

NOVARIS 2026 – Website SEO, Performance & Digital Readiness Report

1. Executive Summary

The NOVARIS 2026 website has been developed as a dedicated digital platform for the event, combining event discovery, registration, ticketing, event information, social sharing and search-engine optimisation within a single website.

Unlike a basic event information page, the current NOVARIS website includes a complete SEO and sharing infrastructure designed to make the event discoverable through search engines, social platforms and emerging AI-assisted browsing systems.

The website currently achieves:

Category	Current Result
Mobile Performance	88–91 / 100
Desktop Performance	97 / 100
Mobile SEO	100 / 100
Desktop SEO	100 / 100
Mobile Accessibility	100 / 100
Desktop Accessibility	100 / 100
Best Practices	100 / 100
Agentic Browsing	3 / 3

The website has also been optimised specifically for event promotion and sharing. This includes Open Graph previews, X/Twitter cards, structured event data, canonical URLs, sitemap generation, crawler controls, social profile integration, SEO administration tools, responsive images and optimised social-sharing images.

The result is a website that functions not only as an event page, but as a **search-optimised event discovery and registration platform**.

2. NOVARIS Website Benchmark

NOVARIS operates in the same broad digital space as robotics competitions, STEM competitions, technology festivals and student event platforms.

Comparable event websites include platforms such as:

- **ROBOFEST 2.0** – robotics competition and festival
- **Mekathlon** – international STEM and robotics competition
- **World Robot Olympiad India** – national robotics competition platform
- **TechnoXian World Robotics Championship** – large-scale robotics championship

These websites demonstrate the type of digital ecosystem used by established robotics and STEM events. For example, ROBOFEST provides competition information, registration access, event FAQs, venue information and prize-pool information, while Mekathlon provides multiple competition categories, locations and registration functionality.

NOVARIS extends this event-website model with a dedicated SEO management system, structured event information, social sharing optimisation and automated event metadata.

Current NOVARIS Technical Benchmark

Measurement	NOVARIS Result	Target / Reference
Mobile Performance	90-92	90+
Desktop Performance	97	90+
Mobile SEO	100	90+
Desktop SEO	100	90+
Accessibility	100	90+
Best Practices	100	90+
Agentic Browsing	3/3	3/3

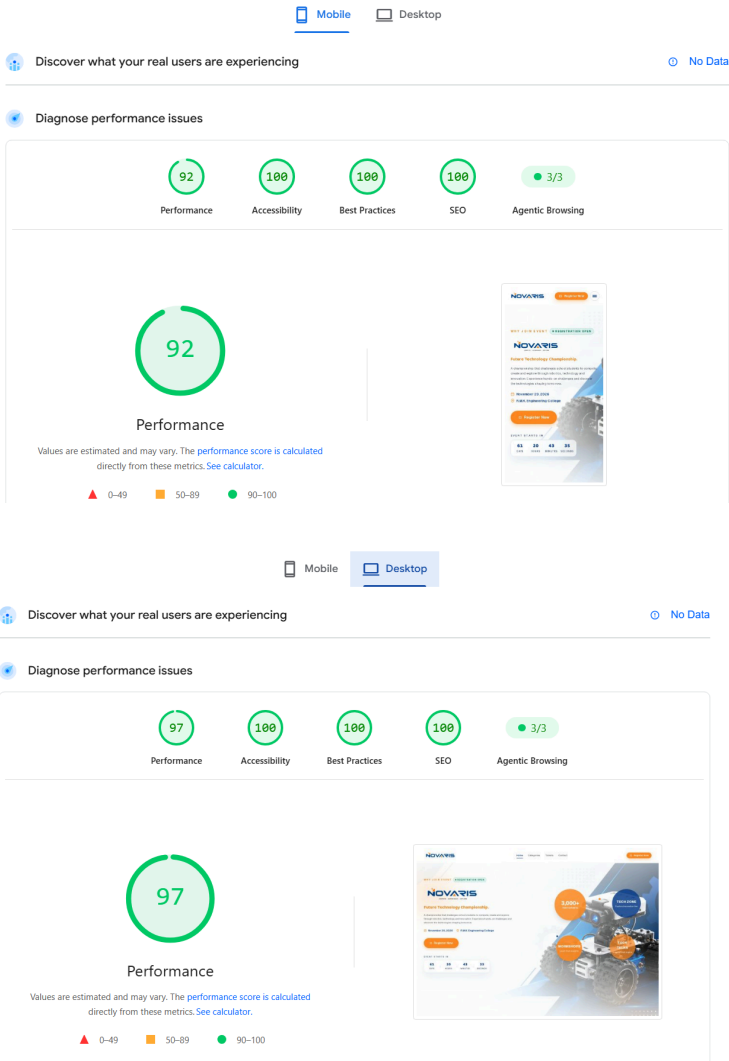
PageSpeed Performance varies slightly between individual test runs because Google's mobile test uses a simulated mobile device and network connection. The NOVARIS mobile result therefore typically falls between 88 and 91.

