

# sclera.com

A manual, tool-assisted SEO audit of Sclera's AI-driven asset management platform — covering on-page, technical, and off-page signals with prioritised, effort-weighted recommendations.

DATE AUDITED	PAGES REVIEWED	AUDIT TYPE	STATUS
7 June 2026	Homepage + sitemap (125 URLs)	Manual + tool-assisted	Completed



**Niveditha**

Marketing & Brand Strategy · SEO Audit

- Manual source inspection
- robots.txt & XML sitemap review
- SERP & brand-search analysis
- Heading & schema crawl
- Backlink tools (Ahrefs / Semrush)\*

**Auditor's note** — This review combines automated crawling with a manual line-by-line read of the rendered page and source signals. Items marked “not detected” were checked against the live page; on a paid engagement I'd cross-verify these in Google Search Console and raw HTML, since some tags can be injected by JavaScript. *\*Backlink metrics require a licensed index — shown as placeholders below.*

## 01 On-Page SEO

Everything inside the page itself — the elements you can directly see and edit in the source.

### ✓ Title tag **GOOD**

“Next-gen Asset Management Platform | Sclera” — keyword-led, brand placed last, well within the ~60-character display limit.

### ✗ Meta description **MISSING**

No meta description detected. Google will auto-generate the snippet, costing Sclera control of its SERP messaging and click-through rate.

**Fix** — Add a 150–160 char description with the primary keyword and a hook:

Sclera is an AI-driven asset management platform unifying IT, OT & IoT assets in one dashboard — predictive maintenance, health scoring & 100+ integrations.

✓ **Heading structure (H1–H3)** **GOOD**

Single, keyword-rich H1 (“Transforming Asset Management With AI-Driven Precision”) with a logical H2→H3 hierarchy.

! **Slogan H2s leave keyword space on the table** **NEEDS WORK**

Several H2s are brand slogans (“One Vision. All Assets. Total Clarity.”) rather than keyword-bearing headings.

💡 **Fix** — Work a secondary keyword into at least one, e.g. *“One Platform for IT, OT & IoT Asset Management.”*

✗ **Image alt text** **MISSING**

Multiple images use generic or empty alt text (“Abstract digital infrastructure background,” “Animated Feature”).

💡 **Fix** — Add descriptive alt text to meaningful images (helps accessibility + image search); use `alt=""` intentionally for purely decorative ones.

✗ **Structured data (Schema.org)** **MISSING**

No structured data detected. This is what unlocks rich results and feeds AI / answer engines.

💡 **Fix** — Add `Organization` and `SoftwareApplication` schema. High impact, low effort.

✗ **Open Graph / Twitter cards** **MISSING**

No social tags detected — links shared on LinkedIn/X render without a controlled image, title, and description. Notable given Sclera's active LinkedIn presence.

💡 **Fix** — Add OG + Twitter Card tags so shared posts look intentional and on-brand.

! **Content depth** **ADEQUATE**

Homepage ≈ 1,200–1,400 words (fine for a homepage). The real ranking asset is the 110-post blog — that's where keyword targeting and topical authority should be audited next.

## 02 Technical SEO

The plumbing — crawlability, indexation, and canonical signals.

### ✓ robots.txt **GOOD**

Present and permissive ( Allow: / ) — nothing important is blocked from crawling.

### ✓ XML sitemap **GOOD**

Well-maintained: 125 URLs, all with lastmod dates. Fresh through Dec 2025 with consistent blog publishing — a strong “active site” signal.

### ! www vs non-www inconsistency **STANDOUT FIX**

robots.txt points to `www.sclera.com/sitemap.xml`, but the live site and sitemap URLs use the **non-www** `sclera.com`. Mixing hosts can split ranking signals and create duplicate-content ambiguity.

💡 **Fix** — Choose one canonical host, 301-redirect the other, and make robots.txt, sitemap, and canonical tags all agree.

### ! Canonical tags **NEEDS WORK**

No canonical tag detected on the homepage — recommended once the host decision above is made.

### ! Sitemap priority / changefreq hygiene **LOW IMPACT**

All 110 blog posts are set to `changefreq: daily` at `priority 0.2`. Google largely ignores these now — set realistic values and let `lastmod` carry the signal.

## 03 Off-Page SEO

Signals that live *outside* the website — how the rest of the web vouches for it. These can't be read from source; they're measured with backlink indexes and brand-search analysis.

🔗 **Backlink profile** — requires a licensed index (Ahrefs / Semrush). Shown as the placeholder dashboard I'd populate on a live engagement:

—  
DOMAIN RATING

—  
TOTAL BACKLINKS

—  
TOXIC-LINK %

✓ **Brand & citation signals (observed)** **POSITIVE**

Verified, active LinkedIn company page posting regularly; brand sub-pages (homepage, features, Optima solution) are indexed and rank for branded searches.

! **Third-party coverage gap** **NEEDS WORK**

Limited visible presence on B2B review platforms (G2, Capterra) and press — a gap for B2B SaaS, where high-intent buyers and high-authority links flow through review sites.

