

Technical SEO Audit

Sample report · Prepared by Vladimir Tudor, Tudor Digital Marketing · Hatfield, Hertfordshire

About this sample

This is an anonymised example of the audit deliverable. Findings are drawn from a real UK service business (referred to as “Example Ltd”) with names, URLs and figures changed. Your report follows the same structure, sized to your site.

1. Executive summary

Example Ltd ranks for its brand name but is largely invisible for commercial, non-brand searches. Three issues account for most of the lost visibility: slow mobile page loads, duplicate and thin service pages, and a Google Business Profile that is not aligned with the site’s location data. Addressing the eight priority items below is expected to lift non-brand organic sessions materially within one to two quarters.

Area	Score	Verdict
Crawlability & indexing	62/100	Needs work — 41 pages indexed of 118 submitted
Core Web Vitals (mobile)	38/100	Failing — LCP 4.9s, CLS 0.24
On-page & content	55/100	Duplicate titles on 12 pages, thin service pages
Structured data	30/100	No LocalBusiness, Service or FAQ markup
Local SEO	48/100	NAP mismatch across 6 directories
Backlinks & authority	41/100	19 referring domains, 4 toxic

Overall technical health: 46/100. Scores are weighted by commercial impact, not by issue count.

2. Priority actions (first 30 days)

#	Action	Impact	Effort	Owner
1	Compress and convert 34 hero images to WebP; set explicit width/height	High	Low	TDM
2	Defer third-party scripts (chat widget, two pixels) until after first paint	High	Low	TDM
3	Canonicalise 12 duplicate service URLs to a single indexable version	High	Medium	TDM
4	Rewrite titles and meta descriptions for 18 commercial pages	Medium	Medium	Shared
5	Add LocalBusiness, Service and FAQPage structured data	Medium	Low	TDM

#	Action	Impact	Effort	Owner
6	Correct NAP details on 6 directories and Google Business Profile	Medium	Low	Client
7	Rebuild the XML sitemap; remove 77 non-canonical URLs	Medium	Low	TDM
8	Expand three thin service pages to 800+ words with proof and FAQs	High	High	Shared

3. Crawlability and indexing

Google has indexed 41 of the 118 URLs submitted in the sitemap. The gap is caused by duplicate parameter URLs and by pages excluded through an over-broad robots.txt rule.

Findings

- robots.txt blocks /services/*?filter= but the same rule also catches three live landing pages.
- 77 sitemap URLs are non-canonical, which dilutes crawl budget and sends mixed signals.
- No self-referencing canonical tags on blog articles; 9 duplicates detected.
- Orphan pages: 6 pages have no internal links pointing to them.

Recommended fixes

- Narrow the robots.txt disallow to the exact parameter pattern.
- Regenerate the sitemap from canonical URLs only, then resubmit in Search Console.
- Add self-referencing canonicals sitewide and internal links to the six orphan pages.

4. Core Web Vitals and performance

Metric	Mobile	Desktop	Target	Status
Largest Contentful Paint	4.9 s	2.1 s	< 2.5 s	Fail
Interaction to Next Paint	340 ms	120 ms	< 200 ms	Fail
Cumulative Layout Shift	0.24	0.06	< 0.10	Fail
Time to First Byte	0.7 s	0.5 s	< 0.8 s	Pass
Total page weight	5.4 MB	5.4 MB	< 1.5 MB	Fail

The largest single win is imagery: 34 uncompressed JPEGs account for 4.1 MB of the 5.4 MB page weight. Converting to WebP at the correct display dimensions typically removes 70–80% of that.

5. On-page and content

- 12 pages share the title tag “Home | Example Ltd”, so Google rewrites them in the SERP.
- Three service pages contain fewer than 200 words and rank for nothing beyond brand terms.
- H1 tags are missing on 5 pages; two pages have three H1s each.
- Image alt text is missing or generic on 61% of content images.
- No internal linking between the blog and the commercial service pages.

6. Structured data and AI visibility

The site publishes no structured data. That blocks rich results in Google and makes the business harder to cite in AI answers from ChatGPT, Perplexity and Google AI Overviews, which lean on explicit entity markup.

- Add LocalBusiness with address, opening hours, geo coordinates and sameAs profiles.
- Add Service markup on each service page, linked to the business entity.
- Add FAQPage markup to the questions already on the site.
- Publish an /llms.txt summary so AI crawlers can parse the offer quickly.

7. Local SEO

Signal	Current	Recommended
Google Business Profile categories	1 category	Primary + 3 relevant secondary
NAP consistency	6 mismatches	Identical across all citations
Reviews	11 total, none in 8 months	Steady flow, replies within 48h
Location page	None	One page per served town

8. Backlinks and authority

19 referring domains, of which 4 are low-quality directory links worth disavowing. Competitors in the same county hold between 60 and 140 referring domains, so authority is the main medium-term constraint once the technical fixes land.

9. 90-day roadmap

Phase	Focus	Expected outcome
Days 1–30	Performance, indexing hygiene, structured data	Core Web Vitals pass on mobile; indexed pages up from 41 to ~100
Days 31–60	Content depth, titles, internal linking, local citations	Non-brand impressions up; first page-2 rankings on money terms
Days 61–90	Digital PR, review generation, conversion tracking	Referring domains up; measurable enquiry growth in GA4

What you receive

Your audit is delivered as a PDF like this one, plus a prioritised action sheet and a 45-minute walkthrough call. Implementation can be handled by your team or by Tudor Digital Marketing. Get in touch at vladimir@tudorseo.com or via tudorseo.com/contact.

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