



www.onida.com

ONIDA

SEO Audit Report

Case study included

GROUP 1
DEC 1, 2025

SEO REPORT STRUCTURE

- Website Structure
- On - Page SEO
- Off - Page SEO
- Technical SEO
- SXO (user Experience)
- Content

KEY WORDS

Columns							
Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
best 55 inch tv in india	5,400 	+50%	0%	High	—	₹2.43	₹14.00
best smart tv in india	3,600 	+22%	-19%	High	—	₹1.14	₹8.00
best oled tv in india	1,300 	+46%	-21%	High	—	₹1.35	₹8.00
best led tv in india	3,600 	+52%	0%	High	—	₹0.83	₹7.00
led tv price in india	480 	+85%	0%	High	—	₹0.65	₹3.00
best 65 inch tv in india	2,900 	+52%	0%	High	—	₹2.55	₹14.00

- Best tv in india
- Best smart tv in india
- Best oled tv in india
- Best led tv in india
- Bed tv price in india
- Best tv brands in india
- smart tv in india

KEY WORDS

- bluetooth connect tv
- bluetooth transmitter tv
- latest tv model
- high resolution tv
- Best led tv in india
- Best Ac in india
- Best Electronic brand
- AC brands in india

COMPETTORS

Brand Name	URL
Samsung	www.samsung.com
LG	www.lg.com
Panasonic	www.panasonic.com
Godrej enterprises	www.godrejenterprises.com

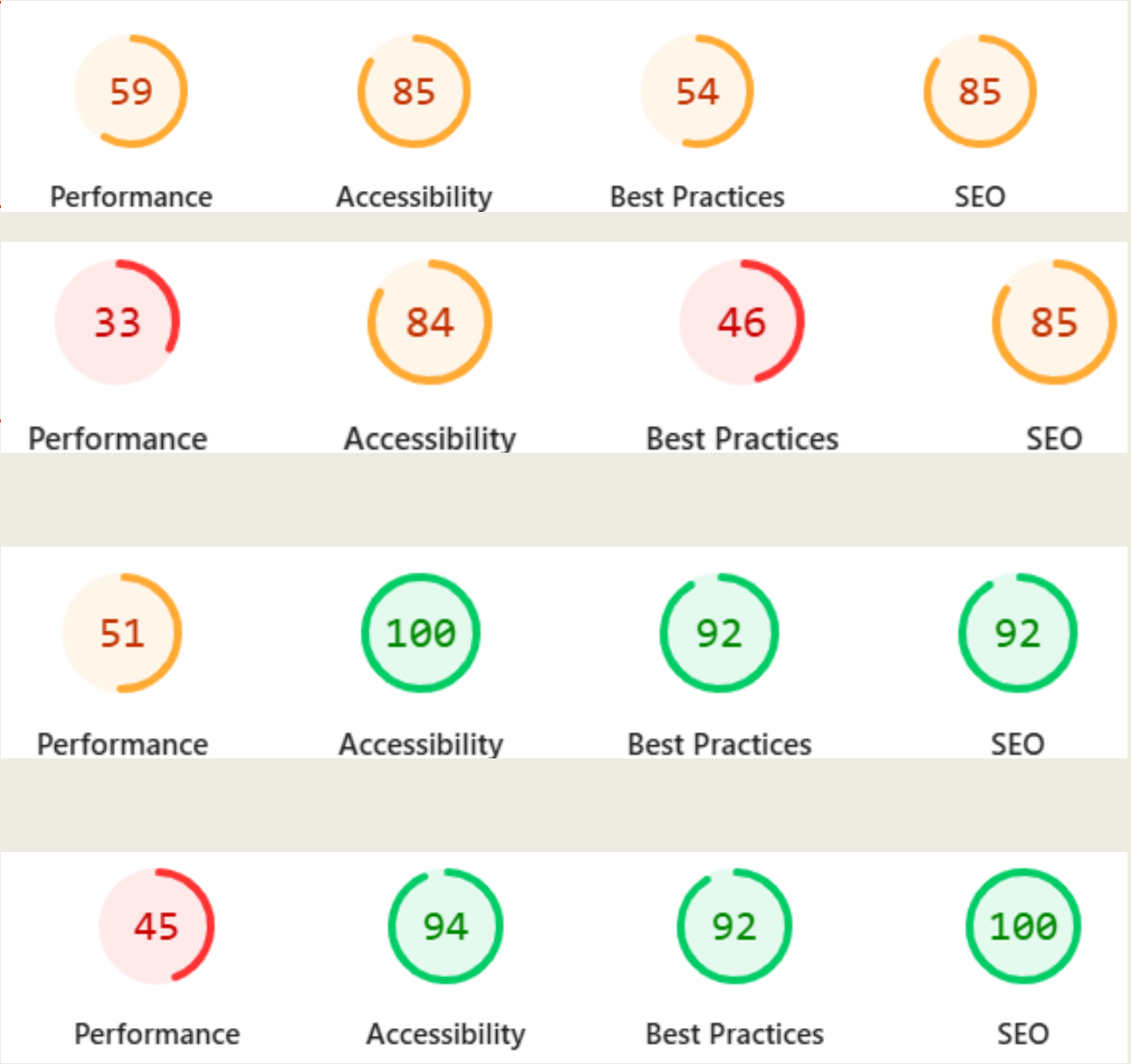
COMPETITORS PAGE SPEED ANALYSIS

Samsung

L G

Panasonic

Godrej enterprises



BACKLINK DETAILS

COMPETTITORS

Backlink profile for www.samsung.com

Domain including subdomains. One link per domain



Domain Rating ⁱ
92



URL Rating ⁱ
Get UR free with
[Ahrefs SEO](#)
[Toolbar](#)

