

FOODZY RESTRO SEO AUDIT REPORT

Page-wise SEO details for www.foodzyrestro.com

AGENDA

1. SEO Performance Overview
2. Technical and Link Analysis
3. Audience Insights and Recommendations

SEO PERFORMANCE OVERVIEW

WEBSITE SEO SNAPSHOT

Site in review

- Target domain: www.foodzyrestro.com for this SEO audit snapshot.

On-page health

- Current on-page SEO score is **76/100**, indicating solid basics.

Organic visibility

- Organic search brings **1,450** visitors per month at present.

What this snapshot means

- A quick view of current performance before deeper on-page checks.



ON-PAGE SEO DETAILS

Element	Current Value	Focus	Notes
Meta Title	Restaurant delivery in Noida: Order from Foodzyrestro	Local intent	61 characters
Meta Description	Seamless restaurant delivery in Noida	Fresh doorstep delivery	149 characters
H1 Tag	Foodzyrestro	Brand-only	1 H1 tag
Heading Structure	H2: 12 H3: 18	Content hierarchy	Multiple sections

CONTENT DETAILS

Business Snapshot in Intro

- The page introduction clearly presents daily operating hours: **6:00 AM to 11:45 PM**.
- It also anchors the listing with a specific location: **Sector 62, Noida**.

Length and Relevance

- The introduction is concise at **45 words**, making it quick to scan.
- It focuses on core business context, especially timing and local presence.



TECHNICAL AND LINK ANALYSIS

IMAGE SEO STATUS

Image inventory

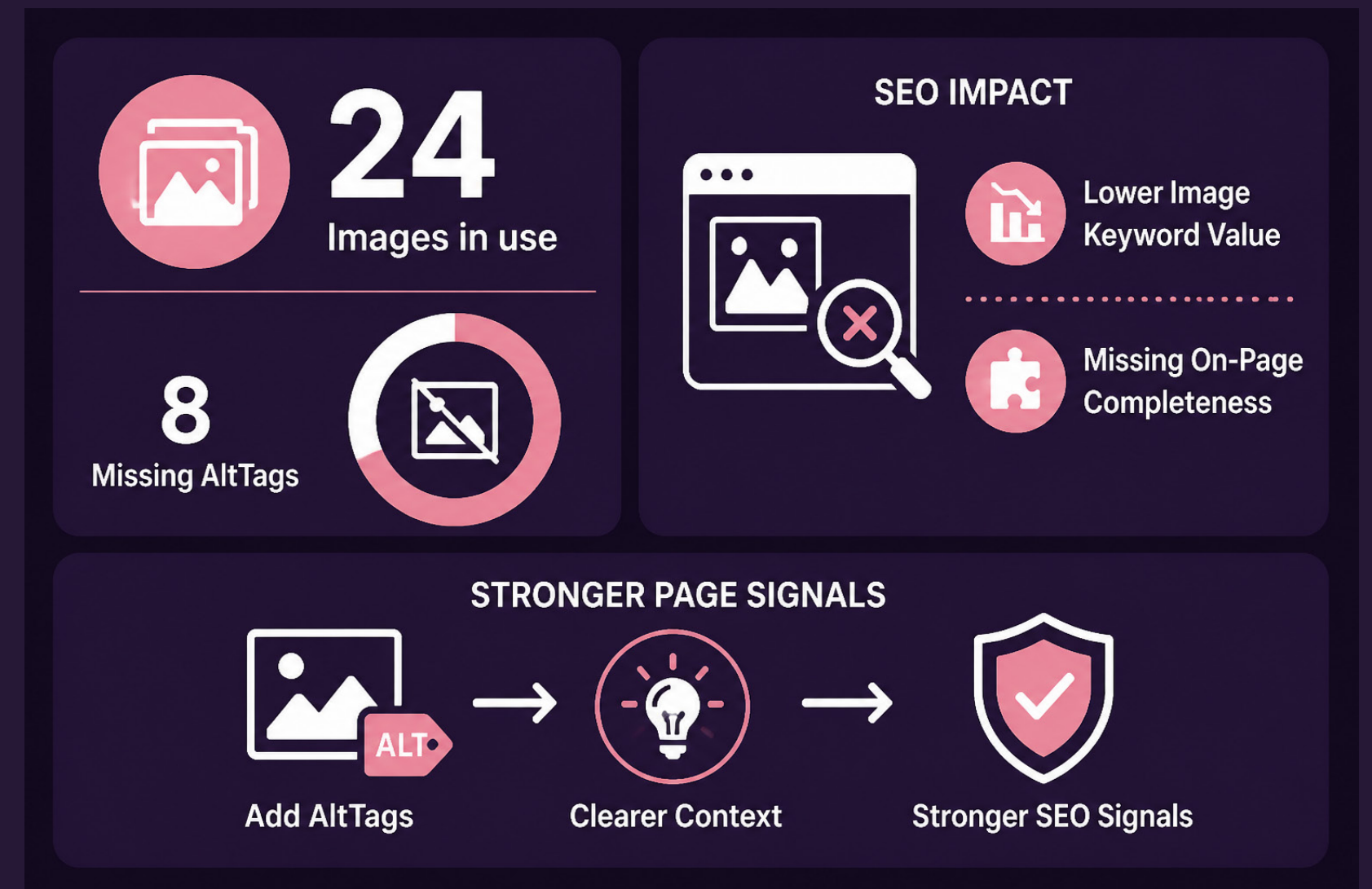
- The website uses **24 images** across key pages and sections.
- **8 images** currently do not have AltTags added.

