SAMPLE REPORT

SEO audit: what the client actually receives

A full audit of a live trilingual site with 645 pages. The address is withheld. Every figure carries the source it came from and the date it was taken, so the owner can re-measure any of it.

November 2026 · 16 pages

Sources: Search Console (92 days), the live site read from its CMS, the site’s own keyword plan, live search results

Inside: what already works, visibility in AI answers, where this audit was wrong before it was right, what to fix, in what order, and how to check it

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SECTION 1

What was measured, and how to read this

Four sources, each of which the owner can open themselves. Every number below carries the source and the date it was taken.

645	1,000	92	21
pages read from the CMS	queries from Search Console	days of search data	query families checked in live results

- **Search Console, 3 August – 2 November 2026.** Impressions, clicks, average position and exact query text, per page and per language: 19,440 impressions, 3 clicks, 559 of 645 pages with impressions.
- **The live site, read from its CMS on 3 November.** Title, meta title, meta description, H1 and every H2 and H3 of all 645 pages, plus the block structure of each page.
- **The site’s own keyword plan.** 1,328 query-to-page assignments, reconciled line by line against the pages that exist at those addresses.
- **Live search results, 30 October – 2 November.** The top 10 for 21 query families, read to establish who is searching: a business owner looking for a contractor, or their own customer.

HOW TO READ THIS REPORT

Most reports print a measured number and the author’s explanation of it in the same typeface, and the reader cannot tell them apart. In this one they are marked differently, because they deserve different levels of trust:

MEASURED	A number from a named source on a named date. Open the source and you will find it. If you do not, I am wrong and it is checkable within minutes.
MY READING	My explanation of why the number is what it is. This is judgment. It is the part of any audit most likely to be wrong, and it is marked so you can weigh it separately.
WHAT TO DO	The action, the hours it costs, the result I expect, and the condition that result depends on.

SECTION 2

What this site already does right

A full audit reports what holds, not only what fails. Five things were checked and found correct — five defects that are not there, each of which would have cost more to repair than everything in section 4 together.

EVERY PAGE IS REACHABLE, AND IS BEING SHOWN

559 of 645 pages collected impressions over the 92 days. There is no indexing problem to solve here: the sitemap, the internal links and the page addresses all do their job. On most sites of this size this is finding number one.

THE THREE LANGUAGE VERSIONS ARE WIRED TOGETHER CORRECTLY

645 pages across three languages, with correct hreflang on the live pages — verified by loading the pages, not by reading the code. Mis-wired language versions are the most common defect on multilingual sites and the most expensive one to discover a year later.

EACH LANGUAGE LIVES AT ITS OWN ADDRESS

No parameters, no switching by cookie: the page a visitor sees is the page a search engine indexes. This is why the three language versions can rank separately at all.

INTERNAL LINKS RESOLVE

All 29 internal links on the recently rebuilt pages were requested one by one and all resolve to live pages. How that check first went wrong is in section 3.

THE SITE KEEPS A MACHINE-READABLE KEYWORD PLAN

Every query the site intends to answer is written down and assigned to a page, so the plan can be reconciled against what exists. That is how finding 2 was found at all. Most sites cannot be audited this way, because their plan lives in somebody’s head.

Source: all 645 pages read from the CMS, 3 November 2026. Source: Search Console, 3 August – 2 November 2026 (92 days), read 3 November 2026.

SECTION 3

Where this audit was wrong before it was right

Three claims in the working notes for this report were wrong, and the data corrected them before they reached these pages. They are printed here for two reasons: they are the reason to trust the rest, and they show which instruments had to be fixed before their output could be used for anything.

“THE SITE HAS NO PAGES ABOUT PAGE SPEED”

It has three, one per language. My search had looked at page titles only, and those pages name the subject in other words. Corrected by reading every H2 and H3 of all 645 pages instead of the titles.

“THIS CITY HAS NO PAGE OF ITS OWN”

It has one, at a country-level address that never uses the city’s name. The gap was not a missing page but a missing word on a page that already existed — a different fix, and a far cheaper one.

“THESE TWO PAGES ARE COMPETING FOR THE SAME QUERIES”

Search Console showed one of them ranking at position 14.3 on its own 83 impressions. They were not competing. The audit script had offered a candidate, and I had read a candidate as a fact.

