

SEO Audit Sample: Foundry Architecture*

<https://www.foundryarchitecture.com.au>

**Fictional company*

This audit outlines your website's current SEO status, highlights key factors currently limiting organic visibility, and suggests highest-impact opportunities we can take to begin driving sustainable, long-term traffic from Google.

Contents

Executive Summary & Quick Wins	2
Current State at a Glance.....	2
Your Top 3 Opportunities for Growth	2
Domain Overview	3
Site Performance & Organic Keyword Data.....	4
Sitewide Clicks and Impressions.....	4
Top 10 Keywords driving traffic to site (GSC)	4
Top 5 Performing Pages	5
High-Level Technical & Site Health	6
Crawlability & Indexing (Screaming Frog)	6
Site Structure (GSC)	6
Site Speed & Mobile.....	7
Implementation Roadmap.....	8
Phase 1 – Technical Foundation (Highest Impact)	8
Phase 2 – Content & On-Page Expansion	8
Phase 3 – Local SEO & Authority Building.....	8
Expected Outcomes	8

Executive Summary & Quick Wins

Current State at a Glance

Foundry Architecture has built a strong reputation through beautifully designed projects and long-standing client relationships. While the website performs well for branded searches, there is a clear opportunity to reach homeowners and developers actively searching for architectural services online.

Over the past 12 months, the website has generated **18,900 clicks** from **542,000 impressions**, with several key service and portfolio pages already appearing in search results. With targeted SEO improvements, Foundry Architecture is well positioned to increase visibility, attract more qualified enquiries, and grow its online presence.

Overall Position: **A strong brand with excellent potential to grow through organic search.**

Your Top 3 Opportunities for Growth

These are the most critical and impactful first steps to build your organic search presence.

1. Increase visibility for architectural services

Several core service pages rank on the second page of Google. Optimising content and strengthening internal linking can improve rankings for high-intent searches such as *architect Brisbane* and *residential architect*.

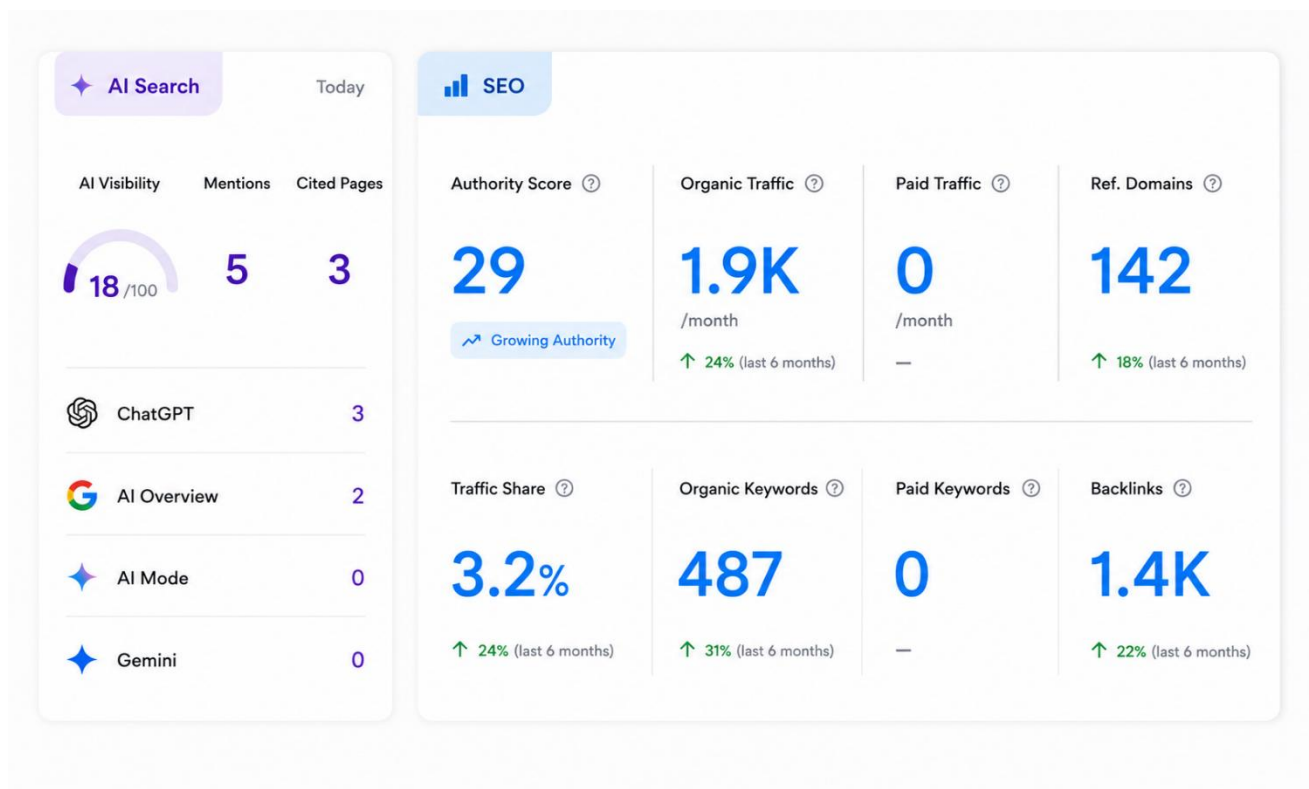
2. Showcase expertise through educational content

