



Technical SEO Audit Report

Illustrative report for a demonstration website

SCOPE	AUDIT SCORE	TRIGGERS	REPORT DATE
74 crawled pages	91 / 100	280 across 18 checks	30 August 2026

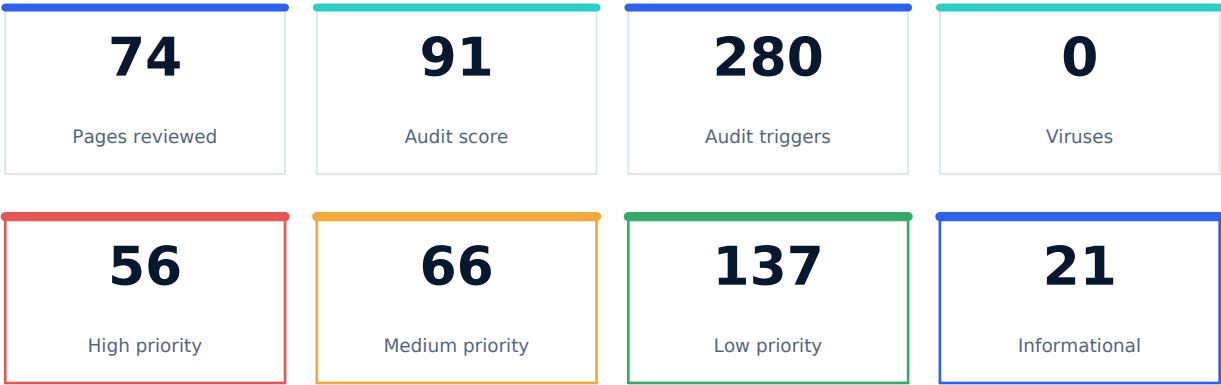
ILLUSTRATIVE SAMPLE - NOT A REAL CLIENT REPORT

The domain, URLs and other identifying details are hidden. Issue counts and technical patterns are retained for demonstration.

EXECUTIVE SUMMARY

A strong overall score does not eliminate technical risk

The crawl scored 91/100. The first priorities are host consolidation and a cluster of likely alternative URLs. Performance delivery, URL hygiene and index quality are documented separately and should follow the higher-priority technical work.



AREA	SIGNAL	DECISION
Host and protocol	Two sitewide checks without URL-level detail	Verify and establish one preferred HTTPS version
Technical duplicates	One Title group across three URLs	Separate true duplicates from valid pagination
Performance	Four CSS/JS rules on the homepage	Optimize without inventing speed gains
URL architecture	71 URLs contain underscores	Do not rename existing URLs without a justified plan
Index quality	65 pages have low word counts	Segment by page type and search value

Recommended sequence

1. Verify host and protocol behavior. 2. Resolve technical URL alternatives. 3. Optimize CSS and JavaScript. 4. Only then decide whether established URL patterns or broad thin-page work justify large-scale changes.

SCOPE AND BOUNDARIES

What the technical crawl confirmed

The report separates confirmed triggers from areas where the source data is incomplete. An unconfirmed issue is not added to the implementation plan.

AREA	STATUS	DATA BOUNDARY
Host and protocol	Two sitewide statuses confirmed	No exact URLs, response codes or redirect destinations
Response codes	No issues detected	No confirmed 3xx, 4xx, 5xx, chains or loops
Canonical and noindex	Insufficient data	No page-level canonical or noindex values
robots.txt and XML sitemap	Data unavailable	Indexation completeness cannot be concluded
Internal links	No issues detected	The Links category contains zero triggers
PageSpeed	Four homepage rules	No numeric scores, timings, asset URLs or byte savings

Interpretation rule

Missing data does not mean that a problem is absent. Canonical, noindex, robots.txt, XML sitemap and exact response chains require a separate direct check before implementation.

CHECKS WITHOUT DETECTED ISSUES	RESULT
Response codes, redirects and links	No confirmed triggers
HTTPS certificate, AMP and structured markup	No confirmed triggers

ACTION MAP

Six confirmed technical areas

Color shows the implementation order: red for urgent or first-priority work, orange for medium priority, and green for lower-priority or controlled improvements.

NO.	FINDING	PRIORITY	SCOPE
1	No redirect between WWW and non-WWW	HIGH	1 sitewide check
2	Duplicate Title cluster and likely alternative URLs	HIGH	1 group / 3 URLs
3	CSS and JavaScript are not minified for desktop and mobile	MEDIUM	4 rules / homepage
4	HTTP is not consolidated to HTTPS	LOW	1 sitewide check
5	Underscores in URL paths	LOW	71 URLs
6	Thin-content pages	LOW	65 URLs

STAGE	ACTION	PURPOSE
Now	Verify host, protocol and the three-URL cluster	Prevent signal fragmentation and technical duplicates
Next	Optimize CSS/JS and measure the result	Improve technical delivery without indexation risk
Later	Decide on 71 URLs and 65 thin pages	Avoid broad changes without an expected benefit

How to read the colors

A red block requires first-priority verification or correction. Orange belongs in the next implementation queue. Green indicates a controlled improvement that should not displace higher-value work.

