

200-POINT TECHNICAL AUDIT

SEO Audit Report

Acme Outdoor Gear · acmeoutdoor.example

Audit date: July 24, 2026 · 1,412 pages crawled · Prepared with CrawlRaven



OVERALL SEO HEALTH SCORE

64	71	77	81	58
Technical	On-Page	Content	Backlinks	AI Visibility

This is a sample report. Acme Outdoor Gear is a fictional company; all findings and metrics are illustrative.

crawlraven.com/seo-audit-report

SECTION 1 OF 7 · CRAWLRIVEN 7-SECTION AUDIT REPORT STRUCTURE

Executive Summary

Acme Outdoor Gear (acmeoutdoor.example) scores **72/100** on CrawlRaven's 200-point technical audit — a “needs improvement” rating. The site’s content and backlink profile are healthy, but **crawl-budget waste, failing Core Web Vitals on key commercial pages, and poor AI-crawler accessibility** are suppressing both organic rankings and AI-search citations. We estimate the prioritized fixes in Section 7 can be completed in roughly **6 engineering days** and address issues affecting **38% of crawled pages**.

1,412

Pages crawled

14

Critical issues

47

Warnings

112

Opportunities

139/200

Checks passed

Score breakdown by category

Category	Score	Critical	Warnings	Biggest problem
Technical SEO	64 / 100	6	18	Crawl-budget waste, redirect chains, CWV failures
On-Page SEO	71 / 100	3	11	Duplicate titles, missing meta descriptions
Content Quality	77 / 100	1	7	Thin category copy, keyword cannibalization
Backlink Profile	81 / 100	0	4	Healthy profile; anchor text over-optimization
AI Visibility	58 / 100	4	7	AI crawlers blocked, weak citation readiness

Top 5 issues by estimated traffic impact

Sev.	Issue	Pages	Ref.
CRITICAL	Faceted navigation generates 38,000+ crawlable filter URLs — crawl budget waste	612	TEC-01
CRITICAL	GPTBot, ClaudeBot and PerplexityBot blocked in robots.txt	All	AIV-01
CRITICAL	LCP over 4.0s on 23 category pages (mobile)	23	TEC-04
HIGH	31 product pages returning soft-404s after inventory sync	31	TEC-02
HIGH	Duplicate title tags across paginated category pages	148	ONP-01

Each issue is expanded in the sections that follow, with evidence, affected URLs and a recommended fix. The prioritized action plan in Section 7 sequences everything by impact vs. effort.

SECTION 2 OF 7 · TECHNICAL SEO

Technical SEO Findings — Crawlability & Indexation

CrawlRaven crawled 1,412 HTML pages (JavaScript rendering enabled) and compared them against XML sitemaps, robots.txt directives and Google's index. 18 of 62 technical checks raised issues.

ID	Sev.	Finding	Affected	Recommended fix
TEC-01	CRITICAL	Faceted navigation (size/color/brand filters) creates 38,400 crawlable URL permutations; 92% receive no organic clicks	612 hubs	Canonicalize filters to parent category; block <code>?filter=</code> patterns in robots.txt
TEC-02	CRITICAL	Discontinued products return 200 status with empty template (soft-404)	31 pages	Return 410 for discontinued items, or 301 to closest in-stock alternative
TEC-03	HIGH	Redirect chains of 3+ hops from legacy <code>/shop/</code> URL structure	86 chains	Update internal links and collapse chains to single 301s
TEC-06	HIGH	XML sitemap contains 214 non-canonical and 12 noindexed URLs	226 URLs	Regenerate sitemap from canonical, indexable URLs only
TEC-07	MEDIUM	Orphan pages — indexable but receiving zero internal links	44 pages	Link from category hubs or prune; 9 orphans earn organic traffic today
TEC-08	MEDIUM	Mixed trailing-slash conventions causing duplicate URL variants	163 pairs	Standardize on no trailing slash with sitewide 301 rule
TEC-09	LOW	robots.txt references a sitemap URL that 404s (<code>sitemap_old.xml</code>)	1 file	Remove stale sitemap directive

Indexation snapshot

1,412 Crawlable pages	1,187 Indexable	184 Noindexed	41 Canonicalized away	38.4k Parameter URLs found
--------------------------	--------------------	------------------	--------------------------	-------------------------------

SECTION 2 OF 7 · TECHNICAL SEO (CONTINUED)

Core Web Vitals & Structured Data

Field data (CrUX, last 28 days) for the top templates, plus schema validation across all page types.

Core Web Vitals by template — mobile field data

Template	Pages	LCP	INP	CLS	Verdict
Homepage	1	2.1s	140ms	0.04	PASS
Category pages	38	4.3s	290ms	0.02	FAIL
Product pages	486	3.1s	170ms	0.11	NEEDS WORK
Blog / guides	212	2.4s	120ms	0.01	PASS
Checkout funnel	6	2.8s	310ms	0.05	FAIL

Category-page LCP is dominated by an uncompressed 480KB hero image served without `srcset`; checkout INP traces to a 610ms third-party tag-manager task. Both fixes are detailed in TEC-04 and TEC-05 in the appendix export.

