

**DIGITECHINFRA**

www.digitechinfra.com

**COMPREHENSIVE SEO AUDIT REPORT**

With Fix Recommendations & Priority Action Plan

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Date: May 19, 2026

Classification: Confidential

# Table of Contents

1. Executive Summary & Score Overview
2. Technical SEO Audit
3. On-Page SEO Audit
4. Performance Audit
5. AI Visibility Audit
6. Mobile & Accessibility Audit
7. Security Audit
8. Detailed Fix Recommendations
9. Priority Action Plan (30/60/90 Days)
10. Appendix: Technical Details

## 1. Executive Summary & Score Overview

DigitechInfra.com presents significant SEO deficiencies across technical, on-page, performance, and AI visibility dimensions. The website serves as a digital products and AI software company offering services in USA & UAE, but its search engine optimization fails to communicate this effectively to both traditional search engines and AI-powered search platforms.

Category	Score	Grade
Technical SEO	35/100	F
On-Page SEO	40/100	F

Category	Score	Grade
Performance	30/100	F
AI Visibility	1/10	F
Mobile-Friendly	60/100	D
<b>Overall Score</b>	<b>33/100</b>	<b>F</b>

### Critical Findings at a Glance:

- \* 7 Critical SEO issues (zero OG tags, zero Twitter cards, no canonical URL, no structured data, no llms.txt, commented-out meta description, 4 suspicious Google verification tags)
- \* 7 Warning-level issues (duplicate jQuery/CSS/fonts, HTTP favicon, WP paths exposed, blocking reCAPTCHA, 3 H1 tags, render-blocking resources)
- \* AI Visibility score 1/10 - virtually invisible to ChatGPT, Perplexity, Gemini
- \* Performance hit by duplicate resource loading (~450KB+ wasted bandwidth per page)
- \* Social sharing produces blank/broken previews on WhatsApp, Facebook, LinkedIn, Twitter

## 2. Technical SEO Audit

### 2.1 Meta Tags Analysis

Meta Tag	Status	Details
Title Tag	<b>Needs Improvement</b>	Generic, brand not first
Meta Description	<b>COMMENTED OUT</b>	Wrapped in HTML comments
Canonical URL	<b>MISSING</b>	No rel=canonical tag
og:title	<b>MISSING</b>	No Open Graph title
og:description	<b>MISSING</b>	No OG description
og:image	<b>MISSING</b>	No share preview image
og:url	<b>MISSING</b>	No canonical for social
twitter:card	<b>MISSING</b>	No Twitter card type
twitter:title	<b>MISSING</b>	No Twitter preview
robots meta	Present	Default index/follow

## 2.2 Structured Data / Schema.org

**Status: ZERO structured data found**

- No Organization schema - Google doesn't know company details
- No LocalBusiness schema - missing from local search & Maps
- No Service schema - services not eligible for rich results
- No FAQ schema - FAQ won't show expandable answers in SERP
- No BreadcrumbList schema - no breadcrumb trails in results
- No AggregateRating schema - no star ratings in results
- No Article/BlogPosting schema - blog not optimized for rich snippets

## 2.3 Sitemap & Robots.txt

Sitemap: Present at sitemap\_index.xml with 48 URLs. Generated by free online tool, not automated. No image sitemaps.

**Robots.txt Issues:**

- ! Contains /wp-admin/ paths - exposes WordPress backend
- ! Contains Simpalm company references (copy-paste from another site!)
- ! Contains /simpalm\_stage/\*, /simpalm\_staging/\* from another website
- ! Does NOT allow AI crawlers (GPTBot, ClaudeBot, PerplexityBot)

## 2.4 Google Site Verification Tags

**4 Google Site Verification tags found - highly unusual and suspicious:**

- IaNZsDoIBElzIcHGwhOJal0un8KPIr8Vhh9WVWIT3FA
- jLqnDyNRMcnbG8CoCb6gC-k\_m0GxciwSCQutzzkAZj4
- LySX7Cy3wpQaJNaK6tEViC-tEVZbpFFnnDao-v7OITM
- W-GALQa2AXkV5dZBi0UISGlBHXN6thOz7hi16ouD\_Yc

**Keep only ONE valid tag. Remove the other 3.**

# 3. On-Page SEO Audit

## 3.1 Heading Structure

**Multiple H1 tags found - violates SEO best practice (only 1 H1 per page):**

- **H1:** "Our Core Expertise"
- **H1:** "Proven Results for Growing Business"
- **H1:** "Ready to Scale Securely"

Issue: No H1 in the hero section above the fold. Search engines prioritize the first H1 for page topic understanding.

