

SEO Audit Report

Generic Website Audit

Prepared for Illucrum LLC – illucrum.com

Audit type	Date	Auditor	REF #
Website	2026-08-04	Szymon Kokot	A-000002

Overview

8.0 / 10	Summary The technical aspect of the website is basically flawless, with strong on-page SEO, good Core Web Vitals, and complete structured data. The two issues holding it back are a thin backlink profile and low domain authority. Any reviews, citation worthy case studies and a other backlink strategy like guest posting would help improve greatly site's position, as well as it would help it get cited by the AI.
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Top priorities

The website should include client testimonials. Client testimonies and/or reviews (for example on clutch.co) 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.

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.

Section details

Technical SEO – 9.75/10

1. **Page speed (Mobile & Desktop):** The website scored 94 on mobile and 93 on desktop. It's a nearly perfect score, no action is required.
2. **Core Web Vitals:** There is room for improvement, but no action is required. Specially that there is still not enough data for the INP.
 - a. Largest Contentful Paint: 3.1s; could be improved, although on the second try it was only 1.6s. This means that the cache is working properly. This, combined with the fact that the First Contentful Page was only 0.9s on the first try, means that LCP is no big issue.
 - b. Interaction to Next Paint: Not enough data
 - c. Cumulative Layout Shift: 0; it's perfect.
3. **Mobile friendliness:** Text is readable without zooming, tap targets are appropriately sized, and content fits the viewport. No issues were found during manual testing.
4. **HTTPS & SSL Certificate:** Site is fully served over HTTPS with a valid SSL certificate. No action required.
5. **XML Sitemap:** XML sitemap found at illucrum.com/sitemap.xml. Contains all required URLs, all returning 200 OK. Sitemap is declared in robots.txt. No action required.
6. **Robots.txt:** robots.txt is present and correctly configured. No critical paths are blocked from crawling. Sitemap location is declared.
7. **Canonical tags:** Canonical tags are correctly implemented across all crawled pages. Each page points to its own canonical URL, preventing duplicate content signals from reaching Google.
8. **Structured Data / Schema:** LocalBusiness schema could include an address and an image, otherwise, all schemas seem to be correctly implemented and complete
9. **Crawl Errors & Index Coverage:** 41 indexed pages, 33 not indexed. Every important page is indexed. The pages that are not indexed seem to be not indexed on purpose. No action required.
10. **Redirect Chains & 4xx Errors:** No redirect chains or broken links detected. All internal links resolve directly to their final destination. Crawl budget is used efficiently.

11. **Duplicate Content / Thin Pages:** No significant duplicate content or thin pages detected. Each page appears to carry unique, substantive content that serves a distinct purpose. No issues found.
12. **Hreflang (Multilingual):** Hreflang is correctly implemented across all language variants. “x-default” is set. No issues found.

On-Page SEO - 8.8/10

13. **Title Tag Optimization:** Title tags are well-optimized across key pages: keywords appropriately positioned, and each page has a unique title. Titles lengths could be optimized.

Too short	Too long
/about	/audits
/faq	/compare/seo-audit-vs-diy
/pricing	
/process	
/seo-facts	
/audits/ecommerce-seo-audit	
/audits/saas-seo-audit	
/audits/seo-audit	
/audits/technical-seo-audit	
/compare/ecommerce-vs-generic-seo-audit	
/compare/saas-vs-generic-seo-audit	
/compare/seo-audit-vs-seo-retainer	
/compare/seo-audit-vs-seo-tool	

14. **Meta description:** Meta descriptions are well-written and present across all key pages. They include a value proposition, and each page has a unique description. Some meta descriptions' length could be optimized.

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

15. **Heading Structure:** Heading structure is logical and well-optimised. Each page has a single H1 containing the primary keyword, with H2/H3 subheadings used to organise content and support topical coverage.

16. **Image Alt Text:** Image alt text is well implemented. All meaningful images have descriptive alt attributes, supporting both accessibility and image search indexing.
17. **Content Quality & Length:** Content quality is strong across key pages. Pages demonstrate expertise, address user intent thoroughly, and provide sufficient depth to compete for target keywords.
18. **Internal Linking:** Internal linking is solid. Key pages link to each other with descriptive anchor text, helping distribute authority across the site and guiding both users and crawlers efficiently. Only suggestion would be to add links to the different audit types to the navigation menu
19. **URL structure:** URL structure is clean and well-optimized. URLs are lowercase, use hyphens as separators, contain relevant keywords, and are free from dynamic parameters.
20. **Open Graph / Social Media Tags:** Open Graph and Twitter Card tags are correctly implemented on all key pages. Social shares will display correctly with a proper title, description, and preview image.
21. **Content Freshness:** Content is freshly crawled, multiple pages signal that they were updated this year.
22. **Keyword Placement & Density:** Target keywords are well-placed in the key on-page positions across all analysed pages. Density is natural and readable with no over-optimisation risk detected.

