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SEO AUDIT REPORT

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Content

01

OVERVIEW

Search engine optimization is the process of enhancing the visibility of website by improving the ranking in the search engine results page(SERP).

02

KEYWORDS POSITION

A keyword position is the rank or rung a website holds in the search engines, in relation to other competing websites, for a given keyword.

03

BACKLINK AUDIT AND SPEED INSIGHTS

A backlink is a link created when one website links to another. Backlinks are also called "inbound links" or "incoming links." Backlinks are important to SEO.

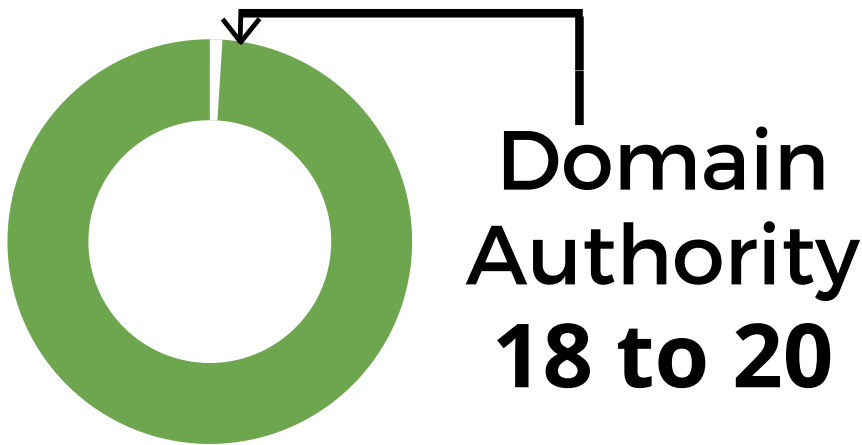
04

SEO ISSUES

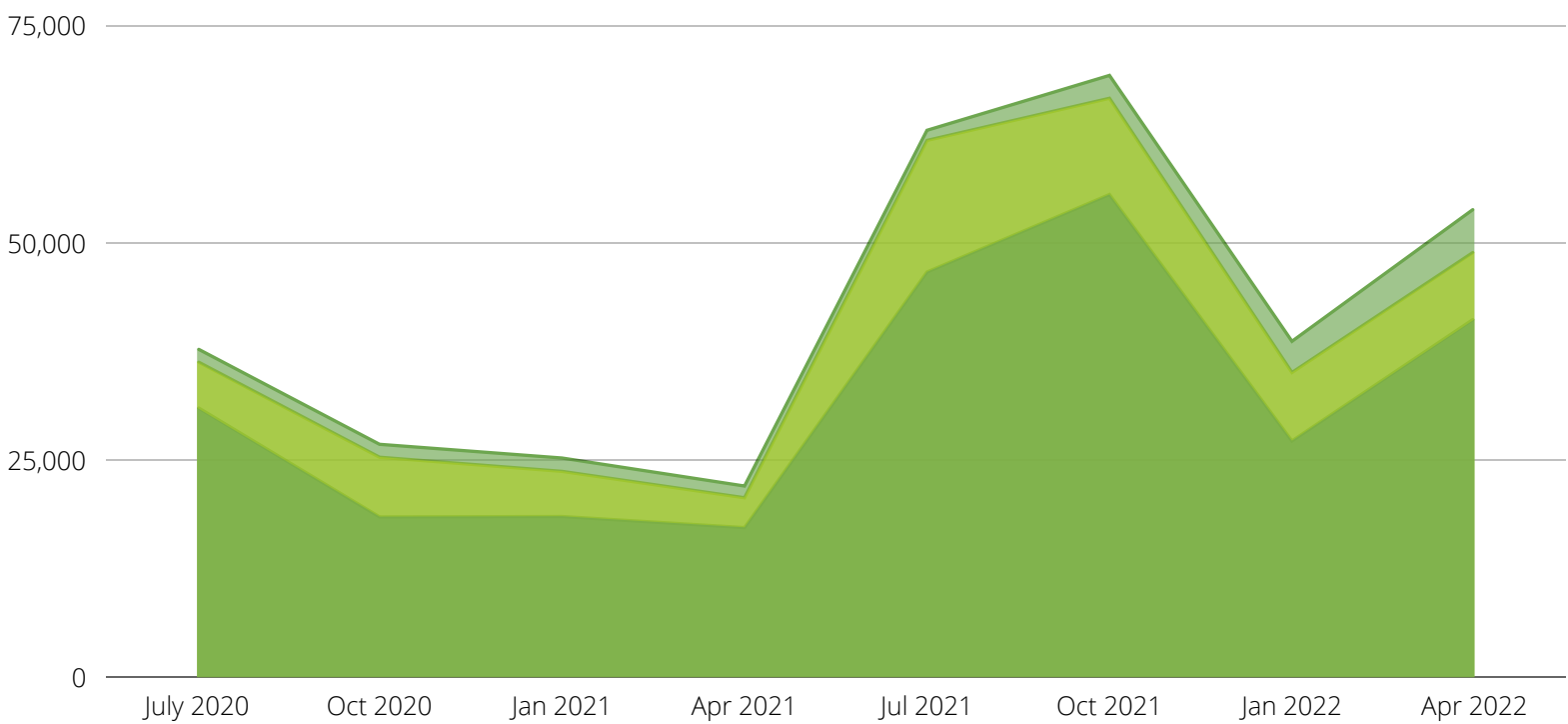
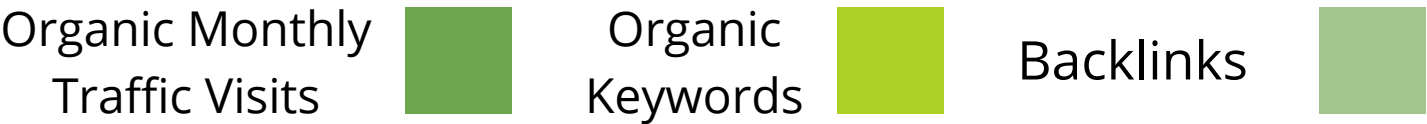
There are three lesser-known SEO problems that can hinder the success of your site: negative SEO, Google penalties, and keyword cannibalization.

