: New • Earlier • Califoodnia • About See All • Photos See All • Videos See All • Page Transparency See All • Related Pages • Add Your Business to Facebook • Califoodnia • Califoodnia • Califoodnia • Califoodnia • Califoodnia

Content Analysis:

- o The content is finely written, the images need to have spacing in between the different reviews.
- o The keywords are wisely used in the content.
- o Yes, internal as well as external links are provided on page.
- o Images and carousels are being used on the facebook page wisely, its very beautiful.
- o Yes,the content includes a call to action to an instagram and facebook page.

PRIVACY POLICY PAGE {LOW PRIORITY}

www.exampleurl.com/page

Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
Privacy policy of califoodnia	90	#
Sample privacy policy- food blog	1.2k	#

Meta Data Recommendations:

Title Tag: Privacy Policy | CALIFOODNIA

Meta Description: NA

Heading Tags:

H1: Eat to Live, Live to Eat • Privacy Policy for Califoodnia

H2: Consent • Information we collect • How we use your information • Log Files • Cookies and Web Beacons • Advertising Partners Privacy Policies • Third Party Privacy Policies • CCPA Privacy Rights (Do Not Sell My Personal Information) • GDPR Data Protection Rights • Children's Information

Content Analysis: It's a policy so it is difficult to suggest changes in it unless you are a law student.

CONTENT'S STRENGTH AND WEAKNESS:

WEBSITE'S STRENGHTS:-

1. The webiste homepage has perfectly optimized title and heading tags.

2. The meta description has characters less than the pecified value enough for SEO and gaining a good rank.

3. The website has good social media following on instagram and as a beginner to start with 4312 followers is really a good number.

WEBSITE'S WEAKNESS:-

1. The backlinks to the page are not good.

 2. The posts by califoodnia don't get good number of shares on social media.

3. The content is very less and needs to be updated to get a good rank.

OVERVIEW OF THE CONTENT YOU ARE RECOMMENDING

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.

INTERNAL LINK RECOMMENDATIONS

The links to the different bloggers such mumbaifoodie.com and others can be used in order to share and exchange links.

CALL TO ACTION

Call to action such as subscribing to news letter and comment section for each review can be added to the page which will on the while make the page look dynamic.

SUCCESS METRICS

Some Perquisite Kickoff questions for the client:

1. Have you previously ever worked with a SEO firm, what was your experience and what challenges did you face there?
2. What are the keywords that you have researched in the past?
3. Do you have a robots.txt file included in your website?
4. Do you have a personal google analytics/google web master tools account of yours?
5. Do you have a previous domain name of yours?
6. Would you prefer to give us the details of your previous google analytics report?
7. Is there anything that you would like me to convey to my seniors?

To increase the overall User Experience and User Interface of the website and in order to make the page look more tidy and attract organic searches:-

