



Ecommerce SEO Audit Report

Illustrative report for an anonymized demonstration ecommerce website

SCOPE	AUDIT SCORE	FINDINGS	REPORT DATE
74 crawled pages	91 / 100	280 across the completed audit	30 August 2026

ILLUSTRATIVE SAMPLE - NOT A REAL CLIENT REPORT

The source website is a public demonstration store. Domain and identifying URL details are anonymized in this PDF; issue counts and technical patterns are retained for demonstration. The accompanying evidence workbook keeps the source observations for internal use.

EXECUTIVE SUMMARY

A strong audit score with scalable ecommerce template gaps

The completed crawl scored 91/100. Most actionable signals are concentrated in metadata, indexation-related content checks, server consolidation and URL hygiene. The efficient sequence is to fix shared templates and host rules before making isolated product-page edits.

74	91	280	0
Pages reviewed	Audit score	Audit triggers	Viruses

PRIORITY	COUNT	SHARE	INTERPRETATION
High	56	20%	Template or technical attention first
Medium	66	24%	Important optimization after high-priority work
Low	137	49%	Broad hygiene and content improvements
Informational	21	7%	Context, not necessarily a defect

RELEVANT CATEGORY	TRIGGERS	REPORT USE
Metatags	137	Description and title findings
Indexation	65	Thin-content signal
Server parameters	2	Host and protocol consolidation
URL hygiene	71	Underscore pattern
Links	0	No confirmed Internal Linking finding

Recommended sequence

1. Consolidate host and protocol versions. 2. Repair metadata templates. 3. Improve valuable category and product-page content. 4. Change established URL formats only when a broader URL strategy justifies the controlled change.

SCOPE AND INTERPRETATION

What this ecommerce sample does and does not claim

The PDF uses anonymized examples so the public demonstration website is not presented as a client case. The attached workbook remains the working evidence source with the original URLs.

FIELD	VALUE
Audit date	30 August 2026
Scope	74 crawled URLs from a public demonstration ecommerce website
Primary source	Completed Serpstat site audit and its XLSX Microsoft Excel export
Evidence handling	Counts and check statuses read from the completed audit; exact URL examples taken from the attached workbook
Native export note	No additional per-check export was available; the single general workbook contains the selected sheets

Ecommerce coverage

AREA	WHAT IS SUPPORTED	LIMITATION
Category and Product Pages	Missing descriptions on 51 category URLs; thin-content signal on 51 category URLs and 11 product URLs; seven overlong product titles.	The PDF does not claim every product page has a missing description; the workbook shows zero product URLs in that sheet.
Faceted Navigation	No filter or parameter-based faceted issue was detected in the supplied audit export.	Not a finding for this sample.
Indexing Control	The audit exposes the thin-content indexation signal and two sitewide server checks.	Page-level canonical values are unavailable in the workbook.
Internal Linking	No confirmed issue: the Links category is 0.	The href sheet is not sufficient evidence for an Internal Linking finding.

Interpretation rule

A migration reference in this report means only a controlled URL change: one-hop 301 redirects, updated canonical tags, sitemap entries and internal links. It does not mean moving the site, redesigning it or changing the CMS.

PRIORITIZED ACTION MAP

Five report findings selected from the completed ecommerce crawl

The selection favors findings that can be explained with real URLs or explicit sitewide checks. Faceted navigation and Internal Linking are not forced into the report because the audit did not confirm them.

NO.	FINDING	PRIORITY	AFFECTED	EFFORT	OWNER	DECISION
1	Missing meta descriptions	High	54 URLs	Medium	SEO + content/CMS	Template rollout
2	Duplicate title group	High	1 group / 3 URLs	Low-medium	SEO + developer	Canonical cleanup
3	Thin content across templates	Low	65 URLs	High	SEO strategy + content	Prioritize valuable pages
4	Underscores in URL paths	Low	71 URLs	High if URLs change	Developer + SEO	Only with a URL plan
5	Host and protocol consolidation	Mixed; split unavailable	2 sitewide checks	Medium	DevOps / developer	Fix before scale

Why the order is not raw severity

Host and protocol behavior defines the preferred site version. Metadata fixes then scale across many category URLs. Thin content is broad but lower priority. URL rewriting is last because it creates redirect and signal-loss risk.

Supporting signals not selected as separate findings

SIGNAL	TREATMENT
Overlong titles	7 product URLs; useful supporting evidence for Product Pages, but a narrower issue than the selected five.
Duplicate H1	The same three URLs as the duplicate-title group; retained as corroborating evidence rather than a second case.
Short descriptions	The same 54 URLs at length 0; treated as the same missing-description issue.

