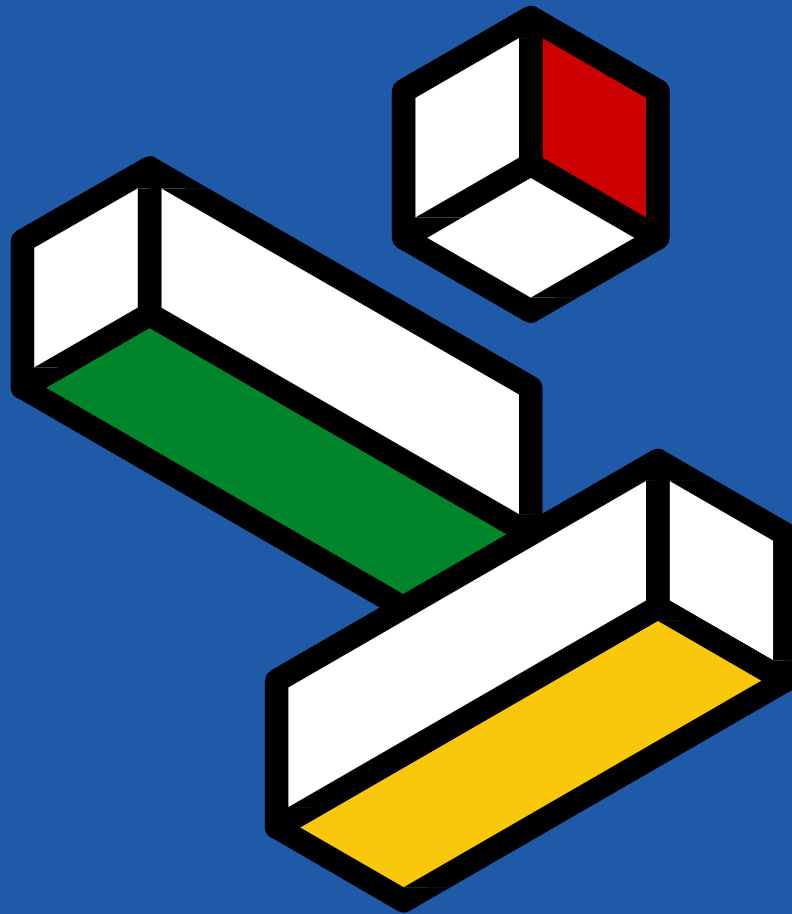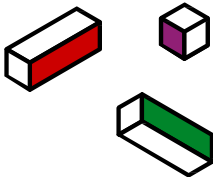CONSTRUCT DIGITAL x {Logo}

{Brand}
SEO Audit

{ Current month} 2025

SEO Audit Overview

Purpose of audit:
- To assess the SEO health and performance of the {Brand}, track any issues and identify opportunities to refine strategies and set priorities for sustaining and enhancing SEO performance.

Period of audit: Latest 12 months, from {dd/mm/yyyy - dd/mm/yyyy}

Tools used: SEMRush, Ahrefs, Majestic, Siteliner, Google Search Console, Google PageSpeed Insights, Google Rich Results, and Google Analytics

Areas of SEO audit:

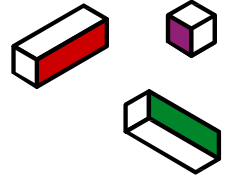| On-page		Off-page
TECHNICAL SEO Includes all elements affecting development level tasks	**CONTENT SEO** Includes all concepts related to content on webpage	**DOMAIN AUTHORITY** Off-page activities that boost website's domain authority and search engine visibility

