

SEO Audit

[On-demand SEO health score](#) • [23 checks](#) • [Products](#) • [Categories](#) • [CMS](#) • [Adobe Commerce](#)

An on-demand SEO health audit for Magento 2 / Adobe Commerce. Scans products, categories and CMS pages for meta, content, link, indexability, social and structured-data issues, returns a 0–100 score, and deep-links every finding to the page that needs fixing — run it from the admin dashboard or the CLI.

Etechflow_SeoAudit • **Module Documentation & User Guide**

Compatible with Magento / Adobe Commerce 2.4.6 – 2.4.9 • PHP 8.1 – 8.4 • Part of the Etechflow SEO Suite

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1 • Overview

1.1 What the module does

Etechflow SEO Audit is an on-demand SEO health auditor for Magento 2 / Adobe Commerce. With one click (or one CLI command) it scans your catalog and content — products, categories and CMS pages — runs 23 individual checks across meta tags, content, links, indexability, social sharing and structured data, and produces a single 0–100 health score. Every finding is itemised in a grid and deep-linked to the exact entity that needs fixing, with a suggested tool for the fix. Part of the Etechflow SEO Suite.

1.2 Highlights

- **0–100 health score** with severity breakdown (critical / warning / notice) and an "issues by area" summary (Meta tags · Content · Links · Structured data).
- **23 checks** spanning product/category/CMS meta, duplicate & length, thin content, image alt, H1, broken links & redirect chains, canonical, indexability (noindex / robots.txt / sitemap), Open Graph / Twitter social tags, and Product JSON-LD structured data.
- **"Fix priority" table** — ranks checks by how many points the score recovers if cleared, with a suggested fix tool per check (Meta Templates, Rich Snippets, Redirect Manager, AI SEO...).
- **Entity-resolved findings** — each issue keeps the SKU / identifier + a live "View on site" link, so the audit is a worklist, not just a report.
- **Configurable** — tune length thresholds, sample size, and enable/disable each check group independently.
- **Admin dashboard + CLI** — run interactively, or via `bin/magento etechflow:seoaudit:scan` for cron/CI.
- **Licensed** — activation via the eTechFlow licence portal; the whole module is gated when unlicensed.

1.3 Compatibility matrix

Area	Supported
Magento / Adobe Commerce	2.4.6, 2.4.7, 2.4.8, 2.4.9
PHP	8.1, 8.2, 8.3, 8.4
Scope	Admin-only tool (no storefront output); the rendered-HTML checks fetch sample storefront pages over HTTP
Caching	Full Page Cache / Varnish supported; the scan reads live DB + fetches sample pages on demand

2 • Architecture

2.1 The module

A single, self-contained, admin-only module — `Etechflow_SeoAudit` (Composer package `etechflow/module-seo-audit`, namespace `Etechflow\SeoAudit`). It adds an admin dashboard, an issues grid, configuration, a CLI command and its own data table. It produces no storefront output.

2.2 How a scan works

- **A Scanner runs every registered check.** Each check returns a list of findings (entity type, id, identifier, detail). Checks are independent — one failing never aborts the rest.
- **Two kinds of checks.** Most are **SQL-based** (read meta/content/category data directly from the catalog — fast). Five are **rendered-HTML / page-fetch** checks (canonical, indexability, social, structured data, H1) that fetch sample storefront pages and parse the live HTML.

- **Atomic results.** Findings are collected in memory and only swapped into the issue table at the very end, inside a single DB transaction — so an interrupted or timed-out scan never leaves an empty grid or a stale summary.
- **A score + summary** are computed (counts by severity, by category, per-check "points recoverable") and stored, then shown on the dashboard.

2.3 Data

Stored	Holds
etechflow_seoaudit_issue (table)	One row per finding: check_code, category, severity, entity_type, entity_id, identifier, detail, fix_hint, store_id, created_at, frontend_url (the "View on site" link).
Summary flag	The last scan's score + counts (by severity / area) + the per-check "points recoverable" list that powers the dashboard.

