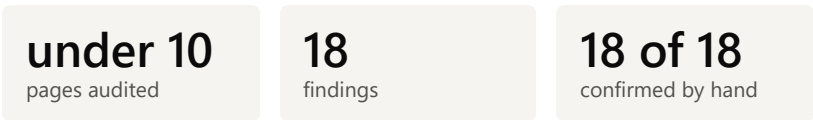


Events and catering business

Events and catering, South India · Hand-coded static HTML · Aug 2026

Full-site technical and on-page audit of a small brochure site, with a plain-language client report and a script for the walkthrough call.

Audit delivered; the site files were not accessible, so nothing has been implemented.



AREAS CHECKED

- Technical SEO: crawl files, canonicals, duplicate URLs
- Conversion path: the enquiry form
- Titles, meta descriptions and headings
- Structured data
- Performance and Core Web Vitals
- Images
- Content
- Local SEO signals
- Measurement
- AI search readiness

BY SEVERITY



WHAT THE AUDIT FOUND

- The site's only enquiry form could not submit anything — confirmed four independent ways.
- No robots.txt, no XML sitemap, no structured data and no canonical tags, with the homepage reachable at several duplicate addresses.
- No analytics installed at all, so there was no way to measure a before and after.
- Mobile LCP of several seconds on a very heavy page, while desktop scored perfectly.
- No machine-readable address, click-to-call link or map for a business that serves a local area.

CHECKED BEFORE IT SHIPPED

Two tool findings were dropped after byte-level re-testing — apparent text corruption was a missing charset header, not broken content.

DELIVERED

- Plain-language client report with self-check boxes
- Internal technical audit with per-finding verification
- Call-preparation script
- Three-stage action plan
- Dated changelog, including withdrawn findings

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.