



SEO AUDIT REPORT

FASTWAY SOLUTIONS

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TECHNICAL SEO




URL NAMING CONVENTION



OLD URL	NEW URL	RATIONALE / BEST PRACTICE
https://www.fastwaysolutions.com/service-version-three/	https://www.fastwaysolutions.com/our-services	<p>Best practice: accurate description of content on page.</p> <p>Keyword(s): our services</p> <p>Rationale: the old link does not accurately reflect the content of the page. The new URL is clear, concise and incorporates keywords to indicate the feature on that page.</p>
https://www.fastwaysolutions.com/2021/09/11/recognizing-the-need-is-the-primary-condition-design/	https://www.fastwaysolutions.com/our-blogs	<p>Best practice: accurate description of content on page.</p> <p>Keyword(s): blogs.</p> <p>Rationale: the old URL fails to provide users with information about the content on the webpage. This page's title is the englire blog tittle and therefore I would recommend renaming the URL to align with the content.</p>

SERP

GOOD


 FastWay Solutions
https://www.fastwaysolutions.com

FastWay Solutions – We Make Solutions – Central India's ...




 0  561  0 · TITLE CHANGED

We Help SME & MSME to Grow Their Business. · +91 898 321 2729 · What We Do · Web Design & Development · Market Research & Planning · Brand & Creative · Digital ...

BAD


 FastWay Solutions
https://www.fastwaysolutions.com > service-version-three

Services




 0  382  0 · TITLE CHANGED

At **FastWay Solutions**, we believe in always "being transparent and collaborative." You don't have to be concerned about receiving regular updates or anything ...

UGLY

 FastWay Solutions
https://www.fastwaysolutions.com > blog

Blog

 0  N/A  N/A

Sep 11, 2021 — At **FastWay Solutions**, we believe in always "being transparent and collaborative." You don't have to be concerned about receiving regular updates ...



META TITLES - OVERVIEW

Page Titles	Strengths	Areas of Improvement
All 269	<ul style="list-style-type: none">All page titles have a meta titleOnly 2 page title is over 60 characters<ul style="list-style-type: none">That one title should be edited (see next slide)	<ul style="list-style-type: none">25 titles are below 30 characters. This indicates a missed opportunity to increase user click through rate and maximize organic rank.2 of the meta titles are duplicates. Having two pages with the same meta title send a message to Google that the pages are about the same thing which makes it confusing for Google to rank.Many titles do not differentiate / showcase their competitive advantage.Could represent on-page content in more detail.
Missing 0		
Duplicate 2		
Over 60 Characters 2		
Below 30 Characters 25		

Source: Screaming Frog SEO Spider 14.1 "https://www.fastwaysolutions.com/"



META TITLES - RECOMMENDATIONS

PAGE	OLD META TITLE	NEW META TITLE	RATIONALE / ISSUE
/blog	Blog	Blogs Web, Digital Marketing & Branding Resources	<ul style="list-style-type: none">• Below 30 characters• Barely represents content on page• Does not differentiate
/about-us	About US	About Us Web Design, Digital Marketing & Branding Agency	<ul style="list-style-type: none">• Below 30 characters• Does not differentiate
/career	Career	Careers at Fastway Become a Part of our Team	<ul style="list-style-type: none">• Below 30 characters• Barely represents content on page• Does not differentiate
/customers	Customers	Fastway Testimonials Our Happy Customers	<ul style="list-style-type: none">• Below 30 characters• Barely represents content on page• Does not differentiate
/gallery	Gallery	Our Portfolio Web Designs, Graphics & VFX	<ul style="list-style-type: none">• Below 30 characters• Does not differentiate
/our-services	Our Services	Our Services Web Design, Digital Marketing & Branding Agency	<ul style="list-style-type: none">• Below 30 characters• Barely represents content on page• Does not differentiate



META DESCRIPTIONS - OVERVIEW

Meta Descriptions	
All	177
Missing	69
Duplicate	16
Over 155 Characters	17
Below 70 Characters	7

Areas of Improvement	
<ul style="list-style-type: none">• After reading Fastway solutions meta descriptions they do have some reflective, differentiated descriptions with an appropriate number of characters• For example, /Blog - FastWay Solutions• <i>"View a list of educational blogs written by the fastway team. Learn more about web, digital marketing, branding and more."</i>	<ul style="list-style-type: none">• 39% of page (meta) titles do not have meta descriptions this is an egregious oversight• 10% of the meta descriptions are duplicate.

