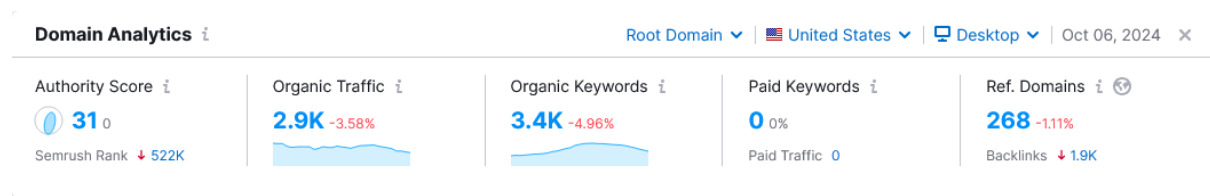# SEO Analysis and Strategy Development for Iqbal Foods

(Including Main Website, Blog, and Shop/Discount Page)

Introduction and Business Overview

Iqbal Foods is a Canadian grocery chain specializing in South Asian products. It offers both in-store and online shopping. The website provides a variety of groceries, including fresh meat, spices, and other ethnic products, serving as a vital touchpoint for customers looking for quality halal and ethnic food products. This SEO audit analyzes the main website, blog, and discount shop page, identifying areas for improvement to enhance visibility, search engine ranking, and user experience.

Summary of Website Analysis

Domain Analytics i   Root Domain ∨ | 🇺🇸 United States ∨ | 🖥 Desktop ∨ | Oct 06, 2024 ✕

Authority Score i	Organic Traffic i	Organic Keywords i	Paid Keywords i	Ref. Domains i 🌐
31 0	2.9K -3.58%	3.4K -4.96%	0 0%	268 -1.11%
Semrush Rank ↓ 522K			Paid Traffic 0	Backlinks ↓ 1.9K

Main Website SEO Audit

- Domain Authority: 31

- Organic Traffic: 2.9k, which is 66% lower than previous

- Organic Keywords: 3.4K

- paid keyword: 0

- Ref Domain: 268 (-2.95% decrease) domain reference with high domain authority (81-100) is 2.65% and low domain authority score (0-20) is 84.09%

- Online presence: Bad

- Crawled pages: 100

- Have issues: 49

- Traffic Analytics

- Visits: 85.7K

- Unique visitor: 45.2K

- Pages visit: 7.84

- Avg visit duration: 8.03 mint

- Bounce rate: 33.9%

Here's a concise summary of each section:

Domain Authority: The website has a Domain Authority score 31, indicating moderate authority.

Organic Traffic: The site's organic traffic is 3K, 66% lower than the previous period.

Organic Keywords: It ranks for 3.4K organic keywords, contributing to its search visibility.

Paid Keywords: The website has no paid keywords, relying entirely on organic search.
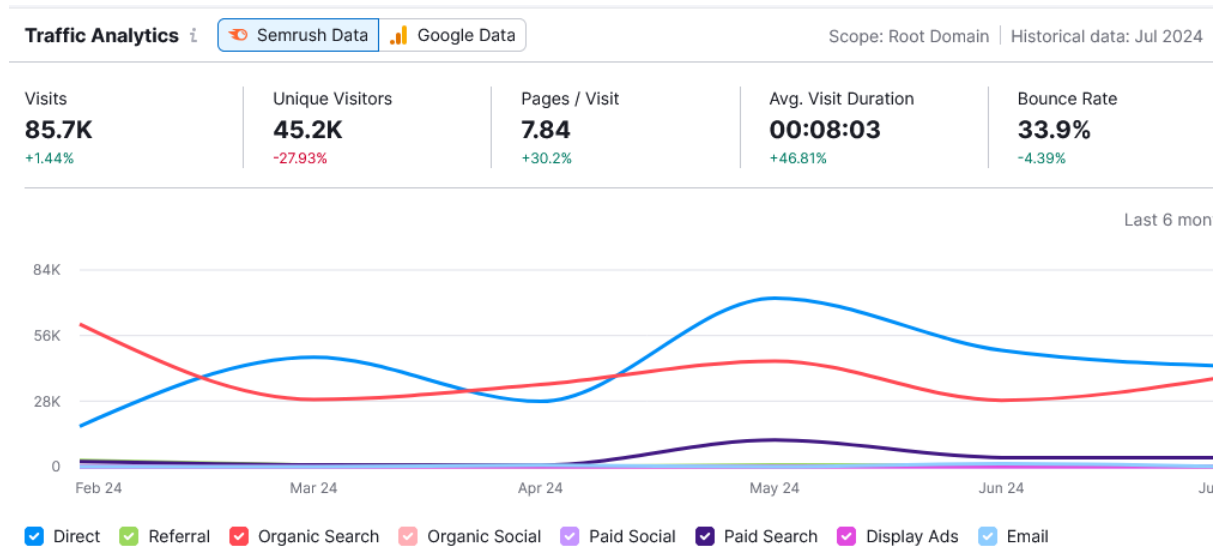
Referring Domains: It has 268 referring domains, a 2.95% decrease, with only 2.65% from high-authority domains (81-100) and 84.09% from low-authority domains (0-20).

