SEO AUDIT REPORT

ioed.pk

Prepared: June 2026

Overview About ioed.pk

IoED (Institute of Entrepreneurs Development) is a Pakistan-based organization dedicated to empowering rural youth with free IT and digital skills training. The institute operates physical campus in Mirpur Khas, and offers both online and onsite courses.

Key Details

Field	Details
Website	https://ioed.pk
Organization Type	Non-profit Institute
Locations	Mirpur Khas, Pakistan
Courses Offered	SEO, Graphic Design, AI prompt Engineering, WordPress & Shopify, UX Design, Data Analytics, Project Management, Digital Marketing
Target Audience	Pakistani youth
CMS Platform	WordPress + Elementor 4.1.1

Target Audience

Primary Audience

- Rural and urban Pakistani youth
- Individuals seeking free IT skills to enter freelancing markets
- Students from Mirpur Khas, interior Sindh

Organic keywords:

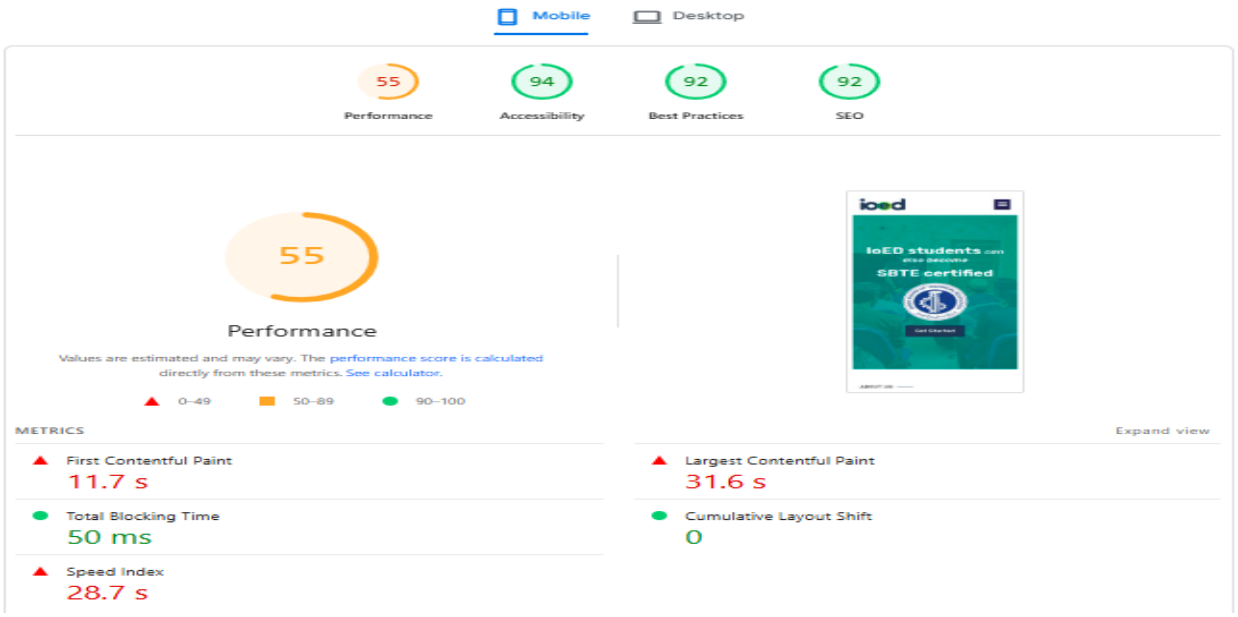
IOED.pk is currently ranking for **66 organic keywords**, with several education and training related keywords contributing to its organic visibility. Below is a summary of the top-performing keywords:

Organic Search Positions: **66**

+ Add to keyword list | Manage columns 10/15 | Export

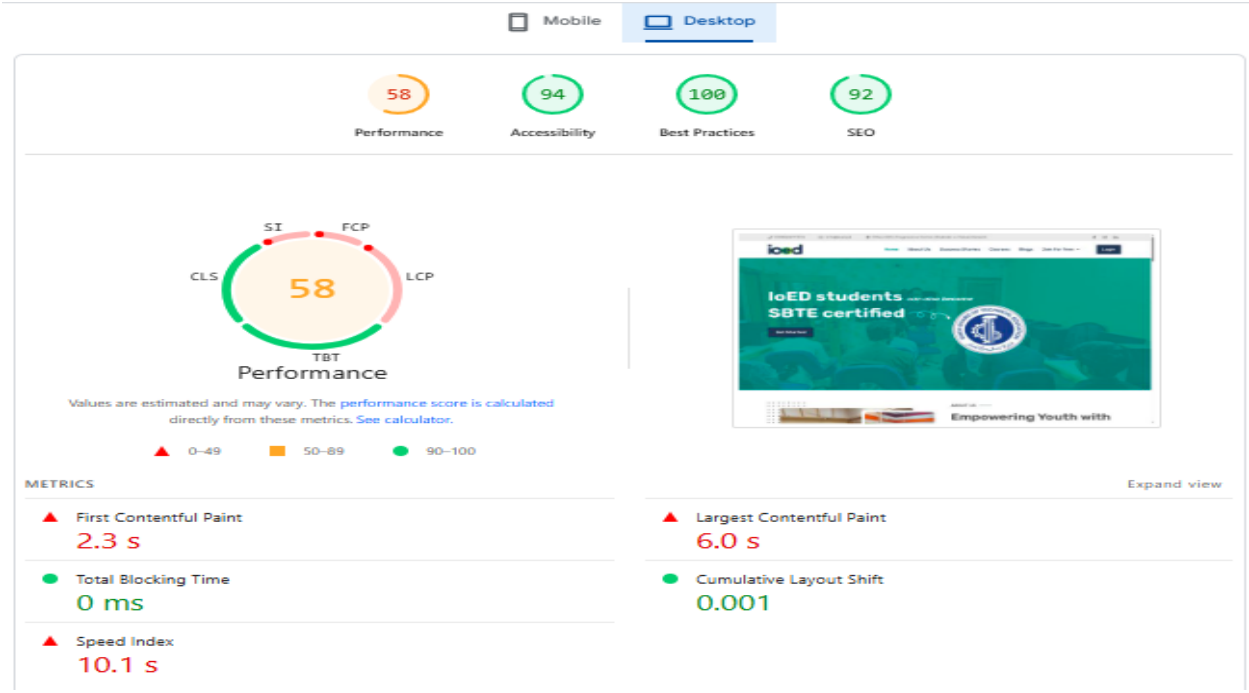
Keyword	Intent	Position	SF	Traffic	Traffic %	Vol..	KD %	URL	Updated
course	I	22	5	14	1.36	9.9K	79	ioed.pk/online-course-platforms/	3 days
digital marketing course	C	67	7	0	< 0.01	5.4K	60	ioed.pk/digital-marketing-course/	2 days
digital marketing course	C	20	7	8	0.77	5.4K	60	ioed.pk/what-are-the-best-digital-marketing-courses-in-pakistan/	2 days
online courses	C I	32	6	1	0.09	2.4K	81	ioed.pk/online-course-platforms/	May 24
lms portal login	N T	42	2	0	< 0.01	1.3K	23	lms2.ioed.pk/	May 16

Performance Issues (mobile):



IOED.pk's mobile performance is impacted by slow page rendering, unoptimized images, render-blocking resources, and a high Largest Contentful Paint (31.6s). Large image files and unused CSS/JavaScript are contributing to slower load times. Optimizing images, removing unused resources, and improving page speed can significantly enhance mobile user experience and overall website performance.

Performance Issues (Desktop):



ioed.pk desktop performance is affected by render-blocking resources, unoptimized images, unused CSS and JavaScript, and a delayed Largest Contentful Paint (6.0s). Optimizing images, removing unused code, improving caching, and reducing render-blocking resources can significantly enhance desktop loading speed and overall user experience.

Technical Audit:

XML Sitemap

Sitemap is available at https://ioed.pk/sitemap_index.xml

It is correctly configured, accessible. The sitemap includes important website URLs such as pages, posts, and forms, helping search engines efficiently crawl and index the website content. No major issues were identified with the sitemap structure.

Robots.txt:
Robots.txt file is available at https://ioed.pk/robots.txt

Robots.txt is properly configured and accessible. It allows search engines to crawl the website and includes the XML Sitemap URL, helping improve content discovery and indexing. No major issues were identified.

Mobile Friendliness
The website is mobile-responsive and displays properly across different screen sizes. However, mobile performance is slow due to large images, render-blocking resources, and a high Largest Contentful Paint (30.3s), which may impact the overall user experience.

HTTPS Implementation

The website is secured with HTTPS and uses a valid SSL certificate to encrypt data between users and the server. HTTP requests are properly redirected to HTTPS, ensuring secure browsing and improved trust for both users and search engines. No issues were identified.

