EVIDENCE-LED DIGITAL DISCOVERY AUDIT

AKIJ ECO LIFESTYLE LTD.

Full SEO, AI Visibility &
Website Opportunity Report

Domain: www.akijecolifestyle.com
Assessment date: 30 October 2026
Prepared for: Business and digital leadership
Prepared by: Vynzo Media

A page-specific diagnostic combining the provided Semrush results with a second crawler, live website tests, mobile performance evidence, and measured Bangladesh / US keyword difficulty.

SEARCH GROWTH / TECHNICAL SEO / AI ANSWER READINESS / OCT 2026

01 / STRATEGIC SUMMARY

The opportunity is larger than the current search footprint

Akij Eco Lifestyle has a functioning jute product catalogue and quote pathway, but category navigation, URL duplication, crawl discovery and trust signals currently limit discoverability. The highest-value growth path is buyer-intent landing pages, not indiscriminate blog volume.

77%	251	4.7 s	0
Semrush site health	Semrush errors	Mobile lab LCP	Semrush AI mentions

Immediate decision	Fix the footer category links that display no products, consolidate duplicate host / query URLs, and publish a working sitemap and robots.txt. These are directly observed or cross-validated issues, not theoretical suggestions.

Most meaningful findings

• Technical: robots.txt and two common XML sitemap endpoints returned HTTP 404 in live checks; both apex and www hosts return 200.

• Discoverability: the site offers products, customization, export-quality claims and a quote form, but has not clearly mapped product categories to buyer search terms.

• Commercial friction: legacy footer category URLs are stale; the Shopping Bags link led to a zero-product state while the current slug category listed eight items.

• Authority: Semrush screenshots show ~2.9K backlinks, but their dominant anchor text advertises artificial link-building services.

• AI visibility: Semrush tracks zero mentions/citations for its selected sample; descriptive company/product facts and reliable third-party citations require work.

• Growth: measured Bangladesh keyword searches exist for jute bags, price, manufacturers, tote bags and selected home accessories.

Commercial thesis	Turn the website into a buyer-discovery and quotation system: authoritative category landing pages + specific product specifications + importer/bulk-order proof + fast RFQ + lead-source measurement.

02 / METHOD AND EVIDENCE

Three different types of evidence, kept separate

Provider scores are not interchangeable and do not equal Google Search Console clicks. Counts may overlap across templates and URL variants. No access was provided to GA4, GSC, hosting logs, CRM or backlink disavow history.

Reference	Data / sample	Reliability and constraint
S1 - Semrush Site Audit	30 Oct 2026; mobile; JS rendering disabled; 100/100 capped pages. 77% health, 89% AI health, 251 errors, 486 warnings.	User-supplied screenshot; issue counts represent instances on a capped crawl.
S2 - Semrush Domain / AI	Authority Score 2; referring domains 1.7K; backlinks 2.9K; organic traffic/keywords n/a; AI visibility 0.	Modelled vendor index; n/a is not zero visits; AI 0 only within tracked prompts.
S3 - Semrush anchors	Link type 2.81K follow / 63 nofollow; dominant commercial SEO-link anchor text.	Suspicious profile, not proof of purchase, penalty or malicious intent.
U1 - Independent crawler	133 crawled; health score 36; 283 error instances; 114 warnings; 132 duplicate-title and 132 duplicate-description flags.	Separate crawl logic and host/parameter duplicates; do not average the scores.
U2 - Search and speed	22 Bangladesh + 8 US exact keyword metric queries; device lab speed results.	Monthly volume / difficulty are estimates; mobile metrics are synthetic, not field CrUX.
W1 - Live public checks	Home, products, category filters, product detail, about, catalogues, contact; robots, sitemap and key image endpoints; host redirects.	Read-only public HTTP/HTML review; no form submission or authenticated frontend test.

What cannot be inferred

Neither provider confirms an actual Google manual action, search traffic equal to zero, a real-world conversion rate, field Core Web Vitals status, or who created suspicious backlinks. Those require owner-controlled evidence.

