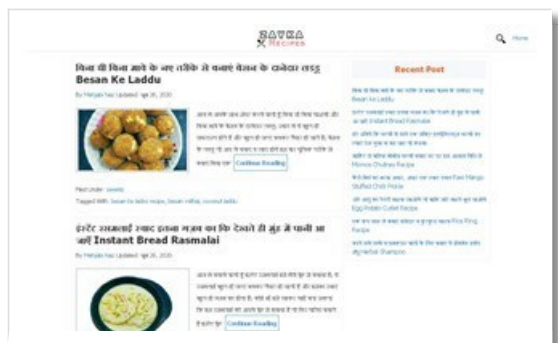


Report for zaykarecipes.com



Score: **83.6 %**



Generated on Wednesday, July 1st 2020 6:05 pm

This report provides analysis of the key factors that influence the SEO, performance, security and the usability of your website.

The score is based on a **100** points scale that represents your website's overall architecture, configuration and design. The algorithm is based on various criteria, including search engine data, website structure, site performance, and others.

Ascore lower than **40** means that there is a lot of areas to improve. Ascore above **70** is a good mark and it means that your website is probably well optimized.

Legend

	High score		Medium score		Low score		Info only
	social		backlinks		visitors		accessibility
	SEO-content		technology		validity		usability
	SEO		mobile		performance		SEO-Authority
	security						

Top Priorities



- Fix HTML validation errors
- Try to be more consistent with keywords
- Fix CSS validation errors
- Add more keyword-rich quality content
- Add your Facebook page link to the website.
- Link your website to your Twitter™ account
- Optimize Twitter™ bio
- Redirect IP address to domain name
- Disable server signature
- Install web analytics tool

Social Media Indicators



Excellent, your social media presence is strong.



Facebook Mentions

2,723



Twitter Recent Mentions

0



Pinterest Mentions

0



Reddit Mentions

6

High level of social activity increases domain authority and ability to rank higher, helps search engines to find and index new content in real-time, provides indicators for content authenticity and readers engagement.

Note: This data relates only to the websites URL and does not include specific brand pages.

Facebook



We have located following Facebook Page:

facebook profile image

Indian Food Recipe

<https://www.facebook.com/zaykarecipes>

Indian Food Recipe. 439,745 likes · 46,976 talking about this. This Page is official page of zayka recipes which provide hindi recipes all over india and...



Facebook Likes:

439,745

Great, you have many fans liking your page.



Talking about this:

46,976

Excellent, it appears that people are engaged with your content.



Facebook Page Vanity URL:

Yes

Perfect, your Facebook Page has vanity url.



Linking to Facebook Page:

No

Too bad, your homepage is not linking to your Facebook Page.



Verified Facebook Account:

Yes

Your Facebook Page account is verified.



Facebook is the largest and most popular social networking website. A well utilized Facebook page can increase your visibility online, improve your real-time search engine optimization, and provide your visitors with a venue to connect and promote your brand.

<https://www.facebook.com/business/build>



We have located following Twitter™ account:



Zayka Recipes
[@ZaykaRecipes](#)
 Dehradun, India

Description:	Best Indian Food Recipes Website Length: 32 characters.	
Tweets:	1,888 - Excellent, you have many tweets.	
Followers:	195 - Great, you have many followers.	
Following:	589 - You have less followers than you are following.	
Page Link:	No, your homepage is not linking to your Twitter™ account.	
Verified:	No, your account has not been verified by Twitter™	
Account Age:	3 years, 8 months, 19 hours, 52 minutes	
Last Tweet:	1 month, 12 hours, 33 minutes, 34 seconds ago.	

Warning: You are not maximizing your Twitter™ bio (description) space.

Twitter is a very popular social networking and micro-blogging service that when utilized correctly can significantly increase your brand awareness, promote your products and services, boost traffic to your website and help to connect with visitors. <https://twitter.com/about>

Traffic Rank



163,071st most visited website in the World
 20,568th most visited website in India

Trend: up (-)

Traffic Rank is provided by [Alexa](#)

Visitors Localization



Low High

Country	Percent	Domain (ccTLD)	Status
India	93.0%	zaykarecipes.in	Not available.

Registering country code top level domains (ccTLD) can prevent potential competitors from taking advantage of your primary domain reputation. It is also one of the ways to improve country specific SEO and performance. (<http://www.searchenginejournal.com/seo-without-boarders-a-guide-to-international-seo-nick-paterman/60092/>)

Images



Perfect, all images have ALT attribute.

