

1. Architectural Integrity (Structural Competitiveness)

Site Structure & Authority Distribution

- Is the website architecture scalable?
- Are priority service pages within 3 clicks of the homepage?
- Are there orphan pages (no internal links)?
- Does internal linking reinforce authority hierarchies?
- Are service clusters clearly structured?
- Are low-value URLs competing with high-intent pages?
- Is navigation aligned with commercial priorities?
- Are canonical tags correctly implemented?

Diagnostic Outcome:

→ Does structure strengthen authority or weaken it?

2 Index Quality & Crawl Efficiency

Index Control

- Are only high-value pages indexed?
- Are parameter URLs excluded where necessary?
- Are duplicate pages consolidated?
- Is the crawl budget focused on priority URLs?
- Are thin pages deindexed or improved?
- Is the sitemap aligned with commercial priorities?
- Are robots' directives intentional and clean?
- Are redirect chains impacting crawl signals?
- Are 404 pages properly redirected/taken care of?

Diagnostic Outcome:

→ Does indexation strengthen positioning or undermine authority?

3 Intent Alignment & Search Behaviour

Intent Classification

- Is each core page aligned to one intent type?
 - Transactional
 - Informational
 - Navigational
 - Commercial

- Are multiple URLs targeting the same search stage?
- Does content depth outperform top-ranking competitors?
- Is the CTA aligned with search behaviour?
- Are engagement signals (bounce, dwell time) healthy?
- Does the content answer secondary intent questions?
- Is the SERP context (AI summaries, snippets) considered?

Diagnostic Outcome:

→ Is the page satisfying why someone searches and not just what they search?

4 Topical Authority & Content Ecosystem

Thematic Strength

- Are core services supported by subtopic clusters?
- Are blog posts reinforcing service page authority?
- Are there identifiable topic gaps?
- Are internal links connecting related themes?
- Does content demonstrate depth over time?
- Are there multiple assets targeting the same entity space?

- Is the site recognised as a topical resource — not just a provider?

Diagnostic Outcome:

→ Is the authority ecosystem-based or page-dependent?

5 Performance Stability & Technical Credibility

Technical Reliability

- Are Core Web Vitals consistently stable?
- Is mobile rendering reliable?
- Are unnecessary scripts impacting load?
- Is Time to First Byte (TTFB) competitive?
- Is the hosting infrastructure stable?
- Are layout shifts impacting UX?
- Is crawl efficiency impacted by server latency?
- Are there JavaScript rendering issues?

Diagnostic Outcome:

→ Is the performance consistent enough to signal reliability?

6 Authority & Trust Signals (On & Off Site)

External Authority

- Are backlinks topically aligned?
- Are referring domains relevant and credible?
- Are brand mentions occurring in contextual environments?
- Is anchor text natural and diversified?

Internal Trust Signals

- Are author bios visible for content?
- Is expertise demonstrated (case studies, credentials)?
- Is structured data implemented correctly?
- Are review signals visible?
- Is entity clarity reinforced via schema?

Diagnostic Outcome:

→ Are trust signals persistent and contextually strong?

7 Strategic Prioritisation & Impact Sequencing

Impact Classification

- Are structural risks identified clearly?
- Are high-revenue pages prioritised?

- Are quick wins separated from long-term investments?

- Is each recommendation assigned an impact level?
 - Critical
 - High
 - Moderate
 - Low

- Is implementation feasibility assessed?

- Is there a phased roadmap (0-3, 3-6, 6-12 months)?

Diagnostic Outcome:

→ Is the audit actionable or just informational?