

SEO AUDIT FOR BEST PRACTICES

DRIVE EXCELLENCE AND ORGANIZATIONAL VALUE BY NETTECHNOCRATS:

This section focuses on identifying how well your website follows current SEO standards and search engine guidelines. It checks the key elements that impact your site's visibility, user experience, and performance.

SEARCH ENGINE OPTIMIZATI ON INDEX

Introduction

On-Page SEO

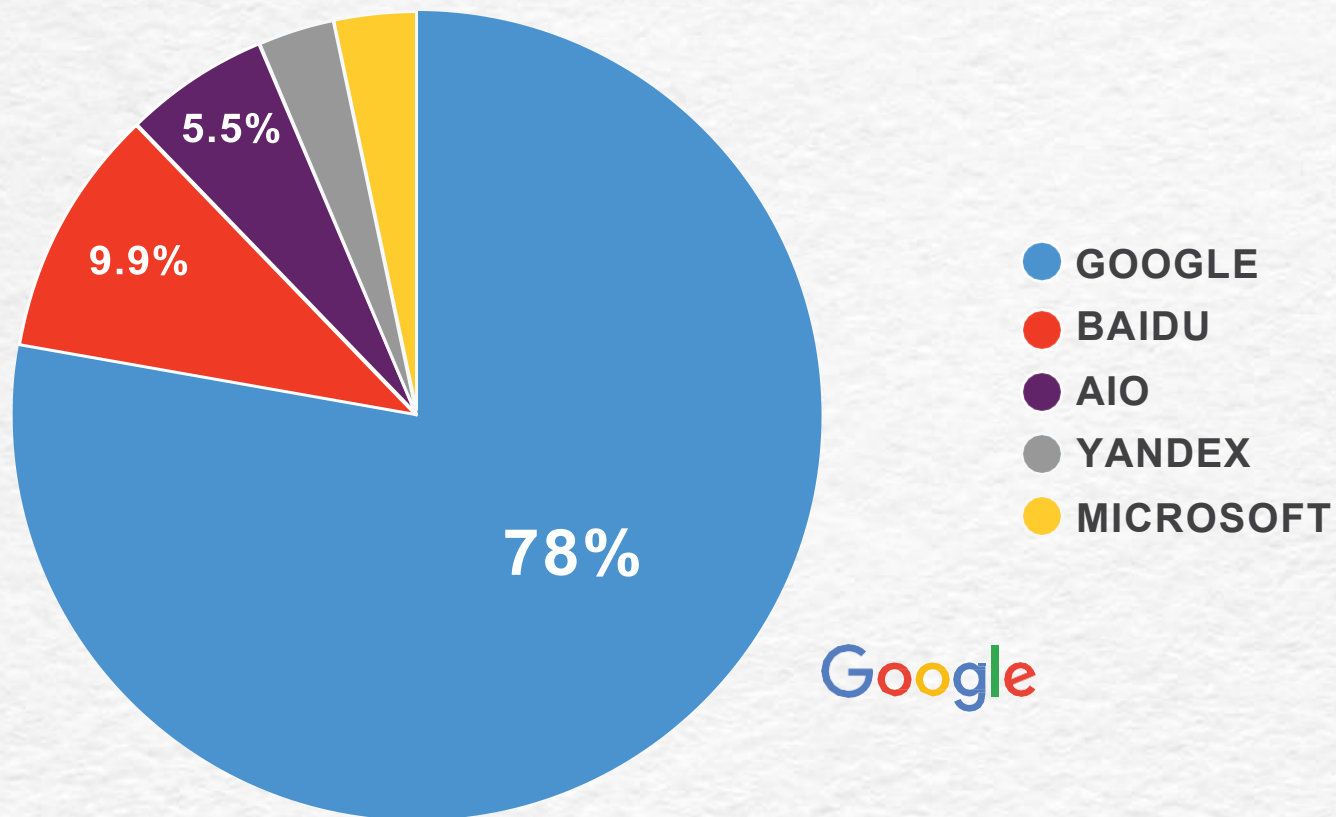
Technical SEO

Content Gaps