META DESCRIPTIONS - RECOMMENDATIONS

PAGE	OLD META DESCRIPTION	NEW META DESCRIPTION	RATIONALE / ISSUE
our-services/digital-marketing/	No meta description	Services · Branding & Design · Branding & Print · Branding & Logo Creation · Trade Show Marketing · Websites & Platforms · Custom WordPress Websites	<ul style="list-style-type: none"> Missing a description all together
/contact	Contact Us	Questions, concerns, comments? We want to hear from you! Follow us on Instagram and like our Facebook page to learn more about us..	<ul style="list-style-type: none"> Below 70 characters Does not differentiate
/our-team/jaiprakash-goplani/	Introduction: We are delighted to introduce Jaiprakash Goplani, an invaluable member of our team who currently holds the esteemed position of Senior Team Lead at FastWay Solutions. With a career defined by dedication, expertise, and leadership, Jaiprakash brings a wealth of experience to his role, contributing significantly to our organization's success. Background and Expertise: Jaiprakash's	We deliver the highest quality eCommerce solutions to our clients. Meet our team of designers, developers and marketing strategists who make it all happen.	<ul style="list-style-type: none"> Above 155 characters Does not differentiate

ERRORS (404 NOT FOUND PAGES)

- <https://www.fastwaysolutions.com/TAG/MARKETERS/>
- <https://www.fastwaysolutions.com/TAG/SMM/>
- <https://www.fastwaysolutions.com/TAG/STRATEGIES/>
- <https://www.fastwaysolutions.com/TAG/ACCOUNTIBILITY/>
- <https://www.fastwaysolutions.com/TAG/PRINCIPAL/>
- <https://www.fastwaysolutions.com/TAG/DIGITAL-PLATOFORMS/>
- <https://www.fastwaysolutions.com/TAG/COMAPNIES/>
- <https://www.fastwaysolutions.com/TAG/SOCIAL-MEDIA-MARKETING/>
- <https://www.fastwaysolutions.com/TAG/MANAGEMENT/>
- <https://www.fastwaysolutions.com/TAG/3C-MODEL/>
- <https://www.fastwaysolutions.com/TAG/BUSINESS-MODEL/>

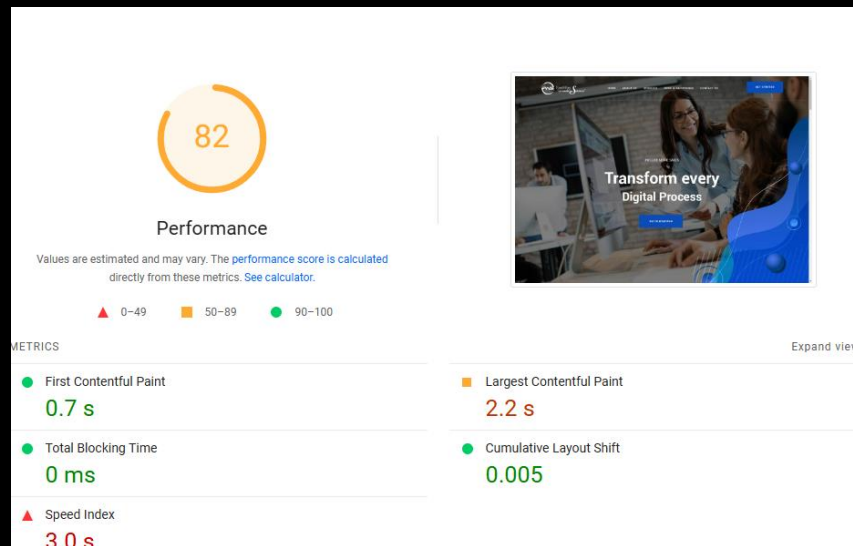


These pages should be removed from the website as 404 errors can have detrimental effects on a website's visibility and search engine rankings.

