TechnoSubrat®
SEO EXPERT

Website SEO Audit Report

tools.technosubrat.in

Prepared for Techno Subrat · Report ID TS-261114-00031

WEBSITE	PAGES ANALYSED	DEVICES	PLATFORM
https://tools.technosubrat.in/	37 (crawl limit 100)	Mobile and desktop	WordPress

Site Health

Audit summary

tools.technosubrat.in | 14 November 2026 | change since 14 Nov 2026

Overall score
93/100 +11

Errors
1 −3

Warnings
29 −7

Passed checks
185 +13

Pages analysed
37 +5

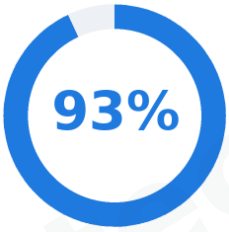
Checks run
229

Score by area

score out of 100 · weight in the overall score

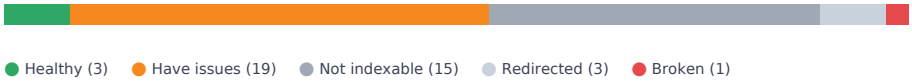


Total score



Crawled pages

41



Healthy (3) Have issues (19) Not indexable (15) Redirected (3) Broken (1)

Errors

1 −3



Warnings

29 −7



Score history

93 +11



Top issues

most important first · share of all affected items

Broken internal links critical	1% of total issues
3 × Thin content medium	3% of total issues
15 × Pages blocked from Google (noindex) medium	16% of total issues
7 × Sitemap lists only indexable pages medium	7% of total issues
4 × Sitemap URLs load directly medium	4% of total issues
2 × Duplicate titles medium	2% of total issues

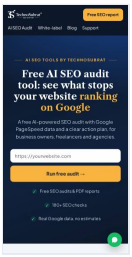
technosubrat.in

Executive Summary

Your website achieves a strong overall SEO score of 93, performing well in speed and technical health. The biggest opportunity lies in fixing critical broken links, resolving sitemap discrepancies, and adding depth to thin pages to capture more search visibility.



- **1** high-priority issues (critical or high)
- **29** medium or low priority
- **185** checks passed



Home page on a phone

Issues by priority

tools.technosubrat.in | 14 November 2026

Critical	High	Medium	Low	Passed
1	0	7	22	185

How the score is calculated

weighted average of the areas below

Area	Weight	Score	Passed / warn / error	What it covers
Technical SEO	23%	92	77 / 8 / 1	HTTPS, redirects, crawlability, sitemap, canonicals, broken links, security, schema
On-page SEO	23%	92	27 / 6 / 0	Titles, descriptions, headings, images, internal links, social tags
Content	18%	90	23 / 4 / 0	Depth, duplicates, readability, trust pages, E-E-A-T
Speed	13%	96	38 / 6 / 0	Server speed, page weight, Google PageSpeed and Core Web Vitals
Mobile	13%	90	16 / 5 / 0	Viewport, tap targets, font sizes, responsive images, mobile speed
Off-page SEO	10%	100	4 / 0 / 0	Backlinks and authority, social profiles, Google Business Profile, reviews, domain trust

Each check has a weight based on its SEO impact: a passed check earns its full weight, a warning half, an error nothing. Checks without data are not scored and never counted as passed. The speed score combines our checks (50%) with Google's mobile (35%) and desktop (15%) performance scores.

Quick wins

- Remove the broken internal link pointing to the 500 error page.
- Add missing phone number links using tel: attributes for mobile users.
- Ensure unique title tags for the white-label and coupon pages.
- Add explicit labels to form fields on the login and register pages.

Trust & expertise (E-E-A-T)

- Add a dedicated About page link and clear author credentials to boost expertise signals.
- Display customer testimonials or case studies on the home page to build trust.
- Ensure refund, terms, and contact policies are easily accessible and thoroughly detailed.
- Highlight founder Subrat Patnaik's background in providing SEO audits and tools.

Action Plan

Priority action plan 15 of 30

tools.technosubrat.in | 14 November 2026 | most important first

#	Issue	Priority	Affected	Effort	Who fixes it
1.	Broken internal links 1 internal link(s) lead to error pages.	critical	1	Medium	Developer
2.	Thin content 3 of 22 pages have fewer than 300 words.	medium	3	Hard	Content writer

