

# Seo audit report

Site name- <https://www.theleela.com/>

## Report of the issue:

Issue Name	Issue Type	Issue Priority	Description
Directives: NoTranslate	Warning	Low	URLs containing a 'notranslate' directive in either a robots meta tag or X-Robots-Tag in the HTTP header. This instructs Google to not offer External URLs with a client-side error. This indicates a problem occurred with the URL request and can include responses such as 400 bad re
Response Codes: External Client	Warning	Low	Pages with an <h2> that is not the second heading level after the <h1> on the page. Heading elements should be in a logical sequentially-de
H2: Non-Sequential	Warning	Low	Pages with an <h1> that is not the first heading on the page. Heading elements should be in a logical sequentially-descending order. The pur
H1: Non-Sequential	Warning	Low	URLs that link to external websites using the target="_blank" attribute (to open in a new tab), without using rel="noopener" (or rel="noreferrer
Security: Unsafe Cross-Origin Li	Warning	Low	URLs missing an x-default hreflang attribute. This is optional, and not necessarily an issue.
Hreflang: Missing X-Default	Warning	Low	Images that have an alt attribute, but are missing alt text. Click the address of the image and then the 'Image Details' tab in the lower windo
Images: Missing Alt Text	Issue	Low	URLs not using the canonical URL on the page in its own hreflang annotation. Hreflang should only include canonical versions of URLs.
Hreflang: Not Using Canonical	Issue	High	URLs that have uppercase characters within them. URLs are case sensitive, so as best practice generally URLs should be lowercase, to avoid
URL: Uppercase	Warning	Low	Internal URLs which redirect to another URL. These will include server-side redirects, such as 301 or 302 redirects (and more). View URLs th
Response Codes: Internal Redir	Warning	Low	Pages that have a canonical to a different URL. The URL is 'canonicalised' to another location. This means the search engines are being inst
Canonicals: Canonicalised	Warning	High	Pages that are missing the Content-Security-Policy response header. This header allows a website to control which resources are loaded for
Security: Missing Content-Secur	Warning	Low	Pages that have a high number of followed external outlinks on them based upon the 'High External Outlinks' preferences under 'Config > Sp
Links: Pages With High External	Warning	Low	Pages which have multiple <h2>s. This is not an issue as HTML standards allow multiple <h2>s when used in a logical hierarchical heading st
H2: Multiple	Warning	Low	Pages which have a missing <h1>, the content is empty or has a whitespace. The <h1> should describe the main title and purpose of the pag
H1: Missing	Issue	Medium	URLs that include parameters such as '?' or '&'. This isn't an issue for Google or other search engines to crawl unless at significant scale, but
URL: Parameters	Warning	Low	Internal URLs with a client-side error. This indicates a problem occurred with the URL request and can include responses such as 400 bad re
Response Codes: Internal Client	Issue	High	URLs missing 'no-referrer-when-downgrade', 'strict-origin-when-cross-origin', 'no-referrer' or 'strict-origin' policies in the Referrer-Policy he
Security: Missing Secure Referre	Warning	Low	Images that are missing an alt attribute all together. Click the address (URL) of the image and then the 'Image Details' tab in the lower wind
Images: Missing Alt Attribute	Issue	Low	Pages that have no canonical URL present either as a link element, or via HTTP header. If a page doesn't indicate a canonical URL, Google w
Canonicals: Missing	Warning	Medium	Pages which have multiple <h1>s. While this is not strictly an issue because HTML5 standards allow multiple <h1>s on a page, there are som
H1: Multiple	Warning	Medium	URLs that load resources such as images, JavaScript and CSS using protocol-relative links. A protocol-relative link is simply a link to a URL wi
Security: Protocol-Relative Resc	Warning	Low	

Overview	Headings	Status ●	Links	Images	Schema	Social	Resources
	H1	H2	H3	H4	H5	H6	
	2	13	73	8	4	0	
	<H2>	Allow us improve your digital experience					
	<H3>	Bengaluru					
	<H3>	Bengaluru					
	<H3>	Bengaluru					
	<H3>	Chennai					
	<H3>	Chennai					
	<H3>	Jaipur					
	<H3>	Jaipur					

https-www.theleela.com - Screaming Frog SEO Spider 19.8 (Unlicensed)

File View Mode Configuration Bulk Export Reports Sitemaps Visualisations Crawl Analysis Licence Help

Screamingfrog https://www.theleela.com/ Subdomain Start Clear Crawl 100% SEO Spider

Priority Response Codes URL Page Titles Meta Description Meta Keywords H1 H2 Content Images **Canonicals** Pagination Directives Hreflang JavaScript Links Overview Issues Site Structure Segments Response Times API Spelling & (

Canonicalised Export Search...

