

SEO Company India – Enterprise SEO & AI Visibility Audit Checklist

Prepared for Yourneeds.asia | Technical SEO • AI SEO • Local SEO • Ecommerce SEO • Conversion Optimization

This checklist helps business owners, ecommerce brands, startups, healthcare providers, local service businesses, agencies and enterprise companies evaluate whether their website is prepared for modern SEO, AI visibility, local discovery and conversion-focused growth.

1. Technical SEO Foundation

- ■ Website loads quickly on mobile and desktop
- ■ Core Web Vitals are optimized
- ■ Pages are crawlable and indexable
- ■ Canonical tags are configured correctly
- ■ XML sitemap is updated and submitted
- ■ Broken links and redirect chains are fixed
- ■ Structured data/schema is validated
- ■ HTTPS is enabled across the site

2. Local SEO & Google Business Profile

- ■ Google Business Profile is verified
- ■ Business name, address and phone are consistent
- ■ Primary and secondary service categories are optimized
- ■ Location pages are unique and helpful
- ■ Google reviews are actively managed
- ■ Maps visibility is improving for nearby searches
- ■ Business photos and updates are regularly posted

3. Content & User Intent

- ■ Service pages clearly explain business offerings
- ■ Content answers real buyer questions

- ■ Pages include FAQs and trust-building sections
- ■ Content is useful for both users and search engines
- ■ City and area pages are unique, not duplicated
- ■ Internal links connect related services and locations
- ■ Content demonstrates expertise and experience

4. Ecommerce SEO

- ■ Category pages target search intent
- ■ Product pages contain original descriptions
- ■ Internal linking supports product discovery
- ■ Product schema is implemented
- ■ Images are optimized and compressed
- ■ Conversion paths are visible on product pages

5. AI SEO & Answer Engine Visibility

- ■ Pages contain direct answers to common questions
- ■ Content structure is clear and easy to summarize
- ■ Schema helps search engines understand services
- ■ Definitions, comparisons and FAQs are included
- ■ Brand entity signals are consistent online

6. Conversion & Lead Generation

- ■ Clear CTA buttons are visible above the fold
- ■ WhatsApp, call and contact forms are easy to use
- ■ Trust signals and proof elements are present
- ■ Landing pages focus on business outcomes
- ■ Visitors can quickly understand the next step

7. External Trust & Entity Validation

- ■ Social profiles match business branding
- ■ Google Business Profile links to service pages

- ■ Business information is consistent across citations
- ■ LinkedIn, YouTube and other profiles are active
- ■ Brand mentions reinforce topical authority

Recommended SEO Focus by Business Type

Business Type	Recommended SEO Focus
Corporate / Enterprise	Technical SEO, authority content, reporting, multi-location strategy
Local Businesses	Google Business Profile, local SEO, map visibility, reviews
Ecommerce Websites	Category SEO, product SEO, conversion optimization
Healthcare & Clinics	Local trust, service pages, authority content
Service Providers	Lead generation, city pages, conversion-focused landing pages

Yourneeds.asia helps businesses across India improve search visibility, local rankings, technical SEO, ecommerce SEO, AI visibility and conversion-focused digital growth.

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