

Professional Website Audit

Sample client-ready report · example.ie

Website example.ie	Scope Whole website · 12 pages	Prepared for Sample Company	Prepared by Alex Hendler
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Executive Summary

The site is in generally workable condition, but several issues should be fixed before scaling SEO or paid traffic. The highest-priority items are duplicate page titles, missing canonical tags on selected landing pages, inconsistent tracking coverage and avoidable mobile performance delays.

78	3	5	42
AUDIT SCORE	HIGH PRIORITY	MEDIUM PRIORITY	PASSED CHECKS

What to fix first

Priority	Finding	Affected	Recommended action
HIGH	Duplicate title tags	4 pages	Write unique titles aligned to page intent.
HIGH	Canonical missing on landing pages	3 pages	Add self-referencing canonicals to indexable pages.
HIGH	GA4 not detected on all audited pages	5 pages	Verify implementation and deploy consistently.
MEDIUM	Large hero images	6 pages	Compress, resize and use modern image formats.

Category Overview

Findings are grouped so implementation can be assigned to the right person: developer, SEO specialist, content editor or analytics owner.

Category	Issues	Warnings	Passed	Status
Technical & Indexability	2	1	10	Needs attention
Content & Social	1	2	8	Mostly healthy
Images & Links	0	1	7	Mostly healthy
Tracking	1	0	2	Needs attention
Security & Hardening	0	1	6	Mostly healthy
Performance & Domain	1	0	9	Needs attention

Affected URLs

URL	Main issue	Priority
https://example.ie/services/seo	Duplicate title / missing canonical	HIGH
https://example.ie/services/google-ads	Missing canonical	HIGH
https://example.ie/contact	GA4 not detected	HIGH
https://example.ie/about	Hero image oversized	MEDIUM
https://example.ie/blog/seo-guide	Meta description too long	MEDIUM

Detailed Findings

HIGH**Duplicate title tags**

Technical & Indexability

Four audited pages reuse the same title pattern, making page intent less clear to search engines and users.

Evidence: Observed title: "SEO Services | Example".

Recommendation: Create a unique title for each indexable page, keeping the primary topic and commercial intent clear.

HIGH**Canonical tag missing**

Technical & Indexability

Three commercial landing pages did not return a canonical link element in the audited HTML.

Evidence: Affected URLs: /services/seo, /services/google-ads, /landing/local-seo.

Recommendation: Add a self-referencing canonical to each indexable landing page and verify canonical consistency.

HIGH**GA4 code not detected consistently**

Tracking

GA4 was detected on some audited pages but not all pages in the crawl.

Evidence: Code presence was not observed on 5 of 12 audited URLs.

Recommendation: Verify the production template or GTM container and confirm runtime page_view events in GA4 DebugView.

MEDIUM**Large hero images**

Performance & Domain

Several pages load images much larger than the displayed viewport size.

Evidence: Example image: 2200px wide on a mobile layout.

Recommendation: Resize source assets, generate responsive variants and serve WebP/AVIF where appropriate.

Implementation Plan

A practical order of work helps avoid spending time on cosmetic issues before the higher-impact technical items are fixed.

Order	Action	Owner	Expected outcome
1	Fix canonicals and duplicate titles	SEO / developer	Cleaner indexation signals and page targeting
2	Verify GA4/GTM coverage	Analytics / developer	Reliable measurement before further marketing spend
3	Compress and resize large images	Developer / content	Faster mobile loading and better UX
4	Review medium content findings	SEO / content	Stronger snippets and page relevance
5	Re-run audit after implementation	SEO owner	Confirm resolved findings and detect regressions

Methodology & limitations

This sample demonstrates the structure and presentation of the paid Professional Website Audit. The real audit analyses publicly accessible HTML signals across the selected scope and uses Google PageSpeed data when available. Tracking code presence does not prove that analytics or conversion events fire correctly at runtime. Large websites are sampled up to the configured crawl limit.

SAMPLE REPORT

This document uses illustrative example data only. It is not an audit of a real business or website.