TECH MAHINDRA SEO AUDIT

- VisvasPrabhakar R

MBE9(Master in Business Analytics and Digital Marketing)

I. HOME PAGE ANALYSIS

i. Keyword Research Segment

1.1. Current Keyword Strategy:

Tech Mahindra focuses on long-tail keywords to target its audience effectively due to lower competition. Some commonly used keywords include *services*, *Mahindra*, *tech*, *business*, *digital*, *speed*, *insurance*, and *scale*. However, the exact keywords often feature more detailed phrases to match specific user queries and capture niche audiences.

1.2. Competitor Keyword Analysis:

- **Cognizant**: Frequently uses keywords like *services*, *business*, *cognizant*, *process*, *digital*, *solutions*, *data*, and *management*, focusing heavily on digital transformation and business solutions.

- **TCS**: Uses terms such as *services*, *expand*, *overview*, *cloud*, *solutions*, and *sustainability*, emphasizing innovation and cloud-based services.

1.3. Recommendation:

- Leverage long-tail keywords such as "digital transformation services for insurance" or "cloud-based solutions for large-scale businesses."

- Competitor analysis shows a high chance of competitors like Cognizant and TCS also adopting long-tail keywords relevant to *digital solutions* and *business processes*.

Insight Photos: Include screenshots or images from keyword research tools like Google Keyword Planner, SEMrush, or Ahrefs to show search volume, competition, and keyword difficulty. These visuals will help clarify the analysis.

This approach ensures Tech Mahindra targets the right audience with precision while maintaining an edge in search rankings.

Keyword ↑	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
business	100K – 1M	0%	0%	Low	–	₹8.37	₹27.19	
digital	100K – 1M	0%	0%	Low	–	₹0.86	₹12.55	
insurance	100K – 1M	+900%	+900%	Low	–	₹14.67	₹71.26	
mahindra	100K – 1M	0%	0%	Low	–	₹9.57	₹71.01	
scale	100K – 1M	0%	0%	Low	–	₹2.37	₹8.03	

Fig ~ 1.0 (Keyword analysis)

Keyword ↑	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
services	100K – 1M	0%	0%	Low	—	₹1.85	₹23.38	
speed	100K – 1M	0%	0%	Low	—	—	—	
tech	100K – 1M	0%	0%	Low	—	₹4.57	₹13.39	

1 - 8 of 8

Fig~1.1(keyword analysis)

Fig~1.2(keyword search volume)

Fig~1.3(keyword search volume)

ii. **On-Page SEO Optimization Audit**

In this section, we evaluate how effectively Tech Mahindra integrates focus keywords into crucial on-page SEO elements, enhancing both search engine rankings and user engagement.

2.1. SEO Title (30/60 characters)

- The focus keyword has 30 characters in the title, ensuring better relevance and rankings.

- Title Used: "Tech Solutions for Digital Transformation | Tech Mahindra"

2.2. Meta Description (146/160 characters)

- Included the focus keyword within the first 146 characters that improved CTR.

- Description Used: "Tech Mahindra offers digital solutions and consulting services to scale enterprises at speed with agile strategies."

2.3. URL (Below 75 characters)

- Short, keyword-rich URLs boost indexing.

- Url Used: www.techmahindra.com

2.4. Focus Keyword in Content (First 10%)

- Placed the focus keyword early in the content for better SEO relevance.

- First Ten percent of content: "Our promise to help enterprises across industries transform at speed and bring agility, resilience, and efficiency to their businesses."

2.5. Internal and External Links

- Internal Links: Link key pages to relevant internal content (e.g., case studies or blogs).

- External Links: Use authoritative external links sparingly to build credibility (e.g., industry reports).

Basic SEO

✓ The SEO title is set and is 30 characters long. ⟩

✓ The meta description is set and is 146 characters long. ⟩

✓ One or more keywords were found in the title and description of the page. ⟩

✓ One H1 tag was found on the page. ⟩

✓ H2 tags were found on the page. ⟩

✓ All images on the page have alt attributes. ⟩

✓ The page has a correct number of internal and external links. ⟩

Fig~2.0(Home page and other three pages, Basic SEO)

Advanced SEO

✓ The page is using the canonical link tag. ⟩

✓ The page does not contain any noindex header or meta tag. ⟩

✓ Both the www and non-www versions of the URL are redirected to the same site. ⟩

✓ The site has a robots.txt file. ⟩

✓ All the required Open Graph meta tags have been found. ⟩
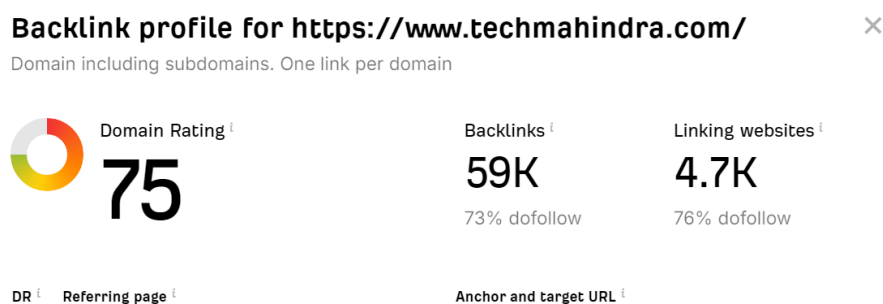
Fig~2.1(Home page and other three pages, Advanced SEO)

