

SEO Audit

Sample Report

[Client Name] | [client-domain].com | Sample Report

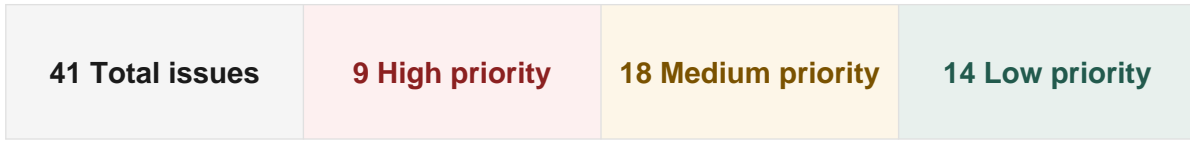
PREPARED BY	REPORT TYPE	PAGES AUDITED	REPORT DATE	
Megan Boyd	SEO & Technical	2,847	April 2026	
OVERALL	TECHNICAL	ON-PAGE	AUTHORITY	VITALS
58/100	51/100	63/100	55/100	44/100

What this report covers

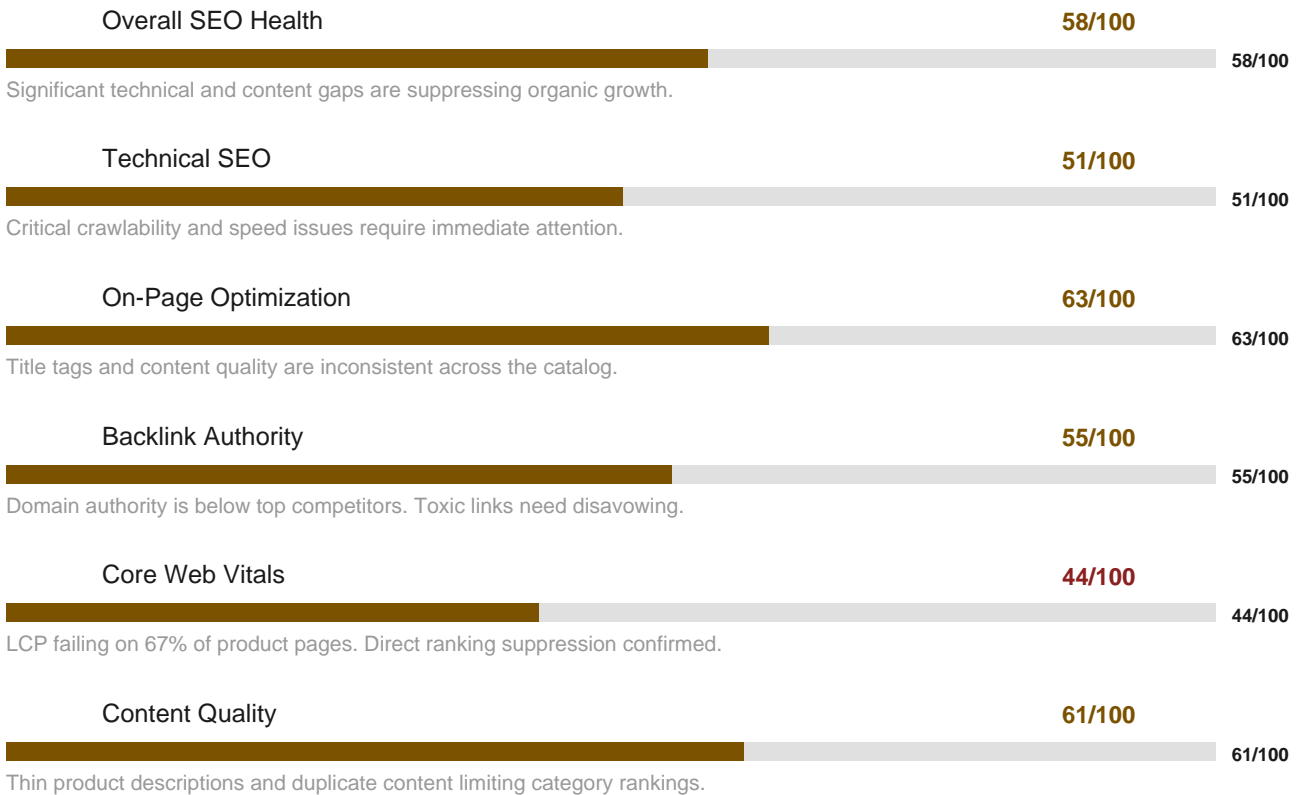
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Executive Summary