Classification of audit findings priority level:
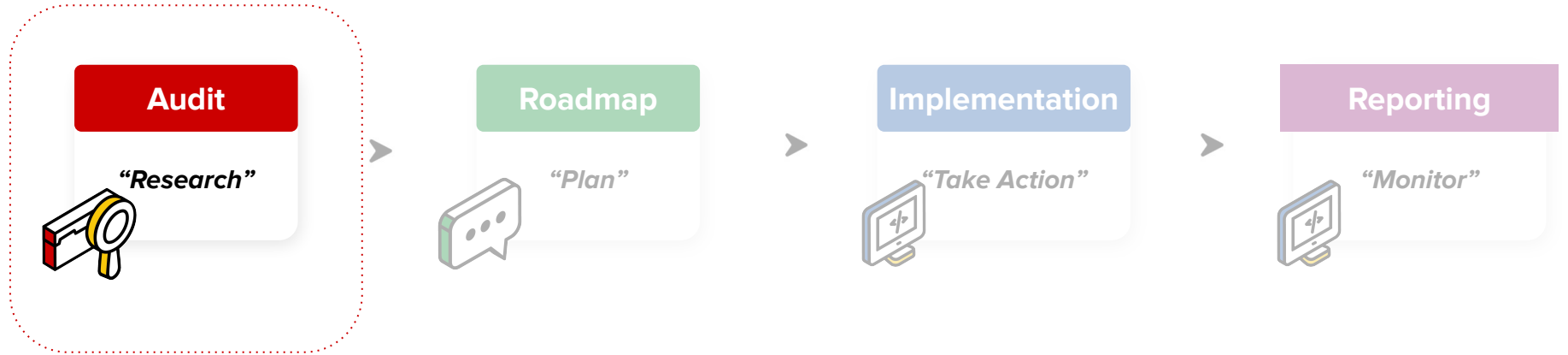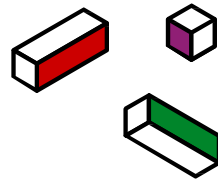
L — Low
M — Medium
H — High
C — Critical

We are at the Planning Phase of SEO service

Audit

"Research"

Roadmap

"Plan"

Implementation

"Take Action"

Reporting

"Monitor"

Index

Path to Digital Visibility
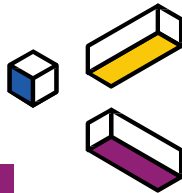
General Overview

- {Summary overall SEO Audit}

Content SEO

- {Summary of Current Content SEO structure}

Technical SEO

- {Summary of Current Tehcnical SEO}

Domain Authority

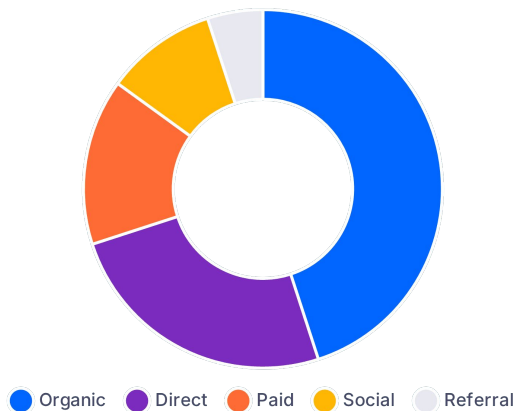- {Interpretation of Domain Authority}

Where {Brand} Stands Today?

1. Organic Traffic Acquisition Insights
2. Competitive Benchmarking
3. Organic Traffic: User Engagement
4. Site Health

Tools used: Google Analytics, Google Lighthouse, Ahrefs & SEMrush

{Key Highlight}

{Observation & Analysis}

Organic vs Other Channels

- Organic
- Direct
- Paid
- Social
- Referral

Top Countries by Sessions

- USA
- Canada
- UK
- Australia
- Others

0% 10% 20% 30% 40% 50% 60% 70%
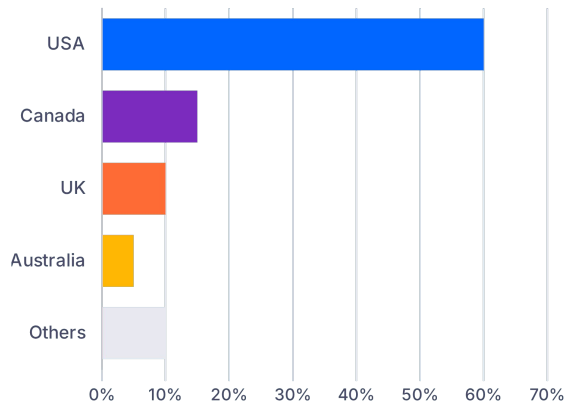
Keyword Position Distribution

