DATED SAMPLE · SELF-AUDIT · 11 NOVEMBER 2026

SEO Audit Report: a real sample from our own site

Most “sample” reports are mock-ups. This one is the actual SEO audit report we ran on Guided Success Academy on 11 November 2026. It crawled 305 pages, read 156,724 Search Console impressions and 175 clicks, and found a 0.11% CTR. The leaks, the fix order and the limits are below.

Self-audit / 11 Nov 2026 REAL DATA

Property: guidedsuccessacademy.com

156,724	175
IMPRESSIONS	CLICKS
0.11%	**78/100**
CTR	FUNNEL SCORE

Search Console, 16 months to 7 November 2026. Funnel score from the full audit. The HTML tables below are the source of truth.

Prepared by Arvind Jadli, founder of GSA Growth. Toptal-vetted SEO expert — part of Toptal’s top 3% network. This sample is the dated proof behind the credential. It is not a client case study.

Audit date: 11 November 2026
Method: Search Console + crawl + AI sample. No client data. No guarantee.

WHAT THIS REPORT IS

A diagnosis, not another dashboard

The report reads Search Console, a fresh crawl, page experience, internal links, funnel coverage and AI-answer readiness. It returns one ranked fix order with the evidence behind each call. It does not implement the fixes, and it does not promise a ranking, traffic, citation, lead or revenue outcome.

One report, one decision

Every finding has a page, a signal, a value or priority, and a next action. If the data cannot support a ranked list, the audit is not sold.

A self-audit, not a client story

We used our own property. There is no client data, no invented benchmark and no borrowed screenshot. The limits are stated in section 9.

Dated and reproducible

The audit date, Search Console window, crawl count and CSV appendix are on the page. You can check the rows, not just the headline.

How to read it: the HTML tables on this page are the source of truth. The chart is a visual summary of the same rows. Where a third-party source was unavailable, the report says `not_measured`; it does not fill the gap with an estimate.

THE NUMBERS

The site has demand. It does not turn enough of it into clicks.

The gap is concentrated: the top 10 pages by impressions carry most of the demand, and most of them are comparison or how-to pages, not the pages that sell.

GSA Growth self-audit, 11 November 2026

METRIC	VALUE	WHAT IT MEANS
Pages crawled	305	Fresh crawl, completed 10 November 2026
Search Console pages	298	Pages with at least one impression in the window
Search Console queries	5,099	16 months to 7 November 2026
Impressions	156,724	Demand the site appeared for, not demand it owns
Clicks	175	0.11% CTR across the property
GA4 rows / landing pages	155 / 137	Assisted-conversion coverage is incomplete
Funnel score	78/100	Stage, CTA, path, proof and measurement
Pages with no declared stage	174 of 305	62 have since been curated; 112 still need a decision
AI observations (non-gear)	15	5 buyer questions across 3 answer surfaces
Brand citations	0	No citation in the 15 non-gear observations

