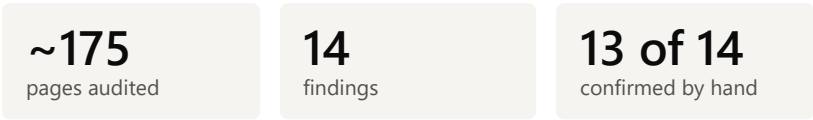


B2B telecom provider

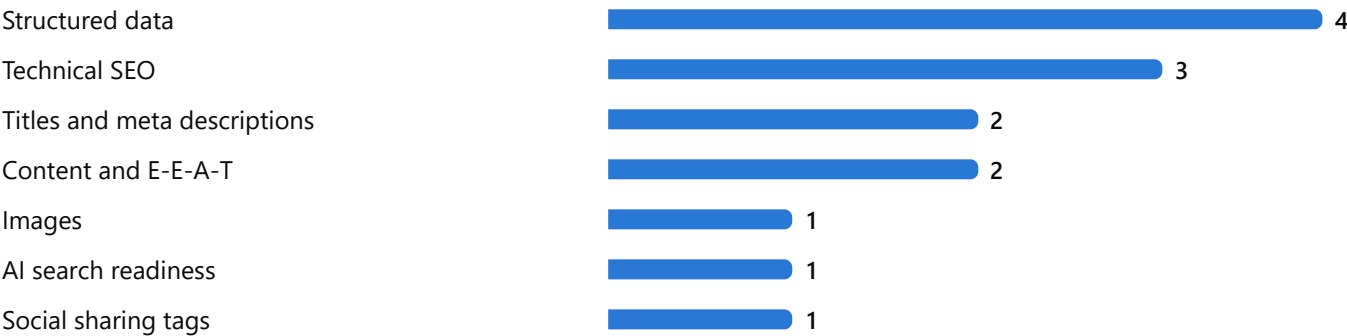
B2B telecom, India · WordPress with a page builder and SEO plugin · Aug 2026

Full-site technical audit, then an organic growth plan and a topical-authority cluster architecture, with a forecast model built on leading indicators rather than invented targets.

Audit delivered; no live-site changes recorded.



FINDINGS BY CATEGORY



BY SEVERITY



WHAT THE AUDIT FOUND

- Structured data declared the site's identity as both a person and an organisation, with no logo or contact details.
- A self-serving star rating was marked up on the homepage — a review-snippet policy and manual-action risk.
- FAQ structured data sat on core commercial pages whose questions did not appear on the page.
- Newer, deeper pages were missing from the XML sitemap while retired redirecting URLs were still listed.
- Almost no editorial internal linking between hub pages and the pages beneath them.

CHECKED BEFORE IT SHIPPED

Three automated warnings were rejected before publishing — including a 'duplicate title on every page' that turned out to be the titles inside SVG icons.

DELIVERED

- Technical audit with a prioritised action plan
- Organic growth plan diagnosing four causes
- Topical-authority cluster architecture
- Forecast model built on leading indicators
- Pre-change baseline

Anonymised: the client is described by sector only. No client name, website address, page URL or quoted copy is included, and no traffic, ranking or conversion figure is claimed.