
SEO Analysis Report

<https://site.khanit.tech/travel/>

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1. Overall SEO Score



2. Technical Health Analysis

GOOD	HTTPS / SSL	HTTPS enabled
Issuer: Let's Encrypt Expires in 89 days		
GOOD	Mobile Viewport	width=device-width, initial-scale=1.0
WARNING	Response Time	2773ms
GOOD	HTML Size	37.3 KB
GOOD	robots.txt	Found
robots.txt found and accessible.		
GOOD	XML Sitemap	https://site.khanit.tech/sitemap.xml
Sitemap found at: https://site.khanit.tech/sitemap.xml		
GOOD	Meta Robots	index, follow
Indexing is allowed (default or explicit).		
GOOD	Structured Data (Schema)	TravelAgency, WebSite
Schema types: TravelAgency, WebSite		
WARNING	Render-Blocking Resources	4 render-blocking scripts, 2 stylesheets
4 blocking scripts. Consider adding async/defer attributes.		
WARNING	Open Graph Tags	4/5 tags present
Missing: og:image. Social previews will be incomplete.		
GOOD	Twitter Card	summary_large_image

3. On-Page SEO Audit

GOOD

Title Tag

"Northwind Travel Co. — Handcrafted Small-Group Journeys" (55 chars)

Length: 55 chars. Good length for search display.

GOOD

Meta Description

"Handcrafted travel journeys across Asia, Europe, Africa and the Americas. 8–12 t..." (157 chars)

Length: 157 chars. Good length.

GOOD

H1 Heading

Journeys to the wild edges of the map

H1: "Journeys to the wild edges of the map"

GOOD

H2 Headings

5 heading(s)

Found 5 H2 tags for content structure.

GOOD

Image Alt Text

0 images: 0 with alt, 0 missing

0/0 images have alt text. All images covered.

GOOD

Internal & External Links

35 internal, 1 external

35 internal, 1 external links. Anchor text looks good.

GOOD

Canonical Tag

https://site.khanit.tech/travel/includes/./travel/includes/./index.php

Canonical: https://site.khanit.tech/travel/includes/./travel/includes/./index.php

GOOD

URL Structure

https://site.khanit.tech/travel/

URL is clean and well-structured.

4. Content Quality Assessment

WARNING

Word Count

681 words. Moderate depth — more content could improve rankings.

BAD

Content-to-Code Ratio

11.5% text content in HTML.

WARNING

Readability (Flesch)

Score: 57.5 — Fairly difficult (college level). Consider simplifying for wider reach.

E-E-A-T Signals

Author Expertise Signals

✓ No author attribution found

Trust Signals

✓ Byline detected

Freshness Signals

WARNING

Freshness

No date or freshness signals detected. Add publish/modified dates.

5. Keyword Strategy Insights

Top Keywords Detected

journeys (8) guides (8) trip (8) northwind (6) small (6) local (5) travelers (5) mara (5) twelve (4) best (4) uluwatu (4) travel (3) group (3) certified (3) across (3)

Keyword Insights

Keyword targeting looks reasonable. Consider expanding content and building topical authority around your main keyword.

Keyword Opportunities

6. Competitor Comparison

No competitors added. Add competitor URLs to enable comparison analysis.

7. AI-Powered Recommendations

MEDIUM

1. Complete Open Graph tags

Missing: og:image. Incomplete OG tags break social sharing previews.

Expected impact: Better social media engagement

MEDIUM

2. Reduce render-blocking scripts

4 blocking scripts slow page load. Add async/defer attributes.

Expected impact: Faster page load + better Core Web Vitals

Summary of Key Improvement Actions

Top 5 prioritized fixes to improve your SEO ranking.

1

Complete Open Graph tags medium

Missing: og:image. Incomplete OG tags break social sharing previews.

Impact: Better social media engagement

2

Reduce render-blocking scripts medium

4 blocking scripts slow page load. Add async/defer attributes.

Impact: Faster page load + better Core Web Vitals