What a full audit report looks like

Example: Riverside Trades Co. (yourbusiness.com.au) · 8 November 2026

47

Several foundational issues found

This is a sample scorecard showing the categories and level of detail your real audit would cover — technical performance, on-page SEO, structured data, and AI visibility, each scored and evidenced individually.

CATEGORY SCORES (EXAMPLE)

38 Page Speed (Mobile)	**68** Page Speed (Desktop)	**41** On-Page SEO
35 Meta Tags & Structured Data	**55** Indexability & Crawl	**44** Content & Keywords
22 AI Visibility (AEO/GEO)	**51** Local SEO Signals	**62** Mobile & Responsive

TOP THREE QUICK WINS (EXAMPLE)

1. Add LocalBusiness schema to the homepage — roughly two hours of work, unlocks business info panels.
2. Write meta descriptions for the 12 pages missing them, starting with the four service pages.
3. Compress and convert the five hero images to WebP — the single biggest mobile speed gain available.

ALL FINDINGS (12) — ORDERED BY IMPACT

CRITICAL

Mobile page speed scores 38/100 — Performance

Largest Contentful Paint measured at 4.8s on a mid-range mobile device, against Google's 2.5s threshold. Uncompressed hero images account for 2.1s of that.

WHY IT MATTERS: Most mobile visitors leave before the page finishes loading, and mobile is where local searches happen.

CRITICAL

No structured data (JSON-LD) found on any page — Structured Data

No Organization, LocalBusiness, Service or FAQ schema present anywhere on the site.

WHY IT MATTERS: Ineligible for rich results — business info panels, FAQ snippets, star ratings — that competitors already earn.

CRITICAL

Four service pages carry a stray noindex tag — Indexability & Crawl

A staging-era meta robots noindex directive was never removed from /services/emergency, /services/commercial and two others.

WHY IT MATTERS: These four pages cannot rank at all — they are invisible to Google regardless of any other optimisation.

HIGH

Meta descriptions missing on 12 of 34 pages — Meta Tags

Google auto-generates a snippet on these pages, usually by scraping the first matching sentence on the page.

WHY IT MATTERS: Lower click-through rate from search results, even where the page already ranks well.

HIGH

Duplicate title tags across nine location pages — Meta Tags

Nine suburb pages share the identical title 'Plumbing Services | Riverside Trades Co.' with no suburb differentiation.

WHY IT MATTERS: Google cannot tell these pages apart, so they compete with each other instead of each ranking for its own suburb.

HIGH

No Open Graph tags site-wide — Technical On-Page

No og:title, og:description or og:image present on any page checked.

WHY IT MATTERS: Every link shared to Facebook, LinkedIn or Slack renders with no preview image and a generic title.

HIGH

Keyword cannibalisation between blog and service pages — Content & Keywords

Both /blog/emergency-plumbing-guide and /services/emergency target the query 'emergency plumber' with equal internal link weight.

WHY IT MATTERS: Neither page accumulates the authority it needs; the informational blog post usually wins and converts far worse.

HIGH

No answer-first content structure for AI Overviews — AI Visibility

Service pages open with brand narrative rather than a direct answer to the query they target, and carry no FAQ blocks.

WHY IT MATTERS: AI assistants and Google's AI Overviews have no extractable passage to cite, so the site is invisible in AI answers.

MEDIUM

Service pages average 140 words of content — Content & Keywords

Nine of eleven service pages fall under 200 words, with most of that repeated boilerplate across pages.

WHY IT MATTERS: Too little topical signal to rank for competitive local terms, even when technically well-formed.

MEDIUM

NAP details inconsistent between site and Google Business Profile — Local SEO

The suite number in the site footer does not match the Google Business Profile listing, and the phone format differs.

WHY IT MATTERS: Inconsistent business details weaken local pack ranking confidence and can suppress map visibility.

MEDIUM

Images missing alt text on 38% of content images — Technical On-Page

47 of 124 content images carry no alt attribute, concentrated in the project gallery.

WHY IT MATTERS: Lost image search traffic and an accessibility gap that also affects how Google understands the page.

MEDIUM

sitemap.xml lists 18 URLs that return 404 — Indexability & Crawl

The sitemap has not been regenerated since a service restructure and still references removed pages.

WHY IT MATTERS: Wastes crawl budget and signals a poorly maintained site to Google's crawler.

WHAT'S ALREADY WORKING (EXAMPLE)

+ HTTPS correctly enforced site-wide, with clean redirects from http and www variants.
+ Mobile viewport configured correctly — no horizontal overflow at any tested width.
+ Clean, readable URL structure with no parameter clutter or session IDs.
+ robots.txt is valid and does not block CSS or JavaScript needed for rendering.

Want this for your own site?

Every finding in your real report is measured directly from your site and from real Google PageSpeed Insights data — never templated, never assumed. Submit your URL for a free instant snapshot, or get in touch for the full audit.

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This entire page is a fictional example for illustration purposes only.

"Riverside Trades Co.", its scores and its findings are not real and do not describe any actual business or website. It exists solely to show the structure and depth of a genuine audit report before you request your own.
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