SEO audit – sample report

Site: Northern Trade Review (fictional bilingual EN/FR business-news site) · Report date 2026-11-22 · Crawl observed 2026-10-03

FICTIONAL: Fictional brand and domain - sample for illustration. The brand, domain, pages and numbers are made up to show the format of an audit. Nothing here describes a real business or a live site.

Item	Detail
Scope	9 pages of the fictional site: both home pages, 1 category page, 3 English and 3 French articles (4 EN/FR page pairs). Crawled from the home page and the XML sitemap (9 URLs).
Environment	**LOCAL TEST COPY** of the fictional site on a local server. No live site, no Google data (see Limitations).
Checks	Crawl and index, canonical, bilingual hreflang, internal links, news sitemap, article metadata and structured data, mobile UX, Core Web Vitals.

30-second summary

The problem: a bilingual news site needs readers and search engines to find the right language of each story fast. In this sample, key news signals are missing or unproven, and some links lead nowhere.

Top 3 findings, in order of impact:

1. **S01 Broken internal links** (2 URLs, High): fix the links or redirect the old URLs (301).
2. **S11 EN/FR hreflang pairs not verified** (4 pairs, High if absent): verify first, then link each pair both ways.
3. **S12 No NewsArticle data** on all 6 article pages (Medium): add headline, date and author as JSON-LD.

14	2	7	5	11	3
findings	high	medium	low	confirmed by the crawl	to verify (not measured)

Quick wins (small effort): S01 Internal links to broken URLs, S03 Missing canonical tag, S02 Missing meta description, S04 Duplicate titles, S05 Orphan page (in sitemap, no internal link), S06 No Organization structured data.

Every finding has an Issue_ID (S01-S14) that matches the same ID in the Excel file **seo-issues.xlsx** (sheet Issue Register). Core Web Vitals: see page 2.

Scope and methodology

This report was assembled on 2026-11-22 from the crawl export of 2026-10-03. Environment for every check: **LOCAL TEST COPY of the fictional site**. Checks marked **NOT MEASURED** were not run and are not claimed.

Check	Tool and settings	Date	Result
Crawl, status codes, titles, descriptions, headings, word count, images, canonical, Open Graph, structured data (JSON-LD)	Python crawler with headless Chromium (rendered page). Start: home page plus XML sitemap (9 URLs). Link depth 0-2 recorded. User agent, delay and page limit: not recorded.	2026-10-03	Done, 9 pages
Rendered lab checks: LCP and CLS on a phone profile	Headless Chromium against the local server. Phone profile and throttling: not recorded.	2026-10-03	Done, 9 pages (lab only)
hreflang (en/fr pairs, self-reference, x-default)	Not stored in the export.	-	**NOT MEASURED**
News sitemap (news:news tags)	Sitemap read for URLs only.	-	**NOT MEASURED**
Mobile UX beyond CLS; INP; field Core Web Vitals	No tool run; field data needs a live site.	-	**NOT MEASURED**

Limitations

- This is a local test copy of a fictional site. Nothing was crawled, indexed or measured by Google, and no Search Console or real-visit data exists.
- Lab numbers come from one local server and one run; they are not real-world figures.
- Items marked NOT MEASURED are listed as **to verify**, never as confirmed defects.
- Some crawl details were not kept (status codes of the broken links, linking pages, exact heading levels). They are marked NOT RECORDED and the retest must capture them.
- No screenshots were taken. Evidence references point to the export tables in the appendix (Fig 1-4) and to the sheet URL Evidence in the Excel file.

Core Web Vitals (lab vs field)

Google's pass line is measured at the **75th percentile** of real page visits: **LCP 2.5 s or less, INP 200 ms or less, CLS 0.1 or less**. Source: developers.google.com/search/docs/appearance/core-web-vitals, read 2026-11-22. **Field** = real visitors (needs a live site). **Lab** = one test run on our machine.

Metric	Good at p75	Lab (local test copy, 2026-10-03)	Field (real visits)
LCP (loading)	2.5 s or less	276 to 756 ms across 9 pages (highest: home page, 756 ms). Local test server; not comparable with real visits.	**NOT MEASURED**
INP (responsiveness)	200 ms or less	**NOT MEASURED** (no interaction test was run)	**NOT MEASURED**
CLS (visual stability)	0.1 or less	0 on a phone profile, all 9 pages	**NOT MEASURED**

Reading: no lab value here is a pass or fail for Google. The only honest statement is that layout shift was 0 and local LCP was low on this copy; INP and all field values are unknown until the site is live and has traffic. Plan item: set up the Core Web Vitals report in Search Console after launch (Week 4).

