

# Review of [Kesargrocery.com](https://www.kesargrocery.com)

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## 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.

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Search Engine Optimization

Mobile

Visitors

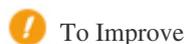
Link Analysis

Usability

Technologies

Social

## Iconography



✔ **Title Tag**  Kesar Grocery - Online Indian Grocery Store in USA  
**Length:** 50 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**  Kesar Grocery is Jersey City based Online Indian grocery store, offering online ordering & home delivery in the USA. with 1000 of Indian Grocery brands.  
**Length:** 152 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**  Kesar Grocery Online Store, Online Indian Grocery Store, Free Shipping on Grocery Order, Order Indian Grocery Online

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.

[Kesar Grocery - Online Indian Grocery Store in USA](#)  
[kesargrocery.com/](#)  
Kesar Grocery is Jersey City based Online Indian grocery store, offering online ordering & home delivery in the USA. with 1000 of Indian Grocery brands.

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.

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
1	0	0	1	112	0

- <H1> Online Indian Grocery Free Delivery in USA </H1>
- <H4> Welcome to Kesar Grocery! </H4>
- <H5> Kesar Whole Almond - 14 OZ </H5>
- <H5> Kesar Dehraduni Basmati Rice - 4 LB </H5>
- <H5> Kesar Jumbo Peanuts, 28OZ (800g) </H5>
- <H5> Kesar Jumbo Peanuts, 28OZ (800g) </H5>
- <H5> Kesar Jumbo Peanuts, 28OZ (800g) </H5>
- <H5> Kesar Sona Masoori Rice - 4 LB </H5>
- <H5> Kesar Sona Masoori Rice - 4 LB </H5>
- <H5> Kesar Ajwain Seeds (7 OZ -200 GM) </H5>
- <H5> Kesar Ajwain Seeds (7 OZ -200 GM) </H5>
- <H5> Kesar Ajwain Seeds (7 OZ -200 GM) </H5>
- <H5> Kesar Amchur Powder, 7OZ, 200g </H5>
- <H5> Kesar Amchur Powder, 7OZ, 200g </H5>
- <H5> Sprout Bag (Mix) - Each </H5>
- <H5> Sprout Bag (Muth / Moth) - Each </H5>
- <H5> Sprout Bag (Kala Chana) - Each </H5>
- <H5> Aara Pure Sunflower Oil - 1 LTR </H5>
- <H5> Sujata Chakki Atta - 4 LB (1.81 KG) </H5>
- <H5> K.F.K. Fresh Sabudana Khichdi - 12 OZ </H5>
- <H5> K.F.K Fresh Sooji Halwa (Suji Ka Halwa) With Jaggrey Powder - 12 OZ </H5>
- <H5> Whole chilli Red Stick (14 OZ) </H5>
- <H5> Deccan Sona Masoori Rice - 10 LB </H5>
- <H5> Brahmins Sambar Powder - 200 GM (7 OZ) </H5>
- <H5> Anand Frozen Malabar Parotta Family Pack - 2 LB (32 OZ) </H5>
- <H5> Pen+Gear Pink Block Erasers, 2 Count </H5>
- <H5> Sprout Bag (Mix) - Each </H5>
- <H5> Sprout Bag (Muth / Moth) - Each </H5>
- <H5> Sprout Bag (Kala Chana) - Each </H5>
- <H5> Aara Pure Sunflower Oil - 1 LTR </H5>
- <H5> Sujata Chakki Atta - 4 LB (1.81 KG) </H5>

