

# SEO

## Website Audit

Comprehensive Insights and Key  
Recommendations






 <https://digitalpulse.co.in/>  [contact@digitalpulse.co.in](mailto:contact@digitalpulse.co.in)

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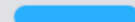



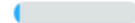

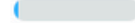
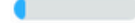


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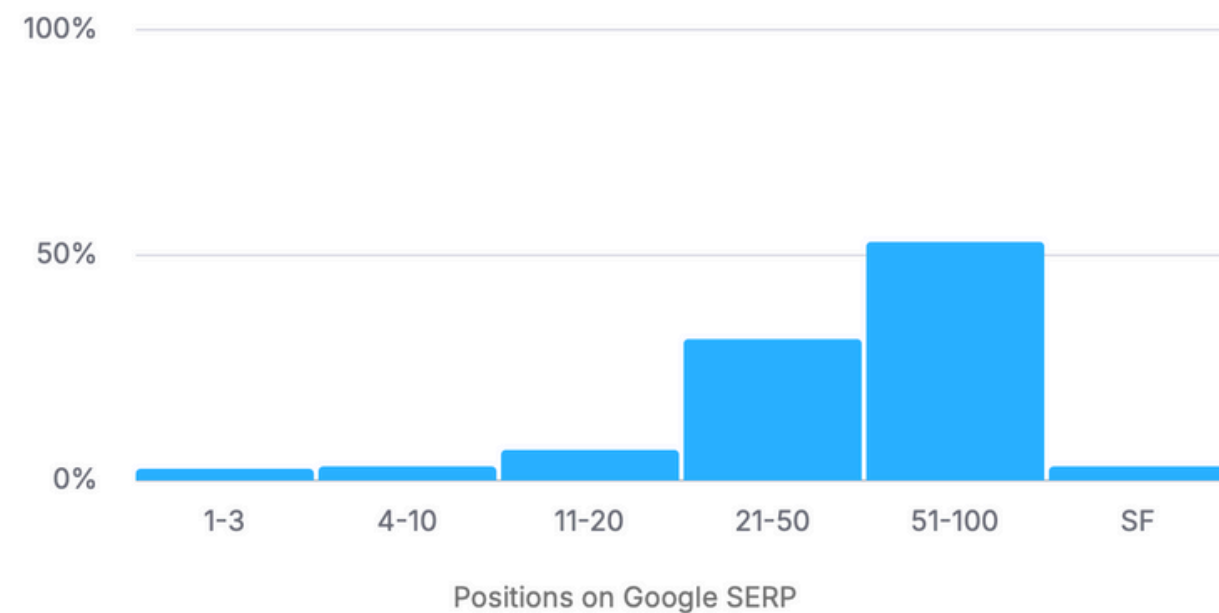
**SEO**

Authority Score  <b>34</b> High traffic to ...	Organic Traffic  <b>31K</b> -46%	Paid Traffic  <b>1.2K</b> -16%	Ref.Domains  <b>656</b>
Traffic Share   <b>61%</b>	Organic Keywords  <b>9.2K</b> -3.1%	Paid Keywords  <b>13</b> -24%	Backlinks  <b>2.3K</b>

## Distribution by Country

Countries		Traffic	Keywords
Worldwide		31K	9.2K
 IN		26.2K	4.8K
 US		1.3K	1.2K
 AU		775	517
Other		2.8K	2.7K

