SEO Audit Report

Overview about Coverse:

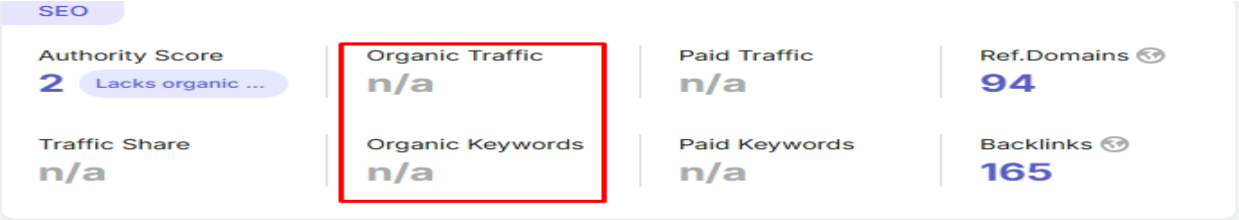
Coverse is a coworking space provider based in Karachi, Pakistan, offering flexible workspace solutions such as hot desks, dedicated desks, private offices, and meeting rooms — designed for remote teams, freelancers, and startups.

Target Audience:

- **Freelancers:** Independent professionals looking for a productive and professional workspace.
- **Remote Professionals:** Individuals working remotely who need a reliable and distraction-free environment.
- **Startups:** New and growing businesses seeking flexible office solutions without long-term leases.
- **Small & Growing Teams:** Teams requiring collaborative workspaces, private offices, and meeting rooms.
- **Entrepreneurs & Business Owners:** Professionals who need modern office facilities with dependable infrastructure and flexible access.

Domain Stats (Semrush):

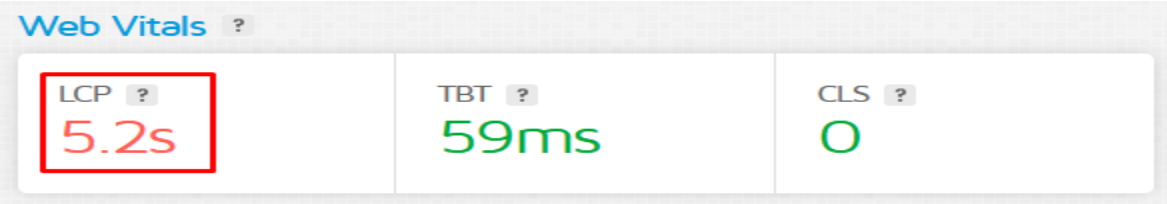
According to SEMrush, the domain has an Authority Score of just 2, with no organic traffic or ranking keywords.



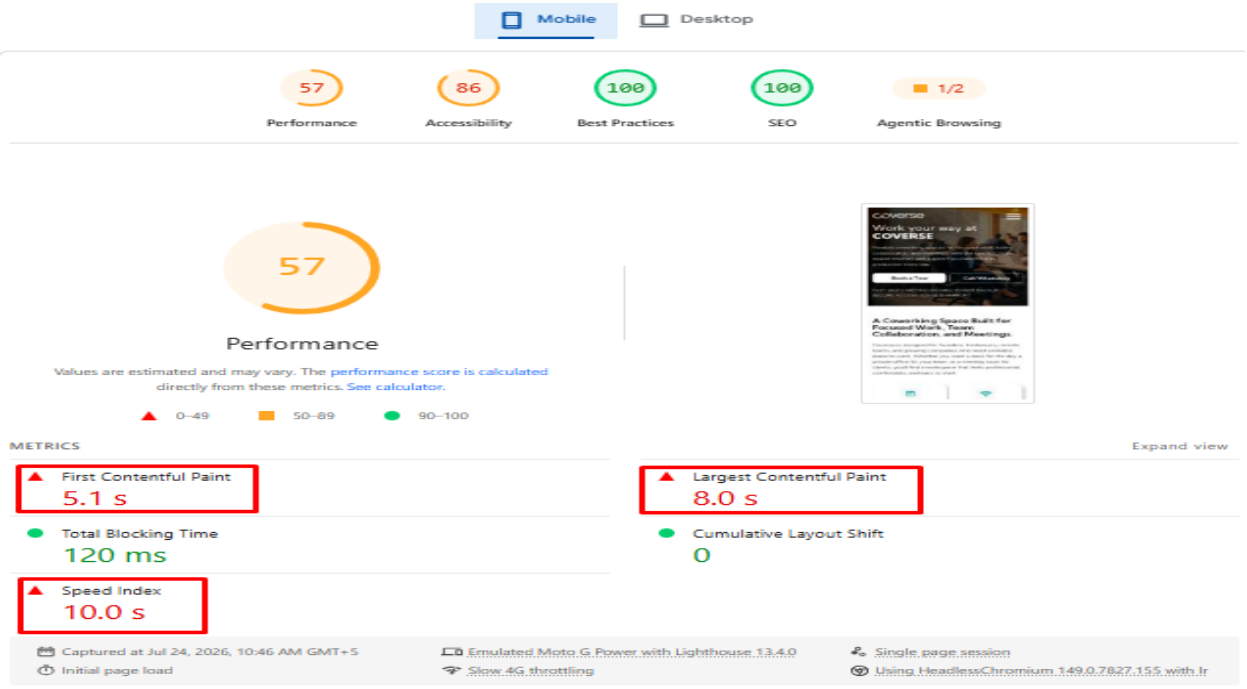
Website Performance:

