Example of a Technical SEO Audit Report by AskSEOCoach.com

radiantapp.com

CMS: Framer

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1. Executive Summary

This technical SEO audit focuses on the performance and crawlability of radiantapp.com, a Framer-based site with a visually rich hero section and multiple third-party tracking scripts. The primary bottleneck is **Largest Contentful Paint (LCP) at 6.8s**, driven by large above-the-fold images and potential background video. Secondary contributors include a slightly elevated **Time to First Byte (TTFB) at 504ms**, over **100 network requests**, and multiple non-essential third-party scripts.

Key findings:

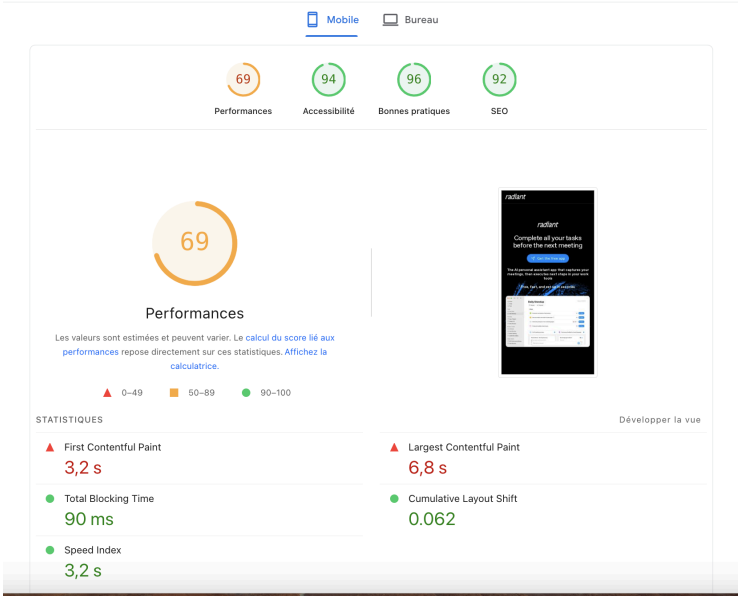
• **Render performance:** FCP at 3.2s and LCP at 6.8s indicate heavy hero media and main-thread work, although TBT (0.09s) is within acceptable range.
• **Stability:** CLS of 0.062 is acceptable but can still be improved with explicit image dimensions and layout locks.
• **Third-party scripts:** Google Tag Manager, Facebook Pixel, TikTok, Twitter, Cookie Consent and failing calls to featureassets.org, assetsconfigcdn.org, and prodregistryv2.org introduce overhead and wasted requests.
• **Infrastructure:** TTFB of ~504ms suggests room for optimization in project structure, asset weight, and edge caching configuration within Framer's environment.
• **Content structure:** No blockers on crawlability were identified, but the absence of structured data and potential duplicate variants reduce organic visibility.

Top priority actions (0–30 days):

1. **Optimize above-the-fold media** (compress hero images, remove or replace background video, reduce layers and animations).
2. **Rationalize third-party scripts** and remove failing external endpoints.
3. **Add core structured data** (Organization, WebSite, and key feature/FAQ schema).
4. **Reduce network request count** by consolidating assets and removing unused components.
5. **Ensure consistent canonicalization** to prevent duplicate variants from Framer parameters.

