

SEO PERFORMANCE & OPTIMIZATION REPORT

A Data-Driven SEO Audit & Growth Roadmap

This report highlights the improvement in website SEO performance after implementing targeted optimization strategies

Optimizing digital visibility and organic growth for This Project.

PROJECT DETAILS

Project Name : Washcure

Report Date : February 2026

Prepared By **Lumos Logic India LLP**

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2026

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01 EXECUTIVE SUMMARY

Project Overview

This report presents a consolidated SEO performance analysis for the WashCure website, based on multiple audits conducted during January 2026. The objective was to identify SEO gaps, implement targeted optimizations, and validate improvements through follow-up audits.

Audit Time Line

Baseline Audit
05 Jan 2026

Final Validation
03 Feb 2026

A baseline SEO audit was conducted on 6th January 2026 to assess the website's initial health. Targeted optimizations were implemented over the following weeks, and a final validation audit was conducted on 3rd February 2026 to measure the overall impact of all improvements.

Overall SEO health

- 5 Jan: Overall Grade – B
- 16 Jan: Overall Grade – A+

Key Strengths

- Strong On-Page SEO optimization
- Secure browsing with HTTPS enabled
- Proper use of H1–H3 heading structure
- Keyword-rich content with 600+ word

Key Improvement Areas

- Limited social presence
- No Hreflang implementation
- Weak backlink profile
- Missing Facebook Pixel

Business Impact

The improvements achieved between 5th and 16th January have strengthened the website's search visibility, technical stability, and user experience, laying a solid foundation for long-term organic growth.

02 WEBSITE OVERVIEW

Website Details

Parameter	Value
Website	https://washcure.in
Industry	Laundry & Dry Cleaning
Business Type	Local Service Business
Target Audience	Residential & Commercial Customers
Primary Goal	Lead generation & service bookings

Website Positioning

WashCure is positioned as a premium laundry and dry-cleaning service offering doorstep convenience, professional garment care, and express services across Gujarat.

The website focuses on:

- Service discovery
- Trust building
- Conversion through WhatsApp & enquiry

03 SEO HEALTH OVERVIEW

Overall Grades Comparison



On-Page SEO



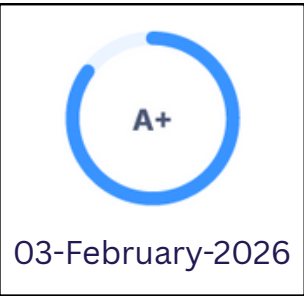
Usability



Performance



Social



On-Page SEO



Usability



Performance



Social

Summary Table

METRICS	BEFORE OPTIMIZATION	AFTER OPTIMIZATION
Overall SEO Score	70%	96%
Grade	B	A+

Insights

The website demonstrates excellent on-page and usability performance, while social signals remain the weakest area.

04 ON-PAGE OPTIMIZATION

Title Tag

- Length: 60
- Title: “WashCure | Premium Laundry & Dry Cleaning Service in Gujarat”

Meta Description

- Length: 152 characters
- Description: “Premium laundry and dry-cleaning services with professional garment care, doorstep service, and modern cleaning technology.”

Headings Structure

- H1: Multiple
- H2 - H6: Properly Used
- Recommendation: Reduce to 1 H1 Per Page

Keyword Consistency (Top Keywords)

- care (19)
- service (15)
- cleaning (14)
- laundry (11)
- premium (10)

impact

- Strong heading structure and keyword distribution provide excellent relevance signals to search engines.

05 TECHNICAL SEO

Technical Status

Factor	Status
SSL	Enabled
HTTPS Redirect	Active
Robots.txt	Present
Sitemap.xml	Present (latest)
Noindex Tags	Not Found
Canonical Tags	Implemented
Schema Markup	Present (JSON-LD)
JavaScript Errors	None
HTTP/2	Enabled

Key Insight

- The website is fully crawlable and indexable. No critical technical issues were found that would block search engine rankings.

06 KEYWORD RANKINGS & VISIBILITY

Content Depth

Date Word Count

05 Jan - 588

03 Feb - 609

Primary Ranking Phrases

- dry cleaning
- garment care
- laundry and dry
- stain removal
- premium laundry

Insight

- Content length is adequate, but for competitive growth, homepage and service pages should target 1000+ words with local intent keywords.

07 BACKLINK PROFILE & AUTHORITY

Current Status

- No strong backlink profile detected.
- No domain authority signals.
- Minimal brand mentions.

Business Impact

This is the biggest growth bottleneck. Without backlinks:

- Rankings will plateau.
- Competitors with authority will outrank.



