



Sophia College Website Audit by SJ

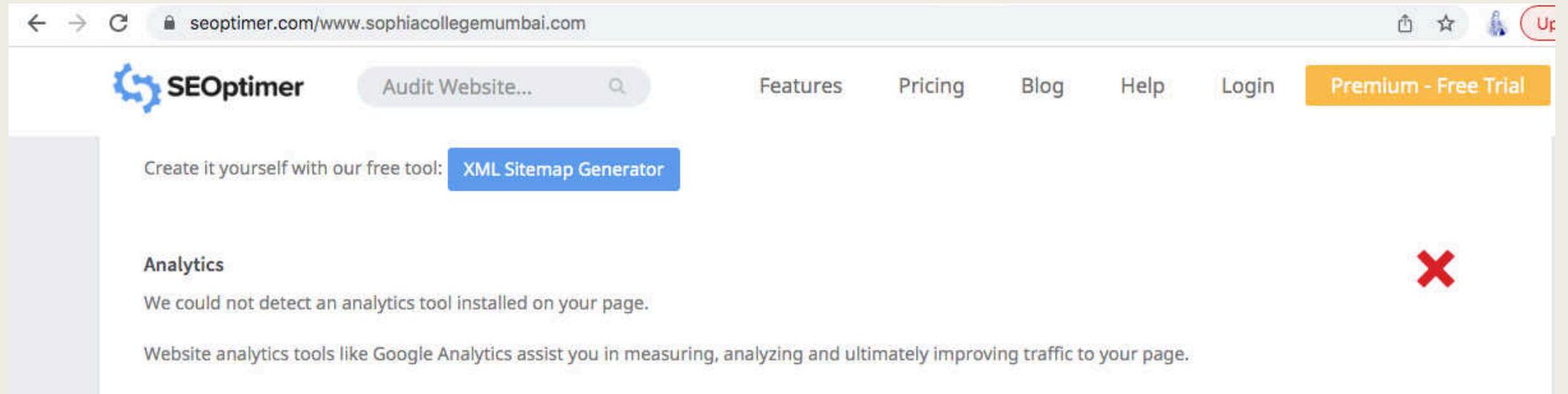
# Contents of the presentation are as follows:

- Website Audit Checklist + Detailed Analysis
- Recommendations
- Responsive Website Check

# Website Audit Checklist:

- Check Google Analytics Setup + Traffic Trends
- Check Mobile Compatibility
- Assess on-page SEO
- Check for indexing issues
- Run page speed tests
- Perform a content review
- Assess user experience
- Do a competitor analysis
- Identify any broken links
- Check keyword rankings
- Check for social pixels and tags
- Audit all third party technologies
- Audit URLs and site structure
- Overall Site Performance

# Google Analytics Setup + Traffic Trends



Source: <https://www.seoptimer.com/www.sophiacollegemumbai.com>

# Mobile Compatibility

## Google Accelerated Mobile Pages (AMP)

This page does not appear to have AMP Enabled.

