



SEO AUDIT REPORT TEMPLATE— Clean Professional Version

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Overview

This audit highlights the SEO gaps holding the website back from ranking for important keywords.

Your current organic potential is good, but several pages are non-indexable or technically limited. Fixing these issues will unlock stronger rankings and consistent organic traffic.

Organic Traffic

The website currently attracts _____ organic visits. Several pages are blocked or non-indexable, limiting growth.

Goal: make all priority URLs indexable and strengthen content + technical signals.

1. Backlinks

Backlinks are external votes of credibility. Your current backlink count is _____, which is low for your niche.

The last 30 days show:

- Only **30 new backlinks**, mostly low-quality
- Repetitive anchor text



- Minimal authority-passing domains

What's needed:

- Build links from relevant, authoritative domains
- Diversify anchor text
- Replace junk links with a cleaner link profile

(Screenshot placeholder)

2. Technical SEO Errors

Your website has several technical issues affecting crawlability and user experience.

(Screenshot placeholder)

Fixing these is a priority because they directly impact indexing, ranking, and UX.

3. Website Speed

Google prioritizes faster websites — both for ranking and user experience.

Mobile Speed

Current score: _____

The majority of your traffic comes from mobile, so this must be improved.

Fix: Developer-level optimizations + image compression

Desktop Speed

Current score: _____

Slow desktop pages lead to higher bounce and lower time-on-page.

(Screenshot placeholder)

4. HTTPS/HTTP Mixed Content

Some pages load assets over HTTP instead of HTTPS.
This weakens security and can block certain resources.

Fix: Force all CSS, JS, and images to load via HTTPS only.

5. Orphan Pages

These pages have **no internal links** pointing to them.
They depend only on sitemaps or external links to be discovered.

Count: _____

Fix:
Add internal links from relevant pages so Google can crawl and rank them properly.

6. Pages Linking to Redirects

Some internal links lead to redirected URLs.

Fix:
Update links to point directly to the final destination.

7. 3XX Redirects

Too many redirects can slow user flow and confuse crawlers.

Count: _____

Fix:
Replace internal redirect links with final URLs wherever possible.

8. Missing Meta Descriptions

Several pages have no meta descriptions.

Fix:

Write unique meta descriptions between **155–160 characters**.

9. Missing or Empty H1 Tags

Each page needs a unique, clear H1.

Current pages missing H1: _____

Fix:

Add one relevant H1 per page.

10. Long Meta Descriptions

Some descriptions exceed recommended length.

Fix:

Trim to **110–160 characters** for optimal SERP visibility.

11. Short Title Tags

Short titles don't communicate page relevance clearly.

Fix:

Create titles between **50–70 characters**.

12. SERP Title Mismatch

Google rewrites titles when they are vague, stuffed, or unclear.

Pages with mismatches: _____

Fix:

Rewrite titles to better match user intent and page content.

13. Multiple H1 Tags

Multiple H1s can confuse content hierarchy.

Count: _____

Fix:

Keep **one H1** per page, move other headings to H2/H3.

14. Slow Pages

Some pages have slow HTML load times.

Fix:

Optimize code, eliminate bloat, reduce unused scripts.

15. Image Optimization

Several images are too large, slowing down load time.

Count: _____

Fix:

Compress images, convert to WebP, and ensure file size is justified.

16. Missing Image Alt Tags

Alt tags improve accessibility and help search engines understand images.

Count: _____

Fix:

Add descriptive alt text to all images.

17. Blog Section Missing

No blog section exists.

This limits your ability to target informational keywords and build topical authority.

Fix:

Add a blog section and publish 4–6 high-quality articles monthly.

18. Indexing Status

Only _____ pages are indexed.

Fix:

Make all relevant pages indexable, remove thin/duplicate pages, and resubmit through Search Console.

19. Footer Optimization

Your footer lacks enough navigation + SEO elements.

Fix:

Add important links, legal pages, quick navigation, and structured layout.

20. Missing Product Categories

Product categories help both users and Google understand store structure.

Fix:

Create dedicated pages for categories such as:

- Rings
 - Bracelets
 - Necklaces
 - Earrings
- ...and add filters within each category.
-

21. Product Page Content

Most product pages are thin.

Users need more info before buying.

Fix:

Add detailed product descriptions: material, size, benefits, care, return policy, etc.

22. Keywords Overview

The website currently ranks for _____ keywords and receives _____ in organic traffic.

Fix:

Expand keyword coverage with better content and optimized metadata.

FAQs



1. How many keywords should we target?

Depends on your niche, competition, and budget.

Recommended: target _____ priority keywords based on search volume and business goals.

2. When can we expect Page 1 rankings?

Ranking depends on content + backlinks. Rough estimates:

- Not in Top 100 → **12+ months**
- Positions 50–100 → **8–12 months**
- Positions 10–50 → **4–6 months**
- Already in Top 10 → **2–3 months**

3. Why is On-Page SEO important?

It helps Google understand your content, improves relevance, and sets the foundation for off-page results.

Work Strategy

Priority: Fix Technical + On-Page Issues First

This ensures crawlers can read everything properly and content ranks faster.

On-Page SEO (One-Time)

1. Initial Audit & Analysis
2. Market & Competitor Research
3. Keyword Research
4. Meta Tags Optimization
5. Heading Tags Optimization



6. Keyword Density Fixes
7. Content Optimization
8. URL Cleanup
9. Schema Setup
10. Sitemap & Robots Setup
11. Image Alt Tags
12. Site Speed Improvements
13. Security Enhancements
14. Baseline Ranking Report

Off-Page SEO (Ongoing)

1. High-quality backlinks
2. Business listings
3. Press mentions
4. Blog posting
5. Guest posts
6. Social profiles
7. Infographics
8. Image/PDF/PPT submissions
9. Web 2.0
10. Reddit/Quora contributions
11. Blog comments
12. Inner page link building



Note: Development fixes (speed, structure, code issues) must be handled by your dev team.

Why Us?

- Top digital marketing team with proven SEO results
- Google & Meta Partner
- Strong track record of consistent growth
- 4.9★ average client rating
- Advanced SEO + content strategy tailored for scale