Findings, ordered by impact

Priority: P1 do first, P2 next, P3 polish. Status: Open = confirmed by the crawl; To verify = check not run yet. Effort: Small = under a day, Medium = a few days (sample estimate). All observations: 2026-10-03, environment LOCAL TEST COPY, tool: Python crawler + headless Chromium unless stated.

1. S01 – Internal links to broken URLs

High · P1 · Open · Crawl / index · EN+FR

Affected (2): /author/
/fr/author/

Observed (2026-10-03): Two internally linked URLs return an error status (4xx/5xx). The exact status code and the linking pages are not stored in the source export (NOT RECORDED); the retest must log both.

Evidence: Fig 1; URL Evidence S01

Impact: Visitors and crawlers hit dead ends; link value is lost on pages that point to them.

Fix: Find the linking pages in the retest crawl, then fix the links or redirect the old URLs (301) to a live author page.

Owner, effort, target: Developer, Small, Week 1. Depends on: None

PASS test: Retest crawl: 0 internal links to a 4xx/5xx URL; /author/ and /fr/author/ return 200 or one 301 hop.

2. S11 – Bilingual hreflang (EN/FR) not verified

High (potential) · P1 · To verify · International / hreflang · EN+FR

Affected (8): /
/fr/
/freight-rates-ease-as-port-congestion-clears/
/fr/les-tarifs-de-fret-reculent-avec-la-fin-de-la-congestion-portuaire/
/five-supply-chain-trends-to-watch-in-2027/
/fr/cinq-tendances-de-la-chaine-dapprovisionnement-a-suivre-en-2027/
/ontario-manufacturers-bet-on-automation/
/fr/les-fabricants-ontariens-misent-sur-lautomatisation/

Observed (2026-10-03): The site has 4 EN/FR page pairs (pairing by translated slug, to be confirmed by the editors). The source crawl did not store link rel=alternate, so reciprocal hreflang, self-references and x-default are **NOT MEASURED**. This is a verify-first item, not a confirmed defect.

Evidence: Fig 3; URL Evidence S11

Annotated example: Pair: /freight-rates-ease-as-port-congestion-clears/ and /fr/les-tarifs-de-fret-reculent-avec-la-fin-de-la-congestion-portuaire/. Expected: both pages carry the 3 links in Fig 4 (en, fr, x-default) and each page links to itself. Today: NOT MEASURED.

Impact: If the pairs are not linked, search engines may show the wrong language to a reader or treat the two versions as competing pages.

Fix: Verify first. Then add reciprocal hreflang en and fr links on every pair, each page pointing to itself too, plus x-default (see Fig 4).

Owner, effort, target: Developer + SEO lead, Medium, Week 1-2. Depends on: Editors confirm the 4 pairs; S03 canonical fix

PASS test: Each of the 4 pairs returns reciprocal hreflang en/fr links with self-reference; x-default present; retest crawl shows 0 return-link errors.

3. S12 – No NewsArticle structured data on article pages

Medium · P2 · Open · Structured data · EN+FR

Affected (6): /freight-rates-ease-as-port-congestion-clears/
/five-supply-chain-trends-to-watch-in-2027/
/ontario-manufacturers-bet-on-automation/
/fr/les-tarifs-de-fret-reculent-avec-la-fin-de-la-congestion-portuaire/
/fr/cinq-tendances-de-la-chaine-dapprovisionnement-a-suivre-en-2027/
/fr/les-fabricants-ontariens-misent-sur-lautomatisation/

Observed (2026-10-03): All 6 article pages (3 EN, 3 FR) show an empty Schema types column: no JSON-LD found.

Evidence: Fig 1; URL Evidence S12

Impact: Article pages give search engines less explicit data about headline, publication date and author.

Fix: Add NewsArticle JSON-LD to each article page with headline, datePublished, dateModified and author; keep values equal to the visible page.

Owner, effort, target: Developer, Medium, Week 3. Depends on: Author and date fields available in the CMS

PASS test: Rich Results Test (or equivalent validator) shows a valid NewsArticle on all 6 article pages; headline, datePublished and author present.