3 • Installation & Setup

3.1 Install & enable

Distributed via the private eTechFlow Composer repository; your licence key doubles as the download token. From the Magento root:

```
composer config repositories.etcheflow composer
https://license-service.etcheflow.com/composer
composer config http-basic.license-service.etcheflow.com you@example.com SP-XXXX-XXXX-XXXX-XXXX
composer require etcheflow/module-seo-audit
bin/magento module:enable Etechflow_SeoAudit
bin/magento setup:upgrade
bin/magento setup:di:compile          # production mode only
bin/magento cache:flush
```

This adds the admin menu under Content → SEO Audit and the configuration section under Stores → Configuration → ETECHFLOW → SEO Audit.

Important

The audit ships with its master switch **OFF** — set Stores → Configuration → ETECHFLOW → SEO Audit → Thresholds → **Enable = Yes** before running. The CLI/dashboard scan also requires a valid licence (see §10).

3.2 Where everything lives

Action	Path
Dashboard / run a scan	Admin menu: Content → SEO Audit
Configuration	Stores → Configuration → ETECHFLOW → SEO Audit
CLI scan	<code>bin/magento etcheflow:seoaudit:scan</code>

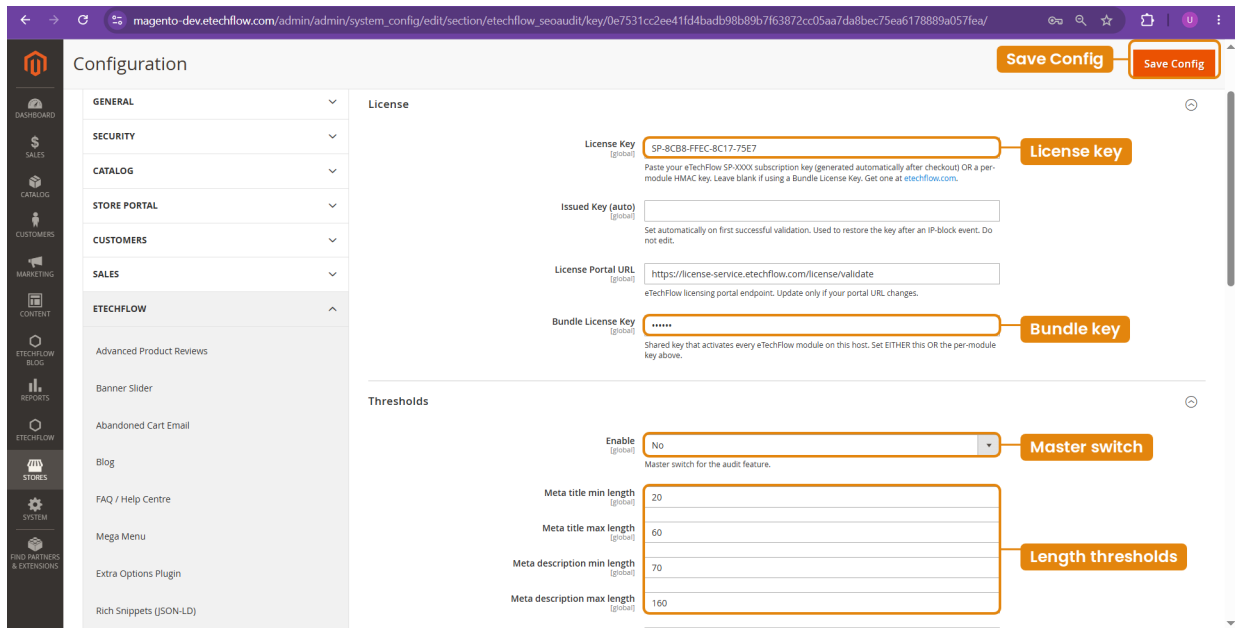


Figure 1 — Configuration: the License group and the start of the Thresholds (meta title/description min & max lengths).

