

SEO HEALTH REPORT

acme-bakery.example

June 1, 2026



Average

18 pages analyzed · Prepared for Sample

Executive summary

62/100

Average

Overall SEO health of acme-bakery.example

Your site: 62



This score includes a 1-point adjustment for backlink spam risk — see Backlink Profile below for detail.

Our verdict

Your website is visible and technically accessible, but several issues limit how often Google shows it to potential customers. The main priorities are mobile loading speed, missing page summaries, and a few pages that are hard to find from your homepage.

Your goal: Get more local customers

We moved local structured data, clear titles and richer content to the top of your action list, with your target market (Springfield, United States) in mind.

Your top 3 priorities

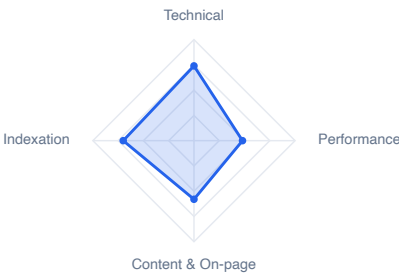
1. Your homepage takes almost 5 seconds to load on a phone — many visitors give up before it appears.
2. Several important pages have no summary in Google results, so people click on them less.
3. Your sourdough guide is buried deep in the site, so Google rarely shows it.

What to do this week

Ask your developer to compress the large photos on your homepage this week — it is the single change with the biggest visible effect on mobile loading speed.

Scores by pillar

PILLAR	SCORE	WEIGHT
Technical	74/100	30%
Performance	48/100	20%
Content & On-page	58/100	30%
Indexation	70/100	20%



Issues by severity

Critical		0
High		1
Medium		0
Low		0

What this means for your business

Beyond the technical details, here is how the current state of your website affects your business.

Visibility on Google

Google currently understands your site but shows it less often than it could, mainly because some pages lack descriptions and structure.

Clicks from search results

Pages without a summary in Google results get noticeably fewer clicks, because people cannot see what the page offers before opening it.

Visitor trust

A site that loads slowly on phones feels less professional to first-time visitors comparing local bakeries.

Mobile experience

Most local searches happen on phones. At nearly 5 seconds of loading time, a large share of mobile visitors leave before seeing your menu.

Conversion

Faster pages and clearer descriptions mean more people reach your menu and contact pages — the pages that bring customers through the door.

Methodology & reliability

This report is based on an automated crawl of 18 pages analyzed of acme-bakery.example (up to 30 pages, 3 click-levels deep), on-page analysis, site-wide technical checks, and Google Lighthouse performance tests.

How to read the reliability tags

TAG	MEANING
✓ Verified	Directly observed by our crawler or a trusted API (e.g. a missing title, a 404 status code, a Lighthouse score).
≈ Estimated	A recommendation or projection derived from the data (e.g. a suggested meta description, an expected business impact).
— Unavailable	Not measured by this report (see below).

Performance data

Lighthouse lab scores and real-user Core Web Vitals (Chrome UX Report) are both included in this report.

What this report does not cover

- — Unavailable Real traffic and conversions

Limits

The crawl is limited to 18 pages analyzed of publicly accessible HTML, discovered from your sitemap and internal links. Pages behind logins, very deep pages, or pages blocked to robots are not analyzed. Estimations never replace human judgment — this report never presents an estimation as a verified fact.

Top problems

1. Pages without a summary in Google

HIGH

✓ Verified

Some important pages have no short description in Google results. Visitors understand less what the page offers, so they click less.

Why it matters: Lower click-through rate from search results on your services and menu pages.

Proof: 3 of 18 crawled pages have no meta description.

Affected: <https://www.acme-bakery.example/services> · <https://www.acme-bakery.example/menu> · <https://www.acme-bakery.example/blog/sourdough-guide>

Action (writer): Write a unique description for each page, focused on what the visitor gets.

2. Two pages share the same name in Google

HIGH

✓ Verified

Your About and Contact pages have the same title, so Google struggles to tell them apart.

Why it matters: Google may show the wrong page for a search, or neither.