60%
50%
40%
30%
20%
10%
0%

Pos 1-3 Pos 4-10 Pos 11-20 Pos 21+

H
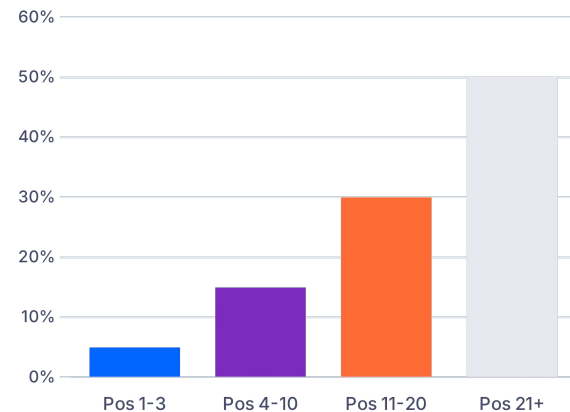
{Key Highlight}

{Observation & Analysis}

Organic Traffic Key Metrics

Impressions
21,129,306
-0.6%
The number of times your site was seen in the search results.

Site CTR
1.54%
5.9%
Click-through rate, calculated as Clicks / Impressions *100%.

Clicks
325,851
-2.2%
The number of clicks to your site from the search results.

Avg. Position
6.88
-27.7%
The avg. ranking of your site based on the search queries.

CTR

Site CTR — Site CTR (previous month)

Average Position

Average Position — Average Position (previous month)

H
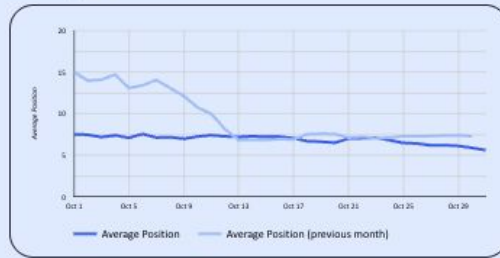
{Key Highlight}

{Observation & Analysis}

| Metrics	Construct	Impossible	OOM	FirstPage	Brew	MediaOne
Domain Rating Domain & page authority on 100 point scale, used to compare websites or track the "ranking strength" of a website over time.						
Monthly Traffic Monthly Organic Session Organic session website visits per month.						
Total Keywords Total keywords in website that drive organic traffic.						
Page 1 Keywords Total ranking in page 1 keywords in website that drive organic traffic.						
Referring Domains Total incoming links from other websites direct to our websites.						

H

{Key Highlight}

{Observation & Analysis}

Period Previous 6 Months
Avg Engagement Time: 1m 09s

Period 6 Months
Avg Engagement Time: 1m 09s
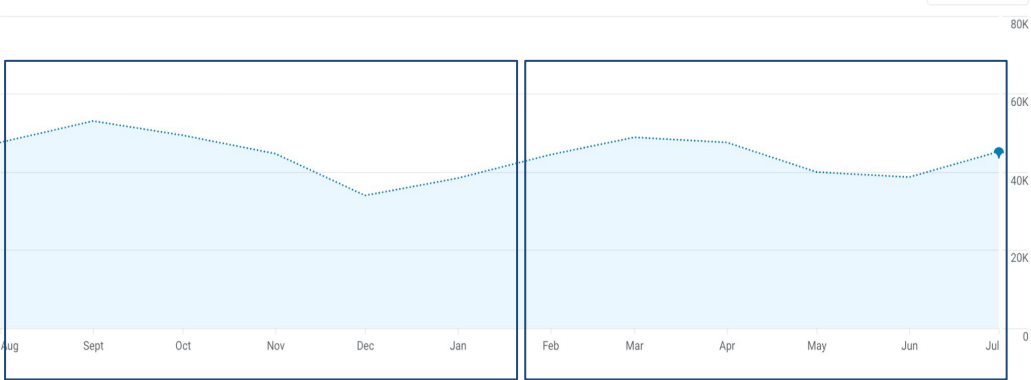
| Period	Channel	Engagement rate	Engaged Sessions
1 Aug'24 - 31 Jan'25	Organic Search	{67.24%}	{178,119}
1 Feb'25 - 31 July'25	Organic Search	{64.42%} ▼	{170,943}

