

SEO Audit Report

E-Commerce Website

1. Overview & Objectives

Website: [Insert Website URL]
Date of Audit: [Insert Date]
Objective: Comprehensive SEO assessment to increase organic visibility, traffic, and conversions.

2. Technical SEO

Area	Status	Recommendations
Site Speed	[Pass / Needs Improvement]	[Add recommendations, e.g., optimize images, leverage browser caching]
Mobile Friendliness	[Pass / Needs Improvement]	[Add recommendations]
Crawlability (Robots.txt, Sitemap.xml)	[Pass / Needs Improvement]	[Add recommendations]
Indexation	[Pass / Needs Improvement]	[Add recommendations]
HTTPS Implementation	[Pass / Needs Improvement]	[Add recommendations]

3. On-Page SEO

Factor	Sample Checks	Recommendations
Title Tags	[Sample analysis for key pages]	[Improvements or confirmations]
Meta Descriptions	[Sample]	[Suggestions]
Headings Structure (H1, H2, ...)	[Sample]	[Suggestions]
Duplicate Content	[Sample]	[Resolve issues]
Product Schema Markup	[Sample]	[Add/Improve]

4. Content Analysis

- Content Depth:** [Evaluate product/category content]
- Keyword Optimization:** [Assess usage in key pages]
- Thin/Low-Value Pages:** [List and suggested actions]
- Blog/Guides Status:** [Review informational content]

5. User Experience (UX)

- **Navigation:** [Menu structure, breadcrumbs]
- **Internal Links:** [Cross-linking products/pages]
- **Mobile Experience:** [Highlights]
- **Checkout Process:** [Friction points]

6. Off-Page SEO & Backlink Analysis

- **Referring Domains:** [Summary]
- **Backlink Quality:** [Highlights]
- **Toxic Links:** [Recommendations]
- **Competitor Comparison:** [Key observations]

7. International & Local SEO

- **hreflang Implementation:** [If applicable]
- **Country/Language Targeting:** [Notes]
- **Google My Business:** [Local presence]

8. Priority Issues & Recommendations

1. [Top SEO issue 1 and action steps]
2. [Top SEO issue 2 and action steps]
3. [Top SEO issue 3 and action steps]
4. ...

9. Appendix

- Full crawl/export summary
- Checked URLs list
- Glossary of terms
- Tool references used