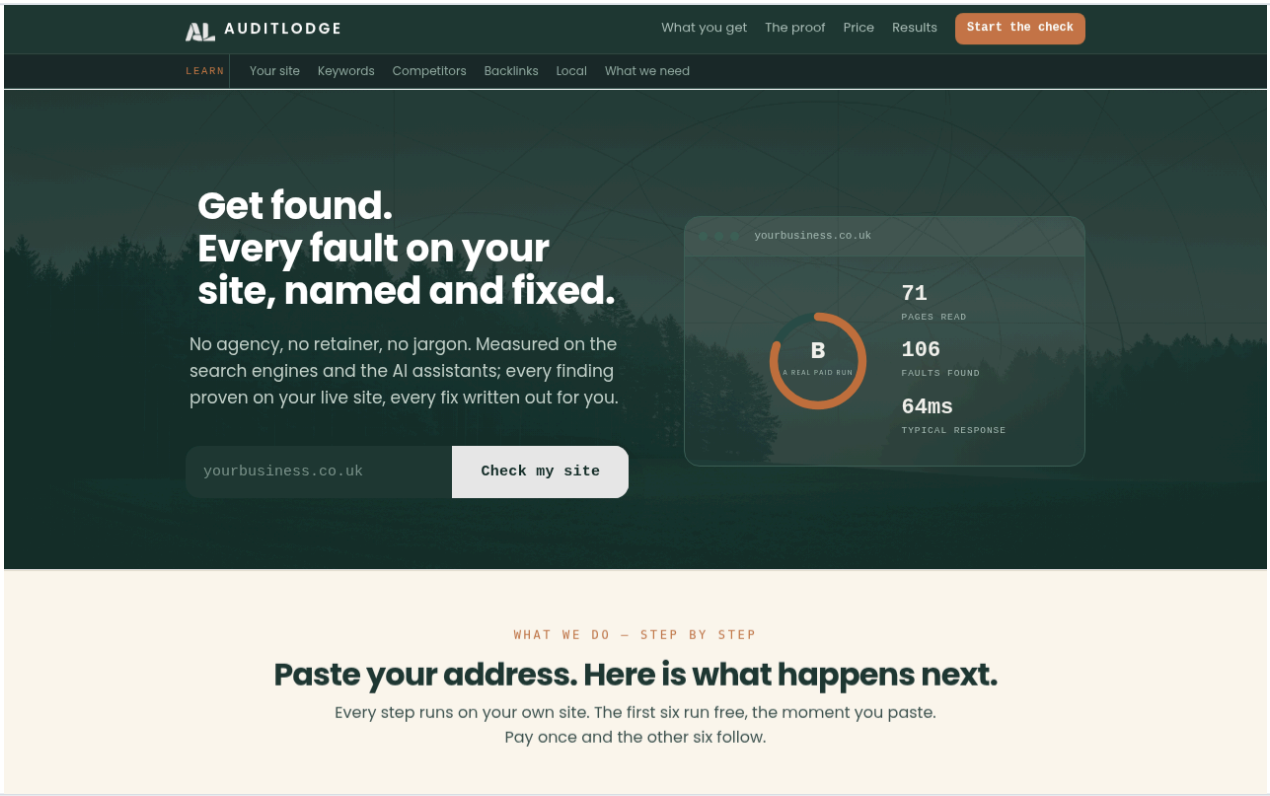
Search Visibility Audit
auditlodge.com

Full-site crawl · ranking position · keyword opportunity · corrected page copy



AUDITLODGE · auditlodge.com
Prepared 7 November 2026 at 10:08
Vitadefence Ltd, UK company 15979768
The crawl figures were read on the live site by the audit engine crawler for this order, and every place marked as checked live was looked up in Google for this order. The other search figures come from the keyword database: they are estimates, and are marked so where they appear.

1. The verdict

The site is not broken. It is invisible.
It holds no page-one positions in the keyword database, and 38 of its own links and pages are dead ends.