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<H5> Anand Frozen Malabar Parotta Family Pack - 2 LB (32 OZ) </H5>  
<H5> Pen+Gear Pink Block Erasers, 2 Count </H5>  
<H5> Aashirvaad Svasti Pure Cow Ghee (908 GM - 31.75 OZ) </H5>  
<H5> Aashirvaad Svasti Pure Cow Ghee (908 GM - 31.75 OZ) </H5>  
<H5> Aashirvaad Svasti Pure Cow Ghee (908 GM - 31.75 OZ) </H5>  
<H5> Anand Rice Roti (500 GM - Kori Roti) </H5>  
<H5> Anand Rice Roti (500 GM - Kori Roti) </H5>  
<H5> Anand Rice Roti (500 GM - Kori Roti) </H5>  
<H5> Arya Methi Roti (15 PCS) </H5>  
<H5> Badshah Chana Masala 100 Gm </H5>  
<H5> Chakki Atta 2 LB (Buy 1 Get 1 Free) </H5>  
<H5> Chakki Atta 2 LB (Buy 1 Get 1 Free) </H5>  
<H5> Chakki Atta 2 LB (Buy 1 Get 1 Free) </H5>  
<H5> Chandan 6 in 1 Mukhwass (230 GM) </H5>  
<H5> Aashirvaad Svasti Pure Cow Ghee (908 GM - 31.75 OZ) </H5>  
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<H5> Chandan 6 in 1 Mukhwass (230 GM) </H5>  
<H5> Plum Tomato (3-4 Pcs) 1 Lb </H5>  
<H5> Cilantro(coriander,dhana) - Bunch </H5>  
<H5> Curry Leaves Bag - Bag </H5>  
<H5> Desi Okra 1 LB </H5>  
<H5> Fresh Methi - Bunch </H5>  
<H5> Green Chilli Small 0.25 LB </H5>  
<H5> Round Egg Plant - 1 LB </H5>  
<H5> Indian Karela (1 LB) </H5>  
<H5> Lemon - each </H5>  
<H5> Green Bell Pepper - each </H5>  
<H5> Red Onion Bag - 2 LB </H5>  
<H5> Phulka Fresh-uncooked Phulka 18 Counts </H5>  
<H5> Plum Tomato (3-4 Pcs) 1 Lb </H5>  
<H5> Cilantro(coriander,dhana) - Bunch </H5>  
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<H5> Phulka Fresh-uncooked Phulka 18 Counts </H5>  
<H5> Crest Kids Cavity Protection Toothpaste, Sparkle Fun Flavor, 4.6 oz </H5>  
<H5> Sujata Multigrain Atta 10 Lb </H5>

<H5> CHIPS AHOY! Chewy Chocolate Chip Cookies, 13 oz </H5>  
<H5> Maggi Veg Atta Noodles 280 GM </H5>  
<H5> Gopi Paneer (14 OZ) </H5>  
<H5> Gopi Paneer (14 OZ) </H5>  
<H5> Gopi Indian Style Whole Milk Yogurt (2 LB-32 OZ) </H5>  
<H5> CHIPS AHOY! Chewy Chocolate Chip Cookies, 13 oz </H5>  
<H5> Maggi Veg Atta Noodles 280 GM </H5>  
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<H5> Maggi Veg Atta Noodles 280 GM </H5>  
<H5> Swad Toor Dal Plain - 2 LB </H5>  
<H5> Stoneyfield Organic Whole Milk 1/2 GALLON </H5>  
<H5> Banana Bunch (5-7 Pcs) </H5>  
<H5> Crest Kids Cavity Protection Toothpaste, Sparkle Fun Flavor, 4.6 oz </H5>  
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<H5> Banana Bunch (5-7 Pcs) </H5>

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

kesar 36    atta 32    rice 28    sold 26    chocolate 18  
 fresh 17    noodles 16    roti 16    pure 16    ghee 15  
 kori 12    chewy 12    chip 12    svasti 12    flour 11

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>
kesar	36	✓	✓	✓
atta	32	✗	✗	✓
rice	28	✗	✗	✓
sold	26	✗	✗	✗
chocolate	18	✗	✗	✓
fresh	17	✗	✗	✓
noodles	16	✗	✗	✓
roti	16	✗	✗	✓
pure	16	✗	✗	✓
ghee	15	✗	✗	✓
kori	12	✗	✗	✓
chewy	12	✗	✗	✓
chip	12	✗	✗	✓
svasti	12	✗	✗	✓
flour	11	✗	✗	✗

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.

 **Alt Attribute**  


We found 200 images on this web page  
 1 ALT attributes are empty or missing.

<https://www.facebook.com/tr?id=186565318474971&ev=PageView&noscript=1>

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired). Also, more information to help them understand images, which can help them to appear in Google Images search results.

 **Text/HTML Ratio**  


HTML to Text Ratio is: **1.86%**

Text content size 11146 bytes

Total HTML size 599027 bytes

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by search engines to calculate the relevancy of a web page.

A higher code to text ratio will increase your chances of getting a better rank in search engine results.

 **GZIP compression**  


Wow! It's GZIP Enabled.

 Your webpage is compressed from 585 KB to 39 KB (93.4 % 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 72.167.151.15 does not redirect to kesargrocery.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** Warning! We have detected parameters in a massive number of URLs  


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** Oh no, you are 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://kesargrocery.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://kesargrocery.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** Oh 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: 6 Years, 332 Days

Created Date: 25th-Jan-2016

Updated Date: 20th-Sep-2022

Expiry Date: 25th-Jan-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

39 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://kesargrocery.com  
**Length:** 12 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**  


373 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**  


1 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
kesargrocery.net	Available
kesargrocery.org	Already Registered
kesargrocery.biz	Already Registered
kesargrocery.us	Available
kesargrocery.info	Already Registered

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

● **Typo Availability**  
\*\*\*

Domains (TLD)	Status
uesargrocery.com	Available
jesargrocery.com	Available
mesargrocery.com	Available
lesargrocery.com	Available
oesargrocery.com	Available

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



### Email Privacy

Good, no 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



Oh No! This page is not mobile-friendly.  
Your mobile friendly score is 0/100

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



## Mobile Compatibility



Bad, 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.