OVERVIEW

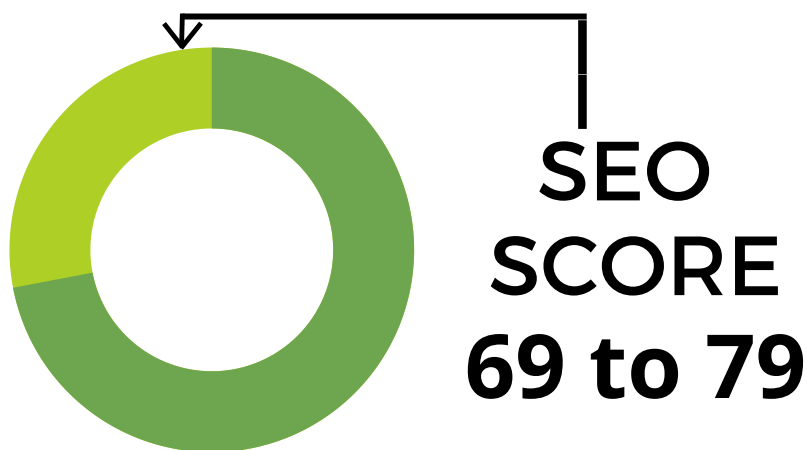
This graph shows the overview of SEO report and it shows the percentage and numbers. The first we have is domain authority:



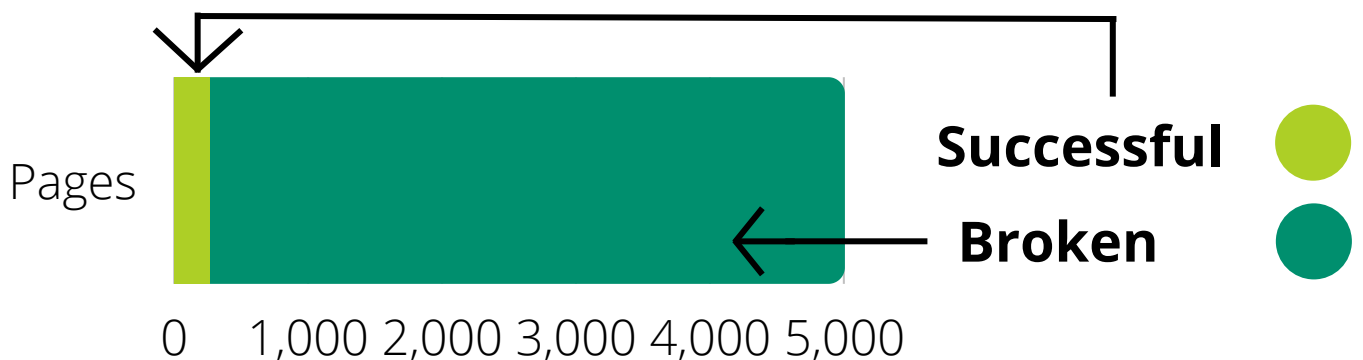
This graph shows how many Organic Traffic Visits, Organic Keywords and Backlinks are there in the website and this graph is from July2020 to April2022.



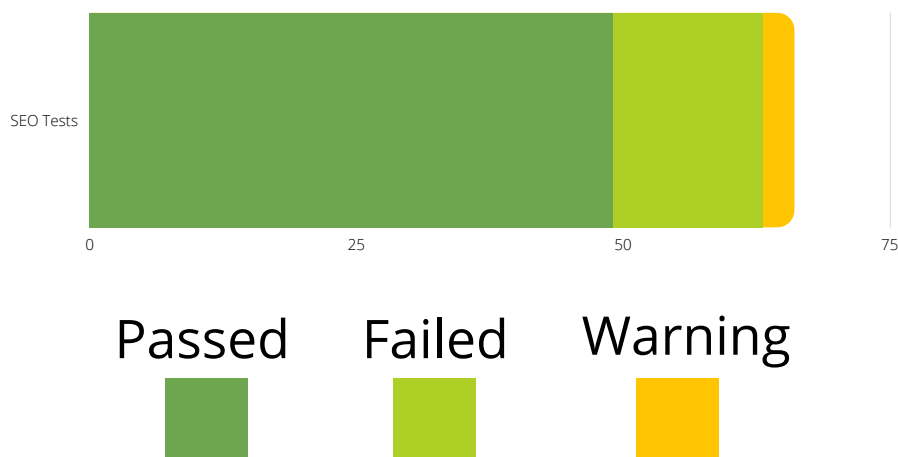
This graph shows the overview SEO score which describes a measure of how well the user-facing and technical aspects of your site contribute to search engine optimization, and ultimately, higher rankings and organic traffic.



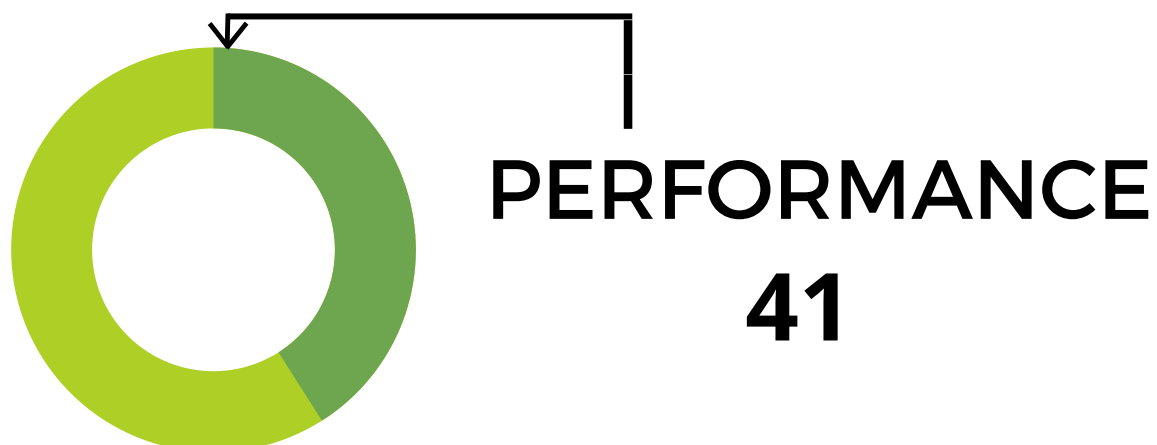
This graph shows about Pages which got approved and other which got redirected. The term redirect is a way to send users to a different URL from the one they initially requested the browser to open and it is also known as URL forward.