FINDING 1 OF 6

No redirect between WWW and non-WWW

HIGH	Server parameters / host consolidation	Affected: 1 sitewide check
OBSERVED EVIDENCE	The completed audit reports no redirect between the WWW and non-WWW versions. The export does not include concrete endpoint URLs or response headers.	
POTENTIAL IMPACT	Search engines may encounter two host versions. This can create uncertainty about the preferred host and may split link signals.	
RECOMMENDED ACTION	Choose one preferred host. Implement one-hop permanent redirects from the alternate host. Align canonical tags, XML sitemap entries and internal links with the selected version.	
IMPLEMENTATION EFFORT	Medium	
RESPONSIBLE ROLE	Developer; host decision and QA by SEO Specialist	
VERIFICATION CRITERION	Every request to the alternate host reaches the matching URL on the preferred host in one hop. There are no chains or loops.	

EVIDENCE EXAMPLES

CHECK	STATUS	DETAIL
WWW / non-WWW	Redirect not configured	URLs and response codes were not supplied

Implementation caution

Before implementation, verify the actual response chain and confirm that every served hostname has a valid HTTPS certificate.

FINDING 2 OF 6

Duplicate Title cluster

HIGH		Metadata / technical duplicate URLs	Affected: 1 group / 3 URLs
OBSERVED EVIDENCE	The same Title appears on the homepage, /index.html and the second catalogue page. The root and /index.html look like technical alternatives. The pagination page may be a valid standalone page.		
POTENTIAL IMPACT	Page differentiation is unclear and alternative URLs may compete. A duplicate Title alone does not prove that all page content is duplicated.		
RECOMMENDED ACTION	Compare the purpose and content of all three URLs. If /index.html duplicates the root, redirect it in one hop. Give the pagination page a unique Title and an appropriate canonical strategy.		
IMPLEMENTATION EFFORT	Medium		
RESPONSIBLE ROLE	SEO Specialist + Developer		
VERIFICATION CRITERION	True duplicates resolve to one preferred URL. Remaining indexable pages have unique Titles, and every canonical points to the intended 200-status URL.		

EVIDENCE EXAMPLES

URL	TITLE	INTERPRETATION
https://demo-site.example/	All products Example Store	Preferred homepage
https://demo-site.example/index.html	All products Example Store	Likely technical duplicate
https://demo-site.example/catalogue/page-2.html	All products Example Store	Distinct pagination; duplicate Title

Implementation caution

Do not redirect page-2.html to the homepage only because its Title is duplicated. Verify content, canonical behavior and indexation intent first.

FINDING 3 OF 6

CSS and JavaScript are not minified

MEDIUM	PageSpeed / desktop and mobile	Affected: 4 rules / homepage
OBSERVED EVIDENCE	Four recommendations are present for desktop and mobile: minify CSS and minify JavaScript. The source data contains no numeric performance metrics.	
POTENTIAL IMPACT	Unminified or oversized resources may increase transfer size and delay rendering or interactivity.	
RECOMMENDED ACTION	Minify production CSS and JavaScript, remove verified unused code, split non-critical bundles and defer non-critical JavaScript without breaking functionality.	
IMPLEMENTATION EFFORT	Medium	
RESPONSIBLE ROLE	Developer	
VERIFICATION CRITERION	The homepage remains fully functional, minified production assets are served, and a repeat check no longer reports these four rules. Measure impact with a dedicated performance tool.	

EVIDENCE EXAMPLES

ENVIRONMENT	CSS	JAVASCRIPT	SCOPE
Desktop	Minification required	Minification required	Homepage
Mobile	Minification required	Minification required	Homepage

Implementation caution

The report does not provide PageSpeed scores, timings or byte savings. No numeric speed improvement is claimed without a separate measurement.

FINDING 4 OF 6

HTTP is not consolidated to HTTPS

LOW Server parameters / protocol consolidationAffected: 1 sitewide check		
OBSERVED EVIDENCE	The audit reports no HTTP-to-HTTPS redirect or canonical consolidation. Exact URLs, canonical values and response codes are not included in the export.	
POTENTIAL IMPACT	Protocol alternatives may split signals or create inconsistent paths for crawlers and users.	
RECOMMENDED ACTION	Implement one-hop permanent redirects from HTTP to matching HTTPS URLs. Use self-referencing HTTPS canonicals and HTTPS URLs in the sitemap and internal links.	
IMPLEMENTATION EFFORT	Medium	
RESPONSIBLE ROLE	Developer; validation by SEO Specialist	
VERIFICATION CRITERION	Sampled HTTP URLs redirect once to matching HTTPS URLs. Final pages return the intended response, and canonical, sitemap and internal links consistently use HTTPS.	

