

May 19, 2026

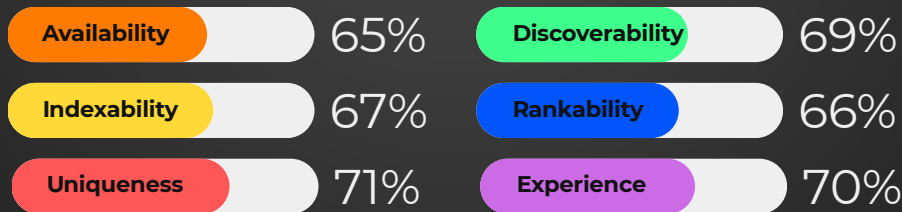
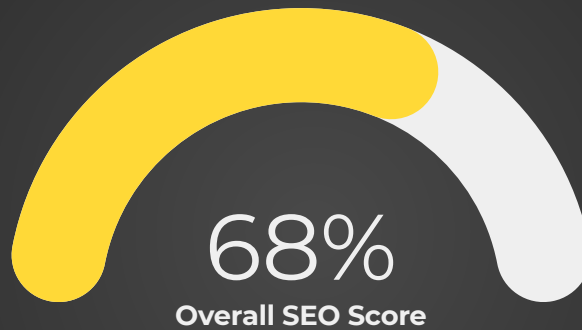


Technical SEO Crawl Report & Analysis

Website: <https://www.examplesite.com/>

URI Crawled: 5,891

Technical SEO Scores



The six technical SEO scores above measure your website's overall search health by evaluating:

- How well its pages can be accessed (**Availability**)
- Read by search engines (**Indexability**)
- Kept distinct from duplicates (**Uniqueness**)
- Found via internal links (**Discoverability**)
- Optimized for higher search positions (**Rankability**)
- Smoothly browsed by users (**Experience**).

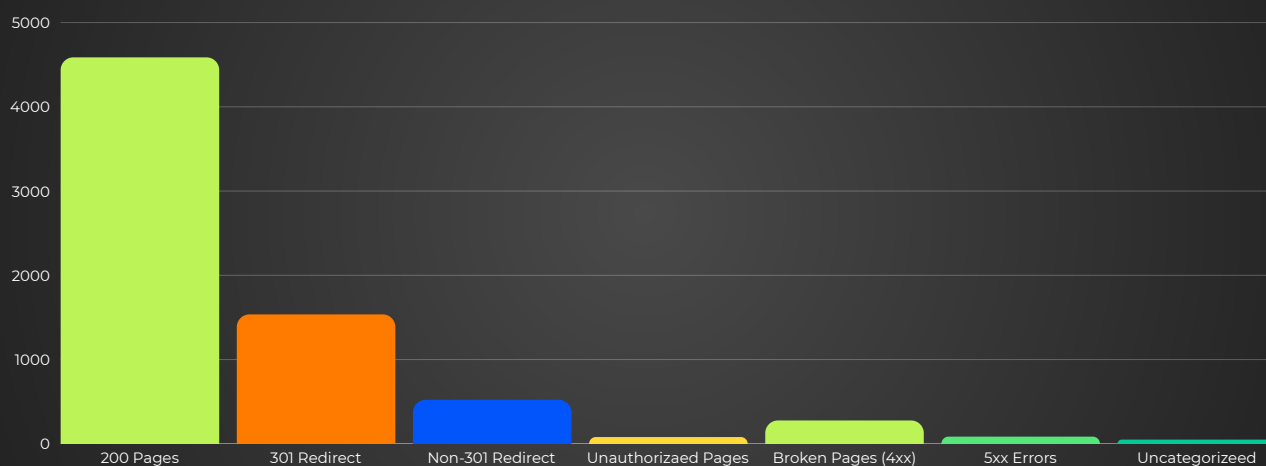


Availability



Expert Note: At a top level, current availability is limited due to a moderate number of pages returning with a 404 response code (which also seem internally linked), and a large number of redirect loops that likely need addressed.

