

2021



SEO Report

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Introduction

An SEO report gives an overview of how a website is performing on search engines like Google. There are various metrics and data used to determine this. In this report, you will get to know how your website is performing and how it can be improved by making fixes.

We ran multiple tests on your website – (aestatechariots.com). The results we got are displayed below.

SEOptimer:

Scores,

Security: **A+**

Usability: **A**

Performance: **A+**

SEO: **B+**

Social: **C+**

Overall rating: **A-**

Google's Mobile-Friendly Test:

The page is Mobile Friendly

This website is easy to use on a mobile device

There are more tests that were run on your website, the detailed results and recommendations are given in the following pages of the report.

Your page is largely optimized for SEO performance. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines.

You can continue to build on your position by ensuring On and Off-Page factors highlighted here are improved, as well as through the application of SEO strategies like content generation and link building.

Tests also conducted using **SEMRUSH**, **UberSuggest**, **PageSpeed Insights**, etc.

PageSpeed Insights **Mobile**

Google's PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster.



<https://aestatechariots.com/>



Mobile Page Speed for aestatechariots.com

Lab Data

■ First Contentful Paint 3.1 s First Contentful Paint marks the time at which the first text or image is painted. Learn more.	■ Time to Interactive 4.6 s Time to interactive is the amount of time it takes for the page to become fully interactive. Learn more.
▲ Speed Index 6.1 s Speed Index shows how quickly the contents of a page are visibly populated. Learn more.	● Total Blocking Time 160 ms Sum of all time periods between FCP and Time to Interactive, when task length exceeded 50ms, expressed in milliseconds. Learn more.
▲ Largest Contentful Paint 4.6 s Largest Contentful Paint marks the time at which the largest text or image is painted. Learn More	● Cumulative Layout Shift 0.028 Cumulative Layout Shift measures the movement of visible elements within the viewport. Learn more.

Useful links:

[First Contentful Paint](#) / [Time to Interactive](#) / [Speed Index](#) / [Total Blocking Time](#) / [Largest Contentful Paint](#) / [Cumulative Layout Shift](#)

PageSpeed Insights **Mobile**








Google's PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster.

Opportunities — These suggestions can help your page load faster. They don't **directly affect** the Performance score.

Opportunity	Estimated Savings
▲ Serve images in next-gen formats	1.65 s
▲ Remove unused JavaScript	1.2 s
■ Remove unused CSS	0.75 s
■ Eliminate render-blocking resources	0.36 s

Opportunity	Estimated Savings
▲ Serve images in next-gen formats	1.65 s

Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PNG or JPEG, which means faster downloads and less data consumption. [Learn more.](#)


URL	Resource Size	Potential Savings
 /slides/consultants.jpg (collections.aoestatechariots.com)	298.8 KiB	98.8 KiB
 ...media/logo-client.455b9392.png (aoestatechariots.com)	90.2 KiB	67.2 KiB
 ...media/work.357a2e7e.png (aoestatechariots.com)	56.7 KiB	31.9 KiB
 ...media/logo-client-two.c39ece61.png (aoestatechariots.com)	59.8 KiB	31.8 KiB
 ...media/logo-two.de50563f.png (aoestatechariots.com)	72.4 KiB	29.9 KiB
 /slides/architect.jpg (collections.aoestatechariots.com)	56.2 KiB	27.1 KiB
 ...media/about.5dd03be9.png (aoestatechariots.com)	35.4 KiB	15.2 KiB

PageSpeed Insights **Mobile**

Google's PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster.

Remove unused JavaScript 1.2 s ^

Remove unused JavaScript to reduce bytes consumed by network activity. [Learn more.](#)

 If you are not server-side rendering, [split your JavaScript bundles](#) with `React.lazy()`. Otherwise, code-split using a third-party library such as [loadable-components](#).

