On-Page SEO, Page Speed & Website Performance Audit

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Overview 4
Tools 4
#1 - Website Speed & Performance 5
#2 - Indexation & Crawlability 7
Inclusion ratio 7
Robots.txt configuration 8
Sitemap.xml 9
Page from sitemap timed out - Affected URLs: 0 (Priority: Medium) 9
3XX redirect in sitemap - Affected URLs : 0 (Priority: Low) 9
4XX page in sitemap - Affected URLs: 0 (Priority: Low) 10
5XX page in sitemap - Affected URLs: 0 (Priority: Low) 10
Noindex page in sitemap - Affected URLs: 0 (Priority: Low) 10
Non-canonical page in sitemap - Affected URLs : 0 (Priority: Low) 10
#3 - On-Page SEO Elements (Main Website & Blog) 11
#3.1 - Internal Pages 11
Timed out - Affected URLs : 0 (Priority: Low) 11
404 pages - Affected URLs: 2 (Priority: Medium) 12
Blocked due to forbidden access (403) - Affected URLs: 0 (Priority: Medium) 12
500 pages - Affected URLs: 0 (Priority: Medium) 12
5XX pages - Affected URLs: 0 (Priority: Medium) 13
HTTPS/HTTP mixed content - Affected URLs : 0 (Priority: Medium) 13
#3.2 - Indexability 13
Canonical pages point to 4XX - Affected URLs : 0 (Priority: High) 13
Canonical pages point to 5XX - Affected URLs : 0 (Priority: High) 14
Canonical points to redirect - Affected URLs : 0 (Priority: Medium) 14
#3.3 - Links 14
Page has no outgoing links - Affected URLs : 0 (Priority: Medium) 14
Orphan pages (pages that have no incoming internal links) - - Affected URLs: 186 (Priority: Medium) 15
Canonical URL has no incoming internal links - Affected URLs: 830 (Priority: Medium) 15
HTTPS page has internal links to HTTP - Affected URLs: 40 (Priority: Low) 16
Page has links to broken page - Affected URLs: 3 (Priority: Low) 16
Page has links to redirect - Affected URLs: 63 (Priority: Low) 16
#3.4 - Redirects 16
Redirect chain too long - Affected URLs: 0 (Priority: Medium) 16
Redirect chains - Affected URLs: 0 (Priority: Medium) 17
Redirect loop - Affected URLs : 0 (Priority: Medium) 17
Broken redirect - Affected URLs : 0 (Priority: Medium) 17
302 redirect - Affected URLs : 0 (Priority: Medium) 18
#3.5 - Content 18
Meta description tag missing or empty - Affected URLs : 19 (Priority: Medium) 18
Multiple meta description tags - Affected URLs : 0 (Priority: Medium) 18

Meta description Too Long / Too Short - Affected URLs: 1363 / 125 (Priority: Medium) 19
Multiple title tags - Affected URLs : 0 (Priority: Medium) 19
Title tag missing or empty - Affected URLs: 0 (Priority: High) 19
Title too long - Affected URLs: 1035 (Priority: Medium) 20
Low word count - Affected URLs: 0 (Priority: High) 20
Missing alt text - Affected URLs: 6,166 (Priority: Medium) 20
H1 tag missing or empty - Affected URLs: 0 (Priority: Low) 20
Duplicate page without user-selected canonical - Affected URLs: 0 (Priority: High) 21
Page has broken JavaScript - Affected URLs: 0 (Priority: Low) 21
#3.6 - Localization **21**
Hreflang and HTML lang mismatch - Affected URLs: N/A (Priority: Low) 22
Hreflang annotation invalid - Affected URLs: N/A (Priority: High) 22
HTML lang attribute invalid- Affected URLs: N/A (Priority: Low) 22
Missing reciprocal hreflang - Affected URLs: N/A (Priority: High) 22
Summary **23**

Overview

Our SEO audit will provide you with actionable insight by analyzing how well your web presence relates to the SEO best practices.

