SEO Audit Report - The Leela

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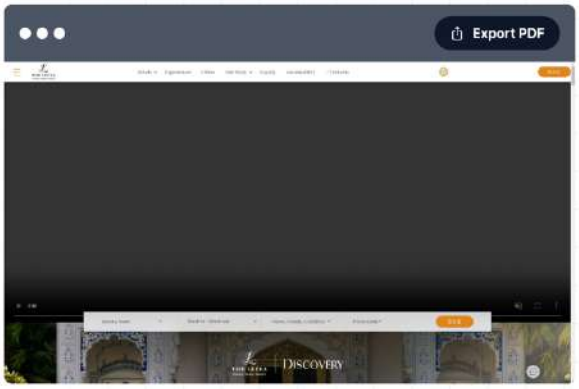
Results for https://www.theleela.com/



Report Generated: 26 April 2024 14:10

95
On-Page Score

76	74	83	78
Performance	Accessibility	SEO	Best Practices

Onpage Results

95.24%

67	15	47	1532975
Internal Links	External Links	Number of Images	Images Size

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Onpage Results

95.24%

67	15	47	1532975
Internal Links	External Links	Number of Images	Images Size

23	1924397	24699	0.10
Scripts	Scripts Size	Plain Text Size	Plain Text Rate
3606	13.58	16.17	9.26
Plain Text Word Count	Automated Readability Index	Coleman Liau Readability Index	Dale Chall Readability Index
23.56	19.77	0.85	0.80
Flesch Kincaid Readability Index	Smog Readability Index	Description to Content Consistency	Title to Content Consistency
0.63			
Meta Keywords to Content Consistency			

Duplicate Title
Duplicate title tags are bad for SEO. They confuse search engines and make it harder to rank for specific keywords.

Duplicate Description
Duplicate meta descriptions are bad for SEO. They confuse search engines and make it harder to rank for specific keywords.

Duplicate Content
Duplicate content is bad for SEO. It confuses search engines and makes it harder to rank for specific keywords.

Size
The size of your page is too large. This can negatively impact your page load speed and user experience.

Cache Control
Your page does not have a cache control header. This can negatively impact your page load speed and user experience.

Canonical
Your page does not have a canonical tag. This can negatively impact your page load speed and user experience.

No H1 Tag
Your page does not have an H1 tag. This can negatively impact your page load speed and user experience.

HTTPS to HTTP Links
Your page has links to HTTP pages. This can negatively impact your page load speed and user experience.

Is 4xx Code
Your page has a 4xx status code. This can negatively impact your page load speed and user experience.

Is 5xx Code
Your page has a 5xx status code. This can negatively impact your page load speed and user experience.

Is Broken
Your page has broken links. This can negatively impact your page load speed and user experience.

Low Content Rate
Your page has a low content rate. This can negatively impact your page load speed and user experience.

Has Render Blocking Resources
Your page has render blocking resources. This can negatively impact your page load speed and user experience.

Low Readability Rate
Your page has a low readability rate. This can negatively impact your page load speed and user experience.

Title Too Long
Your page has a title that is too long. This can negatively impact your page load speed and user experience.

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No Image Alt
Your page has images without alt tags. This can negatively impact your page load speed and user experience.

No Favicon
Your page does not have a favicon. This can negatively impact your page load speed and user experience.

Recursive Canonical
Your page has a recursive canonical tag. This can negatively impact your page load speed and user experience.

Is Orphan Page
Your page is an orphan page. This can negatively impact your page load speed and user experience.

Web Server
Server information is the information about the software that is running on the server. This can be used to determine the technology stack of a website.

Title
The title tag is an HTML tag that is used to define the title of a webpage. This tag is displayed in the search results and is used by search engines to determine the topic of a page.

Description
The description tag is an HTML tag that is used to define the description of a webpage. This tag is displayed in the search results and is used by search engines to determine the topic of a page.

Canonical
The canonical tag is an HTML tag that is used to define the canonical URL of a webpage. This tag is used by search engines to determine the canonical URL of a page.

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H Tags

We found #2 H1 tags on this page.

1. Our Hotels
2. #ExploreWithTheLeela

We found #13 H2 tags on this page.

