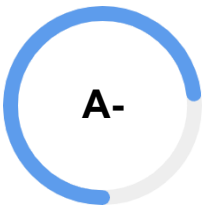


Audit Results for [www.malabareyehospital.org](http://www.malabareyehospital.org)



Your page is good

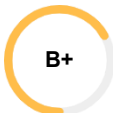
Recommendations: 12



On-Page SEO



Links



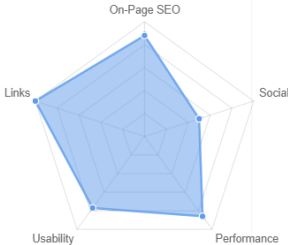
Usability



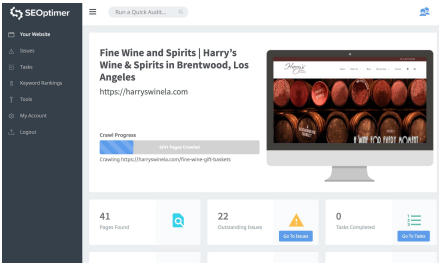
Performance



Social



Report Generated: 12 March 11:38AM [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 airtight way.

Recommendations

Toggle: 

Social

Performance

Usability

On-Page SEO

Add H1 Header Tag

On-Page SEO

Medium Priority

Add Alt attributes to all images

On-Page SEO

Low Priority

Grow your Twitter following

Social

Low Priority

Setup & Install a Facebook Pixel

Social

Low Priority

Remove inline styles

Performance

Low Priority

Minify your CSS and JS Files

Performance

Low Priority

Review and Increase Font Sizes across devices

Usability

Low Priority

Improve the size of tap targets

Usability

Low Priority

Implement an analytics tracking tool

On-Page SEO

Low Priority

Please add Facebook Open Graph Tags

Social

Low Priority

Add Twitter Cards

Social

Low Priority

Create and link an associated YouTube channel

Social

Low Priority

On-Page SEO Results



Your On-Page SEO is good

Your page is mostly optimized for On-Page SEO performance. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to improve your page by ensuring HTML Tag Content is completed correctly and text content is well aligned with chosen keywords.

Title Tag

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

Malabar eye Hospital | Experiance in eye care

Length : 45

Meta Description Tag

Your page has a meta description of optimal length (between 70 and 320 characters).

Malabar Eye Hospital, Best Eye Care Treatment in Kannur offering Cataract treatment, Cornea Transplant Treatment, Retina Treatment and Optical Services

Length : 151

H1 Header Tag Usage

Your page does not have an H1 Header Tag.

The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

H2-H6 Header Tag Usage

Your page is making use multiple levels of Header Tags.

Header Tag	Frequency
H2	9
H3	10
H4	6
H5	2
H6	2

Show details

Keyword Consistency

Your page's main keywords are distributed well across the important HTML tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency
eye	✓	✓	✓	20
care	✓	✓	✓	12
hospital	✓	✓	✓	9
all	✗	✗	✗	7
malabar	✓	✓	✓	6
read	✗	✗	✓	5
ipsum	✗	✗	✗	4
lorem	✗	✗	✗	4

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency
eye care	✓	✓	✓	8
eye hospital	✓	✓	✓	6
malabar eye hospital	✓	✓	✓	5
malabar eye	✓	✓	✓	5
dummy text	✗	✗	✗	4
lorem ipsum	✗	✗	✗	4
1500s vanessa adams	✗	✗	✗	2
typesetting industry lorem	✗	✗	✗	2

Amount of Content

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

Word Count: 930

Image Alt Attributes

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

We found 15 images on your page and 7 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

Show details

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

Your website appears to have a robots.txt file.

http://www.malabareyehospital.org/robots.txt

XML Sitemaps

Your website appears to have an XML sitemap.

https://www.malabareyehospital.org/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

Your page is using Schema.org structured data.

Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic
malabar	EN	10	49,500	559
malabar hospital	HI	5	3,600	168
malabar eye hospital	EN	2	880	142
malabar eye hospital	HI	2	880	142
malabar eye hospital calicut	HI	2	590	95
malabar eye hospital kannur	EN	1	260	79
malabar eye hospital kannur	HI	1	260	79
malabar hospital	EN	8	3,600	70
malabar eye hospital calicut	EN	3	590	57
malabar eye hospital kozhikode	HI	3	480	46

Track Keyword Rankings

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it’s Keyword Rankings

1,759  
Monthly Traffic  
Volume

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords
Position 1	2
Position 2-3	7
Position 4-10	13
Position 11-20	49

Position	Keywords
Position 21-30	20
Position 31-100	59

## Links

### Number of Backlinks

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

[Signup - Free Trial \(/register\)](#)

### On-Page Link Structure

We found 93 total links. 6% of your links are external links and are sending authority to other sites. 9% of your links are nofollow links, meaning authority is not being passed to those destination pages.

[Show details](#)

### Friendly Links

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

## Create White Label PDFs

Upload your own logo and company's contact details. Generate unlimited PDFs under our White Label plans. See an [example PDF Report \(/docs/seo-audit-sample-pdf.pdf\)](#)

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

[Learn More - White Label \(/white-label/\)](#)

## 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 crawl-able by Google.

#### Use of Mobile Viewports

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

#### 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**  
There is some text on your page that is small and may not be legible enough for particular users.  
  
We recommend reviewing all text on your page in different devices to ensure that it is of appropriate size.

Show details

**Tap Target Sizing**  
Some of the links or buttons on your page may be too small for a user to easily tap on a touchscreen.  
  
Consider making these tap targets larger to provide a better user experience.

