



SEO AUDIT & PROPOSAL

Why SEO for FENATEK

- Increased Online Visibility.
- Organic Traffic and Growth.
- Helps in Generating Quality Leads.
- Builds Trust and Credibility.
- Improvement in user experience.
- Competitive advantage.
- Adaptation to changing trends.
- Helps to track Analytics and Business insights.
- Long Term growth.

Purpose of the SEO Audit:

- Conduct a comprehensive evaluation of the website's SEO status.
- Identify strengths, weaknesses, opportunities, and threats.
- Examine technical SEO, on-page optimization, off-page strategies, and local SEO.
- Provide actionable insights and strategic recommendations.

Goals of the SEO Audit:

- Enhance website performance in search engine rankings.
- Improve user experience and site functionality.
- Align the SEO strategy with current best practices and industry trends.

Key Objectives:

- Optimize the website for increased organic traffic.
- Achieve higher search engine visibility.
- Enhance overall digital success and online presence.



CURRENT WEBSITE OVERVIEW

Website Performance

Single Performance Test

Analysis Error

Lighthouse Error: The page took too long to load (No CPU idle period)

For more details on common Lighthouse errors, [read our guide](#).

https://fenatek.com/



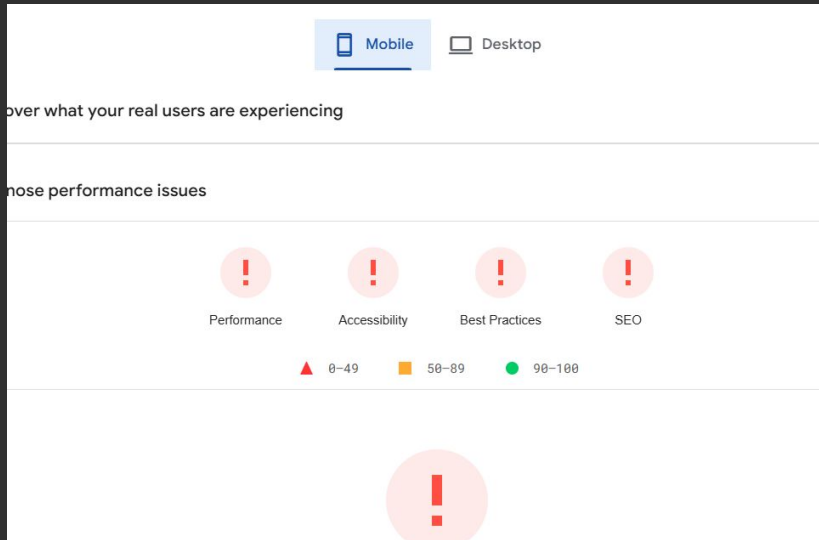
Issue Identified

- **Analysis Error:** Lighthouse reports: *"The page took too long to load (No CPU idle period)."*
- **Impact:** Delayed load times harm user experience, SEO rankings, and conversions.

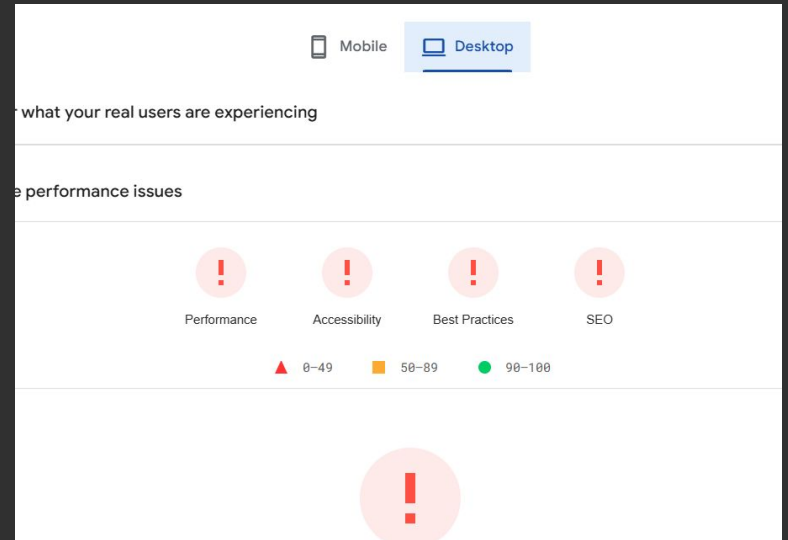
Key Causes

1. **Excessive JavaScript Execution:** Long tasks blocking the main thread.
2. **Large Resources:** Uncompressed images or scripts increasing load time.
3. **Third-Party Scripts:** Excessive or poorly optimized scripts.
4. **Slow Server Response:** High TTFB or inefficient backend.

