

SEO audit sample

Site: Northern Trade Review · 03 October 2026

This sample shows the format of an audit I deliver: every finding comes from a measured check, with the pages affected, the evidence and the fix. The method follows a standard technical and on-page checklist: crawlability, indexation, speed, mobile, titles and descriptions, headings, images, links and structured data.

9

pages crawled

1

high impact

5

medium impact

4

low impact

Summary

Top issues, in the order I would fix them:

1. **Internal links to broken URLs** (High, 2 pages): Fix the links or redirect the old URLs (301).
2. **Missing meta description** (Medium, 9 pages): Write a 140-160 character description with a reason to click.
3. **Missing canonical tag** (Medium, 3 pages): Add a self-referencing canonical on every indexable page.
4. **Duplicate titles** (Medium, 2 pages): Give each page its own title.
5. **Orphan pages (in sitemap, no internal link)** (Medium, 1 page): Link each page from at least one related page.

Quick wins (small effort)

- Internal links to broken URLs
- Missing meta description
- Missing canonical tag
- Duplicate titles
- Orphan pages (in sitemap, no internal link)
- No site owner schema (Organization / LocalBusiness / Person)

Scope and limits: crawled from the home page and the XML sitemap (9 sitemap URLs). Speed numbers come from a local test server and are not real-world figures; on a live site I add PageSpeed Insights / Core Web Vitals field data, Search Console coverage and queries, and HTTPS checks.

Findings

ID	Area	Issue and evidence	Impact	Effort	Pages	Fix
S01	Indexation	Internal links to broken URLs 4xx/5xx status on internally linked URLs	High	Small	2	Fix the links or redirect the old URLs (301).
S02	On-page	Missing meta description No meta description	Medium	Small	9	Write a 140-160 character description with a reason to click.
S03	Indexation	Missing canonical tag No <link rel=canonical>	Medium	Small	3	Add a self-referencing canonical on every indexable page.
S04	On-page	Duplicate titles Same title on several pages	Medium	Small	2	Give each page its own title.
S05	Crawlability	Orphan pages (in sitemap, no internal link) Found only in the sitemap	Medium	Small	1	Link each page from at least one related page.
S06	Schema	No site owner schema (Organization / LocalBusiness / Person) JSON-LD types found: none	Medium	Small	1	Add Organization JSON-LD (name, logo, sameAs); a local service business uses LocalBusiness with address, phone, opening hours and price range; news or blog articles add Article / NewsArticle with headline, date and author.
S07	Social	Missing Open Graph tags No og:title/og:image	Low	Small	9	Add og:title, og:description and og:image for link previews.
S08	On-page	Title longer than 60 characters (cut in Google) 90 chars: Les tarifs de fret reculent avec la fin de la congestion portuaire – N; 88 chars: Cinq tendances de la chaîne d’approvisionnement à suivre en 2027 – Nor; 76 chars: Les fabricants ontariens misent sur l’automatisation – Northern Trade ; 68 chars: Freight rates ease as port congestion clears – Northern Trade Review	Low	Small	6	Shorten to 50-60 characters, main keyword first, brand last.
S09	On-page	Heading levels skipped (e.g. H2 to H4) Heading order jumps a level	Low	Small	6	Use the next level down; style with CSS instead of picking a smaller heading.
S10	Content	Thin pages (under 250 words) /fr/les-tarifs-de-fret-reculent-avec-la-fin-de-la-congestion-portuaire/ 201 words; /fr/cinq-tendances-de-la-chaîne-dapprovisionnement-a-suivre-en-2027/ 206 words; /fr/les-fabricants-ontariens-misent-sur-lautomatisation/ 195 words; /freight-rates-	Low	Medium	6	Add useful detail (what happens, prices, FAQs) or merge thin pages.

		ease-as-port-congestion-clears/ 198 words; /five-supply-chain-trends-to-watch-in-2027/ 202 words; /ontario-manufacturers-bet-on- automation/ 196 words				
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Action plan

1. Fix first (high impact)

- **S01** Internal links to broken URLs: Fix the links or redirect the old URLs (301).

2. Quick wins (medium impact, small effort)

- **S02** Missing meta description: Write a 140-160 character description with a reason to click.
- **S03** Missing canonical tag: Add a self-referencing canonical on every indexable page.
- **S04** Duplicate titles: Give each page its own title.
- **S05** Orphan pages (in sitemap, no internal link): Link each page from at least one related page.
- **S06** No site owner schema (Organization / LocalBusiness / Person): Add Organization JSON-LD (name, logo, sameAs); a local service business uses LocalBusiness with address, phone, opening hours and price range; news or blog articles add Article / NewsArticle with headline, date and author.

4. Polish (low impact)

- **S07** Missing Open Graph tags: Add og:title, og:description and og:image for link previews.
- **S08** Title longer than 60 characters (cut in Google): Shorten to 50-60 characters, main keyword first, brand last.
- **S09** Heading levels skipped (e.g. H2 to H4): Use the next level down; style with CSS instead of picking a smaller heading.
- **S10** Thin pages (under 250 words): Add useful detail (what happens, prices, FAQs) or merge thin pages.

Page inventory

Page	Title	Desc. chars	H1	Words	Images
/	Northern Trade Review – Business news for Canadian industry	0	1	300	2
/category/uncategorized/	Uncategorized – Northern Trade Review	0	1	301	2
/fr/	Northern Trade Review – Business news for Canadian industry	0	1	294	2
/fr/les-tarifs-de-fret-reculent-avec-la-fin-de-la-congestion-portuaire/	Les tarifs de fret reculent avec la fin de la congestion portuaire – Northern Trade Review	0	1	201	3
/fr/cinq-tendances-de-la-chaine-dapprovisionnement-a-suivre-en-2027/	Cinq tendances de la chaîne d'approvisionnement à suivre en 2027 – Northern Trade Review	0	1	206	3
/fr/les-fabricants-ontariens-misent-sur-lautomatisation/	Les fabricants ontariens misent sur l'automatisation – Northern Trade Review	0	1	195	3
/freight-rates-ease-as-port-congestion-clears/	Freight rates ease as port congestion clears – Northern Trade Review	0	1	198	3

/five-supply-chain-trends-to-watch-in-2027/	Five supply-chain trends to watch in 2027 – Northern Trade Review	0	1	202	3
/ontario-manufacturers-bet-on-automation/	Ontario manufacturers bet on automation – Northern Trade Review	0	1	196	3

The full issue list with filters is in the spreadsheet that comes with this report (seo-issues.xlsx).