

SEO AUDIT REPORT TEMPLATE

CRAWL. SCORE. PRIORITISE.

16 TABS

One workbook, every area

7 AUDIT DOMAINS

Technical to AI visibility

0 EMAIL GATES

No signup, no trial

EXCEL + GOOGLE SHEETS · FREE TO COPY · 2026 EDITION

WHAT THIS DECK COVERS

Eight parts, in order

01

PAGE 03

THE CATCH

Why free templates disappoint

02

PAGE 04

WHAT IT IS

A repeatable instrument

03

PAGE 05

THE INSTRUMENT

Sixteen tabs, one workbook

04

PAGE 06

COVERAGE

Seven domains, one 2026 layer

05

PAGE 07

THE CHECKS

Technical, on-page, content, local

06

PAGE 10

THRESHOLDS

Core Web Vitals and AI visibility

07

PAGE 12

THE METHOD

Five steps, scored and dated

08

PAGE 15

THE DELIVERY

Sample, meeting, cadence

MOST FREE TEMPLATES HAVE A CATCH

And you find out after you download



EMAIL GATE

Your address for a spreadsheet you have not seen yet.

COSTS YOU SOMETHING



TRIAL SIGNUP

A project management tool you never asked for.

COSTS YOU SOMETHING



NO METHOD

Twelve rows, no scoring, no instructions.

COSTS YOU SOMETHING



THIS ONE HAS NONE

Open it, File > Make a copy. Same workbook we use for paid audits.

COSTS YOU NOTHING

WHY IT MATTERS

An audit you cannot repeat is not an audit. It is a one-off opinion.

A REPEATABLE INSTRUMENT

Same method, every site, every quarter

DEFINITION

A structured checklist that walks every area affecting organic performance, records what you found, and turns it into a prioritised action plan.

01

FIXED CHECKS

Nothing gets skipped because you forgot it.

Every area has its own tab and its own rows.

02

FIXED SCORING

Impact x Effort, not opinion.

P1 to P4 fills itself once you score two columns.

03

FIXED PRESENTATION

The same story, told the same way.

Summary Dashboard first, technical detail as leave-behind.

SIXTEEN TABS, ONE WORKBOOK

Every check row carries the same columns

⁰¹
README

⁰²
SUMMARY DASHBOARD

⁰³
TECHNICAL

⁰⁴
ON-PAGE

⁰⁵
CONTENT

⁰⁶
BACKLINKS

⁰⁷
LOCAL

⁰⁸
CORE WEB VITALS

⁰⁹
AI VISIBILITY

¹⁰
SERVER LOGS

¹¹
RENDERING

¹²
QUERY MINING

¹³
CONTENT DECAY

¹⁴
PRIORITY SCORING

¹⁵
IMPLEMENTATION

¹⁶
SAMPLE AUDIT

THE COLUMN CLIENTS LOVE MOST

Where to find this data. The exact GSC report, Screaming Frog tab or PageSpeed field for every check.

WHAT A COMPLETE AUDIT COVERS

Seven domains. One of them did not exist in 2022.



SKIP THE LOCAL TAB WHEN LOCAL DOES NOT APPLY.

TECHNICAL SEO CHECKS

The plumbing. Nothing else matters until this passes.

CRAWL AND INDEX

- ✓ Crawlability and crawl budget
- ✓ Indexation coverage
- ✓ robots.txt directives
- ✓ XML sitemap accuracy

STATUS AND ROUTING

- ✓ Canonical tags
- ✓ Redirect chains and loops
- ✓ 404s and broken internal links
- ✓ Server status codes

PRIORITY RULE

If Google cannot crawl it, render it or index it, fix that before anything on the content list.

ON-PAGE AND CONTENT CHECKS

What the page says, and whether it still matches intent.

ON-PAGE

- ✓ Title tags
- ✓ Meta descriptions
- ✓ Heading structure
- ✓ Internal linking
- ✓ Duplicate content

CONTENT

- ✓ Content quality
- ✓ Search intent match
- ✓ Thin pages
- ✓ Content decay
- ✓ E-E-A-T signals

WHAT TO LOOK FOR

Intent drift is the most common cause of a page that ranked last year and does not now.

BACKLINKS AND LOCAL CHECKS

Authority earned off the site, and presence in the map pack.

BACKLINKS

- ✓ Referring domains
- ✓ Anchor text distribution
- ✓ Toxic backlink flags

LOCAL

- ✓ Google Business Profile
- ✓ Citation consistency
- ✓ NAP across directories

SCOPE NOTE

Skip the Local tab entirely when local does not apply. Do not pad the report.

