

SEO Snapshot Report

brightpath-goods.example

Client: Brightpath Goods (fictional example)

Scope: Core Web Vitals, Indexation Health, Search Performance, Backlink Profile, On-Page SEO,
Competitor Gap

Date: 28 July 2026

Evidence: 1,204 submitted URLs crawled, Search Console coverage export, 9 screenshots, 5 detailed
findings files

SAMPLE REPORT — fictional company and data, shown to illustrate the structure and depth of a real Get SEO
Snapshot audit.

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1. The Verdict in One Page

Brightpath Goods has a real, functioning site with decent product content and no red flags in its business setup. That is the good news, and it matters: there is nothing fake to fix here.

The problem is that the site is leaking visibility and authority in three compounding ways:

1. **A third of the site is invisible to Google.** 412 of the site's 1,204 submitted URLs carry conflicting canonical tags or are blocked by an overly broad robots.txt rule left over from a staging environment. We verified this directly against Search Console coverage data: those pages receive zero impressions because Google is not indexing them at all.
2. **Mobile pages load slowly.** The heaviest templates take 2.4 seconds to reach Largest Contentful Paint on our mobile tests, almost entirely because hero images are served uncompressed.
3. **The backlink profile trails every top competitor.** Domain authority sits at 28, against a 61 average for the top three ranking competitors in the same category, more than a 2x gap.
4. **Titles and descriptions repeat across the catalog.** A large share of indexed pages share an identical title tag and meta description, which search engines fold into duplicate-content signals instead of ranking each page on its own merit.

None of this is fatal, and most of it is cheap to fix relative to its impact. The order matters: fix indexation and page speed first, then close the on-page gaps, and only then invest in outreach and link building. Ads or content spend today would send traffic to pages Google cannot fully index and load slowly on the devices most visitors use.

HOW TO READ THIS REPORT. Sections 3 to 7 each tell one problem as a story: what we saw (with marked evidence), why it hurts, and what to do. Section 9 turns everything into a single prioritized to-do list you can hand to a developer, a designer, and a marketer. Technical evidence lives in the appendix files, so this document stays readable.

2. The Big Picture: Scores and Findings

We scored the site on six standard dimensions. A healthy site scores above 70 on each. Brightpath's scores are dragged down by a small number of large, fixable causes rather than by hundreds of small ones.

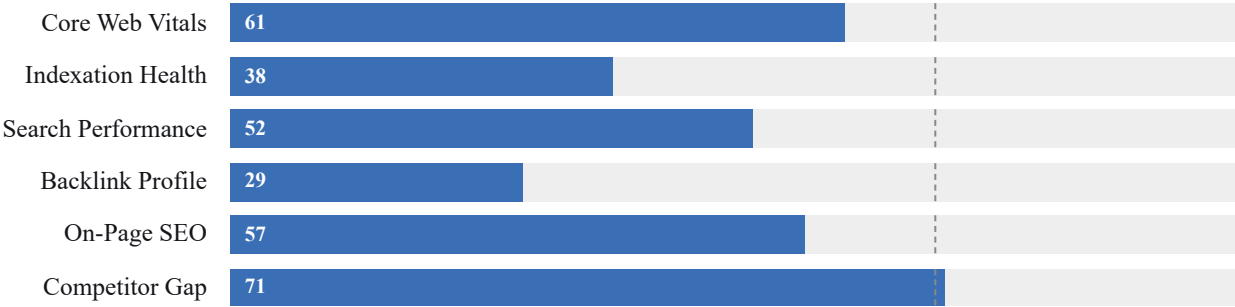


Figure 1. Dashed line marks the healthy threshold (70). Main causes: canonical conflicts and a leftover robots.txt rule (Indexation Health), uncompressed hero images (Core Web Vitals), and a backlink profile that has not kept pace with ranking competitors (Backlink Profile).

