Your agency logo here

SEO Audit Report

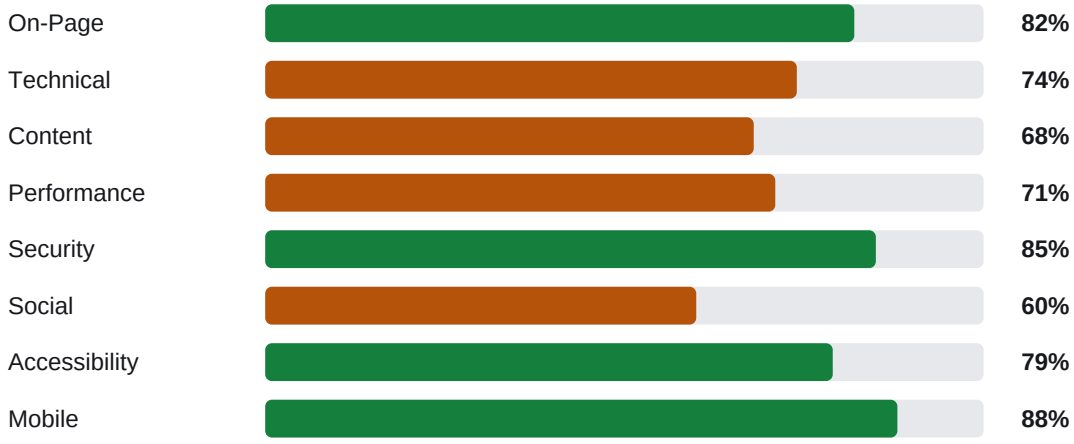
Sample report with example data for **www.example-store.com**

Prepared for	**Your client name**
Prepared by	**Your agency name**
Report date	**Add the date you send it**

78 / 100

Overall score: Good
The site is in solid shape. Two issues need fixing now and six more are worth improving. Fixing them should lift the score into the 85+ range.

Score by area



AI search readiness



Priority action plan

Fix the items marked **Fix now** first, then work through **Improve**. Each item says what to do and why it matters.

1. Meta description missing

Fix now

What to do: Add a unique description of 150 to 160 characters to the product category pages.

Why it matters: The description is the text people read in search results. Without it, Google picks random page text.

2. No XML sitemap found

Fix now

What to do: Generate a sitemap, add it to robots.txt, and submit it in Google Search Console.

Why it matters: A sitemap helps search engines find all of your pages quickly.

3. Image alt text missing on 6 images

Improve

What to do: Add a short description to each product image.

Why it matters: Alt text helps screen-reader users and gives search engines context about the image.

4. Open Graph tags incomplete

Improve

What to do: Add og:image and og:description to every shareable page.

Why it matters: Links shared on social platforms look unfinished without them.

5. Answer-first structure is weak (AEO)

Improve

What to do: Start each guide section with a two-sentence direct answer, then add detail.

Why it matters: Answer engines pick short, direct passages to quote.

6. No author or source signals (GEO)

Improve

What to do: Add an author byline, publish dates and links to the sources you cite.

Why it matters: Clear authorship and sources make pages easier to trust and cite.

Detailed audit results

A short extract of the checks in each area. A full report lists every check with its result and a plain-English explanation.

Area	Check	Result	Detail
On-Page	**Title Tag**	**Pass**	54 characters, includes the main keyword
On-Page	**Meta Description**	**Fix now**	Missing on 4 key pages
On-Page	**H1 Heading**	**Pass**	One H1 per page
Technical	**XML Sitemap**	**Fix now**	Not found
Technical	**Robots.txt**	**Pass**	Found and not blocking important pages
Technical	**Canonical Tag**	**Pass**	Present and self-referencing
Performance	**Largest Contentful Paint**	**Improve**	3.1 s on mobile (target 2.5 s or less)
Performance	**Compression**	**Pass**	Enabled
Security	**HTTPS / SSL**	**Pass**	Enabled
Security	**Security Headers**	**Improve**	2 of 5 recommended headers present
Social	**Open Graph Tags**	**Improve**	3 of 5 tags configured
Accessibility	**Image Alt Text**	**Improve**	6 of 42 images have no alt text
Mobile	**Viewport Meta Tag**	**Pass**	Configured

This is a sample. Every website name, score and finding in this document is example data. Real reports are generated from a live audit of your client's site and can be downloaded as an unbranded PDF or an editable Word file, ready for your own logo and cover page.