SEO PORTFOLIO

A+
TECH SOLUTIONS

AUDIT REPORT OF

MBF
MAKEUP by FEDNA

TECHNICAL SEO

ON-PAGE SEO

OFF-PAGE SEO

beautymbf.com

TECHNICAL SEO ISSUES

► Images including JS and CSS files needs to be compressed on both mobile and desktop version of the website So it will reduce the lazy loading issues of the web pages.

► Also we have to update the outbound links in every pages of the website. We have to add those domains which are SSL Certified according to the business niche.

► We have to resubmit the XML Sitemap file on google search console after removing the incorrect page link which was added in Sitemap file.

TECHNICAL SEO

Mobile Results

65 Performance
84 Accessibility
96 Best Practices
77 SEO

Desktop Results

71 Performance
93 Accessibility
96 Best Practices
77 SEO

► **Broken Internal Links**
- Impact: Hurts crawlability and passes poor link equity.
- Fix: Audit all internal links and update or remove dead URLs.

► **Missing Meta Tags**
- Meta Titles & Descriptions: Not optimized on several pages.
- Fix: Add unique, keyword-rich meta titles (60–70 chars) and meta descriptions (150–160 chars) for each page.

► **Slow Server Response Time**
- Impact: Affects Core Web Vitals and increases bounce rates.
- Fix: Upgrade hosting or use a CDN like Cloudflare for global delivery.

TECHNICAL SEO AUDIT

► **Improper URL Structure**
- Examples: URLs with symbols, query strings, or lacking hyphens
- Fix: Use SEO-friendly URLs (lowercase, hyphen-separated, keyword-rich)

► **Mobile Structure Fixes**
- In mobile version, text font is not set properly so it will be easier to read. Therefore, we have to make the font size mobile friendly so it will create good user experience on mobile version of website.
- Also We have to fix the technical issues of mobile viewport in some pages of the website.
- Elements buttons are collapsing with each other. Therefore, we have to add the padding between buttons and links so it will not collapse with images and other section.

ON-PAGE SEO

3 pages have duplicate meta descriptions Error

Failed: **3**   Successful: **1,051**

Issues **3**   Hidden **0**   Search

Page URL

Fancy - beautymbf.com
https://beautymbf.com/product/fancy/

Lashrules - beautymbf.com
https://beautymbf.com/product/lashrules/

Milani - beautymbf.com
https://beautymbf.com/product/milani/

▶ **Missing Alt Text**
- Several images lack descriptive, keyword-optimized alt attributes.