THREE INSTRUMENTS THAT LIED UNTIL THEY WERE CALIBRATED

A link checker reported all 29 links broken — the phrase it searched for appears on every page of this site. A search-results reader reported the same domain for every result — the results were wrapped in redirects and the real address had to be recovered from elsewhere in the response. An intent script crashed on its own stale cache. Each was calibrated against a case with a known answer — one address known to be live, one known to be dead — before its output was used anywhere in this report.

> The rule this produced: the audit shows where to look, Search Console says what ranks. A candidate is not a finding until something independent confirms it. Every number in section 4 has been through that step.

SECTION 4

Visibility in AI answers, now and after the work

The client asks this first and it deserves a measured answer rather than a brochure one. Two numbers were taken for it, and the second one changes what there is to sell.

MEASURED

Across the 321 query families this site targets, an AI answer is shown on 304 of them — 94.7%. By language: 95% of the English queries, 96% of the Polish, 92% of the Russian. On those same 321 families this site appears in the top 10 of none.



321 query families this site targets, checked in live results, 30 Oct – 2 Nov 2026

MEASURED: THE PAGES ARE ALREADY IN THE RIGHT SHAPE

641 of 644 pages carry at least one question-form heading with a direct answer under it — the structure an AI answer is assembled from. Average 32 headings per page. Three pages have no question heading at all.

MY READING OF WHAT THIS MEANS

The on-page half of AI visibility is already done on this site. What is missing is not format but presence: these answers are assembled largely from pages that rank, and this site ranks nowhere on the queries it targets. So there is no separate AI programme to sell here — AI visibility is downstream of findings 1 to 5, and buying it as its own service would be buying the same work twice. The one genuinely AI-specific item is finding 4, the 62 label headings, because the heading is the unit an assistant lifts and attributes.

SECTION 4

What to do about AI visibility, and what not to promise

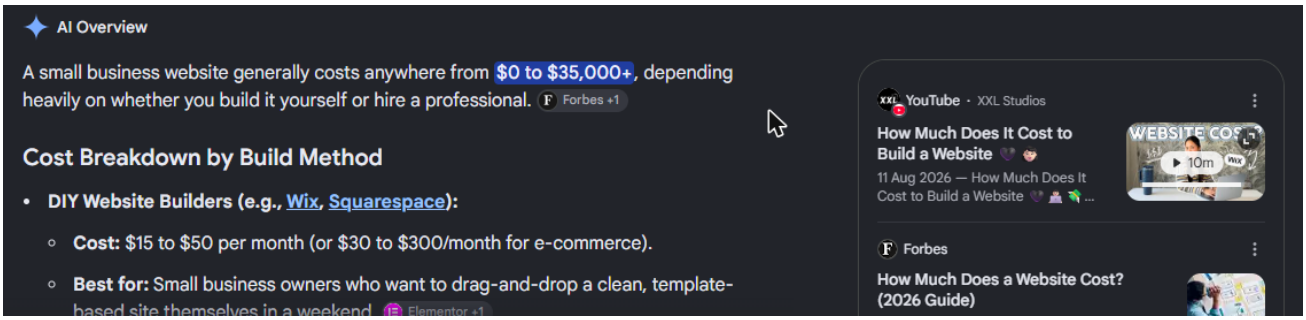
The measurement on the previous page decides this: the work is the same work, and the promise has to be smaller than the one usually made.

WHAT TO DO, AND WHAT TO EXPECT

Nothing beyond the plan in section 6, plus one measurement: a fixed list of 30 query families checked monthly, recording whether an AI answer appears, whether this site is among its sources, and whether it is in the top 10. The baseline is 0 of 321, taken 2 November 2026, and that is what the next reading is compared with. Do not expect citations inside three months: moving the country page from position 53 to 25–30 does not yet put it in the pool answers are drawn from. Expect the first citations on the new pages from month four to six, and only in the clusters where the competition is weak.

ONE OBSERVATION FROM THE LIVE CHECK

On a checked commercial query about website cost, the answer's cited sources were large publishers and platforms — a business magazine, two site builders, a page-builder vendor and a video channel. No consultant or agency among them. Where an answer is assembled from publishers, a service site's route in is one page that answers the question better than the publishers do, not more pages.



The AI answer for "how much does a website for a small business cost", captured 3 November 2026. The sources it cites are on the right: a video channel, a business magazine, a page-builder vendor. The links inside the answer go to two site builders.

