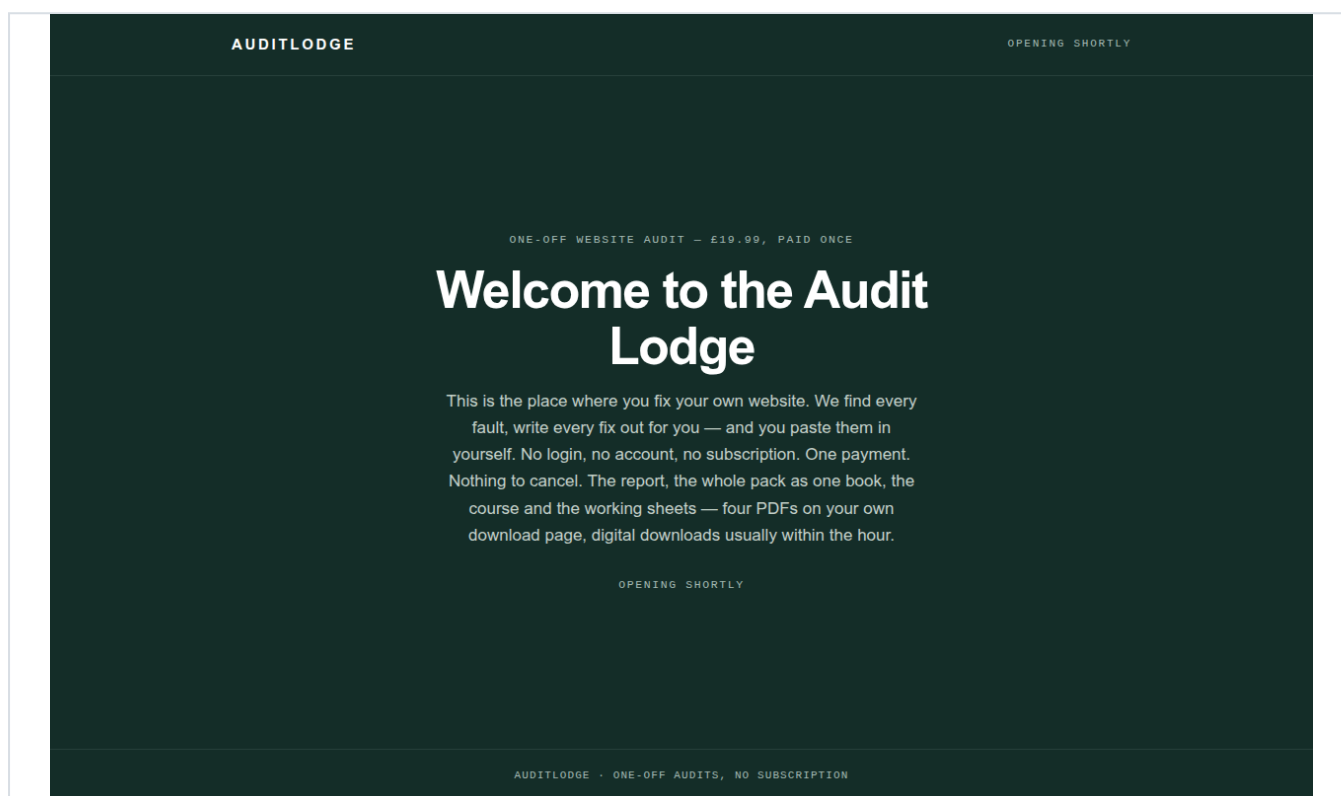




Search Visibility Audit auditlodge.com

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



AUDITLODGE · auditlodge.com

Prepared 31 August 2026 at 21:35

Vitadefence Ltd, UK company 15979768

Every figure in this document was measured on the live site and the live Google index on the date above. Nothing is estimated by hand.

1. The verdict

The site holds no page-one position.

It holds no page-one positions, and 4 of its own links and pages are dead ends.

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

29

PAGES CRAWLED

43

ISSUES FOUND

0

WINNABLE KEYWORDS

0

MONTHLY SEARCHES
AVAILABLE

The speed dashboard



316ms

RESPONSE SPEED



0.3s

LARGEST CONTENTFUL PAINT

Your grade: A — 92.9 out of 100. Findability not measured · Condition 92.9. Findability asks whether anyone can find you; condition asks whether the site itself is in order. The fixes in this report are the route to moving both.

The crawl read 29 pages against the 8 addresses the sitemap listed when the crawl ran: 24 answered normally, 2 were missing, 1 redirect permanently and 2 redirect temporarily.

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.

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.

3. What the crawl found

Every one of the 29 crawled pages was checked. 43 individual faults were recorded, each with its fix in the appendix.

