Your site audit reporting guide

Site audit · Built with Datapipe

Start with the overview. Then work through the checks and the pages behind them.

Explore the report

01 Overview
Critical issues, warnings and info issues against the previous audit.

02 Issues
Every check with its severity and the pages it affects.

03 Pages
Each page with its status, indexability, issues and response time.

Use your own data

1 Add PageOptimized as a data source in Datapipe.
Choose the project. Run audits in PageOptimized.

2 Create this dashboard.
Authorize Google Sheets when prompted.

3 Open your private Data Studio copy.
Datapipe refreshes the same workbook.

Read the numbers correctly

Previous values come from the completed audit of the same site before the latest one.

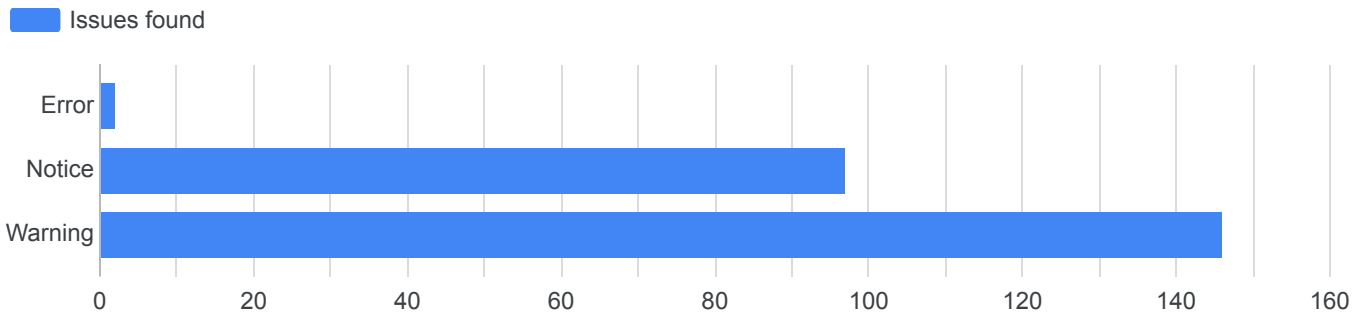
Critical issues, warnings and info issues count each issue on each page. One page can have several issues, so they do not add up to a page count.

Site audit overview

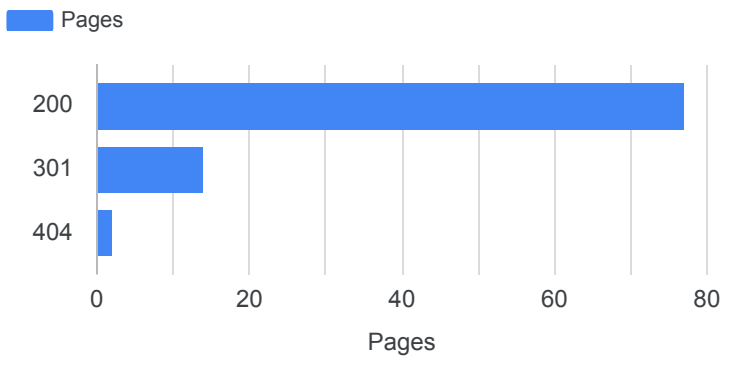
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Info issues	Pages crawled	Critical issues	Warnings
97	93	2	146

Issues by severity



Pages by HTTP status



This audit and the previous one

	Audit date	Critical issues	Previous critical issues	Warnings	Previous warnings
1.	Nov 7, 2026	2	5	146	165

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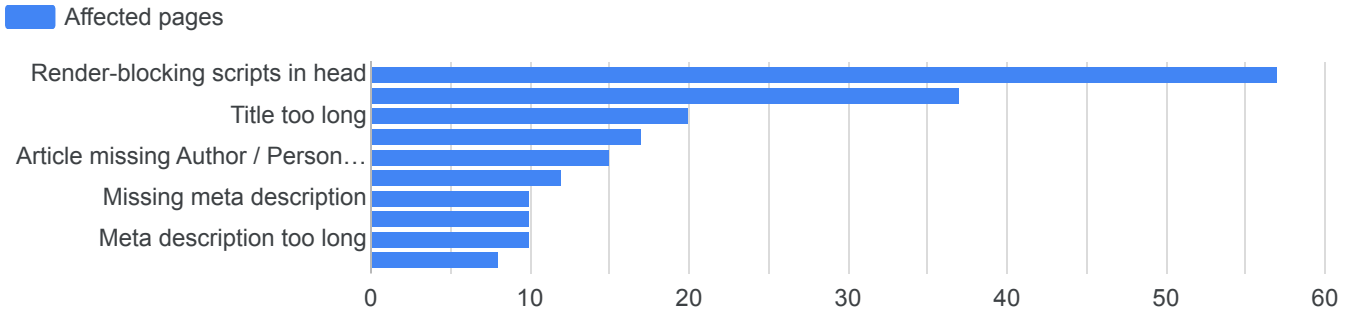
Critical issues, warnings and info issues count each issue on each page, so one page can appear in several. The table compares the latest completed audit with the one before it.

