

Website Analysis Report

For

<https://www.audioholics-sa.co.za/>



Overview of <https://www.audioholics-sa.co.za/>

Website Address (URL)	https://www.audioholics-sa.co.za/
Domain Authority (DA)	1.00
Domain Age	0 Year
Page Authority (PA)	3.00
Alexa Rank	NA

On Page Analysis:

On Page Optimization refers to all steps that can be taken directly into consideration within the website in order to improve website position in the Search Rankings. On Page factors are controlled either by you or by coding on your page. On page optimization is one of the very first step of SEO which every webmaster should look into. With help of proper On Page Optimization, one can improve & increase the overall readability of your website for visitors. Below I have mentioned and summarize some of the most important on-page optimization techniques.

Meta Tags:

Meta Tags have been one of the most basic elements of SEO. Meta Tags are very important in terms of keyword ranking as well as they are very important for local business. Meta Tags basically depict the theme of your website i.e. what is business, location of business etc to major search engines like Google etc.

Meta Tags are basically divided into three categories:

Title: This is the text you'll see at the top of your browser. Search engines view this text as the "title" of your page.

Meta Description: A brief description of the page.

Title Optimization: A website's title tag is one of the most important website optimization elements. A title tag should be short but descriptive enough for your visitors to identify you and your business. Title tag is the first thing that is shown & indexed by the search engines.

Your title has to be appealing enough to the search engine in order to rank you above thousands of other similar websites like yours.

Analysis:

I have found Title on the Homepage and **but it is not SEO Optimized.**

Meta Title	Characters
Audioholics STATE OF THE ART AUDIO VIDEO	44

Suggestion:

Title needs to implemented on the website according to the Google Latest Guidelines. We can amend some changes in the Title by using proper keywords of 70 Characters, so as to increase our visibility on search engine.

Meta Description Optimization:

A site's Meta description should contain a brief description of your website focusing on the areas and services that your business is specialized in. This small piece of text can be considered as a snippet, if a searcher finds it appealing he is likely to click and go inside your page to find out more information.

Analysis:

I have not found Meta Description on the Website.

Meta Description	Characters
NA	NA

Suggestion:

Meta Description is found on website, but need to properly optimize. Ideally, your Meta description should contain 170 characters (spaces included). Meta descriptions allow you to influence how your web pages are described and displayed in search results. Ensure that each of your web pages have a unique Meta description that is explicit and contains your most important keywords for each page (these appear in bold when they match part or the user's entire search query).

Google Analytics Test:

Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed. With help of Google Analytics you can track your visitors. You can also check conversations and goals with help of Google Analytics.

Analysis:

Great!! I have found Google Analytics code in your website.

Suggestion:

It's good to have Google Analytics tracking Code on the site. It will not only help you in terms of ranking position on Search Results but also with help of this tracking tool you can track each and every activity of visitor visiting your website & many more.

Google Search Console Verification:

Out of the many SEO tools, Google Search Console (Google Webmaster) is the most useful tool. This tool is offered by Google and it offers lots of vital SEO insights. You can basic structure of your website by implementing Google Webmaster Tool within your website. You can track the basics errors, internal link structure, and crawl errors within your website through Google Webmaster (Search Console)

Analysis:

I have not found Google Search Console code in your Website. Need to fix that.

Suggestion:

It's good to have Google Search Console on the site. It will help you in detecting website link structure, crawl rate etc.

Image Optimization Test:

Alternative text is (ALT Text) used to describe images to give the search engine crawlers more information to help them understand images, which can help them to appear in Google™ Images search results.

Analysis:

I found some images on your page are missing the alt attribute. We need to optimize those image alt attributes with keywords.

Suggestion:

Remember that the point of alt text is to provide the same functional information that a visual user would see. Search engines, users who disabled images in their browsers and other agents who are unable to see the images on your webpage can read the alt attributes assigned to the image since they cannot view it. So, I recommend optimizing missing ALT tag.