4 • The Dashboard (score & summary)

Open Content → SEO Audit. Click ****Run SEO Scan Now**** to audit the store. After a scan the dashboard shows:

- **SEO Health Score** (0–100) — colour-coded green (≥ 80) / amber (≥ 50) / red (< 50).
- **Issues by severity** — Critical / Warning / Notice counts.
- **Issues by area** — Meta tags · Content · Links · Structured data.
- **Fix priority** — **points you would recover** — every check with its issue count, severity, the score gain if fixed, and a suggested **Fix with tool**.

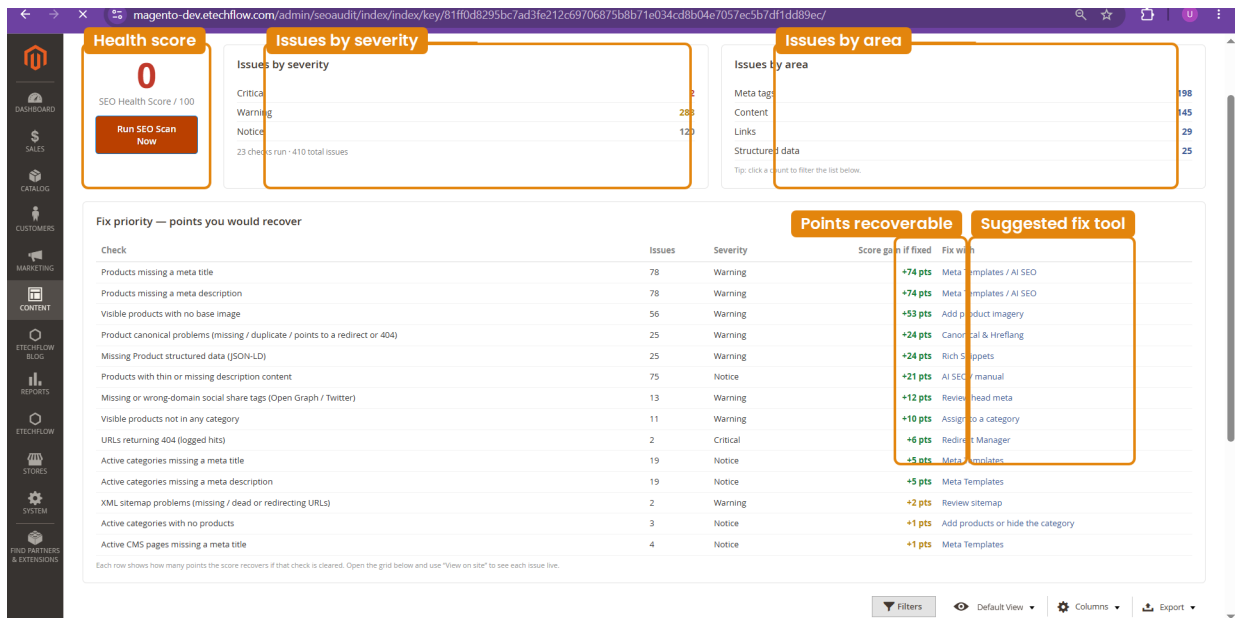


Figure 2 — The SEO Audit dashboard: health score, severity & area breakdown, and the prioritised "points you would recover" table.

Tip

The severity and area counts are **clickable** — clicking one filters the issues grid below to just that severity/category and

scrolls to it.

Note

The score is floored at 0 when there are many open issues, so fixing a single product won't lift the *number* off 0 — watch the per-check counts and the "points you would recover" column to see progress. The score climbs once whole checks are cleared.

5 • The Issues Grid

Below the dashboard, every individual finding is listed in a standard Magento admin grid with full filtering, search, sorting and paging.