This audit reviewed 2,847 pages across [client-domain].com against technical, on-page, and authority benchmarks. We identified 41 issues. The findings below represent the highest-priority opportunities to grow organic traffic and revenue from search.



SCORE BREAKDOWN



REVENUE OPPORTUNITY SUMMARY

Opportunity Area	Est. Monthly Traffic Gain	Est. Annual Revenue Impact
Fix Core Web Vitals failures	+18,000 – 28,000 visits	\$420K – \$660K
Close top keyword gaps	+35,000 – 55,000 visits	\$840K – \$1.3M
Fix technical crawl issues	+8,000 – 14,000 visits	\$190K – \$330K
Improve content quality	+12,000 – 20,000 visits	\$290K – \$480K
Build backlink authority	+9,000 – 16,000 visits	\$215K – \$380K
Total opportunity	+82,000 – 133,000 visits	\$1.95M – \$3.15M

Technical SEO Findings

Technical issues are preventing search engines from fully crawling and indexing your site. Each finding below includes a specific action plan.

HIGH

Core Web Vitals failing on 1,906 pages (67% of site)

LCP exceeds 4.0 seconds on all product category pages and 84% of individual product pages. CLS is failing on mobile across the homepage and cart pages due to late-loading banner ads. This is a confirmed Google ranking factor and is actively suppressing your rankings.

ACTION ITEMS

- Audit and compress all product images - convert to WebP format and implement srcset for responsive delivery
- Implement lazy loading on all below-the-fold images across product and category pages
- Move render-blocking JavaScript to defer or async loading
- Pre-load the LCP element (hero image) on all category pages using a preload link tag
- Fix CLS on mobile by reserving space for banner ads with explicit width/height attributes
- Review and optimize server response time - target under 200ms TTFB
- Implement a CDN for static assets if not already in place

HIGH

312 pages returning 4xx errors with active backlinks

312 URLs are returning 404 errors. Of these, 47 have backlinks from external domains pointing to them - representing significant lost link equity. A further 89 are linked from your own navigation or product pages.

ACTION ITEMS

- Export all 312 broken URLs from Google Search Console and Screaming Frog
- For each URL with external backlinks, implement a 301 redirect to the most relevant live page
- For product pages that no longer exist, redirect to the parent category page
- Fix all internal links pointing to 404 pages - prioritize navigation and high-traffic pages first
- Submit updated sitemap to Google Search Console after all redirects are in place

HIGH

Duplicate content across 284 product variant pages

Product variant pages (different sizes, flavors, bundles) are generating near-identical content. Google is indexing all variants as separate pages, creating cannibalization across 284 URLs. This is diluting ranking authority for your core supplement product pages.

ACTION ITEMS

- Implement canonical tags on all variant pages pointing to the primary product page
- Consolidate variant content into a single product page using JavaScript-driven variant selectors
- Add noindex to low-value variant pages that do not have unique search intent
- Rewrite product descriptions to include unique, size/flavor-specific content where variants should be indexed
- Use Google Search Console's URL Inspection tool to verify canonical implementation is being respected

HIGH

Crawl budget being wasted on 891 low-value URLs

Your crawl log shows Googlebot spending 34% of crawl budget on faceted navigation URLs, session ID parameters, and internal search result pages. This means high-value product and category pages are being crawled less frequently.