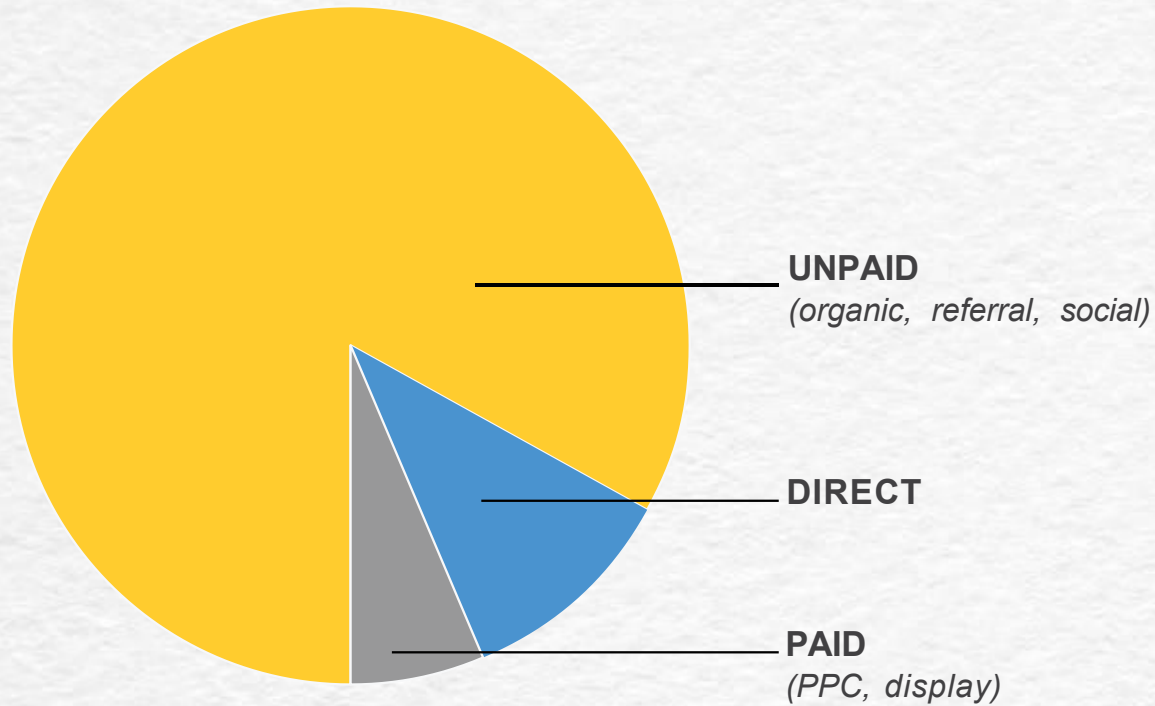
Page Speed

Local & Schema Optimization

GOOGLE REACHES THE LARGEST AUDIENCE



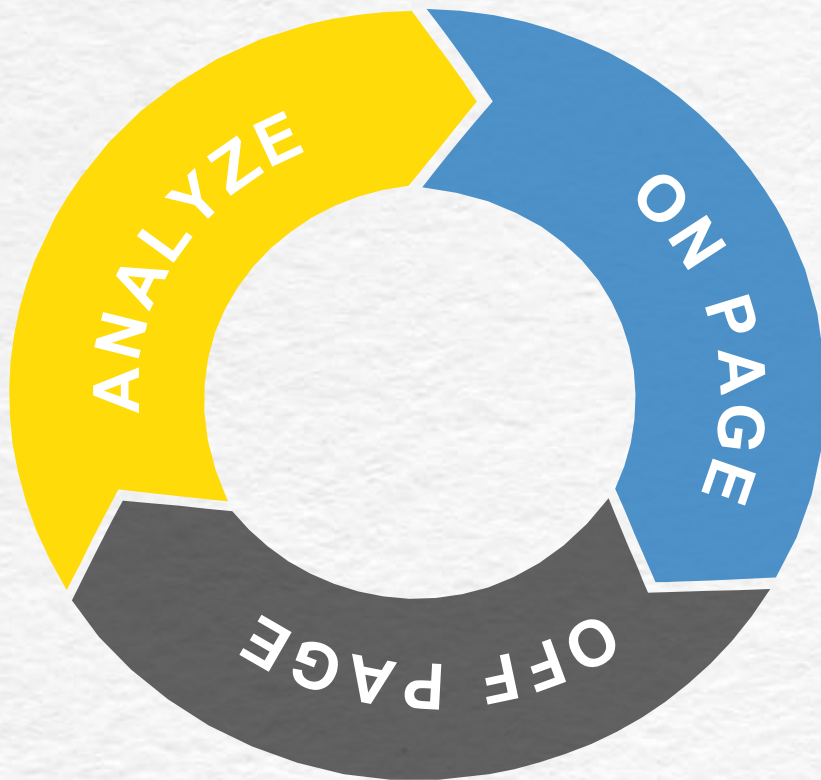
BUYERS STRONGLY PREFER THE UNPAID



**90% OF THE BUDGETS
GO TO 6% OF THE TRAFFIC**

**IT'S ALL ABOUT MOMENTS
AND DISCERNING INTENT**

THE SEARCH OPTIMIZATION (SEO) PROCESS

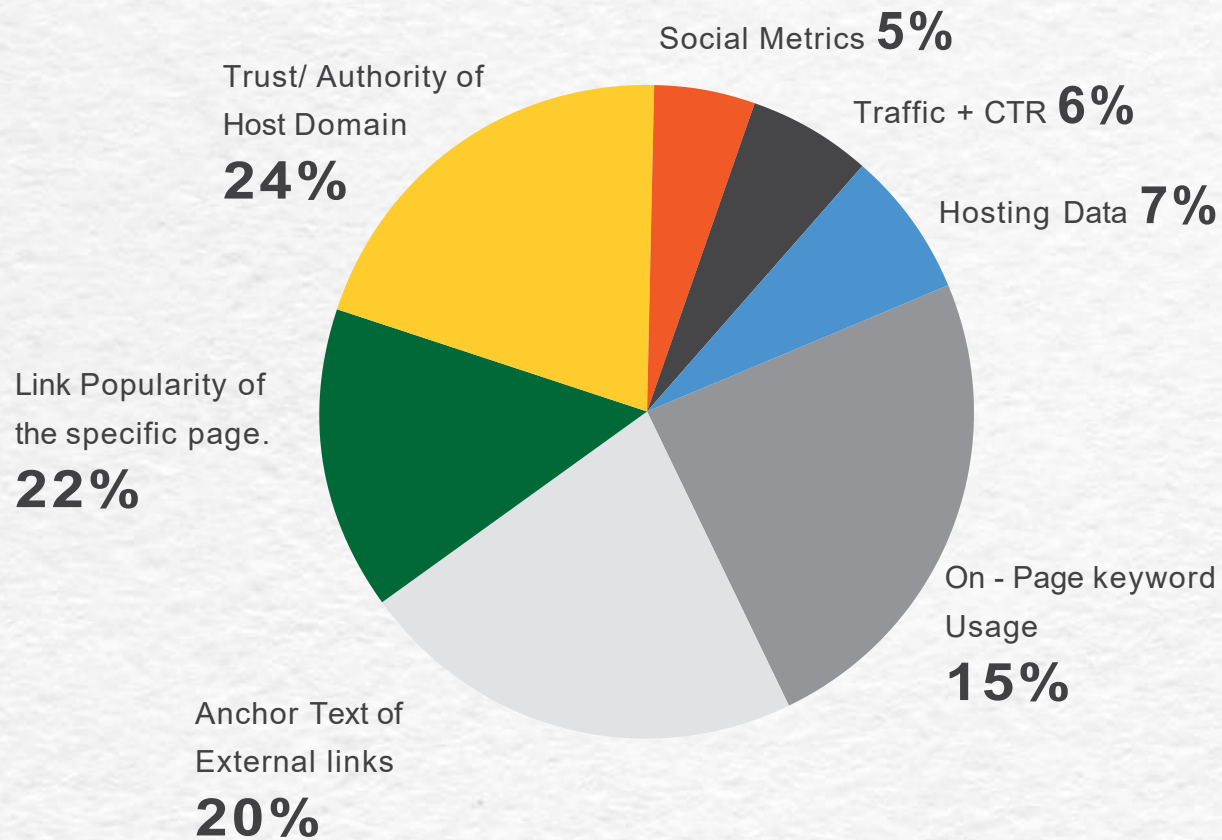


SEO IS A MOVING TARGET, FORTUNATELY, THE TRIED-AND-TRUE STILL WORK.

