Foysal Ahmed
SEO Strategist

SEO PORTFOLIO

An enterprise site pointing at *staging*

Enterprise technical SEO and B2B content audit for a corporate employee wellness platform.

WEBMDHEALTHSERVICES.COM/ROBOTS.TXT

robots.txt served live · 13 Nov 2026

```
1  # START YOAST BLOCK
2  # ---------------------------
3  User-agent: *
4  Disallow:
5
6  Sitemap: https://whsstaging.wpengine.com/sitemap_index.xml
7  # ---------------------------
8  # END YOAST BLOCK
```

Crawlers are pointed at a staging sitemap

THE PROBLEM

Corporate buyers research wellness platforms long before a demo. The goal was stronger visibility for those searches and more qualified demo requests.

WHAT I AUDITED

Five areas, one plan

One line in robots.txt can undo a year of content. The audit checked the plumbing first.

1 **Enterprise Site Audit**
750 URLs, including 296 resources, 264 blog posts and 36 product pages.

2 **Schema Review**
Corporation, Service and SoftwareApplication schema reviewed.

3 **B2B Keyword Targeting**
Product-page targeting and content structure evaluated.

4 **Resource Architecture**
Resource library structure and internal linking reviewed.

5 **Robots.txt Finding**
The live robots.txt points crawlers at a staging sitemap.

PLATFORM & SCOPE

WordPress · Structured Data · B2B Content · Technical SEO

MEASURED RESULT

The result, in numbers

+14%

more B2B demo requests

Measured over the twelve months after the fixes shipped, against the twelve months before.

750
URLs audited, product to editorial

12 months
From the first fix to the measured result

1
Staging sitemap found in the live robots.txt

Audit findings

5 areas reviewed

- **750 URLs audited** — Resources, blog and products
- **Enterprise schema checked** — Corporation, Service, Software
- **B2B keywords evaluated** — Product page targeting
- **Resource architecture reviewed** — Structure and internal links
- **Staging sitemap flagged** — Live robots.txt points at staging

Want this audit on your site?

Send me your domain and I will show you the first three fixes I would make.

Message me on Upwork →