Address	Occurrences	Indexability	Indexability Status	Canonik
1 https://www.theleela.com/the-leela-palace-bengaluru/special-offers/the-leela-moments	1	Non-Indexable	Canonicalised	https://h
2 https://www.theleela.com/travel-diaries/art-and-culture?_wrapper_format=html&page=1	1	Non-Indexable	Canonicalised	https://h
3 https://www.theleela.com/the-leela-kovalam-a-raviz-hotel/special-offers/suite-indulgence	1	Non-Indexable	Canonicalised	https://h
4 https://www.theleela.com/the-leela-palace-chennai/special-offers/the-leela-moments	1	Non-Indexable	Canonicalised	https://h
5 https://www.theleela.com/the-leela-mumbai/special-offers/royal-meetings	1	Non-Indexable	Canonicalised	https://h
6 https://www.theleela.com/the-leela-kovalam-a-raviz-hotel/special-offers/heli-voyages	1	Non-Indexable	Canonicalised	https://h
7 https://www.theleela.com/the-leela-kovalam-a-raviz-hotel/special-offers/royal-meetings	1	Non-Indexable	Canonicalised	https://h
8 https://www.theleela.com/the-leela-palace-jajipur/special-offers/the-leela-moments	1	Non-Indexable	Canonicalised	https://h
9 https://www.theleela.com/the-leela-palace-new-delhi/special-offers/the-leela-moments	1	Non-Indexable	Canonicalised	https://h
10 https://www.theleela.com/the-leela-kovalam-a-raviz-hotel/special-offers/lake-and-beach-e...	1	Non-Indexable	Canonicalised	https://h
11 https://www.theleela.com/the-leela-mumbai/special-offers/blissful-escapes	1	Non-Indexable	Canonicalised	https://h

Issues: 5 Warnings: 17 Opportunities: 24 Total: 46

Issue Name	Issue Type	Issue Priority	URLs	% of T...
Security: Missing Secure Referrer-Polic...	Warning	Low	226	47.38%
Links: Pages With High External Outlinks	Warning	Low	234	100%
H2: Multiple	Warning	Low	212	90.6%
H1: Multiple	Warning	Medium	12	5.13%
H2: Non-Sequential	Warning	Low	41	17.52%
Security: Unsafe Cross-Origin Links	Warning	Low	234	49.06%
Security: Protocol-Relative Resource Lin...	Warning	Low	234	49.06%
Security: Missing Content-Security-Poli...	Warning	Low	226	47.38%
H1: Non-Sequential	Warning	Low	170	72.65%

Selected Cells: 0 Filter Total: 22

Export Search...

Name	Value
No URL selected	

Selected Cells: 0 Total: 0

URL Details Inlinks Outlinks Image Details Resources SERP Snippet Rendered Page Chrome Console Log View Source HTTP Headers Cookies Duplicate Details S

Spider Mode: Idle Average: 6.53 URL/s. Current: 7.10 URL/s. Completed 500 of 500 (100%) 0 Remaining

34°C Sunny Search 15:33 26-04-2024

# Robot .txt

```
User-Agent: *
Allow: /
```

```
Sitemap:https://www.theleela.com/sitemap.xml
```

```
# Directories
```

```
Disallow: /core/
```

```
Disallow: /profiles/
```

```
# Files
```

```
Disallow: /README.txt
```

```
Disallow: /web.config
```

```
# Paths (clean URLs)
```

```
Disallow: /admin/
```

```
Disallow: /comment/reply/
```

```
Disallow: /filter/tips
```

```
Disallow: /node/add/
```

```
Disallow: /search/
```

```
Disallow: /user/register/
```

```
Disallow: /user/password/
```

```
Disallow: /user/login/
```

```
Disallow: /user/logout/
```

```
# Paths (no clean URLs)
```

```
Disallow: /index.php/admin/
```

```
Disallow: /index.php/comment/reply/
```

```
Disallow: /index.php/filter/tips
```

```
Disallow: /index.php/node/add/
```

```
Disallow: /index.php/search/
```

```
Disallow: /index.php/user/password/
```

```
Disallow: /index.php/user/register/
```