### AMP Indicator

AMP Related Doctype Declaration ×

AMP Runtime ×

AMP CSS Boilerplate ×

Embedded Inline Custom CSS ×

AMP Images ×

AMP HTML Canonical Link ×

Hide details

### Use of Mobile Viewports

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



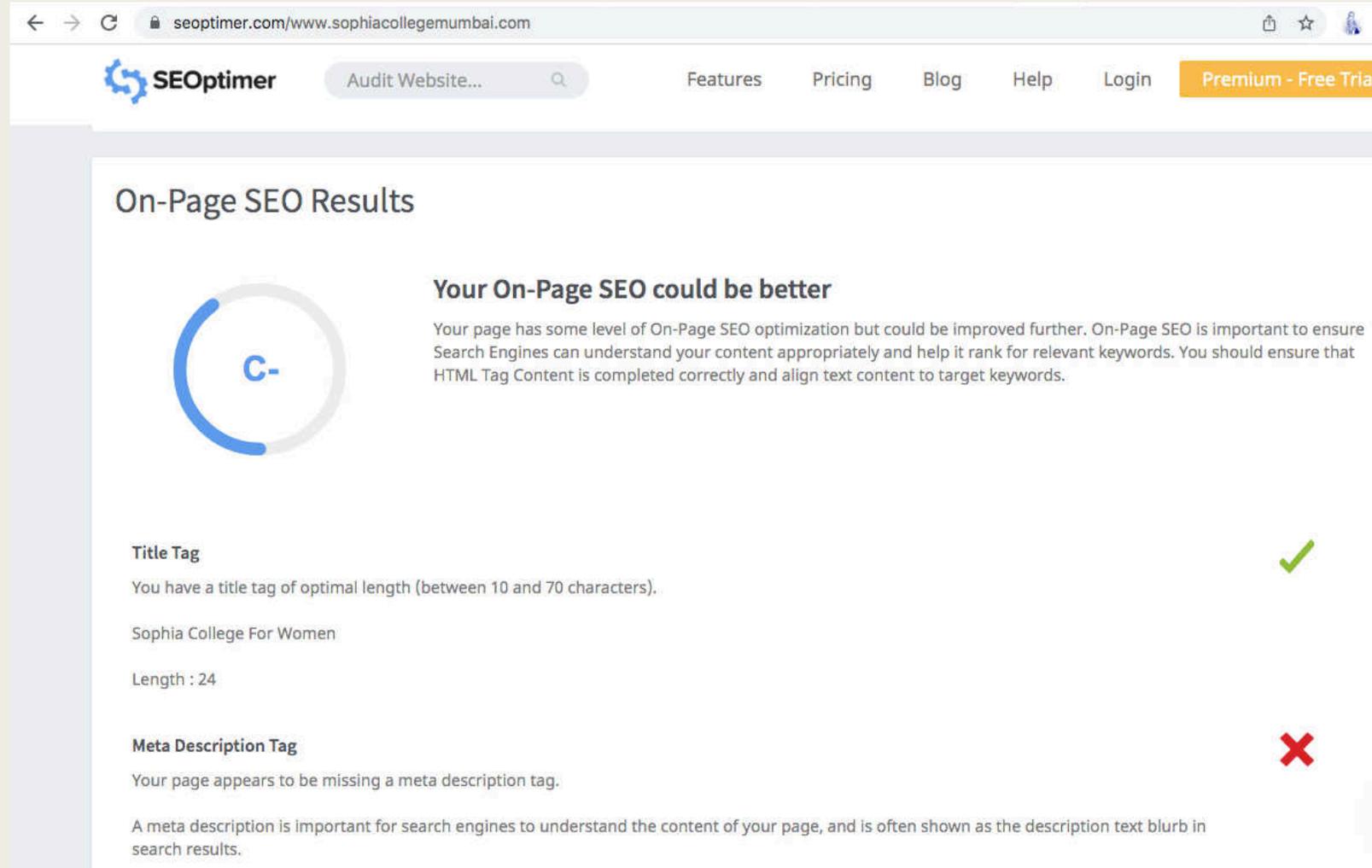
### iFrames Used?

Your page appears to be using iFrames.

iFrames are discouraged as they can complicate navigation of content in mobile and have historically been harder to index for search engines. There are particular coding libraries however such as Google Tag Manager that require iFrames as part of their functionality.



# On-Page SEO



← → ↻ seoptimer.com/www.sophiacollegemumbai.com

SEOptimer Audit Website... Features Pricing Blog Help Login Premium - Free Trial

## 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 of optimal length (between 10 and 70 characters).

Sophia College For Women

Length : 24

**Meta Description Tag** ✗

Your page appears to be missing a meta description tag.

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.

