

SAMPLE REPORT

SEO AUDIT REPORT

www.yourbusiness.example

Home renovation contractor

SEO HEALTH SCORE

63 / 100

NEEDS IMPROVEMENT



Prepared by SquareStair Media • SEO Flashlight • Sample report

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Executive Summary

This report presents a comprehensive SEO audit of **www.yourbusiness.example** for Home renovation contractor. Findings combine technical, content, schema, performance, visual, and AI-search-readiness evidence gathered across the site.

Audit scope: 22 pages with 98.5% scoring evidence coverage. The overall and category scores were calculated by SEO Flashlight's canonical evidence-based rubric.

Category	Score	
Technical SEO	68	
Content Quality	68	
On-Page SEO	62	
Schema / Structured Data	55	
Performance (CWV)	75	
AI Search Readiness	47	
Images	55	

Top Issues

1. A robots.txt rule blocks the crawlers ChatGPT search and Perplexity use to find pages
2. The mobile homepage takes 3.4 seconds to show its main image (Google's target is 2.5 seconds)
3. 9 of 22 pages have no meta description, so search engines write their own snippet
4. The three town pages share most of their text, which makes them weak candidates to rank
5. A removed offer page returns 404 and is still linked from two pages

Quick Wins

1. Remove the robots.txt rule that blocks OAI-SearchBot and PerplexityBot
2. Add the sitemap address to robots.txt
3. Write meta descriptions for the 9 pages that have none, starting with the service pages
4. Fix the two links that point to the removed offer page
5. Compress the homepage photo and serve it in WebP

Technical SEO 68/100

What Works

- Every version of the address (http, https, with and without www) redirects in one step to <https://www.yourbusiness.example/>.
- Every crawled page has a self-referencing canonical tag, and no important page is set to noindex.
- Pages render fully on a mobile viewport with no horizontal scrolling.

Findings

A removed offer page returns 404 and is still linked internally

MEDIUM

/kitchen-spring-offer returns a 404 (page not found) error. It is linked from the homepage footer and from /kitchens. It is also still listed in the sitemap.

Recommendation: Remove both links and the sitemap entry, or redirect the old address (301) to /kitchens.

The sitemap is not listed in robots.txt

LOW

<https://www.yourbusiness.example/sitemap.xml> exists and lists 24 addresses, but robots.txt does not mention it, so crawlers have to guess where it is. Three of the 24 addresses redirect and one returns 404.

Recommendation: Add the line Sitemap: <https://www.yourbusiness.example/sitemap.xml> to robots.txt, and list only final addresses that return 200 in the sitemap.

Thin tag and author archive pages can be indexed

LOW

Four blog archive pages (one author page and three tag pages) are open to indexing but contain only a list of one or two post titles.

Recommendation: Set these archive pages to noindex, or turn them off in the website's settings.

Two recommended security headers are missing

LOW

The site sends Strict-Transport-Security, but not X-Content-Type-Options or a Content-Security-Policy.

Recommendation: Ask your web host or developer to add X-Content-Type-Options: nosniff and a basic Content-Security-Policy.

Content Quality 68/100

What Works

- The kitchen and bathroom pages explain the process, typical timelines and what is included, in plain language.
- No placeholder text or unfinished pages were found.
- Each service page answers the question a visitor arrives with and ends with a clear way to request a quote.

Findings

The three town pages share most of their text

MEDIUM

The pages for the three towns in the service area are almost identical apart from the town name. Search engines tend to rank only one page from a group like this, or none.

Recommendation: Give each town page something only it can have: projects completed there, local permit notes, a short testimonial from a customer in that town.

The basement and flooring pages are thin

MEDIUM

/basements has about 160 words and /flooring about 140, compared with more than 700 on /kitchens. Neither explains the process or what affects the price.

Recommendation: Expand both pages to cover the steps, typical timelines, materials offered and common questions, using the kitchen page as the model.

The About page doesn't show credentials

MEDIUM

The About page names the owner but does not mention licences, insurance, trade memberships or years in business. These are the trust signals people and search engines look for before hiring a contractor.

Recommendation: Add licence and insurance details, memberships, years in business and photos of the team at work.

Blog posts have no author or date

LOW

None of the 6 blog posts shows who wrote it or when. The newest post appears to be more than a year old.

Recommendation: Show the author's name and the publish date on every post, and update or remove posts that are out of date.

On-Page SEO 62/100

What Works

- Page addresses are short and readable, for example /bathrooms and /kitchens.
- Heading levels are used in order on every page.
- Canonical tags match the addresses used in the menu and sitemap.

Findings

9 of 22 pages have no meta description MEDIUM Pages without a description include /basements, /flooring, /about and all three town pages. Search engines then write their own snippet from the page text, which is often less persuasive. Recommendation: Write a unique description of about 150 characters for each page, naming the service and the area served.
Four pages share the same title MEDIUM /gallery, /testimonials, /faq and /contact all use the title "Your Business Renovations", so search results cannot tell them apart. Recommendation: Give each page its own title that says what is on it, for example "Renovation Project Gallery Your Business".
Heading problems on three pages LOW The homepage has two H1 headings, and /gallery and /faq have none. Recommendation: Use exactly one H1 per page that states the page's main topic.
Few links between related services LOW Service pages are reached almost only through the main menu. The kitchen page, for example, does not link to flooring or to the gallery of kitchen projects. Recommendation: Add a few links in the page text to related services and to matching projects in the gallery.

