

SEARCH ENGINE OPTIMIZATION WEBSITE ANALYSIS REPORT





ACCELERATING MARKETING FOR COMPANIES

WITH

- A Unique Execution Model
- Comprehensive Services
 - Extensive Experience

GLOBAL CLIENTS













































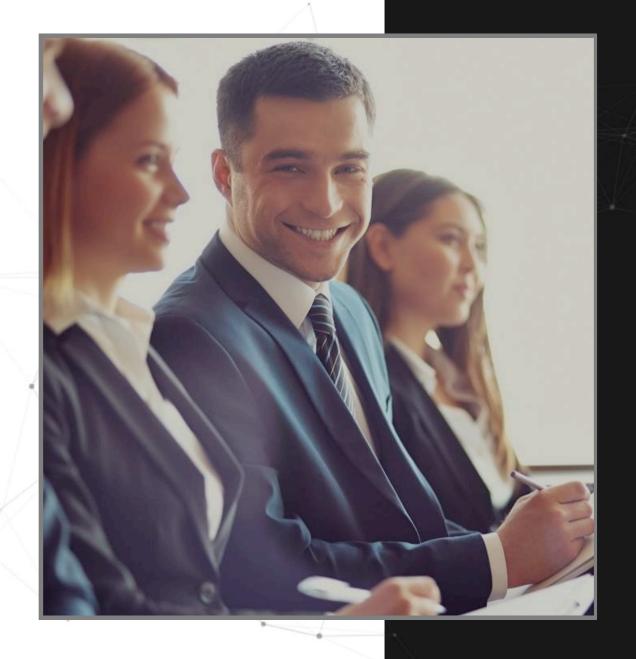








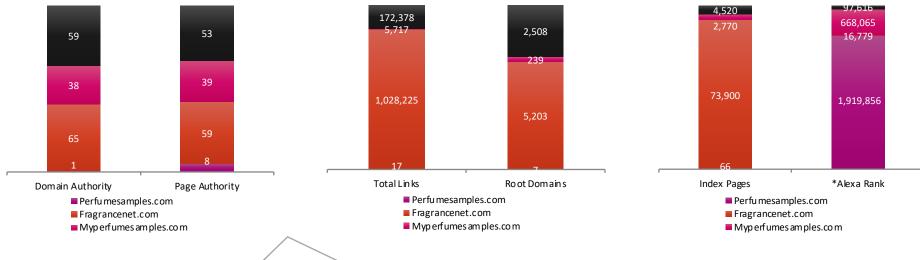
COMPETITOR ANALYSIS

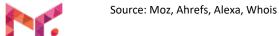




IN-DEPTH COMPETITOR AUDIT COMPETITOR ANALYSIS

| Website | Domain Authority | Page Authority | Total Links | Root Domains | Index Pages | *Alexa Rank | Domain Age |
|----------------------|---------------------|----------------|-------------|--------------|-------------|-------------|------------------------|
| Perfumesamples.com | 1/100 | 8/100 | 17 | 7 | 66 | 3,408,851 | 15 Years 1 Month old |
| Fragrancenet.com | 65/100 | 59/100 | 1,028,225 | 5,203 | 73,900 | 16,779 | 22 Years 10 Months old |
| Myperfumesamples.com | 38/100 | 39/100 | 5,717 | 239 | 2,770 | 668,065 | 9 Years old |
| Luckyscent.com | 59/100 | 53/100 | 172,378 | 2,508 | 4,520 | 97,616 | 15 Years 8 Months old |

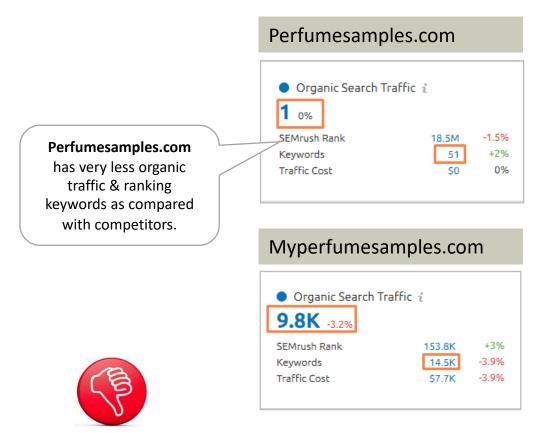




Fragrancenet.com has better DA, PA, Backlinks, referring Domains, Index pages & Alexa Rank than others.



IN-DEPTH COMPETITOR AUDIT ORGANIC TRAFFIC



Fragrancenet.com



Myperfumesamples.com

```
● Organic Search Traffic i

77.5 K +2.5%

SEMrush Rank
Keywords
Traffic Cost

$82.8 K -4.3%
```



