

# Q2 2026 SEO Audit

**Site:** example.com **Prepared for:** Acme Corp **Date:** May 14, 2026

## Executive Summary

Overall technical SEO score: **72/100** — up 6 points from Q1 2026. Three issues block further ranking improvements, with recommended fixes detailed below. We estimate **+12–18% organic traffic** within 60 days if all high-priority items are addressed.

## Key Findings

| Issue                                 | Pages affected | Priority |
|---------------------------------------|----------------|----------|
| Missing meta descriptions             | 47             | High     |
| Slow Largest Contentful Paint (>2.5s) | 12             | High     |
| Broken internal links                 | 8              | Medium   |
| Missing image alt attributes          | 134            | Medium   |
| Duplicate title tags                  | 4              | Low      |

## Top Pages by Organic Traffic

- /blog/getting-started — 18,420 visits this quarter
- /pricing — 14,201 visits
- /features/integrations — 9,887 visits
- /blog/changelog-2026 — 7,540 visits
- /about — 4,112 visits

## Recommendations

### 1. Fix meta descriptions

Add unique 150–160 character meta descriptions to all 47 affected pages. Auto-generate from the `<h1>` plus the first paragraph as a baseline, then manually polish the top-traffic pages.

Estimated impact: **+8% CTR** on existing rankings within 30 days. This is the highest-leverage change on the list.

## 2. Improve Largest Contentful Paint

Run a Lighthouse audit on each slow page:

```
npx lighthouse https://example.com/blog/getting-started \  
  --only-categories=performance \  
  --output=json
```

Common culprits in your case:

- Unoptimized hero images (3 pages)
- Render-blocking third-party scripts (5 pages)
- No `font-display: swap` on custom fonts (all 12)

## 3. Repair broken internal links

The eight broken links are listed in the appendix. All of them point to deleted pages from the March 2026 migration. Replace them with their post-migration equivalents — the redirect map is already documented internally.

## Appendix: technical detail

Full crawl data, the broken-link list, and per-page scorecards are available on request. We re-crawl monthly and will surface regressions in the next quarterly report.

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