Source: live top-10 results, checked 30 October – 2 November 2026. Source: all 645 pages read from the CMS, 3 November 2026.

SECTION 5

Findings, ranked by expected effect

Ranked by what the fix is expected to change, not by how bad it looks.

#	Finding	Expected effect of the fix	Effort
1	One country service page takes 2,613 impressions at average position 53.6 and earns zero clicks	64 queries are already matched to it. Moving it from 53 to 25–30 is the difference between no traffic and the first clicks	3–4 hours of writing
2	The site’s own keyword plan sends a 201,000-a-month head query to an unrelated narrow page	While the plan is wrong, every decision taken from it is wrong. Fixing the rule turned 978 planned pages into 41 real gaps	1 hour
3	17 pages use the same text for the meta title and the H1	Three places to match a query collapse into one. Separating them widens the set of queries the page can be shown for	2 hours
4	62 headings are labels rather than statements: “Process”, “Prices”, “Advantages”	Headings are matched before body text, and an AI assistant quotes a heading. “Process” can be neither matched nor quoted	4–6 hours
5	623 of the 978 planned pages should not be written at all	The searcher behind them is a consumer, not a business owner. Not writing them releases the whole budget	none — this is work removed

Findings 1 and 5 carry most of the value. Finding 3 is small and is included because it is nearly free. They are not the same size and are not written to the same length.

FINDING 1

2,613 impressions, position 53.6, zero clicks

MEASURED

One service page aimed at a country market was shown 2,613 times over the 92 days at an average position of 53.6 and received no clicks. Search Console matches 64 distinct queries to it. By impressions it is among the most-shown pages on the site; by clicks it is indistinguishable from a page that does not exist. Position 53 is page six of the results, where the click-through rate is effectively zero.

MY READING OF WHY

The page is being shown for queries whose wording it never uses. Its headings name the service and the country, but not the city, not the price and not the question the searcher typed; all three appear in the body text, which is not what is matched first. I am confident about this because the same 12 queries that bring most of the impressions have no corresponding heading on the page — but it remains my reading, and the test below is what decides it.

WHAT TO DO

Rewrite the meta title and the whole H2/H3 set around the twelve queries that already bring this page the most impressions, so each has a heading naming both the subject and the action. Add the two sections those queries ask for and the page does not answer. No new pages, no links. Three to four hours of writing, no development.

EXPECTED RESULT, AND THE CONDITION IT DEPENDS ON

Position 53 to 25–30 within six to eight weeks, the range where the first clicks appear. This is a forecast from experience, not a calculation, and the condition is that the demand is commercial — 2,613 impressions is the evidence that it is. If the page has not moved by week eight, my reading above was wrong, the ceiling is not the text, and the next step is a different one.

Source: Search Console, 3 August – 2 November 2026 (92 days), read 3 November 2026.

FINDING 2

A 201,000-a-month query pointed at the wrong page

MEASURED

Reconciling all 1,328 assignments in the site’s keyword plan against the live site showed the head query of the entire niche — 201,000 searches a month — assigned to a page about one narrow, unrelated service. The same mechanism had earlier handed a family of 35 industry queries to a single page.

MY READING OF WHY

The assignment is made by matching words. That query is two words so common on this site that they occur on hundreds of pages, so the matcher had nothing distinctive left to anchor on and took the shortest page whose title contained both.

WHAT TO DO

Refuse to assign a query whose every word is generic, unless some page’s title matches it exactly. The query then lands either on the right page or on nothing — and “nothing” is a visible gap to be filled, while a wrong assignment is a silent error that keeps being acted on. One hour, then re-run the plan.

EXPECTED RESULT, AND THE CONDITION IT DEPENDS ON

No ranking change from this fix by itself. What changes is that the plan stops lying: 978 pages that looked like gaps turned out to be 41 real ones, the other 937 being already covered or never ours. Every decision downstream — which pages to write and in what order — was wrong until this was corrected, which is why it is step one despite changing nothing a visitor can see.

Source: all 645 pages read from the CMS, 3 November 2026.

FINDING 3

17 pages say the same thing three times

MEASURED

On 17 pages the meta title is character-for-character identical to the H1, and on several of them to the browser title as well. A page has three slots in which it can match a query; these use one phrase in all three.

