

Website SEO Audit Report

For

CLIENT NAME

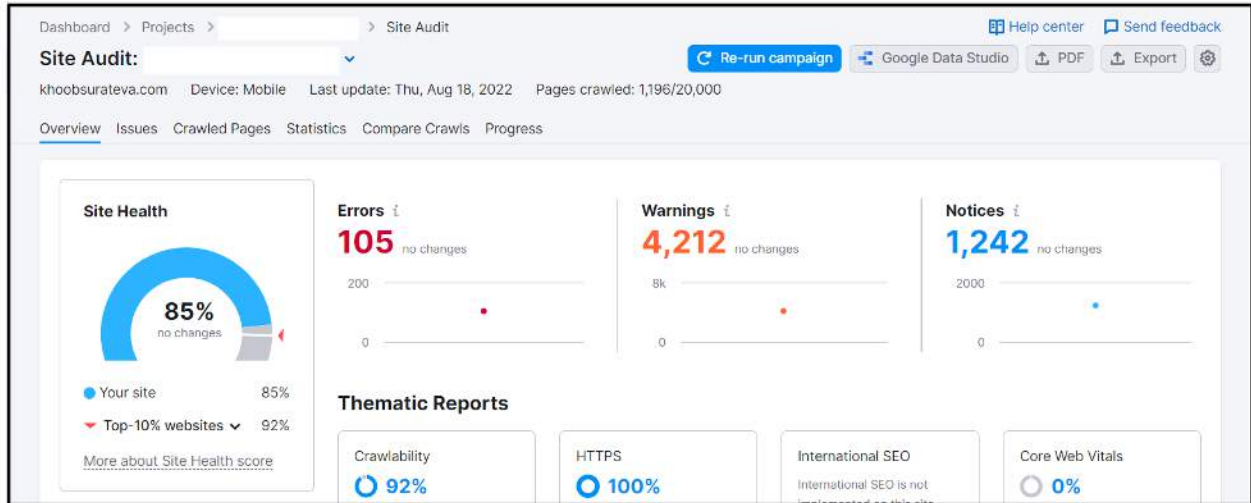
From



Ecommerce SEO Tools

1. Site Audit

Status: We have found **105 errors**, **4,212 warnings** and **1,242 notices**.



Recommendation: We have to resolve all these errors to perform better.

2. Duplicate Meta Titles

Status: 20 pages have duplicate meta titles.

S. No	Url	Title
1		
2		
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Recommendation: We have to write and update unique meta titles on mentioned pages.

3. Long Meta Titles

Status: 55 page have long meta titles.

S. No	Url	Title
1		
2		
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Recommendation: We have to write and update SEO friendly meta titles on mentioned pages.

4. Short Meta Titles

Status: 11 page have short meta titles.

S. No	Url	Title
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		

Recommendation: We have to write and update SEO friendly meta titles on mentioned pages.

5. Missing Meta Descriptions

Status: 12 pages don't have any meta description.

S. No	Url
1	
2	
3	
4	
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10	
11	

Recommendation: We have to write and update meta descriptions on mentioned pages.

6. Duplicate Meta Descriptions

Status: 65 pages have duplicate meta description.

Sheet:

Recommendation: We have to write and update unique meta descriptions on mentioned pages.

7. Long Meta Descriptions

Status: 363 pages have long meta description.

Sheet:

Recommendation: We have to write and update SEO friendly meta descriptions on mentioned pages.

8. Duplicate Heading H1 Tag

Status: 20 pages have duplicate heading h1 tag.

S. No	Url	Description
1		
2		
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Recommendation: We have to update unique heading h1 tag.

9. Missing Image alt tag

Status: 20 images don't have any image alt tag.

S. No	Url	Image Url
1		
2		
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16		
17		
18		

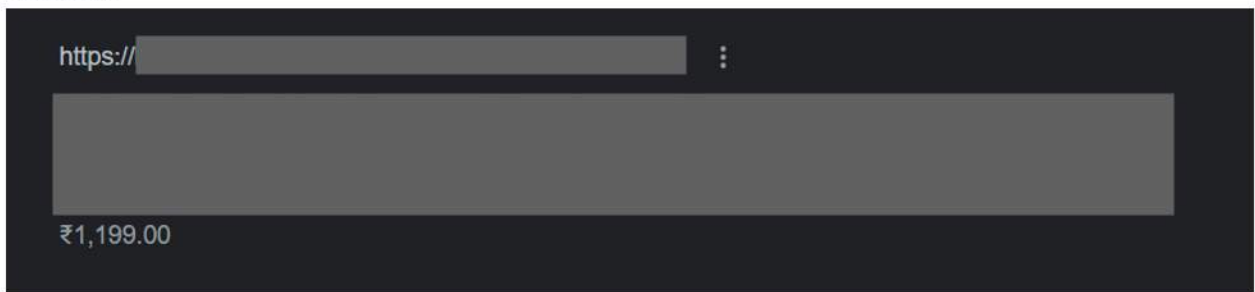
19	
20	

Recommendation: We have to write and update image alt tags on all the images.