FINDING 1 OF 5

Missing meta descriptions

HIGH	Metadata / Category and Product Pages	Affected: 54 URLs (51 category, 2 homepage variants, 1 pagination; 0 product URLs)
OBSERVED EVIDENCE	The workbook lists 54 URLs in the missing-description sheet. The matching short-description sheet records length 0 for the same URLs. The examples include category pages, the homepage variants and catalogue pagination.	
EXPECTED IMPACT	Search engines must generate snippets from page content, reducing control over the search message and potentially weakening click-through performance for useful category and listing pages.	
RECOMMENDED ACTION	Write unique descriptions for indexable, valuable categories and the homepage. Add scalable template rules, but do not stamp one generic sentence across every low-value URL.	
IMPLEMENTATION EFFORT	Medium	
RESPONSIBLE ROLE	SEO specialist + content editor/CMS developer	
VERIFICATION METHOD	Re-crawl the 54 target URLs and confirm non-empty, unique descriptions. Review a sample of live snippets after recrawling and reindexing.	

ANONYMIZED EVIDENCE EXAMPLES

ANONYMIZED URL	OBSERVED STATE
https://demo-store.example/catalogue/category/sample-category-a/index.html	Description length: 0
https://demo-store.example/	Description length: 0
https://demo-store.example/catalogue/page-2.html	Description length: 0
https://demo-store.example/catalogue/category/sample-category-b/index.html	Description length: 0

Implementation note

The 54-row short-description sheet is not a second problem in this report; it is the same zero-length metadata pattern.

FINDING 2 OF 5

Duplicate title group

HIGH	Metadata / Duplicate URLs	Affected: 1 group / 3 URLs
OBSERVED EVIDENCE	One title group contains the homepage, an index.html URL and a paginated catalogue URL. All three use the same observed title pattern. The duplicate-H1 sheet confirms the same three URLs with the same H1.	
EXPECTED IMPACT	Several accessible URLs can compete for the same page purpose. This makes page differentiation harder and leaves an unnecessary index.html entry available.	
RECOMMENDED ACTION	Choose one canonical homepage URL, redirect the index.html variant in one hop, and give pagination a distinct, intentional title and canonical strategy.	
IMPLEMENTATION EFFORT	Low-medium	
RESPONSIBLE ROLE	SEO specialist + web developer	
VERIFICATION METHOD	Regroup the crawl by Title and H1, validate one-hop redirects and confirm every canonical points to a 200-status final URL.	

ANONYMIZED EVIDENCE EXAMPLES

ANONYMIZED URL	TITLE	H1
https://demo-store.example/	All products Example Store	All products
https://demo-store.example/index.html	All products Example Store	All products
https://demo-store.example/catalogue/page-2.html	All products Example Store	All products

Implementation note

The visible title and H1 strings are anonymized in this PDF; the attached workbook retains the source values.

FINDING 3 OF 5

Thin content across ecommerce templates

LOW	Indexation / Category and Product Pages	Affected: 65 URLs (51 category, 11 product, 2 homepage variants, 1 pagination)
OBSERVED EVIDENCE	The thin-content sheet records a word count for 65 URLs. Examples range from 49 words on a category page and 63 words on another category page to 244 words on a product page and 164 words on the homepage.	
EXPECTED IMPACT	Pages with little unique main content provide weaker relevance and differentiation signals. A broad set of similar indexable pages can make the catalogue less useful to search engines.	
RECOMMENDED ACTION	Prioritize commercially valuable categories and products. Add concise, unique selection guidance and contextual links. Consolidate or canonicalize pages that do not serve a distinct search purpose.	
IMPLEMENTATION EFFORT	High	
RESPONSIBLE ROLE	SEO strategist + content team	
VERIFICATION METHOD	Review content by template, improve priority pages and re-crawl. Do not use a universal word-count target as a substitute for useful differentiation.	

ANONYMIZED EVIDENCE EXAMPLES

ANONYMIZED TEMPLATE	OBSERVED WORDS	INTERPRETATION
Category page A	49	Very little unique context
Homepage listing	164	Mostly catalogue elements
Category page B	178	Limited category context
Product page example	244	Product copy remains limited

Implementation note

Word count is a diagnostic signal, not a universal quality threshold. The goal is useful content and page differentiation.

FINDING 4 OF 5

Underscores used in URL paths

LOW	URL hygiene / Category and Product Pages	Affected: 71 of 74 URLs
OBSERVED EVIDENCE	The URL-hygiene sheet lists 71 URLs containing underscores in category or product path segments. The pattern is widespread, but the export does not prove that a corresponding hyphenated duplicate exists.	
EXPECTED IMPACT	Underscores reduce URL readability and depart from the chosen separator convention. However, changing established URLs can create redirect, canonical and internal-link risks.	
RECOMMENDED ACTION	Use hyphens for newly created URLs. Change existing paths only under an approved URL plan with a complete redirect map, updated canonicals, sitemap entries and internal links.	
IMPLEMENTATION EFFORT	High if URLs change	
RESPONSIBLE ROLE	Web developer + SEO specialist	
VERIFICATION METHOD	If a URL change is approved, crawl the new structure: every old URL should return one 301 and every internal reference should point directly to the final URL.	