URL	Transfer Size	Potential Savings
<code>/sdks/OneSignal...js?v=151200</code> (cdn.onesignal.com)	64.4 KiB	52.6 KiB
<code>.../OneSignal/OneSignal-Website-SDK/build/ts-to-es6/src/bell/Bell.js</code>	3.5 KiB	3.3 KiB
<code>.../OneSignal/OneSignal-Website-SDK/build/ts-to-es6/src/OneSignal.js</code>	4.5 KiB	3.3 KiB
<code>.../OneSignal/OneSignal-Website-SDK/build/ts-to-es6/src/services/Database.js</code>	3.2 KiB	3.1 KiB
<code>.../OneSignal/OneSignal-Website-SDK/build/ts-to-es6/src/managers/SubscriptionManager.js</code>	2.6 KiB	2.6 KiB
<code>.../OneSignal/OneSignal-Website-SDK/build/ts-to-es6/src/helpers/InitHelper.js</code>	2.4 KiB	2.3 KiB
<code>...js/2.85460d6f.chunk.js</code> (aoestatechariots.com)	74.8 KiB	32.8 KiB
<code>...node_modules/react-dom/cjs/react-dom.production.min.js</code>	35.7 KiB	10.5 KiB
<code>...node_modules/react-countup/build/index.js</code>	2.2 KiB	1.7 KiB
<code>...node_modules/regenerator-runtime/runtime.js</code>	1.9 KiB	1.6 KiB
<code>...node_modules/history/esm/history.js</code>	2.6 KiB	1.6 KiB
<code>...node_modules/react-text-truncate/lib/index.js</code>	1.9 KiB	1.4 KiB
<code>...js/main.b25ec363.chunk.js</code> (aoestatechariots.com)	37.5 KiB	29.4 KiB
<code>pages/desktop/DevelopersHub.js</code>	1.5 KiB	1.5 KiB
<code>pages/mobile/DevelopersHub.js</code>	1.5 KiB	1.5 KiB
<code>pages/tablet/DevelopersHub.js</code>	1.5 KiB	1.5 KiB
<code>pages/tablet/PropertiesDetails.js</code>	1.5 KiB	1.4 KiB
<code>pages/mobile/PropertiesDetails.js</code>	1.4 KiB	1.4 KiB

- > [Remove unused JavaScript \(web.dev\)](#)
- > [Code splitting with React.lazy and Suspense \(web.dev\)](#)
- > [Getting Started - Loadable Components \(loadable-components.com\)](#)

PageSpeed Insights **Mobile**

Google's PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster.

Diagnostics — More information about the performance of your application. These numbers don't **directly** affect the Performance score.

▲ **Serve static assets with an efficient cache policy** — 21 resources found

■ **Minimize main-thread work** — 2.3 s

▲ **Serve static assets with an efficient cache policy** — 21 resources found

A long cache lifetime can speed up repeat visits to your page. [Learn more.](#)

> [Serve static assets with an efficient cache policy \(web.dev\)](#)

URL	Cache TTL	Transfer Size
/slides/consultants.jpg (collections.aoestatechariots.com)	None	299 KiB
...media/logo-client.455b9392.png (aoestatechariots.com)	None	90 KiB
...js/2.85460d6f.chunk.js (aoestatechariots.com)	None	75 KiB
...media/logo-two.de50563f.png (aoestatechariots.com)	None	73 KiB
...media/logo-client-two.c39ece61.png (aoestatechariots.com)	None	60 KiB
...media/work.357a2e7e.png (aoestatechariots.com)	None	57 KiB
/slides/architect.jpg (collections.aoestatechariots.com)	None	56 KiB
...css/main.d492a513.chunk.css (aoestatechariots.com)	None	50 KiB
/slides/real-estate.jpg (collections.aoestatechariots.com)	None	43 KiB
...js/main.b25ec363.chunk.js (aoestatechariots.com)	None	37 KiB
...media/about.5dd03be9.png (aoestatechariots.com)	None	36 KiB
...media/instagram-square.9b9fd9cc.svg (aoestatechariots.com)	None	1 KiB
...css/2.964ba072.chunk.css (aoestatechariots.com)	None	1 KiB
...media/twitter-square.4122a967.svg (aoestatechariots.com)	None	1 KiB
...media/linkedin-square.fe3b2abb.svg (aoestatechariots.com)	None	1 KiB
...media/youtube-square.6a950a55.svg (aoestatechariots.com)	None	1 KiB
...media/facebook-square.d61b1a4c.svg (aoestatechariots.com)	None	1 KiB
...media/menu.b3f49afd.svg (aoestatechariots.com)	None	1 KiB
...efcad42f-44ec-414e-91f6-3520d86708a7/web?callback=__jp0 (onesignal.com)	1 h	2 KiB
/sdks/OneSignal....js?v=151200 (cdn.onesignal.com)	3 d	64 KiB
/sdks/OneSignalSDK.js (cdn.onesignal.com)	3 d	3 KiB

PageSpeed Insights Desktop

Google's PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster.