Source: <https://www.seoptimer.com/www.sophiacollegemumbai.com>

# Indexing

## 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.

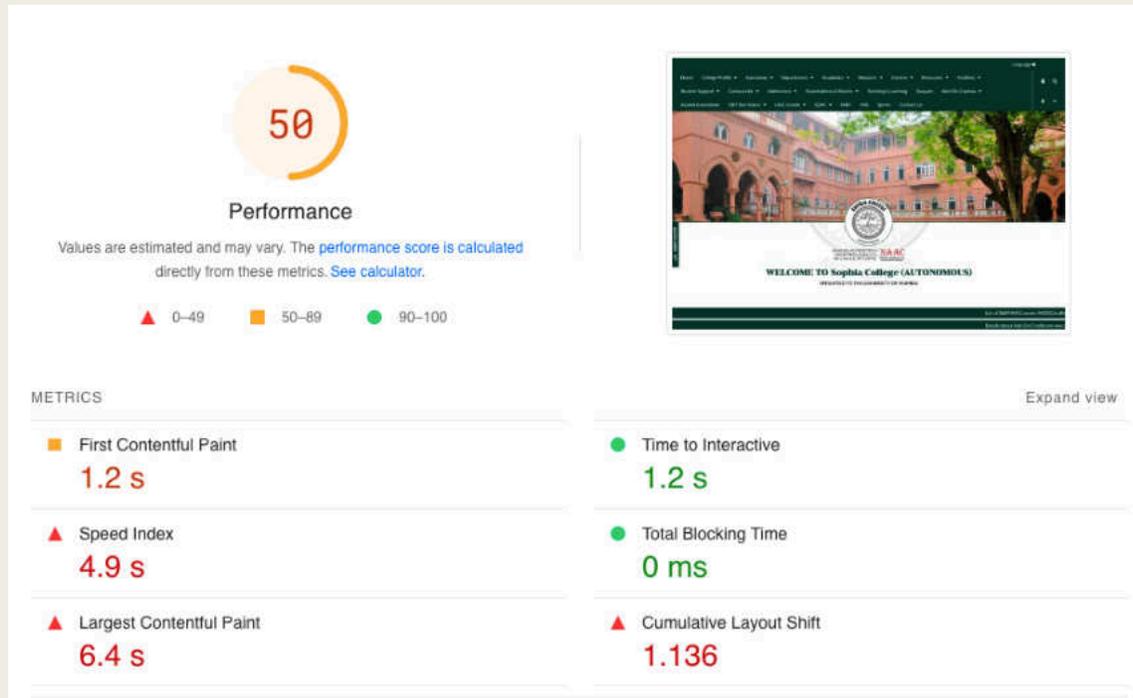


# Page speed test

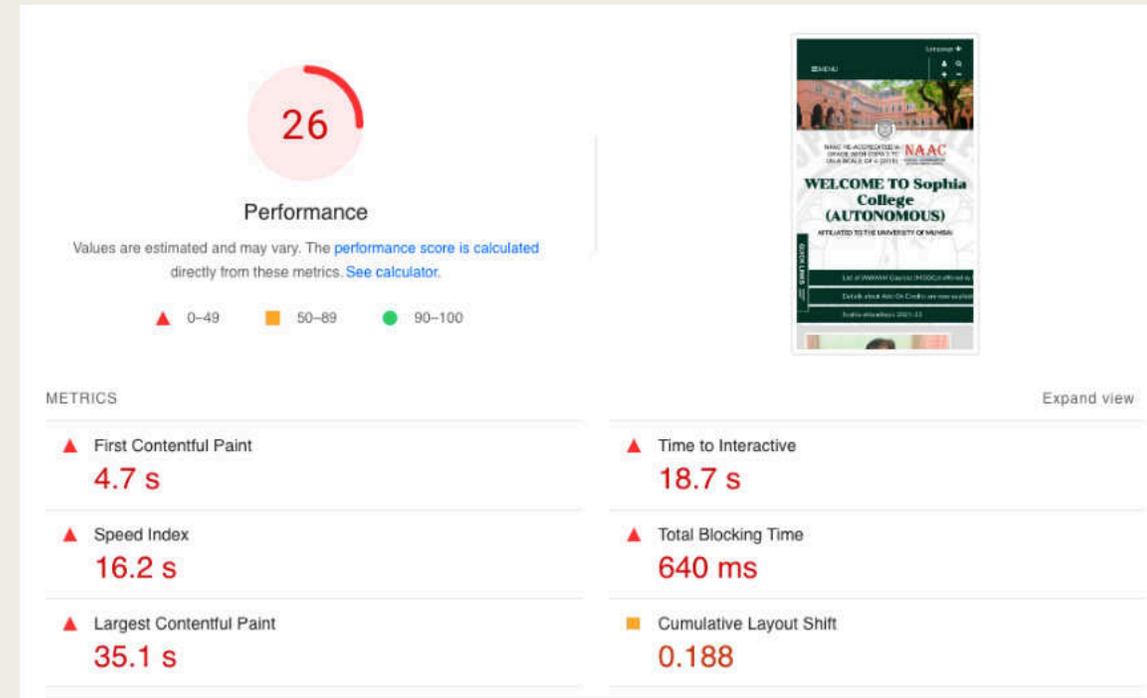


Source: <https://www.seoptimer.com/www.sophiacollegemumbai.com>

Desktop Performance Score is Average



Mobile Performance Score is Poor



Source: [pagespeed.web.dev](https://pagespeed.web.dev) (by Google)

