

DETAILED SEO AUDIT &

OPTIMIZATION STRATEGY

Internship Project – AENEXZ TECH PVT LTD
Farhan Ullah – Digital Marketing Intern
(SEO)

CKB Commerce College

Submission Date: 05 February 2026

WHAT IS SEARCH ENGINE OPTIMIZATION (SEO)?

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.

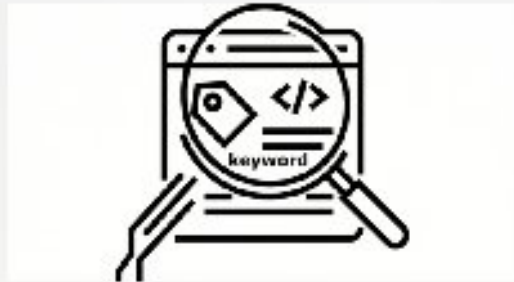


WHY SEO AUDIT IS IMPORTANT

- 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



- 500+ relevant keywords analyzed



- Keywords classified by intent: informational, commercial, transactional



- 45 high-value gaps found

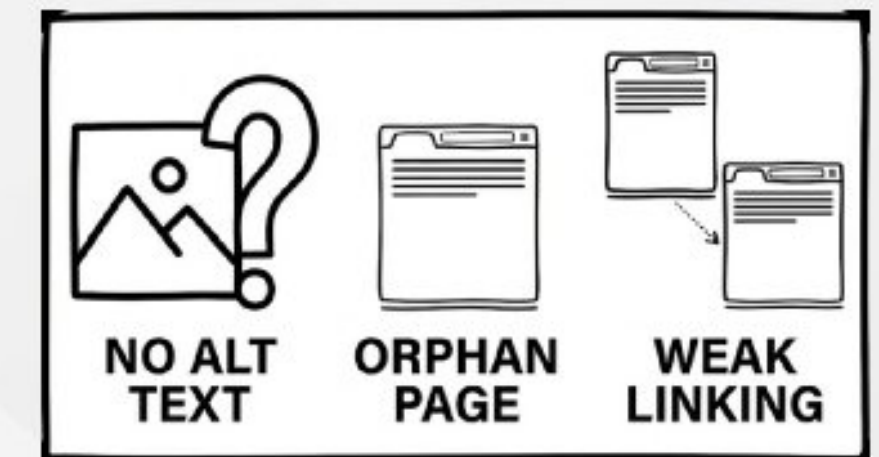
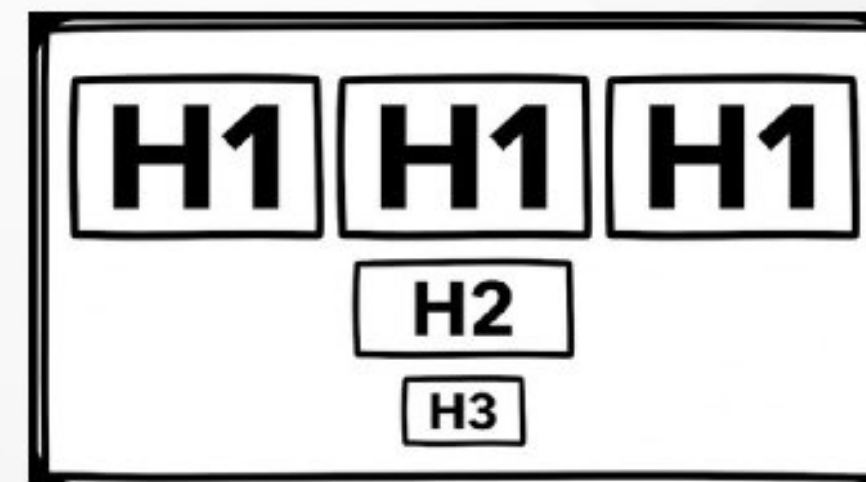
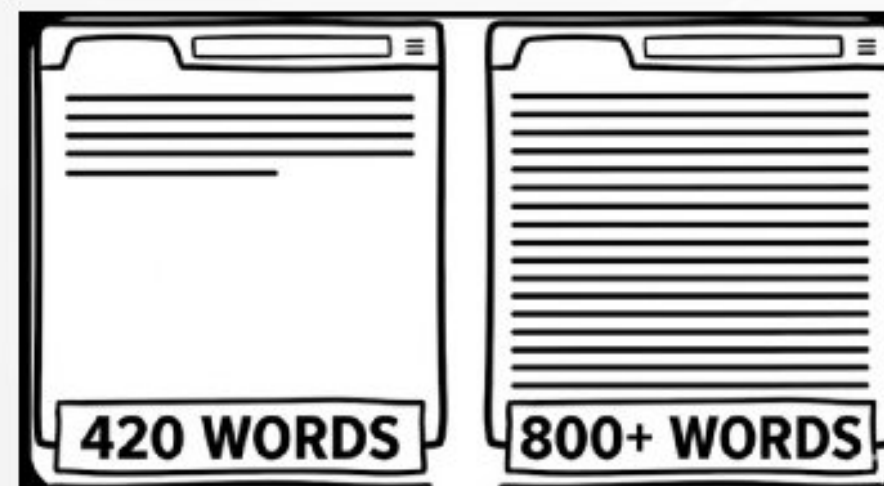


- 28 quick-win low-competition opportunities



ON-PAGE ISSUES

- 68% pages missing optimized title/meta description
- Thin content (avg 420 words vs competitors 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



Small Tap Targets
(Poor touch accuracy)



Horizontal Scrolling
(Non-responsive layout)

- XML sitemap outdated, canonical issues, duplicate content



XML Sitemap Outdated
(Not submitted recently)



Canonical Issues Detected
(Conflicting signals)



Duplicate Content Identified
(Multiple URLs, same 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

- 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