



GROUP NO.1

# SEO AUDIT REPORT





# INTRODUCTION

- V-Guard is one of India's most trusted consumer electrical brands.
- Known for stabilizers, later expanded to appliances & smart tech.



# Table of keywords



- 01      BEST PERFORMING STABILIZERS
- 02      STABILIZER FOR T V
- 03      VOLTAGE STABILIZERS
- 04      SOLAR ELECTRICAL INVERTERS
- 05      ELECTRICAL WIRE FOR HOUSE
- 06      BEST WATER HEATERS
- 07      WATER HEATERS FOR HOME







# Table of keywords



- 08      BEST INSTANT WATER HEATER
- 09      BEST INDUCTION COOKTOP
- 10      BEST CEILING FAN IN INDIA
- 11      BEST INVERTER BATTERIES IN INDIA
- 12      BEST STABILIZERS IN INDIA
- 13      AUTOMATIC VOLTAGE STABILIZER
- 14      POWER STABILIZERS FOR HOME
- 15      150AH BATTERY PRICE INDIA





# Competitors

- [www.bajaelectricals.com](http://www.bajaelectricals.com)
- [www.crompton.co.in](http://www.crompton.co.in)
- [www.havells.com](http://www.havells.com)
- [www.voltas.com](http://www.voltas.com)
- <https://polycab.com>



# Competitor Analysis

- Domain authority and organic traffic : Havells and Bajaj electricals generally have higher domain authority than V- guard.
- Havells and Bajaj have high content depth and have optimized image and content
- Backlinks and authority : Havells and bajaj have strong backlink profiles
- Crompton, polycab , and voltas have lag in domain authority





# Current Seo Analysis

SSL CERTIFIACTE	YES
WWW.REDIRECTION	NOT FOUND
PAGE SPEED	Desktop: 54 Mobile: 36
BROCKEN LINKS	29





# Current Seo Analysis

Mobile Friendly	YES
Backlinks	35 K
IMAGE OPTIMIZATION	NOT OPTIMIZED
CONTENT OPTIMIZATION	NOT OPTIMIZED







# Current Seo Analysis

OG TAG	FOUND
INTERNAL LINKS	FOUND
OUTBOUND LINKS	FOUND
TITLE AND DESCRIPTION	NOT OPTIMIZED





# Current Seo Analysis

HEADER TAG	MULTIPLE HEADER TAGS
CANONICALIZATION	FOUND
SCHEMA	NEED WORK
ROBOT.TXT	FOUND
Sitemap	GENERATED





# Current Seo Analysis Overview

Multiple h1 tags potentially confuse search engines and it will reduce Ranking efficiency, its a major on page Seo missing. lack of optimization affects load speed and accessibility

Technical SEO and Structured Data : Absence of schema reduce Visibility and competitive advantage. applying relevant schema like FAQ, product and reviews will enhance Brand awareness.

35K backlink is a decent volume however , need work on it.

multiple h1 tags leads to poor site structure.





# DOMAIN AUTHORITY

**https://www.vguard.in/**



Domain Rating <sup>i</sup>

**49**



URL Rating <sup>i</sup>

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

Backlinks <sup>i</sup>

**35K**

96% dofollow

[Top 100 backlinks](#)