WHAT TO DO, AND WHAT TO EXPECT

Three different phrasings of the same need, each under 60 characters. Two hours for all 17 pages. Expect new queries in Search Console within three to four weeks — measured as impressions on queries these pages were never shown for, not as a position change. The example below is invented, so that the audited site stays unnamed.

Slot	Now (all three identical)	After
Browser title	Clinic website design in Warsaw	Clinic website design in Warsaw — portfolio and prices
Meta title	Clinic website design in Warsaw	What a website for a clinic costs in Warsaw
H1	Clinic website design in Warsaw	Clinic website design in Warsaw: what you get and when

Source: all 645 pages read from the CMS, 3 November 2026.

FINDING 4

62 headings that name neither subject nor action

MEASURED

62 headings across the site are labels: “Process”, “Prices”, “Advantages”, “How we work”. Read outside the page, none says what is being discussed or what is being done with it. The same six labels repeat across dozens of pages.

WHAT TO DO

Every heading names the subject and the action and stands on its own, out of context. The query wording belongs in the H2 and H3, not only in the paragraph underneath. Four to six hours across the 62.

Now	After
Process	How the site is built, step by step
Prices	What a website for a dental clinic costs
Advantages	Why a clinic needs its own site and not only a profile page
How we work	How work on an online store runs, from brief to launch
FAQ	Questions clients ask before ordering a website
Results	What the client got after the redesign: pages, positions, enquiries

EXPECTED RESULT, AND WHAT CANNOT BE PROMISED

A search engine weighs headings above body text, so these pages become eligible for queries they are not shown for today — visible in four to eight weeks as new queries. Separately, an AI assistant quotes a heading, and one understandable out of context can be quoted while “Process” cannot. That second effect does not appear in Search Console, so it is not something I will later claim credit for.

Source: all 645 pages read from the CMS, 3 November 2026.

FINDING 5

Nine clusters of planned work were removed

MEASURED

The plan contained 978 pages to create, covering 3,190 queries. For 21 of the query families behind them the live top 10 was read to establish which sites rank there and who their visitor is.



Cluster in the plan	A month	What the live top 10 actually contains
“Website for a restaurant”	2,900	Restaurant sites and ordering platforms — the searcher wants dinner
Real-estate agents	2,400	Listing portals — the searcher wants a flat, not a developer
Plumbers and trades	1,300	Local plumbers — the searcher has a leak
Manufacturers	1,000	Manufacturer sites and B2B catalogues — the searcher is buying goods
Therapists	720	Practitioner directories — the searcher wants an appointment
The head query of the niche	201,000	Agencies, site builders, courses and image galleries: four different searches sharing one phrase
623 planned city pages	—	Local business listings, not contractors — the whole city batch fails the same test

THE RULE APPLIED

Four or more shared domains across the top 10 of a query family means one page can serve all of them; zero or one means these are different searches and the volume is not yours to win. Nine clusters and 176,000 monthly searches were struck out; 41 real gaps worth about 6,400 searches a month remained.

Source: live top-10 results, checked 30 October – 2 November 2026.

SECTION 6

The plan, in the order it has to be done

The order is part of the finding: step 1 decides which pages step 5 writes, so doing step 5 first means writing the wrong pages well.

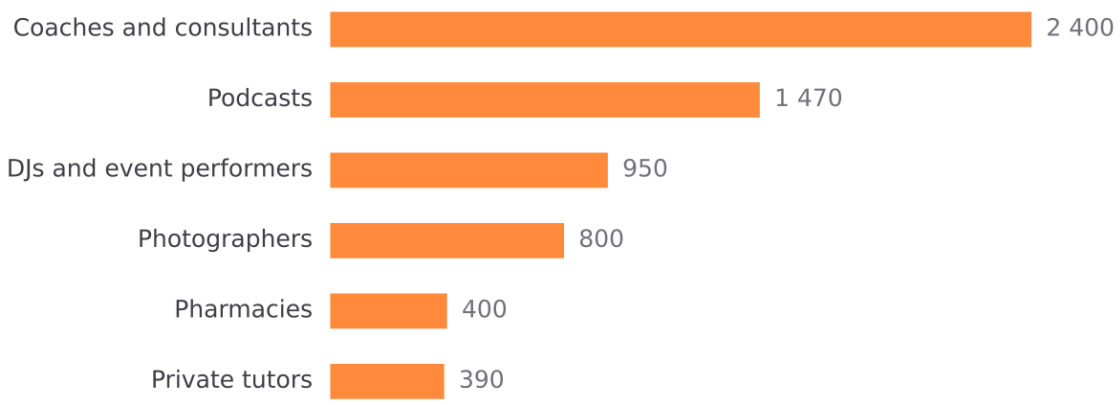
#	Action	Expected result	When it is measurable
1	Fix the assignment rule in the keyword plan and re-run it. 1 hour	41 real gaps replace 978 false ones; the head query stops pointing at the wrong page	Immediately, in the plan itself
2	Rewrite the country page’s meta title and headings around its own 12 strongest queries. 3–4 hours	Average position 53 → 25–30, where the first clicks begin	6–8 weeks, in Search Console
3	Rewrite 17 meta titles so they differ from the H1 and from the browser title. 2 hours	Impressions on queries these pages were never shown for	3–4 weeks
4	Rewrite 62 label headings into statements naming subject and action. 4–6 hours	Eligibility for heading-matched queries; the pages become quotable in AI answers	4–8 weeks (the second effect is not measurable)
5	Write the 41 gap pages, highest demand first. 2–3 hours per page	6,400 monthly searches become reachable at all	First movement about 1.5 months per page; growth over 3–6 months

