

COMPREHENSIVE SEO AUDIT REPORT

SEO Audit Report
for xxxxxx.com

A full technical, on-page, off-page, content quality, and performance analysis with prioritized action items to increase organic visibility and traffic.

WEBSITE xxxxxx.com	PREPARED BY AskSEOCoach	REPORT TYPE Full SEO	PAGES CRAWLED 247
-----------------------	----------------------------	-------------------------	----------------------

62 SEO SCORE	38 PERFORMANCE	71 ON-PAGE
44 BACKLINKS	A+ SECURITY	



Table of Contents

Navigation guide for this audit report

01	Executive Summary	p.3
02	Technical SEO Analysis	p.4
03	On-Page SEO Audit	p.5
04	Website Performance & Speed	p.6
05	Backlinks & Off-Page Analysis	p.7
06	Keyword Rankings	p.8
07	Content Quality Assessment	p.9
08	Mobile & UX Audit	p.10
09	Security & Indexation	p.11
10	Action Plan & Recommendations	p.12

About this report: This white-label SEO audit was produced using automated crawl data, manual review, and keyword research tools. All findings are based on a crawl of 247 pages performed on March 18, 2026. Scores are benchmarked against industry averages. Action items are prioritized by impact and implementation effort.



Executive Summary

High-level overview of site health and key findings

The SEO audit of **xxxxxx.com** reveals a site with solid content foundations but meaningful technical and performance gaps limiting its organic search potential. With targeted improvements across crawlability, page speed, metadata, and backlink acquisition, significant ranking gains are achievable within 3–6 months.

OVERALL SEO SCORE

62/100

Industry avg: 75

Below Average

CRITICAL ISSUES

18

Require immediate action

High Priority

WARNINGS

34

Should be addressed

Medium Priority

PASSING CHECKS

53

Out of 105 total

50.5% Pass Rate

DOMAIN AUTHORITY

28

Moz DA Score

Low — Build Links

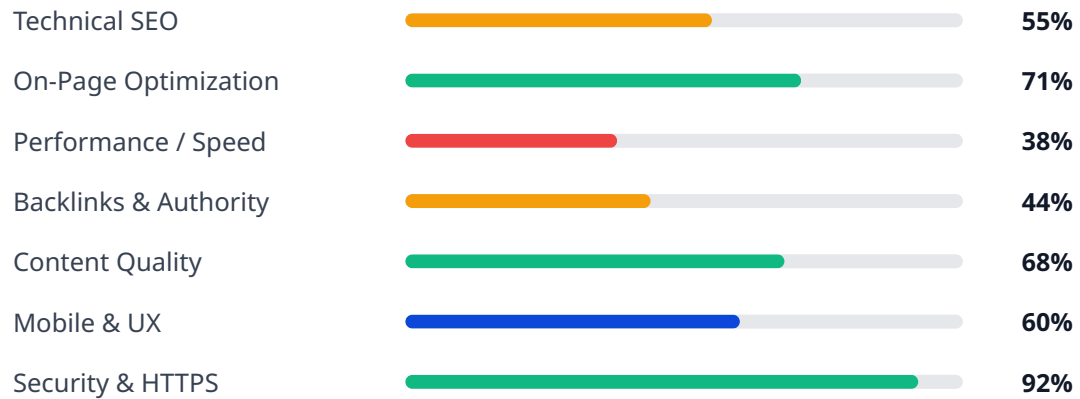
MOBILE PAGESPEED

38

Google PageSpeed Insights

Poor

SCORE BREAKDOWN BY CATEGORY





Technical SEO Analysis

Crawlability, indexation, redirects, and structural health



18 Critical Technical Errors Found

These issues directly prevent search engines from properly crawling and indexing the site. Address these as the highest priority.