Online Presence: The overall online presence needs to be rated as inadequate.

Crawled Pages: A total of 100 pages were crawled.

Have Issues: Out of the crawled pages, 49 have issues that need attention.

Traffic Analytics:

Visits	Unique Visitors	Pages / Visit	Avg. Visit Duration	Bounce Rate
85.7K	**45.2K**	**7.84**	**00:08:03**	**33.9%**
+1.44%	-27.93%	+30.2%	+46.81%	-4.39%

Last 6 mon

☑ Direct ☑ Referral ☑ Organic Search ☑ Organic Social ☑ Paid Social ☑ Paid Search ☑ Display Ads ☑ Email

Visits: The site receives 85.7K visits.

Unique Visitors: It has 45.2K unique visitors.

Pages per Visit: Users visit an average of 7.84 pages per session.

Average Visit Duration: The average visit duration is 8.03 minutes.

Bounce Rate: The bounce rate is 33.9%, indicating the percentage of users who leave after viewing one page.

On-Page SEO:

Title Tags and Meta Descriptions:

Title: "Iqbal Foods - Premium Ethnic & Halal Groceries in Canada"

Meta: "Shop a vast selection of ethnic and halal food products at Iqbal Foods. Order online or visit our stores for quality groceries at competitive prices." Thirty-five duplicate meta-descriptions were detected.

Current State: Title tags and meta descriptions across the site must be optimized or presented more. One page does not have a title tag, and it lacks keywords that resonate with the products and target audience.

Recommendation:

- Update title tags and meta descriptions to target primary keywords related to halal and ethnic groceries.

Headers (H1, H2, etc.):

Current State: Headers (H1, H2, etc.) must fully showcase the product categories and keywords users might search for.

Recommendation:

- Implement keyword-rich headers. For example, the homepage H1 should be: "Ethnic and Halal Groceries Delivered to Your Door."

URL Structure:

Current State: The website features inconsistent URL structures.

Recommendation

- Ensure URL paths are clear, descriptive, and keyword-friendly. For instance:

Current: https://iqbalfoods.ca/shop?special_items=discount

Optimized: https://iqbalfoods.ca/shop/discounts

Content Quality and Relevance:

Current State: Content is limited, primarily focused on products with little supporting text and calls to action. It lacks story-building

Recommendation:

- Enhance content across all significant pages, adding introductory paragraphs relevant to product descriptions and customer experience stories.

Image Optimization:

Current State: Images are not optimized for SEO. Missing ALT attributes are 656 in number, which is a warning

Recommendation:

- Add relevant alt tags for all images (e.g., "Halal Chicken Leg quarts)
- optimize file names and compress the larger images to improve page load speed

Internal Linking:

Current State: Internal linking needs to be increased, and it needs improvement

Recommendation:

- Improve internal linking by connecting the pages through embedded links to product categories, blog posts, and specific product pages.
- Use anchor text for links.

Technical SEO:

Site Speed: average page load speed. 59 sec

Current State: The website's performance needs improvement, especially with image-heavy pages.

Recommendation:

- Compress images,
- enable browser caching
- consider lazy loading to speed up the site.

Mobile-Friendliness:

Current State: The website is mobile-responsive but could improve in clickable elements and navigation.

Recommendation:

- Perform a mobile usability audit to ensure all pages are optimized for touch interactions.

XML Sitemap and Robots.txt:

Current State: No significant issues with the XML sitemap or robots.txt file.

Recommendation:

- Ensure that new pages, such as blog posts, are consistently updated in the sitemap.

SSL Certificate (HTTPS): HTTPS implementation score is 99%

Current State: The site is secured with HTTPS.

