

Your Agency Name

SEO AUDIT REPORT

Website: client-website.com

Prepared for: Valued Client

Audit date: 25 August 2026

SEO Score

62 / 100



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DATA AVAILABILITY

Source	Status
Website Crawl	100%
Technical Checks	100%
Performance	100%
Structured Data	100%
Search Console	unavailable - not connected
Crux	unavailable - not connected
Backlinks	unavailable

Data Sources

Ssl Certificate	observed
Robots Txt	observed
Sitemap Xml	observed

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EXECUTIVE SUMMARY

SEO Health	62 / 100
Pages Analyzed	8
Issues Requiring Attention	7
Critical Findings	2

The audit identified **7** issue(s) across 12 categories. Immediate attention is recommended for **2** critical issue(s).

Structured Data — 40% (Critical)

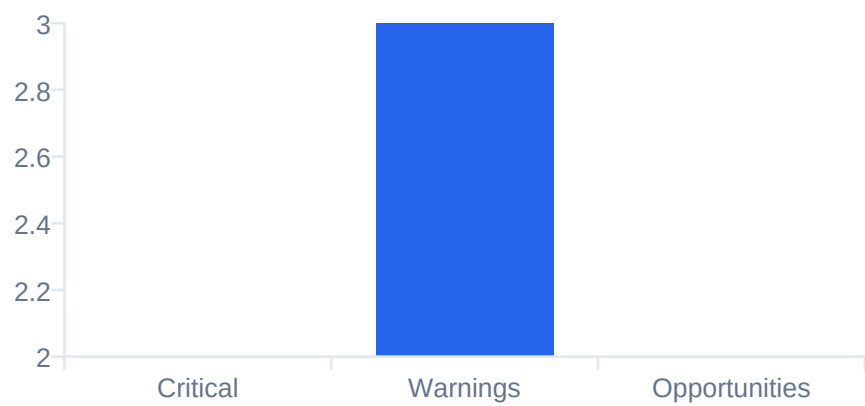
Social — 45% (Critical)

Metadata — 50% (Needs Attention)

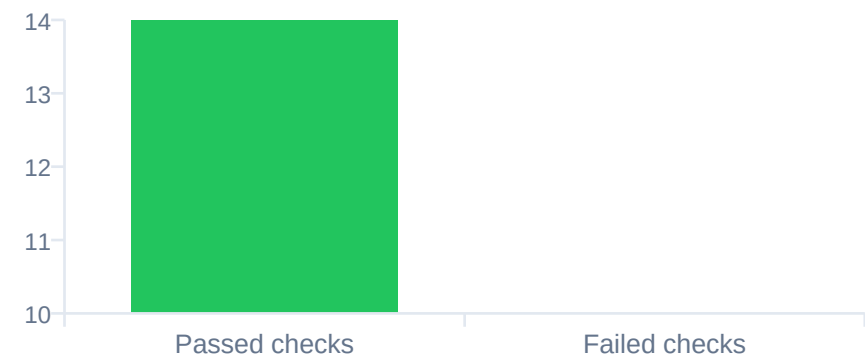
Performance — 55% (Needs Attention)

Indexability — 60% (Needs Attention)

Issue Severity



Check Pass/Fail Distribution



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AUDIT COVERAGE

Pages analyzed	8
Categories evaluated	12
Checks performed	24
Issues detected	7

VERIFICATION & METHODOLOGY

- HTML structure analyzed
- Metadata analyzed
- Internal links checked
- Canonical signals checked
- Robots directives checked
- Sitemap inspected
- HTTPS configuration checked
- Indexability signals checked

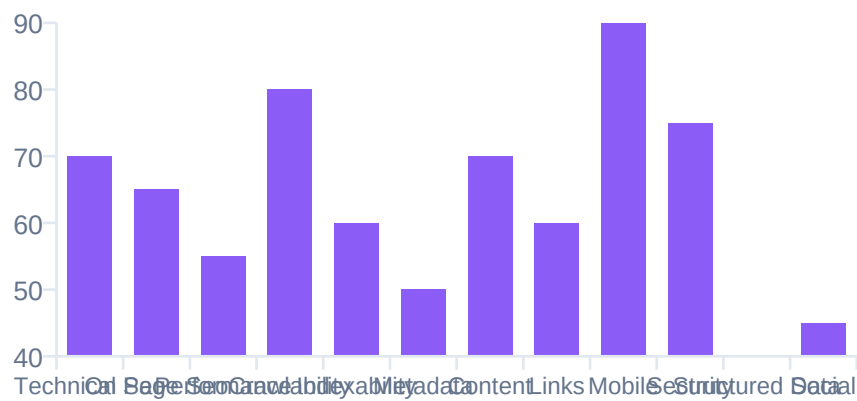
- Heading structure checked
- Image metadata checked