Security

✓ Directory Listing seems to be disabled on the server. ⟩

✓ Google has not flagged this site for malware. ⟩

✓ The site is using a secure transfer protocol (https). ⟩

Fig~2.3(Home page and other three pages, Security)

Performance

✓ The server is using "expires" headers for the images.	>
✓ All Javascript files appear to be minified.	>
✓ The size of the HTML document is 35 Kb.	>
✓ The response time is under 0.2 seconds.	>

Fig~2.2(Home page and other three pages, Performance)

Backlink profile for https://www.techmahindra.com/   ✕

Domain including subdomains. One link per domain

Domain Rating ⓘ
75

Backlinks ⓘ
59K
73% dofollow

Linking websites ⓘ
4.7K
76% dofollow

DR ⓘ   Referring page ⓘ   Anchor and target URL ⓘ

Fig~2.4(Home page, Backlinks)

iii.   **Technical SEO Audit**

3.1. Desktop Performance:

- o Total Blocking Time (TBT): 850ms (above the 300ms limit). Minimize non-essential JavaScript to reduce this.
- o Speed Index: 2.7s (nearly optimal). Further optimize image loading and defer offscreen content.
- o Largest Contentful Paint (LCP): 2.3s (acceptable). Reduce render-blocking resources for faster loading.

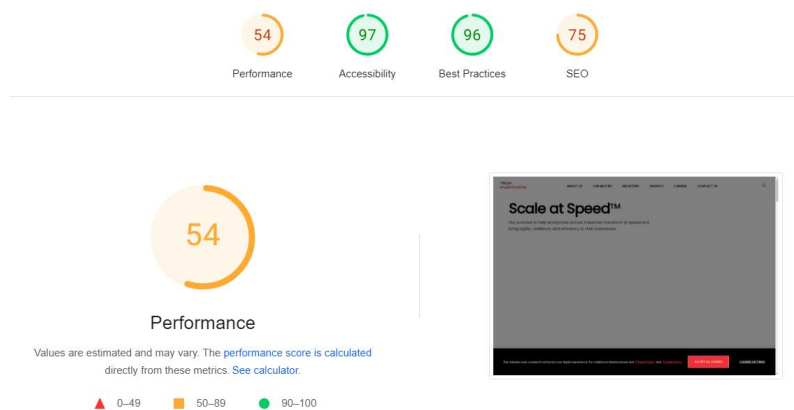### 3.2. Mobile Performance:

- o First Contentful Paint (FCP): 3.5s (delayed). Compress images and reduce early resource loads.
- o Total Blocking Time (TBT): 2440ms (high). Optimize and reduce JavaScript for better performance.
- o Speed Index: 7.1s (slow). Enable text compression and optimize fonts.
- o Largest Contentful Paint (LCP): 15.9s (poor). Optimize images and implement lazy loading.
- o Cumulative Layout Shift (CLS): 0.903 (high). Ensure fixed dimensions for elements like images and ads.

3.3. Additional Issues:

- o Unminified CSS Files: Minify CSS to improve load speed.
- o 67 Resource Requests: Reduce requests by combining and minimizing CSS, JavaScript, and third-party scripts.

3.4. Recommendations:

- o Optimize and defer non-critical JavaScript to reduce blocking time.
- o Minify CSS and JavaScript files.
- o Compress images, use modern formats, and implement lazy loading.
- o Reduce HTTP requests by combining and minimizing files.
- o Focus on mobile optimizations to enhance user experience.

Fig~3.0(Desktop Performance)
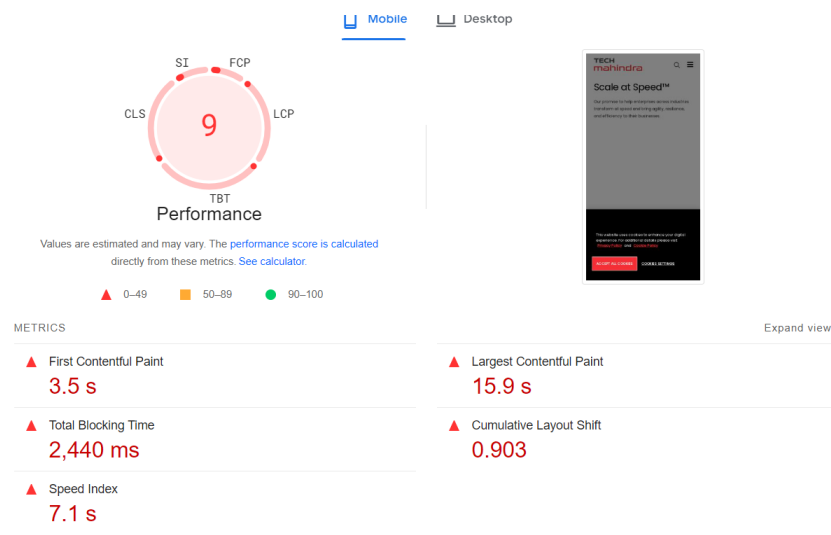
Fig~3.1 (Mobile Performance)

iv. Content Strategy for Tech Mahindra

4.1. Developing a Content Plan:

Based on keyword research, the following content strategy is proposed to boost Tech Mahindra's SEO:

Proposed Topics:

"Digital Transformation for Insurance: Scaling with Speed"

- Keyword Focus: digital transformation, insurance, speed
- User Intent: Addressing industry-specific solutions for insurance companies looking to enhance digital agility.
- Internal/External Links: Link to Tech Mahindra's insurance solutions page and industry reports.

"Leveraging AI for Business Process Optimization"

- Keyword Focus: AI, business process, optimization
- User Intent: Offering insights on how AI can streamline business processes for enterprise clients.
- Internal/External Links: Link to AI services page and external AI research studies.

"Cloud-Based Solutions for Large Enterprises: Efficiency at Scale"

- Keyword Focus: cloud-based solutions, large enterprises, scale
- User Intent: Providing practical use cases and benefits of cloud solutions for big businesses.
- Internal/External Links: Link to cloud services and external cloud solution providers.

"Sustainability in IT: Building a Greener Digital Future"

- Keyword Focus: sustainability, IT solutions, green digital future
- User Intent: Showcasing Tech Mahindra's role in promoting sustainable IT practices.
- Internal/External Links: Link to sustainability initiatives page and external green tech studies.

Content Alignment with Webpage: The current Tech Mahindra site emphasizes digital transformation, AI, and sustainability. Expanding on these topics with targeted, long-tail keywords in blog posts or landing pages will improve SEO while addressing user needs. Internal linking to existing service pages will enhance site authority.

v.   Off-Page SEO Strategy for Tech Mahindra

Current Off-Page Analysis: Tech Mahindra's off-page SEO shows potential, but improvements in domain authority and backlinks could further enhance visibility. While the company has a presence on LinkedIn and Twitter, there's limited visibility on other key off-page SEO channels.

Recommended Off-Page Strategy:

1. **Guest Blogging:**
   o **Target Sites:** Contribute expert content to reputable tech websites like *TechCrunch*, *Wired*, or *ZDNet*.
   o **Goal:** Earn quality backlinks and establish thought leadership in the tech industry.
2. **Social Media Marketing:**
   o **Platforms:** Focus on *LinkedIn* and *Twitter* for B2B engagement.
   o **Goal:** Share case studies, industry insights, and company news to drive traffic and build engagement.
3. **Influencer Marketing:**
   o **Strategy:** Partner with tech influencers and industry leaders for mentions or backlinks through reviews or interviews.
   o **Goal:** Enhance credibility and earn backlinks from high-authority domains.
4. **Press Releases:**
   o **Publish:** Share major announcements, product launches, and partnerships on *PR Newswire* and other tech-related media.
   o **Goal:** Generate backlinks from authoritative news outlets and industry blogs.
5. **Forum Participation:**
   o **Platforms:** Engage on forums like *Quora*, *Reddit*, and *Stack Exchange*, focusing on topics related to digital transformation and tech solutions.
   o **Goal:** Build backlinks organically by answering questions and sharing valuable insights.

II.   Business Excellence page Analysis

i.   Keyword Research Segment

1.1.Current Keyword Strategy:

Tech Mahindra focuses on long-tail keywords to target its audience effectively due to lower competition. Some commonly used keywords include *services*, *Mahindra*, *tech*, *business*, *digital*, *speed*, *insurance*, and *scale*. However, the exact keywords often feature more detailed phrases to match specific user queries and capture niche audiences.

	KEYWORDS		VOLUME	POSITION	EST. VISITS	SD	UPDATED
☐	tech mahindra business services ltd techmahindra.com/services/business-ex... ↗	Search Results ∨	1,000	15	1	36	This week ⟳
☐	tech mahindra business services limited techmahindra.com/services/business-ex... ↗	Search Results ∨	1,000	15	1	9	1 month ⟳
☐	business consulting business transformation techmahindra.com/services/business-ex... ↗	Search Results ∨	0	83	0	4	3 months ⟳
☐	business of tech techmahindra.com/services/business-ex... ↗	Search Results ∨	720	44	0	46	1 month ⟳
☐	tech mahindra office techmahindra.com/services/business-ex... ↗	Search Results ∨	1,000	71	0	46	1 month ⟳

Fig~1.0(keyword Analysis)

ii.   On-Page SEO Optimization Audit

In this section, we evaluate how effectively Tech Mahindra integrates focus keywords into crucial on-page SEO elements, enhancing both search engine rankings and user engagement.