08 PERFORMANCE & CORE WEB VITALS

Mobile

Metric	Value
PageSpeed Score	77
Largest Contentful Paint (LCP)	3.8s
Cumulative Layout Shift (CLS)	0
Time to Interactive (TTI)	3.8s

Desktop

Metric	Value
PageSpeed Score	90
Largest Contentful Paint (LCP)	1.8s
Cumulative Layout Shift (CLS)	0.096

Insight

Performance is good, but mobile optimization can still be improved by:

- Reducing unused JS
- Image compression

09 COMPETITOR BENCHMARKING

Market Position Analysis vs Industry Players

Local Laundry Services

Aggregator Platforms

Franchise Chains

Comparison Table (Core Visual)

Metric	WashCure	Local Competitors	Aggregators
Technical SEO	● Strong	● Average	● Strong
Content Depth	● Medium	● Weak	● Strong
Backlinks	● Weak	● Weak	● Very Strong
Brand Authority	● Growing	● Low	● High
Local SEO	● Medium	● Medium	● Strong

Competitive Gap

- WashCure Position:
- Technically well-optimized website
 - Strong usability and performance
 - Modern UI and clean structure
- Where Competitors Win:
- More backlinks and domain authority
 - Higher content volume (blogs, guides)
 - Strong Google Business presence

Growth Opportunity:

WashCure can outperform local competitors by building authority through content marketing and backlink acquisition. With consistent SEO execution, WashCure can compete with aggregator platforms in local search results.

10 ISSUES IDENTIFIED

Key SEO challenges impacting search performance

Issue	Breakdown	Priority
No backlink authority	The website has very few or no quality external links. This limits domain trust and makes it difficult to rank for competitive keywords.	High
Multiple H1 tags	More than one H1 tag is used on key pages, which reduces topic clarity and weakens reminds search engines about the primary focus of the page.	Medium
Low content depth	Most pages contain around 600 words. Longer and more detailed content is needed to target competitive and long-tail keywords effectively.	Medium
Mobile performance	Mobile page speed is lower compared to desktop, which can impact user experience and increase bounce rates.	Low

Overall Impact Summary

- These issues do not block SEO performance, but resolving them will significantly improve search rankings, organic traffic, and long-term authority.

11 RECOMMENDATIONS & ACTION PLAN

Strategic steps to improve SEO performance

Task	Impact	Priority
Build local backlinks	Improves domain authority and search rankings	High
Content expansion	Increases organic traffic and keyword reach	High
H1 optimization	Strengthens topic relevance for search engines	Medium
Blog strategy	Builds long-term authority and trust	Medium
Mobile speed optimization	Enhances user experience and engagement	Low