03 / PRIORITISED ISSUE REGISTER

18 practical defects and growth blockers

P0 = fix in the first week; P1 = critical technical or acquisition work in weeks 1-4; P2 = important improvements over 30-90 days. Items marked “review” require an owner-side validation.

ID	Level	Issue / opportunity	Evidence
T01	P0	www / apex both accessible with 200	Direct HTTP checks [W1]
T02	P0	robots.txt and sitemap endpoints 404	Direct HTTP checks [W1]
F01	P0	Footer category links produce empty pages	Bags / Shopping Bags filter mismatch [W1]
T03	P1	Duplicate URL / title / meta clusters	83 Semrush; 132 independent flags [S1,U1]
T04	P1	Quote-form query variations multiply URLs	/contact?product=... indexed in crawl [U1]
T05	P1	Product / filter URL structure weak	Spaces, query strings, inconsistent slugs [W1]
T06	P1	Broken external links in sampled crawl	95 Semrush instances [S1]
B01	P1	Artificial-looking backlink anchors	1,529 + 1,073 backlinks in 2 anchor groups [S3]
S01	P1	No measured non-brand search footprint	Semrush n/a; Ubersuggest 0 in database [S2,U2]
F02	P1	Social icons link to #	Homepage/contact HTML [W1]
F03	P1	Contact email spelling inconsistent	info.ase vs info.aes [W1]
P01	P1	Mobile LCP needs improvement	4.7 s synthetic lab [U2]
C01	P1	Missing dedicated search-target categories	Only parameter-filtered listing [W1]
C02	P2	Product proof and B2B specification depth	Product detail / quote content [W1]
A01	P2	Low tracked AI answer visibility	0 tracked mentions / cited pages [S2]
A02	P2	Structured-data implementation review	Schema not established from sample [W1]
M01	P2	Lead attribution not yet verified	No GSC/GA4/CRM access
I01	P2	English export-market targeting missing	No dedicated country / importer pages [W1]

Interpretation The 132 independent duplicate-title flags include genuinely unique product-title strings: this suggests duplicate host/URL versions are inflating the issue count. Resolve canonical URL architecture before rewriting every product title.

04 / TECHNICAL INFRASTRUCTURE

Make important URLs crawlable, unique and canonical

These fixes concern site-wide URL behavior. They should be applied with automated redirect, canonical and sitemap checks before publication.

T01 / P0 | One canonical HTTPS host

Evidence: https://akijecolifestyle.com/ and https://www.akijecolifestyle.com/ each returned 200. HTTP variants 301 to their corresponding HTTPS host. The homepage HTML sample did not show rel=canonical. [W1]

Business / search impact: Duplicate host content can dilute URL selection, internal consistency and crawl efficiency.

Fix: Choose www or apex; permanently redirect all alternate host/protocol versions; emit self-referencing canonicals; update all internal links, Open Graph URL, sitemap and Search Console property verification.

T02 / P0 | Publish crawl-discovery files

Evidence: GET /robots.txt, /sitemap.xml and /sitemap_index.xml returned HTTP 404 during live checks. Independent crawl also reported a missing sitemap. [W1,U1]

Business / search impact: Search engines can still find links, but discovery and canonical URL inventory are harder to control.

Fix: Create a valid UTF-8 robots.txt, expose XML sitemap at a stable 200 URL, include canonical 200 indexable pages only, submit to Search Console; exclude quote-prefill variants and empty filters.

T03 / P1 | Consolidate duplicate query paths

Evidence: The independent crawler found many /contact?product=ID&name=... versions sharing a contact title/description. The product catalogue also exposes old display-name filters and newer slug filters. [U1,W1]

Business / search impact: Search engines can waste budget on near-identical pages instead of valuable category and product content.

Fix: Use a single canonical /contact for all quote-prefill states; preserve prefill as functional UX but set canonical consistently or pass state without indexable query variants. Use explicit category slugs, 301 old variants where suitable.