Recommendation:

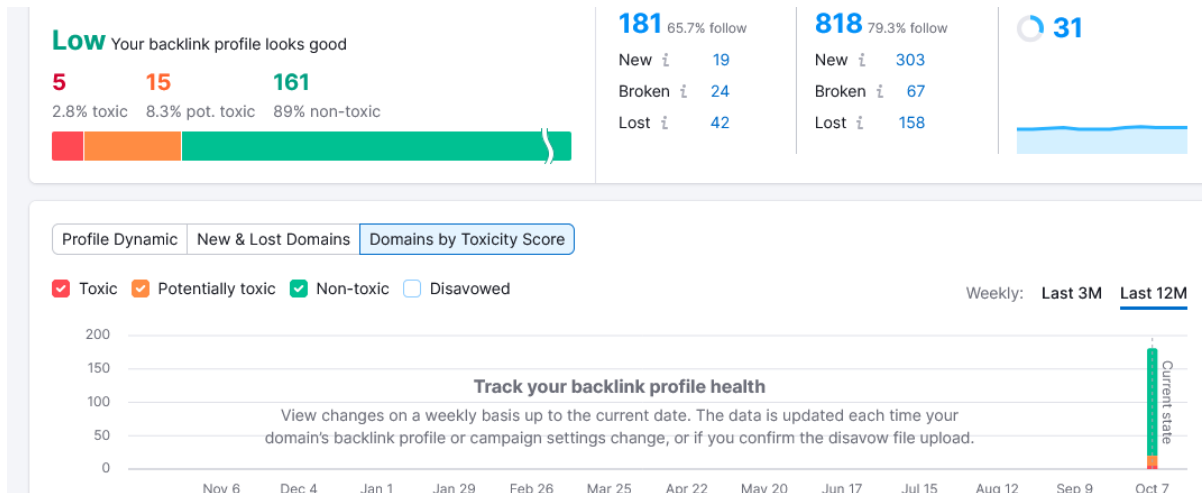- No further action is needed.

Unchased Javascript and CSS files: 47 issues

Recommendation: enabling browser caching

Unminified Javascript and CSS files: 240 issues

Recommendation:

- Minify javascript and CSS

Off-Page SEO:

Backlink Profile: 1.8K backlinks mainly generated by text.

Link attributes: Follow links are 45%, and no follow links are 55%

Current State:

The website has limited backlinks. However, the overall toxicity score is low, and the backlink profile looks good.

Ref domain: 263

Recommendation:

- To increase backlinks, collaborate with local influencers, food bloggers, and review sites. Focus on halal and ethnic food niches.

Social Media Presence:

Current State: Social media presence is active but could be better leveraged for SEO.

Recommendation:

- Share blog posts, recipes, and promotions on social media platforms, linking directly to relevant pages.

Local Citations and Directory Listings:

Current State: Local SEO needs to be more utilized.

Recommendation:

- Ensure the business is listed on Google My Business, Yelp, and other relevant directories. Update directory listings with keywords like "ethnic groceries Toronto" or "halal food Canada."

Blog Page SEO Audit

On-Page SEO:

Title Tags and Meta Descriptions:

 More than one H1 tag

Current State: Blog pages have no general title or meta description

Recommendation:

- Update blog post titles and meta descriptions to include relevant keywords. For example, a blog post about spices could use:

Title: "Top 5 South Asian Spices for Your Kitchen | Iqbal Foods"

It needs more content.

Meta: "Discover the top ethnic spices you need in your kitchen. Shop quality spices at Iqbal Foods with nationwide delivery."

Content Quality and Relevance:

Current State: The blog content is relevant but needs to be more creative. It only showcases flyers and offers. Internal links to products can make it more informative.

Recommendation:

- Optimize blog content by including product recommendations within posts and linking to the shop.

Image Optimization:

Current State: Blog images need proper alt tags.

Recommendation:

- Add alt tags like "Spices for ethnic dishes" to improve image search visibility.

Technical SEO:

Site Speed and Performance:

Current State: Blog pages load relatively fast but can be optimized further.

Recommendation:

- Implement lazy loading for blog images and optimize the size of media files.

Mobile-Friendliness:

Current State: The blog is responsive, but mobile readability can improve.

Recommendation:

- Ensure blog posts have a clear structure for mobile users, with larger fonts and easy-to-click buttons.

Off-Page SEO:

Backlink Profile: There have been only six backlinks since September 12.

Organic search traffic: 43

Mar 2 to Sept 12 - 128 external link

Recommendation:

- Share blog posts with food bloggers and recipe websites to build links. This can increase the website's domain authority and organic traffic.

Shop/Discount Page SEO Audit

On-Page SEO:

Title Tags and Meta Descriptions:

Title: "Shop Discounted Ethnic Groceries | Halal Food Deals at Iqbal Foods"

Meta: "Explore discounts on halal and ethnic groceries. Shop quality food products at lower prices with fast nationwide delivery."

Current State: The discount page's title tag is underutilized.

Recommendation:

- Optimize for relevant search queries like "Discounted Halal Groceries | Iqbal Foods."

Headers (H1, H2):

Current State: The discount page lacks optimized headers.

Recommendation:

- Use descriptive headers for each section, like "Discounted Halal Meat" and "Special Offers on Ethnic Spices."

Content Quality and Relevance:

Current State: The discount page needs introductory content.

Recommendation:

- Add a brief paragraph explaining the discounts available and why customers should shop now.