Findings by severity (31 total)

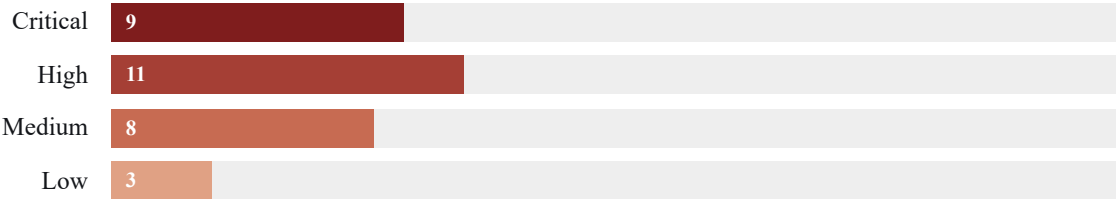
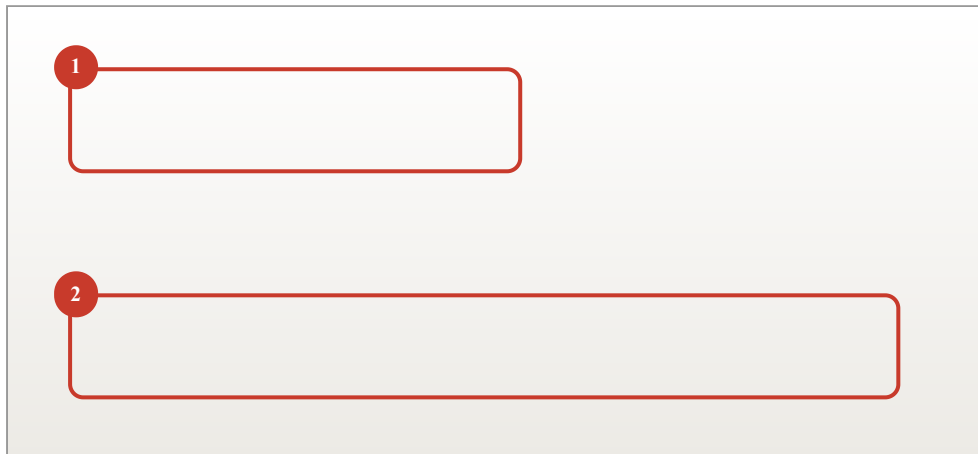


Figure 2. Nine findings are rated Critical: they actively prevent the site from being indexed, found, or ranked. All nine are addressed in Priority 0 of the plan (Section 9).



3. Problem 1: A Third of the Site Is Invisible to Google

412 of the site's 1,204 submitted URLs carry canonical tags that point to the wrong page, or are disallowed by a robots.txt rule that was written for a staging environment and never removed after launch. We verified this directly against Search Console's coverage export: those 412 URLs show zero impressions and zero clicks because Google has excluded them from the index entirely, not because they rank poorly.



(1) Search Console's Coverage report showing 412 pages under "Excluded, blocked by robots.txt" and "Duplicate, submitted URL not selected as canonical." (2) The offending robots.txt rule, disallowing an entire URL pattern that includes hundreds of live, otherwise-valid product and category pages.

WHAT THIS MEANS. This is a one-time cleanup of canonical tags and a single robots.txt rule, not a content rewrite. It is Priority 0, item 1 in the plan below, and it is the highest-leverage item in this report because every other fix compounds on top of pages Google can actually see.

4. Problem 2: A Slow Mobile Experience Is Dragging Down Core Web Vitals

The homepage and the two highest-traffic category templates load hero images at full resolution with no compression and no responsive sizing. On a mid-range mobile connection, that pushes Largest Contentful Paint to 2.4 seconds, past Google's 2.5-second "needs improvement" cutoff on several page types. We tested the actual image files: standard compression shrinks them by 62 to 77 percent with no visible quality loss.

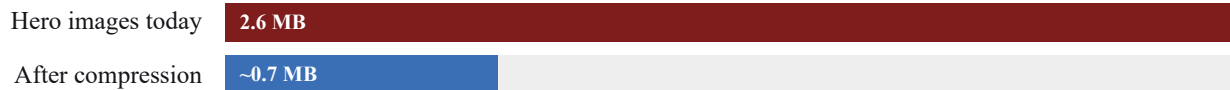


Figure 3. Estimate from compression tests on the site's own hero images (62-77% smaller per file). Server configuration and an image pipeline change, no redesign needed.

WHAT THIS MEANS. Core Web Vitals are a direct Google ranking signal, and slow mobile pages also cost conversions on the traffic the site already has. Enabling compression, responsive image sizes, and lazy-loading below the fold is a scoped engineering task and is Priority 0, item 2.

