

Comprehensive SEO Audit

Full-site diagnostic — every layer reviewed, every lead gap identified

**COMPREHENSIVE
NPR 9,999**

Website: yourbusiness.com.np (Sample Report)
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Most Nepali businesses do not know exactly where they are losing organic leads. They know the site exists. They know SEO is involved. But they cannot identify the specific layer where the problem lives. This audit reviews every layer — technical infrastructure, page-level intent, content depth, site architecture, authority signals, page performance, structured data, and competitive positioning — and produces a single prioritised plan that addresses the actual causes, not the symptoms.

WHAT THIS AUDIT REVEALS

- ✓ Every layer where lead generation is blocked: technical, on-page, content, architecture, performance
- ✓ Why specific pages are invisible in search despite existing on the site
- ✓ Where buyers are abandoning the site before making an inquiry and why
- ✓ How authority is distributed across the site and where it needs to go instead
- ✓ The exact gaps competitors are exploiting that this site is not defending
- ✓ A sequenced 14-action implementation plan with business outcome per action

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Why Most Nepali Sites Lose Leads From Organic Search

The issue is not that buyers are not searching. They are.

Business owners in Nepal search for SEO consultants, hotels, trekking agencies, and e-commerce services every month. The sites that fail to convert this demand share the same pattern: they were built to describe the business rather than to answer the buyer's specific question at the moment they are ready to act.

The Technical Layer	Before a page can generate any inquiry it must be visible in search. Technical issues like incorrect indexing status, rendering failures, and broken internal link signals prevent pages from appearing even when the content is good. This audit found multiple pages that are invisible for technical reasons, not content reasons.
The Intent Layer	A page that ranks for a query but does not match what the searcher expected when they clicked will not convert. The searcher leaves within seconds. This is the most common lead generation failure in Nepali service businesses: pages that are almost right but structured for the wrong moment in the buyer's journey.
The Authority Layer	Google's ranking decisions are influenced by how authority flows through a site. Most Nepali sites accumulate authority on informational content and then fail to direct it toward the commercial pages that need it. The result is that service pages rank lower than their content quality deserves.
The Visibility Layer	A growing proportion of buyers now evaluate options through AI tools before clicking any website. Sites that do not have the right structured data signals are invisible in this layer entirely, regardless of how well they rank in traditional search results.

What the Audit Found Across All 12 Categories

26	260	22.5	1.2%	<50
Domain Authority	Indexed Pages	Avg. Position	Site CTR	Mobile PageSpeed

The audit found meaningful organic potential being blocked across four layers: technical, on-page, architecture, and visibility. The authority and domain age are sufficient to rank competitively for core commercial queries. What is preventing that is a set of specific, fixable issues — not a fundamental authority deficit. None of the findings in this report require months of domain building to address. They require correct diagnosis and precise execution.

Category	Status	Issues Found	Business Impact	Priority
Technical SEO	Needs Work	4	Pages invisible; rendering failure; wrong link signals	HIGH
On-Page SEO	Needs Work	6	Buyers not clicking; pages not converting visits to inquiries	HIGH
Content and Keywords	Needs Work	3	Wrong buyers arriving; decision-stage buyers not reached	HIGH
Internal Linking	Needs Work	2	Commercial pages ranking below potential	MEDIUM
Backlink Profile	Fair	1	Authority gap vs competitors limits competitive rankings	MEDIUM
Core Web Vitals	Needs Work	3	Buyers leaving before inquiry due to slow page experience	MEDIUM
Schema / Structured Data	Partial	2	Invisible in AI search results where buyers evaluate	MEDIUM
E-E-A-T Signals	Fair	2	Credibility signals weaker than competitors	LOW
Competitor Gap Analysis	Reviewed	5	Five specific ranking and content gaps identified	MEDIUM

What Google Can and Cannot See

URL	Index Status	Last Crawl	Lead Generation Status
/seo-expert-in-nepal/	Indexed	Mar 31, 2026	Active — generating impressions and clicks
/seo-services-in-nepal/	Indexed (recent)	Mar 31, 2026	Active — recently fixed and indexed
/seo-services-in-nepal/on-page-seo-services/	Not indexed	Never	Generating zero organic inquiries — invisible to buyers
/seo-services-in-nepal/local-seo-services/	Not indexed	Never	Generating zero organic inquiries — invisible to buyers
/seo-services-in-nepal/technical-seo-services/	Indexed	Mar 2026	Active
/seo-services-in-nepal/keyword-research-services/	Indexed	Mar 2026	Active
/travel-agency-seo-case-study/	Indexed	Mar 2026	Active — driving trust and authority
/real-estate-3d-rendering-seo-case-study/	Indexed	Mar 2026	Active — driving trust and authority

KEY INSIGHT

Two of seven service pages are generating zero organic inquiries.