Availability Breakdown



Top Availability Issues

Name	Total	Priority
Broken Pages (4xx Errors)	277 URLs	Medium
Redirect Loops	506 URLs	Critical
5xx Errors	51 URLs	Low
Max URL Length	22 URLs	Low
Failed URLs	7 URLs	Low

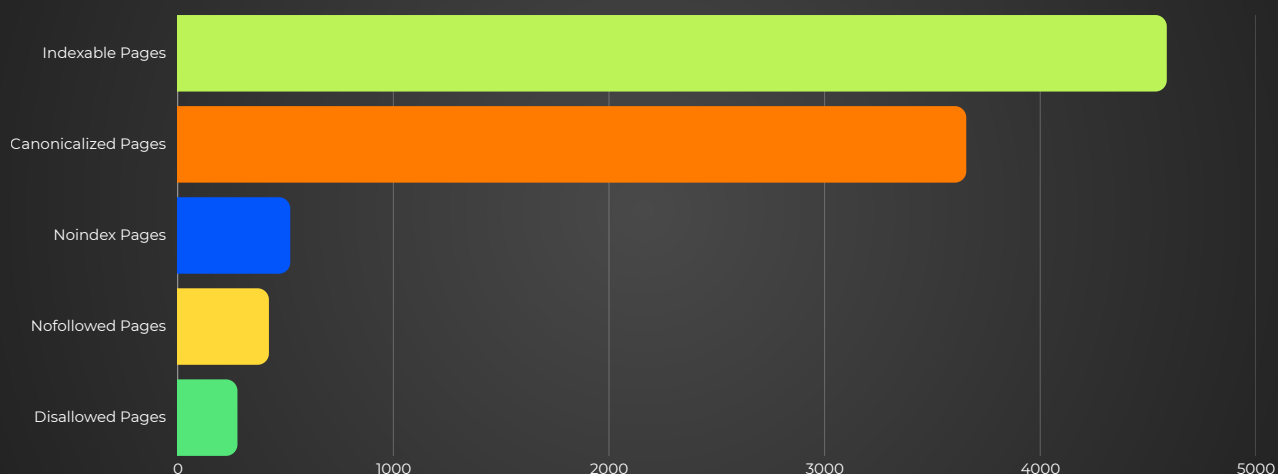


Indexability



Expert Note: A large number of pages with a noindex tag that appear to have unique content that could potentially rank. There are also disallowed pages with similar unique content. There should be consideration on how this is handled at scale (either noindex directive or via robots.txt) for similar content types.

Indexability Breakdown



Top Indexability Issues

Name	Total	Priority
Non-Indexable Pages	800 URLs	Low
Multiple Canonical Links In	506 URLs	Medium
Orphaned Canonical Pages	207 URLs	High
Pages with Broken <head>	756 URLs	Low
Non-Indexable Pages in SERPs	18 URLs	Low

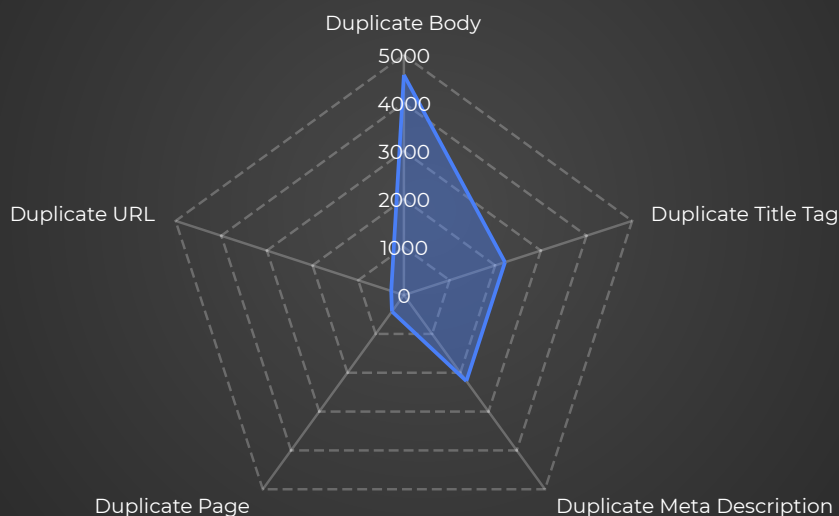


Uniqueness



Expert Note: A sizeable chunk of product URLs are duplicated due to filtering options across the site. There are currently ~2k products available and of the 5k pages indexable, there are currently almost half are duplicated. Potentially canonical the duplicate product URLs to a singlur URL for each product.