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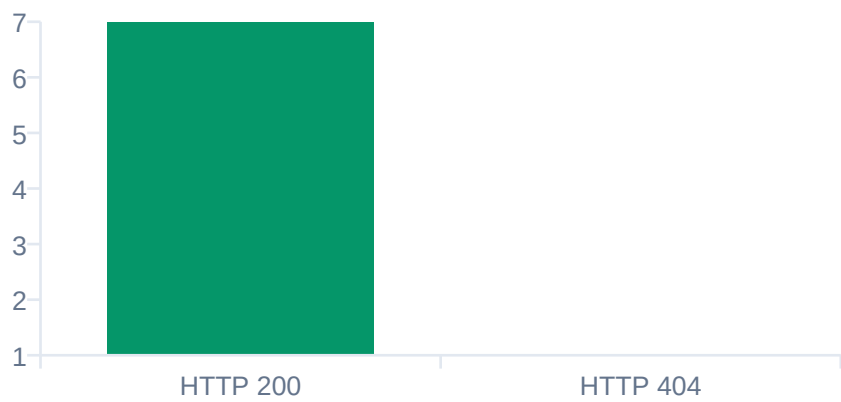
SEO SCORE BREAKDOWN

Category	Score
Technical Seo	70%
On Page Seo	65%
Performance	55%
Crawlability	80%
Indexability	60%
Metadata	50%
Content	70%
Links	60%
Mobile	90%
Security	75%
Structured Data	40%
Social	45%

Category Scores



HTTP Status Distribution



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TECHNICAL SEO

Language Declaration: Lang attribute: en

Character Encoding: Charset declared

X-Frame-Options: Missing

Crawlability & Indexability

Robots.txt: robots.txt found

Sitemap.xml: Sitemap found

Canonical Tag: No canonical tag

Indexability signals: No blocking directives

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PERFORMANCE INTELLIGENCE

Page Size: Page size: 612 KB

Response Time: 0.84s response time

Estimated Monthly Traffic

Traffic estimate unavailable

Page-Level Performance

URL	Status	Size (KB)	Response (s)
https://client-website.com/	200	612.0	0.84
https://client-website.com/services	200	540.0	0.71
https://client-website.com/about	200	480.0	0.66
https://client-website.com/contact	200	310.0	0.52
https://client-website.com/pricing-old	404	0	0.31

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CONTENT INTELLIGENCE

Word Count: Average 780 words per page

Heading Structure: Consistent hierarchy

Metadata Coverage

Page Title: Title length: 78 characters

Meta Description: Length: 88 characters

Viewport Meta: Viewport meta found

Content Signals (Sample)

URL	Title Len	Desc Len	H1s	Words	Images
https://client-website.com/	78	88	1	910	18
https://client-website.com/services	64	0	1	640	12
https://client-website.com/about	42	132	1	520	8
https://client-website.com/contact	38	145	1	380	5

https://client-website.com/pricing-old	0	0	0	0	0
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STRUCTURED DATA

Structured Data: Found 0 JSON-LD block(s)

Social Sharing Signals

Social Meta: 1/4 social tags present

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OPPORTUNITY ANALYSIS

Opportunity 1: No structured data detected

No JSON-LD markup found on any audited page.

Action: Implement Organization and LocalBusiness JSON-LD schema.

Opportunity 2: Incomplete social sharing metadata

Only 1 of 4 Open Graph / Twitter Card tags present.

Action: Add og:title, og:description, og:image and twitter:card tags.

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SEARCH PERFORMANCE

Google Search Console data is not connected.

To unlock search performance intelligence including clicks, impressions, CTR, and average position, connect your Google Search Console property.

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PRIORITY ISSUES

Critical (2)

- Missing meta description on key pages

3 of 8 pages have no meta description, including the services page.

Affected pages: <https://client-website.com/services>,
<https://client-website.com/about>

- Broken internal links detected

2 internal links return 404 responses.

Affected pages: <https://client-website.com/pricing-old>

Warnings (3)

- Title tags exceed optimal length

5 pages have titles longer than 60 characters and may be truncated.

Affected pages: <https://client-website.com/>,
<https://client-website.com/services>

- Large average page size

Average page weight is 612 KB, above the recommended 500 KB budget.

