

FULL SEO REPORT · JULY 21, 2026

northwind-shoes.example

Independent footwear retailer: online store plus two fitting stores in Portland, Oregon (Pearl District and Hawthorne).

61 / 100 SEORcheck index (diagnostic score for the analysed sample, not a Google score)

3
Critical

6
Important

5
Opportunities

1. Executive summary

Northwind Shoes has real product knowledge, two stores with a free fitting service and clean technical basics. What holds the site back is that Google is being told the wrong things: a setting in the SEO app says all 14 categories are copies of the homepage, and one line in robots.txt hides both store pages. On phones, product photos take almost 6 seconds to appear. The three critical fixes take roughly 2–3 developer days.

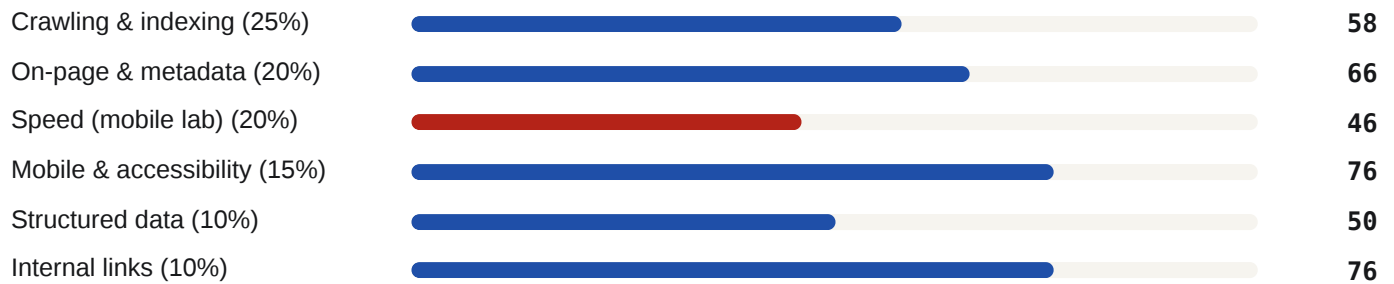
What already works

- HTTPS everywhere; http:// and www redirect to the main address in one 301 step.
- All 48 detailed pages return 200 and are indexable (no stray noindex).
- Every page has a unique H1; product text is in the HTML, not injected by JavaScript.
- Real, specific product descriptions written by your staff — not copied from manufacturers.
- Free in-store gait analysis and free 30-day returns: strong, rare selling points (they only need to be visible as text).
- Desktop speed is good: product page LCP 1.4 s in the lab.

Do these first

1. **Category canonical tags point to the homepage**
Store admin (setting) + developer (check theme) · 1–2 hours
2. **Store pages blocked in robots.txt**
Developer or store admin · 15–30 minutes
3. **Slow mobile product pages (LCP 5.8 s)**
Front-end developer · 1–2 days

2. Score and categories



Weighted average of the categories = index 61. Content, local and AI search are assessed in words, not in the number.

3. Priority actions

#	Finding	Severity	Scope	Who · time
F01	Category canonical tags point to the homepage	CRITICAL	42/42	Store admin (setting) + developer (check theme) 1–2 hours
F02	Slow mobile product pages (LCP 5.8 s)	CRITICAL	24/24	Front-end developer 1–2 days
F03	Store pages blocked in robots.txt	CRITICAL	3/3	Developer or store admin 15–30 minutes
F04	Duplicate titles on colour-variant pages	IMPORTANT	19/24	Store admin + developer 1 day (template) + 2–3 hours (content)
F05	17 internal links return 404	IMPORTANT	9/48	Store admin 1–2 hours
F06	Product schema without price or stock	IMPORTANT	24/24	Developer 2–4 hours
F07	Categories without buying advice	IMPORTANT	12/14	Owner or staff writer (fitting specialists) 2–3 hours per category
F08	Outdated XML sitemap	IMPORTANT	63/412	Developer 1 hour
F09	Tiny size buttons, unnamed icon buttons	IMPORTANT	48/48	Front-end developer 2–4 hours
F10	Missing meta descriptions	OPPORTUNITY	12/24	Owner or content manager 1–2 hours
F11	Layout shift from reviews widget (CLS 0.18)	OPPORTUNITY	14/14	Front-end developer 1 hour
F12	Guides without author, date or product links	OPPORTUNITY	5/5	Owner + developer (template) 1–2 hours