- Relevant links from important sites
- Keyword-rich Anchor Text, Title Tags, URLs
- Unique keyword-rich Content
- Internal hierarchical linking structure
- Each page covers a single, specific topic

TIP: AIM FOR ONLY 1-2 KEYWORD TERMS PER PAGE

ORGANIC SEARCH RANKING FACTORS



ON-PAGE

Meta data, file names, alt tags

OFF-PAGE

Anchor text of external links

TECHNICAL

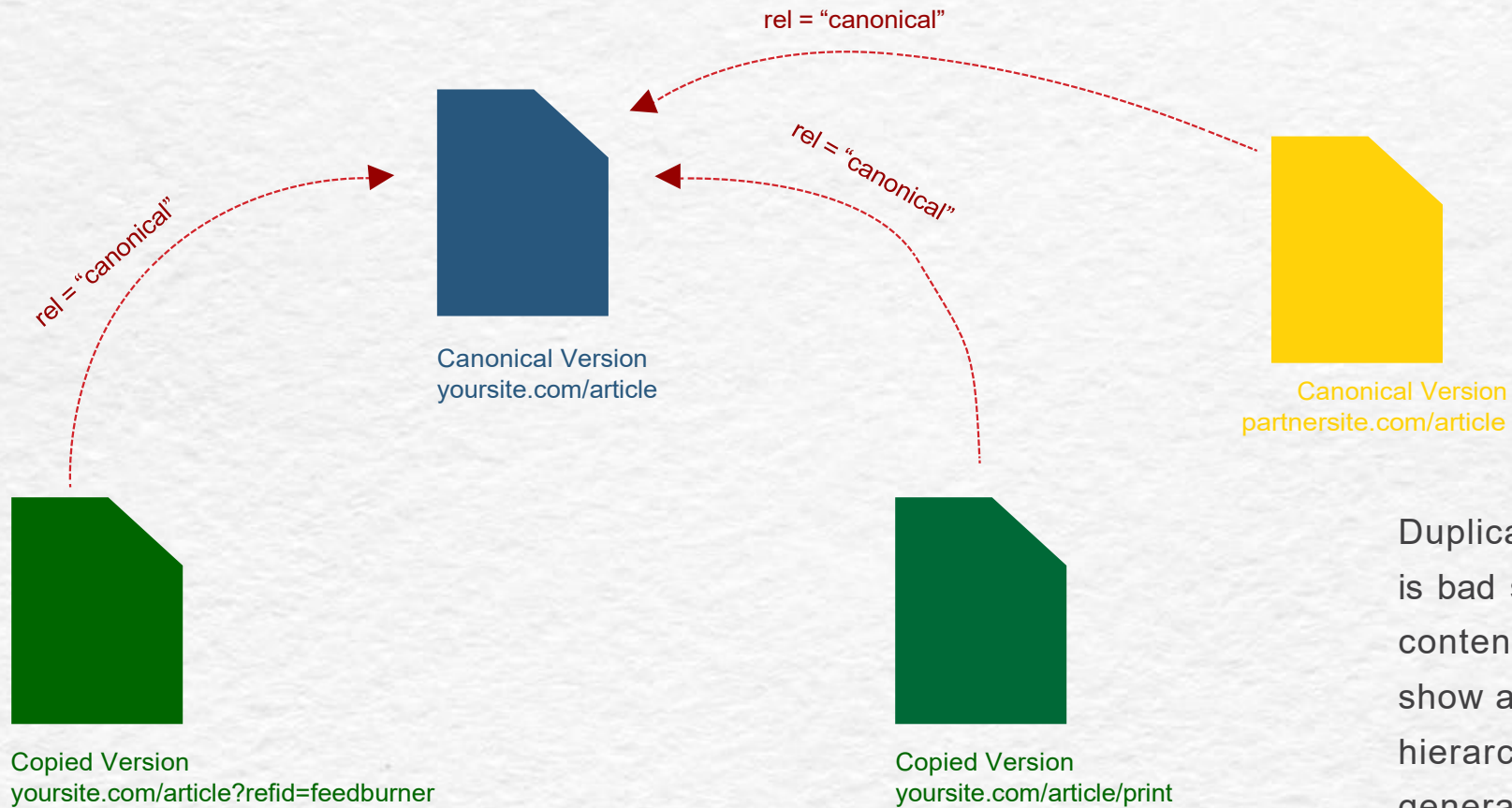
Traffic patterns and CTR data

UTILIZE GOOGLE SEARCH CONSOLE

**TO UNDERSTAND HOW GOOGLE CRAWLS,
ANALYSES AND INDEXES YOUR WEBSITE**

- Control your organic site links
- Create structured data
- Identify missing meta data
- Pages that may need a canonical tag
- 301 redirects

DUPLICATE CONTENT & CANONICAL URL TAGS



Duplicate content is bad so is similar content that doesn't show a clear hierarchy. Move from general to specific topics.

CATEGORY PAGE URLS SEO BEST PRACTICES

Dynamic URLs don't perform as well as static and engines recommend against more than two parameters...

~~XYZ3.NATIONALGEOGRAPHIC.COM/A/?Q=31Z&MG=VV7Z&SD=8~~

<https://infocomm.com.au/solutions/transport-management-software/>

SINGLE DOMAIN

SHALLOW FOLDER
STRUCTURE WITH
RELEVANT WORDS

KEYWORDS IN PAGE
NAME, SEPARATED BY
HYPHEN

IMAGE SEARCH OPTIMIZATION

- Include more product photography
- Consider captioning photos
- Descriptive image file names
- Descriptive, keyword rich alt text

```
data-settings="{\"animation\":\"fadeIn\"}"> (flex)
  <div class="elementor-element elementor-element-b28d47a elementor-widget elementor-widget-image" data-id="b28d47a" data-element_type="widget" data-
  widget_type="image.default">
    <div class="elementor-widget-container">
       == $0
    </div>
  </div>
</div>
```

ON-PAGE ORGANIC OPTIMIZATION

URL Structure

- Short and easy to follow
- All lowercase
- Multiple words should be separated by hyphen
- Target keywords should appear in URL