Structured data validation

Schema type	Expected on	Valid	Errors	Status
Product	486 pages	455	31 missing <i>offers.priceCurrency</i>	HIGH
BreadcrumbList	1,340 pages	1,340	0	PASSED
Organization	Sitewide	1	0	PASSED
FAQPage	58 guide pages	12	46 guides have FAQs without markup	MEDIUM
Review / AggregateRating	486 pages	0	Not implemented — rich-result opportunity	MEDIUM

SECTION 3 OF 7 · ON-PAGE SEO

On-Page Findings

Metadata, heading structure and keyword targeting across all 1,412 crawled pages. 11 of 48 on-page checks raised issues.

ID	Sev.	Finding	Affected	Recommended fix
ONP-01	HIGH	Duplicate title tags — paginated category pages reuse page-1 titles verbatim	148 pages	Append “— Page N” and self-referencing canonicals on paginated sets
ONP-02	HIGH	Missing meta descriptions on product pages added after March 2026 catalog import	119 pages	Template-generate from product attributes (brand, category, USP)
ONP-03	MEDIUM	Multiple H1s — theme renders both logo text and page title as H1	1,340 pages	Demote logo wrapper to a div in the shared header component
ONP-04	MEDIUM	Title tags over 60 characters truncating in SERPs	87 pages	Rewrite to ≤60 chars, keeping primary keyword in first 40
ONP-05	MEDIUM	Images missing alt text (product gallery images from the 2025 migration)	1,204 imgs	Backfill alt text from product name + variant attributes
ONP-06	LOW	Internal links using generic “click here” anchors	63 links	Replace with descriptive anchors matching target-page keywords

Metadata coverage

91% Unique titles	83% Unique descriptions	94% Single H1	72% Images with alt text	100% Mobile viewport
----------------------	----------------------------	------------------	-----------------------------	-------------------------

SECTION 4 OF 7 · CONTENT QUALITY

Content Findings

Depth, uniqueness, freshness and keyword-overlap analysis across 212 blog/guide pages and 524 commercial pages.

ID	Sev.	Finding	Affected	Recommended fix
CNT-01	HIGH	Keyword cannibalization — 4 URL clusters compete for the same head terms (e.g. three guides all targeting “best 4-season tents”)	11 pages	Consolidate each cluster into one canonical guide with 301s from the rest
CNT-02	MEDIUM	Thin category descriptions (under 60 words of boilerplate)	27 pages	Expand top-20 revenue categories to 250–400 words of unique buying guidance
CNT-03	MEDIUM	Stale seasonal guides last updated 2023–2024 still ranking on page 2	18 pages	Refresh data and republish; add “last updated” dates and schema
CNT-04	MEDIUM	Duplicate manufacturer descriptions on branded product pages	142 pages	Rewrite top-50 sellers first; template unique intros for the rest
CNT-05	LOW	Guides averaging 9.4 outbound links but only 2.1 internal links	64 pages	Add 3–5 contextual internal links per guide to money pages

Content profile

1,140 Avg. words / guide	4 Cannibal clusters	27 Thin pages	62% Updated in last 12 mo	96% Unique vs. web
--	---	-------------------------------------	---	--

Content is this site's strongest asset (77/100). The cannibalization fix in CNT-01 is the single highest-leverage content action: the three competing tent guides currently split one first-page ranking into three page-2 positions.

SECTION 5 OF 7 · BACKLINK PROFILE

Backlink Overview

Link-profile snapshot from indexed backlink data, July 2026. The profile is healthy overall — this section flags risks and gaps rather than urgent fixes.

52

Domain Rating

1,847

Referring domains

14.2k

Total backlinks

+38

New ref. domains / mo

23

Toxic-flagged domains

Anchor-text distribution

Anchor type	Share	Assessment
Branded (“Acme Outdoor Gear”, “acmeoutdoor”)	48%	Healthy — strong brand signal
Naked URL	21%	Healthy
Generic (“here”, “this site”)	14%	Normal range
Exact-match commercial (“buy hiking boots”)	11%	Watch — above the ~5% typical for this niche; concentrated in 2024 guest posts
Image / empty	6%	Normal range

Findings & opportunities

ID	Sev.	Finding	Recommended action
BLK-01	MEDIUM	23 referring domains flagged as link-network/spam (1.2% of profile)	No disavow needed at this volume; monitor quarterly
BLK-02	MEDIUM	142 backlinks point to 404/410 pages from the old /shop/ structure	301 the top-30 linked legacy URLs to current equivalents — reclaims ~380 links
BLK-03	LOW	3 high-authority competitor-comparison pages link to rivals but not Acme	Outreach with updated product data; all three cite outdated specs

SECTION 6 OF 7 · AI VISIBILITY

AI Search Visibility & Citation Readiness

How visible is this site to AI assistants (ChatGPT, Claude, Perplexity, Google AI Overviews)? This section audits AI-crawler access and how citable your content is — the fastest-growing referral channel most audits ignore.