T06 / P1 | Repair external destinations

Evidence: Semrush reports 95 broken external-link instances. The exact targets were not exported, so link targets remain a list to validate. [S1]

Business / search impact: Visitors may encounter broken manufacturer proof, social, partner or asset destinations.

Fix: Export all offending links and source pages; fix the template at origin; replace or remove defunct destinations. Verify image and PDF assets separately before removing them.

Acceptance criteria	One 301 canonical host; self-canonical on indexable pages; robots and sitemap return 200; Search Console submitted; no empty category linked from the footer; key pages report no unintended canonical alternatives.

05 / FRONTEND AND CONVERSION QUALITY

Visible pathways that are costing credibility and inquiries

The following are direct source/response observations, not a full browser-interaction or accessibility certification. They should be validated visually on desktop and mobile after code fixes.

F01 / P0 | Footer category links do not match active filter slugs

Evidence: The footer links to /products?category=Shopping%20Bags; this page displayed “Showing 0 of 0 products” and “No products found.” The active /products?category=shopping-bags listing displayed eight products. Similar display-name URLs appear for other categories. [W1]

Business / search impact: A visitor who chooses a category from the footer can be sent to a false out-of-stock/empty state, while search engines crawl duplicate thin pages.

Fix: Update every footer and category card to one canonical slug route; 301 old display-name parameters, or return a helpful normalized result; test each category from header/footer/mobile.

F02 / P1 | Social buttons are placeholder links

Evidence: Homepage and contact-page Facebook, Instagram, LinkedIn and X icons use href="#". [W1]

Business / search impact: Dead social proof weakens trust, outbound discovery and buyer verification.

Fix: Replace with approved official profiles or remove unavailable platforms. Add descriptive labels and verify links open on mobile.

F03 / P1 | Email spelling differs on the contact page

Evidence: The main contact block contains info.ase@akijecolifestyle.com; the footer contains info.aes@akijecolifestyle.com. [W1]

Business / search impact: One address may be mistyped or unused, risking lost buyer inquiries.

Fix: Confirm valid monitored mailboxes with the company. Standardise all text, mailto, PDFs, social profiles and form confirmation messages.

F04 / P2 | Product URL and copy polish

Evidence: Product URLs contain percent-encoded spaces, and one product is displayed as “Executive Messenger Bag.” The product details do include useful dimensions and materials. [W1]

Business / search impact: Unpolished slugs and misspellings reduce search clarity and customer confidence.

Fix: Adopt stable lowercase hyphenated slugs with 301 redirects; proofread product names and specs; preserve distinctive product details while improving titles and structured data.

Positive foundation	Site HTML already includes a descriptive homepage H1, product images with alt attributes, a responsive Bootstrap navigation structure, product detail pages and a multi-field custom quote form. Maintain these strengths while fixing defects.

06 / SPEED AND MOBILE SEO

Desktop is fast; mobile has the clearer usability gap

Independent PageSpeed lab assessment is an isolated synthetic sample. Actual 28-day field CWV should be checked in Search Console / CrUX before stating that the website passes or fails Core Web Vitals.

Lab signal	Desktop	Mobile	Implication
Largest Contentful Paint (LCP)	1.8 s	4.7 s	Improve perceived speed for mobile product buyers.
First Contentful Paint (FCP)	578 ms	2.0 s	Meaningful first paint is slower on mobile.
Speed Index	2.7 s	5.7 s	Longer time until above-the-fold looks populated.
Total Blocking Time	0 ms	0 ms	No material blocking observed in this run.
Cumulative Layout Shift	0.047	0.020	Good lab stability on both devices in this sample.
Redirect overhead	~161 ms	~601 ms	Reduce redirect chain / unnecessary hop.
Unused CSS opportunity	49 KB	~300 ms potential	Defer/remove unneeded styles by template.