ISSUE	COUNT	STATUS	PRIORITY
404 Broken Pages Pages returning HTTP 404 errors	12	● Error	High
3XX Redirect Chains Links pointing through multiple redirects	27	● Warning	High
Orphan Pages Pages with no incoming internal links	9	● Warning	High
HTTPS / HTTP Mixed Content Resources loaded over insecure HTTP	6	● Error	High
Missing XML Sitemap Entries Sitemap does not list all indexable pages	38	● Warning	Medium
Robots.txt Blocking CSS/JS May impact Google's page rendering	3	● Warning	Medium
Missing Canonical Tags Duplicate content risk without canonicals	22	● Warning	Medium
Structured Data / Schema Errors Invalid JSON-LD — rich results unavailable	7	● Warning	Medium

ISSUE	COUNT	STATUS	PRIORITY
Hreflang Errors Misconfigured language/region tags	4	● Warning	Low
Sitemap & robots.txt Present Accessible at /sitemap.xml and /robots.txt	—	● Pass	OK
HTTPS Active SSL certificate valid and active	—	● Pass	OK

REDIRECT ANALYSIS

● **27 redirect chains detected**
 Replace all internal links to redirected URLs with direct destination links to avoid PageRank loss.

● **5 external redirect links**
 External redirects require immediate attention — they confuse crawlers and hurt UX.

✓ **No redirect loops detected**
 No circular redirects found across all crawled pages.

CRAWL BUDGET NOTES

● **Orphan pages waste crawl budget**
 9 pages have no incoming internal links. Add contextual links from relevant content pages.

● **Pagination not properly implemented**
 Use `rel="next"` / `rel="prev"` for all paginated content series.

✓ **No session IDs in URLs**
 Clean URL structure — no dynamic tracking parameters detected.



On-Page SEO Audit

Metadata, heading structure, content signals, and internal linking

ELEMENT	ISSUES FOUND	STATUS	RECOMMENDATION
Missing Meta Descriptions	31 pages	● Critical	Write unique 155–160 character descriptions per page
Meta Descriptions Too Long	14 pages	● Warning	Trim to under 160 characters to prevent SERP truncation
Missing or Empty H1 Tags	8 pages	● Critical	Add one unique H1 per page containing the primary keyword
Multiple H1 Tags on One Page	11 pages	● Warning	Use only one H1 per page to maintain clear heading hierarchy
Title Tags Too Short (<30 chars)	7 pages	● Warning	Expand to 50–70 characters with target keyword near front
Page Title ≠SERP Title	19 pages	● Warning	Rewrite — avoid keyword stuffing and generic phrasing
Missing Image Alt Tags	63 images	● Critical	Add concise, descriptive alt text to every image
Duplicate Title Tags	6 pages	● Warning	Each page must have a unique, descriptive title tag
Thin Content (<300 words)	24 pages	● Warning	Expand or merge thin pages to improve E-E-A-T signals
	Partial	● Warning	

ELEMENT	ISSUES FOUND	STATUS	RECOMMENDATION
Keyword Consistency			Keyword must appear in Title, H1, Meta Description, and body copy
Internal Linking Density	Low	● Warning	Add 3–5 contextual internal links per core page
Open Graph / Twitter Cards	Partial	● Warning	Complete OG and Twitter meta tags on all shareable pages



Heading Hierarchy Inconsistencies

Multiple pages skip from H1 to H3, or use H2 tags without a parent H1. This weakens topical signals sent to Google.

WHAT'S WORKING



SSL Certificate Active

Site correctly served over HTTPS on all pages.



Canonical Tags (partial)

Most key pages have canonical tags set correctly.



Language & Charset Defined

`lang="en"` set. UTF-8 encoding confirmed on all pages.

QUICK WINS



Write 31 missing meta descriptions

Natural keyword use. 155–160 characters max. High impact, low effort.



Fix 63 missing alt tags

Descriptive alt text on all images — quick and directly impactful.



Add H1 to 8 pages

High-impact, low-effort fix that directly improves keyword rankings.



Website Performance & Speed

Core Web Vitals, page load analysis, and optimization scope



Poor Performance — Immediate Action Required

Page speed is a direct Google ranking factor. At 38/100 on mobile, xxxxxx.com is well below the recommended 90+. This is costing rankings and conversions.

