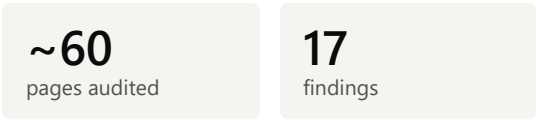


D2C packaged-food brand

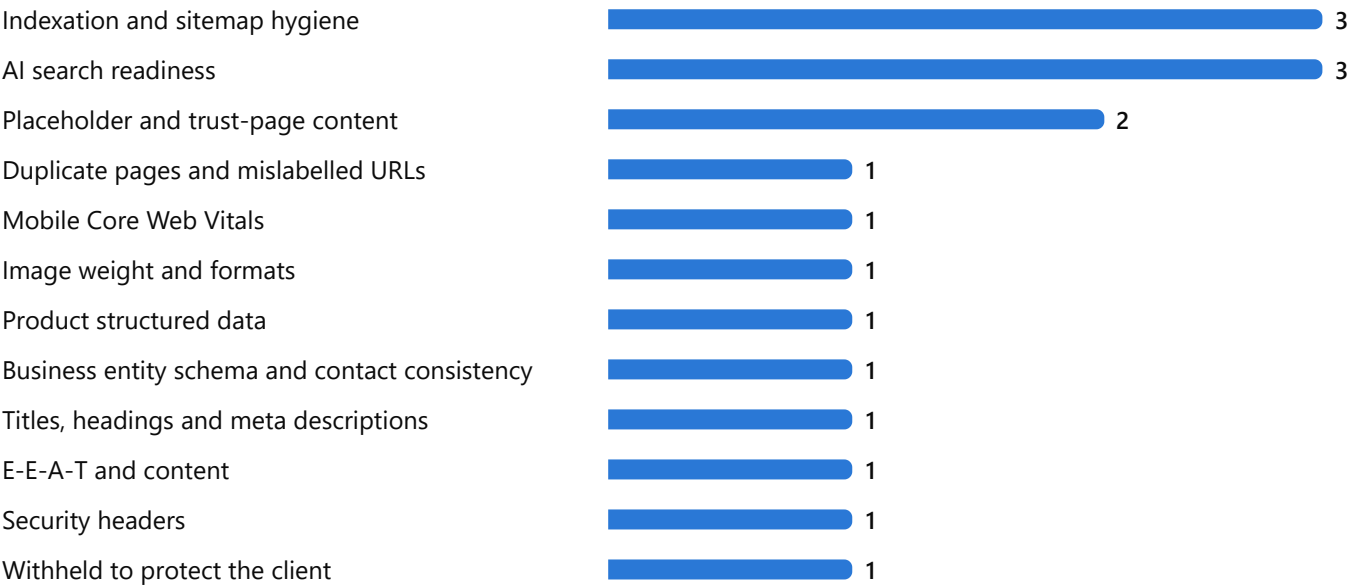
D2C food e-commerce, India · WordPress + WooCommerce · Aug 2026

Full technical, content, schema and AI-search audit, then two re-audits to track what the client's team fixed, followed by keyword research and a competitor gap analysis.

Audit delivered, then re-audited twice.



FINDINGS BY CATEGORY



BY SEVERITY



WHAT THE AUDIT FOUND

- Most of the URLs submitted in the sitemap were near-empty tag archives — indexable, self-canonical, and crowding out the real catalogue.
- A live, indexable FAQ page was still template placeholder text.
- The legal terms page, copied from a template, named a different business as the contracting party.
- Several product URLs described a different product from the one the page sold.
- Mobile LCP ran two to three times over Google's 2.5-second threshold, and the site published four different phone numbers across its text, schema and chat widget.

CHECKED BEFORE IT SHIPPED

Four first-draft claims were withdrawn or corrected before the report was released — including two 'duplicate product' pairs that had only been inferred from similar-looking URLs.

WHAT CHANGED



My audit health score, a weighted baseline across seven categories rather than an external metric.

Fixes implemented by the client's own team — 11 of the 17 findings, fully or largely.

Twelve days later the second re-audit found the score holding at 65, with every fix still in place.

DELIVERED

- Client-facing audit report, findings ordered by severity
- Prioritised action plan with effort sizing
- Two re-audit reports with before-and-after scorecards
- Keyword research — shipped without volume figures when the data was unavailable, and saying so
- Competitor gap analysis

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.