Basic Meta Data: title tag, meta description, meta keywords

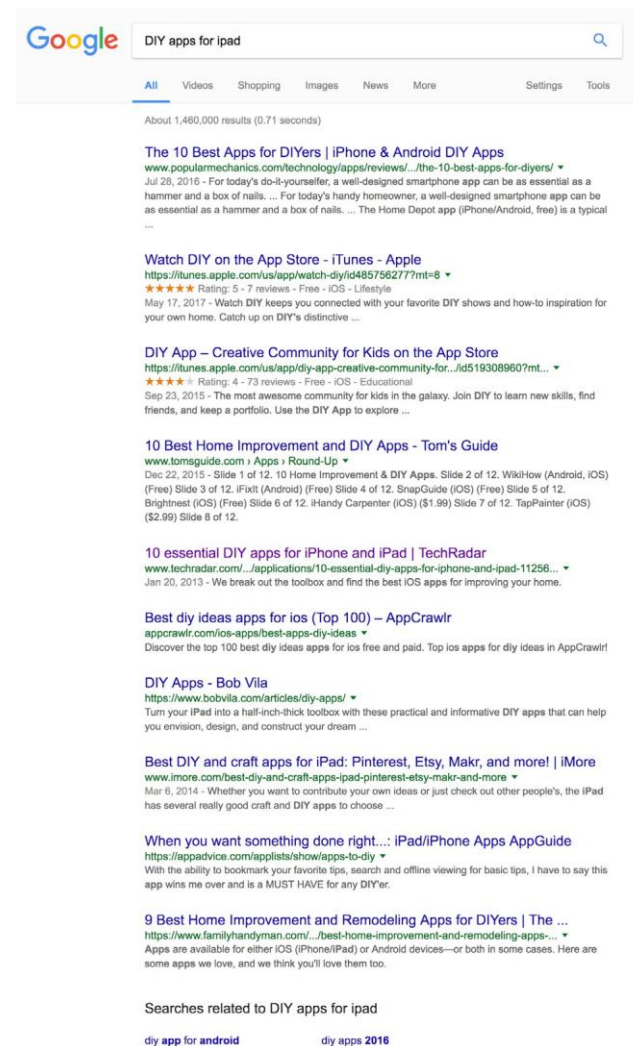
- Used by search engines on SERPs to display a preview snippet
- Explains the content of web pages – can lead to higher CTR
- Particularly a compelling title tag will pull more visits
- Leverage your branding in Title OR Description - not both
- Consider readability and emotional impact

<title>Up to 70 Characters of Keyword-relevant text here</title>

Place important keywords in the front – after 60 will get cut off

<meta name=“description” content=“155 character message here”>

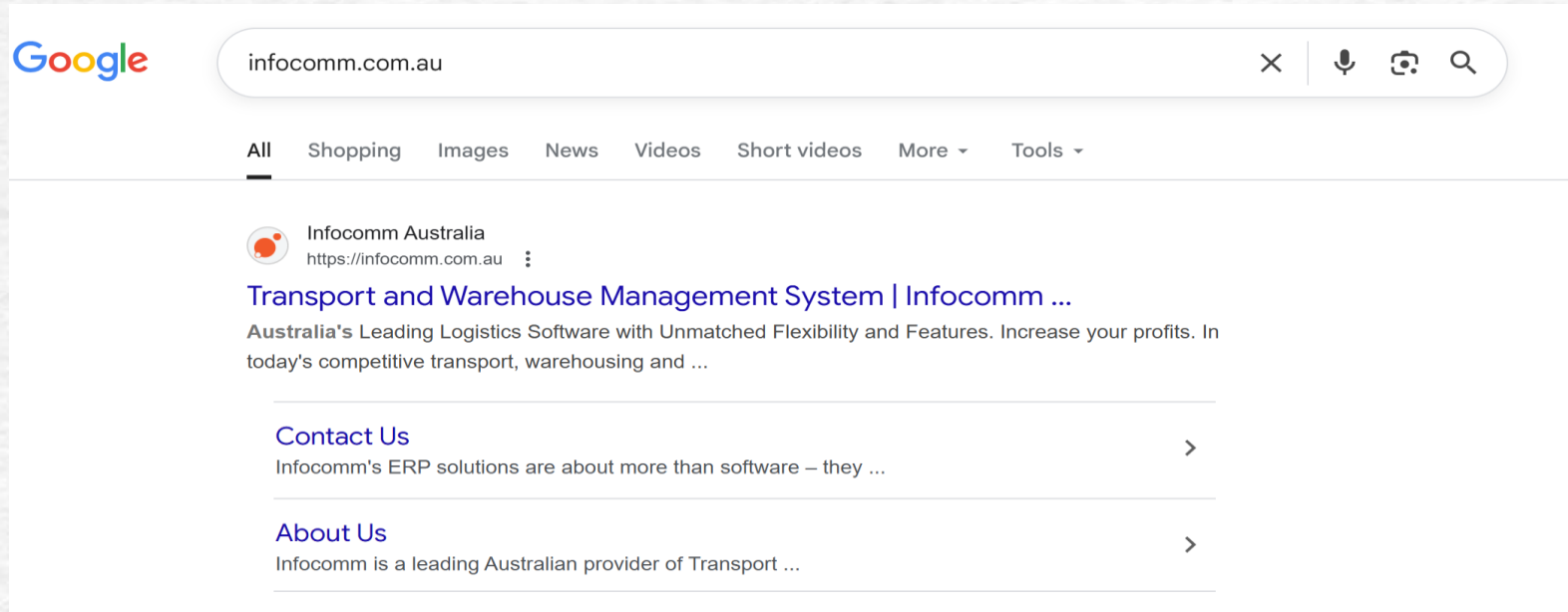
Avoid duplicate meta descriptions for landing pages



ON-PAGE ORGANIC OPTIMIZATION

NAVIGATION – 4 TO 5 SITELINKS

We can see that 2 links are coming while searching the website in google so we need to make website more user friendly and do seo work so google treat it and give 4-5 site links.



The screenshot shows a Google search for 'infocomm.com.au'. The search bar contains the text 'infocomm.com.au' and has icons for clearing, voice search, image search, and search. Below the search bar are navigation tabs: 'All', 'Shopping', 'Images', 'News', 'Videos', 'Short videos', 'More', and 'Tools'. The search results for 'Infocomm Australia' (https://infocomm.com.au) are displayed. The main result is titled 'Transport and Warehouse Management System | Infocomm ...' with a description: 'Australia's Leading Logistics Software with Unmatched Flexibility and Features. Increase your profits. In today's competitive transport, warehousing and ...'. Below this are two sitelinks: 'Contact Us' with the description 'Infocomm's ERP solutions are about more than software – they ...' and 'About Us' with the description 'Infocomm is a leading Australian provider of Transport ...'.

SEO BEST PRACTICES FOR META DATA

Write Page Titles and Meta Descriptions that are for the searcher and that are enticing the click

**PREVIEW
SNIPPET ON
THE SERPS**

**EXPLAINS THE
CONTENT OF A
WEB PAGE**

**WELL CRAFTED
META LEADS TO
HIGHER CTR**

**PARTICULARLY
A COMPELLING
TITLE TAG WILL
PULL MORE
VISITS**

**LEVERAGE YOUR
BRANDING IN
THE TITLE OR
DESCRIPTION BUT
NOT BOTH**

**CONSIDER
READABILITY
AND EMOTIONAL
IMPACT**

WRITING TITLE TAGS & META DESCRIPTIONS

<TITLE>UP TO 70 CHARACTERS OF KEYWORD-RELEVANT TEXT HERE</TITLE>

Place important keywords in the front – after 60 likely to get cut off

<META NAME=“DESCRIPTION” CONTENT=“155 CHARACTER MESSAGE HERE”>

Avoid duplicate meta descriptions for landing pages

Tool Kits > Jensen Tools | JENSEN Tools + Supply

www.jensentools.com/search.aspx?f=1%3A348%2C2%3AJensen+Tools ▼

Results 1 - 24 of 325 - Jensen Tools JTK-86BK Technician's Tool Kit in Single Black Cordura ...