4. S13 – News sitemap not verified

Medium · P2 · To verify · Sitemaps · EN+FR

Affected (9): XML sitemap (9 URLs)

Observed (2026-10-03): The crawl read the XML sitemap (9 URLs) only to list pages. Whether a news sitemap with news:news tags exists is **NOT MEASURED**.

Evidence: Fig 1; URL Evidence S13

Impact: A news publisher without a correct news sitemap makes recent articles slower to discover.

Fix: Check for a news sitemap. If missing, publish one that lists only recent articles with title, language and publication date, and reference it in robots.txt and Search Console.

Owner, effort, target: Developer, Small, Week 3. Depends on: None

PASS test: News sitemap returns 200, lists the 6 article URLs with news:publication_date, validates without errors.

5. S03 – Missing canonical tag

Medium · P2 · Open · Crawl / index · EN+FR

Affected (3): /
/category/uncategorized/
/fr/

Observed (2026-10-03): No <link rel=canonical> on 3 of 9 pages: the two home pages and the category page.

Evidence: Fig 1; URL Evidence S03

Impact: Without a declared preferred URL, duplicate versions of these pages can compete; language versions need a clear canonical each.

Fix: Add a self-referencing canonical on every indexable page. Each language version canonicalises to itself, never to the other language.

Owner, effort, target: Developer, Small, Week 1. Depends on: None

PASS test: All 9 pages return exactly one self-referencing canonical; /fr/ does not point to /.

6. S02 – Missing meta description

Medium · P2 · Open · On-page · EN+FR

Affected (9): /
/category/uncategorized/
/fr/
/fr/les-tarifs-de-fret-reculent-avec-la-fin-de-la-congestion-portuaire/
/fr/cinq-tendances-de-la-chaine-dapprovisionnement-a-suivre-en-2027/
/fr/les-fabricants-ontariens-misent-sur-lautomatisation/
/freight-rates-ease-as-port-congestion-clears/
/five-supply-chain-trends-to-watch-in-2027/
/ontario-manufacturers-bet-on-automation/

Observed (2026-10-03): Meta description is 0 characters on all 9 crawled pages.

Evidence: Fig 1; URL Evidence S02

Impact: Search engines write the result snippet themselves, so the page promise is not under your control.

Fix: Write a 140-160 character description per page with a reason to click, in the page's own language.

Owner, effort, target: Content editor, Small, Week 2. Depends on: None

PASS test: 9 of 9 pages have a unique description of 140-160 characters.

7. S04 – Duplicate titles

Medium · P2 · Open · On-page · EN+FR

Affected (2): /
/fr/

Observed (2026-10-03): / and /fr/ share the same title (59 characters, English text).

Evidence: Fig 1; URL Evidence S04

Impact: The French home page is not distinguishable from the English one in results and browser tabs.

Fix: Give each page its own title; the French home page gets a French title.

Owner, effort, target: Content editor, Small, Week 2. Depends on: None

PASS test: No two pages share a title; /fr/ title is in French.

8. S05 – Orphan page (in sitemap, no internal link)

Medium · P2 · Open · Crawl / index · FR

Affected (1): /fr/

Observed (2026-10-03): /fr/ was found only in the XML sitemap; no crawled page links to it (crawl depth not recorded).

Evidence: Fig 1; URL Evidence S05

Impact: The French section has no visible entry point for readers.

Fix: Add a language switcher link on every page pointing to the matching page in the other language.

Owner, effort, target: Developer, Small, Week 2. Depends on: Pairs confirmed (S11)

PASS test: /fr/ is linked from the home page; every article links to its twin.

9. S06 – No Organization structured data

Medium · P2 · Open · Structured data · EN

Affected (1): /

Observed (2026-10-03): JSON-LD types found on the home page: none.

Evidence: Fig 1; URL Evidence S06

Impact: The publisher's name, logo and profiles are not stated in machine-readable form.

Fix: Add Organization (or NewsMediaOrganization) JSON-LD on the home page: name, logo, sameAs.

Owner, effort, target: Developer, Small, Week 3. Depends on: Logo file and social profile URLs

PASS test: Validator shows a valid Organization on /; name and logo match the visible site.

10. S07 – Missing Open Graph tags

Low · P3 · Open · Social · EN+FR

Affected (9): /
/category/uncategorized/
/fr/
/fr/les-tarifs-de-fret-reculent-avec-la-fin-de-la-congestion-portuaire/
/fr/cinq-tendances-de-la-chaine-dapprovisionnement-a-suivre-en-2027/
/fr/les-fabricants-ontariens-misent-sur-lautomatisation/
/freight-rates-ease-as-port-congestion-clears/
/five-supply-chain-trends-to-watch-in-2027/
/ontario-manufacturers-bet-on-automation/

Observed (2026-10-03): No og:title or og:image on all 9 pages.

