

WEBSITE PERFORMANCE ANALYSIS

# Complete SEO & GMB Audit Report

Ask Datatech

January 2026

<https://www.askdatatech.com/>

Prepared for: Stakeholders & Growth Team

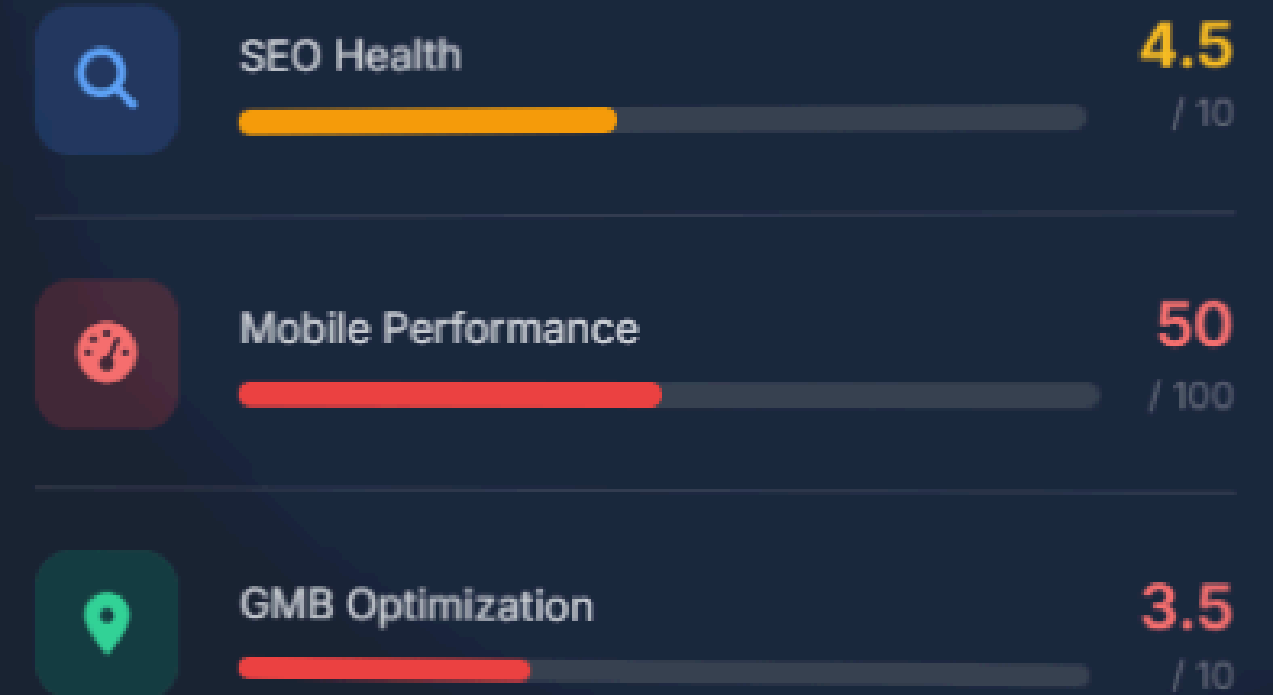
**Objective:** Identify critical SEO and GMB gaps, prioritize fixes, and forecast growth impact for Q1-Q2 2026.



AUDIT SCOPE

LIVE DATA

## Primary Metrics



Powered by Genspark AI

Jan 09, 2026



# Executive Summary

Snapshot of Current Performance & Growth Potential

Ask Datatech

## OVERALL SEO HEALTH



4.5/10

Critical Attention Needed

## GMB HEALTH



3.5/10

Underutilized Channel

## ⚠ Critical Risks

- 📱 **Low Mobile Performance:** Core Web Vitals (Speed 50) directly impacting rankings & conversion rates.
- 🔗 **On-Page Hygiene:** Widespread missing meta descriptions, poor H2 structure, and missing ALT tags.
- 🔗 **Technical Errors:** Broken links (404s), inconsistent URL structures, and weak internal linking.
- 📍 **Local Visibility:** Very limited reviews and zero Google Business Profile posting activity.

