



Website :	http://www.banglalive.com
Audit Date :	21 st May,2013
Audited By :	Indrashis Nandy
Reviewed By :	Debajyoti Banerjee

General Domain Statistics																																	
Domain Age	12 years 12 months																																
Country Hosted in	India																																
Dmoz	Yes																																
Google Page Rank	4																																
Current Alexa Rank	321,153 global, in India 44715, Alexa links 194, Search Trend decline – 6.5%, Reach .00041%, Bounce rate – 47.8% time on site : 4m 37 s, PV per user 3.2																																
<p style="text-align: center;">Audience Demographics for Banglalive.com</p> <p style="text-align: center;">Relative to the general internet population how popular is banglalive.com with each audience below?</p> <div style="display: flex; justify-content: space-around;"> <div style="width: 45%;"> <p style="text-align: center;">Age</p> <table border="1"> <thead> <tr> <th>Age Group</th> <th>Relative Popularity</th> </tr> </thead> <tbody> <tr> <td>18-24</td> <td>High (Green)</td> </tr> <tr> <td>25-34</td> <td>Medium (Red)</td> </tr> <tr> <td>35-44</td> <td>Low (Green)</td> </tr> </tbody> </table> <p style="text-align: center;">Gender</p> <table border="1"> <thead> <tr> <th>Gender</th> <th>Relative Popularity</th> </tr> </thead> <tbody> <tr> <td>Male</td> <td>High (Red)</td> </tr> <tr> <td>Female</td> <td>Low (Green)</td> </tr> </tbody> </table> <p style="text-align: center;">Education</p> <table border="1"> <thead> <tr> <th>Education</th> <th>Relative Popularity</th> </tr> </thead> <tbody> <tr> <td>College</td> <td>High (Red)</td> </tr> <tr> <td>Graduate School</td> <td>Low (Red)</td> </tr> </tbody> </table> <p style="text-align: center;">Has Children</p> <table border="1"> <thead> <tr> <th>Has Children</th> <th>Relative Popularity</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>High (Red)</td> </tr> <tr> <td>No</td> <td>Low (Green)</td> </tr> </tbody> </table> <p style="text-align: center;">Browsing Location</p> <table border="1"> <thead> <tr> <th>Browsing Location</th> <th>Relative Popularity</th> </tr> </thead> <tbody> <tr> <td>home</td> <td>High (Red)</td> </tr> <tr> <td>work</td> <td>Low (Green)</td> </tr> </tbody> </table> </div> </div>		Age Group	Relative Popularity	18-24	High (Green)	25-34	Medium (Red)	35-44	Low (Green)	Gender	Relative Popularity	Male	High (Red)	Female	Low (Green)	Education	Relative Popularity	College	High (Red)	Graduate School	Low (Red)	Has Children	Relative Popularity	Yes	High (Red)	No	Low (Green)	Browsing Location	Relative Popularity	home	High (Red)	work	Low (Green)
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StumbleUpon	25																
Google+	2																
Twitter Backlinks	26																
Traffic Rank	-(45,406) [last 3 months declining]																
Social Impact	Fairly popular																
Twitter	Twitter account @banglalive is booked and linked to the website. Follower 80																
Google Analytics	Yes																
Daily avg PV	3425, country % -India 57%, Bangladesh 24%, USA – 15%																

Basics		
WWW Resolve	Your website without www does not redirect to the same page	Bad
URL Rewrite	URL looks clean.	Good
IP Canonicalization	Yes	Good



robots.txt	Found	Good
XML Sitemap	Found	Good
W3C Validity	44 errors,28 warnings	Average
Encoding	ISO-8859-1	Good