Evidence: Fig 1; URL Evidence S07

Impact: Links shared on social networks and chat apps show no preview card.

Fix: Add og:title, og:description and og:image to every page template.

Owner, effort, target: Developer, Small, Week 4. Depends on: Default share image

PASS test: 9 of 9 pages return og:title, og:description and og:image.

11. S08 – Title longer than 60 characters

Low · P3 · Open · On-page · EN+FR

Affected (6): /fr/les-tarifs-de-fret-reculent-avec-la-fin-de-la-congestion-portuaire/
/fr/cinq-tendances-de-la-chaine-dapprovisionnement-a-suivre-en-2027/
/fr/les-fabricants-ontariens-misent-sur-lautomatisation/
/freight-rates-ease-as-port-congestion-clears/
/five-supply-chain-trends-to-watch-in-2027/
/ontario-manufacturers-bet-on-automation/

Observed (2026-10-03): 6 of 9 titles are 63 to 90 characters (full titles in Fig 2). Long titles may be truncated in results because the display width is limited.

Evidence: Fig 2; URL Evidence S08

Impact: The end of the title (and sometimes the keyword) may not show in results.

Fix: Shorten to about 50-60 characters, main keyword first, brand last.

Owner, effort, target: Content editor, Small, Week 4. Depends on: None

PASS test: All titles 60 characters or fewer, or the main keyword sits in the first 50.

12. S09 – Heading levels skipped (e.g. H2 to H4)

Low · P3 · Open · On-page · EN+FR

Affected (6): /freight-rates-ease-as-port-congestion-clears/
/five-supply-chain-trends-to-watch-in-2027/
/ontario-manufacturers-bet-on-automation/
/fr/les-tarifs-de-fret-reculent-avec-la-fin-de-la-congestion-portuaire/
/fr/cinq-tendances-de-la-chaine-dapprovisionnement-a-suivre-en-2027/
/fr/les-fabricants-ontariens-misent-sur-lautomatisation/

Observed (2026-10-03): Heading order jumps a level on 6 article pages. The exact levels per page are not recorded.

Evidence: Fig 1; URL Evidence S09

Impact: A broken outline makes pages harder to scan and for assistive technology to navigate.

Fix: Use the next level down; style with CSS instead of picking a smaller heading.

Owner, effort, target: Developer, Small, Week 4. Depends on: None

PASS test: No heading level is skipped on any article page.

13. S10 – Thin article pages (under 250 words, our heuristic)

Low · P3 · Open · Content · EN+FR

Affected (6): /freight-rates-ease-as-port-congestion-clears/
/five-supply-chain-trends-to-watch-in-2027/
/ontario-manufacturers-bet-on-automation/
/fr/les-tarifs-de-fret-reculent-avec-la-fin-de-la-congestion-portuaire/
/fr/cinq-tendances-de-la-chaine-dapprovisionnement-a-suivre-en-2027/
/fr/les-fabricants-ontariens-misent-sur-lautomatisation/

Observed (2026-10-03): 6 article pages have 195 to 206 words. The 250-word line is our own rule of thumb, not a Google rule.

Evidence: Fig 1; URL Evidence S10

Impact: Short pages may not answer the reader's question; this is a judgement for the editors.

Fix: Add useful detail (what happened, who is affected, source and context) or merge pages that cover the same story.

Owner, effort, target: Content editor, Medium, After day 30. Depends on: Editorial decision

PASS test: Editors have reviewed each of the 6 pages and expanded, merged or kept it with a note.

14. S14 – Mobile UX checks incomplete

Low · P3 · To verify · Mobile UX · EN+FR

Affected (9): /
/category/uncategorized/
/fr/
/fr/les-tarifs-de-fret-reculent-avec-la-fin-de-la-congestion-portuaire/
/fr/cinq-tendances-de-la-chaine-dapprovisionnement-a-suivre-en-2027/
/fr/les-fabricants-ontariens-misent-sur-lautomatisation/
/freight-rates-ease-as-port-congestion-clears/
/five-supply-chain-trends-to-watch-in-2027/
/ontario-manufacturers-bet-on-automation/

Observed (2026-10-03): Only layout shift on a phone was measured (CLS 0 on all 9 pages, lab). Viewport tag, tap-target size and text size are **NOT MEASURED**.