## ✅ Current Strengths

- ★ **Best Practices Score:** 96/100 indicates solid underlying code foundation.
- 🕒 **Domain Authority:** 13+ years of domain age provides a strong trust signal to Google.
- 🔗 **Backlink Volume:** Existing link profile (7.2K) provides a base, though quality needs cleanup.

## STRATEGIC FOCUS (NEXT 90 DAYS)

- Mobile Speed
- On-Page Fixes
- GMB Optimization

## PROJECTED OUTCOMES (6 MONTHS)

**3-5x** Organic Traffic      **2-4x** Local Visibility      **High** Lead Quality

# Website Performance Overview

📅 Audit Date: January 2026

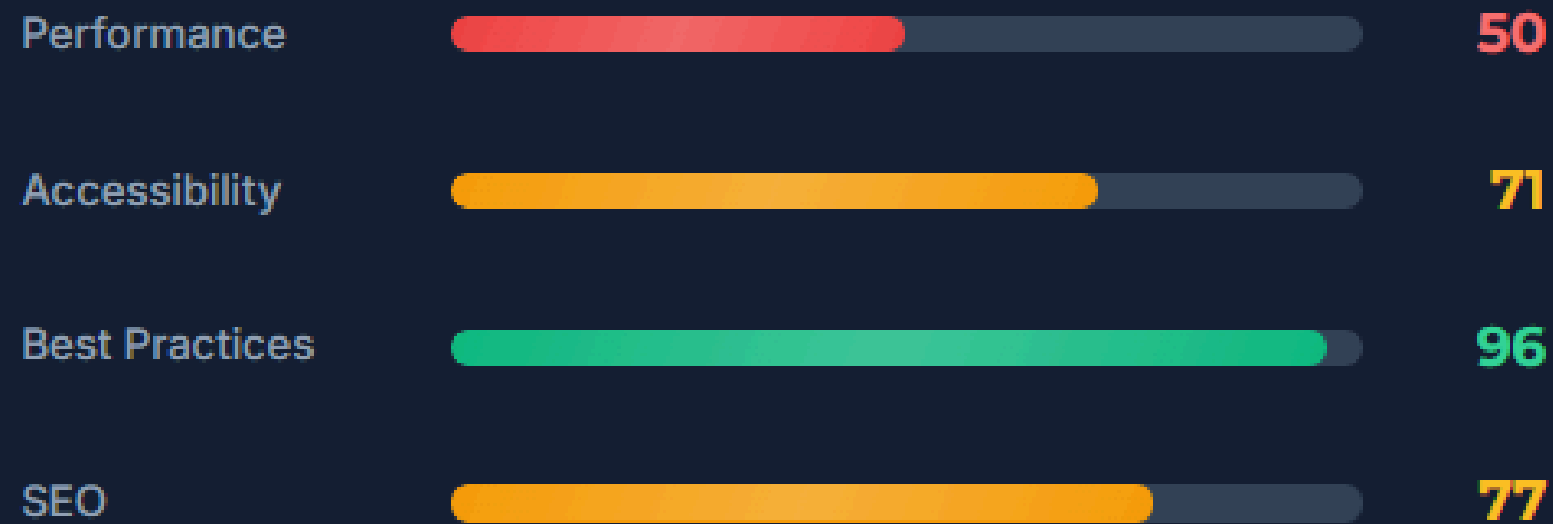
Mobile vs Desktop Core Web Vitals & Lighthouse Metrics



## Mobile Performance

Primary Ranking Signal

Critical Issues



## Desktop Performance

Secondary Signal

Needs Improvement



### 📌 IMPACT ANALYSIS

The website's **mobile performance (50/100)** is the primary bottleneck, directly impacting Google rankings, user experience, and lead generation. While desktop scores are stable, the mobile-first indexing policy makes mobile speed critical. Accessibility scores indicate potential barriers for some users.

# Core Web Vitals & Speed Issues

Technical Performance Audit Findings

Priority: High

## Issues Identified

- ✘ Very Low Mobile Speed**  
Mobile performance score is critically low at 50/100.
- 🖼️ Unoptimized Images**  
Large image files detected without next-gen compression.
- </> Render-Blocking Code**  
CSS and JavaScript delaying First Contentful Paint.
- 🗄️ No Advanced Caching**  
Missing effective browser and server-side caching policies.

