

# Technical SEO & Performance Audit

**Target Domain:** <https://annapurnayojanawb.com/>

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**Date of Audit:** July 2026

**Tech Stack Environment:** Astro Framework (Static Site Generation), Decap CMS

## 1. Executive Summary & Business Impact

This audit evaluates the technical SEO foundation, on-page optimization, and architectural performance of [annapurnayojanawb.com](https://annapurnayojanawb.com/). The portal was engineered utilizing a modern Jamstack architecture (Astro + Decap CMS) specifically to achieve maximum performance and uncompromising security.

### Key Achievements Highlighted in this Audit:

- Viral Traffic Acquisition:** Captured **5,000+ organic clicks in a single day** within the first month by hijacking short-term government scheme trends identified via Google Trends and Search Dorks.
- Flawless Performance:** Achieved an **80+ PageSpeed Insights Score** and a **100% Core Web Vitals pass rate**.
- Architecture Validation:** The transition to a statically generated environment successfully eliminated JavaScript bloat, directly correlating to rapid indexing and sustained top-tier SERP rankings.

## 2. Crawlability & Indexability (Technical Foundation)

A flawless crawl foundation ensures search engine bots can efficiently discover and render content without exhausting crawl budget.

### 2.1 Canonicalization & Duplication

- Implementation:** Self-referencing canonical tags (`<link rel="canonical" href="...">`) are dynamically generated on all pages.
- Status:** **[PASS]** Zero duplicate content issues detected. URL parameters (if any) are properly handled.

### 2.2 Robots Directives & Crawl Budget

- Implementation:** `robots` meta tag is correctly configured as `max-image-preview:large, index, follow`, giving clear crawling instructions while ensuring rich image snippets are eligible for Google Discover.
- Status:** **[PASS]** Optimal crawl budget utilization.

## 3. On-Page Optimization & Semantic Architecture

### 3.1 Metadata (Title & Description)

- Title Tag:** Annapurna Bhandar Yojana West Bengal 2026: Official Website, Apply online, Status Check, List & Online form
  - Analysis:** Highly optimized for long-tail, informational, and transactional intents. Length is appropriate for desktop/mobile truncation limits.
- Meta Description:** Official information portal for Annapurna Yojana West Bengal including registration process, eligibility, documents and latest updates.
  - Analysis:** Compelling, CTR-focused copy containing primary entities.
- Status:** **[PASS]**

### 3.2 Heading Hierarchy (H1-H6)

- Implementation:** Strict logical hierarchy maintained. A single, keyword-rich `<h1>` per page, followed by sequential `<h2>` and `<h3>` tags delineating content clusters.
- Status:** **[PASS]** The semantic structure allows Google's NLP algorithms to easily parse topical relevance.

## 4. Performance & Core Web Vitals (CWV)

The decision to utilize **Astro** for static HTML generation provides a massive competitive advantage in performance metrics.

### 4.1 Largest Contentful Paint (LCP) & Cumulative Layout Shift (CLS)

- Analysis:** LCP occurs well under the 2.5-second threshold. CLS is maintained near 0.00 by utilizing reserved aspect ratios for images and CSS grid structures.
- Status:** **[PASS - 100%]** Fully compliant with Google's Page Experience Update.

### 4.2 Mobile-First Indexing Readiness

- **Analysis:** Fully responsive design utilizing CSS flexbox/grid. Touch targets are appropriately sized, and viewport configurations are correct.
  - **Status:** [PASS]
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## 5. Structured Data & Rich Snippet Eligibility

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Implementing JSON-LD schema markup is critical for helping search engines understand entity relationships.

### 5.1 Deployed Schemas

- **WebSite & Organization:** Injected directly into the `<head>`, validating the site as a distinct, authoritative entity.
- **BlogPosting / Article:** Deployed across content pages to capture rich snippets in the SERPs, enhancing CTR.
- **Status:** [PASS] Code validates perfectly in Google's Rich Results Test with zero warnings.

### 5.2 Social Graph Data (Open Graph & Twitter Cards)

- **Implementation:** Dynamic `og:title`, `og:image`, and `twitter:card` tags are properly mapped, ensuring high engagement when URLs are shared across social networks or messaging apps (e.g., WhatsApp).
  - **Status:** [PASS]
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## 6. UX Signals & Accessibility (A11y)

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Google increasingly rewards sites that prioritize user experience and accessibility (WCAG compliance).

### 6.1 Localization & UI Features

- **Translation Widget:** Native English-to-Bengali translation caters directly to the regional user base, drastically reducing bounce rates.
  - **Accessibility Toggles:** Integration of Screen Reader Access, Dynamic Font Resizing (A+/A-), and High-Contrast (Dark/Light) modes.
  - **Status:** [PASS - Exceptional] These features provide massive positive user-interaction signals to search engines.
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## 7. Strategic Recommendations (Phase 2 Roadmap)

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While the site's technical health is currently at an industry-leading standard, the following steps are recommended to secure long-term topical authority:

1. **Implement FAQPage Schema:** Wrap the existing FAQ section in JSON-LD `FAQPage` markup to dominate "People Also Ask" (PAA) SERP features.
  2. **Deploy BreadcrumbList Schema:** Introduce breadcrumbs for localized pages (e.g., `/kalimpong/`, `/uttar-dinajpur/`) to enhance internal linking structure and improve SERP appearance.
  3. **Image Alt-Text Audit:** Conduct a sweep of all newly uploaded Decap CMS media assets to ensure descriptive, keyword-mapped `alt` tags are consistently applied.
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