

# SEO ANALYSIS REPORT

wickhosp.com

By

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- **Website Speed**
- **Design/Interface/Usability**
- **Social Results**
- **Security Results**
- **SEO SCORE**
- **Indexing**
- **Others**
- **Maintenance**
- **Final Remarks**



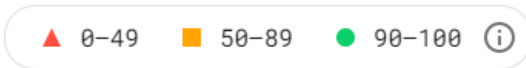
## ► Website Speed: ✘

According to Google Page Speed Insights site speed was as follows can be improved a lot

### Mobile Version



<https://www.wickhosp.com/>



### Dsktop Version



<https://www.wickhosp.com/>



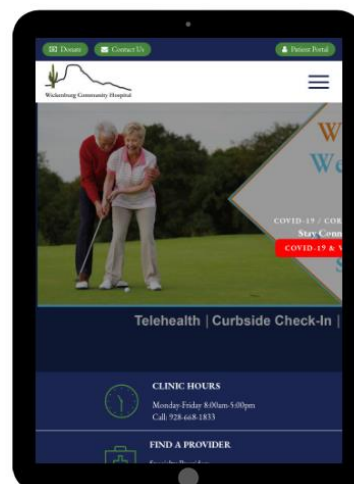
## Recommendation ✓

To increase page load time we need to optimize the images, reduce/modify CSS & java requests and CDN can be added.

## Charges

Will boost the Site Speed Score 80+ Green in 50\$, faster the site means more user engagement and more sales

## ► Design/Interface/Usability



Site is poorly designed, on mobile devices opens very odd, slow and covering the texts, user experience is bad.

Site logo needs to be redesigned

It is important that page/site is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.

Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

## Recommendation ✓

Whole site should be redesigned with some proper logo and Mobile Viewports

## Charges

To redesign the whole site it will cost around 3500- 4500\$

## ► Social Results

**Social is good**, wickhosp.com have a reasonably good social presence. Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend that you have all of your profiles listed on your page, and work to build a larger following on those networks.

### Twitter Activity

You have a strong following on Twitter.



**258**

Followers

### YouTube Activity

You have a low number of YouTube channel subscribers.



**9**

Followers



**1,580**

View Count

## Recommendation ✓

Stay Active on Social media, Create all social media accounts; Reddit, Instagram, twitter, Facebook, YouTube, Flipboard Tumblr and post business related stuff regularly

## Charges

Social media Accounts manager normally charges from 30-50\$ for account management and keeping your social presence very active.

### ► Security Results

#### SSL Enabled ✓

Your website has SSL enabled.

#### HTTPS Redirect ✓

Your page successfully redirects to a HTTPS (SSL secure) version.

### ► SEO SCORE ✗

Site has some level of optimization but could be improved further. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines.

#### Found Pages without a proper H1 tag which needs to be fixed ✗

<https://www.wickhosp.com/>

<https://www.wickhosp.com/jointpain/>

<https://www.wickhosp.com/protect-the-heroes-thank-you/>

[https://www.wickhosp.com/protect-the-heroes\\_wch/](https://www.wickhosp.com/protect-the-heroes_wch/)

<https://www.wickhosp.com/givingtuesday-supportruralhealthcare/>

<https://www.wickhosp.com/regenerativemedicine/>

#### Found Pages with no Meta Description, 22+ ✗

#### Friendly URLs ✗

A URL found do not appear friendly to humans or search engines.

[https://www.wickhosp.com/diabetes\\_](https://www.wickhosp.com/diabetes_) (Underscores)

## ► Indexing

### No-index Tag Test

Your site is not using the No-index Tag, which prevents indexing.

### No-index Header Test

Your site is not using the No-index Header, which prevents indexing.

Recommendation: Okay

## ► Others

### Robots.txt✓

Your website appears to have a robots.txt file.

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<http://www.wickhosp.com/robots.txt>

### XML Sitemaps✓

Your website appears to have an XML sitemap.

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<https://www.wickhosp.com/sitemap.xml>

### Analytics✓

Your page is using an analytics tool.

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Google Analytics Google Analytics

## ► Maintenance

The site requires proper Maintenance to continue the best user experience, and for this, it is suggested to hire a web developer who can handle/fix the bugs on an urgent basis; this costs roughly 500\$/month

## **Final Remarks**

Having a website means customers can always find you – anytime, anywhere, but this is not enough; the website should be fast enough to load within seconds and beautiful/engaging enough to convey the true meaning of your business at a single glance.

By fixing, the issues mentioned in this Audit Report, your business at wickhosp.com could reach the peaks you ever wished.

**Babar Ali**

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