Create articles covering topics like *building a custom home*, *choosing an architect*, *renovation planning* and *DA approval processes* to attract potential clients earlier in their decision-making journey.

3. Strengthen technical SEO

Resolve metadata inconsistencies, improve page speed, optimise image delivery and enhance internal linking to maximise the visibility of project and service pages.

Domain Overview



Insight: The website has established a strong foundation, with healthy authority and a growing backlink profile that reflects Foundry Architecture's reputation within the industry. However, much of its search visibility is driven by branded searches, leaving significant potential to capture homeowners and developers searching for architectural services.

Opportunity: Build on this foundation by targeting high-intent service keywords, strengthening internal linking between services and project portfolios, and creating educational content that showcases the studio's expertise. This will improve rankings, increase qualified traffic, and generate more enquiry opportunities.

Site Performance & Organic Keyword Data

Sitewide Clicks and Impressions

Clicks	Impressions
18,900	542,000

* Data over 12 months

Insight: The website is generating strong visibility across Google, with **542,000 impressions** resulting in **18,900 clicks** over the past 12 months. This indicates that people are finding Foundry Architecture in search results, but many high-value pages are ranking just outside the top positions, limiting click-through rates.

Opportunity: Improving keyword targeting, page titles, and on-page content across key service and portfolio pages will help convert existing impressions into more clicks. By increasing visibility for high-intent architectural searches, Foundry Architecture can attract more qualified visitors without relying solely on new content.

Top 10 Keywords driving traffic to site (GSC)

Keyword	Clicks	Impressions	Ranking
foundry architecture	1,142	1,780	1.2
architect brisbane	458	24,930	9.6
residential architect brisbane	326	15,742	11.4
home architect	241	11,304	12.1
commercial architects brisbane	192	8,461	13.7
renovation architect	165	7,385	12.9
custom home architect	142	6,184	14.3
architecture firm brisbane	117	5,126	15.1
new home architect brisbane	98	4,782	11.8
house extension architect	86	3,954	13.2

* Data over 12 months

Insight: Current keyword visibility is largely driven by branded searches, with limited rankings for high-intent architectural services. While keywords such as **"architect Brisbane"** and **"residential architect Brisbane"** are generating strong impressions, they are ranking just outside the top search positions, reducing their ability to attract qualified traffic.

Opportunity: Optimise service pages around high-intent keywords, strengthen internal linking between services and project portfolios, and expand supporting content to better match search intent. Improving rankings for these existing keywords will increase qualified enquiries and help Foundry Architecture attract clients who are actively searching for architectural services.

Top 5 Performing Pages

URL	Clicks	Impressions	Ranking
https://foundryarchitecture.com.au/	5,412	168,930	13.8
https://foundryarchitecture.com.au/residential-architecture/	2,146	74,285	10.6
https://foundryarchitecture.com.au/projects/	1,894	58,412	11.9
https://foundryarchitecture.com.au/commercial-architecture/	1,268	42,105	12.7
https://foundryarchitecture.com.au/journal/designing-your-dream-home/	846	31,786	14.3

Insight: The homepage and core service pages are generating the majority of organic traffic, demonstrating strong brand recognition and demand for architectural services. However, several high-value pages are ranking just outside Google's top results, limiting their ability to capture additional qualified traffic despite strong impression volumes.

Opportunity: Optimise key landing pages through improved keyword targeting, metadata, internal linking, and content enhancements. Prioritising pages with high impressions and mid-range rankings will increase click-through rates, improve visibility for non-branded searches, and drive more qualified enquiries from potential clients.

