

Website SEO Audit Sample

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Anonymized ecommerce example | Prepared 12 October 2026

This sample demonstrates how I turn website observations into prioritized checks, implementation tasks and acceptance criteria. It is an audit methodology example, not a verified client success story or a current assessment of a named business.

Executive assessment

The example contains reported gaps in page descriptions, category navigation, image descriptions and business information. The first task is to establish whether important URLs are accessible and indexed, then confirm each reported issue before changing the site. Link acquisition follows a review of the existing profile and the pages worth promoting.

Evidence and scope

Historical observations require revalidation. No dated crawl export, URL Inspection results, raw backlink export or reproducible AI visibility test accompanies this sample. Reported findings below are therefore separated from hypotheses and proposed checks. Client identity, addresses, commercial terms and unverified performance claims are omitted.

Priority	Meaning	Decision rule
P0 conditional	Potential access or indexing blocker	Investigate first; escalate only if verified on intended search pages.
P1	Important page or user journey issue	Confirm scope and implement before promotion.
P2	Supporting improvement	Schedule after access, page purpose and navigation.

First evidence request

Obtain permissioned Search Console access or exports, a dated crawl, representative page HTML, current category destinations and the backlink report scope and date. Record affected URLs, evidence location and reviewer for every finding. No access credentials should be placed in an audit document.

Findings and validation

01 Verify access and indexing first

Status: untested hypothesis. Priority: P0 only if confirmed. Owner: SEO consultant with developer support. Low third-party traffic estimates alone do not prove a noindex directive or crawling block.

Check representative home, category and product URLs for HTTP status, robots access, indexing directives, canonical destination and Search Console inspection results. Correct accidental restrictions only on pages intended for search. Acceptance: intended pages are crawlable, have appropriate directives and canonical signals; actual indexing is recorded separately and is not guaranteed.

02 Clarify page titles and descriptions

Status: historically reported; current HTML needed. Priority: P1 for important page titles, P2 for descriptions. Owner: SEO consultant and content editor. Review each page against its actual purpose, then write distinct titles and useful descriptions without repeated keyword variants.

Acceptance: final HTML contains approved page-specific titles and descriptions. A missing meta description does not mean Google displays a blank snippet; Google can generate snippets from page content. Social previews need their own metadata check.

03 Connect category tiles to useful destinations

Status: historically reported. Priority: P1. Owner: SEO consultant and developer. Check whether differently labelled product tiles share a generic shop destination. Create or retain category pages only where inventory and user intent support a useful separate destination.

Acceptance: each tile leads to the intended category or accurately labelled shop view; appropriate pages return 200, use crawlable links and contain relevant products. Record any redirects and update internal links.

04 Correct business information and template remnants

Status: historically reported. Priority: P1 for misleading contact details; P2 for decorative placeholders. Owner: business owner and developer. Verify business details with the owner and correct conflicting contact information across visible templates.

Acceptance: approved information is consistent across checked pages and relevant structured data; placeholder media is removed or replaced. Review currency options against actual markets and checkout behavior rather than removing them simply because several currencies exist.

05 Improve image descriptions and press references

Status: historically reported. Priority: P2. Owner: content editor. Inspect actual alt attributes separately from filenames. Describe meaningful images appropriately and keep decorative alt text empty. Verify any press claim against a real publication.

Acceptance: sampled images have suitable alt text and verified media claims have accurate attribution. Linking out to a press story helps readers verify a claim; it does not create an inbound backlink.

Backlink review and measurement

Backlink totals, quality and performance contribution require a dated export. A low authority metric cannot establish that every link is ineffective.

Review referring page relevance, editorial context, live target, redirects, link attributes and signs of manufactured placements. Record useful lost links and genuine unlinked mentions. Do not recommend blanket disavow actions from a tool score alone.

Implementation sequence

Window	Work	Completion evidence
Days 1 to 7	Baseline, URL access checks, contact details and issue validation	Dated inspections and issue register with verified affected URLs.
Days 8 to 30	Priority titles, category routing, internal links and template corrections	Before and after evidence; developer acceptance checks.
Days 31 to 60	Useful mapped content and relevant outreach	Published destinations, qualified prospects and placement records.
Days 61 to 90	Review visibility, enquiries and remaining constraints	Comparable reporting windows and a revised action queue.

Timing depends on verified findings, access and implementation capacity. These are planning windows, not ranking promises.

How progress is evaluated

Track intended URL indexing separately from sitemap acceptance. Compare relevant query impressions, clicks and landing pages in Search Console, with country and date filters recorded. Track qualified enquiries where measurement is configured. For off-page work, record earned links, referral visits and lost placements; do not attribute every ranking change to a single link.

An absence of paid-search estimates is not an organic SEO defect. Old publication dates alone do not establish poor content quality. AI visibility claims require a documented query set, platform, date and repeatable method; no universal absence or guaranteed inclusion is claimed here.

Discuss your website

Request an audit consultation with Muhammad Usaid Zaheer to agree the scope, evidence access and deliverables for your website.

<https://learnwithusaid.com/seo-services/website-seo-audit/>

Reference

Google Search Central, Control your snippets in search results. Reviewed 12 October 2026.

<https://developers.google.com/search/docs/appearance/snippet>