▶ **Thin Content on Key Pages**
- Pages like "Contact", "About", and some product/service listings have less than 100 words.
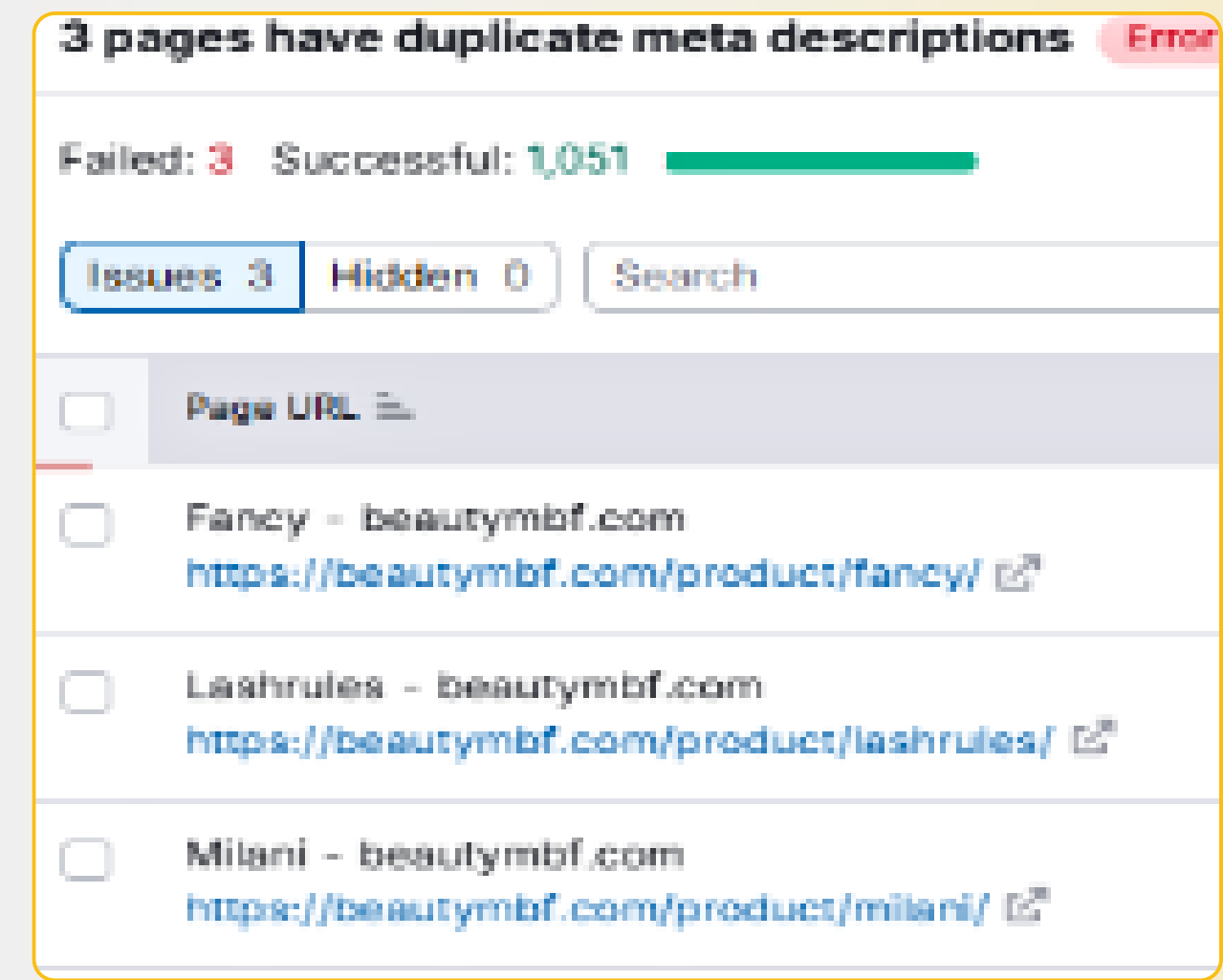
▶ **Inconsistent Header Structure (H1-H6)**
- Some pages have multiple H1s or missing H1 tags altogether.

▶ **Keyword Cannibalization**
- Similar pages are competing for the same keywords (e.g., "Beauty Services" vs "Our Services").

▶ **Low Use of Internal Linking**
- Poor linking between blog posts, service pages, and the homepage.

ON-PAGE SEO

- In 16 pages of the website, Broken link was added as an internal links in every text. Therefore, we should redirect this page with 301 permanent redirect response code on the home page of the website so it will not create any downsizing in the ranking factor and create risks in bad user experience. Otherwise, you can provide the suggestion where should we redirect this page as this page does not exist OR should we remove this page from the website.

Broken Link: https://beautymbf.com/brand/mbf/

16 internal links are broken [Error]

Failed: 16 Successful: 597

Issues 16 Hidden 0 Search Advanced filters

Page URL	Broken Link URL
CHANEL - beautymbf.com https://beautymbf.com/product/chanel/	https://beautymbf.com/brand/mbf/

1 page returned a 4XX status code [Error]

Failed: 1 Successful: 50

Issues 1 Hidden 0 Search

Page URL
https://beautymbf.com/brand/mbf/

▶ Duplication of Meta Description

- Meta Description and Meta Title needs to be updated After approval of keyword research task. Then there will be no duplicate title and description found in any pages of the website. Also Meta keywords will be optimized according to the topic of specific landing pages.

Backlinks appear on low-value pages or directories that:
- Lacks surrounding content
- Offer no editorial review
- Are indexed only to boost backlink volume (not value)

▶ Irrelevant Linking Sources

Most of the backlinks are found from aged domain marketplaces and link farms, which are:

- Not relevant to your niche (beauty or fashion)
- Likely increasing the google spam score of your domain and decreases authority score.
- Offering zero topical trust or contextual value.
- Therefore, we have to outreach the high quality backlinks according to the business niche with higher domain authority sites like yelp, trustpilot and other higher authority domains.

OFF-PAGE SEO AUDIT

TOXIC BACKLINKS DETECTED

Out of 68, most of the backlinks have toxic scores of around 94 and 91 with less authority score domains, which indicates severe risk to your domain authority and trustworthiness in Google's eyes. These links are coming from:

- vix.lt → suspicious directory likely used for selling backlinks
- australianwebdirectory.shop → known spammy source with unrelated niche

High Toxic Scores increase the likelihood of a Google Manual Penalty or algorithmic suppression of your ranking

OFF-PAGE SEO

PREPARED BY

APLUS TECH SOLUTIONS TEAM