FLOXOLAB

Technical SEO audit — sample report

A real audit of floxolab.com, reformatted as the deliverable a client receives: scope, decisions, evidence, tickets and the order of work.

```
6 SEO FINDINGS FIXED IN SEPTEMBER 2026; H1 HOSTING TASK OPEN*
* H1 status: 5 September 2026; not re-checked.
```

SITE
floxolab.com — FloxoLab's own website, not a client

AUDIT
4 September 2026, read-only

FIXES VERIFIED
5 September 2026 · commit dcc98b9

THIS REPORT PREPARED
2 November 2026 · version 2

EVIDENCE
Source code, generated pages, local route tests, read-only production responses

NOT IN THIS AUDIT
Search Console data and a crawler export

EXECUTIVE SUMMARY

No critical issue. Fix the canonical paths first.

The core was consistent: every sitemap URL returned 200 and the canonical checks passed. The problems sat at the edges: redirects that took two hops or produced an unsafe `Location`, internal links pointing at a redirecting URL, a schema image that did not exist, and assets that could stay stale for a week after a release.

0	6	106 / 106	1
Critical findings	SEO findings (2 high, 3 medium, 1 low)	Sitemap URLs returned 200 in local route tests	Open item owned by hosting, not code

Decisions

ID	DECISION	PRIORITY	OWNER
F1	Send every non-canonical host and legacy `.html` request to the final clean URL in one redirect, and point 49 internal links at `/seo/#faq` instead of a redirecting `/seo#faq`.	HIGH	Backend + template owner
F2	Normalize leading slashes before building a redirect, so `//blog/index.html` cannot return `Location: //blog/`.	HIGH	Backend developer
F3	Replace the missing publisher logo in 11 BlogPosting blocks with an image that exists.	MEDIUM	Content / template owner
F4	Put the `#contact` target in the static homepage HTML, not only in the JavaScript-rendered app.	MEDIUM	Frontend developer
F5	Update asset version keys when CSS or JavaScript changes; assets are cached for seven days.	MEDIUM	Frontend developer
F6	Lazy-load third-party badges at the bottom of the homepage.	LOW	Frontend developer
H1	Remove the extra CDN hop for `www` requests. Needs a separately authorized hosting change.	LOW	Hosting owner

What passed

Sitemap and content manifest consistent · 106 sitemap URLs returned 200 · canonical checks passed · inspected JSON-LD parsed · Brotli responses worked · `npm audit`: 0 known vulnerabilities.

How to read the priority

Priority is FloxoLab's assessment of reach and risk for this site. No ranking or traffic loss was measured or is claimed for any finding.

SCOPE AND METHOD

What was checked, and what was not.

Inside the scope

1. Source of truth before generated output: templates, content manifest, server routes.
2. Every sitemap URL through the production server code (106 URLs).
3. Selected read-only production responses, separating application behavior from CDN behavior.
4. Each finding confirmed in code, a local reproduction or a production check.

Outside the scope

1. Google Search Console: no impressions, indexing reports or query data were used.
2. A full crawler export. A paid audit adds both, so findings can be weighed against Google's own data.
3. Any claim about rankings or traffic.

FINDINGS REGISTER

ID	FINDING	AREA	AFFECTED	PRIORITY	STATUS
F1	Two-hop host redirect; internal links to a redirecting URL	Canonicalization	Host/.html requests; 49 pages	HIGH	FIXED
F2	Double slash produced a protocol-relative redirect	Redirects	Any `//` path	HIGH	FIXED
F3	Publisher logo in BlogPosting returned 404	Structured data	11 guides	MEDIUM	FIXED
F4	`#contact` target existed only after JavaScript	Links / rendering	Homepage	MEDIUM	FIXED
F5	Changed assets kept old cache keys	Performance / freshness	95 files	MEDIUM	FIXED
F6	Third-party badges loaded eagerly	Performance	14 image tags	LOW	FIXED
H1	`www` request passes an extra CDN redirect	Hosting	`www` host	LOW	OPEN*

* Open as of 5 September 2026 and not re-checked for this sample. Four further findings were outside SEO and are listed on the last page.

F1 Canonical URLs took two hops; internal links pointed at a redirect

HIGH

EVIDENCE

The host redirect reused the original request, so `www` + `.html` first went to the apex `.html` URL, then redirected again. Separately, 49 pages linked to `/seo#faq`, which is not the canonical `/seo/`.

WHY IT MATTERS

Crawlers and visitors spend an extra request on every non-canonical entry, and internal links should name the final URL directly.

OWNER

Backend developer (redirect), template owner (links)

```
// tooling/contact-backend/contact-app.mjs — host canonicalization
- return res.redirect(301, `https://floxolab.com${req.originalUrl}`);
+ // strip index.html / .html when the file exists, keep the query string
+ return res.redirect(301, `https://floxolab.com${pathname}${queryString(req)}`);
// 49 article templates
- <a href="/seo#faq" class="article-back mono">FAQ</a>
+ <a href="/seo/#faq" class="article-back mono">FAQ</a>
```

ACCEPTANCE CHECK

`www.floxolab.com/blog/guide.html?x=1` → one `301` to `https://floxolab.com/blog/guide?x=1`; no generated page links to `/seo#faq`.

RECORDED RESULT

Backend test asserts exactly that redirect; content checks passed after the 49 link changes.

F2 A double slash produced a protocol-relative redirect

HIGH

EVIDENCE

The decoded path was reused without normalizing leading slashes. `//blog/index.html` returned `Location: //blog/`, which browsers read as a protocol-relative URL on another host.