H

{Key Highlight}

{Observation & Analysis}

Current Score

{78}%

Pages Crawled
{15,000}

Total Errors
{1,500}

Critical Issues	Urls Count	High Priority	Urls Count
{Issue Name}	{Urls Count}	{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}	{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}	{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}	{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}	{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}	{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}	{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}	{Issue Name}	{Urls Count}

H
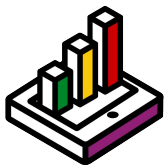
{Summary Organic Traffic Key Highlight }

{Observation & Analysis}

What is the Issue?

- {Issue 1}
- {Issue 2}
- {Issue 3}

What is the Impact?

- {Impact 1}
- {Impact 2}
- {Impact 3}

Our Next Action

- {Next Action 1}
- {Next Action 2}
- {Next Action 3}

Content Visibility Gaps & Insights

1. Meta Tags & Heading
2. Keyword Gap & Content Opportunity

Tools used: Ahrefs, SEMrush, Siteliner, and Google Analytics for the following analysis.

H

{Key Highlight}

{Observation & Analysis}

| Issue Name	Issue Count
{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}

Issue Name	Issue Count
{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}

H

{Key Highlight}

{Observation & Analysis}

Keyword Distribution by Intent

- Behavioral
- Device & Utility
- Brand
- Location
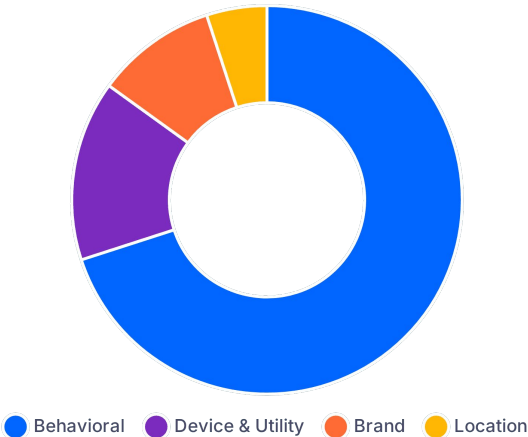
Keyword Category Breakdown

Category	%	Volume	Examples
Behavioral	70%	75K	"how to start zero waste," "benefits of bamboo"
Device & Utility	15%	15.5K	"best sustainable humidifier," "eco water filter"
Brand	10%	12K	"EcoBloom reviews," "EcoBloom coupon"
Location	5%	5K	"eco home goods UK," "sustainable decor Canada"

H
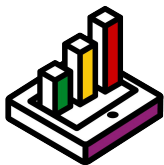
{Summary Content Issue Key Highlight }

{Observation & Analysis}

What is the Issue?

- {Issue 1}
- {Issue 2}
- {Issue 3}

What is the Impact?