Your next SEO move

- **First:** Fix this on 38 pages of auditlodge.com: broken internal link.

1. Fix this on 38 pages of auditlodge.com: broken internal link.

Do this

- The addresses: https://auditlodge.com/r/5qBnowMcFOaNQii9UffgCZ2-/book/, https://auditlodge.com/r/5qBnowMcFOaNQii9UffgCZ2-/book/course/, https://auditlodge.com/r/5qBnowMcFOaNQii9UffgCZ2-/book/the-book.pdf and 24 more.
- Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
- Reload one of those addresses yourself - it should behave the way you intended, with no error.

Why

- It is the most serious thing we could confirm by opening your pages and looking, and it is the same fix repeated, so it is one afternoon of work rather than 38 separate decisions.

What else we checked

Opportunity	What we found	Decision
Maintenance	81 faults found by the crawl on 54 addresses	In the fix list in this report, not a top move: a crawler warning does not decide on its own.

auditlodge.com does not yet rank for any organic keyword we could measure. Roughly 0 visits a month arrive from search.

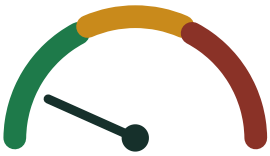
54	81	0	0
ADDRESSES CRAWLED	ISSUES FOUND	WINNABLE KEYWORDS	MONTHLY SEARCHES AVAILABLE

The speed dashboard



140ms

RESPONSE SPEED



0.8s

LARGEST CONTENTFUL PAINT

> **No grade for this run, and here is why.** A grade is two halves: findability asks whether anyone can find you, condition asks whether the site itself is in order. On this run the findability half could not be measured on this run, so there is no honest single number to print and we will not invent one. The condition half measured 78.9 out of 100. Everything else in this report is measured and stands on its own.

The crawl read 54 addresses against the 36 addresses the sitemap listed when the crawl ran: 26 answered normally, 0 missing, 1 with a permanent redirect and 0 with a temporary redirect.

2. Where you rank today

The site holds no measured search positions yet. That is the normal starting state of a new domain: nothing to list here is a measurement, not a gap in the audit. The winnable phrases later in this report are where its first positions come from.

> **Link authority.** The link index records 9 backlinks from 7 referring domains for this site (the ones we could name one by one are in the links table). Links are how search engines decide who to trust; the counts are the ones the link index records.

Who Google puts above you

No measured rivals could be named on this run: the site does not yet hold ranked searches for the comparison to read from. This section fills in once the site holds its first measured positions.

Who Google ranks around you

You told us you are based in London, but the map results did not come back on this run; nothing is estimated in their place.

The links, named one by one

Three counts, three sources: the link index counts 9 backlinks from 7 referring domains for this site; 1 of those links came back with a source we could name (your backlinks file); the 1 strongest are below, ordered by the linking domain's authority. A high spam score is the poison; lost or broken ones leak trust.

From	Points at	Authority	Spam score	Notes
`seolinkagency.shop`	`/`	0	25	nofollow

3. What the crawl found

Every one of the 54 crawled addresses was checked. 81 individual faults were recorded, each kind with its fix in the appendix.

Fault	Severity	Pages affected
Broken internal link broken-internal-link	CRITICAL	38
Page returns an error (4xx) broken-page	WARNING	27
Orphan page orphan-page	WARNING	3
Missing H1 heading missing-h1	WARNING	1
Multiple H1 headings multiple-h1	WARNING	1
Canonicalized to another URL canonicalized-page	INFO	4
Meta description too long meta-description-too-long	INFO	3
Page is noindex noindex-page	INFO	2
Meta description too short meta-description-too-short	INFO	1
Slow server response slow-response	INFO	1

4. The critical fault: 38 dead ends

38 internal links pointing at pages that return 404, and 0 URLs on the site dead in themselves. This is not random: 38 of the 38 broken links point into `/r/` — one repeating template rule. Correct the rule once and the majority clear in a single change.