Source: SEMRush

IN-DEPTH COMPETITOR AUDIT BACKLINKS METRICS

| Enter your domains | 1 perfumesamples.com | 2 www.fragrancenet.com | 3 www.myperfumesamples.co | 4 www.luckyscent.com |
|--------------------|----------------------|------------------------|---------------------------|----------------------|
| Domain Rating | 0 | 66 | 26 | 57 |
| Ref Domains | 7 | 5,203 | 239 | 2,508 |
| Ref .gov domains | 0 | 0 | 0 | 1 |
| Ref .edu domains | 0 | 19 | 0 | |
| Ref.com domains | 5 | 3,576 | 169 | 1,916 |
| Ref .net domains | 1 | 314 | 12 | 7: |
| Ref .org domains | 1 | 153 | 6 | 5 |
| Ref IPs | 7 | 4,094 | 239 | 1,68 |
| SubNets | 6 | 3,049 | 197 | 1,29 |
| Referring Pages | 10 | 271,017 | 2,281 | 121,12 |
| Backlinks | 17 | 1,028,225 | 5,717 | 172,37 |
| Crawled Pages | 4,353 | 477,497 | 18,544 | 37,11 |
| Text | 15 | 1,006,696 | 5,689 | 172,252 |
| DoFollow | 4 | 851,226 | 3,452 | 114,83 |
| NoFollow | 11 | 155,468 | 2,237 | 57,42 |
| Redirect | 2 | 3,045 | 28 | 109 |
| Image | 0 | 566,742 | 659 | 32,29 |
| Form | 0 | 18,378 | 0 | 1: |
| .gov | 0 | 0 | 0 | |
| .edu | 0 | 104 | 0 | |

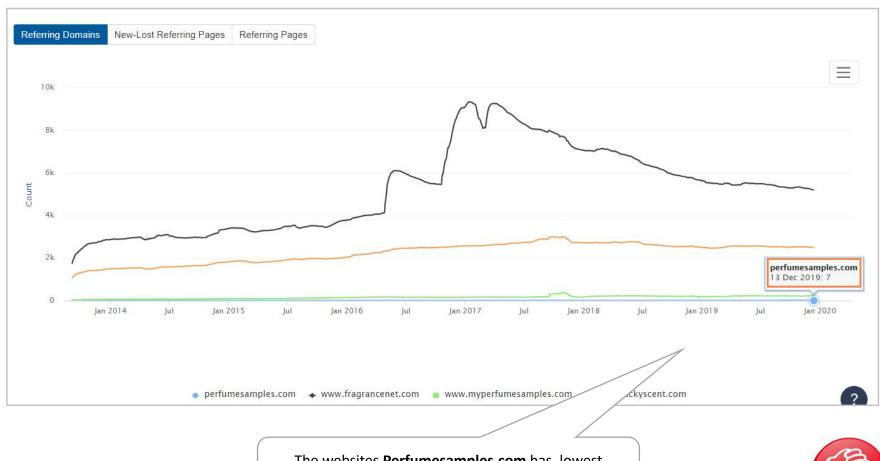


Source: Ahrefs

The website **Perfumesamples.com** lacks in no. of backlinks, referring domains, and some other metrics.



IN-DEPTH COMPETITOR AUDIT REFERRING DOMAIN



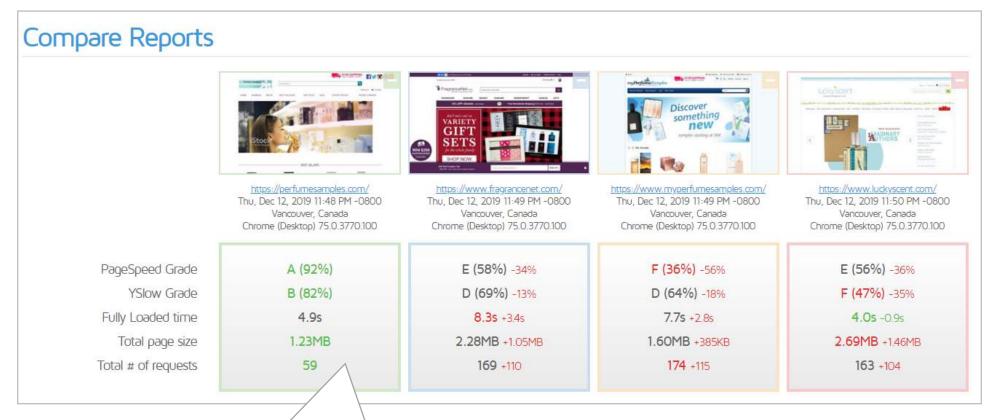


Source: Ahrefs

The websites **Perfumesamples.com** has lowest referring domains as compared to competitors.



IN-DEPTH COMPETITOR AUDIT PAGE LOAD SPEED





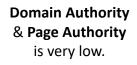
Source: GTmetrix

Perfumesamples.com website page load speed score is better than others.



IN-DEPTH TECHNICAL AUDIT DOMAIN ANALYSIS





> **568** other sites are hosted on the same IP. Advisable to go for dedicated IP.





- 51 keywords are ranking in Google SERP.
- Website doesn't have enough traffic & backlinks.



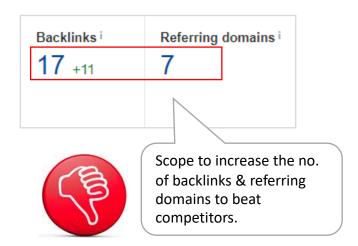


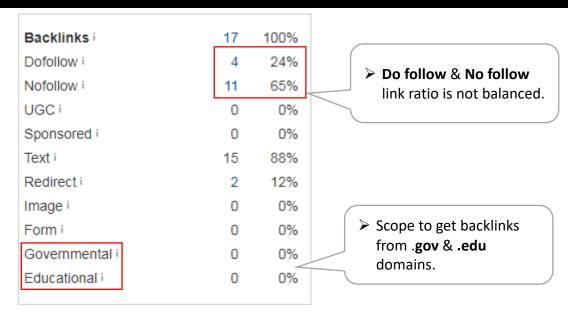
The **Alexa rank** of the website is very high which means that the website has low traffic.



