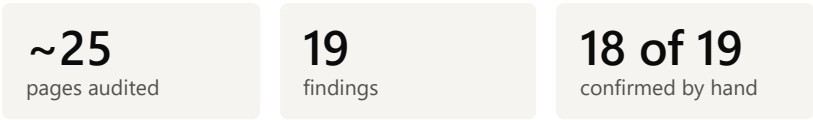


Wealth advisory firm

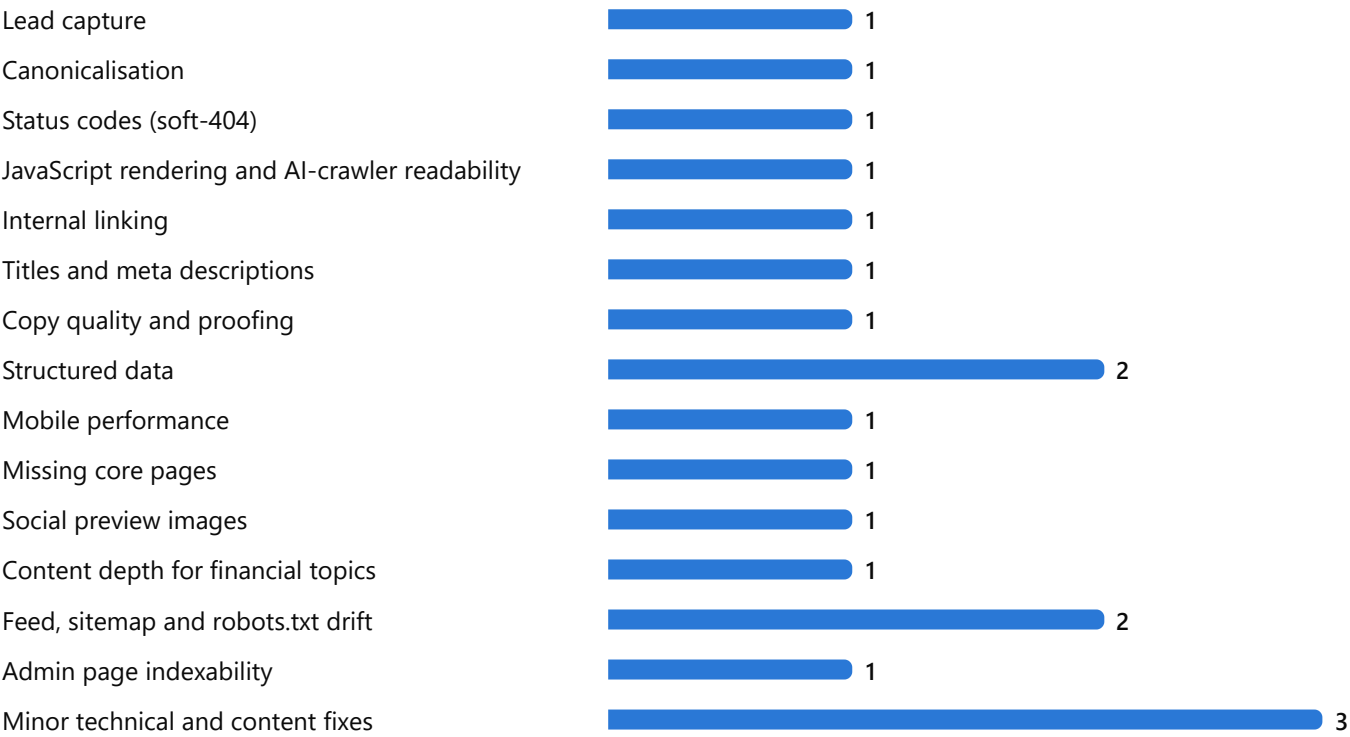
Financial advisory, India · React single-page app · Aug 2026

Technical SEO audit plus a content-accuracy review, turned into a plain-language client report and a call brief for walking the client through it.

Audit delivered; implementation not recorded.



FINDINGS BY CATEGORY



BY SEVERITY



WHAT THE AUDIT FOUND

- The contact and callback forms were silently rejecting every submission — enquiries were being lost.
- Client-side JavaScript overwrote correct canonicals on most articles with stale addresses that led to a 'not found' page.
- Every non-existent URL returned an indexable 200 page, which is why the dead canonicals went unnoticed.
- All body content rendered client-side: crawlers that do not run JavaScript received zero words.
- The homepage had no crawlable internal links — the whole navigation was built from buttons.

CHECKED BEFORE IT SHIPPED

An automated scan flagged the opening-hours schema as malformed. It was the format the specification requires, and it was rejected before the report went out.

DELIVERED

- Plain-language client report, 19 findings
- Content and accuracy addendum
- Call brief for walking the client through the findings
- Sequenced work plan, split into developer work and content work

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.