Retailware Softech

SEO Audit

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SEO Audit Report for **Retailware softech**

Purpose of the Audit: Identifying and addressing SEO issues, implementing best practices, and improving the site's visibility and ranking on search engines.

Audit Date: 20/08/2024

Website Overview

Website URL: https://retailware.in/

Industry/Niche: Software development for Retailers

Keyword Research

Head Keyword:

retail software

Body Keyword:

billing software for retail shop

retail billing software

retail invoicing software

retail store billing software

retail inventory management

Longtail Keyword:

affordable retail shop billing software for small businesses

retail store billing software with advanced inventory management features

customizable retail billing software with inventory management features

best retail invoicing software for tracking sales and expenses

retail inventory management software with real-time stock tracking

On-Page SEO Report

URL: https://retailware.in/

Title: Retailware Softech Pvt Ltd (26 characters)

Meta Description : Null

H1: Purely Retail Focussed Company

H2:

About Us

Our Partners

Keyword Analysis:

The most common keyword is "store" with a count of 31, followed by "retailware" and "contact" with a count of 5 each. Other keywords include "center," "wear," "food," "client," "home," "retail," and "mobile."

Link Analysis:

The page contains a total of 99 links, out of which 29 are unique. Among these, 24 are internal links, while 5 are external. Notably, all 29 unique links lack a title attribute.

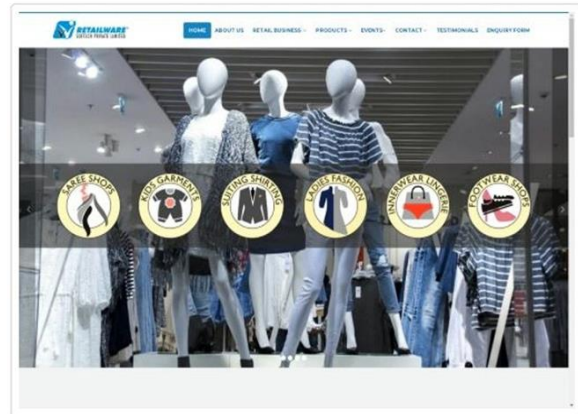**Image Optimization:**

75 Images

68 Without Alt text

75 Without Title

Technical SEO Report

[Google PageSpeed Report](#)

Overall Performance Scores

- Mobile Performance Score: 27/100
- Desktop Performance Score: 29/100

Key Metric Analysis

Metric	Mobile Value	Desktop Value	Ideal Value
First Contentful Paint (FCP)	4.4s	1.0s	< 1.8s
Speed Index (SI)	14.9s	4.5s	< 3.4s
Largest Contentful Paint (LCP	11.9s	2.2s	< 2.5s
Total Blocking Time (TBT)	4970ms	830 ms	< 200ms
Cumulative Layout Shift (CLS)	0	0.559	< 0.1

On-Page SEO Report

URL: https://retailware.in/retailware

Title: Retailware Softech Pvt Ltd (26 characters)

Meta Description : Null

H1: Null

H2: Retailware

Keyword Analysis:

The most common keyword is "store" with a count of 31, followed by "retailware" with a count of 6 and "center" with a count of 5. Other keywords include "wear" (5), "food" (5), "home" (4), "contact" (4), "products" (2), "supermarket" (2), and "mobile" (2).

Link Analysis:

The page contains a total of 99 links, out of which 29 are unique. Among these, 24 are internal links, while 5 are external. Notably, all 29 unique links lack a title attribute.

Image Optimization:

| 75 Images | 68 Without Alt text | 75 Without Title |

Technical SEO Report

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

Google PageSpeed Report

Overall Performance Scores

- Mobile Performance Score: 22/100
- Desktop Performance Score: 57/100

Key Metric Analysis

Metric	Mobile Value	Desktop Value	Ideal Value
First Contentful Paint (FCP)	4.0s	0.9s	< 1.8s
Speed Index (SI)	8.9s	2.5s	< 3.4s
Largest Contentful Paint (LCP	6.5s	1.2s	< 2.5s
Total Blocking Time (TBT)	1840 ms	320 ms	< 200ms
Cumulative Layout Shift (CLS)	0.299	0.446	< 0.1

On-Page SEO Report

URL: https://retailware.in/events

Title: Retailware Softech Pvt Ltd (26 characters)

Meta Description : Null

H1: Null

H2: 11 Tags

Keyword Analysis:
The most common keyword is "store" with a count of 31, followed by "knowledge," "series," "date," "time," "registration," and "link," each with a count of 11.