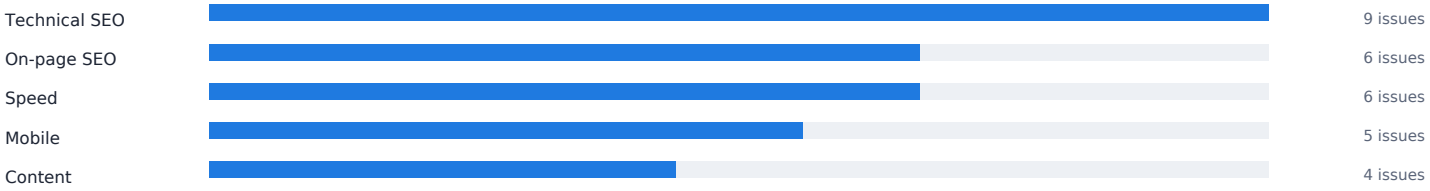
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3.	Pages blocked from Google (noindex) 15 page(s) have a noindex tag. Make sure this is intended.	medium	15	Easy	SEO specialist
4.	Sitemap lists only indexable pages 7 sitemap URL(s) are noindex or point their canonical elsewhere, which sends Google mixed signals.	medium	7	Easy	SEO specialist
5.	Sitemap URLs load directly 4 sitemap URL(s) redirect or return an error.	medium	4	Easy	SEO specialist
6.	Duplicate titles 2 pages share a title with another page.	medium	2	Easy	Content writer
7.	About page (E-E-A-T) No About page link found.	medium	—	Medium	Website owner
8.	Image optimisation Google found image savings: Improve image delivery (Est savings of 6 KiB).	medium	—	Easy	Developer
9.	Text colour contrast Some text has low contrast and is hard to read outdoors on phones.	low	—	Easy	Designer
10.	Readability 17 page(s) average more than 28 words per sentence.	low	17	Medium	Content writer
11.	Form field labels 11 page(s) have form fields without a label, which screen readers and autofill cannot use.	low	11	Easy	Developer
12.	Pages missing from the sitemap 5 indexable page(s) found by crawling are not in the sitemap.	low	5	Easy	SEO specialist
13.	Orphan pages 4 page(s) from the sitemap have no links from other crawled pages.	low	4	Medium	SEO specialist
14.	Internal links through redirects 3 crawled URL(s) redirect to another URL.	low	3	Medium	Developer
15.	Tap-to-call phone numbers Phone numbers are shown as plain text on 3 page(s), so phone users cannot tap to call.	low	3	Easy	Developer

The other 15 issues are lower priority and listed in full in the next section.

Issues by area

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Issues in Detail (30)

Broken internal links critical Technical SEO · 1 affected · Effort: Medium · Who: Developer

Finding: 1 internal link(s) lead to error pages.

Why it matters: Broken links send visitors and Google to error pages, waste crawl budget and stop link value from flowing to your important pages.

How to fix:

1. Open each page listed below and find the link to the broken URL.
2. Change the link to the correct live page, or remove it.
3. If the old URL had traffic or backlinks, 301-redirect it to the closest matching page.
4. For 5xx errors, check the server error log — the page itself is failing.

On WordPress: Use the Redirection plugin (or Rank Math → Redirections) for 301s; search the database for the old URL with Better Search Replace to update links in bulk.

Affected URLs (1): /core-web-vitals-explained/ (500)

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Thin content medium

Content · 3 affected · Effort: Hard · Who: Content writer

Finding: 3 of 22 pages have fewer than 300 words.

Why it matters: Pages with very little text often do not answer a searcher's question well. Word count is not a ranking factor by itself, but thin pages usually lack the detail needed to rank.

How to fix:

1. Expand important listed pages with useful details: what you offer, process, pricing guidance, FAQs, examples and proof.
2. Merge or noindex thin pages that do not need to rank (tags, empty archives).

Affected URLs (3): /contact/ (77 words) · /refund-policy/ (280 words) · /sample-report/ (287 words)

Pages blocked from Google (noindex) medium

Technical SEO · 15 affected · Effort: Easy · Who: SEO specialist

Finding: 15 page(s) have a noindex tag. Make sure this is intended.

Why it matters: A noindex tag removes a page from Google. That is right for thank-you or login pages, but costly if it is on pages that should rank.

How to fix:

1. Review each listed page and decide if it should appear in Google.
2. Remove the noindex robots meta tag or X-Robots-Tag header from pages that should rank.

On WordPress: Check the page's Rank Math/Yoast "Advanced" tab and Settings → Reading → "Discourage search engines".

Affected URLs (15): /login/ · /login/?redirect_to=https%3A%2F%2Ftools.technosubrat.in%2Faudits%2F · /register/ · /login/?redirect_to=https%3A%2F%2Ftools.technosubrat.in%2Fdashboard%2F · /seo-audits/ · /on-page-seo/ · /login/?redirect_to=https%3A%2F%2Ftools.technosubrat.in%2Faudit-report%2F · /uncategorized/ · /technical-seo/ · /website-speed/ · /login/?redirect_to=https%3A%2F%2Ftools.technosubrat.in%2Fseo-audit%2F · /register/?redirect_to=https%3A%2F%2Ftools.technosubrat.in%2Fwhite-label%2F%3Ftrial%3D1... · /login/?redirect_to=https%3A%2F%2Ftools.technosubrat.in%2Fwhite-label%2F%3Ftrial%3D1%23... · /register/?redirect_to=https%3A%2F%2Ftools.technosubrat.in%2Fwhite-label%2F · /login/?redirect_to=https%3A%2F%2Ftools.technosubrat.in%2Fwhite-label%2F

Sitemap lists only indexable pages medium

Technical SEO · 7 affected · Effort: Easy · Who: SEO specialist

Finding: 7 sitemap URL(s) are noindex or point their canonical elsewhere, which sends Google mixed signals.

