



Here is the **Detailed SEO Audit** report for

<https://demiumresearch.com/>

As we can see that some on-page factor is present in this website but some basic but important SEO factor is missing, also have to improve off-page and social media presence. If we work on these factors surely our website got good rank in Google and also, we increase business from Google. So, kindly check the SEO audit report below:





**Title:** Stock Recommendation, Commodity Recommendation, Intraday Stock Recommendation, Equity Recommendation, Options Trading Recommendation, Nifty Futures Recommendation, Stock Futures Recommendation, Nifty Futures Recommendation

**Meta keywords:** Stock Recommendation, Commodity Recommendation, Intraday Stock Recommendation, Equity Recommendation, Options Trading Recommendation, Nifty Futures Recommendation, Stock Futures Recommendation, Nifty Futures Recommendation

**Meta description:** Demium Research Analyst Top notch SEBI Registered Research Analyst and Best Research Analyst company in India We are Equity research analyst and service provider which provides topnotch services with unique and advanced features We are a customer oriented company in this industry We have best business model which offer better platform and services to investors and traders of Indian stock market

**Internal links:** 29 (1 nofollow)

**External links:** 2 (0 nofollow)

**Server:** Apache

## 1. Title tag

Title



222 characters – not good. Try to shorten title to 70 characters.

Stock Recommendation, Commodity Recommendation, Intraday Stock Recommendation, Equity Recommendation, Options Trading Recommendation, Nifty Futures Recommendation, Stock Futures Recommendation, Nifty Futures Recommendation

### Problem:

1. Title tag using main keywords need to deliver an important idea to potential readers in few words. But the title tag can't be too long. It is difficult for search engines to understand what the content is about and which page has greater value decreasing the likelihood of ranking.

### Solution:

Make sure that title tag are enough characters and optimized as per page content instead of long title also have focus keywords, for search engines and so you are able to intrigue potential visitors to click your page.

## 2. Long Meta Description:

Meta description



404 characters – try to shorten description to 300 characters.

Demium Research Analyst - Top-notch SEBI Registered Research Analyst and Best Research Analyst company in India. We are Equity research analyst and service provider which provides topnotch services with unique and advanced features. We are a customer-oriented company in this industry. We have best business model which offer better platform and services to investors and traders of Indian stock market.

### Problem:

Meta descriptions is important as it ensures visitors will be accessing unique information. More than 300 characters, meta description makes the ranking process more difficult as engine crawlers will have a hard time figuring out the differences between pages and what should rank and what shouldn't.

### Solution:

Make sure that every page you post on your website has a Meta description that is both relevant to the content on the page and one of a kind.

## 3. H1 Tag on page:

Headings



We see your page implements HTML headings but <H1> through <H3> headings do not appear. This should be corrected.

H1 (5), H2 (0), H3 (2), H4 (1), H5 (14), H6 (5)

<H1>: Get The Best Research Analysis Of Stock Market.

<H1>: Demium Research Analyst - Top-notch SEBI Registered Research Analyst

<H1>: We Give Recommendation Of The Right Stock At The Right Time

<H1>: Better yet, see us in person!

<H1>: Sign Up Now

### Problem:

If your page does not have or more than a particular and main<h1> tag, you're missing the opportunity to tell search engines more about the content on your page. H1 tag is the most important tag which tells robots to know what is a page about. Without H1 tag google crawlers won't know what content is about and not only this there are 5 H1 tags.

### Solution:

All of the important pages on your site should have one H1 tags to draw in the reader and give a clear indication of the content on the page. Please give just important and only one H1 tag.



#### 4. No Schema.org markup:

Schema.org



Your page does not utilize [Schema.org](#) markup.  
You can validate your markup with the [Google Structured Data Testing Tool](#).

##### **Problem:**

Schema markup informs the search engine precisely what your content is trying to convey on your web page. It converts unstructured data into structured data.

##### **Solution:**

Adding schema will help the search engine crawl better, raising the websites ranking while keeping other best practices of SEO in mind.

