Virajo AutoSoft Website Audit Report and Business Visibility Strategy

Critical Issues Identified

1 Website Accessibility Crisis

Problem: Both virajoautosoft com and virajo in require JavaScript to load content

Impact: Search engines cannot index content, severely limiting SEO visibility

Business Cost: Losing 60 to 80 percent of potential organic traffic

2 Inconsistent Domain Strategy

Problem: Operating multiple domains virajoautosoft com and virajo in without clear redirect strategy

Impact: Diluted brand authority and confused customer journey

3 Minimal Content Visibility

Problem: No accessible content for search engines or users with disabled JavaScript

Impact: Zero organic search rankings and poor user experience

Current Digital Footprint Analysis

Existing Presence

Facebook: 3 likes, minimal engagement

LinkedIn: Company profile exists

Justdial: Listed in Delhi and Mumbai with 4.0 out of 5.0 ratings

Business Registration: Registered in Delhi in 2013

Business Profile

Services: IT Support, Virtualization, Data Protection, Backup, Disaster Recovery

Experience: 21 plus years in IT services

Leadership: Vivek Kumar, Co Founder

Locations: Delhi, Mumbai, Pune

Priority Replacements for Maximum Business Visibility

1 Website Infrastructure Overhaul

Immediate Actions

Server Side Rendering SSR: Implement Next JS or similar SSR framework

Static Content: Create HTML fallbacks for all critical pages

Progressive Enhancement: Layer JavaScript on top of functional HTML

Content Strategy

Homepage: Clear value proposition, services overview, contact information

Services Pages: Detailed IT services breakdown with case studies

About Page: Company history, team credentials, certifications

Contact Page: Multiple contact methods, office locations, response times

2 SEO First Content Architecture

Technical SEO

Meta Tags: Unique titles and descriptions for each page

Schema Markup: LocalBusiness, Organization, and Service markup

XML Sitemap: Comprehensive sitemap submission

Google My Business: Optimize for all office locations

Content Marketing

Blog Section: Weekly IT tips, industry insights, case studies

Resource Center: Whitepapers, guides, checklists

Client Testimonials: Video and written testimonials

Portfolio: Detailed project case studies

3 Multi Channel Visibility Strategy

Search Engine Optimization

Primary Keywords: IT support services Delhi, data backup solutions, disaster recovery services

Local SEO: Optimize for IT company near me searches

Content Calendar: Two to three blog posts per week targeting industry keywords

Social Media Enhancement

LinkedIn: Daily professional content, thought leadership posts

YouTube: Tutorial videos, client success stories

Twitter: Industry news commentary, quick tips

Facebook: Local community engagement, event promotion

Directory Listings

Google My Business: Complete profiles for all locations

Industry Directories: IT service provider directories

Review Platforms: Proactive review management strategy

4 Conversion Focused Design

User Experience Improvements

Mobile First Design: Responsive design optimized for mobile users

Clear CTAs: Get Free IT Audit, Schedule Consultation

Trust Signals: Certifications, client logos, security badges

Fast Loading: Sub 3 second page load times

Lead Generation

Lead Magnets: Free IT assessment, security checklist

Contact Forms: Multi step forms with progress indicators

Live Chat: Real time customer support

Callback Requests: Easy scheduling system

Implementation Timeline

Phase 1 Week One to Two Critical Fixes

Fix JavaScript dependency issues

Implement basic SEO structure

Set up Google My Business profiles

Phase 2 Week Three to Six Content Development

Create core website pages

Develop initial blog content

Set up social media profiles

Phase 3 Week Seven to Twelve Growth Optimization

Launch content marketing campaign

Implement advanced SEO strategies

Begin paid advertising campaigns

Expected ROI and Metrics

Traffic Improvements

Organic Traffic: Three hundred to five hundred percent increase within six months

Local Searches: Top three rankings for primary keywords

Brand Visibility: Ten times improvement in brand mention

Business Impact

Lead Generation: Fifty plus qualified leads per month

Conversion Rate: Fifteen to twenty percent website visitor to lead conversion

Revenue Growth: Potential twenty five to forty percent increase in new client acquisition

Success Measurement

Key Performance Indicators KPIs

Organic search rankings for target keywords

Website traffic and user engagement metrics

Lead generation and conversion rates

Client acquisition cost and lifetime value

Online review ratings and volume

Reporting Schedule

Weekly: Traffic and conversion tracking

Monthly: SEO performance and content metrics

Quarterly: ROI analysis and strategy adjustments