- {Impact 1}
- {Impact 2}
- {Impact 3}

Our Next Action

- {Next Action 1}
- {Next Action 2}
- {Next Action 3}

Technical Gaps that Limiting Growth
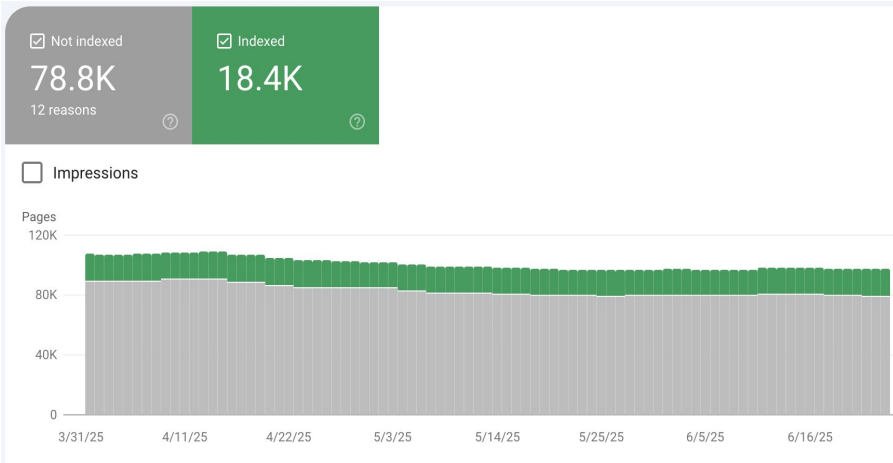
1. Technical SEO Issues Overview
2. Schema Markups

Tools used: Ahrefs, SEMrush, Google Rich Media, Google Lighthouse, PageSpeed, Google Analytics for the following analysis.

Crawlability Analysis

{Key Highlight}

{Observation & Analysis}

	Not indexed	Indexed
	78.8K	18.4K
	12 reasons	

Impressions

Reason	Source	Validation ↓	Trend	Pages
Page with redirect	Website	⚠ Not Started		23,515
Not found (404)	Website	⚠ Not Started		17,506
Alternate page with proper canonical tag	Website	⚠ Not Started		10,526
Excluded by 'noindex' tag	Website	⚠ Not Started		4,586
Server error (5xx)	Website	⚠ Not Started		2,961
Duplicate without user-selected canonical	Website	⚠ Not Started		360
Blocked due to unauthorized request (401)	Website	⚠ Not Started		32
Blocked due to other 4xx issue	Website	⚠ Not Started		29
Soft 404	Website	⚠ Not Started		4
Crawled - currently not indexed	Google systems	⚠ Not Started		9,753

{Key Highlight}

{Observation & Analysis}

Issue Name	Issue Count
{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}

Issue Name	Issue Count
{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}
{Issue Name}	{Urls Count}

Schema Markups

{Key Highlight}

{Observation & Analysis}

Pagespeed Insights

H

{Key Highlight}

{Observation & Analysis}

MOBILE

44

Performance

▲ 0–49   ■ 50–89   ● 90–100

METRICS

▲ First Contentful Paint
3.6 s

▲ Largest Contentful Paint
5.1 s

▲ Total Blocking Time
1,380 ms

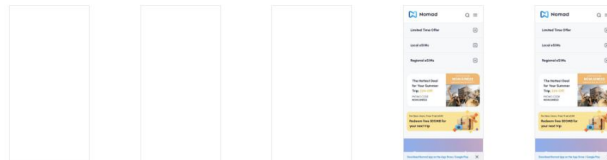● Cumulative Layout Shift
0

■ Speed Index
5.6 s

DESKTOP

65

Performance

▲ 0–49   ■ 50–89   ● 90–100

METRICS

● First Contentful Paint
0.7 s

● Largest Contentful Paint
1.1 s

▲ Total Blocking Time
1,450 ms

● Cumulative Layout Shift
0

■ Speed Index
1.8 s

MOBILE RENDERING PREVIEW

▲ Reduce JavaScript execution time — 3.0 s

▲ Minimize main-thread work — 4.3 s

▲ Largest Contentful Paint element — 5,100 ms

▲ Reduce unused JavaScript — Est savings of 1,063 KiB

▲ Reduce the impact of third-party code — Third-party code blocked the main thread for 820 ms

▲ Reduce initial server response time — Root document took 1,100 ms

▲ Some third-party resources can be lazy loaded with a facade — 1 facade alternative available

▲ Properly size images — Est savings of 51 KiB

▲ Reduce unused CSS — Est savings of 70 KiB

{Summary Technical Issue Key Highlight }

{Observation & Analysis}

What is the Issue?

- {Issue 1}
- {Issue 2}
- {Issue 3}

What is the Impact?