Jensen Tools JTK-47GC Field Engineer's Kit in Single-Sided Gray ...

Jensen Tools JTK-86BK Technician's Tool Kit in Single Black Cordura ...

www.jensentools.com/jensen-tools-jtk-86bk-technicians-tool-kit-in-.../jtk-86bk ▼

Jensen Tools JTK®-86 Technician's Tool Kit, For more information about this and related products, see JTK®-86 Technician's Tool Kit.

ADDITIONAL SEO BEST PRACTICES

ENSURE CONTENT IS NOT EMBEDDED IN AN IMAGE

ENSURE CONTENT LOADS IN LANDING PAGE'S HTML AND NOT VIA POST-LOAD JS (AJAX/IFRAMES/ETC)

ALL HTML TEXT SHOULD LOAD FIRST THEN IMAGES

RELEVANT IMAGE FILE NAMES, E.G ABCD124532.JPG VS. DIYZ LOGO.JPG

INCLUDE IMAGE CAPTIONS WHEN POSSIBLE

COMPRESS IMAGES. THIS WILL HELP WITH PAGE LOAD & HIGHER SEARCH RANKING AND BETTER CLIENT EXPERIENCE.

INTERNAL LINKS SHOULD HAVE RELEVANT ANCHOR TEXT, E.G. "LEARN MORE ABOUT BECOMING AN ADVISOR" VS. "CLICK HERE" (NOTE: GENERALLY FIRST LINKING ANCHOR TEXT ON A PAGE MATTERS THE MOST)

ADDITIONAL SEO BEST PRACTICES

- Anchor text links should be surrounded with relevant content.
- Be wary of content-to-link ratio. There should be more content than links on any given landing page.
- H1 tag is the subject/title of the landing page
- Separate new thoughts or content buckets by using H2, H3 sub heads
- Then support with body content that includes the key phrase.
- There should be at a minimum at least 250 characters of text to support each key phrase.

WHAT TO AVOID DOING FOR BETTER SEO ...

- No splash pages, content-less home page or flash intros
- Title Tags that are the same across the site
- Correct error pages in the search results (eg “Session expired” or 404)
- NO “Click Here” internal or external links
- Go light on superfluous text or vague branding speak
- Do not spread your content across multiple domains
- Cross pollinate with internal text links and descriptive anchor text so important content is never too

SOME QUICK SEARCH OPTIMIZATION FIXES

- Get rid of splash pages, content-less home page or flash intros
- Update Title Tags the same across the site
- Error pages in the search results (eg “Session expired”)
- NO more “Click Here” links!!!
- Go light on superfluous text or vague branding speak
- Do not spread your content across multiple domains
- Cross pollinate so important content is not too deep

THE SEO FRIENDLY PAGE

BE HYPER-RELEVANT TO A SPECIFIC TOPIC

INCLUDE SUBJECT IN URL

SPECIFY SUBJECT THROUGHOUT

LINK BACK TO ITS CATEGORY PAGE

INCLUDE SUBJECT IN TITLE TAG

INCLUDE SUBJECT IN IMAGE ALT TEXT

PROVIDE UNIQUE CONTENT ABOUT SUBJECT

LINK BACK TO ITS SUBCATEGORY PAGE

LINK BACK TO ITS HOMEPAGE (LOGO)

Page Title: Chocolate Donuts | Mary's Bakery

Meta Description: Mary's Bakery's chocolate donuts are possibly the most delicious, perfectly formed, flawlessly chocolately donuts ever made.

H1 Headline:
Chocolate Donuts from Mary's Bakery

Image Filename:
chocolate-donuts.jpg



Body Text: _____

_____chocolate donuts_____

_____donuts_____

_____chocolate donuts_____

_____donuts_____

chocolate_____

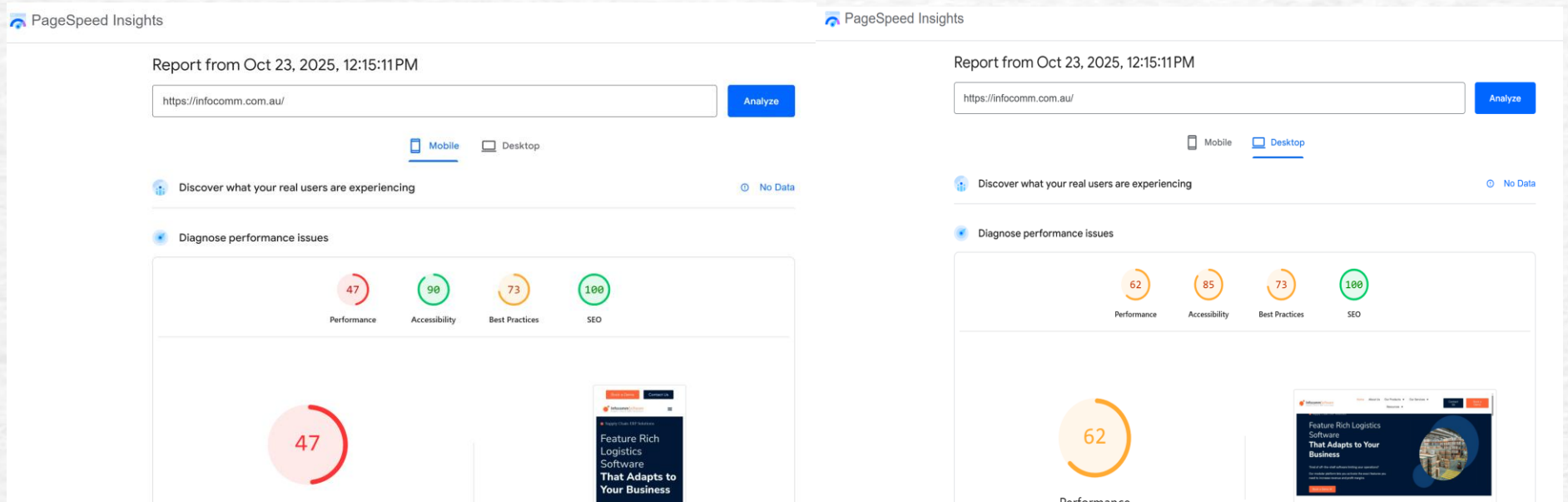
_____chocolate donuts_____

_____chocolate_____

_____chocolate donuts_____

Page URL: <http://marysbakery.com/chocolate-donuts>

PAGE SPEED FOR WEBSITE



Your website scores well for SEO (100/100) and Accessibility (90/100) - which is great. However, the Performance score (47/100) shows there's room to improve loading speed and user experience on mobile devices.

