

Review of Arkasoftwares.com

Generated on 2025-05-09

Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

Table of Contents

Search Engine Optimization

Mobile

Visitors

Link Analysis

Usability

Technologies

Social

Iconography



Good



To Improve



Errors



Not Important



Hard to solve



Little tough to solve



Easy to solve



No action necessary

✔ **Title Tag** ARKA Softwares | Software Development & Consulting Company
⚙️⚙️⚙️
Length: 58 character(s)

Ideally, your title tag should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.

✔ **Meta Description** ARKA Softwares follows its goal of driving digital innovation by creating bespoke client-centric solutions along with top-notch mobile and web applications.
⚙️⚙️⚙️
Length: 156 character(s)

Meta descriptions contains between 100 and 300 characters (spaces included).

It allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.

⦿ **Meta Keywords** No Keywords
⚙️⚙️⚙️

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.

However, google can't use meta keywords.

[ARKA Softwares | Software Development & Consulting Company](#)
[arkasoftwares.com/](#)

ARKA Softwares follows its goal of driving digital innovation by creating bespoke client-centric solutions along with top-notch mobile and web applications.

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are missing, not well written, or not relevant to the content on the page.

Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.

Headings

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
1	11	30	0	0	0

<H1> Your Trusted Partner for </H1>

<H2> Our Success Stories in the Spotlight </H2>

<H2> All Your Digital Needs Under One Roof </H2>

<H2> Get Ready to Unleash the Power of Digital Solutions. </H2>

<H2> Empowering Growth Through Collaboration </H2>

<H2> We Got Featured In </H2>

<H2> Let's understand your needs and provide you with the most suitable Development Solutions. </H2>

<H2> Creating Truly Special For Diverse Niches </H2>

<H2> Technology Expertise </H2>

<H2> Words From Clients That Fuels Us! </H2>

<H2> What's Cooking in Tech World? </H2>

<H2> Let's build something great together! </H2>

<H3> MsingiPACK </H3>

<H3> Spitar </H3>

<H3> Viraasi </H3>

<H3> DialUsafi </H3>

<H3> American Orchid Society </H3>

<H3> Invest Expert </H3>

<H3> MsingiPACK </H3>

<H3> Spitar </H3>

<H3> Viraasi </H3>

<H3> DialUsafi </H3>

<H3> American Orchid Society </H3>

<H3> Invest Expert </H3>

<H3> Events & Ticketing </H3>

<H3> Education & E-Learning </H3>

<H3> Healthcare Solutions </H3>

<H3> Banking & Finance </H3>

<H3> eCommerce Development </H3>

<H3> Real Estate & Housing </H3>

<H3> Sports & Gaming </H3>

<H3> Entertainment & Media </H3>

<H3> Web Front-End </H3>

<H3> Back-End </H3>

<H3> iOS </H3>

<H3> Android </H3>

<H3> Cross-Platform </H3>

<H3> Database </H3>

<H3> Infrastructure </H3>

<H3> Automation </H3>

<H3> Connect with Sales </H3>

<H3> Connect with HR </H3>

Use your keywords in the headings and make sure the first level (H1) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an H1 tag, never include more than one per page. Instead, use multiple H2 - H6 tags.

Keywords

arka 12 softwares 10 delivery 9 started 6 there 6
 everything 6 kuwait 6 booking 6 development 6 service 6
 services 5 some 5 provider 5 on-demand 4 stack 4

This Keyword Cloud provides an insight into the frequency of keyword usage within the page.

It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.

Keyword Consistency

Keywords	Freq	Title	Desc	<H>
arka	12	✓	✓	✗
softwares	10	✓	✓	✗
delivery	9	✗	✗	✗
started	6	✗	✗	✗
there	6	✗	✗	✗
everything	6	✗	✗	✗
kuwait	6	✗	✗	✗
booking	6	✗	✗	✗
development	6	✓	✗	✓
service	6	✗	✗	✗
services	5	✗	✗	✗
some	5	✗	✗	✓
provider	5	✗	✗	✗
on-demand	4	✗	✗	✗
stack	4	✗	✗	✗

This table highlights the importance of being consistent with your use of keywords.