Uniqueness Breakdown



Top Uniqueness Issues

Name	Total	Priority
Pages with Duplicate Body	4,587 URLs	Critical
Pages with Duplicate Titles	2,215 URLs	High
Pages with Duplicate Descriptions	2,215 URLs	Low
Duplicate Pages	423 URLs	Medium
URLS with Double Slash “//”	277 URLs	Medium

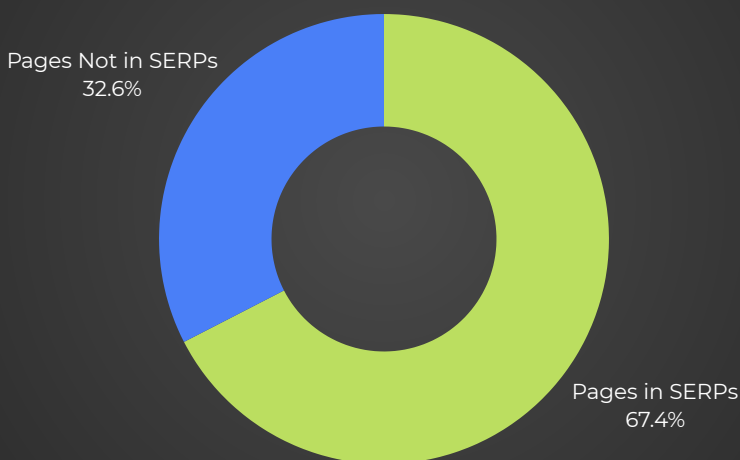


Discoverability



Expert Note: We reached out to obtain search console access to accurately gauge initial discoverability. Once we were able to crawl the site, we found a large number of indexable pages that were not showing in search results, likely due to a lack of internal linking to these pages. A sitemap was also found to be uncrawlable within the sitemap index.

Discoverability Breakdown



Top Discoverability Issues

Name	Total	Priority
Orphaned Search Console Pages	367 URLs	Medium
Orphaned Pages in Analytics	57 URLs	Medium
Non-Indexable URLs in Sitemaps	105 URLs	Low
Duplicate Pages in Sitemaps	4,758 URLs	Critical
Broken or Disallowed Sitemaps	1 URLs	Critical



Rankability



Expert Note: To echo the above, we're seeing many areas where there are potential issues with ranking. Pages with solid backlinks from authoritative sites are currently non-indexable. These should be reviewed if this is in error or deliberate depending on the content type as there is a high potential for these pages to rank well.

Rankability Breakdown

Title & Description Issues

 **2578**

Content Issues

 **4968**

Backlink Issues

 **764**

Missing Schema

 **2687**

Top Rankability Issues

Name	Total	Priority
Thin Pages	2,991 URLs	High
Pages in SERPs without Clicks	44 URLs	Low
Pages Without Social Markup	2,678 URLs	Low
Disallowed URLs with Backlinks	18 URLs	Low
Redirects in SERPs	27 URLs	Low

