Website audit: Maple Street Bakery

EXAMPLE. Maple Street Bakery and every number on these pages are made up, to show the layout. Use real numbers from your own crawl.

CLIENT	WEBSITE	DATE	PREPARED BY
Maple Street Bakery	maplestreet.example	8 January 2027	Alex, Brookside

01 Summary

We crawled the site on 8 January and checked 74 pages. The site health score is 58 out of 100, with 6 errors and 9 pages hidden from Google. Fixing the hidden pages comes first.

58	74	6	9
health score	pages checked	errors	pages hidden from Google

02 The three biggest findings

1. 9 product pages carry a noindex tag, so Google cannot show them.
2. All 24 product pages share one title.
3. 3 pages link to pages that no longer exist.

03 All findings, by area

Area	Finding	Pages	Impact
Indexing	Noindex tag on product pages	9	High
Page basics	One title used on every product page	24	High
Links	Links to pages that do not exist	3	Medium
Page basics	No description on the contact page	1	Low

04 The fix plan

Fix	Impact	Effort	Who
Remove the noindex tag	High	Small	Developer
Write 24 unique titles	High	Medium	Brookside
Fix 3 broken links	Medium	Small	Brookside
Add a contact page description	Low	Small	Brookside

05 What we checked

Crawling and indexing, links, page titles and descriptions, headings and content. We did not check page speed in real visitors' browsers or the business profile on Google.

06 Next steps

Please ask your developer to remove the noindex tag by 15 January. We will start the new titles the same day and send a second crawl on 29 January.