SEO AUDIT PRO

SEO Site Audit Report

https://nextjs.org/docs

November 20, 2025

Service Tier: Standard

Executive Summary...

Service Details

Service Tier

Standard - Full site audit with technical, on-page, and performance checks.

⚡ **Fast Delivery: 1-day delivery enabled**

Included Add-Ons

- Competitor Keyword Gap Report - +$15.00
- Fast Delivery - +$10.00
- Additional Pages (1 page) - +$5.00
- Additional Keywords (1 keyword) - +$1.00
- Schema Markup Analysis - +$15.00

Executive Summary

Executive Summary

This SEO audit examined 21 pages from your website to assess technical SEO, on-page optimization, content quality, and accessibility. The analysis identified 25 issues across these categories, with 2 high-priority, 21 medium-priority, and 2 low-priority findings.

Overall Performance

Your website received an overall SEO score of 80/100. This indicates strong SEO fundamentals with room for optimization in specific areas. Category scores break down as follows:

• Technical SEO: 85/100 - This measures crawlability, site structure, robots.txt, sitemap.xml, and HTTP status codes.
• On-Page SEO: 75/100 - This evaluates page titles, meta descriptions, heading structure (H1/H2), and canonical tags.
• Content Quality: 100/100 - This assesses word count, content depth, and thin page detection.
• Accessibility: 62/100 - This reviews image alt attributes and mobile responsiveness indicators.

Key Findings

Technical SEO: 3 issues found, including 0 high-priority.
On-Page SEO: 17 issues identified.
Accessibility: 3 issues found. 3 pages have images missing alt text, which impacts both accessibility and SEO.

Recommended Next Steps

1. Address all 2 high-priority issues first, as these have the most significant impact on SEO performance
2. Add descriptive alt text to all images for accessibility and SEO benefits

This report provides detailed information on each issue, including affected pages and specific recommendations for resolution.

Priority Action Plan

Address issues in this order for maximum SEO impact:

Week 1: High Priority Issues (2)

These issues have the most significant impact on SEO performance. Fix these first.

1. **Missing alt attributes on images** (16 of 28)
2. **Missing alt attributes on images** (33 of 34)

Week 2: Medium Priority Issues (21)

Address these after high-priority fixes are complete.

1. **robots.txt unreachable**

   robots.txt file exists but cannot be accessed (may return errors).

2. **Missing Identity Schema** (17 pages)

   No Organization or Person Schema identified. The absence of Organization or Person Schema can make it harder for Search Engines and LLMs to identify the ownership of a website.

3. **Missing schema markup** (4 pages)

   No Schema.org structured data detected. Add JSON-LD or microdata to help search engines understand your content.

4. **Duplicate meta description** (Found on 3 pages)

5. **Page title too short** (1 page)

   Title is 22 characters (recommended: 50-60)

6. **Meta description too short** (1 page)

   Description is 37 characters (recommended: 120-160)

7. **Meta description too short** (5 pages)

   Description is 64 characters (recommended: 120-160)

8. **Meta description too short** (1 page)

   Description is 76 characters (recommended: 120-160)

9. **Meta description too short** (1 page)

   Description is 83 characters (recommended: 120-160)

10. **Meta description too short** (1 page)

    Description is 96 characters (recommended: 120-160)

Extracted Keywords

Keywords found in titles, headings, and meta descriptions:

next docs	docs next	next docs next	welcome next	next documentation	welcome next documentation		

SEO Scores Overview

Overall Score	Technical SEO
80	85
On-Page SEO	**Content Quality**
75	100
Accessibility	**Total Pages**
62	21

Issue Breakdown: 2 High Priority, 21 Medium Priority, 2 Low Priority

Technical SEO Issues

[Medium] robots.txt unreachable

robots.txt file exists but cannot be accessed (may return errors).

How to Fix:

1. Create a robots.txt file in your website's root directory (e.g., https://yoursite.com/robots.txt)
2. Ensure it's accessible and returns a 200 status code
3. Use it to control which pages search engines can crawl (e.g., "User-agent: * Allow: /" to allow all)
4. Test it using Google Search Console's robots.txt Tester tool

[Medium] Missing Identity Schema

No Organization or Person Schema identified. The absence of Organization or Person Schema can make it harder for Search Engines and LLMs to identify the ownership of a website.