Backlinks ⁱ

38M

80% dofollow

Linking websites ⁱ

172K

87% dofollow

DR ⁱ Referring page ⁱ

Anchor and target URL ⁱ

Compare Mobiles [Samsung Galaxy Z Fold7](#) Samsung Galaxy Z Flip7

Backlink profile for www.panasonic.com

Domain including subdomains. One link per domain



Domain Rating ⁱ
90



URL Rating ⁱ
Get UR free with
[Ahrefs SEO](#)
[Toolbar](#)

Backlinks ⁱ

16M

98% dofollow

Linking websites ⁱ

41K

85% dofollow

Backlink profile for www.lg.com

Domain including subdomains. One link per domain



Domain Rating ⁱ
89



URL Rating ⁱ
Get UR free with
[Ahrefs SEO](#)
[Toolbar](#)

Backlinks ⁱ

9.6M

95% dofollow

Linking websites ⁱ

75K

83% dofollow

DR ⁱ Referring page ⁱ

Anchor and target URL ⁱ

58 [Tehnomanija - Doživi nova iskustva](#)
<https://www.tehnomanija.rs/>

[LG 5 godina garancije BT](#)
<https://www.lg.com/rs/promotions>

Backlink profile for www.godrejenterprises.com

Domain including subdomains. One link per domain



Domain Rating ⁱ
60



URL Rating ⁱ
Get UR free with
[Ahrefs SEO](#)
[Toolbar](#)

Backlinks ⁱ

51K

98% dofollow

Linking websites ⁱ

1.4K

69% dofollow

DR ⁱ Referring page ⁱ

Anchor and target URL ⁱ

BACKLINKDETAILS

Backlink profile for www.onida.com

Domain including subdomains. One link per domain



Domain Rating ⁱ
37



URL Rating ⁱ
Get UR free with
[Ahrefs SEO](#)
Toolbar

Backlinks ⁱ
3.9K
48% dofollow

Linking websites ⁱ
873
86% dofollow

DR ⁱ	Referring page ⁱ	Anchor and target URL ⁱ
71	MIRC Electronics Ltd share price About MIRC Electronics Key Insights - Screener	onida.com http://www.onida.com/ 301 https://www.onida.com/

ONIDA'S OVERVIEW

Onida's SEO profile shows a Domain Rating (DR) of 37, with 3.9K backlinks and 873 referring domains (do-follow links and websites). This indicates moderate authority in consumer electronics, particularly for an Indian brand competing in TVs, ACs, and appliances, where DR measures backlink profile strength on a 0–100 logarithmic scale. Backlink volume is low compared to market leaders, suggesting room for link building to boost organic visibility.

COMPETITORS OVERVIEW

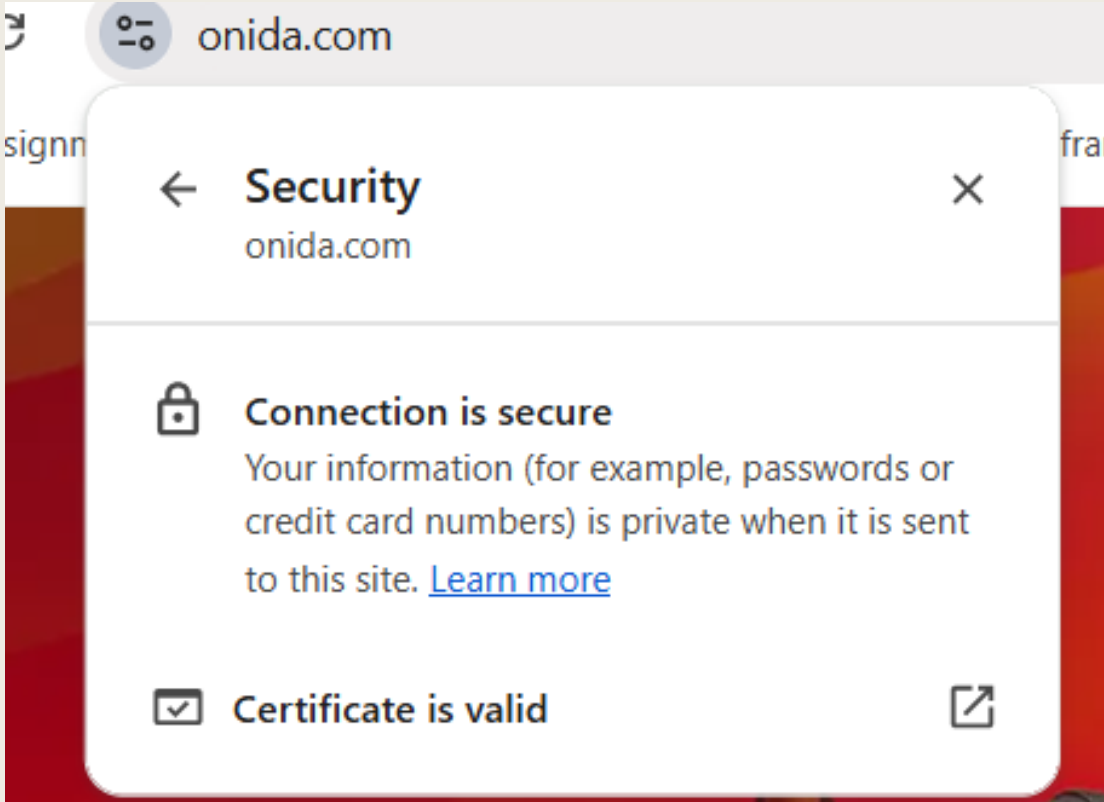

Onida lags significantly behind global giants like Samsung, LG, and Panasonic in SEO metrics, which correlate with stronger brand presence and search rankings. Godrej Enterprises outperforms Onida but remains mid-tier.

