

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.
