

SEO Audit: Fable & Foam Brewing

Site audited: the brewery's current website (6 pages) · Report date: October 2026

Sample project for a fictional business, made to show what you get. Fable & Foam Brewing and its website are made up; the findings are real results from crawling that demo site.

Summary

Fable & Foam's site is hard to find and hard to use on a phone, and it hides the thing that earns the brewery the most money: private events. The good news is that most fixes are quick. The four high-impact items below would make the biggest difference, and three of them take less than a day.

6

pages crawled

14

issues found

4

high impact

3.3 MB

home page weight

Issues, ranked by impact

Impact: how much fixing it is likely to help search visibility and enquiries. Effort: Low = under a day for a developer, Medium = a few days including writing.

#	Impact	Effort	Issue and evidence
1	High	Medium	No page for private events, the brewery's main income 0 of 6 pages mention events or parties in a title or main heading. The only mention is one sentence on the Gallery page: "Our barrel room is available for parties. Email us."

#	Impact	Effort	Issue and evidence
2	High	Low	Not built for phones 6 of 6 pages have no mobile viewport tag, and the layout is a fixed 1,000px wide, so phones show a zoomed-out desktop page. Most venue searches happen on phones.
3	High	Low	Very heavy images slow every visit 3 images weigh 6.0 MB in total. The home page photo alone is 3.3 MB at 1400px wide but shown at 600px; the home page loads 3.3 MB in all.
4	High	Low	The menu is only a PDF The Menu page has no menu on it, just a link to menu.pdf. The PDF dates from spring 2019. Search engines and AI assistants can't match beer names or styles to the site, and PDFs are awkward on phones.
5	Medium	Low	Page titles don't say who or where 1 title is shared by 2 pages ("Home" on index.html, about.html), and none of the 6 titles includes the brewery's name or town.
6	Medium	Low	Missing meta descriptions 4 of 6 pages have no meta description (index.html, about.html, gallery.html, blog.html), so search results show whatever text the search engine picks. The two that exist are four words each.
7	Medium	Low	Headings out of order The home page has 2 H1 headings ("Welcome!", "Fable and Foam Brewing Co."); the other 5 pages have none.
8	Medium	Low	No business details search engines can read 6 of 6 pages have no structured data. Opening hours say "see Facebook", and there's no phone number anywhere on the site.
9	Medium	Low	A broken link on the home page 1 broken link: index.html links to specials.html, which returns 404.
10	Medium	Low	Images without alt text 9 of 9 images on the site have no alt text, including the logo on every page.

#	Impact	Effort	Issue and evidence
11	Medium	Low	No sitemap.xml or robots.txt sitemap.xml returns 404 and robots.txt returns 404.
12	Low	Low	Vague link text 2 links say only "Click here" (index.html).
13	Low	Medium	Thin and out-of-date content Each page has only a sentence or two of its own text. The newest blog post is from March 2019 ("New beer coming soon! Stay tuned.").
14	Low	Low	No page language set 6 of 6 pages are missing the lang attribute on <html>.

Fix list, in order

Work through these top to bottom. Each fix stands on its own, so you can stop at any point and still be better off.

1. **No page for private events, the brewery's main income.** Add an Events page targeting "private event venue Nowhere Springs": both spaces, capacity, minimum spend, what's included, photos and an enquiry form. Link to it from the home page and the main menu.
2. **Not built for phones.** Add <meta name="viewport" content="width=device-width, initial-scale=1"> and make the layout responsive (no fixed widths).
3. **Very heavy images slow every visit.** Resize each image to the size it's shown at (2× for sharp screens) and save as WebP or AVIF: about 95% smaller, typically under 150 KB each. Add width and height so the page doesn't jump while loading.
4. **The menu is only a PDF.** Put the tap list on the Menu page as text (name, style, strength), updated with the taps. Keep a PDF only as an optional download.
5. **Page titles don't say who or where.** Give every page a unique title of up to about 60 characters with the topic, name and town, e.g. "Private Events & Barrel Room | Fable & Foam Brewing, Nowhere Springs".
6. **Missing meta descriptions.** Write a 140–160 character description for each page that says what's there and invites the click.

7. **Headings out of order.** One H1 per page that names the page's topic, with H2s for sections below it.
8. **No business details search engines can read.** Add LocalBusiness (Brewery) structured data with name, address, phone, opening hours and event spaces, and put the hours and phone number on the site itself.
9. **A broken link on the home page.** Remove the link or publish the page it points to.
10. **Images without alt text.** Add short, descriptive alt text ("The Barrel Room set for a party of 60"); use alt="" only for purely decorative images.
11. **No sitemap.xml or robots.txt.** Publish a sitemap.xml listing every page, reference it from robots.txt, and submit it in Google Search Console.
12. **Vague link text.** Use link text that says where the link goes, e.g. "See this week's tap list".
13. **Thin and out-of-date content.** Expand the key pages (events, menu, about) and either post regularly or remove the blog until there is news.
14. **No page language set.** Add lang="en" to every page.

Search visibility

Illustrative. A fictional business has no real search data, so this table shows the kind of thing a client report includes. On a real audit these come from Ahrefs and your Google Search Console: the searches your customers use, where you rank now, and which page should answer each one.

Search	Page that should answer it	Where the site appears now
private event venue Nowhere Springs	Events	Not ranking
brewery near me	Home	Page 3
barrel room party rental	Events	Not ranking
rehearsal dinner venue Nowhere Springs	Events	Not ranking
brewery tours Nowhere Springs	Events / Tours	Not ranking

Search	Page that should answer it	Where the site appears now
Fable and Foam menu	Menu	PDF ranks, page doesn't

Page by page

Page	Title	Description	H1s	Mobile	Images without alt
index.html	Home	No	2	No	2/2
about.html	Home	No	0	No	1/1
menu.html	Menu	Yes	0	No	1/1
gallery.html	Gallery	No	0	No	3/3
blog.html	Blog	No	0	No	1/1
contact.html	Contact Us	Yes	0	No	1/1

How we checked

We crawled every page reachable from the home page (the audit covers up to 200), recording titles, descriptions, headings, images, links, structured data, the sitemap and robots.txt, then reviewed the results by hand and ranked each issue by likely impact. For a client site we use a professional crawl tool such as Ahrefs plus your Search Console data; for this demo we used our own crawler on the fictional site.

Next step for a real client: a short walkthrough call. If you'd rather not make the fixes yourself, we quote them as a fixed-fee add-on from this list.