1. Allow us improve your digital experience
2. Unforgettable experiences. Unmatched curations.
3. Experiences
4. Our Story
5. Tishya by The Leela
6. Aujasya by The Leela
7. The Leela Palace Service
8. Sustainability
9. Awards and Accolades
10. Subscribe to Newsletter
11. Follow Us
12. Follow Us
13. Hello,Let's Connect.

We found #73 H3 tags on this page.

1. Bengaluru
2. Bengaluru
3. Bengaluru
4. Chennai
5. Chennai
6. Jaipur
7. Jaipur
8. Delhi
9. Delhi
10. Delhi
11. Udaipur
12. Udaipur
13. Gandhinagar
14. Gandhinagar
15. Gurugram
16. Gurugram
17. Mumbai
18. Mumbai
19. Ashtamudi
20. Ashtamudi
21. Kovalam
22. Kovalam
23. Gandhinagar
24. Gandhinagar
25. The Leela Palace Bengaluru
26. The Leela Palace Chennai
27. The Leela Palace Jaipur
28. The Leela Palace New Delhi

We found #8 H4 tags on this page.

1. Special Benefits & Privileges for our loyal patrons
2. Best Hotel Group in India (for the 4th consecutive year)
3. Best Service
4. #3 World's Best Hotel Brand
5. Best Indian Spa Product, Tishya by The Leela
6. Best Dining Programme in a hotel - Connoisseur Club
7. Share your journey and tag us #TheLeela and @theleela.
8. Hotels in India+

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29. The Leela Palace Udaipur
30. The Leela Bhartiya City Bengaluru
31. The Leela Ambience Convention Hotel Delhi
32. The Leela Gandhinagar
33. The Leela Ambience Gurugram Hotel & Residences
34. The Leela Mumbai
35. The Leela Ashtamudi, A Raviz Hotel
36. The Leela Kovalam, A Raviz Hotel
37. Lake and Beach Ecstasy
38. Royal Meetings
39. The Leela Palace Trail
40. Blissful Escapes
41. Leela DISCOVERY Member Special Offer
42. Pay 2 Stay 3
43. Suite Indulgence
44. The Leela Moments
45. Heli Voyages
46. Lake and Beach Ecstasy
47. Royal Meetings
48. The Leela Palace Trail
49. Blissful Escapes
50. Leela DISCOVERY Member Special Offer
51. Pay 2 Stay 3
52. Suite Indulgence
53. The Leela Moments
54. Heli Voyages
55. Lake and Beach Ecstasy
56. Royal Meetings
57. The Leela Palace Trail
58. Romance
59. Wellness

60. Art
61. Culinary
62. Leisure
63. Romance
64. Wellness
65. Art
66. Culinary
67. Leisure
68. Romance
69. Wellness
70. Preserving Natural Resources
71. Responsible Supply Chain
72. Nurturing Diversity
73. Heritage and Communities

We found #3 H5 tags on this page.

1. Footer Menu One
2. Footer Menu Two
3. Footer Menu Last

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Speed Insights

5ms Time to Secure Connection	1008ms Waiting Time	1ms Download Time
1198ms Time to Interactive	2099ms DOM Complete	0ms Largest Contentful Paint

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Social Media Meta Tags Test

SEO Details - 83%

These checks ensure that your page is following basic search engine optimization advice. There are many additional factors Lighthouse does not score here that may affect your search ranking, including performance on Core Web Vitals. Learn more about Google Search Essentials.

- ✓ **Has a `<meta name="viewport">` tag with `width` or `initial-scale`**
  A `<meta name="viewport">` not only optimizes your app for mobile screen sizes, but also prevents a 300 millisecond delay to user input. Learn more about using the viewport meta tag.
- ✓ **Document has a `<title>` element**
  The title gives screen reader users an overview of the page, and search engine users rely on it heavily to determine if a page is relevant to their search. Learn more about document titles.
- ✓ **Document has a meta description**
  Meta descriptions may be included in search results to concisely summarize page content. Learn more about the meta description.
- ✓ **Page has successful HTTP status code**
  Pages with unsuccessful HTTP status codes may not be indexed properly. Learn more about HTTP status codes.
- ✗ **Links do not have descriptive text** - 1 link found
  Descriptive link text helps search engines understand your content. Learn how to make links more accessible.
- ✗ **Links are not crawlable**
  Search engines may use `href` attributes on links to crawl websites. Ensure that the `href` attribute of anchor elements links to an appropriate destination, so more pages of the site can be discovered. Learn how to make links crawlable
- ✓ **Page isn't blocked from indexing**
  Search engines are unable to include your pages in search results if they don't have permission to crawl them. Learn more about crawler directives.
- ✓ **robots.txt is valid**
  If your robots.txt file is malformed, crawlers may not be able to understand how you want your website to be crawled or indexed. Learn more about robots.txt.