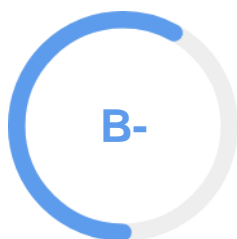
```
Disallow: /index.php/user/login/
```

```
Disallow: /index.php/user/logout/
```

## ANALYSIS OF THE AUDIT REPORT

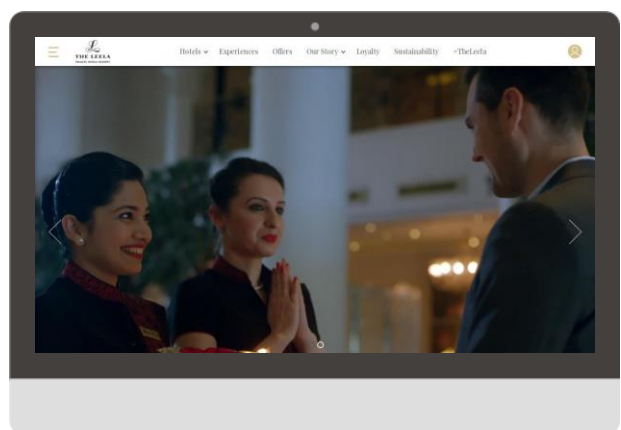
This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F-scale, with most major industry leading websites in the A range. Improving a website's grade is recommended to ensure a better website experience for your users and improved ranking and visibility by search engines.

### Audit Results for www.theleela.com



Your page could be better

Recommendations: 16





On-Page SEO



Links



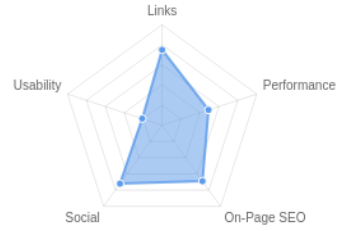
Usability



Performance



Social



## Recommendations

**Reduce your total page file size**

Performance

Medium Priority

**Optimize for Core Web Vitals**

Usability

Medium Priority

**Reduce length of title tag (to between 10 and 70 characters)**

On-Page SEO

Medium Priority

**Shorten meta description (to between 70 and 160 characters)**

On-Page SEO

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

**Remove inline styles**

Performance

Low Priority

**Minify your CSS and JS Files**

Performance

Low Priority

**Improve the size of tap targets**

Usability

Low Priority

**Add Schema Markup**

On-Page SEO

Low Priority

**Please add Facebook Open Graph Tags**

Social

Low Priority

**Add X Cards**

Social

Low Priority

**Add Local Business Schema**

Other

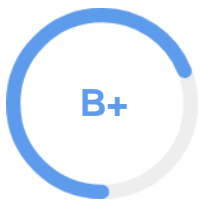
Low Priority

**Create Google Business Profile**

Other

Low Priority

## On-Page SEO Results



### **Your On-Page SEO could be better**

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

## 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

CORRECTED

The Leela Palaces, Hotels & Resorts - 5-Star luxury Stays | India

Length-65

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

Experience the Luxury at Leela's renowned hospitality and exquisite accommodations at its award-winning 5-star hotels and resorts in India

Length- 139 ( mobile and desktop friendly)

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.

## SERP Snippet Preview

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.



<https://www.theleela.com>

The Leela Palaces, Hotels & Resorts - 5-Star luxury Stays |  
India Experience the Luxury at Leela's renowned hospitality and exquisite accommodations at its award-winning 5-star hotels

## Hreflang Usage

Your page is making use of Hreflang attributes.



## Language



Your page is using the lang attribute.