#	Finding	Severity	Scope	Who · time
F13	No store schema, inconsistent phone format	OPPORTUNITY	2/2	Developer + owner (confirms hours) 2 hours
F14	Returns and size guide only as images	OPPORTUNITY	2/2	Owner + developer 2–3 hours

4. Indexing & crawling

We checked canonical tags, robots.txt, the XML sitemap and HTTP status codes on every URL in the sample and every URL listed in the sitemap.

Category pages tell Google the homepage is the “real” page

All 14 category pages in the sample, and all 28 of their paginated URLs listed in the sitemap, carry two canonical tags. The second one — which Google may treat as the deciding one — points to the homepage.

```
/collections/womens-running
<link rel="canonical" href="https://northwind-shoes.example/collections/womens-running">
<link rel="canonical" href="https://northwind-shoes.example/"> ← added by SEO app
```

Why it matters	A canonical tag says “this is the main version of the page”. When a category names the homepage instead, Google can drop the category from results and show the homepage — or nothing — for searches like “women’s trail running shoes”. Categories are usually a store’s best landing pages for shopping searches.
Cause	The SEO app’s “Canonical URL” setting is set to “Site root” for all pages, and the theme also prints its own correct canonical, so every category ends up with two conflicting tags.
How to fix	1. In the SEO app, switch “Canonical URL” to “Page URL” — or turn its canonical output off and keep the theme’s tag. 2. Make sure each page has exactly one canonical tag pointing to its own URL; paginated pages (?page=2) point to themselves, not to page 1. 3. In Google Search Console, request indexing for the 14 main categories once the fix is live.
Who · effort	Store admin (setting) + developer (check theme) · Low effort , 1–2 hours
How to verify	Open a category, press Ctrl+U and search for rel="canonical": exactly one result, with the page’s own URL. In Search Console → URL Inspection, “User-declared canonical” equals the inspected URL.
Affected URLs	/collections/womens-running /collections/mens-running /collections/trail-running /collections/walking-shoes /collections/wide-fit /collections/kids /collections/sandals /collections/boots /collections/sneakers /collections/work-shoes /collections/insoles-socks /collections/sale /collections/new-arrivals /collections/vegan + 28 paginated URLs, e.g. /collections/womens-running?page=2 ... ?page=4

The sitemap lists 63 dead or redirected URLs and misses 38 new products

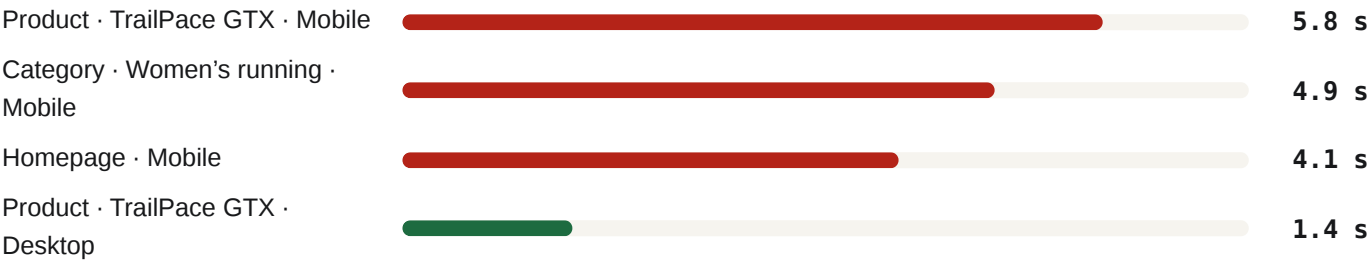
We requested all 412 URLs in sitemap.xml: 41 return 404 and 22 redirect. Meanwhile 38 products linked from “New arrivals” are not in the sitemap at all. Every entry has the same lastmod date: 2026-03-02.

```
sitemap.xml · 412 URLs · lastmod 2026-03-02 on all entries
200 OK: 349 · 404: 41 · 301: 22
missing: 38 products from /collections/new-arrivals
```

