



Technical SEO Audit & Fix for Small Business

A step-by-step transformation — from slow, invisible, and broken to fast, indexed, and ranking.

The Problem We Were Solving

Slow Load Times

Poor Core Web Vitals dragging down user experience and search rankings.

Indexing Failures

Key pages weren't being crawled or indexed by Google — invisible to search.

Mobile Usability Issues

Broken layouts and poor mobile experience hurting both rankings and conversions.

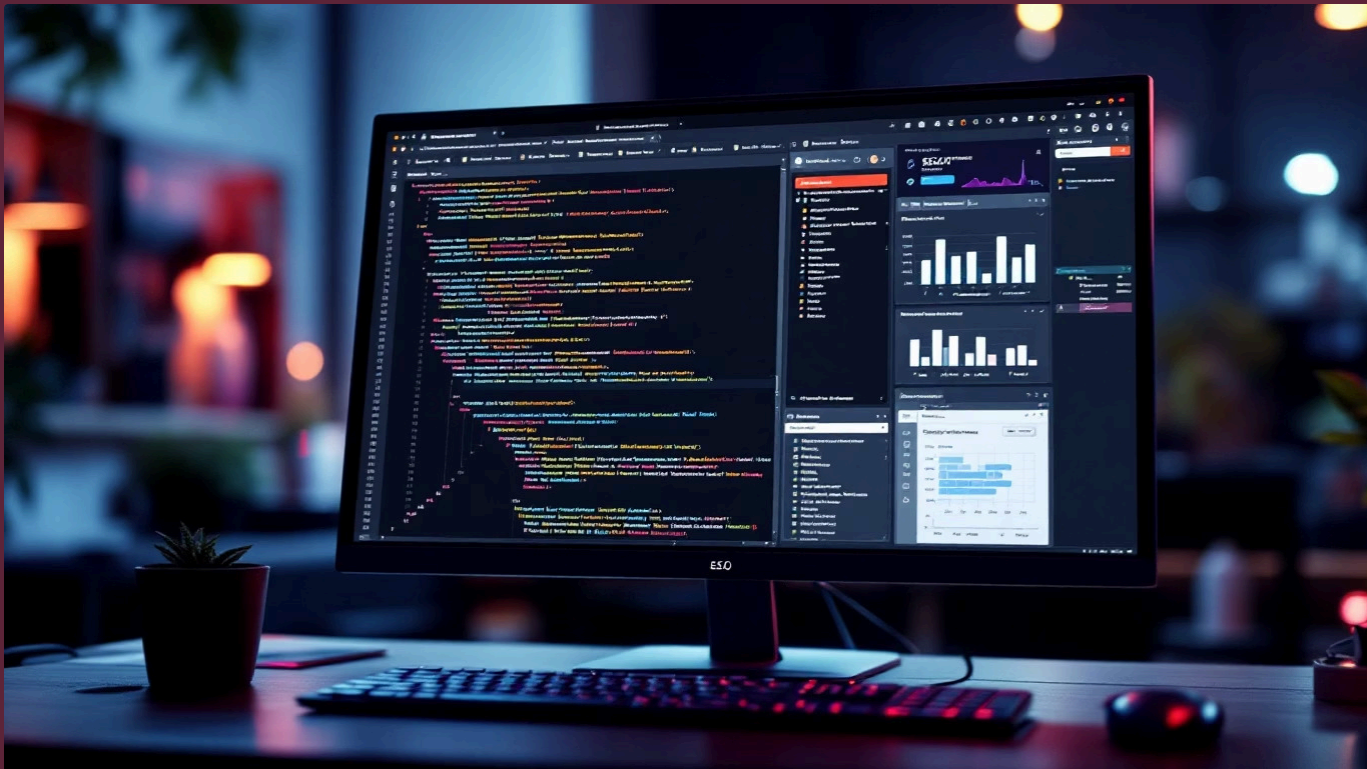
Ranking Drop

Organic visibility declining with no clear cause identified by the client.

Goal: Diagnose every technical root cause and implement fixes that restore performance, visibility, and ranking stability.