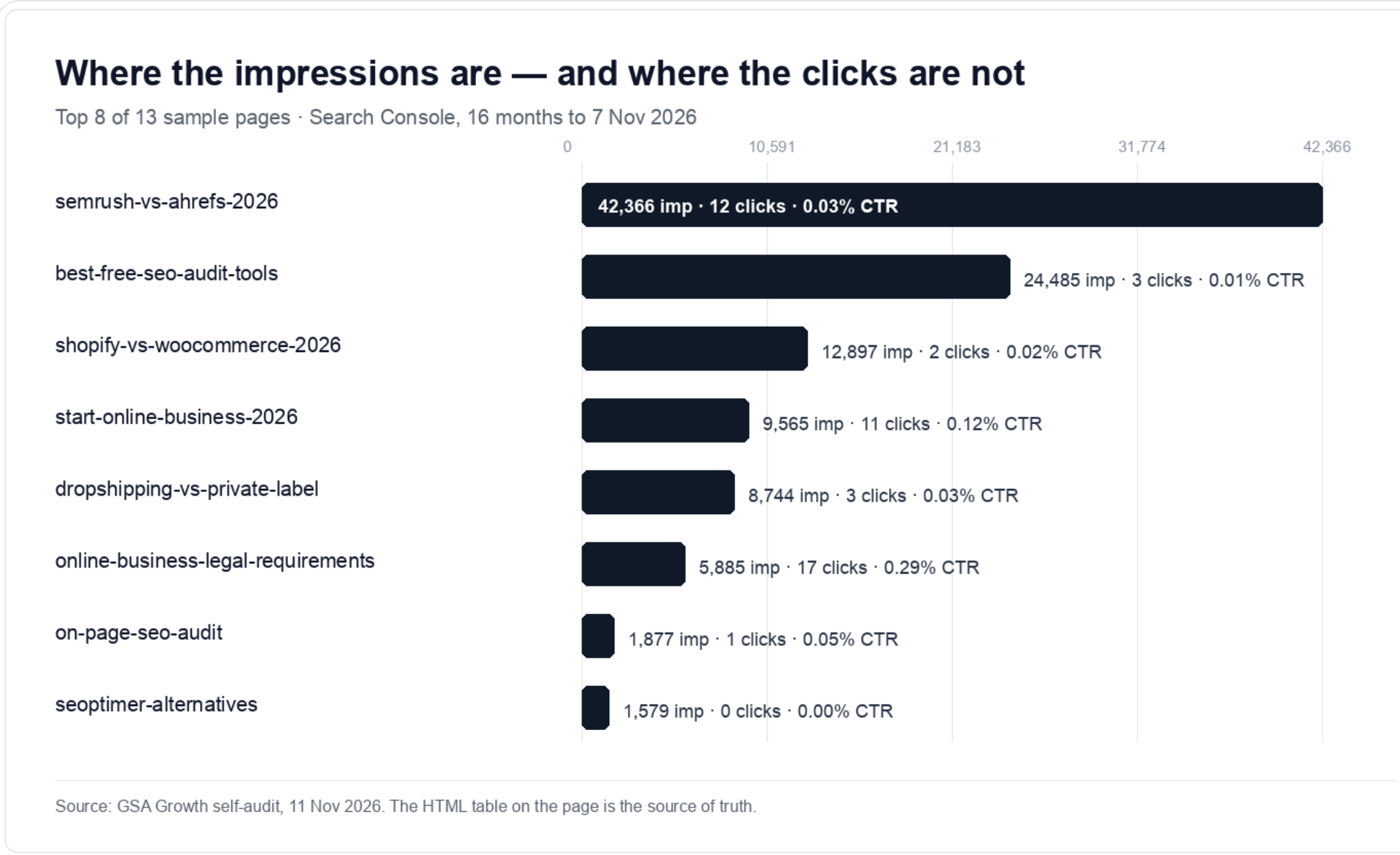


Figure 1. Top 8 of the 13 sample pages by impressions, with clicks and CTR. The longest bar is a 301 URL that still owns 42,366 impressions; its destination gets 686. The table in section 6 has all 13 rows.

Reading the chart: the top two pages carry 61% of the sample's impressions; six pages carry 103,942 impressions and 48 clicks; 42,366 impressions still sit on a 301 URL whose destination gets 686. The demand is concentrated, and the click gap is not uniform.

TOP 5 FUNNEL GAPS

The leak is in the path, not only the page

The funnel audit checks stage coverage, page job and CTA, the path to a money page, proof and measurement. These are the five gaps that mattered most on this property.

01 174 pages have no funnel stage

Evidence: 174 of 305 crawled pages did not match a known stage pattern. 62 have since been curated into the plan; 112 still need a decision. A page without a stage cannot have a stage-appropriate CTA, a next step or a path to a money page.

Fix: declare a stage and a job for the 112 remaining pages. Start with the pages that already have impressions.

02 Every page uses the same primary CTA

Evidence: all 305 pages point their primary CTA at /seo-revenue-leak-audit/. That is a bottom-of-funnel action on top-of-funnel and middle-of-funnel pages. It also means the site cannot tell which stage a reader is in.