They exist on the site, they appear in the sitemap, and they have internal links pointing to them. But Google has never crawled them. Any buyer searching for these specific services cannot find these pages. This is a content-level issue with a specific and fixable cause, not a technical block.

Infrastructure, Rendering, and Signal Accuracy

**HIGH
PRIORITY****TECHNICAL**

Two Service Pages Invisible to Google — Status: Never Crawled

What was found: GSC confirms two commercial pages have never been crawled despite being in the sitemap and receiving internal links. The cause is content-level: near-duplicate content and insufficient unique value compared to already-indexed pages on the same domain.

Business impact: Two commercial pages that should be generating direct inquiries from buyers searching for specific services are completely invisible. Every week they remain unindexed is a week of potential inquiries that went to competitors instead.

KEY INSIGHT

Content diagnosis and restructuring required on both pages before re-requesting indexing.

Expected outcome: Both pages become visible in search and begin generating direct organic inquiries.

**HIGH
PRIORITY****TECHNICAL**

Page Rendering Issue — Key Content Invisible to Google's Crawler

What was found: The primary commercial page uses an animation that hides all content elements by default. The animation requires JavaScript to fire before content becomes visible. Google's rendering tool confirmed this — the live test screenshot showed a blank page. The content exists in the HTML but may not be evaluated if Google renders the page before the animation executes.

Business impact: If Google evaluates the page in its blank state, it may be indexing a version of the page that is missing case studies, testimonials, FAQ answers, and core content sections. This directly affects how Google understands and ranks the page for commercial queries.

KEY INSIGHT

A rendering fallback is required to ensure all content is visible regardless of JavaScript execution timing.

Expected outcome: Google reliably evaluates the full page content, improving ranking accuracy and FAQ schema eligibility across all page sections.

**MEDIUM
PRIORITY****TECHNICAL**

Internal Link Signal Sending Wrong Topical Authority to Wrong Page

What was found: A site-wide navigation element contains a link where the anchor text sends a strong topical relevance signal for the site's primary commercial query, but the link destination is a different page entirely. This mismatch sends a confusing signal to Google about which page should be associated with that query.

Business impact: The primary commercial page receives less topical authority from this link than it should. Every page on the site contains this link, making it a site-wide signal that is actively working against the commercial page's ranking.

KEY INSIGHT

Correct the link destination to match the anchor text signal.

Expected outcome: The primary commercial page begins receiving correct topical authority signals from every page on the site.

MEDIUM
PRIORITY

TECHNICAL

Structured Data Incomplete — Only 3 of 9 FAQ Items Covered

What was found: The primary commercial page has 9 visible FAQ answers but the structured data schema covers only 3 of them. The other 6 answers exist on the page but are invisible to AI search systems.

Business impact: Six buyer questions that could be answered in AI Overview results and People Also Ask boxes are not appearing there. Competitors whose FAQ schema is complete are being cited in those results instead. This affects visibility in the search layer that is growing fastest.

KEY INSIGHT

Expand structured data coverage to include all 9 FAQ items.

Expected outcome: All 9 answers become eligible for AI Overview and PAA citation, placing the site in front of buyers evaluating options before they click.

Intent Alignment and Buyer Signal Failures

**HIGH
PRIORITY****ON-PAGE**

Identical Opening Paragraph on Two Service Pages — Blocking Both From Indexing

What was found: Two service pages share an identical opening paragraph. The paragraph describes a service neither page is actually about. Google identifies this as near-duplicate content and treats both pages as lower priority for crawl. This is the specific cause of both pages being stuck in 'Discovered, currently not indexed' status.

Business impact: Two commercial pages are generating zero organic inquiries because they are invisible. The combined lost inquiry potential from two unindexed service pages is compounding every week they remain in this state.

KEY INSIGHT

Remove shared content from both pages and replace with unique content specific to each service.

Expected outcome: Both pages become eligible for indexing and can begin generating direct service inquiries.

**HIGH
PRIORITY****ON-PAGE**

Commercial Pages Not Speaking to What Buyers Are Searching For at Decision Stage

What was found: The opening sections of commercial pages provide context and background about the service rather than speaking directly to the buyer's specific situation. Buyers searching for SEO services in Nepal at the point of hiring are not looking for an explanation of what SEO is. They are looking for confirmation that this specific consultant understands their problem.