WHY IT MATTERS

Untrusted input could move a redirect off the canonical host. It is a correctness and hardening fix at the URL boundary.

OWNER

Backend developer

```
- return decodeURIComponent(req.path);
+ const decoded = decodeURIComponent(req.path);
+ return `/${decoded.replace(/^\/+/, "")}`;
```

ACCEPTANCE CHECK

`GET //blog/index.html` → `301` with `Location: /blog/`.

RECORDED RESULT

Seven backend tests passed, including this case.

F3 BlogPosting publisher logo pointed to a file that did not exist

MEDIUM

EVIDENCE 11 guides declared `/favicon-512.png` as `publisher.logo`. The file was absent and the URL returned `404`. The JSON-LD was syntactically valid, so a parser alone did not catch it.

WHY IT MATTERS Structured data should reference resources that resolve. No ranking effect was measured or is claimed.

OWNER Content / template owner — change the source, then regenerate

```
  "logo": {
    "@type": "ImageObject",
-   "url": "https://floxolab.com/favicon-512.png"
+   "url": "https://floxolab.com/favicon-192.png"
  }
```

ACCEPTANCE CHECK No `favicon-512.png` reference remains; the replacement URL returns `200`.

RECORDED RESULT 11 references replaced; content checks clean; production asset returned `200`. Affected URLs are listed on the last page.

F4 The homepage `#contact` link had no target in the HTML

MEDIUM

EVIDENCE Before the fix, the static `index.html` contained `href="#contact"` but no element with `id="contact"`. The target appeared only after the JavaScript app mounted.

WHY IT MATTERS Without JavaScript, or before it runs, the main contact link went nowhere, and a crawler reading the HTML saw a link to a missing fragment.

OWNER Frontend developer

```
+ <section class="sf-section sf" id="contact">
+   <div class="sf-eyebrow">Start a project</div>
+   <h2>…</h2>   <!— plus a plain email fallback —>
+ </section>
```

ACCEPTANCE CHECK The static HTML contains exactly one `id="contact"`; the link scrolls to it with JavaScript disabled.

RECORDED RESULT Homepage behavior checked after deployment on 5 September.

F5 Changed assets kept old cache keys

MEDIUM

EVIDENCE CSS, JavaScript and images are served with `Cache-Control: public, max-age=604800` (seven days). Files changed in the release still used the previous `?v=` key, so returning visitors could keep the old version.

WHY IT MATTERS A fix to layout, schema-related scripts or the image viewer may not reach visitors for up to a week.

OWNER Frontend developer · rule: change the key whenever the file changes

```
<!— one of 95 files —>
- href="../../dist/blog.css?v=20260829-mobile-title-article-experience"
+ href="../../dist/blog.css?v=20260905-audit-fixes-article-experience"
```

ACCEPTANCE CHECK Every page that loads a changed asset requests the new key; the artifact build passes.

RECORDED RESULT Keys updated in 95 files; new keys checked after deployment.

F6 Third-party badges loaded eagerly

LOW

EVIDENCE 14 badge images near the bottom of the homepage loaded from external domains on page load.

FIX AND CHECK Added `loading="lazy"` to the 14 tags. Check: the badges are not requested until scrolled near.

H1 A `www` request still passed an extra CDN redirect

LOW OPEN*

EVIDENCE After F1 the application canonicalized in one hop, but a comparable `www` request still went through a Hostinger CDN redirect before reaching the application.

NEXT STEP A hosting configuration change, which needs separate authorization. Repository code cannot prove or change it.

* Status as of 5 September 2026; not re-checked for this sample.

ORDER OF WORK

How the fixes were sequenced.

STEP	WORK	GATE
1 · Server	F1 redirect and F2 path normalization in the application server	Backend tests pass (7)
2 · Sources	F1 links and F3 logo in the owning templates and manifest, then regenerate	Content and repository checks pass
3 · Frontend	F4 static target, F5 cache keys, F6 lazy badges	Artifact build and route checks pass (46)
4 · Release	Deploy, then check redirects, schema image, keys and homepage in production	Production checks, 5 September
5 · Hosting	H1 CDN hop	Separate authorization

Outside SEO, found in the same audit

1. A request timeout that did not stop the underlying download (fixed; 94 tests).
2. Contact form: the browser accepted messages shorter than the server's 10-character minimum (fixed).
3. Image viewer declared a modal without modal keyboard behavior (fixed).
4. Homepage FAQ lacked expanded and hidden states (fixed).

What this sample does not show

This run had no Search Console or crawler export, so it has no query, impression or indexing-report evidence. A paid audit includes those sources for up to 50 URLs or five templates, and its findings depend on your site; none of the above is a forecast for it.

APPENDIX A · F3 AFFECTED URLS (11)

```
/seo/guides/ai-keyword-research-small-business
/seo/guides/brand-serp-audit
/seo/guides/google-review-management-small-business
/seo/guides/local-seo-multi-location
/seo/guides/mobile-seo-checklist
/seo/guides/on-page-seo-audit-checklist
/seo/guides/programmatic-seo-small-sites
/seo/guides/respond-negative-google-reviews-philippines
/seo/guides/seo-friendly-urls
/seo/guides/technical-seo-audit-screaming-frog-search-console
/seo/guides/zero-click-search-measurement
```

APPENDIX B · SOURCES

Published audit and remediation record: floxolab.com/seo/guides/gpt-6-astra-website-audit · Fix commit dcc98b9 (5 September 2026), including its backend tests · Companion action plan: action-plan.csv.