## Business Impact

- ↓ Lower Google Rankings**  
Speed is a direct ranking factor for mobile search.
- 👤 Higher Bounce Rate**  
Users abandon pages that take >3s to load.
- 😞 Poor User Experience**  
Frustrated visitors are less likely to return.
- 💰 Lost Revenue**  
Slow conversions lead to direct loss of potential leads.

## Recommended Solutions




- ✅ Compress Images (WebP)**  
Convert all images to WebP format to reduce size by ~30% without quality loss.
- ✅ Minify & Defer Resources**  
Minify CSS/JS files and defer non-critical JavaScript to clear the rendering path.
- ✅ Implement Caching Strategy**  
Enable browser caching and server-level caching (e.g., Redis/Varnish) for static assets.
- ✅ Deploy CDN (Cloudflare)**  
Use a Content Delivery Network to serve content from servers closer to the user.

# Technical SEO Issues (Part 1)





Meta Data, Structure & Media Optimization

On-Page SEO





## Issues Identified

-  **Missing Meta Descriptions**  
Critical pages (Services, Blog, Authors, Case Studies) lack unique descriptions.
-  **Poor Heading Structure**  
H2/H3 tags missing on many pages; inconsistent hierarchy disrupts content flow.
-  **Missing Image ALT Text**  
Team, service, and blog images lack descriptive ALT attributes for accessibility.

## Business Impact

-  **Low Click-Through Rate**  
Google displays random text snippets, reducing CTR from search results.
-  **Weak Content Signals**  
Search engines struggle to understand page topics without proper headings.
-  **Reduced Visibility**  
Loss of image SEO traffic and reduced visibility in Google Image Search.
-  **Accessibility Issues**  
Poor experience for screen reader users creates compliance risks.

## Recommended Solutions





-  **Write Unique Descriptions**  
Create 150–160 char descriptions for all key pages including service + location keywords.
-  **Fix Heading Hierarchy**  
Implement strict H1 → H2 → H3 structure with keyword-rich section headers.
-  **Add Descriptive ALT Text**  
Add keywords to image tags, e.g., alt="Outsource Data Entry Services in India".
-  **Remove Duplicates**  
Audit and rewrite any duplicate meta titles or descriptions across the site.

# Technical SEO Issues (Part 2)





Broken Links, URL Structure & Content Quality Audit

Priority: High





## Issues Identified

-  **Broken Links & 404s**  
Internal service links broken; external directories returning 404 errors.
-  **Poor URL Structure**  
Use of capitals, underscores, spaces, and unreadable long slugs.
-  **Low Readability**  
Long paragraphs and complex sentences reduce user engagement.
-  **Outdated Content**  
SEO service pages contain deprecated or irrelevant information.

## Business Impact

-  **Wasted Crawl Budget**  
Search bots waste resources on dead links instead of ranking valid content.
-  **High Bounce Rate**  
Users leave quickly due to 404 errors or hard-to-read text blocks.
-  **Reduced SEO Trust**  
Technical errors signal a neglected site to search algorithms.
-  **Weak Keyword Targeting**  
Unoptimized URLs fail to support relevance for key search terms.

## Recommended Solutions





-  **Implement 301 Redirects**  
Fix broken links by permanently redirecting them to relevant, active pages.
-  **Standardize URLs**  
Enforce lowercase, hyphen-separated, and concise keyword-focused URL slugs.
-  **Enhance Content Format**  
Use bullet points, short sentences, and clear subheadings to improve readability.
-  **Regular Link Audits**  
Schedule quarterly scans to identify and fix new 404 errors immediately.

# Technical SEO Issues (Part 3)





Canonicalization & Internal Linking Analysis

Priority: Medium





## Issues Identified

-  **Missing Canonical Tags**  
Key service, country, and author pages lack self-referencing canonical tags.
-  **Trailing Slash Duplication**  
Both slash and non-slash URL versions are accessible, causing duplication.
-  **Weak Internal Linking**  
Important service pages are isolated with few incoming links from other content.
-  **Poor Authority Flow**  
Link equity is trapped in shallow pages and not reaching deep service pages.