Proof: 1 title is shared by 2 pages.

Affected: <https://www.acme-bakery.example/about> · <https://www.acme-bakery.example/contact>

Action (writer): Give each page a unique title describing its content.

3. Your homepage is slow on phones

HIGH

✓ Verified

When someone opens your site on a phone, it takes almost 5 seconds before they see anything. Many people give up before that.

Why it matters: Mobile visitors are the majority for local searches — slow loading directly costs you customers.

Proof: Homepage mobile Lighthouse performance score: 43/100 (lab data).

Affected: <https://www.acme-bakery.example>

Action (developer): Compress and resize hero images, defer non-critical CSS.

4. Google does not know you are a local business

LOW

✓ Verified

Your site does not tell Google explicitly that you are a bakery in Springfield with opening hours. Adding this information can improve how your business appears in results.

Why it matters: Weaker presence in local search features (map results, opening hours).

Proof: No JSON-LD structured data found on any crawled page.

Affected: <https://www.acme-bakery.example>

Action (developer): Add LocalBusiness structured data on the homepage.

5. Photos without text descriptions

LOW

✓ Verified

Fourteen of your photos have no text description. Google cannot "see" images — descriptions help it understand them, and they help visually impaired visitors too.

Why it matters: Missed visibility in Google Images and weaker accessibility.

Proof: 14 of 41 images have no alt attribute.

Affected: <https://www.acme-bakery.example> · <https://www.acme-bakery.example/menu>

Action (writer): Add a short descriptive alt text to each meaningful image.

Prioritized action plan

Ordered by impact vs effort. Each action shows who should handle it.

● Quick wins — do first

- Compress homepage images (developer)
- Write meta descriptions for services, menu and blog pages (writer)
- Fix the duplicate About/Contact titles (writer)

● Strategic fixes — plan these

- Add LocalBusiness structured data (developer)
- Link the sourdough guide from the homepage (developer)

● Low priority — later

- Add alt text to all remaining images (writer)

● Avoid for now

- Do not invest in new blog content before fixing the basics above (owner)

Technical SEO ✓ Verified

CHECK	STATUS	DETAIL
HTTPS	✓ OK	Site served over HTTPS
HTTP → HTTPS redirect	✓ OK	HTTP requests are redirected
www consistency	✓ OK	One canonical host
robots.txt	✓ OK	Found
sitemap.xml	✓ OK	Found
Internal 404s	✗ Issue	1 broken internal URL
Canonical tags	✓ OK	No cross-domain canonicals
Noindex pages	✓ OK	0 crawled pages carry noindex
Structured data	✓ OK	No JSON-LD structured data detected
Internal linking	✗ Issue	1 weakly linked page(s)

Broken internal URLs

<https://www.acme-bakery.example/old-menu>

Performance

Note — Lighthouse scores are lab measurements. Real-user Core Web Vitals (Chrome UX Report) are shown below when available.

Lighthouse lab scores ✓ Verified

TEST	SCORE	LCP	CLS	TBT
Homepage — mobile	43/100	4.8 s	0.18	620 ms
Homepage — desktop	78/100	1.9 s	0.05	120 ms
Key page — mobile (https://www.acme-bakery.example/menu)	51/100	3.9 s	0.1	400 ms

Biggest opportunities (mobile)

- Properly size images (~2.1 s potential gain)
- Eliminate render-blocking resources (~0.9 s potential gain)

Main issue — Mobile LCP is 4.8 s, in Google's "poor" range (> 4 s). The largest element takes too long to render on mobile — this is the priority performance fix.

In plain language

Most local searches happen on phones. At nearly 5 seconds of loading time, a large share of mobile visitors leave before seeing your menu.

Real-user experience — Chrome UX Report ✓ Verified

75th percentile field data (PHONE, full domain) · 2026/04 — 2026/05

PAGE	LCP	INP	CLS	LCP GOOD	INP GOOD	CLS GOOD
Homepage	2.8 s	180 ms	0.080	68%	82%	91%

Core Web Vitals (LCP, INP, CLS) participate in Google's page experience evaluation alongside other signals. FCP (First Contentful Paint) is not a Core Web Vital but is measured by Chrome: 1.6 s on homepage.

