



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 TV**
- 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.bajajelectricals.com](http://www.bajajelectricals.com)
- [www.crompton.co.in](http://www.crompton.co.in)
- [www.havells.com](http://www.havells.com)
- [www.volts.com](http://www.volts.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

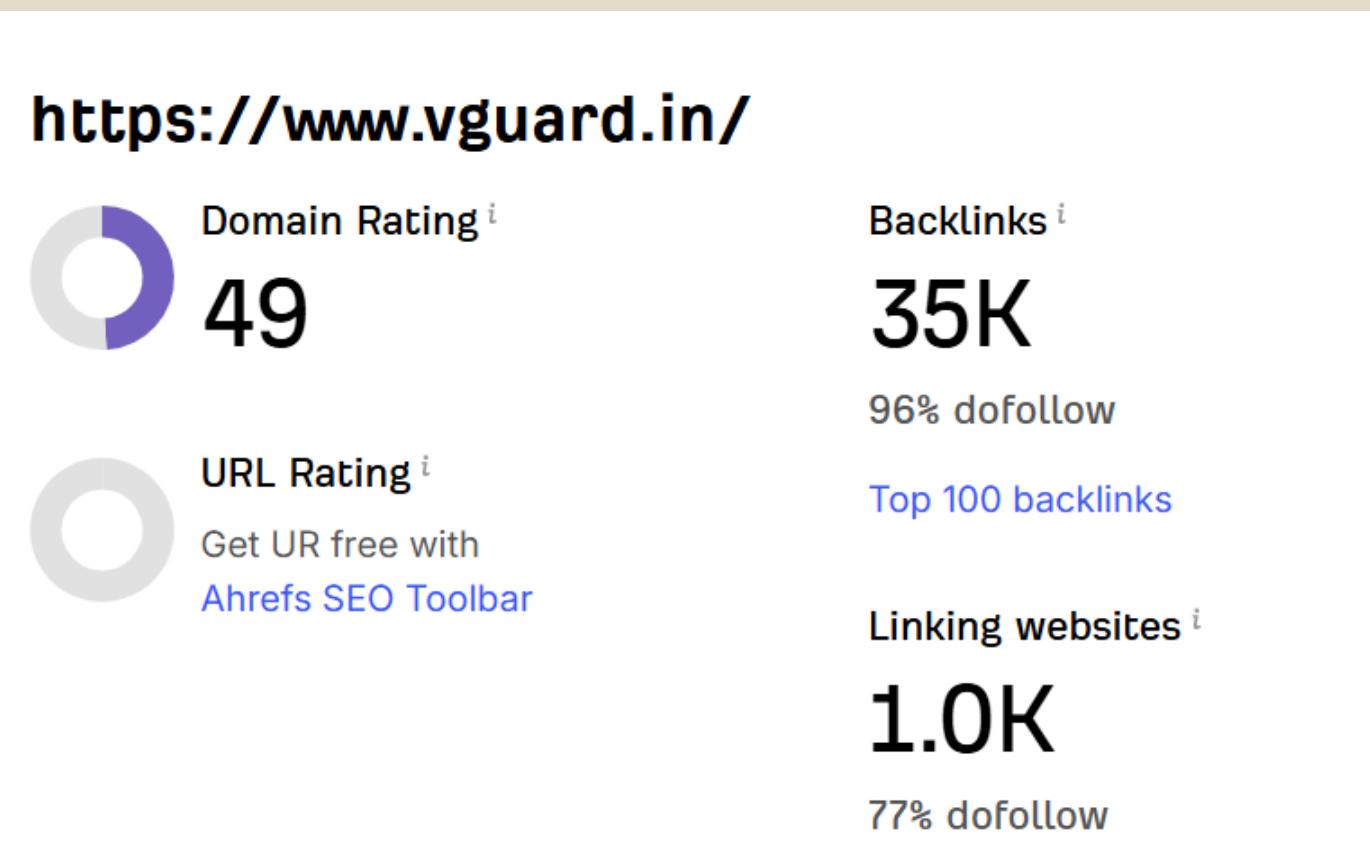
Multiple h1 tags potentially confuse search engines and it will reduce Ranking efficiency, its a major on page Seo missing. lack of optimization affects load speed and accessibility

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



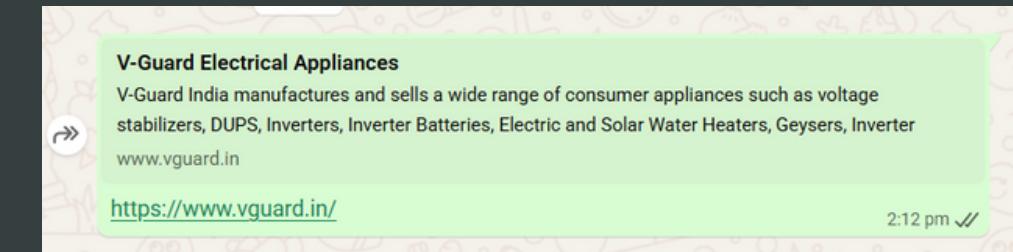
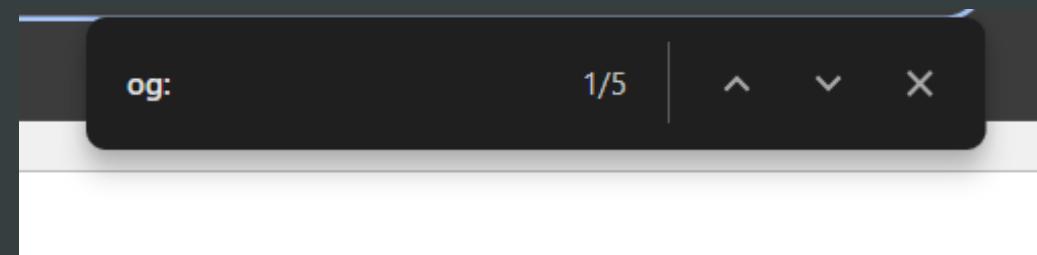
**35 K Backlinks , 96% do follow**  
**A Decent number of domain authority**  
**but needs Work**