Affected: 17 pages

How to Fix:

1. Add Organization or Person Schema using JSON-LD format
2. Include required fields: name (required), url (required for Organization)
3. Add optional but recommended fields: logo, email, phone, address
4. Place schema in <head> or <body> as JSON-LD script tag
5. Validate schema using Google's Rich Results Test
6. Example: <script type="application/ld+json"> {"@context":"https://schema.org","@type":"Organization","name":"Your Company","url":"https://yoursite.com"}</script>

[Medium] Missing schema markup

No Schema.org structured data detected. Add JSON-LD or microdata to help search engines understand your content.

Affected: 4 pages

How to Fix:

1. Add schema.org structured data to your pages using JSON-LD (recommended) or microdata
2. For JSON-LD, add a script tag in the <head> section: <script type="application/ld+json">{...}</script>
3. Use appropriate schema types (e.g., Organization, WebPage, Article, Product, LocalBusiness)
4. Validate your schema using Google's Rich Results Test tool
5. Common schemas: Organization (for homepage), Article (for blog posts), Product (for e-commerce)
6. Example JSON-LD: {"@context":"https://schema.org","@type":"Organization","name":"Your Company"}

On-Page SEO Issues

[Medium] Duplicate meta description

Found on 3 pages

Affected: 3 pages

How to Fix:

1. Review all pages with duplicate meta descriptions from the affected pages list
2. Write unique descriptions for each page that highlight their specific content
3. Include page-specific keywords or value propositions
4. Update the <meta name="description"> tag on each affected page
5. Ensure each page has a distinct, compelling description

[Medium] Page title too short

Title is 22 characters (recommended: 50-60)

Affected: 1 page

How to Fix:

1. Expand your page title to at least 50 characters
2. Add more descriptive text that includes relevant keywords
3. Include your brand name or location if space allows
4. Ensure the title accurately describes the page content
5. Test how it appears in search results (keep under 60 characters to avoid truncation)

[Medium] Meta description too short

Description is 37 characters (recommended: 120-160)

Affected: 1 page

How to Fix:

1. Expand your meta description to 120-160 characters
2. Add more detail about what users will find on the page
3. Include a call-to-action if space allows

4. Make it compelling to improve click-through rates from search results
5. Ensure it accurately represents the page content

[Medium] Meta description too short

Description is 64 characters (recommended: 120-160)

Affected: 5 pages

How to Fix:

1. Expand your meta description to 120-160 characters
2. Add more detail about what users will find on the page
3. Include a call-to-action if space allows
4. Make it compelling to improve click-through rates from search results
5. Ensure it accurately represents the page content

[Low] Page title too long

Title is 81 characters (recommended: 50-60)

Affected: 1 page

How to Fix:

1. Shorten your page title to 50-60 characters
2. Remove unnecessary words or brand names if they push it over the limit
3. Keep the most important keywords at the beginning
4. Use a pipe (|) or dash (-) to separate key phrases if needed
5. Preview in search results to ensure it displays fully

[Medium] Meta description too short

Description is 76 characters (recommended: 120-160)

Affected: 1 page

How to Fix:

1. Expand your meta description to 120-160 characters
2. Add more detail about what users will find on the page
3. Include a call-to-action if space allows

4. Make it compelling to improve click-through rates from search results
5. Ensure it accurately represents the page content

[Medium] Meta description too short

Description is 83 characters (recommended: 120-160)

Affected: 1 page

How to Fix:

1. Expand your meta description to 120-160 characters
2. Add more detail about what users will find on the page
3. Include a call-to-action if space allows
4. Make it compelling to improve click-through rates from search results
5. Ensure it accurately represents the page content

[Medium] Meta description too short

Description is 96 characters (recommended: 120-160)

Affected: 1 page

How to Fix:

1. Expand your meta description to 120-160 characters
2. Add more detail about what users will find on the page
3. Include a call-to-action if space allows
4. Make it compelling to improve click-through rates from search results
5. Ensure it accurately represents the page content

[Low] Meta description too long

Description is 187 characters (recommended: 120-160)

Affected: 1 page

How to Fix:

1. Shorten your meta description to 120-160 characters
2. Remove unnecessary words while keeping the core message
3. Focus on the most important information and keywords

4. Ensure it displays fully in search results (Google typically shows ~155 characters)
5. Keep the most compelling part at the beginning

[Medium] Meta description too short

Description is 91 characters (recommended: 120-160)

Affected: 1 page

How to Fix:

1. Expand your meta description to 120-160 characters
2. Add more detail about what users will find on the page
3. Include a call-to-action if space allows
4. Make it compelling to improve click-through rates from search results
5. Ensure it accurately represents the page content

[Medium] Meta description too short

Description is 48 characters (recommended: 120-160)

Affected: 1 page

How to Fix:

1. Expand your meta description to 120-160 characters
2. Add more detail about what users will find on the page
3. Include a call-to-action if space allows
4. Make it compelling to improve click-through rates from search results
5. Ensure it accurately represents the page content

[Medium] Meta description too short

Description is 59 characters (recommended: 120-160)

Affected: 1 page

How to Fix:

1. Expand your meta description to 120-160 characters
2. Add more detail about what users will find on the page
3. Include a call-to-action if space allows

4. Make it compelling to improve click-through rates from search results
5. Ensure it accurately represents the page content

[Medium] Meta description too short

Description is 68 characters (recommended: 120-160)

Affected: 1 page

How to Fix:

1. Expand your meta description to 120-160 characters
2. Add more detail about what users will find on the page
3. Include a call-to-action if space allows
4. Make it compelling to improve click-through rates from search results
5. Ensure it accurately represents the page content

[Medium] Meta description too short

Description is 39 characters (recommended: 120-160)

Affected: 1 page

How to Fix:

1. Expand your meta description to 120-160 characters
2. Add more detail about what users will find on the page
3. Include a call-to-action if space allows
4. Make it compelling to improve click-through rates from search results
5. Ensure it accurately represents the page content

[Medium] Meta description too short

Description is 38 characters (recommended: 120-160)

Affected: 1 page

How to Fix:

1. Expand your meta description to 120-160 characters
2. Add more detail about what users will find on the page
3. Include a call-to-action if space allows

4. Make it compelling to improve click-through rates from search results
5. Ensure it accurately represents the page content

[Medium] Meta description too short

Description is 69 characters (recommended: 120-160)

Affected: 1 page

How to Fix:

1. Expand your meta description to 120-160 characters
2. Add more detail about what users will find on the page
3. Include a call-to-action if space allows
4. Make it compelling to improve click-through rates from search results
5. Ensure it accurately represents the page content

[Medium] Meta description too short

Description is 31 characters (recommended: 120-160)

Affected: 1 page

How to Fix:

1. Expand your meta description to 120-160 characters
2. Add more detail about what users will find on the page
3. Include a call-to-action if space allows
4. Make it compelling to improve click-through rates from search results
5. Ensure it accurately represents the page content

Accessibility Issues

[Medium] Missing alt attributes on images

2 of 29 images missing alt text

Affected: 1 page

How to Fix:

1. Add descriptive alt attributes to all images on affected pages
2. Describe what the image shows or its purpose (e.g., alt="Woman using laptop at desk")
3. Keep alt text concise (under 125 characters recommended)
4. For decorative images, use alt="" (empty but present)
5. Include relevant keywords naturally if the image is content-related
6. Example: <img src="image.jpg" alt="Descriptive text here">

[High] Missing alt attributes on images

16 of 28 images missing alt text

Affected: 1 page

How to Fix:

1. Add descriptive alt attributes to all images on affected pages
2. Describe what the image shows or its purpose (e.g., alt="Woman using laptop at desk")
3. Keep alt text concise (under 125 characters recommended)
4. For decorative images, use alt="" (empty but present)
5. Include relevant keywords naturally if the image is content-related
6. Example: <img src="image.jpg" alt="Descriptive text here">

[High] Missing alt attributes on images

33 of 34 images missing alt text

Affected: 1 page

How to Fix:

1. Add descriptive alt attributes to all images on affected pages
2. Describe what the image shows or its purpose (e.g., alt="Woman using laptop at desk")

3. Keep alt text concise (under 125 characters recommended)
4. For decorative images, use alt="" (empty but present)
5. Include relevant keywords naturally if the image is content-related
6. Example: <img src="image.jpg" alt="Descriptive text here">

