

# **DETAILED SEO AUDIT &**

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# **OPTIMIZATION STRATEGY**

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## **WHAT IS SEARCH ENGINE OPTIMIZATION (SEO)?**

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SEO is Search Engine Optimization, it makes our websites to reach higher in rank on Search Engines like Google. It helps people to find out websites better without paying any ads.



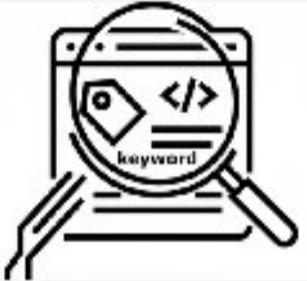
# WHY SEO AUDIT IS IMPORTANT

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- Identifies website problems and errors.
- Improves user experience and website user rate.
- Helps increase utilisation and ROI.
- Good long term growth gradually.



# SEO AUDIT SCOPE & TOOLS



On-page SEO: Titles, headings, URLs, content, internal links



Technical SEO: Crawlability, page speed, mobile optimization



Off-page SEO: Backlinks, domain authority  
Tools & Analytics: Google Analytics, Search Console, SEO platforms

# WEBSITE ANALYSIS

- E-commerce platform for sustainable products
- Target Audience: Millennials & Gen Z (25–45)
- Business Goals: Increase traffic, conversions, and authority



## CURRENT PERFORMANCE:



# KEYWORD RESEARCH

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- 500+ relevant keywords analyzed



- Keywords classified by intent: informational, commercial, transactional

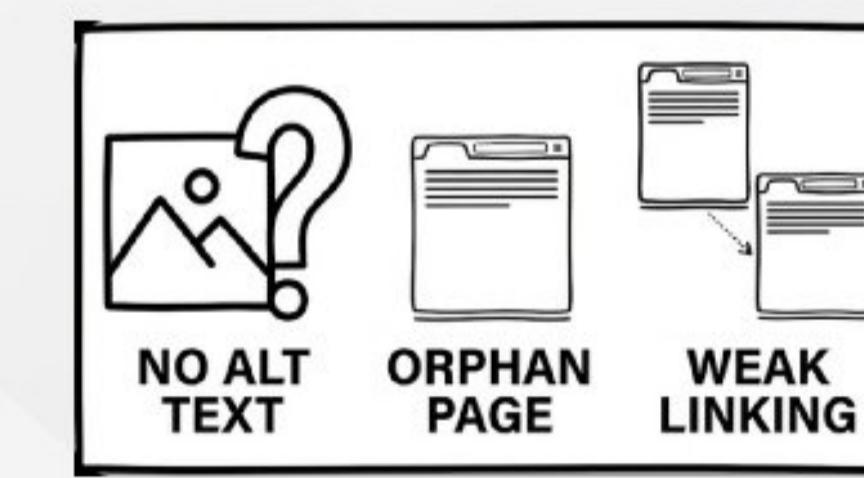
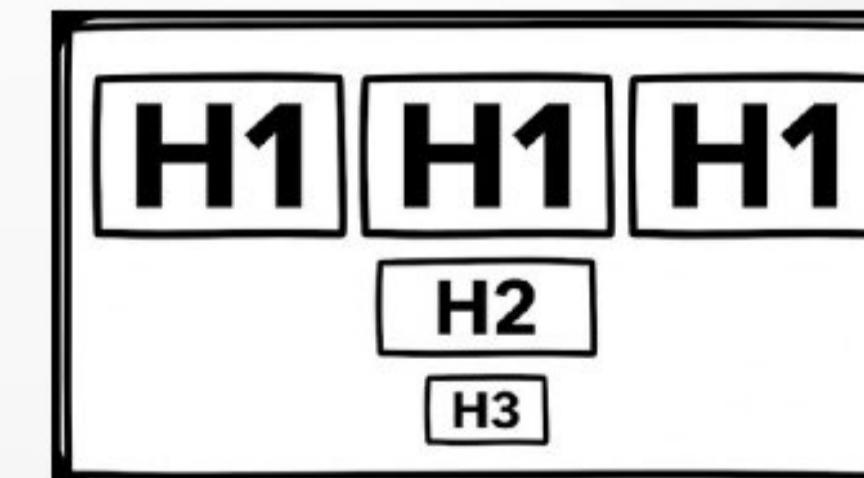
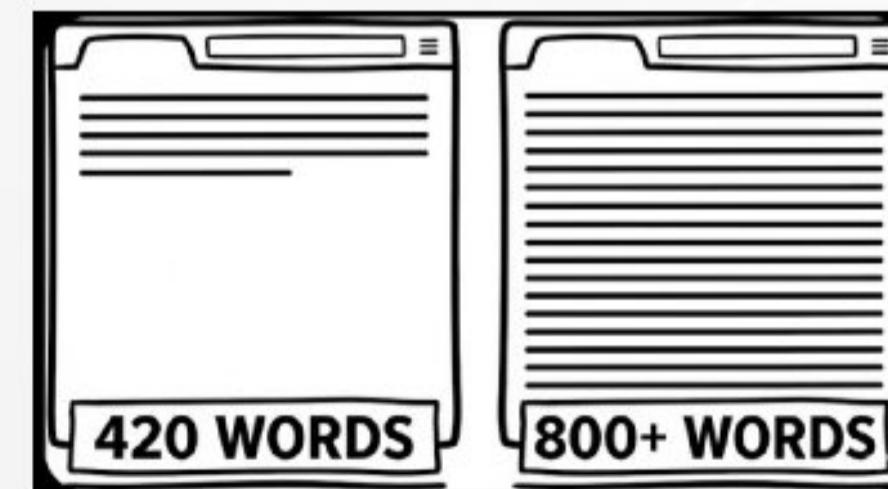
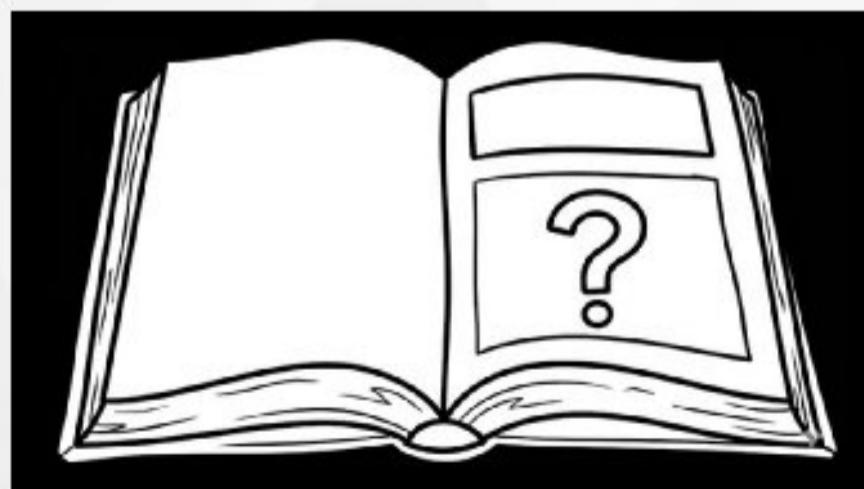