ACTION ITEMS

- Add crawl directives to robots.txt to block faceted navigation parameters (?sort=, ?filter=, ?color=)
- Implement rel="nofollow" on all pagination links beyond page 2
- Add noindex to internal search result pages (/search?q=)
- Use Google Search Console Coverage report to identify and fix any crawl anomalies post-fix

MEDIUM

Missing or malformed structured data on 1,847 product pages

Product schema is either absent or missing required fields (price, availability, reviews) on 1,847 pages. This is preventing rich results including star ratings, price information, and availability from appearing in search - a significant competitive disadvantage.

ACTION ITEMS

- Implement Product schema on all product pages including: name, description, image, price, currency, availability, brand, SKU, and aggregateRating
- Add BreadcrumbList schema to all category and product pages
- Implement FAQPage schema on ingredient and supplement-type landing pages
- Test all schema implementation using Google's Rich Results Test before deploying
- Monitor rich result performance in Google Search Console after rollout

MEDIUM

Internal linking structure leaving 234 pages orphaned

234 pages have no internal links pointing to them, making them invisible to crawlers and effectively removing them from your site's PageRank distribution.

ACTION ITEMS

- Run a full crawl to identify all orphaned pages and group by content type
 - Add relevant orphaned product pages to category page listings and navigation
 - Create content hubs linking to orphaned informational pages from related blog content
 - Add a "Related products" widget to all product pages that links to adjacent catalog pages
-

Core Web Vitals Analysis

Page-by-page breakdown of LCP, CLS, and INP performance across your highest-traffic pages.

Page	LCP	CLS	INP	Status
Homepage	3.8s	0.08	210ms	NEEDS WORK
/supplements/protein-powder/	5.2s	0.24	380ms	FAILING
/supplements/vitamins/	4.9s	0.19	320ms	FAILING
/supplements/pre-workout/	5.6s	0.31	410ms	FAILING
/supplements/omega-3/	4.1s	0.12	260ms	NEEDS WORK
/blog/	2.9s	0.04	180ms	PASSING
/about/	2.1s	0.02	140ms	PASSING
/cart/	3.3s	0.41	290ms	FAILING
/checkout/	3.1s	0.08	220ms	NEEDS WORK

Priority fixes for Core Web Vitals:

- Product category pages (/supplements/protein-powder/, /supplements/pre-workout/) must be fixed first - highest traffic, worst scores
- Cart page CLS of 0.41 is causing significant user experience issues and likely contributing to cart abandonment
- All product image assets need to be converted to WebP and served with explicit width/height dimensions
- Third-party scripts (affiliate tracking, chat widgets, review apps) should be audited and deferred
- Consider implementing Cloudflare or similar CDN with image optimization if not already in place

On-Page Optimization Audit

Review of title tags, meta descriptions, heading structure, and content across key pages.

HIGH

487 pages missing optimized title tags

Title tags on 487 pages are either missing, duplicated, or defaulting to the product name only with no keyword targeting. Title tags are one of the strongest on-page signals for ranking.

ACTION ITEMS

- Rewrite all category page title tags to include primary keyword + brand: "Protein Powder Supplements | [Client]"
- Rewrite product page title tags to include product name + type + key benefit: "Whey Protein Isolate 5lb - Fast Recovery | [Client]"
- Ensure no two pages share identical title tags - audit for duplicates using Screaming Frog
- Keep titles under 60 characters to prevent truncation in search results

HIGH

634 pages missing or auto-generated meta descriptions

Auto-generated meta descriptions are appearing in search for 634 pages. These are usually pulled from random page copy and rarely include a compelling CTA or target keyword.

ACTION ITEMS

- Write unique meta descriptions for all category pages - include primary keyword and a clear value proposition
- Product page meta descriptions should include product name, key benefit, and a CTA ("Shop now", "Free shipping over \$50")
- Keep meta descriptions between 140-160 characters
- Include the brand name in all meta descriptions for brand recognition in search results

MEDIUM

H1 tags missing or duplicated on 213 pages

156 pages have no H1 tag. A further 57 pages have multiple H1 tags. H1 is the primary on-page signal for what a page is about.