Why it matters	The sitemap is your list of pages you want in Google. When a large share of it is dead, search engines trust it less, and new products are discovered later — often after the season they were bought for.
Cause	A static sitemap file uploaded in March overrides the platform’s automatic sitemap.
How to fix	1. Delete the static sitemap.xml so the platform’s automatic sitemap is served. 2. Confirm the automatic sitemap includes products, categories, store pages and guides. 3. Resubmit the sitemap in Search Console and remove the old one.
Who · effort	Developer · Low effort , 1 hour
How to verify	Every URL in sitemap.xml returns 200; the 38 new-arrival products are listed; lastmod dates differ per page.
Affected URLs	/sitemap.xml /products/cityglide-1-mens /products/trailpace-gtx-2023 /collections/summer-2025 /pages/black-friday-2025 + 58 more non-200 URLs in actions.csv

5. Speed & Core Web Vitals

Lab measurements with Lighthouse 13.5 (mobile: simulated slow 4G and 4× CPU slowdown, 3 runs per URL; desktop: 1 run). These are lab values, not real-visitor data.



Largest Contentful Paint, lab median. Good: 2.5 s or less.

Product pages take 5.8 s to show the main photo on a phone

On the product page we measured, the main photo — the largest element on screen — appears after 5.8 s in the median of 3 mobile lab runs (5.5–6.3 s). The same page on desktop: 1.4 s. All 24 sampled product pages use the same template, image size and scripts.

```
/products/trailpace-gtx-womens · mobile · 3 runs
LCP 5.8 s (5.5–6.3) · Performance 39 · TBT 610 ms
LCP element:  1.9 MB, 3000×3000 px
```

Why it matters	Shoe shoppers compare several stores on their phone. A product photo that takes almost 6 seconds to appear makes the page feel broken, and many people go back to the results. Page experience is one of Google's signals, although speed alone never guarantees rankings.
Cause	The main product photo is a 1.9 MB PNG (3000×3000 px) sent to 412 px wide screens, with no srcset. It is marked loading="lazy", so the browser deliberately fetches it late. Three font files block the first render, and the reviews widget adds 410 KB of JavaScript before the page is usable.
How to fix	1. Remove loading="lazy" from the first product image and add fetchpriority="high". 2. Serve WebP/AVIF through the platform's image CDN with a width parameter, plus srcset at 480, 960 and 1600 px. 3. Preload the one font weight used above the fold, set font-display: swap, drop the two unused weights. 4. Load the reviews widget when the reviews section scrolls into view.
Who · effort	Front-end developer · Medium effort , 1–2 days
How to verify	Repeat 3 mobile Lighthouse runs on the same URL: median LCP under 3.5 s as a first milestone, then 2.5 s or less; the product image transfers under 200 KB.
Affected URLs	<pre>/products/trailpace-gtx-womens /products/trailpace-gtx-womens-moss /products/trailpace-gtx-womens-slate /products/trailpace-gtx-mens /products/trailpace-gtx-mens-rust /products/cityglide-2-womens /products/cityglide-2-womens-sand /products/cityglide-2-mens /products/cityglide-2-mens-graphite /products/harbor-walker-wide /products/harbor-walker-wide-navy /products/ridgeline-boot-womens + 12 more product pages on the same template</pre>

The reviews widget makes category pages jump while loading

On the category page we measured, layout shift (CLS) is 0.18 in the median of 3 mobile lab runs (0.16–0.21); the “good” threshold is 0.1. Star ratings are inserted under each product after the grid has rendered.

```
/collections/womens-running · mobile · 3 runs
CLS 0.18 (0.16–0.21) · shifting element: .product-card__rating
```

Why it matters	When the grid jumps, shoppers tap the wrong product. It is a small but constant irritation on the pages where people browse the most.
Cause	The rating container has no reserved height, so each card grows when stars arrive.
How to fix	1. Reserve the space: .product-card__rating { min-height: 20px }. 2. Or render the star rating server-side with the product card.
Who · effort	Front-end developer · Low effort, 1 hour
How to verify	3 mobile Lighthouse runs on the category page: median CLS 0.1 or lower.
Affected URLs	/collections/womens-running /collections/mens-running /collections/trail-running /collections/walking-shoes /collections/wide-fit /collections/kids /collections/sandals /collections/boots /collections/sneakers /collections/work-shoes /collections/insoles-socks /collections/sale /collections/new-arrivals /collections/vegan

6. On-page SEO

Titles, meta descriptions and headings on all 48 pages analysed in detail.