Column	Meaning
Severity	critical / warning / notice.
Area	meta · content · links · social · schema · ...
Check	Which check produced it (e.g. "Products missing a meta title").
Type	The entity kind — product / category / cms / url.
Entity	The SKU / identifier / URL the issue is on.
Detail	The specific problem (e.g. "No meta title set.", "404 — hit 8 time(s)").
Fix with	Suggested tool — Meta Templates, Rich Snippets, Redirect Manager, AI SEO...
Detected	When the finding was recorded.
Action	View on site — opens the flagged page on the storefront.

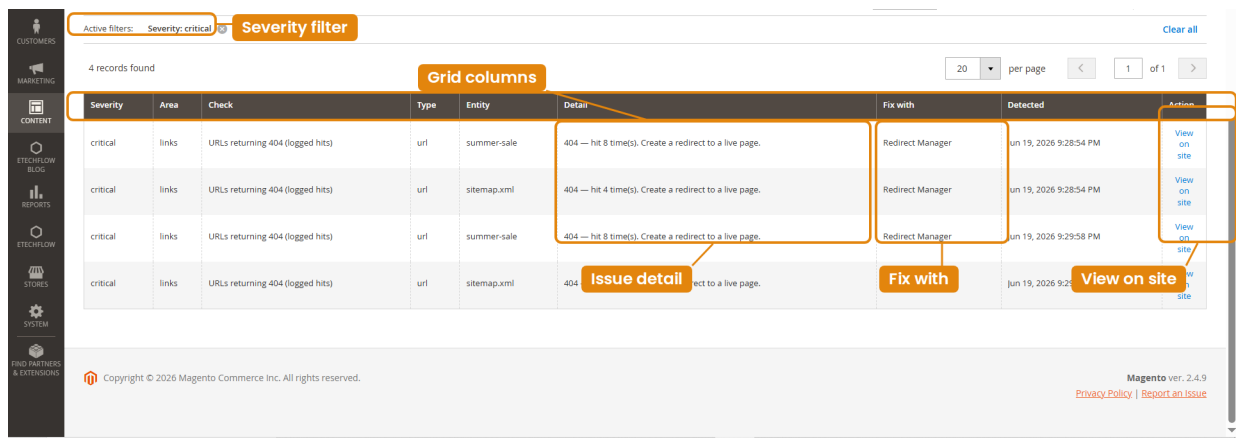


Figure 3 — The issues grid filtered to Severity = critical (404 links), showing the columns, the "Fix with" suggestion and the per-row "View on site" action.

Tip

Use the grid's own **Filters** control (top-right) to slice by any column — e.g. Severity = critical, or Area = meta. "Clear all" resets it.

6 • The Checks — what SEO Audit looks for

23 checks run each scan, grouped by area. SQL checks read the catalog directly; FETCH checks fetch sample storefront pages (see §7).

6.1 Meta tags

Check	Flags
Products / Categories / CMS missing meta title	No meta title set.
Products / Categories missing meta description	No meta description set.
Duplicate meta title / description (products)	The same meta value reused across products.
Meta title length	Outside the configured min/max (default 20–60).
Meta description length	Outside the configured min/max (default 70–160).

6.2 Content

Check	Flags
Thin or missing description content	No description, or shorter than the thin-description threshold (default 150 chars).
Missing image / image alt	Products with no image, or images missing alt text.
On-page H1 (FETCH)	Missing or duplicate <code><h1></code> heading on the page.

6.3 Links

Check	Flags
URLs returning 404 (logged hits)	Dead URLs — fix with Redirect Manager.
Redirect chains	URLs that redirect through multiple hops.
Visible products not in any category	Orphaned products with no category path.

6.4 Indexability • Social • Structured data (FETCH)

Check	Flags
Indexability	Pages hidden from Google (noindex), live URLs blocked by robots.txt, dead/redirecting URLs in the XML sitemap.
Social tags (Open Graph / Twitter)	Product pages missing og:title/description/image/url or twitter:card — or an og:url on the wrong domain (catches dev/staging-domain leakage).
Structured data (JSON-LD)	Product pages with no Product JSON-LD structured data (price, availability, ratings).