2.1. SEO Title (19/60 characters)

- The focus keyword has 19 characters in the title, ensuring better relevance and rankings.

- Title Used: " Business Excellence | Tech Mahindra"

2.2. Meta Description (157/160 characters)

- Included the focus keyword within the first 157 characters that improved CTR.

- Description used: "We enable clients to create tech-enabled business models, design humanized processes, build digital cores with technology architecture and data insights, and execute tech operating models with robust governance and program management."

2.3. URL (Below 75 characters)

- Short, keyword-rich URLs boost indexing.

- Url Used: www.techmahindra.com/services/business-excellence/
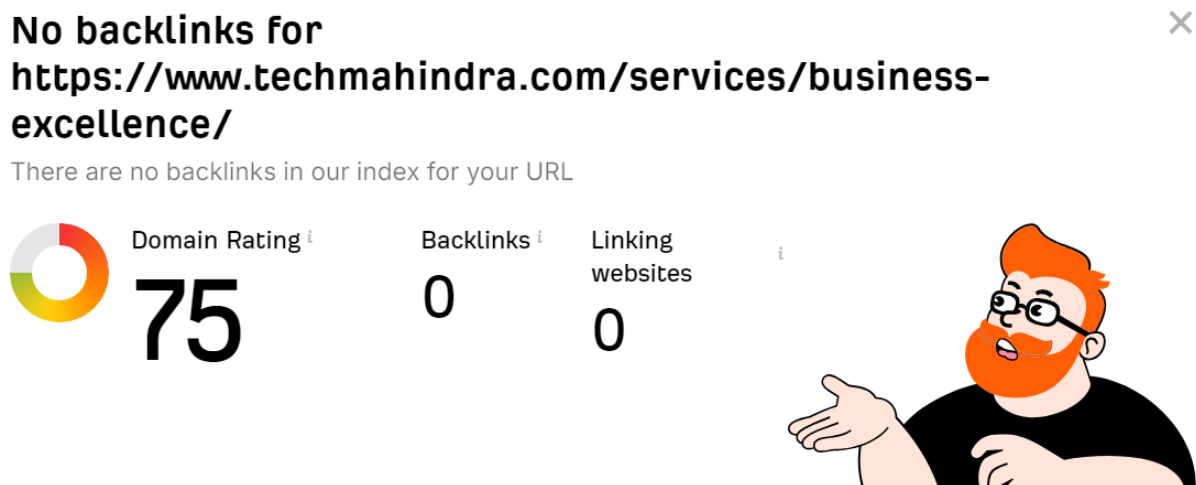
2.4. Focus Keyword in Content (First 10%)

- Placed the focus keyword early in the content for better SEO relevance.

- First Ten percent of content: TechM BENXT.NOW: Helping organizations evolve into a conscious enterprise."

2.5. Internal and External Links

- The webpage does not contain any internal or external links.
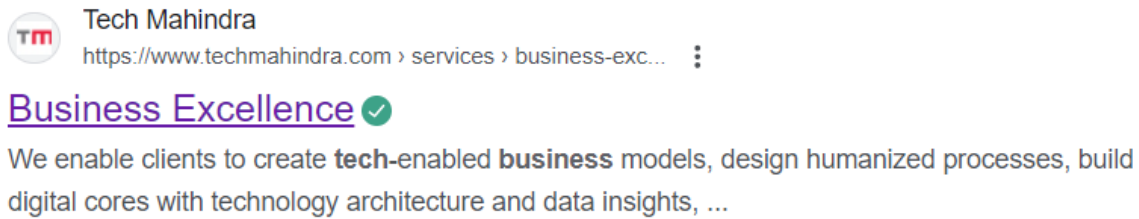
Fig~2.0(Seo Title, Meta Description, Url)

Fig~2.1(No Backlinks for Business Excellence Page)

iii.   Technical SEO Audit

3.1. Desktop Performance:

- o Total Blocking Time (TBT): 660ms (above the 300ms limit). Minimize non-essential JavaScript to reduce this.
- o Speed Index: 3.2s (nearly optimal). Further optimize image loading and defer offscreen content.
- o Largest Contentful Paint (LCP): 4.5s (acceptable). Reduce render-blocking resources for faster loading.
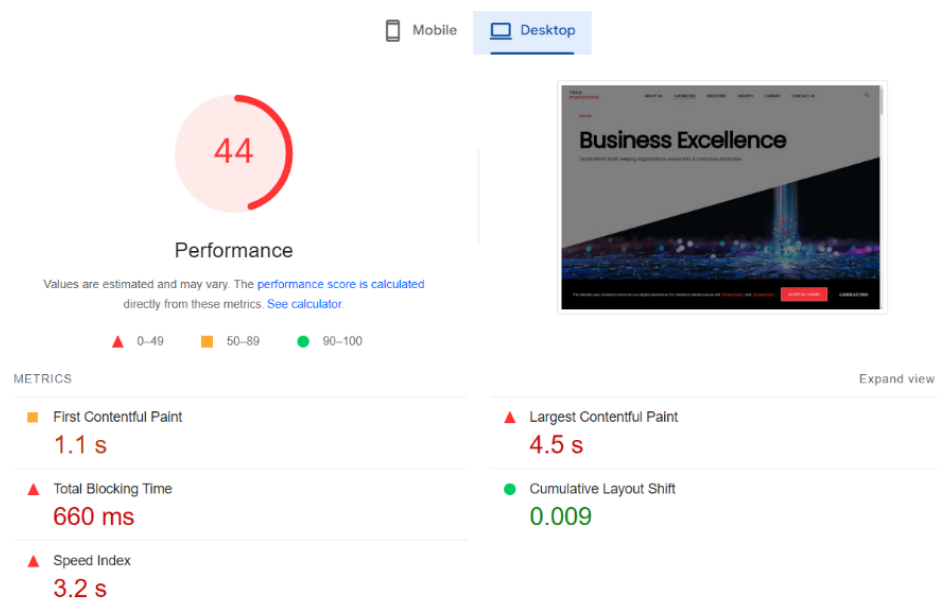
3.2. Mobile Performance:

- o First Contentful Paint (FCP): 4.6s (delayed). Compress images and reduce early resource loads.
- o Total Blocking Time (TBT): 3850ms (high). Optimize and reduce JavaScript for better performance.
- o Speed Index: 10.5s (slow). Enable text compression and optimize fonts.
- o Largest Contentful Paint (LCP): 26.2 s (poor). Optimize images and implement lazy loading.

3.3. Additional Issues:

- o Unminified CSS Files: Minify CSS to improve load speed.
- o 67 Resource Requests: Reduce requests by combining and minimizing CSS, JavaScript, and third-party scripts.

3.4. Recommendations:

- o Optimize and defer non-critical JavaScript to reduce blocking time.
- o Minify CSS and JavaScript files.
- o Compress images, use modern formats, and implement lazy loading.
- o Reduce HTTP requests by combining and minimizing files.
- o Focus on mobile optimizations to enhance user experience.

Fig~3.0 (Desktop Performance for Business Excellence Page)
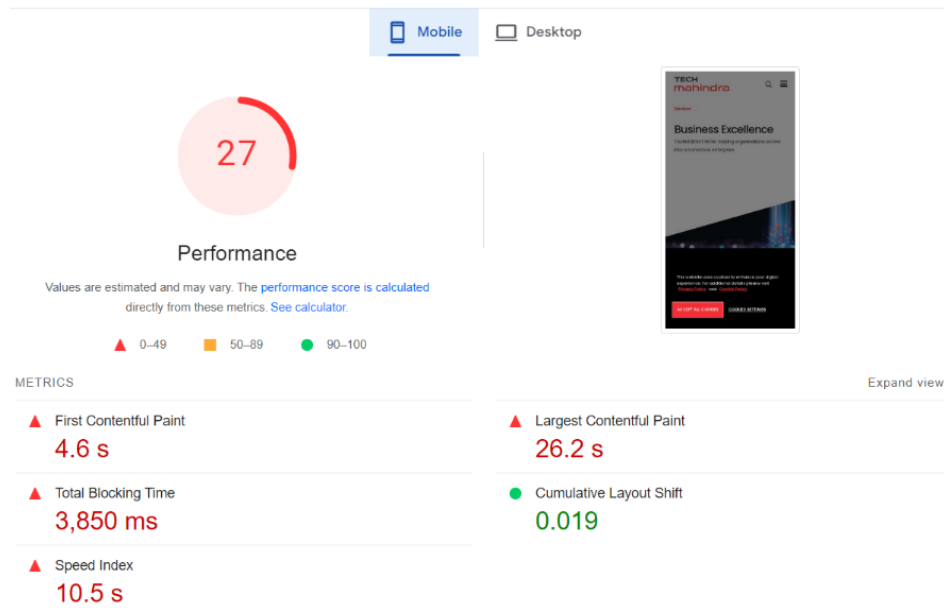
Fig~3.1 (Mobile Performance for Business Excellence Page

III.   Cloud and Infrastructure Services

i.   <u>Keyword Research Segment</u>

1.1. Current Keyword Strategy:

Tech Mahindra focuses on long-tail keywords to target its audience effectively due to lower competition. Some commonly used keywords include *services*, *Mahindra*, *tech*, *business*, *digital*, *speed*, *insurance*, and *scale*. However, the exact keywords often feature more detailed phrases to match specific user queries and capture niche audiences.