Samsung : 92 DR , 38 M Backlinks , 172 K linking websites these numbers are extremely high

LG : 89 DR , 9.6 M Backlinks , 75 K linking websites , LG exceeds at each values from onida

Panasonic : 90 DR , 16 M Backlinks , 41 K linking websites panasonic leads here along with the values and high quality links from tech sites.

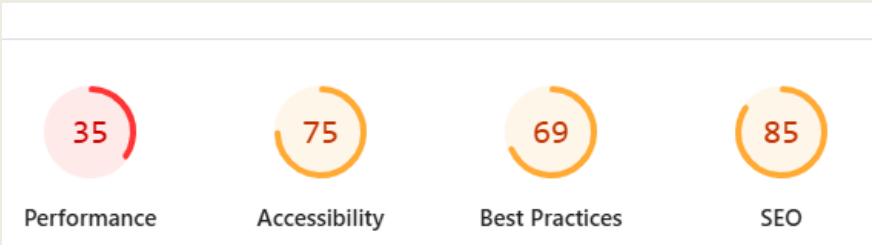
Godrej enterprises : 60 DR , 51 M Backlinks , 1.4 K linking websites . Compared to onida its low but yet its a strong competitor because linked websites is greater than onida

SSL certificate	WWW Redirection
Found	no redirect loops
	

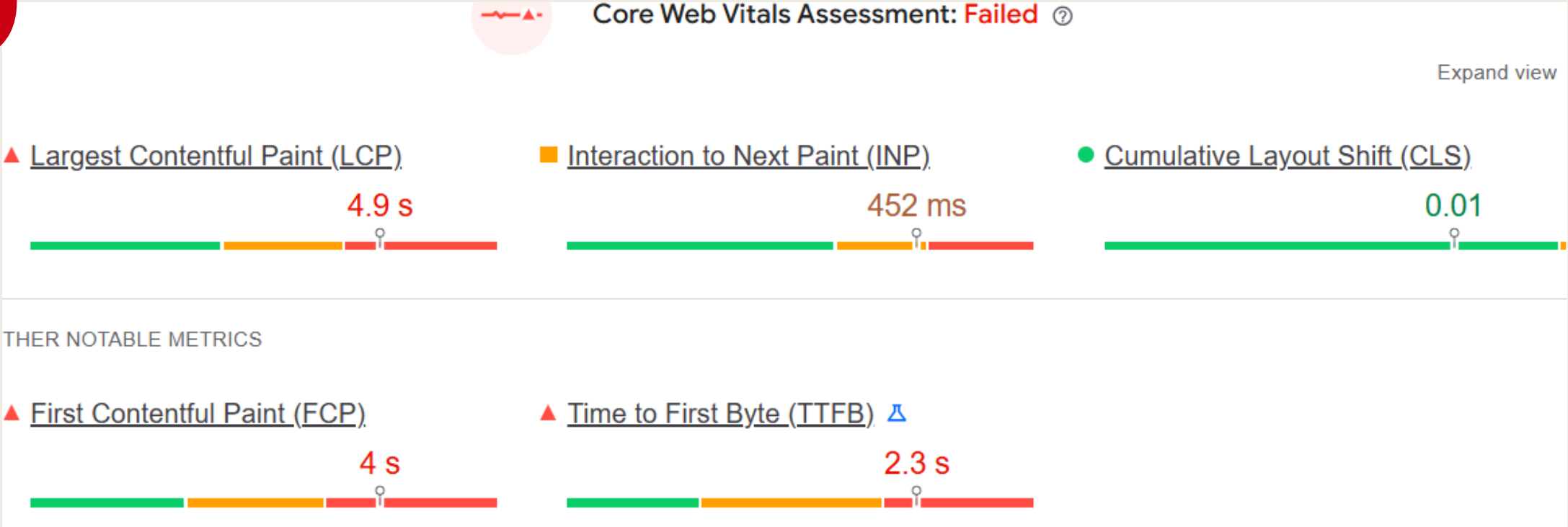
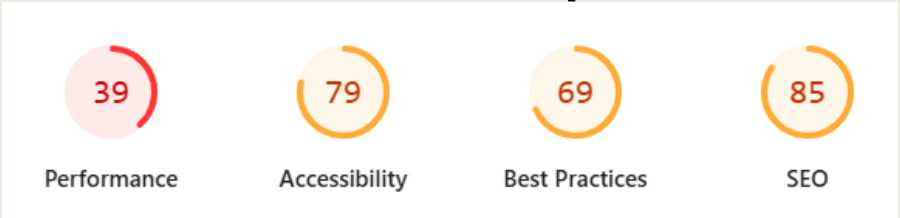
To keep data secure, verify ownership ,
prevent attackers & gain user's trust.

