

## Recommendations

Toggle:

Other Improvements

On-Page SEO

Social

Performance

Usability

Reduce length of title tag (to between 10 and 70 characters)

On-Page SEO

Medium Priority

Remove Duplicate H1 Tags

On-Page SEO

Medium Priority

Add Alt attributes to all images

On-Page SEO

Low Priority

Grow your Twitter following

Social

Low Priority

Use your main keywords across the important HTML tags

On-Page SEO

Low Priority

Optimize your images to reduce their file size

Performance

Low Priority

Optimize your page for Mobile PageSpeed Insights

Usability

Low Priority

Optimize your page for Desktop PageSpeed Insights

Usability

Low Priority

## On-Page SEO Results



### Your On-Page SEO is good

Your page is mostly optimized for On-Page SEO performance. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to improve your page by ensuring HTML Tag Content is completed correctly and text content is well aligned with chosen keywords.

#### Title Tag

You have a title tag, but ideally it should be shortened to between 10 and 70 characters (including spaces).

FORECAST Top Advertising Agency in Mumbai | Full Service Creative Ad Agency

Length : 75

Title tags are very important for search engines to correctly understand and categorize your content.



#### Meta Description Tag

Your page has a meta description of optimal length (between 70 and 160 characters).

We are one of the leading ad agencies in Mumbai specialising in providing creative advertising solutions and strategies to create innovative brand experiences.

Length : 159



#### SERP Snippet Preview

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.



https://www.forecastadvtg.com

## FORECAST Top Advertising Agency in Mumbai

We are one of the leading ad agencies in Mumbai specialising in providing creative advertising solutions and strategies to create innovative brand ...

### Hreflang Usage

Your page is not making use of Hreflang attributes.



### Language

Your page is using the lang attribute.



Declared: en-US

### H1 Header Tag Usage

Your page has more than one H1 Tag. It is generally recommended to only use one H1 Tag on a page.



The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

Show details

### H2-H6 Header Tag Usage

Your page is making use multiple levels of Header Tags.



### Image Alt Attributes

You have images on your page that are missing Alt attributes.



We found 44 images on your page and 2 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

Show details

Alternate Image Text or Alt Text is descriptive text that is displayed in place of an image if it can't be loaded, as well as a label on an image when it is moused over in the browser, to give more information to the visitor. Additionally, Search Engines use provided Alt Text to better understand the content of an image. Image SEO is not widely known, but having your image rank for image searches is an overlooked way of gaining traffic and backlinks to your site.

We recommend adding useful and keyword rich Alt Text for pages's main images, in particular those that could have ranking potential. This should be considered on a case-by-case basis. Often there may be imagery such as UI components or tracking pixels where it may not be useful to add Alt Text, though we have tried to filter a number of these out in our analysis.

[Learn more in our guide](#)

### Canonical Tag

Your page is using the Canonical Tag.



https://www.forecastadvtg.com/

The Canonical Tag is a HTML Tag that tells Search Engines the primary URL of a page. URLs can have multiple versions due to things like parameters being passed or www and non-www versions, resulting in potential duplicate content. Google recommends all pages specify a Canonical for this reason.

You may need to determine what the primary preferred version of the page is. Often the CMS may manage this, or provide the ability to specify it.

[Learn more in our guide](#)