



Sample SEO Audit Report

Illustrative report for a demonstration
ecommerce website

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

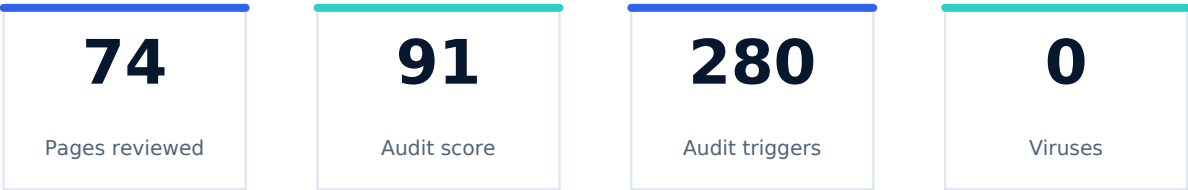
ILLUSTRATIVE SAMPLE - NOT A REAL CLIENT REPORT

Domain names, URLs and identifying details have been anonymized. Issue counts and technical patterns are preserved for demonstration purposes.

EXECUTIVE SUMMARY

A technically healthy site with several scalable template issues

The audit score is strong, but the crawl identified repeated metadata, content and host-configuration patterns that affect many pages at once. The highest-value work is to fix shared templates and host behavior before making isolated page edits.



PRIORITY	COUNT	SHARE	INTERPRETATION
High	56	20%	Requires early technical or template attention
Medium	66	24%	Important optimization after critical fixes
Low	137	49%	Broad hygiene improvements and possible URL changes
Informational	21	7%	Contextual checks, not necessarily defects

Recommended sequencing

1. Consolidate host versions and duplicate entry URLs. 2. Repair metadata templates. 3. Improve valuable category content. 4. Treat URL-format changes as a controlled URL change, not a cosmetic cleanup.

SCOPE AND METHODOLOGY

How this illustrative report was prepared

This report demonstrates the structure and decision-making used in a professional SEO audit. It is not a native platform export and it is not presented as a client case study.

Audit date	30 August 2026
Scope	74 URLs from a public demonstration ecommerce website
Primary audit source	Completed Serpstat site audit; counts and priority labels were read from the completed report
Validation	Read-only review of the same 74 URLs to confirm affected URLs, metadata and response behavior
Evidence pack	Prepared locally from completed audit results and validation observations; not an original third-party service export

Important interpretation notes

- Audit triggers are not unique pages. A single URL can trigger more than one check.
- Automated severity is a starting point. Business value, implementation risk and template reach determine the final sequence.
- In this report, "migration" means only a controlled URL change: a 301 redirect map plus updated canonical tags, sitemap entries and internal links. It does not mean moving the site, changing its design or changing the CMS.
- Search-result appearance, traffic and revenue impact require post-implementation monitoring and cannot be guaranteed from a crawl alone.

Evidence standard

Each detailed finding below includes an observed pattern, expected impact, recommended action, implementation effort, responsible role and an explicit verification method.

PRIORITIZED ACTION PLAN

Six selected findings, ordered by implementation logic

Priority labels are retained from the completed audit. The recommended sequence also considers reach, dependencies and change risk.

NO.	FINDING	PRIORITY	PAGES	EFFORT	OWNER	DECISION
1	Host consolidation	High	1	Medium	DevOps + Developer	Fix first
2	Missing meta descriptions	High	54	Medium	SEO + Content/CMS	Template rollout
3	Duplicate title group	High	3 URLs	Low-medium	SEO + Developer	Canonical cleanup
4	Overlong titles	Medium	7	Low	SEO + Content	Quick optimization
5	Thin content	Low	65	High	SEO Strategy + Content	Prioritize valuable pages
6	Underscores in URLs	Low	71	High	Developer + SEO	Only if URLs change

Why the order differs from raw severity

Host consolidation is first because it defines the canonical site version. Metadata fixes follow because one template change can improve many pages. URL rewriting is last because it creates redirect risk and should not be performed solely to satisfy a hygiene check.

Expected delivery roles

SEO specialist	Define canonical targets, metadata rules, page priorities and acceptance criteria.
Content specialist	Write page-specific metadata and useful category copy based on search intent.
Developer / DevOps	Implement redirects, certificates, template rules and controlled URL changes.