SITE SPEED

DESKTOP

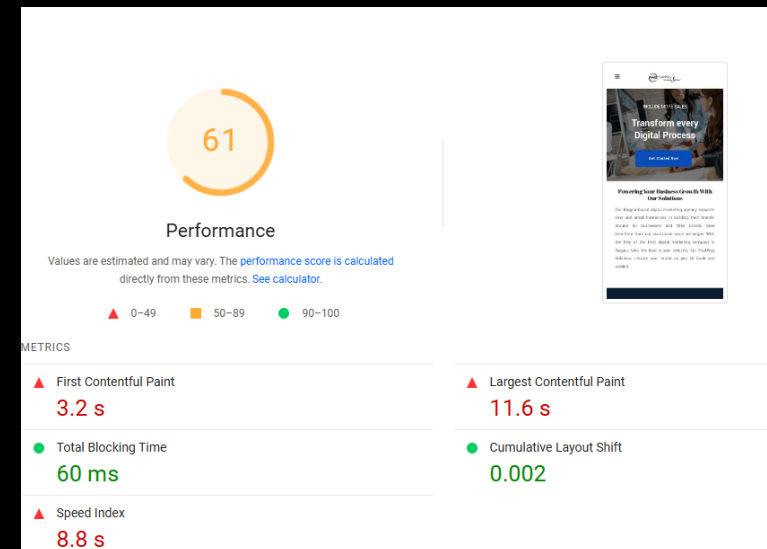
Although the desktop site speed was significantly greater than the mobile version, there is still opportunities detailed below that Fastway Solutions could implement in order to improve site speed, user experience and organic rank over time.



- ▲ Serve images in next-gen formats — Potential savings of 738 KiB
- ▲ Largest Contentful Paint element — 2,200 ms
- ▲ Properly size images — Potential savings of 126 KiB
- ▲ Reduce unused CSS — Potential savings of 114 KiB
- ▲ Eliminate render-blocking resources — Potential savings of 350 ms
- Image elements do not have explicit width and height
- Minify CSS — Potential savings of 15 KiB
- Minify JavaScript — Potential savings of 3 KiB
- Serve static assets with an efficient cache policy — 1 resource found
- Ensure text remains visible during webfont load

MOBILE

Fastway Solutions's mobile site speed requires significant improvement. In 2015, Google announced that websites that were considered "mobile-friendly" would be given preferential treatment on mobile SERP. Therefore, failing to address a slow mobile site speed may hinder Burnt Whiskey's organic rank on SERP in the long run.



- ▲ Largest Contentful Paint element — 11,550 ms
- ▲ Eliminate render-blocking resources — Potential savings of 1,880 ms
- ▲ Reduce unused CSS — Potential savings of 114 KiB
- ▲ Serve images in next-gen formats — Potential savings of 738 KiB
- ▲ Minimize main-thread work — 3.6 s
- ▲ Properly size images — Potential savings of 103 KiB
- ▲ Defer offscreen images — Potential savings of 64 KiB
- Image elements do not have explicit width and height
- Minify CSS — Potential savings of 15 KiB
- Minify JavaScript — Potential savings of 3 KiB
- Serve static assets with an efficient cache policy — 1 resource found
- Ensure text remains visible during webfont load

RECCOMENDATIONS (BEST PRACTICES)

- Shift Bad links to the new one.
- Developing Meta Descriptions and Tittles
- 404 Not Found Pages Fixed
- Converting high-quality photos to a lesser resolution
- Modifying the Architecture of the Website
- Improving a website's mobile friendliness
- Often update blogs with new content
- Including Backlinks



THANKS FOR READING

