SEO Audit Skeleton

A sample of how a RankPrimora SEO audit is structured. Every entry below is a placeholder — this is the shape of the document a real audit produces, not real client data.

Every audit covers the same four areas and ends in a ranked list of what to fix first.

1 · Crawl and indexing

Can Google reach, render and store your key pages?

Finding	Where	Priority	Note
Blocked or missing page	yourbusiness.in/example-page	High	Placeholder example — replaced with real findings in a live audit.
Redirect or canonical issue	yourbusiness.in/old-url	Medium	Placeholder example — replaced with real findings in a live audit.
Sitemap gap	XML sitemap	Low	Placeholder example — replaced with real findings in a live audit.

2 · Page quality

Does each page clearly answer one search?

Finding	Where	Priority	Note
Page answers no clear search	yourbusiness.in/services	High	Placeholder example — replaced with real findings in a live audit.
Thin or duplicated content	yourbusiness.in/blog-post	Medium	Placeholder example — replaced with real findings in a live audit.
Missing internal links	Site-wide	Low	Placeholder example — replaced with real findings in a live audit.

3 · Local signals

Business profile, location details, consistency.

Finding	Where	Priority	Note
Business profile incomplete	Google Business Profile	High	Placeholder example — replaced with real findings in a live audit.
Inconsistent business details	Directory listings	Medium	Placeholder example — replaced with real findings in a live audit.

4 · AI answers (AEO)

Structured data and answer-first content.

Finding	Where	Priority	Note
Missing structured data	Key service pages	Medium	Placeholder example — replaced with real findings in a live audit.
Content not answer-first	FAQ sections	Medium	Placeholder example — replaced with real findings in a live audit.

SAMPLE — PLACEHOLDER DATA

Ranked fix list

The audit ends with one list, biggest impact first. Placeholder entries:

#	Fix	Area	Expected effect
1	Placeholder example — replaced with real findings in a live audit.	Crawl and indexing	Placeholder
2	Placeholder example — replaced with real findings in a live audit.	Page quality	Placeholder
3	Placeholder example — replaced with real findings in a live audit.	Local signals	Placeholder

What this sample is: the structure of a RankPrimora SEO audit, shared so you can see what you would receive. What it is not: real findings, real pages or a real business — "yourbusiness.in" is a placeholder. A live audit is specific to your site and comes with a written scope and quote.

SAMPLE — PLACEHOLDER DATA