Performance Metrics (Core Web Vitals)

Performance data from Google PageSpeed Insights and page rendering:

https://nextjs.org/docs

📊 **Data from Google PageSpeed Insights**

LCP: 3301 ms	Needs Improvement
CLS: 0.000	Good
FCP: 1651 ms	Good
TTFB: 43 ms	Good

⚡ **Performance Opportunities:**

- **Reduce unused JavaScript** - Potential savings: 109278ms
  Reduce unused JavaScript and defer loading scripts until they are required to decrease bytes consumed by network activit...
- **Reduce unused CSS** - Potential savings: 150ms
  Reduce unused rules from stylesheets and defer CSS not used for above-the-fold content to decrease bytes consumed by net...

https://nextjs.org

📊 Data from page rendering

CLS: 0.000	Good
FCP: 154 ms	Good
TTFB: 79 ms	Good

https://nextjs.org/showcase

Data from page rendering

CLS: 0.000	Good
FCP: 127 ms	Good
TTFB: 42 ms	Good

https://nextjs.org/blog

Data from page rendering

CLS: 0.000	Good
FCP: 150 ms	Good
TTFB: 66 ms	Good

https://nextjs.org/learn

Data from page rendering

CLS: 0.000	Good
FCP: 343 ms	Good
TTFB: 114 ms	Good

https://nextjs.org/docs/app/getting-started

Data from page rendering

CLS: 0.000	Good
FCP: 174 ms	Good

TTFB: 112 ms	Good

https://nextjs.org/docs/app/getting-started/installation

Data from page rendering

CLS: 0.000	Good
FCP: 159 ms	Good
TTFB: 70 ms	Good

https://nextjs.org/docs/app/getting-started/project-structure

Data from page rendering

CLS: 0.000	Good
FCP: 173 ms	Good
TTFB: 83 ms	Good

https://nextjs.org/docs/app/getting-started/layouts-and-pages

Data from page rendering

CLS: 0.000	Good
FCP: 189 ms	Good
TTFB: 96 ms	Good

https://nextjs.org/docs/app/getting-started/linking-and-navigating

Data from page rendering

CLS: 0.000	Good
FCP: 206 ms	Good
TTFB: 117 ms	Good

LLM Readability Analysis

Analysis of dynamically rendered content that may be missed by LLMs:

https://nextjs.org/docs

Rendering Percentage: 27.7%
Initial HTML: 752,680 characters
Rendered HTML: 961,422 characters

https://nextjs.org

Rendering Percentage: 4.3%
Initial HTML: 349,904 characters
Rendered HTML: 364,800 characters

https://nextjs.org/showcase

Rendering Percentage: 9.8%
Initial HTML: 161,785 characters
Rendered HTML: 177,664 characters

https://nextjs.org/blog

Rendering Percentage: 5.7%
Initial HTML: 427,329 characters
Rendered HTML: 451,655 characters

https://nextjs.org/learn

Rendering Percentage: 7.6%
Initial HTML: 268,436 characters
Rendered HTML: 288,971 characters

https://nextjs.org/docs/app/getting-started

Rendering Percentage: 27.5%

Initial HTML: 758,959 characters

Rendered HTML: 968,025 characters

https://nextjs.org/docs/app/getting-started/installation

Rendering Percentage: 21.5%

Initial HTML: 967,229 characters

Rendered HTML: 1,175,561 characters

https://nextjs.org/docs/app/getting-started/project-structure

Rendering Percentage: 23.5%

Initial HTML: 887,529 characters

Rendered HTML: 1,096,246 characters

https://nextjs.org/docs/app/getting-started/layouts-and-pages

Rendering Percentage: 21.3%

Initial HTML: 982,454 characters

Rendered HTML: 1,191,343 characters

https://nextjs.org/docs/app/getting-started/linking-and-navigating

Rendering Percentage: 20.3%

Initial HTML: 1,026,902 characters

Rendered HTML: 1,235,574 characters

Social Media Presence

Analysis of social media integration and sharing optimization:

Open Graph Tags

Status: ✅ Detected
OG Title: Next.js Docs | Next.js
OG Description: Welcome to the Next.js Documentation.
OG Image: https://nextjs.org/api/docs-og?title=Next.js%20Docs...