Source: MOZ, Alexa, Whois, SEMrush

IN-DEPTH TECHNICAL AUDIT BACKLINKS





| Anchors | Referring domains |
|----------------------------|-------------------|
| <a>no text | 1 17% |
| go url | 1 17% |
| http://perfumesamples.com/ | 1 17% |
| i am a spam link | 1 17% |
| visit homepage | 1 17% |

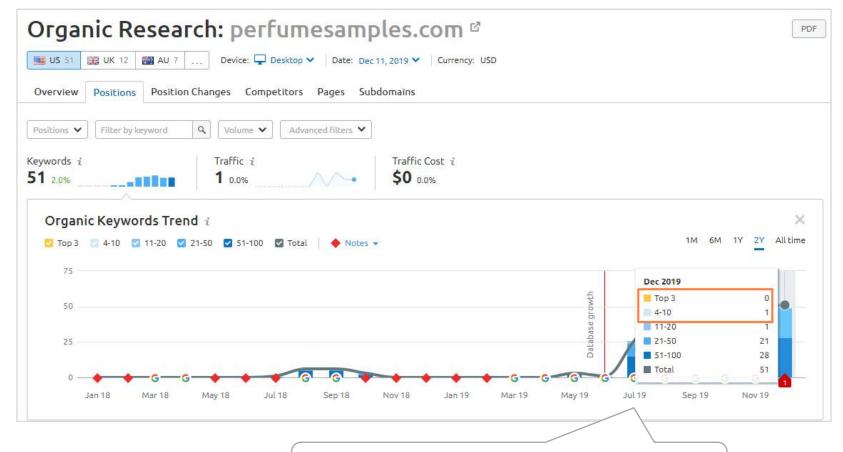
Scope to improve the anchor text distribution and target more keywords.





Source : Ahrefs

IN-DEPTH TECHNICAL AUDIT KEYWORD RANKING

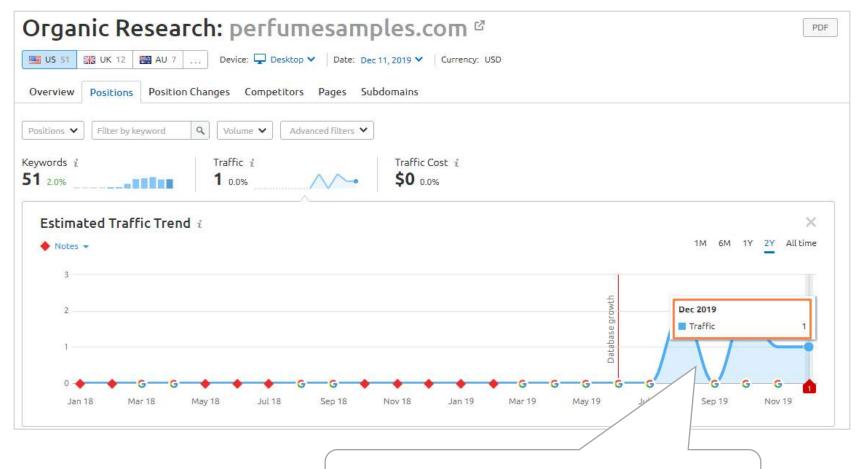






 Out of 51keywords, only 1keywords is ranking in Google top 10 positions.