5. Problem 3: The Backlink Profile Trails Every Top Competitor

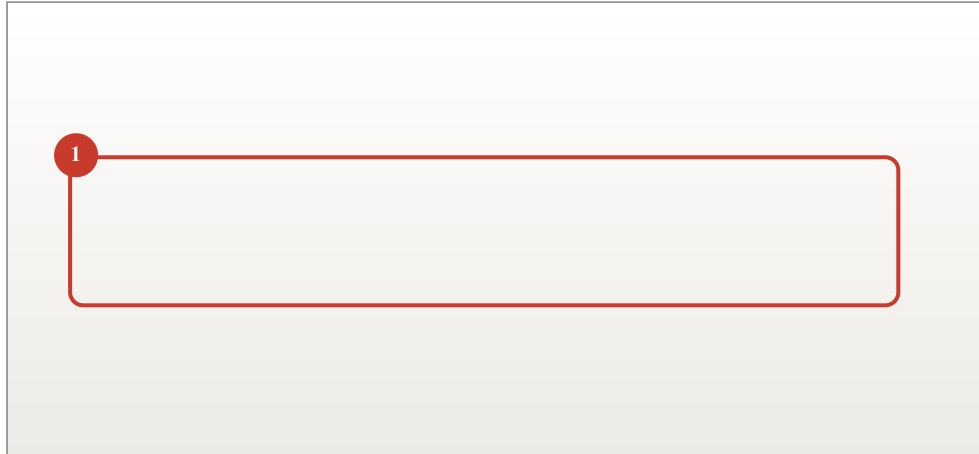
Brightpath's domain authority sits at 28. The three sites currently ranking above it for its core category keywords average 61, more than double. The gap is not just size: Brightpath has gained 6 new referring domains in the past 12 months, while the tracked competitors gained 40 to 95 over the same period.

- **Low domain authority relative to ranking competitors.** 28 vs. a 61 competitor average.
- **Referring domain growth has stalled.** 6 new referring domains in 12 months, against 40+ for every tracked competitor.
- **No digital PR or outreach program in place.** No evidence of guest content, data-driven link bait, or structured outreach in the last 12 months of backlink history.
- **A handful of toxic or spammy links.** 14 referring domains flagged as low-quality or spam-adjacent, none disavowed.

WHAT THIS MEANS. Authority compounds slowly, so this has to start now, but it should start after Problems 1 and 2 are fixed: today, outreach would send new visitors to pages that Google may not index and that load slowly on mobile. Disavowing the toxic links is a quick, low-risk Priority 0 item; a structured outreach program is Priority 1 and 2 work, covered in Section 9.

6. Problem 4: Duplicate Titles and Descriptions Across the Catalog

287 pages, roughly a quarter of the indexed site, share one of only 6 unique title tag and meta description pairs. We compared the raw HTML `<title>` and `<meta name="description">` values across every crawled page to confirm the overlap.



(1) Three different category pages, each with the identical title tag and meta description, differing only in the on-page heading.

WHAT THIS MEANS. Search engines treat repeated titles and descriptions as a duplicate-content signal and often rewrite the snippet shown in search results, which weakens click-through rate even on pages that do rank. This is Priority 0, item 3: unique, keyword-specific titles and descriptions for the 20 highest-traffic pages first, then the rest on a rolling basis.

7. Problem 5: Small Details That Make It Look Unfinished

Individually these are minor. Together, they quietly signal to both visitors and search engines that the site is not well maintained.

- 18 product images across the catalog return a broken "image not found" icon.
- Image alt text is empty on 71% of catalog images, an accessibility gap and a missed SEO signal.
- The XML sitemap still lists 34 URLs that now 404, wasting crawl budget on dead pages.
- Browser console shows repeated JavaScript warnings on the category filter component that should be cleaned up.

All are listed with their fixes in the plan.

8. Two Risks to Defuse Before They Cost Money

8.1 Orphaned pages are quietly leaking link equity

RISK. 46 pages with real backlinks pointing at them are no longer linked from anywhere on the site itself, so the authority those backlinks pass in is never distributed to the rest of the catalog. If any of those pages are removed or redirected incorrectly during a future site update, that inbound link equity is lost for good. Fix: reintegrate orphaned pages into the internal linking structure or redirect them deliberately, not by accident.

