Your Agency

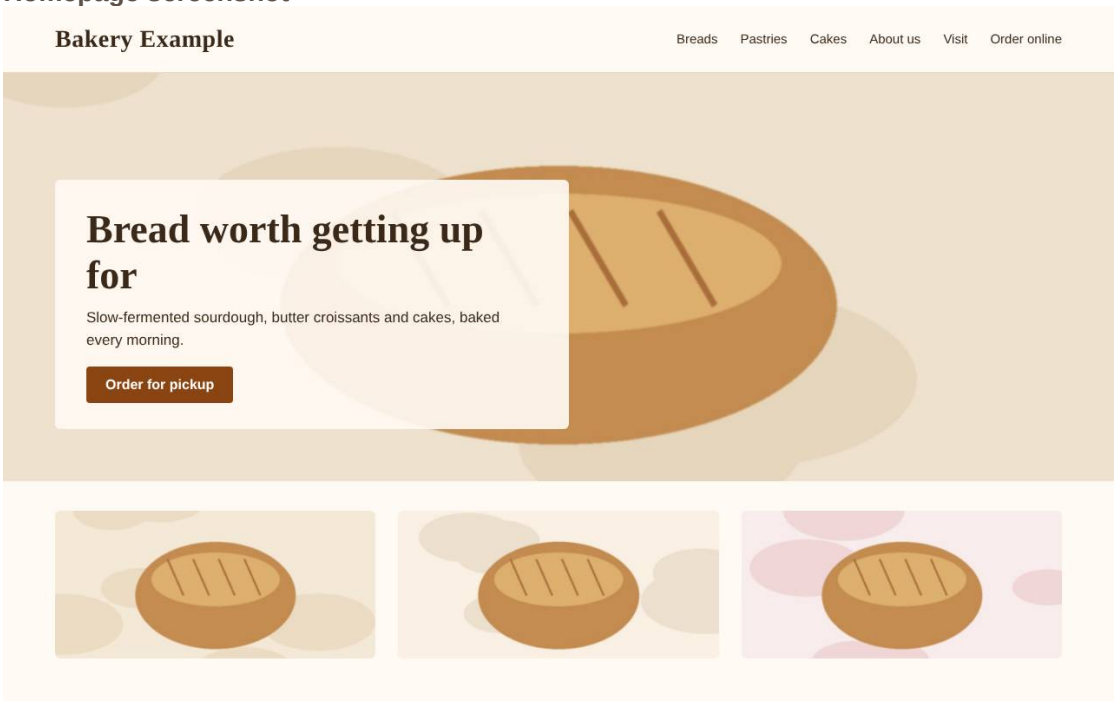
Your Agency · SEO audit

bakery.example

Score: 78 / 100 · 2026-11-10 · 13 pages checked · Audit AU-SAMPLE

3 high impact · 11 medium · 15 low

Homepage screenshot



In Google search

Bakery Example – Sourdough, Pastries and Cakes Baked Daily in Town

Slow-fermented sourdough, butter croissants and celebration cakes, baked every morning. Order online for pickup.

Crawling & indexing	7 issues	**69 / 100**
On-page SEO	9 issues	**72 / 100**
Structured data & sharing	2 issues	**93 / 100**
Speed	5 issues	**80 / 100**
Accessibility	4 issues	**83 / 100**
Tracking setup	2 issues	**87 / 100**

Fix these first

1. Pages that return an error (2)
2. Broken internal links (1)
3. Tracking without a known cookie banner (1)

4. Images without alt text (3)
5. Broken outgoing links (2)
6. Slow server response (over 800 ms) (2)
7. Large images (over 300 KB) (2)
8. Form fields without a label (2)
9. Redirect chains (1)
10. Sitemap lists pages that don’t work (1)

Crawling & indexing

OK http:// redirects to https://
OK Only one version of the domain (www or non-www) loads
OK No pages hidden from search engines
OK Canonical tags point to the page itself
OK robots.txt is in place
OK robots.txt doesn’t block linked pages
OK XML sitemap found

Pages that return an error [High impact, 2 items]

Why: Visitors and search engines land on an error instead of content.

Fix: Fix the page or redirect it (301) to the closest working page, and update links that point to it.

- https://bakery.example/christmas-2023 (404)
- https://bakery.example/cake-order-form (404)

Redirect chains [Medium impact, 1 items]

Why: A redirect that leads to another redirect slows pages down and can lose ranking signals.

Fix: Make every redirect go to the final page in one step.

- https://bakery.example/old-menu

Sitemap lists pages that don’t work [Medium impact, 1 items]

Why: The sitemap should only list live pages that return 200.

Fix: Remove or update the listed addresses in the sitemap.