38

MOBILE PAGESPEED

61

DESKTOP PAGESPEED

4.8s

TIME TO INTERACTIVE

3.2s

LCP

0.09

CLS

180ms

FID

CORE WEB VITALS VS. GOOGLE THRESHOLDS



PERFORMANCE ISSUES DETECTED

ISSUE	POTENTIAL SAVING	PRIORITY
Images Not Optimized / Oversized Convert to WebP, compress, use responsive srcset	~1.8s	High
Render-Blocking JavaScript Scripts loaded synchronously in <head>	~0.9s	High

ISSUE	POTENTIAL SAVING	PRIORITY
CSS / JS Not Minified Whitespace and comments add unnecessary bytes	~0.3s	High
No GZIP / Brotli Compression Text-based assets not compressed server-side	~0.4s	High
No Browser Caching Headers Static resources lack cache-control headers	~0.5s	Medium
103 Total HTTP Requests Combine and bundle JS/CSS files	~0.6s	Medium
Unused CSS & JavaScript Dead code shipped on every page load	~0.3s	Low
No Lazy Loading on Images Below-fold images load on initial page request	~0.4s	Low



Backlinks & Off-Page Analysis

Link profile health, domain authority, and referring domains

TOTAL BACKLINKS

412

Last 90 days

Low — Needs Growth

REFERRING DOMAINS

87

Unique linking domains

Below Average

DOMAIN AUTHORITY

28

Moz DA / 100

Low

TOXIC / SPAMMY LINKS

23

Disavow recommended

Attention Needed



Backlink Profile Needs Improvement

With only 87 referring domains and a DA of 28, xxxxxx.com has a weak backlink profile vs. competitors. Building 50+ quality links from DA 40+ domains over 6 months should meaningfully improve rankings.

ANCHOR TEXT DISTRIBUTION

Brand Name		42%
Naked URL		28%
Generic (click here)		18%
Exact-Match Keyword		8%
Partial-Match Keyword		4%

COMPETITOR DA COMPARISON

xxxxxx.com		28
Competitor A		54
Competitor B		61
Competitor C		42

LINK BUILDING RECOMMENDATIONS

1

Guest Posting Campaign

Target DA 40–70 blogs in your niche. Aim for 4–6 quality guest posts per month with varied anchor text.

2

Disavow 23 Toxic Backlinks

Use Google's Disavow Tool via Search Console. Remove spammy referring domains harming domain trust.

3

HARO / Digital PR Outreach

Respond to journalist queries for high-authority editorial placements in industry publications.

4

Business Directory Submissions

Submit to 20+ relevant local and niche directories for quick, low-effort citation links.



Keyword Rankings

Current organic positions, keyword gaps, and traffic opportunities

TOTAL KEYWORDS RANKING

1,847

Positions 1-100

TOP 3 POSITIONS

42

High-visibility keywords

Good

POSITIONS 4-10

318

Optimize for top 3

Opportunity

MONTHLY EST. TRAFFIC

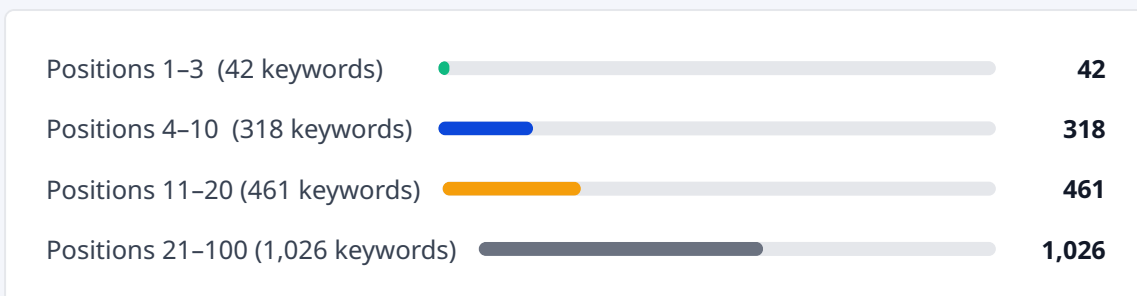
8,240

From organic search

TOP RANKING KEYWORDS BY TRAFFIC

KEYWORD	POSITION	MONTHLY SEARCHES	EST. TRAFFIC	OPPORTUNITY
[primary brand keyword]	#1	8,100	3,240	● Maintain
[core product keyword 1]	#3	5,400	756	● Strengthen
[long-tail variant 1]	#7	2,900	174	● Push to Top 3
[category keyword 1]	#9	3,600	180	● Push to Top 5
[informational keyword]	#14	1,900	76	● Improve Content
[competitor comparison]	#22	1,200	24	● Create Landing Page
[how-to keyword 1]	#31	4,400	44	● Blog Content Gap
[local keyword 1]	#45	2,200	22	● Add Location Pages

KEYWORD POSITION DISTRIBUTION





High-Impact Opportunity


318 keywords in positions 4–10 are prime candidates for quick wins. Refreshing metadata, adding internal links, and expanding content depth can push many to top 3 — potentially tripling their traffic.




