OctaneAudit

SAMPLE TECHNICAL SEO & CORE WEB VITALS AUDIT REPORT

example-company.com

Professional Comprehensive Audit

Report ID	Date	URLs crawled
OCT-SAMPLE-0001	**2026-10-14**	**428**
Lead auditor	QA reviewer	Checks run
Lead auditor, OctaneAudit	**Second reviewer, OctaneAudit**	**52**

This is a sample report for a fictional company. Prepared by OctaneAudit. Confidential, for the website owner.

SECTION 1

Executive summary



SEO Structure	96
Core Web Vitals	72
Mobile Fit	100

example-company.com has a sound technical foundation: clean crawlability, passing mobile templates and mostly valid structured data. It loses performance and equity in two places: an unoptimized hero image dominating LCP on 38 URLs, and parameterized product URLs indexed without canonicals. The three priority actions below are about two developer-days of work and should move Core Web Vitals to passing on mobile.

Top 3 priority actions

1. Compress and resize the homepage hero image CRITICAL

Impact: High · Effort: Low · Affects: /, /collections/*, /pages/about

2. Add self-referencing canonicals to 14 product pages CRITICAL

Impact: High · Effort: Low · Affects: /products/*?variant=, /products/*?ref=

3. Defer two third-party scripts blocking the main thread HIGH

Impact: Medium · Effort: Low · Affects: Site-wide (template: theme.liquid)

Findings by area

Area	Highest severity	Issues
Core Web Vitals	critical	2
Indexation & canonicals	critical	1
Structured data	high	3
Internal linking	medium	2
Mobile usability	medium	1
Backlinks	medium	2
On-page	low	1

SECTION 2

Core Web Vitals: field data

Values are 75th percentile mobile measurements from the Chrome UX Report over the last 28 days, cross-checked with Lighthouse lab runs on a throttled Moto G Power profile.

Metric	Name	p75	Target	Status
LCP	Largest Contentful Paint	3.9s	< 2.5s	Poor
INP	Interaction to Next Paint	142ms	< 200ms	Good
CLS	Cumulative Layout Shift	0.04	< 0.1	Good
TTFB	Time to First Byte	1.1s	< 0.8s	Needs work
FCP	First Contentful Paint	2.1s	< 1.8s	Needs work

LCP breakdown, homepage (3.9s)



The LCP element on the homepage and all collection templates is the hero image hero-banner.png (3.4 MB, 4000 x 1800 px, PNG). It is requested without fetchpriority, after two render-blocking stylesheets, and is decoded at full resolution on every device. Resource load alone accounts for 1.8 s of the 3.9 s LCP.

Recommendation

- Export the hero as AVIF with a WebP fallback at 1600 px maximum width (expected size: 120 to 180 KB).
- Serve responsive sizes with srcset at 640, 1024 and 1600 px and an accurate sizes attribute.
- Add fetchpriority="high" and explicit width/height attributes; preload the 1024 px variant.
- Expected result: LCP p75 from 3.9 s to about 2.3 s, moving the site into the Good band.

SECTION 2 (CONTINUED)

Interaction to Next Paint and layout stability

INP: 142 ms (Good), with risk

INP passes today, but 610 ms of main-thread work before first paint comes from two synchronous third-party scripts: a chat widget (412 ms) and a heat-mapping library (198 ms). On lower-end devices in the field this pushes the slowest 25% of first interactions above 200 ms.

Script	Main-thread cost	Loaded	Recommendation
chat-widget.js	412 ms	sync, head	defer; init on first scroll or after 5 s
heatmap.min.js	198 ms	sync, head	load via tag manager on interaction
theme.js	96 ms	defer	fine; split cart logic
analytics.js	41 ms	async	fine

CLS: 0.04 (Good)

Layout stability is good. The only measurable shift (0.03) comes from the cookie banner injected after first paint on the homepage. Reserve its height or render it server-side to reach near zero.

Field vs. lab gap

Lighthouse reports an LCP of 2.8 s while CrUX shows 3.9 s. The difference is explained by TTFB: the lab runs hit a warm CDN cache, while 61% of real sessions in the US-East region see origin responses above 900 ms. See Section 4 for caching rules.

SECTION 2 (CONTINUED)

Performance by template

Template	URLs	LCP p75	INP p75	CLS p75	Verdict
Homepage	1	3.9 s	142 ms	0.04	Failing (LCP)
Collection	37	3.7 s	131 ms	0.02	Failing (LCP)
Product	212	2.4 s	158 ms	0.05	Passing
Blog post	164	2.1 s	88 ms	0.01	Passing
Cart / checkout	3	2.2 s	171 ms	0.03	Passing
Static pages	11	1.9 s	74 ms	0.01	Passing

Time to First Byte: 1.1 s

HTML responses are served with Cache-Control: no-cache from the origin. Product and collection pages change rarely and can be cached at the edge for 5 minutes with stale-while-revalidate, which would bring median TTFB below 300 ms for most visitors.