Affected pages: <https://client-website.com/>

- Missing canonical tags

6 pages do not declare a canonical URL.

Affected pages: <https://client-website.com/blog/post-1>

Opportunities (2)

- No structured data detected

No JSON-LD markup found on any audited page.

Affected pages: <https://client-website.com/>

- Incomplete social sharing metadata

Only 1 of 4 Open Graph / Twitter Card tags present.

Affected pages: <https://client-website.com/>

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DETAILED FINDINGS

Finding 1: Missing meta description on key pages

Priority: Critical

What we found: 3 of 8 pages have no meta description, including the services page.

Why it matters: Search engines auto-generate snippets, reducing click-through rate.

Recommendation: Write unique 120-160 character meta descriptions for every page.

How to fix: Apply the recommendation above to each affected URL listed below, then re-run the audit to confirm resolution.

Affected pages: <https://client-website.com/services>;
<https://client-website.com/about>

Finding 2: Broken internal links detected

Priority: Critical

What we found: 2 internal links return 404 responses.

Why it matters: Broken links waste crawl budget and frustrate visitors.

Recommendation: Fix or 301-redirect broken URLs to the closest relevant page.

How to fix: Apply the recommendation above to each affected URL listed below, then re-run the audit to confirm resolution.

Affected pages: <https://client-website.com/pricing-old>

Finding 3: Title tags exceed optimal length

Priority: High

What we found: 5 pages have titles longer than 60 characters and may be truncated.

Why it matters: Truncated titles lose keywords and clicks in search results.

Recommendation: Rewrite titles to 30-60 characters, leading with the primary keyword.

How to fix: Apply the recommendation above to each affected URL listed below, then re-run the audit to confirm resolution.

Affected pages: <https://client-website.com/>;
<https://client-website.com/services>

Finding 4: Large average page size

Priority: High

What we found: Average page weight is 612 KB, above the recommended 500 KB budget.

Why it matters: Heavy pages load slowly on mobile connections.

Recommendation: Compress hero images to WebP and enable lazy loading below the fold.

How to fix: Apply the recommendation above to each affected URL listed below, then re-run the audit to confirm resolution.

Affected pages: <https://client-website.com/>

Finding 5: Missing canonical tags

Priority: High

What we found: 6 pages do not declare a canonical URL.

Why it matters: Duplicate variants may split ranking signals.

Recommendation: Add <link rel="canonical"> to all indexable pages.

How to fix: Apply the recommendation above to each affected URL listed below, then re-run the audit to confirm resolution.

Affected pages: <https://client-website.com/blog/post-1>

Finding 6: No structured data detected

Priority: Medium

What we found: No JSON-LD markup found on any audited page.

Why it matters: Rich result eligibility in search is currently missed.

Recommendation: Implement Organization and LocalBusiness JSON-LD schema.

How to fix: Apply the recommendation above to each affected URL listed below, then re-run the audit to confirm resolution.

Affected pages: <https://client-website.com/>

Finding 7: Incomplete social sharing metadata

Priority: Medium

What we found: Only 1 of 4 Open Graph / Twitter Card tags present.

Why it matters: Shared links render without preview images or summaries.

Recommendation: Add og:title, og:description, og:image and twitter:card tags.

How to fix: Apply the recommendation above to each affected URL listed below, then re-run the audit to confirm resolution.

Affected pages: <https://client-website.com/>

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TOP 10 ACTIONS

1. Fix critical issue: Missing meta description on key pages. Write unique 120-160 character meta descriptions for every page.
2. Resolve warning: Title tags exceed optimal length. Rewrite titles to 30-60 characters, leading with the primary keyword.
3. Address opportunity: No structured data detected. Implement Organization and LocalBusiness JSON-LD schema.
4. Missing meta description on key pages: Write unique 120-160 character meta descriptions for every page.
5. Broken internal links detected: Fix or 301-redirect broken URLs to the closest relevant page.
6. Title tags exceed optimal length: Rewrite titles to 30-60 characters, leading with the primary keyword.
7. Large average page size: Compress hero images to WebP and enable lazy loading below the fold.
8. Missing canonical tags: Add `<link rel="canonical">` to all indexable pages.

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RECOMMENDATIONS

- Address all critical issues immediately to prevent indexing and ranking damage.
- Review and fix warnings within the next sprint.
- Implement opportunities to gain competitive advantage.
- Schedule regular monthly audits to track improvement.
- Monitor core web vitals and page speed continuously.