# Content Review

## Amount of Content

Your page has a good level of textual content, which will assist in it's ranking potential.

Word Count: 967



# User Experience

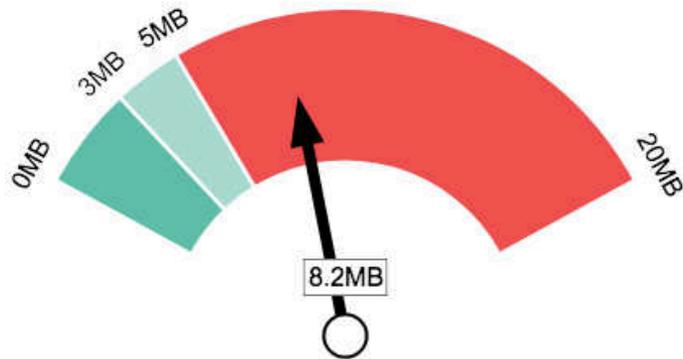
## Page Size Info

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

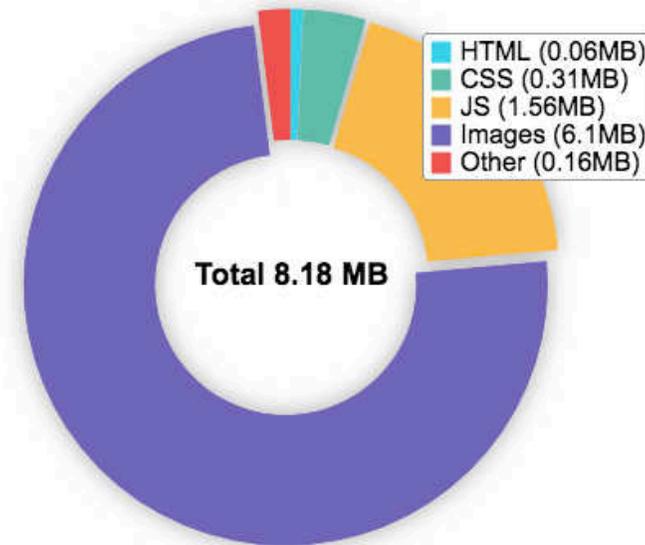
A general rule is to keep your page under 5MB in total file size.