PAGESPEED

Mobile



Desktop



Low Performance ,
need improvement.

MOBILE & DESKTOP PERFORMANCE

1. First Contentful Paint: First thing you see when we load a website (image, text, background colour, etc)

To Improve: Reduce CSS/JS size, ensure the server responds quickly.

2. Largest Contentful Paint: Measure of how fast a webpage's biggest visual elements load

To improve: Ensure server response, Simpler page design

3. Total Blocking Time: Is the time the website is too busy to do anything when a user clicks on something

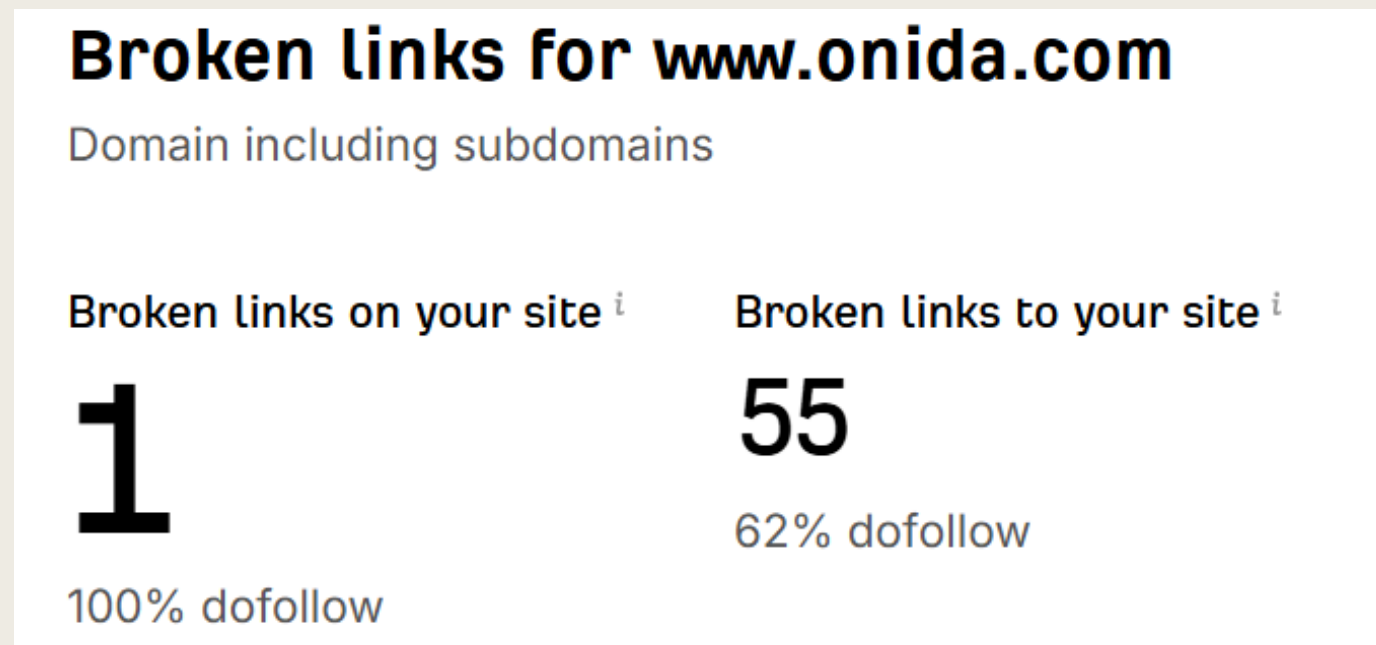
To improve: Break down large JavaScript files into smaller ones, and improve lazy loading

4. Speed Index: How quickly the Visible content of the page appears on the screen when the user navigates through it

Improve: minify the code, leverage browser caching.

5. Cumulative Layout Shift: Measure how unstable a pages layout is during loading

BROCKEN LINK



A broken link is a hyperlink that no longer works because the destination page or resource has been deleted, moved or renamed

Solution: First, prioritize fixing the broken links that are most important for user experience and those that are on key pages, second we can use regular brokenlink checker like Ahrefs

INTERNAL LINK

all pages are correctly interlinked to help users and also search engines can move smoothly