Content Quality Assessment


E-E-A-T signals, content depth, duplicate content, and blog strategy


CONTENT HEALTH CHECK


 **Blog section active (47 articles)**
Solid foundation for content marketing and topical authority building.

 **24 pages with thin content**
Pages under 300 words provide little SEO value and risk quality penalties.

 **6 near-duplicate content pages**
Differentiate content or consolidate with 301 redirects to avoid duplicate penalties.

 **No author bios on blog posts**
E-E-A-T missing — add author bios with credentials, photos, and links.

 **Core pages have full descriptions**
Product/service pages have adequate content (400+ words average).

 **Only 2 blog posts published/month**
Recommend 4–6/month for consistent organic growth momentum.

CONTENT QUALITY SCORES

Average Word Count		580w
Keyword Usage		65%
Readability Score		72%
Internal Link Density		Low
Multimedia Usage		Low
Schema / Structured Data		30%

CONTENT RECOMMENDATIONS

1 Create a Content Calendar (4-6 posts/month)

Target long-tail informational keywords. Each post: 1,200-2,000 words, proper heading structure, internal links, clear CTA.

2 Expand 24 Thin Pages to 600+ Words

Add FAQs, real examples, supporting data, and relevant images. Minimum 600-1,000 words per page.

3 Add E-E-A-T Signals Across the Site

Author bios with credentials, publication and update dates, citations, and a detailed About page to build Google's trust.

4 Add Detailed Product / Service Page Content

Every product page needs 500+ words covering features, benefits, FAQs, and social proof to convert visitors and rank better.



Mobile & UX Audit

Mobile-first indexing readiness, usability, and accessibility



Google Uses Mobile-First Indexing

Google indexes the mobile version of the site first. Mobile performance and usability directly determine organic rankings across all devices.

CHECK	RESULT	STATUS
Meta Viewport Tag	Present — <code>width=device-width, initial-scale=1</code>	● Pass
Tap Target Sizes	Some buttons/links too small (<48px)	● Warning
Font Sizes on Mobile	Readable on most pages — some text at 11px	● Warning
Horizontal Scrolling	Not detected	● Pass
Flash Content	None found	● Pass
Intrusive Pop-ups / Interstitials	Exit-intent popup detected — may violate Google's mobile guidelines	● Warning
Mobile PageSpeed Score	38/100 — Critical	● Fail
AMP Implementation	Not detected on any pages	● Consider
iFrame Usage	None detected	● Pass

CHECK	RESULT	STATUS
Content Parity (Mobile vs Desktop)	Consistent across both versions	● Pass

UX OBSERVATIONS

- **Navigation menu too complex**
Reduce top-level items to 5-7. Use mobile-friendly nav patterns.
- **CTA buttons not prominent**
Primary CTAs should use contrasting colors and appear above the fold on all devices.
- **Footer not SEO-optimized**
Footer lacks nav links, privacy/legal pages, and contact information.
- ✔ **Favicon present**
Supports brand recognition in Google's mobile SERP results.

ACCESSIBILITY NOTES

- **63 missing image alt texts**
Affects SEO rankings and accessibility for visually impaired users.
- **Low color contrast on some elements**
Several text/background combos fail WCAG 2.1 AA contrast ratio requirements.
- **No skip navigation link**
Add "Skip to content" link for screen readers and keyboard-only users.



Security & Indexation Status

HTTPS configuration, malware status, and search engine indexation



Security: Good Standing

No malware detected. Site is not blacklisted. HTTPS is active with a valid SSL certificate. This is the strongest area of the entire audit.

SECURITY CHECKS



HTTPS Active

Valid SSL certificate. All pages correctly served over HTTPS.



No Malware Detected

Clean scan — no malicious code or suspicious redirects found.



Not Blacklisted

Not flagged on Google Safe Browsing or any major security blacklist.



Mixed Content on 6 Pages

Resources loading over HTTP — update all asset URLs to HTTPS.



HTTP → HTTPS Redirect Active

All HTTP requests correctly redirect to the HTTPS version.

INDEXATION STATUS



~198 of 247 Pages Indexed

Confirmed in Google Search Console. 80% index rate.