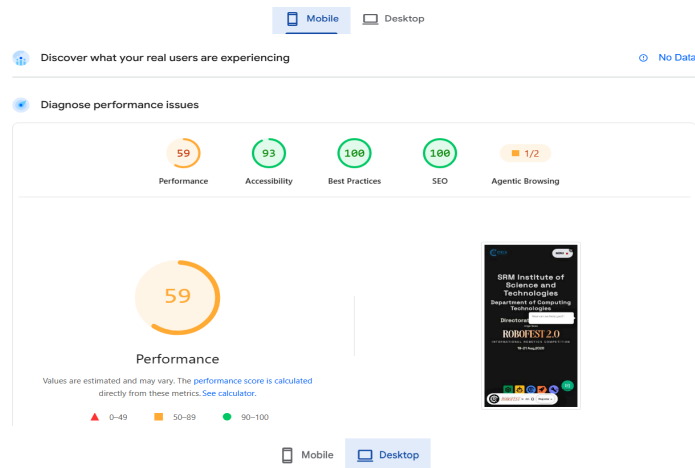
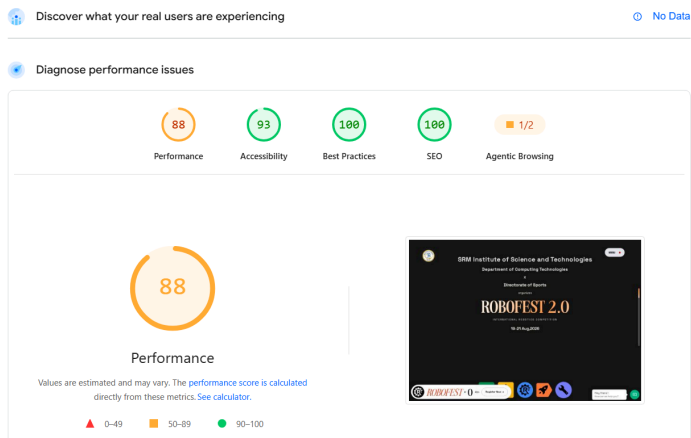
Competitor Score Benchmark

For a direct numerical comparison, PageSpeed Insights should be run against each selected competitor using the **same device, URL type and test conditions**. This avoids presenting inconsistent or outdated measurements.

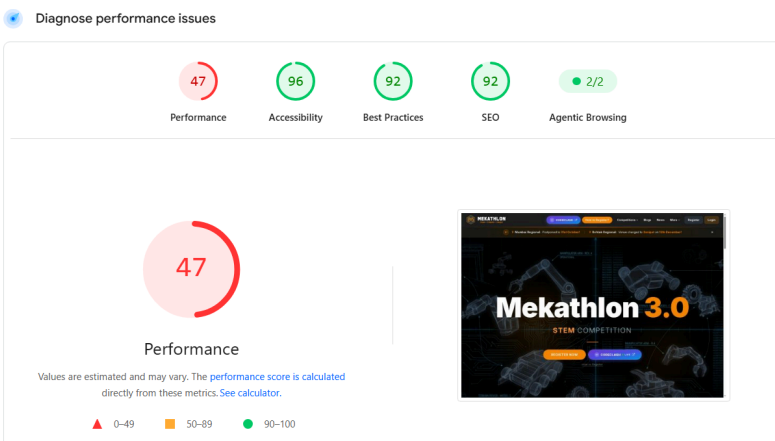
Website	Mobile Performance	Desktop Performance	SEO	Accessibility	Best Practices
NOVARIS 2026	90–92	97	100	100	100
ROBOFEST 2.0	59-63	88	100	93	100
Mekathlon 2026	45-50	47-52	90-92	96	88-92
WRO India 2026	30	45-49	100	83-88	77

