



SEO PORTFOLIO



AUDIT REPORT OF PROMS AND BEYOND

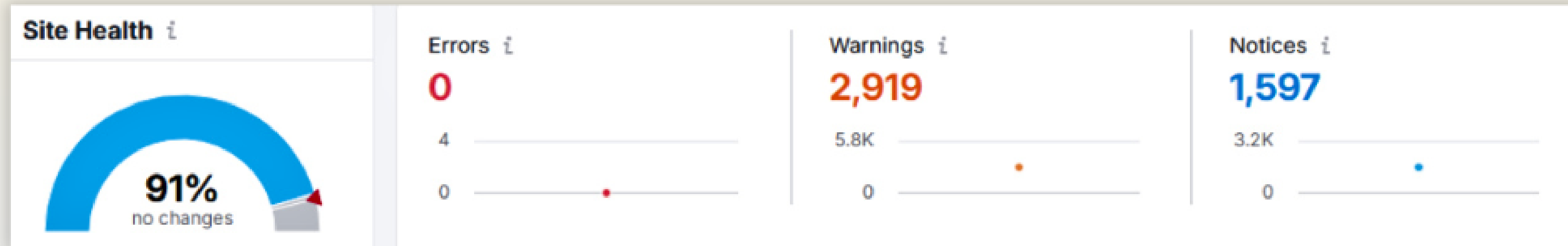
TECHNICAL SEO

ON-PAGE SEO

OFF-PAGE SEO

promsandbeyond.com

TECHNICAL SEO ISSUES



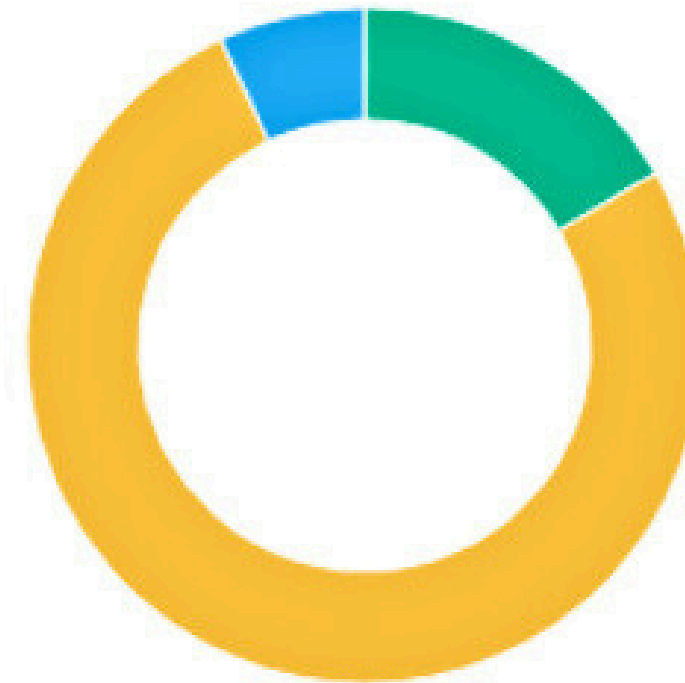
- ▶ 1388 links do not have proper anchor text integrated with the linking page due to which google crawlers did not index the pages properly.
- ▶ 5 pages of the website are blocked by the crawler
- ▶ Website health is quite good and need to upgrade the internal linking on the website to increase followed links by reduce nofollow links.

TECHNICAL SEO

Canonical Tags

- ▶ Few pages are available without Canonicalization
- ▶ Without Canonical Tags, pages of the website will not properly indexed based on specific details of all pages.

Canonicalization ⓘ



● Canonical to another page	33
● Self - canonical	153
● Without rel="canonical"	14

Canonicalization

7%

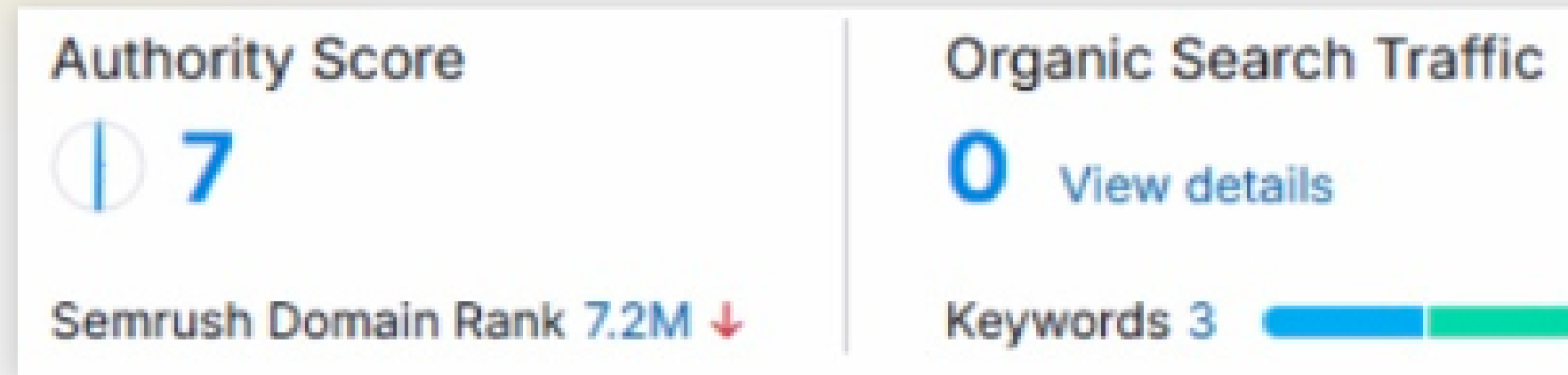
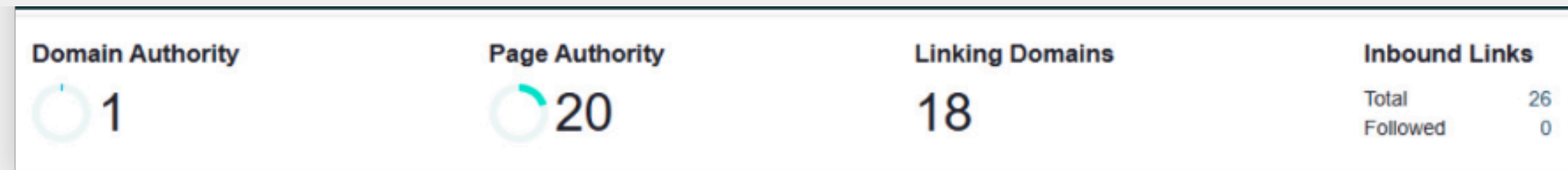
pages without rel="canonical" tag