Performance actions, ordered by confidence

• Inspect first navigation and protocol/host redirects; unify host before measuring again.

• Optimize mobile hero images for real viewport sizes using srcset / sizes, modern formats and appropriate preload priority.

• Trim unused styles in Bootstrap/Font Awesome/custom files; keep critical styles needed for first paint.

• Check fixed page loader, cursor animation and scroll effects for reduced-motion preference, accessibility and interaction delay; review on low-end Android hardware.

• Lazy-load below-the-fold product imagery and nonessential third-party assets; ensure product cards do not shift while loading.

• Run device field checks on homepage, /products, product detail and /contact after release.

Caution on screenshot Semrush “Core Web Vitals 0%” is a thematic assessment tile, not a verified real-user 0% speed score. The independent lab data above are the appropriate measured device details.

07 / BANGLADESH KEYWORD MATRIX

22 measured keywords with search difficulty

Location: Bangladesh; language: English; provider: Ubersuggest keyword overview, retrieved 30 October 2026. Volume is estimated average monthly Google searches, SEO difficulty (SD) is an index from 0 to 100. The proposed landing pages are strategy, not verified ranking positions.

Target query	BD vol./mo	SEO SD	Landing-page intent	Priority
jute bag	880	19	Category hub	High
jute bag price in bangladesh	260	6	Pricing / quote guide	High
canvas tote bag	140	14	Canvas tote collection	High
jute bag manufacturer in bangladesh	110	6	B2B manufacturer page	Very high
jute bags in bangladesh	90	6	Bangladesh jute hub	High
jute tote bag	90	14	Jute tote collection	High
jute basket	70	19	Basket collection*	Conditional
jute shopping bags	50	13	Shopping bags page	Very high
jute table mat	30	13	Table mat / coaster page	High
eco friendly bags	20	13	Sustainable bags hub	High
jute placemat	20	18	Placemat detail / collection	High
jute shopping bag wholesale	10	5	Bulk shopping bags	Very high
custom printed jute bags	10	5	Custom branding RFQ	Very high
custom jute bags	10	13	Customization page	Very high
jute gift bag	10	14	Gift bags collection	Medium
jute bags wholesale	10	14	B2B wholesale page	Very high
jute storage basket	10	13	Storage category*	Conditional
jute tissue box	10	13	Tissue box detail	Medium
shopping bag manufacturer	10	13	Manufacturer page	High
jute bag supplier bangladesh	0	4	B2B supplier FAQ	Supplement
corporate gift jute bags	0	4	Corporate gifting page	Supplement
sustainable jute products	0	12	Brand pillar page	Supplement

*Only target baskets if this business actually sells the matching product range. Zero in the data means the provider estimates fewer than its reportable threshold, not that no person searches it.

08 / BUYER INTENT AND EXPORT SEARCH

Build clusters around buyers, not just high-volume words

The brand describes export-quality products and offers bulk/custom quotation fields. Bangladesh is the immediate measured search market; US terms below are directional expansion targets to validate against actual distribution, logistics and buyer capacity.

US English keyword	Vol./mo	SEO SD	Recommended page type
jute bags	2,900	30	Educational hub, then product category
custom jute bags	170	25	Private label/customization page
jute bags wholesale	170	28	Wholesale buyer page
jute tote bags wholesale	110	28	Bulk tote collection
jute bag manufacturer	70	20	Manufacturer / capabilities page
jute shopping bags wholesale	10	36	Bulk shopping page
jute basket wholesale	10	13	Only if in catalogue
sustainable promotional bags	10	13	Corporate merchandise landing page

Keyword selection logic

• First 30 days: prioritize SD 5-19 keywords with strong category fit, e.g., manufacturer in Bangladesh, price, jute shopping bags, tote bags.

• Lead intent beats reach: “jute bag manufacturer in bangladesh” (110 / SD 6) may produce fewer visits than “jute bag” (880 / SD 19), but aligns more directly with wholesale inquiry intent.