- Set Cache-Control: public, max-age=300, stale-while-revalidate=3600 on HTML for non-personalized templates.
- Enable Brotli compression at the CDN (currently gzip only).
- Add 103 Early Hints for the main stylesheet and hero image.

SECTION 3

Technical SEO: on-page elements

Of 428 indexable URLs, on-page hygiene is strong. The issues below are low effort and mostly template-level.

Check	URLs affected	Severity	Fix
Duplicate title tags	41	High	Caused by parameter URLs; resolved by canonicals (Action 2)
Meta description missing	19	Low	Blog posts; add template fallback from excerpt
Title longer than 60 chars	27	Low	Trim brand suffix on collection pages
Multiple H1	3	Low	Promo banner uses H1; change to div
Images without alt	58	Medium	Product gallery thumbnails; use product title
Heading hierarchy skips	12	Low	H2 to H4 in FAQ accordion

What is working well

- robots.txt is minimal and correct; sitemap.xml is referenced and contains 419 of 428 indexable URLs.
- All pages return the correct status codes; no soft-404s were detected.
- HTTPS is enforced site-wide with HSTS; no mixed content.

SECTION 3 (CONTINUED)

Indexation and canonicals

Google has indexed 469 URLs against 428 that should be indexable. The 41 extra URLs are product pages with ?variant= and ?ref= parameters. Because the product template emits no canonical tag, Google treats each as a separate page and splits ranking signals.

Pattern	Indexed variants	Example
/products/*?variant=	29	/products/trail-runner-x?variant=41233
/products/*?ref=	12	/products/trail-runner-x?ref=homepage-grid
/collections/*?page=	0 (paginated correctly)	/collections/all?page=2
/search?q=	0 (blocked)	/search?q=shoes

Recommendation

- Emit a self-referencing canonical on every product template pointing at the clean URL.
- Declare variant and ref as non-content parameters in your platform's URL settings.
- Keep parameter URLs crawlable (do not block in robots.txt) so Google can consolidate the signals.

Redirects

Seven redirect chains of 2 to 3 hops were found, all originating from legacy /shop/ URLs. Point each to its final destination directly; 18 external backlinks currently pass through these chains.

SECTION 3 (CONTINUED)

Structured data

Schema type	Pages	Status	Notes
Organization	1	Valid	Add sameAs for social profiles
Product	212	3 errors	Missing priceValidUntil; offers.availability uses plain text; aggregateRating without reviewCount
BreadcrumbList	249	Valid	Rich result eligible
Article	164	Valid	Add dateModified to improve freshness signals
FAQPage	6	Warning	Questions duplicated across pages; keep one canonical FAQ

Impact

The three Product errors suppress price and availability rich results on 212 product pages. Search Console currently reports these under Merchant listings as "Invalid". Fixing the template once resolves all of them.

Example fix (Product offers)

```
"offers": {
"@type": "Offer",
"price": "129.00",
"priceCurrency": "USD",
"priceValidUntil": "2027-12-31",
"availability": "https://schema.org/InStock"
}
```

SECTION 4

Keyword cannibalization

Six clusters of blog posts target the same primary query. In each cluster, rankings oscillate between URLs week to week and none of them holds a top-10 position consistently.

Query cluster	Competing URLs	Best position	Action
best trail running shoes	4	11 to 23	Merge into one guide; 301 the other three
how to clean running shoes	3	8 to 19	Keep newest; redirect older two
running shoe size guide	2	6 to 14	Consolidate; add size chart schema
marathon training plan	3	15 to 31	Merge; refresh with current year
waterproof running shoes	2	9 to 17	Differentiate intent: product vs. guide
running shoes for flat feet	2	12 to 20	Merge; add internal links from products

Internal linking

- 8 orphan pages (no internal links) including 3 collection pages with revenue; add to navigation or footer.
- Median click depth is 3; 22 product pages sit at depth 5 or deeper via pagination only.
- The homepage links to 184 URLs; prune the mega-menu to concentrate PageRank on 60 to 80 priority pages.

SECTION 4 (CONTINUED)

Thin and duplicate content

Issue	URLs	Example	Action
Thin (<150 words, indexable)	19	/collections/sale-archive-2024	Noindex or expand with buyer guidance
Near-duplicate body (>85%)	31	/products/trail-runner-x-blue vs -red	Consolidate colour variants under one URL
Boilerplate-heavy (>70%)	14	/pages/store-locator-*	Merge into a single locator with filters
Empty category	2	/collections/kids-accessories	Remove from sitemap and navigation

Content scoring

Topical depth vs. top-3 competitors **64**



Freshness (updated in last 12 months) **41**

Uniqueness **88**



Internal link coverage **72**



Expanding the 19 thin collection pages with 150 to 250 words of genuine buying guidance is the single highest-return content task on this site.