Mobile Performance



Desktop Performance



General Performance Issues

- Lack of Browser Caching: Browser caching is not effectively utilized, missing an opportunity to enhance page load speeds for returning visitors.
- Uncompressed Resources: Certain resources, such as images and scripts, are not compressed, leading to larger file sizes and slower load times.

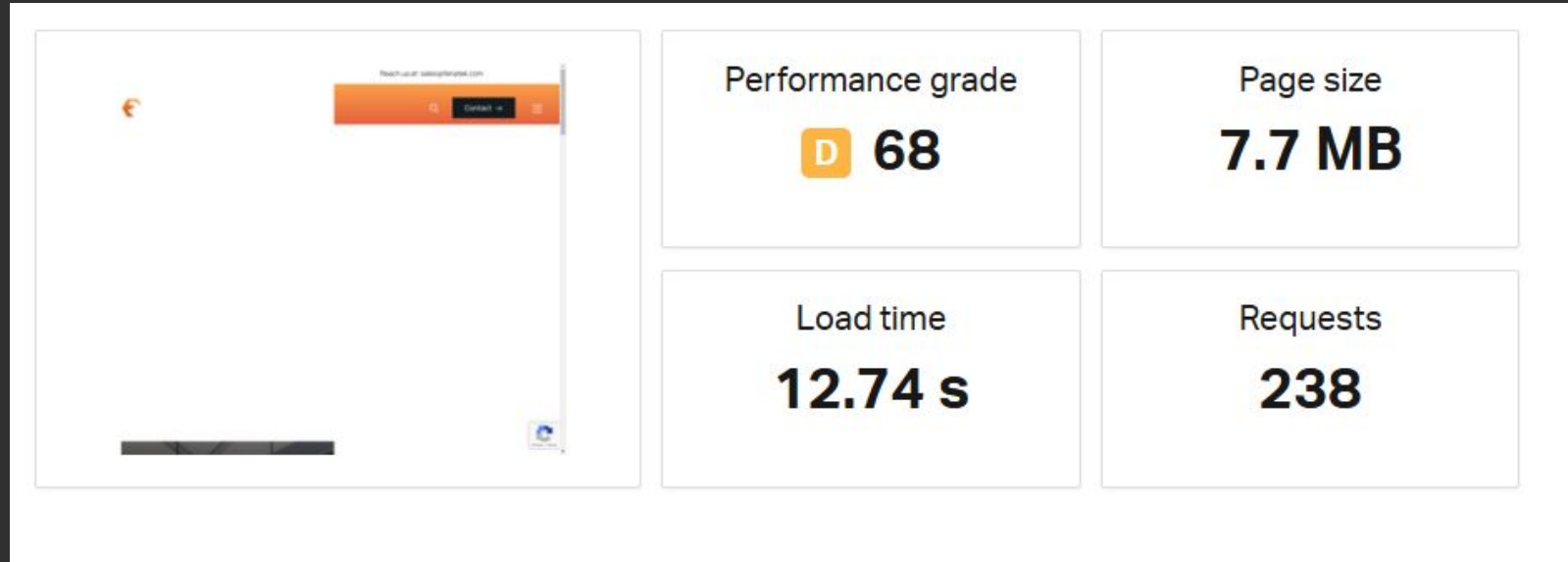
Mobile Performance

- Poor Responsiveness: The site isn't designed for smooth navigation on mobile devices, leading to usability issues.
- Non-Mobile-Friendly Content: Content is hard to read and engage with on smaller screens, affecting user experience.

Desktop Performance

- Unoptimized Images: Large, unoptimized images may be contributing to slower loading times, hindering overall website performance.
- Render-Blocking Resources: Critical resources are render-blocking, delaying the display of content and affecting overall page speed.

Website speed



- Website demonstrates weak page load times across key pages. We need to ensure that users experience a fast and seamless browsing experience.
- Quick loading times, particularly on critical pages such as the homepage and key landing pages, contribute to enhanced user satisfaction and positively impact search engine rankings.

H1 Heading Tag

Page title	FENATEK – Your Ultimate Machinery & Automation Partner
Heading 1	Niet gevonden
Heading 2	Your Ultimate Machinery and Automation Partner Our Clients "Lifetime free service for all our products"
Heading 3	Abu Dhabi Dubai Qatar Bahrain
Heading 4	Niet gevonden
Heading 5	Mr. Abdul Rahman. Al-Ansari Mr. Abdulla Abdurrahman Al Ansari Top Brands Innovation Customer-Centric Approach

- No proper heading tags used, not used keywords in H1 tag.
- The H1 tag conveys the main content focus and optimizes search engine visibility.
- Helps Google understand the page's primary topic.
- Include the primary keyword in the H1 tag to drive SEO results.