High-Level Technical & Site Health

Issues that stop Google from even *seeing* content correctly.

Crawlability & Indexing (Screaming Frog)

Total Critical Errors:

- **3** pages with missing meta descriptions
- **1** page returning a 404 error

Non-critical Errors (Warnings) :

- **4** pages without a H1 heading
- **2** pages with multiple H1 headings
- **2** pages with a H1 heading that is too long
- **5** pages with a meta description that is too long
- **3** pages with a <title> tag that is too long
- **2** pages with a <title> tag that is too short
- **2** pages with missing image alt text
- **1** page with a poorly formatted URL for SEO

Insight: S The website has a solid technical foundation, with pages successfully indexed and accessible to search engines. However, several technical issues—including missing metadata, oversized images, and opportunities to improve Core Web Vitals—are impacting overall search performance and user experience.

Opportunity: Addressing technical SEO issues will improve site speed, crawl efficiency, and overall usability. Optimising page performance, implementing complete metadata, resolving broken links, and enhancing Core Web Vitals will strengthen search visibility and provide a better experience for both users and search engines.

Site Structure (GSC)

- **8** pages are not indexed
 - **2** pages excluded by 'noindex' tag
 - **2** page is an alternate page with proper canonical tag
 - **3** pages crawled - currently not indexed
 - **1** page is returning a Not Found (404) error

Insight: The majority of key pages are successfully indexed, providing a solid foundation for organic visibility. However, several pages are currently excluded from Google's index, preventing them from appearing in search results and limiting the site's overall search presence.

Opportunity: Review indexing exclusions to ensure only intentional pages remain excluded. Improving internal linking, enhancing page content, and resolving crawl issues will help search engines discover and index valuable pages, increasing visibility and creating more opportunities to attract qualified organic traffic.

Site Speed & Mobile

Below is a quick insight into the performance of your webpage on mobile and desktop devices. The tool gives you a score between 0 and 100. A higher score usually means your page is optimised for speed and efficiency.

A score below 50 is poor and needs improvement.

- **Desktop Performance Score 81**
 - Speed Index **3.2s**
 - Largest Contentful Paint **1.4s**
 - Cumulative Layout Shift **0.03**
- **Mobile performance score 68**
 - Speed Index **6.4s**
 - Largest Contentful Paint **2.9s**
 - Cumulative Layout Shift **0.05**

Insight: The website performs well on desktop, providing a fast and stable browsing experience. Mobile performance is lower, with slower load times and opportunities to improve page speed, which may impact user engagement and organic search performance.

Opportunity: Optimising image sizes, reducing unused code, improving browser caching, and enhancing Core Web Vitals will improve mobile performance. A faster mobile experience can increase user satisfaction, reduce bounce rates, and support stronger search rankings.

Implementation Roadmap

Phase 1 – Strengthen Technical Performance

Establish a stronger technical foundation by improving website performance, resolving indexing issues, and ensuring search engines can efficiently crawl and understand the site.

Key priorities:

- Resolve crawl and indexing issues identified during the audit
- Optimise page speed and Core Web Vitals across desktop and mobile
- Improve metadata, heading hierarchy, and image optimisation
- Fix broken links and streamline redirects
- Review internal linking to support crawlability
- Validate XML sitemap and Google Search Console coverage

Phase 2 – Maximise Existing Search Opportunities

Increase organic visibility by improving pages that are already generating impressions and targeting high-intent architecture keywords.

Key priorities:

- Optimise service pages for residential, commercial, and renovation searches
- Improve keyword targeting across existing landing pages
- Expand portfolio project descriptions with SEO-focused copy
- Strengthen calls-to-action across key conversion pages
- Improve internal links between projects, services, and blog articles
- Refresh metadata to improve click-through rates from search results

Phase 3 – Build Long-Term Organic Growth

Position Foundry Architecture as an authority within the Brisbane market through valuable content, local optimisation, and ongoing SEO improvements.

Key priorities:

- Create location-focused landing pages for key service areas
- Publish educational content around architecture, renovations, and design trends
- Showcase completed projects with optimised case studies
- Strengthen local SEO through Google Business Profile optimisation
- Build high-quality backlinks through industry publications and partnerships
- Monitor rankings and continuously refine the SEO strategy

Expected Outcomes

Improved rankings for priority keywords, increased qualified organic traffic, and more enquiries through sustainable long-term SEO growth.