The Full Technical SEO Audit



⚡ Page Speed Optimization

Addressed Core Web Vitals — LCP, CLS, and FID — through image compression, caching, and script cleanup.

🔍 Crawl & Indexing Errors

Resolved blocked URLs, fixed broken sitemaps, and submitted corrected XML sitemaps to Google Search Console.

📱 Mobile Usability

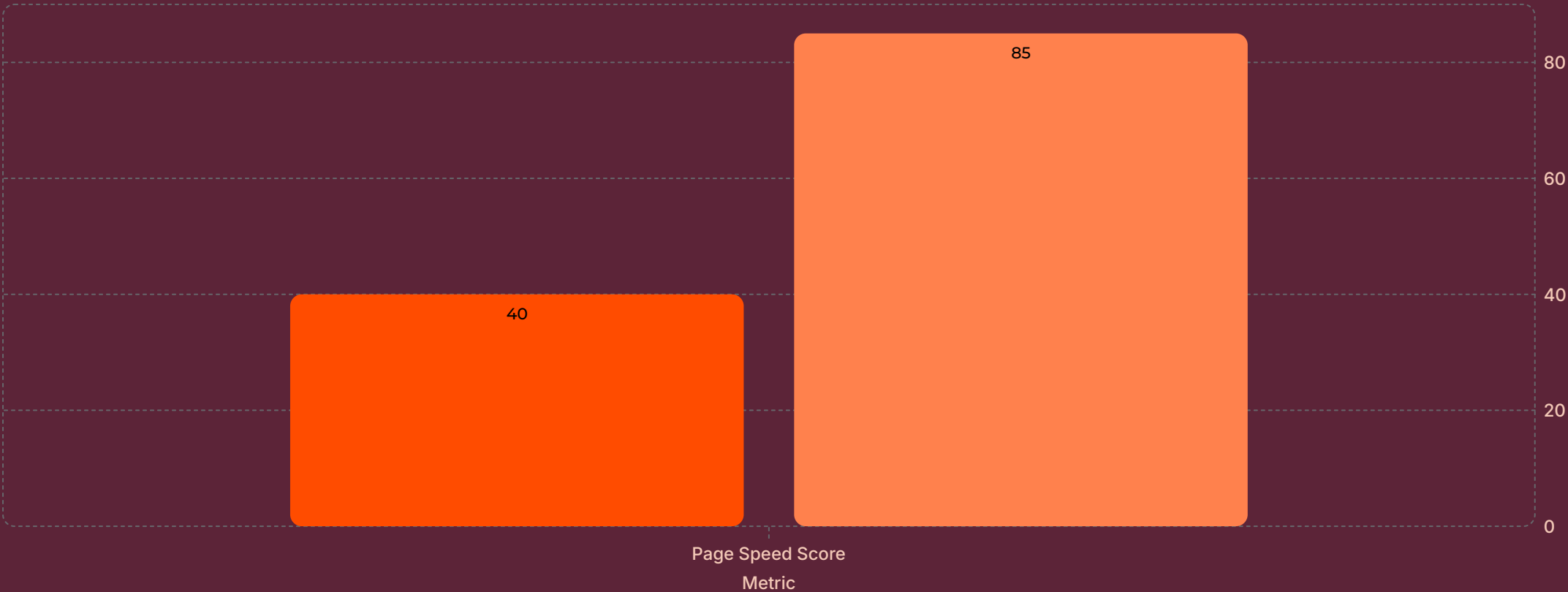
Fixed viewport settings, tap target sizing, and eliminated mobile-specific rendering issues.

🏷️ Schema & Structure

Implemented structured data markup and cleaned up site architecture for clearer crawl paths.

Results That Speak for Themselves

Before After



85+

Page Speed Score

Up from a failing score of 40 — a **2× improvement** in Core Web Vitals performance.

100%

Indexing Fixed

All critical pages now fully crawlable and indexed by Google.

Ranking stability improved within weeks of deployment — organic visibility trending upward with no further drops.