SEO Audit Report – 3adeal.com

ON-PAGE SEO SCORE	ORGANIC MONTHLY TRAFFIC	ORGANIC KEYWORDS	BACKLINKS
62	5,060 GREAT	2,348 GREAT	5,113 GREAT

Desktop Engagement Report

SITE SPEED

A fast site and smooth user experience are crucial to your SEO health. Based on real visitor experiences on your site in the last 28 days, we've broken down how fast your pages loaded, how long visitors waited while interacting with your pages, and how shaky your pages were when they loaded.

LOAD TIME

The time it takes for the page's main content to load. An ideal speed is less than 2.5 seconds.

🖥 DESKTOP LOAD TIME

2.45 seconds GREAT

3adeal.com
● 2.45s

0s   2.5s   4s   10s+

Time in seconds (s)

INTERACTIVITY

The time it takes for pages to respond to a visitor's click or button tap. An ideal speed is less than 100 milliseconds.

🖥 DESKTOP INTERACTIVITY

4 milliseconds GREAT

3adeal.com
● 4ms

0ms   100ms   300ms   600ms+

Time in milliseconds (ms)

VISUAL STABILITY

How much your page layout shifts or jumps while it's loading. An ideal measurement is 0.1 or lower.

🖥 DESKTOP VISUAL STABILITY

0.11 NEEDS IMPROVEMENT

3adeal.com
● 0.11

0   0.1   0.25   1+

? Help
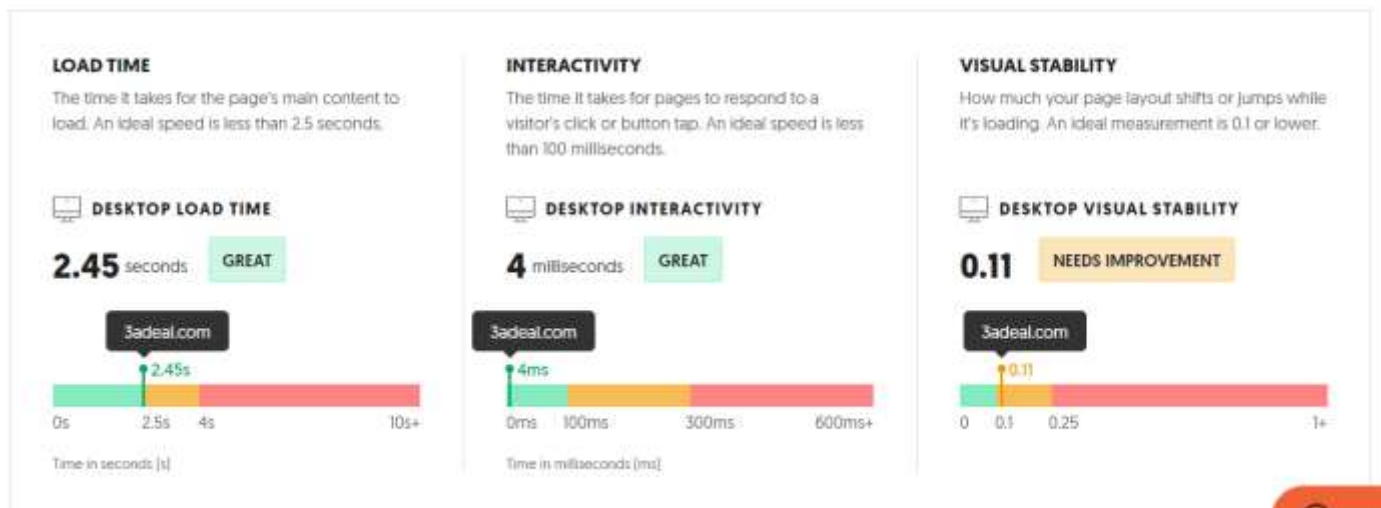
Mobile Engagement Report

SITE SPEED

A fast site and smooth user experience are crucial to your SEO health. Based on real visitor experiences on your site in the last 28 days, we've broken down how fast your pages loaded, how long visitors waited while interacting with your pages, and how shaky your pages were when they loaded.