Number of images: 7

Missing alt tag: 0

The "alt" attribute provides a text equivalent for the image. If the browser cannot display an image the alt description will be given in its place. Furthermore, some visitors cannot see images as they might be blind in which the alt tag provides a valuable image description. Finally, search engines utilize the alt attribute for image search indexing. (www.w3.org/QA/Tips/altAttribute)

Title



We have found following title:

"Zayka Recipes | All Indian Veg Recipes in Hindi and Cooking Tips"

Length: 64 characters

The <TITLE> element provides a short piece of text describing the document. The title is very important as it shows in the window title bars, bookmarks and search results. Title should be between 60 to 80 characters long. (www.w3.org/QA/Tips/good-titles)

Description Metatag



We have found following description:

"Zayka Recipes | All Indian Veg Recipes in Hindi Like Dal, Noodles, Chutney, Sweets, Snacks, Baking, Breakfast, Lunch, Dinner Recipes, and Cooking Tips"

Length: 150 characters

The description attribute should provide a concise explanation of a Web page's content. Also, the description is often displayed on search engine results and can affect page ranking. (en.wikipedia.org/wiki/Meta_element#The_description_attribute)

Keywords Metatag



No Keywords Found.

The keywords attribute was utilized by search engines to provide more accurate search results. Due to the over usage and spamming the keywords attribute has been phased out and is no longer relevant. Google doesn't use the "keywords" meta tag in web search ranking. (googlewebmastercentral.blogspot.se/2009/09/google-does-not-use-keywords-meta-tag.html)

Text to HTML Ratio



The Text to HTML ratio is **12.70%**

Original content is by far the single most important element to search engines. Low Text to HTML ratio indicates little content for search engines to index. We consider it to be good practice to have a Text to HTML ratio of at least 10% and ideal above 20%

Keyword Density & Consistency



Consistent	Keywords	% Density	# Count	T Title	D Desc.	H <H>	A ALT	B
	recipe	2.04%	15	-	-	3	1	-
	का	1.91%	14	-	-	4	-	-
	से	1.91%	14	-	-	3	-	-
	चटनी	1.77%	13	-	-	3	-	-
	स्वाद	1.77%	13	-	-	3	-	-
	में	1.50%	11	-	-	2	-	-
	के	1.50%	11	-	-	2	-	-
	एक	1.36%	10	-	-	2	-	-
	ही	1.36%	10	-	-	1	-	-
	chutney	1.23%	9	-	1	1	1	-

	बहुत ही	1.09%	8	-	-	-	-	-
	mehjabi naz	0.82%	6	-	-	-	-	-
	आज में	0.82%	6	-	-	-	-	-
	filed under	0.82%	6	-	-	-	-	-
	continue reading	0.82%	6	-	-	-	-	-

	चटनी का स्वाद	0.54%	4	-	-	1	-	-
	शेयर करने वाली	0.54%	4	-	-	-	-	-
	mango stuffed chilli	0.41%	3	-	-	1	-	-
	स्वाद इतना ग़ज़ब	0.41%	3	-	-	1	-	-
	इतना ग़ज़ब का	0.41%	3	-	-	1	-	-

Keywords density and consistency are notable factors for optimal page SEO. Preferred keywords should have higher keywords density indicating their importance. Optimally, preferred keywords should also be consistently utilized in multiple essential areas of the page such as title, description meta tag, h1 through h6 headings, alt image attributes, backlinks and internal links anchor text. Keyword density of above 5% is a good indication that the word or phrase appears too many time in the content. ([more information](#))

Frames



No frames detected.

It is not recommended to use frames or iframes because they can cause problems for search engines. It is best to avoid frames and inline frames whenever possible (searchenginewatch.com/article/2064573/Search-Engines-and-Frames). If frames must be utilized consider <noframes> tag. (www.w3schools.com/tags/tag_noframes.asp).

Flash



No flash detected.

Flash and other reach-media technologies should primarily be utilized for decorative purposes. This makes your site more search engine friendly and improves accessibility (support.google.com/webmasters/bin/answer.py?hl=en&answer=72746#1).