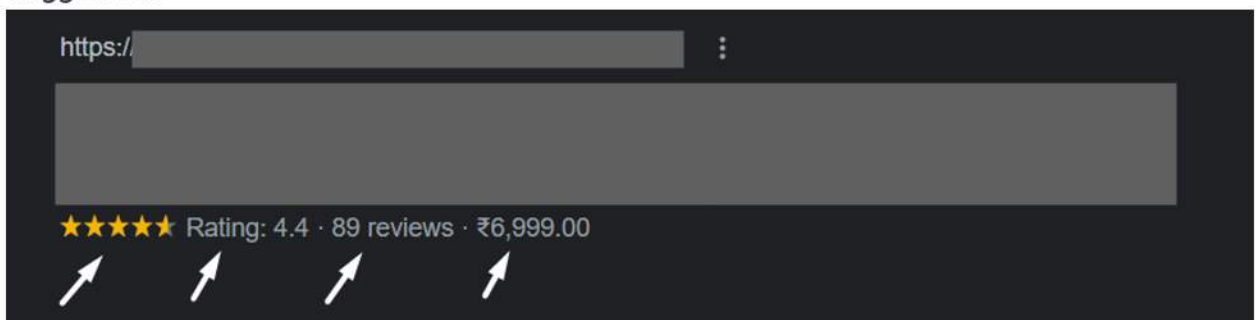
11. Missing Structured Data

Status: We don't have any structure data on our website.

Current:



Suggested:



Recommendation: We have to add a product review (static reviews) schema.

12. Url Structure

Status: We have found some urls having non SEO friendly url structure.

Sheet:

Recommendation: You should make these urls SEO friendly.

13. Missing Favicon

Status: We don't have any favicon on our website.

<p>Favicon</p> <p>We have not identified a favicon on your page.</p> <p>Favicons are a way to increase brand visibility and make your page more recognizable when browsing amongst multiple browser tabs or bookmarks.</p>	
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Recommendation: You should add a favicon on the website.

14. Header Section

Status: Header section isn't optimized properly.

Current: Height of header section is too long.



Suggested: <https://>



Recommendation: You should optimize the header section as suggested above.

15. Navigation Menu

Status: The menu's bottom margin is very less and doesn't have any dropdown icon.

Current: <https://>



Suggested: <https://>



Recommendation: You should add a drop down icon on drop down menu and fix the margin issue.

16. Banner Images

Status: Banner images aren't visible properly on first load.

Current:



Suggested:



Recommendation: You should reduce the banner height so it gets visible properly.

17. Banner Link

Status: Banner images aren't clickable. Also, "Shop Now" button at left bottom corner isn't visible properly.

Current:



Suggested: <https://>



Recommendation: You should link the related pages with current banner images.

18. Shop By Collection

Status: Collection feed is started just after the banner and doesn't have any spacing between both.

Current:



Suggested: <https://>



Recommendation: You should add "Shop By Collection" text on your website.

19. Collection Feed

Status: Collection feed isn't optimized. As you see alot of blank space on this section.

Current:



Suggested: <https://>



Recommendation: You should add a slider to control the collection feed.

20. Product Feeds

Status: There is some blank space in this section.

Current:



Suggested: <https://>



Recommendation: You should use a slider to display your products on the home page. This will improve the user experience.

21. Dropdown Menu

Status: Products in the mentioned dropdown menu aren't clickable.

Current:



Recommendation: We recommend either you should add links on these shop now buttons or remove them from drop down menu.

22. Product Image size

Status: Size of the product images aren't uniform or same size.

Current: <https://>



Suggested: <https://>



Recommendation: You should fix this issue to improve the user experience.

23. Product Filter

Status: Product filter is missing on your website.

Current: <https://>



Suggested: <https://>



Recommendation: You should add multiple filters on your website.

24. Product Image Slider

Status: Product image slider isn't that attractive. Also the size of the image section is small.

Current: <https://>



Suggested: <https://>



Recommendation: You should change the image slider as suggested above.

25. Product Details

Status: There are too much blank/unused spaces on the product page.