FINDING 1 OF 6

Missing meta descriptions

HIGH

Metadata

Affected: 54 of 74 pages

OBSERVED EVIDENCE	Fifty-four crawled pages returned an empty or missing meta description. The pattern affects the homepage, listing pages and multiple paginated or category templates.
EXPECTED IMPACT	Search engines must generate snippets from page content. This reduces control over the search message and can weaken click-through performance for pages that already rank.
RECOMMENDED ACTION	Create unique, useful descriptions for the homepage and priority categories. Add template rules for scalable pages, but avoid repeating the same generic sentence across the site.
IMPLEMENTATION EFFORT	Medium
RESPONSIBLE ROLE	SEO specialist + Content editor or CMS developer
VERIFICATION METHOD	Repeat the crawl and confirm that all 54 target URLs have non-empty, unique descriptions. Review a sample of live search snippets after recrawling and reindexing.

EVIDENCE EXAMPLES

EXAMPLE URL	HTTP	DESCRIPTION	OBSERVATION
https://demo-store.example/	200	0 characters	Missing
https://demo-store.example/index.html	200	0 characters	Missing
https://demo-store.example/category/sample-category/	200	0 characters	Missing
https://demo-store.example/catalogue/page-2.html	200	0 characters	Missing

Implementation note

Do not write descriptions for every low-value URL blindly. Start with pages that are indexable, useful and capable of attracting qualified search traffic.

FINDING 2 OF 6

Duplicate title group

HIGH

Metadata

Affected: 1 group / 3 URLs

OBSERVED EVIDENCE	One duplicate group was identified. The same 40-character title appeared on the homepage, an index.html duplicate and a paginated listing page.
EXPECTED IMPACT	Duplicate titles make it harder to distinguish page purpose and can cause multiple URLs to compete for the same topic. The index.html variant also creates unnecessary duplication.
RECOMMENDED ACTION	Keep one canonical homepage URL, redirect the index.html variant with a single 301, create a unique title for pagination and confirm canonical tags point to the final preferred URL.
IMPLEMENTATION EFFORT	Low to medium
RESPONSIBLE ROLE	SEO specialist + Web developer
VERIFICATION METHOD	Regroup crawl results by title and confirm no duplicates remain. Validate one-hop redirects and confirm every canonical points to a 200-status final URL.

EVIDENCE EXAMPLES

EXAMPLE URL	TITLE	LENGTH	HTTP
https://demo-store.example/	All products Example Store	28	200
https://demo-store.example/index.html	All products Example Store	28	200
https://demo-store.example/catalogue/page-2.html	All products Example Store	28	200

Implementation note

A duplicate-title warning is not solved by title editing alone when duplicate URLs remain accessible. Redirect and canonical behavior must be verified together.

FINDING 3 OF 6

Overlong page titles

MEDIUM

Metadata

Affected: 7 pages

OBSERVED EVIDENCE	Seven titles exceeded 70 characters. Observed lengths were 74, 78, 81, 83, 110, 115 and 122 characters.
EXPECTED IMPACT	Long titles can be truncated in search results and dilute the page's primary topic, especially when the product name is followed by repetitive site wording.
RECOMMENDED ACTION	Shorten titles to approximately 50-70 characters where possible. Keep the main product or category name and one useful modifier; remove repeated or low-value suffixes.
IMPLEMENTATION EFFORT	Low
RESPONSIBLE ROLE	SEO specialist or Content editor
VERIFICATION METHOD	Repeat the crawl and confirm all seven titles are unique, relevant and no longer than 70 characters. Spot-check alignment with H1 and page content.

EVIDENCE EXAMPLES

EXAMPLE URL	OBSERVED LENGTH	STATUS
https://demo-store.example/product/example-product-01/	78 characters	Too long
https://demo-store.example/product/example-product-02/	115 characters	Too long
https://demo-store.example/product/example-product-03/	122 characters	Too long
https://demo-store.example/product/example-product-04/	110 characters	Too long

FINDING 4 OF 6

Thin content across indexable templates

LOW	Indexation and content	Affected: 65 of 74 pages
OBSERVED EVIDENCE	The audit flagged 65 pages as having limited text. Narrow category pages contained approximately 111-115 words of raw visible text, while many listing templates relied primarily on repeated navigation and product elements.	
EXPECTED IMPACT	Pages with little unique main content provide weak relevance signals. When many similar pages are indexable, the overall index can become less differentiated and less useful to search engines.	
RECOMMENDED ACTION	Prioritize commercially valuable categories. Add concise, unique introductory copy, useful selection guidance and contextual internal 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 and repeat the crawl. Priority pages should contain useful, unique main content; duplicates and low-value variants should be consolidated as planned.	

