Apex Digital

Illustrative SEO evidence report - Sunrise Bakery

81

GRADE B

10/12 analyzed · cap 10

Audited website: https://sunrise-bakery.example/

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.

Published Oct 2, 2026 from audit Oct 1, 2026. Publication revision 1; brand revision 1.

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.

Confirmed scope: Automatic priority-page sampling - not a claim of full-site coverage.

URLs actually analyzed: 10

https://sunrise-bakery.example/

https://sunrise-bakery.example/delivery

https://sunrise-bakery.example/menu

https://sunrise-bakery.example/about

https://sunrise-bakery.example/contact

https://sunrise-bakery.example/catering

https://sunrise-bakery.example/cakes

https://sunrise-bakery.example/bread

https://sunrise-bakery.example/pastries

https://sunrise-bakery.example/visit

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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