



SEO Audit

Case Study INALRECA

inalreca.com

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14

Audit areas

A/B/C

Priorities

PPT

Client-ready

Note: the findings in this portfolio deck are sample analyses, not a private client audit.

01. Project Context & Audit Scope

Sample SEO audit deck

Public context review + example audit structure for portfolio demonstration.

Business model

Real estate rental website focused on commercial and residential property inquiries in Maracaibo.

Conversion model

Main conversion actions: contact form, phone/WhatsApp inquiry, property page view and direct contact from listings.

SEO challenge

Service pages and property pages need stronger search intent alignment, internal links and technical hygiene.

Sample status

Illustrative audit created without private analytics access.

Public website snapshot

Section	Observed public content
Home	Real estate solution in Maracaibo; rental positioning
Properties	Commercial space and apartment/office categories
Services	Commercial and residential rental support
FAQ	Deposit, contract length, advance payment, pets, terms
Contact	Email, phone and inquiry form

Audit focus

- Business and conversion understanding
- GA4 and GSC performance review
- Organic visibility and keyword positioning
- On-page SEO and content audit
- Technical accessibility and indexability
- Off-page backlink profile and priorities

02. Audit Methodology

Sample SEO audit deck

How the audit is structured from discovery to prioritized implementation.

1

Discovery

Business model, buyer persona, CMS, resources and SEO objectives.

2

Measurement

GA4, GSC, traffic impact, organic conversion ratio and top landing pages.

3

Research

Keyword research, competitors, positioning and content demand.

4

On-page

Architecture, URLs, headings, content, meta tags, images, internal links.

5

Technical

Indexability, robots, sitemap, canonicals, mobile, WPO, schema, hreflang.

6

Off-page

Backlink profile, anchors, referring domains, toxic links and opportunities.

7

Roadmap

Prioritized task list by impact, difficulty and implementation order.

Deliverable format

A PowerPoint audit report with screenshots, findings, diagnosis, implementation recommendations and an A/B/C task roadmap.

03. Executive SEO Snapshot

Example summary view used to help the client understand the current situation quickly.

Organic visibility — Medium

Traffic exists but growth is limited by page targeting and technical signals.

Architecture — Needs work

Important services need clearer page hierarchy and internal links.

Indexability — Mostly OK

Core pages appear indexable; sitemap and robots require verification.

Content depth — Needs work

Service pages need stronger intent matching, FAQs and local signals.

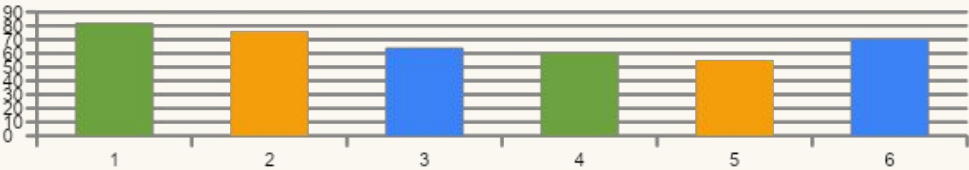
Off-page profile — Low

Authority and referring domains appear underdeveloped for competitive terms.

Opportunity — High

Local service keywords and property intent pages can capture qualified demand.

Sample priority score by area



Main recommendation

Start with information architecture and transactional page optimization before expanding content and link-building. Technical fixes should run in parallel to avoid wasted crawl budget and reduce friction for users.

04. GA4 Organic Traffic Review

Sample SEO audit deck

Example performance view when GA4 access is available.

1,860

Total sessions

446

Organic sessions

24%

Organic share

2.1%

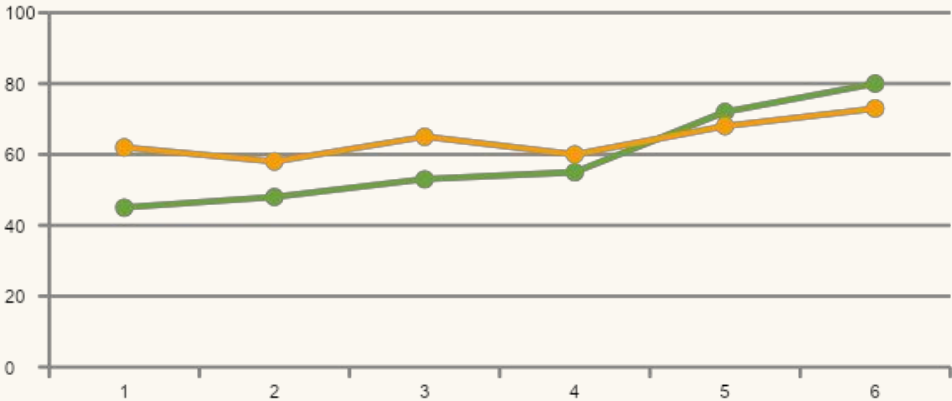
Organic CVR

68%

Mobile users

1:12

Avg engagement



Interpretation

Organic traffic is relevant but still a minority channel. The priority is to improve transactional landing pages and make organic sessions more likely to convert.

