Right Papa
Our Duty Your Pleasure

06th-Mar-2020

SEO

SEO Audit Report for
www.provence-amazing-tours.com

Analysis of Existing On Site Factors

FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE
Pages Indexed by Google	The higher the number of pages indexed by Google, better is the ranking in Search Engines.	829	**NOT GOOD**
Reverse IP	Search Engines like clean and static IPs.	**3 Domains hosted on IP address**	**GOOD**
Canonicalization	Canonicalization is the process of picking the best URL when there are several choices, and it usually refers to home pages.	**Not Found**	**GOOD**
Page Loading Speed	One of the most important criteria for Search Engines as well as prospective visitors	**2.92s**	**GOOD**

FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE
Meta Title	Brief and relevant title is highly appealing to Search Engines and visitors alike.	**Present**	**Need to rewrite the meta title**
Meta Description	Brief and relevant description is highly considered by Search Engines and visitors alike.	**Present**	**Need to rewrite the meta description**
Robots.txt	Web site owners use the robots.txt file to give instructions about their site to web robots.	Present	**GOOD**
Analytics	Website analytics tools like Google Analytics assist you in measuring, analyzing and ultimately improving traffic to your page.	Not Present	**NOT GOOD**
Sitemap.xml	The Sitemaps protocol allows a webmaster to inform Search Engines about the website that are available for crawling	Not Present	**NOT GOOD**
Meta Keywords	Brief and relevant keywords are highly considered by Search Engines.	**Present**	**Need to rewrite the meta keywords**

FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE
Image Alt-tag	Alt tags help Search Engines track the theme of the images on your pages.	**Missing**	**NOT GOOD**
Header Tag	It helps Search Engines track the Title of pages	**Present**	**GOOD**
Favicon	It has strong impacts on website reputation.	**Present**	**GOOD**
Ensuring quality of back links	Major search engine accord high value to links rich in content.	**37**	**NOT GOOD**

Analysis of Off Page Factors

FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE
Browser Compatibility	Different browsers are used by different visitors.	**1. Internet Explorer 2. Mozilla Firefox**	**GOOD**
Black hat Technique	Search Engines may penalize your site if you adopt any kind of black hat techniques.	**Not Found**	**GOOD**
Flash, Frame	Flash content can't properly index by Google	**No**	**GOOD**
Social media pages (Twitter, pinterest, Instagram, Youtube, facebook)	Improve your brand value and referral traffic..	**Present**	**GOOD**

FACTORS	IMPORTANCE (Why?)	VALUE (If any)	HOW DOES YOUR SITE SCORE
CSS Errors	It should be minimum for better performance of website.	**25 Errors, 229 warning**	**NOT GOOD**
HTML Errors	Improve indexing of website. It should be clean.	**32 Errors**	**NOT GOOD**
Mobile Friendly	As Smartphone and tablet adoption increases rapidly , So does importance of mobile-friendly websites.	**Responsive**	**GOOD**
Unique Content	Unique content always favorable by Google and also helps to improve your website ranking .	**more contents**	**GOOD**