ACTION ITEMS

- Every page must have exactly one H1 tag containing the primary target keyword
- Category pages: H1 should match the category name and primary keyword ("Protein Powder Supplements")
- Product pages: H1 should be the full product name with variant if applicable
- Blog posts: H1 should match or closely mirror the target keyword for that post

Keyword Gap Analysis

High-value keywords your top competitors rank for in positions 1-10 that [Client] does not. Based on competitor analysis of GNC.com, Bodybuilding.com, Transparent Labs, and Legion Athletics.

TOP TRANSACTIONAL KEYWORD GAPS

Keyword	Monthly Volume	Difficulty	Top Ranking Competitor	Your Position	Priority
best protein powder for weight loss	74,000	68	GNC.com	Not ranking	HIGH
creatine monohydrate supplement	60,500	62	Transparent Labs	Not ranking	HIGH
best pre workout supplement 2026	49,500	71	Bodybuilding.com	Not ranking	HIGH
whey protein isolate vs concentrate	40,500	54	Legion Athletics	Not ranking	HIGH
omega 3 fish oil supplement	33,100	58	GNC.com	Page 3 (#27)	HIGH
best collagen supplement for women	27,100	61	Bodybuilding.com	Not ranking	HIGH
vitamin d3 k2 supplement	22,200	49	Transparent Labs	Page 4 (#38)	HIGH
bcaa supplement benefits	18,100	55	Legion Athletics	Not ranking	MEDIUM
mass gainer protein powder	14,800	63	GNC.com	Not ranking	MEDIUM
magnesium glycinate supplement	12,100	47	Transparent Labs	Page 3 (#24)	MEDIUM
ashwagandha supplement for men	9,900	52	Bodybuilding.com	Not ranking	MEDIUM
plant based protein powder	8,100	66	GNC.com	Not ranking	MEDIUM
electrolyte supplement no sugar	6,600	44	Legion Athletics	Not ranking	MEDIUM
zinc magnesium supplement sleep	5,400	39	Transparent Labs	Not ranking	LOW
l glutamine powder supplement	4,400	41	GNC.com	Page 5 (#48)	LOW

INFORMATIONAL / CONTENT KEYWORD GAPS

Keyword	Monthly Volume	Difficulty	Content Type Needed	Priority
how much protein do i need per day	165,000	52	Long-form guide	HIGH
creatine loading phase guide	40,500	44	How-to article	HIGH
best time to take protein powder	33,100	41	Educational article	HIGH
does creatine cause hair loss	27,100	38	FAQ + myth busting article	HIGH
pre workout side effects	22,200	46	Educational guide	HIGH
how to read supplement labels	12,100	35	Beginner guide	MEDIUM
protein powder vs whole food protein	9,900	42	Comparison article	MEDIUM
collagen vs whey protein	8,100	48	Comparison article	MEDIUM
supplements for muscle recovery	6,600	51	Listicle + guide	MEDIUM
omega 3 dosage guide	5,400	36	Dosage guide	MEDIUM

Total monthly search volume in identified gaps	716,800 searches
Estimated monthly traffic at 3% capture rate	21,500 visits

Estimated monthly traffic at 8% capture rate	57,300 visits
Estimated annual revenue at \$35 avg order value	\$9.1M – \$24.1M

Content Quality Audit

Assessment of thin content, keyword cannibalization, and search intent mismatches across the site.