## ● Mobile View



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
72.167.151.15	//www.godaddy.com. The registrar's WHOIS server can be reached at wh address?Kesargrocery.com resolves to the IPv4 address 132.148.11.204.M registered 2523 days ago on Monday, January 25, 2016.When has Kesarg Tuesday, January 25, 2022.When was the WHOIS for Kesargrocery.com? Saturday, January 26, 2019.What are Kesargrocery.com's nameservers?D ns53.domaincontrol.com and ns54.domaincontrol.com.What is the traffic globally on Alexa.How many people visit Kesargrocery.com each day?K page impressions per day.From which countries does Kesargrocery.com r visited by people located in the United States and .What country does Ke located in the United States.What webserver software does Kesargrocery webserver.if(typeof ez_ad_units != 'undefined'){ez_ad_units.push([[728,90],'ipaddress_com-large-mobile-ba ez_ad_units != 'undefined'){ez_ad_units.push([[300,250],'ipaddress_com-medrectangle- ez_ad_units != 'undefined'){ez_ad_units.push([[300,250],'ipaddress_com-medrectangle- ez_ad_units != 'undefined'){ez_ad_units.push([[300,250],'ipaddress_com-medrectangle- .medrectangle-1-multi-136{border

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 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



Perfect, We 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 XHTML 1.0 Transitional

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:  Tr

 Twitter:  Kesargrocery

 Instagram:  Kesargroceryusa

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** 533,827th most visited website in the World.  


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** \$4,056 USD  


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

## **In-Page Links**

We found a total of 173 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Cereals	Internal Links	Dofollow
Laundry & Detergent	Internal Links	Dofollow
Recommended	Internal Links	Dofollow
Weekly Deals	Internal Links	Dofollow
Buy 1 Get 1	Internal Links	Dofollow
Nandoo's Foods	Internal Links	Dofollow
Chocolate & Candys	Internal Links	Dofollow
Ice Cream	Internal Links	Dofollow
rajbhog sweets	Internal Links	Dofollow
Seasonal Fresh Produce	Internal Links	Dofollow
dal & beans	Internal Links	Dofollow
Home made chapatis	Internal Links	Dofollow
fresh produces	Internal Links	Dofollow
fruit	Internal Links	Dofollow
vegetables	Internal Links	Dofollow
rice	Internal Links	Dofollow
frozen	Internal Links	Dofollow
appetizer	Internal Links	Dofollow
curries	Internal Links	Dofollow
cut vegetable	Internal Links	Dofollow
paratha	Internal Links	Dofollow
roti-naan-kulcha	Internal Links	Dofollow
Nuts & Dryfruits	Internal Links	Dofollow
dairy products	Internal Links	Dofollow
butter,cheese & paneer	Internal Links	Dofollow
eggs & breads	Internal Links	Dofollow
milk & yogurt	Internal Links	Dofollow
sweets	Internal Links	Dofollow
pickle & chutney	Internal Links	Dofollow
flour	Internal Links	Dofollow
chappati flour	Internal Links	Dofollow
speciality flour	Internal Links	Dofollow
personnel & healthcare	Internal Links	Dofollow
Moisturizing Cream	Internal Links	Dofollow
Mithas Sweets	Internal Links	Dofollow
Mouth Freshener	Internal Links	Dofollow
spices & masala	Internal Links	Dofollow
Organic	Internal Links	Dofollow
Paper Products	Internal Links	Dofollow
Ready To Eat & X-press Meals	Internal Links	Dofollow
Ayurvedic	Internal Links	Dofollow
baby food & medicine	Internal Links	Dofollow
chocolate beverage	Internal Links	Dofollow
Cookies & Crackers	Internal Links	Dofollow





Jalpur	Internal Links	Dofollow
Anand	Internal Links	Dofollow
Cetaphil	Internal Links	Dofollow
Aashirvaad	Internal Links	Dofollow
Bedekar	Internal Links	Dofollow
Deep	Internal Links	Dofollow
Mtr	Internal Links	Dofollow
Nycil	Internal Links	Dofollow
Member's mark	Internal Links	Dofollow
Organic Valley	Internal Links	Dofollow
0 Cart \$0.00	Internal Links	Dofollow
Account	Internal Links	Dofollow
My Location -	Internal Links	Dofollow
Skip	Internal Links	Dofollow
Blog	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	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



No broken links were found on this web page

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.