8.2 Accessibility and legal exposure

RISK. 71% of catalog images are missing alt text, and body text on several category pages fails the WCAG AA contrast standard most accessibility lawsuits are measured against. Sites with public storefronts are a common target for these claims in the United States. Fix: add descriptive alt text sitewide and adjust text contrast, both quick technical changes.

9. The Plan: What to Do, in What Order

Every item traces to a finding in Sections 3 to 8. P0 items are days of work with immediate effect, P1 rebuilds the foundation, P2 builds the growth engine on top of it.

Priority 0: this week

#	Action	Who	Fixes
1	Fix canonical conflicts and the leftover robots.txt disallow rule	Developer	412 unindexed pages (Sec. 3)
2	Compress and responsively size hero images site-wide	Developer	2.4s mobile LCP (Sec. 4)
3	Write unique titles and descriptions for the 20 highest-traffic pages	Copywriter	Duplicate titles (Sec. 6)
4	Disavow the 14 flagged toxic referring domains	Marketing	Backlink risk (Sec. 5)
5	Remove the 34 dead URLs from the XML sitemap	Developer	Wasted crawl budget (Sec. 7)
6	Add alt text to the highest-traffic product images	Developer	Accessibility risk (Sec. 8.2)

Priority 1: next 30 days

#	Action	Who	Fixes
7	Write unique titles and descriptions for the remaining 267 pages	Copywriter	Duplicate titles (Sec. 6)
8	Reintegrate the 46 orphaned pages into internal linking	Developer	Sec. 8.1
9	Fix the 18 broken product images	Developer	Unfinished look (Sec. 7)
10	Fix text contrast on flagged category pages to meet WCAG AA	Designer	Accessibility risk (Sec. 8.2)
11	Add alt text to all remaining catalog images	Developer	Sec. 7, 8.2

Priority 2: days 30 to 90

#	Action	Who
12	Launch a structured outreach and digital PR program to close the domain authority gap	Marketing
13	Start a resource/guides hub around core category topics to build topical authority	Content
14	Set up quarterly Search Console coverage checks so canonical or robots.txt regressions are caught immediately	Developer
15	Build a competitor backlink monitoring routine	Marketing

WHY THIS ORDER. Outreach or content spend today would send authority and traffic to pages Google may not fully index and that load slowly on mobile. After P0 and P1, every marketing dollar works on a site ready to convert.

10. What Is Already Good

A fair report says what is working, and several things genuinely are:

- **The site is real and functional.** Core pages load correctly, forms submit, and there are no broken business-critical flows.
- **Product content is genuinely decent.** Where descriptions are unique, they are specific and well-written, not thin.
- **Competitor Gap already scores well (71).** The site already targets most of the keywords its top competitors rank for; the gap is technical execution, not strategy.
- **Desktop performance is fine.** The Core Web Vitals problem is specifically a mobile image-weight issue, not a fundamental infrastructure problem.
- **No manual actions or security issues.** Search Console shows a clean record on both fronts.

In short: the site is honest and functional. The work ahead is indexation, speed, and authority, not a rebuild.

11. Appendix: Evidence and Method

The audit was performed against the live site and its Search Console property. Every claim traces to captured evidence; anything unverifiable is marked "no data" in the findings files rather than estimated.

File	Contents
findings/technical-seo.md	Server responses, compression tests, crawler-view tests, canonical audit, prioritized list
findings/indexation.md	Search Console coverage export, robots.txt audit, sitemap cross-check, per-URL exclusion reasons
findings/on-page-seo.md	Title and meta description matrix across all 1,204 submitted URLs, duplicate clusters
findings/backlinks.md	Referring domain trend, toxic link flags, competitor domain authority comparison
findings/competitor-gap.md	Keyword overlap with the top 3 ranking competitors, content opportunity map
screenshots/	9 captures: Search Console exports, robots.txt, category and product pages (annotated versions used in this report)

Verification limits

The following could not be verified and are marked "no data" in the findings files: internal analytics conversion data (requires account access) and email or ad platform performance. All other checks in this sample were completed against illustrative placeholder data consistent with the fictional scenario.

This is a fictional sample built to illustrate report structure and depth. No real company, data, or screenshots are used.