Canonical to another page: 17%

Self-canonical: 77%

TECHNICAL SEO

DA and PA with linking domains and Inbound links are no follow. No Followed links available on this website. Authority Score with no Organic Traffic.



Less Domain Authority and greater Page Authority does not provide good ranking of website. Need Improvement in search results to increase domain authority and rankings. Authority score is good but there is no organic results. Need to add navigational keywords to increase trust level of website. Also there is no real backlink authority found from the inbound links.

TECHNICAL SEO

Desktop Results



Mobile Results



- Site Performance is not good and it will create bad user experience, increase in bounce rates, and affects page load speed of the website.
- Need to reduce Javascript execution time for improving performance of site.
- Images need to be sized properly based on the mobile and desktop layout and widget.
- Need to add anchor text missing on links of the website that are not crawlable.
- Initial Server Response Time should be reduced to improve accessibility of website.
- This website needs some changes from the DOM Size Elements which are poorly coded with the plugins and Node.JS

TECHNICAL SEO

Desktop Results

■ First Contentful Paint	■ Largest Contentful Paint
1.0 s	1.6 s
■ Total Blocking Time	▲ Cumulative Layout Shift
310 ms	0.297
▲ Speed Index	
5.1 s	

Mobile Results

▲ First Contentful Paint	▲ Largest Contentful Paint
4.6 s	15.5 s
■ Total Blocking Time	● Cumulative Layout Shift
470 ms	0.033
▲ Speed Index	
13.0 s	

- Need to reduce unused Javascript and CSS Files to improve Largest contentful paint.
- Eliminate Render Blocking resources to reduce blocking time for improvement in website performance.
- Speed Index of the website is not good based on the search engine results pages. Also this will affect the user experience due to loading speed of website.

ON-PAGE SEO

- ▶ 20 Pages of the website has low word count. To resolve this issue, content of these pages should be optimized for good user experience and better understanding.
- ▶ 129 pages of the website has no meta descriptions.
- ▶ 184 pages of the website has low text-HTML Ratio.
- ▶ 1126 Outgoing Internal Links are found which are not getting correct link juice from the relevant link. Need to remove nofollow links from the website so it will increase the page authority with the relevant domain link.
- ▶ 43 pages has been changed from JS Rendering and in some links description is missing. In some pages, content has been updated.
- ▶ 44 pages of the website uses multiple h1 Tags. This issue will be resolved by adding h2, h3, h4, h5 tags on several pages of the website instead of using h1 tags more than 6 times in several pages.

Referring Domains <i>i</i>	Backlinks <i>i</i>	Monthly Visits <i>i</i>	Organic Traffic <i>i</i>	Outbound Domai... <i>i</i>	Overall Toxicity Score <i>i</i>
22 0%	71 0%	15K	n/a	5	

- ▶ Some Backlinks are found broken for this website.
- ▶ To increase Linking Domains and backlinks, we have to submit high quality backlinks with the updated content.
- ▶ With the increase of backlinks, Domain Authority will also increase with online visibility.
- ▶ There are no toxic backlinks found on this website

**OFF-PAGE
SEO**

SEO Optimization & Content Enhancement Strategy

- ▶ In this website, there is a lack of Structured Data as it was not implemented properly in few pages of the website.
- ▶ This website needs to be designed properly to make it mobile responsive which will generate good user experience.
- ▶ Also, URL structure needs some revisions for better optimization of keywords.
- ▶ Images in this website are not properly optimized due to different layouts.
- ▶ Images needs to be compressed according to the widget with integration of Alt Text in those images which have no Alt Text.
- ▶ Content of this site needs some revisions to remove the duplication issues from business listings.

OFF-PAGE SEO

SEO SUMMARY

For Improvement in SEO, This website needs to increase the quantity of keywords to gain good traffic from optimized keywords. This website needs to be Mobile Responsive based on the speed index. Also we have to optimize high quality backlinks to improve relevant link authority from several pages of the website. According to content, This website needs some revisions based on usage of proper title tags, heading tags etc to increase the good user experience after removing duplicate content. From Technical aspects, This site needs to work on Set up the structured data on all pages of the website which will make website SEO Friendly. Also xml.sitemap and robots.txt file need revisions after updating the structured data which will make all the relevant pages of website properly indexed.



PREPARED BY

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