Issue	Pages Affected	Impact	Action Required
Thin product descriptions under 150 words	847 pages	HIGH	Expand with benefits, ingredients, usage
Keyword cannibalization across protein pages	34 pages	HIGH	Consolidate or differentiate by intent
Blog posts targeting duplicate keywords	18 posts	MEDIUM	Merge or redirect lower-performing posts
Category pages with no unique content	23 pages	HIGH	Add 300+ word unique intro to each category
Pages ranking for wrong intent	12 pages	MEDIUM	Rewrite to match transactional vs informational intent
Outdated blog posts (2020 or older)	31 posts	MEDIUM	Update with current data, republish with new date
Missing FAQ sections on product pages	1,247 pages	MEDIUM	Add FAQ schema with 3-5 Q&As per product

Priority content actions:

- Start with protein powder category - highest traffic potential and most severe cannibalization issues
- Expand all product descriptions to minimum 300 words including: key benefits, ingredient breakdown, usage instructions, and who it is for
- Create a dedicated pillar page for "Protein Powder Guide" targeting the 165,000/mo "how much protein" cluster
- Merge the 4 competing protein comparison posts into one comprehensive guide
- Add FAQ sections to all top-100 product pages within 30 days

Backlink Profile Review

Analysis of your current link profile, toxic links, and link building opportunities.

Metric	[Client]	GNC.com	Transparent Labs	Legion Athletics
Domain Authority	38	72	54	49
Total backlinks	4,200	890K	28,400	19,200
Referring domains	312	14,200	1,840	1,290
Toxic/spam links	8.4%	1.2%	2.1%	1.8%
Avg link quality score	34	71	58	52

Backlink action plan:

- Disavow the 352 identified toxic/spam links using Google's Disavow Tool - this is holding down your domain authority
- Identify the 47 pages that had backlinks but are now 404 errors - restore or redirect these immediately to recover link equity
- Launch a digital PR campaign targeting fitness and nutrition publications (Healthline, Men's Health, Women's Health) - these domains regularly link to supplement brands with original research or data
- Create a "supplement research hub" with original studies and data to attract natural editorial links
- Pursue product review link building through fitness influencer partnerships - target sites with DR 40+
- Submit to supplement and nutrition industry directories and roundup lists

Organic Revenue Review

Current revenue generated from organic and AI search, missed opportunities, and what improving your rankings is realistically worth over 12 months.

CURRENT ORGANIC REVENUE PERFORMANCE

Metric	Current	Industry Benchmark	Gap
Est. monthly organic visits	18,400	65,000+	-46,600 visits
Organic traffic share of total	22%	40-55%	-18 to 33 pts
Organic conversion rate	2.1%	2.8-3.5%	-0.7 to 1.4 pts
Est. monthly organic revenue	\$38,600	\$182K+	-\$143K/mo
Revenue per organic visit	\$2.10	\$2.80+	-\$0.70/visit
Organic vs paid revenue split	31/69	50/50	Over-reliant on paid

At your current organic traffic volume and conversion rate, you are generating an estimated \$38,600/month from organic search. Based on keyword gap analysis and competitor benchmarks, a site of this size and catalog depth in the supplement space should be generating \$150,000-\$200,000/month from organic alone. The gap is not conversion rate - it is traffic volume. More pages ranking means more revenue without increasing ad spend.

REVENUE IMPACT OF KEY FIXES (12-MONTH CONSERVATIVE ESTIMATE)

Fix	Monthly Traffic Impact	Annual Revenue Impact	Confidence
Core Web Vitals improvements	+3,200-5,800 visits	\$38K-\$70K	High
Top 5 transactional keyword gaps	+2,800-5,200 visits	\$34K-\$62K	Medium
Broken URL redirect recovery	+1,800-3,200 visits	\$22K-\$38K	High
Thin content expansion (top 200 pgs)	+2,400-4,500 visits	\$29K-\$54K	Medium
Lost backlink page recovery	+800-1,600 visits	\$10K-\$19K	High
AI search visibility improvements	+600-1,400 visits	\$7K-\$17K	Low-Med
12-month total realistic upside	+11,600-21,700/mo	\$140K-\$260K	

Note: Revenue estimates assume a \$35 average order value and a 2.1% organic conversion rate, consistent with current organic performance. Estimates are conservative and based on achieving positions 5-10 for target keywords, not positions 1-3. Actual results will vary based on implementation speed and competitive movement.

