Site Audit Report for

https://wpsinhala.com/

As on 22nd march 2023, I have conducted an initial audit for the website: https://amazingnepaladventure.com/
Please go through the following data and revert if you need further clarification and more insight.

SITE AUDIT for
https://wpsinhala.com/
URL : https://wpsinhala.com/
Domain Age : 5 years, 4 months, 8 days ago..

Your domain expires in : 7 months, 19 days, 16 hours.

IP address: **78.141.197.60**

Server location:ENGLAND, London

Google Page Rank: 0/10

Alexa global rank:1,806,246

Desktop: **97% (very good)**

Mobile: **81% (good)**

Site is mobile friendly.

External Backlinks: 214

Referring Domains: 54

Broken Links : 0

META TAGS

- **TITLE TAG:** We have found following title:*"WordPress Sinhala Tutorial | WordPress Sinhala - WPSinhala.com"*

- *(62 Characters)*

- **DESCRIPTION TAG:** We have found following description:*"WordPress Sinhala Tutorials. Sri Lanka's best website to learn WordPress in Sinhala. ශ්‍රී ලංකාවේ WordPress සිංහලෙන් ඉගන ගැනීමට ඇති හොඳම වෙබ් අඩවිය."*

- *(153 Characters)*

- **ROBOTS.TXT (VERY IMP)** **Good, you have Robots.txt file!**

Yes, https://wpsinhala.com/robots.txt

Your robots.txt file is blocking search engines access to parts of the website.

- **SITEMAP.XML (VERY IMP) :** Yes, https://wpsinhala.com/robots.txt

- **IP REDIRECT** **No**

No, your site's IP 78.141.197.60 does not redirect to wpsinhala.com

(Some web spiders index websites using IP as well as domain name which can cause duplicate content if there is no IP Canonicalization)

- **SOCIAL MEDIA PRESENCE:**
- Your social media presence is poor.
- Facebook Mentions - 776
- Google™+ Mentions - 0
- Pinterest Mentions - 0
- LinkedIn Mentions - 0
- Reddit Mentions – 0
- Twitter Recent Mentions - 0

Major Issues on Website

- **W3C Markup Validations**: FAILED [19 errors, 7 warning(s)]

It is good practice to use valid HTML/XHTML markup as it ensures that the search engines can read the website correctly as well as it improves cross browser compatibility (W3C Markup Validation Service).

- **Mobile Optimization** : Status: normal
- **W3C CSS Validation :** Status: FAILED [19 errors, 7 warning(s)]
- HTTPS (SSL) : SSL Certificate is available

Google™ is now treating HTTPS as a ranking signal. HTTPS is a secure web protocol that allows for encrypted communication between website and the client. HTTPS protocol requires your website to have an SSL certificate, which can be purchased from a Certificate Authority (CA) or SSL vendor. (http://googleonlinesecurity.blogspot.in/2014/08/https-as-ranking-signal_6.html).

Major Issues on Website

No Custom 404 Error Page detected.

HIGH PRIORITY :

- You can improve the rank of your site by creating high-quality content that people want.
- Make your Page Mobile friendly
- Fix HTML validation errors
- Promote your organization on social media
- Add ALT attribute to images
- You need to increase your Backlinks, you should consider an email outreach program.
- Create more content rich pages, as it will help you rank for more long tail keywords.
- Low quality content(Google requires Unique & Fresh Content)

My Strategy

ANALYSIS:

Complete Search Engine optimization (ON-PAGE, OFF-PAGE) Analysis, Social Media Optimization, Google Search Console has to be done along with specific targeted keywords for each location.

Keyword suggestions based on top search volume:

I can suggest you the couple of keywords, based on monthly heavy search volume.

MARKETING STRATEGY

Organic Marketing Strategy based on major 3 aspects:-

- On-Page SEO Strategy
- Off-Page SEO Strategy
- Social Media Optimization

Paid Marketing Strategy based on major 2 aspects:-

- AdWords Campaign
- Facebook Ads

Note: I will implement 100% White Hat SEO techniques and will assure you the timely results. ***And I assure increased traffic on the website.***

Thank you

Report By:

Dhanukadigital Pvt Ltd