1. Performance – 47/100 (Needs Improvement)

- This measures how fast your website loads and becomes interactive for users.
- The lower score indicates that the site takes longer to load on mobile — likely due to:
- Large images or unoptimized media files
- Render-blocking scripts (CSS/JS) slowing the page load
- Server response time or caching issues
- Too many third-party requests (e.g., tracking scripts, plugins)

👉 **Impact: Slow mobile performance can increase bounce rate and affect rankings in mobile search.**

Recommendation:

- Compress and resize large images (WebP format preferred).
- Minify CSS/JS and defer non-critical scripts.
- Implement browser caching and a CDN.
- Review plugins and remove any unnecessary ones.

Here is the link for lighthouse where you can see the exact information which need to enhance,

https://pagespeed.web.dev/analysis/https-infocomm-com-au/i732dvmn7c?form_factor=desktop

SCHEMA OPTIMIZATION

Structured data (schema/JSON-LD) helps search engines understand the content and intent of your pages. Proper schema increases the chance of rich results (knowledge panels, FAQ snippets, breadcrumbs), improves entity recognition (important for AI-driven search), and strengthens local signals for location-based queries.

Goals

- Fix existing schema errors and remove duplicate/conflicting markup.
- Add relevant schema types across key page templates.
- Improve entity signals (brand, location, services) so Google clearly understands the site.
- Validate and monitor structured data in Search Console.

#	Pag	Recommended Schema Type(s)	Key Fields to Implement	Notes / Customisation
1	Homepage / Sitewide	Organization, WebSite	name, url, logo, sameAs, @id, potentialAction (SearchAction)	Company: Infocomm – logistics/ERP software provider. Add social URLs in sameAs.
2	Service / Solution Page	Service (or Product if packaged) + Offer (if pricing or free demo)	name, description, service Type, url, provider, area Served, offers. price, offers. Price Currency, offers.url	E.g. “Transport Management System”, “3PL Warehouse Management System” from site content.
3	Blog / Article Page	Article (or Blog Posting)	headline, author, date Published, image, main Entity Of Page, url	For each article in Insights section. Use structured metadata.
4	FAQ Section (if any on service pages)	FAQ Page	Main Entity: array of Question/Answer objects	Good for Q&A parts (e.g., “How does your TMS reduce errors?”).

#	Pag	Recommended Schema Type(s)	Key Fields to Implement	Notes / Customisation
5	Contact / Location Page	Local Business (or Organization if no separate location)	name, URL, address, telephone, geo, opening Hours, same As	If you have a physical office in Australia. Add schema for local SEO.
6	Breadcrumbs (for all hierarchical pages)	Breadcrumb List	Item List Element: ordered list of breadcrumbs with @type: List Item, position, name, item	Helps search result presentation and site structure.
7	Client Case Study / Testimonial Page	Review or Case Study (depending on layout)	author, date Published, review Body, item Reviewed, url	If you have client success stories as pages, use schema for credibility.

Suggestion for Generative engine optimization

What is GEO?

Generative Engine Optimization (GEO) is the process of optimizing your content and website so it appears accurately and prominently in AI-generated search results, such as Google's AI Overviews (SGE), ChatGPT Browse, Perplexity, or Bing Copilot. Unlike traditional SEO, which focuses on ranking for blue links, GEO helps your brand be:

- Mentioned or cited in AI-generated summaries
- Referenced as a trusted source
- Visible in conversational or multi-turn search results

What would be the Goal for Generative Engine Optimization?

- Strengthen **entity recognition**: Google and AI models know exactly who “Infocomm” is and what solutions it provides.
- Optimize **structured content** (schema + internal linking) to make your information retrievable and reliable for AI summarization.

- Create **expert, fact-based content** that large language models (LLMs) prefer to reference.
- Build **authoritativeness** via digital footprint (brand mentions, citations, and backlinks).

What action should be take?

- We have to use Organization, Website, and Product/Service schema with rich details.
- We must include brand relationships same as LinkedIn, yelp and any other platform
- Need to Implement FAQ Page schema for question-based AI prompts.
- We need to upload LLMs to support the search engine.
- As I can see that there is no section of FAQ on service pages so you need to add **FAQ-style sections** to each service page (What, How, Benefits, Cost). For example: <https://infocomm.com.au/solutions/transport-management-software/>
- Write in natural, conversational tone using question-based headings (H2/H3).
- Use clear definitions and short factual sentences that models can quote.
- Add key stats or data points (e.g., “Infocomm software reduces logistics delays by 32%”).

- Create pillar pages around major topics: ERP Systems, Transport Management, Logistics Automation, etc.
- Interlink related subtopics (e.g., “Warehouse Management System” → “3PL Software” → “Inventory Optimization”).
- Add author bios and structured author schema to articles.
- Publish research-backed insights (e.g., case studies or industry benchmarks).
- Ensure key questions (like “What is logistics software?” or “Best ERP for Australian SMEs”) are **answered on your pages** in short, structured paragraphs.
- Add **FAQs** with concise, data-backed answers.
- Focus on **clarity over keyword stuffing** - AI prefers factual, helpful responses.
- Use **rich media** (diagrams, charts) labeled with descriptive alt text to appear in multimodal summaries.

For instance:

<https://infocomm.com.au/solutions/transport-management-software/>

<https://infocomm.com.au/3pl-warehouse-software/>

<https://infocomm.com.au/solutions/wholesale-distribution-software/>

<https://infocomm.com.au/solutions/manufacturing-management-software/>

The structure and content seems good but there is no FAQ section on the pages means AI tools would not fetch relevant data because of context we are not going to them. So we can add the section of FAQ here:

