



Your website score

Review of **stationeryhut.in**

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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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 Visitors

Iconography

-  Pass
-  Moderate
-  Fail
-  FYI
-  High impact
-  Medium impact
-  Low impact
-  Very hard to solve
-  Hard to solve
-  Easy to solve



Title Tag

Online Stationery Store, Buy Stationery Online at Lowest Prices – Stationery Hut



Length: 80 character(s) (573 pixels)

HTML title tags appear in browser tabs, bookmarks and in search results.

It looks like your title tag is a little outside the ideal length. Since they are **one of the most important on-page SEO elements** you should make your title tags between 20 and 70 characters including spaces (200 - 569 pixels). Make sure each page has a unique title and use your most important keywords. For internal pages start your title tags with your most important keyword(s).

Meta Description

Looking for Office stationery or School stationery online? Browse a wide range of stationery items at the online stationery store - stationeryhut.in. Free shipping all over India at lowest prices.



Length: 196 character(s) (1,091 pixels)

Meta descriptions allow you to influence how your web pages are described and displayed in search results. A good description acts as a potential organic advertisement and encourages the viewer to click through to your site.

Keep it short and to the point; **the ideal meta description** should contain between 70 and 160 characters - spaces included (600 - 940 pixels).

Ensure that each of your web pages have a unique, straightforward meta description that contains **most important keywords**. These keywords are especially important because they appear in bold when they match the user's search query (See the Google Preview below).

Check your Google Search Console (Search Appearance > HTML Improvements) for any warning messages to identify meta descriptions that are too long/short or duplicated across more than one page.

Google Preview

[Online Stationery Store, Buy Stationery Online at Lowest Prices – Stationery Hut](#)

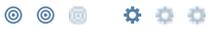
www.stationeryhut.in/

Looking for Office stationery or School stationery online? Browse a wide range of stationery items at the online stationery store - stationeryhut.in. Free shippin...

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

Search engines may create their own titles and descriptions if they are missing, poorly written and/or not relevant to the content on the page and cut short if they go over the character limit. So it's important to be clear, concise and within the suggested character limit.

Headings



<H1>	<H2>	<H3>	<H4>	<H5>
0	0	0	4	0
<H4>	Information			
<H4>	Customer Service			
<H4>	Payment Methods			

Great, your website is structured using HTML headings (<H1> to <H6>).

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, only include more than one per page if you're using HTML5. Instead, use multiple <H2> - <H6> tags.

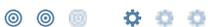
Keyword Cloud

montex money ball pen 2 ivory paper a3-size 782 2 royal executive bond paper 2
online stationery store 2 phd planner 4 school supplies 2
office stationery 2 stationery hut 2 files 1 ask questions 2
easy return 2 lowest prices 2 slim grip 2 genuine products 2
kangaro stapler-10-d 3 art 3 pens 6 folders 1 shopping cart 2
diaries 1

The Keyword Cloud provides an insight into how relevant a topic or keyword is to the content on your page.

It's important to do 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.

Alt Attribute



We found 68 images on this web page.

15 ALT attributes are empty or missing.

<https://www.stationeryhut.in/image/truck.png>

https://www.stationeryhut.in/image/cache/catalog/Flipkart_CPS_New_Pinch-0x0.jpg

<https://www.stationeryhut.in/image/cache/catalog/DLSNTNPRD10741543576058-0x0.jpg>

<https://www.stationeryhut.in/image/cache/catalog/DLSNTNPRD79581542352412-0x0.jpg>

<https://www.stationeryhut.in/image/cache/catalog/DLSNTNPRD90541542350379-0x0.png>

Alternative text allows you to add a description to an image. Since search engine crawlers cannot see images, they rely on alternative text attributes to determine relevance to a search query. Alternative text also helps makes an image more likely to appear in a Google image search and is used by screen readers to provide context for visually impaired users.