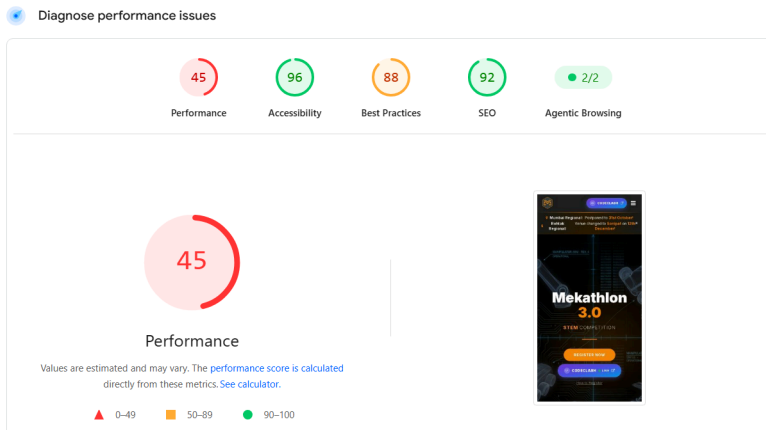
Novaris



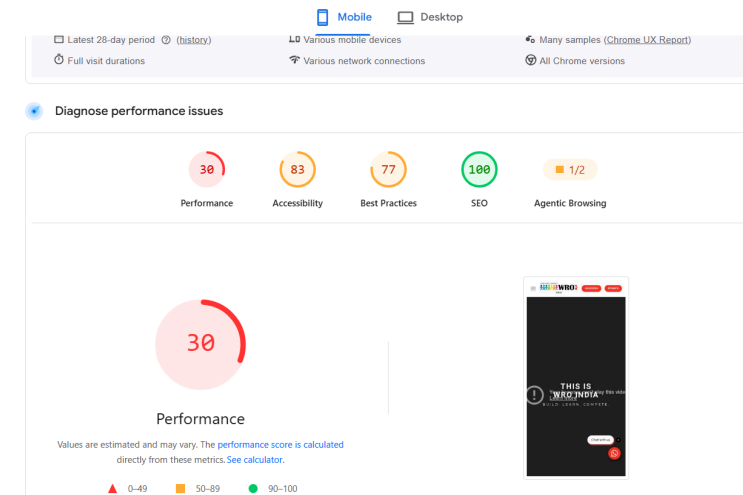
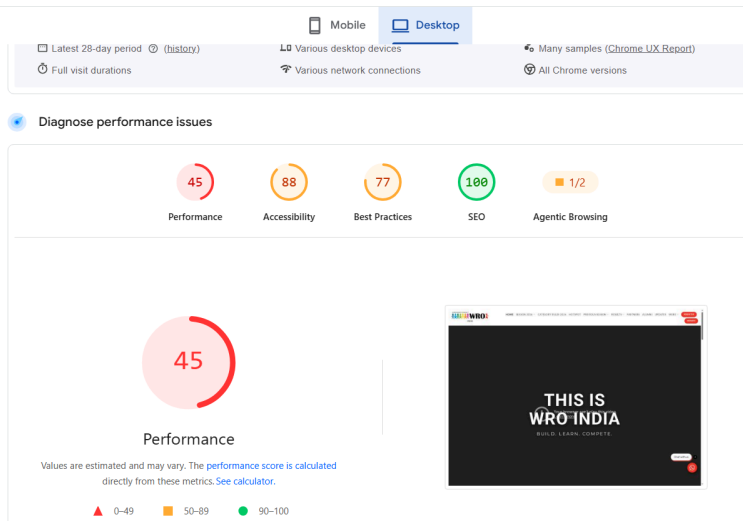


Mekathlon 2026





WRO India



This approach ensures that the comparison represents an actual technical benchmark rather than estimated or third-party scores.

3. Website Performance

Performance is one of the major technical strengths of the NOVARIS website.

The site has been designed around the principle of delivering the important content first and delaying heavier resources until they are required.

Current Performance Measurements

Metric	Mobile	Desktop
Performance Score	90-92	97
First Contentful Paint	1.5 s	0.6 s
Largest Contentful Paint	3.3 s	1.1 s
Total Blocking Time	40 ms	0 ms
Cumulative Layout Shift	0	0.001
Speed Index	3 s	1.3 s

Performance Optimisations Implemented

Responsive Image Delivery

Separate image handling is available for mobile and desktop devices.