Issues

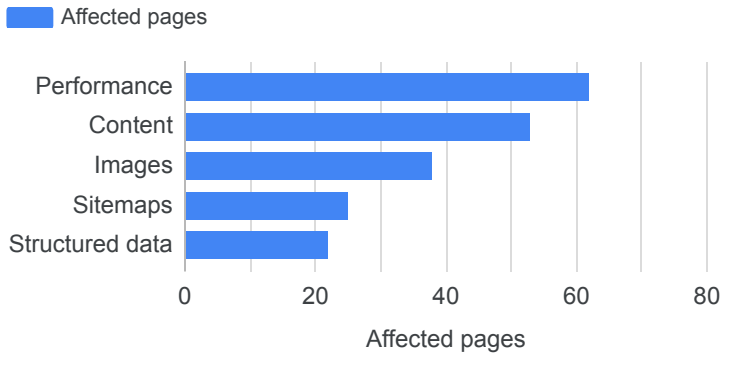
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Failed checks	Critical checks	Warning checks	Info checks
25	1	13	11

Checks affecting the most pages



Affected pages by check group



Every check in the latest audit

	Issue	Check group	Severity	Affected pages ▾
1.	Render-blocking scripts in head	Performance	Warning	57
2.	Images missing width and height attributes	Images	Warning	37
3.	Title too long	Content	Notice	20
4.	Sitemap lastmod is stale	Sitemaps	Notice	17
5.	Article missing Author / Person schema	Structured data	Warning	15
6.	Duplicate DOM element IDs	Accessibility	Notice	12
7.	Missing meta description	Content	Warning	10
8.	Page is noindex	Crawling & Indexing	Notice	10
9.	Meta description too long	Content	Notice	10
10.	Page is deep in the site structure	Links	Notice	8

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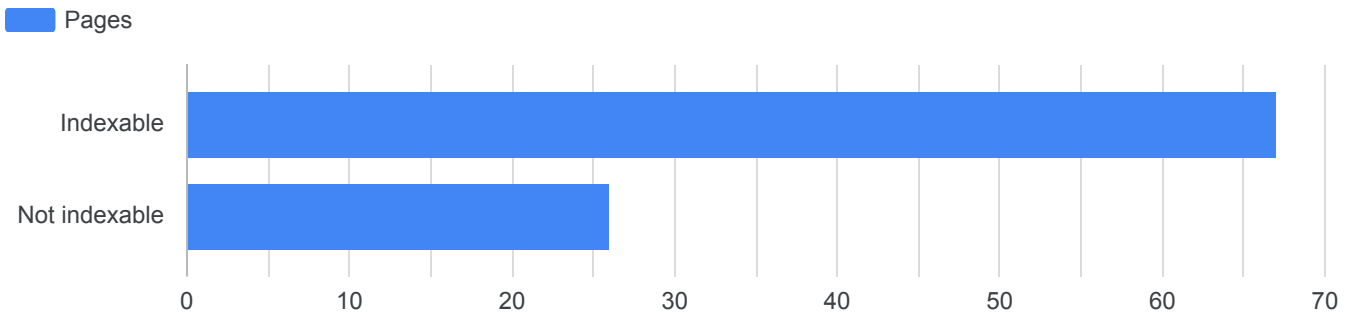
Every check in the latest finished audit, with the pages that fail it. One page can fail several checks, so affected pages do not add up to a page count.

Pages

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Pages with issues	Not indexable	4xx and 5xx pages	Average response time (ms)
88	26	2	801

Pages by indexability



Slowest pages

	Page URL	Response time (ms) ▾
1.	https://example.com/shop/…	1,548
2.	https://example.com/shop/…	1,511
3.	https://example.com/shop/…	1,505
4.	https://example.com/shop/…	1,442
5.	https://example.com/shop/…	1,337

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Pages with the most issues

	Page URL	HTTP status	Indexable	Issues	Critical	Warnings	Response time (ms)
1.	https://example.com/blog/drip-irrigation-guide/	200	Indexable	8	1	3	840
2.	https://example.com/blog/watering-schedule/	200	Indexable	7	0	3	1,094
3.	https://example.com/blog/cold-frame-plans/	200	Indexable	6	0	3	1,259
4.	https://example.com/blog/rain-barrel-setup/	200	Indexable	6	0	2	1,168
5.	https://example.com/blog/how-to-build-a-raised-bed/	200	Indexable	6	1	3	1,027
6.	https://example.com/blog/best-soil-for-raised-beds/	200	Indexable	5	0	2	826
7.	https://example.com/blog/vertical-gardening-ideas/	200	Indexable	5	0	3	1,228
8.	https://example.com/blog/fall-vegetable-garden/	200	Indexable	5	0	2	758
9.	https://example.com/blog/page/2/	200	Not indexable	4	0	2	1,060

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Every page in the latest finished audit. Issue count adds up the failed checks on that page. Load time is measured during the audit crawl.