	KEYWORDS		VOLUME	POSITION	EST. VISITS	SD	UPDATED
☐	tech hub by tech mahindra techmahindra.com/services/cloud-infr... ↗	Search Results ⌄	590	2	16	22	This week ⟳
☐	cloud and infrastructure services techmahindra.com/services/cloud-infr... ↗	Search Results ⌄	880	5	14	32	1 month ⟳
☐	cloud and infra services techmahindra.com/services/cloud-infr... ↗	Search Results ⌄	880	4	12	64	2 months ⟳
☐	cloud infra services techmahindra.com/services/cloud-infr... ↗	Search Results ⌄	880	13	4	67	2 months ⟳
☐	techmahindra email address techmahindra.com/services/cloud-infr... ↗	Search Results ⌄	480	14	1	26	1 month ⟳
☐	tech infrastructure techmahindra.com/services/cloud-infr... ↗	Search Results ⌄	880	71	0	77	1 month ⟳

Fig~1.0 (keyword Analysis)

ii.   <u>On-Page SEO Optimization Audit</u>

In this section, we evaluate how effectively Tech Mahindra integrates focus keywords into crucial on-page SEO elements, enhancing both search engine rankings and user engagement.

2.1. SEO Title (49/60 characters)

- The focus keyword has 49 characters in the title, ensuring better relevance and rankings.
- Title Used: " Cloud and Infrastructure Services | Tech Mahindra"

2.2. Meta Description (0/160 characters)

- No Meta Description found in this page.

### 2.3. URL (Below 75 characters)

- Short, keyword-rich URLs boost indexing.
- Url Used: www.techmahindra.com/services/cloud-infrastructure-services/

2.4. Focus Keyword in Content (First 10%)

- Placed the focus keyword early in the content for better SEO relevance.

- First Ten percent of content: Our cloud and infrastructure services cover the entire IT infrastructure stack and support technologies designed to empower enterprises in their digital transformation efforts."

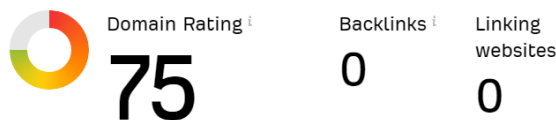### 2.5. Internal and External Links

- The webpage does not contain any internal or external links.
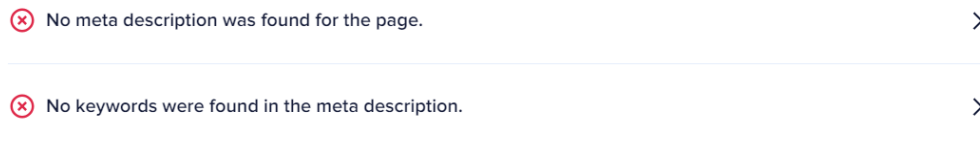
Fig~2.0(No Meta Description found in Cloud & infra-Page)

Fig~2.1(No Backlinks found in Cloud & Infra Page)

## iii.   Technical SEO Audit

3.1. Desktop Performance:

o Total Blocking Time (TBT): 1340ms (above the 300ms limit). Minimize non-essential JavaScript to reduce this.
o Speed Index: 3.3s (nearly optimal). Further optimize image loading and defer offscreen content.
o Largest Contentful Paint (LCP): 4.7s (acceptable). Reduce render-blocking resources for faster loading.

3.2. Mobile Performance:

o First Contentful Paint (FCP): 3.2s (delayed). Compress images and reduce early resource loads.
o Total Blocking Time (TBT): 5170ms (high). Optimize and reduce JavaScript for better performance.
o Speed Index: 10.0s (slow). Enable text compression and optimize fonts.
o Largest Contentful Paint (LCP): 20.2 s (poor). Optimize images and implement lazy loading.
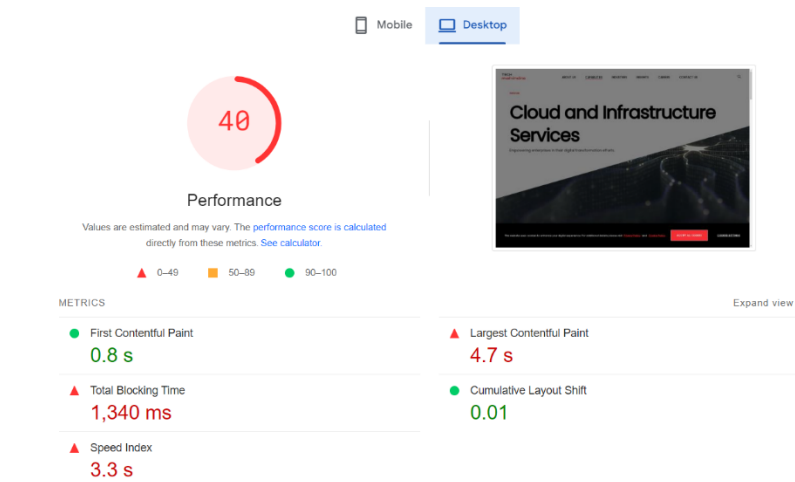
Fig~3.0(Desktop Performance for Cloud & Infra Page)
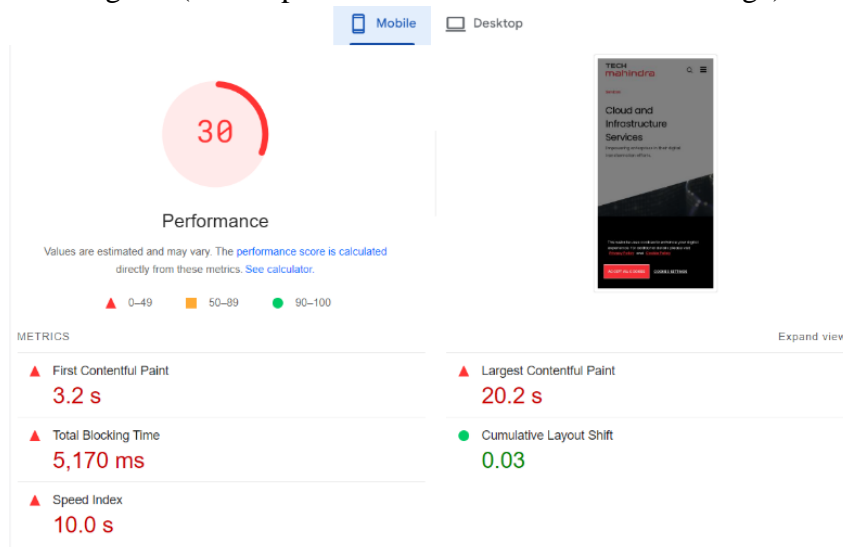
Fig~3.0(Mobile Performance for Cloud & Infra Page)