Landing page	SEO note	Action
Home	Main traffic driver	Clarify value and CTAs
/propiedades	Transactional intent	Improve content and filters
/servicios	Service intent	Expand copy and local relevance
/contacto	Conversion page	Reduce friction and add trust signals

05. Organic Visibility & Keyword Positioning

Sample SEO audit deck

Example Search Console and keyword tracking section.

18
Clicks

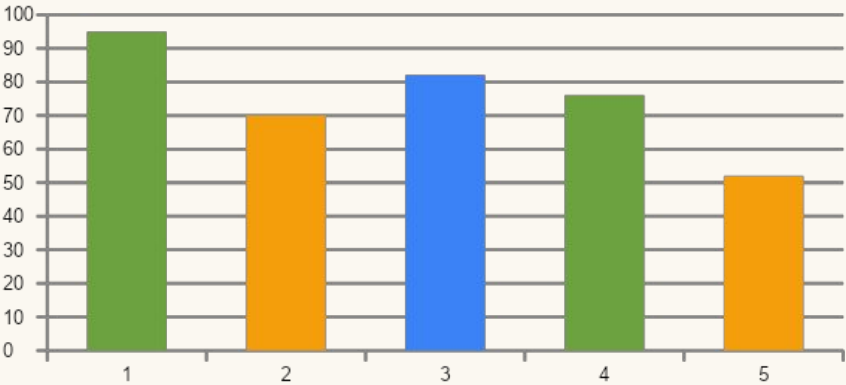
451
Impressions

3.9%
CTR

18.0
Avg position

Diagnosis
Early visibility exists, but qualified keywords need stronger page targeting.

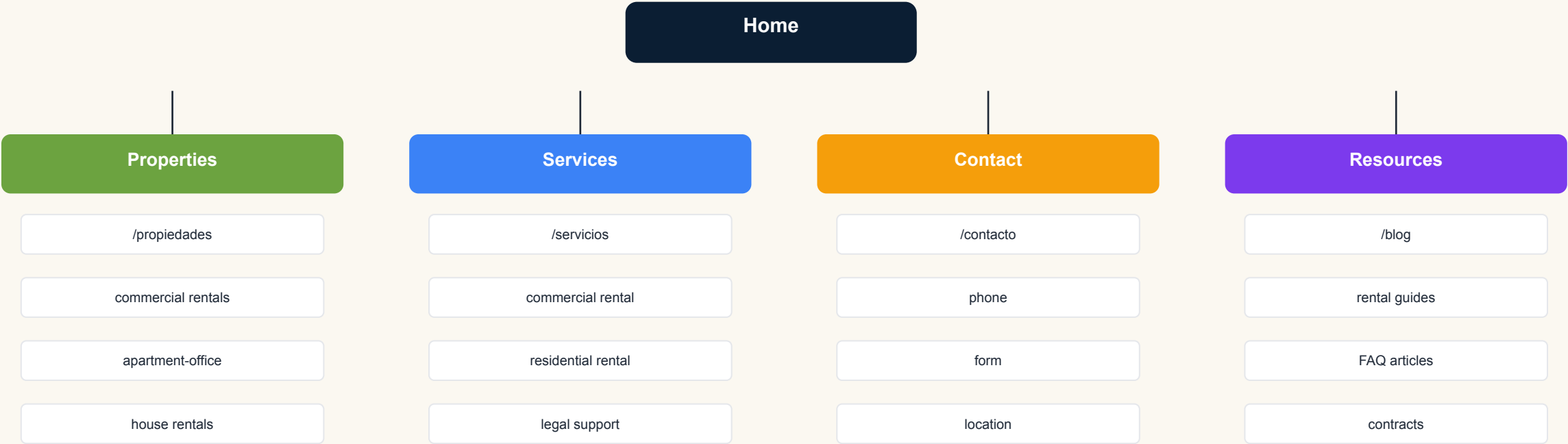
Keyword theme	Intent	Current gap	SEO action
renta comercial maracaibo	Transactional	No dedicated depth	Create/expand commercial rental page
apartamento oficina maracaibo	Transactional	Limited copy	Optimize property category page
local comercial renta	Transactional	Mixed intent	Dedicated URL + FAQs
inmobiliaria maracaibo	Brand/category	Trust signals	E-E-A-T and local proof
contrato arrendamiento	Informational	FAQ only	Blog guide + internal links



Opportunity: build clear transactional landing pages and support them with informational content.