Linking websites <sup>i</sup>

**1.0K**

77% dofollow

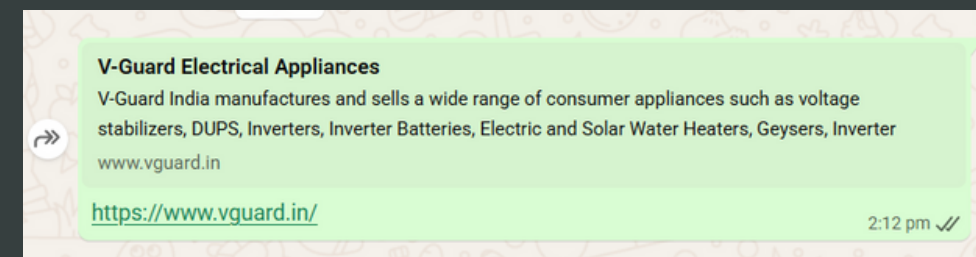
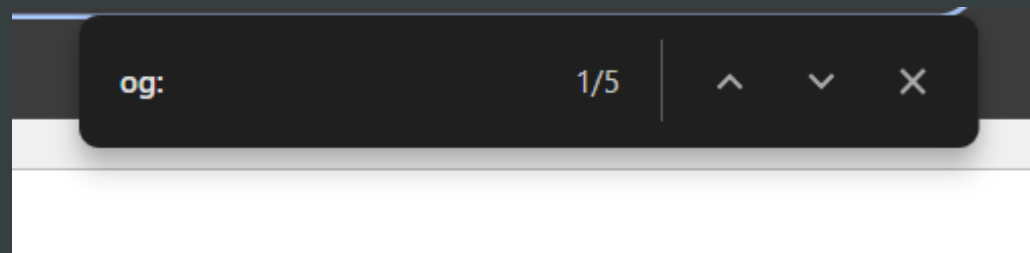
**35 K Backlinks , 96% do follow**  
**A Decent number of domain authority**  
**but needs Work**



# Image and content Optimization

Not Completely optimized , need Improvement

## OG tag



OG tag Added



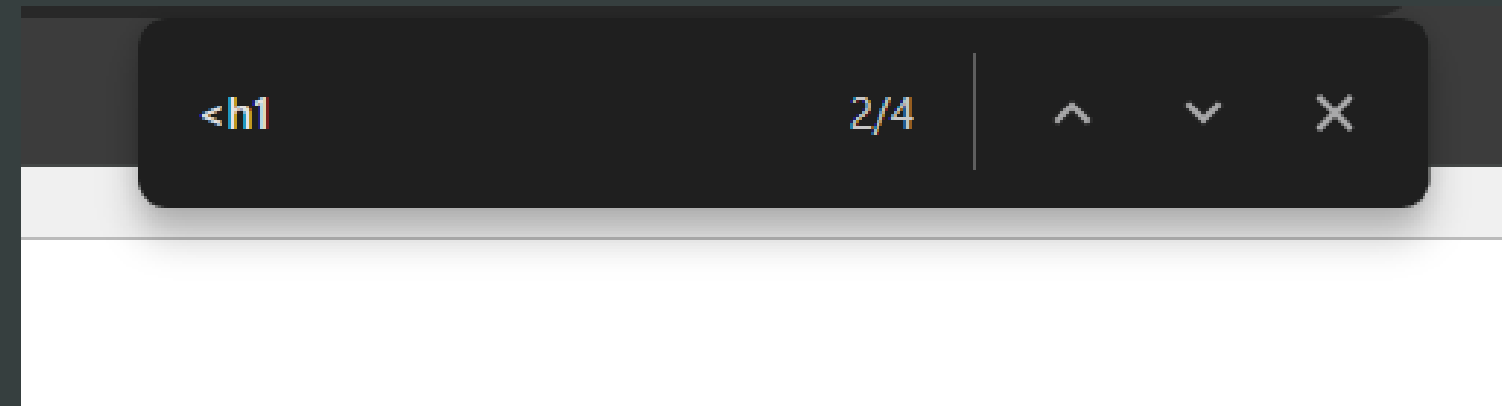
# STRENGTH

- Growing demand for smart appliances and trusted brand
- Proper organization of key products in pages, like stabilizers, geysers & inverters





# Multiple h1 tags



Multiple h1 tag is refers to having more than one HTML heading element.

Having More h1 tags can cause several SEO and Usability Problems





# Schema Suggestions

A dark-themed search bar with the text "schema" entered. To the right of the text is a character count "0/0" and three icons: an upward arrow, a downward arrow, and a close button (X). Below the search bar is a white rectangular area representing a list of suggestions.

- Product Schema
- FAQ schema
- Organisation schema





Thank You