Declared: English

### 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.

Header Tag	Frequency
H2	13
H3	73
H4	8
H5	4
H6	0

### Keyword Consistency



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

#### Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency
leela	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	46
explore	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	23
hotel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
palace	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	11
best	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11
hotels	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	10
experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
from	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10

#### Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency
--------	-------	----------------------	---------------	----------------

leela palace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11	<div style="width: 100%; height: 10px; background-color: blue;"></div>
skilled therapists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6	<div style="width: 55%; height: 10px; background-color: blue;"></div>
awards 2023	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5	<div style="width: 45%; height: 10px; background-color: blue;"></div>
explore the leela	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5	<div style="width: 45%; height: 10px; background-color: blue;"></div>
at the leela	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5	<div style="width: 45%; height: 10px; background-color: blue;"></div>
palaces hotels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<div style="width: 36%; height: 10px; background-color: blue;"></div>
best hotel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<div style="width: 36%; height: 10px; background-color: blue;"></div>
travel leisure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4	<div style="width: 36%; height: 10px; background-color: blue;"></div>

### 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.



<https://www.theleela.com/>

### Noindex Tag Test

Your page is not using the Noindex Tag which prevents indexing.



### Noindex Header Test

Your page is not using the Noindex Header which prevents indexing.



### 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.



<http://www.theleela.com/robots.txt>

### 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.

<https://www.theleela.com/sitemap.xml>

## Analytics



Your page is using an analytics tool.

 Google Analytics

## Schema.org Structured Data



We have not detected any usage of Schema.org on your page.

Schema.org is a structured data markup for webpages which helps Search Engines understand your site better and provide rich snippets directly in their search results.

## Rankings

### Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Traffic	
hotel	EN	69	9,140,000	19,194	
hotel	HI	60	9,140,000	19,194	
hotels	HI	64	9,140,000	19,194	
hotels	EN	76	9,140,000	18,042	
beaches in kovalam kerala	EN	2	110,000	17,820	
bangalore leela palace	EN	1	49,500	15,048	
chennai leela palace	EN	1	49,500	15,048	
leela palace	EN	1	49,500	15,048	
leela palace	HI	1	49,500	15,048	
leela palace bangalore	EN	1	49,500	15,048	

### Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from its Keyword Rankings



2,295,562

Monthly Traffic  
Volume

## Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords
Position 1	1,230
Position 2-3	283
Position 4-10	1,480
Position 11-20	3,169
Position 21-30	3,024
Position 31-100	41,046

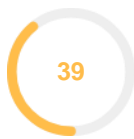
## Links

### Backlink Summary

You have a strong level of backlink activity to this page.





Domain Strength




Page Strength

 **147.9k**  
Backlinks


 **7k**  
Referring Domains

 **27.9k**  
Nofollow Backlinks

 **119.9k**  
Dofollow Backlinks

 **16**  
Edu Backlinks

 **7**  
Gov Backlinks

 **3.7k**  
Subnets

 **5.6k**  
IPs



## Top Backlinks

These are the highest value external pages we have found linking to your site.

Domain strength	Referring Page URL
100	<a href="https://en.wikipedia.org/wiki/The_Leela">https://en.wikipedia.org/wiki/The_Leela</a>
100	<a href="https://mintininmutfagi.blogspot.com/2010/11/champ-tajdar-bir-hint-yemegi-sampiyon.html?showComment=1291135503602">https://mintininmutfagi.blogspot.com/2010/11/champ-tajdar-bir-hint-yemegi-sampiyon.html?showComment=1291135503602</a>
100	<a href="https://mrbestfood.com/restaurant/diya-the-leela-gurugram-the-leela-ambience-gurugram-hotel-residences-ambience-island-delhi/">https://mrbestfood.com/restaurant/diya-the-leela-gurugram-the-leela-ambience-gurugram-hotel-residences-ambience-island-delhi/</a>
100	<a href="https://www.linkedin.com/pulse/why-indias-hr-community-ready-host-people-2nd-stream-future-scrivens">https://www.linkedin.com/pulse/why-indias-hr-community-ready-host-people-2nd-stream-future-scrivens</a>
100	<a href="http://capstocks.com/company-profile/directors-report/Hotel-Leela-Venture-Ltd/257">http://capstocks.com/company-profile/directors-report/Hotel-Leela-Venture-Ltd/257</a>
100	<a href="https://hq-database.com/l-companies/lalafallcom-headquarters.html">https://hq-database.com/l-companies/lalafallcom-headquarters.html</a>
100	<a href="https://mzbnj.info/ind/travel/hotels-resorts/best-new-hotels-in-india-that-opened-in-late-2020-and-are-set-to-open-2021/">https://mzbnj.info/ind/travel/hotels-resorts/best-new-hotels-in-india-that-opened-in-late-2020-and-are-set-to-open-2021/</a>
100	<a href="http://addamsfamily.club/10745950465501338929/a-look-at-kolkata-s-grand-architectural-heritage-destinasian.html">http://addamsfamily.club/10745950465501338929/a-look-at-kolkata-s-grand-architectural-heritage-destinasian.html</a>
99	<a href="http://multibriefs.com/ShareArticle.php?5beda11e421b0">http://multibriefs.com/ShareArticle.php?5beda11e421b0</a>
98	<a href="https://www.forbes.com/sites/johannaread/2022/11/29/just-imagine-staying-at-these-palace-hotels-in-india/">https://www.forbes.com/sites/johannaread/2022/11/29/just-imagine-staying-at-these-palace-hotels-in-india/</a>



