WebWright
DIGITAL SOLUTIONS. BUILT RIGHT.

SAMPLE SEO AUDIT

Search visibility report.

How easily customers find **Ikhaya Home & Living** on Google, what is holding the site back, and a clear plan to fix it.

ikhayahome.example
Prepared November 2026 · Durban, South Africa

Sample report. Ikhaya Home & Living is a fictional business and all figures are demo data.

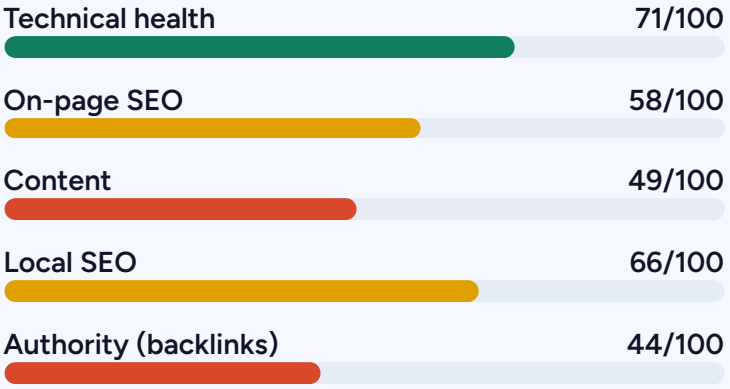
EXECUTIVE SUMMARY

Ikhaya is findable, but not yet competitive.

Customers searching for furniture and home décor in Durban mostly find your competitors first. The good news: most of what is holding the site back is fixable within 90 days.



Overall SEO health
Average of the five areas



What is working

- Secure site (HTTPS) with a valid certificate
- Mobile layout is clean and usable
- Google Business Profile exists with 38 reviews (4.3 average)
- Product pages have good photos

What is holding you back

- Pages load slowly on mobile (4.1 seconds)
- 9 pages share the same title tag
- No blog or guides, so few search terms are covered
- Only 23 sites link to yours, competitors have 90 to 210

Bottom line: fixing speed, titles and your Google Business Profile, then publishing 2 helpful pages a month, could roughly double your monthly search visitors within six months (see page 8).

TECHNICAL HEALTH

The site is sound, but slow.

These checks look at how well Google can read your site and how fast it loads for real visitors. Slow loading costs you both rankings and sales.

Largest Contentful Paint
4.1 s
Target: under 2.5 s

Interaction to Next Paint
310 ms
Target: under 200 ms

Layout shift (CLS)
0.07
Target: under 0.10

CHECK	STATUS	FINDING
HTTPS and security certificate	Pass	Valid until Mar 2027
Mobile-friendly layout	Pass	Passed Google mobile test
XML sitemap	Pass	Found, 112 URLs submitted
Robots.txt	Pass	Not blocking important pages
Page speed on mobile (LCP)	Critical	4.1 s, Google wants under 2.5 s
Image sizes	Critical	Product photos average 2.8 MB
Broken links	Fix	14 links lead to missing pages (404)
Duplicate title tags	Fix	9 pages share the same title
Missing image descriptions (alt text)	Fix	63 images, hurts image search
Structured data (rich results)	Fix	No product or business markup, so no star ratings in Google
Redirects	Fix	Old http://www links bounce twice

Core Web Vitals are Google's measures of speed, responsiveness and stability. Readings are from mobile, on a mid-range phone and 4G connection.

ON-PAGE SEO

Your pages are not telling Google what they sell.

The title and description are what people see in search results. Right now most of yours are generic or repeated, so Google cannot tell the pages apart.

PAGE	CURRENT TITLE	TITLE	DESCRIPTION	RECOMMENDED TITLE
/	Ikhaya Home | Home	Missing	Weak	Home décor and furniture shop in Durban North | Ikhaya
/sofas	Ikhaya Home | Products	Duplicate	OK	Sofas and couches in Durban | Free delivery | Ikhaya
/dining-tables	Ikhaya Home | Products	Duplicate	OK	Dining room tables, 4 to 8 seaters | Ikhaya Durban
/beds	Ikhaya Home | Products	Duplicate	Missing	Beds and bedroom furniture Durban | Ikhaya
/rugs	Rugs | Ikhaya	OK	OK	Rugs and floor mats for every room | Ikhaya Durban
/delivery	Delivery	Too short	Missing	Furniture delivery in Durban and KZN | Ikhaya
/about	About us	Too short	Weak	About Ikhaya: family-run furniture shop since 2011
/contact	Contact	Too short	Missing	Visit our Durban North showroom | Ikhaya

Example: how a search result changes

Before

ikhayahome.example › sofas

Ikhaya Home | Products

Welcome to our store. Browse our products and contact us for more information.

