

SEO Audit Project

Name: Siddhi Nayak

Q.1. Identify at least 5 potential issues related to Content from the SEO Audit for your website & suggest the optimization ways.

Issues

1. Title Tag is only 27 characters.
2. Meta Description is only 17 characters.
3. H1 Header Tag is missing.
4. Multiple Header Tags (H2–H6) are not used properly.
5. Thin Content (only 53 words).

Optimization Ways

1. Increase it to 50–60 characters with the main keyword.
2. Write a 120–160 character meta description including target keyword.
3. Add one unique H1 heading to every page.
4. Organize content using H2 and H3 headings.
5. Increase useful content to at least 300-600 words with relevant keywords.

Q.2. Identify at least 5 potential issues related to Technical from the SEO Audit for your website & suggest the optimization ways.

Issues

1 :- HTTPS Redirect not implemented.

2:- HTTP/2 protocol not enabled.

3:- Identity Schema missing.

4:- DMARC Record missing.

5:- SPF Record missing.

Optimization Ways

1. Redirect all HTTP traffic to HTTPS

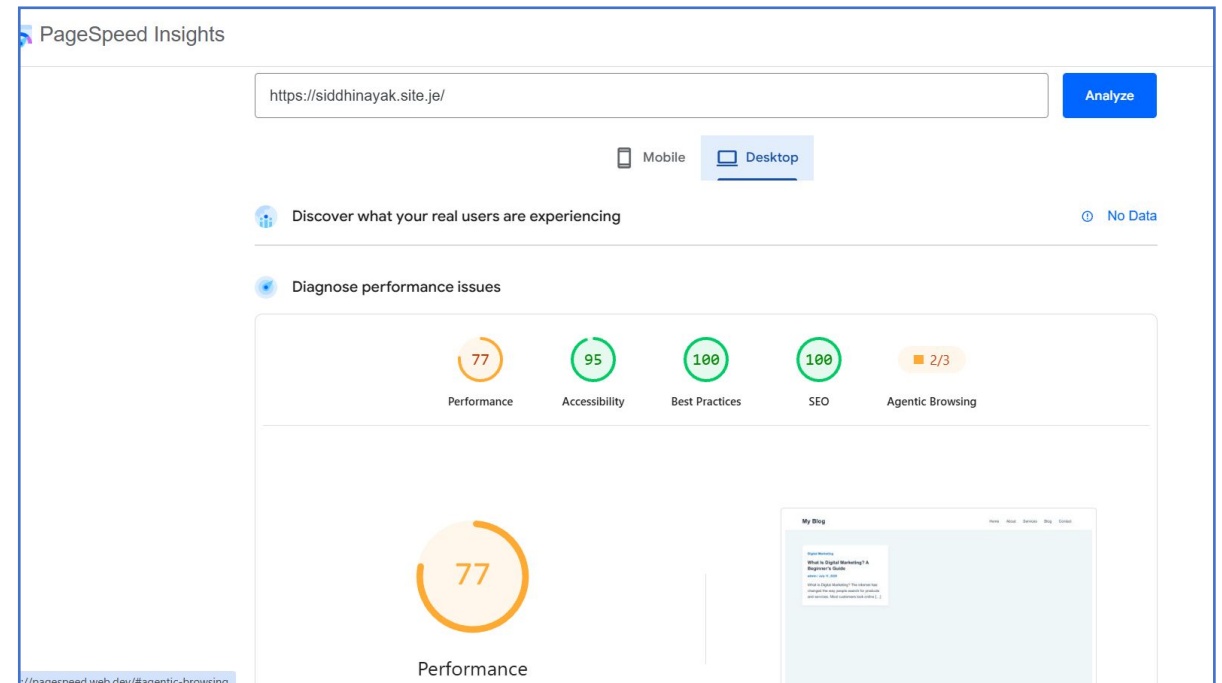
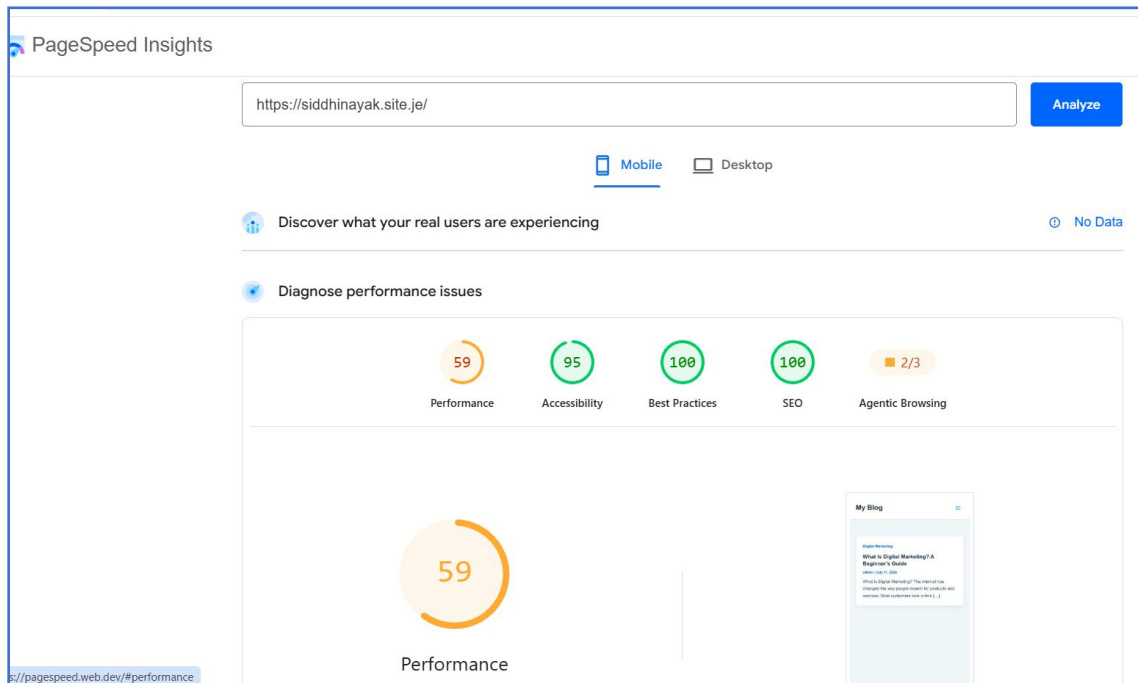
2. Enable HTTP/2 or HTTP/3 on the hosting server.