Why it matters: Listing noindex or non-canonical pages asks Google to index pages you told it not to index.

How to fix:

1. Exclude noindex and non-canonical pages from the sitemap.

Affected URLs (7): /login/ (noindex) · /register/ (noindex) · /seo-audits/ (noindex) · /on-page-seo/ (noindex) · /uncategorized/ (noindex) · /technical-seo/ (noindex) · /website-speed/ (noindex)

Sitemap URLs load directly medium

Technical SEO · 4 affected · Effort: Easy · Who: SEO specialist

Finding: 4 sitemap URL(s) redirect or return an error.

Why it matters: Google loses trust in sitemaps full of redirects and broken URLs and crawls them less often.

How to fix:

1. Remove redirected and broken URLs from the sitemap; list final URLs only.

Affected URLs (4): /audits/ (redirects) · /dashboard/ (redirects) · /audit-report/ (redirects) · /core-web-vitals-explained/ (500)

Duplicate titles medium

On-page SEO · 2 affected · Effort: Easy · Who: Content writer

Finding: 2 pages share a title with another page.

Why it matters: Pages with the same title compete with each other and Google cannot tell which one answers a search.

How to fix:

1. Give each listed page a title that describes that page only.
2. If two pages are truly the same, merge them and redirect one.

Affected URLs (2): /white-label/ · /white-label/?coupon=SUBRAT10

About page (E-E-A-T) medium

Content · Effort: Medium · Who: Website owner

Finding: No About page link found.

Why it matters: An About page shows who is behind the business — a key trust (E-E-A-T) signal for visitors and Google.

How to fix:

1. Add an About page with the people, experience, credentials and photos, and link it from the menu.

Image optimisation medium

Speed · Effort: Easy · Who: Developer

Finding: Google found image savings: Improve image delivery (Est savings of 6 KiB).

Why it matters: Images are usually the heaviest part of a page; optimising them is often the quickest speed win.

How to fix:

1. Serve WebP/AVIF images.
2. Resize images to the size they are displayed at.
3. Lazy-load images below the fold.

On WordPress: Image plugins such as ShortPixel, Imagify or LiteSpeed Cache convert and resize images automatically.

Text colour contrast low

Mobile · Effort: Easy · Who: Designer

Finding: Some text has low contrast and is hard to read outdoors on phones.

Why it matters: Low-contrast text is hard to read for many visitors, especially outdoors on phones.

How to fix:

1. Darken light grey text or lighten dark backgrounds to reach a 4.5:1 contrast ratio.

Readability low

Content · 17 affected · Effort: Medium · Who: Content writer

Finding: 17 page(s) average more than 28 words per sentence.

Why it matters: Long sentences are harder to read on phones, so visitors skim and leave.

How to fix:

1. Break long sentences up, use short paragraphs, sub-headings and bullet lists on the listed pages.

Affected URLs (17): / · /blog/ · /seo-audit/ · /white-label/ · /refund-policy/ · /privacy-policy/ · /title-tag-length/ · /canonical-tags-guide/ · /http-to-https-redirect/ · /fix-broken-internal-links/ · /how-to-write-meta-descriptions/ · /sample-report/ · /ai-seo-audit/ · /wordpress-seo-audit/ · /shopify-seo-audit/ · /local-seo-audit/ · /white-label/?coupon=SUBRAT10

Form field labels low

Mobile · 11 affected · Effort: Easy · Who: Developer

Finding: 11 page(s) have form fields without a label, which screen readers and autofill cannot use.

Why it matters: Labelled fields work with screen readers and phone autofill, so more people finish your forms.

