

BRAND TOUCHPOINTS · DIAGNOSTIC

SEO health

Foundational SEO infrastructure is missing or misconfigured. Six findings from a live audit of nexteratech.com.

6 findings 2 CRITICAL 2 HIGH 2 MEDIUM

01 CRITICAL

No H1 and no meta description on the homepage

The two most basic on-page signals are absent. Search engines have no primary heading to read and no summary to show in results, on the single most important page.

02 CRITICAL

No Organization or logo schema

The homepage carries WebPage, WebSite and BreadcrumbList markup, but no Organization, logo or sameAs schema. Google cannot build a knowledge panel or connect NextEra to its parents and leadership.

03 HIGH

A contradictory robots.txt, from two SEO plugins

Two SEO plugins run at once, Yoast and All-in-One SEO, each writing its own rules. The result is a robots.txt with two overlapping User-agent blocks that send crawlers mixed signals about what to index, on a site that is already hard to read.

04 HIGH

The sitemap indexes demo and template junk

Thirteen leftover WooCommerce products (a black smart watch, headphones, a vase, shoes), dozens of fake team pages, and the purchased theme's "Nexta by Theme-vally" template pages are all public and indexable.

05 MEDIUM

Typos baked into live, indexable URLs

"Banking, Financil Services and Insuarance", "Businss Relmagination", "Opperate to Thrive" and a truncated "xtEra" are crawled and stored exactly as written.

06 MEDIUM

Thin image and sharing hygiene

Twelve of sixty-three homepage images have no alt text, and the social-share (Open Graph) image is named "Untitled-4.png", weakening accessibility and link previews.