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- ✓ **Image elements have `[alt]` attributes**
  Informative elements should aim for short, descriptive alternate text. Decorative elements can be ignored with an empty alt attribute. Learn more about the `alt` attribute.
- ✓ **Document has a valid `hreflang`**
  hreflang links tell search engines what version of a page they should list in search results for a given language or region. Learn more about `hreflang`.
- ✓ **Document has a valid `rel=canonical`**
  Canonical links suggest which URL to show in search results. Learn more about canonical links.
- ✓ **Document avoids plugins**
  Search engines can't index plugin content, and many devices restrict plugins or don't support them. Learn more about avoiding plugins.

Accessibility Details - 74%

These checks highlight opportunities to improve the accessibility of your web app. Automatic detection can only detect a subset of issues and does not guarantee the accessibility of your web app, so manual testing is also encouraged.

- ✓ `[aria-*]` attributes match their roles
  Each ARIA `role` supports a specific subset of `aria-*` attributes. Mismatching these invalidates the `aria-*` attributes. Learn how to match ARIA attributes to their roles.
- ✓ Values assigned to `role=""` are valid ARIA roles.
  ARIA `roles` enable assistive technologies to know the role of each element on the web page. If the `role` values are misspelled, not existing ARIA `role` values, or abstract roles, then the purpose of the element will not be communicated to users of assistive technologies. Learn more about ARIA roles.
- ✓ `button`, `link`, and `menuitem` elements have accessible names
  When an element doesn't have an accessible name, screen readers announce it with a generic name, making it unusable for users who rely on screen readers. Learn how to make command elements more accessible.
- ✗ Elements with `role="dialog"` or `role="alertdialog"` do not have accessible names.
  ARIA dialog elements without accessible names may prevent screen readers users from discerning the purpose of these elements. Learn how to make ARIA dialog elements more accessible.
- ✓ `[aria-hidden="true"]` is not present on the document `<body>`
  Assistive technologies, like screen readers, work inconsistently when `aria-hidden="true"` is set on the document `<body>`. Learn how `aria-hidden` affects the document body.
- ✓ `[aria-hidden="true"]` elements do not contain focusable descendents
  Focusable descendents within an `[aria-hidden="true"]` element prevent those interactive elements from being available to users of assistive technologies like screen readers. Learn how `aria-hidden` affects focusable elements.
- ✓ `[role]`s have all required `[aria-*]` attributes
  Some ARIA roles have required attributes that describe the state of the element to screen readers. Learn more about roles and required attributes.
- ✓ Elements with an ARIA `[role]` that require children to contain a specific `[role]` have all required children.
  Some ARIA parent roles must contain specific child roles to perform their intended accessibility functions. Learn more about roles and required children elements.

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- ✓ `[role]`s are contained by their required parent element
  Some ARIA child roles must be contained by specific parent roles to properly perform their intended accessibility functions. Learn more about ARIA roles and required parent element.
- ✓ `[role]` values are valid
  ARIA roles must have valid values in order to perform their intended accessibility functions. Learn more about valid ARIA roles.
- ✓ `[aria-*]` attributes have valid values
  Assistive technologies, like screen readers, can't interpret ARIA attributes with invalid values. Learn more about valid values for ARIA attributes.
- ✓ `[aria-*]` attributes are valid and not misspelled
  Assistive technologies, like screen readers, can't interpret ARIA attributes with invalid names. Learn more about valid ARIA attributes.
- ✗ Buttons do not have an accessible name
  When a button doesn't have an accessible name, screen readers announce it as "button", making it unusable for users who rely on screen readers. Learn how to make buttons more accessible.
- ✗ Background and foreground colors do not have a sufficient contrast ratio.
  Low-contrast text is difficult or impossible for many users to read. Learn how to provide sufficient color contrast.
- ✓ Document has a `<title>` element
  The title gives screen reader users an overview of the page, and search engine users rely on it heavily to determine if a page is relevant to their search. Learn more about document titles.
- ✗ `[id]` attributes on active, focusable elements are not unique
  All focusable elements must have a unique `id` to ensure that they're visible to assistive technologies. Learn how to fix duplicate ids.
- ✗ Heading elements are not in a sequentially-descending order
  Properly ordered headings that do not skip levels convey the semantic structure of the page, making it easier to navigate and understand when using assistive technologies. Learn more about heading order.
- ✓ `<html>` element has a `[lang]` attribute
  If a page doesn't specify a `lang` attribute, a screen reader assumes that the page is in the default language that the user chose when setting up the screen reader. If the page isn't actually in the default language, then the screen reader might not announce the page's text correctly. Learn more about the `lang` attribute.
- ✓ `<html>` element has a valid value for its `[lang]` attribute
  Specifying a valid BCP 47 language helps screen readers announce text properly. Learn how to use the `lang` attribute.
- ✓ Image elements have `[alt]` attributes
  Informative elements should aim for short, descriptive alternate text. Decorative elements can be ignored with an empty alt attribute. Learn more about the `alt` attribute.