By doing this audit, we'll identify if any issues are affecting organic search performance. The SEO audit covers three main areas:

1. **Website speed and performance**
- Mobile-friendly test

2. **Indexation & Crawlability**
- Inclusion ratio
- Robots configuration
- Sitemap configuration

3. **On-page SEO Elements**

Tools

A list of the tools we used during the audit:

- Page Speed Insights by Google
- Mobile-Friendly Test by Google
- Ahrefs
- Google Search Console

#1 - Website Speed & Performance

A website performance audit meticulously evaluates a website's speed, functionality, and overall user experience. This comprehensive analysis encompasses various dimensions, aiming to pinpoint areas for improvement, potential issues, and optimization opportunities. Fixing these issues and improving your website can bring various benefits, like higher search rankings, more organic traffic, fewer people leaving your site quickly, better conversion rates, and lower hosting costs.

You can find the detailed audit here - [redacted] - Website Speed & Performance Audit

1. Security signals audit

This audit identifies server issues impacting security, website speed and SEO. Using various industry-standard tools, we address concerns related to DNS, SSL, malware, ciphers, and security headers.

Summary: The website is generally in good shape with strong DNS, SSL, and low-security threats. However, there are low to medium-priority issues concerning HTTP redirects, mixed-security content, and 404 pages.

Recommendations:

- Address cipher weaknesses for enhanced security;
- Implement security improvements suggested for malware protection;
- Properly 301/308 redirect HTTP versions of your website to their HTTPS counterparts;
- Resolve broken links with 301 redirects;
- Enhance security, user experience, and overall website performance by resolving mixed security content;
- Adopt regular monitoring and promptly act on recommendations for ongoing website maintenance.

2. Front-end audit

This audit identifies crucial front-end performance issues impacting user experience and SEO. Employing industry-standard tools, we examine concerns such as render-blocking resources, unoptimized static assets, caching, console errors, and more.

Summary: The website is in fair state regarding front-end performance, facing medium-level issues with unoptimized images, 3rd party scripts impact, and unoptimized scripts.

Recommendations:

- Optimize images with right size and compression for the web;
- Optimize or remove scripts to prevent errors and page rendering issues;
- Reduce the impact of 3rd party code by delaying their scripts, and removing unnecessary;
- Regularly monitor and optimize front-end performance as a part of ongoing website maintenance.

Tools

A list of the tools we used during the audit:

- Page Speed Insights by Google
- Chrome Dev Tools
- GTMetrix
- DNS Checker
- SSL Labs
- Sucuri SiteCheck
- PhishTank
- Google Search Console
- TechnicalSeo Mobile Friendly test
- Ahrefs

#2 - Indexation & Crawlability

Crawlability is at the core of SEO. When a search engine crawler like Googlebot or Bingbot accesses a website, they crawl it to find all the pages, images, links, CSS and JavaScript files, etc. By definition, crawlability is the ability of search engines to find and access website content.

If a search engine can't access the website content, then neither indexation nor ranking is possible. Those things rely on search engines being able to crawl the content in the first place.

Once the content has been crawled, it's up to search engines to decide whether to index that content. If the content is duplicated or plagiarized, then search engines may choose to crawl it, but not index it. Similarly, thin or low-quality pages may fall victim to the same fate.

Ranking is the last step in the process. A page can get crawled and indexed, but not rank well at all. In a competitive space, there are hundreds of websites trying to rank for the same keywords and only 10 will end up with page one visibility.

Improving rankings relies very heavily on **A)** the on-page optimization, **B)** overall site authority and **C)** off-site SEO (link building) efforts.

Inclusion ratio

One of the first things we look at is the inclusion ratio of your website which means 'How many of your pages have been indexed by Google vs how many pages we aim to exist in the index?' and we are looking for a discrepancy and if there is a huge difference between what exists on your site and what we aim to exist.