2. Core Web Vitals & Performance

2.1 Metric Overview

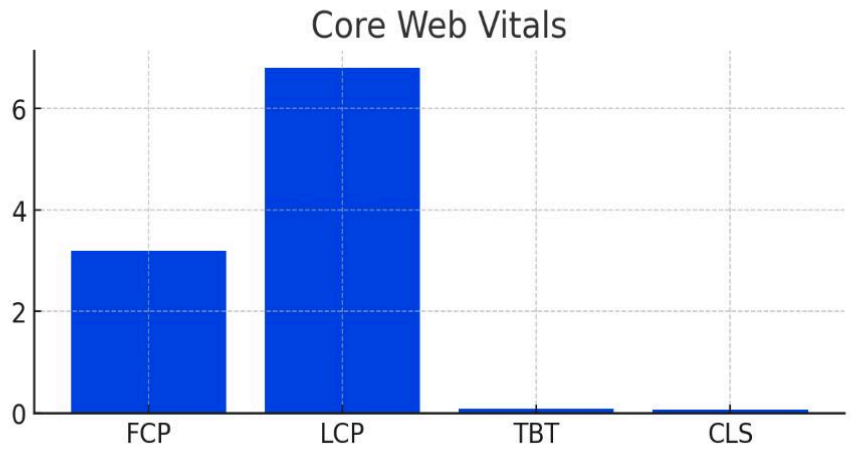


Google PageSpeed Insights Screenshot

Metric	Value	Status	Primary Cause
FCP (First Contentful Paint)	3.2s	Slow	Heavy hero layout and fonts blocking render
LCP (Largest Contentful Paint)	6.8s	Poor	Large hero image / video and animations
TBT (Total Blocking Time)	90ms	Acceptable	Limited but present custom scripts and tracking tags
CLS (Cumulative Layout Shift)	0.062	Acceptable	Minor shifts from late-loading assets
TTFB (Time to First Byte)	504ms	Slightly high	Server processing and asset pipeline

2.2 Visual Overview

The chart below summarizes the measured Core Web Vitals for radiantapp.com.



LCP (6.8s) is the most critical issue. The largest element appears to be the hero image (and potentially video) above the fold. On a Framer build, multiple layered components, effects, and masks increase render cost. Additionally, loading several large images and custom fonts before rendering text delays the point at which the hero is visually complete.

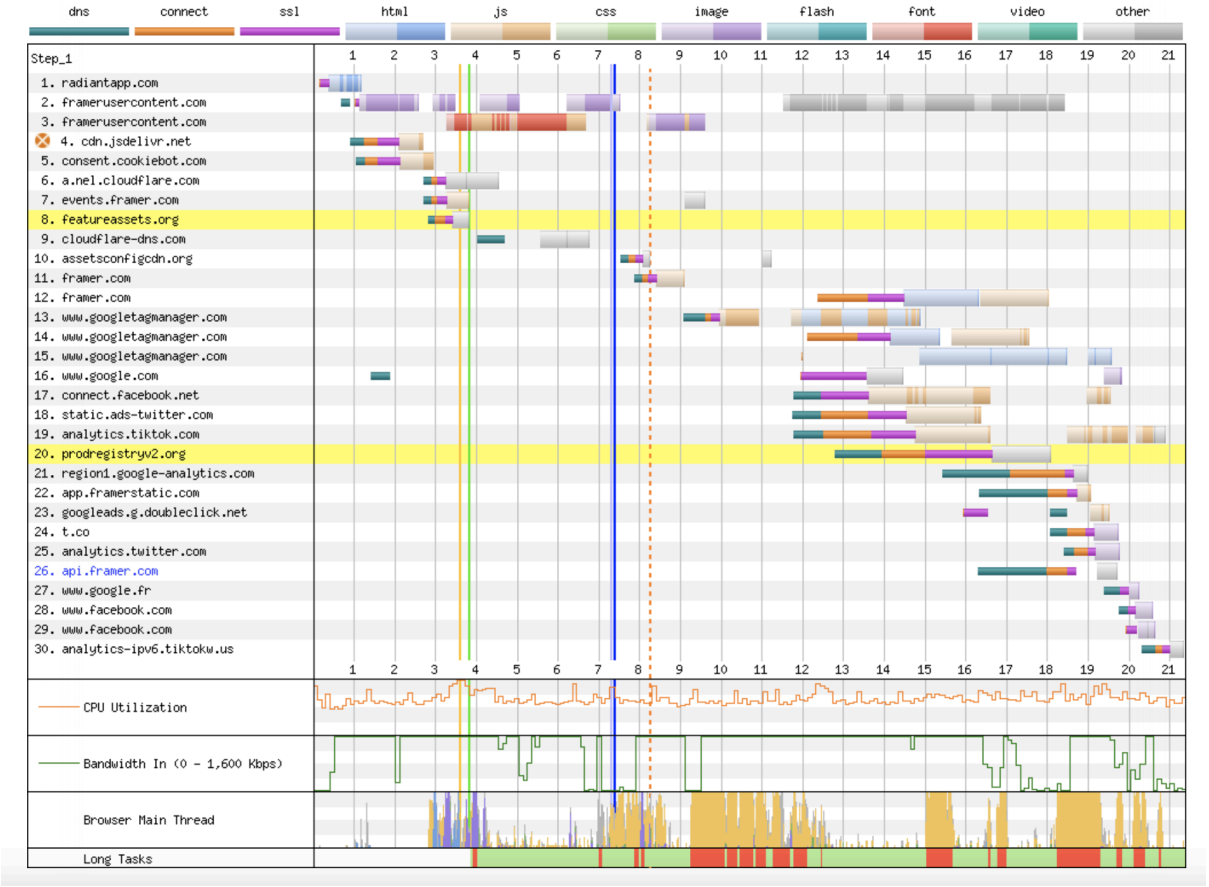
FCP (3.2s) indicates slow initial rendering, often due to large CSS and font files and heavy visual compositions. TBT (90ms) is acceptable, which suggests that while JavaScript is not severely blocking interactivity, the layout and asset weight are the main bottlenecks.