## Business Impact

-  **Duplicate Content Risk**  
Search engines may penalize or filter out duplicate URL variations.
-  **Split Ranking Authority**  
Backlink power is divided between duplicate URLs instead of consolidating.
-  **Wasted Crawl Budget**  
Googlebot wastes resources crawling duplicate pages instead of new content.
-  **Difficulty Ranking Pages**  
Isolated service pages struggle to rank for competitive keywords.

## Recommended Solutions

-  **Fix Canonical Tags**  
Implement self-referencing canonical tags on all master pages to consolidate signals.
-  **Enforce URL Consistency**  
Use 301 redirects to enforce a single URL format (e.g., remove trailing slashes).
-  **Build Content Clusters**  
Link from high-traffic blog posts to relevant service pages using keyword-rich anchors.
-  **Add Breadcrumbs**  
Implement schema-enabled breadcrumb navigation to improve structure and crawling.

# SEO Authority & Growth Metrics

Domain Strength Analysis (SEMrush & Moz Data)

Data Source: SEMrush & Moz

## PERFORMANCE METRICS

AUTHORITY SCORE

15

Low



Scale: 0-100

MONTHLY TRAFFIC

~159

Organic Visits



RANKING KEYWORDS

~264

Top 100 Pos



TOTAL BACKLINKS

7.2K

Quality Check Needed



## DOMAIN INTELLIGENCE

DOMAIN AUTHORITY (DA)

28



PAGE AUTHORITY (PA)

37



DOMAIN AGE

13+ Years



### Strategic Observation

The website holds a significant **Domain Age advantage (13+ years)**, which is a powerful trust signal. However, the current Authority Score (15) and Traffic (~159) indicate that this potential is severely underutilized due to technical and content gaps.

### Immediate Concern

While backlink volume is high (7.2K), the discrepancy between link count and authority score suggests **low-quality or irrelevant links**. A link audit and disavow file update is recommended to prevent algorithmic penalties and improve trust flow.

## 📊 Performance Rating



4.5/10

Critical Condition

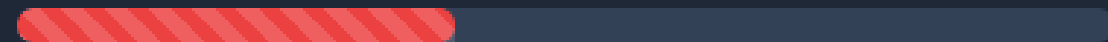
Technical SEO

5/10



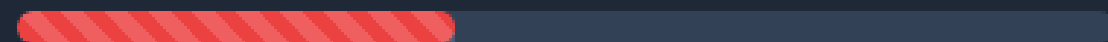
On-Page SEO

4/10



Content Quality

4/10



Backlinks Profile

5/10



## 🚨 Top Risks

📱 **Mobile CWV Performance**  
Speed score of 50 is a critical ranking blocker.

📄 **Missing On-Page Elements**  
Meta descriptions, H2s, and ALT text missing on key pages.

🔗 **Technical Structure**  
Broken links (404s) and inconsistent URL structures.

🏠 **Site Architecture**  
Thin internal linking and canonical tag issues.

📍 **Weak Local Signals**  
Lack of GMB activity and reviews limits local reach.

## ⚡ Quick Wins (30 Days)

🖼️ **Image Optimization**  
Compress images to WebP & implement CDN/caching.

🔧 **Meta Tags Update**  
Write unique descriptions for top 50 service pages.

🔗 **Fix Broken Links**  
Resolve top 404 errors with 301 redirects.

🔗 **Internal Linking**  
Add contextual links to priority service pages.

# GMB Audit Findings

Google Business Profile Optimization Analysis

Status: Critical

## Issues Identified

- Limited Reviews**  
Very few reviews; no collection strategy; unoptimized replies.
- No Posting Activity**  
Zero regular GMB posts detected, reducing engagement signals.
- Weak Description**  
Missing keywords/locations; underutilized character limit.
- Missing Conversion Links**  
No WhatsApp chat or appointment booking links.

## Business Impact

- Low Customer Trust**  
Lack of social proof discourages new customers.
- Weak Map Rankings**  
Inactivity hurts visibility in the Local Map Pack.
- Lost Leads**  
Missing quick-action links causes friction for potential clients.
- Reduced Engagement**  
No updates mean fewer reasons for users to click.