• No keyword stuffing: one main intent per landing page, related phrases integrated naturally, clean unique copy and visible RFQ path.

• Export targeting: publish US/UK pages only with real lead times, MOQs, materials, compliance, Incoterms and shipping capabilities verified by operations.

• Bangla and local spelling: research Bengali equivalents in a separate Bangladesh/Bengali dataset before launching translations; no Bangla volumes are inferred here.

Opportunity ranking

The high-interest 4-page launch set is (1) jute bag manufacturer Bangladesh, (2) jute bag price / bulk quotation, (3) jute shopping bags, (4) jute tote bags. Each should offer an obvious route to catalogue / product / quote.

09 / LANDING-PAGE ARCHITECTURE

A concrete URL and content plan for organic entry points

Keep routes short, descriptive and independent from filter query strings. The URLs below are proposed—not existing pages—to be implemented with the site owner and redirected carefully from any overlapping URL.

Proposed page / template	Target keyword cluster	Must-have information / CTA
/jute-bag-manufacturer-bangladesh/	jute bag manufacturer in bangladesh; shopping bag manufacturer	Manufacturing facts, product ranges, MOQ, customisation, export process; request quote.
/jute-bags/	jute bag; jute bags in bangladesh	Category intro, size/material variations, product cards, buyer FAQs, internal links.
/jute-bag-price-bangladesh/	jute bag price in bangladesh	Clear price factors, sample order process, quantity breaks if authorised; RFQ.
/jute-shopping-bags/	jute shopping bags; shopping bag wholesale	Reusable bag specs, handles, print options, target buyers; bulk inquiry.
/jute-tote-bags/	jute tote bag; canvas tote bag if relevant	Image-rich size/material comparisons, related styles, catalogue download.
/custom-jute-bags/	custom jute bags; custom printed jute bags	OEM/private-label options, approved photos, artwork process, lead time.
/wholesale-jute-bags/	jute bags wholesale; jute shopping bag wholesale	MOQ, carton packing, export capabilities, shipping inquiry, certifications.
/jute-home-accessories/	jute placemat; jute table mat; jute tissue box	Coasters / tableware / tissue box product pathways and descriptive content.
/product/[stable-slug]/	exact individual product name and materials	Dimensions, fabric, finishing, colours, gallery, stock/availability status, quote.

Suggested metadata examples

Manufacturer title: Jute Bag Manufacturer in Bangladesh | Akij Eco Lifestyle

Manufacturer description: Explore Akij Eco Lifestyle jute bags and custom bulk options in Bangladesh. Compare materials, product types and request an export or corporate quotation.

Shopping title: Jute Shopping Bags & Reusable Totes | Akij Eco Lifestyle

Pricing title: Jute Bag Price in Bangladesh | Sizes & Bulk Quotes

Editorial condition

Do not invent factory capacity, sustainability certificates, shipping lead times, wholesale prices or international standards. Obtain documented proof before putting such claims into metadata, pages or structured data.

10 / VISITOR-GENERATION OPPORTUNITIES

Six initiatives with direct paths to traffic and inquiry

These programs are sequenced by intent and time-to-value. The goal is qualified quote starts and export inquiries, not vanity ranking volume.

Step	Execution	Expected mechanism	Time horizon
01	Fix broken category destinations	Update shared footer and menus; expose eight products where the shopping category currently looks empty.	Immediate navigation recovery
02	Google-indexable product category landing pages	Build helpful jute bags, shopping bags, tote bags and custom printing pages with internal links.	Search entrance + category visits
03	Manufacturer and wholesale lead capture	Dedicated manufacturer/B2B page with operational proof, MOQ, quote CTA and downloadable spec pack.	Higher-intent business visitors
04	Product comparison / price guidance	“Jute bag price in Bangladesh” guide with quote factors and materials; link to products.	Capture 260 estimated searches/month
05	Export-ready catalogue acquisition	Index an HTML catalogue landing page for each collection; PDFs supplement rather than replace crawlable product copy.	Long-tail discovery + buyer evaluation
06	Earn credible mentions and links	Use verified Akij-group pages, sector associations, trade directories, sourcing catalogues and buyer publications.	Brand trust + referral visitors

