SAMPLE SEO AUDIT REPORT

SEO audit: bikeshtamang.com.np

Full-site technical, content, on-page, schema, performance and AI-search review

AUDIT DATE	PAGES CRAWLED	AUDITOR	WORK LOG UPDATED
16 November 2026	202 of 202 in sitemap	Bikesh Tamang	20 November 2026

> **About this sample.** This is the real audit of my own website, published so you can see exactly what a report from me contains. Client reports use the same structure, but client data is never published. The 5 November and October figures are earlier audits of the same site.

Health score

80 / 100

5 November: 81
October: 79

CATEGORY	WEIGHT	SCORE	5 NOV	OCT
Technical SEO	22%	**85**	86	90
Content quality	23%	**76**	77	72
On-page SEO	20%	**87**	87	80
Schema / structured data	10%	**82**	82	72
Performance (lab Core Web Vitals)	10%	**80**	80	80
AI search readiness	10%	**62**	62	70
Images	5%	**86**	86	88

The score is a summary for tracking change between audits. Decisions come from the findings on the next pages, not from the number.

Scope and method

- Custom crawl of all 202 sitemap URLs, with per-page checks of status, canonical, robots, titles, headings, links, images and schema
- All 368 external links checked
- Lighthouse 12.8.2 (mobile) on 8 representative pages
- Search Console: 17 Oct–13 Nov compared with 19 Sep–16 Oct; URL Inspection on all 202 URLs; sitemaps report
- Live Bing checks and redirect-chain tests
- Google Search Status Dashboard for confirmed updates

Not available for this audit: CrUX field data, GA4 and paid backlink tools. Findings that would need them are marked as hypotheses.

FINDINGS

Priority findings

Each finding has evidence, an owner and a way to check the fix. "Owner" is the site owner; "me" is the auditor.

FINDING AND EVIDENCE	PRIORITY	ACTION AND HOW TO VERIFY
Bing shows no pages from the site. On 16 Nov, a `site:` search and an exact-title search returned no pages from the domain.	HIGH Owner + me	Check verification, URL Inspection, Site Explorer and messages in Bing Webmaster Tools; resubmit the sitemap. Verify with URL Inspection and a repeat `site:` search.
A blog post competes with the service page for "seo expert in nepal". The service page was last crawled 17 Sep, though it changed on 26 Oct.	HIGH Me, then owner	Retitle the post around vetting a provider and link it to the service page; request indexing for the service page. Verify by checking which URL Search Console shows for the query.
No Business Profile, reviews or directory listings. AI answers cite the site's guides but don't recommend the business.	HIGH Owner	Create a service-area Business Profile, collect first genuine reviews, list on 2–3 working Nepal directories. Verify with a branded Maps search.
17 sitemap URLs aren't indexed, including 4 older guides Google dropped (last crawled 26 Aug–21 Sep).	MEDIUM Me + owner	Merge or refresh the dropped guides, then request indexing about 10 URLs a day. Verify with URL Inspection after 2–3 weeks.
A recommended directory is down. Khojnu's DNS points to 127.0.0.1, but a post still lists it as working.	MEDIUM Me	Move it to the "no longer working" list and update the counts. Verify by re-checking all listed directories.
FAQ markup didn't match the visible FAQ on 23 pages.	MEDIUM Me	Rebuild the FAQPage JSON-LD from the visible questions and answers. Verify with a script comparing both on every page.
`http://www` **URLs take 3 redirects.** A Cloudflare redirect rule runs before the Worker's single-hop redirect.	MEDIUM Owner	Delete the dashboard rule. Verify with a redirect-chain test: one 301 to the final URL.
Thin money pages: SEO audit (393 words), local SEO (404) and maintenance (315, no prices).	MEDIUM Me + owner	Expand to 800–1,200 useful words with scope, process and prices. Verify that pages answer cost and process questions on the first screen.
Small technical details: no charset in the HTML `Content-Type`, 8 titles over 60 characters, 10 descriptions over 160, no RSS feed.	LOW Me	Fix in the Worker, templates and build script. Verify with a header check and a full re-crawl.

WHAT CHANGED SINCE 5 NOVEMBER

Summary for decision-makers

The site itself didn't change between the two audits. Every difference below came from Google, Bing or external sites.

SIGNAL	17 OCT–13 NOV	PREVIOUS 28 DAYS	READING
Search Console impressions (all countries)	7,122	4,412	Up 61%, mostly US and UK interest in technical guides
Clicks (all countries)	37	34	Flat
Clicks from Nepal	15	27	Down; the main local query slipped
"seo expert in nepal": impressions / position	45 / 52.3	111 / 42.8	Google shows a blog post, not the service page
Indexed sitemap URLs	185 of 202	185 of 202	Same total; 4 dropped, 4 added

Context: Google's November 2026 core update started on 10 November and was still rolling out. Daily impressions held at about 290, so there was no measurable effect yet. Any link between the update and the Nepal click drop is a hypothesis, not a finding.

What's working and what isn't

Technical (85)

All 202 pages return 200, none is noindex, the crawl matches the sitemap exactly, and Google kept the declared canonical on every page. Security headers are complete. 0 broken internal links. Points off for the indexing churn and the account-side items.

Content (76)

Depth and first-hand evidence are strong. Points off for the outdated directory list, the slipping service query and the 4 dropped guides.

On-page (87)

Unique titles and descriptions, one H1 per page, descriptive internal anchors. Minor length overruns only.

Schema (82)

Person, ProfessionalService, BlogPosting, BreadcrumbList and FAQPage are valid. FAQ answer wording on 23 pages is the main issue.

Performance (80)

Lighthouse performance 87–90 on mobile, LCP 2.9–3.1 s, CLS 0, TBT 0, and 100 for accessibility, best practices and SEO. Lab data only: no field data was available.

AI search readiness (62)

AI search crawlers are allowed and content is quotable, but the site is missing from Bing (which feeds Copilot) and has no off-site recommendations.

AFTER THE AUDIT

Work log

A report is more useful as a living record. This log shows what happened to each finding after the audit.

ITEM	STATUS	NOTE
Retitle competing blog post; update 9 internal anchors	Live 16 Nov	Service page indexing request is with the owner
Correct the directory list	Live 16 Nov	7 working, Khojnu moved to the dead list
Merge a dropped guide into a stronger one, with a 301	Live 16 Nov	Two others refreshed; one left as is by choice
Rebuild FAQ markup from visible FAQs	Live 16 Nov	117 pages checked, all match
Expand thin service pages and publish prices	Live 16 Nov	Maintenance, audit and local SEO now 840–960 words
Image check	Corrected	JPEGs were already served as WebP; 6 large heroes re-encoded
Charset header, RSS feed, schema details, title and description trims	Done 20 Nov	Charset added in the Worker; feed at /blog/feed.xml
Bing investigation	In progress	Re-verified in Bing Webmaster Tools; waiting on URL Inspection
Business Profile, reviews, listings; Cloudflare rule	Open	Need the owner's accounts

What this report can't promise

An audit finds problems and opportunities. It can't guarantee rankings or say when Google will recrawl a page. Where a cause isn't proven, such as the effect of the core update, the report says so and names the data that would settle it: in this case, Search Console data from two weeks either side of the rollout.

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