

ON PAGE SEO AUDIT REPORT

For

<https://www.theleela.com>

Recommendations

Performance Usability On-Page SEO

Optimize for Core Web Vitals **Usability** *medium priority*

Reduce your total page file size **Performance** *medium priority*

Remove Duplicate H1 Tags **On-Page SEO** *medium priority*

Optimize your page for Mobile PageSpeed Insights **Usability** *Low Priority*

Optimize your page for Desktop PageSpeed Insights *Usability Low priority*

Add Alt attributes to all images *On-Page SEO Low priority*

Minify your CSS and JS Files *Performance Low priority*

Improve the size of tap targets *Usability Low priority*

Remove inline styles *Performance Low priority*

Title Tag

You have a title tag, but ideally it should be shortened to between 10 and 70 characters (including spaces).

5 Star Hotels & Luxury Resorts in India | The Leela Palaces, Hotels & Resorts

Length : 85

Title tags are very important for search engines to correctly understand and categorize your content

Meta Description Tag

Your page has a meta description tag however, your meta description should ideally be between 70 and 160 characters (including spaces).

The Leela is an award-winning chain of 5 star hotels & luxury resorts in India, where each hotel has its own unique experiences to delight the memories of travelers.

Length : 169

A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

H1 Header Tag Usage

Your page has more than one H1 Tag. It is generally recommended to only use one H1 Tag on a page.

The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for

H2-H6 Header Tag Usage

Your page is making use multiple levels of Header Tags.

Broken links on your site

354	5	1.4%
Scanned pages	Errors	Errors%

We crawl your web site and check all internal broken links in real time. Our spider finds all the urls and pages, even you don't have a sitemap, and gives us the detailed report on dead or broken (404) ones.

Url

Page

Status

Impact

link https://www.theleel...covery-experiences	https://www.theleel...iya-city-bengaluru	404	Medium impact
link https://www.theleel...covery-experiences	https://www.theleel...ela-palace-chennai	404	Medium impact
link https://beta.thelee...leela-palace-trail	https://www.theleel...a-palace-bengaluru	401	Medium impact
link https://www.theleela.com/sustainability	https://www.theleela.com/	404	Medium impact

link https://www.theleel...covery-experiences	https://www.theleel...eela-palace-jaipur	404	Medium impact
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Page Speed Insight : Mobile 23 performance not good
 Desktop 66 performance average

Keyword Consistency

Your page's main keywords are distributed well across the important HTML tags.

Amount of Content

Your page has a good level of textual content, which will assist in it's ranking potential.

Word Count: 1796

Image Alt Attributes

You have images on your page that are missing Alt attributes.

We found 83 images on your page and 40 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

Canonical Tag

Your page is using the Canonical Tag.

SSL Enabled

Your website has SSL enabled.

HTTPS Redirect

Your page successfully redirects to a HTTPS (SSL secure) version.

Robots.txt

Your website appears to have a robots.txt file.

Blocked by Robots.txt

Your page does not appear to be blocked by robots.txt .

XML Sitemaps

Your website appears to have an XML sitemap.

Analytics

Your page is using an analytics tool.

 Google Analytics

Friendly Links

Your link URLs appear friendly (easily human or search engine readable).

Custom 404

Does not Exist

