

Sample site audit of our own website

serpcompass.com

28 October 2026

Health 97 of 100: 0 critical findings, 2 warnings and 7 notices on 40 pages.

40 pages crawled, limit 50 · 127 checks · 28 Oct 2026, 17:58 UTC

Audited by SERPCompass, on SERPCompass's own website

Shown as the engine wrote it. No finding has been edited, removed or reworded. Three findings ("Pages set to noindex", "Pages with a page-level nofollow directive" and "Pages blocked by robots.txt") are about our account pages, which we keep away from search engines on purpose. The engine cannot tell a deliberate choice from a mistake, so it lists them, as it would on your site.

What the engine ranks first

Ranked as the engine ranks any site: worst first, then by pages affected. Card 1 is a finding about our account pages, which we keep away from search engines on purpose, as the note above says.

1

Evidence as of 28 Oct 2026 · from a crawl of [serpcompass.com](#)

Confidence: high

Pages set to noindex: 5 pages affected.

Why it matters

5 of the 40 pages crawled are affected. A noindex directive (meta robots or X-Robots-Tag header) removes the page from search results and AI search indexes.

First fix

Remove the noindex directive from pages that should rank; keep it only on pages you deliberately exclude.

Impact: warning, 5 pages Owner: Developer

How we know

A crawl of 40 pages on 28 Oct 2026 with 127 checks. Counts are exact for the pages crawled.

Compass Intelligence

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Thin content (under 200 words): 4 pages affected.

Expand the page with useful, specific content, or merge it into a stronger page.

Impact: warning, 4 pages Owner: Developer

3 Structured data missing recommended properties: 6 pages affected.

Add the recommended properties listed in the details where you have the data.

Impact: notice, 6 pages Owner: Developer

Every finding, worst first

9 findings: 0 critical, 2 warnings and 7 notices. Each names the pages it was found on, of the 40 crawled.

Warning

5 pages

Pages set to noindex

A noindex directive (meta robots or X-Robots-Tag header) removes the page from search results and AI search indexes.

Fix: Remove the noindex directive from pages that should rank; keep it only on pages you deliberately exclude.

- <https://serpcompass.com/accounts/login/> (header)
- https://serpcompass.com/accounts/password_reset/ (header)
- <https://serpcompass.com/accounts/login/?next=/accounts/signup/%3Fplan%3Dgrowth%26interval%3Dmonthly> (header)
- <https://serpcompass.com/accounts/login/?next=/accounts/signup/%3Fplan%3Dstarter%26interval%3Dmonthly> (header)
- <https://serpcompass.com/accounts/login/?next=/accounts/signup/%3Fplan%3Dscale%26interval%3Dmonthly> (header)

Warning

4 pages

Thin content (under 200 words)

Pages with little text rarely rank or get cited by AI answers.

Fix: Expand the page with useful, specific content, or merge it into a stronger page.

- <https://serpcompass.com/accounts/signup/>
- <https://serpcompass.com/accounts/signup/?plan=growth&interval=monthly>
- <https://serpcompass.com/accounts/signup/?plan=starter&interval=monthly>
- <https://serpcompass.com/accounts/signup/?plan=scale&interval=monthly>

Notice

6 pages

Structured data missing recommended properties

Google's documentation recommends these properties; without them search engines have less to describe the page or business by.

Fix: Add the recommended properties listed in the details where you have the data.

- <https://serpcompass.com/guides/ai-crawlers-robots-txt/> (Article: datePublished, image)
- <https://serpcompass.com/guides/canonical-tag/> (Article: datePublished, image)
- <https://serpcompass.com/guides/meta-description/> (Article: datePublished, image)
- <https://serpcompass.com/guides/open-graph-tags/> (Article: datePublished, image)
- <https://serpcompass.com/guides/schema-markup/> (Article: datePublished, image)

1 more page not listed here.

Notice

5 pages

Pages canonicalised to another URL

These pages will not be indexed themselves; the canonical target collects their signals.

Fix: Confirm each canonical target is the preferred version; link internally to the target instead.