Other issues

✘ Meta Description Test

This webpage is not using a meta description tag! You should include this tag in order to provide a brief description of your page which can be used by search engines. Well-written and inviting meta descriptions may also help click-through rates to your site in search engine results.

How to pass this test?

In order to pass this test you must include a meta-description tag in your page header (<head> section):

```
<head>  
  <meta name="description" content="type_your_description_here">  
</head>
```

✘ Social Media Meta Tags Test

This webpage is not using social media meta tags! While this type of meta tags don't affect what people see when they visit the webpage, they exist to provide information about it to search engines and social media platforms.

How to pass this test?

In order to pass this test, you'll have to add social media meta tags into your webpage's "head" section. Social media meta tags are snippets of HTML code that control how URLs are displayed when shared on social media. Facebook and Twitter are, by far, the most popular social media platforms, so let's focus on those two.

Facebook uses meta tags leveraging the Open Graph protocol, which enables any web page to become a rich object in a social graph. A complete list of meta tags available can be found in the [Open Graph](#) website. You'll find there multiple tags and how to use them, but only four are required for Facebook to understand the basics of your page:

✖ Keywords Usage Test

The most common keywords of this webpage are not distributed across the important HTML tags! Primary keywords should appear in title tag, meta description and heading tags to help Search Engines to properly identify the topic of this webpage.

Keyword	Title tag	Meta description	Headings
machine	✓	✖	✓
solutions	✖	✖	✖

✖ SEO Friendly URL Test

This webpage contains URLs that are not SEO friendly!

How to pass this test?

In order for URLs to be SEO friendly, they should be clearly named for what they are and contain no spaces, underscores or other characters. You should avoid the use of parameters when possible, as they make URLs less inviting for users to click or share.

- If your website is new and is not indexed by search engines you can replace underscores with hyphens or

✘ Modern Image Format Test

This webpage is not serving images in a modern format! Image formats like [JPEG 2000](#), [JPEG XR](#), and [WebP](#) often provide better compression than PNG or JPEG, which means faster downloads and less data consumption.

How to pass this test?

In order to pass this test, convert all the images listed in this report into a modern image format such as [JPEG 2000](#), [JPEG XR](#) or [WebP](#).

It's important to understand that the modern image formats, like WebP, are not yet widely supported across all devices and browsers. You can find [here](#) a full list of supported browsers and devices for the WebP format.

✘ Image Caching Test

This website is not using cache headers for images. Setting cache headers can help speed up the serving of a webpage for returning users. Learn more about [how to add expires headers to your images](#).

How to pass this test?

In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your images or any other content type. You can add the following lines into your `htaccess` file:

✘ Image Metadata Test

This webpage is using images with large metadata (more than 16% of the image size)! Stripping out unnecessary metadata tags can improve not only the loading time but also the security and privacy of a webpage.

How to pass this test?

In order to pass this test, you have to remove the unnecessary image metadata (additional information

✘ Largest Contentful Paint Test

The Largest Contentful Paint duration of this webpage is 6.52 seconds. To provide a good user experience, [Google recommends](#) that sites should strive to have Largest Contentful Paint of 2.5 seconds or less.

Largest Contentful Paint element within the viewport:

Text: *About Material Handling Vacuum Lifting Glass vacuum Lifters Sheet metal Vacuum L...*

Html: `<ul id="menu-main-menu-2" class="wdt-primary-nav " data-menu="2">`

Content Evaluation and Optimization

Content Relevance Assessment:

- Align keywords with user intent.
- Analyze content against competitor benchmarks.
- Ensure content caters to various stages of the customer journey.

Content Quality Assessment:

- Review for grammar and readability.
- Analyze engagement metrics (bounce rates, time on page).
- Evaluate multimedia integration and content depth.

Recommendations for Content Optimization:

- Strategically place and integrate keywords.
- Strengthen internal linking for navigation.
- Encourage regular content updates for freshness.
- Ensure mobile-friendly content responsiveness.

KEYWORDS AND SEARCH VOLUME

- **Core Keywords:** Focus on industry-specific terms like "machinery manufacturing in GCC," "industrial automation services UAE," and "facility management solutions GCC" to attract relevant searches.
- **Long-Tail Keywords:** Use variations such as "industrial automation for oil and gas," "reliable machinery suppliers in the GCC," or "expert facility management in UAE" to target specific user intents.
- **Content with Keyword Integration:** Craft keyword-rich content, including meta descriptions, headings, and body text, while ensuring it flows naturally and aligns with Fenatek's expertise.
- **Sector-Specific Focus:** Highlight Fenatek's services for key industries like Energy, Oil and Gas, Aviation, Manufacturing, and Infrastructure in content to appeal to niche markets.
- **Competitor Benchmarking:** Analyze competitors in the GCC region for similar services to identify keyword gaps and opportunities.
- **Localized Keywords:** Incorporate location-based phrases like "industrial solutions in UAE" or "automation systems in Oman" to target regional markets effectively.
- **Monitor & Refine:** Regularly track rankings and refine strategies based on performance metrics and emerging trends in industrial services.