Content Analysis		
Title	Banglalive.com - Bengali news,entertainment,fashion & lifestyle,blog,chat,e-magazine,recipe,astrology & e-shopping (length 114 Chars)	Ok. Ideal : 70 characters.
Description	Banglalive.com - a complete bengali socio-cultural web portal featuring Bangla News, Entertainment, Kolkata Fashion & Lifestyle, Bangla Blog, Chat, Recipe, Astrology, Calendar, e-shopping and many more for connecting Bengali worldwide. (length-235chars)	Ok. Should be between 165 characters
Keywords	bangla live,Bengali news,features,Kolkata fashion & lifestyle,Bengali ECard,food & recipe,bangla chat,adda,bengali community,shopping,send gifts to kolkata,Bengali gifts,bengali saree,bengali sweets,bengali foods,bengali music,literature,cinema,bangla natak,Panjika,Astrology,Horoscope,Bengali Calendar,ebook,kolkata events,bengali magazine,bengali website,bangla saree,Bengali books,music,movies,handicrafts of bengal,festivals of Bengal,Durga Puja,travel,gossip,adda	Nowadays not required
Headings	5 H1, 0 H2, 0 H3, 0 H4, 0 H5	Bad, multiple H1 & no H2-H6
Images	53 images found, 19 alt attribute missing	Bad
Text / HTML ratio	10.6%	Bad
Flash	No	Good
Frames	No	Good
Favicon	No	Bad
404 Error pages	Present	Good
Print Friendly CSS	Missing	Bad



Load Time	10.21 secs Perfect, your server is using a caching method to speed up page display. Perfect, your website doesn't use nested tables. Too bad, your website is using inline styles. Too bad, your website has too many CSS files (more than 4). Too bad, your website has too many JavaScript files (more than 7). Too bad, your website does not take advantage of gzip.	Very Bad																																	
Language Declare	Missing	Bad																																	
Microformats	Missing	Bad																																	
Underscore in url	Yes	Bad																																	
Mobile friendly	Yes	Good																																	
Present keywords/rank	<table> <thead> <tr> <th>Keywords</th><th>Rank</th><th>URL</th></tr> </thead> <tbody> <tr> <td>bengali comics</td><td>1</td><td>http://www.banglalive.com/Co..</td></tr> <tr> <td>bangala live</td><td>1</td><td>http://www.banglalive.com/</td></tr> <tr> <td>bangla website</td><td>2</td><td>http://www.banglalive.com/</td></tr> <tr> <td>bengali horoscope</td><td>3</td><td>http://www.banglalive.com/As..</td></tr> <tr> <td>bengali saree</td><td>11</td><td>http://www.banglalive.com/st..</td></tr> <tr> <td>bengali books online</td><td>12</td><td>http://www.banglalive.com/st..</td></tr> <tr> <td>e sandesh</td><td>12</td><td>http://www.banglalive.com/st..</td></tr> <tr> <td>bengali sari</td><td>12</td><td>http://www.banglalive.com/St..</td></tr> <tr> <td>bengali saree</td><td>16</td><td>http://www.banglalive.com/St..</td></tr> <tr> <td>bangla boi</td><td>18</td><td>http://www.banglalive.com/st..</td></tr> </tbody> </table>	Keywords	Rank	URL	bengali comics	1	http://www.banglalive.com/Co..	bangala live	1	http://www.banglalive.com/	bangla website	2	http://www.banglalive.com/	bengali horoscope	3	http://www.banglalive.com/As..	bengali saree	11	http://www.banglalive.com/st..	bengali books online	12	http://www.banglalive.com/st..	e sandesh	12	http://www.banglalive.com/st..	bengali sari	12	http://www.banglalive.com/St..	bengali saree	16	http://www.banglalive.com/St..	bangla boi	18	http://www.banglalive.com/st..	OK
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Indexed pages by Google	5580. Popular pages –	Good																																	



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Backlink Analysis		
Domain Authority	39/100	Average
Home Page Authority	34/100	Average
Linking to Root Domains	8	Bad
Total Links	35, irrelevant links 23700	Very Bad

Security		
Blacklist Status	IP is not blacklisted	Good
SafeBrowsing	Yes	Good
Server Signature	No	Good
Directory browsing	No	Good

Summarized Conclusion from the above analysis:

1. Need more keyword consistency - write new articles based on the focus keywords for each section
2. declare the language used on site
3. speed up website - use CDN/caching
4. add favicon
5. www & non www resolve is a must.
6. try to avoid underscore in url
7. Multiple H1 on pages - No H2-H6 tags. This is wrong

<http://www.7boats.com>



8. Text to HTML is low. Need more text content on homepage or optimize code
9. No microformat/dublin core/Google plus author & geo tags
10. very poor authority links linking to root domain. Need more link building /off-page effort
11. Popular among women 24-30 yrs. Need content to attract male audience as well. Decide topics that men like
12. Alt tags are missing for images. Put focus keywords as alt tag for images
13. The site should provide 2-3 outbound links to authority sites. There is no outbound links now.
14. Try to submit the site to NRI yellow pages /classified such as kijiji.ca/