SECTION 5

Backlink profile overview

1,284	9,730	37	41
Referring domains	Total backlinks	Toxic domains	Lost links (90d)

Anchor text distribution



Exact-match anchors at 22% are above the 5 to 10% range we see on natural profiles in this niche. Most of the excess comes from the toxic domains listed on the next page, so the disavow file resolves both issues.

SECTION 5 (CONTINUED)

Toxic links and reclaimable links

Top five of 37 domains recommended for disavow. The complete list is provided as a ready-to-upload disavow.txt alongside this report.

Referring domain	Toxicity	Anchor text	Signal
best-seo-directory-2019.biz	92/100	cheap running shoes	Link farm / PBN
linkexchange-hub.info	88/100	example company	Link farm / PBN
article-spinner-network.ru	85/100	buy shoes online	Spam directory
free-backlinks-list.xyz	81/100	click here	Spam directory
pbn-sports-blog.top	79/100	running shoes	Spam directory

Reclaimable links (41)

Target (404)	Linking domains	Redirect to
/shop/trail-runner-x	14	/products/trail-runner-x
/blog/2023-marathon-guide	11	/blog/marathon-training-plan
/shop/sale	9	/collections/sale
/pages/press-kit	7	/pages/press

SECTION 6

Mobile usability

Nine templates were tested on iPhone SE, Pixel 7 and Galaxy A14 profiles. Mobile Fit score: 100%. Two issues require attention.

Check	Result	Notes
Viewport meta configured	Pass	
Tap targets at least 48px with 8px spacing	Fail	12 footer links
Text legible without zoom (min 12px)	Pass	
No horizontal overflow	Pass	
No intrusive interstitials	Fail	Newsletter modal on first paint

Details

- Footer links: 12 links rendered at 11 px with 4 px spacing. Increase to 14 px text with 12 px padding, or switch to a two-column layout.
- Newsletter modal opens on first paint on mobile, covering the main content. Google treats this as an intrusive interstitial. Delay it to exit intent or second page view, or use a dismissible banner.
- Content parity: all content, links and structured data present on desktop are present on mobile.

SECTION 7

Action plan and 30-day roadmap

Effort vs. impact

#	Action	Impact	Effort	Owner
1	Compress and resize hero image	High	Low	Frontend
2	Self-referencing canonicals on products	High	Low	Platform
3	Defer chat and heat-map scripts	Medium	Low	Frontend
4	Fix Product schema errors	Medium	Low	Frontend
5	Edge-cache HTML, enable Brotli	Medium	Medium	DevOps
6	Footer tap targets + delay modal	Medium	Low	Frontend
7	Merge 6 cannibalizing post clusters	Medium	Medium	Content
8	301 legacy URLs, reclaim 41 links	Medium	Low	Platform
9	Disavow 37 toxic domains	Low	Low	SEO
10	Expand 19 thin collection pages	Medium	High	Content

Implementation timeline

Week 1 Hero image compression · Product canonicals · Defer third-party scripts

Week 2 Fix 3 Product schema errors · Resize footer tap targets · Delay newsletter modal

Week 3 Consolidate 6 cannibalizing blog posts · Reclaim 41 lost backlinks via 301

Week 4 Submit disavow file · Re-measure CWV, verify in Search Console

APPENDIX

Methodology, tools and next steps

Methodology

The site was crawled from a US-East location with JavaScript rendering enabled, respecting robots.txt, at a rate of 2 requests per second. Performance data combines 28-day Chrome UX Report percentiles with three Lighthouse runs per template on throttled mobile and desktop profiles. Backlink data was aggregated from two third-party indexes and de-duplicated. Every critical and high finding was reproduced manually by the lead auditor and verified by a second auditor.

Tools used

- Octane Crawler Pro for site-wide crawl, link graph and content similarity.
- VitalsBench (Lighthouse 12 + CrUX API) for lab and field performance.
- SchemaAudit with Google Rich Results Test for structured data validation.
- Third-party backlink indexes for referring domain and anchor analysis.

Severity definitions

- Critical: directly suppresses rankings or Core Web Vitals on a large share of URLs. Fix within 1 week.
- High: measurable loss of visibility or rich results. Fix within 2 weeks.
- Medium: efficiency or consolidation gains. Fix within 30 days.
- Low: hygiene. Fix when touching the template.

Questions

Professional customers can reply to the delivery email with follow-up questions for 30 days. Enterprise customers also receive a 45-minute consultation call. Contact: support@octaneaudit.com.