CORE WEB VITALS: PASSING TARGETS

Mobile and desktop, scored separately

LCP

LOAD SPEED

✓ GOOD: ≤ 2.5s

! NEEDS IMPROVEMENT

✗ POOR

FIX

reduce server response, optimise the hero image and critical CSS

INP

RESPONSIVENESS

✓ GOOD: ≤ 200ms

! NEEDS IMPROVEMENT

✗ POOR

FIX

cut JavaScript and break up long main-thread tasks

CLS

VISUAL STABILITY

✓ GOOD: ≤ 0.1

! NEEDS IMPROVEMENT

✗ POOR

FIX

reserve space for images, ads and late-loading fonts

FAST TO LOAD. QUICK TO RESPOND. STABLE TO USE.

THE 2026 LAYER- AI VISIBILITY

The tab no free template had two years ago

01

AI OVERVIEWS

Present in the answer, or only in the links below it?

IN THE TEMPLATE

02

LLM CITATIONS

ChatGPT and Perplexity checks on your money queries.

IN THE TEMPLATE

03

BRAND MENTIONS

Tracked over time, not eyeballed once.

IN THE TEMPLATE

04

CRAWLER LOGS

Which AI agents hit the site, how often, what they took.

IN THE TEMPLATE

05

AGENT READING

Whether the page renders into something a machine can quote.

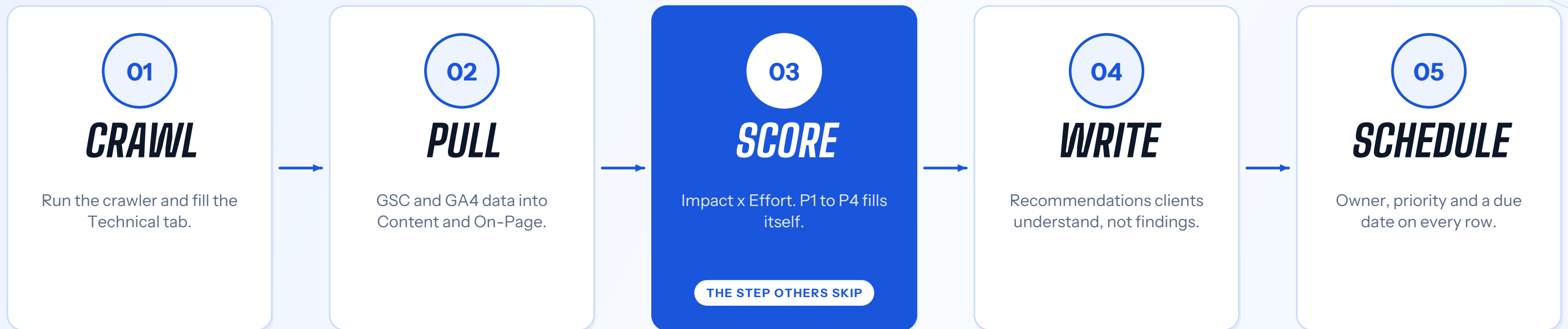
IN THE TEMPLATE

WHY NOW

Rankings are no longer the only surface. If the answer engine never cites you, the click never happens.

HOW TO USE IT, STEP BY STEP

Roughly four hours for a mid-sized site



WHY AUDITS STALL

Without scoring, every finding looks equally urgent, so nothing gets built.

PRIORITY SCORING: IMPACT X EFFORT

Score each from 1 to 3. The label fills itself.



P1 Do these first, always.
High impact, low effort

P2 Plan and resource these.
High impact, high effort

P3 Batch them together.
Low impact, low effort

P4 Usually not worth it. Say so.
Low impact, high effort

SAY THE QUIET PART

A blunt P4 builds more trust than a sixty-item list of equal weight.

WHEN A PAGE LOSES TRAFFIC

Diagnose before you delete

HAS SEARCH INTENT MOVED?

Check the SERP before the spreadsheet

NO

UPDATE

Intent unchanged. Refresh facts, dates and examples.

YES

REWRITE

Intent moved. The page answers the old question.

NO VALUE

REMOVE

No traffic, no links, no purpose. Redirect it.