Keyword visibility

✓ Verified

47

Organic keywords

4

Top 3 positions

12

Top 10 positions

320

Est. monthly traffic

Top ranked keywords

KEYWORD	POSITION	MONTHLY SEARCHES	RANKING URL
acme bakery springfield	1	90	https://acmebakery.example.com/
sourdough bread springfield	3	170	https://acmebakery.example.com/menu
bakery near me springfield	7	480	https://acmebakery.example.com/
artisan bread order online	12	260	https://acmebakery.example.com/menu

Source: our organic search data partner. Totals include all organic keywords detected for this domain, not just those shown above. Positions and volumes are estimates based on search engine data and may vary.

Backlink profile

✓ Verified

19

Domain rank

86

Total backlinks

22

Referring domains

14%

Spam score

This spam score lowered your indexation score by 1 point(s).

1 broken backlinks detected — consider reclaiming or redirecting them.

Domains with the highest spam risk

DOMAIN	BACKLINKS	SPAM SCORE
link-farm-directory.example	3	62%
free-articles-submit.example	2	41%

Domains are ranked by spam score; consider disavowing domains above 30 %.

Broken backlinks

LINKING PAGE	BROKEN TARGET	STATUS
https://springfield-food-blog.example/best-bakeries	https://acmebakery.example.com/old-menu	404

These external pages link to a URL on your site that no longer works.

Source: our backlink data partner. Spam score reflects the proportion of backlinks from low-quality sources; below 10 % is healthy.

AI Search Readiness ✓ Verified

How prepared your site is to be found and cited by AI search engines (ChatGPT, Perplexity, Google AI Overviews). These signals participate in AI/agent discovery alongside classic SEO — they do not change your SEO health score.

50_{/100} **Average**
3 of 6 readiness signals passed

SIGNAL	STATUS
llms.txt file present	✗ Missing
AI crawlers not blocked	✗ Missing
Structured data on most pages	✗ Missing
AI-friendly schema types	✓ Pass
Extractable, substantive content	✓ Pass
Semantic metadata (Open Graph + H1)	✓ Pass

AI crawler access (robots.txt)

AI CRAWLER	ACCESS	WHAT IT POWERS
GPTBot	✓ Allowed	ChatGPT / OpenAI
ClaudeBot	✓ Allowed	Claude / Anthropic
Google-Extended	✓ Allowed	Google AI (Gemini, AI Overviews)
PerplexityBot	✗ Blocked	Perplexity
CCBot	✓ Allowed	Common Crawl (many LLMs)
Bytespider	✗ Blocked	TikTok / ByteDance
Applebot-Extended	✓ Allowed	Apple Intelligence

Note — PerplexityBot, Bytespider are blocked in your robots.txt. If you want visibility in those AI tools, allow them; if you intentionally protect your content, this is expected.

Tip: add an llms.txt file at your site root to guide AI engines to your most authoritative pages.

Content & on-page ✓ Verified

CHECK	PAGES AFFECTED	DETAIL
Missing titles	0	Pages without a <title> tag
Duplicate titles	2	Pages sharing the same title
Missing meta descriptions	3	Pages without a meta description
Duplicate meta descriptions	0	Pages sharing the same description
Missing H1	1	Pages without a main heading
Multiple H1	0	Pages with more than one H1
Thin content	1	Pages with fewer than 150 words
Images without alt text	14 imgs	Images missing an alt attribute across crawled pages

Title & meta description suggestions

≈ Estimated

Proposals to review and adapt — your writer or developer can paste them in directly. These suggestions are written in your site's content language.

