

SEO audit report

Maison Aldebert, furniture retailer

SITE	AUDIT DATE	SCOPE
maison-aldebert.example	14 September 2026	Whole site, 3,200 URLs crawled

3,200

URLs crawled

40,000

organic sessions per month

-18%

organic sessions, year on year

1. Executive summary

The catalogue is losing pages faster than it gains them: 1,400 product pages have returned soft 404s since the March replatform, which is 44% of the catalogue. Alongside that, faceted navigation generates 26,000 indexable URLs that absorb 60% of the crawl budget on filter combinations nobody searches for. Finally, the six category pages that carry 70% of organic revenue have not been touched since 2023 and are being outranked on their own queries. The first two are technical fixes worth a few days of development. The third is a quarter of editorial work.

DECISION We are shipping both technical fixes this month. The editorial rewrite starts next quarter.

2. Prioritized findings

Sorted by impact, not by category. One line per issue.

FINDING	CAUSE	FIX	EFFORT	IMPACT
1,400 product pages returning soft 404s, 44% of the catalogue	Out-of-stock products are unpublished instead of redirected	301 to the parent category, keep the page live when the restock date is known	M, 3 d	● High These URLs carried 12% of organic sessions before March
26,000 indexable facet URLs	No rule on filter combinations	Noindex beyond two combined filters, canonical to the category	S, 1 d	● High 60% of crawl budget goes there
The 6 main categories stuck at positions 8 to 14	2023 content never updated, 300 words per page	Rewrite with buying guide, comparison table and FAQ	L, 1 quarter	● High 70% of organic revenue
Server response time at 1.9 s on mobile	No cache on category pages	Enable full-page cache, exclude the cart	S, 0.5 d	● Medium
Duplicate title tags on 380 product pages	Template has no variant variable	Add colour and dimension to the template	S, 0.5 d	● Medium
No Product structured data	Never implemented	Add Product and Offer to the product template	M, 2 d	○ Low Prerequisite for rich results

Effort: S under 1 day, M 2 to 3 days, L over a week.

3. Evidence by dimension

The detail behind the table, for whoever wants to contest a line.

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| Technical | <ul style="list-style-type: none"> • 3,200 catalogue URLs crawled; 1,400 product pages return a soft 404, that is 44%. • 26,000 indexable facet URLs, absorbing 60% of the crawl budget. • Server response time on category pages: 1.9 s on mobile. Target: under 600 ms. • 380 product pages share a duplicate title tag. |
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| Content | <ul style="list-style-type: none"> • The 6 main categories rank between positions 8 and 14 on their head queries. • Category pages average 300 words and were last edited in 2023. • Together they carry 70% of organic revenue. |
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| Authority | <ul style="list-style-type: none"> • No action this quarter. • Link metrics from third-party indexes are left out on purpose: no line of the fix column would change. |
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| Experience | <ul style="list-style-type: none"> • Mobile server response time is the only measured problem. • The other experience metrics were within thresholds on the audit date. |
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4. Action plan

Every line carries a name and a way to check it.

WHEN	ACTION	OWNER	HOW WE WILL KNOW
This month	301 redirects for out-of-stock pages	Back-end dev	1,400 URLs returning 301 at recrawl, within 4 weeks
This month	Noindex rule on facets	Back-end dev	Under 5,000 indexable URLs in Search Console coverage at 6 weeks
This month	Full-page cache on categories	Ops	Server response time under 600 ms
This quarter	Rewrite the 6 categories	Content	Average position under 5 on the 6 head queries at 12 weeks
Later	Product structured data	Front-end dev	Depends on the product template rebuild

5. Appendix

Not included in this sample. In a real report, each item is numbered and referenced from the table.

A1 Crawl export, 3,200 URLs

A2 Screenshots: soft 404 examples, faceted URLs

A3 Audit settings: crawler, user agent, limits

A4 Search Console coverage export