

# *Website Analysis REPORT*

*<https://www.yourwebsite.com>*

# Audit Report



After doing website analysis with automated tools as well as human review, following are the findings:

- ❖ Website has good content on each page.
- ❖ Website is search engine friendly.
- ❖ Website is looking good from user point of view.
- ❖ Some of the page urls are not related to targeted keywords.
- ❖ There is no use of Video on website.
- ❖ Keyword density is bit low.
- ❖ There are not enough quality links pointing toward the website from high authority sites etc.

# Website page speed insights



**www.yourwebsite.com**

0-49 50-89 90-100 ⓘ

**Field Data** — The Chrome User Experience Report *does not have sufficient real-world speed data* for this page.

**Origin Summary** — The Chrome User Experience Report *does not have sufficient real-world speed data* for this origin.



## Lab Data



● First Contentful Paint	0.6 s	● First Meaningful Paint	0.6 s
■ Speed Index	1.3 s	● First CPU Idle	0.6 s
● Time to Interactive	0.6 s	● Max Potential First Input Delay	20 ms



**Opportunities** — These suggestions can help your page load faster. They don't *directly affect* the

# Competitor Analysis



Keeping an eye on your competitors helps you anticipate changes in the market, spot new trends and successful tactics, and stay on the cutting edge of what's working within your niche.

Competitor Analysis gives you both a bird's-eye view and an in-depth understanding of the key players in your market.

Following are the main points of competitor analysis:

- ❖ Who their target customers are
- ❖ What market share to they currently own
- ❖ What their main differentiator or unique value-add is for their business and products
- ❖ Key features/benefits they highlight in sales materials

# Brand Analysis



## **What is a Brand:**

A brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers.

Brand is also the image of a product that people keep in their mind.

## **Brand Analysis:**

Brand analysis pins down the present state of a brand. It throws light on who your customers are, what are their requirements, who are your competitors, etc.

Brand analysis is the process to understand where they stand in terms of brand awareness i.e. how visible or invisible your brand is to customers. Once you know your brand's status, you can channelize your marketing efforts in the right direction.

## **Digital Marketing Efforts for Branding:**

- ❖ Creating Social Media presence across all social media channels.
- ❖ Increasing the brand visibility by improving search engine ranking.



# Thank You

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