Steps 1 to 4 are about eleven hours of writing, with no development and no new pages. Step 5 is the only item that is a programme rather than a fix, and the only one with a budget attached.

SECTION 6

The 41 pages that are worth writing

What survived the intent check. The six clusters below carry almost all of the demand — about ten of the 41 pages — and they are written first.



Monthly searches per cluster that survived the intent check

Those six clusters are 6,410 searches a month. The remaining 31 pages are a tail of smaller clusters at 10 to 260 searches each, worth writing only once the first ten are live and measured.

> Note what this table is not: it is not 978 pages, and it is not a recommendation to cover the whole industry list. The work this audit removed is larger than the work it recommends.

Source: live top-10 results, checked 30 October – 2 November 2026.

SECTION 7

What I deliberately did not recommend, and why

Four things were measured here and then left alone on purpose.

THE LARGEST BLOCK OF IMPRESSIONS ON THE SITE

2,487 impressions at an average position of 77.7 — the biggest single-language impression block there is. Position 77 at that volume means the page is shown for a very broad query family whose top is held by national, long-established sites. My reading is that the text is not what holds it back, so rewriting it would change nothing I could promise in advance. Left as it is, and re-measured in three months.

THE INTERNAL METADATA OF THE LANGUAGE VERSIONS

135 of 315 documents store their language links in an older shape than the current one, which an audit script duly reports as a defect in all three languages. The live pages emit correct hreflang — checked on the site itself, not in the code. Migrating would cost a day and change nothing a search engine sees.

LINK BUILDING

No external links until every query this site intends to answer has a page that answers it. Links lift a page that already matches a query; here they would lift pages that do not match yet, and point at pages that are about to be rewritten. A question of order, not of value.

623 CITY PAGES

Finding 5. Rejected on evidence from the live results, and the evidence is reproducible by anyone who opens the same searches and looks at who ranks.

Source: Search Console, 3 August – 2 November 2026 (92 days), read 3 November 2026. Source: live top-10 results, checked 30 October – 2 November 2026.

SECTION 8

How and when this gets checked

Every claim above has a date attached, so it can be checked in the same place the numbers came from. The baseline being beaten is 19,440 impressions and 3 clicks over 92 days.

When	What is checked	What counts as the action having worked
Week 2–4	Search Console, impressions by query	The rewritten pages appear for queries they were never shown for before
Week 6–8	Average position of the country page	53 → below 35. Movement, not arrival — arrival is not due yet
Week 8–12	Clicks, not impressions	The first clicks on the rewritten pages
Month 3–6	The 41 new pages	Growth in impressions and clicks. This is where SEO timelines genuinely sit
Monthly	The 30 tracked query families	Whether this site is in the top 10, and whether it is cited in the AI answer. Baseline: 0 of 321

THE TIMELINE I HOLD MYSELF TO

First movement appears around six weeks after the text changes; growth is a three-to-six-month story. Anyone promising the second number inside the first month is selling the first one twice.

WHAT THIS DOCUMENT IS

What already works, the measurement behind each problem with its source and date, my reading of the cause marked as a reading, the action, the hours, the expected result with the condition it depends on, the order of the work, and the date on which you are entitled to tell me I was wrong.