Evidence: Fig 1; URL Evidence S14

Impact: Most news readers use phones; unmeasured items could hide problems.

Fix: Run a mobile check on the 3 page templates (home, category, article): viewport, tap targets, text size, sticky elements.

Owner, effort, target: Developer, Small, Week 4. Depends on: None

PASS test: 3 templates checked on a phone profile; findings logged or marked clean.

Action plan

One numbered list, same order as the findings (rank = Excel Action Plan sheet).

Fix first (high impact)

1. **S01 Internal links to broken URLs:** Find the linking pages in the retest crawl, then fix the links or redirect the old URLs (301) to a live author page. *(Developer, Week 1)*
2. **S11 Bilingual hreflang (EN/FR) not verified:** Verify first. Then add reciprocal hreflang en and fr links on every pair, each page pointing to itself too, plus x-default (see Fig 4). *(Developer + SEO lead, Week 1-2)*

Next (medium impact)

3. **S12 No NewsArticle structured data on article pages:** Add NewsArticle JSON-LD to each article page with headline, datePublished, dateModified and author; keep values equal to the visible page. *(Developer, Week 3)*
4. **S13 News sitemap not verified:** Check for a news sitemap. If missing, publish one that lists only recent articles with title, language and publication date, and reference it in robots.txt and Search Console. *(Developer, Week 3)*
5. **S03 Missing canonical tag:** Add a self-referencing canonical on every indexable page. Each language version canonicalises to itself, never to the other language. *(Developer, Week 1)*
6. **S02 Missing meta description:** Write a 140-160 character description per page with a reason to click, in the page's own language. *(Content editor, Week 2)*
7. **S04 Duplicate titles:** Give each page its own title; the French home page gets a French title. *(Content editor, Week 2)*
8. **S05 Orphan page (in sitemap, no internal link):** Add a language switcher link on every page pointing to the matching page in the other language. *(Developer, Week 2)*
9. **S06 No Organization structured data:** Add Organization (or NewsMediaOrganization) JSON-LD on the home page: name, logo, sameAs. *(Developer, Week 3)*

Polish (low impact)

10. **S07 Missing Open Graph tags:** Add og:title, og:description and og:image to every page template. *(Developer, Week 4)*
11. **S08 Title longer than 60 characters:** Shorten to about 50-60 characters, main keyword first, brand last. *(Content editor, Week 4)*
12. **S09 Heading levels skipped (e.g. H2 to H4):** Use the next level down; style with CSS instead of picking a smaller heading. *(Developer, Week 4)*
13. **S10 Thin article pages (under 250 words, our heuristic):** Add useful detail (what happened, who is affected, source and context) or merge pages that cover the same story. *(Content editor, After day 30)*
14. **S14 Mobile UX checks incomplete:** Run a mobile check on the 3 page templates (home, category, article): viewport, tap targets, text size, sticky elements. *(Developer, Week 4)*

First 30 days – sample plan

Sample plan for the fictional site. It shows how the findings become a month of work. Dates and owners are examples.

When	Focus	Findings	What happens
Week 1	Stop the leaks and fix the base	S01 S03 S11	Fix broken links; add canonicals; run the hreflang check on the 4 EN/FR pairs and confirm the pairs with the editors.
Week 2	Connect the two languages	S11 S02 S04 S05	Ship reciprocal hreflang; write descriptions and unique titles; add language-switcher links.
Week 3	News-specific signals	S12 S13 S06	NewsArticle JSON-LD on article pages; check or publish the news sitemap; Organization JSON-LD on the home page.
Week 4	Polish, measure, retest	S07 S08 S09 S14	Open Graph tags, shorter titles, heading order, phone check. Retest crawl; set up the field Core Web Vitals report in Search Console (live site only).
After day 30	Backlog	S10	Editorial review of the 6 thin article pages.

Retest: after Week 4, re-run the same checks with the same settings and fill the retest-evidence column in the Excel Issue Register.

Evidence appendix

Source of all tables: crawl export of 2026-10-03, LOCAL TEST COPY, Python crawler + headless Chromium. No screenshots; each figure is an export table. Matching rows are in the Excel sheets Pages and URL Evidence.