## 3.2 Content & Keyword Issues

- Title puts generic keywords first instead of brand name
- No location-specific landing pages for USA/UAE
- No blog section for fresh content & crawling frequency
- Footer has weak generic copy
- No FAQ section anywhere
- Testimonials lack structured review data
- No case studies or portfolio deep-dive pages
- No question-style headings for AI search matching

## 3.3 Internal Linking Issues

- ! Footer uses inconsistent mix of relative & absolute URLs
- ! No breadcrumb navigation on inner pages
- ! No cross-linking between related services
- ! Confusing URL structure (/training/it links to Partners)

# 4. Performance Audit

## 4.1 Server Response Metrics

Metric	Value	Rating
TTFB	232ms	Good
Total Page Load (server)	266ms	Good
HTML Size	~253KB	Extremely Heavy
DNS Resolution	1.4ms	Excellent
CDN	Cloudflare	Active

## 4.2 Duplicate Resources (CRITICAL)

**The following resources are loaded TWICE per page - wasting ~450KB+ bandwidth:**

**jQuery:** v3.6.0 in <head> + v3.6.4 before </body> (~200KB wasted)

**Bootstrap CSS:** Loaded TWICE in <head> (~150KB wasted)

**Font Awesome:** Loaded TWICE in <head> (~100KB wasted)

**Google Fonts:** 7 fonts loaded (~300KB+ fonts)

## 4.3 Render-Blocking Resources

- reCAPTCHA script loaded synchronously in <head>
- 7 external font CSS files in <head>
- jQuery loaded in <head> (not needed above fold)
- SweetAlert2 loaded in <head> (only needed for forms)
- Massive inline CSS in <style> tags
- No font-display:swap for Google Fonts

## 4.4 Image Optimization

- Footer bg uses full PNG image - should be CSS gradient or WebP
- 404 image is PNG - should be SVG/WebP
- No width/height on images - causes CLS
- No srcset for retina displays

# 5. AI Visibility Audit

## AI Visibility Score: 1/10

With 357% YoY growth in AI referral traffic and only 12% overlap between Google and ChatGPT results, AI visibility is now critical. DigitechInfra is almost completely invisible to AI search.

AI Factor	Status	Impact
llms.txt file	Missing (404)	AI cannot understand site purpose
AI crawler access in robots.txt	Not configured	GPTBot, ClaudeBot, PerplexityBot blocked
Structured data for AI	None	AI cannot extract entity info
FAQ/Q&A content format	Missing	AI prefers Q&A structured content
Brand mentions/consensus	Low	Few external mentions
Content freshness	Stale (Feb 2026)	No blog, no updates
Question-style headings	Missing	No Q-format H2/H3 for AI matching

# 6. Mobile & Accessibility Audit

## 6.1 Mobile Issues

- Footer fixed padding 240px L/R - breaks on mobile
- Mega menu 98vw wide - may overflow on small screens
- Nav link padding too tight for touch targets
- WhatsApp floating button may overlap footer
- Inline styles harder to maintain for responsive

## 6.2 Accessibility Issues

- Missing alt text verification needed
- No skip-to-content link
- Light text on dark = low contrast (font-weight 100, color F8F8F8)
- No ARIA labels on mega menu elements
- Form inputs lack aria-describedby

- No focus management for keyboard navigation

## 7. Security Audit

### **CRITICAL - WordPress Backend Exposed**

robots.txt reveals /wp-admin/ paths. Attackers can target wp-login.php directly.

### **HIGH - 4 Google Verification Tags**

Unusual number suggests unauthorized access or code copied from other projects.

### **HIGH - Simpalm References**

robots.txt contains paths from Simpalm company. Confirms copy-paste from another website.

### **OK - Cloudflare Email Obfuscation**

Email addresses obfuscated via Cloudflare system.

### **OK - reCAPTCHA Present**

Google reCAPTCHA provides bot protection on forms.