Backlink Profile

Backlinks  : fenatek.com



DOMAIN AUTHORITY 

1

REFERRING DOMAINS 

3

BACKLINKS 

3

NoFollow: 3

- The Domain has no backlinks.
- Conducted a comprehensive analysis of your website's current backlink profile, revealing a deficiency in the quantity and quality of inbound links.

Missing Length of Meta Description

- Missing meta descriptions can adversely affect a website's SEO and user experience. Without meta descriptions, search engines may generate snippets that are irrelevant or unappealing to users, potentially reducing click-through rates.
- A lack of meta descriptions can obstruct the website's ability to effectively communicate its content and purpose to visitors, leading to confusion and disengagement.

Title Tag is too long

- Long title tags exceeding character limits on SERPs result in incomplete displays, reducing clarity and impeding user understanding of webpage content and purpose.
- Long title tags effects readability and effectiveness in conveying crucial information, impacting SEO efforts and potentially lowering click-through rates (CTR).

Low word count

- Websites with low word count may struggle to provide comprehensive information, limiting their ability to establish authority and relevance in their respective fields or industries.
- Insufficient content volume can affect search engine optimization (SEO) efforts, as search engines may perceive the website as less authoritative or valuable compared to competitors with more robust content, thereby impacting its visibility and ranking on SERPs.

Competitors Audit Report

- Competitors rank for relevant keywords but are missing opportunities with long-tail and local variations, which we can capitalize on.
- Their backlink profiles show quantity but lack quality, giving us the chance to build stronger, high-authority backlinks.
- Content across competitor sites is often shallow, allowing us to fill these gaps with more comprehensive and valuable content.
- On-page SEO elements are poorly optimized, and technical issues like slow loading times and poor mobile responsiveness are prevalent, providing us with opportunities to improve in these areas.

Conclusion: By addressing these gaps in our SEO strategy, we can outperform competitors and achieve better rankings on SERPs.

SEO PLAN OF ACTION

1.Immediate Actions:

- Restructuring of website if need.
- Resolve critical issues affecting crawlability.
- Address any urgent technical SEO issues.

2.On-Page Optimization:

- Update meta tags and optimize title structures.
- Enhance content quality and relevance.
- Implement schema markup for rich snippets.

3.Off-Page Strategies:

- Develop a backlink acquisition strategy.
- Promote content through outreach and guest posting.

4. Local SEO Enhancement (if applicable):

- Optimize local citations and business listings.
- Encourage and respond to customer reviews.

5. Social Media Integration:

- Develop a social media content calendar.
- Encourage social sharing and engagement.

6. Ongoing Monitoring and Reporting:

- Implement regular SEO performance tracking.
- Adjust strategies based on analytics and algorithm updates.

7. Future Recommendations:

- Explore emerging SEO trends for long-term planning.
- Continuous refinement of strategies for sustained improvement.

Objective

To enhance the online visibility and organic search ranking of Poppydent, a dental clinic in Thalassery, by targeting relevant keywords related to dental services in the local market.

Scope of Work:

1. Initial Website Optimization (1st month):

- Conduct a comprehensive audit of the current website to identify any issues affecting performance and user experience.
- Optimize website content to align with targeted keywords while maintaining readability and relevance.
- Fix any technical errors such as broken links, page speed optimization, mobile responsiveness, etc.

2. On-Page Optimization (2nd month):

- Implement on-page SEO elements including meta titles, meta descriptions, headers, and image alt tags.
- Optimize internal linking structure to improve navigation and crawlability.
- Create SEO-friendly URL structures and optimize page URLs.
- Enhance website user experience by improving site architecture and navigation.

3. Technical SEO (3rd month):

- Implement schema markup to enhance search engine understanding of website content.
- Improve website loading speed by optimizing code, compressing images, and leveraging browser caching.

4. Link Building (Ongoing):

- Develop a strategic link-building campaign to acquire high-quality backlinks from authoritative websites in the legal niche.
- Outreach to relevant industry websites, blogs, and directories for guest posting opportunities and link acquisitions.
- Monitor and analyze backlink profile regularly to ensure quality and relevance.

**THANK
YOU**
