

# SEO Audit Report Sample (Synthetic)

Synthetic audit for Northstar Field Services, a fictional business. Every URL and finding is invented to demonstrate a decision-ready audit structure.

## Scope

A synthetic 420-URL service site was reviewed using a bounded crawl, manual template checks, and fictional Search Console evidence. Staging, server logs, and conversion attribution were excluded, so the conclusions do not extend to those systems.

## Executive summary

Three issues change the next decision: a canonical pattern sends location pages to the wrong parent, the service hub leaves priority pages orphaned, and a tracking change prevents a clean lead comparison. Approve the indexability fix before expanding content.

## Evidence rule

Every finding records the observed pattern, an example location, business impact, owner, and verification step. Severity reflects the decision risk in this sample; it is not an automated score.

## Now / Next / Later

Now: correct the canonical pattern and verify recrawl. Next: restore contextual hub links and document the tracking change. Later: refresh thin FAQs after the blocking evidence is resolved.

## Data caveat

All findings are synthetic. A real audit must name crawl limits, inspection dates, inaccessible systems, and any assumption that narrows the conclusion.

| Finding                 | Severity | Impact         | Owner     | Verify           |
|-------------------------|----------|----------------|-----------|------------------|
| Wrong canonical pattern | Critical | Index routing  | Developer | Live URL + crawl |
| Priority pages orphaned | High     | Weak discovery | SEO lead  | Link crawl       |
| Lead tracking changed   | High     | Comparison gap | Analyst   | Source ledger    |
| Thin location FAQs      | Medium   | Intent gap     | Content   | Manual review    |