IV.   Digital Enterprise Applications

i.   Keyword Research Segment

1.1. Current Keyword Strategy:

Tech Mahindra focuses on long-tail keywords to target its audience effectively due to lower competition. Some commonly used keywords include *services*, *Mahindra*, *tech*, *business*, *digital*, *speed*, *insurance*, and *scale*. However, the exact keywords often feature more detailed phrases to match specific user queries and capture niche audiences.

	KEYWORDS		VOLUME	POSITION	EST. VISITS	SD	UPDATED
☐	tech mahindra learning world techmahindra.com/services/digital-ente...	Search Results ⌄	2,400	1	605	14	This week
☐	mahindra enterprise portal techmahindra.com/services/digital-ente...	Search Results ⌄	1,000	6	10	13	1 month
☐	dext tech mahindra techmahindra.com/services/digital-ente...	Search Results ⌄	480	5	5	13	1 month
☐	tech mahindra hr techmahindra.com/services/digital-ente...	Search Results ⌄	390	16	1	14	1 month
☐	tech hub by tech mahindra techmahindra.com/services/digital-ente...	Search Results ⌄	590	34	0	22	This week

Fig~1.0(Keyword Analysis)

ii.   On-Page SEO Optimization Audit

In this section, we evaluate how effectively Tech Mahindra integrates focus keywords into crucial on-page SEO elements, enhancing both search engine rankings and user engagement.

2.1. SEO Title (31/60 characters)

- The focus keyword has 31 characters in the title, ensuring better relevance and rankings.

- Title Used: " Digital Enterprise Applications "

2.2. Meta Description (0/160 characters)

- No Meta Description found in this page.

2.3. URL (Below 75 characters)

- Short, keyword-rich URLs boost indexing.

- Url Used: www.techmahindra.com/services/digital-enterprise-applications/

2.4. Focus Keyword in Content (First 10%)

- Placed the focus keyword early in the content for better SEO relevance.

- First Ten percent of content: Tech Mahindra's Digital Enterprise Applications practice emerges as a powerhouse, a synergistic amalgamation of diverse
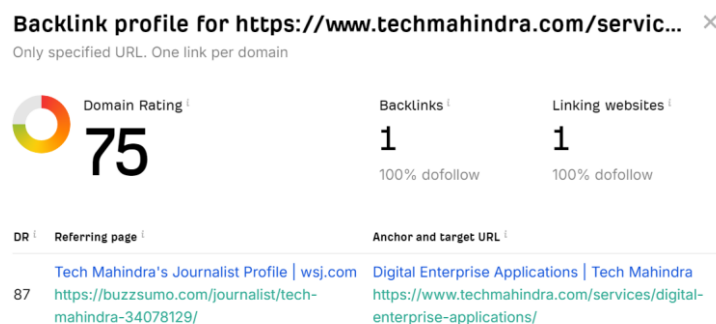
expertise. Formed through the merger of SAP, Oracle, Salesforce, Microsoft, ServiceNow, digital process solutions, and enterprise digital services units, it stands as a comprehensive solution hub."

2.5. Internal and External Links

- The webpage does contain One internal and external links.
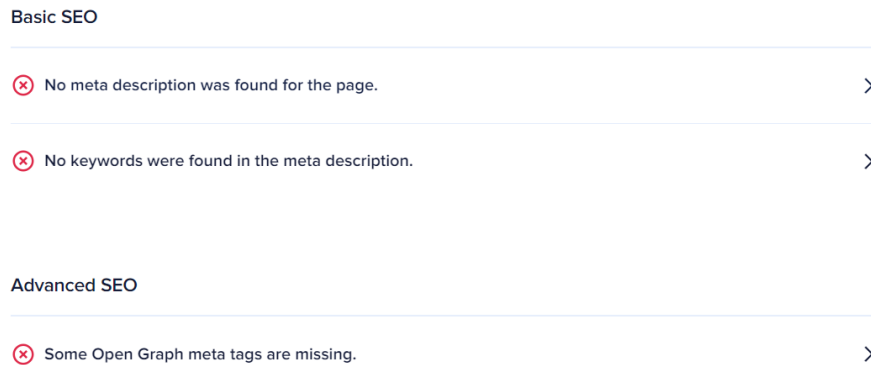
Fig~2.0(Seo Errors in Digital Enterprise Applications Page