Fault	Severity	Pages affected
Broken internal link broken-internal-link	CRITICAL	2
Multiple H1 headings multiple-h1	WARNING	9
Duplicate meta description duplicate-meta-description	WARNING	8
Orphan page orphan-page	WARNING	5
Page returns an error (4xx) broken-page	WARNING	2
Duplicate page content duplicate-content	WARNING	2
Duplicate title duplicate-title	WARNING	2
Thin content thin-content	WARNING	2
Missing H1 heading missing-h1	WARNING	1
Missing meta description missing-meta-description	WARNING	1
Page has no outgoing links no-outgoing-links	WARNING	1
Slow server response slow-response	INFO	4
Canonicalized to another URL canonicalized-page	INFO	2
Meta description too long meta-description-too-long	INFO	1
Page is noindex noindex-page	INFO	1

4. The critical fault: 4 dead ends

2 internal links point at pages that return 404, and 2 URLs on the site are themselves dead. This is not random: 2 of the 2 broken links point into `/learn/` — one repeating template rule. Correct the rule once and the majority clear in a single change.

Link on this page	Points at	Status
<code>/fix-it</code>	<code>/learn/The-Lodge-Guide.epub</code>	404
<code>/fix-it</code>	<code>/learn/The-Lodge-Guide.pdf</code>	404

2 of 2 shown. The complete list is in Appendix B.

5. Pages competing against each other

2 pages share a title with another page. Search engines will not rank both; one is picked and the rest are suppressed.

Page	Shares its title with
<code>/learn/</code>	<code>/learn/welcome.html</code>

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

2 live, indexable pages carried a meta description that ran past the 155-character snippet. Every one has been trimmed to fit, using the page's own facts — no new claims, no new numbers.

2

DESCRIPTIONS REWRITTEN

146

LONGEST NEW DESCRIPTION

0

STILL OVER THE LIMIT

Before and after

Page	Now	Rewritten
/	Auditlodge — a one-off website audit, opening shortly. We measure whether anyone can actually find you, and prove every finding on your live site. £19.99, paid once. 165 characters	Auditlodge — a one-off website audit, opening shortly. We measure whether anyone can actually find you, and prove every finding on your live site. 146 characters
/results	Real audits, real grades, published with the owner's permission - our own five sites first, then every customer who pressed yes. Before and after, in public. 157 characters	Real audits, real grades, published with the owner's permission - our own five sites first, then every customer who pressed yes. 128 characters

2 of 2 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. That is exactly why we take it again at your re-check.

The short answer

The assistants returned no combined total for this market yet.

Your own numbers

The assistants' own tally for this site came back empty on this run. The count in section 1 is a different measure - the assistants' own mention index - and the live answers there are the ones we asked for and read.

Who the assistants name

We asked, and in this market the assistants named nobody consistently enough to report. That is the honest answer, and it means the space is open.

Which sites they cite instead

No site was cited often enough to name. Nobody owns this answer yet.

Which pages the assistants quote

No page was quoted often enough to name. Nothing to copy yet — and nothing standing in your way either.

What kind of business they name

The assistants did not settle on a category for this market.

The mentions themselves

No individual mention came back for this market, so there is nothing to show you underneath the counts.

Before now

There is no history for this market before today, so this report is the baseline itself.

What has moved

This is the first time we have measured it, so there is nothing to compare against yet. Your re-check in thirty days is the comparison.

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 2 rewritten descriptions

Page	Was	Rewritten (character count)
/	165	Auditlodge — a one-off website audit, opening shortly. We measure whether anyone can actually find you, and prove every finding on your live site. (146)
/results	157	Real audits, real grades, published with the owner's permission - our own five sites first, then every customer who pressed yes. (128)

Appendix B — all 2 broken internal links

Link on this page	Points at (404)
/fix-it	/learn/The-Lodge-Guide.epub
/fix-it	/learn/The-Lodge-Guide.pdf

Appendix C — all 2 URLs returning 404

URL	In sitemap	Links pointing at it
/learn/The-Lodge-Guide.epub	no	0
/learn/The-Lodge-Guide.pdf	no	0

Appendix A — method

Step	What was done
Crawl	Full site crawl on the audit engine's own crawler: 29 pages read, 8 listed in the sitemap.
Faults	43 rows, pulled per fault type so nothing was truncated.
Rankings	0 ranked keywords with live positions, measured, not estimated.
Keywords	0 keyword rows measured for this site; 0 pass the winnable tests.
Rewrites	2 descriptions regenerated from each page's own text, 0 over the 155-character limit after rewriting.
Coverage	The full audit: every measurement tool on our engine ran against this site. The only checks not included are the two that need the site owner's own Google Search Console sign-in, which no outside audit can reach.

Report generated 31 August 2026. Crawl reference 20260831-213500-c3671f.

Appendix B — every fault, page by page

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

Broken internal link — 2 pages

Page	The fault	The fix
/fix-it	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.
/fix-it	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) — 2 pages

Page	The fault	The fix
/learn/The-Lodge-Guide.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.
/learn/The-Lodge-Guide.epub	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 — 2 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.