IN-DEPTH TECHNICAL AUDIT ORGANIC TRAFFIC

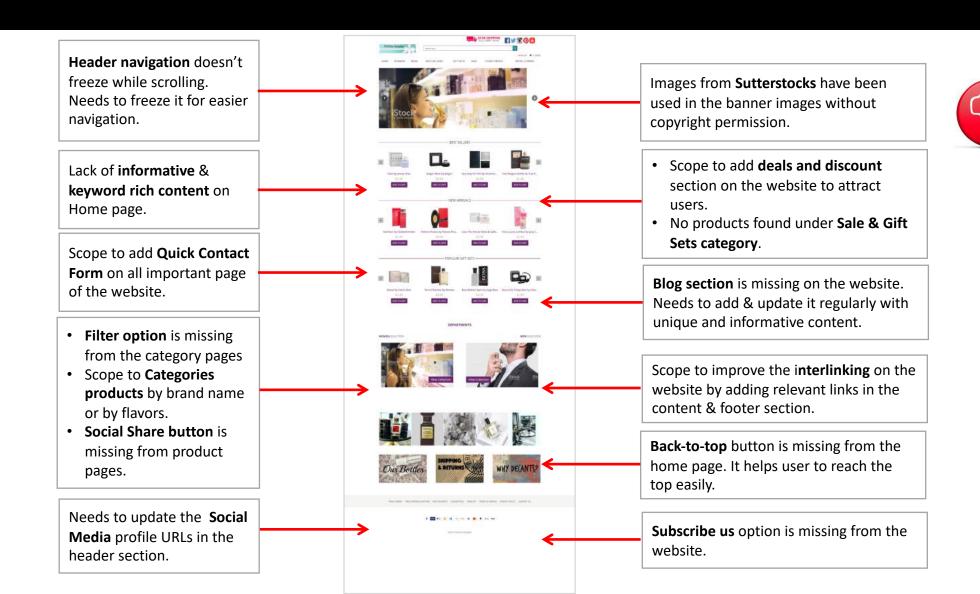






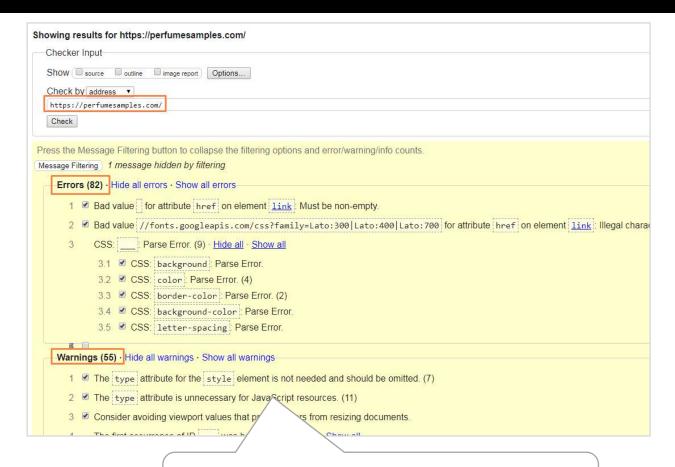
• Scope to increase the organic traffic of the website by improving the ranking of the keywords.

IN-DEPTH TECHNICAL AUDIT UX/UI





IN-DEPTH TECHNICAL AUDIT W3C VALIDATION ISSUE

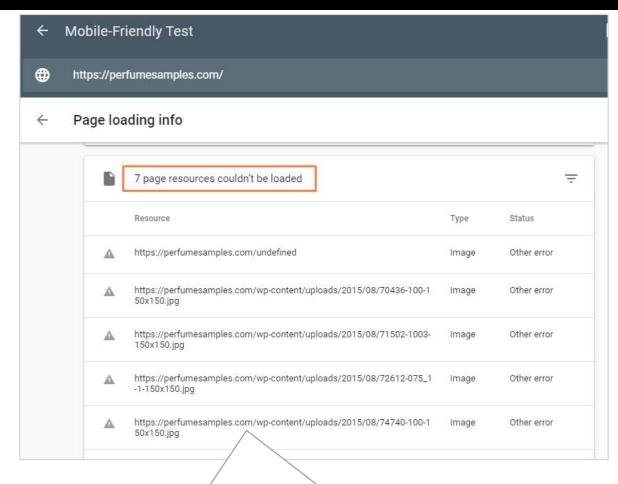




➤ Website is not W3C validated. **82 Errors** & **55 Warnings** found.



IN-DEPTH TECHNICAL AUDIT MOBILE PAGE LOAD ISSUE

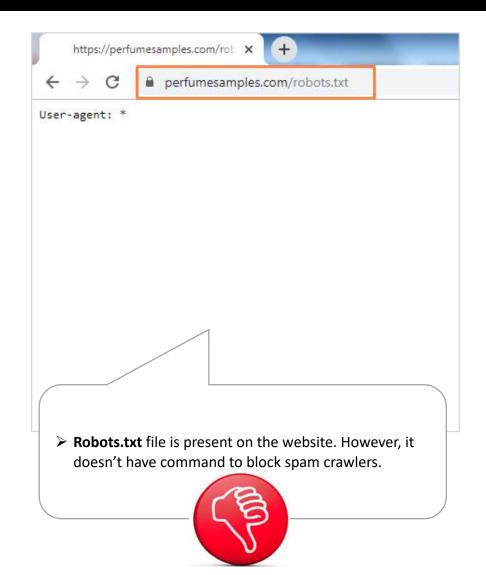




➤ Not all page resources could be loaded. This can affect how Google sees and understands your page.



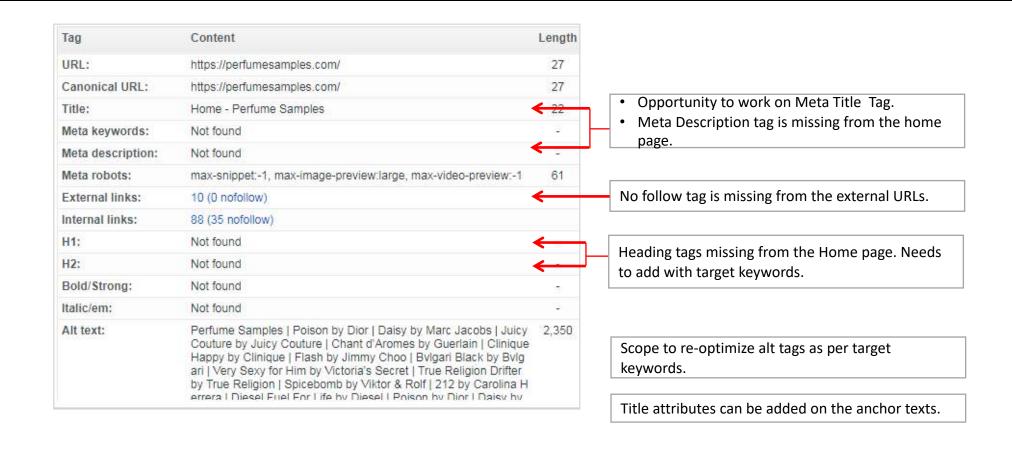
IN-DEPTH TECHNICAL AUDIT WEBSITE / PAGE INFO