<https://aoestatechariots.com/>



Desktop Page Speed for aoestatechariots.com

Lab Data

<p>● First Contentful Paint 0.8 s</p> <p>First Contentful Paint marks the time at which the first text or image is painted. Learn more.</p>	<p>● Time to Interactive 1.0 s</p> <p>Time to interactive is the amount of time it takes for the page to become fully interactive. Learn more.</p>
<p>■ Speed Index 2.0 s</p> <p>Speed Index shows how quickly the contents of a page are visibly populated. Learn more.</p>	<p>● Total Blocking Time 10 ms</p> <p>Sum of all time periods between FCP and Time to Interactive, when task length exceeded 50ms, expressed in milliseconds. Learn more.</p>
<p>■ Largest Contentful Paint 1.2 s</p> <p>Largest Contentful Paint marks the time at which the largest text or image is painted. Learn More</p>	<p>● Cumulative Layout Shift 0.016</p> <p>Cumulative Layout Shift measures the movement of visible elements within the viewport. Learn more.</p>

Useful links:

[First Contentful Paint](#) / [Time to Interactive](#) / [Speed Index](#) / [Total Blocking Time](#) / [Largest Contentful Paint](#) / [Cumulative Layout Shift](#)

PageSpeed Insights Desktop

Google's PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster.

Diagnostics — More information about the performance of your application. These numbers don't **directly** affect the Performance score.

▲ Serve static assets with an efficient cache policy — 21 resources found

A long cache lifetime can speed up repeat visits to your page. [Learn more.](#)

> [Serve static assets with an efficient cache policy \(web.dev\)](#)

URL	Cache TTL	Transfer Size
/slides/consultants.jpg (collections.aoestatechariots.com)	None	299 KiB
...media/logo-client.455b9392.png (aoestatechariots.com)	None	90 KiB
...js/2.85460d6f.chunk.js (aoestatechariots.com)	None	75 KiB
...media/logo-two.de50563f.png (aoestatechariots.com)	None	73 KiB
...media/logo-client-two.c39ece61.png (aoestatechariots.com)	None	60 KiB
...media/work.357a2e7e.png (aoestatechariots.com)	None	57 KiB
/slides/architect.jpg (collections.aoestatechariots.com)	None	56 KiB
...css/main.d492a513.chunk.css (aoestatechariots.com)	None	50 KiB
/slides/real-estate.jpg (collections.aoestatechariots.com)	None	43 KiB
...js/main.b25ec363.chunk.js (aoestatechariots.com)	None	37 KiB
...media/about.5dd03be9.png (aoestatechariots.com)	None	36 KiB
...media/instagram-square.9b9fd9cc.svg (aoestatechariots.com)	None	1 KiB
...css/2.964ba072.chunk.css (aoestatechariots.com)	None	1 KiB
...media/twitter-square.4122a967.svg (aoestatechariots.com)	None	1 KiB
...media/linkedin-square.fe3b2abb.svg (aoestatechariots.com)	None	1 KiB
...media/youtube-square.6a950a55.svg (aoestatechariots.com)	None	1 KiB
...media/facebook-square.d61b1a4c.svg (aoestatechariots.com)	None	1 KiB
...media/menu.b3f49afd.svg (aoestatechariots.com)	None	1 KiB
...efcad42f-44ec-414e-91f6-3520d86708a7/web?callback=__jp0 (onesignal.com)	1 h	2 KiB
/sdks/OneSignal...js?v=151200 (cdn.onesignal.com)	3 d	64 KiB
/sdks/OneSignalSDK.js (cdn.onesignal.com)	3 d	3 KiB

On page SEO Fixes

Your page is largely optimized for SEO performance. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines.

Issue #1 > Low Word Count – 1 page has a low word count

Difficulty: **Moderate**

SEO Impact: **High**

WHAT IS THIS?

Without enough text on a page, Google will have trouble understanding what the content is about.

If Google doesn't know what the content is about, it won't be able to rank your content for the search terms you are targeting.

By adding more text, you are telling Google's crawlers, and your end users, more about what it is you have to offer. Anything less than a few hundred words is considered thin content and will be nearly impossible to rank.

HOW DO I FIX IT?

Add more content to your page so that it isn't considered thin content and has a better chance of ranking. In general the average web page that ranks on page 1 of Google contains 2200 words.

PAGE URL	WORD COUNT
https://aoestatechariots.com/	9

On page SEO Fixes

Your page is largely optimized for SEO performance. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines.

Issue #2 > H1 Heading – 1 page with no H1 Heading

Difficulty: **Easy**

SEO Impact: **Medium**

WHAT IS THIS?