### Total Page Size



### Page Size Breakdown



# Competitor Analysis

DOMAIN	OVERLAP	DT	KEYWORD TOTAL
<a href="#">careers360.com</a>		<input type="checkbox"/> 0	1,297,642
<a href="#">shiksha.com</a>		<input type="checkbox"/> 0	1,146,423
<a href="#">collegedunia.com</a>		<input type="checkbox"/> 0	909,887
<a href="#">collegedekho.com</a>		<input type="checkbox"/> 0	667,646
<a href="#">mu.ac.in</a>		<input type="checkbox"/> 0	143,016

Source: <https://online.seranking.com>

# Broken Links

#	Broken link (you can scroll this field left-right)	Link Text	Page where found	Server response
<a href="#">1</a>	<a href="https://sophiacollegemumbai.com/ugc.php">https://sophiacollegemumbai.com/ugc.php</a>	UGC grants	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>

## Status

**COMPLETED!**

Processed 88 web pages, found 1 broken links

# Keyword Ranking

## 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	Position	Total Searches	Estimated Traffic	
university of mumbai	 EN	8	301,000	5,929	
university of mumbai	 HI	9	301,000	4,515	
sophia's	 EN	4	18,100	1,192	
sophia's	 HI	5	18,100	848	
fyjc admission	 EN	5	9,900	464	
sophia	 HI	8	18,100	356	
sophia	 EN	9	18,100	271	
fyjc	 EN	22	49,500	108	
convictions meaning in hindi	 HI	90	33,100	69	
sophia student login	 EN	4	880	57	

Source: <https://www.seoptimer.com/www.sophiacollegemumbai.com>

# Social Pixels and Tags



## Your social needs improvement

You appear to have a weak social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring visitors to your website. We recommend that you list all of your profiles on your page for visibility, and begin to build a following on those networks.

### Facebook Connected

No associated Facebook Page found as a link on your page.



### 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

We have not detected a Facebook Pixel on your page.



Facebook's Pixel is a useful piece of analytics code that allows you to retarget visitors if you decide to run Facebook Ads in future.

### Twitter Connected

No associated Twitter profile found as a link on your page.



### Twitter Activity

No associated Twitter profile found as a link on your page.



# Third Party Technologies

**Technology List**

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

Technology	Version
 animate.css	
 Bootstrap	
 Font Awesome	
 Google Maps	
 IIS	IIS
 jQuery	
 Microsoft ASP.NET	
 Plesk	
 Slick	
 Windows Server	

## Server IP Address

199.79.63.199

## DNS Servers

ns1.plesk-web24.webhostbox.net  
ns.sophiacollegemumbai.com  
ns2.plesk-web24.webhostbox.net

## Charset

text/html; charset=utf-8

# URLs and Site Structure

## On-Page Link Structure



We found 63 total links. 3% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Show details