06. Website Architecture & Menu Review

How the website structure can support search intent and conversions.



Diagnosis

The current structure has the right core sections, but it can be expanded with dedicated pages for high-value search intent and stronger internal linking.

Correction

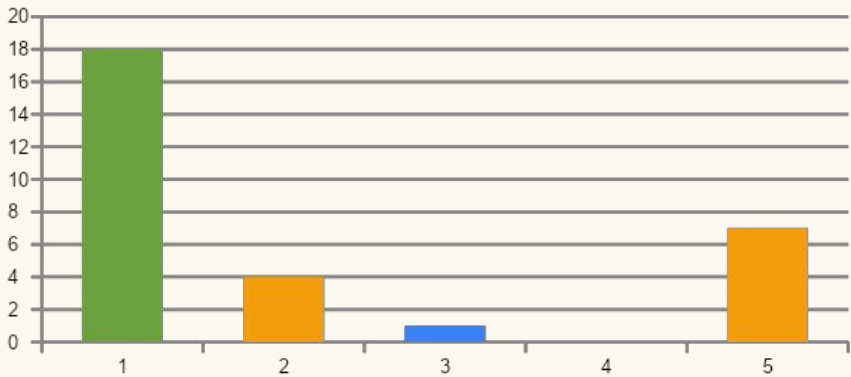
Create a cleaner page tree: transactional service pages, property-type pages, local rental guides and FAQ content that supports the conversion journey.

07. URL Optimization & Crawl Review

Example Screaming Frog-style crawl summary and URL diagnostics.

URL pattern	Finding	Recommendation
/propiedades/local-comercial	OK but limited semantic clarity	Keep, expand title and copy
/propiedades/apartamento-oficina	Mixed intent	Clarify category and targeting
/servicios	Broad page	Create supporting service pages
/contacto	Conversion URL	Add schema and CTA consistency
Image URLs	Generic filenames likely	Rename key assets descriptively

Crawl health snapshot



Priority A

Ensure all target pages return 200 status, have self-referencing canonicals and are included in sitemap.

Priority B

Standardize URL naming and avoid unnecessary redirects in internal links.

Priority C

Create a crawl export appendix for developers with affected URLs and recommended fixes.

08. Internal Linking & Navigation Signals

Sample SEO audit deck

How page authority and user intent can flow through the site.

Home

Links to the highest-value commercial and residential pages.

Commercial rentals

Links to FAQ, contact and related property pages.

Residential rentals

Links to rental guides, contact and property pages.

Services

Links to property categories and contact.

FAQ / Guides

Supports transactional pages with internal links.

Contact

Receives links from every key conversion path.

Diagnosis

Important pages should be linked from the menu, home sections, pre-footer, footer and related content.

Correction

Add contextual links between property categories, service pages, FAQs and contact points.

Expected impact

Clearer crawl paths, stronger topical clusters and easier user journeys toward inquiry.

09. Headings, Content & Metadata

Example on-page checks for transactional and informational pages.

Element	Sample issue	Recommended action
H1	Generic or duplicated across pages	One descriptive H1 per target URL
H2/H3	Limited subtopics on service pages	Use benefits, process, FAQs and location sections
Meta titles	Not fully aligned with query intent	Add service + location + value proposition
Descriptions	Low click-through relevance	Write compelling snippets for each page
Content depth	Thin transactional content	Benchmark competitors and expand sections

Example title formulas

Commercial page

Commercial Rentals in Maracaibo | Inalreca Real Estate

Residential page

Apartments and Homes for Rent in Maracaibo | Inalreca

Informational article

Rental Requirements in Maracaibo: Deposit, Contract and FAQs

Content recommendation

Prioritize pages that support qualified inquiries: property type, rental conditions, commercial locations, residential rentals, FAQs and trust-building content.

10. Technical SEO: Indexability, Robots & Sitemap

Sample SEO audit deck

Example technical section focused on crawlability and index control.