3. Add Organization/Person schema using Yoast SEO or another schema plugin.

4. Configure a DMARC DNS record for email security.

5. Add an SPF DNS record to improve email authentication.

Q.3. Perform the Speed test for your website and provide the screenshot – for Mobile and Desktop



Q.4. Suggest the optimization ways which you are going to follow to improve the website's speed (At least 3).

Reduce unnecessary redirects

Removing extra redirects will help the website load faster and provide a smoother browsing experience for visitors.

Enable HTTP/2 or HTTP/3

Using a newer HTTP protocol can improve the speed of data transfer between the server and the browser, making pages load more quickly.

Optimize CSS and JavaScript files

Removing unused code and loading only the required CSS and JavaScript files can improve the website's overall performance.

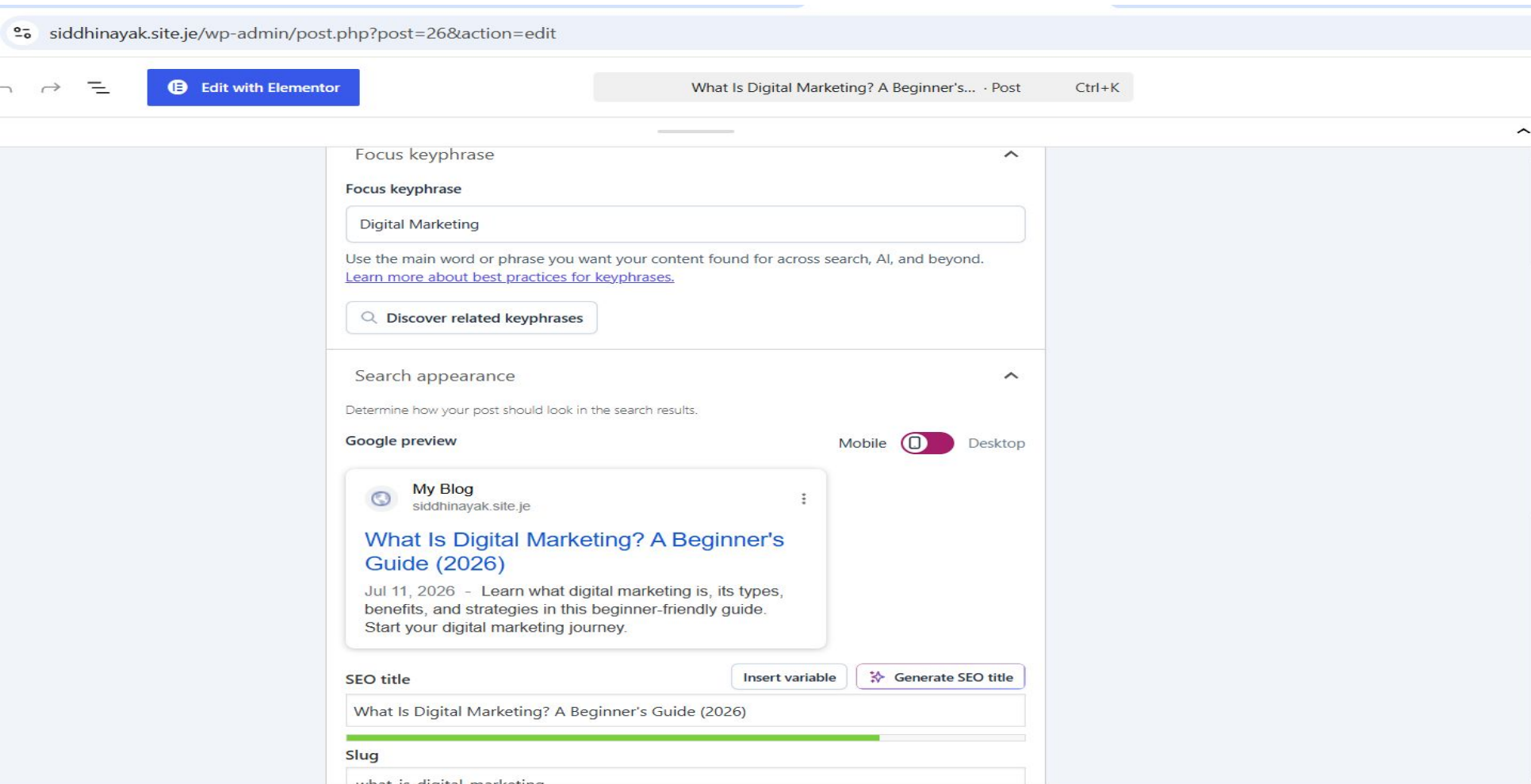
Enable browser caching

Browser caching stores website files on a visitor's device, allowing the website to load faster when they visit again.

Improve server response time

Using a reliable hosting service and optimizing the server can reduce loading time and improve the website's speed.

Q.5. Provide the screenshot of “Search Snippet” for any blog post and mention the “Focus Keyphrase” of that blog post.



**Focus
Keyphrase:
Digital Marketing**

Q.6. Recording Summary

(Record 1 minute summary of the project with below mentioned points:

1. What activities you have performed in this assignment?
2. What are your key learnings?

Video Guidelines:

- In the video, your face is mandatory with a silent background.
- You can use Google Meet or Zoom to record this 1 minute video.
- You may also use your mobile device for the recording.
- Upload this video on Google Drive and Share Access of the link to all so that evaluator can check it.)

Paste the

https://drive.google.com/file/d/1-GR0UrmBEvDV5OBFgC2nM_w1ZyIPFhrt/view?usp=s
haringLink of your Video Presentation