

Website Audit Report

example.com

SEO, Accessibility, Performance & Security Analysis

GESAMTSCORE

78 C+



BEFUNDE

15

3 kritisch

Table of Contents

Table of Contents 2

Module Overview 4

SEO Analysis 5

Performance Analysis 6

Accessibility Analysis 6

Security Analysis 7

Technical SEO Checklist 7

Score Comparison 8

Recommended Actions 8

example.com

78

Grade C+

Kurzfazit

The website shows solid fundamentals but has significant SEO and performance issues that need attention.

Critical Issues

3

Warnings

7

Passed Checks

45

Overall Score

78 / 100

Top Actions

- 1

Fix missing meta descriptions on 12 pages
- 2

Optimize Largest Contentful Paint (currently 3.2s)
- 3

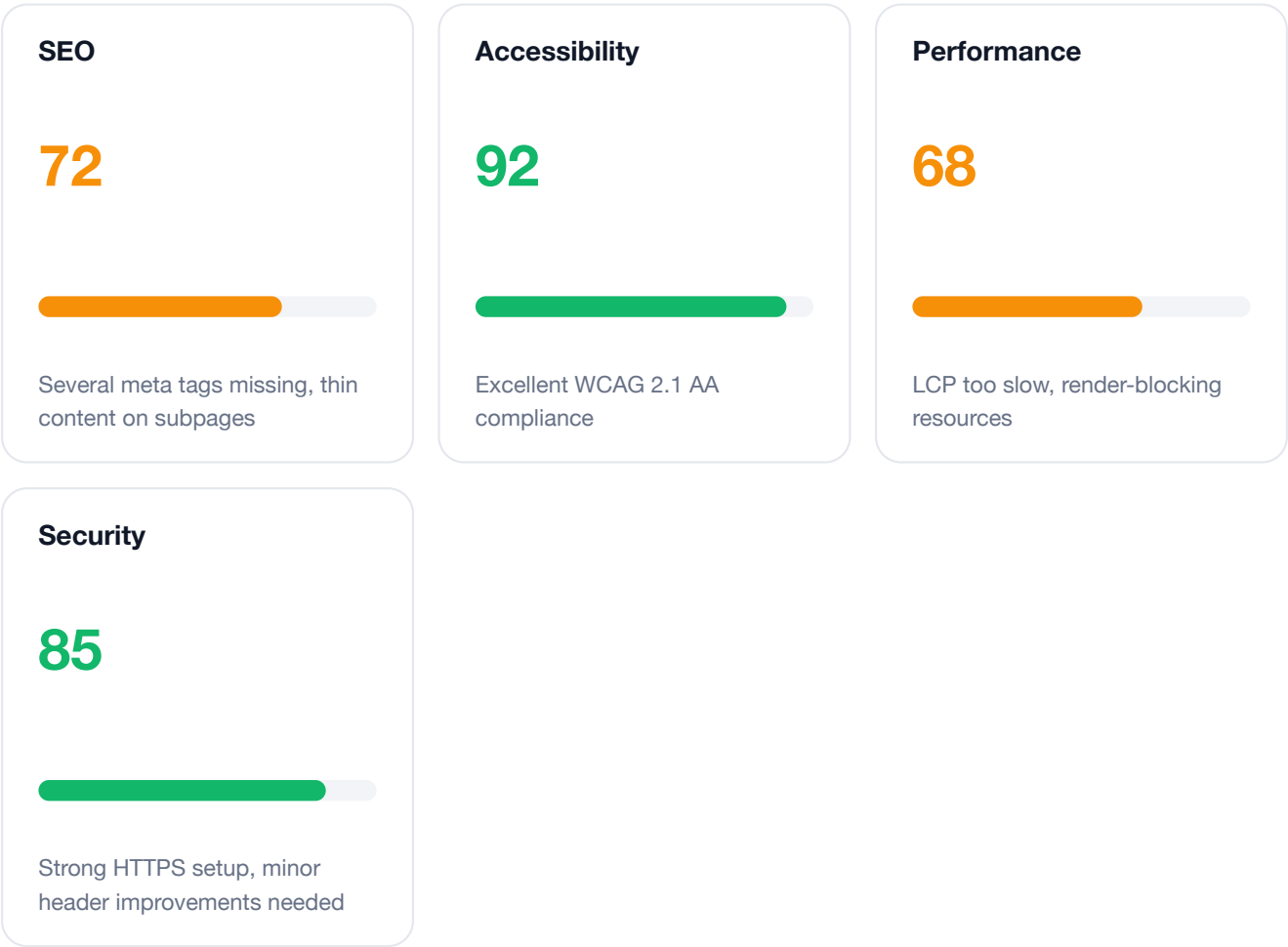
Add alt text to 8 images

Strengths

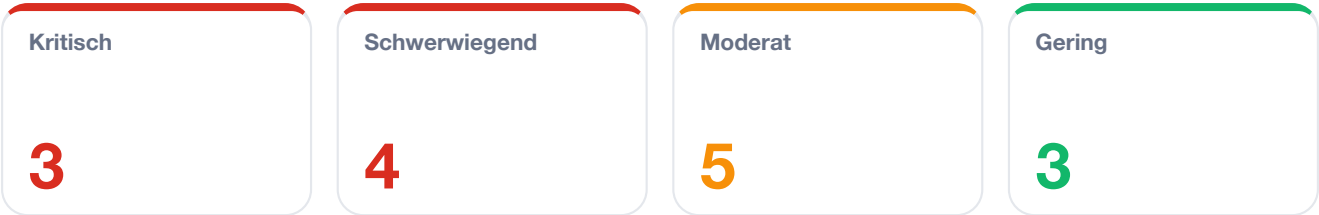
- ✓ Valid SSL certificate with HSTS enabled
- ✓ Responsive design passes all mobile tests
- ✓ robots.txt and XML sitemap correctly configured
- ✓ Structured data (JSON-LD) present on key pages

Module Overview

Module Scores



Issue Severity Breakdown



15 Verstöße insgesamt

SEO Analysis

HIGH

Missing Meta Descriptions

12 pages lack meta descriptions, reducing click-through rates from search results. Pages without meta descriptions see 20-30% lower CTR on average.

example.com/products, example.com/about, example.com/blog/*

Add unique, compelling meta descriptions (150-160 characters) to all pages. Prioritize high-traffic landing pages first.

MEDIUM

Duplicate Title Tags

5 pages share the same title tag. This confuses search engines and dilutes ranking potential.

example.com/services/*, example.com/solutions/*

Create unique, descriptive title tags for each page. Include primary keywords and keep titles under 60 characters.

MEDIUM

Missing Canonical Tags

URL parameters create duplicate content (e.g., ?sort=price, ?page=2). Without canonical tags, search engines may index multiple versions.

Implement self-referencing canonical tags on all pages. Add canonical tags pointing to the main version for parameterized URLs.

Performance Analysis

HIGH Largest Contentful Paint Too Slow

LCP measured at 3.2 seconds (target: <2.5s). The hero image on the homepage is 2.4 MB and loads without optimization.

example.com/ (homepage)

Compress hero image to WebP format (saves ~60%), implement lazy loading for below-fold images, and add width/height attributes.

MEDIUM Render-Blocking Resources

3 CSS files and 2 JavaScript files block initial rendering. Total blocking time: 850ms.

Inline critical CSS, defer non-essential JavaScript, and use async loading for third-party scripts.

