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two differ

Using L screent

#### **SEO** Content

| 0             | Title              | Length : 60   | ia   Warehouse in Chennai,Delhi & Mumbai<br>ontains between 10 and 70 characters. |  |
|---------------|--------------------|---|---|--|
|               | Description        | ESR - largest Industrial Parks in India powered by the New Economy,<br>We are one of the fastest growing logistics property developers and<br>fund managers in the country<br>Length : 164<br>Ideally, your meta description should contain between 70 and 160<br>characters (spaces included). Use <u>this free tool</u> to calculate text length. |   |  |
| $\bigcirc$    | Keywords           | ESR, warehouse sp   | ace, Warehousing services provider  |  |
| $\overline{}$ |                    | Good, your page contains meta keywords.   |   |  |
| $\bigcirc$    | Og Meta Properties | Good, your page ta  | ke advantage of Og Properties.  |  |
| Ŭ             |                    | Property  | Content   |  |
|               |                    | locale  | en_US   |  |
|               |                    | site_name   | esr   |  |
|               |                    | type  | website   |  |
|               |                    | url   | https://in.esr.com/   |  |
|               |                    | title   | Industrial Parks India   Warehouse in<br>Chennai,Delhi & Mumbai                   |  |

#### SEO Content

|   |          | description  |  | ESR - largest Industrial Parks in India powered<br>by the New Economy, We are one of the fastes<br>growing logistics property developers and func<br>managers in the country<br>https://in.esr.com/esraccess/sites/default/files/   |              |             | e of the fastest<br>pers and fund |
|---|----------|--|--|---|--------------|-------------|-----------------------------------|
|   |          | image  |  | https://in.e<br>022-07/Pic  |              | ccess/sites | /default/files/2                  |
| 0 | Headings | H1<br>1  | H2<br>6  | H3<br>50  | H4<br>28     | H5<br>0     | H6<br>0                           |
|   |          | <ul> <li>[H2</li> <li>[H2</li> <li>[H2</li> <li>[H2</li> <li>[H2</li> <li>[H2</li> <li>[H2</li> <li>[H2</li> <li>[H3</li> <li>[H4</li> <li>[H4</li></ul> | 2] Acquire         2] Develo         2] Develo         2] Lease         2] Lease         2] Manag         2] Humar         2] Sustair         3] APAC's         3] APAC's         3] Bringin         17         3] ESR Jal         3] ESR Ma         3] ESR CH         3] ESR CH | e<br>p<br>-Centric<br>hable<br>-Leader in N<br>g global infr<br>isana<br>hand<br>ban Distribu<br>ajjar<br>hna<br>uberia<br>MR<br>hiwandi<br>agpur<br>loja<br>hakan 2<br>mjangaon 1<br>mjangaon 2<br>uttack<br>njangaon 2<br>uttack<br>jpura<br>rks<br>ragadam<br>ban Distribu<br>nand<br>ajjar<br>hna<br>uberia<br>MR<br>hiwandi<br>agpur<br>loja<br>nakan 2<br>mjangaon 2<br>uttack<br>jpura<br>rks<br>ragadam<br>ban Distribu<br>nand<br>ajjar<br>hna<br>uberia<br>MR<br>hiwandi<br>ajjar<br>hna<br>uberia<br>MR<br>hiwandi<br>ajjar<br>hna<br>uberia<br>MR<br>hiwandi<br>ajjar<br>hna<br>uberia<br>MR<br>hiwandi<br>ajjar<br>hna<br>uberia<br>MR<br>hiwandi<br>ajjar<br>hna<br>uberia<br>MR<br>hiwandi<br>ajjar<br>hna<br>uberia<br>MR<br>hiwandi<br>ajjar<br>hna<br>uberia<br>MR<br>hiwandi<br>ajjar<br>hna<br>uberia<br>MR<br>ha<br>ha<br>ha<br>ha<br>ha<br>ha<br>ha<br>ha<br>ha<br>ha | ition Centre | / Real Esta | te<br>o India since               |