Heading Tag Optimization:

It is necessary for you to highlight certain parts of your website that you want your readers to look at. There are several tags in html which allows you to do so. Out of those tags most important Tag is Heading Tag.

Analysis:

Your page is not making good use of header tags.

H1: 6 Times Used
H2: 3 Times Used
H3: 11 Times Used
H4: 0 Time Used
H5: 25 Times Used
H6: 0 Time Used

Suggestion: Use your keywords in the headings and make sure the first level (<H1>) includes your most important keywords. Never duplicate your title tag content in your header tag. While it is important to ensure every page has an <H1> tag, never include more than one per page. Instead, use multiple <H2> - <H6> tags.

WWW Resolve:

Be sure that <https://audioholics-sa.co.za/> and <https://www.audioholics-sa.co.za/> not running in parallel. Redirecting requests from a non-preferred hostname is important because search engines consider URLs with and without "www" as two different websites. You should first set your preferred domain in Google Search Console (formerly Webmaster Tools), then use a 301 redirect to divert traffic from your non-preferred domain.

Analysis:

Great!! I found your website https://audioholics-sa.co.za/ and https://www.audioholics-sa.co.za/ is redirecting to the same URL.

Canonical Test:

Another option for dealing with duplicate content is to utilize the rel=canonical tag. The rel=canonical tag passes the same amount of link juice (ranking power) as a 301 redirect, and often takes much less development time to implement. The tag is part of the HTML head of a web page.

Analysis:

Your website have passed Canonical Test.

Flash Test:

Flash should only be used for specific enhancements. Although Flash content often looks nicer, it cannot be properly indexed by search engines. Avoid full Flash websites to maximize SEO. This advice also applies to AJAX.

Analysis:

Great, No Flash content is detected on website.

Website Load Speed Test:

Site speed is an important factor for ranking high in Google™ search results and enriching the user experience.

Analysis:

Your Website Loading Speed is around 12.8 Seconds. Ideally as per Google Guidelines for ecommerce sites, the Loading Speed of website should be between 5-6 Seconds. Need to optimize it.

For more info - <https://gtmetrix.com/reports/www.audioholics-sa.co.za/3pUNE1n0>



The screenshot shows the GTmetrix performance report for the website <https://www.audioholics-sa.co.za/>. The report indicates a loading speed of 12.8 seconds. Key findings include a low PageSpeed Score (F) and a YSlow Score (E). The report was generated on November 11, 2020, at 7:48 AM from a server in Vancouver, Canada, using Chrome (Desktop) 75.0.3770.100 and PageSpeed 1.15-gt1.3, YSlow 3.1.8. A note suggests using a CDN.

Performance Scores		Page Details		
PageSpeed Score F(21%)	YSlow Score E(58%)	Fully Loaded Time 12.8s	Total Page Size 4.30MB	Requests 125

Suggestion: In order to resolve website load speed problem you are advised to:

- Specify image dimensions
- Minimize redirects
- Optimize images
- Use Gzip compression

Use of Mobile Viewports

Viewports are important to ensure that your page content sizes appropriately for different devices, in particular mobile and tablet.

Analysis:

I have found that some sections are not appearing correctly on Mobile and Tablet.

Favicon:

Favicon are a way to increase brand visibility and make your page more recognizable when browsing amongst multiple browser tabs or bookmarks.

Analysis:

Great!! Your page has specified a favicon.

SSL Enabled

We are unable to identify an SSL encrypted (HTTPS) version of your website. SSL helps to secure the transfer of information on your page and is used as a ranking signal by search engines.

Analysis:

Your website has SSL enabled.

HTTPS Redirect

Analysis:

Your page redirect to a HTTPS (SSL secure) version.

Broken Link Test:

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.

Analysis:

I have found Broken Links. Need to fix this.

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.

