SEO Audit Report

Overview About Koyal.pk :

Koyal.pk is a Pakistan-based digital music and entertainment streaming platform specializing in regional audio and video content. It caters to diverse linguistic audiences including Urdu, Punjabi, Sindhi, Pashto, Saraiki, Balochi, and others.

Target Audience

Regional Language Speakers (Primary Audience)

Languages Covered: Urdu, Punjabi, Pashto, Sindhi, Balochi, Saraiki, Hindko, Gujarati, etc.

Audience Location:

- Domestic: Rural and urban areas across Pakistan where regional languages are spoken.
- International: Overseas Pakistani diaspora interested in regional music and cultural content.

Organic keywords:

Koyal.pk is currently ranking for over 5,700 organic keywords, with several high-performing terms contributing substantial traffic. Below is a summary of the top 5 performing keywords:



Keyword	Intent	Position	SF	Traffic	Traffic %	Volume	KD %	URL	Updated
audio song download	C	2	3	1.9K	6.81	14.8K	54	koyal.pk/audio	Jun 21
punjabi movies download	C	2	3	1.3K	4.55	9.9K	31	koyal.pk/movie/Punjabi	Jun 21
song download	T	9	3	1.2K	4.30	40.5K	52	koyal.pk/audio	Jun 20
mp3 song download	T	6	4	905	3.20	18.1K	57	koyal.pk/audio	Jun 20
saraiki song mp3 download	C I	1	2	752	2.66	1.6K	21	koyal.pk/audio/Saraiki	Jun 24

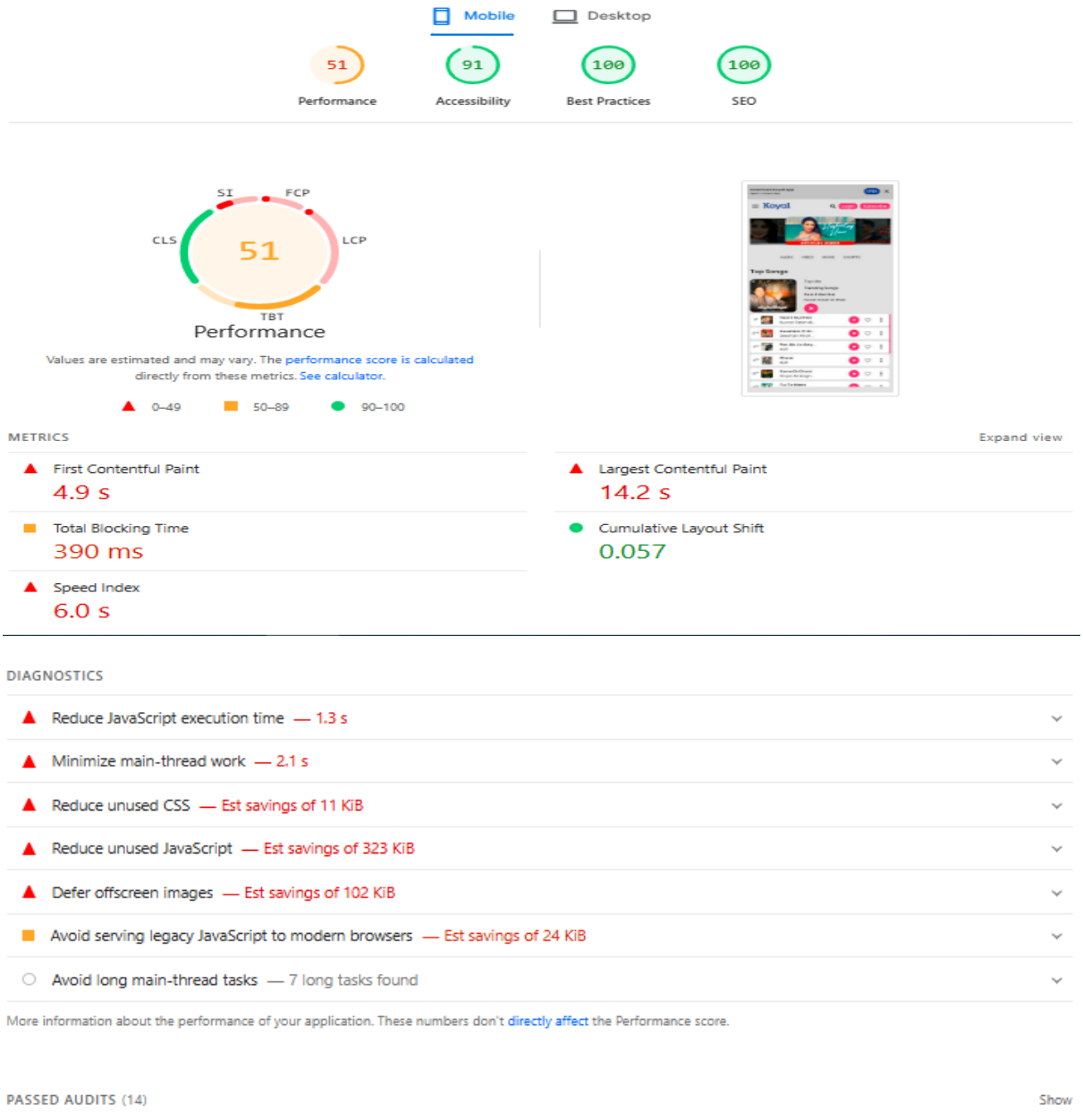
Website Performance:

Core web Vitals:



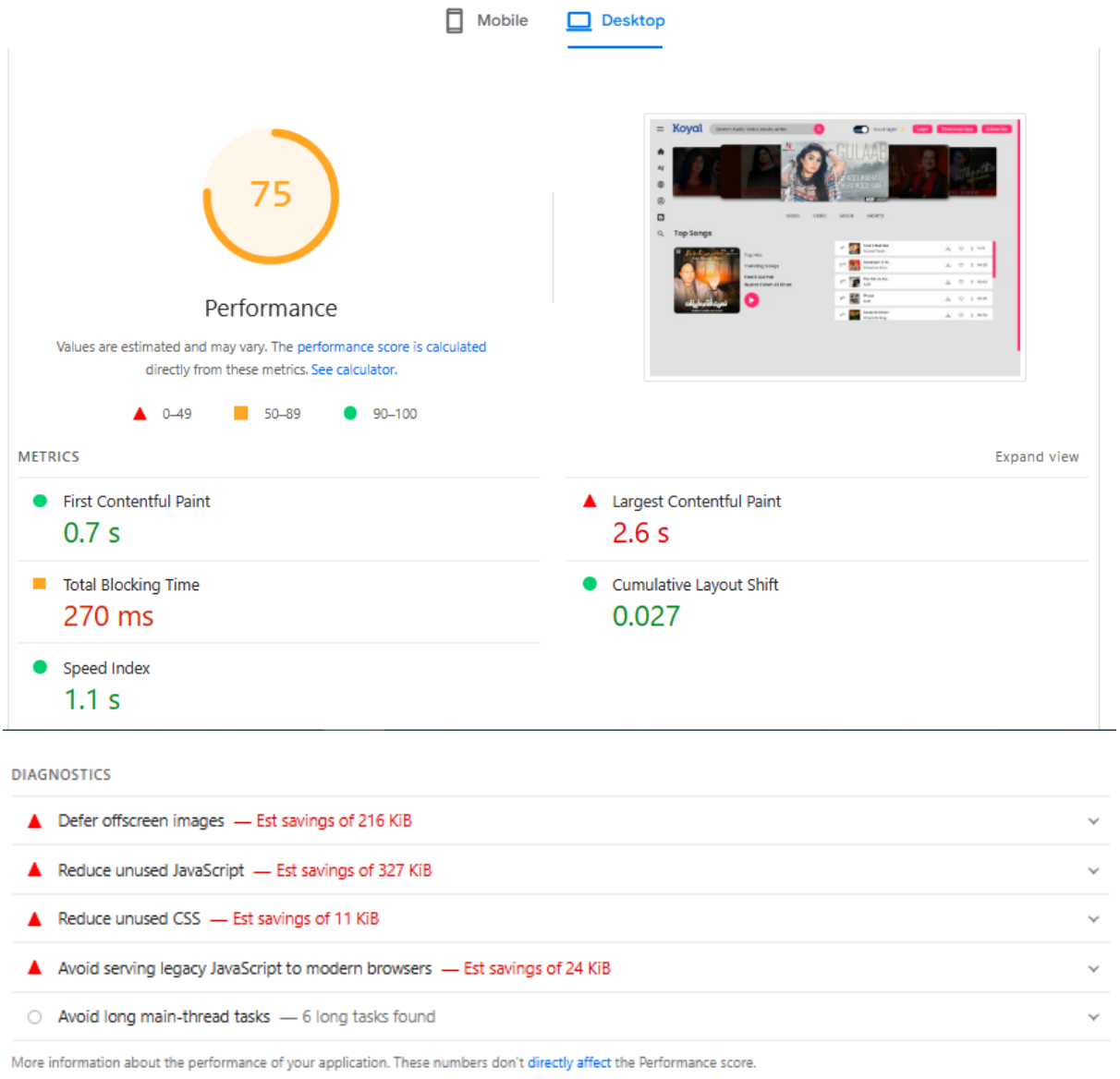
Core Web Vitals for koyal.pk indicate that LCP, INP, and CLS fall in the 'Needs Improvement' range, suggesting room for performance enhancements.