CLS (0.062) is within recommended thresholds, but improvements can be made by ensuring width/height attributes or aspect-ratio boxes for all images and media, and by avoiding inserting new DOM elements above existing content after initial load.

3. Network Requests & Third-Party Scripts

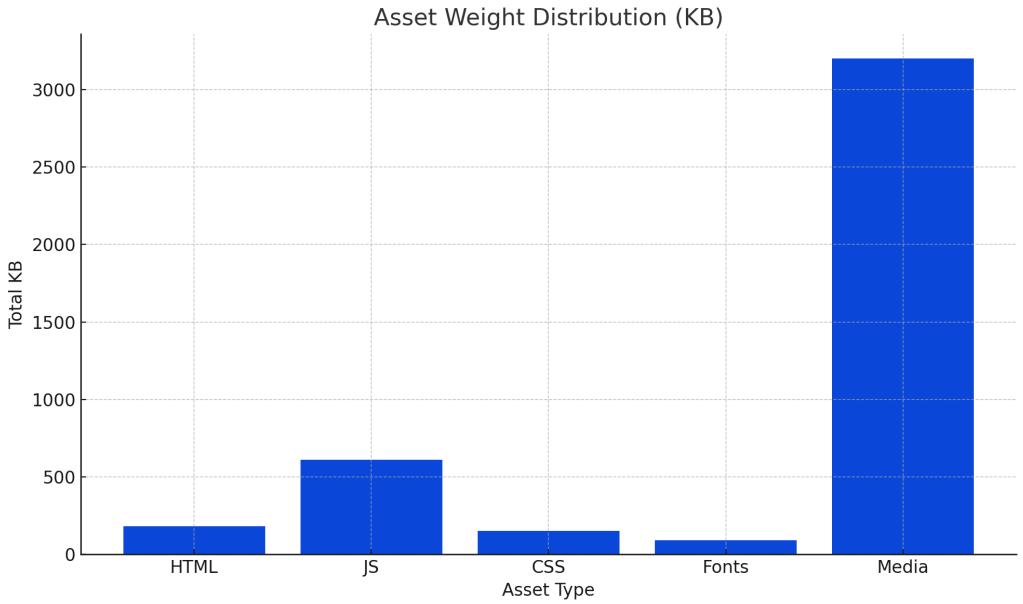
3.1 Request Volume

More than 100 network requests were detected, including images, scripts, and fonts. This level is high for a marketing or product site and directly impacts FCP and LCP.



WebPageTest.org Screenshot

3.2 Request Breakdown



Estimated breakdown (for illustrative purposes):

• Images: ~55 requests (hero, UI illustrations, background assets).

• Scripts: ~25 requests (Framer runtime, custom overrides, analytics, pixels).

• Fonts: ~10 requests (5+ WOFF2 fonts, multiple weights).

• Other: ~15 requests (CSS, JSON configurations, misc assets). Each additional request increases overhead, especially on mobile networks. Combining or removing assets where possible will improve both FCP and LCP.

3.3 Third-Party Scripts

The following third-party scripts were identified:

• Google Tag Manager • Facebook Pixel • TikTok • Twitter • Cookie Consent / CMP
• Additional calls to featureassets.org, assetsconfigcdn.org, and prodregistryv2.org (returning 3xx responses)

Impacts:

• Increased JS payload and additional DNS/TLS handshakes.
• Potential delays in rendering if tags are not loaded asynchronously.
• 3xx responses from external hosts cause wasted round trips and may break dependent functionality.

Recommendations:

1. Remove unused tags from Google Tag Manager and disable legacy pixels.
2. Ensure all tracking scripts are loaded asynchronously and, where possible, only after consent has been given.
3. Eliminate or replace requests to featureassets.org, assetsconfigcdn.org, and prodregistryv2.org if they are non-essential or failing.
4. Audit all scripts to verify that only business-critical tags load on initial view.