It looks like most or all of your images have alternative text. Check the images on your website to make sure accurate and relevant alternative text is specified for each image on the page. Try to minimize the number of alt text characters to 150 or less (including spaces!) to optimize page load times.

We've discovered 152 pages in Google's index for stationeryhut.in.

A low number can indicate that bots are unable to discover your pages, which is commonly caused by bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages. An unusually high number could be an indication of duplicate content due to URL parameters.

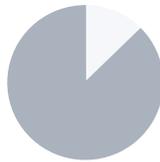
Make sure your website's XML sitemap is present and that you've submitted it to the major search engines. Building backlinks to your website's internal pages will also help bots to discover, crawl and index them, while building authority to help them rank in search results at the same time.

Check Index Status and Crawl Errors in Google Search Console to track the status of your crawled/indexed pages.

If you use parameters in your URL like session IDs or sorting and filtering, use the rel="canonical" tag to tell search engines which version of those pages is the original.

In-Page Links

We found a total of 119 link(s) including 0 link(s) to files



- External Links: NoFollow (0%)
- External Links: Follow (12.7%)
- Internal Links (87.3%)

Anchor	Type	Follow
No Anchor Text	External Links	Follow
360 Ecommerce	External Links	Follow
No Anchor Text	External Links	Follow
No Anchor Text	External Links	Follow
No Anchor Text	External Links	Follow
No Anchor Text	External Links	Follow

Links pass value from one page to another. This value is called 'link juice'.

A page's link juice is split between all the links on that page so lots of unnecessary links on a page will dilute the value attributed to each link. There's no exact number of links to include on a page but best practice is to keep it under 200.

Using the Nofollow attribute in your links prevents some link juice, but these links are still taken into account when calculating the value that is passed through each link, so using lots of NoFollow links can still dilute PageRank.

Broken links

No broken links were found on this web page



Broken links send users to non-existent web pages. They hurt a site's usability and reputation, which impacts SEO.

Fortunately your page doesn't contain any broken links.

Be proactive in checking your pages to make sure they don't have any broken links.

✓ WWW Resolve

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



Search engines see www.stationeryhut.in and stationeryhut.in as different websites. This means they could see a large amount of **duplicate content**, which they don't like.

Fortunately your website redirects www.stationeryhut.in and stationeryhut.in to the same site.

✓ Robots.txt

<https://www.stationeryhut.in/robots.txt>



A **robots.txt** file allows you to restrict the access of search engine crawlers to prevent them from accessing specific pages or directories. They also point the web crawler to your page's XML sitemap file.

Your site currently has a robots.txt file. You can use Google Search Console's Robots.txt Tester to submit and test your robots.txt file and to make sure Googlebot isn't crawling any restricted files.

✓ XML Sitemap

https://www.stationeryhut.in/index.php?route=extension/feed/google_sitemap



XML sitemaps contain the list of your URLs that are available to index and allow the search engines to read your pages more intelligently. They can also include information like your site's latest updates, frequency of changes and the importance of URLs.

Be sure to only include the pages you want search engines to crawl, so leave out any that have been blocked in a robots.txt file. Avoid using any URLs that cause redirects or error codes and be sure to be consistent in using your preferred URLs (with or without www.), correct protocols (http vs. https) and trailing slashes. You should also **use your robots.txt file** to point search engine crawlers to the location of your sitemap.

✓ Sitemaps Validity



- ✓ All sitemaps are within the file size limit
- ✓ All sitemaps are within the URL count limit
- ✓ All sitemaps have a valid structure
- ✓ All sitemaps are accessible
- ✓ The sitemaps in your robots.txt file use a valid URL format

Great! Your sitemaps seem to be valid

To learn more about what a valid sitemap should look like check out our guide about XML Sitemaps or submit it through Google Search Console.

URL Parameters

Warning! We've detected parameters in a significant number of URLs.

