

REDACTED SAMPLE AUDIT

Ecommerce SEO Audit

Store: [REDACTED] • Domain: [REDACTED]

Illustrative report format

**Redacted illustrative sample. The featured store is not represented as a client.
Findings show report format and depth only.**

This sample preserves the structure of a focused ecommerce audit while removing store and contact identifiers, private analytics, account IDs, unique product names, and proprietary metrics. Any values marked “illustrative” demonstrate presentation only and are not reported results.

1. Executive Summary

The reviewed public pages show a usable catalog structure, but important collection and product templates do not consistently communicate a distinct search purpose. The clearest opportunities are to improve metadata patterns, consolidate overlapping page intent, strengthen contextual internal links, and validate indexation rules before creating more content.

[REDACTED]

Private analytics

10

Illustrative sampled URLs

5

Illustrative priorities

Critical pattern: overlapping collection intent

Two representative collection templates use substantially similar headings and title structures. Confirm the preferred landing page for each intent, then differentiate or consolidate the pages as appropriate.

Opportunity: connect guides to commercial pages

Relevant informational pages are not consistently linking to the corresponding collection in the visible body copy. Add descriptive, useful links where they help shoppers continue their journey.

2. Sample Scope

PAGE TYPE	ILLUSTRATIVE SAMPLE	REVIEW FOCUS
Homepage	1 URL	Navigation, positioning, crawl paths
Collections	3 URLs	Intent, metadata, canonicals, internal links
Products	4 URLs	Template copy, structured data, variants
Guides	2 URLs	Search intent and commercial pathways

Excluded: implementation, full-site crawling, private Search Console or analytics access, backlink outreach, and ranking/traffic/revenue guarantees.

3. Metadata & Search Snippets

TEMPLATE	PUBLIC OBSERVATION	RECOMMENDATION
Collection A	Title does not clearly distinguish the collection from Collection B.	Use a unique primary intent and shopper-relevant qualifier.
Collection B	Meta description is absent in the rendered source spot-check.	Add concise copy that describes selection and differentiator.
Product template	Several titles lead with generic product wording.	Test a consistent pattern using product type and meaningful attribute.

Validation note

These are page-level observations from a representative sample, not a claim that every URL shares the issue. Validate the template and index coverage before bulk editing.

4. Indexation & Canonical Spot-Checks

Filter-path handling needs confirmation

A publicly accessible parameterized path returns an indexable-looking page in this illustrative example. Confirm robots directives, canonical behavior, internal discovery, and whether the path provides standalone search value.

Canonical consistency

Representative product URLs should resolve to one preferred HTTPS form and declare a matching canonical. Test variant, query-string, and alternate navigation paths before changing rules.

5. Structured Data Spot-Checks

TYPE	ILLUSTRATIVE STATUS	NEXT CHECK
Product	Present on sampled product pages	Compare price, availability, URL, and variant output with visible content.
BreadcrumbList	Inconsistent across sample	Align markup with visible hierarchy and preferred collection path.
Organization	Not evaluated in this sample	Validate only if included in the agreed scope.

6. Internal Linking & Navigation

Strengthen guide-to-collection pathways

Add contextual links from relevant guides to the best-matching collection. Use natural anchor text and place links where they genuinely help readers compare or shop.

Reduce reliance on footer-only discovery

One important illustrative collection is reachable mainly through a broad footer group. Consider a useful path from a related parent collection, guide, or navigation hub.

7. Search-Demand / Page Map

The entries below are neutral illustrative examples, not private keyword data or measured outcomes.

ILLUSTRATIVE INTENT	EXISTING PAGE	DECISION	EVIDENCE NEEDED
[product type] by [attribute]	Collection A	Refine existing page	Dated third-party demand estimate and SERP fit
how to choose [product type]	Guide A	Expand guide if useful	Current SERP format and customer questions
[product type] care	None observed	Consider support guide	Demand, support value, and duplication check

8. Prioritized Action Plan

1 Resolve overlapping collection intent

Choose a distinct purpose for each page; consolidate only after checking links, canonicals, and redirect requirements.

Priority: Critical • Evidence: public template comparison

2 Validate indexing and canonical rules

Test the representative filter, variant, and query-string paths before applying a template-wide fix.

Priority: Critical • Evidence: public URL spot-check

3 Differentiate metadata patterns

Write unique, shopper-focused titles and descriptions for priority collection and product templates.

Priority: Next • No traffic outcome promised

4 Add useful contextual internal links

Connect relevant guides, collections, and products where the relationship helps users navigate.

Priority: Next • Validate links after deployment

5 Evaluate one evidence-backed content gap

Confirm demand, SERP fit, and business usefulness before commissioning a new page.

Priority: Later • Values must be dated and sourced

9. Limitations & Verification

- This is a sample-based diagnosis, not a complete crawl or implementation plan.
- Findings describe illustrative public-page evidence; no private analytics or account access is implied.
- No ranking, traffic, revenue, timeline, or client-result claim is made.
- Any real engagement would require confirmation of the store, platform, catalog size, target market, and priority concern.

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