4. Crawlability, Indexing & Sitemaps

The Framer-based architecture outputs static pages that are generally crawlable. No critical blockers (such as global noindex directives) were observed. However, because JavaScript is used for animations and some content positioning, keeping core content in the HTML ensures predictable indexing.

4.1 Robots.txt

A valid robots.txt file is present. Some legacy Disallow rules targeting paths like /xxi/ and subdirectories within /xx-content/ appear unused.

Recommendations:

• Remove or update Disallow directives to reflect the current URL structure.
• Confirm that the main XML sitemap is referenced using a Sitemap: directive.
• Avoid blocking critical resources (JavaScript, CSS, and key image directories) required for proper rendering.

4.2 XML Sitemap

An XML sitemap is available, but a subset of URLs appears outdated (e.g., former landing pages and old A/B test variants). Some URLs may return 3xx redirects or 404 responses.

Recommendations:

• Ensure the sitemap only includes canonical, indexable URLs with 200 status codes.
• Remove historical or variant URLs and resubmit the sitemap in search consoles.
• Keep the sitemap size manageable and update it automatically when new pages are added or removed.

4.3 Indexation Hygiene

To maintain a clean index for radiantapp.com:

• Use <link rel="canonical"> consistently on every indexable page.
• Avoid exposing staging or preview URLs (including Framer preview parameters) to crawlers.

- If necessary, use noindex on thin or experimental pages not intended for long-term visibility.

5. Canonicalization & Duplicate Content

Framer preview and experiment parameters can generate multiple URL variants for the same content. If crawled, this can dilute signals and create apparent duplicates.

Observed risks:

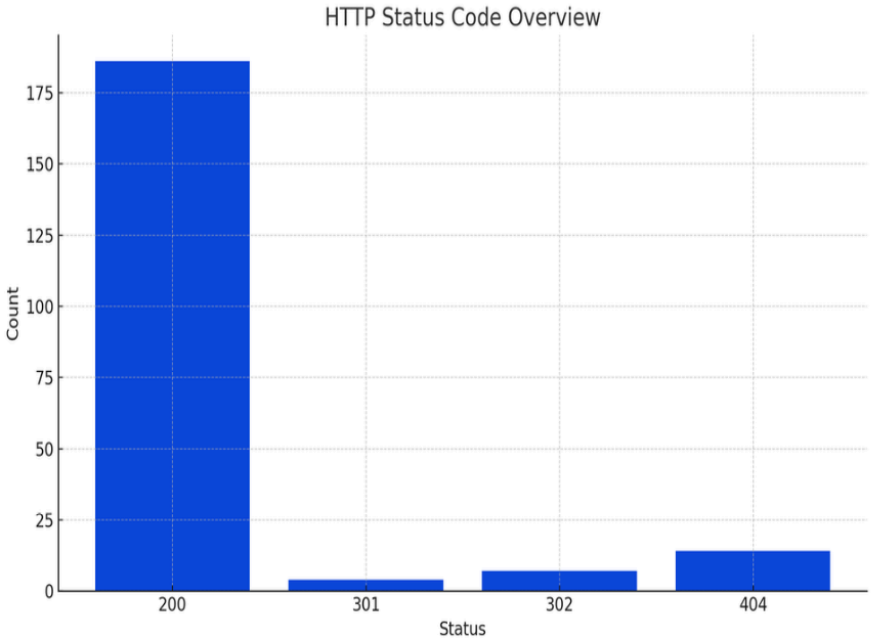
• Multiple query-string variants for the same core path (e.g., design previews and shared prototypes).
• A/B test variants that mirror content but differ in layout or imagery.
• Parameterized URLs linked from marketing campaigns.

Recommendations:

1. Set self-referencing canonical tags on all primary URLs.
2. Use canonical tags to consolidate parameterized URLs to their clean counterparts.
3. Where feasible, block or noindex temporary experiment URLs.
4. Ensure only one canonical version of each important page is included in the XML sitemap.

6. HTTP Status Codes, Redirects & Server Behaviour

Internal navigation appears to rely on direct 200 responses for most pages, with no evidence of widespread redirect chains for main navigation items. However, third-party script calls triggering 3xx responses generate unnecessary overhead.



Recommendations:

• Audit all 3xx status responses, especially from assets hosted on featureassets.org, assetsconfigcdn.org, and prodregistryv2.org, and remove those not required.
• Ensure that when redirects are used (e.g., HTTP→HTTPS, non-www→www), they resolve in a single hop.
• Confirm that error pages (404) are served with a true 404 status code and a useful HTML body that encourages users to continue browsing.