- Image elements do not have `[alt]` attributes that are redundant text.
  Informative elements should aim for short, descriptive alternative text. Alternative text that is exactly the same as the text adjacent to the link or image is potentially confusing for screen reader users, because the text will be read twice. Learn more about the `alt` attribute.
- Form elements do not have associated labels
  Labels ensure that form controls are announced properly by assistive technologies, like screen readers. Learn more about form element labels.
- Links do not have a discernible name
  Link text (and alternate text for images, when used as links) that is discernible, unique, and focusable improves the navigation experience for screen reader users. Learn how to make links accessible.
- List items (`<li>`) are contained within `<ul>`, `<ol>` or `<menu>` parent elements
  Screen readers require list items (`<li>`) to be contained within a parent `<ul>`, `<ol>` or `<menu>` to be announced properly. Learn more about proper list structure.
- No element has a `[tabindex]` value greater than 0
  A value greater than 0 implies an explicit navigation ordering. Although technically valid, this often creates frustrating experiences for users who rely on assistive technologies. Learn more about the `tabindex` attribute.
- Input buttons have discernible text.
  Adding discernable and accessible text to input buttons may help screen reader users understand the purpose of the input button. Learn more about input buttons.
- Links are distinguishable without relying on color.
  Low-contrast text is difficult or impossible for many users to read. Link text that is discernible improves the experience for users with low vision. Learn how to make links distinguishable.
- Lists contain only `<li>` elements and script supporting elements (`<script>` and `<template>`).
  Screen readers have a specific way of announcing lists. Ensuring proper list structure aids screen reader output. Learn more about proper list structure.
- `[user-scalable="no"]` is used in the `<meta name="viewport">` element or the `[maximum-scale]` attribute is less than 5.
  Disabling zooming is problematic for users with low vision who rely on screen magnification to properly see the contents of a web page. Learn more about the viewport meta tag.
- `[lang]` attributes have a valid value
  Specifying a valid BCP 47 language on elements helps ensure that text is pronounced correctly by a screen reader. Learn how to use the `lang` attribute.

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- Elements with visible text labels have matching accessible names.
  Visible text labels that do not match the accessible name can result in a confusing experience for screen reader users. Learn more about accessible names.

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Best Practices Details - 78%

- Uses HTTPS
  All sites should be protected with HTTPS, even ones that don't handle sensitive data. This includes avoiding mixed content, where some resources are loaded over HTTP despite the initial request being served over HTTPS. HTTPS prevents intruders from tampering with or passively listening in on the communications between your app and your users, and is a prerequisite for HTTP/2 and many new web platform APIs. Learn more about HTTPS.
- Avoids requesting the notification permission on page load
  Users are mistrustful of or confused by sites that request to send notifications without context. Consider tying the request to user gestures instead. Learn more about responsibly getting permission for notifications.
- Displays images with correct aspect ratio
  Image display dimensions should match natural aspect ratio. Learn more about image aspect ratio.
- Page has the HTML doctype
  Specifying a doctype prevents the browser from switching to quirks-mode. Learn more about the doctype declaration.
- Avoids `unload` event listeners
  The `unload` event does not fire reliably and listening for it can prevent browser optimizations like the Back-Forward Cache. Use `pagehide` or `visibilitychange` events instead. Learn more about unload event listeners
- Avoids requesting the geolocation permission on page load
  Users are mistrustful of or confused by sites that request their location without context. Consider tying the request to a user action instead. Learn more about the geolocation permission.
- Allows users to paste into input fields
  Preventing input pasting is a bad practice for the UX, and weakens security by blocking password managers.Learn more about user-friendly input fields.
- Serves images with appropriate resolution
  Image natural dimensions should be proportional to the display size and the pixel ratio to maximize image clarity. Learn how to provide responsive images.
- Properly defines charset
  A character encoding declaration is required. It can be done with a `<meta>` tag in the first 1024 bytes of the HTML or in the Content-Type HTTP response header. Learn more about declaring the character encoding.
- Avoids deprecated APIs
  Deprecated APIs will eventually be removed from the browser. Learn more about deprecated APIs.