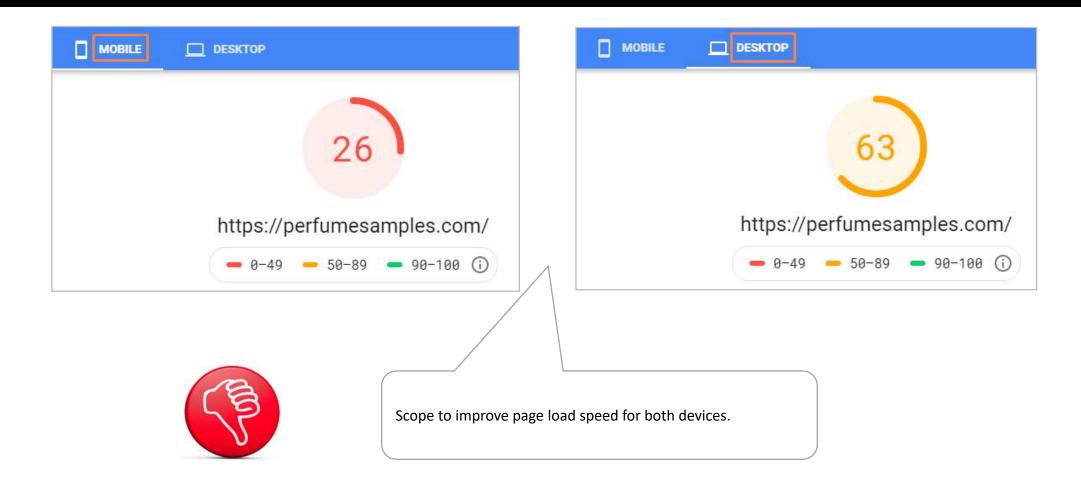


IN-DEPTH TECHNICAL AUDIT WEBSITE / PAGE INFO



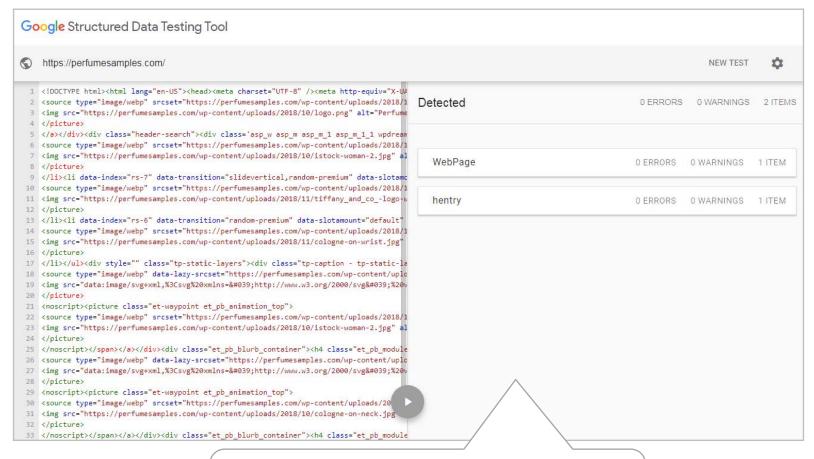


IN-DEPTH TECHNICAL AUDIT PAGE SPEED INSIGHT





IN-DEPTH TECHNICAL AUDIT STRUCTURE DATA ISSUE





Important structured data code such as "Local Business," "Organization" is missing from the website.





| Keywords | Search Volume | Competition | Perfumesamples.com | Fragrancenet.com | Myperfumesamples.com | Luckyscent.com |
|------------------------------------|---------------|-------------|--------------------|------------------|----------------------|----------------|
| Perfume samples | 12,100 | 22,600,000 | | 1 | 6 | 5 |
| men cologne samples | 4,400 | 34,200,000 | | 4 | 2 | 22 |
| Sample Men's Cologne | 4,400 | 61,200,000 | | 8 | 1 | 28 |
| Sample Men's Cologne and Fragrance | 0 | 8,820,000 | | 5 | 1 | 12 |
| mens cologne samples | 4,400 | 18,300,000 | | 8 | 1 | 21 |
| cologne samples | 5,400 | 14,400,000 | | 2 | 8 | 12 |
| womens perfume | 40,500 | 359,000,000 | | 4 | | |
| perfume sample | 12,100 | 43,300,000 | | 1 | 5 | 4 |
| perfumes samples | 12,100 | 9,850,000 | | 1 | 4 | 7 |
| samples perfume | 12,100 | 19,300,000 | | 1 | 6 | 5 |
| perfume gifts | 260 | 354,000,000 | | 11 | | |
| perfume site | 320 | 275,000,000 | | 2 | | 8 |
| mens cologne | 110,000 | 105,000,000 | | 2 | | |
| designer fragrances for men | 70 | 31,200,000 | | 4 | 78 | |
| designer fragrances for women | 40 | 35,900,000 | | 12 | | |
| creed aventus sample | 2,400 | 218,000 | | 32 | 8 | 28 |
| womens perfume samples | 390 | 6,640,000 | | 1 | 1 | 12 |
| women perfume sample | 390 | 21,200,000 | | 4 | 1 | 11 |
| victoria secret perfume samples | 170 | 2,980,000 | 36 | 24 | 5 | |
| tom ford black orchid samples | 260 | 1,810,000 | | 24 | 8 | |



