SAMPLE SEO AUDIT — for prospective clients to inspect

Anonymised example. A real audit, carried out by hand in November 2026. The business is a garage door company in New Jersey, USA. Name, address, phone and identifying details removed. Findings, counts and figures are as found on the day — nothing added, nothing softened.

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1. Your website — technical and on-page checks

- **52 pages, all indexed correctly in structure:** every page carries a unique title and exactly one main heading; page descriptions present throughout; the site's internal addresses (canonicals) are set correctly.
- **Fault found — a claim the business cannot prove:** the homepage, reviews page and "why choose us" page all state "100+ five-star Google reviews". The real count on the day was **81**. An overstated review claim is the fastest way to lose a careful customer — and it is the kind of thing a competitor screenshots.
- **Fault found — a missing town:** the business serves the state capital and appears in its search results, but has **no page for that city at all** (the address returns an error page). Four further service pages promised by the homepage's own tiles (cable repair, track repair, off-track doors, panel replacement) **do not exist** — the tiles link to sections of other pages instead.
- **Fault found — thin trust pages:** the About and Credentials pages run to roughly 250–320 words of main content each, the thinnest pages on a site whose whole pitch is trust.
- **No prices anywhere:** the site publishes no service-call fee and no price guidance of its own; its cost guides quote third-party ranges only.

2. Your Google Business Profile — review

- Name, address, phone and website all correct; profile open 24 hours; **81 reviews, every one five stars, every recent review answered by the owner.**
- **Biggest gap — no Services list.** The profile names the business and its category but lists none of its services, so Google has less to match against "spring replacement near me" than it should.
- **No real booking path:** the "appointments" slot links to the homepage and social profiles, not to any way of booking.
- Only **20 photos, 11 of them the owner's** — thin next to competitors publishing job photos weekly.
- No public questions-and-answers section in use.

3. Who holds the map pack where you serve — and why

- In the business's home town it ranks **#1 of 3** in the map pack — a genuine strength to defend.

- In the neighbouring city where installation money is, it does not appear in the top three at all; the leader there is a competitor whose **website was down on audit day** — open ground.
- The two largest competitors carry **1,000–1,600 reviews** against this business's 81, advertise same-day service cut-offs, online booking and 12-months interest-free financing. This business advertises none of those. The gap is not workmanship; it is visibility and offers.

4. Citations and business information

- The phone number on the business's own website and profile is correct everywhere we checked it. A **different, wrong number** appears on third-party listing sites — every call to it is a lost job (a full citation-by-citation cleanup is the first fix in the plan).

5. Prioritised fix list (the order we would do the work)

1. Correct the "100+ reviews" claim to the true figure, everywhere it appears.
2. Build the missing city page, then the four missing service pages.
3. Complete the profile's Services list; add a real booking path.
4. Start a weekly job-photo habit on the profile.
5. Clean the wrong-number citations, listing by listing.
6. Build the review engine: ask at job completion, reply within a day.

This is the standard of the free audit every RankAutomate client receives before spending anything — on our Canada pages, the same audit, the same format, in Canadian English.