Check	Audit question	Priority
Robots.txt	Check sitemap reference, blocked CSS/JS and crawl restrictions	B
XML sitemap	Verify only indexable URLs and all priority page types	A
Canonicals	Self-referencing canonicals on every target URL	A
Indexation	Avoid indexing thin tags, filters, thank-you or admin pages	B
Redirects	Internal links should point directly to 200 URLs	B
HTTPS	Verify single protocol version and no mixed content	A

Sample crawl decision flow

URL found → Crawl

200 status → Indexable

Canonical OK → Rankable

Linked internally → Priority

Developer handoff

Export affected URL list with status code, canonical, indexability, inlinks and recommended correction.

11. Mobile, Accessibility & WPO

Sample SEO audit deck

Example quality review for performance and usability.

68%

Mobile traffic

2.9s

Avg load target

16px

Min font size

0

Horizontal scroll

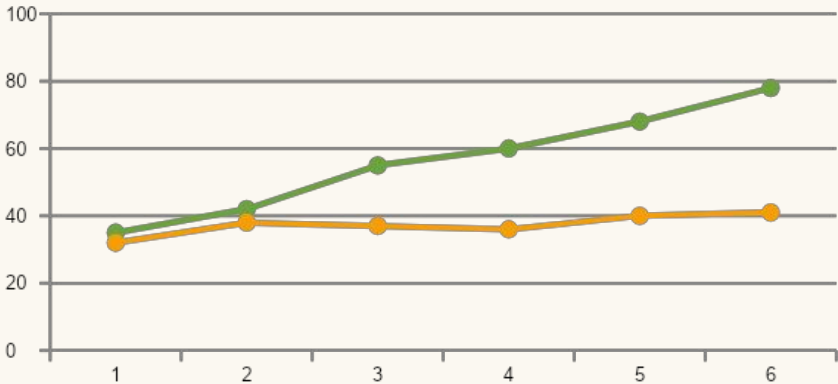
200 KB

Image target

Gzip

Compression

Area	What I review	Output
Mobile UX	Viewport, tap targets, font size, scroll	Screenshots + notes
WPO	PageSpeed/Lighthouse, image weight, server timing	Priority fixes
Accessibility	Contrast, labels, alternative text	Quick wins
Browser checks	Chrome, Safari, Edge basics	Compatibility notes
Images	Alt text, filenames, dimensions	Optimization list



Sample conclusion

If mobile visibility grows faster than desktop, mobile UX and page speed become high-priority conversion factors.

12. Structured Data, Hreflang & E-E-A-T

Trust and semantic signals that support relevance and credibility.

Area	Example finding	Recommendation
Organization schema	May be missing or incomplete	Add organization and local business data
Property pages	Limited structured data	Use product/service or real estate-related markup where valid
FAQ content	FAQ exists on page	Consider FAQ schema if compliant with Google policies
Hreflang	Spanish-only site	No hreflang needed unless new languages are added
Reviews	Testimonials exist	Add source/context and avoid unsupported rating markup

E-E-A-T diagnosis

Real estate decisions require trust. The site should make business identity, contact options, legal terms and rental process more transparent.

Correction

Add stronger About, FAQ, policies, property details, process explanations, author/company information and consistent branding.

Expected impact

Better trust, more informed inquiries and clearer eligibility for rich results when supported by valid structured data.

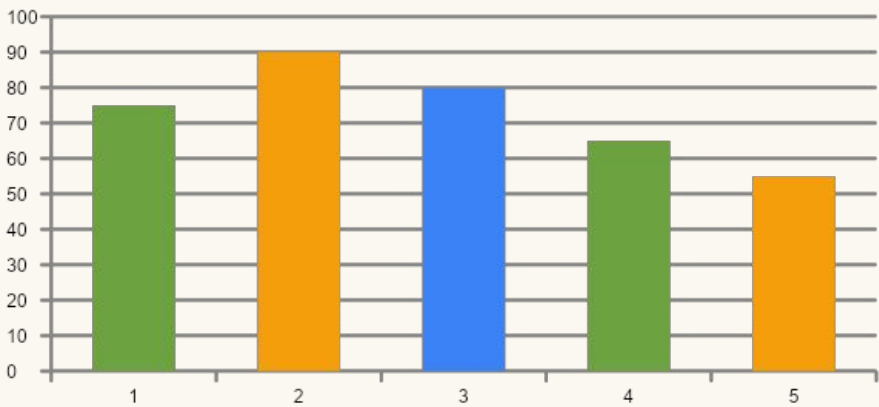
- Organization information
- Clear contact details
- Legal/rental conditions
- Testimonials with context
- FAQ and service schema review

13. Keyword Cannibalization & Content Gaps

How overlapping pages and missing content can reduce qualified organic traffic.