- https://bakery.example/christmas-2023 (404)

Insecure (http://) files on secure pages [Medium impact, 1 items]

Why: Browsers block or warn about these files, which can break the page and show a “not secure” warning.

Fix: Load these images, scripts and styles over https://.

- https://bakery.example/visit

No canonical tag [Low impact, 11 items]

Why: Without it, search engines guess which address is the main one when a page is reachable in several ways.

Fix: Add <link rel="canonical" href="…"> pointing to the page’s own preferred address.

- https://bakery.example/
- https://bakery.example/breads
- https://bakery.example/pastries
- https://bakery.example/cakes
- https://bakery.example/about
- https://bakery.example/visit
- https://bakery.example/blog
- https://bakery.example/order

…and 3 more (see the online report).

Pages missing from the sitemap [Low impact, 4 items]

Why: Pages that aren't in the sitemap can be found later, or not at all.

Fix: Add these pages to your sitemap (or check why your sitemap tool skips them).

- https://bakery.example/order
- https://bakery.example/breads/sourdough
- https://bakery.example/breads/rye
- https://bakery.example/blog/Why_Sourdough_Is_Better

Internal links that go through a redirect [Low impact, 2 items]

Why: Each redirect adds a delay and wastes some of the search engine's crawl time.

Fix: Point these links straight at the final address.

- https://bakery.example/old-menu -> https://bakery.example/menu
- https://bakery.example/menu -> https://bakery.example/pastries

On-page SEO

OK Every page has a title

OK Page titles are unique

OK Every page has a meta description

OK Meta descriptions fit in search results

OK Every page has an H1 heading

OK No pages with identical content

Broken internal links [High impact, 1 items]

Why: Visitors hit a dead end and search engines waste time on missing pages.

Fix: Fix the link target, or remove the link.

- https://bakery.example/cake-order-form — linked from https://bakery.example/cakes

Broken outgoing links [Medium impact, 2 items]

Why: Links to pages that no longer exist frustrate visitors and look neglected.

Fix: Update or remove these links.

- https://oldmaps.example/bakery (404) — on https://bakery.example/, https://bakery.example/breads
- https://oldstudy.example/paper (410) — on https://bakery.example/blog/Why_Sourdough_Is_Better

Titles longer than 60 characters [Low impact, 4 items]

Why: Google cuts long titles off with "…".

Fix: Keep titles under about 60 characters, with the important words first.

- https://bakery.example/
- https://bakery.example/cakes
- https://bakery.example/visit
- https://bakery.example/breads/sourdough

Pages with little text (under 250 words) [Low impact, 4 items]

Why: Short pages rarely rank, unless they are contact or utility pages.

Fix: Expand important pages with useful detail, or merge similar thin pages.

- https://bakery.example/visit (155 words)
- https://bakery.example/blog (136 words)
- https://bakery.example/order (105 words)
- https://bakery.example/breads/rye (194 words)

Duplicate meta descriptions [Low impact, 2 items]

Why: The same snippet on several pages makes them look alike in search results.

Fix: Write a description for each page.

- https://bakery.example/breads
- https://bakery.example/about

Very short titles [Low impact, 1 items]

Why: Short titles waste the chance to tell searchers what the page offers.

Fix: Use 30–60 characters, including what people search for.

- https://bakery.example/breads

More than one H1 [Low impact, 1 items]

Why: Several main headings make the page's topic less clear.

Fix: Keep one H1 and turn the others into H2s.

- https://bakery.example/cakes

Headings skip a level [Low impact, 1 items]

Why: Jumping from H2 to H4 makes the structure harder to follow, especially with screen readers.

Fix: Use heading levels in order (H1 -> H2 -> H3).

- https://bakery.example/breads/sourdough

Hard-to-read page addresses [Low impact, 1 items]

Why: Long addresses, capitals and underscores are harder to share and slightly worse for SEO.

Fix: Use short, lowercase addresses with hyphens between words (for new pages; redirect if you change existing ones).

- https://bakery.example/blog/Why_Sourdough_Is_Better

Structured data & sharing

OK Structured data on the homepage

OK Structured data can be read

N/A Language versions (hreflang) set up correctly (The site has no language versions, so hreflang isn't needed.)

OK Favicon found

No Twitter/X card tag [Low impact, 11 items]

Why: Shares on X show a plain link instead of a card.

Fix: Add <meta name="twitter:card" content="summary_large_image">.

- https://bakery.example/
- https://bakery.example/breads
- https://bakery.example/pastries
- https://bakery.example/cakes
- https://bakery.example/about
- https://bakery.example/visit
- https://bakery.example/blog
- https://bakery.example/order

…and 3 more (see the online report).

No Open Graph tags for sharing [Low impact, 10 items]

Why: When the page is shared on Facebook, LinkedIn or Slack, the preview may have no image or a wrong title.