To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.

data:image/svg+xml,%3csvg%20xmlns=%27http://www.w3.org/2000/svg%27%20version=%271.1%27%20width=%2750%27%20height=%27

data:image/svg+xml,%3csvg%20xmlns=%27http://www.w3.org/2000/svg%27%20version=%271.1%27%20width=%27742%27%20height=%2769%27%20viewBox=

data:image/svg+xml,%3csvg%20xmlns=%27http://www.w3.org/2000/svg%27%20version=%271.1%27%20width=%27742%27%20height=%2769%27%20viewBox=



GZIP compression



Wow! It's GZIP Enabled.

✓ Your webpage is compressed from 205 KB to 17 KB (91.8 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.

It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.

 **IP Canonicalization** No your domain IP 172.67.72.57 does not redirect to arkasoftwares.com


To check this for your website, enter your IP address in the browser and see if your site loads with the IP address.
Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider.
If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

 **URL Rewrite** Good, all URLs look clean and friendly


Your site's URLs contain unnecessary elements that make them look complicated.
A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords.
Clean URLs are also useful when shared on social media as they explain the page's content.

 **Underscores in the URLs** Great, you are not using underscores (these_are_underscores) in your URLs


Great, you are not using ?underscores (these_are_underscores) in your URLs.
While Google treats hyphens as word separators, it does not for underscores.



WWW Resolve



Great, a redirect is in place to redirect traffic from your non-preferred domain.

Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.



XML Sitemap



Good, you have XML Sitemap file!
<http://arkasoftwares.com/sitemap.xml>

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.



Robots.txt



Good, you have Robots.txt file!
<http://arkasoftwares.com/robots.txt>

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.



Embedded Objects

Perfect, no embedded objects has been detected on this page



Embedded Objects such as Flash. It should only be used for specific enhancements.

Although Flash content often looks nicer, it cannot be properly indexed by search engines.

Avoid full Flash websites to maximize SEO.



Iframe

Perfect, no Iframe content has been detected on this page



Frames can cause problems on your web page because search engines will not crawl or index the content within them.

Avoid frames whenever possible and use a NoFrames tag if you must use them.



Domain Registration

Exactly how many years and months



Domain Age: 14 Years, 236 Days

Created Date: 16th-Sep-2010

Updated Date: 13th-Sep-2024

Expiry Date: 16th-Sep-2025

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.



Indexed Pages



Indexed pages in search engines

0 Page(s)

This is the number of pages that we have discovered on your website.

A low number can indicate that bots are unable to discover your webpages, which is a common cause of a bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages.



Backlinks Counter



Number of backlinks to your website

0 Backlink(s)

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.



URL

http://arkasoftwares.com
Length: 13 characters

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines.

A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., http://www.mysite.com/en/products).



Favicon

 Great, your website has a favicon.

Favicons improve a brand's visibility.

As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.



Custom 404 Page

Great, your website has a custom 404 error page.

When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so hard to obtain through the search engines and third party links.

Creating your custom 404 error page allows you to minimize the number of visitors lost that way.



Page Size

205 KB (World Wide Web average is 320 Kb)



Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 2 Mb.

Tip: Use images with a small size and optimize their download with gzip.



Load Time

0.72 second(s)



Site speed is an important factor for ranking high in Google search results and enriching the user experience.

Resources: Check out Google's developer tutorials for tips on how to make your website run faster.



Language

Good, you have declared your language

Declared Language: English



Make sure your declared language is the same as the language detected by Google

Also, define the language of the content in each page's HTML code.

Domain Availability

Domains (TLD)	Status
arkasoftwares.net	Already Registered
arkasoftwares.org	Already Registered
arkasoftwares.biz	Already Registered
arkasoftwares.us	Already Registered
arkasoftwares.info	Already Registered

Register the various extensions of your domain to protect your brand from cybersquatters.

Typo Availability

Domains (TLD)	Status
qrkasoftwares.com	Available
wrkasoftwares.com	Available
zrkasoftwares.com	Available
xrkasoftwares.com	Available
aekasoftwares.com	Available

Register the various typos of your domain to protect your brand from cybersquatters.



Email Privacy



Email address has been found in plain text!

We don't recommend adding plain text/linked email addresses to your webpages.

As malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.



Safe Browsing



The website is not blacklisted and looks safe to use.

Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.