Mobile visitors can receive lighter, appropriately sized images while desktop visitors can receive higher-resolution versions.

Images are delivered using modern formats such as:

- AVIF
- WebP
- Responsive image sizing
- Device-specific images

This reduces unnecessary bandwidth consumption, particularly for mobile visitors.

Hero Image Optimisation

The main event banner is prioritised because it is one of the most important visual elements on the page.

The hero image is loaded with high priority so visitors can see the primary event information as quickly as possible.

Self-Hosted Fonts

Headline fonts are served directly from the website instead of relying on external font-loading requests.

This reduces dependency on third-party font servers and helps improve initial rendering.

Lazy Loading

Large resources are not loaded unnecessarily when the visitor first opens the website.

For example, Google Maps is loaded only when the visitor reaches the venue section.

Image Compression

Large uploaded images are automatically optimised before being delivered to visitors.

Animated assets can also be resized and converted to more efficient formats.

Browser Caching

Long-term caching allows returning visitors to reuse previously downloaded resources instead of downloading the same assets repeatedly.

Layout Stability

The page has been structured to minimise unexpected movement while resources are loading.

The current Cumulative Layout Shift is effectively zero.

4. SEO Infrastructure

The NOVARIS website has been built with a complete SEO infrastructure rather than relying only on a page title and meta description.

SEO Score

Google PageSpeed SEO: 100 / 100

This result is achieved on both:

- Mobile
- Desktop

SEO Features Implemented

Page Titles

Every event page can have its own search-engine-friendly title.

Meta Descriptions

Each event can have a custom description designed for search results and link previews.

Keywords

Event-specific keywords can be configured from the administration panel.

Canonical URLs

Canonical URLs are automatically generated using the preferred HTTPS website address.

This reduces duplicate URL issues.

Open Graph

Open Graph metadata has been implemented for social sharing platforms.

This allows the event page to generate a structured preview when shared.

X / Twitter / Whatsapp Cards

Dedicated X card metadata allows the event to display an appropriate title, description and image when shared on X.

Language Metadata

Language information is provided to search engines to help identify the primary language of the content.

Search Indexing Controls

Private areas such as:

- Admin pages
- Checkout
- Payment pages
- Account pages

are prevented from being unnecessarily indexed by search engines.

5. Social Media & Link Sharing

A major feature of the NOVARIS website is its optimisation for sharing.

When the event URL is shared through platforms such as:

- WhatsApp
- Facebook
- LinkedIn
- X

- Other Open Graph-compatible platforms

the website provides structured information including:

Event Name → Description → Preview Image → Website URL

Share Image Optimisation

The event share image is automatically optimised for web delivery.

The primary social preview image has been reduced from approximately **1.5 MB to approximately 230 KB**.

This makes it considerably more suitable for messaging and social-media previews while maintaining visual quality.

Social Profiles

The administration panel supports social links for:

- Instagram
- Facebook
- YouTube
- LinkedIn
- X
- Whatsapp

These can be displayed within the website footer and associated with the event's online presence.

6. SEO & Sharing Administration Panel

The website includes a dedicated **SEO & Sharing** management section.

This allows administrators to manage the SEO configuration without directly modifying website code.

Administrators can manage:

- Page title
- Meta description
- Keywords
- Share image
- Social profiles
- Event metadata

Preview Features

The admin interface provides previews for:

Google Search

Administrators can see how the event may appear as a search result.

WhatsApp / Facebook / LinkedIn

Administrators can preview the social sharing card.

X

Administrators can preview the X/Twitter card.

Desktop Website

The event page can be reviewed in a desktop layout.

Mobile Website

The event page can be reviewed in a mobile layout.

SEO Checklist

The administration interface also identifies missing SEO information, helping administrators maintain a complete configuration.

7. Structured Event Data

The website includes structured event information that allows search engines to understand the event rather than simply reading the visible text.

The structured information can include:

- Event name
- Event description
- Event date
- Event location
- Venue
- Ticket information
- Ticket categories
- Ticket prices
- Organiser information
- Contact details

This creates a machine-readable representation of the event that can support enhanced search visibility and event-related search features where Google determines the page is eligible.