## Top Pages by Backlinks

These are the pages on your site with the most the backlinks from other sites.

URL	Backlinks
<a href="http://www.theleela.com/">http://www.theleela.com/</a>	86,415
<a href="https://www.theleela.com/en_us/">https://www.theleela.com/en_us/</a>	8,838
<a href="http://www.theleela.com/bangalore/b_citrus.htm">http://www.theleela.com/bangalore/b_citrus.htm</a>	5,821
<a href="http://www.theleela.com/bangalore/bangalore_hotel.htm">http://www.theleela.com/bangalore/bangalore_hotel.htm</a>	3,006
<a href="http://www.theleela.com/bangalore/b_zen.htm">http://www.theleela.com/bangalore/b_zen.htm</a>	2,915
<a href="http://www.theleela.com/bangalore/b_jamavar.htm">http://www.theleela.com/bangalore/b_jamavar.htm</a>	2,914
<a href="http://www.theleela.com/bangalore/b_bar.htm">http://www.theleela.com/bangalore/b_bar.htm</a>	2,910
<a href="https://www.theleela.com/">https://www.theleela.com/</a>	2,198
<a href="https://theleela.com/">https://theleela.com/</a>	2,191
<a href="https://www.theleela.com/en_us/hotels-in-delhi/the-leela-ambience-conv...">https://www.theleela.com/en_us/hotels-in-delhi/the-leela-ambience-conv...</a>	2,150

## Top Anchors by Backlinks



These are the top pieces of Anchor Text we found used to link to your site.

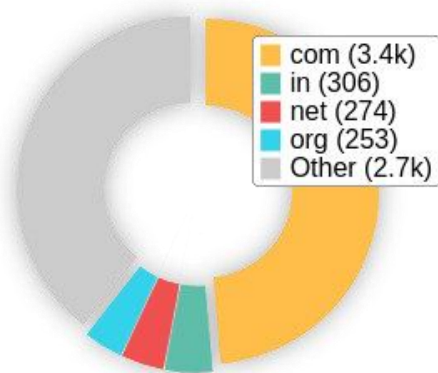
Anchor	Backlinks
www.theleela.com	36,519
The leela	29,291
http://www.theleela.com/	13,595
The Leela	8,566
Leela Palace (hotel)	2,911
Jamavar at the Leela (Southern Indian)	2,910
Caperberry (European Continental)	2,910
Citrus Restaurant at the Leela (Indian Continental)	2,910
Library Bar at the Leela	2,910
ZEN at the Leela (Chinese, Japanese, Korean)	2,908

## Top Referring Domain Geographies

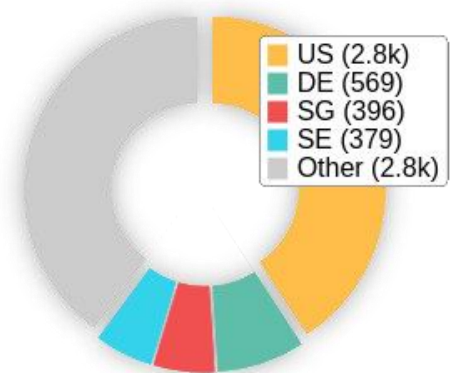


These are the Top Geographies we have found linking to your site.

