



SEO AUDIT

ANALYSIS & RECOMMENDATIONS

Improving Visibility.
Driving **More Journeys.**

“

Better SEO.
Better Experience.
Better Results.

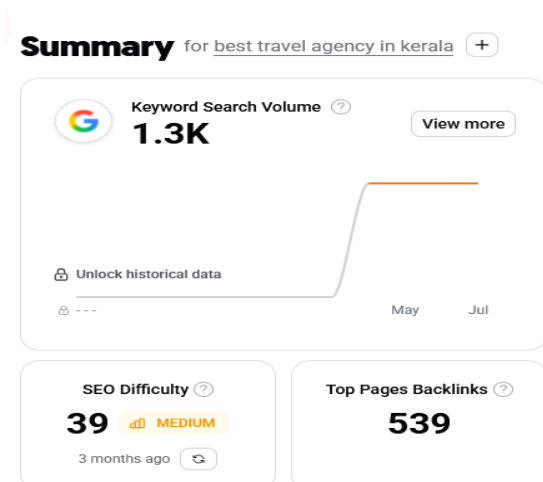
Keyword Analysis:

URL: <https://skydays.travel/>

Current Keyword:	
Best Travel Agency in Kerala	100 – 1K
Suggested Keywords:	
best international travel agency in kerala	100 – 1K
best tour agency in kerala	100 – 1K
best tour travels in kerala	100 – 1K
best travel agency in kozhikode	100 – 1K
kerala tour agent	100 – 1K
best travel agency in kerala for international tours	100 – 1K
best tour operators in kerala	100 – 1K
best international travel agency in kerala	100 – 1K
best international tour operators in kerala	100 – 1K

SEO Difficulty:

We found that the SEO difficulty of the target keywords is medium.



Competitor Analysis:

Based on our market research, the following companies are the key competitors of Skydays.

Thomas Cook	https://www.thomascook.in/?utm_source=chatgpt.com
Akbar Travels	https://www.akbartravels.com/
SOTC Travel	https://www.sotc.in/
MakeMyTrip Holidays	https://www.makemytrip.com/holidays-india/
EaseMyTrip Holidays	https://www.easemytrip.com/holidays/

SSL Certificate : YES

WWW Redirection : No Redirection issue found

Mobile Friendly Test : Website is Mobile Friendly

URL Optimization : URL optimized and clean

Broken Link Checking : 2 broken link

Image Optimization : Most images can be compressed

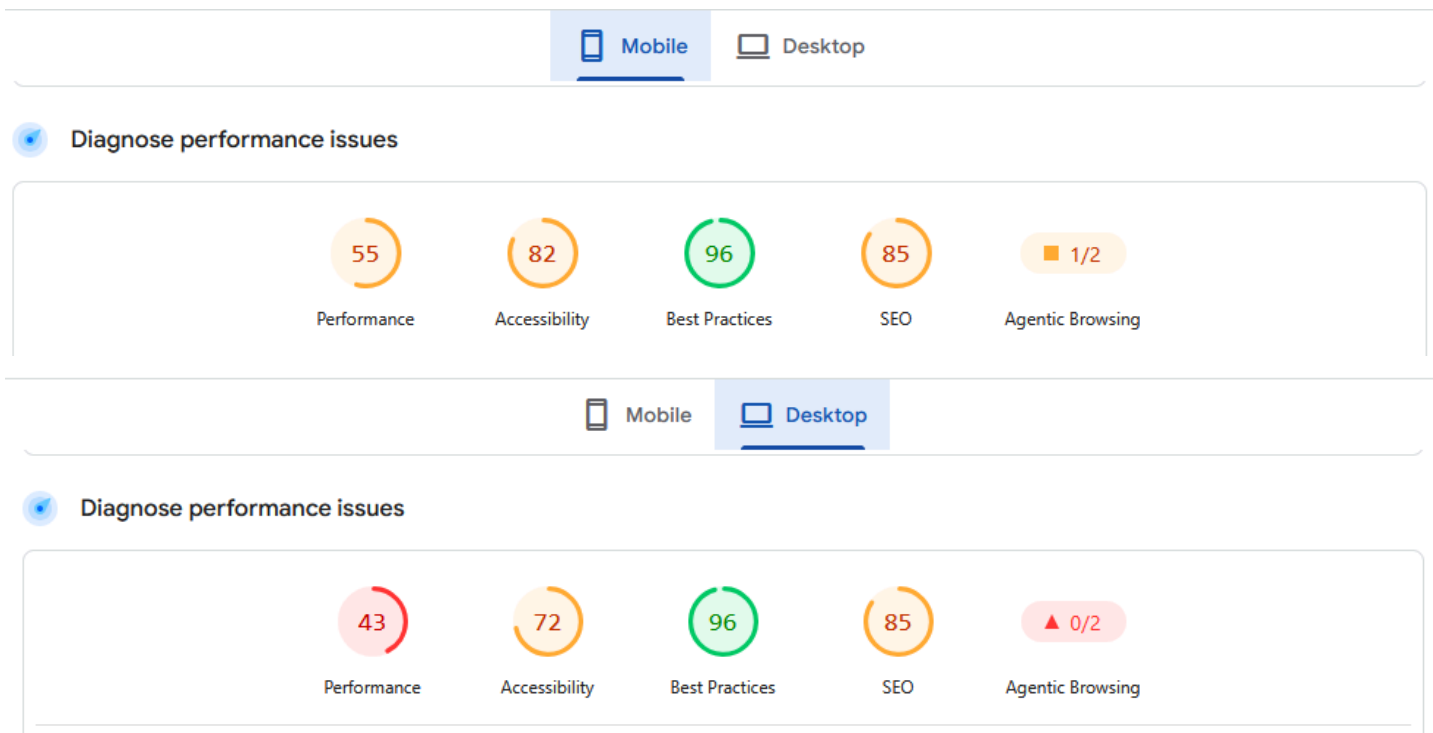
Content Optimization : Need Optimization