URL parameters are used to track user behaviors on site (session IDs), traffic sources (referrer IDs) or to give users control over the content on the page (sorting and filtering). The issue with URL parameters is that Google sees each unique parameter value as a new URL hosting the same thing - meaning you could have a duplicate content problem. Sometimes, it's able to [recognize these URLs](#) and group them together. It then algorithmically decides which URL is the best representation of the group and uses it to consolidate ranking signals and display in search results. You can help Google recognize the best URL by using the `rel="canonical"` tag.

Use the [URL Parameters Tool](#) in Google Search Console to tell Google how your URL parameters affect page content and how to crawl URLs with parameters. Use this tool very carefully - you can easily prevent Google from crawling pages you want indexed through overly restrictive crawling settings, especially if you have URLs with multiple parameters.

✓ Underscores in the URLs

Great, you are not using underscores (these_are_underscores) in your URLs.



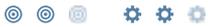
Great, you aren't using [underscores](#) (these_are_underscores) in your URLs.

Google sees hyphens as word separators while underscores aren't recognized. So the search engine sees `www.example.com/green_dress` as `www.example.com/greendress`. The bots will have a hard time determining this URL's relevance to a keyword.

✓ Blocking Factors

✓ Flash: No

✓ Frames: No



Great, you aren't using Flash or frames on your site.

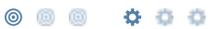
While it often looks nicer, Flash content can't be [properly indexed](#) by search engines. Maximize your SEO efforts by avoiding Flash.

Search engines also have problems with frames because they can't crawl or index the content within them. Avoid them if you can and use a `NoFrames` tag when you can't.

✓ Domain Registration

✓ Created 3 years ago

✓ Expires in 2 years



Your domain is the human-readable address of your website on the Internet. How long your domain name has been registered does have a limited impact on your rankings in search results. The newer your domain the harder it can be to achieve a higher rank. To help offset this, 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.



✖ Schema.org We didn't detect any schema.org items on your webpage



Get started using Schema.org vocabulary and marking up your webpage.

Schema.org is a set of vocabularies used to add meaning to the information on a webpage in a way that is readable by machines (Google). Schema.org vocabularies include attributes for entities, relationships between entities and actions.

Learn more in [Google's intro to structured data](#). Structuring data on your pages can help [increase website traffic](#) and [improve audience engagement](#). Schema.org vocabulary can be added to a page using many different formats, including RDFa, Microdata and JSON-LD.

✖ Open Graph Protocol We didn't detect any Open Graph tags on your webpage



Facebook developed the [Open Graph protocol](#) to enable the integration of any web page with its social media platform. Other social media platforms have also adopted the protocol, allowing you to control how your web pages are presented when shared across social media.

Use the [Sharing Debugger](#) to check what information appears when shared on Facebook and the [Twitter Cards Validator](#) to do the same for Twitter.

▶ Microformats

h-item 20

Designed for humans first and machines second, [microformats](#) use code (HTML/XHTML tags) originally intended for other purposes to add context to the content on a webpage. This helps machines (like Google!) to understand certain information (contact information, geographic coordinates, calendar events, etc.) intended for humans.



✓ Mobile Friendliness

Very Good

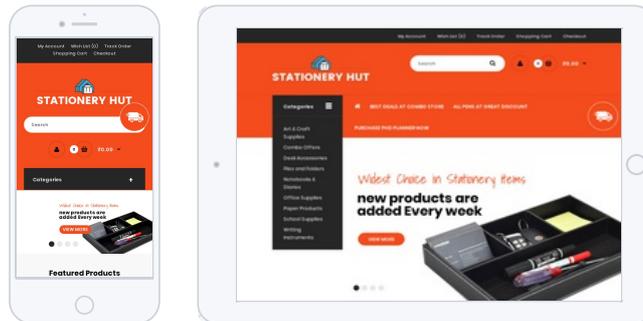


This web page is super optimized for Mobile Visitors

Mobile friendly pages make it easy for users to complete objectives and common tasks and use a design or template that is consistent across all devices (uses responsive web design).

Your site is well configured for mobile users.