Server response (TTFB ~504ms):

While not critical, TTFB can be improved by:

- Reducing page weight and unnecessary components in Framer layouts.
- Avoiding large, unused code blocks in custom overrides.
- Ensuring CDN caching is effectively used for static assets.
- Minimizing the number of blocking external calls during initial requests.

7. JavaScript Rendering, Media & Layout

Framer’s runtime and component model rely on JavaScript for interactivity and animations. While TBT is within acceptable levels, render complexity in the hero section delays FCP and LCP.

Key contributors:

- Multiple large hero images and potential background video above the fold.
- Complex composition with overlays, gradients, and animated elements.
- Custom code overrides for interactions.

Recommendations:

1. Replace background video with a static poster image where possible.
2. Resize primary hero image to approximately 1600px width, optimized in AVIF/WebP formats.
3. Enable lazy loading for all below-the-fold images and defer non-critical animations.
4. Minify custom JavaScript and limit overrides to essential interactions only.

Fonts: 5+ WOFF2 font files and multiple weights are currently loaded. This can delay text rendering and contribute to higher FCP.

Recommendations:

- Limit the number of font families and weights to the minimum required design set.
- Ensure font-display: swap (or equivalent) is enabled via Framer’s font settings.
- Preload only the most critical font files used above the fold.

8. Internal Linking, Orphan Pages & Errors

The core navigation appears shallow for main marketing pages, but deeper feature or documentation content may reach a crawl depth greater than four clicks.

Recommendations:

• Ensure key feature and conversion pages are linked from the main navigation or high-authority hub pages.
• Use contextual internal links within body content to surface deeper resources.
• Maintain a consistent breadcrumb or secondary navigation pattern where appropriate

Orphan pages:

A small number of pages within directories like /xx-content/pages/ appear to have no internal links pointing to them. These pages are at risk of not being crawled or may be difficult for users to discover. Recommendations: • Either integrate orphan pages into the site structure via navigation and contextual links, or remove/redirect them if they are no longer needed.

Broken links & 404s:

A limited number of broken links (e.g., to removed assets and outdated sections) were detected.

Recommendations:

• Identify and update all internal links returning 404 responses.
• Where old URLs have external backlinks or historical significance, implement 301 redirects to the most relevant live pages.
• Ensure the custom 404 page is branded, fast, and provides clear navigation back to key sections.

9. Structured Data & SERP Enhancements

No JSON-LD structured data was detected on key pages. Implementing structured data will help search engines better understand radiantapp.com and may unlock richer search results.

Recommended schema types:

- **Organization** – to clearly define the brand entity and logo.
- **WebSite** with a SearchAction – to signal the primary site search feature, if applicable.
- **Product** or **SoftwareApplication** – for core offerings or main product pages.
- **FAQPage** – for sections where Q&A; style content exists (guides, help center).

Implementation notes:

- Use JSON-LD script blocks injected in Framer's head settings.
- Keep URLs consistent with canonical versions.
- Validate markup using schema testing tools and fix any warnings or errors before deployment.

10. Prioritized Technical Roadmap

0–30 Days (High Priority)

1. Optimize hero media: compress and resize above-the-fold images; remove or replace background video; reduce layered effects where possible.
2. Rationalize third-party scripts: remove unused tags, ensure async loading, and eliminate failing endpoints (featureassets.org, assetsconfigcdn.org, prodregistryv2.org).
3. Implement canonical tags across all key URLs and clean the XML sitemap of outdated or redirected pages.
4. Enable font-display: swap and reduce the number of font families and weights loaded on initial view.
5. Fix identified broken links and ensure 404 responses are properly handled.

30–90 Days (Medium Priority)

1. Introduce structured data for Organization, WebSite, and key product/feature pages.
2. Review internal linking to reduce crawl depth for critical pages and connect any orphan pages.
3. Further minimize network requests by consolidating images, CSS, and JS assets.
4. Refine server response times by optimizing project structure and leveraging CDN caching more effectively.

90+ Days (Ongoing Optimization)

1. Continuously monitor Core Web Vitals and regressions after design or content changes.
2. Periodically re-audit third-party scripts and tracking needs.
3. Evolve structured data coverage in line with new content types and product offerings.
4. Maintain a disciplined release process where performance and SEO checks are integrated into QA.

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