Top TLDs



Top Countries



## On-Page Link Structure



We found 330 total links. 25% of your links are external links and are sending authority to other sites. 21% of your links are nofollow links, meaning authority is not being passed to those destination pages.

## Friendly Links

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



# Usability

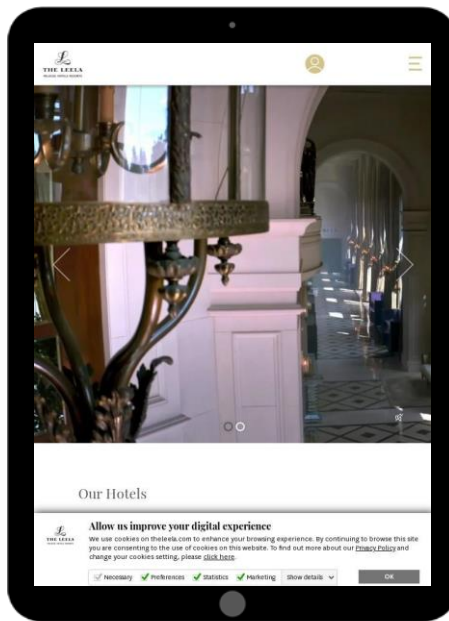
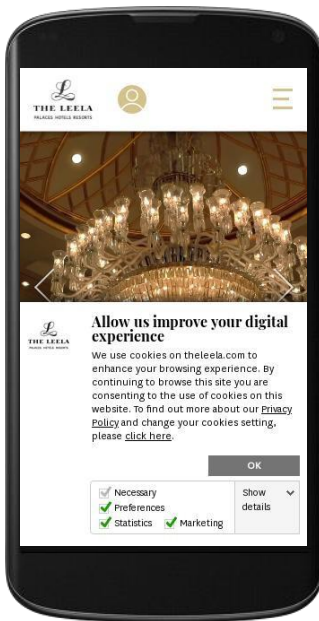


## Your usability needs improvement

Your page has usability issues across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

## Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.



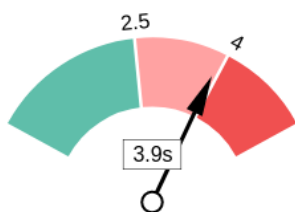
## Google's Core Web Vitals

Your page has failed Google's Core Web Vitals assessment.

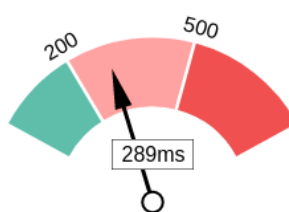


Core Web Vitals are UI metrics created by Google that measure page experience and are becoming increasingly important as a ranking factor.

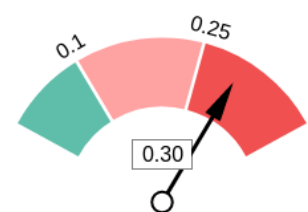
Largest Contentful Paint (LCP)



Interaction To Next Paint (INP)



Cumulative Layout Shift (CLS)



## Use of Mobile Viewports

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.



## Google's PageSpeed Insights - Mobile



Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.

Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



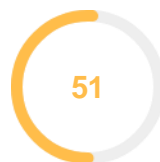
Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	4.4 s	Properly size images	13.65 s
Speed Index	14.8 s	Serve images in next-gen formats	6.87 s
Largest Contentful Paint	7.4 s	Reduce unused JavaScript	4.32 s
Time to Interactive	21.5 s	Reduce initial server response time	1.69 s
Total Blocking Time	4.31 s	Reduce unused CSS	1.27 s
Cumulative Layout Shift	0.265	Avoid multiple page redirects	0.63 s
		Minify JavaScript	0.63 s
		Efficiently encode images	0.32 s
		Eliminate render-blocking resources	0.15 s

## Google's PageSpeed Insights - Desktop



Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value
First Contentful Paint	0.9 s
Speed Index	3.1 s
Largest Contentful Paint	1.2 s
Time to Interactive	4.8 s
Total Blocking Time	0.62 s
Cumulative Layout Shift	0.244

Opportunities	Estimated Savings
Properly size images	2.61 s
Reduce initial server response time	2.08 s
Serve images in next-gen formats	1.07 s
Reduce unused JavaScript	0.91 s
Avoid multiple page redirects	0.19 s

### Flash Used?

No Flash content has been identified on your page.



