HOW TO USE THIS TEMPLATE · DELETE THIS PAGE BEFORE YOU SEND THE REPORT

SEO audit report template

A one-page SEO and website audit report for a local business you want as a client. It is written for the owner: what a customer finds on Google and on the website, in plain words, with one sentence on what each finding costs the business.

Steps

1. Run the checks in the checklist that starts on page 3. Mark each one Good, Needs attention or Not checked. Leave out a check you could not run. Do not guess.
2. Search the business’s trade and city on Google Maps. Write down its position, rating and review count, and the rating and review count of the top three.
3. Pick the three findings that matter most. The usual order: a site that does not load, a site hidden from Google, a “Not secure” warning, an unclaimed Google listing, pages that do not fit a phone.
4. Fill in page 2. Use the wording next to each check in the checklist, and replace every [bracket].
5. Delete this page and the checklist, save page 2 as a PDF and send it with a short email that carries the same three findings.

Writing rule

One plain headline and one sentence on what it costs. No tool names, no scores, no fear words, and no number you did not measure. Write “The site shows as Not secure in Chrome.” Do not write “No SSL certificate detected.”

From the guide at showfirst.app/guides/website-audit-report-template, which has a filled example and the email template. ShowFirst fills this report in for every business a search returns, under your agency’s name.

SEO AUDIT REPORT · PREPARED FOR [BUSINESS NAME] · [DATE]

[Business name] online, as a customer finds it

[Business name]'s website [loads / did not load], and [n] pages were checked on [date]. On Google Maps it sits at position [n] for "[trade]" in [city]. [n] of [n] checks need attention and [n] are in good shape.

Fix these first

#	Area	Finding	What it costs the business
1	[Area]	[Finding, in plain words]	[One sentence]
2	[Area]	[Finding, in plain words]	[One sentence]
3	[Area]	[Finding, in plain words]	[One sentence]

Also found

Area	Finding
[Area]	[Finding, one line]
[Area]	[Finding, one line]
[Area]	[Finding, one line]
[Area]	[Finding, one line]

In good shape

- [A check that passed, one line]
- [A check that passed, one line]
- [A check that passed, one line]

Why it matters

[One paragraph that ties the findings to how customers choose a business: the Google Maps comparison first, then the website, then search.]

Compared with nearby

Position	Business	Rating	Reviews
1	#1 in this search	[rating]	[n]
2	#2 in this search	[rating]	[n]
3	#3 in this search	[rating]	[n]
[n]	You	[rating]	[n]

Checked on [date] against the public pages of [web address] and the public Google listing. The Maps position is one search from one spot, not a ranking across the city.

Prepared by [your name], [agency name] · [reply email]

CHECKLIST · KEEP THIS FOR YOURSELF

The 28 checks and what to write

Write Good, Needs attention or Not checked next to each check, then copy the wording for the ones that need attention into the report. [n], [year] and [rating] are filled from what you measured.

Google listing

Check	Result	What to write when it needs attention
Claimed		Your Google listing is not claimed. Until you claim it, you cannot answer reviews, add photos or correct your hours, and anyone can suggest edits to your listing.
Rating		Rating sits below 4.6. You are rated [rating] from [n] reviews. The three businesses above you in the same search are rated [rating] or higher.
Opening hours		No opening hours on your Google listing. Google cannot say whether you are open now, and a customer who wants that answer moves to a listing that gives it.
Kinds of work		Listing names one kind of work. Your listing carries a single category, so Google has one kind of work to match it to searches for.

Security and trust

Check	Result	What to write when it needs attention
“Not secure” warning		Not secure warning on every page. Browsers label your site “Not secure” in the address bar. Customers comparing businesses read that label as a reason to return to the search results. With a broken certificate: Security warning before the site opens. Browsers stop visitors with a full-page warning before any of your site loads. Most customers turn back at that screen.
Insecure items on a secure page		Insecure items on a secure page. [n] items on your page load without protection, so browsers can block them or show the “Not secure” warning on pages that are otherwise secure.
Footer year		Copyright line reads [year]. Your footer date has not changed since [year]. Visitors use it as a quick check on whether a business is still operating.
Builder’s web address		Site runs on the builder’s web address. Your address carries the site builder’s name instead of a domain you own, which reads as a temporary site.

Can Google see it

Check	Result	What to write when it needs attention
Hidden from Google		Your site asks Google not to list it. While this setting is in place, your business does not appear in Google results at all.
Site map		No site map for Google. Google has to find each of your pages on its own, so newer or deeper pages can be missed.
Official address per page		Pages have no official address. Google can find the same page under more than one address, with and without www for example, and count it as two weaker pages instead of one.

Check	Result	What to write when it needs attention
Services and area labelled		Services and service area unreadable to search. Your site carries no search markup naming your trade, your city and your hours. Google uses that markup for map and local results.
Search markup readable		Search markup contains errors. [n] blocks of your site's search markup cannot be read, so Google skips the business details inside them.
Page language		Page language not set. Translation tools and screen readers are not told which language your site is written in, so they can read or translate it wrongly.

What Google shows

Check	Result	What to write when it needs attention
Page title		No page title in Google results. The name shown in the browser tab and at the top of your Google result is missing, so Google fills it in on its own. Over 60 characters: Page title runs long in Google results. Google cuts titles off at around 60 characters and yours runs to [n], so the end of it does not show. Under 20: Page title is short in Google results. At [n] characters your title does not say what you do or where.
Description		No description in Google results. Your site gives Google no short summary to show under your name, so Google pulls a line from the page on its own. Over 160 characters: Description is cut off in Google results. Under 50: Description is short in Google results.
Share preview		Share preview has no image. A link to your site pasted into a text or a social post shows without a picture. Or without a title, or without either.

Phone experience

Check	Result	What to write when it needs attention
Fits a phone screen		Does not fit a phone screen. Your pages load at desktop width on a phone, so text is small and visitors have to zoom. Most customers look up a business on a phone.
Tappable phone number		Phone number is not tappable. A customer on a phone has to copy your number by hand instead of tapping it to call.
Page weight		Home page is heavy, [n] MB. Your home page weighs [n] MB, so it takes longer to open on a phone connection.
Server response time		Server is slow to answer, [n] s. Your server takes [n] s to start sending the page, before anything appears on screen.

Content basics

Check	Result	What to write when it needs attention
One clear headline		No clear headline on the home page. Your home page opens without one line stating what you do. Visitors and search both look for that line first. With several: More than one headline on the home page. [n] headlines compete for attention, so no single line says what you do.
Photo descriptions		Photos have no descriptions for Google. [n] of your [n] photos carry no description, so Google cannot tell what the work in them shows.

Check	Result	What to write when it needs attention
Broken links		[n] broken links on the site. A customer who follows one lands on an error page instead of the page the link names.
Contact form		No contact form. A customer who would rather write than call has no way to reach you from your site.
Link to the Google listing		No link to your Google listing. A customer on your site has no one-tap path to your reviews and directions on Google.
Social and review pages		Site links to no social or review pages. A customer who wants to see more of your work, or what others say about it, finds no link from your site.
Visitor tracking		No visitor tracking on the site. No visitor tracking was found on your site’s pages. Without it there is no record of how many people find your site or what they open.