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
Health score, issue totals and 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 load time.

Use your own data

1 Add SE Ranking as a data source in Datapipe.
Use a project with a finished site audit.

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

Health score is SE Ranking's own score. Previous values come from the audit before the latest one.

Errors, warnings and notices count each failed check on each page. One page can fail several checks, so they do not add up to a page count.

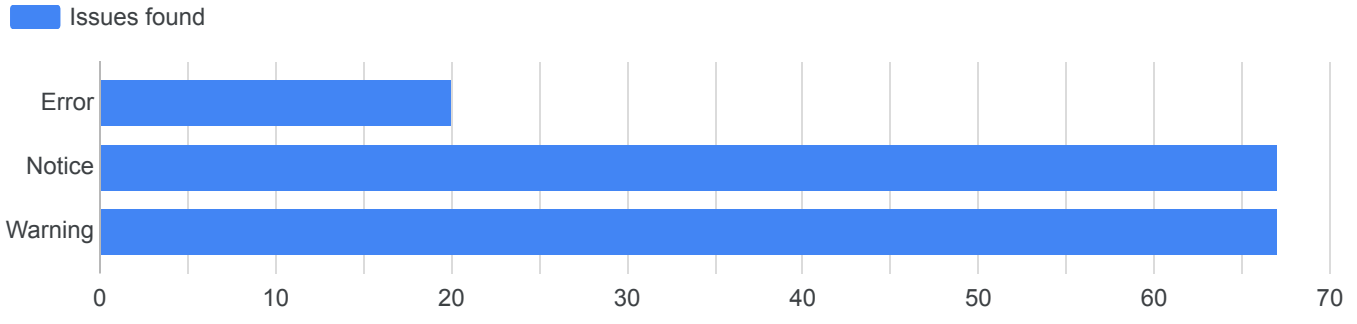
Sample data · SE Ranking audit of 7 November 2026.

Site audit overview

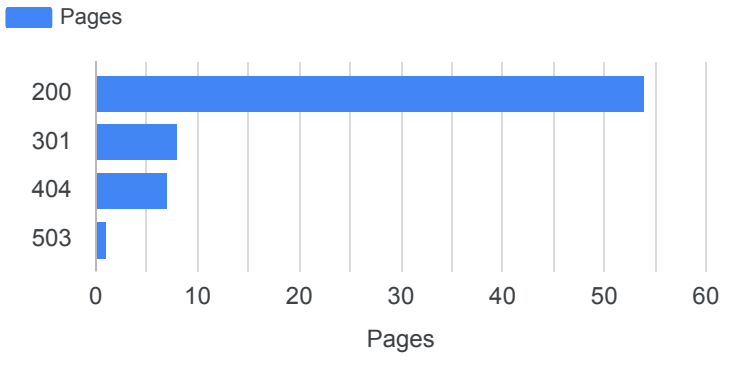
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Health score	Pages crawled	Errors	Warnings
84	70	20	67

Issues by severity



Pages by HTTP status



This audit and the previous one

	Audit date	Previous health score	Health score	Errors	Previous errors	Warnings	Previous warnings
1.	Nov 7, 2026	79	84	20	34	67	82

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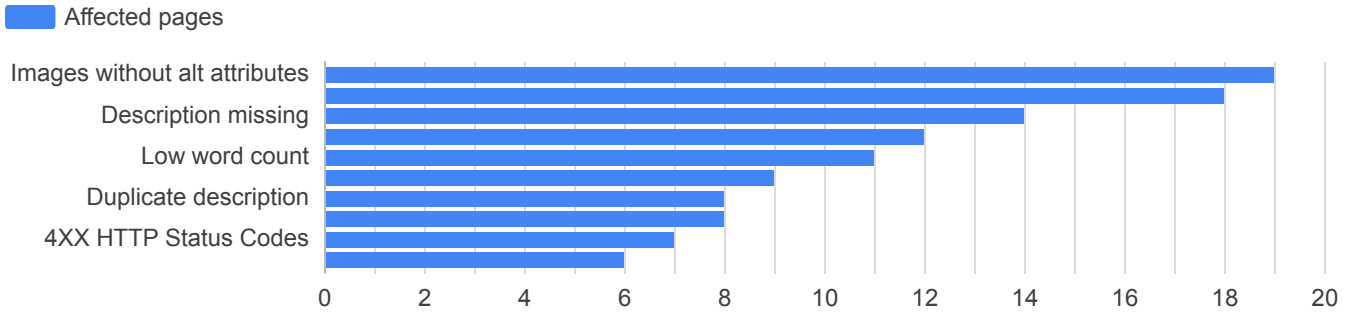
Errors, warnings and notices count each failed check on each page, so one page can appear in several checks. Health score is your audit tool's own score.