◉ Mobile Rendering



80% of adult Internet users now have a smartphone. You should definitely be optimizing your website to render on the most popular mobile devices.

✓ Touchscreen Readiness

Perfect, the most important buttons/links are large enough to be tapped easily.



Great, your User Interface allows for visitors to easily tap targets on their touchscreen. To go even further into improving your User Interface, use size and density buckets to accommodate varying device sizes and screen densities.

✓ Mobile Compatibility

Perfect, no embedded objects detected.



Great, your website does not embed any special types of web content, such as Flash, Silverlight or Java, so your content can be accessed on all devices.

✓ Font Size Legibility

Perfect, this web page's text is legible on mobile devices.



You can find additional font recommendations for mobile devices in Google's [typography guidelines](#) for Android.

✓ Mobile Viewport



- ✓ Great, a configured viewport is present.
- ✓ The content fits within the specified viewport size.

Great, the viewport is well configured.

Keep in mind that since the width (in CSS pixels) of the viewport may vary, your page content should not solely rely on a particular viewport width to render well. Consider these additional tips:

- Avoid setting large absolute CSS widths for page elements.
- If necessary, [CSS media queries](#) can be used to apply different styling depending on screen size.
- Ideally, serve responsively-sized images.

🔍 Mobile Frameworks

No mobile frameworks have been detected.

Mobile or [responsive frameworks](#) are an important part of website optimization as they assist developers in creating applications which are applicable to multiple devices.



URL stationeryhut.in
 Length: 13 character(s)

Keep your URLs short and clean 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>).

Keep in mind that URLs are also an important part of a comprehensive [SEO strategy](#). Use clean URLs to [make your site more "crawlable" by Google](#).

Resource: Search for a [good domain name](#). If no good names are available, consider a [second hand domain](#). To prevent brand theft, you might consider trademarking your domain name.

Favicon Great, your website has a favicon.

Favicons are the small icons that appear next to your site's name or URL in a browser. They can be displayed in the address bar, a browser tab title or bookmarks. Make sure it is [consistent with your brand](#).

[Here is a way one company used a special favicon to improve user experience.](#)

Custom 404 Page Great, your website has a custom 404 error page.
 Your server responded with the HTTP status code: 404

Custom 404 error pages are an opportunity for you to reduce customer frustration and link to other pages on your site.

Asset Minification 65%
 You could reduce 35% (394.3 KiB) by minifying the asset(s) listed below.

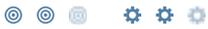
URL	Reduction size
/catalog/view/theme/fastor/css/styleSheet.css	197.5 KiB (35%)
/catalog/view/theme/fastor/css/menu.css	63.4 KiB (35%)
/catalog/view/theme/fastor/css/responsive.css	41.9 KiB (35%)

Fast websites make happy visitors. Enabling minification on assets like HTML, JavaScript and CSS files will reduce their transfer size. Every time a page is requested from your website less bytes and lighter assets are sent over the network resulting in faster delivery which loads your website faster for your customers.

To learn more on how to enable minification for your assets you can check out these [10 tips to improve page load time](#) or consult Google's PageSpeed Insights [guide on minification](#).

Asset Compression

Perfect, all your assets are compressed.

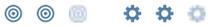


Great! We didn't find uncompressed assets on your web page.

To learn more on how to enable compression for your assets you can check out these [10 tips to improve page load time](#) or consult Google's PageSpeed Insights [guide on compression](#).

Asset Cacheability

We found a total of 113 uncached asset(s) listed below.



URL	Freshness lifetime
/image/catalog/stationery2/icon-money.png	Expiration not specified
/catalog/view/javascript/noUiSlider/nouislider.min.js	Expiration not specified
/catalog/view/javascript/noUiSlider/nouislider.pips.css	Expiration not specified

Fast websites make happy visitors. Caching assets such as images, javascript and CSS files allows a browser to keep these files in local storage so it doesn't have to download them every time it requests a page on your website. This will lower the bandwidth used and improve the page load time.