Content topics likely to help pre-qualification

- Jute vs canvas vs nonwoven shopping bags: use cases, printing, reuse and maintenance (fact-check materials).
- MOQ, sample requests and bulk packaging: what buyers should prepare for a jute bag quotation.
- How to choose custom logo printing for jute bags: colours, artwork and handle options.
- Jute bag sizes for corporate events, retail packaging and conferences.
- Product care: how to clean and store jute bags without damage.

Traffic model caveat

The keyword volumes are individual search estimates and overlap semantically. They must not be summed as a forecast, nor converted to “guaranteed visits.” Use GSC impressions/CTR and actual RFQ conversion to calculate outcomes.

11 / AUTHORITY AND BACKLINK INTEGRITY

Link volume looks disproportionate to earned trust

Semrush attributes ~2.9K backlinks across ~1.7K referring domains but shows Authority Score 2 and no organic-traffic figure. A separate index found 146 backlinks / 111 referring domains (DA 8): different crawlers and sampling explain the discrepancy; neither count is ground truth.

Semrush anchor (abbreviated)	Backlinks	Referring domains	First seen
get higher rankings with expert seo backlinks ...	1,529	1,513	15 Sep 2026
advanced niche edit links ... increase trust flow	1,073	55	14 Sep 2026
high quality dofollow backlinks ... PBN network	194	94	29 Jun 2026
akijecolifestyle.com	60	56	4 Mar 2026
guest posting helped ... top 3 ranking	15	15	12 Oct 2026

Example domains visible in the user-supplied sample

dacreativevideo.com, advanced-seo.com, archive-hu.com, backlinkcheck.site and a “domain-rating-repository” subdomain on a .shop site. Many displayed anchor phrases advertise SEO services, rather than jute products. [S3]

B01 / P1 | Link manipulation risk review

Evidence: The anchor distributions and source names are inconsistent with ordinary industry/editorial references. Separately, the second tool shows a smaller link sample, highlighting index variation. [S3,U2]

Business / search impact: Potentially low-trust sources can fail to help rankings; they may also complicate link-quality assessments. No manual-action or penalty finding is established.

Fix: Export backlink rows from GSC and at least one crawler; group source patterns; identify what the business can remove; assess whether links are actually manipulative and harmful before any disavow; build relevant citations from real industry sources.

Do not automate disavow

Google warns that the disavow tool is advanced and should be used cautiously. Avoid blanket disavow of all low-authority domains; first verify link provenance, manual-action signals and owner history.

12 / AI SEARCH, AEO AND ENTITY TRUST

Give answer engines verifiable facts they can use

Semrush reports AI Visibility 0, 0 mentions and 0 cited pages across the limited tracked provider sample (ChatGPT, Google AI Overviews, AI Mode and Gemini). This means no visibility in that sample, not that the brand is invisible to every AI response.

Current signal	Meaning	Practical action
Site AI Search Health 89% [S1]	A crawler-defined technical AI-readiness score, not citation frequency.	Solve underlying URL integrity and descriptive product content first.
AI visibility/mentions/citations 0 [S2]	No detection under Semrush sample prompts.	Establish monthly tracked questions with manual validation.
llms.txt missing [S1]	Vendor advisory, not a Google requirement.	Optional after fundamentals; do not divert engineering from robots/sitemap.
Markup n/a [S1]	No authoritative schema-coverage conclusion.	Inspect rendered JSON-LD and Rich Results, then implement correct types.
Product detail content exists [W1]	Dimensions/materials and descriptive copy can support answers.	Add consistent facts, FAQs, stable canonical URLs and named citations.

Priority AEO deliverables

• Entity/about: verified legal name, Akij affiliation (where documented), address, contact, manufacturing and export scope; connect accurate external profiles.

