SEO Audit Report – TaurusMKS

Audited: June 23, 2025
Business Focus: Manufacturer of electrical test and measuring equipment based in Bangalore, India.

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1. Technical SEO

SSL & HTTPS

- **Status:** Secure with valid SSL certificate (HTTPS enabled).

- **Issue:** Mixed content warnings are not present — ✔️ Good setup.

Sitemap & Robots.txt

- **robots.txt** is accessible at: https://taurusmks.com/robots.txt

    o **Issue:** Empty file – not guiding crawlers or blocking unimportant content.

- **No sitemap.xml found**

    o **Recommendation:** Create and submit a sitemap to Google Search Console for better indexation.

Mobile-Friendly

- Responsive layout detected; however:

    o **Issue:** Certain text and images are misaligned on mobile (esp. banner images).

    o **Recommendation:** Adjust padding and margins in the hero section for mobile viewports.

Page Speed (Based on real-time tests)

- Homepage loads in ~3.5s on 4G — acceptable, but not ideal.

- Key issues:

    o Unoptimized image sizes (some > 1MB)

    o No lazy-loading for below-the-fold images

    o CSS not minified

2. On-Page SEO

Homepage

- **Title tag:** "Taurus MKS – Innovative Electrical Test Equipment for Your Precise Needs"

    o Too generic; no keywords like "fault locator", "insulation tester", or "Bangalore"

    o **Suggested:** "Taurus MKS | HV Fault Locators & Electrical Calibration – Bangalore, India"

- **Meta description:** Missing entirely in HTML source

    o **Recommendation:** Add custom meta description for homepage and all product pages.

Headers & Structure

- **Issue:** Multiple <h1> tags on the homepage (bad for SEO hierarchy).

    o Correct use: One <h1> per page, others should be <h2> or <h3>

Image SEO

- Images lack alt attributes (e.g., banner images and product cards).

    o **Fix:** Use descriptive alt tags like "Digital Fault Locator Taurus MKS".

3. Content & Keyword Strategy

Overall Content Quality

- **Strengths:**

    o Product descriptions are available for many devices (e.g., Earth Fault Locator, Power Supply Units).

    o Clear contact information and a downloadable product brochure.

- **Weaknesses:**

    o Text on the homepage is minimal and vague ("Designed & developed indigenously...")

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      ○   No internal blog or articles (missed SEO opportunity)

Missing Keywords

- No mention of major target phrases:

    ○ "HVDC fault locator"

    ○ "electrical testing equipment Bangalore"

    ○ "earth resistance tester India"

- **Recommendation:** Add product-focused landing pages and blog content using these keywords.

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4. Off-Page SEO & Authority

Backlinks & Authority (Sample Check)

- Domain rating is **low**; limited backlinks.

- Some mentions from product directories, but no links from:

    ○ Industry associations

    ○ Publications or engineering blogs

Recommendations:

- Collaborate with calibration labs, power companies, and LinkedIn industry groups to build contextual backlinks.

- Publish 3rd-party guest posts or case studies.

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5. Local SEO

Google Business Profile

- **NOT FOUND.**

    ○ Huge missed opportunity.

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- o Should be listed with keywords like:

   "Electrical Testing Manufacturer Bangalore"
   "Fault Locator Calibration Services Bangalore"

Location Pages

- No dedicated landing page for Bangalore operations

  - o Consider creating a location-based service page

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6. UX & Conversion

- Contact form is present but buried under the "Contact" tab — no sticky CTA.

- Product page structure is confusing: product images, specs, and descriptions are in disjointed sections.

Recommendations:

- Add clear CTAs like:

  - o "Get a Quote"

  - o "Download Datasheet"

  - o "Schedule a Demo"

- Use heatmap tools (like Hotjar or Microsoft Clarity) to identify drop-off points.

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7. Analytics & Tracking

- No evidence of:

  - o Google Analytics

  - o Google Search Console

  - o Tag Manager

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- **Recommendation:** Install GA4 + GSC and set up basic goal tracking (e.g., contact form submissions, brochure downloads)

Action Plan Summary

Area	Task	Priority
Technical	Fix sitemap and robots.txt	High
Speed	Compress images & lazy load	High
On-Page SEO	Optimize all title/meta tags	High
Content	Add blog + keyword-rich product pages	Medium
Local SEO	Create & optimize Google Business Profile	High
Backlinks	Outreach to relevant industry sites	Medium
Analytics	Install GA4 + Search Console	High