To learn more on how to enable caching for your assets you can check out these [10 tips to improve page load time](#) or consult Google's PageSpeed Insights [guide on browser caching](#).

Language

Declared: *English*



Detected: *English*

Great, your declared language matches the language detected on the page.

Make sure your declared language is the same as the [language detected by Google](#).

Tips for multilingual websites:

- Define the language of the content in each page's HTML code.
- Specify the language code in the URL as well (e.g., "mywebsite.com/fr/mycontent.html").
- Use hreflang tags to specify language and country for Google, and the "content-language" meta tag to specify the language and country for Bing.

Structured Data Markup

microformats h-item



Structured Data Markup is used to generate [Rich Snippets](#) in search engine results. It is a way for website owners to send structured data to search engine robots; helping them to understand your content and create well-presented search results.

Get the most out of Google's rich snippets for content types such as: [Reviews](#), [People](#), [Products](#), [Businesses and Organizations](#), [Recipes](#), [Events](#), [Videos](#) and [Music](#). If your website covers one of these topics, then we suggest that you annotate it with Schema.org using [microdata](#).

Domain Availability

Domains	Status	
stationeryhut.com	Expires in a month	🔒
stationeryhut.net	Expires in 2 months	🔒
stationeryhut.org	Expires in 2 months	🔒
stationeryhut.info	Available. Register it now!	✓
stationeryhut.biz	Available. Register it now!	✓
stationeryhut.eu	Available. Register it now!	✓

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

Typo Availability

Domains	Status	
stationerhyut.in	Available. Register it now!	✓
sta5ioneryhut.in	Available. Register it now!	✓
statuoneryhut.in	Available. Register it now!	✓
stationerhut.in	Available. Register it now!	✓
stationer7hut.in	Available. Register it now!	✓
stationeyhut.in	Available. Register it now!	✓

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

Email Privacy

Warning! At least one 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.

Server IP 192.185.119.216

Server location: Houston

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.

Use [DNSstuff](#) for comprehensive reports on your server.

Technologies

-  OWL Carousel
-  Bootstrap
-  animate.css
-  Font Awesome
-  Google Font API
-  Google Tag Manager
-  jQuery
-  jQuery UI
-  Nginx
-  OpenCart
-  Revsilder

Get to know the technologies used for your website. Some codes might slow down your website. Ask your webmaster to take a look at this.

Analytics

 Google Analytics



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.

Popular Analytics Tools Include: [Google Analytics](#), [Quantcast](#)™, [AdobeAnalytics](#)™, [Piwik](#)™, [chartbeat](#)™, [Clicky](#)™, [ClickTale](#)™, etc.

Doctype

HTML5

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.

Encoding

Great, language/character encoding is specified: utf8



Specifying language/character encoding can prevent problems with the rendering of [special characters](#).

SSL Secure

Great, your website is SSL secured (HTTPS).



- ✓ Your website's URLs redirect to HTTPS pages.
- ✗ Your headers are not properly set up to use HSTS.
- ✓ The SSL certificate expires in 3 months.
- ✓ The certificate issuer is COMODO CA Limited.

Modern websites tend to be SSL secured (HTTPS) as it provides an extra security layer while logging in to your Web Service. In 2014, [Google announced](#) that an HTTPS (vs HTTP) website would receive an extra boost in their ranking.

While switching to HTTPS, make sure your site remains optimized and see to it that your website will still run quickly. Follow these best practices for a smooth transition:

- Use a serious issuer to purchase your SSL certificate
- Redirect all of your HTTP pages to the HTTPS version of your website
- Use [HTTP Strict Transport Security \(HSTS\)](#) in your headers
- Renew your SSL certificate every year, before it expires
- Make sure that all of your content (CSS, etc.) is linked to HTTPS
- Update your XML sitemap to ensure the URLs include HTTPS and update the robots.txt file to reference this version
- Register the HTTPS website in Google & Bing Search Console/Webmaster Tools



✖ Backlinks Score Poor



The backlinks score is calculated by looking at a combination of link signals. This includes the overall number of backlinks together with the number of linking domains, as well as rating the overall quality of the backlinks pointing to a website. The quality assessment is based on the linking pages.