Link on this page	Points at	Status
`/static/index-shop-20260828-packs.html`	`/r/5qBnowMcFOaNQii9UffgCZ2-/book/`	410
`/static/index-shop-20260828-packs.html`	`/r/5qBnowMcFOaNQii9UffgCZ2-/book/course/`	410
`/static/index-shop-20260828-packs.html`	`/r/5qBnowMcFOaNQii9UffgCZ2-/book/the-book.pdf`	410
`/static/index-shop-20260828-packs.html`	`/r/5qBnowMcFOaNQii9UffgCZ2-/book/the-course.pdf`	410
`/static/index-shop-20260828-packs.html`	`/r/5qBnowMcFOaNQii9UffgCZ2-/book/the-sheets.pdf`	410
`/static/index-shop-20260828-packs.html`	`/r/5qBnowMcFOaNQii9UffgCZ2-/downloads/`	410
`/static/index-shop-20260828-packs.html`	`/r/5qBnowMcFOaNQii9UffgCZ2-/fixes`	410
`/static/index-shop-20260828-packs.html`	`/r/5qBnowMcFOaNQii9UffgCZ2-/geo-report-v2.pdf`	410
`/static/index-shop-20260828-packs.html`	`/r/5qBnowMcFOaNQii9UffgCZ2-/pack/`	410
`/static/index-shop-20260828-packs.html`	`/r/5qBnowMcFOaNQii9UffgCZ2-/report-v2.pdf`	410
`/static/index-shop-20260828-packs.html`	`/r/5qBnowMcFOaNQii9UffgCZ2-/report/`	410
`/`	`/r/5qBnowMcFOaNQii9UffgCZ2-/book/`	410
`/`	`/r/5qBnowMcFOaNQii9UffgCZ2-/book/course/`	410
`/`	`/r/5qBnowMcFOaNQii9UffgCZ2-/book/the-book.pdf`	410

14 of 38 shown. The complete list is in Appendix B.

5. Pages competing against each other

No two pages share a title on this crawl.

6. Why the pages do not rank

There are no measured search phrases to pair pages against yet. This section fills in once the site holds its first measured positions.

7. The opportunity, measured

No phrase passed the winnable tests on this measurement: the site does not yet hold keyword rankings to build the opportunity from. Re-run the audit once the first pages are live and this section fills in with measured figures.

8. What has already been rewritten for you

3 live, indexable pages carried a meta description that ran past the 160-character snippet. Every one has been trimmed to fit, using the page's own facts — no new claims, no new numbers.

3	134	0
DESCRIPTIONS REWRITTEN	LONGEST NEW DESCRIPTION	STILL OVER THE LIMIT

Before and after

Page	Now	Rewritten
`/`	Free check first — we read up to 1,000 pages of your site and show what stops people finding you. The full audit is from £9.99, paid once — the price follows the size of your site. 180 characters	Free check first — we read up to 1,000 pages of your site and show what stops people finding you. 97 characters
`/result`	A one-off website audit. We check whether anyone can find you, and we re-check every finding against your live site before we send it. From £9.99, paid once — the price follows the size of your site. 199 characters	A one-off website audit. We check whether anyone can find you, and we re-check every finding against your live site before we send it. 134 characters
`/static/index-shop-20260828-packs.html`	Free check first — we read up to 1,000 pages of your site and show what stops people finding you. The full audit is from £9.99, paid once — the price follows the size of your site. 180 characters	Free check first — we read up to 1,000 pages of your site and show what stops people finding you. 97 characters

3 of 3 shown. The complete set is in Appendix A and as a CSV ready to import.

9. What the AI assistants say about your market

Search is no longer only a list of ten blue links. People ask an assistant, and the assistant answers with a handful of businesses and a handful of sources. This section is that answer, measured — not guessed.