Headings



- 1 <H1>
 - Zayka Recipe
- 7 <H2>
 - बिना घी बिना माये के नए तरीके से बनाएं बेसन के दानेदार लड्डू Besan ke Laddu
 - इंस्टेंट रसमलाई स्वाद इतना गज़ब का कि देखते ही मुँह में पानी आ जाएँ Instant Bread Rasmalai
 - हरे धनियाँ के चटनी में डालें एक सीक्रेट इन्फ़िनिट्स चटनी का स्वाद दस गुना न बढ़ जाए तो कहना
 - मारिच से बढ़िया मोमोज़ चटनी बनाएं घर पर इस आसान विधि से Momos Chutney Recipe
 - कैरी मिर्च का भरवा अचार, अचार एक स्वाद डबल Raw Mango Stuffed Chilli Pickle
 - अंडे आलू का टेस्टी नाश्ता खाओगे तो बाकि सारे नाश्ते भूल जाओगे Egg Potato Cutlet Recipe
 - Primary Sidebar
- 1 <H3>
 - Recent Post
- 0 <H4>
- 0 <H5>
- 0 <H6>

The <h1> to <h6> tags are used to define HTML headings. The <h1> tag should hold the title describing the content of a specific page therefore only one h1 tag is needed per page. There can be any number of h2 - h6 tags but they should be added in order of importance (www.w3schools.com/tags/tag_hn.asp).

Doctype



HTML 5

The <!DOCTYPE> declaration tells the web browser about what version of HTML the page is written in. It is good practice to always add the <!DOCTYPE> declaration to the HTML documents, so that the browser knows what type of document to expect. (www.w3schools.com/tags/tag_DOCTYPE.asp)

Character Encoding



UTF-8 (Unicode)

Covers: Worldwide

To display an HTML page correctly, the browser must know what character-set to use (en.wikipedia.org/wiki/Character_encodings_in_HTML).

Language



Declared Language: hi-IN (Hindi)
Language Attribute: hi-IN (Hindi)

The HTML "lang" attributes and language metatag define the base language to be used for displaying text and characters on a Website.
www.mcanerin.com/en/articles/meta-language.asp

W3C Markup Validation



Status: **FAILED** [7 errors, 19 warning(s)]

It is good practice to use valid HTML/XHTML markup as it ensures that the search engines can read the website correctly as well as it improves cross browser compatibility ([W3C Markup Validation Service](#)).

Deprecated HTML elements



Good, no deprecated elements found.

A deprecated element is one that has been outdated by newer constructs. Deprecated elements may become obsolete in future versions of HTML so it is recommended not to use them. (webdesign.about.com/od/htmltags/a/bltags_deprctag.htm)

Nested HTML Tables



Great, no nested tables detected.

In general it is not recommended to use nested tables or to utilize tables for page layout. Nested tables are known to cause performance issues due to increased HTML size and rendering time. It is better to use [CSS layout](#) instead.

Web Analytics



No web analytics tools found.

Web Analytics Tools collect and measure information about visitor activity on a website. Well interpreted web traffic data is invaluable in determining a successful web strategy and assessing the effectiveness of a website. At a minimum, we recommend to utilize at least one web analytics tool.

robots.txt



Yes, <https://zaykarecipes.com/robots.txt>
Your robots.txt file is blocking search engines access to parts of the website.

User-agent: *

- Disallow: /cgi-bin/
- Disallow: /wp-admin/
- Disallow: /comments/feed/

[See all 11 disallow directives](#)

A robots.txt file restricts access to your site by search engine robots that crawl the web. (www.robotstxt.org/robotstxt.html)

XML Sitemap



Found following XML sitemap(s):

- <https://zaykarecipes.com/post-sitemap1.xml>
- <https://zaykarecipes.com/post-sitemap2.xml>
- <https://zaykarecipes.com/page-sitemap.xml>
- https://zaykarecipes.com/sitemap_index.xml
- http://zaykarecipes.com/sitemap_index.xml
- <http://zaykarecipes.com/sitemap-index.xml>

Sitemaps inform search engines about pages available for crawling. In its simplest form, a Sitemap is an XML file that lists URLs for a site along with additional metadata about each URL. XML sitemap should help search engines to crawl the site more intelligently. (<http://www.sitemaps.org/protocol.html>)

Accessibility Check



WCAG 2.0 (AA) Conformance Test: **PASSED**

Following Web accessibility standards while developing a website can help users with specific needs, such as visually impaired, motor/mobility, auditory, seizures, as well as cognitively and intellectually impaired disabilities. Some of these fixes include general seo applications like Alt tags, Form labels, fixing empty links and adding alternative text. To read more about accessibility guidelines follow this link [Web Content Accessibility Guidelines \(WCAG\) Overview](#).

Mobile Rendering



Mobile internet usage has been exceeding PC's since 2014 and growing so it is critical for pages to render correctly on mobile devices.

