By: Tauseef Maqbool Maher

E-commerce SEO Audit

1: Audit Ka Maqsad or Galat Fehmiyaan (The Goal and Misconceptions)

Bahut se SEO audits bekaar hote hain. Agencies sirf Semrush ya Ahrefs jaise tools mein website daal kar ek PDF bhej dete hain. Ismein sirf maslon ki list hoti hai, unhein theek karne ka tareeqa ya wajah nahi.

Aapka focus teen (3) bade buckets par hona chahiye, jinko 'Big Levers' kehte hain:

1. **On-Page SEO:** (Sabse zaroori, 70% focus yahan rakhein).
2. **Off-Page SEO (Backlinks):** (Sabse mushkil, magar sabse zyada faydemand).
3. **Technical SEO:** (Zaroori hai, magar ismein kam waqt lagaen, sirf bunyadi cheezon par).

Agar aap sirf page speed optimize karte rahenge, toh aapke competitors aage nikal jayenge. Aapka focus un cheezon par hona chahiye jo waqai ranking badhati hain.

2: Technical SEO Audit (Hybrid Approach)

Technical SEO mein zyada waqt lagane se jaldi hi 'law of diminishing returns' shuru ho jata hai yani aap jitna zyada waqt denge, utna kam fayda hoga. Isliye, sirf 11 zaroori cheezon par focus karein, khas kar agar aap Shopify use kar rahe hain.

Step-by-Step Instruction	Kya Check Karna Hai (Roman Urdu Explanation)	Sources
1. 404s or Broken Links	Agar koi link toot gaya hai (404 error), toh usay **sabse relevant** active page par redirect karein (301 Redirect). Sirf homepage par redirect karna behtar nahi hai.	
2. Canonical URLs	Apne pages ke liye `canonical` tags theek se set karein, khas kar agar URL mein query parameters (jaise `?color=red`) hain, taake Google duplicate content na samjhe.	
3. Pagination	Category/Collection pages or Blog pages ke liye pagination sahi tareeqe se implement karein.	
4. Duplicate/Thin Content	Woh pages jin par bahut kam content hai (thin content), ya jo duplicate hain (jaise Shopify ke tag pages), unhein **`no index`** kar dein. Aap nahi chahte ke Google in pages ko crawl kare.	

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5. Schema Markup	Home, Product, Category/Collection, or Blog pages par relevant **Schema** add karein. Is se Google ko aapke page ke baare mein zyada context milta hai. Product ratings or review counts jaise 'rich snippets' bhi mil sakte hain.
6. Orphan Pages	Check karein ke koi important page aisa toh nahi hai jo aapki site par kahin or se link na ho raha ho (Orphan Pages). => GSC
7. robots.txt	Ensure karein ke `robots.txt` theek set ho, taake Google sirf unhi pages ko crawl kare jo aap chahte hain.

3: On-Page SEO Audit (The Needle-Moving Phase)

On-Page SEO wo hai jo ecommerce ki traffic ko 1% se zyada barha sakti hai double ya triple tak. Hum isay do (2) categories mein baantenge: **Existing Opportunities** or **New Opportunities**.

A. Existing Opportunities (Pages Ranking 4-10)

Sabse pehle un keywords or pages par focus karein jo Google ke Page 1 par position 4 se 10 ke beech rank kar rahe hain. Google in pages ko already acha samajhta hai; humein sirf ek chhota sa "nudge(push)" dena hai taake woh Top 3 mein aa jayen.

Audit Item	Step-by-Step Instruction	Sources
1. Target Keyword Identification	Har Product or Collection page ke liye ek **clear Target Keyword** hona zaroori hai.	
2. Keyword Placement (H1, Title, Meta)	Agar Target Keyword hai, toh woh in sab jagahon par hona chahiye: - **Meta Title:** Keyword se shuru karein or 60 characters ke andar rakhein. - **H1 Tag:** Yeh zaroor hona chahiye (iska na hona *major blunder* hai). Isay Meta Title ke jaisa hi rakhein. - **Meta Description:** Keyword zaroor shamil karein or isay 155-160 characters ke andar rakhein (warna Google isay chhota kar dega). - **URL Slug:** (Page ka URL).	

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	- **First Sentence:** Page ke content ke pehle jumle mein. - **Content ke Andar:** Content mein kai baar naturally uses karein. - **Image Alt Text:** Tasveer ke description mein bhi use karein.
3. Content Structure (H2/H3)	Content mein H1 ke baad H2 or H3 headings ka istemaal karein. H2s mein Target Keyword ki **variations** use karein (Jaise: agar H1 hai "Chew Toys for Dogs", toh H2 ho sakta hai "Dog Chew Toys").
4. Content Location (Products Page)	Content ko zyada upar (above the fold) na rakhein. Users ki intent pehle products dekhna hoti hai. Content ko products ke neeche move karein.
5. Value Addition	Neeche wale content section mein FAQs (Frequently Asked Questions), Reviews, Shipping/Return details, or product ke baare mein zyada maloomat add karein.
6. Internal Linking (Money Pages)	Content se **contextual internal links** banaen. Yeh links aapki dusri Collection Pages ya Products ko milne chahiye, taake ek SEO "silo" ban sake.
7. Navigation Links	Ensure karein ke aapke **Money Pages** (Product or Category/Collection pages) main navigation or homepage se linked hon.