### iFrames Used?

There are no iFrames detected on your page.



### Favicon

Your page has specified a favicon.



### Email Privacy

No email addresses have been found in plain text on your page.



### Legible Font Sizes

The text on your page appears to be legible across devices.



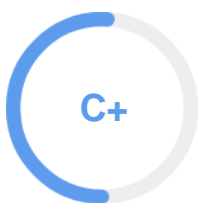
### Tap Target Sizing

Some of the links or buttons on your page may be too small for a user to easily tap on a touchscreen.



Consider making these tap targets larger to provide a better user experience.

## Performance Results



### Your performance could be better

Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

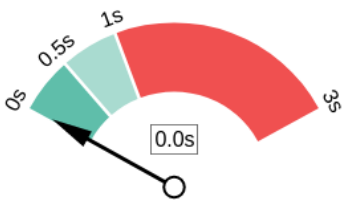
### Page Speed Info

Your page loads in a reasonable amount of time.

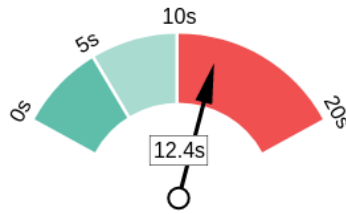




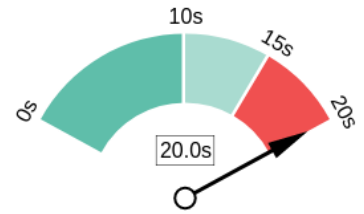
### Server Response



### All Page Content Loaded



### All Page Scripts Complete



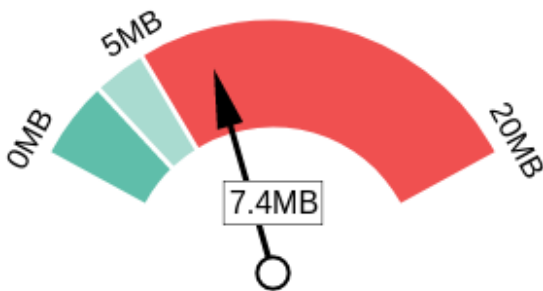
## Download Page Size

Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience.

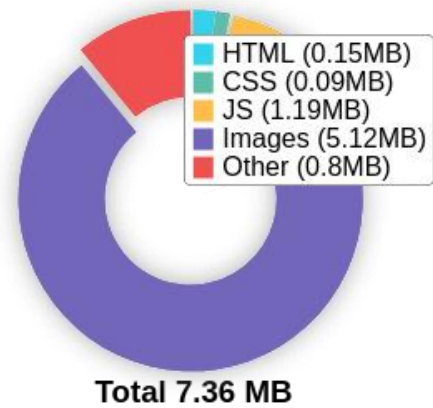


A general rule is to keep your page under 5MB in total file size.

### Download Page Size



### Download Page Size Breakdown

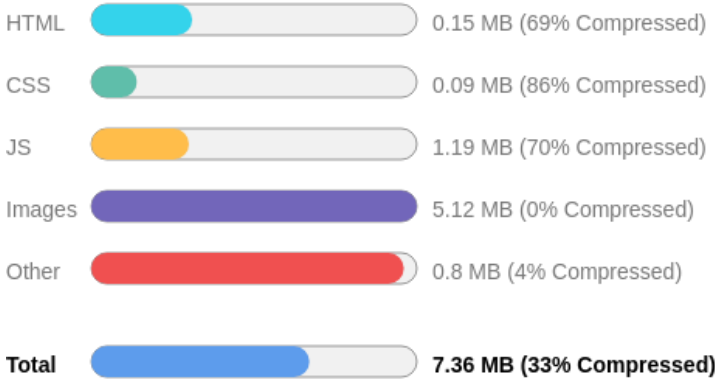


## Website Compression (Gzip, Deflate, Brotli)

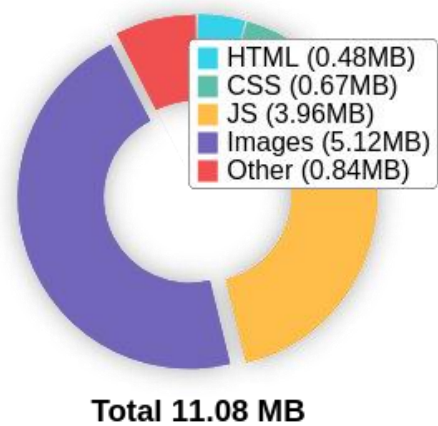
Your website appears to be using a reasonable level of compression.