OUTBOUND LINK

Need Improvement

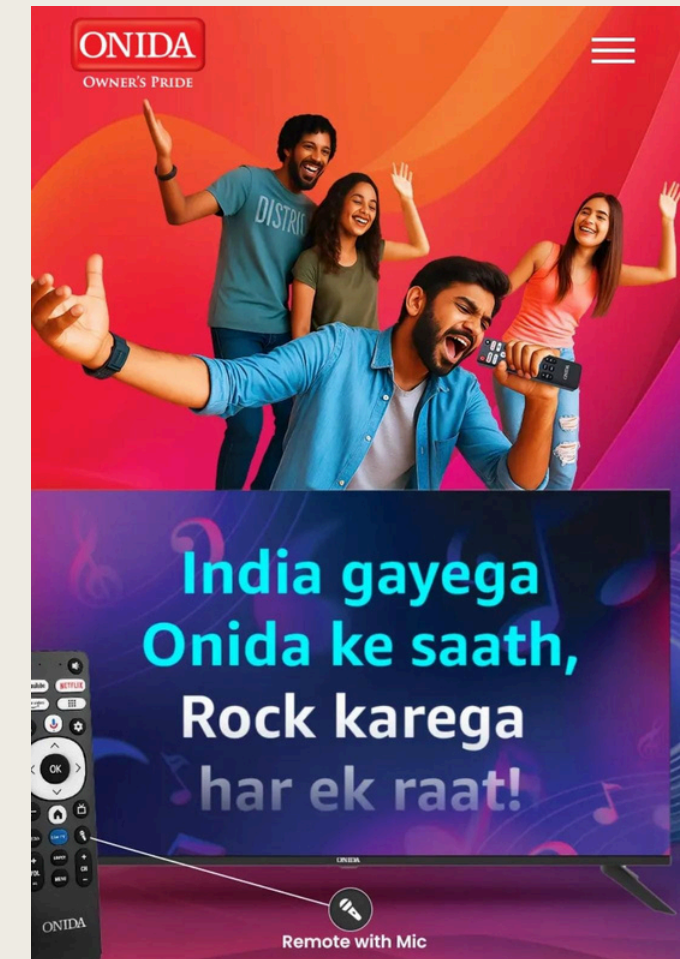
URL OPTIMIZATION

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

<https://www.onida.com/product-category/televisions/>

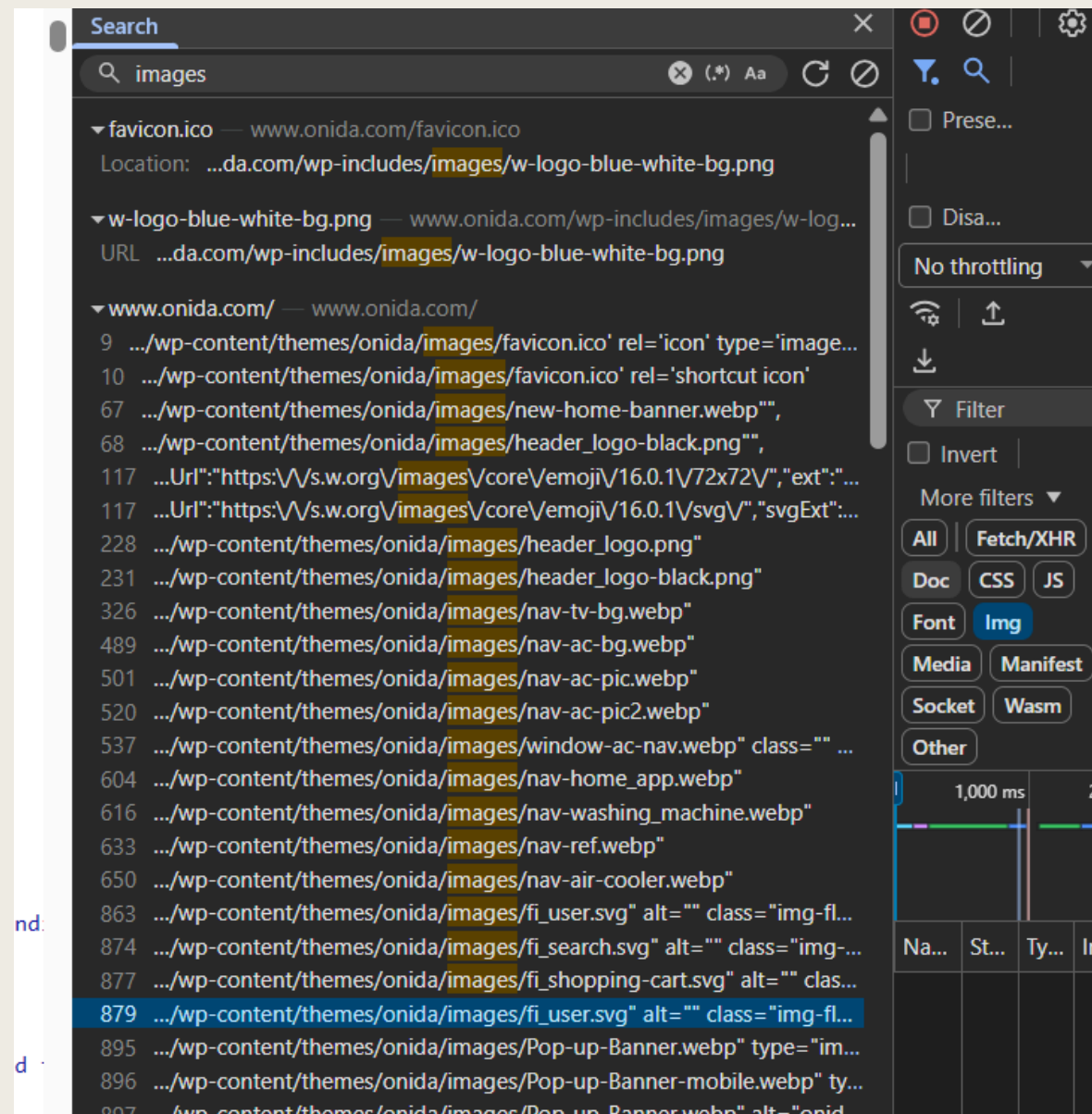
<https://www.onida.com/air-conditioners/>

<https://www.onida.com/air-conditioners/>



All URLs are well optimized, with subfolders, slugs, and inner pages logically arranged and well structured. which can lead to better visibility in search results

IMAGE & CONTENT OPTIMIZATION



Images are optimized in webp format
and properly tagged with alt text.
Title and description is optimized
Content is not completely optimized