After

ikhayahome.example › sofas

Sofas and couches in Durban | Free delivery | Ikhaya

Family-run showroom in Durban North. 2 to 5 seater sofas in fabric and leather. Free delivery in Durban. ★ 4.3 (38 reviews)

KEYWORDS AND RANKINGS

Where you rank for what customers search.

These are the searches that matter most for a Durban furniture shop. Page one of Google (positions 1 to 10) gets about 90% of all clicks.

SEARCH TERM	INTENT	SEARCHES / MONTH	RANK NOW	TARGET	DIFFICULTY
sofas durban	Buy	720	#14	Top 3	Medium
furniture shop durban north	Local	210	#9	Top 3	Low
dining table 6 seater	Buy	1,300	#27	Top 10	High
buy bed online south africa	Buy	880	#31	Top 12	High
home decor durban	Browse	390	#18	Top 5	Medium
how to choose a rug size	Learn	1,600	Not ranking	Top 8	Low
small living room ideas south africa	Learn	2,400	Not ranking	Top 10	Medium
furniture delivery kzn	Local	140	#22	Top 5	Low

Quick wins

"furniture shop durban north" (#9) and "sofas durban" (#14) are close to page one. Better titles, local text and a few reviews could move them up within weeks.

Big opportunity

"small living room ideas" and "how to choose a rug size" have 4,000 searches a month combined, and you have no page for either. Guides that answer them also bring buyers to your shop.

Intent: Buy = ready to purchase · Local = looking for a nearby shop · Browse = comparing · Learn = looking for advice. Search volumes are estimates for South Africa.

LOCAL SEO

For a shop, Google Maps is your front door.

When someone searches "furniture shop near me", Google shows three businesses in the map pack. Ikhaya currently appears in position 5, just outside it.

Map pack position

5

Goal: top 3

Reviews compared with nearby competitors

Ikhaya (you)	★ 4.3 · 38 reviews
HomeNest Durban	★ 4.6 · 124 reviews
Coastal Furnishers	★ 4.4 · 87 reviews
Urban Living KZN	★ 4.1 · 52 reviews

GOOGLE BUSINESS PROFILE CHECK	STATUS	FINDING
Google Business Profile claimed and verified	Pass	Done
Business hours and holiday hours	Fix	Hours missing for public holidays
Primary category set to "Furniture store"	Pass	Done
Photos (showroom, products, team)	Fix	11 photos, aim for 40+
Reply to reviews	Critical	Only 6 of 38 reviews answered
Products added to the profile	Critical	None added
Name, address and phone match everywhere	Fix	Phone number differs on 3 directories
Listed on local directories	Fix	5 of 15 recommended listings

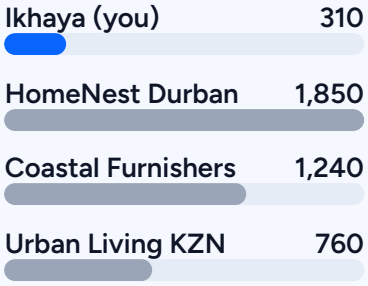
Easy win: ask every happy customer for a Google review (a WhatsApp link with a short message works well) and reply to each one. Reviews are one of the biggest factors in the map pack.

COMPETITORS AND CONTENT GAPS

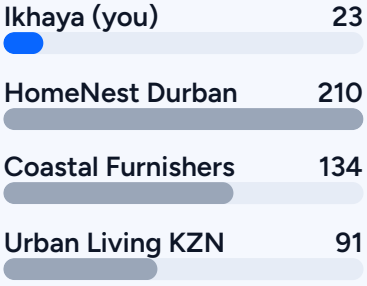
Others rank because they publish more.