## Recommended Solutions

- Review Management**  
Target 30-50 reviews; reply to all using service + location keywords.
- Weekly Posting Strategy**  
Publish 4 posts/month (Service, Info, Offer) with CTAs.
- Optimize Description**  
Rewrite using 750 chars focused on core services & locations.
- Enable Conversion Links**  
Add WhatsApp click-to-chat and direct appointment URL immediately.

# GMB Optimization Score

Local Visibility & Engagement Health Check

**⚠ Immediate Action Needed**

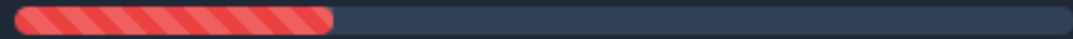
## 📊 Profile Health Rating



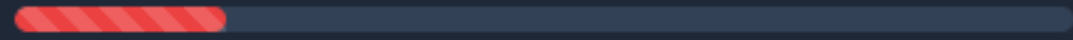
Profile Completeness **6/10**



Review Management **3/10**



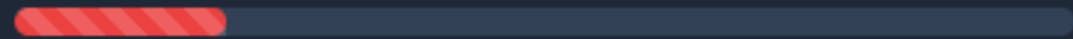
Posts & Activity **2/10**



Description Optimization **4/10**



Conversion Setup **2/10**



## 🚨 Critical Gaps Identified

- 🌟 Review Deficit**  
Very limited reviews & no strategy erodes trust.
- 🔒 Zero Activity**  
No regular posts signals a dormant business to Google.
- 🖱 Missing Conversion Links**  
No WhatsApp or appointment links causing lead leakage.
- 📄 Generic Description**  
Missing location & service keywords in business bio.

## 🎯 KPI Targets (90 Days)

- 👥 Total Reviews**  
Target: 30–50 genuine reviews (Velocity: 5–10/mo).
- 📣 Posting Frequency**  
Target: 1 post/week with UTM tracking.
- 👉 GBP Actions**  
Increase Calls, Website Clicks, and Messages.
- 🕒 Response Time**  
Target: Respond to all inquiries/reviews within 24 hours.

# SEO Recommendations — Priority Actions

Phased Implementation Plan for Maximum Impact

📅 Q1 2026 Strategy

WEEKS 0-2



## Technical Foundation

Immediate Fixes

### CORE WEB VITALS

- ✓ Convert images to **WebP/AVIF** format & implement lazy-loading.
- ✓ Minify JS/CSS, defer non-critical scripts, & inline critical CSS.

### SERVER & INFRASTRUCTURE

- ✓ Enable **HTTP/3 + Brotli** compression and configure aggressive caching.
- ✓ Deploy **CDN (Cloudflare)** with page rules for static assets.

### SITE HEALTH

- ✓ Resolve 404s via 301 redirects & fix canonical tags.

WEEKS 1-4



## On-Page Optimization

Relevance & CTR

### META & CONTENT STRUCTURE

- ✓ Write unique **Titles & Meta Descriptions** (150-160 chars) for top 50 pages.
- ✓ Fix **Heading Hierarchy** (H1 → H2 → H3) across all service pages.
- ✓ Add descriptive, keyword-rich **ALT text** to all images.

### STRUCTURE & DATA

- ✓ Standardize URL structure: clean, lowercase, hyphenated slugs.
- ✓ Implement **Schema Markup**: Organization, LocalBusiness, Breadcrumb.

WEEKS 2-8



## Content Enhancement

Authority & Growth

### SERVICE PAGES

- ✓ Rewrite top service pages for clarity, readability, and user intent.
- ✓ Add **FAQ sections** with schema to capture "People Also Ask" queries.

### BLOG & LINKING

- ✓ Publish 4-8 high-quality topical blog posts per month.
- ✓ Build **Pillar Pages** and implement internal link clusters.

# GMB Recommendations — Action Plan

Maximizing Local Visibility & Lead Generation

Local Growth Strategy

## TRUST SIGNAL

### ★ Review Management

Reputation Building

#### ACQUISITION

- ✓ Target **30–50 genuine reviews** to build initial trust.
- ✓ Automate requests via email/SMS/QR immediately after project completion.

