

SAMPLE REPORT

Comprehensive SEO & GEO Audit

Prepared for a Sample Client — a non-denominational church serving a suburban U.S. metro

Audit date	This is an anonymized sample. Client name, website, location, and staff have been removed.
Prepared by	GUM Digital Marketing · Orlando, FL · 407-694-3041
Scope	Technical SEO, On-Page, Local SEO, GEO / AI Search, Content, CRO, UX, Competitors, Keywords, Backlinks, Priority Matrix, 90-Day Roadmap

This sample shows the structure, depth, and tone of a GUM Comprehensive SEO/GEO Audit. Your report is written specifically for your business and your real competitors.

Why is this sample only 8 pages? To keep it quick to skim, this sample is a condensed excerpt — it shows just one representative example from each section. Your actual audit is far more detailed and typically runs **20 to 26+ pages**, because it is built specifically for your website and includes every important page reviewed individually, your full keyword research with page-by-page mapping, a complete competitor breakdown, the entire prioritized issue matrix, and your detailed week-by-week 90-day roadmap — not just the single samples shown here.

Executive Summary

This audit was conducted across the client's live website and covers Technical SEO, On-Page SEO, Local SEO, GEO (AI search), Content Strategy, Conversion Rate Optimization, UX/Design, Keywords, Backlinks, and a 90-day action plan. The site has a clean, modern design but is built in a way that makes it largely invisible to local search and to AI engines. Page titles carry no location or keyword signal, there is no structured data (schema), the Google Business Profile is incomplete with no visible reviews, and the site has no blog or content strategy. Competitors are capturing search and map-pack traffic that this client should own.

Overall Website Health



Top 5 Priorities at a Glance

#	Issue	Why it matters	Recommended fix
1	Page titles have no keywords or location	Costs the client local search visibility every single month.	Rewrite all page titles with service + location keywords.
2	No structured data (schema) anywhere	Google and AI engines can't confidently identify or surface the business.	Add Organization, LocalBusiness, and FAQ schema.
3	Google Business Profile incomplete	Map-pack rankings depend heavily on GBP completeness and reviews.	Complete every field; launch a review request system.
4	No content hub / blog	Zero topical authority; competitors capture informational searches.	Launch a content plan targeting local + informational keywords.
5	Invisible to AI search (GEO)	AI assistants don't cite the business when prospects ask for recommendations.	Add direct-answer FAQ content and citation-ready signals.

Technical SEO Audit

The technical foundation determines whether search engines and AI crawlers can read, understand, and trust the site. We found several critical gaps.

Priority	Issue	Finding & recommended fix
Critical	No meta descriptions	No page has a meta description, hurting click-through from search. Write a unique 150–160 character description with a keyword and a clear action for every key page.
Critical	No structured data / schema	Zero JSON-LD markup was found. Add Organization + LocalBusiness schema to the homepage, Event schema for recurring events, and FAQPage schema to key pages.
High	Core Web Vitals	A large hero background video and uncompressed images slow load and hurt LCP/CLS on mobile. Compress assets and run PageSpeed Insights on all key pages.
Medium	Key info below the fold on mobile	Critical details aren't visible without scrolling on mobile. Surface the core message and a clear call-to-action in the hero on all devices.

On-Page SEO — Page by Page

We review key pages one at a time. Below is a representative example from the homepage; the full report covers every important page.

Homepage		
Element	Finding	Recommendation
Title tag	Brand word only — zero keyword or location value.	Add primary service + city, e.g. "[Service] in [City] [Brand]".
H1 heading	A tagline with no SEO signal.	Combine brand + location + a core keyword in one H1.
Location keywords	City appears only in the footer.	Add to H1, intro paragraph, and at least two body sections.
Schema	None present.	Add LocalBusiness + FAQ schema.

Weaknesses observed across pages: titles lack location, no location keywords in headings or body copy, no schema markup, and calls-to-action sometimes route visitors off-site instead of converting them on the page.

Local SEO Audit

For a business that serves a specific area, local SEO is where the fastest wins usually are.

Priority	Issue	Recommended fix
Critical	Google Business Profile incomplete	Complete every field, add a keyword-rich description, post weekly, and add photos. Map-pack rankings are tied directly to GBP completeness and reviews.
Critical	No location landing pages	Create dedicated, indexable pages for each area served (300+ words each) with local keywords, an embedded map, a testimonial, and LocalBusiness schema.
High	No LocalBusiness schema	Add JSON-LD with name, address, phone, geo coordinates, hours, and social profiles so Google can confidently surface the business.
High	Few/no reviews & no review schema	Launch a review-request workflow; add Review/AggregateRating schema so star ratings can appear in search.

GEO — AI Search Readiness

AI assistants — ChatGPT, Claude, Google's AI Overviews, Gemini, Perplexity, and Microsoft Copilot — increasingly answer the questions prospects used to type into Google. When they recommend businesses, this client is not currently among them. Generative Engine Optimization (GEO) fixes that.

What we assess

- Citation readiness — can AI engines crawl and confidently quote the site?
- Answer alignment — does the content directly answer real questions prospects ask?
- Structured data — is FAQ and entity information marked up for machines to lift?
- Authority & trust signals — does the site demonstrate experience and credibility?
- Competitive positioning — who is being cited instead, and why?

Priority recommendations

Priority	Recommendation
Critical	Add structured data so AI engines can identify and cite the business with confidence.
High	Reformat FAQ content as direct, self-contained answers — AI systems extract clean Q&A pairs.
High	Build a pillar page plus supporting content that answers the questions prospects actually ask AI.

Content Strategy & Competitor Gap

The site has no blog or resource hub, so it earns no informational traffic and builds no topical authority. Competitors are filling that gap.

Recommended content (sample)

Article	Primary keyword	Intent
"How to choose a [service] in [City]"	[service] [city]	Commercial
"[Topic] explained: a beginner's guide"	what is [topic]	Informational
"[City] [service]: what to expect & costs"	[service] cost [city]	Commercial

Competitor snapshot

Signal	This client	Competitor A	Competitor B
Location keywords	Minimal	Yes	Yes
Schema markup	None	Partial	Partial
Blog / content	None	Yes	Limited
Reviews	Few	50+	30+

Opportunity: none of the competitors have a comprehensive blog or GEO strategy. This client can leapfrog them by owning informational and AI search.

Priority Matrix & 90-Day Roadmap

Every recommendation, ranked so you always know what to do first.

Recommendation	Business impact	SEO/GEO impact	Effort	When
Fix all page titles with location keywords	Critical	Critical	Easy	Week 1
Add LocalBusiness + FAQ schema	High	High	Easy	Week 1
Complete GBP + launch reviews	High	High (Local)	Medium	Week 2
Add direct-answer FAQ content (GEO)	Medium	High (AI)	Easy	Week 3
Build location landing pages	High	High	Medium	Month 2
Launch content hub / blog	Medium	High	Ongoing	Month 2–3

Your 90-Day Roadmap

Days 1–30 • Foundation

- Rewrite titles & meta • Add core schema • Complete Google Business Profile • Start review requests

Days 31–60 • Expansion

- Build location pages • Add FAQ/direct-answer content • Publish first blog posts • Compress media / fix Core Web Vitals

Days 61–90 • Authority

- Publish more content • Build local citations & links • Monitor rankings & AI citations • Review and refine

This is a sample. Your audit is built for your business and your real competitors.

Remember: this 8-page sample is a brief excerpt. Your full audit goes deeper on every section above and typically runs 20 to 26+ pages.

Get your Comprehensive SEO/GEO Audit at gumdigitalmarketing.com • 407-694-3041 • kim@gumdigitalmarketing.com