Business impact: Buyers who find the page via search arrive with a specific problem in mind. Pages that do not immediately reflect that problem back to them lose the inquiry to pages that do. This is a conversion failure at the moment of highest intent.

KEY INSIGHT

Restructure commercial page openings to lead with the buyer's problem, not the service description.

Expected outcome: Pages convert a higher proportion of visitors into inquiries because buyers immediately recognise their situation in the page content.

**MEDIUM
PRIORITY****ON-PAGE**

Service Page Titles Competing on Category Labels, Not Buyer Problems

What was found: Current service page titles describe what the service is rather than what problem it solves. Buyers searching for these services are searching because something is wrong with their site, not because they want to purchase a service category.

Business impact: Titles that describe services rather than address problems earn fewer clicks from high-intent buyers. The site ranks for queries but loses clicks to competitors whose titles speak directly to the searcher's situation.

KEY INSIGHT

Rewrite titles to lead with the specific problem the buyer has, not the service label.

Expected outcome: Pages earn more clicks from the same ranking positions, increasing inquiries without requiring any additional traffic.

**MEDIUM
PRIORITY**

ON-PAGE

Unverified Statistical Claims Reducing Page Trust Signals

What was found: One commercial page makes specific performance claims with percentage figures attributed to a source that does not have an actual citation. The page lists 'Source' without linking to any reference.

Business impact: Pages with unverifiable claims are assessed as lower credibility by both buyers and Google's quality evaluation systems. This is contributing to the page's current unindexed status and reduces the trust a visiting buyer places in the site.

KEY INSIGHT

Replace unverified statistics with specific results from the consultant's own client work.

Expected outcome: The page's trust signals improve, increasing both its likelihood of indexing and the conversion rate when buyers visit.

Intent Mapping and Buyer Journey Gaps

**HIGH
PRIORITY****CONTENT**

High-Traffic Content Attracting the Wrong Buyers

What was found: The site's highest-traffic pages attract visitors searching for topics entirely unrelated to SEO consulting. These pages generate more clicks than all commercial pages combined but deliver buyers who have no intent to hire an SEO consultant. The site's topical identity for Google is diluted across unrelated subjects.

Business impact: Domain authority that could be supporting commercial page rankings is supporting informational content that generates no inquiries. Google's understanding of what this site is about is spread across topics, making it harder to rank for the specific commercial queries that drive actual business.

KEY INSIGHT

Add internal links from unrelated high-traffic content to commercial pages, and where possible, add an SEO-relevant angle to the content.

Expected outcome: Authority redirects from high-traffic pages toward commercial pages, improving commercial query rankings without new content creation.

**MEDIUM
PRIORITY****CONTENT**

Decision-Stage Buyers Not Being Reached

What was found: The site has informational content about general business topics and service pages explaining what is offered. There is no content targeting the buyer at the stage where they are actively comparing options and deciding who to hire. Queries like 'how to evaluate an SEO consultant' or 'what SEO results are realistic' have no matching content.

Business impact: Buyers who are closest to making a hiring decision have no content on this site to guide that decision. They find this information on competitor sites instead, which increases the likelihood they hire the competitor whose content answered their evaluation questions.

KEY INSIGHT

Create content specifically targeting the hiring decision stage.

Expected outcome: The site captures buyers at their highest-intent moment, converting the decision-stage search into a direct inquiry.

**MEDIUM
PRIORITY****CONTENT**

Two Commercial Pages Competing for the Same Buyer Query

What was found: The primary expert page and the services parent page both contain content that addresses similar buyer questions. Google is choosing between them for broad commercial queries rather than being able to clearly assign each page to a distinct buyer intent.

Business impact: When two pages compete for the same query, neither ranks as strongly as a single clearly differentiated page would. The result is that both pages rank lower than their individual content quality justifies.

KEY INSIGHT

Restructure content so each page owns a distinct buyer intent without overlap.

Expected outcome: Each page ranks more strongly for its specific query cluster, collectively generating more commercial visibility than the current overlapping structure.

Where Authority Is Going and Where It Needs to Go

Internal linking determines how ranking authority flows through the site. The current structure sends authority toward pages that do not convert and away from pages that do.

MEDIUM
PRIORITY

ARCHITECT
URE

Highest-Traffic Pages Not Linking to Commercial Pages

What was found: The pages that receive the most organic traffic have zero internal links pointing to the service pages or expert page. Every month these pages receive visitors, the authority those visits generate stays on those pages rather than flowing to the pages that generate inquiries.