49 Pages Not Indexed

Review noindex tags, thin content pages, and orphaned URLs.



Robots.txt Present & Accessible

Located at </robots.txt>. Reviewed — mostly correct.



Robots.txt Blocking CSS/JS

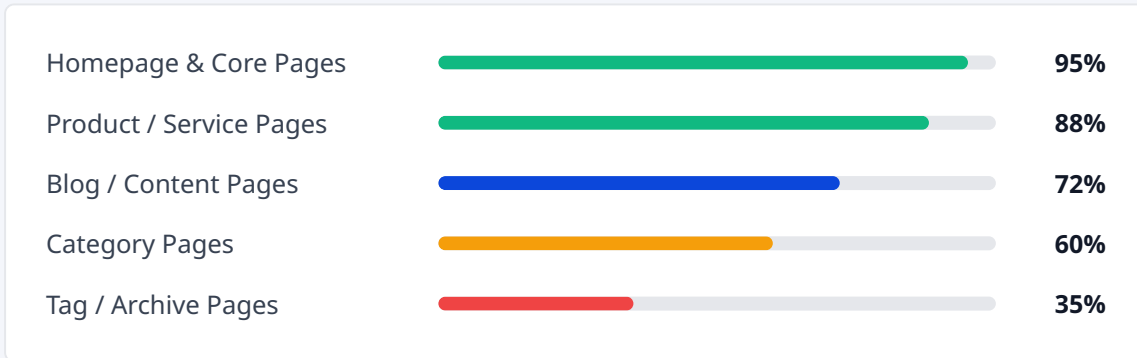
Disallow rules may prevent Googlebot from rendering pages fully.



XML Sitemap Submitted

Sitemap at </sitemap.xml> — submitted to Google Search Console.

INDEXATION BY PAGE TYPE





Action Plan & Recommendations

Prioritized roadmap for improving organic search performance

IMMEDIATE PRIORITIES — MONTH 1

1**Fix 12 broken 404 pages**

Redirect broken URLs to relevant live pages using 301 redirects. Reclaims lost link equity immediately.

2**Resolve HTTPS/HTTP mixed content on 6 pages**

Update all resource URLs — images, scripts, stylesheets — to load over HTTPS without exception.

3**Optimize page speed — target 80+ on mobile**

Convert images to WebP, enable GZIP, defer non-critical JS, minify CSS/JS, set browser cache headers.

4**Write 31 missing meta descriptions**

Each unique, 155–160 characters, with primary keyword included naturally in the copy.

5**Add H1 to 8 pages; fix 11 multiple-H1 pages**

Ensure exactly one unique H1 per page, containing the target keyword for that page.

6**Add alt text to all 63 images missing it**

Concise, descriptive, keyword-aware alt text improves both rankings and accessibility.

SHORT-TERM TASKS — MONTHS 2-3

7 Add canonical tags to 22 pages missing them

Prevents duplicate content penalties and consolidates page authority to preferred URLs.

8 Disavow 23 toxic backlinks via Search Console

Remove spammy referring domains dragging down domain trust and authority.

9 Expand 24 thin pages to 600+ words

Add FAQs, examples, supporting data, and relevant media. Quality content over padding.

10 Fix 27 redirect chain instances

Update all internal links to point directly to the final destination — no intermediary hops.

11 Implement structured data / schema markup

Add Organization, BreadcrumbList, Article, and Product schema to unlock rich SERP results.

12 Begin guest posting campaign (4-6/month)

Target DA 40+ industry blogs. Vary anchor text naturally to build a healthy link profile.

LONG-TERM STRATEGY — MONTHS 4-6+

13 Scale content production to 4-6 posts/month

Build topical authority through consistent long-form content targeting informational and commercial keywords.

14 Optimize 318 keywords in positions 4-10


Refresh content, expand word count, add internal links — target top 3 for each keyword.

15 Implement local SEO strategy

Google Business Profile optimization, local citation building, and location-specific landing pages.

16 Build and link all social media profiles

LinkedIn, YouTube, and Instagram — link all profiles back to the homepage for brand authority signals.

 **Expected Outcomes:** Following this action plan consistently over 6 months, xxxxxx.com can reasonably expect a 40-80% increase in organic traffic, improvement in Domain Authority from 28 to 40+, and significant ranking gains across the 318 near-top-10 keywords. Actual results depend on execution speed, competition, and content quality.