Indexable Pages Missing from Search Results:

Certain blog pages are not currently indexed by Google. The pages are technically accessible and indexable, with self-referencing canonical tags and no crawl restrictions detected. Verification through Google Search Console is recommended to identify the exact indexing status.
https://docs.google.com/spreadsheets/d/1lMnyvd4mAzdKG7vc9czCwPCO4LcNTGcBqoyGTPXW6k0/edit?usp=sharing

Image Optimization
Many images on the website are larger than **100KB**, which is impacting page load speed, especially on mobile devices. These unoptimized images contribute to slower performance and higher Largest Contentful Paint (LCP)
https://docs.google.com/spreadsheets/d/1lMnyvd4mAzdKG7vc9czCwPCO4LcNTGcBqoyGTPXW6k0/edit?gid=1783142511#gid=1783142511

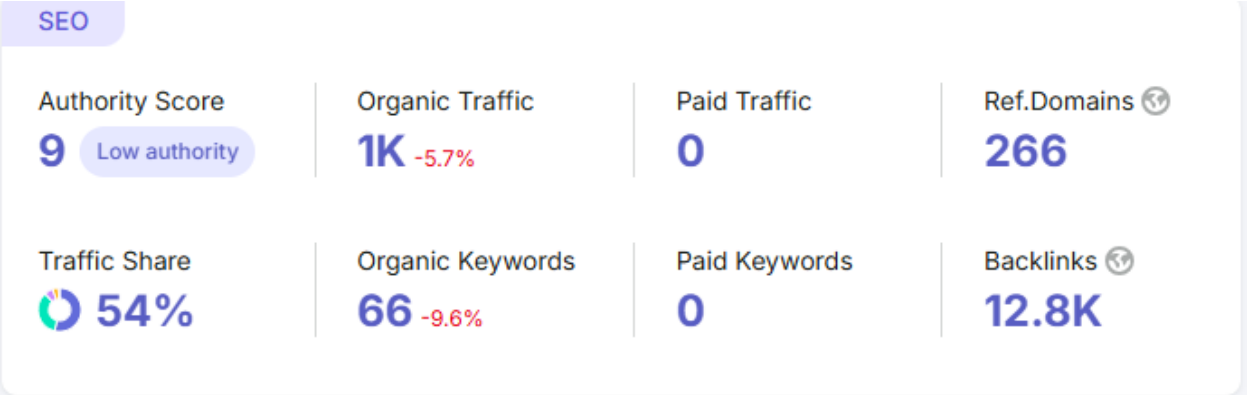
On-Page Audit:

- **Meta Title & Meta Description:**

  Meta Title: Multiple pages have meta titles exceeding the recommended length of 60 characters. Titles that are too long may get truncated in search engine results, affecting click-through rates and user experience
  https://docs.google.com/spreadsheets/d/1lMnyvd4mAzdKG7vc9czCwPCO4LcNTGcBqoyGTPXW6k0/edit?gid=851091758#gid=851091758

  Meta Description: Meta descriptions are available across the site; however, in some cases their length exceeds the recommended limit of 155–160 characters.
  https://docs.google.com/spreadsheets/d/1lMnyvd4mAzdKG7vc9czCwPCO4LcNTGcBqoyGTPXW6k0/edit?gid=2030476406#gid=2030476406

Off-Page Audit:
Domain Overview:
The domain ioed.pk has an Authority Score of 9, around 1K organic traffic, 266 referring domains, and 12.8K backlinks. Organic traffic and keyword rankings have declined slightly, indicating the need for continued SEO and link-building efforts.



Key Takeaways:

Domain	Authority score	Semrush Rank	Org. Traffic	Org. Keywords	Backlinks	Ref. Domains	Paid Keywords	Paid Traffic Cost
ioed.pk	9	35K ↓	1K ↓	66 ↓	12.8K	266	0	$0
chakwaljobs.c...	0	46.4K ↓	657	88 ↓	18	13	0	$0
klasio.com	22	604.8K ↓	3	9 ↑	12.7K	668	0	$0

• **ioed.pk** has the highest backlink count (12.8K) but a low Authority Score (9), indicating room for authority improvement.
• **chakwaljobs.com** generates more organic keywords (88) than ioed.pk despite having very few backlinks and referring domains.
• **klasio.com** has the strongest Authority Score (22) and the highest number of referring domains (668), giving it a stronger overall domain profile than its competitors.

Major Issues Found

• **Slow Website Performance:** Mobile LCP (**31.6s**) and Desktop LCP (**6.0s**) are high due to large images, unused CSS/JS, and render-blocking resources.

• **Image Optimization Issues:** Many images exceed **100KB**, affecting page speed and Core Web Vitals.

• **Indexing Issues:** Several blog pages are not indexed by Google despite being crawlable and accessible.

• **Meta Tag Issues:** Some meta titles and descriptions exceed recommended length limits.

• **Low Authority Score:** Despite **12.8K backlinks**, the domain has a low Authority Score (**9**), indicating a need for higher-quality backlinks.

Issues Resolved / Positive Findings

✅ XML Sitemap is properly configured and accessible.
✅ Robots.txt is correctly configured and includes the sitemap URL.
✅ HTTPS and SSL certificate are properly implemented.
✅ Website is mobile-friendly and responsive.
✅ No major crawlability issues were found.