Current: <https://>



Suggested: <https://>



Recommendation: We recommend you should optimize this section to improve the user experience.

26. Product Description

Status: Text sections are present in an unorganized manner.

Current: <https://>



Suggested: <https://>



Recommendation: We recommend you should optimize this section as suggested above.

27. Missing Product Reviews

Status: Product reviews are missing and also there is no option for users to add the reviews.

Current: <https://>



Suggested: <https://>



Recommendation: You should add the product review option on your website with some reviews. This will increase the chances of conversion.

28. Footer Section

Status: Footer elements aren't visible properly due to its light background.

Current:



Suggested: <https://>



Recommendation: You should fix this error to improve the footer element visibility and user experience.

29. Official Email

Status: Official email is missing on your website. We have found a gmail id linked on your website.

Current: <https://>



Suggested: <https://>



Recommendation: We recommend you should add an official email on your website to build the user trust.

30. “Add to Wishlist” popup

Status: When we go to the wishlist icon we can see a hidden box.

Current:



Recommendation: Either you should display this box properly or remove this box.

31. Banner on mobile

Status: Banner image is hiding behind the shop now button.

Current:



Recommendation: You should redesign the banners to make the text visible properly.

32. Instagram icon

Status: Instagram icon is hiding behind the whatsapp icon on mobile.

Current:



Recommendation: You should fix this issue so mobile users can reach your insta profile.

33. Cart View

Status: Checkout button is hiding behind the whatsapp icon on cart view.

Current:



Recommendation: You have to fix this error to improve the checkout flow.

34. Enhanced Ecommerce Tracking

Status: Ecommerce Tracking isn't setup in Google Analytics Account.

Current:



Suggested: This is an example screenshot.

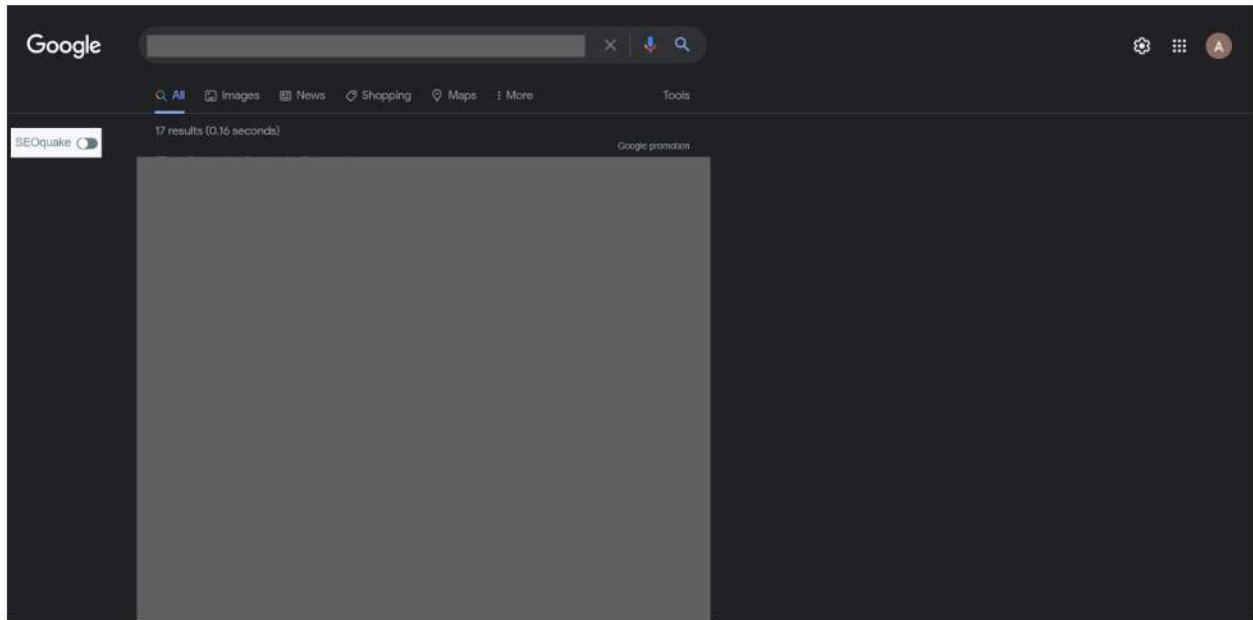


Recommendation: We have to enable ecommerce tracking properly.

35. Broken Indexed Urls

Status: We have found that most of your indexed urls are broken and this leads to a bad user experience.

Example: <https://>



Recommendation: You should check and redirect all the broken links.

Thanks for Your Time