- <https://serpcompass.com/accounts/signup/?plan=growth&interval=monthly>
 - <https://serpcompass.com/contact/?topic=sales>
 - <https://serpcompass.com/accounts/signup/?plan=starter&interval=monthly>
 - <https://serpcompass.com/contact/?topic=security>
 - <https://serpcompass.com/accounts/signup/?plan=scale&interval=monthly>
-

Notice

5 pages

Pages with a page-level nofollow directive

A page-level nofollow stops crawlers from following any link on the page, so linked pages lose discovery and equity.

Fix: Remove 'nofollow' from the meta robots / X-Robots-Tag unless it is intentional.

- <https://serpcompass.com/accounts/login/>
- https://serpcompass.com/accounts/password_reset/

- <https://serpcompass.com/accounts/login/?next=/accounts/signup/%3Fplan%3Dgrowth%26interval%3Dmonthly>
- <https://serpcompass.com/accounts/login/?next=/accounts/signup/%3Fplan%3Dstarter%26interval%3Dmonthly>
- <https://serpcompass.com/accounts/login/?next=/accounts/signup/%3Fplan%3Dscale%26interval%3Dmonthly>

Notice

4 pages

Low text-to-HTML ratio (under 10%)

Heavy markup with little readable text can signal a low-value page and slows rendering.

Fix: Add meaningful text and remove unused markup, inline styles and scripts.

- <https://serpcompass.com/accounts/signup/>
- <https://serpcompass.com/accounts/signup/?plan=growth&interval=monthly>
- <https://serpcompass.com/accounts/signup/?plan=starter&interval=monthly>
- <https://serpcompass.com/accounts/signup/?plan=scale&interval=monthly>

Notice

2 pages

Scripts and stylesheets that look unminified (estimate)

Comments, indentation and line breaks make these files larger than they need to be, so pages load more slowly, above all on phones. The saving in the details is an estimate: removing comments and whitespace (a minifier saves more, as it also shortens names).

Fix: Minify scripts and stylesheets when the site is built, or turn on the minification setting of the CMS, CDN or caching plugin.

- <https://serpcompass.com/static/css/compass.1cbf31d99846.css> (about 19 KB of 106 KB (19%) could be saved; loaded by <https://serpcompass.com/>)
- <https://serpcompass.com/static/js/consent.8cb10a00b46e.js> (about 2 KB of 5 KB (37%) could be saved; loaded by <https://serpcompass.com/>)

Notice

1 page

Pages blocked by robots.txt

Crawlers cannot read these URLs. That is right for URLs a site hides on purpose, such as filters, internal search and carts; a page you want in search results must not be blocked (a blocked page that is linked can still be indexed without its content).

Fix: Check the list: allow crawling of any page you want in search results, and leave deliberate blocks such as filter and search URLs as they are.

- <https://serpcompass.com/accounts/google/login/>

Notice

1 page

Pages with only one incoming internal link

A page that a single internal link leads to receives little link equity and is easy to lose when that one page changes.

Fix: Link to these pages from other relevant pages, hubs or navigation.

- <https://serpcompass.com/guides/schema-markup/> (only <https://serpcompass.com/guides/> links here)

Scores by area

Area	Score	Findings
Crawlability and indexing 44 checks	96	1 warning, 3 notices
Titles, descriptions and headings 12 checks	100	No findings
Content 5 checks	97	1 warning, 1 notice
Links 13 checks	100	1 notice
International 7 checks	100	No findings
Structured data 7 checks	99	1 notice
Social sharing 2 checks	100	No findings

Area	Score	Findings
Speed and mobile 15 checks	100	1 notice
HTTPS 11 checks	100	No findings
AI readiness 7 checks	100	No findings
Accessibility 4 checks	100	No findings

Speed, measured in a lab

Simulated mobile lab data: 412x823 screen, slow 4G (150 ms round trip, 1.6 Mbps down) and a 4x slower CPU, as Lighthouse's mobile test. Time to first byte (TTFB) is the server's own response time, measured without the simulated network delay. Lab data, not field data from real visitors. LCP is when the largest element appears, CLS how much the layout shifts, TBT how long the page is blocked from responding, TTFB how long the server takes to answer.