LOAD TIME

The time it takes for the page's main content to load. An ideal speed is less than 2.5 seconds.

📱 MOBILE LOAD TIME

3.27 seconds NEEDS IMPROVEMENT

3adeal.com
● 3.27s

0s   2.5s   4s   10s+

Time in seconds (s)

INTERACTIVITY

The time it takes for pages to respond to a visitor's click or button tap. An ideal speed is less than 100 milliseconds.

📱 MOBILE INTERACTIVITY

19 milliseconds GREAT

3adeal.com
● 19ms

0ms   100ms   300ms   600ms+

Time in milliseconds (ms)

VISUAL STABILITY

How much your page layout shifts or jumps while it's loading. An ideal measurement is 0.1 or lower.

📱 MOBILE VISUAL STABILITY

0.07 GREAT

3adeal.com
● 0.07

0   0.1   0.25   1+

? Help

SEO CHECKS PASSED

Meta Title Test

Congratulations! Your webpage is using a title tag

Plotsify | Sale Buy Plots Lands Villas at Plotsify

Meta Description Test

Congratulations! Your webpage is using a meta description tag

Plotsify, your dream house plots, lands, and villas at Plotsify. We offer you best property at very genuine price. For more visit us.

Heading Tags Test

Congratulations! Your webpage contains headings tags.

Robots.txt Test

Congratulations! Your site uses a "robots.txt" file.

https://plotsify.com/robots.txt

Sitemap Test

Congratulations! Your website has a sitemap file.

https://plotsify.com/sitemap.xml

Image Aspect Ratio Test

All image display dimensions match the natural aspect ratio.

Deprecated HTML Tags Test

Congratulations! Your page does not use HTML deprecated tags.

Google Analytics Test

Congratulations! Your webpage is using Google Analytics.

Favicon Test

Congratulations! Your website appears to have a favicon.

Charset Declaration Test

This webpage has a character encoding declaration.

Console Errors Test

This webpage doesn't have any warnings or errors caught by the Chrome DevTools Console.

Social Media Test

Congratulations! Your website is connected successfully with social media.

HTML Compression/GZIP Test

Congratulations! Your webpage is successfully compressed using gzip compression on your code. Your HTML is compressed from 947.92 Kb to 46.05 Kb (95% size savings). This helps ensure a faster loading webpage and improved user experience.

Site Loading Speed Test

Your website loading time is around 3.32 seconds and this is under the average loading speed which is 5 seconds.

JS Execution Time Test

The JavaScript code used by this webpage is executed in less than 2 seconds.

Page Cache Test (Server Side Caching)

Congratulations, you have a caching mechanism on your website. Caching helps speed page loading times as well as reduces server load.

Flash Test

Congratulations! Your website does not include flash objects (an outdated technology that was sometimes used to deliver rich multimedia content). Flash content does not work well on mobile devices, and is difficult for crawlers to interpret.

CSS Minification Test

Congratulations! Your webpage's CSS resources are minified.

JavaScript Minification Test

Congratulations! Your website's JavaScript files are minified!

Nested Tables Test

Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.

Frameset Test

Congratulations! Your webpage does not use frames.

Doctype Test

Congratulations! Your website has a doctype declaration:
<!DOCTYPE html>

URL Redirects Test

Congratulations! Your URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).

URL Canonicalization Test

https://plotsify.com and https://www.plotsify.com resolve to the same URL.

SSL Checker and HTTPS Test

Your website is successfully using HTTPS, a secure communication protocol over the Internet.

The certificate is not used before the activation date.

The certificate has not expired.

The hostname "tenanto.in" is correctly listed in the certificate.

The certificate should be trusted by all major web browsers.

The certificate was not revoked.

The certificate was signed with a secure hash.

Mixed Content Test (HTTP over HTTPS)

Congratulations, this webpage does not use mixed content - both the initial HTML and all other resources are loaded over HTTPS.

Safe Browsing Test

This site is not currently listed as suspicious (no malware or phishing activity found).

Directory Browsing Test

Congratulations! Your server has disabled directory browsing.