#### SEO Content

- [H3] Upcoming Development
- [H3] Smart
- [H3] Smart
- [H3] Human-Centric
- [H3] Sustainable
- [H3] Proposed IGBC (Indian Green Building Council) Platinum and Gold Rated Parks
- [H3] ESR India app
- [H3] Manage visitors
- [H3] Report repair and maintenance of common amenities
- [H3] View live feed of the facilities
- [H3] Book amenities
- [H3] Participate in park events
- [H3] ESR India in the press
- [H3] Let's connect on LinkedIn
- [H4] Sohna
- [H4] Oragadam
- [H4] Uluberia
- [H4] Taloja
- [H4] Jalisana
- [H4] Ranjangaon
- [H4] GIC and ESR establish a US\$600 million Joint Venture to invest in Core Industrial and Logistics Assets in India
- [H4] ESR India leases 309,000 sq. ft warehousing space for Croma's biggest Distribution Centre in North India
- [H4] ESR leases 43,000 sq.ft. industrial space to A2Mac1 in Chennai
- [H4] ESR India acquire 44 acres to expand Oragadam industrial park in Chennai
- [H4] ESR India to invest about INR 300 cr on industrial park in Gujarat
- [H4] ESR leases 108,000 sq. ft. industrial space to CUBIC in Chennai
- [H4] ESR leases 108,000 sq. ft. industrial space to CUBIC in Chennai
- [H4] ESR leases 108,000 sq. ft. industrial space to CUBIC in Chennai
- [H4] ESR announces its plan to develop a 38 acres industrial & logistics park in Chakan near Pune, Maharashtra
- [H4] ESR announces its plan to develop a 38 acres industrial & logistics park in Chakan near Pune, Maharashtra
- [H4] GIC and ESR establish US\$750 million joint venture to invest in industrial and logistics real estate in India
- [H4] GIC and ESR establish US\$750 million joint venture to invest in industrial and logistics real estate in India
- [H4] ESR India inks MoU with the government of Maharashtra to invest 4,310 crores
- [H4] ESR India inks MoU with the government of Maharashtra to invest 4,310 crores
- [H4] ESR India inks MoU with the government of Maharashtra to invest 4,310 crores
- [H4] ESR India launches mobile app for contactless industrial & logistics parks management amidst COVID-19
- [H4] MSME Event
- [H4] ESR announces its plan to develop new warehousing destination in Sohna

### SEO Content

|              |                 | <ul> <li>[H4] GMR forms JV with ESR to build logistics park in Hyderabad<br/>for ₹550 cr</li> <li>[H4] GMR forms JV with ESR to build logistics park in Hyderabad<br/>for ₹550 cr</li> <li>[H4] Let's ConnectAllow us to help you find what you're looking<br/>for.</li> <li>[H4] Thank you!</li> </ul> |
|--------------|-----------------|---|
| 8            | Images          | We found 83 images on this web page.<br>2 alt attributes are empty or missing. Add alternative text so that<br>search engines can better understand the content of your images.   |
| 0            | Text/HTML Ratio | Ratio : 19%<br>Good, this page's ratio of text to HTML code is higher than 15, but<br>lower than 25 percent.  |
| $\bigcirc$   | Flash           | Perfect, no Flash content has been detected on this page.   |
| $\bigotimes$ | Iframe          | Too Bad, you have Iframes on the web pages, this mean that content<br>in an Iframe cannot be indexed.   |

#### SEO Links

| $\bigotimes$ | URL Rewrite                | Bad. Your links have query string.   |
|--------------|----------------------------|--|
|              | Underscores in the<br>URLs | We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO. |
| 0            | In-page links              | We found a total of 58 links including 0 link(s) to files                                      |
| 0            | Statistics                 | External Links : noFollow 0%<br>External Links : Passing Juice 6.9%                            |
|              |                            | Internal Links 93.1%   |

# In-page links

| Anchor           | Туре     | Juice         |
|------------------|----------|---------------|
| <u>Our Parks</u> | Internal | Passing Juice |

# In-page links

| Businesses      | Internal | Passing Juice |
|-----------------|----------|---------------|
| Acquire         | Internal | Passing Juice |
| Develop         | Internal | Passing Juice |
| Lease           | Internal | Passing Juice |
| Fund Management | Internal | Passing Juice |
| Investment      | Internal | Passing Juice |
| <u>Features</u> | Internal | Passing Juice |
| <u>Smart</u>    | Internal | Passing Juice |
| Sustainable     | Internal | Passing Juice |
| Human-Centric   | Internal | Passing Juice |
| About           | Internal | Passing Juice |
| Newsroom        | Internal | Passing Juice |
| News            | Internal | Passing Juice |
| Blogs           | Internal | Passing Juice |
| Events          | Internal | Passing Juice |
| <u>Media</u>    | Internal | Passing Juice |
| Contact         | Internal | Passing Juice |
| Our Business    | Internal | Passing Juice |
| About           | Internal | Passing Juice |
| Further Details | Internal | Passing Juice |
| Further Details | Internal | Passing Juice |
| Further Details | Internal | Passing Juice |
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| Further Details | Internal | Passing Juice |
|                 |          |               |