This graph shows the overview SEO test results which means the process of measuring and evaluating the results of a change you make to a page or your site in relation to organic search traffic. Comparisons of clicks and impressions for a test and control in an SEO test.



This graph shows about Pages which got approved and other which got redirected. The term redirect is a way to send users to a different URL from the one they initially requested the browser to open and it is also known as URL forward.



Keyword Position

Top 7 Keywords we are ranking for

No	Keywords	Volume	Position	Est. Visits	SEO Difficulty
1	fresh oven	12100	1	4782	55
2	oven cakes	3600	1	1278	52
3	nutties cake	1900	2	749	48
4	oven fresh cakes	1000	1	465	54
5	ovenfresh cakes	1000	5	388	46
6	oven fresh dadar	4400	5	337	47
7	oven fresh bakery	480	4	234	53

Top Keywords we can Rank for

No	Keywords	Volume	Paid Difficulty	Seo Difficulty	Position	Est. Visits	Ranking Url
1	cake shops near me	246000	30	38	15	32	http://ovenfresh.in/
2	cake shop near me	246000	30	38	19	31	http://ovenfresh.in/
3	photo cakes	201000	99	34	28	14	http://ovenfresh.in/personalised-cake
4	oggy	201000	1	85	18	7	http://ovenfresh.in/oggy-and-the-cockroaches-photo-cake
5	masha and bear	165000	8	98	55	0	http://ovenfresh.in/masha-and-the-bear-photo-cake-500gms
6	shop cake	135000	22	54	16	17	http://ovenfresh.in/
7	happy birthday for my love	135000	2	46	67	6	http://ovenfresh.in/index.php/happy-birthday-my-love-500gms
8	cake shop	90500	8	33	17	18	http://ovenfresh.in/
9	order a cake online	60500	99	35	15	34	http://ovenfresh.in/
10	order for cakes online	60500	100	54	22	30	http://ovenfresh.in/
11	order online cake	60500	100	31	19	18	http://ovenfresh.in/
12	order cake online	60500	100	37	16	16	http://ovenfresh.in/
13	pineapple cake	60500	16	51	64	2	http://ovenfresh.in/pineapple-cake-eggless-500gms
14	kitkat cake	49500	99	54	30	8	http://ovenfresh.in/chocolate-kitkat-cake-500gms
15	birthday cake chocolate	49500	58	55	74	0	http://ovenfresh.in/chocolate-dutch-truffle-birthday-cake-500gms
16	spiderman cake	40500	98	63	58	6	http://ovenfresh.in/index.php/spiderman-photo-cake-500gms
17	oreo cake	33100	17	12	47	5	http://ovenfresh.in/mango-oreo-cake-500gms
18	cake near me	33100	93	35	30	4	http://ovenfresh.in/
19	online cake delivery	27100	97	39	19	14	http://ovenfresh.in/
20	black forest	27100	9	78	89	0	http://ovenfresh.in/austrian-black-forest-cake-500gms
21	hampers	27100	62	42	77	0	http://ovenfresh.in/all-hampers
22	temperature in mumbai today	27100	1	71	88	0	http://ovenfresh.in/
23	avenger cake	22200	96	41	26	16	http://ovenfresh.in/avenger-theme-cake-750gms
24	cake delivery online	22200	100	50	18	10	http://ovenfresh.in/
25	current temperature in mumbai	22200	1	76	76	0	http://ovenfresh.in/
26	ferrero rocher cake	18100	99	54	28	15	http://ovenfresh.in/ferrero-rocher-cake
27	friends day photo	18100	3	81	22	15	http://ovenfresh.in/friends-friendship-day-photo-cake-500gms

