

SEO Audit Report

Prepared for: [www.dummyexample.com](#) | Report Date: July 31, 2026

1. Overview & Overall Score

This is a sample/dummy SEO audit generated for demonstration purposes only. All data, scores, and findings below are illustrative and not based on a real website.

68 Overall	72 Technical SEO	61 On-Page SEO	65 Content	58 Backlinks	74 Performance
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2. Key Findings Summary

Category	Issue	Severity	Pages Affected
Technical SEO	Missing XML sitemap reference in robots.txt	High	Site-wide
On-Page SEO	Duplicate title tags across product pages	High	24
On-Page SEO	Missing meta descriptions	Medium	37
Content	Thin content (under 300 words) on category pages	Medium	12
Performance	Largest Contentful Paint (LCP) exceeds 2.5s	High	Site-wide
Performance	Unoptimized/uncompressed images	Medium	45
Backlinks	Low referring domain diversity	Medium	N/A
Technical SEO	Several 404 errors from broken internal links	Low	8

High = Fix immediately

Medium = Fix within 30 days

Low = Monitor / fix when convenient

3. Technical SEO

3.1 Crawlability & Indexing

Googlebot was able to crawl the majority of the site without major obstruction. However, the robots.txt file does not reference the XML sitemap, which can delay discovery of new pages. 8 internal links were found pointing to pages that return a 404 status code.

3.2 Core Web Vitals (Sample Data)

Metric	Result	Target	Status
Largest Contentful Paint (LCP)	3.1s	< 2.5s	Needs Improvement
Interaction to Next Paint (INP)	180ms	< 200ms	Good
Cumulative Layout Shift (CLS)	0.08	< 0.1	Good
Mobile Page Speed Score	61 / 100	> 80	Needs Improvement

3.3 Recommendations

- Add the XML sitemap URL to robots.txt and submit it in Google Search Console.
- Fix or redirect the 8 broken internal links identified during the crawl.
- Compress and lazy-load images to improve LCP on mobile devices.
- Enable text compression (Gzip/Brotli) and leverage browser caching for static assets.

4. On-Page SEO

Title tags and meta descriptions are inconsistent across the site. 24 product pages share duplicate title tags, which can confuse search engines about which page to rank for a given query. Additionally, 37 pages are missing meta descriptions entirely, resulting in Google auto-generating snippets that may not align with brand messaging.

Element	Current State	Recommendation
Title Tags	24 duplicates found	Write unique, keyword-focused titles per page
Meta Descriptions	37 pages missing	Add unique 150-160 character descriptions
H1 Tags	6 pages with multiple H1s	Use a single, descriptive H1 per page
Image Alt Text	62% of images missing alt text	Add descriptive alt attributes for accessibility & SEO

5. Content Analysis

12 category pages contain fewer than 300 words of unique content, offering limited context for search engines to understand page relevance. Competitor pages ranking for similar terms average 550-700 words with structured subheadings and FAQs.

- Expand thin category pages with unique, helpful descriptions.
- Add an FAQ section to top landing pages targeting long-tail queries.
- Consolidate near-duplicate blog posts covering the same topic.

6. Backlink Profile

Metric	Value
Total Backlinks	1,240 (sample)
Referring Domains	185 (sample)
Domain Authority (sample metric)	42 / 100
Toxic / Spammy Links Flagged	9

Recommendation: Disavow the 9 flagged toxic links and pursue outreach for high-authority, topically relevant referring domains to improve overall link diversity.

7. Priority Action Plan

Priority	Action	Timeframe
1	Fix duplicate title tags and add missing meta descriptions	1-2 weeks
2	Improve LCP via image optimization and caching	2-3 weeks
3	Add sitemap reference to robots.txt	Immediate
4	Expand thin content on category pages	3-4 weeks
5	Disavow toxic backlinks	Ongoing

This is a dummy/sample report created for demonstration purposes. All figures are illustrative placeholder data.