Mobile Friendliness



Awesome! This page is mobile-friendly!
Your mobile friendly score is 80/100

Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search results.



Mobile Compatibility



Perfect, no embedded objects detected.

Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.

But avoid using Embedded Objects, so your content can be accessed on all devices.

Your Trusted Partner for E-commerce Development



Nancy



Hi, Welcome to Arka Softwares!
Let's discuss your requirement....

Dismiss

Reply

some extraordinary results that

The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

Server IP

Server IP	Server Location
172.67.72.57	United States Hide IP AddressShow Full IP Address Information Lookup a AddressLookup Frequently Asked Questions (FAQ)What is IPV4?IPv4 sta connect to the internet by using a unique address. This address is usually sl 203.0.113.181). It has been around for a while but there is a new system ca IPV6?IPv6 stands for Internet Protocol version 6. It is the latest internet ad addresses, eight groups of four hexadecimal numbers separated by colons (

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors. Search engines take the geolocation of a server into account as well as the server speed.

Speed Tips

Tips for authoring fast-loading HTML pages:

- ✓ Perfect, your website has few CSS files.
- ✗ Too bad, your website has too many JavaScript files.
- ✓ Perfect, your website doesn't use nested tables.
- ✗ Too bad, your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings. By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs. Conversion rates are far higher for websites that load faster than their slower competitors.

Analytics

We didn't detect an analytics tool installed on this website.

Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.



Doc Type

Your Web Page doctype is HTML 5



The Doctype is used to instruct web browsers about the document type being used.

For example, what version of HTML the page is written in.

Declaring a doctype helps web browsers to render content correctly.



W3C Validity

W3C not validated



W3C is a consortium that sets web standards.

Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index. Run the W3C validation service whenever changes are made to your website's code.



Encoding

Great, language/character encoding is specified: UTF-8



Specifying language/character encoding can prevent problems with the rendering of special characters.



Social Data




Your social media status



Facebook:  Arkasoftwares



Twitter:  Softwaresarka



Instagram:  Arkasoftwares

Social data refers to data individuals create that is knowingly and voluntarily shared by them.

Cost and overhead previously rendered this semi-public form of communication unfeasible.

But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.



Traffic Rank



No Global Rank

A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.



Visitors Localization



Your website is popular on following countries:

No data available

We recommend that you book the domain names for the countries where your website is popular.

This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.



Estimated Worth



\$60 USD

Just a estimated worth of your website based on Alexa Rank.



In-Page Links



We found a total of 117 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
Product Engineering	Internal Links	Dofollow
Product Roadmap	Internal Links	Dofollow
Product Development	Internal Links	Dofollow
Quality Engineering	Internal Links	Dofollow
Digital Experience	Internal Links	Dofollow
Maintenance and Support	Internal Links	Dofollow
Microsoft	Internal Links	Dofollow
Power Apps	Internal Links	Dofollow
Power BI	Internal Links	Dofollow
Dynamics 365	Internal Links	Dofollow
ASP.Net	Internal Links	Dofollow
Classic ASP	Internal Links	Dofollow
Kentico	Internal Links	Dofollow
Blazor	Internal Links	Dofollow
Azure	Internal Links	Dofollow
Software Development	Internal Links	Dofollow
Software Maintenance	Internal Links	Dofollow
eLearning Software	Internal Links	Dofollow
Delivery Management	Internal Links	Dofollow
Grocery Software	Internal Links	Dofollow
LMS Development	Internal Links	Dofollow
Elderly Care Software	Internal Links	Dofollow
eCommerce Development	Internal Links	Dofollow
Shopify	Internal Links	Dofollow
NopCommerce	Internal Links	Dofollow
WooCommerce	Internal Links	Dofollow
Big Commerce	Internal Links	Dofollow
Adobe Commerce	Internal Links	Dofollow
Salesforce	Internal Links	Dofollow
Mobile App	Internal Links	Dofollow
iOS App	Internal Links	Dofollow
Android App	Internal Links	Dofollow
App Modernization	Internal Links	Dofollow
Cross Platform App	Internal Links	Dofollow
React Native App	Internal Links	Dofollow
Flutter App	Internal Links	Dofollow
Web Development	Internal Links	Dofollow
ReactJS Development	Internal Links	Dofollow
NodeJS Development	Internal Links	Dofollow
AngularJS Development	Internal Links	Dofollow
Full Stack Development	Internal Links	Dofollow
PHP Development	Internal Links	Dofollow
Artificial Intelligence	Internal Links	Dofollow
Artificial Intelligence Consulting	Internal Links	Dofollow
OutSystems	Internal Links	Dofollow
ServiceNow	Internal Links	Dofollow