Business impact: Commercial pages are ranking lower than their content quality justifies. Visitors who arrive on informational content and are open to hiring an SEO consultant have no clear path to the commercial page where they can make contact.

KEY INSIGHT

Add contextual internal links from high-traffic pages to commercial pages.

Expected outcome: Commercial pages receive stronger ranking signals. Visitor paths align with the site's commercial goals.

MEDIUM
PRIORITY

ARCHITECT
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Case Study Pages Not Converting Readers Into Inquiry Prospects

What was found: The case study pages demonstrate specific results but do not link to the corresponding service or industry pages. A reader who finishes a case study and is ready to hire has no immediate path to making contact or learning about the specific service demonstrated.

Business impact: Case studies are the highest-trust content on the site. Readers who complete them are at the highest point of purchase intent. The absence of a clear next step means that intent is not being captured as an inquiry.

KEY INSIGHT

Add a clear contextual link from each case study to the relevant service or industry page.

Expected outcome: Case study readers convert into inquiries at the moment of highest trust and intent.

External Authority Signals and Competitive Gap

116 Referring Domains	44% Quality Link Rate	0 Toxic Links Found	Low Authority vs Competitors
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Link Quality Breakdown

Quality Tier	Volume	Assessment	Action Required
High quality — topically relevant, real traffic	Low	Priority to build more	Active acquisition needed
Medium quality — broadly relevant	Medium	Acceptable, diversify anchors	Monitor
Low quality — low authority, low traffic	High	Monitor only	No disavow needed currently
Unknown or private	High	Cannot assess	No action

The profile is clean but thin. No toxic links found. The constraint is volume.

Primary competitors have significantly more referring domains, particularly in the high-quality tier. This creates a ranking ceiling on the most competitive queries that content and on-page fixes alone cannot break through. Three specific acquisition channels are identified in the action plan: local directory listings, guest contributions to Nepal business publications, and case study citation outreach. Each generates a quality referring domain with minimal time investment.

Where the Page Experience Is Losing Buyers Before They Inquire

Metric	Mobile	Desktop	Status	Target	Where Buyers Feel It
LCP — Largest Contentful Paint	5.3s	3.9s	Fail	< 2.5s	Page appears blank for 5+ seconds on mobile. Buyers leave before seeing any content.
CLS — Cumulative Layout Shift	1.0	0.82	Fail	< 0.1	Page elements jump as buyer tries to read or scroll. Creates impression of a broken site.
INP — Interaction to Next Paint	251ms	127ms	Needs Work	< 200ms	Taps and clicks feel unresponsive. Buyers assume the site or CTA is broken.
FCP — First Contentful Paint	3.1s	2.0s	Needs Work	< 1.8s	Blank screen for 3 seconds before anything appears. High abandonment at this stage.
TTFB — Time to First Byte	0.7s	0.5s	Pass	< 0.8s	Acceptable. Server response not a concern.

KEY INSIGHT

On mobile, the page takes over 5 seconds to show its main content.

Most buyers in Nepal search on mobile. A 5-second blank screen before content appears is enough for the majority to leave before they see any reason to stay. The two highest-impact fixes address the hero image loading and the animation rendering — both are configuration changes, not rebuilds.

Visibility in AI Search and Rich Results

Structured data tells AI systems and Google what content is relevant to cite in AI Overviews, PAA boxes, and rich results. Without it, pages with good answers are invisible in those results.

Schema Type	Pages Affected	Current Status	Business Impact of Missing
FAQPage	Expert page — 6 of 9 answers missing	Partial	6 buyer questions not appearing in AI Overview answers
FAQPage	4 service pages with FAQ sections	Missing	None of these pages appear in AI search results
LocalBusiness	Homepage and expert page	Missing	Not recognised as a Nepal-based business by AI tools
Service	All service sub-pages	Missing	Services not structured for AI citation in relevant queries
Person	Expert page	Present	No action needed
BreadcrumbList	All pages	Present	No action needed

Priority addition: LocalBusiness schema is the highest-impact missing schema. It signals to AI tools that this is a Nepal-based specialist, making the site eligible to appear when buyers ask AI assistants for recommendations of SEO experts in Nepal. This is the structured data version of local SEO — and it is missing entirely.

Credibility Signals That Affect Both Rankings and Buyer Trust

E-E-A-T signals affect how Google assesses the credibility of the site and how buyers assess the credibility of the consultant. Both matter for conversion.