Join other **businesses just like yours**



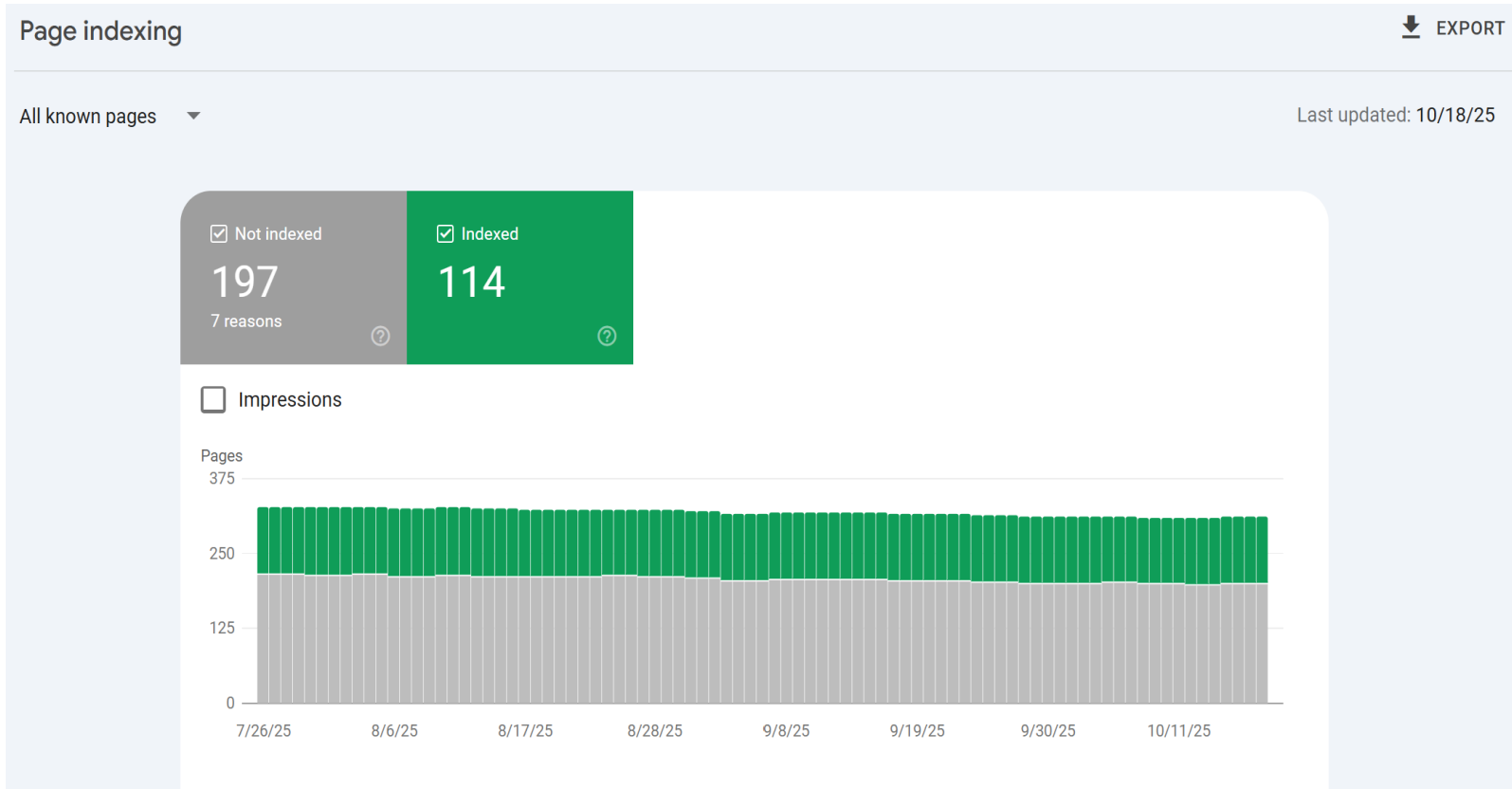
● Our Products

















Our complementary **product solutions**






GSC issues:

Indexing issue in pages –



Reason	Source 	Validation 	Trend	Pages
Excluded by 'noindex' tag	Website	 Not Started		70
Page with redirect	Website	 Not Started		45
Not found (404)	Website	 Not Started		13
Alternate page with proper canonical tag	Website	 Not Started		4
Crawled - currently not indexed	Google systems	 Not Started		50
Discovered - currently not indexed	Google systems	 Not Started		14
Duplicate, Google chose different canonical than user	Google systems	 Not Started		1

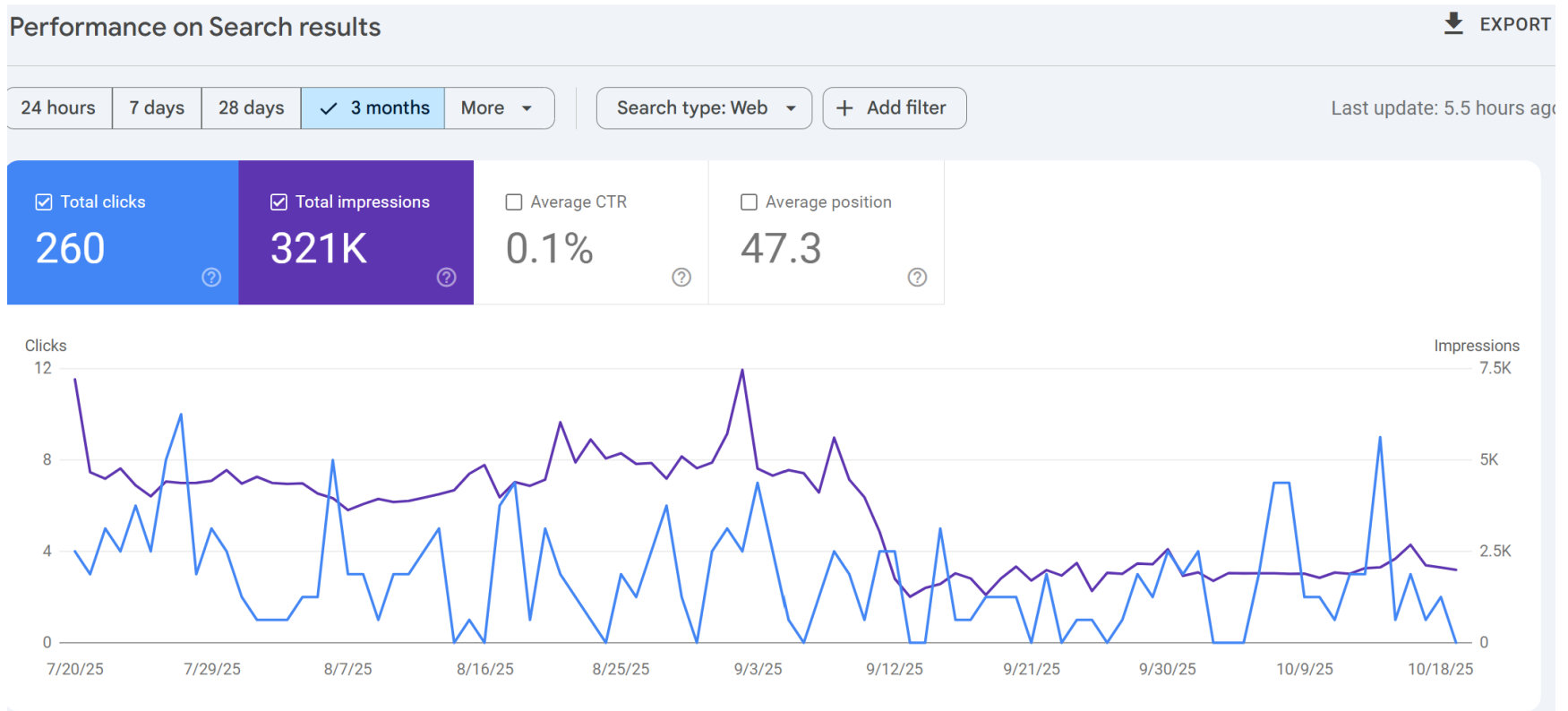
Rows per page: 10  1-7 of 7  

Several pages are currently **not indexed on Google**, which suggests that a **“noindex” tag** may have been applied to those URLs. As a result, Google considers them **invalid for indexing** and excludes them from search results.

