



Chairperson- Jaydev Mody

Established in - 1985

Headquarters- Pune, Maharashtra

Goal: To provide world-class services in gaming and hospitality sector

SEO Goal of Jaywant group- To rank the [website](#) in the top search results of major search engines mainly Google, for the queries like Casinos in Goa, Goa Casino, Casino Goa, Deltin, best casino in goa, deltin jaqk, deltin caravela, deltin royale, Indian Casino, Deltin Casino Goa, casino india, casino hotels in goa, hotels with casino goa, casino in goa hotel

Keywords	Search Volume
hotels in goa	201000
casino in goa	49500
beach hotels in goa	33100
hotels in north goa	33100
hotels in south goa	33100
5 star hotels in goa	27100
hotels in goa near beach	27100
best hotels in goa	22200
hotels in goa calangute	12100
hotels in goa near baga beach	12100
hotels in panjim goa	9900
best casino in goa	6600
4 star hotels in goa	6600
3 star hotels in goa	5400
hotels in calangute beach goa	5400
hotels in goa with private beach	5400
hotels in north goa near beach	4400

casino cruise in goa	2900
casino hotels in goa	1900
casino in south goa	1300
cheapest casino in goa	880
casino in north goa	720
casino in goa open today	590
best casino in goa with price	480
casino resorts in goa	320
hotels near casino in goa	320
hotel in panjim goa near casino	260
hotels with casino in north goa	140
5 star hotels in goa with casino	110



ON PAGE SEO- <https://www.deltin.com/>

Title- Deltin | Leader in Gaming & Hospitality | Casinos & Hotels

Meta description- Looking for the best casinos & hotels? Deltin Casinos offers best hospitality with world-class services. Live Entertainment, Buffet, Casino Games in India & Nepal.

Text length-

H1 tag- 9 H1 tags: OUR exclusive properties, DEALS & offers, EVERYTHING ABOUT CASINOS Frequently Asked Questions, SPECIAL Events & Tournaments, About us, VENUE FOR EVERY OCCASION, VENUE FOR EVERY OCCASION, Deltin select, HALL OF FAME

Issues Identified-

1. Excessive use of H1 tags- We are using the H1 tag to tell the crawler what content is about, but using multiple H1 tags can confuse the crawler.
2. It is good to have a primary keyword in the H1 tag. Using various H1 tags with different keywords may hamper the ranking factor.
3. Meta description needs to be optimized with targeted keywords.
4. More targeted keywords could be added to the title.

Suggestion-

1. Targeted keywords should be used in H1 tags. Keyword suggestion: Best hotels in goa, best casinos in goa, best hotels in daman.

Rest H1 tags mentioned can be removed as they have separate pages for them or we can create another page for special events & events.

2. We can use the SERP feature by adding an aggregate rating to this page using the type markup code to increase CTR.

3. **Meta description-** Deltin Casino is India's premier casino and entertainment destination. It offers the best casino gaming, with a variety of slots, table games, and poker rooms with a wide range of entertainment, from live music to movies, and offers a variety of dining options, ranging from fine dining to casual. Book now!

4. **Title-** Experience the Best of Casino Gaming and luxuries hotels | Deltin

5. More semantic keywords can be added to enrich the content comparing competitors- star hotels, birthday party, Baga beach, and Calangute beach.



WEBSITE TECH AUDIT REPORT

Parameters	Observation
Duplicate title and meta description	duplicate title-5 pages duplicate meta description-8 pages
Dynamic URL	https://www.deltin.com/events/index.php?srch_mode=QUERY&id=24&date=31-12-2022&property=8
Mobile page insights	37/100 First Contentful Paint 2.7 s Largest Contentful Paint 4.6s Cumulative Layout Shift 1.75s
Desktop page insights	61/100 First Contentful Paint 2.3 s Largest Contentful Paint 4.3 s Cumulative Layout Shift 0.27s
Missing canonicals	0
URL: Multiple Slashes	2
Rich snippet	only 1 local business
AMP version	not present

Content vs. ads	No ads
Interstitial	No
External broken links	No
Hreflang tag	Not present
Robot meta tags	Robot tags defined
Status code	200 OK
URL dynamic/static	static

Suggestions and Recommendations-

Mobile page insights- Defer offscreen images, Reduce initial server response time, Eliminate render-blocking resources, Reduce unused JavaScript, Avoid enormous network payloads.

Desktop page insights- Serve static assets with an efficient cache policy, Avoid enormous network payloads

Rich snippets- FAQ, Breadcrumbs can be included



OFF-PAGE SEO Report

URL: <https://www.deltin.com/>

DA	41
PA	29
Spam score	1%
Referring domains	876
Analyzed backlinks	3487
Do follow links	2.4k
No follow links	1.5k

Competitors analysis-

<http://casinoprideofficial.com/>

DA	8
PA	29
Spam score	1%

<https://www.majesticpride.in/>

DA	14
PA	28
Spam score	1%

<https://www.strikebigdaddy.in/>

DA	7
PA	17
Spam score	1%

<https://www.bookmycasino.in/>

DA	1
PA	5
Spam score	1%

For increasing website authority, we should gain more backlinks from the reputed websites having high DA and PA and low spam score than us. It gives signals to google crawler and helps them rank the relevant and trustworthy websites.