AI crawler access

Crawler	Operator	Used for	robots.txt	Hits (30d)
GPTBot	OpenAI	ChatGPT answers & training	BLOCKED	0
ClaudeBot	Anthropic	Claude answers	BLOCKED	0
PerplexityBot	Perplexity	Perplexity citations	BLOCKED	0
Google-Extended	Google	Gemini grounding	ALLOWED	2,140
Bingbot	Microsoft	Bing + Copilot answers	ALLOWED	8,412
CCBot	Common Crawl	Many LLM training sets	BLOCKED	0

A blanket bot-block added during a 2025 scraping incident is still blocking the three largest AI answer engines. Competitors' products are being recommended in ChatGPT and Perplexity gear round-ups where Acme cannot appear.

Citation readiness

ID	Sev.	Finding	Recommended fix
AIV-01	CRITICAL	GPTBot, ClaudeBot, PerplexityBot and CCBot blocked in robots.txt	Allow answer-engine crawlers (retain blocks on training-only bots if preferred)
AIV-02	HIGH	No llms.txt file describing site structure for AI agents	Publish /llms.txt listing key guides, product hubs and policies
AIV-03	HIGH	46 of 58 guides lack FAQPage schema; answers buried mid-page	Add question-format H2s with concise, self-contained answers + markup
AIV-04	MEDIUM	Key product specs rendered client-side only — invisible to non-JS AI fetchers	Server-render spec tables on product templates
AIV-05	MEDIUM	Brand mentioned in only 2 of 20 tracked AI answers for “best hiking gear” queries	Track prompt-level visibility monthly; target top-cited publications for coverage

Why this matters: AI assistants already influence a measurable share of product research. CrawlRaven tracks AI-crawler access, rendering parity and prompt-level citations as part of every audit — most legacy SEO tools skip this entirely.

SECTION 7 OF 7 · PRIORITIZED ACTION PLAN

Prioritized Action Plan — Impact × Effort

Every finding above, sequenced. “Impact” estimates organic + AI-visibility upside; “Effort” is engineering + content time. Do the top of this table first.

#	Ref.	Action	Impact	Effort	Target
1	AIV-01	Unblock AI answer-engine crawlers in robots.txt	High	Low	Week 1
2	TEC-02	Return 410s / 301s for 31 soft-404 product pages	High	Low	Week 1
3	TEC-01	Canonicalize + block faceted-filter URL permutations	High	Medium	Week 1–2
4	ONP-01	Fix duplicate titles on 148 paginated pages	Medium	Low	Week 2
5	TEC-04	Compress + responsive-serve category hero images (LCP)	High	Medium	Week 2–3
6	ONP-02	Generate meta descriptions for 119 product pages	Medium	Low	Week 3
7	CNT-01	Consolidate 4 cannibalizing content clusters	High	Medium	Week 3–4
8	AIV-02/03	Publish llms.txt; add FAQPage schema to 46 guides	Medium	Medium	Week 4–5
9	BLK-02	Redirect top-30 legacy URLs with live backlinks	Medium	Low	Week 5
10	TEC-05	Defer tag-manager task blocking checkout INP	Medium	High	Week 5–6
11	CNT-02/04	Rewrite thin category + duplicate product copy	Medium	High	Ongoing
12	ONP-05	Backfill alt text on 1,204 product images	Low	Medium	Ongoing

Expected outcome

Completing items 1–7 addresses all 14 critical findings and, based on comparable audits, typically recovers crawl efficiency within 2–3 weeks and produces measurable ranking movement within 6–8 weeks. Re-run the CrawlRaven audit after each milestone to verify fixes and catch regressions — score targets: **80+ within 60 days**, 85+ within 90 days.

APPENDIX

Methodology — The 200-Point CrawlRaven Audit

Every CrawlRaven report is generated from the same 200-point check library, grouped into the seven sections you've just read (the CrawlRaven 7-Section Audit Report Structure). Scores weight each check by evidence of ranking impact, not just pass/fail counts.

Report section	Checks	What's tested
1. Executive Summary	—	Weighted roll-up of all category scores
2. Technical SEO	62	Crawlability, indexation, redirects, sitemaps, Core Web Vitals, structured data, security
3. On-Page SEO	48	Titles, meta descriptions, headings, alt text, internal anchors, mobile rendering
4. Content Quality	34	Depth, uniqueness, freshness, cannibalization, E-E-A-T signals
5. Backlink Profile	26	Authority, velocity, anchor distribution, toxicity, lost-link reclamation
6. AI Visibility	30	AI-crawler access, rendering parity, llms.txt, answer formatting, citation tracking
7. Action Plan	—	All failed checks ranked by impact × effort

How scoring works

Each check returns pass, warning or fail with the list of affected URLs. Category scores weight checks by severity (critical failures cost more than cosmetic ones), and the overall score is a weighted average across categories. A score of 80+ is healthy, 60–79 needs improvement, and below 60 signals urgent issues.

About this sample

Acme Outdoor Gear is a fictional company created to demonstrate report structure. Every metric in this document is illustrative sample data. Real CrawlRaven reports are generated from a live crawl of your site, are fully white-label for agencies (your logo, your colors, your domain), and export to PDF in one click.

Generate this report for your own site: [crawlraven.com](#) — 14-day free trial, no credit card required. Plans from \$9/month.