To fix this, we'll:

1. **Review the page source/code** to confirm whether the “noindex” tag is present.
2. **Remove or adjust the tag** where appropriate to allow indexing.
3. **Resubmit and validate the affected URLs** in Google Search Console to ensure they are indexed correctly.

Performance on search results:



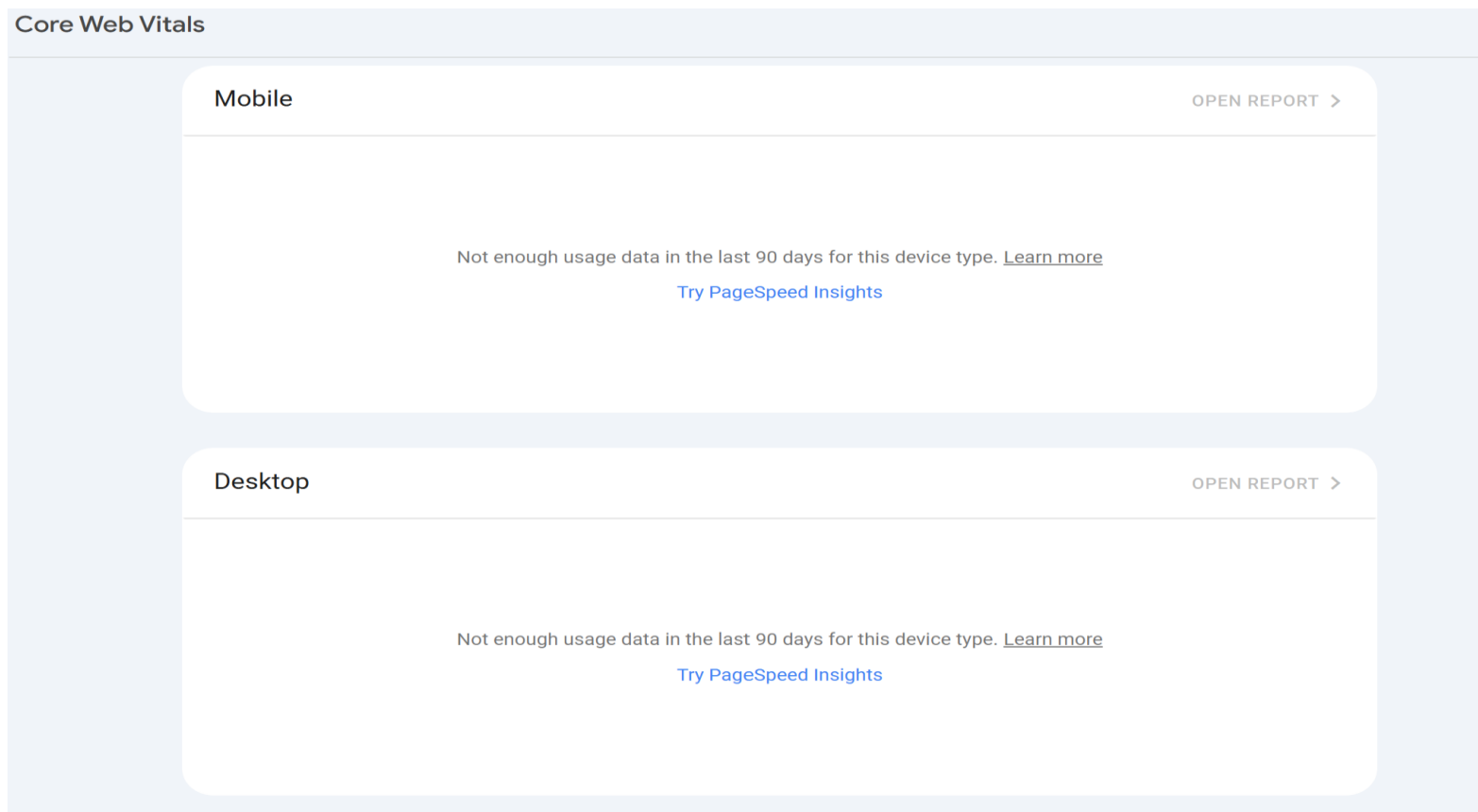
It appears that impressions have declined over the past two months, indicating that keyword rankings are unstable or fluctuating.

To address this issue, we'll conduct a **comprehensive keyword density and content relevance when you plan to do complete seo process** across the affected pages. The goal is to identify whether the target keywords are:

- Properly distributed within headings, meta tags, and body content.
- Used naturally and in context rather than over-optimized.
- Aligned with current **search intent** and **semantic variations** that users are now searching for.

If we find gaps or keyword stuffing, we'll refine the on-page content to achieve the ideal balance - ensuring that the text remains **user-friendly, contextually rich, and aligned with modern SEO best practices.**

Core web vital:



Currently, there isn't enough data available in **Google Search Console** to accurately monitor **Core Web Vitals** performance. However, we've identified related issues through our **Lighthouse (Lightshot) analysis**.

These issues should be addressed proactively, as once Google collects sufficient traffic data, the same problems will appear in **GSC's Core Web Vitals report**.

In short, it's important to fix the performance issues highlighted in the **Lighthouse audit** - including page load speed, layout shifts, and interactivity - to ensure your site meets Google's user experience standards before these metrics are reflected in Search Console.

Recommended Fixes

- **Optimize Page Load Speed:**
You can compress large images, enable browser caching, and use a CDN to reduce loading time across all devices.
- **Reduce CLS (Cumulative Layout Shift):**
You need to ensure all images, videos, and ad slots have defined dimensions to prevent elements from shifting during load.
- **Improve LCP (Largest Contentful Paint):**
Prioritize loading of key visual elements like banners or hero images and defer non-critical scripts.
- **Review Mobile Responsiveness:**
Validate that all pages perform well on mobile devices and meet mobile usability standards.