8. Sitemap & Search Engine Crawling

The website automatically maintains a sitemap containing published event pages.

This helps search engines discover event content efficiently.

Crawler controls are also implemented to prevent private or transactional pages from becoming part of the public search index.

Public content

Examples include:

- Event pages
- Event information
- Event categories
- Public event content

Private / transactional content

Examples include:

- Administration
- Checkout
- Payment
- User accounts

This creates a cleaner search-engine footprint for the website.

9. AI & Agentic Search Readiness

The website has also been prepared for AI-assisted discovery.

An automatically maintained `llms.txt` file provides machine-readable information about the event.

It can include:

- Event name
- Event description
- Date
- Venue
- Event categories
- Ticket information
- Important links

The current Agentic Browsing assessment achieved:

3 / 3

This provides an additional machine-readable layer alongside conventional SEO.

10. Event Website Features

NOVARIS is not limited to a static promotional page.

The website provides a complete event experience covering the visitor journey from discovery to registration.

Event Discovery

Visitors can access:

- Event overview
- Event schedule
- Venue
- Event categories
- Competition information
- Event benefits
- Prize information
- FAQs
- Contact information

Event Registration

The platform supports the event registration flow, allowing participants to move from event discovery into registration without relying on a separate information-only website.

Ticketing

The platform supports event ticket information and registration-related ticket flows.

Payment Integration

The registration system can connect the ticketing process with online payment processing.

Registration Confirmation

Successful registrations can be associated with ticket and attendee information for subsequent event-day usage.

11. Responsive Event Experience

The website has been designed for multiple device types.

Desktop

Desktop visitors receive:

- High-resolution imagery
- Large event visuals
- Full-width layouts
- Desktop navigation
- Optimised event sections

Mobile

Mobile visitors receive:

- Responsive layouts
- Device-appropriate images
- Reduced image payloads
- Touch-friendly controls
- Mobile-specific content presentation

A dedicated mobile image can also be uploaded for important visual sections.

This allows event administrators to use a different crop or composition for mobile screens.

12. Website Reliability & User Experience

Several improvements have been implemented to ensure visitors receive a consistent experience.

Event Landing Page

Instead of displaying an error when visitors open the primary domain, the website now provides a dedicated welcome experience.

The landing page can display:

- NOVARIS branding
- Event information
- Date
- Venue
- Event access
- Published events

Invalid Event URLs

If an incorrect or outdated event URL is accessed, visitors receive a clear response instead of an unexplained technical error.

These pages are also prevented from unnecessarily entering search indexes.

Time Zone Handling

Event dates and times are consistently displayed using **Indian Standard Time (IST)**.

This prevents differences between server time and visitor browser time from changing event information.

Domain Consistency

The website uses a single preferred HTTPS domain.

www.novaris.events permanently redirects to:

novaris.events

Canonical URLs also use HTTPS.

13. Accessibility & Best Practices

The current website achieved:

Accessibility

100 / 100

Key improvements include:

- Descriptive image text
- Correct heading hierarchy
- Improved page structure
- Better navigation semantics
- Responsive presentation

Best Practices

100 / 100

The website follows modern browser and web-development practices and has been tested through Google's Lighthouse/PageSpeed environment.

14. Overall Technical Position

NOVARIS 2026 has been developed as a **performance-focused, SEO-ready and registration-enabled event platform**, rather than a conventional static event website.

The current technical measurements demonstrate:

97/100 Desktop Performance

88–91/100 Mobile Performance

100/100 SEO

100/100 Accessibility

100/100 Best Practices

3/3 Agentic Browsing

The website also provides a dedicated administrative layer for managing SEO metadata, social previews, event information and social profiles.

From a search and sharing perspective, the website is prepared for multiple discovery channels including conventional search engines, social-media sharing platforms and AI-assisted browsing systems.

15. Final Assessment

The NOVARIS 2026 website currently provides a significantly broader digital capability than a basic event-information website.

Its implementation combines:

Performance Optimisation + Technical SEO + Social Sharing + Structured Event Data + AI Readiness + Responsive Design + Event Registration + Ticketing + Payment Integration + SEO Administration

The website therefore serves as both the **public-facing promotional platform and the digital registration gateway for NOVARIS 2026**.

All performance and technical measurements in this report were obtained using Google PageSpeed Insights / Lighthouse against the live NOVARIS event website during September 2026.