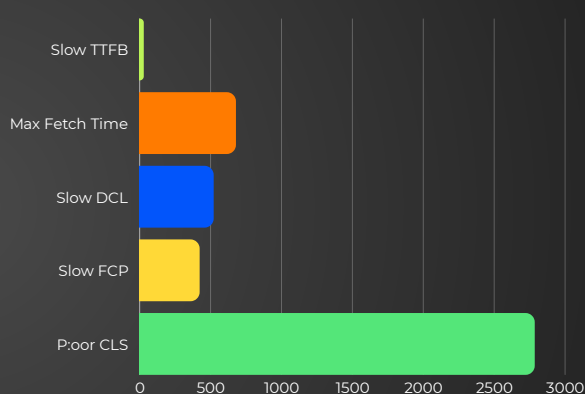
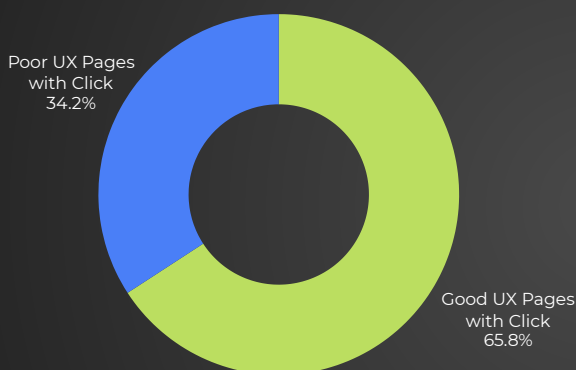


Experience



Expert Note: Poor CLS seems to attribute to the majority of page load issues across the site. This seems tied to two key areas. The first being the cookie policy shift from desktop to mobile, and the other seems to be associated with the product image carousel at the top of each project page.

Experience Breakdown



Top Experience Issues

Name	Total	Priority
Low Pageviews per Session	2,879 URLs	High
Low Avg Time on Page	1,170 URLs	Medium
Unique Broken Links	31 Links	Low
Error Pages with Visits	11 URLs	Medium
Poor CLS	2,879 URLs	High



All Reviewed Issues

All issues identified by our SEO experts that should be reviewed. All data associated to the issues below are provided with this report.



Name	Total	Priority	Category
Thin Pages	2,144 URLs	Medium	Rankability
Primary Pages in SERPs without Clicks	3,509 URLs	Low	Rankability
Internal Redirects Found In Web Crawl	3,148 URLs	Low	Discoverability
Short Descriptions	3,506 URLs	Low	Rankability
Low Pageviews per Session	10,447 URLs	Low	Experience
Non-301 Redirects	381 URLs	Critical	Discoverability
Non-Indexable Pages	30,064 URLs	Low	Indexability
Low Avg Time on Page	6,913 URLs	Low	Experience
Max HTML Size	9,971 URLs	Low	Experience
Pages Without Social Markup	969 URLs	Low	Rankability
Orphaned Web Pages	670 URLs	Low	Discoverability
Canonical to Non-200	127 URLs	Medium	Indexability
All Orphaned Pages	670 URLs	Low	Discoverability
Duplicate Title Sets	42 URLs	High	Uniqueness
Pages with Duplicate Titles	42 URLs	Medium	Uniqueness
Links with Images Missing Alt Tags	67 URLs	Medium	Discoverability
Broken Pages (4xx Errors)	19 URLs	Critical	Availability
Unique Broken Links	18 URLs	Critical	Experience
Error Pages with Backlinks	11 URLs	Critical	Rankability



All Reviewed Issues (Continued)

Name	Total	Priority	Category
Duplicate Body Sets	9 URLs	Critical	Uniqueness
Pages with Duplicate Body	9 URLs	Critical	Uniqueness
Failed URLs	5 URLs	Critical	Availability
Redirect Loops	3 URLs	Critical	Availability
Error Pages in SERPs	3 URLs	Critical	Rankability
Error Pages with Visits	3 URLs	Critical	Experience
Malformed URLs	3 URLs	Critical	Experience
All Broken Redirects	3 URLs	Critical	Discoverability
Disallowed URLs with Backlinks (Uncrawled)	2 URLs	Critical	Rankability
Max Content Size	11 URLs	Low	Experience
Pages without Valid Canonical Tag	4 URLs	Medium	Indexability
Redirecting Pages in Sitemaps	5 URLs	Medium	Discoverability
Error Pages in Sitemaps	5 URLs	Low	Discoverability
Duplicate Pages	1 URL	Critical	Uniqueness
Duplicate Page Sets	1 URL	Critical	Uniqueness
Pages with Mixed Content Warnings	4 URLs	Low	Experience
Non-Indexable Pages in SERPs	3 URLs	Low	Indexability
Non-Indexable URLs in Sitemaps	3 URLs	Low	Discoverability
Redirects in SERPs	3 URLs	Low	Rankability



Summary and Next Steps

Below is a summary for recommendations for improving your SEO based on each category.



