



SEO CHANGES

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Title & Meta Description

We need to rewrite all the web pages, blog post titles, and meta descriptions per the target keywords and Google guidelines. Many of the titles and descriptions are missing or too short or too long.

Missing H1 tag

This contact page doesn't have an h1 tag -
<https://www.██████████.com/contact>

URL too long

We need to make short URLs for these blog posts

- <https://www.spreadme.digital/2019/07/100-collagen-infusion-what-s-inside>
- <https://www.spreadme.digital/2019/07/100-collagen-infusion-what-s-inside>
impact-fact-vs-fiction
- <https://www.spreadme.digital/2019/07/100-collagen-infusion-what-s-inside>
which-is-better-really
- <https://www.spreadme.digital/2019/07/100-collagen-infusion-what-s-inside>
its-cold-outside

Robots.txt

The current robots file has issues. We need to create new robots file and upload it to the website server.

Image Alt tag

We have images on-page that are missing Alt attributes. We found nine pictures are missing the alt tag attribute.

Broken Links

The keyword "Raw Collagen powder" on this blog post redirects to a not-found link. - <https://www.██████████/blog/2023/09/09/10-ways-to-use-raw-collagen-powder-for-collagen-gummies>

Page Speed

We need to work on page speed optimization for all the website's web pages -

<https://gtmetrix.com/reports/www.██████████/R50ladyE/>

Caching Test

Your website is not using cache headers for your CSS, Javascript, and Images. Setting cache headers can help speed up the serving of your webpages for users that regularly visit your site.

Mobile Page Speed

Our mobile pagespeed performance score is 21/100, which is very poor. We can get here more details to improve page speed performance - <https://pagespeed.web.dev/report?url=https%3A%2F%2Fwww.%2F>

Product Page Change

Along with "Add to Cart" we should also keep "Buy Now" on the product page. It allows our users to purchase products online without being redirected to a cart or any other page.

Have attached the reference product page to the next slide.

Product Page Change

Reference link - <https://www.flipkart.com/cf-joint-support-supplement-glucosamine-boswellia-bromelain-1600mg/p/itmb76fe3c3a5a6f>



Home > Health Care > Health Suppl... > Vitamin Supp... > CF Vitamin S... > CF Joint Sup...

CF Joint Support Supplement with Glucosamine, Boswellia & Bromelain 1600mg

4.3 ★ 553 Ratings & 166 Reviews [Assured](#)

Special price

₹375 ₹695 46% off ⓘ

Or Pay ₹363 + 🍷 12

Available offers

- Special Price Get extra 5% off (price inclusive of discount) [T&C](#)
- Combo Offer Buy 3 items save 3%; Buy 4 save 5%; Buy 5+ save 7% [See all products](#) [T&C](#)
- Bank Offer 10% off on SBI Credit Card, up to ₹1500. On orders of ₹5000 and above [T&C](#)
- Bank Offer 5% Unlimited Cashback on Flipkart Axis Bank Credit Card [T&C](#)

[View 2 more offers](#)

Delivery [382016](#) [Change](#) [Check pincode](#) ✕

Delivery by 25 Dec, Saturday | ₹40 ⓘ
if ordered before 7:25 PM

[View Details](#)

Pack of

[ADD TO CART](#) [BUY NOW](#)

Purchase Funnel of Last 30 days

- 9600 - Total Unique Visitors
- 688 - Cart Page Visitors
- 370 - Cart Details Page (/cart/my-details)
- 260 - Cart Review Page (/cart/review)
- 241 - Cart Payment Page (/cart/payment)
- 190 - Complete Purchase

Our cart detail page to conversion rate is approx 50%. We can improve that by reducing our Checkout flow and steps.

Thank you!

LOOK FORWARD TO WORKING WITH YOU.

Jigar Patel