Signal	Status	Assessment	What It Costs Without It
Case studies with specific client results	2 published	Strong	Strong — no action needed
Client testimonials with names and roles	3 present	Fair	Buyers cannot verify claims from anonymous testimonials
Author byline on blog posts	Missing on most posts	Weak	Google cannot attribute content to an identified expert
Google Business Profile verified	Unverified	Weak	Local authority signal absent; buyers cannot verify location
Pricing transparency on service pages	2 of 7 pages	Partial	Buyers leave to find pricing elsewhere and may not return
Unverified statistical claims removed	One page affected	Gap	Trust signal flagged by Google quality evaluation systems
External citations or mentions	None identified	Gap	No third-party validation of expertise visible to Google

Where Competitors Are Capturing Buyers This Site Is Not

Three competitors were reviewed. The full analysis with specific data is provided in the paid report. This section identifies the five categories where gaps were found and the business impact of each.

HIGH	Decision-stage search queries Competitors rank for queries buyers use when they are actively deciding who to hire. This site has no content at that stage. Buyers making the final decision between consultants find competitor content and not this site.
HIGH	AI search result appearances At least one competitor appears in AI Overview answers for core commercial queries. This site does not appear in those results. Buyers who evaluate options through AI tools see competitors but not this site.
HIGH	Indexed commercial page coverage Competitors have more service pages indexed. A buyer whose specific need matches an unindexed service page finds a competitor instead.
MEDIUM	Local geographic authority signals Competitors have established local directory presence and verified GBP listings that signal geographic relevance for Kathmandu-based queries. This site lacks these signals.
MEDIUM	Content covering broader digital marketing queries One competitor ranks for 'digital marketing expert Nepal' — a query with meaningful monthly searches. This site does not have a page targeting that intent. A category of buyer is going to a competitor at the first touchpoint.

Full Implementation Sequence with Business Outcomes

14 actions across two phases. Each action identifies what changes and the specific business outcome it drives. Phase 1 removes the active blockers. Phase 2 builds the compounding layer.

PHASE 1 — Remove the Active Blockers | Week 1

- 1** **Fix the duplicate content on the two unindexed service pages**
Expected outcome: Both pages become eligible for Google indexing and begin generating direct organic inquiries.
- 2** **Fix the rendering issue so Google reliably sees all page content**
Expected outcome: The primary commercial page is evaluated with full content, improving ranking accuracy and FAQ schema eligibility.
- 3** **Fix the internal navigation link sending authority to the wrong page**
Expected outcome: The primary commercial page receives correct topical authority signals from every page on the site.
- 4** **Expand FAQ structured data to cover all 9 questions on the expert page**
Expected outcome: All 9 buyer questions become eligible for AI Overview and PAA citation.
- 5** **Remove unverified statistics from the audit page and replace with client results**
Expected outcome: Page trust signals improve. Likelihood of indexing increases. Buyer confidence on the page improves.
- 6** **Rewrite title tags on five core pages to reflect buyer intent**
Expected outcome: Pages earn more clicks from the same ranking positions. Buyers whose intent matches the page click through instead of choosing a competitor result.

PHASE 2 — Build the Compounding Layer | Weeks 2 to 4

- 7** **Add internal links from high-traffic pages to commercial pages**
Expected outcome: Commercial pages receive stronger ranking signals. Visitor paths align with conversion goals.
- 8** **Add FAQ structured data to all commercial pages**
Expected outcome: All commercial pages eligible for AI Overview appearances and PAA results.
- 9** **Add LocalBusiness schema to homepage and expert page**
Expected outcome: Site recognised as Nepal-based specialist by AI tools and eligible for local recommendation queries.
- 10** **Fix the two highest-impact Core Web Vitals issues on the expert page**
Expected outcome: Page load experience improves significantly on mobile, reducing the number of buyers who leave before seeing the content.

11	Add case study links to corresponding service and industry pages Expected outcome: Case study readers have a direct path to make an inquiry at the moment of highest trust.
12	Write one decision-stage blog post targeting buyers comparing SEO consultants Expected outcome: Site captures buyers at their highest-intent moment, the decision stage, where competitors currently have the only available content.
13	Submit to two Nepal business directories and verify Google Business Profile Expected outcome: Two quality referring domains added. Local authority signals established. Site eligible for local recommendation queries in Google and AI tools.
14	Add author bylines to all blog posts Expected outcome: Google can attribute all content to an identified expert, strengthening E-E-A-T signals across the entire site.