Plaintext Emails Test

Congratulations! Your webpage does not include email addresses in plaintext.

Meta Viewport Test

This webpage is using a viewport meta tag.
meta name="viewport" content="width=device-width, initial-scale=1,user-scalable=no"

Media Query Responsive Test

Congratulations, your website uses media query technique, which is the base for responsive design functionalities.

Custom 404 Error Page Test

Congratulations, your website is using a custom 404 error page. By creating a custom 404 error page, you can improve your website's user experience by letting users know that only a specific page is missing/broken (and not your entire site), providing them helpful links, the opportunity to report bugs, and potentially track the source of broken links in your site.

Noindex Tag Test

Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.

Canonical Tag Test

Your webpage does not use the canonical link tag.

Meta Refresh Test

Congratulations, this webpage is not using a meta refresh tag.

SPF Records Test

Congratulations! Your DNS server is using an SPF record.
v=spf1 include:_spf.mail.hostinger.com ~all

Ads.txt Validation Test

This website doesn't use an ads.txt file! Ads.txt is a text file that contains a list of Authorized Digital Sellers. The purpose of ads.txt files is to give advertisers and advertising networks the ability to verify who is allowed to sell advertising on your website.
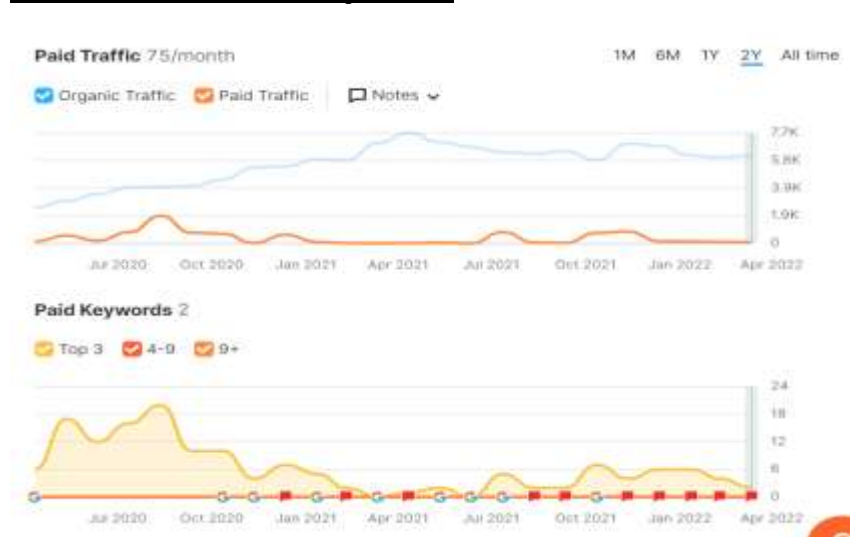
Traffic and Backlink Report