To solve this,
Adding keywords naturally
Improving headings and structure
Making content clearer and more useful
Fix broken link, Without stuffing keywords,
Proper button system, Rich content

ROBOTS TXT

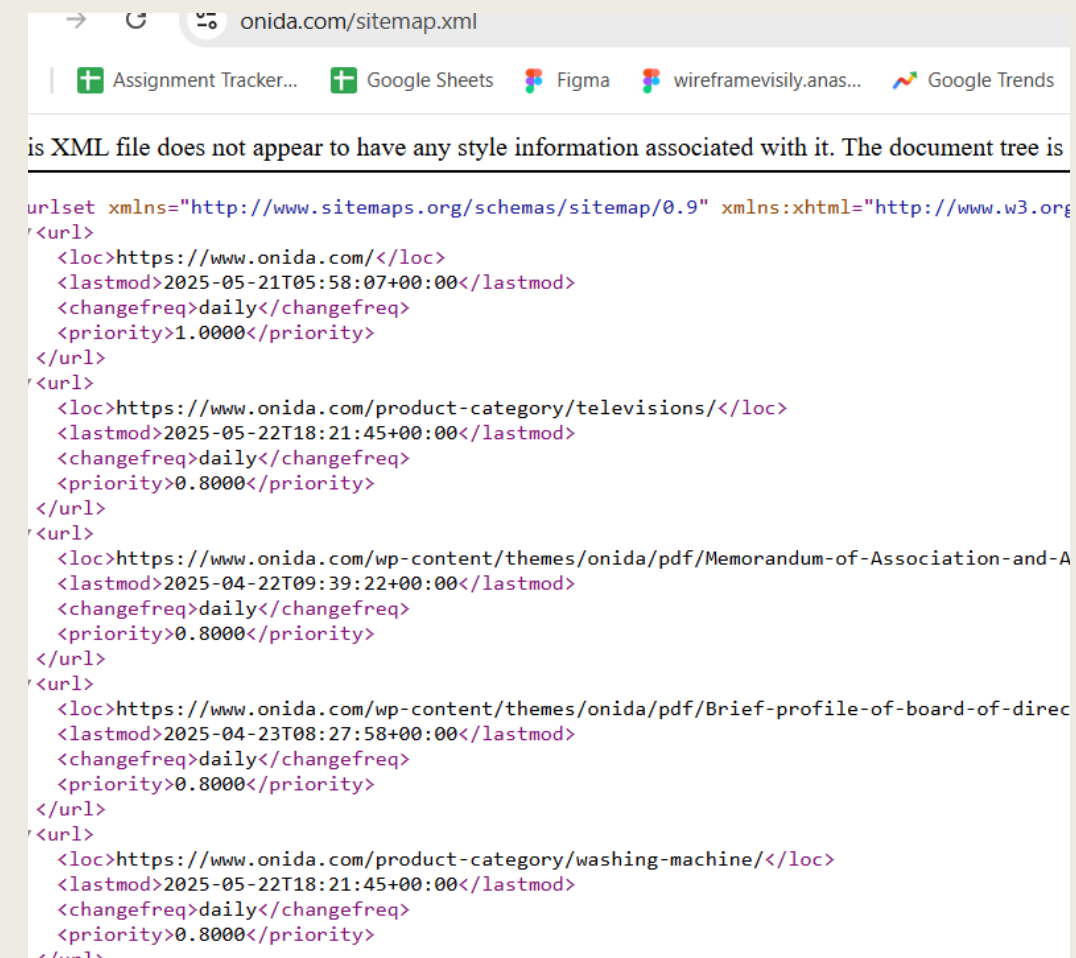
```
User-agent: *  
  
Disallow: /wp-admin/  
  
Sitemap: https://www.onida.com/sitemap.xml
```

robots.txt is a file that tells search engine crawlers which pages or sections website they are allowed to crawl.

<https://www.onida.com/robots.txt>

XML SITEMAP

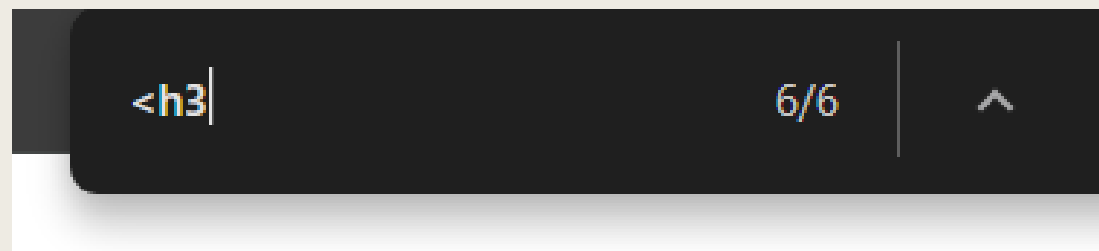
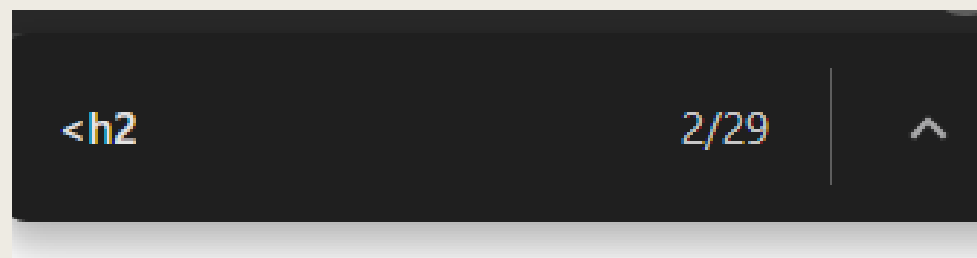
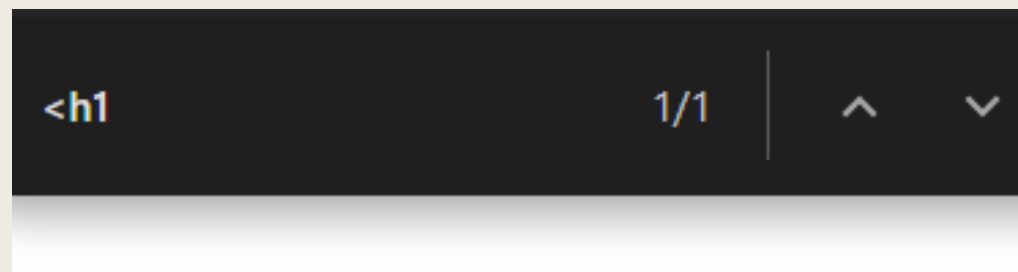
Present