- {Impact 1}
- {Impact 2}
- {Impact 3}

Our Next Action

- {Next Action 1}
- {Next Action 2}
- {Next Action 3}

Understanding Domain Authority
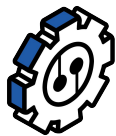
1. Domain Authority Audit

{Key Highlight}

{Observation & Analysis}

Ahrefs	Domain Rating	70	URL Rating	33	Referring Domain	3.6K
SEMrush	Authority Score	45	Toxicity Score	Medium	Referring Domain	4.1K
Toxicity Score	7.9% Toxic	321	13.3% Potential Toxic	543	78.8% Non-Toxic	3.2K

H

{Summary Domain Authority Key Highlight }

{Observation & Analysis}

What is the Issue?
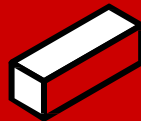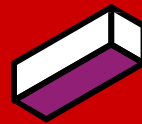
- {Issue 1}
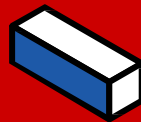- {Issue 2}
- {Issue 3}

What is the Impact?

- {Impact 1}
- {Impact 2}
- {Impact 3}

Our Next Action

- {Next Action 1}
- {Next Action 2}
- {Next Action 3}

Steps to Improve your SEO

H

{Next Action Key Message}

{Organic Traffic Issue}

Technical SEO
- {Issue 1}
- {Issue 2}
- {Issue 3}

Next Action
- {Solution 1}
- {Solution 2}
- {Solution 3}

Content SEO
- {Issue 1}
- {Issue 2}
- {Issue 3}

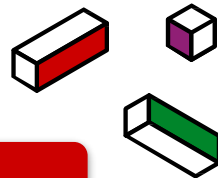**Next Action**
- {Solution 1}
- {Solution 2}
- {Solution 3}

Domain Authority
- {Issue 1}
- {Issue 2}
- {Issue 3}

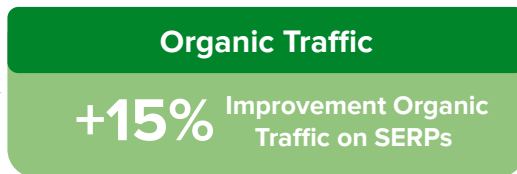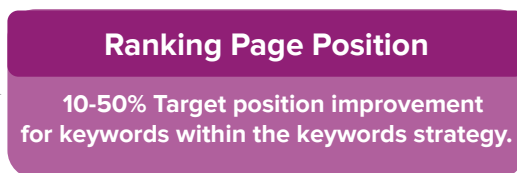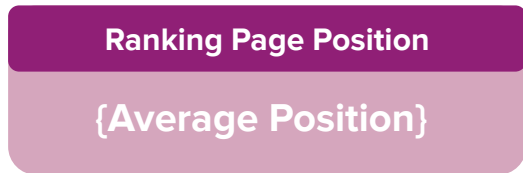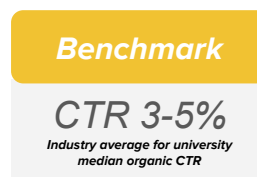**Next Action**
- {Solution 1}
- {Solution 2}
- {Solution 3}

KPI & Benchmark

Expected Result from SEO Hygiene Exercise

CURRENT

TARGET

Organic Traffic CTR

{CTR}

Target CTR

+1% **Improvement CTR**

Benchmark

CTR 3-5%

Industry average for university median organic CTR

Ranking Page Position

{Average Position}

Ranking Page Position

10-50% Target position improvement for keywords within the keywords strategy.

Organic Traffic

{Current month organic session}

Organic Traffic

+15% **Improvement Organic Traffic on SERPs**

Disclaimer: Expected Results are based on estimated data. We will reassess the Estimated Results when we get access to Google Analytics 4 and Google Search Console. Construct Digital will work towards the target but actual results may vary due to multiple factors outside our control.

Thank You.

CONSTRUCT
DIGITAL