UNCLEAR

REVIEW

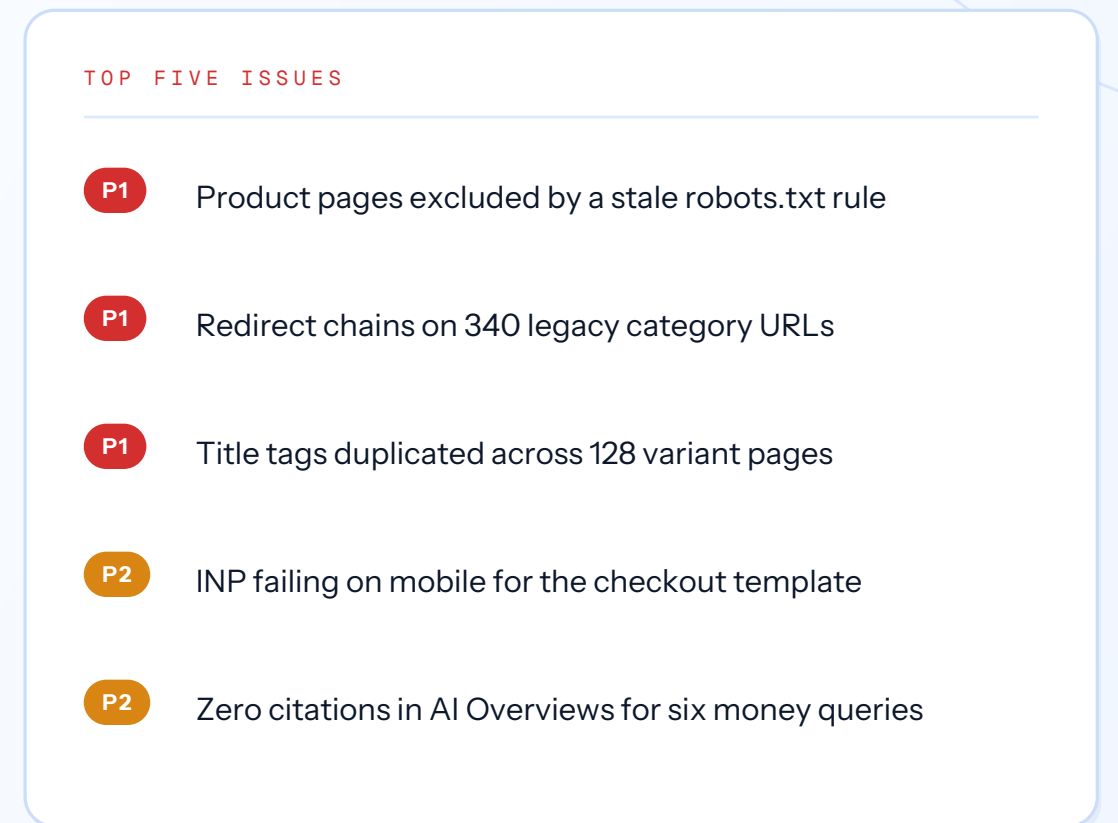
Ambiguous. Look again next quarter before cutting.



NEVER DELETE ON TRAFFIC DATA ALONE.

Links, conversions and brand queries do not show up in a sessions chart.

A filled-in sample audit ships inside the workbook



HUSTLE MARKETERS
SCALING BUSINESSES ONLINE

HOW TO PRESENT THE AUDIT

Do not open the Technical tab in the meeting

01

THE BIGGEST OPPORTUNITY

Where the upside actually is, in traffic and revenue.

02

THE BIGGEST RISK

What breaks, or stays broken, if nobody moves.

03

THE NEXT 30 DAYS

What you recommend, specifically, with owners.

OPENING PARAGRAPH

“The site is fundamentally healthy, but three issues are holding back meaningful traffic. Fixing them is roughly X days of developer time, and they affect pages that currently receive Y% of organic traffic. Everything else in this report is secondary until these are done.”

SHORT. SPECIFIC. PRIORITIZED.

CLIENTS REMEMBER THREE THINGS, NOT SIXTY.

OURS VS POPULAR FREE OPTIONS

Formats compared August 2026

CAPABILITY	HUSTLE MARKETERS	TEMPLATE B	TEMPLATE C	TEMPLATE D
Ungated, no email required	✓	—	✓	—
Filled-in sample audit	✓	—	—	—
Priority scoring built in	✓	✓	—	—
Content decay playbook	✓	—	—	—
Query mining, impressions with no clicks	✓	—	—	—
Log file and AI crawler tab	✓	—	—	—
Rendering and agent readability	✓	—	—	—
Where to find this data column	✓	—	—	—

Competitor names withheld. Comparison based on the publicly available free versions.

8 / 8 CAPABILITIES

AUDIT ON A CADENCE

One audit is a snapshot. A cadence is a system.

01

QUARTERLY

Full audit. Every tab, scored and scheduled.

SAME WORKBOOK, SAME SCORING

02

MONTHLY

Technical and Core Web Vitals only.

SAME WORKBOOK, SAME SCORING

03

ON CHANGE

Migration, redesign or CMS move. Same day.

SAME WORKBOOK, SAME SCORING

GET THE TEMPLATE

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