is XML file does not appear to have any style information associated with it. The document tree is

```
<?xml version="1.0" encoding="UTF-8" standalone="yes"?>  
urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9" xmlns:xhtml="http://www.w3.org/1999/xhtml"  
<url>  
  <loc>https://www.onida.com/</loc>  
  <lastmod>2025-05-21T05:58:07+00:00</lastmod>  
  <changefreq>daily</changefreq>  
  <priority>1.0000</priority>  
</url>  
<url>  
  <loc>https://www.onida.com/product-category/televisions/</loc>  
  <lastmod>2025-05-22T18:21:45+00:00</lastmod>  
  <changefreq>daily</changefreq>  
  <priority>0.8000</priority>  
</url>  
<url>  
  <loc>https://www.onida.com/wp-content/themes/onida/pdf/Memorandum-of-Association-and-A</loc>  
  <lastmod>2025-04-22T09:39:22+00:00</lastmod>  
  <changefreq>daily</changefreq>  
  <priority>0.8000</priority>  
</url>  
<url>  
  <loc>https://www.onida.com/wp-content/themes/onida/pdf/Brief-profile-of-board-of-direct</loc>  
  <lastmod>2025-04-23T08:27:58+00:00</lastmod>  
  <changefreq>daily</changefreq>  
  <priority>0.8000</priority>  
</url>  
<url>  
  <loc>https://www.onida.com/product-category/washing-machine/</loc>  
  <lastmod>2025-05-22T18:21:45+00:00</lastmod>  
  <changefreq>daily</changefreq>  
  <priority>0.8000</priority>  
</url>
```

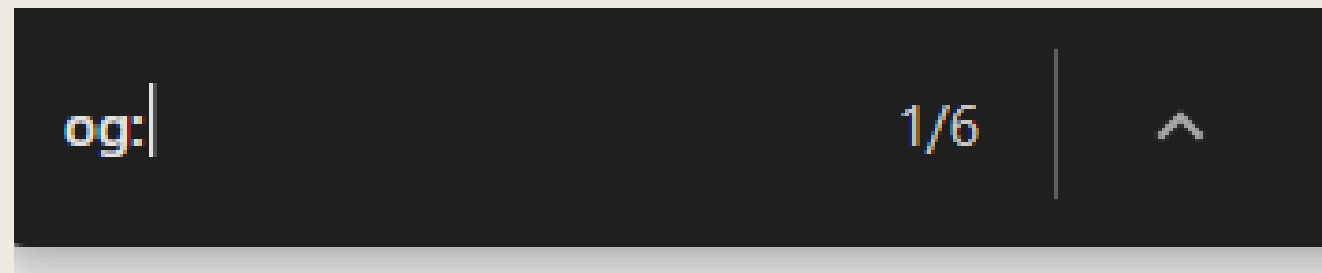
HEADERTAGS



Here header tags are totally fine. Completely Done

OGTAG

The Open Graph Protocol (OGP) communicates sites like Facebook, WhatsApp and X what image, title and description to use when someone shares your webpage link.

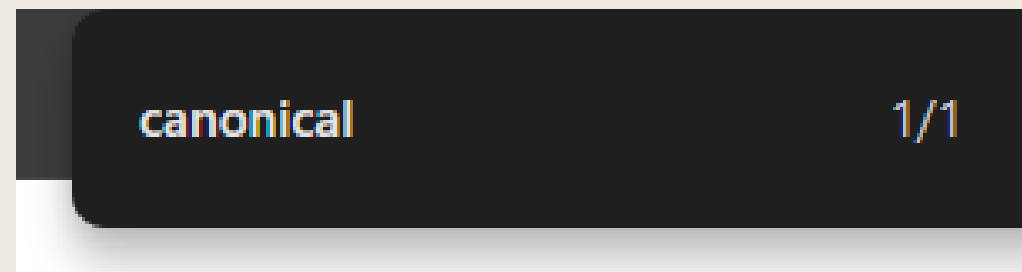


shared links Seems to be more attractive and Appealing on social media

```
-- This site is optimized with the Yoast SEO plugin v26
<meta name="description" content="Onida offers top-quality products" />
<link rel="canonical" href="https://www.onida.com/" />
<meta property="og:locale" content="en_US" />
<meta property="og:type" content="website" />
<meta property="og:title" content="Onida - Leading Home Appliances" />
<meta property="og:description" content="Onida offers top-quality products" />
<meta property="og:url" content="https://www.onida.com/" />
<meta property="og:site_name" content="Onida" />
<meta property="article:modified_time" content="2025-05-30" />
```

