

Trusted On Page SEO Audit & Reporting Tool

The screenshot displays the SEOHelpers website interface. At the top, it says "Test Your Website With SEO Helpers" and "Trusted On Page SEO Audit & Reporting Tool". Below this, it states "5,000+ sites has been analyzed by SEO Helper". There is a search bar with the text "Enter Your Domain" and a blue button labeled "ANALYSE ME".

The main content area shows a report for "90 ETSY.COM". The report includes a "Your Website Score is 90" (Score Rank) with an "UPDATE" button. There are three progress bars: "Success 80% of passed verification steps", "Warning 15% of total warning", and "Errors 23% of total errors, require fast action".

Below the progress bars, there are four circular gauges showing scores for different categories: "97 Performance", "92 Best Practices", "83 SEO", and "26 Progressive Web App".

On the left side, there is a navigation menu with the following items:

- Home
- Workflow
- Statistics
- Traffic
- Meta Data
- Authority
- Google Pagespeed
- Social Data
- Domain Available
- Policy
- Terms and Conditions
- Top Sites



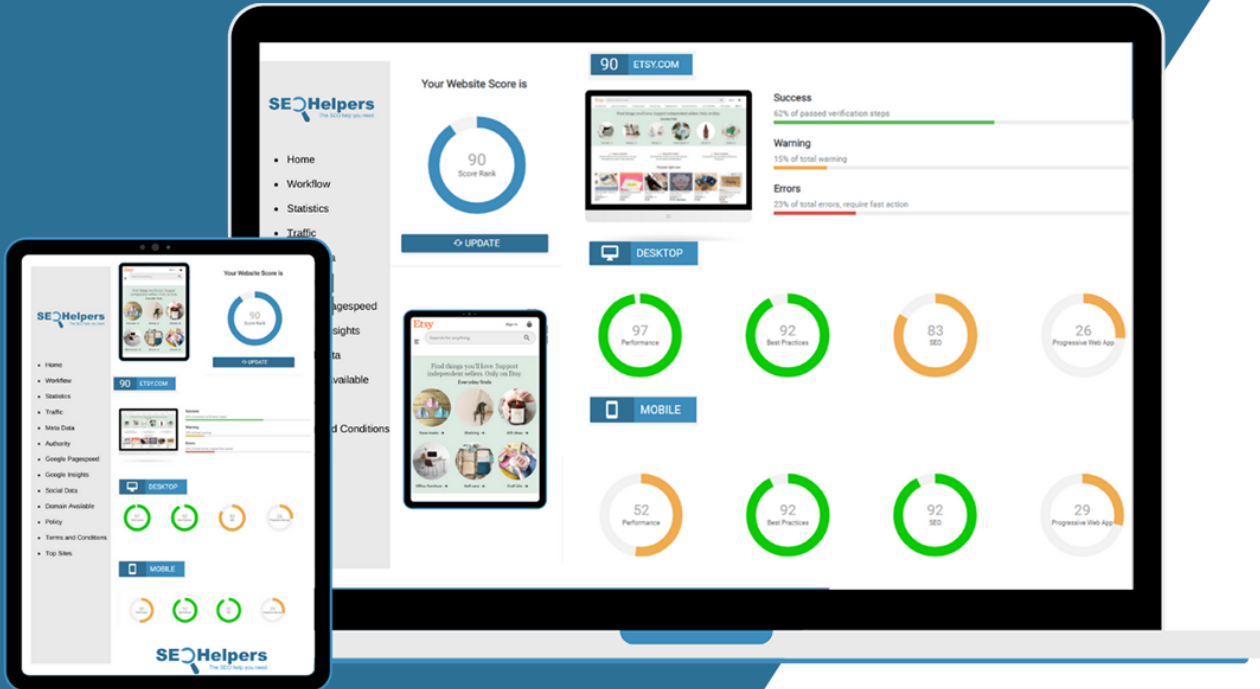
The Concept

SEO Helpers is an SEO audit tool that helps in analyzing websites and helps you find weaknesses and strengths to improve the website rankings. The tool creates a professional report with a complete competitor analysis and top tips to supercharge your website.

Client's Vision

Considering the increasing competition in the web world, the client strongly felt the need for creating an SEO tool that helps in finding the website issues that are affecting the website rankings. For this, we created a robust SEO tool that helps in analyzing and improving the website concerns.

Backing the client's vision with the right solutions.



Technology Stack



CodeIgniter

How Softuvo Helped In Achieving Client Goals?

We treat our clients' business like ours and make sure they get the best. For SEO Helpers, we created an action-full plan.



Planning And Strategizing

After the discussion with the client about his requirements, we started jotting down the points that we needed to focus on. There were several changes that needed to be made on the site, so we followed an agile methodology and create tasks for the team. There was a regular check made on the tasks to ensure a seamless flow.



Design

The client wanted a design that is easily accessible for the users. The tool focuses on analyzing the website and providing recommendations for the same. We curated a design that provides a smooth flow of information to the users. The data navigation was paid extra focus so as to enhance the user experience.



Development

The development part was done using the PHP framework- CodeIgniter. The website was already live but needed several changes due to its low functionality. The team had to rework the site to provide a seamless flow. With the right blend of technologies and tools, we created a website that provides a smooth user experience.



Testing

At Softuvo, no work gets passed until it goes through a rigorous testing procedure. For SEO helpers, we followed a detailed testing procedure for every aspect of the tool. The testing work went in full-swing and each module was observed diligently. In the end, the client received a bug-free solution that works flawlessly.

Key Challenges We Faced

No project comes free of challenges! There were a few hurdles in our journey with SEO Helpers as well.

One of the biggest challenges in the project was coordination with the team. The client was UK-based and it was difficult to catch up at different times. Moreover, there were delays in the feedback from the client on tasks sometimes. But, the team did exceedingly well to match up to the project needs and assure timely deliveries. The team made sure all tasks were completed successfully.

The Result



Saying goodbye to all the hurdles, we delivered the project by surpassing the client's expectations.

SEO Helpers aims to make the web a better experience. The tool helped in analyzing the website and finding the flaws that are affecting the website's rankings. Our high-tech solution helped the client achieve his business vision in the right way.