On-page SEO impact

- Missing AltTags reduce image-level keyword relevance for the page.
- This creates a gap in overall on-page SEO completeness signals.

Stronger page signals

- Adding AltTags supports clearer context and improves SEO alignment.
- This helps reinforce stronger page-level signals for search engines.



TECHNICAL SEO METRICS

Speed score overview

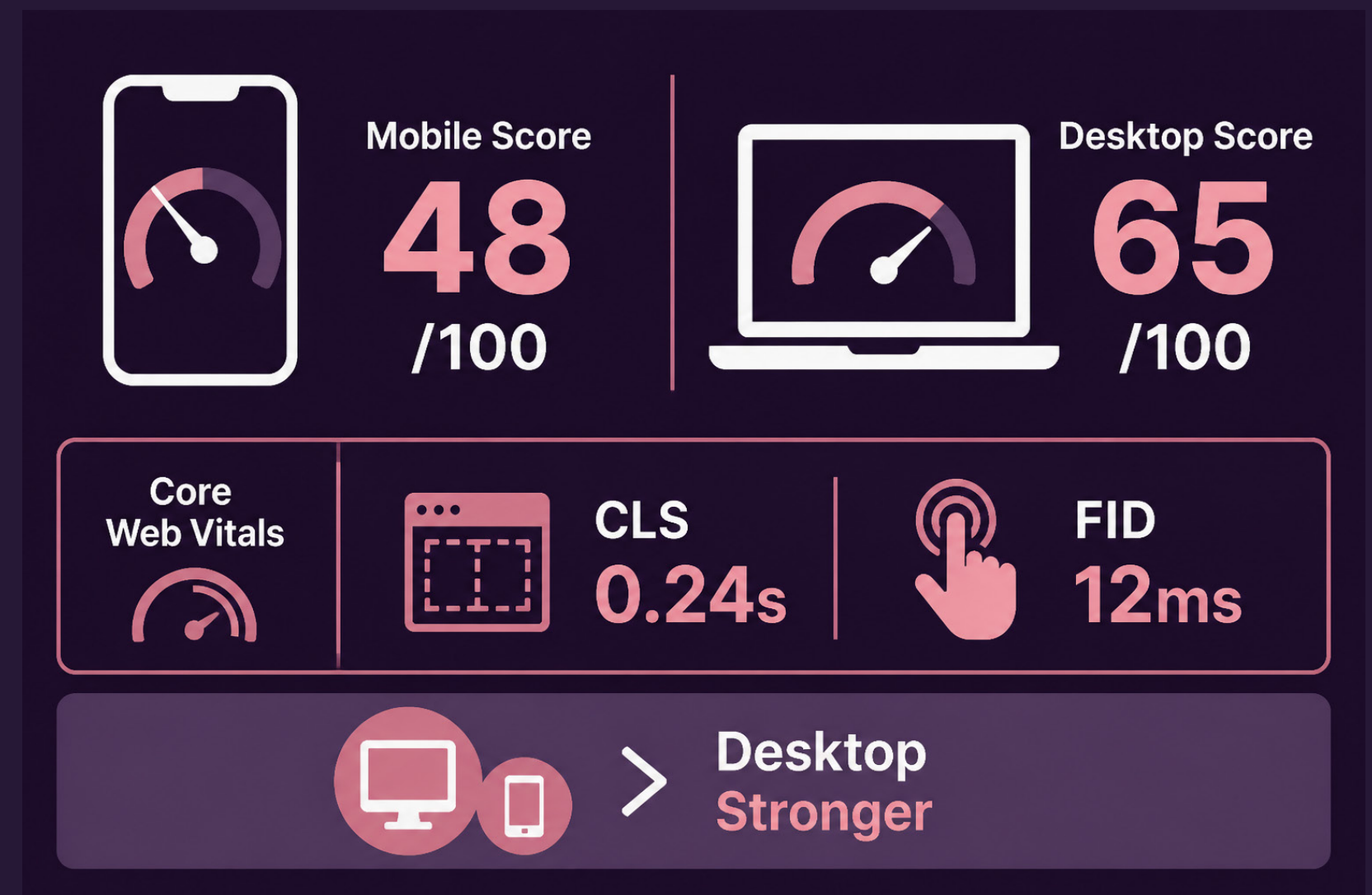
- Mobile PageSpeed is **48/100**, showing slower load experience.
- Desktop PageSpeed is **65/100**, delivering a smoother experience.