Fix: Add og:title, og:description and og:image (1200×630 px) to every page.

- https://bakery.example/breads
- https://bakery.example/pastries
- https://bakery.example/cakes
- https://bakery.example/about
- https://bakery.example/visit
- https://bakery.example/blog
- https://bakery.example/order
- https://bakery.example/breads/sourdough

…and 2 more (see the online report).

Speed

OK HTML size is reasonable

N/A Modern image formats (WebP or AVIF) in use (Too few images to judge.)

OK A reasonable number of scripts

Slow server response (over 800 ms) [Medium impact, 2 items]

Why: Every visitor waits for this before anything appears.

Fix: Turn on page caching, check slow plugins or database queries, or move to faster hosting.

- https://bakery.example/cakes (1240 ms)
- https://bakery.example/order (980 ms)

Large images (over 300 KB) [Medium impact, 2 items]

Why: Heavy images are the most common reason pages load slowly.

Fix: Resize to the displayed size and compress (e.g. with Squoosh or TinyPNG), ideally as WebP or AVIF.

- https://bakery.example/img/hero.jpg (826 KB)
- https://bakery.example/img/sourdough.jpg (402 KB)

Pages sent without compression [Medium impact, 1 items]

Why: Compression (gzip or Brotli) usually makes HTML 70–80% smaller.

Fix: Turn on gzip or Brotli on the server or CDN.

- https://bakery.example/blog/Why_Sourdough_Is_Better

Scripts that block the page from showing [Low impact, 11 items]

Why: Scripts in <head> without async or defer must load before anything appears.

Fix: Add defer (or async) to these script tags, or move them to the end of the page.

- https://bakery.example/ (3 scripts)
- https://bakery.example/breads (3 scripts)
- https://bakery.example/pastries (3 scripts)
- https://bakery.example/cakes (3 scripts)
- https://bakery.example/about (3 scripts)
- https://bakery.example/visit (3 scripts)
- https://bakery.example/blog (3 scripts)
- https://bakery.example/order (3 scripts)

…and 3 more (see the online report).

Images without browser caching [Low impact, 2 items]

Why: Returning visitors download the same images again.

Fix: Send Cache-Control: max-age=31536000 (or similar) for images.

- https://bakery.example/img/hero.jpg
- https://bakery.example/img/sourdough.jpg

Accessibility

OK Page language is set

OK Pages are set up for mobile

OK Zoom is allowed on phones

Images without alt text [Medium impact, 3 items]

Why: Screen readers can’t describe these images, and Google can’t understand them.

Fix: Add a short alt text that describes each image. Use alt="" for purely decorative ones.

- https://bakery.example/ (1 images)
- https://bakery.example/pastries (1 images)
- https://bakery.example/cakes (1 images)

Form fields without a label [Medium impact, 2 items]

Why: Screen reader users don't know what to type, and tapping the label doesn't focus the field.

Fix: Give every field a <label for="…"> or an aria-label.

- https://bakery.example/ (1 fields)
- https://bakery.example/order (2 fields)

Links or buttons with no text [Medium impact, 1 items]

Why: Screen readers announce just "link" or "button", so people can't tell what it does.

Fix: Add visible text or an aria-label (common with icon-only buttons).

- https://bakery.example/ (1)

Links that say "click here" or "read more" [Low impact, 1 items]

Why: Out of context these links don't say where they go, which hurts screen reader users and SEO.

Fix: Use descriptive link text, e.g. "Read the pricing guide".

- https://bakery.example/ ("Read more")

Tracking setup

OK Analytics is installed

OK No old Universal Analytics code

OK One GA4 ID per page

OK Google tag loaded once

Tracking without a known cookie banner [High impact, 1 items]

Why: In the EU and UK, analytics and ad pixels generally need consent first. We didn't find a known consent tool (your banner may be custom).

Fix: Use a consent tool and Google Consent Mode v2, so tags wait for the visitor's choice.

- https://bakery.example

Pages without the tracking code [Medium impact, 1 items]

Why: Visits to these pages are missing from your analytics, so reports undercount.

Fix: Add the same GA4/GTM snippet to every page template.

- https://bakery.example/order

What this audit can't see

• We crawl like a search engine, from the outside: pages behind a login, checkout or member area aren't checked.

• We read the HTML your server sends. Content added later by JavaScript, and browser speed scores (Core Web Vitals), aren't measured.

• Tracking is detected from the page code. We can't tell whether tags really fire, or fire before consent, and we can't see inside GA4 or GTM.

• We don't judge content quality, keywords, rankings or backlinks.

• Very large sites are sampled: we stop at the page limit or after about three minutes.

• Results show the moment of the audit. They change as the site changes.