Web and SEO Audit Work Sample

An anonymized template that demonstrates how I audit a site, prioritize work, and translate findings into measurable outcomes.

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Use: Portfolio proof asset (public-safe) | Details generalized to protect confidential information

Summary

This sample shows a practical audit deliverable that a hiring team can skim in 2 to 5 minutes. It is designed for websites that must balance monetization (sponsored content and affiliate links) with a recruiter-first experience for US job search.

What is safe to share publicly

- Framework and prioritization logic (how issues are ranked and why)
- Publicly observable site patterns (information architecture, internal linking, UX friction)
- Metrics you own (for example, your own site performance)
- Anonymized outcomes, without client names, contract terms, or pricing

Example scenario (generalized)

Context: The site includes monetized sponsored and affiliate content that must remain accessible from the main blog navigation. At the same time, the owner is conducting a US job search and wants a recruiter-only minisite under /hire with a separate header and clear calls to action.

Objectives

- Preserve existing monetization workflows and compliance disclosures
- Reduce recruiter distraction and improve conversion to resume download or contact
- Prevent duplicated or competing indexation (for example, multiple about pages targeting similar intents)
- Improve discoverability and performance of priority pages through internal linking and technical hygiene

Audit method (lightweight and repeatable)

- Technical: indexability, crawl paths, canonicalization patterns, sitemap coverage, structured data hygiene
- Content and IA: topic clusters, internal linking depth, orphan pages, category logic, intent mapping
- Conversion: recruiter journey, friction points, call-to-action clarity, page hierarchy and message match
- Governance: templates, disclosure placement consistency, and a maintenance checklist

Priority scoring model

Each issue is scored from 1 to 5 across Reach, Impact, Effort, and Risk. The priority is the weighted total. This keeps the plan practical and aligned to business outcomes.

Category	Issue (public-safe)	Reach	Impact	Effort	Priority
Information architecture	Recruiter journey mixed with monetized blog navigation	5	5	3	High
Indexation	Two indexed pages targeting similar 'About' intent	4	4	2	High
Internal linking	Recruiter pages at risk of being orphaned without a dedicated /hire hub	4	4	2	High
Templates	Disclosure placement inconsistent across posts and templates	5	3	2	Med
Performance	Heavy hero media affects LCP on key pages	4	4	3	Med
Content ops	No standard update cadence for high-value evergreen posts	3	3	2	Med

Recommended solution: recruiter-only /hire path (hybrid)

- Keep monetized blog navigation unchanged to honor sponsored content requirements
- Build /hire as a recruiter landing page with a separate header (no blog links)
- Add supporting pages: /hire/case-studies, /hire/resume, /hire/contact (and optional /hire/linkedin)
- Add strong internal links into /hire from your main site footer or a subtle homepage module, without changing the sponsored content nav

30/60/90 day plan (example)

Phase	Focus	Deliverables
0 to 30	Launch the recruiter path	Publish /hire pages, connect resume downloads, add proof assets, add minimal internal links
31 to 60	Improve conversion and clarity	Tighten positioning, add 2 more case studies, strengthen CTA placement, improve performance on /hire
61 to □	Scale discoverability	Internal linking improvements on blog, refresh top posts, refine categories, establish monthly maintenance checklist

Measurement plan (what to track)

- Recruiter funnel: /hire page views, resume downloads, contact clicks, and conversion rate
- SEO hygiene: index coverage for priority pages, crawl depth for recruiter pages, broken internal links
- Content ops: refresh cadence for top-performing posts, internal linking completeness for new posts
- Performance: LCP and CLS on /hire, image optimization progress, and page weight on mobile

Confidentiality and usage

This document is designed to be shared publicly. It avoids private client identifiers and replaces any sensitive specifics with generalized examples. For interview processes, deeper artifacts can be shared in a controlled setting if permitted.