• Product facts: materials, dimensions, finish, use cases, customisation range, MOQ (if known) and product imagery, in visible HTML.

• Structured data: Organization, BreadcrumbList and accurate Product on individual detail pages; use ItemList or CollectionPage as appropriate for catalogues. Do not fabricate review stars, offers or inventory.

• Question-led sections: “Can jute bags be custom printed?”, “What is the typical bulk-order process?”, “What materials and handles are offered?” with precise owner-approved answers.

• Citation outreach: genuine export directories, jute/handicraft associations, relevant Akij web properties and reputable sourcing publications.

• Prompt measurement: log answer inclusion and sources for branded, manufacturer and custom-bag queries in Bangladesh and target export markets.

Official search guidance

Google AI features use the existing Search technical foundations and standard search eligibility; an llms.txt file alone is not an established visibility requirement. Focus on accessible original content and factually accurate structured data.

13 / IMPLEMENTATION ROADMAP

90 days to convert search visibility into leads

Owners are suggested workstreams. Priority sequencing assumes access to the CMS, Search Console, analytics and a contact-form owner who can test lead delivery.

Period	Deliverables	Owner	Definition of done
Days 1-7	Canonical host / redirects; robots.txt + XML sitemap; footer category links; verify both email addresses; replace # social links.	Dev + operations	200 canonical, 301 alternates; valid XML; each category shows correct products; verified contact pathways.
Days 8-21	Resolve contact query URL duplication; title/meta/canonical templates; links/exported 4xx; create GSC + GA4 + RFQ events; mobile speed fixes.	SEO + dev	No material duplicate contact/filter templates; key clicks and quote submits recorded.
Days 22-45	Publish manufacturer, shopping-bag, tote-bag and custom-jute pages; strengthen 10 priority products.	SEO + content + product	Indexable unique pages with documented facts, proper imagery, structured data and working RFQ.
Days 46-60	Publish price / MOQ guide, category internal links, rich FAQs and downloadable catalogue landing pages.	SEO + sales	Fresh GSC query impressions and qualified page-to-quote paths measurable.
Days 61-90	Authority outreach, AI prompt tracking, export-market tests, CTR optimization and technical re-crawl.	SEO + PR + growth	Lead-quality and non-brand visibility report by page and acquisition source.

Tracking dashboard: what leadership should actually see

• GSC: indexed canonical pages; non-brand impressions, clicks, CTR and average positions by category / query group.

• GA4: organic landing sessions, product-detail views, quote-page views, form starts, successful form submits and catalogue downloads.

• CRM: qualified RFQs, country, estimated order quantity, category, lead-source and eventual sales-qualified status.

• Operational: failed form submissions, delivery-to-inbox testing, broken internal links, 404s and mobile CWV field status.

• AI: frequency of mention/citation for a fixed 15-20 prompt list; cited URL, competing brands and response accuracy.

Reporting cadence — Weekly technical and search dashboard for 8 weeks; monthly qualified-lead, content and AI-citation review thereafter. Use the pre-fix baseline as the comparison period; avoid promising a fixed uplift.

14 / IMPLEMENTATION ACCEPTANCE CHECKLIST

A handoff your team can test

A concise set of checks for the website owner, development partner and SEO lead to sign off before declaring issues closed.

Test	Acceptance requirement
Canonical domain	HTTP, HTTPS, www, apex tested; one 200 indexable URL and 301 on alternatives.
Crawling	robots.txt and sitemap.xml return 200; sitemap lists only proper canonical pages.
Query strings	/contact?product=... and obsolete category parameters do not compete as indexable duplicates.
Category integrity	Header, footer and mobile category links show intended products and offer quote options.
Metadata	Homepage, products, about, contact, categories and product detail templates have appropriate unique title/meta and H1.
Assets	Visible imagery, downloadable PDFs, social destinations and critical links tested.
Contact accuracy	Both email spellings checked; correct one everywhere; form delivery confirmed via legitimate test.
Accessibility	Keyboard navigation, labels, alt text, reduced motion and readable mobile interactions manually checked.
Speed	Mobile hero, CSS and redirect remediation retested in multiple runs; GSC field metrics monitored.
Search/AI	GSC and GA4 verified; selected structured data validated; tracked prompt set documented.
Link risk	Relevant backlink export reviewed; no broad disavow without provenance and issue evidence.
Conversion	Quote submit, telephone/email click and catalogue download events verified end-to-end.