- **Uses third-party cookies** - 40 cookies found
  Support for third-party cookies will be removed in a future version of Chrome. Learn more about phasing out third-party cookies.
- **No browser errors logged to the console**
  Errors logged to the console indicate unresolved problems. They can come from network request failures and other browser concerns. Learn more about this errors in console diagnostic audit
- **Missing source maps for large first-party JavaScript**
  Source maps translate minified code to the original source code. This helps developers debug in production. In addition, Lighthouse is able to provide further insights. Consider deploying source maps to take advantage of these benefits. Learn more about source maps.
- **Issues were logged in the `Issues` panel in Chrome Devtools**
  Issues logged to the Issues panel in Chrome Devtools indicate unresolved problems. They can come from network request failures, insufficient security controls, and other browser concerns. Open up the Issues panel in Chrome DevTools for more details on each issue.

Performance Details - 76%

- **First Contentful Paint** - 0.4 s
  First Contentful Paint marks the time at which the first text or image is painted. Learn more about the First Contentful Paint metric.
- **Largest Contentful Paint** - 1.2 s
  Largest Contentful Paint marks the time at which the largest text or image is painted. Learn more about the Largest Contentful Paint metric
- **Total Blocking Time** - 40 ms
  Sum of all time periods between FCP and Time to Interactive, when task length exceeded 50ms, expressed in milliseconds. Learn more about the Total Blocking Time metric.
- **Cumulative Layout Shift** - 0.236
  Cumulative Layout Shift measures the movement of visible elements within the viewport. Learn more about the Cumulative Layout Shift metric.
- **Speed Index** - 4.2 s
  Speed Index shows how quickly the contents of a page are visibly populated. Learn more about the Speed Index metric.
- **Time to Interactive** - 3.4 s
  Time to Interactive is the amount of time it takes for the page to become fully interactive. Learn more about the Time to Interactive metric.

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- **Max Potential First Input Delay** - 80 ms
  The maximum potential First Input Delay that your users could experience is the duration of the longest task. Learn more about the Maximum Potential First Input Delay metric.
- **First Meaningful Paint** - 0.4 s
  First Meaningful Paint measures when the primary content of a page is visible. Learn more about the First Meaningful Paint metric.
- **Eliminate render-blocking resources** - Potential savings of 70 ms
  Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles. Learn how to eliminate render-blocking resources.
- **Properly size images** - Potential savings of 3,712 KiB
  Serve images that are appropriately-sized to save cellular data and improve load time. Learn how to size images.
- **Defer offscreen images** - Potential savings of 591 KiB
  Consider lazy-loading offscreen and hidden images after all critical resources have finished loading to lower time to interactive. Learn how to defer offscreen images.
- **Minify CSS**
  Minifying CSS files can reduce network payload sizes. Learn how to minify CSS.
- **Minify JavaScript** - Potential savings of 38 KiB
  Minifying JavaScript files can reduce payload sizes and script parse time. Learn how to minify JavaScript.
- **Reduce unused CSS** - Potential savings of 80 KiB
  Reduce unused rules from stylesheets and defer CSS not used for above-the-fold content to decrease bytes consumed by network activity. Learn how to reduce unused CSS.
- **Reduce unused JavaScript** - Potential savings of 422 KiB
  Reduce unused JavaScript and defer loading scripts until they are required to decrease bytes consumed by network activity. Learn how to reduce unused JavaScript.
- **Efficiently encode images** - Potential savings of 46 KiB
  Optimized images load faster and consume less cellular data. Learn how to efficiently encode images.
- **Serve images in next-gen formats** - Potential savings of 1,302 KiB
  Image formats like WebP and AVIF often provide better compression than PNG or JPEG, which means faster downloads and less data consumption. Learn more about modern image formats.
- **Enable text compression**
  Text-based resources should be served with compression (gzip, deflate or brotli) to minimize total network bytes. Learn more about text compression.