# <u>In-page links</u>

| Further Details      | Internal | Passing Juice |
|----------------------|----------|---------------|
| Further Details      | Internal | Passing Juice |
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| Further Details      | Internal | Passing Juice |
| Further Details      | Internal | Passing Juice |
| Know More            | Internal | Passing Juice |
| Know More            | Internal | Passing Juice |
| Know More            | Internal | Passing Juice |
| Know More            | Internal | Passing Juice |
| Know More            | Internal | Passing Juice |
| Know More            | Internal | Passing Juice |
| =                    | Internal | Passing Juice |
| =                    | Internal | Passing Juice |
| =                    | Internal | Passing Juice |
| Connect Now          | External | Passing Juice |
| see more             | External | Passing Juice |
| see more             | External | Passing Juice |
| see more             | External | Passing Juice |
| Downloads            | Internal | Passing Juice |
| Project Brochure     | Internal | Passing Juice |
| Portfolio Document   | Internal | Passing Juice |
| Site Progress Report | Internal | Passing Juice |
| Privacy.             | Internal | Passing Juice |
| Cookies Policy       | Internal | Passing Juice |
| Terms & Conditions   | Internal | Passing Juice |
|                      |          |               |

# <u>In-page links</u>

| Disclaimer | Internal     | Passing Juice |
|------------|--------------|---------------|
|            |              |               |
|            | SEO Keywords |               |

| 0 | Keywords Cloud | buildings india details logistics <b>esrindustrial</b> |
|---|----------------|--|
|   |                | further acres MOFE real                                |

### Keywords Consistency

| Keyword    | Content | Title    | Keywords | Description | Headings |
|------------|---------|----------|----------|-------------|----------|
| esr        | 51      | ×        | ¥        | ¥           | ¥        |
| india      | 29      | <b>*</b> | ×        | <b>*</b>    | <b>*</b> |
| more       | 23      | ×        | ×        | ×           | ×        |
| industrial | 23      | ×        | ×        | ×           | <b>V</b> |
| acres      | 17      | ×        | ×        | ×           | ¥        |

### Usability

| 0            | Url          | Domain : in.esr.com<br>Length : 10                |
|--------------|--------------|---|
| 0            | Favicon      | Great, your website has a favicon.                |
| $\bigotimes$ | Printability | We could not find a Print-Friendly CSS.           |
| 0            | Language     | Good. Your declared language is en.               |
| $\bigotimes$ | Dublin Core  | This page does not take advantage of Dublin Core. |

#### Document

| $\bigcirc$ | Doctype         | HTML 5   |  |  |
|------------|-----------------|--|--|--|
| $\bigcirc$ | Encoding        | Perfect. Your declared charset is UTF-8.   |  |  |
| 8          | W3C Validity    | Errors : 48<br>Warnings : 11   |  |  |
| 0          | Email Privacy   | Great no email address has been found in plain text!   |  |  |
| 0          | Deprecated HTML | Great! We haven't found deprecated HTML tags in your HTML.   |  |  |
| 0          | Speed Tips      | <ul> <li>Excellent, your website doesn't use nested tables.</li> <li>Too bad, your website is using inline styles.</li> <li>Too bad, your website has too many CSS files (more than 4).</li> <li>Too bad, your website has too many JS files (more than 6).</li> <li>Perfect, your website takes advantage of gzip.</li> </ul> |  |  |

#### Mobile

| 0 | Mobile Optimization | × | Apple Icon        |
|---|---------------------|---|-------------------|
|   |                     | ~ | Meta Viewport Tag |
|   |                     | * | Flash content     |

# Optimization

| $\bigcirc$ | XML Sitemap | Great, your website has an XML sitemap.                                    |  |
|------------|-------------|--|--|
|            |             | http://in.esr.com/sitemap.xml  |  |
|            |             | https://in.esr.com/sitemap.xml   |  |
| $\bigcirc$ | Robots.txt  | http://in.esr.com/robots.txt<br>Great, your website has a robots.txt file. |  |

### Optimization



Great, your website has an analytics tool.



Google Analytics