Technical SEO Audit - Sample

Site: **guitarboosters.com** (my own site, shared as a format example) | October 2026 | Prepared by Jesus Sisco

Snapshot			
Posts in sitemap	**~240**	Referring domains (Ahrefs)	**744**
Ranking keywords	**43** (2 in top 3)	Domain Rating	**1.8**
Est. organic visits / month	**~77**	SEO plugin / builder	Rank Math / Bricks

Summary

The site is technically healthy at the basic level (indexable, clean robots.txt, one H1 per page, canonicals in place). The main problems are content overlap: many posts compete for the same keywords, so Google splits the signals between them and none ranks well. Fixing that, plus a few quick metadata and link issues, is where I would start.

Top 3 actions: 1) merge overlapping posts with 301 redirects, 2) remove junk URLs from the index, 3) push the 'canciones faciles para guitarra' page from position 11 to page 1 (500 searches/month).

Findings and recommended order

Priority	Issue	Where	How to fix
CRITICAL	**Keyword cannibalisation.** Several posts target the same topic and compete with each other.	Epiphone Les Paul: 7 posts (/epiphone-les-paul/, /epiphone-les-paul-guitarra/, /epiphone-les-paul-standard-review/...). Multi-effects pedals: 6 posts. Picks: 5 posts. Easy songs: 4 posts.	Pick one main URL per topic, merge the best content into it, 301 the rest, update internal links.
CRITICAL	**Junk / duplicate URLs in the sitemap.**	/blog-standard/ (theme demo from 2020); /accesorios-esenciales-para-guitarristasiactionresult/ (broken copy of an existing post); two Enya Nova Go reviews.	Delete or 301 to the correct page and remove from the sitemap.
CRITICAL	**Affiliate links not marked as paid.**	Amazon links via geni.us (e.g. homepage button) only have rel="noopener".	Add rel="sponsored noopener" sitewide (one setting in the link/affiliate plugin).
IMPROVE	**Meta description with a raw external URL.**	/canciones-faciles-para-guitarra-principiantes/ shows a guitarworld.com link in the snippet.	Rewrite: benefit + keyword, ~150 characters, no URL.
IMPROVE	**Striking-distance keywords** (positions 8-12).	'canciones faciles para guitarra' (#11, 500/mo), 'nombres de guitarras' (#9), 'les paul epiphone standard' (#11).	Improve those pages first: intent match, H2s, FAQ, internal links from related posts.
IMPROVE	**Bulk 'last modified' dates.**	Most posts show the same modified date (23 Sep 2026), updated within minutes of each other.	Only update dates when content really changes; Google can ignore mass date bumps.
IMPROVE	**Most traffic from an off-topic page.**	/resena-de-amazon-music-unlimited/ brings ~55% of estimated traffic.	Keep it, but focus new content on guitar topics that support the main categories.
IMPROVE	**Backlink profile needs review.**	744 referring domains but DR 1.8: likely many low-quality or spam links.	Export in Ahrefs, check the worst domains, disavow only clear spam.
LOW	**Non-descriptive image file names.**	e.g. 611jZkuvLDL._AC_SL1050_.jpg, Frame-45.jpg, download-3.png.	Rename new uploads with descriptive names; fix alt text on key pages.
LOW	**Brand name inconsistent.**	Titles say 'Guitarbooster', domain is 'Guitarboosters'; footer logo alt is a template leftover.	Set one brand name in Rank Math and fix the footer logo alt.

Priority	Issue	Where	How to fix
LOW	**robots.txt has no sitemap line.**	/robots.txt	Add: Sitemap: https://www.guitarboosters.com/sitemap_index.xml

What a full client audit adds

This sample uses public data (Ahrefs and a manual review of the site and sitemaps). For a client audit I also run a full Screaming Frog crawl (status codes, redirect chains, duplicate titles, orphan pages, internal linking depth) and check Google Search Console (indexing report, coverage errors, queries and pages losing clicks). Every issue comes with the list of affected URLs in a spreadsheet so your team can work through it directly.

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