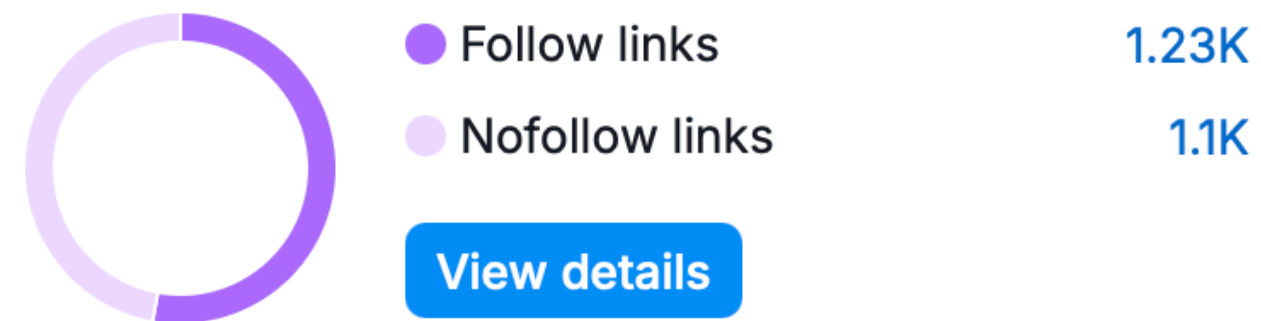
## Organic Position Distribution







- While Lohono has a good amount of organic traffic, majority of the keywords they rank for are positions 11-20 onwards which leads users to page 2 onwards
- Majority of the traffic is from India followed by US

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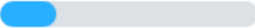

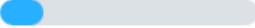

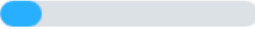

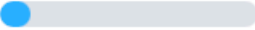

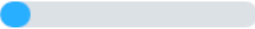
## Follow vs Nofollow



## Backlink Types

Text		98%	2.3K
Image		2%	43
Form		0%	0
Frame		<1%	2

## Main Organic Competitors 3,132

Competitor	Com. Level 	Com. Keywords	SE Keywords
<a href="#">ekostay.com</a> 		232	8,189
<a href="#">elivaas.com</a> 		191	9,741
<a href="#">isprava.com</a> 		98	1,065
<a href="#">losttraveller.in</a> 		94	469
<a href="#">elitehavens.com</a> 		95	1,128

- Majority of the backlinks are textual in nature which is good to see
- However, there are other major competitors such as ekostay, elivaas, etc fighting for positions and ranking in this space!





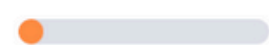






# SEO Audit

Keyword	Position	Traffic	Volume	URL
lohono stays	1	6.5K	8.1K	<a href="http://www.lohono.com/">www.lohono.com/</a>
lohono stays goa	1	1.5K	1.9K	<a href="http://www.lohono.com/villas/india/goa">www.lohono.com/villas/india/goa</a>
lohono	1	800	1K	<a href="http://www.lohono.com/">www.lohono.com/</a>
goa villas for rent	2	729	8.1K	<a href="http://www.lohono.com/villas/india/goa">www.lohono.com/villas/india/goa</a>
lohono stays alibaug	1	704	880	<a href="http://www.lohono.com/villas/india/alibaug">www.lohono.com/villas/india/alibaug</a>
villas in goa	6	666	22.2K	<a href="http://www.lohono.com/villas/india/goa">www.lohono.com/villas/india/goa</a>
villa 3	1	468	3.6K	<a href="http://www.lohono.com/villas/india/goa/castello-villa-3">www.lohono.com/villas/india/goa/castello-villa-3</a>
karvi		454	2.9K	<a href="http://blog.lohono.com/karvi-flower-s-in-lonavala-where-to-find-about-them-rare-bloom/">blog.lohono.com/karvi-flower-s-in-lonavala-where-to-find-about-them-rare-bloom/</a>
luxury villas in goa	1	377	2.9K	<a href="http://www.lohono.com/villas/india/goa">www.lohono.com/villas/india/goa</a>
mahabaleshwar to lonavala distance		375	2.4K	<a href="http://blog.lohono.com/lonavala-vs-mahabaleshwar-what-is-better/">blog.lohono.com/lonavala-vs-mahabaleshwar-what-is-better/</a>
srinagar houseboat	5	302	12.1K	<a href="http://www.lohono.com/villas/india/srinagar/harmukh-houseboat">www.lohono.com/villas/india/srinagar/harmukh-houseboat</a>
villa capri	1	277	590	<a href="http://www.lohono.com/villas/india/lonavala/villa-capri">www.lohono.com/villas/india/lonavala/villa-capri</a>
villa sorrento	1	277	590	<a href="http://www.lohono.com/villas/india/lonavala/villa-sorrento">www.lohono.com/villas/india/lonavala/villa-sorrento</a>
villa 6	4	252	3.6K	<a href="http://www.lohono.com/villas/india/goa/castello-villa-6">www.lohono.com/villas/india/goa/castello-villa-6</a>
lohono stays		210	8.1K	<a href="http://www.lohono.com/">www.lohono.com/</a>
lohono stays lonavala	1	208	260	<a href="http://www.lohono.com/villas/india/lonavala">www.lohono.com/villas/india/lonavala</a>
ivy cottage		208	1.6K	<a href="http://www.lohono.com/villas/india/mussoorie/ivy-cottage?utm_source=google-organic&amp;utm...">www.lohono.com/villas/india/mussoorie/ivy-cottage?utm_source=google-organic&amp;utm...</a>
villas on rent	3	203	2.9K	<a href="http://www.lohono.com/">www.lohono.com/</a>