EVIDENCE EXAMPLES

CHECK	STATUS	DETAIL
HTTP / HTTPS	No redirect or canonical	URLs and canonical values were not supplied

Implementation caution

The source audit labels this item as low priority. Verification should still be completed before broad URL, canonical or sitemap work.

FINDING 5 OF 6

Underscores in URL paths

LOW	URL hygiene / architecture	Affected: 71 URLs
OBSERVED EVIDENCE	Seventy-one category and product URLs contain underscores. The export does not prove that equivalent hyphenated duplicates exist.	
POTENTIAL IMPACT	Underscores provide weaker word separation and create an inconsistent URL pattern. However, changing established URLs can create more risk than benefit.	
RECOMMENDED ACTION	Use hyphens for newly generated URLs. Change existing URLs only under an approved one-to-one URL plan with permanent redirects and updated canonicals, sitemap entries and internal links.	
IMPLEMENTATION EFFORT	Low for new URLs; high for a broad change	
RESPONSIBLE ROLE	Developer + SEO Specialist + Project Manager	
VERIFICATION CRITERION	If a change is approved, every old URL redirects once to its mapped new URL. There are no 404s or chains, and all references point directly to the new URLs.	

EVIDENCE EXAMPLES

SAMPLE URL	OBSERVATION
https://demo-site.example/category/sample-category_4/index.html	Underscore in path
https://demo-site.example/category/sample-category_22/index.html	Underscore in path
https://demo-site.example/product/sample-product_995/index.html	Underscore in path

Implementation caution

Do not rename 71 URLs only to satisfy a hygiene check. This is a controlled URL change, not a site move or redesign, and it needs a broader technical reason.

FINDING 6 OF 6

Thin-content pages

LOW	Index quality / templates	Affected: 65 URLs
OBSERVED EVIDENCE	Sixty-five URLs have low word counts. The sample includes category pages with 48-49 words, the homepage with 164 words, another category with 178 words and a product example with 244 words.	
POTENTIAL IMPACT	Pages with minimal unique content may be difficult to differentiate. Word count alone does not prove that a page should be excluded from indexing.	
RECOMMENDED ACTION	Segment the 65 URLs by page type and search value. Add useful unique content where it improves intent, consolidate true duplicates, and use noindex only after an explicit indexation decision.	
IMPLEMENTATION EFFORT	High across 65 URLs; medium with a reusable template	
RESPONSIBLE ROLE	SEO Specialist + Content Specialist + Developer	
VERIFICATION CRITERION	Every retained indexable page serves a distinct purpose and contains useful unique main content. Excluded pages have a documented indexation rule and reason.	

EVIDENCE EXAMPLES

PAGE TYPE	WORDS	INTERPRETATION
Category A	49	Very little unique context
Category B	48	Very little unique context
Homepage	164	Catalogue elements may form most of the text
Product	244	Usefulness matters more than length alone

Implementation caution

Do not add text only to meet a formal 300-word threshold. The criterion is usefulness, uniqueness and alignment with page intent.

VERIFICATION AND HANDOFF

Acceptance criteria and implementation-ready task pack

A recommendation is complete only after reproducible verification. The PDF is therefore supported by structured, role-specific implementation tasks.

AREA	ACCEPTANCE CRITERION
WWW / non-WWW	One redirect to the preferred host; no chains or loops
Three-URL cluster	True duplicates consolidated; pagination has a unique Title and correct canonical
CSS / JavaScript	Minified production assets; functionality preserved; rules no longer repeat
HTTP / HTTPS	HTTP redirects once to HTTPS; canonical, sitemap and links use HTTPS
URLs with underscores	New URLs use hyphens; existing URLs change only under an approved map
Thin-content pages	Indexable pages contain useful unique content; exclusions have documented rules

IMPLEMENTATION-READY TASK PACK

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

ROLE	TASK PACKAGE
SEO Specialist	Select host and protocol; map the three URLs; segment 65 pages; validate canonical, sitemap and redirects
Developer	Implement host and protocol redirects; handle index.html; minify CSS/JS; update URL generator and templates
Content Specialist	Create useful unique content only for the SEO-approved subset of 65 pages; avoid filler text
Project Manager	Sequence work; manage dependencies; coordinate staging QA; track 71 URLs; maintain rollback and post-release crawl

Need the same technical clarity for your website?

Use a free manual mini audit to see how issues, priorities and implementation tasks are presented.