Accessibility Analysis

HIGH Missing Alt Text on Images

8 images lack alternative text, making content inaccessible to screen reader users. This also impacts image SEO.

example.com/products (5 images), example.com/team (3 images)

Add descriptive alt text to all informational images. Use empty alt attributes (alt="") only for decorative images.

GOOD Keyboard Navigation Complete

All interactive elements are reachable via keyboard. Focus indicators are visible and follow a logical tab order.

Security Analysis

MEDIUM Missing Content-Security-Policy Header

No CSP header detected. This leaves the site vulnerable to cross-site scripting (XSS) attacks.

Implement a Content-Security-Policy header. Start with report-only mode to identify issues, then enforce.

GOOD SSL/TLS Configuration Strong

TLS 1.3 supported, HSTS enabled with 1-year max-age, certificate valid until December 2026. No mixed content detected.

Technical SEO Checklist

Technical Audit Results

Check	Status	Details
robots.txt	Pass	Correctly configured, allows search engine crawling
XML Sitemap	Pass	Found at /sitemap.xml, 156 URLs indexed
HTTPS	Pass	TLS 1.3, valid certificate, no mixed content
Canonical Tags	Fail	Missing on parameterized URLs
Structured Data	Pass	JSON-LD schema on product and organization pages
Mobile Friendly	Pass	Responsive design, passes mobile-friendly test
Core Web Vitals	Warning	LCP: 3.2s (needs improvement), FID: 45ms, CLS: 0.05
Open Graph Tags	Pass	Present on all main pages

Score Comparison

Module Scores Compared



Recommended Actions

Immediate (Week 1-2) 3 actions

Add missing meta descriptions

Impact High
Effort 4 hours
Role Content Team

Higher CTR from search results

Short-term (Week 3-4) 3 actions

Implement canonical tags

Impact Medium
Effort 3 hours
Role Developer

Eliminate duplicate content issues

Long-term (Month 2-3) 2 actions

Fix duplicate title tags

Impact Medium
Effort 3 hours
Role Content Team

Better search differentiation

Add alt text to images

Impact High
Effort 2 hours
Role Content Team

Accessibility compliance, image SEO

Defer render-blocking resources

Impact Medium
Effort 4 hours
Role Developer

Faster initial page load

Implement image CDN

Impact Low
Effort 8 hours
Role DevOps

Faster global image delivery

Compress hero image

Impact High
Effort 1 hour
Role Developer

Faster LCP, better Core Web Vitals

Add CSP header

Impact Medium
Effort 2 hours
Role DevOps

XSS protection

Note

This report was generated automatically. Scores are based on automated checks and may not capture all aspects of your website. A manual review is recommended for critical findings.