Fig 1. Page inventory (crawl export)

URL	HTTP	Depth	Title chars	Desc chars	H1	Words	Img	JSON-LD	LCP ms (lab)	CLS phone (lab)
/	200	0	59	0	1	300	2	none	756	0
/category/uncategorized/	200	1	37	0	1	301	2	none	276	0
/fr/	200	not recorded	59	0	1	294	2	none	344	0
/fr/les-tarifs-de-fret-reculent-avec-la-fin-de-la-congestion-portuaire/	200	2	90	0	1	201	3	none	312	0
/fr/cinq-tendances-de-la-chaine-dapprovisionnement-a-suivre-en-2027/	200	2	88	0	1	206	3	none	448	0
/fr/les-fabricants-ontariens-misent-sur-lautomatisation/	200	2	76	0	1	195	3	none	320	0
/freight-rates-ease-as-port-congestion-clears/	200	1	68	0	1	198	3	none	336	0
/five-supply-chain-trends-to-watch-in-2027/	200	1	65	0	1	202	3	none	340	0
/ontario-manufacturers-bet-on-automation/	200	1	63	0	1	196	3	none	380	0

Fig 2. Titles over 60 characters (S08), full text

URL	Chars	Full title
/fr/les-tarifs-de-fret-reculent-avec-la-fin-de-la-congestion-portuaire/	90	Les tarifs de fret reculent avec la fin de la congestion portuaire – Northern Trade Review
/fr/cinq-tendances-de-la-chaine-dapprovisionnement-a-suivre-en-2027/	88	Cinq tendances de la chaîne d’approvisionnement à suivre en 2027 – Northern Trade Review
/fr/les-fabricants-ontariens-misent-sur-lautomatisation/	76	Les fabricants ontariens misent sur l’automatisation – Northern Trade Review
/freight-rates-ease-as-port-congestion-clears/	68	Freight rates ease as port congestion clears – Northern Trade Review
/five-supply-chain-trends-to-watch-in-2027/	65	Five supply-chain trends to watch in 2027 – Northern Trade Review
/ontario-manufacturers-bet-on-automation/	63	Ontario manufacturers bet on automation – Northern Trade Review

Fig 3. EN/FR page pairs for the hreflang check (S11)

English page	French page	Reciprocal hreflang	Self-reference	x-default
/	/fr/	NOT MEASURED	NOT MEASURED	NOT MEASURED
/freight-rates-ease-as-port-congestion-clears/	/fr/les-tarifs-de-fret-reculent-avec-la-fin-de-la-congestion-portuaire/	NOT MEASURED	NOT MEASURED	NOT MEASURED
/five-supply-chain-trends-to-watch-in-2027/	/fr/cinq-tendances-de-la-chaine-dapprovisionnement-a-suivre-en-2027/	NOT MEASURED	NOT MEASURED	NOT MEASURED
/ontario-manufacturers-bet-on-automation/	/fr/les-fabricants-ontariens-misent-sur-lautomatisation/	NOT MEASURED	NOT MEASURED	NOT MEASURED

Pairing is by translated slug and must be confirmed by the editors.

Fig 4. Expected hreflang markup for one pair (the fix for S11, example domain)

```
<link rel="alternate" hreflang="en"
  href="https://example.test/freight-rates-ease-as-port-congestion-clears/" />
<link rel="alternate" hreflang="fr"
  href="https://example.test/fr/les-tarifs-de-fret-reculent-avec-la-fin-de-la-congestion-portuaire/" />
<link rel="alternate" hreflang="x-default"
  href="https://example.test/freight-rates-ease-as-port-congestion-clears/" />
```

Sources

Topic	URL	Read
Core Web Vitals thresholds (LCP 2.5 s, INP 200 ms, CLS 0.1 at the 75th percentile)	https://developers.google.com/search/docs/appearance/core-web-vitals	read 2026-11-22
Core Web Vitals metric definitions	https://web.dev/articles/vitals	cited per the research brief, 2026-11-22
Localized versions / hreflang	https://developers.google.com/search/docs/specialty/international/localized-versions	read 2026-11-22
News sitemaps	https://developers.google.com/search/docs/crawling-indexing/sitemaps/news-sitemap	cited per the research brief, 2026-11-22
Article structured data (NewsArticle)	https://developers.google.com/search/docs/appearance/structured-data/article	cited per the research brief, 2026-11-22
Canonical URLs	https://developers.google.com/search/docs/crawling-indexing/consolidate-duplicate-urls	cited per the research brief, 2026-11-22