Keyword Opportunities – 7 / 10

23. **Ranking Keywords Overview:** When testing manually, the website did appear on the first page for some pricing related pages. But according to the GSC, there is only one query with an avg. position lower than 10, and it's "technical seo audit price".
24. **Striking Distance Keywords:** Quite a few of them, mostly price related which should bring users with buying intent, and "seo statistics" has potential to make the website cited, once it starts ranking. Good opportunities.

Keyword	Position	Impressions
technical seo audit price	9.6	4661
seo audit cost	23.4	3616
seo audit pricing	17.6	3041
seo audit price	15.2	2794
seo statistics	26.2	2516
seo retainer	27.3	1705

25. **Local SEO Keywords:** Not relevant to this website.
26. **Search Intent Alignment:** Most important pages are /pricing, and /seo-facts which are aligned with the expected buying and informational intent respectively.
27. **Keyword Gap vs Competitors:** SEOptimer ranks for "saas seo audit", "ecommerce seo audit" and "seo statistics". The website does not rank for any of those. Insightland ranks for "saas seo audit cost", but the website also ranks and even above the competitor. In general, the competition covers a wider pool of keywords, SEOptimer having automated tools, insightland offering, trainings, local SEO, SEO for migrations, but also marketing, UX and analytics services. The website has a much narrower pool and much less article or content pages, focusing purely on audits, and ranks only for pricing related queries. Also it's worth noting that the website does not really compete for GEO/AEO or any other SEO related AI optimization.
28. **Branded vs Non-branded Traffic Split:** No relevant branded traffic, which as this point is expected, and not a problem

Backlink Profile – 3.3 / 10

- 29. **Total Backlink & Referring Domains:** No relevant backlinks. A link building strategy is required.
- 30. **Toxic / Spammy Backlinks:** Few spammy backlinks, nothing to worry about
- 31. **Anchor Text Distribution:** Does not apply.
- 32. **Lost & Gained Links:** Does not apply.
- 33. **Competitor Link Gap:** There is a significant backlink gap between the website and its competitors.

Competitor Analysis – 4.3 / 10

34. **Identify Top 3 Organic Competitors:** seoptimer.com, insightland.com and ahrefs.com.

35. **Compare Authority Scores:** The gap is big, which is no surprise with no relevant backlinks.

ahrefs.com	83
seoptimer.com	66
insightland.org	66
illucrum.com	2

36. **Top Pages Comparison:** All competitors bigger websites, offering more unique content. The most important ones are GEO pages, and testimonials/case studies.

37. **Content Depth:** Content depth and quality is competitive, competition having more articles in their blogs and testimonials. But otherwise, very similar content depth and quality.

Local SEO – 9.5 / 10

- 38. **Google Business Profile (GBP):** Does not apply.
- 39. **NAP consistency:** NAP (Name, Address, Phone) is consistently formatted across the site. This on-site consistency is the foundation of local citation accuracy.
- 40. **Local Citations:** Does not apply.
- 41. **Review Score & Recency:** Does not apply.
- 42. **Local Schema on Site:** LocalBusiness schema is correctly implemented, it only lacks an address and a picture. This is not very important in this case.

UX & Conversion Signals – 9.3 / 10

- 43. **Clear CTA on Key Pages:** Clear, action-oriented CTAs are present above the fold on key pages and repeated at logical points through the content. Conversion pathways are easy to find.
- 44. **Navigation & Site Structure:** Navigation is clean, logical, and gives users clear pathways to key pages, except direct access to audit pages is missing from the nav menu. Site structure supports both user experience and crawl efficiency.
- 45. **Bounce Rate & Session Duration:** Too little data to analyze properly.
- 46. **Intrusive Pop-ups / Interstitials:** No intrusive pop-ups or interstitials detected. The page experience is clean on both desktop and mobile.

AI Search & Answer Engine Optimization (GEO / AEO) – 9.3 / 10

- 47. **Google AI Overview Presence:** While testing, AI overview did not cite the website, not even for "saas seo audit price", which ranked first when we tried it with the /pricing page. This is most likely due to the low authority and poor E-E-A-T.
- 48. **Answer Engine Visibility:** The website is not yet cited by AI engines. This is most likely due to the low authority and poor E-E-A-T.
- 49. **Answer-Ready Content Structure:** Each important page has proper heading structure, has good content, and a FAQ block. Tables and lists are used where necessary. The content on the website is in general well structured and easy to read.
- 50. **Citation-Worthy Signals & E-E-A-T:** Although there is a page with SEO facts and statistics, none of them are original. The clutch.co widget and badge in the /about page are the only good signals for authority, although no reviews on clutch is not ideal. The website lacks testimonials, case studies and similar.
- 51. **AI-focused Structured Data:** All schemas are present and complete.
- 52. **AI Crawler Access & llms.txt:** All crawlers are allowed. llms.txt is present and it's descriptive.

To-do list

1. Increase reviews number on Clutch and/or similar
2. Add client testimonials to the website
3. Execute a backlinking strategy
4. Add links to the different SEO audit types to the header
5. Optimize title tags length
6. Optimize description tags length