Link Building opportunities-

1. **Business directory listing-** List your business profile to famous business directories such as Yelp, Google business profile, Merchant circle, Citysearch.
2. **Link Insertion opportunities-** We can ask for inserting our home page link to the blogs which are read by most of the audience.
3. **Guest blogging-**

Top Backlinking Domains
//en.wikipedia.org/wiki/Casino_Goa
//bit.ly/2fuTBxU
//www.indiatimes.com/videocafe/this-mannequin-challenge-shot-in-a-casino-has-an-important-message-watch-it-carefully-271620.html
//s3.amazonaws.com/casinotrick/videos/%F0%9F%A5%87%F0%9F%A5%88%F0%9F%A5%89-casino-games-list-in-go-a-2019-%F0%9F%A4%91-3.html
//ip-173-201-142-193.ip.secureserver.net/alexa/Alexa_54.html
//www.marriott.com/en-us/hotels/ktmmc-kathmandu-marriott-hotel/experiences/
//www.outlookindia.com/outlooktraveller/explore/story/71870/in-the-lap-of-luxury-the-deltin-daman
//theculturetrip.com/asia/india/articles/how-to-enjoy-goas-nightlife-off-the-beaten-path/
//www.travelweekly.com/Hotels/Goa-India/Deltin-Suites-in-Nerul-Goa-p6226938
//theprint.in/theprint-valuead-initiative/fast-emerging-online-gaming-and-betting-sector-in-india/868611/
//www.prlog.org/12863118-deltin-presents-epic-weekends-holi.html
//www.tripadvisor.ca/Guide-g297604-k2772-Goa.html
//www.tripadvisor.com.sg/Guide-g297604-k2772-Goa.html
//www.folkd.com/tag/goa+casinos

//www.tripadvisor.in/Guide-g297604-k2281-Goa.html
//www.zoominfo.com/c/Deltin-group/359316125
//www.apsense.com/article/top-10-crazy-facts-about-casinos-and-gambling.html
//www.mensxp.com/brands/deltin-royale/35001-a-casino-shot-a-mannequin-challenge-to-send-an-important-message-to-the-players.html
//www.tripsavvy.com/top-go-a-casinos-1539542
//tysonenuxb.pointblog.net/Best-Rated-Online-Casino-46583897

Competitors backlinking domain-

http://casinoprideofficial.com/	https://www.majesticpride.in/	https://www.strikebigdaddy.in/
nagpurtoday.in	folkd.com	top10casinos.com
top10casinos.com	vocal.media	travelandleisureindia.in
freelistingindia.in	scoopearth.com	casinos.win
nichesitemastery.com	indiemediamaag.com	bigdaddy.in
casinos.win	newspaperworlds.com	tripbibo.com
bharathlisting.com	expatriates.com	casinologin-de.com
sitescrawl.com	worldcasinodirectory.com	casinologini.pl
webranks.space	topthenews.com	casinologin.es
shayari.pw	adpost.com	casinologini.online
casinologin-de.com	yogonet.com	casinologinii.in
seotop.space	nagpurtoday.in	casinologin.nl
vaishu.pw	goa-tourism.com	-
casinologini.pl	pogogoa.com	-
casinologin.es	illustrateddailynews.com	-
casinologini.online	top10casinos.com	-

casinologinii.in	socialbookmarkssite.com	-
casinologin.nl	agbrief.com	-

Toxic backlinks-netpondresources.com

www.levantia.com

www.primemusicvideos.xyz

www.moviemasalanews.xyz

www.flashnewspost.xyz

SEO STRATEGY CALENDAR

December

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	1 Keyword research	2	3
4	5 Keyword classification for different pages	6 Optimizing URLs with targeted keyword	7 Optimizing Titles and meta description	8	9 Creating content outline	10
11	12	13 Analysing tech issues	14 Tech SEO to be done	15 GSC – submitting sitemaps.	16 Review tech seo and on page stuff	17
18	19 Backlinking audit	20 Creating backlink list for casinos	21 Creating backlink list for hotels	22 Creating backlink list for groups and venues	23 Creating backlink list for Deltin select	24
25 Christmas	26 Competitors backlinking analysis	27 Creating new year's offers, banners	28	29	30	31

January 2023						
Sunday	Monday	Tuesday	Wednesd	Thursday	Friday	Saturday
1 New Year's Day	2 New Year's Day Holiday	3 Updating old content into fresh 2023 version	4	5 Image backlinking	6 Forum commenting	7
8	9 Disavow toxic backlinks	10	11	12 Reviewing traffic after backlinking	13 Analysing non-performing keywords in GSC	14
15	16 Optimize the page for under-performing keywords	17	18 Removing non-performing keywords	19	20	21
22	23 Creating GA report	24	25	26 Analysing GA report	27	28
29	30	31				