AI Search Visibility

How your brand appears across ChatGPT, Perplexity, Google AI Overviews, and other AI-powered search tools - and what it is costing you in traffic and revenue.

BRAND VISIBILITY IN AI SEARCH PLATFORMS

AI Platform	Brand Mentioned?	Product Recommended?	Competitor Named Instead	Priority
Google AI Overviews	Rarely	No	GNC, Transparent Labs	HIGH
ChatGPT (GPT-4o)	No	No	Legion Athletics, GNC	HIGH
Perplexity AI	No	No	Transparent Labs, Legion	HIGH
Google SGE (Shopping)	Sometimes	Yes	GNC, Bodybuilding.com	MEDIUM
Microsoft Copilot	No	No	GNC, Transparent Labs	MEDIUM

AI-powered search is now answering a significant portion of supplement-related queries without sending users to websites. When ChatGPT or Perplexity answers "what is the best protein powder," your competitors are being cited and you are not. This is a compounding visibility gap. The brands appearing in AI answers consistently have strong E-E-A-T signals, well-structured content, and established domain authority - all addressed in this audit.

E-E-A-T signals

AI tools heavily favor brands with clear expertise, authorship, and trust signals. Your site currently lacks author bios, expert citations, and third-party credibility signals on product and content pages.

- Add qualified author bios to all blog and ingredient content pages
- Include citations to peer-reviewed research in ingredient and supplement guides
- Display certifications, third-party testing results, and awards prominently on product pages
- Get your brand featured in established nutrition and health publications to build citation authority

Structured content for AI parsing

AI tools extract answers from well-structured, direct content. FAQ sections, clear heading hierarchies, and direct answers to common questions significantly increase the likelihood of being cited in AI responses.

- Add FAQ sections to all top product pages targeting "best [supplement] for [goal]" queries
- Structure all ingredient pages with clear sections: What is X, Benefits, Dosage, Who should take it
- Create comparison pages targeting "X vs Y supplement" queries - these are heavily cited by AI tools
- Ensure every blog post directly answers its target question within the first 100 words

Brand mention and citation building

AI models are trained on web data and recommend brands that appear frequently in high-authority sources. Increasing brand mentions in editorial content is the most direct path to improving AI search visibility.

- Target digital PR placements in Healthline, Verywell Fit, and Men's Health
 - Pursue expert quote inclusion in supplement roundup articles on high domain rating sites
 - Encourage reviews on third-party platforms including Amazon, Trustpilot, and Google
 - Build a consistent publishing cadence to establish topical authority in the supplement space
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Competitor SEO Benchmarking

How [Client]'s SEO performance compares to your top 4 organic competitors.

Metric	[Client]	GNC.com	Transparent Labs	Legion Athletics	Bodybuilding.com
Est. monthly organic traffic	18,400	2.1M	284,000	196,000	1.4M
Keywords ranking top 10	847	94,200	12,400	8,900	67,100
Keywords ranking top 3	124	31,800	3,200	2,100	22,400
Featured snippets	8	2,840	340	210	1,920
Pages with rich results	0	1,840	890	640	1,200
Avg page load speed	5.2s	2.8s	2.1s	2.4s	3.1s
Overall SEO score	58	81	74	71	79

[Client] is capturing approximately 0.6% of the organic traffic that GNC receives despite operating in the same keyword space. The gap is not primarily a domain authority issue - it is a content volume and technical execution issue. Transparent Labs has grown from zero to 284,000 monthly organic visits in under 4 years by publishing comprehensive educational content and fixing their technical foundations. The same playbook is available to [Client].

Prioritized Fix List

Every finding ranked by revenue impact. Start at the top and work down.