## Friendly Links

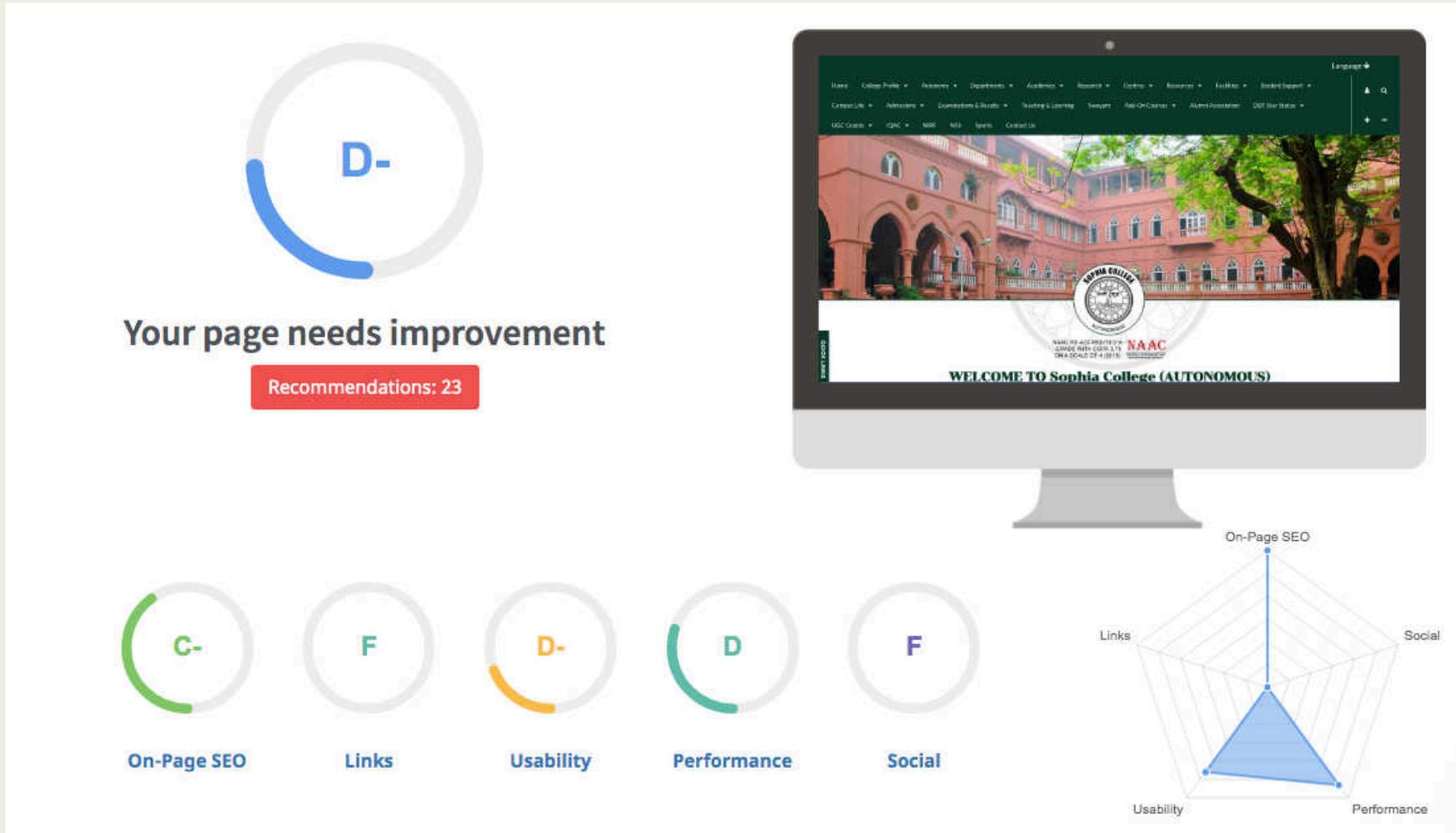


Some of your link URLs do not appear friendly to humans or search engines.

We would recommend making URLs as readable as possible by reducing length, file names, code strings and special characters.

Show details

# Overall Site Performance



Source: <https://www.seoptimer.com/www.sophiacollegemumbai.com>

Recommendations  
(high to medium priority)

# On Page SEO

- Include a meta description tag
- Reduce your total page file size
- Implement a XML sitemaps file
- Implement a robots.txt file
- Optimize for Core Web Vitals

# Performance

- Reduce your total page file size
- Optimize your images to reduce their file size
- Remove Inline styles

# Usability

- Optimize Core Web Vitals
- Remove iFrames
- Remove clear text Email Addresses
- Add a favicon

# Social

- Create and link your Facebook Page
- Create and link your Twitter profile
- Setup and install a Facebook Pixel
- Add Facebook Open Graph Tags
- Link Instagram Profile
- Link YouTube Channel
- Link LinkedIn Profile

