

*06<sup>th</sup>-Mar-2020*



***SEO Audit Report for  
[www.provence-amazing-tours.com](http://www.provence-amazing-tours.com)***



*Analysis of Existing On Site Factors*

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

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

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

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