Keyword Cloud



almond almonds ariel arrangement barbie
basket best birthday biscoff biscottis blue
bomb bouquet cake cakes candied
card carnations cheese chocolate chocolates
contains cookie cookies cream
delivery diamond dome dress earliest
eggless floral flowers free french fresh frosting
fruit fudge gifting gold green hammer hand
happy have hazelnut heart honey india leaves
lemon love macarons mango mousse mumbai
numeric nutties oatmeal online opera orange order
oreo oven overloaded passion pinata pink
piñata pralines previous pull
rainbow road roasted roses rosette sacher
shaded shell sorry stock swedish time today
tomorrow topper toppers torte tray trending truffle
unicorn varakh velvet view white yellow

From the above keyword cloud, we can see that the keywords we are using on our website are **white**, **yellow**, **blue**, and many more. These terms are not our keywords but are repeated within the content of our web pages, causing the term to appear as a keyword. Our content can be adjusted to decrease the use of these keywords and increase the use of keywords on which we can rank faster. This will increase our domain authority and website relevancy. Our keywords are very significant, and using these words frequently can decrease the relevance of our website.

Ovenfresh Backlink Audit Report

Project name: ovenfresh.in
Project scope: Root domain (ovenfresh.in)
Last update: Apr 20, 2022
Report scope: All links

Backlink Audit: Summary

Project Scope: Root domain (ovenfresh.in) | Report Scope: All links | Last update: Apr 20, 2022

Overall Toxic Score	Referring Domains	Analyzed Backlinks
MEDIUM	293	1,350
	new	25
	broken	32
	lost	24

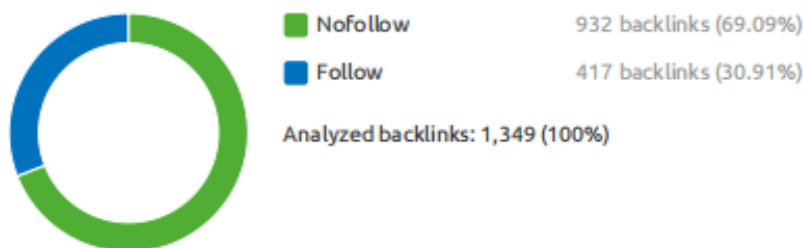
Backlink Audit: Domains by Toxic Score

Project Scope: Root domain (ovenfresh.in) | Report Scope: All links | Last update: Apr 20, 2022



Backlink Audit: Follow vs Nofollow

Project Scope: Root domain (ovenfresh.in) | Report Scope: All links | Last update: Apr 20, 2022



Backlink Audit: Anchor Types

Project Scope: Root domain (ovenfresh.in) | Report Scope: All links | Last update: Apr 20, 2022

Money	49 backlinks (4%)
Compound	180 backlinks (13%)
Brand	589 backlinks (44%)
Organic	21 backlinks (2%)
Other	151 backlinks (11%)
Naked	69 backlinks (5%)

Backlink Audit: Top Anchors

Project Scope: Root domain (ovenfresh.in) | Report Scope: All links | Last update: Apr 20, 2022

Anchor	Percentage	Backlinks
ovenfresh.in	40%	540
<Empty Anchor>	21.6%	291
Best Cake Shop in Mumbai Order Cake Online Mumbai Online Cake Delivery in Mumbai OVENFRESH.COM	12.1%	164
Masha And The bear Photo Cake 500gms	1.7%	23
Best Online Cake Shop in Mumbai Straight from Our Pastry Kitchen	1.6%	21
www.ovenfresh.in	1.5%	20
https://www.ovenfresh.in/pages/pages/privacypolicysite	1.4%	19

Backlink Overview

After close observation of the backlinks generated on our site, we found out that most of the backlinks you are getting are from low domain authority sites and this is also affecting the domain authority of our site.

How can we resolve this issue ?

We have made a list of sources and sites which can help us get high domain authority backlinks which will eventually increase our own online presence and will help us to rank for a higher no. of keywords.

Also we work on our own blogs and some outbound links and thereby getting some more backlinks for our site.

