SCANBIZ.APP

SEO AUDIT REPORT

Website SEO Audit & Action Plan

example-business.lv



SEO Health Score

Local Service (hybrid: city office + nationwide service area). Technical, content, on-page, schema, performance, AI search, images, local SEO and search experience.

Sample report · fictional company

scanbiz.app · support@scanbiz.app

Executive summary

[redacted]

Score by category



Weighted: Technical 22%, Content 23%, On-Page 20%, Schema 10%, Performance 10%, AI Search 10%, Images 5%. Performance is a manual estimate (PageSpeed quota unavailable).

Top 5 issues

[redacted]
with homepage content
[redacted]
on one homepage)
[redacted]
details
[redacted]
WebP/AVIF
[redacted]

Top 5 quick wins

1. 301 www redirect in Cloudflare
2. [redacted]
   descriptions
3. [redacted]
4. Add sameAs/image/logo/geo and [redacted]
5. Compress images and preload hero

Technical SEO

78/100

[redacted]

Priority	Finding	Recommendation
[redacted]	[redacted]	Return 404 for unmatched routes; 301 legacy URLs
[redacted]	[redacted] www.example-business.lv → apex returns 302	[redacted]
Medium	**Missing CSP/X-Frame-Options**	Add headers
[redacted]	[redacted] No key file	[redacted]

Content Quality

48/100

What works: Clear service descriptions; Specific equipment named.

Priority	Finding	Recommendation
[redacted]	[redacted] Services are 40–90 word sections; ~694 words site-wide	[redacted]
High	**Weak E-E-A-T**	Add projects, reviews, company details
[redacted]	[redacted] FAQ defers pricing to contact	[redacted]

On-Page SEO

55/100

What works: Keyword-relevant title, meta, H1; lang=lv.

Priority	Finding	Recommendation
[redacted]	[redacted] ~79 chars with 3 keywords	[redacted]

Priority	Finding	Recommendation
[redacted]	[redacted] 5 FAQ questions only in JSON-LD	[redacted]
Low	**Spelling errors** [redacted]	Fix

Schema / Structured Data

62/100

[redacted]

Priority	Finding	Recommendation
Medium	**Generic LocalBusiness type** [redacted]	Use GeneralContractor
[redacted]	[redacted] Properties absent	[redacted]
Info	**FAQPage present** [redacted]	Keep; no further investment

Performance (CWV)

50/100

[redacted]

Priority	Finding	Recommendation
High	**Oversized images** [redacted]	Convert, resize, preload hero
[redacted]	[redacted] Sync stylesheet in head	[redacted]
Medium	**Single 713 KB JS bundle** [redacted]	Split per route

AI Search Readiness

64/100

[redacted]

Priority	Finding	Recommendation
High	**No pricing or regional detail** [redacted]	Add price ranges and served regions

Priority	Finding	Recommendation
[redacted]	[redacted]	[redacted]

Images

35/100

What works: Descriptive alt text on all 12 images.

Priority	Finding	Recommendation
[redacted]	[redacted] Photographic PNGs, no modern formats	[redacted]
Low	**Missing dimensions** [redacted]	Add dimensions

Local SEO (supplementary, 34/100 estimate)

Priority	Finding	Recommendation
[redacted]	[redacted] No testimonials, ratings or review schema on the site.	[redacted]
High	**Google Business Profile unverifiable** [redacted]	Verify GBP: primary category, service areas, photos, hours, website link.
[redacted]	[redacted] Only one office address; no named regions in content or schema.	[redacted]
Medium	**Directory citations unconfirmed** [redacted]	Create/align listings with identical name, address, phone.

Search Experience (supplementary, 41/100)

Priority	Finding	Recommendation
[redacted]	[redacted] Google ranks dedicated service pages for the four main service keywords; the site isn't in those results.	[redacted]
High	**Trust is the weakest dimension for every persona** [redacted]	Projects, reviews, company details, B2B/municipal section.

Prioritised action plan

Phase 1: Critical Fixes — Week 1

- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]

Phase 2: High-Impact Improvements — Weeks 2-3

- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]

Phase 3: Content & Authority — Month 2

- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]

Phase 4: Monitoring & Iteration — Ongoing

- [illegible]
- [illegible]
- [illegible]
- [illegible]

How to measure progress

- [illegible]
- [illegible]
- [illegible]
- [illegible]

Data limitations

No Google Search Console, CrUX or GA4 access (no field data or traffic). PageSpeed Insights quota was exhausted, so performance figures are manual estimates, not Lighthouse. Backlinks: Common Crawl only (domain not present in latest graph). Google Business Profile and national directory listings could not be verified. SERP analysis used web [illegible]

SCANBIZ.APP

Automated SEO audits with a prioritised action plan

Technical SEO · Content · Structured data · Local SEO · AI search readiness

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