These numbers move. Unlike a page count, what an assistant names changes week to week as it re-reads the web. A different number next month is the measurement working, not the measurement being wrong.

Every one of these measurements came back empty on this run. Nothing is being hidden and nothing was skipped - the assistants simply returned no rows for this market, so there is nothing to put in a table.

Each call that ran, and the answer it gave, is named in the method appendix at the end of this report.

One honest limit: the assistants' mention counts are available for the United States and English only. Outside that, the figures above are the Google assistant's half of the picture.

Appendix A — all 3 rewritten descriptions

Page	Was	Rewritten (character count)
/	180	Free check first — we read up to 1,000 pages of your site and show what stops people finding you. (97)
/result	199	A one-off website audit. We check whether anyone can find you, and we re-check every finding against your live site before we send it. (134)
/static/index-shop-20260828-packs.html	180	Free check first — we read up to 1,000 pages of your site and show what stops people finding you. (97)

Appendix B — all 38 broken internal links

Link on this page	Points at (404)
/static/index-shop-20260828-packs.html	/r/5qBnowMcFOaNQii9UffgCZ2-/book/
/static/index-shop-20260828-packs.html	/r/5qBnowMcFOaNQii9UffgCZ2-/book/course/
/static/index-shop-20260828-packs.html	/r/5qBnowMcFOaNQii9UffgCZ2-/book/the-book.pdf
/static/index-shop-20260828-packs.html	/r/5qBnowMcFOaNQii9UffgCZ2-/book/the-course.pdf
/static/index-shop-20260828-packs.html	/r/5qBnowMcFOaNQii9UffgCZ2-/book/the-sheets.pdf
/static/index-shop-20260828-packs.html	/r/5qBnowMcFOaNQii9UffgCZ2-/downloads/
/static/index-shop-20260828-packs.html	/r/5qBnowMcFOaNQii9UffgCZ2-/fixes
/static/index-shop-20260828-packs.html	/r/5qBnowMcFOaNQii9UffgCZ2-/geo-report-v2.pdf
/static/index-shop-20260828-packs.html	/r/5qBnowMcFOaNQii9UffgCZ2-/pack/
/static/index-shop-20260828-packs.html	/r/5qBnowMcFOaNQii9UffgCZ2-/report-v2.pdf
/static/index-shop-20260828-packs.html	/r/5qBnowMcFOaNQii9UffgCZ2-/report/
/	/r/5qBnowMcFOaNQii9UffgCZ2-/book/
/	/r/5qBnowMcFOaNQii9UffgCZ2-/book/course/
/	/r/5qBnowMcFOaNQii9UffgCZ2-/book/the-book.pdf
/	/r/5qBnowMcFOaNQii9UffgCZ2-/book/the-course.pdf
/	/r/5qBnowMcFOaNQii9UffgCZ2-/book/the-sheets.pdf
/	/r/5qBnowMcFOaNQii9UffgCZ2-/downloads/
/	/r/5qBnowMcFOaNQii9UffgCZ2-/fixes
/	/r/5qBnowMcFOaNQii9UffgCZ2-/geo-report-v2.pdf
/	/r/5qBnowMcFOaNQii9UffgCZ2-/pack/
/	/r/5qBnowMcFOaNQii9UffgCZ2-/report-v2.pdf
/	/r/5qBnowMcFOaNQii9UffgCZ2-/report/
/results	/r/EoC1Tb1Sjk9bIMgsO8hRWoFJ
/static/the-pack.html	/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/
/static/the-pack.html	/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/course/
/static/the-pack.html	/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/files/SKILL.md
/static/the-pack.html	/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/files/backlinks.csv
/static/the-pack.html	/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/files/fix-plan.csv

