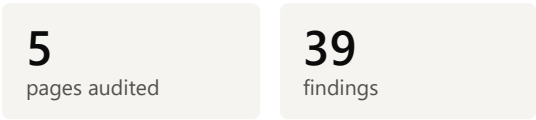


NeoArk Digital (my own agency)

Digital marketing agency, Chennai · React single-page app, rebuilt on Next.js · Aug 2026

A baseline audit of my own agency's site across six specialist passes, cross-checked against each other, then a full re-audit after the site was rebuilt, with an action plan for each.

Audited in August 2026, then re-audited after the rebuild.



AREAS CHECKED

- Technical SEO: crawlability, indexability, redirects
- Content quality and E-E-A-T
- Titles, descriptions and headings
- Structured data
- Performance and Core Web Vitals
- Images
- Site structure, navigation and accessibility
- AI search readiness

BY SEVERITY



WHAT THE AUDIT FOUND

- Unknown URLs returned HTTP 200 and canonicalised to the homepage — a sitewide soft-404.
- No body content in the server HTML: every word was rendered by JavaScript, so non-rendering AI crawlers saw an empty page.
- Blog articles were locked inside button-driven accordions with no URLs of their own, so they could not be indexed or cited.
- Blog index images shipped as oversized PNGs, dragging down mobile LCP.
- The homepage promoted articles that did not exist on the site.

CHECKED BEFORE IT SHIPPED

Across the two audits, more than a dozen automated tool warnings were rejected on verification before anything was written into a report.

DELIVERED

- Full audit with per-finding verification
- Six specialist audit passes, cross-checked
- Re-audit and a fresh action plan after the rebuild
- Proposed structured-data blocks and a draft llms.txt
- Site architecture and keyword map
- Competitor homepage audit

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.