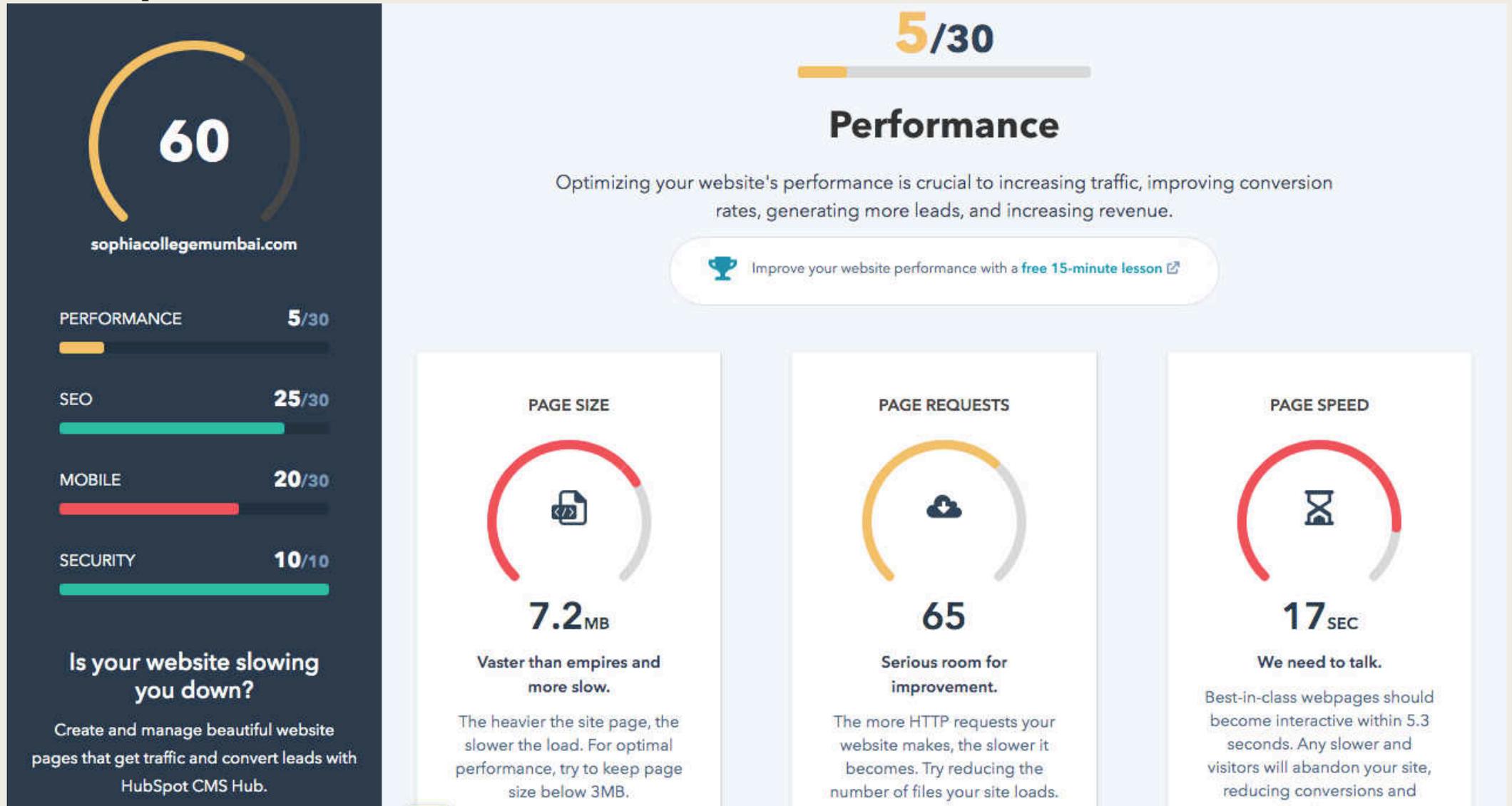
# Analytics

- Setup Google Analytics for the website

# Links

- Update Link URLs to be more human and Search Engine friendly

# Responsive Website Check



# Thank you.