Some of the keywords that Lohono ranks for along with their position and approximate traffic contribution to the website

# SEO Audit

## Main Paid Competitors 7

Competitor	Com. Level 	Com. Keywords	Paid Keywords
<a href="https://stayvista.com">stayvista.com</a> 		1	14
<a href="https://amastaysandtrails.com">amastaysandtrails.com</a> 		1	21
<a href="https://kayak.co.in">kayak.co.in</a> 		1	398
<a href="https://airbnb.co.in">airbnb.co.in</a> 		3	1,717
<a href="https://agoda.com">agoda.com</a> 		1	6,549

A quick glimpse of what competition is doing

Anchor	Domains	Backlinks 
featured source	4	587
lohono.com	262	376
blog.lohono.com	40	243
<a href="https://www.lohono.com/villas/eu...">https://www.lohono.com/villas/eu...</a>	2	69
<EmptyAnchor>	17	50

# SEO Audit – Key Observations

- Website structure is present but can be improved for stronger keyword targeting.
- Content depth on service and location pages appears limited, reducing ranking potential.
- Internal linking opportunities are not fully utilized.
- Metadata optimization and keyword placement can be strengthened.
- Backlink profile and authority-building efforts appear limited.
- Some pages may benefit from improved headings, hierarchy, and on-page SEO elements.

# SEO Audit – Recommendations & Next Steps

- Create deeper, intent-driven content targeting high-value keywords and long-tail searches.
- Optimize title tags, meta descriptions, and H1–H3 hierarchy across key pages.
- Build a structured internal linking strategy to improve crawlability and engagement.
- Develop location-specific landing pages to capture local search traffic.
- Invest in consistent backlink outreach and authority-building campaigns.
- Improve page speed, mobile experience, and technical SEO signals where required.

# Traffic Opportunity

- Luxury villa and holiday rental searches show strong demand across Goa, Alibaug, and other key markets.
- Opportunity to rank for long-tail keywords such as 'luxury villas in Goa with private pool' and similar intent-driven searches.
- Blog and guide content can capture top-of-funnel traffic and improve brand visibility.
- Location landing pages can significantly increase organic enquiries over time.
- Consistent SEO execution can compound traffic growth over 6–12 months.

# Competitor Gap Analysis

- Several competing villa and hospitality brands publish more destination-focused content and guides.
- Competitors often target long-tail search queries more aggressively.
- Backlink profiles of top-ranking competitors are stronger due to PR and travel portal mentions.
- Structured landing pages for experiences, destinations, and occasions create additional ranking opportunities.
- Opportunity for Lohono Stays to differentiate through high-quality visual storytelling and local content.

# SEO Timeline & Milestones

- Month 1–2: Technical SEO fixes, keyword mapping, and on-page optimization of core pages.
- Month 2–4: Creation of landing pages and blog content targeting priority keywords.
- Month 3–6: Backlink outreach, authority building, and internal linking improvements.
- Month 4–8: Gradual growth in keyword rankings and organic traffic.
- Month 6–12: Stronger search visibility, improved enquiries, and compounding traffic gains.

# Sample Keyword Strategy & Opportunities

- Primary Keywords: Luxury villas in Goa, Private pool villas Goa, Luxury villa rentals India.
- Location Keywords: Villas in Alibaug, Villas in Lonavala, Villas in Karjat, Villas in North Goa.
- Intent-Driven Long-Tail Keywords: Luxury villas in Goa for families, Weekend villas near Mumbai, Luxury villas for corporate retreats.
- Content Opportunities: Travel guides, destination blogs, and itinerary-based articles to capture top-of-funnel traffic.
- SEO Goal: Improve rankings for high-intent villa search terms and increase qualified organic enquiries.

Thank  
you