How to fix:

1. Give every field a <label> or aria-label (placeholder text is not enough).

Affected URLs (11): /login/ · /login/?redirect_to=https%3A%2F%2Ftools.technosubrat.in%2Faudits%2F · /register/ · /seo-audit/ · /login/?redirect_to=https%3A%2F%2Ftools.technosubrat.in%2Fdashboard%2F · /login/?redirect_to=https%3A%2F%2Ftools.technosubrat.in%2Faudit-report%2F · /login/?redirect_to=https%3A%2F%2Ftools.technosubrat.in%2Fseo-audit%2F · /register/?redirect_to=https%3A%2F%2Ftools.technosubrat.in%2Fwhite-label%2F%3Ftrial%3D1... · /login/?redirect_to=https%3A%2F%2Ftools.technosubrat.in%2Fwhite-label%2F%3Ftrial%3D1%23... · /register/?redirect_to=https%3A%2F%2Ftools.technosubrat.in%2Fwhite-label%2F · /login/?redirect_to=https%3A%2F%2Ftools.technosubrat.in%2Fwhite-label%2F

Pages missing from the sitemap low

Technical SEO · 5 affected · Effort: Easy · Who: SEO specialist

Finding: 5 indexable page(s) found by crawling are not in the sitemap.

Why it matters: Pages missing from the sitemap are discovered and indexed more slowly.

How to fix:

1. Add these pages to the sitemap (check that your SEO plugin includes this post type or taxonomy).

Affected URLs (5): /sample-report/ · /ai-seo-audit/ · /wordpress-seo-audit/ · /shopify-seo-audit/ · /local-seo-audit/

Orphan pages low

On-page SEO · 4 affected · Effort: Medium · Who: SEO specialist

Finding: 4 page(s) from the sitemap have no links from other crawled pages.

Why it matters: Pages with no internal links pointing to them are hard for Google and visitors to find, so they rarely rank.

How to fix:

1. Link each listed page from a relevant page or menu, or remove it from the sitemap if it is no longer needed.

Affected URLs (4): /login/?redirect_to=https%3A%2F%2Ftools.technosubrat.in%2Faudits%2F · /login/?redirect_to=https%3A%2F%2Ftools.technosubrat.in%2Fdashboard%2F · /login/?redirect_to=https%3A%2F%2Ftools.technosubrat.in%2Faudit-report%2F · /uncategorized/

Internal links through redirects low

Technical SEO · 3 affected · Effort: Medium · Who: Developer

Finding: 3 crawled URL(s) redirect to another URL.

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Why it matters: Internal links that go through redirects slow down visitors and waste crawl budget. They often point to old URLs.

How to fix:

1. Find links pointing to the listed URLs.
2. Change them to the final destination URL.
3. Remove redirect chains (A → B → C) so each old URL redirects once.

On WordPress: Better Search Replace can swap old URLs for the new ones across posts and menus.

Affected URLs (3): /audits/ · /dashboard/ · /audit-report/

Tap-to-call phone numbers low

Mobile · 3 affected · Effort: Easy · Who: Developer

Finding: Phone numbers are shown as plain text on 3 page(s), so phone users cannot tap to call.

Why it matters: Most local customers browse on phones; a tappable number turns visits into calls.

How to fix:

1. Wrap phone numbers in <a href="tel:+91XXXXXXXXXX"> links.

Affected URLs (3): /terms/ · /refund-policy/ · /privacy-policy/

URL structure low

Technical SEO · 2 affected · Effort: Medium · Who: SEO specialist

Finding: 2 URL(s) are very long or contain capitals, underscores, spaces or many parameters.

Why it matters: Short, lowercase, hyphenated URLs are easier to read and share, and avoid duplicate versions (Google treats /Page and /page as different URLs).

How to fix:

1. Use lowercase words separated by hyphens for new pages.
2. Only change existing URLs that matter, and 301-redirect the old address.

Affected URLs (2): /register/?redirect_to=https%3A%2F%2Ftools.technosubrat.in%2Fwhite-label%2F%3Ftrial%3D1... · /login/?redirect_to=https%3A%2F%2Ftools.technosubrat.in%2Fwhite-label%2F%3Ftrial%3D1%23...

Duplicate meta descriptions low

On-page SEO · 2 affected · Effort: Easy · Who: Content writer

Finding: 2 pages share a description.

Why it matters: Repeated descriptions make different pages look identical in Google results.

How to fix:

1. Write a unique description for each listed page.

Affected URLs (2): /white-label/ · /white-label/?coupon=SUBRAT10

Duplicate H1 headings low

On-page SEO · 2 affected · Effort: Easy · Who: Content writer

Finding: 2 pages share the same H1 with another page.

Why it matters: Pages with the same H1 look like duplicates and compete for the same searches.

How to fix:

1. Give every page a unique H1 describing that page.

Affected URLs (2): /white-label/ · /white-label/?coupon=SUBRAT10

Heading structure low

On-page SEO · 1 affected · Effort: Medium · Who: Developer

Finding: 1 longer page(s) have no H2 subheadings.

Why it matters: Headings in order (H1 → H2 → H3) give the page a clear outline for readers, screen readers and Google.

How to fix:

1. Use H2 for main sections and H3 for sub-sections, without skipping levels.
2. Do not choose heading tags just for their font size — style them with CSS instead.