Colour versions of a shoe compete with each other

19 of 24 sampled product URLs share their title and meta description with at least one other URL, because every colour is a separate product page with identical text.

<pre>/products/trailpace-gtx-womens "TrailPace GTX Women's Northwind Shoes" /products/trailpace-gtx-womens-moss "TrailPace GTX Women's Northwind Shoes" /products/trailpace-gtx-womens-slate "TrailPace GTX Women's Northwind Shoes"</pre>	
Why it matters	When several pages look identical, Google picks one and filters the others. You don't choose which one wins, and links and reviews are split across copies instead of strengthening one page.
Cause	Colours were imported as separate products instead of variants of one product.
How to fix	- Preferred: merge colours into variants of one product with one URL, and 301-redirect the old colour URLs to it. - If colours must stay separate: add the colour to the title, H1 and description ("TrailPace GTX Women's — Moss Green").
Who · effort	Store admin + developer · Medium effort , 1 day (template) + 2–3 hours (content)
How to verify	A crawl of all product URLs shows no duplicate <title> values; old colour URLs return a single 301 to the merged page.
Affected URLs	<pre>/products/trailpace-gtx-womens /products/trailpace-gtx-womens-moss /products/trailpace-gtx-womens-slate /products/trailpace-gtx-mens-rust /products/cityglide-2-womens-sand /products/cityglide-2-mens-graphite /products/harbor-walker-wide-navy /products/ridgeline-boot-womens-oak /products/ridgeline-boot-mens-char /products/tempo-racer-3-volt /products/cascade-sandal-clay /products/stumptown-sneaker-white /products/little-trekker-kids-blue /products/trailpace-gtx-mens /products/cityglide-2-womens /products/cityglide-2-mens /products/harbor-walker-wide /products/ridgeline-boot-womens /products/ridgeline-boot-mens</pre>

12 product pages have no meta description

12 of 24 product pages have no meta description, so Google usually builds the snippet from the first text it finds — on these pages, the shipping banner “Free shipping on orders over \$75”.

```
/products/harbor-walker-wide
<meta name="description"> - not present
likely snippet: “Free shipping on orders over $75. Free returns within 30 days...”
```

Why it matters	The description is your chance to say why this shoe is worth a click: fit, use and a real benefit.
Cause	The description field is optional in the product editor and was skipped for newer products.
How to fix	1. Write a unique 140–160 character description per product: who it’s for, one standout feature, price or offer. 2. Example: “Harbor Walker Wide: extra-wide toe box, all-day cushioning for standing jobs. Free in-store fitting in Portland. Free 30-day returns.”
Who · effort	Owner or content manager · Low effort , 1–2 hours
How to verify	View source on each of the 12 pages: one meta description, unique, 140–160 characters.
Affected URLs	/products/trailpace-gtx-womens /products/trailpace-gtx-mens /products/cityglide-2-womens /products/cityglide-2-mens /products/harbor-walker-wide /products/ridgeline-boot-womens /products/ridgeline-boot-mens /products/tempo-racer-3 /products/cascade-sandal /products/stumptown-sneaker /products/little-trekker-kids /products/shift-pro-work-shoe

7. Structured data

JSON-LD found in the HTML of all 24 sampled product pages, validated against schema.org and Google’s documented requirements.