Core Web Vitals:

Core Web Vitals data is not available on Google PageSpeed Insights, but GTmetrix shows a high LCP while TBT and CLS perform well.

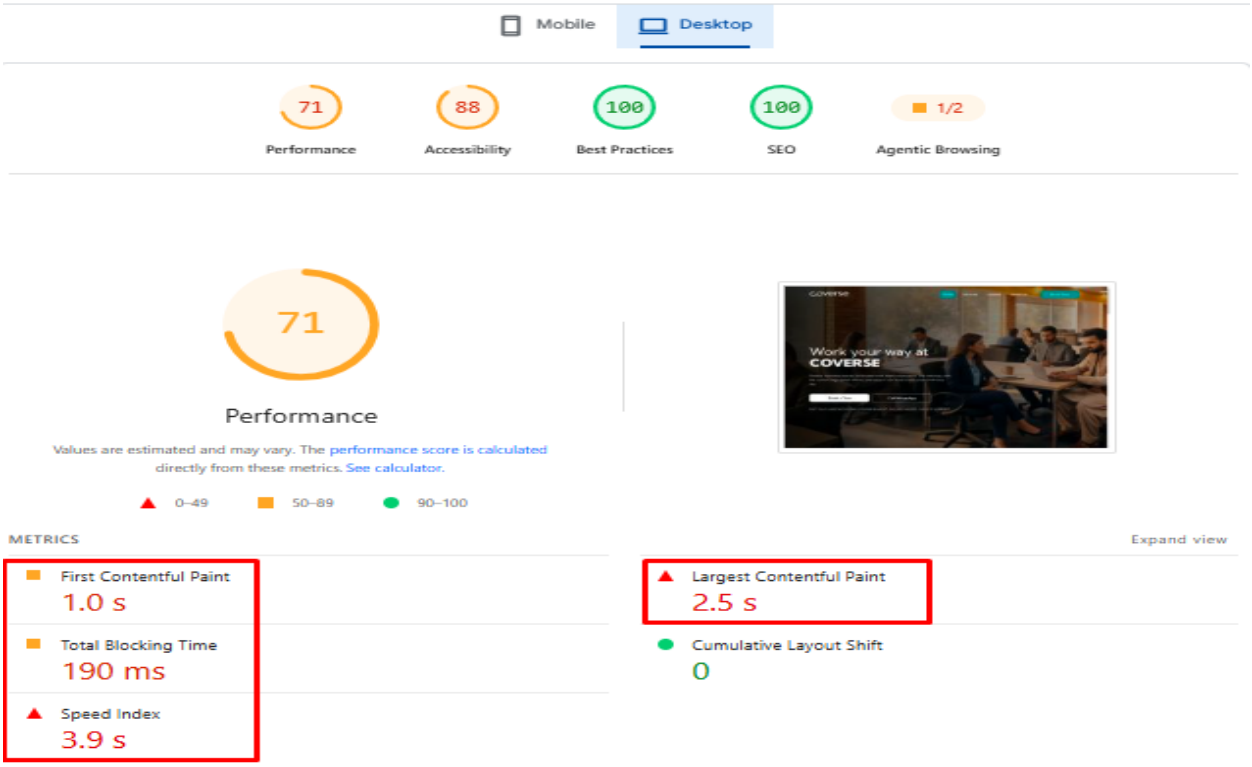


Performance Issues (Mobile):