Image Optimization:

Current State: Images do not have SEO-friendly alt tags or file names.

Recommendation:

- Use descriptive alt tags like "discount halal lamb" to improve search visibility.

Backlink: 125

Organic search traffic: 5.3k, mostly coming from Canada

Keyword: 1.1 k

Traffic cost: 751.0

Current State: The discount page lacks internal links to related content.

Recommendation:

- Link to blog posts on budget recipes or similar products.

Technical SEO:

Site Speed and Performance:

Current State: The page performance can improve by optimizing product images.

Recommendation:

- Compress images and use lazy loading to enhance user experience and SEO.

Mobile-Friendliness:

Current State: The page is mobile-responsive but needs adjustments for touch-friendly navigation.

Recommendation:

- Improve clickable elements and simplify the product grid for better mobile browsing.

Keyword Research Findings

Here's a breakdown for each section:

Informational: 46.8% of the keywords have informational intent, driving 7.3K and 11.6K traffic.

Navigational: 8.2% of the keywords are navigational, generating 1.3K and 42.5K traffic.

Commercial: 14.8% of the keywords are commercial, generating 2.3K and 26.2K traffic.

Transactional: 30.2% of the keywords are transactional, leading to 4.7K keywords and 9.6K traffic.

Primary Keywords:

Halal groceries Canada

Discounted ethnic groceries

Ethnic food Canada online

Halal food deals

Iqbal Foods

Secondary Keywords:

Best halal grocery store

Halal Food Delivery Canada

Ethnic spices Toronto

Discounted halal meat

Ethnic groceries online

Here are keyword-specific recommendations for the business:

Increase Commercial and Transactional Keywords:

- Expand your focus on commercial (14.8%) and transactional (30.2%) keywords, as they drive more conversion potential but currently underperform compared to navigational intent.

Boost Informational Keyword Reach:

- Continue optimizing for informational keywords (46.8%) as they drive significant traffic, but focus on higher-intent keywords within this category to increase engagement.

Optimize Navigational Keywords:

- Although it accounts for only 8.2% of your keywords, navigational intent drives significant traffic (42.5K). Enhance these keywords to more effectively direct users toward specific products or services.

Refine Keyword Targeting:

- Regularly update and track keyword performance, especially as transactional and commercial keywords can result in higher revenue opportunities with more focused SEO strategies.

SEO Strategy and Recommendations

Content Strategy:

Blog: Develop blog posts on recipes, food tips, and grocery shopping guides. Create a content calendar featuring posts like "How to Save on Halal Groceries" or "Top 5 Ethnic Spices to Try."

On-Page Optimization:

1. Revise title tags, meta descriptions, and headers to include primary and secondary keywords.

2. Update URL structures to be more descriptive and keyword-rich.

Technical SEO Improvements:

1. Optimize site speed by compressing images, enabling browser caching, and using lazy loading.

2 Conduct a mobile usability audit to enhance mobile navigation.

Off-Page SEO Tactics:

1. Focus on acquiring backlinks from food bloggers, recipe sites, and local influencers.

2. Leverage social media to promote blog content and discounted items, linking to the site.

Implementation Plan

Task	Timeline	Responsible Parties
Optimize title tags and meta descriptions.	Week 1	SEO Specialist
Optimize title tags and meta descriptions across all pages	Week 1-2	SEO and Web Developer
Revise headers (H1, H2) and URL structures	Week 2-3	Content Writer
Enhance content on the homepage, blog, and discount page	Week 2-3	Web Developer
Image optimization (alt tags, compression, file names)	Week 3-4	Content Writer
Improve internal linking between blog posts and product pages	Week 4-5	Content Writer
Increase backlinks by reaching out to influencers and food blogs.	Week 4-5	Marketing Team
Optimize site speed (image compression, lazy loading)	Week 4-5	Web Developer

Conduct a mobile usability audit and implement improvements to the Web	Week 5-6	Developer
Develop and publish new blog posts as per the content calendar	Ongoing	Content Writer
Regular social media promotion and sharing of blog posts/discounts	Ongoing	Marketing Team

Conclusion

The SEO audit for Iqbal Foods, covering the main website, blog, and shop/discount page, revealed critical opportunities for improvement in both on-page and off-page SEO. The website can achieve better visibility in search results by optimizing title tags, headers, URL structures, content quality, and image optimization. Technical improvements, including site speed optimization and mobile friendliness, will enhance user experience. A comprehensive backlink strategy and improved local SEO will strengthen the site's domain authority and organic traffic.

Iqbal Foods can significantly enhance its search engine rankings, attract more customers, and grow its online presence with consistent effort in content development, backlink building, and on-page optimizations.

This concludes the complete SEO analysis and strategy development report for Iqbal Foods.

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