/static/the-pack.html	/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/files/keywords.csv
/static/the-pack.html	/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/files/one-sheet.md
/static/the-pack.html	/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/the-book.pdf
/static/the-pack.html	/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/the-course.pdf
/static/the-pack.html	/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/the-sheets.pdf
/static/the-pack.html	/r/kRpYXpfN_w_0z2mHhWdOxhcg/downloads/
/static/the-pack.html	/r/kRpYXpfN_w_0z2mHhWdOxhcg/fixes
/static/the-pack.html	/r/kRpYXpfN_w_0z2mHhWdOxhcg/geo-report-v2.pdf
/static/the-pack.html	/r/kRpYXpfN_w_0z2mHhWdOxhcg/report-v2.pdf
/static/the-pack.html	/r/kRpYXpfN_w_0z2mHhWdOxhcg/report/

Appendix D — method

Step	What was done
Crawl	Full site crawl on the audit engine's own crawler: 54 addresses read, 36 listed in the sitemap.
Faults	81 faults, every one named with its page and fix.
Rankings	0 ranked keywords from the keyword database; their places are its estimates, and the ones checked live in Google stand beside them in section 2.
Keywords	0 keyword rows measured for this site; 0 pass the winnable tests.
Rewrites	3 descriptions regenerated from each page's own text, 0 over the 160-character limit after rewriting.
Coverage	This report is built from every measurement that came back for this site. Where one did not come back, the section that depended on it says so in its own words rather than being quietly dropped. The only checks never included are the two that need the site owner's own Google Search Console sign-in, which no outside audit can reach.

Report generated 7 November 2026. Crawl reference 20261107-100848-984da9.

Appendix E — every fault, page by page

Each fault the crawl found, with the exact fix. The fault is shown in red, the fix in green — apply the green.

Broken internal link — 38 pages

Page	The fault	The fix
`/static/index-shop-20260828-packs.html`	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
`/static/index-shop-20260828-packs.html`	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
`/static/index-shop-20260828-packs.html`	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
`/static/index-shop-20260828-packs.html`	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
`/static/index-shop-20260828-packs.html`	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
`/static/index-shop-20260828-packs.html`	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
`/static/index-shop-20260828-packs.html`	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
`/static/index-shop-20260828-packs.html`	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
`/static/index-shop-20260828-packs.html`	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
`/static/index-shop-20260828-packs.html`	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.

/	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
/	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
/	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
/	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
/	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
/	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
/	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
/	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
/	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
/	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
/	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
/results	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
/static/the-pack.html	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
/static/the-pack.html	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.

/static/the-pack.html	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
/static/the-pack.html	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
/static/the-pack.html	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
/static/the-pack.html	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
/static/the-pack.html	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
/static/the-pack.html	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
/static/the-pack.html	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
/static/the-pack.html	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
/static/the-pack.html	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
/static/the-pack.html	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
/static/the-pack.html	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.
/static/the-pack.html	CRITICAL Broken internal link	Update the link to point at the correct live URL, or remove it. If the target was moved, prefer linking directly to the new URL rather than relying on a redirect.

Page returns an error (4xx) — 27 pages

Page	The fault	The fix
/r/5qBnowMcFOaNQii9UffgCZ2-/report-v2.pdf	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.
/r/5qBnowMcFOaNQii9UffgCZ2-/report/	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.
/r/5qBnowMcFOaNQii9UffgCZ2-/geo-report-v2.pdf	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.
/r/5qBnowMcFOaNQii9UffgCZ2-/book/the-book.pdf	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.
/r/5qBnowMcFOaNQii9UffgCZ2-/book/course/	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.
/r/5qBnowMcFOaNQii9UffgCZ2-/book/	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.
/r/5qBnowMcFOaNQii9UffgCZ2-/book/the-sheets.pdf	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.
/r/5qBnowMcFOaNQii9UffgCZ2-/book/the-course.pdf	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.
/r/5qBnowMcFOaNQii9UffgCZ2-/downloads/	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.
/r/5qBnowMcFOaNQii9UffgCZ2-/fixes	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.
/r/5qBnowMcFOaNQii9UffgCZ2-/pack/	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.
/r/EoC1Tb1Sjk9bIMgsO8hRWoFJ	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.
/r/kRpYXpfN_w_0z2mHhWdOxhcg/report/	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.