# Image and content Optimization

Not Completely optimized , need Improvement

## OG tag



OG tag Added



# STRENGTH

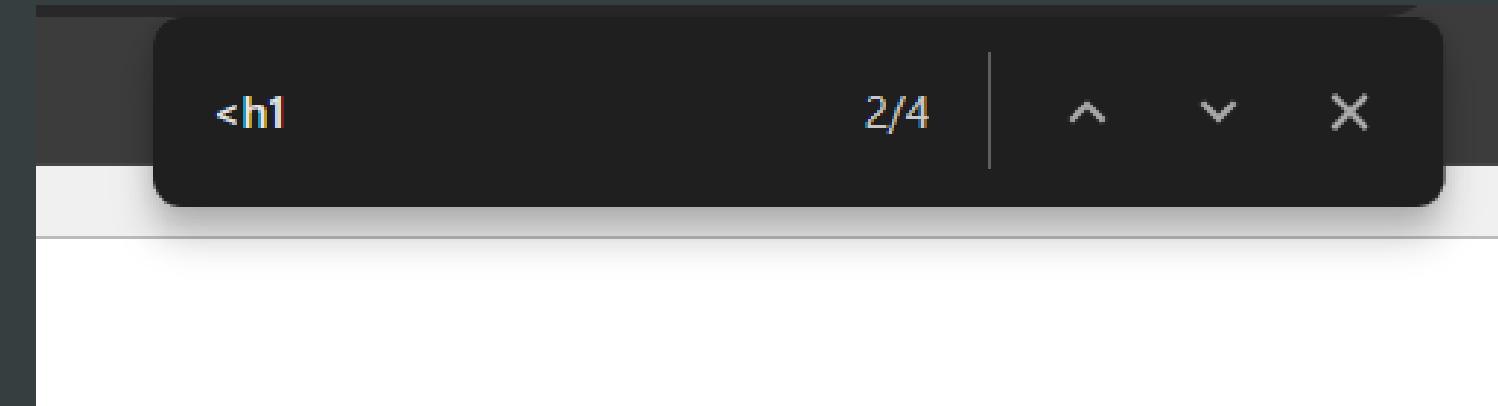
- Growing demand for smart appliances and trusted brand
- Proper organization of key products in pages, like stabilizers, geysers & inverters

# Multiple h1 tags



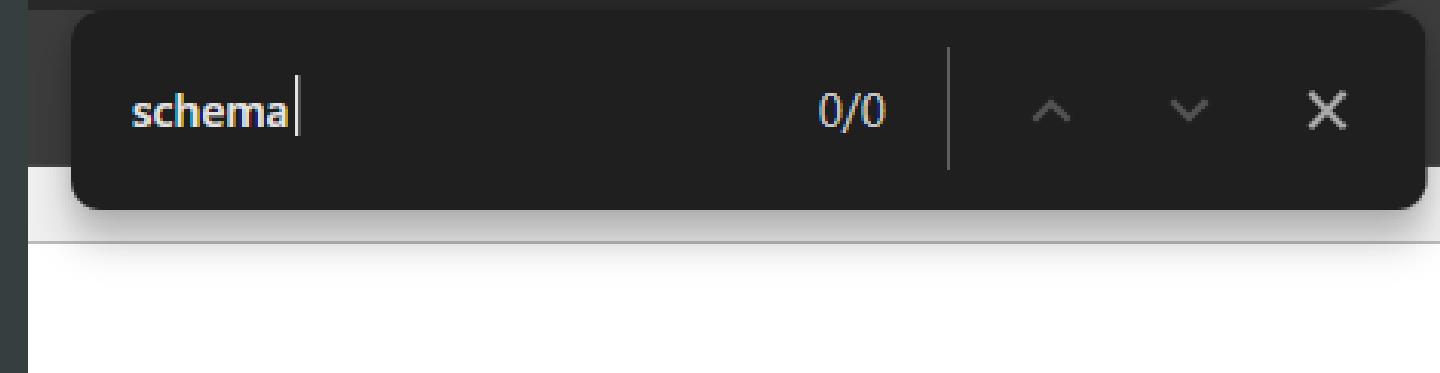
Multiple h1 tag is refers to having more than one HTML heading element.

Having More h1 tags can cause several SEO and Usability Problems





# Schema Suggestions



- Product Schema
- FAQ schema
- Organisation schema





Thank You