Product markup is missing price, stock and reviews

All 24 product pages have Product JSON-LD with only name, image and brand. There is no offers block (price, currency, availability) and no rating, although every page shows 4.2–4.9 star reviews.

```
{ "@type": "Product", "name": "TrailPace GTX Women's",  
  "image": ".../trailpace.png", "brand": "Northwind" }  
missing: offers.price · offers.priceCurrency · offers.availability
```

Why it matters	Without price and availability, product pages are not eligible for price and stock details in Google results and merchant listings. The competing stores we reviewed show “\$139 · In stock · ★ 4.7” directly under their results.
Cause	The theme’s JSON-LD snippet was never extended after the product template was customised.
How to fix	1. Add an offers block with price, priceCurrency, availability and url to the theme’s Product JSON-LD. 2. Add aggregateRating only if the rating is printed in the page HTML (not only inside the widget). 3. Validate one product per template in Google’s Rich Results Test.
Who · effort	Developer · Low effort , 2–4 hours
How to verify	Rich Results Test on 3 product URLs: “Product snippets” and “Merchant listings” detected with no critical errors.
Affected URLs	/products/trailpace-gtx-womens /products/trailpace-gtx-womens-moss /products/trailpace-gtx-womens-slate /products/trailpace-gtx-mens /products/trailpace-gtx-mens-rust /products/cityglide-2-womens /products/cityglide-2-womens-sand /products/cityglide-2-mens /products/cityglide-2-mens-graphite /products/harbor-walker-wide + 14 more product pages on the same template

8. Content & competitors

Category and article pages compared with the pages that currently rank for three buying searches in Portland (manual review, July 21, 2026).

Signal	You	rosecity-runners.example	stride-and-co.example
Words of advice on main category pages	0–40	310	450
Price and stock shown in results	No	Yes	Yes
Star ratings shown in results	No	Yes	No
Store pages crawlable	No (robots.txt)	Yes	Yes

Signal	You	rosecity-runners.example	stride-and-co.example
Guides with named author	No	Yes	Yes

F07 **IMPORTANT** Recommendation · 12 of 14 category pages

Category pages are product grids with no helpful text

12 of 14 category pages have fewer than 40 words of text above or below the products. The competing pages that rank for the same searches have 250–450 words of advice on fit, terrain and care.

```
/collections/trail-running 18 words "Shop trail running shoes from top brands."
/collections/wide-fit      0 words
Competitor average (3 searches, 6 results): 340 words
```

Why it matters	For searches like “waterproof trail running shoes” Google prefers pages that help people choose. Your fitting staff know exactly what shoppers ask in the store — that knowledge is currently not on the site.
Cause	The category template has an optional description field that was left empty.
How to fix	1. Start with the 5 categories with the most revenue: write 150–300 words each — who the shoe is for, fit tips, terrain, how to choose. 2. Add 3–4 real questions your staff answer every week (e.g. “Do I need a half size up for trail shoes?”). 3. Link each text to one matching guide and 2–3 bestsellers.
Who · effort	Owner or staff writer (fitting specialists) · High effort , 2–3 hours per category
How to verify	Each of the 5 categories has at least 150 words of unique text visible in the HTML; in Search Console, compare impressions for these categories 8–12 weeks later.
Affected URLs	<pre>/collections/mens-running /collections/trail-running /collections/walking-shoes /collections/wide-fit /collections/kids /collections/sandals /collections/boots /collections/sneakers /collections/work-shoes /collections/insoles-socks /collections/new-arrivals /collections/vegan</pre>

Guides have no author, date or links to the shoes they recommend

All 5 guides are signed “Northwind team” with no date. “How to choose trail running shoes” (1,400 words) names 6 models you sell, but links to none of them.

/blogs/guides/how-to-choose-trail-running-shoes
author: “Northwind team” · date: none · links to products: 0 of 6 mentioned

Why it matters	Readers — and search engines — trust advice more when they can see who wrote it and when. Your staff’s hands-on fitting experience is a real advantage that is currently invisible.
Cause	The blog template hides the author and date fields.
How to fix	1. Show a real author with one line of experience (e.g. “Maya Ortiz, fitting specialist, 11 years”) and published/updated dates. 2. Link every model mentioned to its product page, and each guide to its matching category.
Who · effort	Owner + developer (template) · Low effort , 1–2 hours
How to verify	Each guide shows author and date in the HTML; every model mentioned is a working link.
Affected URLs	/blogs/guides/how-to-choose-trail-running-shoes /blogs/guides/best-walking-shoes-for-standing-all-day /blogs/guides/wide-feet-running-shoe-guide /blogs/guides/winter-boots-care /blogs/guides/marathon-training-shoe-rotation

9. Internal links

Every internal link on the 48 detailed pages was requested and its final status recorded.