Organic Traffic and Keyword
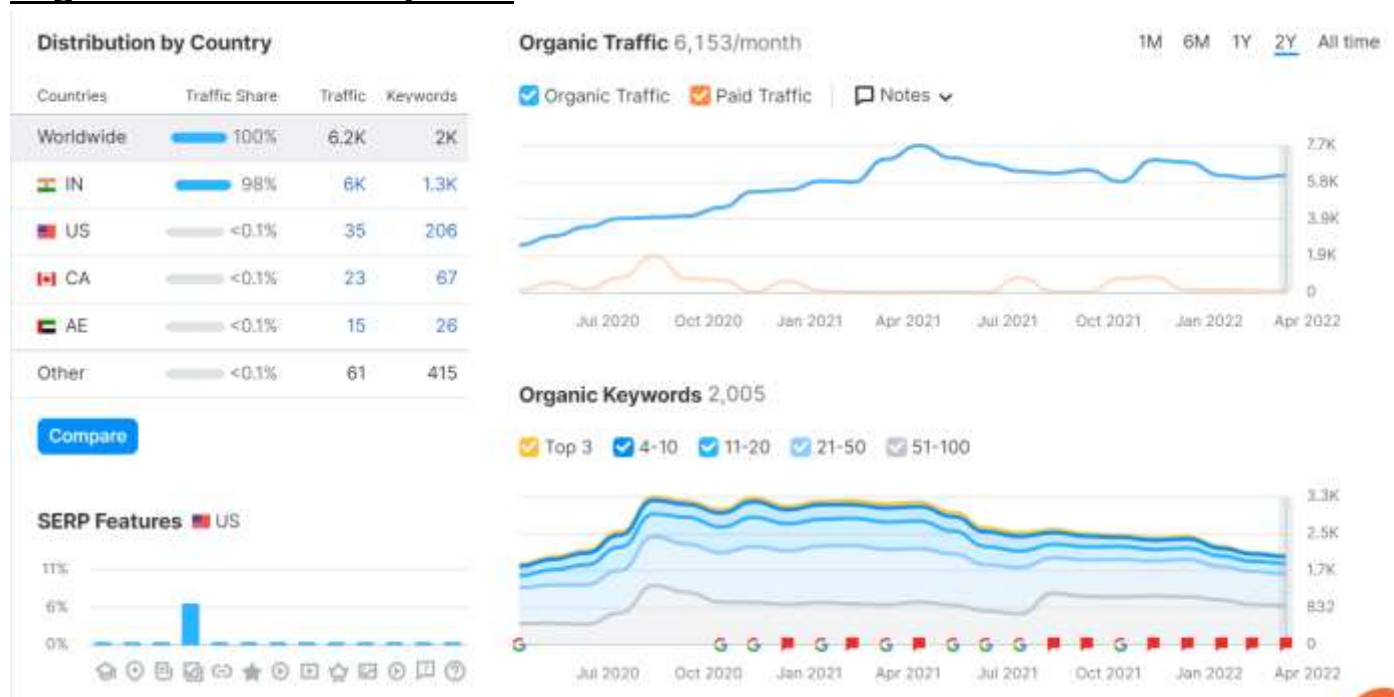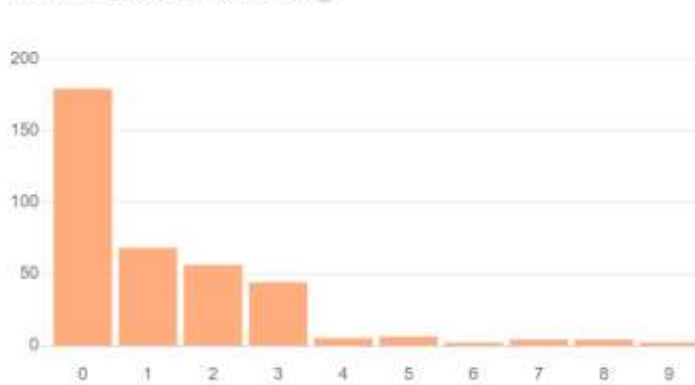

Paid Traffic and Keyword

BACKLINKS OVER TIME

Legend: Backlinks, Referring Domains

NEW & LOST REFERRING DOMAINS

Legend: New, Lost

REFERRING DOMAINS BY DA

ANCHOR TEXT	BACKLINKS
www.3adeal.com	88
3adeal.com	84
	57
3adeal - buy or sell unlisted shares. call 1800 209 2929 for instant response.	45
a subsidiary of 3a capital services ltd	25
www.italyyt.xyz	3

View All Anchor Text Distribution

Backlinks				
5K <1%				
Referring Domains				
386 <1%				
Referring IPs				
369				

Backlink Types

Text		98%	5K
Image		2%	97
Form		0%	0
Frame		0%	0

Link Attributes

Follow		70%	3.5K
Nofollow		30%	1.5K
Sponsored		0%	0
UGC		0%	0

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.
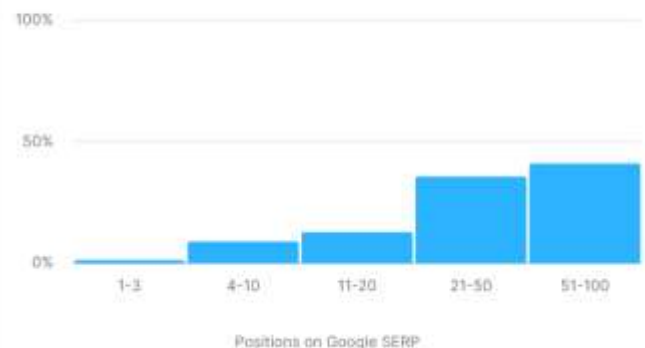

