SEO audit example

An SEO audit example: what your free check looks like

This is the one-page report you receive after a free visibility check. The business is fictional; the format and the checks are the real ones.

Echofama
Visibility report

Northside Employment Law
northside-law.example · Employment law · Chicago

SAMPLE · FICTIONAL BUSINESS

The short version

Customers who look for an employment lawyer in Chicago mostly find two other firms. Your website is the main reason, and it can be fixed.

You are on page one for only 1 of 5 key searches, missing from the map, and rarely named by AI assistants. Visitors who do reach your site see no call button on their phone.

Google search
1 of 5
key searches on page one

Google Maps
0 of 5
searches with you in the top 3

AI assistants
9 of 80
answers name your firm

Your website
4
problems that cost you calls

Who customers find instead

Firm	Google, page one	Maps, top 3	AI answers
Competitor 1	5 of 5	4 of 5	46 of 80
Competitor 2	4 of 5	3 of 5	41 of 80

A legal directory	5 of 5	n/a	33 of 80
You	**1 of 5**	**0 of 5**	**9 of 80**

Your website, checked

PROBLEM	No call button on phones; the number is only in the footer	Visitors leave
PROBLEM	One page covers all 6 practice areas	No page to rank
PROBLEM	Sitemap lists 9 of the 31 pages we found	22 pages unseen
PROBLEM	Google profile in a generic category, 6 reviews in 2 years	Off the map
OK	Secure (HTTPS), and search engines and AI assistants allowed in	Nothing to do

Your top 3 fixes, in order

1. **A call button and a clear first line** on every page: "Employment lawyers in Chicago. Free first call."
2. **A page per practice area**, starting with wrongful termination and unpaid overtime, plus a fees and first-call page.
3. **Google profile and sitemap fixed**: the right category, all 31 pages listed, and a simple way to ask clients for reviews.

Want us to fix it?

Fix package from $1,500 · Visibility audit $490 · Fixed prices, agreed before we start.

Reply to this email, or book a 20-minute call.

How we counted

Google and Maps results for 5 searches from Chicago, and 80 answers from four AI assistants. Results vary by person and by day, so we count over repeated runs.

What a useful SEO audit contains

Whoever writes your audit, ours or someone else's, it should answer five questions. If it doesn't, it's a list of tool warnings, not an audit.

1 Where do you stand today?

Your position on Google and Google Maps for the searches your customers actually make, not for your company name.

2 **Who gets found instead?**
The competitors who win those searches, and what they have that you don't.

3 **What is broken on the site?**
Problems that stop Google or visitors: pages missing from the sitemap, no page for a service, no call button on phones.

4 **What should you fix first?**
Three to five fixes in order of impact, not 200 warnings of equal weight.

5 **How will you know it worked?**
The same searches checked again later, with the method written down so the numbers can be compared.

How much does an SEO audit cost? →
Want more detail? See the Visibility audit →