ANONYMIZED EVIDENCE EXAMPLES

ANONYMIZED URL	OBSERVATION
https://demo-store.example/category/sample_category_1/	Underscore in path
https://demo-store.example/category/sample_category_2/	Underscore in path
https://demo-store.example/product/sample_product_994/	Underscore in path
https://demo-store.example/product/sample_product_983/	Underscore in path

Implementation note

Do not rename 71 URLs solely to satisfy a hygiene check. The change needs a broader URL, platform or architecture reason.

FINDING 5 OF 5

Host and protocol versions are not consolidated

MIXED	Server parameters / Duplicate URLs / Indexing Control	Affected: 2 sitewide checks; individual split unavailable
OBSERVED EVIDENCE	The server-parameters sheet contains two explicit statuses: no redirect between WWW and non-WWW versions, and no redirect or canonical consolidation from HTTP to HTTPS. The export does not expose exact endpoint URLs or the individual priority assigned to each status.	
EXPECTED IMPACT	Inconsistent host or protocol handling can split signals and create poor crawler or user paths. The missing URL-level details mean the exact response chain must be checked before implementation.	
RECOMMENDED ACTION	Choose one preferred HTTPS host, install a valid certificate for every served hostname and configure one-hop 301 redirects from every alternate host/protocol to the preferred destination. Keep canonical and sitemap signals aligned.	
IMPLEMENTATION EFFORT	Medium	
RESPONSIBLE ROLE	DevOps or web developer	
VERIFICATION METHOD	Test HTTP/HTTPS and WWW/non-WWW variants directly. Each alternate must return one 301 to the same preferred HTTPS destination, with no chain or loop and a valid certificate.	

ANONYMIZED EVIDENCE EXAMPLES

CHECK	STATUS IN WORKBOOK	URL DETAIL
WWW / non-WWW	No redirect	Not supplied
HTTP / HTTPS	No redirect or canonical	Not supplied

Implementation note

The summary indicates one high- and one low-priority server issue, but the workbook does not map those labels to the two rows. Do not invent an individual priority.

ECOMMERCE INTERPRETATION

What the crawl supports for an online store

This section keeps the report honest about what is and is not visible in the supplied audit. A missing category is not turned into a fabricated finding.

AREA	EVIDENCE	REPORT DECISION
Category templates	51 category URLs have missing descriptions and 51 category URLs are in the thin-content sheet.	High-value template work
Product templates	11 product URLs are in the thin-content sheet; seven product URLs have overlong titles. Missing-description sheet has zero product URLs.	Review product copy and title rules
Faceted navigation	No filters, URL parameters or facet duplicate problem was detected in the provided export.	No finding
Internal linking	Links category is 0. The href list is not sufficient evidence for a linking problem.	Data unavailable for a finding
Canonical detail	Sitewide HTTP/HTTPS status is present, but page-level canonical values are not in the workbook.	Verify directly before implementation

No forced category coverage

The absence of a faceted-navigation or Internal Linking finding is itself a useful scope result: the report distinguishes confirmed evidence from data that the audit did not expose.

VERIFICATION AND HANDOFF

Acceptance criteria for implementation

Recommendations are complete only when the result can be reproduced. The criteria below can be assigned directly to SEO, content and development roles.

AREA	ACCEPTANCE CRITERION
Meta descriptions	All 54 target URLs return non-empty, unique and useful descriptions.
Duplicate titles	The three-URL title group is resolved; index.html behavior and canonical targets are verified.
Thin content	Priority categories and products have useful unique main content; non-distinct pages are consolidated according to plan.
URL format	If approved: old URLs return one 301, while canonicals, sitemap and internal links point directly to final hyphenated URLs.
Host and protocol	Every HTTP/WWW variant reaches one preferred HTTPS destination with a valid certificate and no chain or loop.

Recommended re-audit

Run a focused validation crawl after deployment, then repeat the full audit after search engines have had time to recrawl the updated templates and host rules.

Implementation-Ready Task Pack

Alongside the audit PDF, the full audit includes a structured spreadsheet with page-level tasks, priorities, responsible roles, implementation notes and clear verification criteria. Separate handoff files can be prepared for SEO, content and development teams.

Need the same clarity for your ecommerce site?

Use a free manual mini audit to see how findings and priorities are presented.