According to Google PageSpeed Insights, the mobile version has below-average performance and requires optimization to improve loading speed and user experience.

Desktop:



According to Google PageSpeed Insights, the desktop version performs better than mobile but still has room for performance optimization.

Technical SEO Audit:

- ### Crawlability & Indexing

  Google Search Console:

  Ensure the website is verified in Google Search Console to monitor indexing status, detect crawl errors, and track search performance.

  Robots.txt:

  A robots.txt file is properly configured and includes a reference to the XML sitemap.

  XML Sitemap:

  Although the sitemap is referenced in the robots.txt file, the XML sitemap is currently inaccessible and should be fixed to ensure proper indexing by search engines.

- **Mobile-Friendliness:**

  Mobile Usability:

  The website appears to be mobile-friendly, although its mobile performance can be further improved.

- **Render-Blocking Resources**

  Recommendation:
  Defer non-critical CSS and JavaScript to improve page loading speed.

- **Browser Caching**

  Recommendation:
  Enable browser caching to improve repeat visit performance.

- **Image Optimization**

  Recommendation:
  Compress images, use WebP format, and define image dimensions.

- **Unused CSS & JavaScript**

  Recommendation:
  Remove unused CSS and JavaScript to reduce page size.

- **JavaScript**

  Recommendation:
  Minify and defer JavaScript files to improve performance.

- **LCP**

  Recommendation:
  Optimize above-the-fold content and reduce render-blocking resources to improve LCP.

- **Main Thread**

  Recommendation:
  Reduce long-running JavaScript tasks for faster page responsiveness.

On-Page SEO Audit:

- **Title Tags & Meta Descriptions**

  Title Tags
  Title tags are present across the website; however, some pages have title tags that exceed the recommended length.

  Meta Descriptions
  Meta descriptions are present across the website.

- **Header Structure**

  Use a consistent heading hierarchy to ensure headings follow a logical sequence.

OFF Page Audit

Analysis:

The website has a limited backlink profile and a low domain authority, which may restrict its organic search visibility.

Recommendation:

Focus on acquiring high-quality, relevant backlinks through guest posting, business citations, with authoritative websites to strengthen domain authority and improve search rankings.

Local SEO Audit

Google Business Profile (GBP):

Missing Google Business Profile:
A verified Google Business Profile could not be found, which may limit the website's visibility in local search results.

Recommendation:
Create and optimize a Google Business Profile with accurate business information, operating hours, contact details, photos, and customer reviews to improve local SEO and credibility.

Some Major Issues To be Resolved:

XML Sitemap:

Fix the inaccessible XML sitemap.

Non Sequential Headings:
https://docs.google.com/spreadsheets/d/1i2T9Ngr8KgYsuWRHblGg5PPxZpMbAJd66dHj3bxAYzg/edit?gid=0#gid=0

Missing Alt Tags:

https://docs.google.com/spreadsheets/d/1i2T9Ngr8KgYsuWRHblGg5PPxZpMbAJd66dHj3bxAYzg/edit?gid=810372342#gid=810372342

Images over 100 KB:

https://docs.google.com/spreadsheets/d/1i2T9Ngr8KgYsuWRHblGg5PPxZpMbAJd66dHj3bxAYzg/edit?gid=2009843781#gid=2009843781

Titles Over 60 Characters:

https://docs.google.com/spreadsheets/d/1i2T9Ngr8KgYsuWRHblGg5PPxZpMbAJd66dHj3bxAYzg/edit?gid=434272430#gid=434272430

Recommendation:

Ensure all important pages are indexed by submitting a valid XML sitemap in Google Search Console and checking for crawl or noindex issues.