Organic Research

Top Organic Keywords 1,291

Keyword	Intent	Pos.	Volume	CPC (U...	Traffi...
3a deal »	N	1	1,600	0.10	21.26
3a financial ser... »	N	1	880	0.10	11.69
3a financial ser... »	N	1	590	0.08	7.84
3adeal »	N	1	390	0.09	5.18
3a financial »	N	1	210	0.10	2.79

View details

Organic Position Distribution

Positions on Google SERP

Keywords by Intent

Intent	Keywords	Traffic
● Informational	35.2%	506	689
● Navigational	29.6%	426	3.1K
● Commercial	7.6%	110	357
● Transactional	27.5%	396	2K

View details

Branded Traffic Trend

Jul 2021   Sep 2021   Nov 2021   Jan 2022   Mar 2022
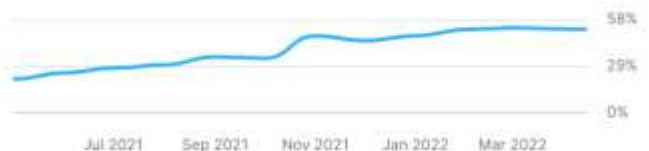
Branded vs. Non-Branded Traffic

● Branded   52.9% by 7 keywords
○ Non-Branded   47.1% by 1.28K keywords

View details

Main Organic Competitors 546

Competitor	Com. Level	Com. Keywords	SE Keywords
armssecurities.com		168	1,081
altiusinvestech.com		177	1,389
delistedstocks.in		195	1,720
unlisteddeal.com		151	1,515
babliinvestment.com		107	825

View details

Competitive Positioning Map

● armssecurities....   ● altiusinvestech....   ● delistedstocks.in
● unlisteddeal.com   ● babliinvestmen...   ● 3adeal.com

Organic Search Traffic
Organic Keywords
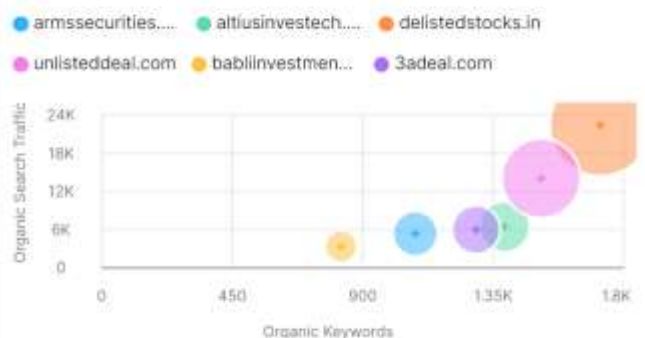
Core Keywords (283)	All Keywords (2.17k)
Est. Search Volume 15.4k	Est. Search Volume 128k

Questions (131)	Missing Keywords (107)
Est. Search Volume 4.36k	Est. Search Volume 5.38k

Advertising Research

Top Paid Keywords 2

Keyword	Pos.	Volume	CPC (USD)	Traffi...
3a deal »	1	1,600	0.10	100.00
how to buy swiggy ... »	3	70	0.61	0.00

View details

Paid Position Distribution

Positions on Google SERP
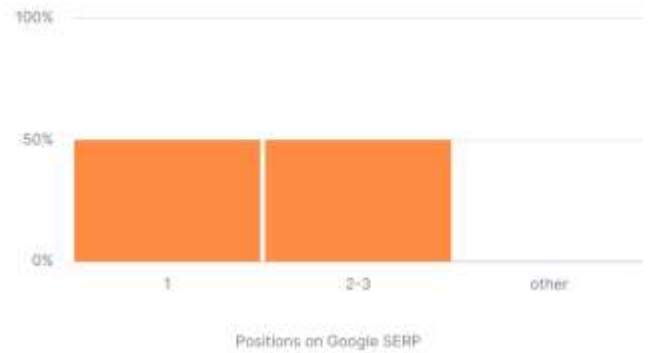
Main Paid Competitors 2

