

SEO Audit Report

Generic Website Audit

Prepared for Illucrum LLC – illucrum.com

Audit type	Date	Auditor	REF #
Full	2026/07/11	Szymon Kokot	A-000001

Overview

6.7 / 10	Summary The site is young and healthy. The only thing bringing it down is the lack of backlinks. The second most important issue, that is somewhat related to the first, is site authority. A backlink strategy as well as reviews and testimonies from clients should make it easily rank on the first page.
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Top priorities

Executing a backlink strategy is absolutely crucial. The website is already ranking on the 2-3 page on Google's results, sporadically reaching the 1st page. Backlinks are a testimony to how reliable, authoritative and helpful your website is. This easily "convinces" search engines to make your website rank.

The website should include client testimonies. Related to the issue above, client testimonies also help to prove your website is legit, increasing its authority and credibility. This will not only help you rank higher, but also should improve metrics like bounce rate and session time.

More reviews are needed on Clutch and/or similar. Not really included in the generic website SEO audit; nevertheless, is another important matter that will help authority and credibility. Those reviews also can be included on the web, and the profile and website can be linked.

Section details

Technical SEO - 9/10

1. **Page speed (Mobile & Desktop):** Page speed is very good for desktop, poor for mobile. Should be improved.
 - a. Downloading the font from Google's API, from inside the CSS creates a relatively costly network dependency tree.
 - b. CSS and JS can be minimized.
 - c. Logos could be half the size and in WEBP format instead of PNG
2. **Core Web Vitals:**
 - a. Largest Contentful Paint: 5.4s for mobile; speed is already discussed in the previous point.
 - b. Interaction to Next Paint: Not enough data
 - c. Cumulative Layout Shift: 0; it's perfect.
3. **Mobile friendliness:** No issues found.
4. **HTTPS & SSL Certificate:** No issues found.
5. **XML Sitemap:** No issues found.
6. **Robots.txt:** No issues found.
7. **Crawl Errors & Index Coverage:** No issues found.
8. **Redirect Chains & 4xx Errors:** There are several 404 errors for URLs with a trailing slash ("/").
9. **Canonical tags:** No issues found.
10. **Structured Data / Schema:** No issues found.
11. **Duplicate Content / Thin Pages:** No issues found.
12. **Hreflang (Multilingual):** No issues found.

On-Page SEO - 8.8/10

1. **Title Tag Optimisation:** No significant issues found. Some pages with the title tag too long or too short.

Too short	Too long
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/pricing	/audits
/seo-facts	/faq
/compare/basic-vs-full-seo-audit	/which-audit
/compare/saas-vs-ecommerce-seo-audit	
/compare/seo-audit-vs-seo-retainer	

2. **Meta description:** No significant issues found. Some pages with the description tag too long.

Too Long
/seo-facts
/audits/technical-seo-audit

3. **Heading Structure:** No issues found.
4. **Image Alt Text:** No alt text on logo images, which are the only images on the site.
5. **Content Quality & Length:** No issues found.
6. **Internal Linking:** Only one suggestion, different SEO audits type should be accessible from the header nav menu. For example, in a dropdown.
7. **URL structure:** No issues found.
8. **Open Graph / Social Media Tags:** OG and Instagram tags found, but with no images. Should be fixed if possible.
9. **Content Freshness:** No issues found.
10. **Keyword Placement & Density:** No issues found

Keyword Opportunities – 6.2 / 10

1. **Ranking Keywords Overview:** There are some queries that rank in the first page, although the volume is very low. Therefore, an honest analysis is not possible.
2. **Striking Distance Keywords:** Very strong price focus. Really worth taking good care of the /pricing page. Apart from generic audit keywords, there is an important presence of the technical only audit. SaaS audits have a stronger presence than e-commerce, although the volume is low, might be a signal of low demand.

Keyword	Position	Impressions	CTR
seo audit price	16.6	1,861	0%
technical seo audit price	14.8	1,508	0%

cost of seo audit	18.2	1,231	0%
seo audit prices	17.1	217	0%
website audit price	18.0	200	0%
how much is a full technical seo audit	18.5	133	0%
seo audit for saas	13.0	94	0%
ecommerce seo audit pricing	14.3	77	0%
saas seo audit consultant	16.4	42	0%

3. **Local SEO Keywords:** There is no relevant local traffic. Not quite relevant in this particular case as services are provided globally the same way.
4. **Search Intent Alignment:** No issues found.
5. **Keyword Gap vs Competitors:** illucrum.com ranks on the first page sporadically only for pricing related keywords and SaaS SEO audit. Given that the site is young, has no backlinks and no domain authority, this is a good signal. Then again, search volume for SaaS related queries is quite low.
6. **Branded vs Non-branded Traffic Split:** Non-branded only. This is expected from a such a young business. Nothing to worry about.

Backlink Profile – 1 / 10

1. **Total Backlink & Referring Domains:** No relevant backlinks.
2. **Toxic / Spammy Backlinks:** Few toxic or spammy backlinks, but nothing to worry about.
3. **Anchor Text Distribution:** Does not apply.
4. **Lost & Gained Links:** Does not apply.
5. **Competitor Link Gap:** Competitors do have backlinks.

Competitor Analysis – 1 / 10

1. **Identify Top 3 Organic Competitors:** Semrush, Seoptimer and Ahrefs.
2. **Compare Authority Scores:** Competitors have a much higher domain authority. It's expected as the website is still very young. Domain authority can be improved over time mostly with good backlinks.

Semrush	86
Ahrefs	83

Seoptimer	66
Illucrum	2

3. **Top Pages Comparison:** No issues found.
4. **Content Depth:** No issues found.

Local SEO – Does Not Apply

UX & Conversion Signals – 8.7

1. **Clear CTA on Key Pages:** No issues found.
2. **Navigation & Site Structure:** No issues found.
3. **Bounce Rate & Session Duration:** Bounce rate about 50% percent, should be improved. Session duration time is 1m 39s which is short. Might be improved increasing site credibility.
4. **Intrusive Pop-ups / Interstitials:** No issues found.

To-do list

1. Execute a backlinking strategy
2. Add client testimonies to the website
3. Increase reviews number on Clutch and/or similar
4. Optimize page speed for mobile
5. Fix 404 errors due to trailing slash
6. Add links to the different SEO audit types to the header
7. Optimize title tags length
8. Optimize description tags length
9. Add alt text to logo images
10. Add OG and Instagram image tags with relevant images