Note

Each check's **Fix with** hint points to the right tool in the Etechflow suite — e.g. Meta Templates for bulk meta, Rich Snippets for JSON-LD, Redirect Manager for 404s, AI SEO for content.

RENDERED-HTML CHECKS

7 • Rendered-HTML (Page-Fetch) Checks

Five checks — canonical, indexability, social, structured data and H1 — can't be answered from the database; they need the `**rendered**` page. A shared HTTP fetcher requests sample storefront pages (sending the store domain as the Host header) and parses the live HTML.

- **Sample size** — each fetch check audits up to N sample product pages per run (default 25), to keep the audit fast. Raise it for deeper coverage.
- **Fetch base URL (optional)** — an internal origin to fetch from when the public URL is behind Varnish / basic-auth / an edge gate (e.g. <http://varnish:80>). Blank = the store's secure base URL.
- **Basic auth (optional)** — `user:pass` for a gated origin.
- **Per-fetch timeout** — each request is capped (~12 s) so one slow page can't stall the whole audit.

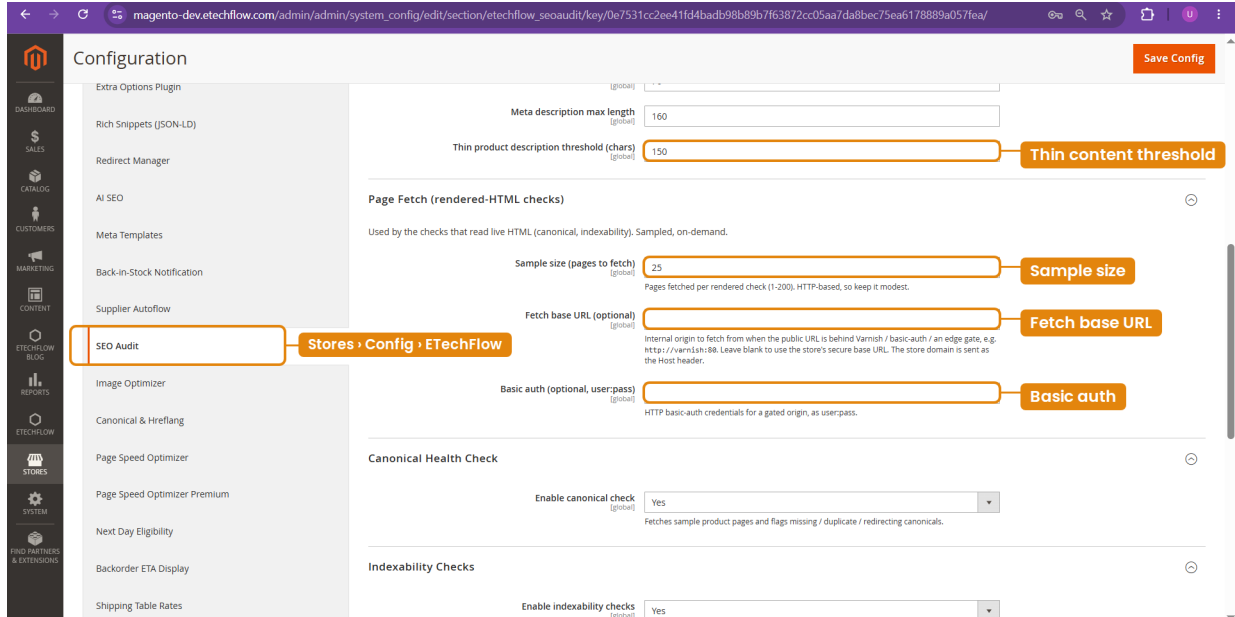


Figure 4 — Configuration: the Thin-description threshold and the Page Fetch (rendered-HTML) settings — sample size, fetch base URL, basic auth.