#### 5. Accelerated Mobile Pages:

AMP



It seems that this page does not have an AMP version. If you are a publisher, you should think about creating Accelerated Mobile Pages, which is an easy way to make your pages load instantly on any mobile device.

AMP focus on improving page speed and mobile user experience, which are ranking factors, but AMPs are NOT a ranking factor but many of our potential customers use mobile phones to search queries.



## 6. Robots.txt. And XML Sitemaps:

Robots.txt



Your website does not contain a robots.txt file. This can weaken your SEO.  
<http://demiumresearch.com/robots.txt>

XML Sitemaps



Your website does not contain an XML sitemap and that can weaken your SEO.

### **Problem:**

XML Sitemaps is missing and sitemaps are important for SEO because they make it easier for Google to find your site's pages—this is important because Google ranks web PAGES not just websites. There is no downside of having an XML Sitemap and having one can improve your SEO, so I highly recommend them.

### **Solution:**

Having XML sitemaps allows search engines to crawl and index a website sufficiently, and allowing all search engines to be notified of the site map by inserting it into the robots.txt file. In a nutshell, sitemaps enhance the ranking of a website in search engine results, thus boosting the SEO efforts.



## Poor Off-page SEO



Domain Rating <sup>i</sup>

0

Backlinks <sup>i</sup>

1

Linking websites <sup>i</sup>

1

### Problem:

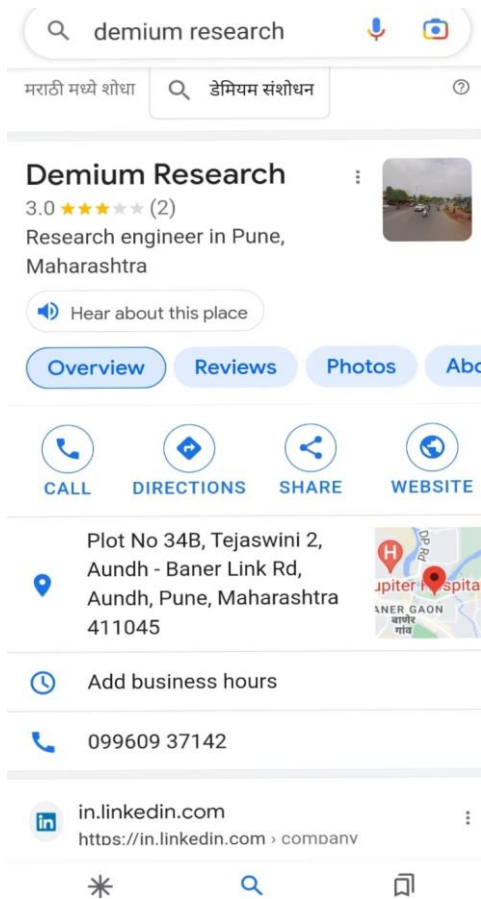
Poor off page SEO. Off page SEO increase the traffic and also help to increase our DA which helps us to rank on Google.

### Solution:

Need to earn more backlinks

Off-page SEO is 70 % important than On Page SEO it helps build a website's recognition and domain authority. Without it, your site will continually rank below other websites that already have a more substantial lead. While links are not the only off-page signals that Google's algorithm applies to rank a site, it is perhaps the most vital of the lot.

## Local SEO



### Problem:

- Low visibility in local search results
- Inaccurate information in online listings
- Difficulty finding or contacting the business
- Negative impact on reputation
- Loss of potential customers
- Ineffective marketing efforts
- Wasted marketing budget
- Inability to compete with local competitors
- Difficulty attracting local customers
- Missed opportunities for business growth.

### Solution:

- Optimize for local keywords
- Create and optimize Google My Business listing
- Build citations and backlinks from local websites
- Encourage and manage customer reviews
- Create local content
- Ensure website is mobile-friendly
- Use social media to engage with local customers
- Focus on the local community and target local customers with relevant and helpful content.

Thank You...