Issues

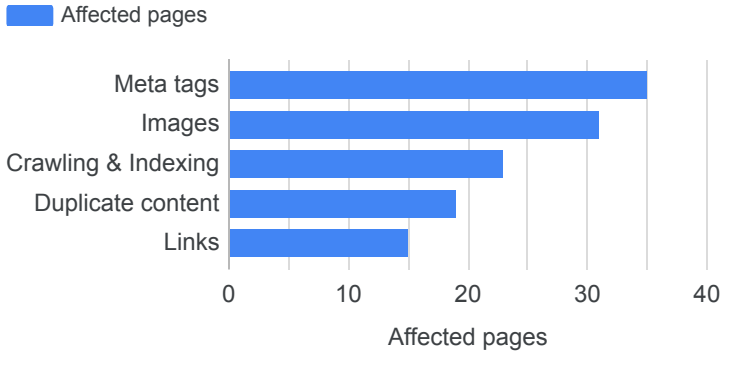
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Failed checks	Error checks	Warning checks	Notice checks
23	5	10	8

Checks affecting the most pages



Affected pages by check group



Every check in the latest audit

	Issue	Check group	Severity	Affected pages ▾
1.	Images without alt attributes	Images	Warning	19
2.	Title too long	Meta tags	Notice	18
3.	Description missing	Meta tags	Warning	14
4.	Images too big	Images	Notice	12
5.	Low word count	Content	Notice	11
6.	Broken internal links	Links	Error	9
7.	Duplicate description	Duplicate content	Warning	8
8.	3XX HTTP Status Codes	Redirects	Notice	8
9.	4XX HTTP Status Codes	Crawling & Indexing	Error	7
10.	External links to 4XX pages	Links	Warning	6

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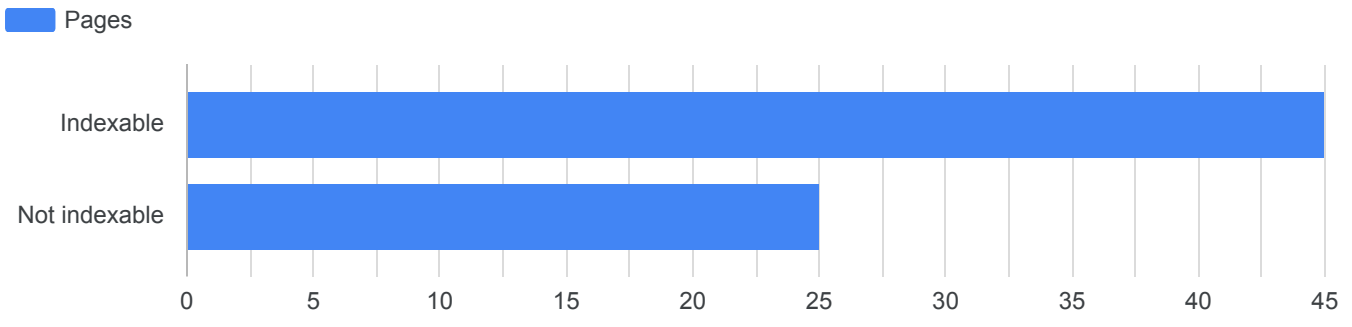
Every check in the latest finished audit, with the pages that fail it. One page can fail several checks, so affected pages do not add up to a page count.

Pages

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Pages with issues	Not indexable	4xx and 5xx pages	Average load time (ms)
65	25	8	1331

Pages by indexability



Slowest pages

	Page URL	Load time (ms) ▾
1.	https://www.example.com/…	4,460
2.	https://www.example.com/…	4,394
3.	https://www.example.com/…	3,954
4.	https://www.example.com/…	3,665
5.	https://www.example.com/…	3,356

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Pages with the most issues

	Page URL	HTTP status	Indexability	Issue count	Errors	Warnings	Load time (ms)
1.	https://www.example.com/greenhouses/cold-frame	200	Indexable	6	0	3	1,581
2.	https://www.example.com/blog/garden-pests	200	Indexable	6	1	3	4,394
3.	https://www.example.com/blog/winter-sowing	200	Indexable	5	0	1	678
4.	https://www.example.com/brands	200	Indexable	4	0	3	1,318
5.	https://www.example.com/greenhouses/kit	200	Indexable	4	1	3	2,245
6.	https://www.example.com/	200	Indexable	4	0	3	2,209
7.	https://www.example.com/guides/garden-planner	200	Indexable	4	1	1	1,818
8.	https://www.example.com/greenhouses/mini	200	Indexable	4	0	1	707
9.	https://www.example.com/about	200	Indexable	4	0	2	2,305

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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.