SEO Audit Summary for sankarfoundation.org

Sankar Foundation Eye Hospital is a leading tertiary eye care and educational institution. This audit reviews their website's SEO performance and highlights key improvement areas to increase online visibility and user experience.

Website Overview

Pages Crawled

250 total pages analyzed for SEO and technical issues

Indexable Pages

139 pages available for search engine indexing

Website Score

Overall score: 53 out of 100, indicating room for improvement

Issues Found

- Critical: 363

- Warnings: 1,800

- Opportunities: 828

- Notices: 1,100

Key Issues Summary

Link Structure

- 86 orphan pages lacking internal links
- 32 broken (4xx) links
- 158 pages with empty links

Indexing & Crawlability

- 40 pages with canonical mismatches
- 3 missing canonical tags
- 3 pages set to "noindex"

Content Quality

- 158 pages missing meta descriptions
- 147 pages without H1 headings
- 14 pages with placeholder text

Additional Issues Detected

Security Concerns

- 45 pages use HTTP instead of HTTPS
- No automatic HTTPS redirects
- Missing critical security headers

Performance

- PageSpeed 52 (desktop), 11 (mobile)
- Unoptimized images and large DOM

Social Media

- Incomplete Twitter cards on 158 pages
- Open Graph tag inconsistencies

Technical Fix

1 **Implement HTTPS**

Redirect all HTTP pages automatically to HTTPS for secure browsing

2 **Add Security Headers**

Protect against XSS, clickjacking, and MIME sniffing vulnerabilities

3 **Fix Broken Links**

Update or remove all links leading to 4xx error pages

4 **Optimize Sitemap**

Remove or fix broken and redirected URLs for better crawling

Made with GAMMA

Content Improvement Actions

1 **Add Meta Descriptions**

Unique, descriptive texts to improve search results and CTR

2 **Use Proper Headings**

Ensure every page has a unique and logical H1 tag

3 **Optimize Alt Attributes**

Provide unique descriptive alt text for all images

4 **Remove Placeholder Text**

Replace all 'Lorem Ipsum' with relevant, meaningful content

Performance Enhancement Tips

1 **Image Optimization**

Compress images and use next-gen formats like WebP

2 **Reduce DOM Size**

Simplify page structures to improve load times and UX

3 **Improve Mobile Speed**

Fix mobile-specific issues causing low PageSpeed scores

Social Media Metadata Fixes

Complete Twitter Cards

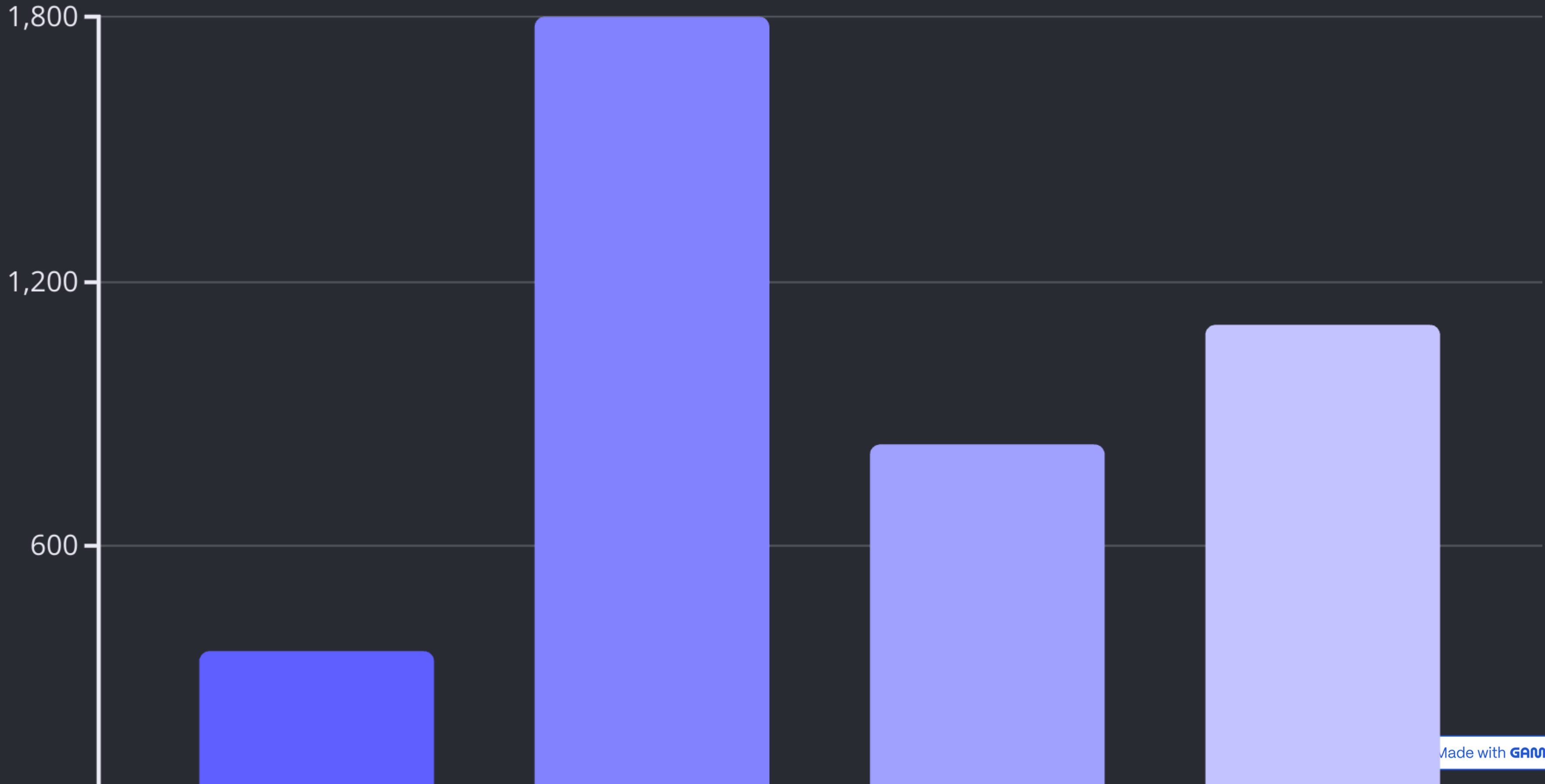Add full metadata for rich preview on social platforms

Fix Open Graph Tags

Ensure URLs and metadata align with canonical page URLs

Consistent URL Use

Avoid discrepancies between canonical and OG URLs

Website Health Visuals

Conclusion & Next Steps

Prioritize Critical Fixes

Address security, broken links, and HTTPS first

Optimize Content & Performance

Enhance meta tags, images, and speed for better UX

Enhance Social Media Presence

Complete metadata for stronger engagement

Monitor Progress

Regular audits to measure improvements and maintain health

Implementing these actions will boost site visibility and user trust, supporting Sankar Foundation's mission.