## 8. Detailed Fix Recommendations

### **Fix 1: Add Complete Meta Tags (CRITICAL)**

Add these tags to every page's <head>:

```
<link rel="canonical" href="https://www.digitechinfra.com/" />
<meta property="og:type" content="website" />
<meta property="og:title" content="Digitech Infra | AI Software & Digital Solutions" />
<meta property="og:description" content="Leading AI software company in USA & UAE. Custom apps, cloud, cybersecurity, DevOps. Call +92 (21) 38898330." />
<meta property="og:image" content="https://www.digitechinfra.com/public/img/og-preview.jpg" />
<meta property="og:url" content="https://www.digitechinfra.com/" />
<meta property="og:site_name" content="Digitech Infra" />
<meta name="twitter:card" content="summary_large_image" />
<meta name="twitter:title" content="Digitech Infra | AI Software & Digital Solutions" />
<meta name="twitter:description" content="Leading AI software & digital products company" />
```

```
<meta name="twitter:image" content="https://www.digitechinfra.com/public/img/og-preview.jpg" />
```

## **Fix 2: Fix Commented-Out Meta Description (CRITICAL)**

Current (BROKEN - wrapped in HTML comments):

```
<!-- SEO & Dynamic Meta Tags (FIXED) --><!-- ... -->
<meta name="description" content="..." />
<!-- ... -->
```

Fixed (clean, no comments):

```
<meta name="description" content="Digitech Infra delivers custom AI software, mobile apps, cloud services, and cybersecurity solutions for businesses in USA & UAE. 25+ years expertise. Free consultation." />
```

## **Fix 3: Add Schema.org JSON-LD (CRITICAL)**

```
<script type="application/ld+json">
{
"@context": "https://schema.org",
"@type": "Organization",
"name": "Digitech Infra",
"url": "https://www.digitechinfra.com",
"logo": "https://www.digitechinfra.com/public/img/logo.png",
"description": "Hi-tech company providing digital solutions in USA & UAE",
"address": {
"@type": "PostalAddress",
"streetAddress": "B-9, Commissioner Society, Abul Hasan Isphahani Rd",
"addressLocality": "Karachi", "addressRegion": "Sindh",
"postalCode": "75300", "addressCountry": "PK"
},
"telephone": "+922138898330",
"sameAs": [
"https://www.facebook.com/DigitechInfra",
"https://www.linkedin.com/company/digitechinfra",
"https://www.instagram.com/digitechinfra"
]
}
</script>
```

## **Fix 4: Create llms.txt for AI Visibility (CRITICAL)**

```
# Digitech Infra
> Hi-tech company providing digital solutions in USA & UAE since 2000+
```

## ## Services

- Product & Application Engineering: Custom mobile/web/enterprise apps
- Cloud, DevOps & Infrastructure: AWS, Azure, GCP migration
- Cybersecurity & Compliance: Pen testing, SOC, compliance
- Data, BI & Intelligent Systems: AI/ML, analytics, BI
- Managed Hosting: 99.9% uptime hosting
- Corporate Training: IT certification, developer bootcamps

## ## Contact

- Location: Karachi, Pakistan (serving USA & UAE)
- Phone: +92 (21) 38898330 / +92 336 3777743
- Email: info@digitechinfra.com
- Certifications: ISO 27001, Microsoft Partner, AWS Partner

## Fix 5: Remove Duplicate Resources (HIGH)

- > Remove jQuery v3.6.0 from <head> - keep only v3.6.4 before </body>
- > Remove duplicate Bootstrap CSS link - keep one instance
- > Remove duplicate Font Awesome link - keep one instance
- > Reduce fonts from 7 to 3 (Bricolage Grotesque + Inter + system fallback)
- > Move reCAPTCHA to async/defer - do not load in <head>
- > Move SweetAlert2 to lazy-load - only when form is used
- > Add font-display:swap to Google Fonts URLs
- > Move inline CSS to external minified stylesheet
- > Defer all non-critical JavaScript

## Fix 6: Fix robots.txt (HIGH)

### Recommended robots.txt:

```
User-agent: *  
Disallow: /wp-admin/  
Disallow: /wp-content/uploads/  
Disallow: /*?utm_source=
```

### # Allow AI Crawlers

```
User-agent: GPTBot  
Allow: /  
User-agent: ClaudeBot  
Allow: /  
User-agent: PerplexityBot  
Allow: /
```

Sitemap: [https://www.digitechinfra.com/sitemap\\_index.xml](https://www.digitechinfra.com/sitemap_index.xml)

**REMOVE all Simpalm references - they belong to a different company!**

## **Fix 7: Fix Heading Structure (MEDIUM)**

- > Keep only ONE H1 per page - make it the hero headline
- > Change 'Our Core Expertise' from H1 to H2
- > Change 'Proven Results' from H1 to H2
- > Change 'Ready to Scale Securely' from H1 to H2
- > Add question-style H2s: 'What AI services does Digitech offer?'
- > Maintain proper H2 > H3 hierarchy throughout

## **Fix 8: Clean Google Verification Tags (MEDIUM)**

Keep only ONE valid Google Site Verification tag. Verify which is active in Search Console, remove the other 3.