17 internal links lead to products that no longer exist

9 of 48 pages link to discontinued products that now return 404 — mostly in blog articles and the “Staff picks” block on the homepage. 17 broken links in total.

```
/blogs/guides/how-to-choose-trail-running-shoes
  → /products/trailpace-gtx-2023    404 Not Found
/ (Staff picks) → /products/cityglide-1-mens    404 Not Found
```

Why it matters	Visitors who click a recommendation hit an error page at the moment they were ready to buy. Search engines also spend crawl time on dead ends instead of your current products.
Cause	Products were deleted when discontinued, without a redirect, and links in older content were never updated.
How to fix	1. Add a 301 redirect from each removed product to its successor model or, if none, to its category (list of 17 in actions.csv). 2. Update the links in the 9 pages to point straight to the new URLs. 3. In future, archive discontinued products or redirect them in the same step.
Who · effort	Store admin · Low effort , 1–2 hours
How to verify	A recrawl of the 9 pages shows 0 internal links returning 404.
Affected URLs	/ /blogs/guides/how-to-choose-trail-running-shoes /blogs/guides/best-walking-shoes-for-standing-all-day /blogs/guides/wide-feet-running-shoe-guide /blogs/guides/winter-boots-care /blogs/guides/marathon-training-shoe-rotation /collections/sale /collections/trail-running /pages/staff-picks

10. Mobile & accessibility

Rendered in a real browser at 412 px (Pixel 7) and 1366 px; tap targets and accessible names checked on 6 key templates.

Size buttons are too small to tap and the cart icon has no name

On every page the cart and search icons are buttons without a text name. On the 24 product pages, size buttons are 22×22 px with 4 px gaps — below the 24 px minimum in WCAG 2.2.

```
<button class="header__icon"><svg>...</svg></button>    accessible name: (none)
.size-swatch  22×22 px · gap 4 px
```

Why it matters	On a phone, a mis-tap selects the wrong size and leads to returns. People using screen readers only hear “button”, with no clue that it opens the cart.
Cause	The theme’s icon buttons have no aria-label, and size swatches were restyled smaller than the theme default.
How to fix	1. Make size buttons at least 44×44 px with 8 px gaps. 2. Add aria-label="Cart, 2 items" and aria-label="Search" to the icon buttons (the cart count updates with the cart).
Who · effort	Front-end developer · Low effort , 2–4 hours
How to verify	Lighthouse accessibility: “Buttons have an accessible name” and “Touch targets have sufficient size” both pass on a product page.
Affected URLs	/ /products/trailpace-gtx-womens /collections/womens-running /cart /pages/stores/pearl-district /blogs/guides/how-to-choose-trail-running-shoes + all other pages (shared header)

11. Local SEO

Store pages, name/address/phone consistency and local structured data. Your Google Business Profile was not checked (it needs owner access).

Your two store pages are blocked from Google by robots.txt

robots.txt contains Disallow: /pages/stores. That single rule blocks the store index and both store pages (Pearl District and Hawthorne), including their address, opening hours and the free gait-analysis fitting service.

```
https://northwind-shoes.example/robots.txt
User-agent: *
Disallow: /pages/stores      ← matches every store page
```

Why it matters	People search for “running shoe store Portland” or “shoe fitting Hawthorne” with the intent to visit today. These are the pages that answer them, and Google is not allowed to read them.
Cause	The rule was most likely added to hide the store locator’s data file (/pages/stores/locator.json), but a prefix rule matches every URL that starts with /pages/stores.
How to fix	1. Replace the rule with Disallow: /pages/stores/locator.json (or remove it). 2. Add both store pages to the XML sitemap and link them from the site footer. 3. Request indexing for both store pages in Search Console.
Who · effort	Developer or store admin · Low effort , 15–30 minutes
How to verify	Search Console → URL Inspection on /pages/stores/pearl-district shows “Crawl allowed: Yes”; the robots.txt report shows no rule matching the store pages.
Affected URLs	/pages/stores /pages/stores/pearl-district /pages/stores/hawthorne