Availability

Ensures search engines and users can reliably access your pages without hitting dead ends.

Your Availability Score is currently at 65%, primarily impacted by redirect loops, broken links and temporary server errors.

Recommended Next Steps:

- Prioritize resolving all 4xx (Not Found) and 5xx (Server Error) status codes discovered during the crawl.
- Update or remove internal links pointing to dead pages to prevent wasting search engine crawl budget.
- Correct any multi-step redirect loops to ensure a seamless path for users and crawlers.



Indexability

Controls which pages are permitted to appear in search engine results.

Your Indexability Score is 67%, indicating that several high-value revenue pages are accidentally hidden from Google.

Recommended Next Steps:

- Review pages currently marked with noindex directives to ensure no critical landing pages are inadvertently blocked.
- Correct pages where the canonical tag points to a different URL, ensuring Google knows which version is the "master copy."
- Ensure your robots.txt file isn't blocking important CSS, JavaScript, or core content files.



Summary and Next Steps (Continued)



Uniqueness

Evaluates the site for duplicate, thin, or overlapping content that confuses search engines.

Your Uniqueness Score stands at 71%, heavily impacted by systemic boilerplate content across product/service pages.

Recommended Next Steps:

- Identify highly similar pages and either consolidate them using 301 redirects or differentiate the copy.
- Add unique, valuable text to pages flagged with low word counts, or apply a noindex tag if they offer no organic search value.
- Ensure proper self-referential canonicals are in place on paginated series to prevent them from competing with page one.



Discoverability

Measures how easily search engines can find and navigate to all the pages on your site.

Your Discoverability Score is 69%, revealing a high number of "orphan pages" and a deep site architecture.

Recommended Next Steps:

- Restructure internal linking so that high-priority pages are no more than 3 clicks away from the homepage.
- Re-link valuable "orphan" URLs (pages with zero incoming internal links) back into the main site navigation or category pages.
- Ensure your XML sitemap only contains 200 OK, indexable URLs, and remove any broken or redirected links.



Summary and Next Steps (Continued)



Rankability

Assesses on-page SEO signals that help search engines understand what your pages are about.

Your Rankability Score is 66%, showing optimization gaps in basic metadata and header structures.

Recommended Next Steps:

- Bulk-update missing, duplicate, or over-length Title Tags and Meta Descriptions using targeted keywords.
- Ensure every indexable page has exactly one unique H1 tag that accurately reflects the page topic.
- Implement or fix structured data (Schema.org) to help search engines better understand your content and reward you with rich snippets.



Experience

Measures user-centric performance metrics, focusing on speed, responsiveness, and visual stability.

Your Experience Score is 70%, with Core Web Vitals highlights showing significant mobile rendering delays.

Recommended Next Steps:

- Address specific URL clusters failing Largest Contentful Paint (LCP) and Interaction to Next Paint (INP) metrics.
- Automatically compress large image files and implement next-gen formats (like WebP) alongside lazy-loading.
- Defer non-essential scripts so the main textual and visual content of the page loads first.





Important Handover Notes

Your Raw Data

All comprehensive crawl data supporting this report is included in your delivery ZIP file in organized CSV formats for your development team. If you notice any data mentioned in this report is missing from your files, please reach out.

Access Security

If you granted us temporary access to your Google Search Console or Google Analytics accounts for this audit, you are safe to revoke our access now, as our analysis is complete.



Thank You!

Need More Direction? Let's Build the Roadmap.

An audit provides the data, but execution requires a roadmap. We partner with technical industries to turn complex crawl data into sustained revenue. Interpreting the insights and guiding your development team with clear, actionable direction.

Why Partner With Us?

We understand niche, specialized industries and work with highly technical audiences. We also look beyond traditional search.

Drop us a line using the contact details directly below to schedule your audit walkthrough and strategy briefing today.

RankRealm.io

(208) 982-6513

info@RankRealm.io