Twitter Card Tags

Status: ✅ Detected
Card Type: summary_large_image

Social Media Links

Status: ✅ Found 1 platform(s)
Twitter/X: https://x.com/nextjs

Facebook Pixel

Status: ⚠️ Not detected

Favicon

Status: ✅ Detected
URL: https://nextjs.org/favicon.ico?favicon.d29c4393.ico

Schema Markup Analysis

Identity Schema detection and validation:

https://nextjs.org/docs

Has Schema: Yes
Schema Types: TechArticle
Identity Schema: No

> **Recommendation**
>
> Add Organization or Person Schema to help search engines and LLMs identify the ownership of your website.

https://nextjs.org/docs/app/getting-started

Has Schema: Yes
Schema Types: TechArticle
Identity Schema: No

> **Recommendation**
>
> Add Organization or Person Schema to help search engines and LLMs identify the ownership of your website.

https://nextjs.org/docs/app/getting-started/installation

Has Schema: Yes
Schema Types: TechArticle
Identity Schema: No

> **Recommendation**
>
> Add Organization or Person Schema to help search engines and LLMs identify the ownership of your website.

https://nextjs.org/docs/app/getting-started/project-structure

Has Schema: Yes
Schema Types: TechArticle
Identity Schema: No

> **Recommendation**
>
> Add Organization or Person Schema to help search engines and LLMs identify the ownership of your website.

https://nextjs.org/docs/app/getting-started/layouts-and-pages

Has Schema: Yes
Schema Types: TechArticle
Identity Schema: No

> **Recommendation**
>
> Add Organization or Person Schema to help search engines and LLMs identify the ownership of your website.

https://nextjs.org/docs/app/getting-started/linking-and-navigating

Has Schema: Yes
Schema Types: TechArticle
Identity Schema: No

> **Recommendation**
>
> Add Organization or Person Schema to help search engines and LLMs identify the ownership of your website.

https://nextjs.org/docs/app/getting-started/server-and-client-components

Has Schema: Yes
Schema Types: TechArticle
Identity Schema: No

> **Recommendation**

Add Organization or Person Schema to help search engines and LLMs identify the ownership of your website.

https://nextjs.org/docs/app/getting-started/cache-components

Has Schema: Yes
Schema Types: TechArticle
Identity Schema: No

Recommendation

Add Organization or Person Schema to help search engines and LLMs identify the ownership of your website.

https://nextjs.org/docs/app/getting-started/fetching-data

Has Schema: Yes
Schema Types: TechArticle
Identity Schema: No

Recommendation

Add Organization or Person Schema to help search engines and LLMs identify the ownership of your website.

https://nextjs.org/docs/app/getting-started/updating-data

Has Schema: Yes
Schema Types: TechArticle
Identity Schema: No

Recommendation

Add Organization or Person Schema to help search engines and LLMs identify the ownership of your website.

Competitor Keyword Gap Analysis

Analysis based on next docs industry patterns and competitor research. This analysis identifies niche-specific keyword opportunities by combining your site's core topics with common SEO patterns used by competitors in your industry.

Keyword Gaps (Opportunities)

These keywords are commonly used by competitors but missing from your site:

Shared Keywords

Keywords you're already targeting that competitors also use:

how to next docs | how to for next docs | best practices next docs | best practices for next docs | complete guide next docs | complete guide for next docs | ultimate guide next docs | ultimate guide for next docs | getting started next docs | getting started for next docs | next docs tutorial | next docs review | vs next docs | alternatives next docs | comparison next docs

Competitor Keywords Analyzed

Common keywords found in competitor analysis:

how to next docs | how to for next docs | best practices next docs | best practices for next docs | complete guide next docs | complete guide for next docs | ultimate guide next docs | ultimate guide for next docs | getting started next docs | getting started for next docs | next docs tutorial | next docs review | vs next docs | alternatives next docs | comparison next docs | how to docs next

how to for docs next | best practices docs next | best practices for docs next | complete guide docs next | complete guide for docs next | ultimate guide docs next | ultimate guide for docs next | getting started docs next | getting started for docs next