/r/kRpYXpfN_w_0z2mHhWdOxhcg/report-v2.pdf	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.
/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/the-book.pdf	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.
/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/the-course.pdf	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.
/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/course/	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.
/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/the-sheets.pdf	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.
/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.
/r/kRpYXpfN_w_0z2mHhWdOxhcg/downloads/	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.
/r/kRpYXpfN_w_0z2mHhWdOxhcg/geo-report-v2.pdf	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.
/r/kRpYXpfN_w_0z2mHhWdOxhcg/fixes	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.
/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/files/keywords.csv	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.
/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/files/fix-plan.csv	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.
/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/files/one-sheet.md	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.
/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/files/SKILL.md	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.
/r/kRpYXpfN_w_0z2mHhWdOxhcg/book/files/backlinks.csv	WARNING Page returns an error (4xx)	If the page should exist, restore it. If it is intentionally gone, remove it from the sitemap and internal links, and consider a 301 redirect to the closest live page.

Canonicalized to another URL — 4 pages

Page	The fault	The fix
`/static/terms.html`	INFO Canonicalized to another URL	If this page should rank on its own, set its canonical to itself. Otherwise no action is needed.
`/static/privacy.html`	INFO Canonicalized to another URL	If this page should rank on its own, set its canonical to itself. Otherwise no action is needed.
`/static/index-shop-20260828-packs.html`	INFO Canonicalized to another URL	If this page should rank on its own, set its canonical to itself. Otherwise no action is needed.
`/learn/welcome.html`	INFO Canonicalized to another URL	If this page should rank on its own, set its canonical to itself. Otherwise no action is needed.

Meta description too long — 3 pages

Page	The fault	The fix
`/result`	INFO Meta description too long	Trim the description to roughly 70–160 characters while keeping the core message and call to action.
`/`	INFO Meta description too long	Trim the description to roughly 70–160 characters while keeping the core message and call to action.
`/static/index-shop-20260828-packs.html`	INFO Meta description too long	Trim the description to roughly 70–160 characters while keeping the core message and call to action.

Meta description too short — 1 page

Page	The fault	The fix
`/learn/how-search-reads-your-site.html`	INFO Meta description too short	Expand the description to roughly 70–160 characters that summarize the page and give a reason to click.

Missing H1 heading — 1 page

Page	The fault	The fix
`/result`	WARNING Missing H1 heading	Add a single H1 that states the page's main topic, consistent with the title tag.

Multiple H1 headings — 1 page

Page	The fault	The fix
`/learn/print.html`	WARNING Multiple H1 headings	Keep one H1 for the page's main heading and demote the others to H2/H3 (or unstyled elements for non-headings like logos).

Page is noindex — 2 pages

Page	The fault	The fix
`/results`	INFO Page is noindex	If this page should rank, remove the noindex directive. If it's intentional (admin, thank-you, filter pages), no action is needed.
`/learn/print.html`	INFO Page is noindex	If this page should rank, remove the noindex directive. If it's intentional (admin, thank-you, filter pages), no action is needed.

Orphan page — 3 pages

Page	The fault	The fix
`/result`	WARNING Orphan page	Link to this page from relevant pages (navigation, related content, hub pages), or remove it from the sitemap if it shouldn't be indexed.
`/static/terms.html`	WARNING Orphan page	Link to this page from relevant pages (navigation, related content, hub pages), or remove it from the sitemap if it shouldn't be indexed.
`/static/privacy.html`	WARNING Orphan page	Link to this page from relevant pages (navigation, related content, hub pages), or remove it from the sitemap if it shouldn't be indexed.

Slow server response — 1 page

Page	The fault	The fix
`/result`	INFO Slow server response	Investigate server/database time and caching for this route; serving cached or statically generated HTML usually fixes it.

