

Illustrative SEO evidence report - Sunrise Bakery

81

GRADE B

10/12 analyzed · cap 10

Agency outcome

Illustrative sample only. Sunrise Bakery, the agency, URLs, observations, scores, dates and decisions are fictional. No live audit, customer result or client response is represented. Example scope: 10 of 12 discovered public HTML pages; 0 failed, 2 not checked because the current product crawl cap is 10. The score 81/100 describes only this fictional assessed scope, not the whole website or a ranking forecast. One title finding is shown as resolved; the mobile viewport remains open; performance was not re-checked. Illustrative decision context: the menu change and coverage review await client-owner approval; performance work is deferred until after the menu release. Sample responses are disabled; no real approval or completion is recorded.

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Coverage truth

10/12 Analyzed	10 Attempted	0 Fetch/runtime failures
2 Not attempted due to cap	2 Not checked	10 Explicit crawl cap

This is a priority-page/partial audit. Scores use only analyzed URLs. Rule set: illustrative-sample-rules/v1.

Implementation claims

AGENCY-REPORTED

Illustrative agency statement: added a descriptive title to the delivery page before the example follow-up.

SCANNER VERIFICATION

Cited scanner outcome: Resolved by comparable re-scan. Illustrative scanner outcome: the same delivery page and title rule now record the expected title. This verifies only the cited finding; it does not prove wider improvements.

Finding evidence passport

HIGH

Missing document title

Resolved by comparable re-scan · confidence confirmed · rule illustrative-sample-rules/v1 · compared 2026-10-02

Evidence: Illustrative original HTML: <title></title>. The fictional comparable re-scan records <title>Bakery Delivery in Portland | Sunrise Bakery</title> on the same page and rule.

MEDIUM

Mobile viewport meta tag missing

Still open in comparable re-scan · confidence confirmed · rule illustrative-sample-rules/v1 · compared 2026-10-02

Evidence: Illustrative HTML: no <meta name="viewport"> element was found in the menu page head. The fictional comparable re-scan still lacks it; implementation is not recorded as complete.

MEDIUM

Mobile Lighthouse LCP above 4.0s

Not checked · confidence confirmed · rule illustrative-sample-rules/v1

Why not checked: Relevant page or rule not checked. Evidence: Illustrative mobile Lighthouse lab measurement: LCP 4.6 seconds, above the 4.0-second threshold. This is a fictional lab observation, not field data. Performance was not repeated in the follow-up; no speed improvement is claimed.

Next actions

1

Approve the mobile viewport template update and verify the menu page after release

Responsible party: Client web team · Target date: 2026-10-08

2

Schedule hero-image review and repeat the same mobile Lighthouse measurement

Responsible party: Agency performance lead · Target date: 2026-10-12

3

Review the two unassessed pages before making any broader site-health conclusion

Responsible party: Agency analyst and client owner · Target date: 2026-10-15

Contact

hello@agency.example

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