#	Broken link (you can scroll this field left-right)	Link Text	Page where found	Server response
1	https://www.audioholics-sa.co.za/?page_id=3	privacy policy	url src	404
2	https://audioholics.co.za/index.php/smart-home	Smart Room & Home Solutions	url src	404
3	https://www.audioholics-sa.co.za/5-portable-bluetooth-speakers-to-spice-up-your-braai/index.php/specials/audioholi...		url src	404
4	https://www.audioholics-sa.co.za/5-portable-bluetooth-speakers-to-spice-up-your-braai/index.php/by-category/louds...	IMAGE alt = portablesheader	url src	404
5	https://www.audioholics-sa.co.za/5-portable-bluetooth-speakers-to-spice-up-your-braai/index.php/by-category/speak...	WIRELESS SPEAKERS.	url src	404
6	https://www.audioholics-sa.co.za/5-portable-bluetooth-speakers-to-spice-up-your-braai/index.php/by-category/speak...	OUTDOOR SPEAKERS	url src	404
7	https://www.audioholics-sa.co.za/5-portable-bluetooth-speakers-to-spice-up-your-braai/index.php/tech-articles-blog/...	HIGH-END MUSIC STREAMING BY AUE	url src	404
8	https://www.audioholics-sa.co.za/5-portable-bluetooth-speakers-to-spice-up-your-braai/index.php/tech-articles-blog/...	HOW TO STREAM MUSIC ALL AROUND	url src	404
9	https://www.audioholics-sa.co.za/5-portable-bluetooth-speakers-to-spice-up-your-braai/index.php/tech-articles	IMAGE alt = VIEW MORE OF OUR TECH	url src	404
10	https://www.audioholics-sa.co.za/how-to-stream-music-all-around-your-house/index.php/specials/audioholics-custo...	Audioholics custom music hi-fi systems	url src	404
11	https://www.audioholics-sa.co.za/how-to-stream-music-all-around-your-house/INDEX.PHP/BY-CATEGORY/SONOS	SONOS PLAY SPEAKERS	url src	404
12	https://www.audioholics-sa.co.za/how-to-stream-music-all-around-your-house/index.php/by-category/sonos	IMAGE alt = sonos	url src	404
13	https://www.audioholics-sa.co.za/how-to-stream-music-all-around-your-house/index.php/by-category/bluesound	BLUESOUND PULSE 2I	url src	404
14	https://www.audioholics-sa.co.za/how-to-stream-music-all-around-your-house/index.php/by-category/search-result?k...	YAMAHA MUSICCAST	url src	404
15	https://www.audioholics-sa.co.za/how-to-stream-music-all-around-your-house/index.php/by-category/turntable/turnta...	MusicCast VINYL 500	url src	404
16	https://www.audioholics-sa.co.za/how-to-stream-music-all-around-your-house/index.php/by-category/speaker/portable	HERE	url src	404
17	https://www.audioholics-sa.co.za/how-to-stream-music-all-around-your-house/index.php/by-category/speaker/wirele...	WIRELESS SPEAKERS.	url src	404
18	https://www.audioholics-sa.co.za/how-to-stream-music-all-around-your-house/index.php/by-category/speaker/outdoor	OUTDOOR SPEAKERS	url src	404
19	https://www.audioholics-sa.co.za/how-to-stream-music-all-around-your-house/index.php/tech-articles-blog/38-high-e...	HIGH-END MUSIC STREAMING BY AUE	url src	404
20	https://www.audioholics-sa.co.za/how-to-stream-music-all-around-your-house/index.php/tech-articles	IMAGE alt = VIEW MORE OF OUR TECH	url src	404
21	https://www.audioholics-sa.co.za/10-things-you-should-know-about-av-receivers/index.php/by-category/av-receiver	IMAGE alt = 10 things you should know	url src	404
22	https://www.audioholics-sa.co.za/10-things-you-should-know-about-av-receivers/index.php/smart-home	IMAGE alt = tablet hand held with movie ;	url src	404

Robots.TXT:

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

Analysis:

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

<https://www.audioholics-sa.co.za/robots.txt>

Suggestion: A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

Sitemap.xml:

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

Analysis:

Congratulations! I have found sitemaps files for your website:

<https://www.audioholics-sa.co.za/sitemap.xml>

Suggestion: A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently. We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools.