Affected URLs (1): /blog/

H1 length low

On-page SEO · 1 affected · Effort: Easy · Who: Content writer

Finding: 1 H1 heading(s) are longer than 70 characters.

Why it matters: Long H1s dilute the main topic and are hard to scan.

How to fix:

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1. Keep the H1 short and focused on the main topic.

Affected URLs (1): /ai-seo-audit/ (72 chars)

Scannable content (lists and tables) low Content · 1 affected · Effort: Easy · Who: Content writer

Finding: 1 long page(s) have no bullet lists or tables.

Why it matters: Lists and tables are easy to scan and are often used in featured snippets and AI answers.

How to fix:

1. Use bullet lists, numbered steps and comparison tables; Google and AI tools often quote them.

Affected URLs (1): /ai-seo-audit/

Render-blocking resources low Speed · Effort: Medium · Who: Developer

Finding: CSS/JS delays the first paint (Est savings of 340 ms).

Why it matters: CSS and JavaScript that block rendering delay the first paint of the page.

How to fix:

1. Inline critical CSS and load the rest asynchronously.
2. Add defer to scripts that are not needed for the first view.

Unused CSS and JavaScript low Speed · Effort: Medium · Who: Developer

Finding: Reduce unused JavaScript (Est savings of 198 KiB).

Why it matters: Unused CSS and JavaScript still has to be downloaded and processed on every page.

How to fix:

1. Remove unused plugins and features.
2. Load scripts only on the pages that use them.

Responsive images low Mobile · Effort: Medium · Who: Developer

Finding: 0% of images offer multiple sizes (srcset) for different screens.

Why it matters: Responsive images (srcset) let phones download smaller files, saving data and time.

How to fix:

1. Use srcset and sizes for content images; most CMSs generate the sizes automatically.

Server version hidden low Technical SEO · Effort: Easy · Who: Developer

Finding: The server reveals software versions (Server: hcdn X-Powered-By: PHP/8.5.12), which helps attackers find known weaknesses.

Why it matters: Showing exact software versions makes it easy for bots to find sites with known security holes.

How to fix:

1. Hide version numbers in Server and X-Powered-By headers (expose_php = Off, ServerTokens Prod).

DMARC record low Technical SEO · Effort: Easy · Who: Developer

Finding: DMARC is set with policy "none". "none" only monitors and does not stop spoofed email.

Why it matters: DMARC stops others sending email as your domain and is now required by Gmail and Yahoo for bulk senders.

How to fix:

1. Add a TXT record at _dmarc.technosubrat.in starting with v=DMARC1; p=quarantine.

Modern image formats low Speed · Effort: Easy · Who: Developer

Finding: 0% of images use WebP or AVIF (0 of 102).

Why it matters: WebP and AVIF images are 25–50% smaller than JPG/PNG at the same quality.

How to fix:

1. Convert JPG and PNG images to WebP or AVIF (an image optimisation plugin or CDN can do this automatically).

Web app manifest low Mobile · Effort: Easy · Who: Developer

Finding: No web app manifest, so "Add to home screen" uses a generic name and icon.

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Why it matters: A manifest controls how your site looks when saved to a phone home screen.

How to fix:

1. Add a manifest.json with your name, icons and theme colour.

Critical request chains low Speed · Effort: Medium · Who: SEO specialist

Finding: Critical files load one after another in long chains.

How to fix:

1. Preload key fonts and CSS, and preconnect to required third-party origins.

Total Blocking Time (desktop) low Speed · Effort: Medium · Who: SEO specialist

Finding: JavaScript blocks the page for 164 ms on desktop (good is under 150 ms).

How to fix:

1. Reduce and defer JavaScript.

Speed & Core Web Vitals

PageSpeed summary

tools.technosubrat.in | 14 November 2026 | home page | Google Lighthouse lab test





Largest Contentful Paint
1 s good

Layout shift (CLS)
0.001 good

Total Blocking Time
83 ms good

Server response
197 ms good

Mobile values. Desktop values are in the table below.

Lab metrics

mobile and desktop

Metric	Mobile	Desktop	Good
Largest Contentful Paint (LCP)	1 s	0.3 s	Under 2.5 s
First Contentful Paint	1 s	0.3 s	Under 1.8 s
Cumulative Layout Shift (CLS)	0.001	0.001	Under 0.1
Total Blocking Time	83 ms	164 ms	Under 200 ms
Speed Index	3.3 s	1.3 s	Under 3.4 s
Server response time	197 ms	194 ms	Under 600 ms

Real-visitor Core Web Vitals (including INP): Google has not collected enough Chrome visitor data for this site, so only lab results are shown.

Measured by Google PageSpeed Insights on the home page on 14 Nov 2026, 4:09 pm. Lab results vary a little between runs.