Show details

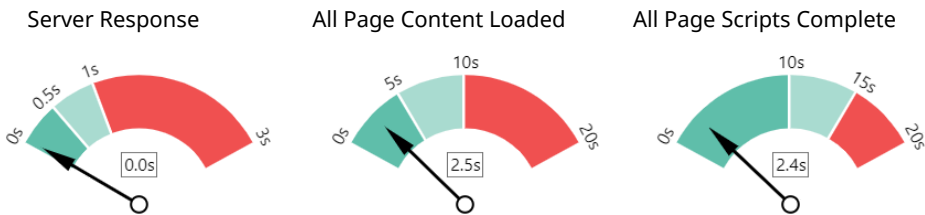
Performance Results



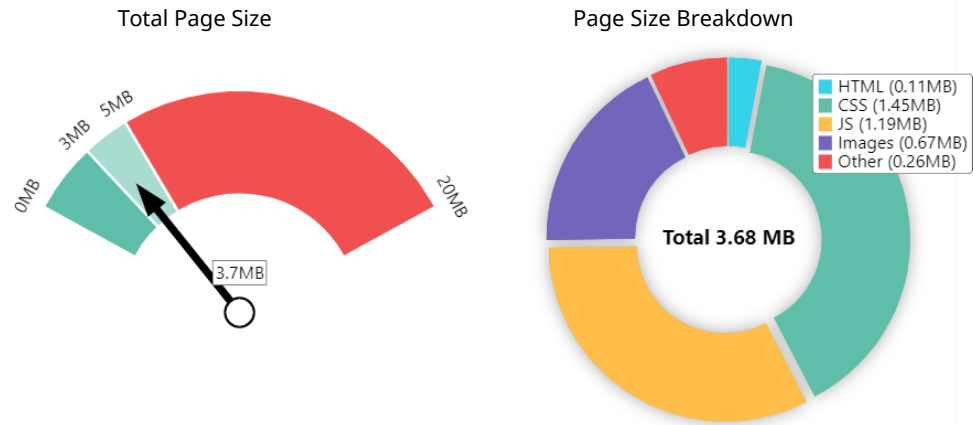
Your performance is good

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).

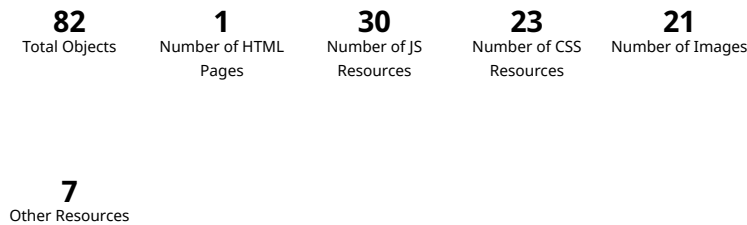
**Page Speed Info**  
Your page's server response time is reasonably low which is good for load speed and user experience.



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



**Number of Resources**  
This check displays the total number of files that need to be retrieved from web servers to load your page. As a general rule, having more files to retrieve increases the number of server requests and can subsequently increase page load time. It is a good idea to removing unnecessary files or consolidate files like styles and scripts where possible.



**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.

GZIP Compression

Your website is using GZIP compression.

Optimize Images

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

Minification

Some of your JavaScript or CSS files do not appear to be minified.

Minification is a reasonably simple way to reduce page size, and subsequently load time.

Show details

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



Your social could be better

You do not appear to have a strong social presence or level of social activity (or we may just not be able to see your 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 Connected

Your page has a link to a Facebook Page.

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.

Twitter Connected

Your page has a link to a Twitter profile.

Twitter Activity

You have a low level of followers on Twitter.



Followers

Twitter Cards

We have not detected Twitter Cards on your page.

Twitter 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 Twitter.

Instagram Connected

Your page has a link to an Instagram profile.

YouTube Connected

No associated YouTube channel found linked on your page.

YouTube Activity

No associated YouTube channel found linked on your page.













LinkedIn Connected

Your page has a link to a LinkedIn profile.

Technology Results

Technology List

These software or coding libraries have been identified on your page.

Technology	Version
 Bootstrap (https://getbootstrap.com)	
 CloudFlare (http://www.cloudflare.com)	
Flickity	
 Font Awesome (http://fontawesome.io)	
 Google Font API (http://google.com/fonts)	
 jQuery (https://jquery.com)	
 jQuery Migrate (https://jquery.com/jquery-migrate)	
 jQuery UI (http://jqueryui.com)	
 Modernizr (https://modernizr.com)	
 MySQL (http://mysql.com)	
 PHP (http://php.net)	7.3.33
 Revslider (https://revolution.themepunch.com/)	6.1.5
Slick	
 WordPress (https://wordpress.org)	

Server IP Address

104.21.35.98

DNS Servers

lana.ns.cloudflare.com  
porter.ns.cloudflare.com

Web Server

cloudflare

Charset

text/html; charset=UTF-8

Review Child Pages

Page

/about (/malabareyehospital.org/about)

/appointment (/malabareyehospital.org/appointment)

/contact (/malabareyehospital.org/contact)

/doctors (/malabareyehospital.org/doctors)

/facilities (/malabareyehospital.org/facilities)

/first-time-in-kannur-get-your-eye-checked-at-your-home (/malabareyehospital.org/first-time-in-kannur-get-your-eye-checked-at-your-home)

/gallery (/malabareyehospital.org/gallery)

/malabar-institute-of-optometry (/malabareyehospital.org/malabar-institute-of-optometry)

/news (/malabareyehospital.org/news)

/services (/malabareyehospital.org/services)

/services/cataract (/malabareyehospital.org/services/cataract)

/services/cornea (/malabareyehospital.org/services/cornea)

Show me more