EVIDENCE EXAMPLES

EXAMPLE TEMPLATE	OBSERVED WORDS	INTERPRETATION
Homepage listing	317	Mostly repeated catalogue elements
Main category	315	Limited unique category context
Narrow category A	115	Very little unique main text
Narrow category B	111	Very little unique main text

Implementation note

Word count is a diagnostic signal, not a universal quality threshold. The goal is useful page differentiation, not adding filler text to every URL.

FINDING 5 OF 6

WWW and non-WWW versions are not consolidated

HIGH

Server configuration

Affected: 1 host-level issue

OBSERVED EVIDENCE	The preferred non-WWW HTTPS host returned 200. The HTTP WWW version returned 404 without a redirect, while the HTTPS WWW version failed with a TLS hostname mismatch.
EXPECTED IMPACT	Host variants are not consistently consolidated. This can fragment signals and create poor user or crawler experiences. The HTTPS WWW hostname is also unavailable before any redirect can occur.
RECOMMENDED ACTION	Use the non-WWW HTTPS host as the preferred version. Issue a valid certificate for the WWW hostname and configure one-hop 301 redirects from every WWW and HTTP variant to the matching non-WWW HTTPS URL.
IMPLEMENTATION EFFORT	Medium
RESPONSIBLE ROLE	DevOps or Web developer
VERIFICATION METHOD	Test all protocol and host variants. Each must return one 301 to a single HTTPS non-WWW destination, with a valid certificate and no redirect chains or loops.

EVIDENCE EXAMPLES

CHECKED HOST VERSION	OBSERVED RESULT	INTERPRETATION
https://demo-store.example/	200	Preferred host
http://www.demo-store.example/	404, no Location	No consolidation redirect
https://www.demo-store.example/	TLS hostname mismatch	Connection fails before redirect

Implementation note

Redirect configuration alone is not enough. The WWW certificate must be valid so HTTPS requests can reach the redirect response.

FINDING 6 OF 6

Underscores used in URL paths

LOW	URL hygiene	Affected: 71 of 74 URLs
OBSERVED EVIDENCE	Seventy-one crawled URLs contained underscores in the path. The pattern was present in category identifiers and product-page slugs.	
EXPECTED IMPACT	The URLs are less readable and do not follow the common convention of using hyphens as word separators. However, changing established URLs creates a larger redirect and signal-loss risk than the hygiene issue itself.	
RECOMMENDED ACTION	Use hyphens for newly created URLs. Change existing URLs only as part of a controlled URL change with a complete redirect map, updated canonical tags, sitemap entries and internal links.	
IMPLEMENTATION EFFORT	High if URLs change	
RESPONSIBLE ROLE	Web developer + SEO specialist	
VERIFICATION METHOD	Crawl the migrated structure. New URLs should contain no underscores; each old URL should return one 301; internal links, canonical tags and sitemaps should point directly to final URLs.	

EVIDENCE EXAMPLES

EXAMPLE URL	UNDERScores	HTTP
https://demo-store.example/category/sample_category_1/	1	200
https://demo-store.example/category/sample_category_2/	1	200
https://demo-store.example/product/sample_product_994/	1	200
https://demo-store.example/product/sample_product_983/	1	200

Implementation note

Do not change every URL solely to replace underscores. The change should be justified by a broader platform, architecture or URL strategy project.

VERIFICATION CHECKLIST

How completion should be confirmed

Implementation is complete only when the technical result can be reproduced. The checks below convert recommendations into clear acceptance criteria.

AREA	ACCEPTANCE CRITERIA
Host variants	All HTTP and WWW variants return one 301 to the preferred HTTPS non-WWW URL; certificate valid
Meta descriptions	All 54 selected URLs return non-empty, useful and non-duplicated descriptions
Duplicate titles	No duplicate title group remains; index.html redirect and canonical behavior verified
Long titles	All seven titles are <=70 characters, unique and aligned with the page topic
Thin content	Priority categories contain useful unique content; non-distinct pages are consolidated according to plan
URL changes	If approved: old URLs return one 301 and all internal references point directly to final hyphenated URLs

Recommended re-audit

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

What this sample demonstrates

- Evidence is separated from interpretation.
- Every finding includes an owner and implementation effort.
- Recommendations include a measurable verification method.
- Automated priority is balanced against reach, dependencies and URL-change risk.

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 level of clarity for your website?

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