#### ENGAGEMENT

- ✓ Reply to **every review** within 24 hours.
- ✓ Include **service + location keywords** in replies (e.g., "data entry in Ahmedabad").

## ACTIVITY SIGNAL

### 📣 Posting Strategy

Local Engagement

#### FREQUENCY & MIX

- ✓ Publish **4 posts per month** (1 post/week).
- ✓ Content Mix: 2 Service Updates, 1 Informational, 1 Offer/Promo.

#### OPTIMIZATION

- ✓ Always use CTAs: "Call Now", "Learn More", or "Get Quote".
- ✓ Add **UTM parameters** to post links to track clicks in GA4.

## CONVERSION SIGNAL

### 📄 Profile & Conversions

Lead Capture

#### CORE OPTIMIZATION

- ✓ Rewrite description (750 chars) focusing on services + location.
- ✓ Add products, services, categories, and photos monthly.

#### DIRECT ACTION

- ✓ Add **WhatsApp click-to-chat** link for instant communication.
- ✓ Add direct Appointment or Contact Form link.

# Growth Opportunity & ROI

Projected Business Outcomes (6 Months)

Forecast Model: Conservative

## 6-MONTH GROWTH PROJECTIONS

ORGANIC TRAFFIC

**3x-5x**

↑ Increase in Sessions

TOP 10 KEYWORDS

**+150%**

☰ Ranking Expansion

QUALIFIED LEADS

**+2x-3x**

👤 Inquiries & Quotes

LOCAL VISIBILITY

**2x-4x**

📍 Map Pack Signals

## BUSINESS IMPACT ANALYSIS

COST EFFICIENCY

**Lower CAC**

Reduced paid ad dependency



CONVERSION

**Higher Rate**

Via Speed & UX upgrades



SERP PERFORMANCE

**+20-40% CTR**

Rich Snippets & Meta fixes



### ✔ Technical & Organic KPIs

- > Core Web Vitals (CWV) Pass Rate
- > Total Organic Sessions & Bounce Rate
- > Keyword Rankings (Top 3 & Top 10)

### 🎯 Local & Revenue KPIs

- > GBP Actions (Calls, Directions, Clicks)
- > Review Quantity & Velocity
- > Revenue Influenced by Organic Search

# Next Steps & Action Plan

90-Day Implementation Roadmap for SEO Growth

 Launch Phase

WEEKS 0-2

WEEKS 3-6

WEEKS 7-12

ONGOING

## Immediate Fixes

## Stabilize

## Scale

## Monthly Routine

- ✓ **Performance Stack:** Implement WebP images, minify JS/CSS, and set up Cloudflare CDN.
- ✓ **Technical Hygiene:** Fix 404 errors with 301 redirects and resolve canonical tag issues.
- ✓ **Priority Metas:** Write unique titles & descriptions for top 50 landing pages.
- ✓ **GMB Setup:** Rewrite business description and add "Book Appointment" links.

- ✓ **On-Page Scale:** Complete H2/H3 structure updates and ALT text coverage for all pages.
- ✓ **Internal Linking:** Build contextual links to priority service pages to boost authority flow.
- ✓ **Schema Markup:** Implement Organization, LocalBusiness, and Service schema.
- ✓ **Local Push:** Launch review generation campaign and start weekly GMB posts.

- ✓ **Content Sprint:** Publish 4 pillar pages and support with 8 cluster blog articles.
- ✓ **Link Building:** Acquire 5-10 high-quality editorial backlinks from industry sites.
- ✓ **Citations:** Audit and clean up NAP consistency across top 50 local directories.
- ✓ **UX Tuning:** Fine-tune Core Web Vitals based on real-user data (Field Data).

- ✓ **Content Engine:** Publish 4-8 new blog posts targeting long-tail keywords.
- ✓ **Authority Building:** Secure 5-10 new referring domains per month.
- ✓ **Review Velocity:** Maintain steady flow of 5-10 new 5-star reviews monthly.
- ✓ **Reporting:** Monthly performance audit to track rankings, traffic, and leads.