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Off-page SEO

Off-page summary

tools.technosubrat.in | 14 November 2026 | links, brand presence and domain trust

Domain age
6 yrs
Since Nov 2020

Web archive
62 months
First saved Nov 2020

Social profiles
2
LinkedIn, Instagram

Review platforms
0
None linked

Knowledge graph
No
No Wikidata entry

The off-page score is based on brand and trust signals (social profiles, reviews, Google Maps, schema links, domain renewal). Backlink counts are not included in this report.

Off-page score



Off-page checks

11 checks

Passed (4) Warnings (0) Errors (0) Notes (7)

Social media profiles	passed	The home page links to 2 social profiles: LinkedIn, Instagram.
Social profiles in schema (sameAs)	passed	Schema links the business to its profiles elsewhere (sameAs), which helps Google and AI tools recognise the brand.
Reviews and testimonials	passed	The site shows reviews or testimonials.
Domain renewal	passed	The domain is registered until 4 Nov 2027 (354 days).
Website history (Wayback Machine)	note	The Internet Archive first saved the home page in Nov 2020 and has copies from 62 different months (latest Oct 2026).
Backlink profile	note	Backlink counts are not included in this report.
Google Business Profile link	note	No link to a Google Business Profile was found on the home page.
Review platforms	note	The home page does not link to any review platform (Google reviews, Trustpilot, Clutch, Justdial and similar).
Knowledge graph entity (Wikidata)	note	No Wikidata entry lists this website. Google and AI assistants use Wikidata and Wikipedia to recognise brands.
Domain age	note	technosubrat.in was registered on 4 Nov 2020 (6 years ago) through HOSTINGER operations, UAB.
Global popularity (Tranco top 1 million)	note	technosubrat.in is not in the Tranco list of the 1 million most popular domains. This is normal for small and local businesses.

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What Is Already Working (185 checks passed)

✓ **Technical SEO** 77 passed	HTTPS · SSL certificate · Googlebot and Bingbot allowed · HTTP to HTTPS redirect · XML sitemap · Error page status (404) · Canonical tags · Mixed content · Server response time · Structured data (schema) · SSL certificate expiry · CSS and JavaScript crawlable · Sitemap XML validity · Sitemap URLs use the main domain · One canonical tag per page · Canonical tags use HTTPS · Canonical targets are valid · Forms submit securely · robots.txt validity (Google) · Home page redirects · robots.txt · Sitemap listed in robots.txt · Broken outbound links · Language attribute · Text compression · Business identity schema · Favicon · SSL covers www and non-www · TLS version · HTTP/2 or HTTP/3 · HSTS header · X-Content-Type-Options header · Clickjacking protection · Content-Security-Policy header · Referrer-Policy header · Caching headers on pages · WordPress version hidden · WordPress readme.html exposed · Business email (MX records) · SPF record · robots.txt size · robots.txt syntax · Crawl-delay · Sitemap lastmod dates · Sitemap size limits · Helpful 404 page · Favicon file loads · HTML5 doctype · Character encoding · Meta refresh redirects · Pages with meta nofollow · Valid language code · Obsolete HTML tags · Plugin content (Flash, applets) · Indexable URLs with parameters · Consistent trailing slashes · URL folder depth · Click depth · Internal links to http:// · Breadcrumb schema · Article schema on posts · Article dates in schema · Article author in schema · FAQ schema on FAQ sections · Logo in Organization schema · WebSite schema · Analytics installed · Old Universal Analytics code · Google Lighthouse best practices · Deprecated browser features · Browser console errors · Third-party cookies · Browser-reported issues · No location request on load · No notification request on load · Permissions-Policy header · Safe links that open in a new tab
✓ **On-page SEO** 27 passed	Title tags · Meta descriptions · H1 heading · Title length · Image alt text · Internal linking · Meta description length · Single H1 per page · Social sharing tags (Open Graph) · Link text · One title tag per page · One meta description per page · Nofollow on internal links · JavaScript-only links · Empty headings · Keyword repetition in titles · Open Graph description · Open Graph URL, type and site name · Open Graph image URL · Alt text length · Alt text is not a file name · Descriptive image file names · Descriptive link text · Number of links per page · Breadcrumb navigation · Crawlable links · X (Twitter) card
✓ **Content** 23 passed	Duplicate pages · Placeholder text · Home page content · Contact information · AI search crawlers allowed · Keyword stuffing · Average words per page · Text-to-HTML ratio · Privacy policy · Author and expertise signals · Fresh content · llms.txt file · Paragraph length · Images or video on content pages · Question-style headings · Content freshness · Copyright year · Terms and conditions · Clickable email address · Enquiry form · RSS feed · Social profiles · WhatsApp contact
✓ **Speed** 38 passed	Mobile speed score · Largest Contentful Paint (mobile) · Cumulative Layout Shift · Total Blocking Time (responsiveness) · Desktop speed score · Main image not lazy-loaded · First Contentful Paint (mobile) · Page weight · Browser caching · Brotli compression · HTML size per page · DOM size · Inline JavaScript · Inline CSS · Number of CSS files · Number of JavaScript files · Third-party scripts · Web fonts show text immediately · Embedded frames · Home page HTML size · Blocking scripts in <head> · Lazy-loaded images · Speed Index (mobile) · Time to Interactive (mobile) · HTML document delivery · Font display · Legacy JavaScript · Duplicated JavaScript · Forced reflows · JavaScript execution time · Main-thread work · Minified CSS · Minified JavaScript · Images have explicit size · Layout shift causes · DOM size (Google) · Largest Contentful Paint (desktop) · Layout shift (desktop)
✓ **Mobile** 16 passed	Mobile viewport · Mobile performance · Image resolution on mobile · Tap target size · Google Lighthouse SEO (mobile) · Accessibility (mobile) · Image dimensions · Button names · Iframe titles · Apple touch icon · Paste allowed in fields · Image aspect ratio · Heading order (Google) · Main landmark · List markup · ARIA attributes
✓ **Off-page SEO** 4 passed	Social media profiles · Social profiles in schema (sameAs) · Reviews and testimonials · Domain renewal