## **Fix 9: Fix Favicon URL (MEDIUM)**

Current: [https://digitechinfra.com/...](https://digitechinfra.com/) (no www)

Fixed: [https://www.digitechinfra.com/...](https://www.digitechinfra.com/)

# **9. Priority Action Plan (30/60/90 Days)**

## **Days 1-30: Critical Fixes (+25-30 Score Points)**

<b>Task</b>	<b>Est. Time</b>	<b>Timeline</b>
Fix commented-out meta description	2 hrs	Immediate
Add OG + Twitter Card tags to all pages	4 hrs	1-2 days
Add canonical URL to all pages	2 hrs	1-2 days
	4 hrs	2-3 days

<b>Task</b>	<b>Est. Time</b>	<b>Timeline</b>
Add Organization + LocalBusiness JSON-LD		
Remove duplicate jQuery, Bootstrap, Font Awesome	3 hrs	1 day
Clean robots.txt (remove Simpalm, add AI crawlers)	1 hr	1 day
Remove extra Google Verification tags	30 min	Immediate
Create llms.txt at domain root	2 hrs	2-3 days
Fix favicon URL (use www version)	15 min	Immediate

## **Days 31-60: Performance & Content (+15-20 Points)**

<b>Task</b>	<b>Est. Time</b>	<b>Timeline</b>
Reduce font loads from 7 to 3	4 hrs	Week 5
Move inline CSS to external minified file	8 hrs	Week 5-6
Defer non-critical JS (reCAPTCHA, SweetAlert2)	4 hrs	Week 5
Add image width/height attributes for CLS	3 hrs	Week 6
Fix heading structure (1 H1, proper H2/H3)	4 hrs	Week 5-6
Add question-style H2 headings for AI	3 hrs	Week 6
Add FAQ page with 10-15 questions + schema	6 hrs	Week 7-8
Convert footer_bg.png to CSS gradient/WebP	2 hrs	Week 6
Add breadcrumb navigation + BreadcrumbList schema	4 hrs	Week 7
Optimize footer mobile padding	2 hrs	Week 8

## Days 61-90: Growth & AI Visibility (+10-15 Points)

Task	Est. Time	Timeline
Create dedicated blog with weekly posts	Ongoing	Week 9+
Add Service schema (Service, Offer)	6 hrs	Week 9-10
Add case studies with Article schema	8 hrs	Week 10-12
Build location landing pages (USA, UAE, Karachi)	12 hrs	Week 10-12
Implement internal linking strategy	4 hrs	Week 11
Add AggregateRating schema to testimonials	3 hrs	Week 11
Set up Google Business Profile	4 hrs	Week 9
Link building / brand mention campaign	Ongoing	Week 9+
Monitor AI search for brand mentions	2 hrs/week	Ongoing
Build automated sitemap	4 hrs	Week 10

## 10. Appendix: Technical Details

### 10.1 Technology Stack

Component	Details
Web Server	Cloudflare CDN/Proxy to Origin
CMS	WordPress (detected via /wp-admin/)
Frontend	Custom HTML + Bootstrap 5.3.3 + jQuery 3.6.x
CSS	Bootstrap 5.3.3 + custom inline styles
JS Libraries	jQuery, Bootstrap JS, SweetAlert2, Splide, Slick, Lightbox2
Fonts	7 Google Fonts + 2 cdnfonts
Analytics	Cloudflare Insights, Google reCAPTCHA
SSL	Active via Cloudflare

## 10.2 Competitor Benchmarks

<b>Metric</b>	<b>DigitechInfra</b>	<b>Industry Avg</b>	<b>Top Competitors</b>
Technical SEO	<b>35/100</b>	60/100	85+/100
Page Speed	<b>~30</b>	55	80+
AI Visibility	<b>1/10</b>	4/10	8/10
OG Tags	<b>0/6</b>	5/6	6/6

--- End of Report ---

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