

SEO audit report example: a real mini audit, anonymised

The example is the mini audit sent on 25 September 2026, in the order the client read it. The client's site is "the client" and the four competitors the client named are Competitor A–D; product and service names are replaced by group labels, and every number is the one in the report.

Key findings

Authority is low, but in this niche it is not the obstacle. The client's site has a domain rating (DR) of 3.8 and about 20 organic visitors a month from 14 keywords (Ahrefs), and most of that visibility comes from pages about completed projects, not from service queries. The competitors' DR is only 1.5–17, and the site in first place for one service query has a DR of 0.4.

The main service query ranks 31st and its price query 8th, both with a product page instead of the service page. Three other service queries do not show the client's site at all.

In AI search the client is already strong: it is visible in 35% of answers (36 of 104), second after one competitor. In the topic of its main service, though, it appears in 3 of 20 answers.

The plan has three steps: split the service page into separate pages by real demand and separate them clearly from product pages; build visibility with off-site articles and in the directories AI cites; recalculate priorities every month on the quick-win principle, using Search Console, GA4 and Google Ads search-term data.

Key metrics against four competitors

Metric	Client	A	B	C	D
Domain rating (DR)	3.8	17	9	11	1.5
Backlinks	482	564	651	595	551
Organic traffic / month	20	903	483	134	22
Organic keywords	14	54	29	26	7
Keywords in the top 3	3	28	15	12	1

Source: Ahrefs, 25 September 2026 (mode: subdomains, country: Lithuania). Organic traffic and keyword counts are Ahrefs estimates for Lithuanian search. A–D are the four competitors the client named.

No site in the set has a DR above 17, so most links in this niche carry little value: the site with more targeted pages wins, not the one with more links. Competitor A, with DR 17, has 28 keywords in the top 3 and about 903 visitors a month; the client has 3 keywords in the top 3 and about 20 visitors.

Where the current visibility comes from

Most of the client's visibility comes from pages about completed projects, at positions 4, 10 and 12. People who search for those projects are not buyers, so this traffic brings no enquiries. The positions still show that Google already links the site with the topic, and these pages are suitable for internal links to the service pages.

Demand by service group and season

The areas the client designs, supplies and installs gather about 2,520 searches a month in Lithuania on the main terms alone; direct service queries account for about 710 a month. A person who types a service query is already planning to buy, so even a small number of extra enquiries from the site can pay off.

Group	Searches / month
Primary focus: main service	210
Primary focus: second service	470
Primary focus: third service	30
Additional: product types	960
Additional: product group 2	490
Additional: product group 3	190
Additional: equipment	170
Total	2,520

Source: Google Ads Keyword Planner (Lithuania), September 2026, average monthly searches. Close variants that Keyword Planner groups together are counted once; broad head terms are left out, and long-tail queries add to the real potential.

Demand is clearly seasonal: the main service query reaches 210 searches in June and falls to 50 in November, and one product query runs at 3,600 in June and 140 in November. Demand for the second service runs the other way, peaking in December–February at 590 a month. Autumn and winter are therefore the time to prepare the main service pages, so that they hold their positions by spring.

Live Google results for the main service query

Position	Result	DR
1	Competitor C	11
2	Competitor B	9
3	Competitor A	17
4	Classifieds site	66
5	Other site	4.5
6	Other site	0.9
7	Other site	6
8	Other site	0.4
9	Other site	1.9
10	Facebook	100
31	Client (product page, not the service page)	3.8

Source: Google Search (Lithuania, Lithuanian), DataForSEO live SERP, 25 September 2026; DR from Ahrefs. Organic results only, without ads, maps, images and AI blocks. The query has 90 searches a month.

The top 10 is not held by strong domains only: sites with DR 0.9 and 1.9 rank on page one. For a narrower variant of the same query a site with DR 0.4 ranks first, and for the third service no one has a dedicated page: an old contacts page of Competitor C ranks first, followed by articles, public tenders and Facebook posts. What is missing is not authority but targeted, well-structured service pages.

The right page for each query

One service page tries to answer every service query today, so Google does not show it and ranks a product page for the main service queries instead. The price query already ranks 8th with that product page, so one strong service page that explains what drives the price can give the quickest result. The pages about completed projects get internal links to the matching service pages.

AI visibility

The AI visibility audit asked 26 real buyer questions on four platforms and collected 104 answers, then checked in which of them the client is named or cited.