Three local competitors compared on the three numbers that most influence rankings.

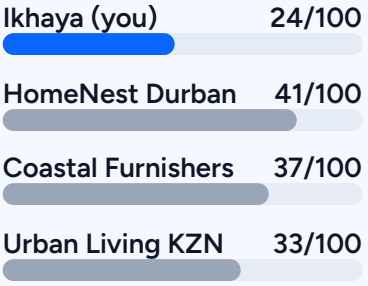
Keywords ranking



Sites linking to them



Authority score



Content to create first

Each page answers a question your customers already search for, then leads them to your products.

PAGE IDEA	SEARCHES / MONTH	TYPE
Small living room ideas for South African homes	2,400	Guide
How to choose a rug size (with chart)	1,600	Guide
Leather or fabric sofa? What lasts in Durban humidity	590	Comparison
How to measure for a dining table	480	How-to
Furniture delivery in Durban: what to expect	140	Local

Backlinks: links from other sites tell Google you can be trusted. Easy local sources: supplier websites, Durban business directories, home and lifestyle bloggers, and local press features.

ACTION PLAN

A 90-day roadmap.

Ordered by what moves rankings fastest for the least effort.

Days 1 to 30

Compress product images and enable caching	Impact High	Effort Low
Write unique titles and descriptions for all 8 key pages	Impact High	Effort Low
Fix 14 broken links and the redirect chain	Impact Medium	Effort Low
Add photos, products and hours to Google Business Profile	Impact High	Effort Low

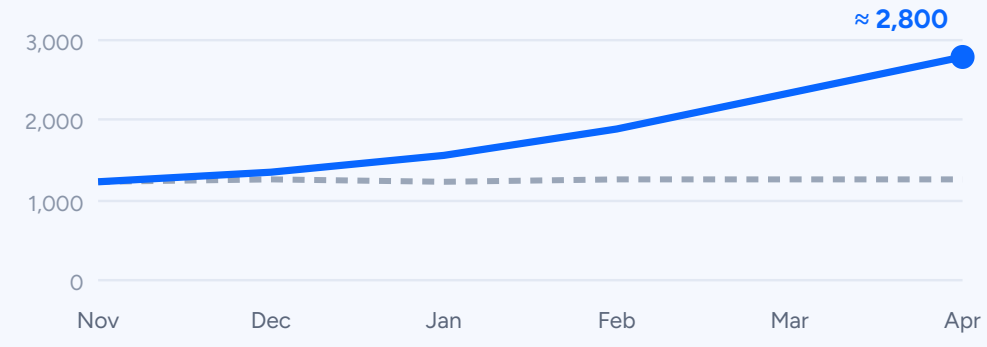
Days 31 to 60

Add alt text to 63 images	Impact Medium	Effort Medium
Add product and business structured data (star ratings)	Impact High	Effort Medium
Publish 2 guides: small living rooms, rug sizes	Impact High	Effort Medium
Reply to all reviews, start a review request routine	Impact Medium	Effort Low

Days 61 to 90

Publish 2 more guides and a delivery page	Impact High	Effort Medium
Build 10 local links and directory listings	Impact High	Effort Medium
Review rankings and adjust	Impact Medium	Effort Low

Where this could take monthly visitors from search



NEXT STEPS

What happens next.

Every WebWright SEO audit ends with a plan you can act on, whether you do it yourself, with your current web person, or with us.

1. We fix the basics

Speed, titles, broken links and structured data, done on your site in the first 30 days.

2. We grow your content

Helpful guides and product text written for the searches your customers make.

3. We report monthly

A short, plain-English update on rankings, visitors and enquiries.

Plain-English glossary

SEO
Search engine optimisation: making your site easier for Google to find, understand and rank.

Ranking position
Where you appear in results. Position 1 is the top.

Backlink
A link to your site from another website.

Alt text
A short description of an image, used by Google and screen readers.

Title tag / meta description
The headline and summary shown for your page in search results.

Google Business Profile
Your free listing on Google Search and Maps.

Core Web Vitals
Google's measures of how fast and stable your pages feel.

Want one for your business?

Message us for a free chat about your site.

WhatsApp 067 757 1350
info@webwright.co.za
www.webwright.co.za