Owner-side access required

Google Search Console, GA4 (including events), CMS/admin, server access, analytics consent setup, authoritative product catalogue and contact verification. None of these systems were accessed as part of this report.

15 / REFERENCE APPENDIX

Links, audit samples and source interpretation

The client-provided Semrush screenshots are the original source for the Semrush counts. Live URL evidence and independent metrics were checked on 30 October 2026. URLs below are public references, not a substitute for the export of each provider issue row.

ID	Source / endpoint	URL
W1	Live homepage	https://www.akijecolifestyle.com/
W2	Products listing	https://www.akijecolifestyle.com/products
W3	Active shopping filter	https://www.akijecolifestyle.com/products?category=shopping-bags
W4	Legacy shopping filter	https://www.akijecolifestyle.com/products?category=Shopping%20Bags
W5	Representative product	https://www.akijecolifestyle.com/product/Jute%20Shopping%20Bag
W6	Contact	https://www.akijecolifestyle.com/contact
W7	Catalogues	https://www.akijecolifestyle.com/catalogues
W8	Robots endpoint (404)	https://www.akijecolifestyle.com/robots.txt
W9	XML sitemap endpoint (404)	https://www.akijecolifestyle.com/sitemap.xml
W10	Sitemap index endpoint (404)	https://www.akijecolifestyle.com/sitemap_index.xml
G1	Google Search Central / AI search	https://developers.google.com/search/docs/appearance/ai-features
G2	Google Search Central / sitemaps	https://developers.google.com/search/docs/crawling-indexing/sitemaps/overview
G3	Google Search Central / canonicalisation	https://developers.google.com/search/docs/crawling-indexing/consolidate-duplicate-urls
G4	Google disavow guidance	https://support.google.com/webmasters/answer/2648487

Interpretive notes

• The provided Semrush screen has a 100-page cap, so the issue totals are not the complete website inventory.

• The second crawler examined 133 URLs and marks almost every title duplicate; URL host and quote parameters plausibly inflate this signal.

• A provider reporting organic traffic “n/a” or “0” is a database estimate; only Search Console and GA4 can establish actual traffic.

• Keyword volume and SD are location-specific snapshots; rankings and clicks will vary by device, language, history and time.

• The site’s own general sustainability and export-quality assertions should be supported with documentation before amplifying them in SEO, AI or advertising.

Final recommendation Start with a two-week technical and conversion repair sprint. Then launch the four high-intent jute landing-page clusters and measure qualified RFQs. That sequence offers the clearest path from current website defects to meaningful visitor and lead growth.

FINAL / DECISION PAGE

Priorities for leadership approval

The work can be commissioned in independent modules, but technical URL integrity should precede the larger content rollout.

Workstream	Near-term outcome	Suggested priority
Website integrity	Canonical redirects; sitemap; query deduplication; working categories, contacts and social links	Fund immediately
Search-intent architecture	Manufacturer, pricing, shopping, tote and wholesale keyword routes	Approve content build
Product conversion	Structured product specs, buyer reassurance, RFQ and analytics	Implement in parallel
AI / authority	Verifiable entity facts, structured data, industry citations, prompt tracking	Phase after foundations

Success is qualified discovery, not just an improved tool score.

At day 90, the strongest evidence of success will be growth in non-branded search impressions and clicks to category and manufacturer pages, fewer zero-product visits, faster mobile experience, and more attributable, qualified requests for quotation.

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END OF REPORT