Search engine crawlers prefer content that is structured properly and has a hierarchy when it comes to heading tags. The H1 tag is the most important and tells search engines what it is your content is about. There should only be one H1 tag for each page.

HOW DO I FIX IT?

Add an H1 tag to your pages that is relevant to the content you are posting. Try to include keywords in your H1 tag and limit each page to just one H1 tag.

PAGE URL	WORD COUNT
https://aoestatechariots.com/	9

On page SEO Fixes

Your page is largely optimized for SEO performance. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines.

Issue **#3** > **Short <title> Tag** – 4 pages with a <title> tag that is too short

Difficulty: **Easy**

SEO Impact: **Medium**

WHAT IS THIS?

Title tags need to deliver an important idea to your potential readers in a few words. But the title tag can't be too short. If the title tag is less than 30 characters, it will be difficult for search engines to understand what the content is about and decreasing the likelihood of ranking.

To learn more about creating SEO-friendly title tags, check out [this](#) article.

HOW DO I FIX IT?

Make sure that your title tags are long enough for search engines to recognize and so you are able to intrigue potential visitors to click on your page.

> [How to Create Search Engine Friendly Title Tags \(neilpatel.com\)](#)

PAGE URL	WORD COUNT
https://aoestatecharlots.com/	9

On page SEO Fixes

Your page is largely optimized for SEO performance. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines.

Issue #4 > No sitemap.xml – No sitemap.xml to optimize interaction with bots

Difficulty: **Medium**

SEO Impact: **High**

WHAT IS THIS?

Sitemap.xml files can facilitate your chances of ranking by making your site easier to crawl by search engines. By creating a unified list of URLs that you would like to be indexed, the sitemap.xml file ensures that not only will your site be crawled properly but that it will be done quickly and more efficiently.

HOW DO I FIX IT?

To learn more about creating a sitemap.xml file, check out [this](#) in-depth guide.

> [How to Create an SEO-Boosting XML Sitemap in 20 Minutes \(or Less\) \(neilpatel.com\)](#)

Issue #5 > Analytics Tool – We could not detect an analytics tool installed on your page.

Website analytics tools like Google Analytics assist you in measuring, analyzing, and ultimately improving traffic to your page.

Difficulty: **Medium**

SEO Impact: **Medium**

On page SEO Fixes

Your page is largely optimized for SEO performance. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines.

Issue **#6** > **Schema.org Structured Data** – We have not detected any usage of Schema.org on your page.

Schema.org is a structured data markup for webpages that helps Search Engines understand your site better and provide rich snippets directly in their search results.

Difficulty: **Medium**
SEO Impact: **Medium**

Other issues:

#7 > **Legible Font Sizes**

There is some text on your page that is small and may not be legible enough for particular users. We recommend reviewing all text on your page on different devices to ensure that it is of appropriate size.

Text Block

.mobile .content

.footer-mobile .about p

.h3, h3

.footer-mobile .information

.mobile .testimonial .caption

.footer-mobile .footer-content

[object Object]

button, input, optgroup, select, textarea

On page SEO Fixes

Your page is largely optimized for SEO performance. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines.

#8 > JavaScript Errors

Your page is reporting JavaScript errors during load. This could indicate that some required functionality on your page is failing or scripts may have coding problems.

Access to Script at 'https://embed.tawk.to/5edb4e214a7c6258179a09dc/default' from origin 'https://aoestatechariots.com' has been blocked by CORS policy: No 'Access-Control-Allow-Origin' header is present on the requested resource. Origin 'https://aoestatechariots.com' is therefore not allowed access. The response had HTTP status code 403.

Off page SEO Fixes

Your page is largely optimized for SEO performance. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines.

Useful Resource: [The Ultimate Guide to Off-Page SEO](#)

#1 > Twitter Cards

We have not detected Twitter Cards on your page.

Twitter Cards are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Twitter.

#2 > Facebook Open Graph Tags

We have not found Facebook Open Graph Tags on your page.

Facebook Open Graph Tags are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Facebook.

#3 > Facebook Pixel

We have not detected a Facebook Pixel on your page.

Facebook's Pixel is a piece of analytics code that allows you to track users retarget them with Facebook Ads in the future.

#4 > Link Building

Links are still very important to Google. In fact, it's almost impossible for Google to determine the value of any web page if there are no links pointing to it — no matter how useful, fresh, or in-depth the page content might be.

Useful Resource: [How Content Marketing has Replaced Link Building](#)

We thank you for choosing us!



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Acknowledgements

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