Fix: one CTA per stage. Top of funnel gets a guide, checklist or free tool. Middle of funnel gets the audit or a case study. Bottom of funnel gets the audit, a scope call or checkout. No primary CTA links to the page it is on.

03 The high-impression pages do not pass attention to the money pages

Evidence: six comparison and how-to pages carry 103,942 impressions and 48 clicks, a 0.05% average CTR. The Revenue-Leak audit page carries 199 impressions; the services page carries 60. The money pages have 305 and 306 inbound links, but the links are near-sitewide, not contextual. A header or footer link is not a recommendation.

Fix: add one contextual link from each of the six high-impression pages to the audit page and one proof page. Put the link in the body, next to the decision, not only in the header or footer.

04 Proof is linked but not used as the next step

Evidence: there are 9 proof pages. Every page links to a proof page, but the primary CTA is still the audit. The reader who is not ready to buy has no proof-led next step. The case-study hub ranks at an average position of 6.9 but earns 7 impressions and 0 clicks in the window.

Fix: make the case-study index and one dated case study the secondary CTA on the top middle-of-funnel pages. Add a dated sample block to the audit page.

05 Root demand is being sent to India

Evidence: three root URLs with 57,816 combined impressions redirect away. Two of them cross the market boundary into the India subfolder; the third goes to a new comparison URL that gets almost none of the demand.

ROOT URL	IMPRESSIONS	REDIRECT TARGET	DESTINATION IMPRESSIONS
/semrush-vs-ahrefs-2026/	42,366	/ahrefs-vs-semrush-2026/	686
/start-online-business-2026/	9,565	/india/guides/start-online-business-2026/	4
/online-business-legal-requirements/	5,885	/india/guides/online-business-legal-requirements/	215

Fix: restore a root guide or redirect to a root equivalent. Do not send root demand to an India subpath. Keep India pages for India queries and link them only from the India hub or the footer.

This is the pattern the audit is designed to catch: a redirect can be technically correct and still be a revenue leak. The destinations above are plain text on this page; this root page does not link to India subpaths.

TOP 5 AI GAPS

The brand is visible in search, but absent from the answer

We asked five non-gear buyer questions across three answer surfaces. That produced 15 observations and zero brand citations or mentions. The pages rank for the query in Google; they are not the answer an AI surface chooses.

BUYER QUESTION	GOOGLE IMPRESSIONS	GOOGLE RANK	AI CITATION	CITED INSTEAD
free seo audit	1,516	55.3	Missing	semrush.com, seomator.com, prostarseo.com, thehoth.com, aioseo.com
seo audit tools	1,040	64.2	Missing	zapier.com, semrush.com, thehoth.com, seobility.net, aioseo.com
how to start an online business step by step 2026	1,028	9.7	Missing	prometai.app, youtube.com, coursera.org, creativehiveco.com, godaddy.com
on page seo audit	891	28.6	Missing	linkedin.com, searchatlas.com, sitechecker.pro, backlinko.com, aioseo.com
free seo audit tool	831	60.6	Missing	seoninja.com, seomator.com, semrush.com, thehoth.com, localseoauditttool.com

Gap 1 — the brand is absent from the answer set

The pages rank for the query in Google but are not cited in the answer. The cited domains are tool vendors, directories and general guides.

Gap 2 — the pages do not have an extractable answer block

The audit pages describe a process; they do not answer the question in the first screen with a short, quotable definition, a table or a checklist.

Gap 3 — the comparison pages are not structured as comparisons

The high-impression pages have long prose. An answer surface can extract a table faster than a paragraph.

Gap 4 — entity corroboration is thin

The AI-readiness checks show `llms.txt`, schema and AI-agent access; they do not show enough independent off-site agreement on the entity. The site can be read; it is not yet corroborated widely enough to be the obvious answer.

Gap 5 — the sample is not measured again

One run is a snapshot. Without a 30-day re-run on the same questions, the site cannot tell whether a change helped.