Notes (not scored)

- Pages canonicalised to another URL: 1 page(s) point their canonical tag to a different URL. Check these are intended. (/white-label/?coupon=SUBRAT10 → /white-label/)
- AI training crawlers: GPTBot and Google-Extended (AI training) are allowed. Blocking them is a business choice and does not affect search rankings.
- Meta keywords tag: No meta keywords tag (Google ignores it anyway).
- Review schema: No Review or AggregateRating schema (only add it for genuine reviews shown on the page).
- Video content: No video found. Short explainer videos can win YouTube and video results.
- Search Console and Bing verification: No Google Search Console meta tag (you may be verified by DNS instead). No Bing Webmaster Tools tag.
- Browser theme colour: No theme-color meta tag (optional).

Pages Analysed (37)

Pages

tools.technosubrat.in | 14 November 2026 | title and description length in characters; green = within the recommended range

Page	Status	Title	Desc.	H1	Words	Canonical	Indexable	Issues

/	200	58	143	1	1076	Self	Yes	1
/blog/	200	52	132	1	406	Self	Yes	2
/login/	200	31	missing	1	45	None	No	3
/terms/	200	45	72	1	507	Self	Yes	1
/login/?redirect_to=https%3A%2F%2Ftools.technosub...	200	31	missing	1	45	None	No	3
/contact/	200	42	132	1	77	Self	Yes	1
/register/	200	49	missing	1	82	None	No	3
/seo-audit/	200	52	147	1	1165	Self	Yes	2
/login/?redirect_to=https%3A%2F%2Ftools.technosub...	200	31	missing	1	45	None	No	3
/seo-audits/	200	41	57	1	185	None	No	2
/white-label/	200	57	152	1	502	Self	Yes	4
/on-page-seo/	200	42	103	1	182	None	No	2
/login/?redirect_to=https%3A%2F%2Ftools.technosub...	200	31	missing	1	45	None	No	3
/refund-policy/	200	53	111	1	280	Self	Yes	3
/uncategorized/	200	44	missing	1	251	None	No	3
/technical-seo/	200	44	104	1	249	None	No	2
/website-speed/	200	44	79	1	143	None	No	2
/privacy-policy/	200	39	104	1	446	Self	Yes	2
/title-tag-length/	200	49	145	1	2455	Self	Yes	1
/canonical-tags-guide/	200	53	154	1	2722	Self	Yes	1
/how-to-do-an-seo-audit/	200	47	153	1	2131	Self	Yes	0
/http-to-https-redirect/	200	47	146	1	2548	Self	Yes	1
/fix-broken-internal-links/	200	47	154	1	2598	Self	Yes	1
/how-to-read-seo-audit-report/	200	55	145	1	2672	Self	Yes	0
/website-not-showing-on-google/	200	50	149	1	2606	Self	Yes	0
/how-to-write-meta-descriptions/	200	47	147	1	2603	Self	Yes	1
/sample-report/	200	57	158	1	287	Self	Yes	3
/ai-seo-audit/	200	51	147	1	809	Self	Yes	4
/wordpress-seo-audit/	200	49	151	1	708	Self	Yes	2
/shopify-seo-audit/	200	55	153	1	635	Self	Yes	2
/local-seo-audit/	200	51	158	1	674	Self	Yes	2
/white-label/?coupon=SUBRAT10	200	57	152	1	503	Other URL	Yes	4
/login/?redirect_to=https%3A%2F%2Ftools.technosub...	200	31	missing	1	45	None	No	2
/register/?redirect_to=https%3A%2F%2Ftools.techno...	200	49	missing	1	82	None	No	3
/login/?redirect_to=https%3A%2F%2Ftools.technosub...	200	31	missing	1	45	None	No	3
/register/?redirect_to=https%3A%2F%2Ftools.techno...	200	49	missing	1	82	None	No	2
/login/?redirect_to=https%3A%2F%2Ftools.technosub...	200	31	missing	1	45	None	No	2