When we analyzed the overall indexed performance, everything looked in good shape even though it was reported that 61,000 pages were not indexed**.** It's not uncommon for e-commerce businesses to show so many different pages because every different variation of the product or product section can be interpreted as a different URL so all of the pages that were excluded from the index are URLs that are generated additional or mainly alternate pages with proper canonical tags. Further investigation showed that all of the pages that are not part of the index are for good reason.

Robots.txt configuration

Robots.txt is a text file webmasters create to instruct web robots (typically search engine robots) how to crawl pages on their website.

The robots.txt file is part of the robots exclusion protocol (REP), a group of web standards that regulate how robots crawl the web, access and index content, and serve that content up to users. The REP also includes directives like meta robots, as well as page, subdirectory, or site-wide instructions for how search engines should treat links (such as “follow” or “nofollow”).

Robots.txt files indicate whether certain user agents (web-crawling software) can or cannot crawl certain parts of a website. These crawl instructions are specified by “disallowing” or “allowing” the behavior of certain (or all) user agents.

We reviewed your Robots.txt file and it appears to be overall optimized well according to e-commerce best practices. It’s recommended that the sitemap be included in the file and yours is.

```
# we use Shopify as our ecommerce platform

User-agent: *
Disallow: /admin
Disallow: /cart
Disallow: /orders
Disallow: /checkouts/
Disallow: /checkout
Disallow: /10445334/checkouts
Disallow: /10445334/orders
Disallow: /carts
Disallow: /account
Disallow: /collections/*sort_by*
Disallow: /*/collections/*sort_by*
Disallow: /collections/*+*
Disallow: /collections/*%2B*
Disallow: /collections/*%2b*
Disallow: /*/collections/*+*
Disallow: /*/collections/*%2B*
Disallow: /*/collections/*%2b*
Disallow: /blogs/*+*
Disallow: /blogs/*%2B*
Disallow: /blogs/*%2b*
Disallow: /*/blogs/*+*
Disallow: /*/blogs/*%2B*
Disallow: /*/blogs/*%2b*
Disallow: /*?*oseid=*
Disallow: /*preview_theme_id*
Disallow: /*preview_script_id*
Disallow: /policies/
Disallow: /*/*?*ls=*&ls=*
Disallow: /*/*?*ls%3D*%3Fls%3D*
Disallow: /*/*?*ls%3d*%3fls%3d*
Disallow: /search
Disallow: /apple-app-site-association
Disallow: /.well-known/shopify/monorail
Disallow: /cdn/wpm/*.js
Disallow: /services/login_with_shop
```

Sitemap.xml

An XML sitemap lists a website's important pages, making sure Google can find and crawl them all while also helping it understand your website structure.

By building and submitting a sitemap you:

- Indicate which pages on your site should be crawled by Google, and determine the canonical version of each page.
- Decide which sitemap format you want to use. You can create your sitemap manually or choose from a number of third-party tools to generate your sitemap for you.
- Make your sitemap available to Google by adding it to your robots.txt file or submitting it to Search Console.

We checked your sitemap and it appears that the sitemap structure is well organized, including different sitemaps for each section.

Furthermore, we analyzed the following:

Page from sitemap timed out - Affected URLs: 0 (Priority: Medium)

STATUS: GOOD

Issue details

URLs in the sitemap file did not get the response from the server on time.
Sitemaps should only list accessible pages.

3XX redirect in sitemap - Affected URLs : 0 (Priority: Low)

STATUS: GOOD

Issue details
URLs included in the sitemap file that redirect.
Sitemap must list all the pages you want search engines to crawl and index.
Redirecting URLs in sitemaps can result in indexability issues on your website.

4XX page in sitemap - Affected URLs: 0 (Priority: Low)

STATUS: GOOD

Issue details
4xx pages in the sitemap send a confusing signal to search engines, asking them to crawl and index “dead” or forbidden pages. This can result in indexability issues on your website.

5XX page in sitemap - Affected URLs: 0 (Priority: Low)

STATUS: GOOD

Issue details
Pages in sitemap returning one of the 5xx HTTP status codes (Server Error).

