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mending.in — SEO & Indexation Findings

Executive Gist | September 2026

Purpose

This brief consolidates the Google Search Console Page Indexing report, Google Search Console Search Performance export, and Semrush Site Audit exports supplied for mending.in. It identifies the principal technical and indexation gaps and organizes them into a practical remediation sequence.

The data indicates that mending.in already has meaningful search visibility, but a substantial portion of the site's URL inventory is either excluded from indexing, poorly connected internally, incorrectly represented in the sitemap, or affected by technical implementation issues.

Key Search Performance

25 Jun–24 Sep 2026: 4,225 clicks and 610,535 impressions in the exported daily data, with an aggregate CTR of approximately 0.69%. The query export also shows a large concentration of terms in positions 6–10, creating a meaningful optimisation pool.

GSC Indexing Snapshot

Reason	URLs	Share
Discovered – currently not indexed	1962	29.8%
Alternative page with proper canonical tag	1733	26.3%
Crawled - currently not indexed	1566	23.8%
Not found (404)	636	9.7%
Page with redirect	500	7.6%
Blocked by robots.txt	121	1.8%
Duplicate, Google chose different canonical than user	44	0.7%
Server error (5xx)	15	0.2%
Excluded by 'noindex' tag	10	0.2%
Redirect error	2	0.0%
Blocked due to other 4xx issue	1	0.0%

Primary indexation concern: 3,528 URLs are reported by Google as either “Discovered – currently not indexed” or “Crawled – currently not indexed.” These should be classified before deciding whether to improve, consolidate, redirect, noindex, or remove them.

Semrush Technical Findings

Finding	Count
Structured-data markup errors	1,708
Broken internal links	938
Uncompressed JavaScript/CSS	930
Unminified JavaScript/CSS	928
Incorrect pages in sitemap.xml	455 / 463

Finding	Count
Broken external links	464
Pages with only one internal link	436
Permanent redirects detected	1,392
Title element too long	69
Blocked from crawling	20
Broken canonical URLs	6

What This Means

The reports point to a connected URL-architecture problem rather than one isolated SEO defect. Sitemap hygiene, internal linking, canonical decisions, redirect/404 handling, crawlability and structured data should be addressed as a coordinated system.

The 1,733 “alternative page with proper canonical tag” URLs are not automatically errors. Each should be checked to confirm that Google is canonicalizing the correct version. Likewise, the 636 404s and 500 redirected URLs should be classified before removal or replacement.

Recommended Remediation Sequence

Milestone 1 — URL & Indexation Control — Inventory URLs; classify indexed/excluded pages; validate canonicals; clean sitemap; decide which URLs should rank, consolidate, redirect, noindex or remain excluded.

Milestone 2 — Crawl & Internal Linking — Repair broken internal links; strengthen orphan/low-linked pages; review crawl depth; create logical model/category/service relationships; remove unnecessary redirect chains.

Milestone 3 — Technical Performance — Address uncompressed/unminified JS/CSS, loading bottlenecks and technical delivery issues; retest after deployment.

Milestone 4 — Structured Data & On-Page SEO — Repair invalid schema; validate Product/Q&A;/LocalBusiness/Breadcrumb implementations; review titles, H1s, metadata and page templates.

Milestone 5 — Content & Ranking Growth — Prioritize existing pages ranking in positions 6–10; consolidate overlapping pages; expand high-opportunity model/service content; improve internal link pathways and SERP snippets.

Milestone 6 — Validation & Growth Monitoring — Recrawl, validate fixes, monitor GSC indexing changes, rankings, CTR, clicks and landing-page performance; repeat the cycle based on new evidence.

Important Note

This is an executive summary, not a page-by-page implementation specification. The detailed remediation plan should be maintained as a working project document with URL-level classifications, owners, dependencies, validation criteria and completion status.

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