Competitor	Com. Level	Com. Keywords	Paid Keywords
gripinvest.in	—	1	29
fxtm.info	—	1	229

View details

Competitive Positioning Map

● gripinvest.in ● fxtm.info ● 3adeal.com

Paid Keywords
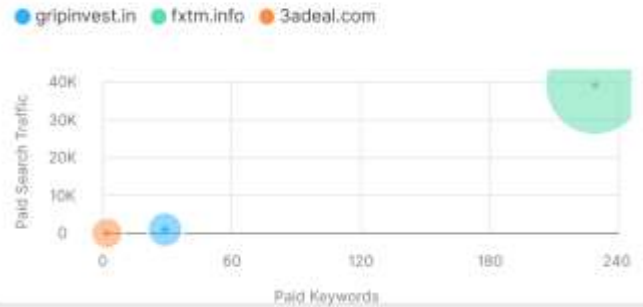
Sample Text Ads 2

Buy Sell Unlisted Shares, Delisted Shares, Unquoted Shares

https://www.3adeal.com/

Same Day Transfer in Demat with Easy Payment Options. Be The First To Invest. Buy Online! We Deal in All Kind of Unlisted Shares, Unquoted Shares, Delisted & Suspended Companies. Pay Thru Netbanking. Pay Thru Debit Card. Instant Shares Transfer.

Buy Sell Unlisted Shares Today - Pre-IPO Shares - 3adeal.com

https://www.3adeal.com/unlist...

Buy Unlisted, Unquoted, Delisted & Pre-IPO Shares. Quick Transfer with Easy Payment. Pay Thru Debit Card. No Hidden Charges* Pay Thru Netbanking. Instant Shares Transfer.
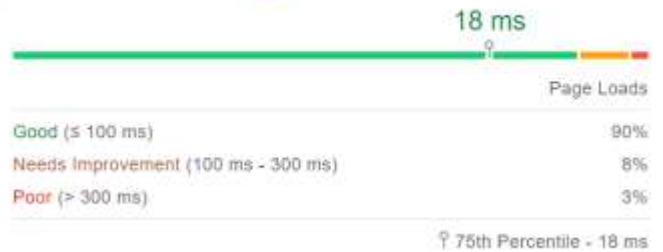
View details

Page Speed Insights

Mobile

▲ First Contentful Paint (FCP)

6.8 s

	Page Loads
Good (≤ 1.8 s)	32%
Needs Improvement (1.8 s - 3 s)	1%
Poor (> 3 s)	67%

⚲ 75th Percentile - 6.8 s

● First Input Delay (FID) ▮

18 ms

	Page Loads
Good (≤ 100 ms)	90%
Needs Improvement (100 ms - 300 ms)	8%
Poor (> 300 ms)	3%

⚲ 75th Percentile - 18 ms

▲ Largest Contentful Paint (LCP) ▮

7.8 s

	Page Loads
Good (≤ 2.5 s)	32%
Needs Improvement (2.5 s - 4 s)	2%
Poor (> 4 s)	66%

⚲ 75th Percentile - 7.8 s

▲ Cumulative Layout Shift (CLS) ▮

0.35

	Page Loads
Good (≤ 0.10)	62%
Needs Improvement (0.10 - 0.25)	2%
Poor (> 0.25)	35%

⚲ 75th Percentile - 0.35

Desktop

■ First Contentful Paint (FCP)

2.3 s

	Page Loads
Good (≤ 1.8 s)	66%
Needs Improvement (1.8 s - 3 s)	22%
Poor (> 3 s)	12%

⚲ 75th Percentile - 2.3 s

● First Input Delay (FID) ▮

6 ms

	Page Loads
Good (≤ 100 ms)	93%
Needs Improvement (100 ms - 300 ms)	3%
Poor (> 300 ms)	4%