- **Preconnect to required origins** - Potential savings of 90 ms
  Consider adding `preconnect` or `dns-prefetch` resource hints to establish early connections to important third-party origins. Learn how to preconnect to required origins.
- **Reduce initial server response time** - Root document took 1,600 ms
  Keep the server response time for the main document short because all other requests depend on it. Learn more about the Time to First Byte metric.
- **Avoid multiple page redirects**
  Redirects introduce additional delays before the page can be loaded. Learn how to avoid page redirects.
- **Use HTTP/2**
  HTTP/2 offers many benefits over HTTP/1.1, including binary headers and multiplexing. Learn more about HTTP/2.
- **Use video formats for animated content**
  Large GIFs are inefficient for delivering animated content. Consider using MPEG4/WebM videos for animations and PNG/WebP for static images instead of GIF to save network bytes. Learn more about efficient video formats
- **Remove duplicate modules in JavaScript bundles**
  Remove large, duplicate JavaScript modules from bundles to reduce unnecessary bytes consumed by network activity.
- **Avoid serving legacy JavaScript to modern browsers** - Potential savings of 11 KiB
  Polyfills and transforms enable legacy browsers to use new JavaScript features. However, many aren't necessary for modern browsers. For your bundled JavaScript, adopt a modern script deployment strategy using module/nomodule feature detection to reduce the amount of code shipped to modern browsers, while retaining support for legacy browsers. Learn how to use modern JavaScript
- **Preload Largest Contentful Paint image**
  If the LCP element is dynamically added to the page, you should preload the image in order to improve LCP. Learn more about preloading LCP elements.
- **Avoid enormous network payloads** - Total size was 31,214 KiB
  Large network payloads cost users real money and are highly correlated with long load times. Learn how to reduce payload sizes.
- **Serve static assets with an efficient cache policy** - 35 resources found
  A long cache lifetime can speed up repeat visits to your page. Learn more about efficient cache policies.

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- **Avoid an excessive DOM size** - 2,801 elements
  A large DOM will increase memory usage, cause longer style calculations, and produce costly layout reflows. Learn how to avoid an excessive DOM size.
- **All text remains visible during webfont loads**
  Leverage the `font-display` CSS feature to ensure text is user-visible while webfonts are loading. Learn more about `font-display`.
  Warnings
  Lighthouse was unable to automatically check the `font-display` value for the origin https://cloud.tagbox.com.
- **Largest Contentful Paint element** - 1,210 ms
  This is the largest contentful element painted within the viewport. Learn more about the Largest Contentful Paint element
- **Avoid large layout shifts** - 4 layout shifts found
  These are the largest layout shifts observed on the page. Each table item represents a single layout shift, and shows the element that shifted the most. Below each item are possible root causes that led to the layout shift. Some of these layout shifts may not be included in the CLS metric value due to windowing. Learn how to improve CLS
- **Does not use passive listeners to improve scrolling performance**
  Consider marking your touch and wheel event listeners as `passive` to improve your page's scroll performance. Learn more about adopting passive event listeners.
- **Avoid `document.write()`**
  For users on slow connections, external scripts dynamically injected via `document.write()` can delay page load by tens of seconds. Learn how to avoid document.write().
- **Image elements do not have explicit `width` and `height`**
  Set an explicit width and height on image elements to reduce layout shifts and improve CLS. Learn how to set image dimensions
- **Has a `<meta name="viewport">` tag with `width` or `initial-scale`**
  A `<meta name="viewport">` not only optimizes your app for mobile screen sizes, but also prevents a 300 millisecond delay to user input. Learn more about using the viewport meta tag.
- **Page didn't prevent back/forward cache restoration**
  Many navigations are performed by going back to a previous page, or forwards again. The back/forward cache (bfcache) can speed up these return navigations. Learn more about the bfcache
- **Avoid large layout shifts** - 9 elements found
  These DOM elements were most affected by layout shifts. Some layout shifts may not be included in the CLS metric value due to windowing. Learn how to improve CLS