Duplicate page content — 2 pages

Page	The fault	The fix
/learn/	WARNING Duplicate page content	Consolidate duplicates: pick the canonical URL, add rel=canonical from the others, and 301-redirect duplicate URLs where possible (common causes: trailing-slash variants, URL parameters, http/https or www variants).
/learn/welcome.html	WARNING Duplicate page content	Consolidate duplicates: pick the canonical URL, add rel=canonical from the others, and 301-redirect duplicate URLs where possible (common causes: trailing-slash variants, URL parameters, http/https or www variants).

Duplicate meta description — 8 pages

Page	The fault	The fix
/learn/	WARNING Duplicate meta description	Write a unique meta description per page, or remove the duplicated one entirely — search engines will generate a snippet from page content, which beats a wrong duplicate.
/learn/applying-your-fixes-file.html	WARNING Duplicate meta description	Write a unique meta description per page, or remove the duplicated one entirely — search engines will generate a snippet from page content, which beats a wrong duplicate.
/learn/how-search-reads-your-site.html	WARNING Duplicate meta description	Write a unique meta description per page, or remove the duplicated one entirely — search engines will generate a snippet from page content, which beats a wrong duplicate.
/learn/keywords-worth-winning.html	WARNING Duplicate meta description	Write a unique meta description per page, or remove the duplicated one entirely — search engines will generate a snippet from page content, which beats a wrong duplicate.
/learn/links-honestly.html	WARNING Duplicate meta description	Write a unique meta description per page, or remove the duplicated one entirely — search engines will generate a snippet from page content, which beats a wrong duplicate.
/learn/measuring-progress.html	WARNING Duplicate meta description	Write a unique meta description per page, or remove the duplicated one entirely — search engines will generate a snippet from page content, which beats a wrong duplicate.
/learn/titles-and-descriptions.html	WARNING Duplicate meta description	Write a unique meta description per page, or remove the duplicated one entirely — search engines will generate a snippet from page content, which beats a wrong duplicate.
/learn/welcome.html	WARNING Duplicate meta description	Write a unique meta description per page, or remove the duplicated one entirely — search engines will generate a snippet from page content, which beats a wrong duplicate.

Duplicate title — 2 pages

Page	The fault	The fix
/learn/	WARNING Duplicate title	Write a unique title for each page describing its specific content. For templated pages, include the distinguishing attribute (name, category, location) in the template.
/learn/welcome.html	WARNING Duplicate title	Write a unique title for each page describing its specific content. For templated pages, include the distinguishing attribute (name, category, location) in the template.

Meta description too long — 1 page

Page	The fault	The fix
/	INFO Meta description too long	Trim the description to roughly 70–160 characters while keeping the core message and call to action.

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.

Missing meta description — 1 page

Page	The fault	The fix
/result	WARNING Missing meta description	Add a meta description of roughly 70–160 characters that summarizes the page and gives a reason to click.

Multiple H1 headings — 9 pages

Page	The fault	The fix
/learn/	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).
/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).
/learn/how-search-reads-your-site.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).
/learn/welcome.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).
/learn/titles-and-descriptions.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).
/learn/applying-your-fixer-file.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).
/learn/keywords-worth-winning.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).
/learn/links-honestly.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).
/learn/measuring-progress.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 has no outgoing links — 1 page

Page	The fault	The fix
/	WARNING Page has no outgoing links	Add links to related pages, the parent category, or the homepage. If the page's navigation is rendered by JavaScript, make sure it also exists in the server-rendered HTML.

Page is noindex — 1 page

Page	The fault	The fix
/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 — 5 pages

Page	The fault	The fix
/fix-it	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.
/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.
/results	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.
/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.

Slow server response — 4 pages

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.
/what-you-get	INFO Slow server response	Investigate server/database time and caching for this route; serving cached or statically generated HTML usually fixes it.
/fix-it	INFO Slow server response	Investigate server/database time and caching for this route; serving cached or statically generated HTML usually fixes it.
/learn/	INFO Slow server response	Investigate server/database time and caching for this route; serving cached or statically generated HTML usually fixes it.

Thin content — 2 pages

Page	The fault	The fix
/	WARNING Thin content	Either expand the page with genuinely useful content, noindex it, or consolidate it into a stronger page. If the content exists but is rendered by JavaScript, ensure it is server-rendered or pre-rendered.
/results	WARNING Thin content	Either expand the page with genuinely useful content, noindex it, or consolidate it into a stronger page. If the content exists but is rendered by JavaScript, ensure it is server-rendered or pre-rendered.

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

Appendix C — what this report drew on

Every figure in this report was bought fresh for this run on 31 August 2026. Nothing was reused from an earlier audit, nothing was estimated by hand, and where a measurement could not be taken the section that needed it says so in plain words.

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. **Apply the 2 rewritten descriptions.** Supplied ready to import.
2. **Repair the 4 dead ends.** This is not random: 2 of the 2 broken links point into /learn/ — one repeating template rule. Correct the rule once and the majority clear in a single change.
3. **Give the 2 duplicate-title pages their own titles.**
4. **Measure monthly.** Re-crawl and re-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.