Performance Issues (mobile):



Koyal.pk's mobile performance is affected by heavy JavaScript, long main-thread tasks, and delayed Largest Contentful Paint. Optimizing unused resources and deferring images can enhance mobile load speed.

Performance Issues (Desktop):



Desktop performance is relatively strong, but minor delays in LCP and presence of unused JavaScript/CSS indicate room for further optimization.

Technical Audit:

Sitemap.xml

Sitemap is available at https://koyal.pk/sitemap/sitemap.xml

It is correctly formatted, accessible, and includes all the important URLs needed for proper indexing by search engines.

Robots.txt:

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

It is properly configured, accessible to search engines, and does not block any important pages. The sitemap URL is also correctly included in the file.

Mobile Friendliness:

The website is mobile-friendly and fully responsive.

There are no issues with font size, tap targets, or content width, and it displays well across all screen sizes. However, the **mobile page load speed is slow**, with a low performance score and failed Core Web Vitals. Performance optimization is needed to improve the mobile user experience.

Canonical Tag Issue:

Both paginated URLs below have incorrect canonical tags pointing to the homepage:

- https://blogs.koyal.pk/page/2/
- https://blogs.koyal.pk/page/3/

HTTPS Implementation:

The website uses HTTPS correctly, and all HTTP URLs properly redirect to their HTTPS versions. No insecure pages found.

Recommendation:

- **Fix Canonical Tags**

  URLs like /page/2/ and /page/3/ are pointing their canonical to the homepage.

- **Improve Mobile Page Load Speed**
  - Website is mobile-friendly, but load speed is slightly slow on mobile.
  - Optimize images, minify CSS/JS, and consider using lazy loading.

BROKEN LINKS:

During the audit, multiple broken links were identified across the website. These include:

- **404 Not Found Errors** – Pages that no longer exist.
- **500 Internal Server Errors** – Server-side issues preventing the page from loading.
- **Bad Host Errors** – Domains that are unreachable or incorrectly configured.

These broken links negatively impact both **user experience** and **crawlability**, and should be fixed by either:

- Updating the URLs,
- Redirecting them to valid pages, or
- Removing them entirely.

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

  Meta Description:

  Meta descriptions are present across the site; however, in many instances, their character count exceeds the recommended limit of 155–160 characters.

  Impact:

  - Search engines truncate longer descriptions in SERP (Search Engine Results Pages), resulting in incomplete and less effective messaging.
  - This can lead to a lower click-through rate (CTR), as users may not see the full value proposition in search results.