Mobile Friendly Test:

It is important to have a well-configured website for visitors who access your page on mobile devices. Mobile Friendliness refers to the usability aspects of your mobile website, which Google™ uses as a ranking signal in mobile search results. As per the latest Google Mobilegeddon Algorithm websites which doesn't have mobile friendly websites those websites will not preference in terms of ranking in Search Results.

Analysis:

After analyzing the website I have found that the website is not mobile friendly. Please follow this below link-

https://search.google.com/test/mobile-friendly?utm_source=qws&utm_medium=onebox&utm_campaign=suit&id=CH7lyI1ER3ObQ4LbhiEmGA

The screenshot shows the Google Mobile-Friendly Test interface. At the top, it says 'Mobile-Friendly Test' and displays the URL 'https://www.audioholics-sa.co.za/'. Below this, the 'Test results' section indicates the test was conducted on '11 Nov 2020 at 21:19'. A large red 'X' icon next to the text 'Page is not mobile friendly' means the site failed the test. A note states 'This page can be difficult to use on a mobile device'. Two issues are listed: 'Clickable elements too close together' and 'Content wider than screen'. To the right, a 'Rendered page' section shows a mobile phone displaying the audioholics-sa.co.za homepage with a brown background. Navigation icons for 'HTML' and 'SCREENSHOT' are at the top right of the rendered page area.

SEO Friendly URL Test:

Having SEO-friendly URL structure on a site means having the URL structure that helps the site rank higher in the search results. While, from the point of view of web development, a particular site's architecture may seem crystal-clear and error-free, for an SEO manager this could mean missing on certain ranking opportunities.

Analysis:

Your website have mostly user-friendly URLs but some are not as they are lengthy and are not SEO Friendly. Need to fix this.

For Example - <https://www.audioholics-sa.co.za/product/bowers-wilkins-b-w-802-d3-floorstanding-speakers-800-diamond-series-studio-quality-prestige-edition-demo-pair>

Content Optimization:

People use the Internet to get information about products, services, places... you name it, the Web has information on just about anything. It is a potent information source. That's why; content is not just a string of words. Well-written content has multiple benefits. It attracts search engines, increases site traffic and provides useful information to existing and potential customers.

Great!! I have not found copied content.

Benefits of having Unique Content on Website:

- Provide information to your readers.
- Attract search engines to your site.
- Help People Read Online

Social Media Channel Analysis:

Social Media now a day is just getting bigger and bigger day by day. Social Media plays a vital role in improving the Brand presence online. Various popular brands are following Social Media Marketing Strategy to improve their business presence and most of those brands are today successful and had achieved high success rate in very less time span.

Social Media Marketing involves various Social Media Platforms. Facebook, Twitter, Pinterest, Instagram, and Google+ these are some of the prime networks every company, big or small, young or established, needs to have an active presence on.

Analysis:

Great!! I have found Social Media Channels on the Website.

Suggestion:

We recommend you to create all social media channels as missing above. Also need optimize updating your social media channels on daily basis and engage more and more with your followers and potential customers. You can run offers, campaigns of Social Media Platforms in order to huge inbound traffic on website.

Social Media also becomes more important due to following factors are:

1. Helps in Increasing Brand Recognition.
2. Helps to Improve Brand Loyalty.
3. Higher Conversions Rate.
4. Increase Inbound Traffic.
5. Higher Brand Authority.
6. Better Search Engine Rankings.

Summary of the Website Analysis:

Task	Priority
Need to fix Mobile Friendly Parameters	High Priority
Need to fix lengthy URLs	High Priority
Need to verify Google Search Console Code	High Priority
Need to Fix Broken Links	High Priority
Need to fix Website Loading Speed and Scores	High Priority
Need To Optimize Image Alt tag with keywords	High Priority
Need to Optimize Meta Title & Description Tags	High Priority
Need to fix Heading tags wherever can fix	High Priority
Need to Execute a Link Building Strategy(Off-Page SEO)	High Priority

In Case of any Query, please let me know. I will feel happy to assist you.

Thank You