Mobile Optimization



Google Mobile Page Speed score: **83%**(High)

Lighthouse Lab Data		Result
Speed Index	<div><div></div></div>	5.5 s
First Contentful Paint	<div><div></div></div>	1.9 s
Time to Interactive	<div><div></div></div>	5.1 s
First CPU Idle	<div><div></div></div>	3.0 s
First Meaningful Paint	<div><div></div></div>	1.9 s

Mobile PageSpeed analyzes webpages and evaluates its performance while providing suggestions on reducing page load times. Google is incorporating website speed in search ranking (<http://www.matcutts.com/blog/site-speed>)

Mobile Experience



Mobile User Experience: **0%**(Low)

Mobile users have now become a critical part of online visits. Making the website mobile friendly is no longer an option but rather necessity. (<https://developers.google.com/webmasters/smartphone-sites/>)

Favicon



file: <https://zaykarecipes.com/wp-content/uploads/2018/02/zayka-recipe-favicon.png>

size: 16px by 16px

type: image/png

✓ Good, a hi-resolution (192x192) favicon found.

✓ Excellent, apple touch icon found.

The Favicon is a small icon associated with a website. The Favicon is important because it is displayed next to the website's URL in the address bar of the browser as well as in bookmarks and shortcuts. (<en.wikipedia.org/wiki/Favicon>)

Custom 404 Error Page



Yes, custom 404 error page detected.

A404 is a standard http response code for a resource that cannot be located on the server. Webservers usually return a "404 Not Found" error page for non-existing pages. Unfortunately, these default error pages are very generic and a not very user friendly, therefore, using a custom 404 error page is highly recommended.

Process of returning http status code "200 OK" for a non-existent page or redirecting users to another url is called soft 404. Soft 404 errors are problematic for search engines and are not advisable. (<https://support.google.com/webmasters/answer/181708>)

Printability



Great, you are using print-friendly CSS:

- <https://zaykarecipes.com/wp-content/themes/zayka-recipe/style.css?ver=5.4.2>

Print-friendly pages are designed to fit on an 8.5"x11" or A4 sheet and usually include only the content of the page, along with source information. (webdesign.about.com/od/printerfriendly/a/aa041403a.htm)

W3C CSS Validation



Status: **FAILED** [3 error(s)]

It is recommended to use valid CSS to ensure that the website displays correctly. ([W3C CSS Validation Service](#)).

Domain Age



Your domain was registered for the first time: 3 years, 8 months, 22 days ago.

Age of the domain is one of the many signals that search engines utilize for ranking. Brand new domains generally have more difficult time to rank high for the first few months. (<http://www.coconutheadphones.com/does-domain-agematter>)

Domain Expiration



Your domain expires in: 7 years, 3 months, 7 days.

Domain expiration far in to the future is considered a good practice as it promotes confidence in your website, decreases chances of losing domain and in certain cases might help with search engine ranking. (<http://www.hover.com/blog/three-reasons-to-renew-your-domain-names-for-five-years>)

Links



We found a total of **78** links out of which **28** are duplicate links:

Internal Links: relative	Internal Links: absolute	Ext.External Links: noFollow	Ext.External Links: passing Juice	Other
5 (6.41%)	72 (92.31%)	0 (0.00%)	1 (1.28%)	0

Anchor(s)	# Count	Title	URL	L Length	T Target	Rel	Type
✓ Skip to primary navigation	1	-	SStatic	20	-	-	Rel.Relative
✓ Skip to main content	1	-	SStatic	16	-	-	Rel.Relative
✓ Skip to primary sidebar	1	-	SStatic	24	-	-	Rel.Relative
✓ IMAGE (zayka recipes)	2	-	SStatic	25	-	home	Abs.Absolute
✓ Show Search	1	-	SStatic	19	-	-	Rel.Relative
✓ Hide Search	1	-	SStatic	1	-	-	Rel.Relative
✓ Home	1	होम	SStatic	24	-	-	Abs.Absolute
✓ Veg	1	शाकाहारी	SStatic	28	-	-	Abs.Absolute
✓ Snacks	2	स्नैक्स	SStatic	31	-	-	Abs.Absolute
✓ Baking	1	बेकिंग	SStatic	31	-	-	Abs.Absolute
✓ Daal	1	दाल रेसिपी	SStatic	29	-	-	Abs.Absolute
✓ Puri and Paratha	1	पुरी और पराठा	SStatic	41	-	-	Abs.Absolute
✓ Noodles	1	नूडल्स	SStatic	32	-	-	Abs.Absolute
✓ Breakfast Recipe	2	नाश्ता रेसिपी	SStatic	41	-	-	Abs.Absolute
✓ बिना घी बिना मावे के नए ...ddu	4	-	SStatic	52	-	bookmark	Abs.Absolute

Hyperlinks are an integral part of any website and properly linked content has great impact on the SEO. It is a good practice to keep number of unique links below 100, URLs preferably as short and concise as possible and utilize nofollow attribute to control PageRank flow passed through links.