Platform	Answers naming the client	Share
ChatGPT (real interface)	13 of 26	50%
ChatGPT (API model)	5 of 26	19%
Gemini (real interface)	6 of 26	23%
Perplexity (sonar API)	12 of 26	46%
Total	36 of 104	35%

Source: AI visibility audit, 25 September 2026, Lithuania, Lithuanian. 26 questions × 4 platforms = 104 answers; 906 citations and 217 business cards, 253 unique domains. One snapshot, not a trend.

Perplexity cites the client's site as a source in twelve answers but names the business in none of them: the answer rests on the site while the brand stays unnamed. The ChatGPT interface names the client in half of its answers, the ChatGPT API in only 5 of 26.

Topic group	Answers	Share
Choosing a supplier	9 / 16	56%
Product types by location	6 / 12	50%
Product types by material	8 / 16	50%
Commercial projects and equipment	4 / 12	33%
Third service	3 / 12	25%
Second service	3 / 16	19%
Main service	3 / 20	15%

The biggest gap sits exactly in the client's main goal: in the main-service topic the client appears in 3 answers of 20, and in the three most general questions (who provides the service, what it costs, who provides it in two other cities) in 0 of 12.

Cited source	Type	Citations
Directory 1	Service directory	40
Competitor C	Competitor	39
Directory 2	Company directory	37
Client's site	The client	35
Other provider	Competitor	33
Directory 3	Service directory	31
Other provider	Competitor	21
News portal	Media	20
Other provider	Competitor	17
Competitor D	Competitor	15

Source: the same AI visibility audit. The ten domains AI answers cited most often, out of 253.

The cited sources show where the work goes next. The three directories carry 108 citations together, and the answers also hold 217 business cards from Google Maps, so the client's directory listings and Google Business Profile come first. The news portal is cited 20 times across 8 different questions, which makes it a candidate for off-site articles. AI cited the client's homepage under a different name, so the brand and the company name need to be linked clearly everywhere.

By share of answers the client is second, one answer behind the leader (37 of 104 against 36 of 104) and ahead of every other provider.

This is a one-off AI visibility audit: a snapshot, not a trend, and the same check on another day can give slightly different results. That is why the audit is repeated every month and compared with this snapshot before any change counts as real.

Priorities

The findings turn into a work plan in this order, and the order is recalculated every month on the quick-win principle.

- 1. Quick-win analysis on real data.** Once Search Console, GA4 and the Google Ads search terms report are in place, the first week selects pages that already have impressions in positions 8–20 and search terms that already bring enquiries in Ads campaigns, weighed against the business's priorities.
- 2. Service pages split by demand.** One page per service, separate from the product pages, with the price query first because it already ranks 8th; city pages only where the client really works.
- 3. Real technical gaps fixed.** With access in place, indexation, technical health and tracking are checked in the order of the SEO audit checklist (seopaslaugos.io/en/guides/seo-audit-checklist), and the gaps found are fixed.

4. **Internal links to the pages that sell.** The pages about completed projects, which already rank, link to the matching service pages, and the most important pages sit in the top menu.
5. **Off-site strategy built on the budget.** The links of the top 5 competitors are counted, portals are chosen partly by AI citation data, and the budget sets the quality of the links and the pace of growth.
6. **AI visibility gaps closed.** Separate pages go to the topics where visibility is 0–25% today, service pages get answers AI can quote in one sentence, and the directory listings AI cites are completed.
7. **Monthly re-measurement.** Priorities are recalculated every month from Search Console, GA4 and Google Ads data, and the AI visibility audit is repeated against the same buyer questions.

What the mini audit leaves out

The mini audit needs no Search Console, GA4 or Google Ads access: it relies on Ahrefs, Google Ads Keyword Planner, live Google results and the AI visibility audit. Indexation, technical health and tracking are checked once access is given, in the order of the SEO audit checklist (seopaslaugos.io/en/guides/seo-audit-checklist).

An SEO audit report is the written result of an SEO audit: a systematic study of a website's strengths and weaknesses that can be handed to the business's own specialist team. Each finding states what was measured, the source of the data and what to do first. Get the same mini audit for your own site: seopaslaugos.io/en/free-seo-audit. The checks behind each finding: seopaslaugos.io/en/guides/seo-audit-checklist.