Fix: add a 40–60 word answer block, one comparison table and one evidence line to each of the five pages. Keep the same question set and re-run after 30 days.

Read the limit: a mention is not a citation. A citation is not a ranking. One run is directional, not a stable truth. The sample is a dated observation, not a capture of Google AI Overviews.

THE 13-PAGE SAMPLE

What the page-level report looks like

A mix of high-impression comparison and how-to pages, money pages and one proof page. Stage labels are curated for this sample; 62 pages are in the sitewide stage plan.

PAGE	STAGE	IMPRESSIONS	CLICKS	CTR	AVG POS	ISSUE	FIX	PRIORITY
/semrush-vs-ahrefs-2026/	MIDDLE	42,366	12	0.03%	9.5	Old URL still owns 98% of impressions; the 301 destination gets 686.	Update links and sitemap; request indexing; align title/H1.	P0
/best-free-seo-audit-tools/	MIDDLE	24,485	3	0.01%	64.7	Pages 6–7 ranking; title does not match tool intent.	Rewrite title/meta; add a tested comparison table; soft CTA.	P1
/shopify-vs-woocommerce-2026/	MIDDLE	12,897	2	0.02%	9.3	Page one; 0.02% CTR; no price/feature decision in the title.	Rewrite title/meta; add a table above the fold; proof link.	P0
/start-online-business-2026/	TOP	9,565	11	0.12%	8.7	Root URL 301s to an India guide; destination has 4 impressions.	Restore a root guide; stop the root-to-India redirect.	P0
/dropshipping-vs-private-label/	MIDDLE	8,744	3	0.03%	8.1	Page one; 0.03% CTR; title lacks the decision.	Rewrite title/meta; add a decision table; next-step link.	P0
/online-business-legal-requirements/	TOP	5,885	17	0.29%	11.8	Root URL 301s to an India guide; destination has 0 clicks.	Restore a root guide or root equivalent.	P0
/on-page-seo-audit/	BOTTOM	1,877	1	0.05%	28.2	Position 28; too few contextual links.	Link from top comparisons; rewrite title; add proof.	P1
/seoptimer-alternatives/	MIDDLE	1,579	0	0.00%	18.0	Position 18; only 6 inbound links.	Add a comparison table; rewrite title/meta; link from the hub.	P1
/seo-audit-report-template/	TOP	1,057	1	0.09%	50.8	Position 50; 1,000 words; the download is email-gated and not visible before the form.	Show the sample before the email step; expand; link to the audit.	P2

PAGE	STAGE	IMPRESSIONS	CLICKS	CTR	AVG POS	ISSUE	FIX	PRIORITY
/seo-revenue-leak-audit/	BOTTOM	199	0	0.00%	45.2	305 inbound links but 199 impressions; informational title.	Add bottom-of-funnel variants to title/H1; link from middle-of-funnel pages.	P1
/seo-audit-services/	BOTTOM	60	0	0.00%	25.4	306 inbound links but 60 impressions; competes with the audit page.	Differentiate offers; one CTA each; add proof.	P2
/case-studies/	PROOF	7	0	0.00%	6.9	Ranks but no clicks; not used as the next step.	Link proof from middle-of-funnel pages; add a dated sample block.	P1
/india/seo-audit-india/	BOTTOM	1	0	0.00%	5.0	Live but almost no GSC demand.	Keep separate; measure in the India property.	P2

- The demand is in comparison and how-to pages, not in the money pages.
- The money pages have links but not context.
- Three root URLs are leaking demand through redirects.
- The top two pages alone carry 61% of the sample's impressions and 30% of its clicks.
- The CTR problem is not uniform. Some pages have a ranking problem; some have a title problem. The fix order has to separate them.

The India row is included to test market separation. This root page does not link to it; India pages are measured in their own Search Console property. Some items in this sample have since been fixed; the report is the baseline, not the current state.

FIX ORDER

Stop the leaks first. Build the ladder second. Measure third.

The order matters more than the length of the list. A title rewrite on a page that redirects to the wrong market is wasted work.