Broken internal links and dead URLs are listed in full in Appendices B and C.

Appendix F — what this report drew on

The paid search figures in this report were bought once, for the order that began on 7 November 2026, and the crawl figures come from the audit engine crawler for this order. Nothing came from another order's audit; the search figures are the keyword database's estimates and are marked so; and where a measurement could not be taken the section that needed it says so in plain words.

What you told us, and how it was used

You told us	Your words	How it was used
Where you are based	London	the map check ran around that place
Google Business Profile	not sure	the questions people ask on it were read

Your action plan — step by step

Everything measured in this report comes down to the steps below. They are in priority order, and each one is already sized from your own data. Work through them from the top.

1. **Fix this on 38 pages of auditlodge.com: broken internal link.** It is the most serious thing we could confirm by opening your pages and looking, and it is the same fix repeated, so it is one afternoon of work rather than 38 separate decisions.
2. **Apply the 3 rewritten descriptions.** Supplied ready to import.
3. **Repair the 38 dead ends.** This is not random: 38 of the 38 broken links point into `/r/` — one repeating template rule. Correct the rule once and the majority clear in a single change.
4. **Earn links.** 7 referring domains are the ceiling on everything above.
5. **Measure monthly.** Crawl again and check so the work is proven, not assumed.

> **Who does this?** Hand this page to your web developer or any SEO provider. Every step names the exact pages, phrases and fixes from this report, so there is no guesswork and nothing for them to research — they can action it straight away.

What the words in this report mean — in plain English

You do not need any of this vocabulary to follow the plan above. But if a word in this report made you frown, here is what it means, in plain English.

The word	What it actually means
Backlink	another website putting a link to yours on one of its pages. Search engines read each one as a small vote of confidence — links from real, respected sites help you; links from spammy sites can hurt you.
Meta description	the short sentence under your name in a search result. It does not change your position, but it is your shop window — a clear one gets more of the people who SEE you to actually CLICK you.
Title tag	the blue headline line of your search result, and the words on the browser tab. Search engines weigh it heavily when deciding what your page is about.
Keyword	any phrase people type — or say — when they search. “emergency plumber newark” is a keyword. This report measures the ones your site already appears for, and the ones within reach.
Search volume	how many times a month people search that exact phrase. High volume = a busy street; zero volume = a street nobody walks down.
Keyword difficulty	a 0–100 score of how hard it is to reach the first page for that phrase, based on who already holds it. Low numbers are winnable fights.
Ranking / position	where your page sits in the results list for a search. Position 1 is the top of page one; position 11 is usually page two, where very few people ever look.
AI mentions / citations	when an AI assistant (ChatGPT, or the AI answer box at the top of Google) names or quotes a website in its answer. More people ask AI instead of searching every month — being the site the AI cites is the new page one.
AI search volume	how many times a month people put a question to AI assistants rather than typing it into a search box — measured per question.
Broken internal link	a link on your own site that points to a page that no longer answers. Visitors hit a dead end; search engines waste their visit on it.
404	the error code a server sends when a page does not exist. A visitor sees a “page not found” screen — and usually leaves.
Redirect	an automatic forward from an old address to a new one. Sensible when a page moves; a problem when they chain or point at dead ends.
Sitemap	a file on your site that lists every page you want search engines to know about — the map you hand the crawler at the door.
Crawl / crawler	the automatic visit a search engine pays your site, following every link and reading every page. What it cannot reach, it cannot rank.
Indexable	whether a page is allowed into the search engine's library at all. A page blocked from the index can never appear in results, however good it is.
Canonical	a tag that tells search engines which address is the “real” copy of a page, so two versions of the same content do not compete with each other.
Alt text	the written description attached to an image. Screen readers speak it, and search engines read it — an image without it is invisible to both.

Page speed (LCP)	how long the main part of your page takes to appear. Google measures it as LCP — “largest contentful paint” — and slow pages lose both visitors and positions.