Recommendations

1. Create content targeting the identified keyword gaps to capture additional search traffic
2. Optimize existing pages for shared keywords to improve rankings
3. Monitor competitor content strategies and adapt your approach accordingly
4. Focus on high-value keyword gaps that align with your business goals

Page-Level Findings

Summary of key metrics for scanned pages (showing top 50):

URL	Status	Title	Words	H1	Images	Missing Alt	Links	Load Time
https://nextjs.org/docs	200	Next.js Docs | Next.js	1621	1	1	0	422 (398 int, 24 ext)	3507 ms
https://nextjs.org	200	Next.js by Vercel - The React ...	1063	1	29	2	50 (26 int, 24 ext)	1474 ms
https://nextjs.org/showcase	200	Showcase | Next.js by Vercel -...	460	1	28	16	48 (13 int, 35 ext)	1003 ms
https://nextjs.org/blog	200	Next.js by Vercel - The React ...	2937	1	34	33	366 (329 int, 37 ext)	2012 ms
https://nextjs.org/learn	200	Learn Next.js | Next.js by Ver...	641	1	3	0	58 (32 int, 26 ext)	2007 ms
https://nextjs.org/docs/app/getting-started	200	App Router: Getting Started | ...	1547	1	1	0	410 (390 int, 20 ext)	3299 ms

URL	Status	Title	Words	H1	Images	Missing Alt	Links	Load Time
https://nextjs.org/docs/app/getting-started/installation	200	Getting Started: Installation ...	2451	1	5	0	423 (400 int, 23 ext)	3300 ms
https://nextjs.org/docs/app/getting-started/project-structure	200	Getting Started: Project Struc...	2787	1	35	0	450 (430 int, 20 ext)	3332 ms
https://nextjs.org/docs/app/getting-started/layouts-and-pages	200	Getting Started: Layouts and P...	2588	1	11	0	428 (408 int, 20 ext)	3407 ms
https://nextjs.org/docs/app/getting-started/linking-and-navigating	200	Getting Started: Linking and N...	2988	1	7	0	433 (405 int, 28 ext)	3356 ms

URL	Status	Title	Words	H1	Images	Missing Alt	Links	Load Time
https://nextjs.org/docs/app/getting-started/server-and-client-components	200	Getting Started: Server and Cl...	3314	1	1	0	438 (402 int, 36 ext)	3352 ms
https://nextjs.org/docs/app/getting-started/cache-components	200	Getting Started: Cache Compone...	4925	1	5	0	441 (417 int, 24 ext)	3373 ms
https://nextjs.org/docs/app/getting-started/fetching-data	200	Getting Started: Fetching Data...	3488	1	9	0	437 (408 int, 29 ext)	3360 ms
https://nextjs.org/docs/app/getting-started/updating-data	200	Getting Started: Updating Data...	2713	1	1	0	434 (406 int, 28 ext)	3364 ms

URL	Status	Title	Words	H1	Images	Missing Alt	Links	Load Time
https://nextjs.org/docs/app/getting-started/caching-and-revalidating	200	Getting Started: Caching and R...	2295	1	1	0	415 (395 int, 20 ext)	3472 ms
https://nextjs.org/docs/app/getting-started/error-handling	200	Getting Started: Error Handlin...	2323	1	3	0	419 (396 int, 23 ext)	3363 ms
https://nextjs.org/docs/app/getting-started/css	200	Getting Started: CSS | Next.js	2104	1	1	0	417 (394 int, 23 ext)	3335 ms
https://nextjs.org/docs/app/getting-started/images	200	Getting Started: Image Optimiz...	1743	1	3	0	414 (392 int, 22 ext)	3370 ms
https://nextjs.org/doc	200	Getting Started: Font Optimiza...	1769	1	1	0	412 (391 int, 21 ext)	3314 ms

URL	Status	Title	Words	H1	Images	Missing Alt	Links	Load Time
s/app/getting-started/fonts								
https://nextjs.org/docs/app/getting-started/metadata-and-og-images	200	Getting Started: Metadata and ...	2490	1	7	0	426 (400 int, 26 ext)	3364 ms
https://nextjs.org/docs/app/getting-started/route-handlers	200	Getting Started: Route Handler...	2105	1	3	0	421 (398 int, 23 ext)	3368 ms