Broken Links



Good, No broken links found.

Broken or dead links can negatively impact user experience, search engine crawl rate and website traffic.

IP Canonicalization



No, your site's IP [172.67.142.148](#) does not redirect to [zaykarecipes.com](#).

Some web spiders index websites using IP as well as domain name which can cause duplicate content if there is no IP Canonicalization. ([www.matcutts.com/blog/seo-advice-url-canonicalization](#))

URL Canonicalization



Yes, both the [www.zaykarecipes.com](#) and [zaykarecipes.com](#) resolve to the same URL.

Domain name with WWW and without can be considered as different pages causing duplicate content for search engines. ([www.matcutts.com/blog/seo-advice-url-canonicalization](#))

Page Speed



Google Page Speed score: **97%**(High)

Lighthouse Lab Data		Result
✓ Time to Interactive	<div><div></div></div>	0.6 s
✓ First CPU Idle	<div><div></div></div>	0.6 s
✓ First Meaningful Paint	<div><div></div></div>	0.6 s
✓ First Contentful Paint	<div><div></div></div>	0.6 s
✓ Speed Index	<div><div></div></div>	1.1 s

PageSpeed analyzes webpages and evaluates its performance while providing suggestions on reducing page load times. Google is now incorporating website speed in search ranking (<http://www.matcutts.com/blog/site-speed>)

Server Information



ISP: Cloudflare, Inc.

Server IP: 172.67.142.148

Server Location:  ILLINOIS, Chicago

Name Server 1: brett.ns.cloudflare.com (173.245.59.76)

Name Server 2: kim.ns.cloudflare.com (173.245.58.126)

Your server's IP address and location have minor impact on the country specific SEO. It is recommend to host the website in the country where the number of visitors is desired to be the highest. Search engines take the geolocation of a server into account. (<http://www.youtube.com/watch?v=hXt23AXJJJU>)

HTTPS (SSL)



Issued To:

Common Name (CN): sni.cloudflaressl.com

Issuer:

Common Name (CN): CloudFlare Inc ECC CA-2

Organization (O): CloudFlare, Inc.

Period of Validity

Begins On: 01/31/2020

Expires On: 10/09/2020

Google™ is now treating HTTPS as a ranking signal. HTTPS is a secure web protocol that allows for encrypted communication between website and the client. HTTPS protocol requires your website to have an SSL certificate, which can be purchased from a Certificate Authority (CA) or SSL vendor. (http://googleonlinesecurity.blogspot.in/2014/08/https-as-ranking-signal_6.html).

Safe Browsing



Yes

Safe Browsing is a service provided by Google that enables applications to check URLs against Google's constantly updated lists of suspected phishing and malware pages. (<http://www.google.com/safebrowsing/diagnostic?site=>)

Spam Blacklist



Good, your IP 104.31.89.74 is not blacklisted.

Spammer directories provide lists of IPs from which spam distribution is reported. Emails sent from the blocked IPs are subject to closer scrutiny and are much less likely to be delivered. For email campaigns it is recommended to utilize professional email services to ensure that your website IP is not blocked. (www.stopforumspam.com)

Email Address Obfuscation



Great, this webpage does not contain email addresses displayed in plain text.

It is recommended to obfuscate email addresses posted in public. This prevents email addresses from being automatically harvested by spam bots which helps to decrease number of unsolicited emails.

Directory Browsing



Great, your server has directory browsing disabled.

Protect Webserver directories from unwanted browsing. To enhance security, directory browsing should be disabled unless you have a specific reason to enable it. If you enable directory browsing, make sure that you only enable it on the particular directory or directories that you want to share. (<http://technet.microsoft.com/en-us/library/cc731109>)

Whois Privacy



No contact information available.

Whois Privacy is a service that prevents domain owner contact information from being displayed in the publicly available Whois records. This can help to cut down on unwanted spam but utilizing Whois privacy should be evaluated against business model and branding strategy.

Server Signature



On, cloudflare W3 Total Cache/0.14.2

Attackers can utilize server signature versioning information to their advantage therefore it is recommended to disable it when possible. (Disable server signature for [Apache](#) or [IIS](#)).