Industries	Internal Links	Dofollow
Healthcare Solutions	Internal Links	Dofollow
Education & E-Learning	Internal Links	Dofollow
Banking & Finance	Internal Links	Dofollow
Logistics & Transportation	Internal Links	Dofollow
Events & Ticketing	Internal Links	Dofollow
Real Estate & Housing	Internal Links	Dofollow
Entertainment & Media	Internal Links	Dofollow
On-Demand Solutions	Internal Links	Dofollow
Food Delivery App	Internal Links	Dofollow
Fitness App	Internal Links	Dofollow
Taxi Booking App	Internal Links	Dofollow
Laundry App	Internal Links	Dofollow
Beauty Services app	Internal Links	Dofollow
Handyman App	Internal Links	Dofollow
Medicine Delivery App	Internal Links	Dofollow
Car Wash App	Internal Links	Dofollow
Grocery Delivery App	Internal Links	Dofollow
Doctor On-Demand App	Internal Links	Dofollow
E-wallet App	Internal Links	Dofollow
E-learning App	Internal Links	Dofollow
Chat App	Internal Links	Dofollow
Home Service App	Internal Links	Dofollow
Event Booking App	Internal Links	Dofollow
Sports	Internal Links	Dofollow
Fantasy NFL App (Rugby)	Internal Links	Dofollow
Fantasy Basketball App	Internal Links	Dofollow
Fantasy Soccer App	Internal Links	Dofollow
Fantasy Cricket App	Internal Links	Dofollow
Live Line Cricket	Internal Links	Dofollow
Hire Developers	Internal Links	Dofollow
Hire Asp.Net Developer	Internal Links	Dofollow
Hire Shopify Developer	Internal Links	Dofollow
Hire Node.Js Developer	Internal Links	Dofollow
Hire Angular.Js Developer	Internal Links	Dofollow
Hire MEAN Stack Developer	Internal Links	Dofollow
Portfolio	Internal Links	Dofollow
Blog	Internal Links	Dofollow
About Us	Internal Links	Dofollow
FAQ	Internal Links	Dofollow
Careers	Internal Links	Dofollow
Awards	Internal Links	Dofollow
Testimonials	Internal Links	Dofollow
Contact us	Internal Links	Dofollow
MsingiPACK Education Android / Web	Internal Links	Dofollow
Spitar Healthcare Android / iOS / Web	Internal Links	Dofollow
Viraasi eCommerce Web	Internal Links	Dofollow
DialUsafi Service Provider Android	Internal Links	Dofollow
Invest Expert Finance Web	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Sports & Gaming	Internal Links	Dofollow
Privacy Policy	Internal Links	Dofollow
Write us at 	Internal Links	Dofollow

[Skype us at arka.softwares](#)
[Call us at +91 911 611 6448](#)
[Write us at \[email protected\]](#)
[Call us at +91 978 283 6508](#)
[+1 214 272 0316](#)
[Delivery Policy](#)
[Refund Policy](#)
[Life @ Arka](#)
[Book A Call](#)
[No Anchor Text](#)
[No Anchor Text](#)
[No Anchor Text](#)
[No Anchor Text](#)
[No Anchor Text](#)
[No Anchor Text](#)
[No Anchor Text](#)
[No Anchor Text](#)

Internal Links	Dofollow
Internal Links	Dofollow
Internal Links	Dofollow
Internal Links	Dofollow
Internal Links	Dofollow
Internal Links	Dofollow
External Links	Dofollow
External Links	Dofollow
External Links	Dofollow
External Links	Dofollow
External Links	Dofollow
External Links	Dofollow
External Links	Dofollow
External Links	Dofollow
External Links	Dofollow

While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links.

Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.



Broken Links



Broken links were found on this web page

<http://arkasoftwares.com/skype:arka.softwares?chat>

<https://www.linkedin.com/company/arka-softwares-&-outsourcing>

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.