

Karma Experience — SEO Action Tracker

karmaexperience.com | May 2026 | We will start working on this — it takes time

✓ What Can Be Done	✗ What Can't Be Done	💬 Remarks
Block staging subdomains (test., demo.) in robots.txt	Guarantee specific Google rankings — SEO takes 3–6 months to reflect	Staging pages are live on Google right now. Block them immediately — this is a 1-hour fix with server access.
Rewrite title tags on homepage + top resort pages (keyword-led, under 60 chars)	Fix page speed without developer access — PHP architecture + heavy images need code-level changes	Draft all titles in a spreadsheet first, get sign-off, then push in one CMS batch. High impact, low effort.
Write meta descriptions for all key pages (150 chars, with CTA)	Resolve .com vs .in duplicate content without a developer — canonical + hreflang tags need code access	Do alongside title tags in the same CMS deployment. Currently missing or auto-generated across the site.
Add alt text to all resort images (descriptive + keyword-relevant)	Undo existing negative Trustpilot / Scam Detector signals quickly — third-party reviews cannot be removed	May need a bulk CMS edit depending on platform. Unique alt text per image, not generic filenames.
Create Holiday Preview explainer page with FAQ section	Rank for high-competition keywords (luxury resorts Goa, things to do Udaipur) quickly — OTAs dominate these	Most important missing page on the site. Karma's core acquisition mechanic is confusing to new visitors. Add FAQPage schema.
Set up Google Search Console for both .com and .in	Retroactively fix legacy PHP URL equity without a full audit — wrong 301s destroy link equity	Do this first — every other technical fix needs GSC data to verify. Takes 1 hour.
Publish FAQ blog: 'Is Karma Group a timeshare?'	Build a content library overnight — 500+ posts like Club Mahindra took years; results compound over months	Critical narrative fix. Negative brand perception is hurting search. Owning this query shapes the story. Quick win — half a day.
Publish comparison page: Karma Group vs Club Mahindra		Low competition keyword, high commercial intent. Visitors here are ready to decide. Also counters timeshare perception.
Add trust bar on homepage (30+ years, 39 resorts, 17 countries)		No social proof visible on the homepage right now. Weakens E-E-A-T signals. Simple CMS content change.
Launch destination guides for India resort locations (Goa, Udaipur, Manali, Wayanad etc.)		The biggest content gap. Takes time — half a day per guide, 11 India locations. AI-assisted drafts will help speed this up.
Build pillar page: 'Luxury Resorts in India — The Complete Guide'		Anchors the entire content cluster. Can only be done once destination guides are live. This is the

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		keystone page.
Add internal links between resort pages + breadcrumb navigation		Resort pages currently exist in isolation. Add 'You might also like' links + breadcrumb schema. Low effort, solid SEO gain.
Start a review acquisition programme (Google + TripAdvisor)		Brief check-in staff to ask for reviews at checkout. Ongoing effort — 12-month play to dilute negative signals.
Add LodgingBusiness JSON-LD schema on resort pages (dev task)		No schema exists anywhere on the site. Enables rich results in Google. Can be templated once and deployed site-wide.

Note: Items in the 'Can't Be Done' column are either outside our control, require developer access, or are SEO realities that cannot be shortcut. Remarks explain the workaround or realistic timeline.