✔ Backlinks Counter 863



We've detected 863 backlinks pointing to your site.

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.

○ Referring Domains 131

The number of domains your backlinks are coming from.



x Social Media Engagement

Your homepage has not been widely shared on social networks.



Facebook Shares	0
Facebook Comments	0
Facebook Likes	0

The impact of social media is huge for certain industries, take advantage of this digital version of word-of-mouth marketing. However, it looks like stationeryhut.in has not been widely shared on social media.

Create social media profiles associated with stationeryhut.in on [Facebook](#), [Pinterest](#), [LinkedIn](#), [Google+](#) and other sites that are of interest to your customers.

Learn how to [engage](#) your social media audiences and create a consistent fan base. You can also use your [website](#) to increase your popularity on social platforms.

Check [these helpful tools](#) for managing your social media campaign.

Note: This data is based on [engagements from like and share buttons on your site, or people copying and pasting your URLs directly into Facebook](#). It does not include people who like or share your branded social media pages.

x Facebook Page

Not found



[Add your Facebook Page or create one](#)

We were unable to find a Facebook page for stationeryhut.in.

Facebook is a vital channel for any business' digital marketing. [72% of consumers](#) and almost every Millennial expects your to have a presence on Facebook.

Use [Facebook Insights](#) to measure and track your audience's engagement with your posts to get the most out of your social media efforts. Link your Facebook profile with stationeryhut.in and [add a CTA](#) to really maximize your social media marketing efforts.

Twitter Account



The Twitter™ Account @Stationeryhut is booked but it is not linked to your website!
Tip: Include your URL in your Twitter profile's website field.

Name

Stationeryhut
[Change Account](#)

Followers

12

Tweets

419

Bio

Stationery hut is the new face of UK office supplies Online. Our Philosphy is simple, honest, reliable Office Supplies and Service with Passion.

Location

London

Created

8 years ago

[Add your Twitter account or create one](#)

We found a Twitter profile for your brand, but it's not linked to stationeryhut.in. Linking your Twitter account to your website helps prevent [brandjacking](#) and can help make your social media marketing more effective. Here are a [few tips](#) to help create a Twitter promotion plan. Use [Twitter Dashboard](#) and [Analytics](#) to track and optimize your Twitter feed.

Crunchbase Entry



STATIONERY HUT

Name

Stationery Hut - School Supplies Online

Description

Stationery Hut is an online stationery store which caters to all your school stationery needs.

Last updated at

3 months ago

Crunchbase is a platform used by millions, offering public information about businesses and individuals.

Good news, stationeryhut.in has been listed on <https://www.crunchbase.com/organization/stationery-hut-school-supplies-online>. Make sure the details listed are correct and up to date. You can suggest edits to your page by creating a profile at [crunchbase.com](https://www.crunchbase.com).



Local Directories

[Add your Yelp page or create one](#)

This is a list of the local directories where your business has been found. Take care of your listings in local directories; since maps are now an integral part of search results, your [Google My Business page](#) may have more visitors than your website!

It is important to make sure that your business details are correct in each directory where you are listed. Find the directories in your country (USA, UK and Canada.) and enhance your listings with pictures, video, schedules and as many customer reviews as possible.



Traffic Estimations Low



This shows your estimated traffic for stationeryhut.in compared to any competitors you have chosen. We use Alexa for this information.

Traffic Rank 1,270,825th most visited website in the World

 91,618th most visited website in India

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

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

Reviewing the most visited websites by country can give you valuable insights.

SEMRush provides similar services.

Adwords Traffic 0%

This is an estimation of the traffic that is being bought through AdWords vs. unpaid Organic Traffic.

This data is provided by SEMRush.

Visitors Localization



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.