Core Web Vitals signals

- CLS is **0.24s**, indicating noticeable layout movement.
- FID is **12ms**, reflecting fast interaction responsiveness.

Overall performance takeaway

- Desktop performance is stronger than mobile based on the scores.



INDEXING AND CRAWL DATA

Canonical Setup

- A single **self-referencing canonical** is implemented on the site.

Sitemap Coverage

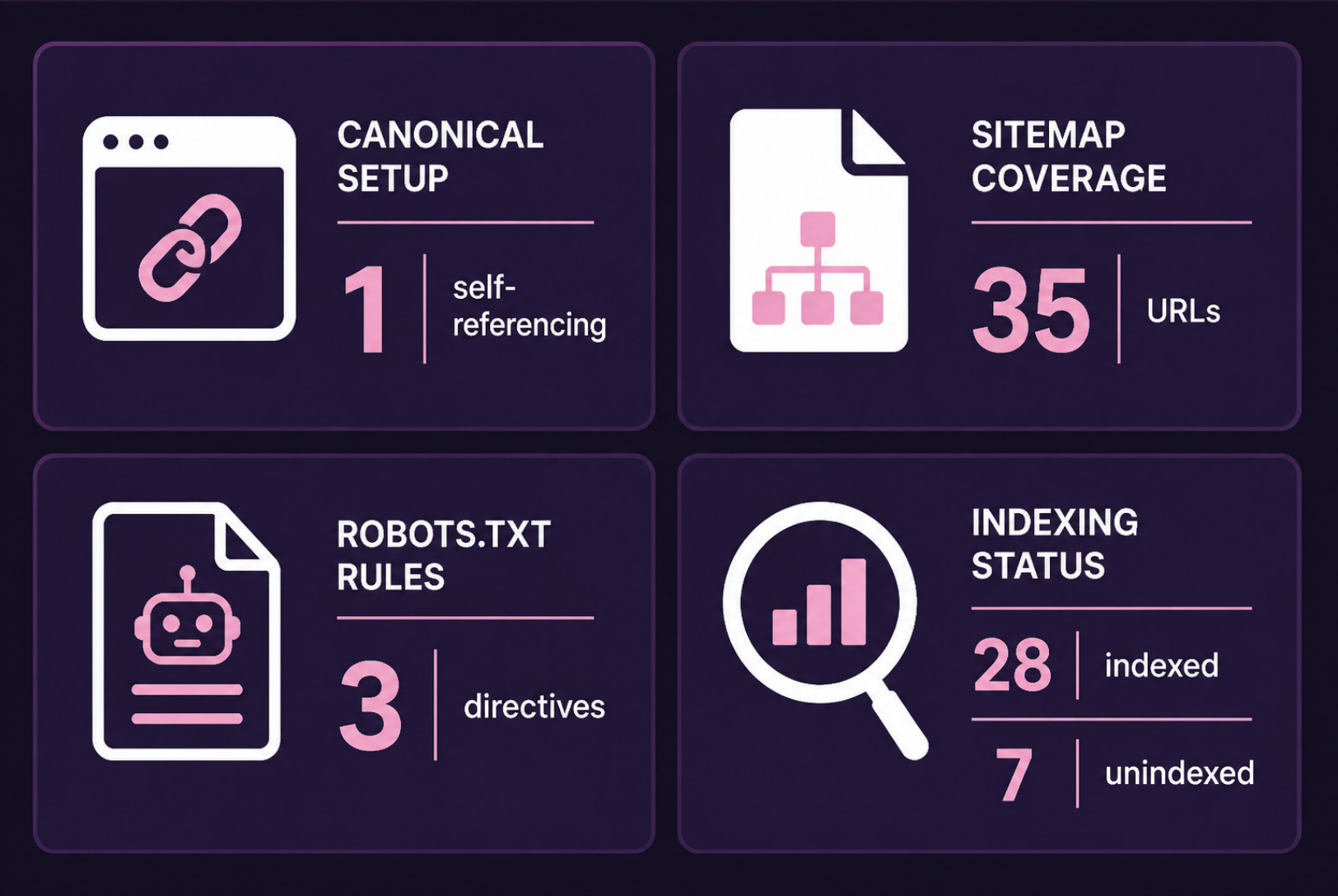
- One XML sitemap is available, covering **35 URLs**.

Robots.txt Rules

- Robots.txt is present with **3 directives** for crawl guidance.

Indexing Status

- **28 pages** are indexed, while **7 pages** remain unindexed.



LINKS AND AUTHORITY

Count

42

Internal links
Notes: On-site linking coverage

5

External links
Notes: Outbound references

112

Backlinks
Notes: From 34 domains

45 / 67

Follow status
Notes: Do-follow / No-follow

1%

Spam score
Notes: Low risk profile

AUDIENCE INSIGHTS AND RECOMMENDATIONS

TRAFFIC AND AUDIENCE

Keyword visibility

- The site ranks for **185 keywords**, with **12** already on page one.

User engagement

- Bounce rate is **58.4%**, showing many visitors leave quickly.
- Average depth is **2.3 pages per session**, indicating moderate browsing.

Session time

- Average visit duration is **2m 45s**, reflecting short-to-mid sessions.

Device preference

- Audience is heavily mobile-first, with most traffic from users in India.



GEOGRAPHIC PRESENCE

Where visitors come from

- **98%** of traffic is from India, showing a strongly local audience.
- **85%** of visits are from Delhi NCR, led by Noida.

Primary local focus

- Noida remains the core geographic market for Foodzyrestro.
- Current industry market share is **0.05%** in the local market.



KEY ACTION POINTS



Speed upgrades (mobile-first)

- Compress all **24 images** to improve load time on mobile.
- Defer non-critical JavaScript to reduce render delays.



Fix site hygiene issues

- Repair **4 broken (404) links** to improve user flow.
- Add missing AltTags to **8 images** for stronger on-page signals.



Local SEO clarity

- Update the H1 to include a **Noida-focused keyword**, not only the brand name.