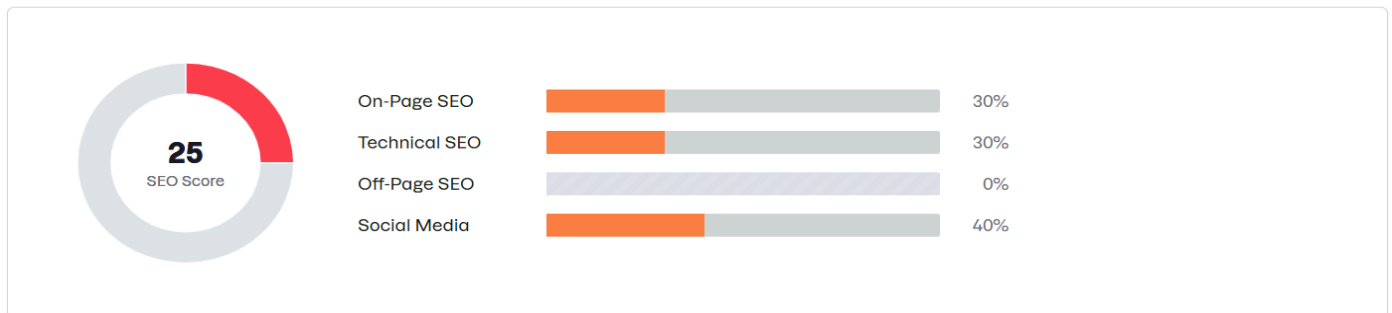


SEO AUDIT - ARCRAFT INFOTECH

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

Overview

The site's overall SEO performance, providing insights from on-page, technical,



off-page, site speed, and social signals, and highlights both strengths and priority issues. From this data it's clear this page needs to work more in Off page seo.

ON page and Technical seo are at average

On page SEO

- Url length is good
- Title is long
- H1 is too long
- Some of the images don't have alt text.
- The page has an appropriate amount of content (664 words).

Technical SEO

- No XML sitemap found. Add a sitemap.xml or declare it in your robots.txt file.
- The page is missing structured data. Add Schema.org markup to qualify for rich results and help search engines understand your content.
- The page is properly configured for search engine indexing.

Off Page SEO

- backlink total is well below your competitors. Prioritize link-building, digital PR, and content promotion to boost your authority.
- Domain authority is very low(DA: 5) Considering the domain age(1 YEAR 11 MONTHS) DA and PA is low

Issues and Recommendations

Type	Element	Priority	Problem and Recommendation
Page Speed	DOM Size		Unable to retrieve DOM Size metric. The page may be inaccessible or the API is unavailable.
Page Speed	Cumulative Layout Shift (CLS)		Significant layout shifts occur during page load. Set fixed dimensions for media and ad slots, avoid pushing content with banners, and use transform animations instead of layout-changing properties to improve stability.
Page Speed	Interaction to Next Paint (INP)		Clicks and taps on the page feel noticeably delayed and sluggish. Defer non-critical JavaScript, move work off the main thread, and reduce third-party script impact to improve the user experience.
Page Speed	Mobile Friendliness		Your page is not mobile friendly. Mobile users may struggle with tiny text, missing responsive layouts, or hard-to-tap buttons. Implement a responsive viewport, increase font sizes, and enlarge/space tap targets.
Social Media	YouTube		It looks like you may not be linking to a YouTube page. Add a working YouTube link to showcase your video content and boost visitor engagement.
Social Media	X		It looks like you may not be linking to an X (Twitter) profile. Add a working X link so visitors can follow your latest updates.
Social Media	Facebook		It looks like you may not be linking to a Facebook page. Add a working Facebook link to help visitors connect with you on social media.
Off-Page SEO	Referring Domains		Your referring domain count is well below your competitors. Prioritize link-building, digital PR, and content promotion to boost your authority.
Off-Page SEO	Backlinks		Your backlink total is well below your competitors. Prioritize link-building, digital PR, and content promotion to boost your authority.
Off-Page SEO	Authority Score		Your Authority Score is well below your competitors'. Prioritize high-quality backlinks, on-page SEO, and content quality to drive more traffic and improve trust signals.
Technical SEO	Sitemap		No XML sitemap found. Add a sitemap.xml or declare it in your robots.txt file.
Technical SEO	Robots.txt		Your robots.txt file is missing a valid sitemap URL. Add your sitemap URL to help search engines find and crawl your website.
Technical SEO	Language		There are issues with your language implementation. Specify a valid language code for your page.

Page Speed & Core Web Vitals

Element	Priority	Problem and Recommendation
Performance Score		Your page performs reasonably well but doesn't fully meet Google's targets. Compress large images, remove unused CSS/JavaScript, and enable caching to improve performance. Performance Score: 75/100
Mobile Friendliness		Your page is not mobile friendly. Mobile users may struggle with tiny text, missing responsive layouts, or hard-to-tap buttons. Implement a responsive viewport, increase font sizes, and enlarge/space tap targets. Mobile Friendliness score: 1/3
Largest Contentful Paint (LCP)		The main image or block of text on the page appears quickly, giving users confidence that the page is loading. LCP: 1.1s
Interaction to Next Paint (INP)		Clicks and taps on the page feel noticeably delayed and sluggish. Defer non-critical JavaScript, move work off the main thread, and reduce third-party script impact to improve the user experience. INP: 1.077s
Cumulative Layout Shift (CLS)		Significant layout shifts occur during page load. Set fixed dimensions for media and ad slots, avoid pushing content with banners, and use transform animations instead of layout-changing properties to improve stability. CLS: 0.27
Time to First Byte (TTFB)		The server responds quickly, so users start receiving data almost instantly. TBT: 0.01s
First Contentful Paint (FCP)		The first text or image on the page appears almost instantly, giving users feedback that the page is loading. FCP: 0.9s
Speed Index		Visual content loads a bit slowly. Compress images and defer non-critical scripts to speed things up. Speed Index: 3.5s
Total Blocking Time (TBT)		Scripts rarely block the main thread, so interactions feel smooth and responsive. TBT: 0.0s
DOM Size		Unable to retrieve DOM Size metric. The page may be inaccessible or the API is unavailable.