Heading Structure Issues:

Heading tags across various pages show inconsistent structure, including:

- Non-sequential order
- Duplicate <h2> headings

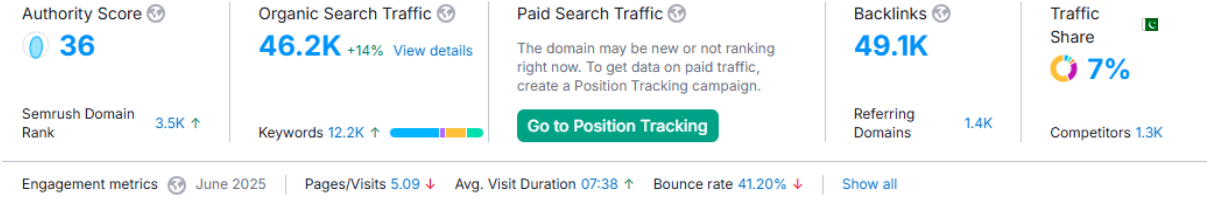
Recommendation :

- Meta Titles: Keep within 50–60 characters to avoid truncation and improve CTR.
- Meta Descriptions: Limit to 155–160 characters for better visibility in search results.
- Headings: Use a proper heading hierarchy (h1 → h2 → h3) and avoid duplicate or skipped tags.

Off-Page Audit:

Domain Overview:

The domain koyal.pk shows stable authority and strong backlink growth. Organic traffic is increasing. Both SEMrush and Moz were used for analysis.



Moz Link Profile Analysis:

Metric	Value
Domain Authority	30
Linking Domains	1.3K
Inbound Links	11.2K
Ranking Keywords	246



Competitor Analysis:

Compared Domains:

- koyal.pk *(Primary domain)*
- thesufi.com
- pendujatt.com

Metric	koyal.pk	thesufi.com	pendujatt.com
Authority Score	**36**	29	23
SEMrush Rank	**3.5K ↑**	5.1K ↓	4.7K ↓
Organic Traffic	**46.2K ↑**	36.4K ↑	4.2M ↓
Organic Keywords	12.2K ↑	25.1K ↓	**354.5K ↓**
Backlinks	49.1K ↑	9.1K	**69.5K ↓**
Referring Domains	**1.4K**	**1.4K**	323

Domain	Authority score	Semrush Rank	Org. Traffic	Org. Keywords	Backlinks	Ref. Domains	Paid Keywords	Paid Traffic Cost
koyal.pk	36	3.5K ↑	46.2K ↑	12.2K ↑	49.1K	1.4K	0	$0
thesufi.com	29	5.1K ↓	36.4K ↑	25.1K ↓	9.1K	1.4K	0	$0
pendujatt.co...	23	4.7K ↓	4.2M ↓	354.5K ↓	69.5K	323	0	$0

Key Takeaways:

- **koyal.pk** leads with the **highest authority score** and a growing traffic trend.
- **thesufi.com** is keyword-rich but has a **lower authority and fewer backlinks**.
- **pendujatt.com** has massive keyword and backlink numbers but is **currently declining**, likely due to quality or penalty issues.

- **koyal.pk** holds **strong backlink diversity**, matching thesufi.com in referring domains but with significantly more backlinks overall

Key Mistakes:

Slow Mobile Speed:

- Mobile performance is poor (you can confirm with PageSpeed Insights).
- This impacts user experience and Google rankings.
  Action: Optimize images, enable caching, and minimize JavaScript.

Meta Title and Description Length Issues:

- Some pages have titles and meta descriptions exceeding character limits.
- Ideal: Title ≤ 60 chars, Description ≤ 160 chars.

Major Issue Found & Resolved:

Two paginated blog URLs were found with incorrect canonical tags pointing to the homepage, which can confuse search engines and cause indexing issues

Broken links:

Review and resolve all broken links to improve technical SEO health and site credibility.

This report highlights the current SEO health of the website along with key issues and recommended actions. Implementing these changes will help improve search visibility, user experience, and overall site performance.