Link Analysis:
The page contains a total of 99 links, out of which 29 are unique. Among these, 24 are internal links, while 5 are external. Notably, all 29 unique links lack a title attribute.
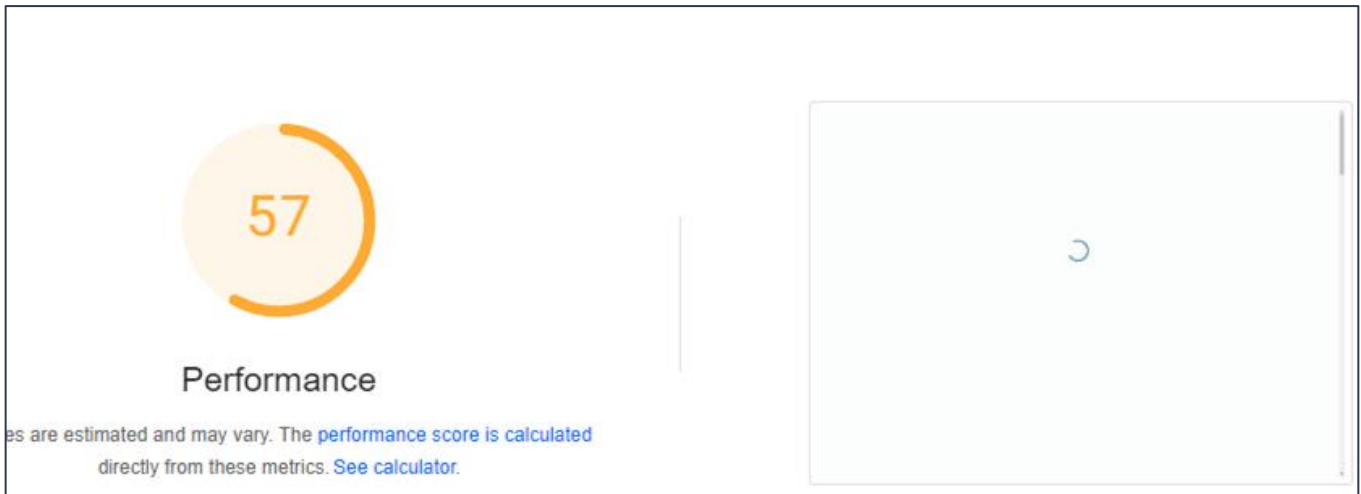
Image Optimization:

75 Images	68 Without Alt text	75 Without Title

Technical SEO Report

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Performance

...es are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

Google PageSpeed Report

Overall Performance Scores

- Mobile Performance Score: 35/100
- Desktop Performance Score: 57/100

Key Metric Analysis

Metric	Mobile Value	Desktop Value	Ideal Value
First Contentful Paint (FCP)	4.1s	1.0s	< 1.8s
Speed Index (SI)	40.6s	9.2s	< 3.4s
Largest Contentful Paint (LCP	4.7s	1.1s	< 2.5s
Total Blocking Time (TBT)	319010 ms	5900 ms	< 200ms
Cumulative Layout Shift (CLS)	0	0.003	< 0.1

Technical SEO Elements	
HTTPS	Yes
URL Indexed	Yes
Redirect 200 (www)	Null
Robots Txt file	Null
Sitemap XML file	Null
Custom 404 Page	Yes
Canonical Tag	Null
Meta Robots Tag	NUll
Schema Markup	Null

On-Page SEO Recommendation

Update the title to "RetailWare Softech: Custom Retail Software Solutions" (53 characters) for better search engine visibility.

Add clear and concise meta descriptions to attract more clicks from search results.

Ensure the Page Title and H1 tag are aligned for improved relevance.

Organize header tags (H2, H3, etc.) in a clear hierarchy for better content structure.

Reduce the number of internal links on the page to avoid overwhelming users and search engines.

Properly name files and add alt text to images to enhance SEO and accessibility.

Technical SEO Recommendation

Compress your images and use the minimum number necessary. This helps reduce load times and enhances the user experience. Also, limit the use of embedded YouTube videos to just one per page to avoid slowing down your site. These changes can make your site faster and more efficient.

Cutting down on unused CSS and JavaScript makes your web pages load faster. It reduces the amount of data that browsers have to download, read, and run, which makes the page render more quickly. This also saves on bandwidth and lowers server costs. Faster, simpler code improves how well caching works.

Host fonts and frameworks like Bootstrap locally or in your root directory. This practice helps reduce render-blocking issues and minimizes unnecessary third-party payloads, leading to faster page loads and a more streamlined user experience.

To simplify and speed up your website's tracking, use a tag manager to combine all your tracking codes into a single snippet.

To avoid issues with duplicate content, implement canonical tags on your pages to indicate the preferred version. Additionally, set up redirects for variations like "www," "/index," and other different URLs to point to a single, consistent URL. This helps consolidate your site's authority and ensures that search engines recognize your primary page version, enhancing your site's overall SEO performance.

This method to enhance your site's visibility and SEO utilizes a "sitemap.xml" file to help search engines discover and index your pages more efficiently. Additionally, implement schema markup to provide structured data that enhances how your content appears in search results.

Content Strategy

Suggested blog title :

1. How to Choose the Best Billing Software for Your Retail Shop
2. The Benefits of Using Billing Software in Retail Shops
3. Why Every Retail Shop Needs Efficient Billing Software
4. How Billing Software Can Improve Customer Experience in Retail Shops
5. Choosing the Right Billing Software for Your Retail Store: A Step-by-Step Guide
6. Why Every Retail Store Needs Modern Billing Software

Suggested Article title :

1. The Ultimate Guide to Retail Billing Software for Small Businesses
2. Top 5 Retail Billing Software Options for Small Businesses in 2024
3. How Retail Store Billing Software Can Boost Your Business Efficiency

Whether using blog posts, articles, videos, or infographics, start by creating a content calendar to organize and maintain a consistent publishing schedule. Focus on producing high-quality, valuable content that addresses audience needs or provides solutions. Use SEO best practices to optimize content for better search engine visibility. Regularly analyze website analytics to track performance and make data-driven adjustments to keep your strategy effective and aligned with audience preferences

Off-Page SEO

Domain Authority: 14
Page Authority: 27

Social Platform: Youtube
Name: Retailware Softech Pvt Ltd.
URL: https://www.youtube.com/@retailware/

Recommendation

Building backlinks involves getting other websites to link to yours, which helps increase your domain authority (DA) and page authority (PA). Start by creating valuable and unique content that people want to share.

YouTube for off-page SEO can significantly enhance your website's visibility and brand recognition by creating high-quality, engaging videos that attract shares and backlinks.

Influencer outreach involves collaborating with industry influencers to promote your brand and content, increasing exposure and earning high-quality backlinks. Building genuine relationships with relevant influencers can amplify your reach and boost your off-page SEO efforts.

Thankyou