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Redirected URLs (3)

Crawled URL	Redirects to
/audits/	/login/?redirect_to=https%3A%2F%2Ftools.technosubrat.in%2...
/dashboard/	/login/?redirect_to=https%3A%2F%2Ftools.technosubrat.in%2...
/audit-report/	/login/?redirect_to=https%3A%2F%2Ftools.technosubrat.in%2...

URLs that returned errors (1)

URL	Status
/core-web-vitals-explained/	500

90-Day SEO Roadmap

Roadmap

built from the issues in this report | re-run the audit after each phase to track progress

When	Task	Who	Effort
Days 0–7 Fix now	Broken internal links (1 affected)	Developer	Medium
Days 30–60 Medium term	Thin content (3 affected)	Content writer	Hard
	Pages blocked from Google (noindex) (15 affected)	SEO specialist	Easy
	Sitemap lists only indexable pages (7 affected)	SEO specialist	Easy
	Sitemap URLs load directly (4 affected)	SEO specialist	Easy
	Duplicate titles (2 affected)	Content writer	Easy
	About page (E-E-A-T)	Website owner	Medium
	Image optimisation	Developer	Easy
Days 60–90 Long term	Text colour contrast	Designer	Easy
	Readability (17 affected)	Content writer	Medium
	Form field labels (11 affected)	Developer	Easy
	Pages missing from the sitemap (5 affected)	SEO specialist	Easy
	Orphan pages (4 affected)	SEO specialist	Medium
	Internal links through redirects (3 affected)	Developer	Medium
	Tap-to-call phone numbers (3 affected)	Developer	Easy
	URL structure (2 affected)	SEO specialist	Medium
	Duplicate meta descriptions (2 affected)	Content writer	Easy
	Duplicate H1 headings (2 affected)	Content writer	Easy
	Heading structure (1 affected)	Developer	Medium
	H1 length (1 affected)	Content writer	Easy
	Scannable content (lists and tables) (1 affected)	Content writer	Easy
	Render-blocking resources	Developer	Medium
	Unused CSS and JavaScript	Developer	Medium

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	Responsive images	Developer	Medium
	Server version hidden	Developer	Easy
	DMARC record	Developer	Easy
	Modern image formats	Developer	Easy
	Web app manifest	Developer	Easy
	Critical request chains	SEO specialist	Medium
	Total Blocking Time (desktop)	SEO specialist	Medium

Content ideas

suggested topics, not measured search volumes

Topic	Suggested search phrase	Why
How to Improve Core Web Vitals for WordPress Sites	core web vitals wordpress optimization	Fits your core service offering of SEO tools and addresses the technical interest of your audience.
Complete Guide to White-Label SEO Audits for Agencies	white label seo audit report for agencies	Targets the specific audience looking at your white-label services page.
On-Page SEO Checklist: Step-by-Step Guide	on page seo checklist for business owners	Complements your existing on-page SEO guides and attracts business owners seeking practical help.

Next Step

Want these SEO issues fixed?

tools.technosubrat.in scored 93/100 with 1 high-priority issues. Start with: Broken internal links.

OPTION 1 · FREE

Fix it yourself

Follow the step-by-step fixes and the 90-day roadmap in this report with your developer. Run a free re-audit after each phase to check progress.

OPTION 2 · CONSULTATION

Expert guidance

A one-to-one SEO consultation: we walk through this report with you, confirm priorities for your business and give your developer exact instructions.

OPTION 3 · MONTHLY SEO

Done for you

The TechnoSubrat team fixes the technical, on-page, speed and content issues for you, then manages your SEO every month with clear reporting.

What TechnoSubrat can do for you

- Technical SEO fixes
- On-page SEO optimisation
- Website speed optimisation
- SEO content writing & optimisation
- SEO consulting
- Monthly SEO management

Packages and pricing: technosubrat.in/seo-packages

Talk to Subrat Patnaik

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About this audit. On 14 November 2026 our crawler visited up to 100 public pages of tools.technosubrat.in like a search engine, checked links, redirects, robots.txt, the XML sitemap and structured data, ran Google PageSpeed Insights (Lighthouse) on the home page and collected off-page data from public sources. Results reflect the site at that time. Rankings depend on many factors outside this audit (competition, backlinks, search demand), so no audit can guarantee rankings. Report generated by TechnoSubrat SEO Tools: tools.technosubrat.in.

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