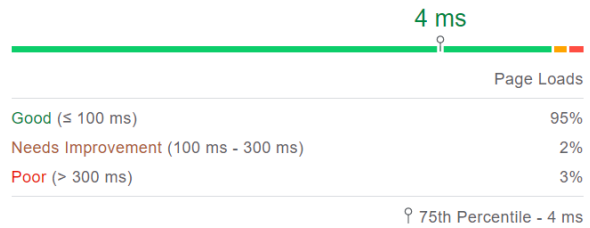
Page Speed Insights

Desktop

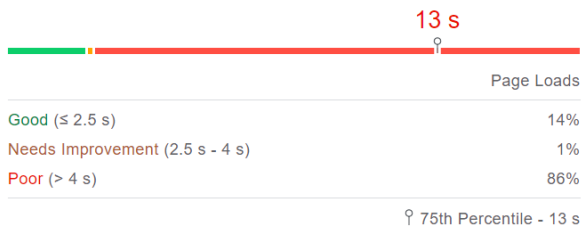
▲ First Contentful Paint (FCP)



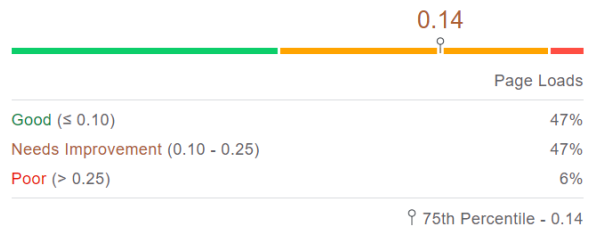
● First Input Delay (FID) ■



▲ Largest Contentful Paint (LCP) ■

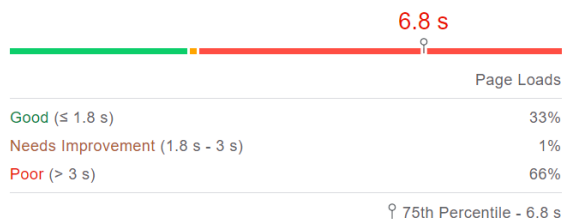


■ Cumulative Layout Shift (CLS) ■

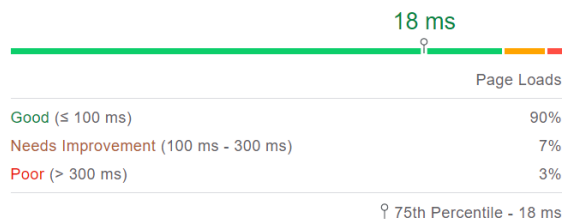


Mobile

▲ First Contentful Paint (FCP)



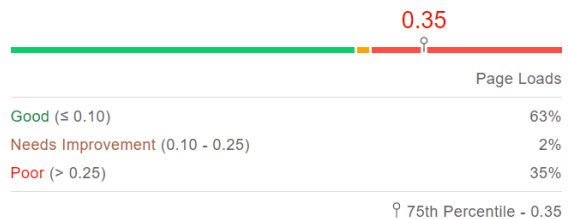
● First Input Delay (FID) ■



▲ Largest Contentful Paint (LCP) ■



▲ Cumulative Layout Shift (CLS) ■



CRITICAL ERRORS

Some of your website's JavaScript files are not minified!

This webpage is using render-blocking resources! Eliminating render-blocking resources can help your page load significantly faster and improve the website experience for your visitors.

This webpage is not serving images in a modern format. Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PNG or JPEG, which means faster downloads and less data consumption.

Your website loading time is around 12.64 seconds and is over the average loading speed which is 5 seconds.

WARNINGS

This webpage is using `target="_blank"` links without `rel="noopener"` or `rel="noreferrer"` attribute, which can expose it to performance and security issues.

The Document Object Model (DOM) of this webpage has 18,965 nodes which is greater than the recommended value of 1,500 nodes. A large DOM size negatively affects site performance and increases the page load time.

We've found JavaScript errors on your webpage!

Not all image display dimensions match the natural aspect ratio! Fix aspect ratio issues to avoid distorted images on your site.

Not all images in this page are properly sized! You are serving images that are larger than needed for the size of the user's viewport.

RECOMMENDATIONS

This webpage has some errors caught by the Chrome DevTools Console!

This webpage is not using social media meta tags! While this type of meta tags don't affect what people see when they visit the webpage, they exist to provide information about it to search engines and social media platforms.

Your webpage doesn't take the advantages of HTML Microdata specifications in order to markup structured data. View Google's guide for getting started with microdata.

Your webpage is using inline CSS styles!

THANK YOU

SEO AUDIT REPORT

GROWTHALLEY

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