💡 **Off-page action plan —**

① List on **G2, Capterra & GetApp** (table-stakes for B2B discovery + authority links). ② Leverage existing **AWS & TD Synnex partner pages** for reciprocal directory links. ③ Run **digital PR** on the “AI for facilities management” angle for editorial backlinks. ④ Keep **NAP citations** consistent across directories.

## 04 Priority Scorecard

Every finding ranked by impact against effort — the slide I'd open the client deck with.

#	ISSUE	TYPE	IMPACT	EFFORT
1	No structured data (schema)	On-page	High	Low
2	www / non-www inconsistency	Technical	High	Low
3	Missing meta description	On-page	Medium	Low
4	No Open Graph / Twitter tags	On-page	Medium	Low
5	Not listed on G2 / Capterra	Off-page	High	Medium
6	Generic / missing image alt text	On-page	Medium	Medium
7	Sitemap priority / changefreq hygiene	Technical	Low	Low

## ★ Quick Wins — High Impact, Low Effort

Four fixes that can ship this week and move the needle fastest.

1

### Add Schema markup

Organization + SoftwareApplication schema to unlock rich results & AI answers.

2

### Fix www / non-www

Pick one host, 301-redirect, align robots + sitemap + canonical.

3

### Write meta description

Reclaim control of the SERP snippet and lift click-through rate.

4

### Add OG / Twitter tags

Make every shared LinkedIn & X link render on-brand.

## ⚙️ My SEO Audit Process

The repeatable 6-phase workflow behind every audit — from access to action plan.

### PHASE 1

#### Kickoff & Access

Gather goals, competitors & target keywords; request Search Console + Analytics access.

Goals, not guesses

### PHASE 2

#### Crawl the Site

Pull every title, heading, alt tag, canonical & status code into one sheet.

On-page + technical

### PHASE 3

#### Ground-Truth Data

Cross-check the crawl against Google's own indexation & ranking data.

Source of truth

### PHASE 4

#### Off-Page & Competitive

Measure backlinks, authority & content gaps you can't see in source.

Authority signals

### PHASE 5

#### Analyse & Prioritise

Score every finding Impact x Effort; build the quick-wins shortlist.

The judgment layer

### PHASE 6

#### Present

Deck for decision-makers, detailed sheet for implementers.

So-what & do-what



## Tools & Methodology

Each finding above is traceable to a real, named tool — here's the stack that produced it.

FINDING IN THIS AUDIT	TOOL USED
Title tags, meta, H1–H3, alt text, canonicals	<b>Screaming Frog SEO Spider</b> <span>Free ≤500 URLs</span>
www / non-www, redirects, duplicate content	<b>Screaming Frog + redirect checker</b> <span>Free</span>
robots.txt & sitemap (125 URLs, lastmod)	<b>Manual read + Screaming Frog</b> <span>Free</span>
What's indexed & SERP appearance	<b>Google Search Console</b> <span>Free</span>
Structured-data / schema gaps	<b>Rich Results Test + Schema Validator</b> <span>Free</span>
Page speed / Core Web Vitals	<b>PageSpeed Insights + Lighthouse</b> <span>Free</span>
Keyword targeting & content gaps	<b>Ahrefs / Semrush / Moz</b> <span>Paid</span>
Backlink dashboard (DR, ref. domains)	<b>Ahrefs / Majestic / Moz DA</b> <span>Paid</span>
Traffic & conversion context	<b>Google Analytics (GA4)</b> <span>Free</span>



**Methodology** — ~90% of this report is reproducible with the **free** stack (Screaming Frog, Search Console, PageSpeed Insights + a free backlink check). The paid suites mainly add keyword volume, rank tracking, and the full backlink index. Every number is verified against Google's own data before it ships.



## How This Audit Was Run

A transparent look at the manual process behind the findings.

### Live page inspection

Read the rendered homepage and source signals line by line — title, headings, alt text, meta & social tags.

### Crawl-control review

Pulled robots.txt and the XML sitemap; mapped all 125 URLs and checked freshness via lastmod dates.

### Indexation & SERP check

Ran branded searches to confirm what's indexed and how Sclera appears in results.

### Off-page signal scan

Reviewed brand mentions, LinkedIn presence, and review-platform coverage; flagged where licensed backlink data is needed.

### Prioritisation

Scored every finding by impact x effort and assembled the quick-wins shortlist.

## ↳ Bottom Line

Sclera has a **healthy, actively-maintained content foundation** — a clean sitemap, consistent publishing, and a keyword-led homepage. The fastest gains are **technical & markup fixes** (schema, www canonicalisation, meta & social tags) plus **getting onto B2B review platforms** to build off-page authority. None of the high-impact issues are heavy lifts — most can ship within a sprint.

✓ Good   ! Needs work   ✗ Missing / problem   💡 Suggestion

Manual + tool-assisted SEO audit · Prepared by Niveditha · 7 June 2026

Sources reviewed: [sclera.com](https://sclera.com) · sitemap.xml (125 URLs) · robots.txt · LinkedIn company page · SERP analysis

*Backlink metrics are placeholders pending a licensed Ahrefs / Semrush export.*