Important

The fetch checks need the storefront reachable **from the Magento server**. If pages aren't reachable (or are very slow), those checks simply return fewer findings — they never block the SQL-based checks.

8 • Configuration Reference

Stores → Configuration → ETECHFLOW → SEO Audit. Every option, with its config path:

Setting (path)	Default	Purpose
general/enabled	No	Master switch for the audit.
general/title_min · title_max	20 · 60	Meta title length bounds.
general/description_min · description_max	70 · 160	Meta description length bounds.
general/thin_description	150	Min product description length before it counts as "thin".
fetch/sample_size	25	Pages fetched per rendered-HTML check (1–200).
fetch/base_url	—	Internal origin for fetches (Varnish/edge); blank = store secure base URL.
fetch/basic_auth	—	HTTP basic-auth (user:pass) for a gated origin.
canonical/enabled	Yes	Canonical health check (missing / duplicate / redirecting canonicals).

indexability/enabled	Yes	Indexability checks (noindex, robots.txt, sitemap).
social/enabled	Yes	Open Graph / Twitter social-tag check.
schema/enabled	Yes	Product JSON-LD structured-data check.
onpage/enabled	Yes	H1 on-page check.
license/license_key	—	Your SP-XXXX subscription key (or HMAC key).
license/portal_url	license-service...	Licence validation endpoint (leave as shipped).
license/bundle_license_key	—	Shared key that activates every eTechFlow module on this host.

Each rendered-HTML check is an independent on/off switch — turning one off removes its findings from the next scan without affecting the others:

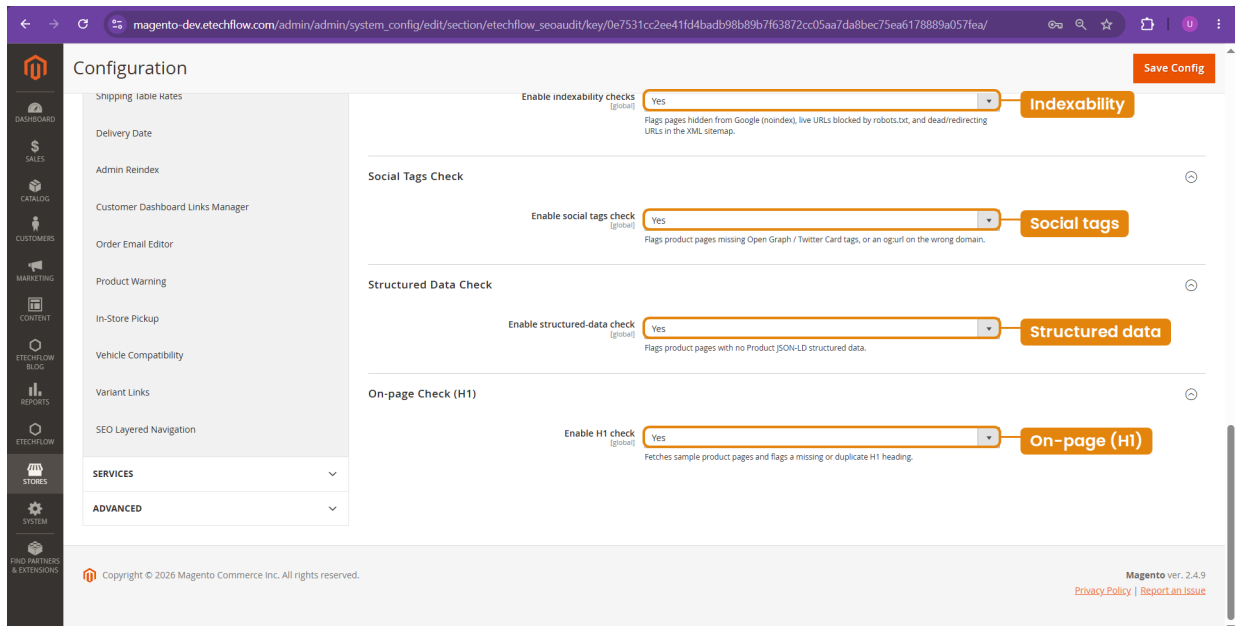


Figure 5 — Per-check toggles: Indexability, Social Tags, Structured Data and On-page (H1) — each can be enabled/disabled independently, with an inline description of what it flags.