Schema / Structured Data 55/100

What Works

- All structured data on the site is valid JSON-LD with no syntax errors.
- The homepage declares the business as a LocalBusiness with its name, address and phone number.
- There is no self-written review markup, which Google does not allow for a business's own reviews.

Findings

Business markup is missing useful details The LocalBusiness markup has no opening hours, logo, service area or links to the business's profiles elsewhere (sameAs). Recommendation: Add openingHoursSpecification, logo, areaServed and sameAs links to the official social and directory profiles. Check every detail against the business's real information before publishing.	MEDIUM
Service pages have no page-specific markup None of the service pages describes its service in structured data, and the blog posts have no Article markup. Recommendation: Add Service markup to each service page and Article markup to blog posts.	LOW

Performance (CWV) 75/100

What Works

- Desktop: Google PageSpeed performance score 91, Largest Contentful Paint 1.3 seconds.
- Layout stays stable while loading: Cumulative Layout Shift 0.03 on mobile (target under 0.1).
- The main heading and quote button appear in the first paint, without waiting for scripts.

Findings

The mobile homepage is slow to show its main image

HIGH

Google PageSpeed (mobile) performance score 58. Largest Contentful Paint is 3.4 seconds against Google's target of 2.5 seconds. The largest element is the homepage photo, a 1.9 MB JPEG delivered at 3,000 pixels wide to phones.

Recommendation: *Resize the photo for mobile screens, serve it in WebP, and mark it as high priority so the browser loads it first. This one change is likely to bring the mobile result close to the target.*

Scripts keep the mobile page busy while it loads

MEDIUM

Total Blocking Time is 410 ms in Google's mobile lab test (target under 200 ms). Most of it comes from a chat widget and a slideshow script that load on every page.

Recommendation: *Load the chat widget only after the page has finished loading, and remove the slideshow script from pages that don't use it.*

AI Search Readiness 47/100

What Works

- The service pages answer common questions in short, self-contained paragraphs that AI tools can quote.
- Googlebot, Bingbot and Claude-SearchBot (the crawlers behind Google, Bing and Claude's search) can crawl the site.
- The main content is in the page's HTML, so crawlers that don't run JavaScript can read it.

Findings

robots.txt blocks the crawlers ChatGPT search and Perplexity useHIGH

A rule in robots.txt blocks OAI-SearchBot and PerplexityBot from the whole site. These are the crawlers ChatGPT search and Perplexity use to find pages they can cite, so the site cannot appear as a source in their answers.

Recommendation: Remove the Disallow rule for OAI-SearchBot and PerplexityBot. If you want to keep AI companies from training on your content, block their training crawlers (such as GPTBot) separately; that does not affect search.

The business name and phone number appear in different formsLOW

The site uses both "Your Business" and "Your Business Renovations Inc.", and the phone number is formatted two different ways between the footer and the contact page.

Recommendation: Use one version of the name and phone number everywhere: on the site, in structured data and on directory listings.

Images 55/100

What Works

- Project photos are original, not stock images.
- Images declare their width and height, so the page doesn't jump while they load.

Findings

23 of 61 images have no alt text MEDIUM Most missing alt text is in the project gallery. Another 7 images use a file name as their alt text, for example IMG_2041.jpg. Recommendation: Describe each photo in a few words, for example "Renovated kitchen with white shaker cabinets".	
Large images in older formats MEDIUM All images are JPEG or PNG. Gallery photos average 850 KB each and are delivered at full camera size. Recommendation: Resize images to the size they are shown at and serve them in WebP or AVIF.	

Action Plan

Phase 1: Fix what blocks visibility

Week 1

- Remove the robots.txt rule blocking OAI-SearchBot and PerplexityBot
- Add the sitemap line to robots.txt and remove the 404 and redirecting addresses from the sitemap
- Fix or redirect the links to /kitchen-spring-offer

Phase 2: Speed and on-page basics

Weeks 2 to 4

- Resize and convert the homepage photo, then load the chat widget after the page
- Write meta descriptions for the 9 pages without one and give the 4 duplicate-title pages their own titles
- Use one H1 per page
- Add alt text to the 23 gallery images without it

Phase 3: Content and trust

Months 2 to 3

- Rewrite the three town pages with local projects and details
- Expand the basement and flooring pages
- Add credentials to the About page, and authors and dates to blog posts
- Complete the business structured data and add Service markup

Methodology

This audit combined automated crawling, rendered-page analysis and AI-assisted analysis across technical, content, schema, performance, visual, and AI-search-readiness dimensions for **www.yourbusiness.example**, using live SEO data where API credentials were available. Category scores are weighted into the overall SEO Health Score shown on the cover page. The audit covered **22 pages**. Deterministic scoring coverage was **98.5%**.

Scope and Data Limitations

- Google Search Console and Google Analytics were not connected, so this report does not include search traffic or ranking positions.
- Google's real-visitor speed data was not available because the site has too few Chrome visitors. Speed results come from Google's lab test instead.
- Answers from AI tools such as ChatGPT were not tested, so the report checks whether the site is ready to be cited, not whether it is cited today.
- Backlinks from other websites were not measured.

Generated with ReportLab's Platypus framework as part of SEO Flashlight.