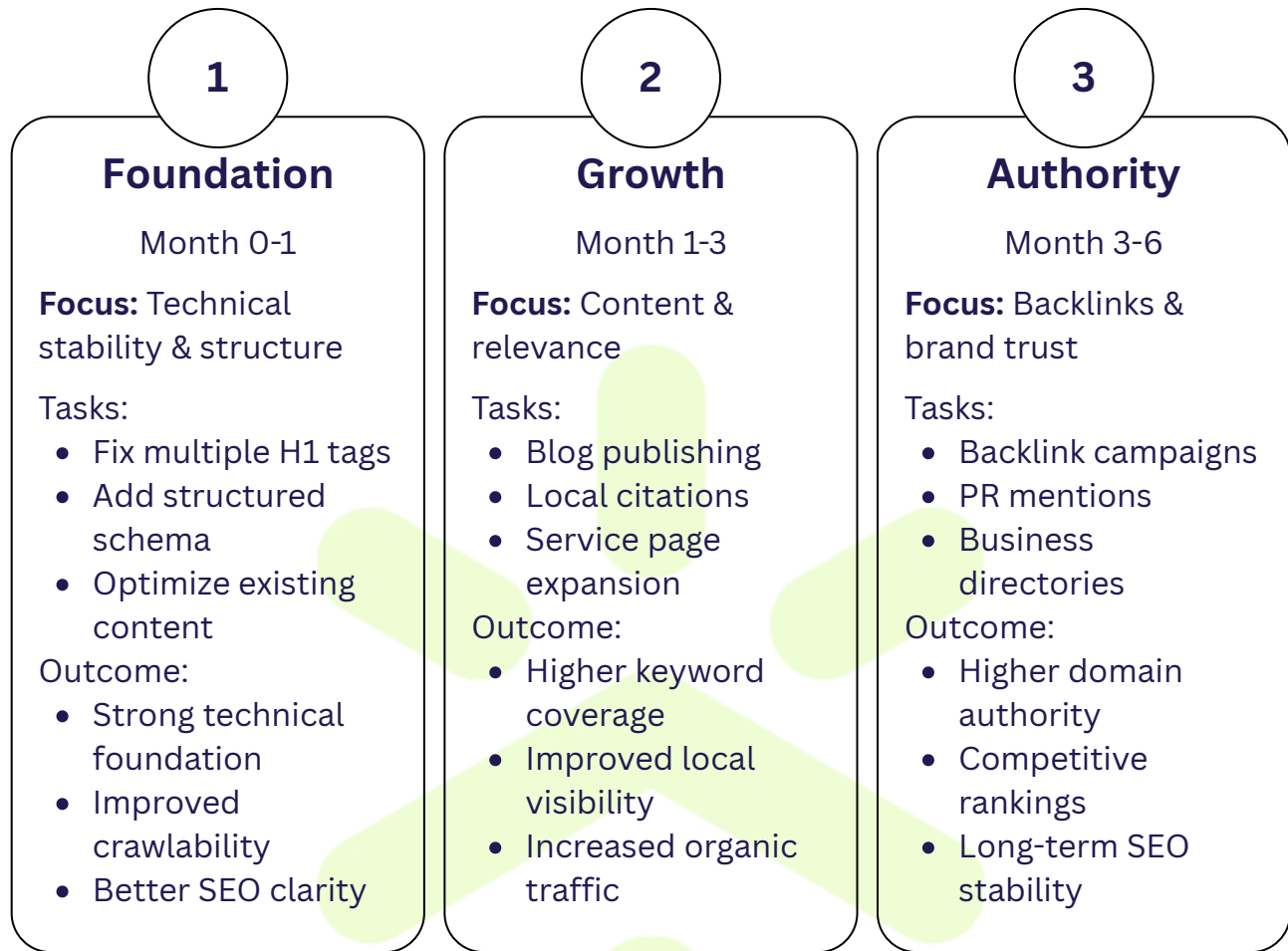
Insight

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12 SEO ROADMAP TIMELINE

Structured execution plan for sustainable SEO growth



Summary

- This roadmap ensures systematic SEO growth without overwhelming resources or development effort.

13 EXPECTED SEO IMPACT

Projected performance improvements

Metric	3 Months	6 Months
Organic Traffic	+30%	+70%
Leads	+20%	+50%
Keyword Rankings	+40%	+80%
Brand Visibility	Medium	High

Interpretation

Short-Term (3 Months):

- Better visibility for existing keywords
- Noticeable traffic growth
- Early lead increase

Long-Term (6 Months):

- Strong local dominance
- Higher conversion rates
- Sustainable organic acquisition channel

Disclaimer

- Projections are estimates based on industry benchmarks and historical SEO performance.

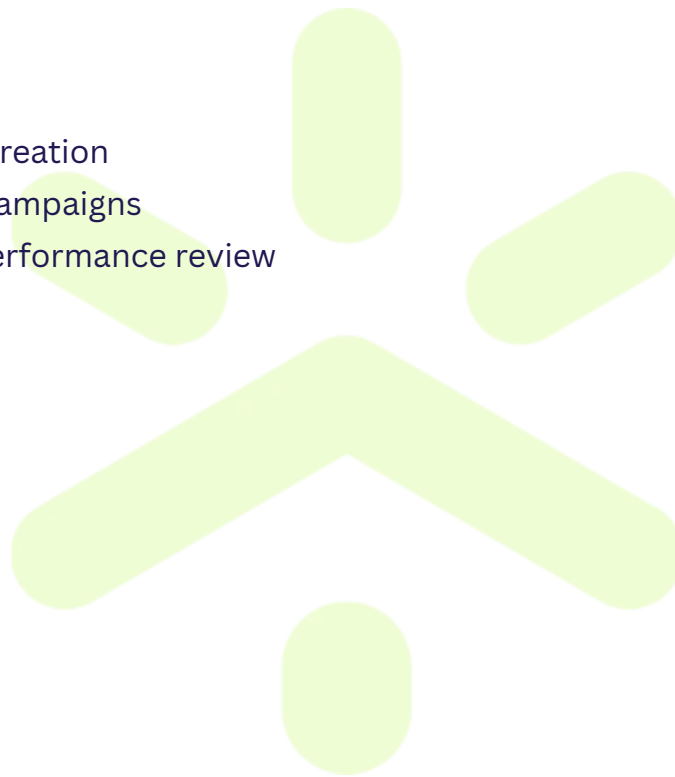
14 CONCLUSION & NEXT STEPS

Final Summary

- WashCure currently has a strong SEO foundation with excellent technical structure and on-page optimization. The website is well-positioned to grow organically, provided consistent execution of content and authority-building strategies.
- The key growth lever moving forward is backlink acquisition and content expansion.

Next Step

1. Begin content creation
2. Start backlink campaigns
3. Monthly SEO performance review



This report is based on third-party tools and internal analysis. Results may vary depending on market conditions and implementation.



LET'S **GROW** YOUR **BUSINESS** TOGETHER

This SEO report was prepared to provide a clear understanding of your website's current performance and growth opportunities. With the right strategy and consistent execution, your brand can achieve sustainable visibility and long-term organic success.

Ready to take the next step?

Let Lumos Logic India LLP handle your SEO growth journey with data-driven strategies, transparent reporting, and measurable results.

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