| Keywords | Search Volume | Competition | Perfumesamples.com | Fragrancenet.com | Myperfumesamples.com | Luckyscent.com |
|------------------------------|---------------|-------------|--------------------|------------------|----------------------|----------------|
| sample perfume | 12,100 | 37,900,000 | | 2 | 6 | 5 |
| polo cologne samples | 110 | 1,420,000 | | 7 | 2 | |
| poison perfume samples | 140 | 1,660,000 | | 15 | 2 | |
| perfume samples for sale | 260 | 11,600,000 | 94 | 1 | 2 | 13 |
| my fragrance samples | 590 | 17,700,000 | | 4 | 3 | 7 |
| michael kors perfume samples | 110 | 551,000 | | 26 | 1 | |
| mens perfume samples | 140 | 8,190,000 | | 5 | 1 | 15 |
| men's cologne samples | 4,400 | 15,400,000 | | 9 | 3 | 26 |
| mens cologne sample | 4,400 | 64,600,000 | | 11 | 2 | 21 |
| men cologne samples | 4,400 | 34,200,000 | | 8 | 1 | 22 |
| gucci bloom sample | 110 | 2,490,000 | | | 2 | |
| fragrance samples | 1,600 | 26,900,000 | | 3 | 7 | 3 |
| creed cologne samples | 1,300 | 1,170,000 | | 37 | 8 | 36 |
| creed aventus sample | 2,400 | 235,000 | | 33 | 7 | 28 |
| cologne samples for men | 4,400 | 19,400,000 | | 9 | 3 | 28 |
| cologne sample | 5,400 | 37,700,000 | | 10 | 4 | 14 |
| coach perfume samples | 50 | 2,540,000 | | 7 | 1 | |
| buy perfume samples | 210 | 10,400,000 | | 1 | 6 | 5 |
| burberry perfume samples | 90 | 1,160,000 | 63 | 15 | 1 | |
| scent samples | 170 | 19,500,000 | | 3 | 5 | 1 |



| Keywords | Search Volume | Competition | Perfumesamples.com | Fragrancenet.com | Myperfumesamples.com | Luckyscent.com |
|------------------------------|---------------|-------------|--------------------|------------------|----------------------|----------------|
| chanel perfume samples | 590 | 3,410,000 | | 14 | 9 | 38 |
| acqua di gio sample | 260 | 385,000 | | 48 | 4 | |
| sample fragrances | 1,600 | 23,000,000 | | 1 | 6 | 3 |
| buy cologne samples | 70 | 43,800,000 | | 1 | 8 | 11 |
| spice bomb sample | 90 | 101,000 | | 18 | 4 | |
| black opium perfume sample | 70 | 631,000 | | 94 | 3 | |
| chloe perfume samples | 110 | 1,200,000 | | 14 | 1 | 46 |
| wholesale perfume samples | 50 | 4,280,000 | | 5 | 1 | |
| perfume samples wholesale | 50 | 3,620,000 | | 5 | 2 | |
| gucci perfume samples | 140 | 2,520,000 | | 36 | 2 | |
| fracas perfume sample | 70 | 79,300 | | 6 | 3 | 53 |
| tory burch perfume samples | 70 | 246,000 | | 10 | 2 | |
| tom ford perfume samples | 590 | 3,140,000 | | 25 | 11 | 14 |
| sample cologne | 5,400 | 87,300,000 | | 5 | 6 | 13 |
| buy perfume sample | 210 | 25,900,000 | | 1 | 7 | 5 |
| order perfume samples | 70 | 16,500,000 | | 1 | 5 | 4 |
| juicy couture perfume sample | 50 | 1,120,000 | | 9 | 2 | |
| mini perfume samples | 170 | 8,170,000 | | 9 | 7 | |
| flowerbomb perfume sample | 110 | 216,000 | | 27 | 5 | |
| black opium sample | 90 | 2,940,000 | | | 6 | |



| Keywords | Search Volume | Competition | Perfumesamples.com | Fragrancenet.com | Myperfumesamples.com | Luckyscent.com |
|-------------------------------|---------------|-------------|--------------------|------------------|----------------------|----------------|
| spicebomb samples | 90 | 113,000 | | 14 | 2 | |
| versace eros sample | 110 | 458,000 | | 9 | 5 | |
| polo black cologne | 8,100 | 38,300,000 | | 6 | 15 | |
| dior sauvage sample | 320 | 849,000 | | 17 | 7 | 69 |
| spicebomb sample | 90 | 101,000 | | 18 | 4 | |
| perfume decants | 590 | 475,000 | | | 10 | 38 |
| ariana grande perfume sample | 110 | 1,070,000 | | 9 | 1 | |
| la nuit de l'homme sample | 50 | 2,850,000 | | 27 | 5 | |
| jimmy choo perfume samples | 70 | 531,000 | | 7 | 3 | |
| dior perfume samples | 90 | 2,070,000 | | 11 | 5 | 18 |
| chloe perfume sample | 110 | 3,590,000 | | 10 | 4 | 33 |
| bulk perfume samples | 70 | 2,450,000 | | 8 | 4 | |
| hanae mori perfume | 1,600 | 2,310,000 | | 4 | 13 | |
| flowerbomb sample | 110 | 333,000 | | 51 | 6 | |
| tom ford samples | 390 | 16,900,000 | | | 12 | 17 |
| gucci flora magnolia | 170 | 780,000 | 78 | 8 | 38 | |
| true religion drifter cologne | 390 | 187,000 | | 30 | | |
| true religion drifter | 590 | 2,240,000 | 51 | 20 | 33 | |
| versace perfume samples | 140 | 1,260,000 | 53 | 4 | 10 | |
| travel size cologne | 880 | 49,400,000 | | 22 | 76 | |