9 • Command-Line (CLI) Audit

The same audit can run from the command line — ideal for cron schedules or CI pipelines, and it has no web time limit:

```
bin/magento etechflow:seoaudit:scan
```

It prints the health score and a summary (checks run, total issues, breakdown by severity and by category), then writes the same results the dashboard reads:

```
SEO Health Score: 0 / 100
Checks run: 23   Total issues: 408
By severity:  critical 20   warning 263   notice 125
By category:  meta 198   content 150   links 47    social 13
```

Done. View details in admin: Content -> SEO Audit.

Note

The CLI scan respects the licence and the master switch — it refuses to run when the module is unlicensed.

10 • Licensing & Activation

SEO Audit is activated with a key from the eTechFlow portal, validated live against `license-service.etechflow.com` and bound to your store domain + server IP.

1. Obtain a key (`SP-XXXX-XXXX-XXXX-XXXX`) from your eTechFlow account.
2. Go to Stores → Configuration → ETECHFLOW → SEO Audit → License.
3. Paste the key, Save — validation runs immediately and unlocks the module.

If unlicensed, opening Content → SEO Audit shows the in-admin activation gate — purchasable plan cards (Weekly / Monthly / Yearly), an "Enter License Key" shortcut, and a "Select Plan & Pay" checkout that issues a key within seconds.

Important

Full-module enforcement: when the licence is missing, suspended, expired or for the wrong domain, the **entire audit is disabled** — the dashboard and Run-Scan redirect to the gate and the CLI refuses to run. Only the gate and Stores → Configuration stay reachable so you can re-license. Validation is lightly cached (~30-60 s).

Note

A shared eTechFlow Bundle License Key can activate every eTechFlow module on the same host — set it instead of the per-module key.

11 • Troubleshooting / FAQ

I clicked Run Scan but the score / counts didn't change.

Each scan reads live data — re-run after your change. Remember the score is floored at 0 with many issues; track the per-check counts in the "points you would recover" table instead of the score number.

The issues grid is empty after a scan.

A scan that is interrupted mid-run (very large catalog, navigated away) used to clear the table first. This is fixed — results are now swapped in atomically at the end, so the grid keeps the previous scan until a new one completes. If it is still empty, the scan errored — check `var/log/exception.log`, or run it from the CLI (no web time limit).

I raised the "thin description" threshold but the count barely moved.

That check flags description `**NULL or shorter than the threshold**` — products with no description at all are always flagged regardless of the number. On a catalog where most products have no description, the threshold only moves the minority that `*have*` one. Read a finding's detail ("Description is only 186 chars (recommended 2000+)") to confirm the threshold is being applied.

A rendered-HTML check (social / canonical / schema / H1) finds nothing.

Those checks fetch sample storefront pages. Confirm the check is enabled, the storefront is reachable from the Magento server (set a Fetch base URL / basic auth if it is behind Varnish or a gate), and raise the Sample size for deeper coverage.

The admin grid throws "Not registered handle ..._listing_data_source".

A Magento DI grid-registration issue (a module declaring grid collections in adminhtml scope replaces the global registry). Fixed by registering grid data sources in global etc/di.xml + a full cache rebuild (var/cache + generated/metadata).

Can I schedule the audit?

Yes — run ``bin/magento etechflow:seoaudit:scan`` from cron. It writes the same dashboard summary.

The whole module redirects to a "License" page.

The licence is missing/suspended/invalid for this domain. Re-activate it (Config → SEO Audit → License, or the portal); the gate clears within ~60 s.