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B. Blog Content Audit

Audit Item	Step-by-Step Instruction	Sources
1. Quality Check	Kya aapke blog posts sirf 500-word ke spammy posts hain, ya woh 'Page One worthy' content hai? Agar nahi, toh unhein update karein.	
2. Target/Topic	Har blog ka ek clear Target Keyword ya Topic hona chahiye.	
3. Internal Links (Money Pages)	Har blog mein **kam se kam 3 internal link** product ya collection page ko jaana chahiye. Koshish karein ke woh link blog ka pehla internal link ho.	
4. Internal Links (Other Blogs)	Kam se kam teen (3) se chaar (4) links related blogs ko jaane chahiye.	
5. Content Structure	Content ko proper headings (H2s, H3s) or bullet points se structure karein. Sirf lambi deewar jaisa text (massive walls of text) nahi hona chahiye.	
6. Content Depth	Agar aap AI content use karte hain, toh bhi usay edit karein. Usmein statistics, medical journals, ya aisi cheezein shamil karein jo usay "surface-level" se zyada helpful bana de.	

C. New Opportunities

Step-by-Step Instruction	Kya Check Karna Hai	Sources
1. New Keyword Research	Har mahine naye keyword research karein. Guaranteed hai ke naye keywords milenge.	
2. Competition Level	Agar aapka brand naya hai, toh bahut competitive keywords ko target na karein. Uske bajaye, kam competitive keywords dhundhein jin par aap chand hafton mein rank kar saken.	
3. Content Gap Analysis	Apne competitors ko dekhein. Unke paas kaun se categories, collections, ya blog posts hain jo aapke paas nahi? Un keywords par aap 10 guna behtar content banayen.	

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4: Off-Page SEO Audit (BackLink Audit)

Backlinks SEO ka sabse mushkil hissa hai, isliye yahi sabse zyada *needle move* karta hai.

Audit Item	Step-by-Step Instruction	Sources
1. Past Link Analysis	Pehle kis tarah ke links banaye gaye hain? Kaun se anchor texts (link par likhe huye alfaz) use kiye gaye hain?.	
2. Link Distribution	Kin pages par sabse zyada links bane hain? Kya woh aapke Money Pages hain? Incoming (aane wale) or Outgoing (jaane wale) links ka ratio kya hai?. Link — But no traffic — Remove/Disavow - GSC	
3. Link Building Strategy (Buniyadi)	Agar link building abhi shuru nahi ki, toh yeh karein: - **Social Profiles:** Apne tamaam social media profiles par website ka link lagayen (bhalay woh 'no-follow' hon, phir bhi zaroori hain). - **Reference Sites:** Wikipedia, Reddit, Quora, or niche-specific forums (aapke industry se related) par references or links dhundhein. - **Web 2.0:** Medium, GitHub, Substack jaise platforms par bhi links banayen (yeh abhi bhi kaam karte hain). - **Review Sites:** Trustpilot, Reviews.io, or aapke niche ke relevant review sites par maujood hon. BBB.org, Citation/Directories (Relevant or related)	
4. Link Building ki Raftar	Lagataar kaam karte rahen. Har mahine 2-3 ache backlinks banana bhi bahut fayda dega. DR: 15 sy Kam and Spam score/Toxicity score 35% above reject — Disavow	

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Audit Template or Checklist

Hum do (2) sheets banayenge:

1. **Money Page Audit** (Jahan findings or solutions likhe jayenge)
2. **SEO Audit Checklist** (Technical, Blog, Off-Page ke liye Yes/No check)

1. Sheet 1: Money Page Audit Template (Collection/Product Pages)

(Yeh sheet aapke har product or collection page ki analysis ke liye hogi)

Column A	Column B	Column C	Column D	Column E	Column F	Column G
Page URL	**Page Type** (Product/Collection)	**Target Keyword**	**Current Rank (if applicable)**	**Issue/Problem Found**	**Priority** (High/Medium/Low)	**Action/Solution** (Kaise theek karna hai)
Example: /chairs/waiting-room	*Collection*	*Waiting Room Chairs*	*5*	*H1 Missing, Meta Title too long*	*High*	*H1 add karein (Waiting Room Chairs), Meta Title ko 60 chars mein shrink karein*
Example: /product/ergonomic-chair-pro	*Product*	*Ergonomic Office Chair Pro*	*12*	*Keyword not in Image Alt Text*	*Medium*	*Image Alt Text mein keyword add karein*

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2. Sheet 2: SEO Audit Checklist (Technical, Blog, Off-Page)

Category	Audit Item (Roman Urdu/SEO Term)	Check (Yes/No)	Findings/Notes	Sources
Technical SEO	Broken Links / 404s theek hain?		Redirects relevant pages par hain?	
	Canonical URLs theek set hain?		Query parameters ke liye theek hai?	
	Thin/Duplicate Pages (`no index`) hain?		Tag pages `no index` hain?	
	Schema Markup (Product, Collection) maujood hai?		Rich Snippets ke liye set hai?	
Blog Content Audit	Har Blog ka Target Keyword/Topic hai?			
	Pehla internal link Money Page ko jaa raha hai?		Product ya Collection Page ko?	
	3-4 Internal links dusre related blogs ko hain?			
	Content mein H2/H3s or structure theek hai?		Walls of text nahi hain?	
	Content Page 1 worthy (helpful, deep) hai?		Sirf surface-level AI content toh nahi?	
Off-Page / Link Audit	Social Media profiles se links hain?			
	Reference Sites (Reddit/Quora) par entity hai?			
	Negative SEO ka koi issue toh nahi?		Highly competitive niches mein check karein	
	Kya hum quality backlinks bana rahe hain? (3-5/month)			

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