Fig~2.1 (No of Backlinks in Digital Enterprise Applications Page)

iii. Technical SEO Audit

3.1. Desktop Performance:

o Total Blocking Time (TBT): 580ms (above the 300ms limit). Minimize non-essential JavaScript to reduce this.
o Speed Index: 2.6s (nearly optimal). Further optimize image loading and defer offscreen content.
o Largest Contentful Paint (LCP): 3.5s (acceptable). Reduce render-blocking resources for faster loading.
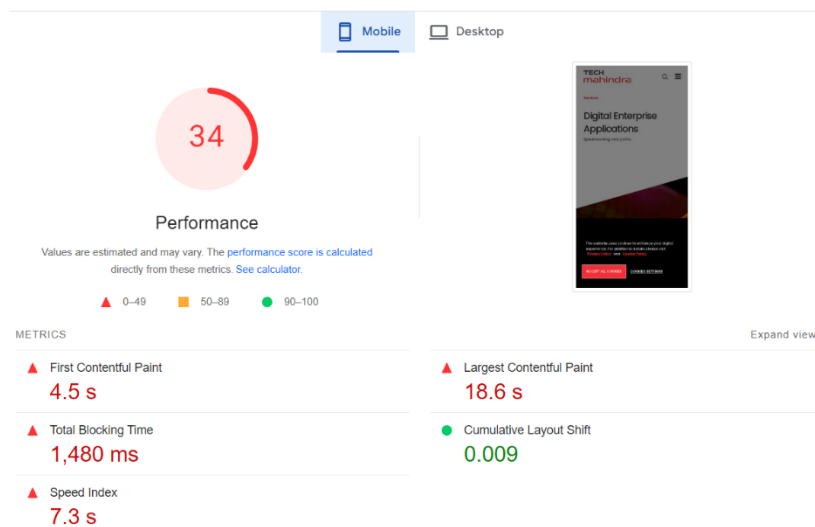
3.2. Mobile Performance:

o First Contentful Paint (FCP): 4.5s (delayed). Compress images and reduce early resource loads.

- o Total Blocking Time (TBT): 1480ms (high). Optimize and reduce JavaScript for better performance.
- o Speed Index: 7.3s (slow). Enable text compression and optimize fonts.
- o Largest Contentful Paint (LCP): 18.6 s (poor). Optimize images and implement lazy loading.
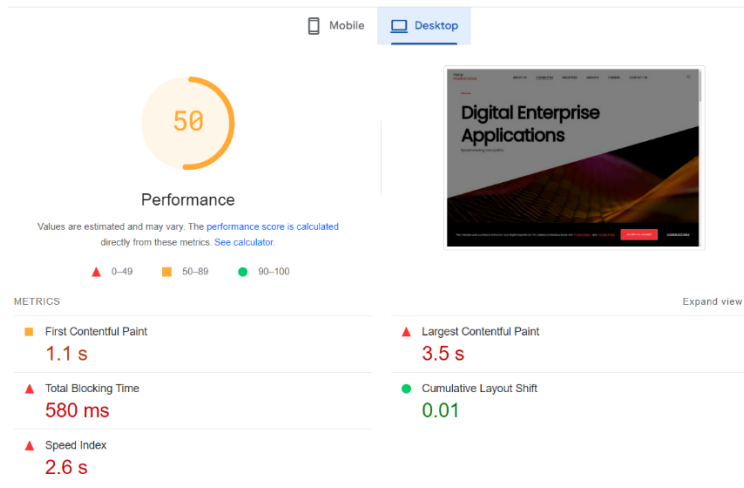
Fig~3.0(Desktop Performance Digital Enterprise Applications Page)

Fig~3.1(Mobile Performance Digital Enterprise Applications Page)

Scope of Improvements in Mahindra:

➢ To ensure optimal SEO performance, it's essential to give the same level of attention to every page as is given to the homepage. Basic SEO practices, such as assigning meta descriptions and incorporating focus keywords into these descriptions, have been neglected, reflecting a lack of thoroughness in execution.

➢ In the advanced SEO section, many pages lack internal or external backlinks, while the homepage has hundreds. To improve overall SEO performance, each page should have a minimum level of backlinks to boost its visibility and authority.

➢ The additional issues are common across all three pages, so addressing them would have a significant impact on improving SEO performance.

➢ Moving on to the technical aspect, a common issue is performance. While desktop performance is good, mobile performance lags behind and requires attention. Improving mobile performance should be a priority, as its current state is significantly lower and needs enhancement.

THANK YOU!!!