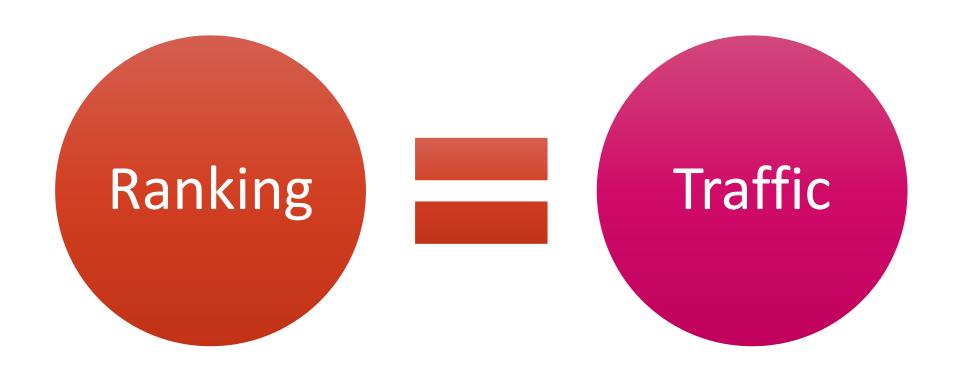


| Keywords | Search Volume | Competition | Perfumesamples.com | Fragrancenet.com | Myperfumesamples.com | Luckyscent.com |
|---------------------------------|---------------|-------------|--------------------|------------------|----------------------|----------------|
| john varvatos artisan acqua | 720 | 2,140,000 | | 9 | 14 | |
| men perfume brands | 590 | 70,000,000 | | 6 | | |
| expensive perfume for men | 480 | 15,200,000 | | | | |
| juicy couture rose perfume | 480 | 6,720,000 | | 6 | 29 | |
| vs bombshell perfume | 390 | 4,310,000 | | 12 | 74 | |
| eternity air for women | 390 | 25,300,000 | | 9 | 30 | |
| polo blue men's cologne | 320 | 21,900,000 | | 11 | 33 | |
| ysl parfum intense | 110 | 2,840,000 | | 7 | 30 | |
| french cologne for men | 320 | 18,800,000 | | 7 | | |
| lauren cologne | 260 | 24,400,000 | | 12 | | |
| cologne spray for men | 110 | 36,900,000 | | 14 | | |
| saint laurent cologne mens | 260 | 21,100,000 | | 9 | 36 | |
| cologne mens perfume | 210 | 284,000,000 | | 2 | | |
| pink sugar fragrance | 110 | 63,500,000 | | 4 | 73 | |
| burberry women's fragrance | 210 | 45,100,000 | | 9 | | |
| jimmy choo man fragrance | 170 | 5,570,000 | | 11 | 41 | |
| buy fragrance online | 110 | 127,000,000 | | 4 | | 21 |
| ralph lauren double black | 170 | 47,200,000 | | 10 | 22 | |
| polo ralph lauren men's cologne | 140 | 8,090,000 | | 17 | 26 | |
| ralph lauren blue men | 140 | 87,100,000 | | 22 | <u></u> | |





TOP LEVEL APPROACH





STRATEGY

PHASE 1

- No. of keywords 500
- Duration 3 Months
- Estimated Traffic 25,000 Visits

PHASE 2

- No. of keywords 1,000
- Duration 6 Months
- Estimated Traffic 50,000 Visits

PHASE 3

- No. of keywords 2,000
- Duration 12 Months
- Estimated Traffic 100,000 Visits



BULL'S EYE





HOW

Identify the best 500 keywords having avg. search volume of 500 and later 1,000 and 2000 keywords with the same search volume.

Categories the keywords based on their competition

On Page and Off Page approach based on the final keywords.



APPROACH FOR THE KEYWORDS RANKING

Low Competitive Keywords

• On Page

- Optimize Title & Description
- Focus on Page load Speed.

Off Page

- Create backlinks from high DA and PA websites.
- Focus on LSI content.
- Keywords linking will be the permutation and the combination of the targeted keywords.
- Theme based backlinks.

Medium Competitive Keywords

• On Page

- Identify the keyword density of the overall page.
- Create the New Title and Description based on the current rank.
- Add the keywords in the content.
- Optimize the page load speed.

Off Page

- Create the mid to high quality links for the targeted keywords.
- Focus more on do follow links.

Highly Competitive Keywords

• On Page

- Identify the landing page.
- Create the Title & Description
- Add/Edit the content based on the targeted keyword.
- Page load speed optimization.

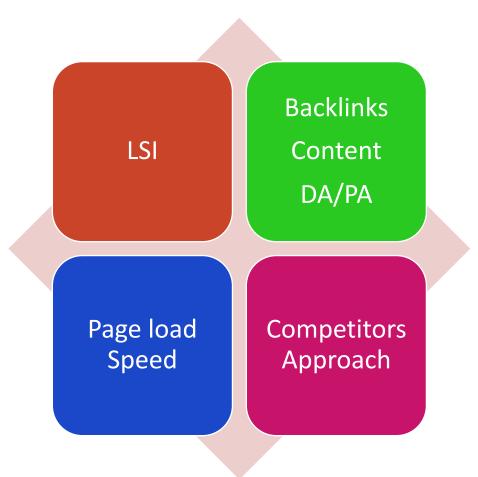
• Off Page

- Aggressive link building.
- Focus on the maximum do follow links.
- Exact keyword back links creation.
- Focus on the high DA & PA websites.