### Compression Rates

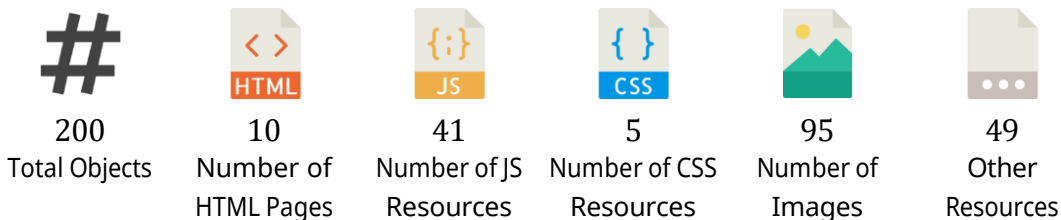


### Raw Page Size Breakdown



## Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page.



## Google Accelerated Mobile Pages (AMP)

This page does not appear to have AMP Enabled.



## JavaScript Errors

Your page is not reporting any JavaScript errors.



## HTTP2 Usage

Your website is using the recommended HTTP/2+ protocol.



## Optimize Images

All of the images on your page appear to be optimized.



## Minification

Some of your JavaScript or CSS files do not appear to be minified.



Minification is a reasonably simple way to reduce page size, and subsequently load time.

## Deprecated HTML

No deprecated HTML tags have been found within your page.



## Inline Styles

Your page appears to be using inline styles.



Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

## Social Results



### Your social is good

You have a reasonably good social presence. Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend that you have all of your profiles listed on your page, and work to build a larger following on those networks.

## Facebook Page Linked

Your page has a link to a Facebook Page.



<https://facebook.com/theleela>

## Facebook Open Graph Tags

We have not found Facebook Open Graph Tags on your page.



Facebook Open Graph Tags are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Facebook.

### Facebook Pixel

Your page has a Facebook Pixel installed.



Pixel ID

5633895296697450

### X (formerly Twitter) Account Linked

Your page has a link to a X profile.



<https://twitter.com/theleelahotels>

### X Cards

We have not detected X Cards on your page.



X Cards are a type of structured data that can be placed on your page to control what content is shown when a page is shared on X.

### Instagram Linked

Your page has a link to an Instagram profile.



<https://instagram.com/p>

### LinkedIn Page Linked

Your page has a link to a LinkedIn profile.



<https://linkedin.com/company/the-leela-palaces->

### YouTube Channel Linked

Your page has a link to a YouTube channel.



<https://youtube.com/user/LeelaHotelsOfficial>

### YouTube Channel Activity

You have a good number of YouTube channel subscribers



13,000  
Followers

7,599,811  
View Count

## Local SEO

### Address & Phone Shown on Website

Address and phone number visible on the page.



Phone +911244425444

Address 400 daysHTTPFPLCtheleela.comRegisters  
a unique ID

### Local Business Schema

No Local Business Schema identified on the page.



### Google Business Profile Identified

No Google Business Profile was identified that links to this website.



### Google Business Profile Completeness

No Google Business Profile was identified that links to this website.



### Google Reviews

No Google Business Profile was identified that links to this website.



















# Technology Results

## Technology List

These software or coding libraries have been identified on your page.

*i*

Technology	Version
 Amazon Cloudfront	
Amazon Web Services	
 Bootstrap	7607.101219
 Cookiebot	
 Drupal	9
 Facebook Pixel	
 Google Analytics	
 Google Tag Manager	
 Hotjar	
HSTS	
 Microsoft Advertising	
Microsoft Clarity	0.7.32
 PHP	
 React	
 Taggbox	
 Twitter	
 Unpkg	
 Varnish	
 web-vitals	3.0.0

## Server IP Address

18.155.202.120

*i*

## DNS Servers

ns-1260.awsdns-29.org  
ns-16.awsdns-02.com  
ns-1835.awsdns-37.co.uk  
ns-604.awsdns-11.net

*i*

## Charset

text/html; charset=UTF-8

*i*