Store details are not machine-readable and the phone number is written three ways

Neither store page has LocalBusiness (ShoeStore) markup. The Hawthorne opening hours exist only inside an image. The phone number appears as “(503) 555-0142”, “503.555.0142” and “+1 503 555 0142”.

```
/pages/stores/hawthorne
JSON-LD: none · opening hours: image only (hours-hawthorne.jpg)
phone formats found: 3
```

Why it matters	Consistent, machine-readable name, address, phone and hours help search engines match your website with your map listing and answer “open now” searches.
Cause	Store pages were built as free-form content pages.
How to fix	1. Add ShoeStore JSON-LD to each store page: name, address, geo, telephone, openingHoursSpecification. 2. Publish hours as text, and use one phone format everywhere — the same as on your Google Business Profile.
Who · effort	Developer + owner (confirms hours) · Low effort , 2 hours
How to verify	Schema Markup Validator shows a valid ShoeStore on both store pages; hours are selectable text.
Affected URLs	/pages/stores/pearl-district /pages/stores/hawthorne

12. AI search (GEO)

Whether key facts (returns, sizing, shipping) exist as crawlable text. robots.txt allows all AI crawlers. AI citations cannot be guaranteed by anyone.

Returns policy and size guide are images, so search and AI assistants can't quote them

The returns page is a single 1200 px infographic, and the size guide is a PNG table. Neither page contains the facts as text: “30 days”, “free returns” or any size conversion.

```
/pages/returns    visible text: 11 words · image: returns-policy.jpg
/pages/size-guide  visible text: 6 words · image: size-chart.png
```

Why it matters	Shoppers ask “Does Northwind Shoes have free returns?” or “Do TrailPace shoes run small?” — in Google and in AI assistants. Answers are taken from text. Free 30-day returns is one of your strongest selling points, and right now no search engine can read it.
Cause	The pages were designed as graphics for social media and reused on the site.
How to fix	1. Publish the returns policy as text and the size guide as an HTML table; keep the images as an addition. 2. Add 5 short questions and answers about returns, exchanges and sizing, written the way customers ask them.
Who · effort	Owner + developer · Low effort , 2–3 hours
How to verify	Ctrl+F “30 days” finds the text on /pages/returns; the size table is readable with images turned off.
Affected URLs	/pages/returns /pages/size-guide

13. 30/60/90-day plan

Period	Work	Depends on
Days 1–30 Quick fixes that unblock Google	F01 canonical tags F03 robots.txt store rule F08 automatic sitemap F05 redirects for removed products F09 button names and size buttons Start F02: eager main image, fetchpriority	Store admin access; 1 developer day
Days 31–60 Speed and richer results	Finish F02: image CDN, srcset, fonts, lazy reviews widget F11 reserve rating space F06 product offers markup F13 store markup and hours as text F10 12 meta descriptions Recheck around day 60	F13 needs confirmed hours from the owner
Days 61–90 Content that wins buying	F07 texts for the top 5 categories F12 authors, dates and product links in guides	Staff time for writing; F04 needs a redirect plan

Period	Work	Depends on
searches	F14 returns and size guide as text + FAQ F04 merge colour variants	

A sequence of work, not a promise of search results.

14. Methodology and limits

URLs in sitemap.xml, status-checked		412
Unique URLs fetched and parsed		96
Pages analysed in detail		48
Templates rendered in a browser		6
URLs speed-tested (10 lab runs)		3

Not checked	Why
Google's actual index and search queries	No Search Console access. HTTP 200 does not prove a page is indexed.
Real-visitor speed (CrUX, INP)	Not enough Chrome traffic for public field data; all speed values are lab measurements.
Backlinks and domain authority	Not part of this audit scope.
Google Business Profile and reviews on other sites	Needs owner access.
Rankings	Only a manual look at 3 searches; positions change by location and person.
349 of 412 sitemap URLs beyond a status check	Findings describe the sample and are not automatically true for the whole site.

Data collected July 21, 2026. Speed values are Lighthouse 13.5 lab measurements. Findings describe the analysed sample. SEORerecheck.com