STRATEGY SUMMARY

- Our focus will be to create LSI content for the website and third party publications.
- Create high quality backlinks through quality content to improve the Domain authority of the website.
- Improve the page load speed of the website for mobile and desktop.
- Perform competitor backlink analysis and approach websites where the competitors have backlinks.







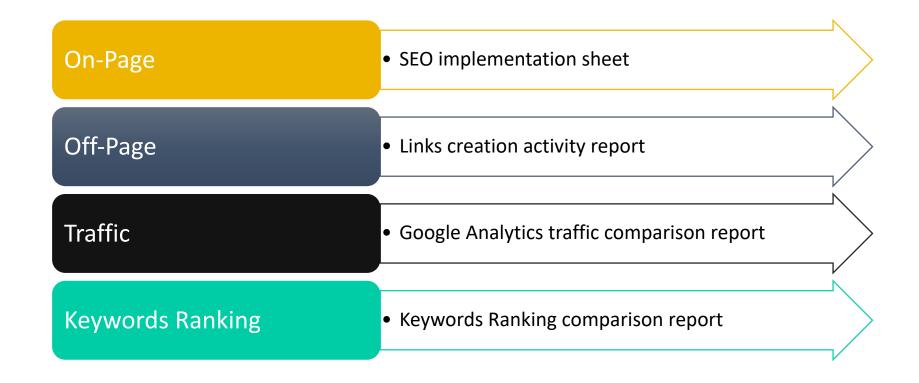
MONTHLY ACTIVITIES PLAN

| PHASE | PHASE 1 | | 2 | PHASE 3 | | |
|----------------------------|--------------|----------------------------|--------------|----------------------------|--------------|--|
| Activities | Volume/Month | Activities | Volume/Month | Activities | Volume/Month | |
| Article Submission | 4 | Article Submission | 8 | Article Submission | 18 | |
| Guest Blogging | 6 | Guest Blogging | 12 | Guest Blogging | 30 | |
| Sponsored Post | 6 | Sponsored Post | 12 | Sponsored Post | 36 | |
| Blog Comments | 8 | Blog Comments | 15 | Blog Comments | 30 | |
| Quora Discussion | 12 | Quora Discussion | 25 | Quora Discussion | 45 | |
| Business Listing | 6 | Business Listing | 12 | Business Listing | 24 | |
| Infographic Submission | 2*5 | Infographic Submission | 4*5 | Infographic Submission | 8*5 | |
| Corporate Blogging | 6 | Corporate Blogging | 10 | Corporate Blogging | 20 | |
| PDF Creation & Submission | 3*5 | PDF Creation & Submission | 5*5 | PDF Creation & Submission | 10*5 | |
| Social Bookmarking | 35 | Social Bookmarking | 70 | Social Bookmarking | 150 | |
| Press release distribution | 1*10 | Press release distribution | 2*10 | Press release distribution | 4*10 | |

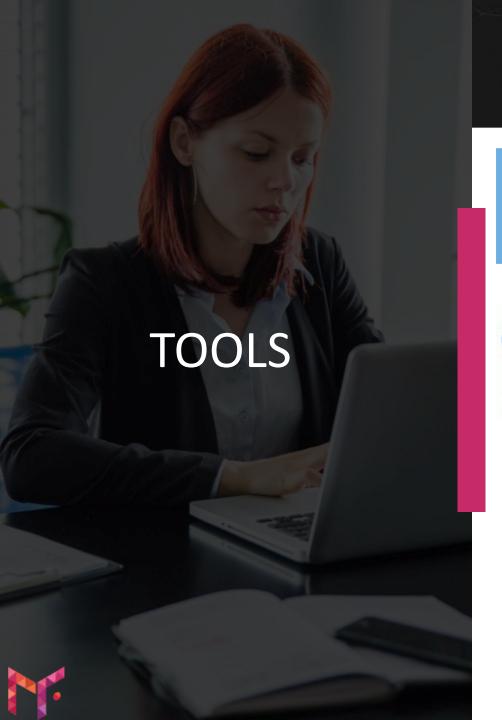




SEO DELIVERABLES















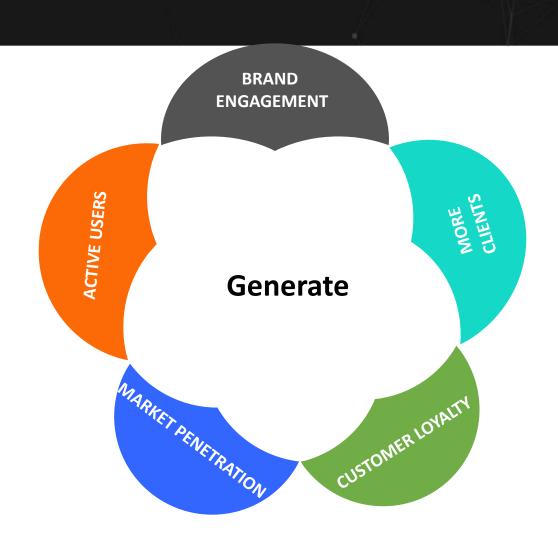














THANK YOU

LET US PROVE HOW YOU CAN DO MORE WITH LESS.