Page	LCP	CLS	TBT	TTFB
https://serpcompass.com/ The start page	1,800 ms Good	0.000 Good	4 ms Good	160 ms Good
https://serpcompass.com/guides/open-graph-tags/ Represents one page of the /guides/ template (2 path levels), 6 pages	1,696 ms Good	0.000 Good	45 ms Good	127 ms Good
https://serpcompass.com/accounts/signup/?plan=scale&interval=monthly Represents one page of the /accounts/ template (2 path levels, with a query), 6 pages	1,592 ms Good	0.002 Good	0 ms Good	138 ms Good
https://serpcompass.com/compare/ahrefs/ Represents one page of the /compare/ template (2 path levels), 4 pages	1,639 ms Good	0.000 Good	16 ms Good	132 ms Good
https://serpcompass.com/accounts/signup/ Represents one page of the /accounts/ template (2 path levels), 3 pages	1,591 ms Good	0.002 Good	0 ms Good	129 ms Good
https://serpcompass.com/contact/?topic=sales Represents one page of the /contact/ template (1 path level, with a query), 2 pages	1,706 ms Good	0.024 Good	7 ms Good	131 ms Good

Page	LCP	CLS	TBT	TTFB
https://serpcompass.com/tools/ai-crawler-checker/ Represents one page of the /tools/ template (2 path levels), 2 pages	1,655 ms Good	0.012 Good	24 ms Good	132 ms Good
https://serpcompass.com/scan/ Represents one page of the /scan/ template (1 path level), 1 page	1,665 ms Good	0.000 Good	33 ms Good	130 ms Good
https://serpcompass.com/about/ Represents one page of the /about/ template (1 path level), 1 page	1,626 ms Good	0.000 Good	11 ms Good	126 ms Good
https://serpcompass.com/product/ Represents one page of the /product/ template (1 path level), 1 page	1,641 ms Good	0.003 Good	13 ms Good	123 ms Good

What else the crawl checked

- robots.txt was found at <https://serpcompass.com/robots.txt> and names 1 sitemap, with no problems found in it.
- The sitemap <https://serpcompass.com/sitemap.xml> lists 30 URLs (found through robots.txt).
- The plain-HTTP address <http://serpcompass.com/> redirects to HTTPS.
- The HTTPS certificate is valid until 18 Jan 2027, issued by Let's Encrypt, over TLSv1.3.
- An address that cannot exist answered HTTP 404, as a missing page should.
- 812 internal links were mapped between 40 pages: 0 orphan pages (no internal link in) and 0 pages deeper than 3 clicks.
- 40 links to other sites were checked: 0 broken.
- 7 linked files and resources (stylesheets, scripts, images and files) were checked: 0 answered an error.

Method and limits

- SERPCompass's own crawler (SERPCompassBot) started at <https://serpcompass.com/> and followed links, as a search engine does, with a limit of 50 pages. The crawl ran out of links to follow at 40 pages, before its limit of 50 pages.
- A URL with a query string, such as `?plan=starter`, counts as a page of its own, as search engines treat it.
- 1 linked URL that robots.txt disallows was not requested.
- Pages were read as HTML: this run did not render JavaScript.
- Speed was measured on 10 of the pages, chosen to represent each page template. Simulated mobile lab data: 412x823 screen, slow 4G (150 ms round trip, 1.6 Mbps down) and a 4x slower

CPU, as Lighthouse's mobile test. Time to first byte (TTFB) is the server's own response time, measured without the simulated network delay. Lab data, not field data from real visitors.

- Search Console was not connected for this run, so the audit did not look for pages Google knows about that no link reaches.
- The health score is SERPCompass's own 0 to 100 score, from how severe each finding is and how many pages it touches. It is not a Google measure.
- The audit ran on 28 Oct 2026 at 17:58 UTC from a FlowDesk development computer, not the server that hosts the site. The site may have changed since; a new run would not match this one exactly.

The numbers behind this

Health score

97 of 100

40 pages crawled

SERPCompass's own score: above 80 is healthy, below 60 means critical items are costing you now.

Critical

0 findings

fix first

Each one blocks indexing or wastes crawl budget.

Warnings

2 findings

fix this month

They cost clicks or rankings over time.

Notices

7 findings

batch later

Polish, once the items above are done.

Pages crawled

40 of up to 50

127 checks

The crawl ran out of links to follow before its limit; it did not request 1 linked URL that robots.txt disallows.

This report is published at <https://serpcompass.com/sample-report/>.