Suggested titles (30–60 characters)

PAGE	CURRENT	SUGGESTED
https://www.acme-bakery.example/about	Acme Bakery	About Acme Bakery — Our story and our bakers
https://www.acme-bakery.example/contact	Acme Bakery	Contact Acme Bakery — Hours, address & orders

Suggested meta descriptions (120–160 characters)

PAGE	SUGGESTED
https://www.acme-bakery.example/services	Wholesale bread supply, event catering and Saturday sourdough classes. Discover the three ways Acme Bakery serves Springfield beyond the shop counter.
https://www.acme-bakery.example/menu	Fresh sourdough, baguettes and pastries baked every morning. Browse the full Acme Bakery menu and order online for same-day pickup in Springfield.

Developer checklist

Send this page to your developer. Every item lists the affected URLs and the proof behind it.

ACTION	PRIORITY	ROLE	URLS / PROOF
☐ Compress and resize hero images (WebP, max 1600px)	HIGH	developer	https://www.acme-bakery.example LCP 4.8 s on mobile (lab)
☐ Add unique meta descriptions	HIGH	developer	https://www.acme-bakery.example/services · https://www.acme-bakery.example/menu · https://www.acme-bakery.example/blog/sourdough-guide 3 pages without meta description
☐ Fix duplicate titles	HIGH	developer	https://www.acme-bakery.example/about · https://www.acme-bakery.example/contact Same <title> on both pages
☐ Add missing H1 on the contact page	MEDIUM	developer	https://www.acme-bakery.example/contact No H1 detected
☐ Fix or redirect the broken /old-menu link	MEDIUM	developer	https://www.acme-bakery.example/old-menu Returns 404
☐ Add LocalBusiness JSON-LD schema	LOW	developer	https://www.acme-bakery.example No structured data detected

Content checklist

For you or your writer — content improvements that strengthen your visibility.

ACTION
☐ Strengthen the contact page with opening hours, directions and a short welcome text
☐ Add one internal link from the homepage to the sourdough guide
☐ Review the menu page copy so each section has a short introduction
☐ Add a FAQ section answering common questions (allergens, custom orders, wholesale)

Problem locations (technical annex)

For each detected problem, the complete list of affected pages and the exact element at fault. Our crawler analyses the published HTML, so locations are page URLs and elements — not source-code lines.

Internal 404s

<https://www.acme-bakery.example/old-menu>

Linked from: <https://www.acme-bakery.example> · <https://www.acme-bakery.example/about>

Duplicate titles

Shared value: **Acme Bakery — Fresh bread daily**

<https://www.acme-bakery.example/about> · <https://www.acme-bakery.example/contact>

Images without alt text

2 pages affected

https://www.acme-bakery.example	hero-banner.jpg, sourdough-loaf.webp
https://www.acme-bakery.example/menu	croissant.jpg +2 more

Thin content

1 page affected

https://www.acme-bakery.example/contact	94 words
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Your 30-day plan

Week 1 — Speed

- Compress homepage images
- Defer non-critical CSS

Expected result: Mobile loading time roughly cut in half.

Week 2 — Descriptions

- Write meta descriptions for the 3 listed pages
- Fix duplicate titles

Expected result: Every important page has a unique title and summary in Google.

Week 3 — Structure

- Add the missing H1
- Link the sourdough guide from the homepage
- Fix the broken link

Expected result: All pages reachable in 2 clicks, no broken links.

Week 4 — Local presence

- Add LocalBusiness schema
- Start adding alt text to images

Expected result: Google understands your business type, hours and location.

Next steps

Your website is visible and technically accessible, but several issues limit how often Google shows it to potential customers. The main priorities are mobile loading speed, missing page summaries, and a few pages that are hard to find from your homepage.

After you apply the fixes

Run a re-audit to measure your progress: same crawl, same scoring, with a before/after comparison showing which problems were fixed, which remain, and how your score evolved.

Keep in mind

- This report covers on-site SEO and organic keyword visibility — backlinks and real user traffic are not measured here.
- SEO results take time: most fixes show effects within 4–12 weeks.
- No tool can guarantee a Google ranking — be wary of anyone who promises one.

Generated on June 1, 2026 by SEO Health Report. Verified facts come from our crawler and the Google PageSpeed Insights API; estimations are marked as such and never presented as verified data.