

SEO Audit Report for joinsumu.com

1. Technical SEO

- Crawlability & Indexability: Sitemap and robots.txt now configured. Make sure to update sitemap when adding new pages.
- HTTPS Status: Site is secure (HTTPS enabled).
- Site Speed: Run PageSpeed Insights and optimize large images, caching.
- Mobile Responsiveness: Ensure mobile-friendly layout.
- Structured Data: No schema found. Add Organization, FAQPage, Breadcrumb schema.
- Canonical Tags: Absent. Add self-referencing canonicals to each page.
- URL Structure: Clean, but placeholders use /coming_soon. Replace with descriptive URLs.

2. On-Page SEO

- Titles & Meta Descriptions: Ensure unique, keyword-rich titles & meta descriptions on all pages.
- Heading Structure: Only one H1 per page (good). Fix hierarchy (use H2 before H3).
- Image Alt Text: Present and descriptive. Continue practice.
- Internal Linking: Remove placeholder links; add contextual links between real pages.
- Keyword Usage: Keywords present but content short. Expand with target keywords.

3. Content SEO

- Quality: Original but thin. Expand content depth.
- Keyword Targeting: Good terms (invoicing, VAT, AI, Oman). Increase density naturally.
- Duplicate Content: Avoid multiple links to same placeholder. Noindex placeholder pages.
- Blog: Currently empty. Build blog for content marketing and SEO.

4. Backlink & Off-Page SEO

- Backlink Profile: Likely few backlinks. Build high-quality links from local business sites.
- Domain Authority: Low due to new domain. Improve with outreach, consistent brand presence.

5. Sitemap & Robots.txt

- Sitemap: Now added. Keep it updated.
- Robots.txt: Now present. Blocking /coming_soon, allowing other pages. Good.

6. Recommendations

- Quick Wins: Add meta tags, fix internal links, optimize speed, keep sitemap updated.

- Medium-Term: Add schema, expand content, fix heading hierarchy.
- Long-Term: Build backlinks, maintain blog, monitor with Search Console & Analytics.