⚲ 75th Percentile - 6 ms

■ Largest Contentful Paint (LCP) ▮

3.9 s

	Page Loads
Good (≤ 2.5 s)	53%
Needs Improvement (2.5 s - 4 s)	25%
Poor (> 4 s)	23%

⚲ 75th Percentile - 3.9 s

▲ Cumulative Layout Shift (CLS) ▮

0.49

	Page Loads
Good (≤ 0.10)	33%
Needs Improvement (0.10 - 0.25)	4%
Poor (> 0.25)	63%

⚲ 75th Percentile - 0.49
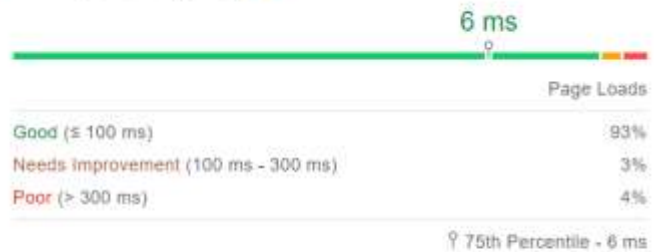
SEO Issues

HIGH

Your webpage contains URLs that are not SEO friendly!

HIGH

Your most common keywords are not appearing in one or more of the meta-tags above. Your primary keywords should appear in your meta-tags to help identify the topic of your webpage to search engines.

HIGH

This webpage is not using the HTTP/2 protocol!

HIGH

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.

HIGH

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.

HIGH

The size of your webpage's HTML is 46.05 Kb, and is greater than the average size of 33 Kb. This can lead to slower loading times, lost visitors, and decreased revenue. Good steps to reduce HTML size include: using HTML compression, CSS layouts, external style sheets, and moving javascript to external files.

MEDIUM

Your webpage is using "img" tags with empty or missing "alt" attribute.

MEDIUM

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

MEDIUM

Your server signature is on. Turning off your server signature is generally a good idea from a security standpoint. Read more on how to turn off server signature and improve your website's security.

MEDIUM

Your website is not using cache headers for your CSS resources. Setting cache headers can help speed up the serving of your webpages for users that regularly visit your site.

MEDIUM

Your website is not using cache headers for your JavaScript resources. Setting cache headers can help speed up the serving of your webpages for users that regularly visit your site.

MEDIUM

Your website is not using cache headers for your images. Setting cache headers can help speed up the serving of your webpages for users that regularly visit your site and see the same images. Learn more about how to add expires headers to your images.

MEDIUM

The Document Object Model (DOM) of this webpage has 17,195 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.

MEDIUM

We've found JavaScript errors on your webpage!

MEDIUM

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.

LOW

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.

LOW

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.

LOW

Your webpage is using inline CSS styles!

SEO ISSUES DISCOVERED		DIFFICULTY	SEO IMPACT
1 issues with no sitemap.xml to optimize interaction with bots What is this and how do I fix it?	View Details →	Moderate	High
62 pages have a low word count What is this and how do I fix it?	View Details →	Moderate	High
209 pages with duplicate meta descriptions When is this and how do I fix it?	View Details →	Moderate	High
35 pages with duplicate <title> tags What is this and how do I fix it?	View Details →	Moderate	High
1929 pages are blocked from appearing in search engines What is this and how do I fix it?	View Details →	Moderate	High
5 pages with no <title> tag What is this and how do I fix it?	View Details →	Easy	High
1 pages with a long loading time What is this and how do I fix it?	View Details →	Hard	High
4 pages without a H1 heading What is this and how do I fix it?	View Details →	Easy	Medium
31 pages with no meta description What is this and how do I fix it?	View Details →	Moderate	Medium
237 pages returned 4XX status code What is this and how do I fix it?	View Details →	Moderate	Medium
214 pages with a <title> tag that is too long What is this and how do I fix it?	View Details →	Easy	Medium
37 pages with a <title> tag that is too short What is this and how do I fix it?	View Details →	Easy	Medium
56 pages with a poorly formatted URL for SEO What is this and how do I fix it?	View Details →	Easy	Medium
2 pages don't have doctype declared What is this and how do I fix it?	View Details →	Moderate	Low