Query theme	Possible competing pages	Resolution
local comercial renta	Home + property category	Define one primary URL
apartamento oficina	Property category + listing	Map keyword to category
inmobiliaria maracaibo	Home + services	Optimize home as main page
contrato arrendamiento	FAQ + services	Create informational article
depósito garantía	FAQ only	Create support article + FAQ link

Content gap opportunity map



Recommendation

Create a keyword map assigning one primary intent to each URL. Then build supporting content that links to the main conversion pages.

14. SEO Off-Page & Authority Review

Sample SEO audit deck

Example backlink profile section for external authority and risk.

12

Ref. domains

6

Dofollow

Low

Toxic risk

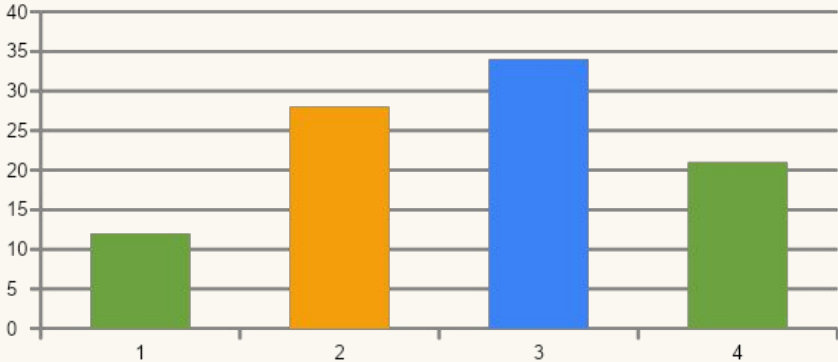
Brand

Main anchor

Sample diagnosis

Authority can be improved through local and business-relevant mentions.

Review item	What to check	Priority
Referring domains	Quality, relevance, follow/nofollow	A
Anchor text	Avoid exact-match overuse	B
Toxic links	Review spammy TLDs and low-quality sources	C
Lost links	Recover valuable dofollow links	B
Competitors	Compare authority and link sources	A



Link-building direction

Prioritize local business directories, real estate partnerships, community mentions, supplier references and press-style citations.

15. Task Prioritization Roadmap

Sample SEO audit deck

Final audit output: grouped priorities by impact and implementation speed.

Priority	Task	Impact	Effort	Owner	Timing
A	Create/expand transactional landing pages for commercial and residential rental intent	High	Medium	SEO + Content	Weeks 1–2
A	Fix sitemap/canonical/indexability issues and update internal links to 200 URLs	High	Low–Med	Developer	Week 1
A	Rewrite meta titles/descriptions for priority URLs	High	Low	SEO	Week 1
B	Add FAQ schema, organization schema and E-E-A-T improvements	Medium	Medium	SEO + Dev	Weeks 2–3
B	Optimize image filenames, alt text and compression for key pages	Medium	Low	SEO + Dev	Week 2
B	Build content cluster around rental conditions, deposit, contracts and property types	Medium	Medium	Content	Weeks 3–4
C	Review low-priority redirects, lost links and advanced off-page opportunities	Low–Med	Medium	SEO	Ongoing

Implementation logic

Fix crawl and targeting first. Improve page content second. Expand authority and content clusters after the core pages are clean and measurable.

16. What the Client Receives

Sample SEO audit deck

Deliverables included in a professional SEO audit presentation.

Audit presentation

Clear findings by section with screenshots and diagnosis.

Technical exports

URL lists, crawl findings, metadata issues and affected pages.

Keyword map

Search intent, page mapping and priority opportunities.

Architecture proposal

Recommended menu, page tree and internal linking logic.

Action plan

Tasks grouped by impact, effort and implementation sequence.

Review call

Optional meeting to explain findings and decide next steps.

Positioning: strategic, technical and client-friendly. The client gets not only problems, but a clear implementation path.

SEO Audit Case Study Example

Audit structure, reporting style and prioritization approach.

- SEO performance review
- On-page audit
- Technical SEO audit
- Off-page authority review
- Prioritized roadmap and recommendations

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