0–7 DAYS

Stop the leaks

1. Fix the two root-to-India redirects: restore the root guide or redirect to a root equivalent.
2. Update internal links and the sitemap from /semrush-vs-ahrefs-2026/ to /ahrefs-vs-semrush-2026/; request indexing.
3. Rewrite the title, meta and first screen on /shopify-vs-woocommerce-2026/, /dropshipping-vs-private-label/ and /best-free-seo-audit-tools/.
4. Add one contextual link from each of the top six high-impression pages to the Revenue-Leak audit page.

8–30 DAYS

Build the ladder

1. Declare a stage and a next step for the 112 unclassified pages that already have impressions.
2. Replace the single sitewide CTA with a stage map: top → guide or tool; middle → audit or case study; bottom → audit or scope call.
3. Add a proof link to the top middle-of-funnel pages and a dated sample block to the audit page.
4. Add an answer block and a comparison table to the five AI-gap pages.
5. Differentiate the services page from the Revenue-Leak audit page; one primary CTA each.

31–90 DAYS

Measure and consolidate

1. Re-run the same AI question set after 30 days.
2. Re-check the 13 pages at 30, 60 and 90 days: impressions, clicks, CTR, position.
3. Consolidate or retire pages that still have demand but no path to a money page.
4. Add entity corroboration only after the on-site answer blocks are live.
5. Re-run the full audit in 60–90 days. Do not change the question set and the pages at the same time.

Targets, not promises: 13/13 sample pages have a declared stage, 5/5 AI pages have an answer block, 6/6 high-impression pages have a contextual money-page link. Those are process checks. They are not a ranking, traffic, citation, lead or revenue guarantee.

MEASUREMENT

What to check, and when

AREA	BASELINE	CHECK
Search Console	156,724 impressions; 175 clicks; 0.11% CTR	30 / 60 / 90 days, same property
Sample pages	13 pages; 108,722 impressions; 50 clicks	Per-page CTR and position
Funnel	174 unclassified; 62 curated; score 78	Stage coverage, CTA diversity, money-page impressions
AI sample	15 non-gear observations; 0 citations	Same 5 questions, 30 days

AREA	BASELINE	CHECK
Proof	9 proof pages; case-study hub 7 impressions	Proof clicks and assisted paths
Assisted conversion	GA4 rows present; events limited	`not_measured` where events are missing

LIMITS

What this sample does not prove

- Search Console is a rolling window with delayed and anonymised data. It is not a rank tracker.
- GA4 has 155 rows across 137 landing pages; assisted-conversion coverage is incomplete. Where an event is missing, the report says `not_measured`.
- Backlink and domain-authority data was not measured in this run. No authority score is reported.
- The AI sample is 5 non-gear questions across 3 surfaces, not a census. It is a dated observation, not a stable ranking.
- Funnel stage is heuristic where the page plan is missing. 174 pages were unclassified; 62 have been curated. The sample labels are curated for this report.
- The gear pages in the crawl are outside this sample. They are not part of the GSA root offer.
- This is a self-audit, not a client case study. It proves the method, not a client outcome.

FAQ

Questions about the sample

Is this a real audit or a mock-up?

It is a real self-audit. We ran the same audit on our own property, guidedsuccessacademy.com, on 11 November 2026. The crawl completed on 10 November 2026. The CSV appendix has the 13 sample rows.

Why use GSA's own site instead of a client site?

It avoids leaking client data and lets us publish the full method, including the gaps we have not fixed yet. It is a dated proof of the method, not a client case study and not proof of a client outcome.

Does this prove you can rank a client site?

No. It proves we can read the data, find the leaks and write a ranked fix order. It does not prove that a client will get a ranking, traffic, citation, lead or revenue result. No audit can guarantee that.

What was not measured?

Backlink and domain-authority data was not measured in this run. Revenue per click or per lead was not available. The AI sample is a grounded-answer observation, not a capture of Google AI Overviews. Search Console is a rolling window, not a rank tracker.