#	Fix	Section	Impact	Effort	Timeline	Lift
1	Fix Core Web Vitals - product and category pages	Technical	HIGH	High	2-4 wks	+14-22%
2	Redirect 312 broken URLs with external links	Technical	HIGH	Low	1 wk	+5-9%
3	Fix duplicate content on variant pages	Technical	HIGH	Medium	2-3 wks	+4-7%
4	Create content for top 5 keyword gaps	Content	HIGH	High	4-8 wks	+8-14%
5	Rewrite 487 missing and weak title tags	On-Page	HIGH	Medium	2-3 wks	+5-9%
6	Block crawl waste on 891 low-value URLs	Technical	HIGH	Low	1 wk	+3-5%
7	Write 634 missing meta descriptions	On-Page	HIGH	Medium	2-4 wks	+3-6%
8	Fix H1 tags on 213 pages	On-Page	HIGH	Low	1-2 wks	+2-4%
9	Recover and redirect 47 lost backlink pages	Authority	HIGH	Low	1 wk	+2-4%
10	Implement Product schema on 1,847 pages	Technical	MEDIUM	High	3-5 wks	+3-6%
11	Expand 847 thin product descriptions	Content	MEDIUM	High	6-12 wks	+4-8%
12	Add E-E-A-T signals and author bios	AI Search	MEDIUM	Medium	2-3 wks	+2-4%
13	Add FAQ sections to top 100 product pages	Content	MEDIUM	Medium	2-4 wks	+2-4%
14	Fix internal linking for 234 orphaned pages	Technical	MEDIUM	Medium	2-3 wks	+1-3%
15	Launch content pillar: Protein Powder Guide	Content	MEDIUM	High	4-6 wks	+4-8%
16	Structured content for AI search citation	AI Search	MEDIUM	Medium	3-5 wks	+1-3%
17	Republish 31 outdated blog posts	Content	MEDIUM	Medium	4-6 wks	+2-3%
18	Reclaim lost backlinks via outreach	Authority	MEDIUM	Medium	4-8 wks	+1-3%
19	Clean and regenerate XML sitemap	Technical	LOW	Low	1 wk	+1-2%
20	Optimize image alt text across site	On-Page	LOW	Medium	2-3 wks	+1-2%

Next Steps

This is a sample of what your SEO audit will include. Your actual audit goes significantly deeper - covering your specific site, competitors, keyword market, and revenue opportunities in full detail.

Ready to see your real numbers?

Your full SEO Audit covers every page on your site with findings specific to your catalog, your competitors, and your exact keyword market. Every finding is prioritized so you know exactly what to fix first and why.

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WHAT YOUR FULL AUDIT INCLUDES

- ✓ **Technical health check** - A crawl of your site identifying indexation issues, crawl errors, redirect problems, duplicate content, and site speed bottlenecks - ranked by impact and effort.
- ✓ **Keyword gap analysis** - A comparison of what you rank for versus what your competitors rank for, identifying the highest-value opportunities you are missing.
- ✓ **Content quality audit** - A review of your pages against search intent, identifying where thin content, cannibalization, or poor optimization is limiting your rankings.
- ✓ **Backlink profile review** - An analysis of your link profile including comparison against competitors, lost links, and opportunities to build authority in your industry.
- ✓ **Organic revenue review** - A deep-dive into current revenue generated from organic and AI search, and the revenue opportunity from closing your biggest gaps.
- ✓ **AEO and GEO audit** - How your brand appears in ChatGPT, Perplexity, Google AI Overviews, and what it will take to start appearing in AI-generated answers.
- ✓ **Competitor SEO benchmarking** - A review of your top competitors to identify gaps, opportunities, and weaknesses across every SEO dimension.
- ✓ **Prioritized fix list** - Every finding ranked by its likely impact on organic traffic and revenue, so you know exactly what to fix first.
- ✓ **Jargon-free deliverable** - A report your team can act on immediately - no SEO background required.
- ✓ **Audit review call** - A one-hour call to walk through every finding, answer your questions, and agree on next steps. Additional time available for larger sites or complex situations.