Present

CANONICALIZATION

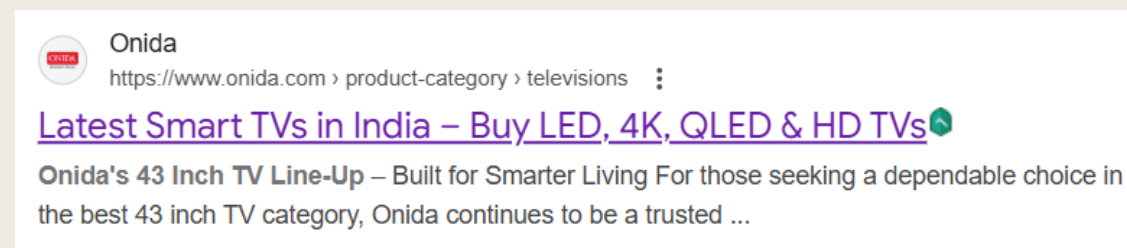


```
this site is optimized with the Yoast SEO plu  
name="description" content="Onida offers top  
rel="canonical" href="https://www.onida.com/  
property="og:locale" content="en_US" />
```

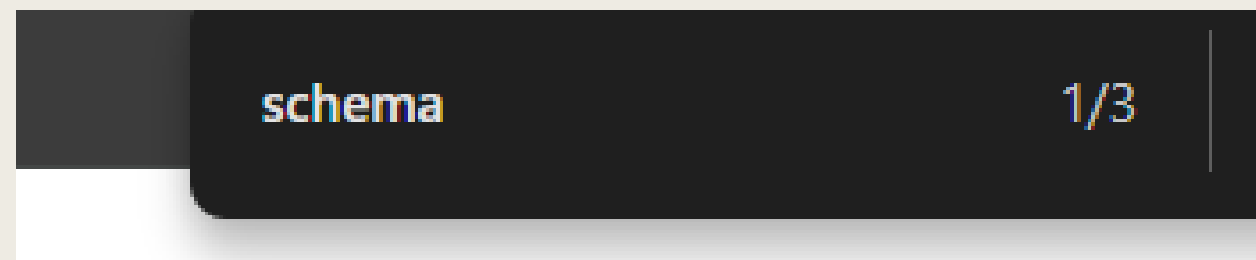
present

Canonicalization means telling Google which version of a page is the "official one" when multiple similar or duplicate pages exist.

SNIPPET & SCHEMA



A snippet is the Google search result listing the title, link, and description that appears when you search for something.



Additional information that adds to the snippet buttons, google reviews, FAQ etc also known as structured snippet , additional snippet, Rich snippet

```
<!--Organization Schema-->
<script type="application/ld+json">
{
  "@context": "https://schema.org/",
  "@type": "Organization",
  "@id": "#Organization",
  "url": "https://www.onida.com/",
  "legalName": "Onida",
  "name": "Onida",
  "description": "Onida proudly offers Televisions,
  "image": "https://www.onida.com/wp-content/themes/
  "logo": "https://www.onida.com/wp-content/themes/c
  "telephone": "+91-7490955555",
  "email": "customer.care@onida.com",
  "sameAs": [
    "https://www.facebook.com/Onida.Live",
    "https://www.youtube.com/onidalive",
    "https://www.instagram.com/onida.india/",
    "https://www.linkedin.com/company/onida/",
    "https://www.facebook.com/Onida.Live"
  ]
}
</script>
<!--Webpage-->
<script type="application/ld+json">
{
  "@context": "https://schema.org/",
  "@type": "WebSite",
  "name": "Onida",
  "url": "https://www.onida.com/",
  "potentialAction": {
    "@type": "SearchAction",
    "target": "{search_term_string}"
  }
}
```

Schema Markup validator

↪ validator.schema.org

<https://validator.schema.org/>

9:25 nm

FINDINGS

- Proper keyword Ranking Issues
- Mobile and Desktop performance on page speed score are very low
- Add different types of in organization Schema are present and in Product Category Schema present only in AC product category
- Content is not optimized :Weak keyword usage, and Weak Structure, if content side is Weak Ranking would be complicated
- Broken link fixing Related issues

SUGGETIONS

- Add different types of Schema like product schema (Present only on AC Category) , FAQ schema
- Build More Backlinks, Buil More Visibility
- Resolve brockenlink
- Add rich content
- Improve page speed by optimizing JS, Css and Server Response
- Better keyword Coverage
- Authority improvements

CONCLUSION

In this Case Study, As onida is a traditional established brand but current scenario needs more updates. Our objective was to enhance Proper optimization, Strengthen Ranking , Enhance Visibility and to improve Overall site performance. Through structured keyword analysis, precise on-page optimization, off-page as well as technical SEO , User experience (SXO) and Strategically Appealing Rich Content

To decrease fluctuations, to sustain and Scale these Results, Continues content Expansion, Authoritative link Building and technical as well as user experience evaluation will be essential. Best practices will Solve all the issues and it will elevate Onida's Brand Awareness, organic traffic ,Site Visibilty and Conversions

THANK YOU