Internal Linking : Needs Improvement

Outbound Links : Good

Page Speed Insight : Mobile: 59, Desktop:42

PageSpeed performance scores are low on both mobile and desktop and require optimization to improve Core Web Vitals.



Header Tag Optimization : Not Optimized

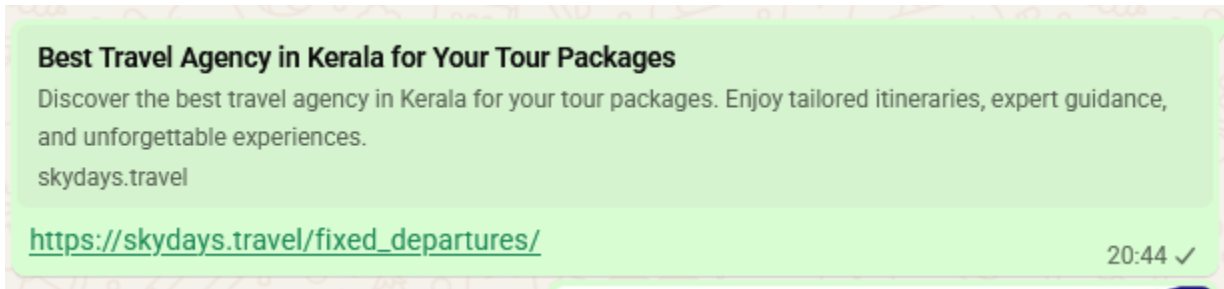
The website's header tag structure is not properly optimized. Multiple H1 tags are used on the same page, which can make it more difficult for search engines to understand the primary topic. It is recommended to use a single H1 tag per page and organize the remaining content with H2 - H6 tags in a logical hierarchy.

Title & Description:

The website has properly optimized meta titles and meta descriptions across its pages.

OG & Twitter:

The website is not optimized for Open Graph (OG) and Twitter Card tags, which means shared links may not display attractive titles, descriptions, or preview images on social media platforms. This can reduce click-through rates and limit social media engagement.



Canonicalization:

Canonical tags are properly implemented across the website, helping search engines identify the preferred version of each page and reducing the risk of duplicate content issues.

```
<meta charset="UTF-8">
<meta http-equiv="X-UA-Compatible" content="IE=edge">
<meta name="viewport" content="width=device-width, initial-scale=1.0">
<meta name="robots" content="index, follow, max-snippet:-1, max-image-preview:large, max-video-preview:-1">
<meta name="facebook-domain-verification" content="mf8ghf1mqn37ll1oqv2zf13jtp1ebd" />

<link rel="canonical" href="https://skydays.travel/">
```

Robots Tag:

The website has properly implemented Robots Meta Tags, allowing search engines to crawl and index important pages while following internal links effectively.

```
<head>

<meta charset="UTF-8">
<meta http-equiv="X-UA-Compatible" content="IE=edge">
<meta name="viewport" content="width=device-width, initial-scale=1.0">
<meta name="robots" content="index, follow, max-snippet:-1, max-image-preview:large, max-video-preview:-1">
<meta name="facebook-domain-verification" content="mf8ghf1mqn37ll1oqv2zf13jtp1ebd" />
```

XML Sitemap:

An XML sitemap has been properly implemented, making it easier for search engines to discover and index website pages.

Robots.txt:

The robots.txt file is correctly implemented, guiding search engine crawlers and helping optimize the website's crawl efficiency.

```
User-agent: *  
Disallow: /admin/  
Sitemap: https://skydays.travel/sitemap.xml
```

Schema:

The Organization schema is properly implemented, helping search engines understand the business details and enhancing the website's presence in search results.

Index Checking:

The website is indexed by Google; however, it appears on the second page of the search results for the target keyword, indicating an opportunity to improve its search rankings.

SEO IMPROVEMENTS & RECOMMENDATIONS

A practical roadmap to improve search visibility and organic growth

★ Keyword & Content Optimisation

Target relevant travel keywords and optimise landing pages with useful, search-focused content.

★ Improve Website Performance

Optimise images, improve loading speed and address Core Web Vitals issues across devices.

★ Strengthen Technical SEO

Fix broken links, improve heading hierarchy and strengthen internal linking.

★ Enhance Social Sharing

Implement Open Graph and Twitter Card metadata to improve how website pages appear when shared.

★ Monitor & Improve Search Visibility

Track keyword rankings, organic traffic, clicks and conversions. Review performance regularly and refine the SEO strategy.

Better Visibility. Faster Experience. More Organic Opportunities.

THANK YOU!