- 45 high-value gaps found
- 28 quick-win low-competition opportunities



# ON-PAGE ISSUES

- 68% pages missing optimized title/meta description
- Thin content (avg 420 words vs competitor s 800+)
- Multiple H1 tags and poor heading hierarchy
- Images missing alt text, orphan pages, weak internal linking



# TECHNICAL ISSUES

- Crawl errors (847) and broken links (23)

 **847**  
Crawl Errors

 **23**  
Broken Links

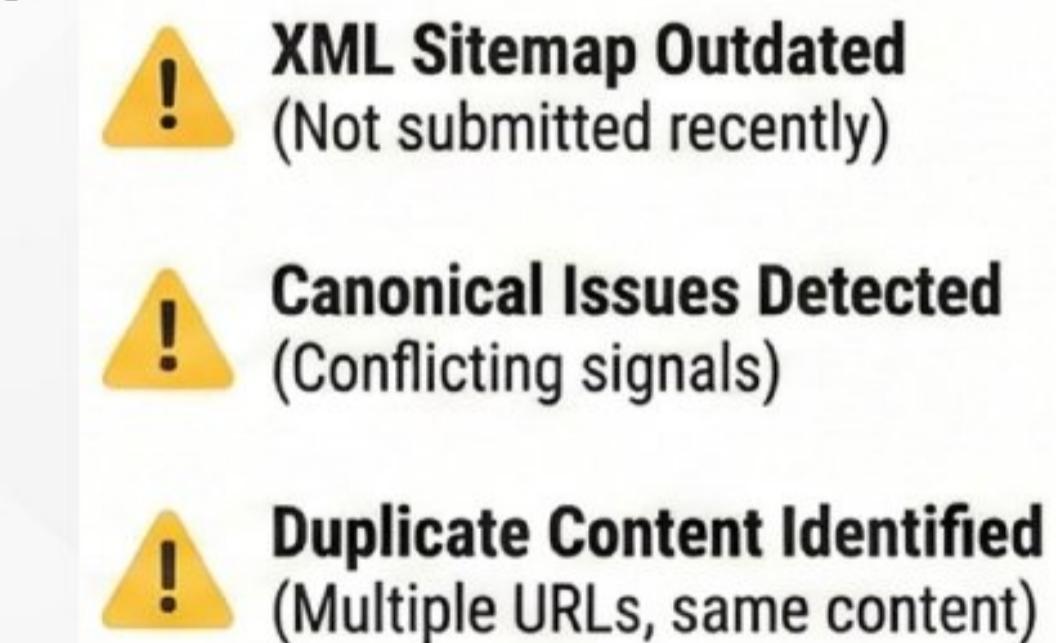
- Page speed slow (Mobile LCP 4.2s, target <2.5s)



- Mobile UX: small tap targets, horizontal scrolling



- XML sitemap outdated, canonical issues, duplicate content



# FIXES & OPTIMIZATION



## High Impact – Immediate:

- Fix crawl errors & page speed
- Implement structured data for product pages



## Medium Impact – 30-Day:

- Optimize titles, compress images, improve headings
- Build internal linking & create content for keyword gaps



## Lower Priority – Ongoing:

- Expand thin content, advanced schema, backlink partnerships
- Enhance mobile UX, optimize URL structure

# WORLDWIDE SERVICES

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- Traffic Growth: 12K → 34.4K (+187%)
- Keyword Rankings: 156 → 312 in top 100
- Conversion Rate: 2.3% → 4.1%
- Domain Authority: +16 points
- Key Learning: Technical fixes + content depth drive fastest results
- Future Plan: Pillar content strategy, guest posting, advanced schema