1. The search box in the blog page and the social page is very ugly looking as compared to the rest of the page. If some css styles are applied to the page, then the page will look good as a whole.
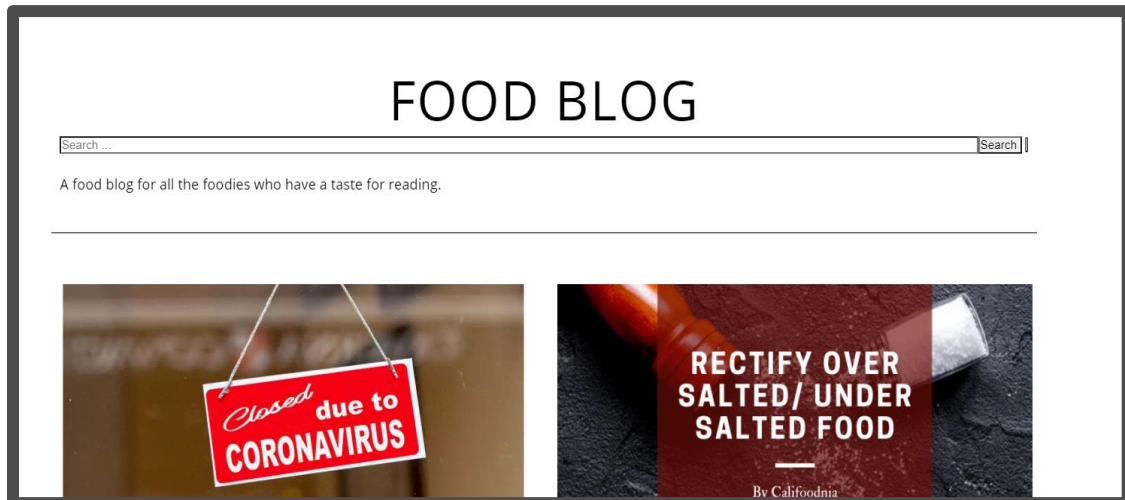
2. The footer of the page looks a lot bland. The footer in order to look good , always has to be kept at the bottom of the page as a sticky footer with position as static. Also, the line for copyright should be a part of the footer.
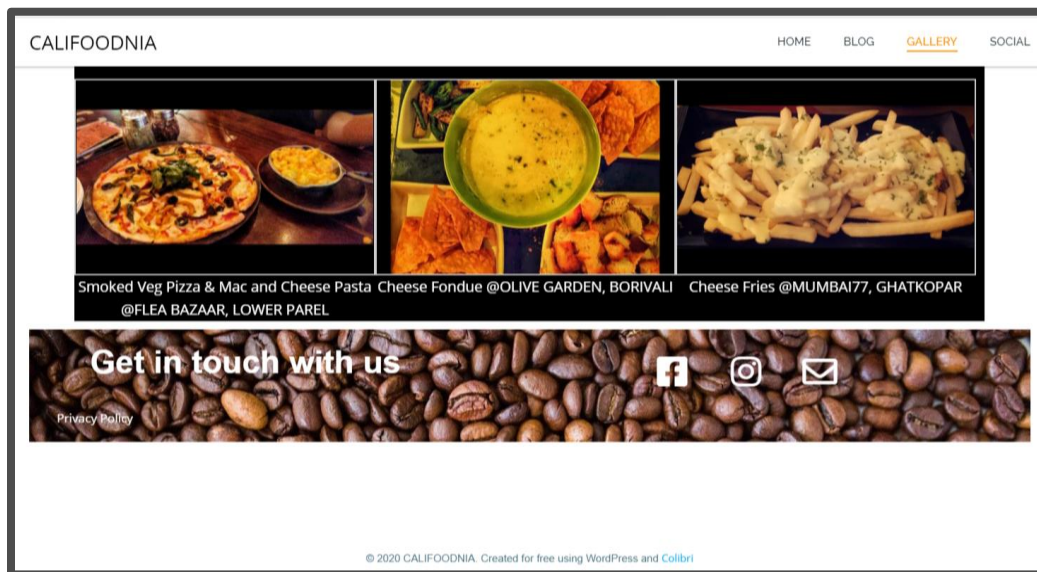
3. Here we can see that the write a review and dinner reviews is on the same page arranged side by side, this creates a mess and people usually don't feel like reviewing the page.
Rather, a div block element with one below another can be great looking.
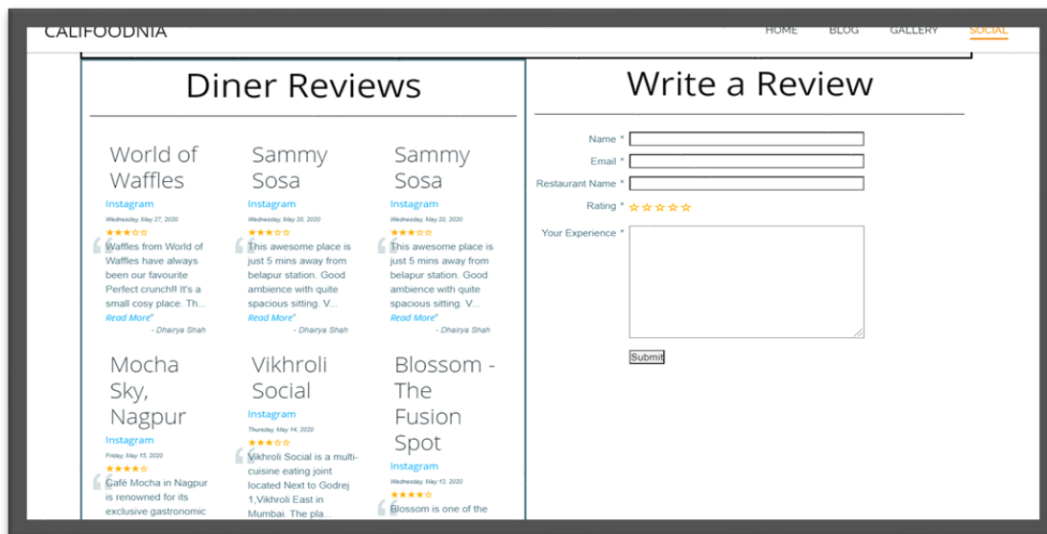
I hope everyone likes my audit and it helps them further in their SEO study as well.
This was my first SEO Audit and inspection for any website and I hope it works well.

Thank You!
Vedant Athavale