5xx URLs in sitemaps cannot be accessed by crawlers. This can result in search engines ignoring your sitemaps. In this case, you might end up with some indexability issues on your website.

Noindex page in sitemap - Affected URLs: 0 (Priority: Low)

STATUS: GOOD

Issue details
Pages with a noindex meta tag included in sitemap.
Sitemap must list all the pages you want search engines to crawl and index, while a noindex meta tag instructs search engine bots not to index a page.

Non-canonical page in sitemap - Affected URLs : 0 (Priority: Low)

STATUS: GOOD

Issue details

Non-canonical pages listed in the sitemap.

The URLs flagged have a canonical element that points to a different URL. The problem is that URLs listed in the sitemap are also a canonicalization signal. With conflicting signals like this, either the URL specified in the sitemap or the one in the canonical element may be indexed.

#3 - On-Page SEO Elements

We'll dive deeper into individual sections and issue details of every SEO element that we went through and why it's important.

Furthermore, each section below also lists **the details regarding the issues, the priority and the number of URLs affected**.

The URLs that contain **all of the on-page SEO elements** and their issues can be found inside this spreadsheet - [redacted] Technical SEO Audit, separated into different sheets/tabs at the bottom.

#3.1 - Internal Pages

Timed out - Affected URLs : 0 (Priority: Low)

STATUS: GOOD

Issue details

Response from the server was not received on time when requesting a page or resource.

This may damage your website crawlability (and thus indexability) and have a negative impact on the user experience.

You should also check the error logs for your server and see if this is an ongoing problem, but considering the fact that only 3 URLs were affected it's not

404 pages - Affected URLs: 2 (Priority: Medium)

STATUS: ISSUE

Issue details

404 – Not Found is one of the most common 4xx errors and indicates that the requested URL does not exist. Links pointing to the 404 URLs are widely known as "broken links".

404 URLs on your website damage the user experience, as people cannot access the page or file via a link they click. Besides, internal links to 404 URLs create unnecessary "dead ends" for the search engine crawlers and can waste your crawl budget.

A review of all of the 404 pages is recommended and if there's a live page that serves as an alternative or close alternative it should be redirected to it. This is especially important for the 404 pages with a decent number of external backlinks.

Blocked due to forbidden access (403) - Affected URLs: 0 (Priority: Medium)

STATUS: GOOD

Issue details

The HTTP 403 Forbidden response status code indicates that the server understands the request but refuses to authorize it.

The URL that's leading to a 403 status code is so we'll need your feedback if the page is blocked on purpose or if it was overlooked. If the scenario is the second, then it should be fixed.

500 pages - Affected URLs: 0 (Priority: Medium)

STATUS: GOOD

Issue details

URLs that return the 500 HTTP status code (Internal Server Error).

This code indicates a potential problem with your web server.

These URLs can be accessed neither by your website visitors nor by the search engines crawlers. Crawlers will be forced to abandon the request while people will most likely leave your website.

5XX pages - Affected URLs: 0 (Priority: Medium)

STATUS: GOOD

Issue details

URLs return 5xx status codes when the server is not able to fulfill the request.

These URLs can be accessed neither by your website visitors nor by the search engine crawlers. Crawlers will be forced to abandon the request while people will most likely leave your website.

HTTPS/HTTP mixed content - Affected URLs : 0 (Priority: Medium)

STATUS: GOOD

Issue details

Mixed content occurs when initial HTML is loaded over a secure HTTPS connection, but resource files (images, CSS, or JS) are loaded over an insecure HTTP connection.

A warning about this will be shown in modern browsers to inform users about the insecure resources on a page.

Mixed content degrades the security and user experience of your HTTPS site.

#3.2 - Indexability

Canonical pages point to 4XX - Affected URLs : 0 (Priority: High)

STATUS: GOOD

Issue details

Website pages that have a canonical link pointing to a 4xx URL.

4xx HTTP status codes indicate that the page or resource cannot be accessed and only valid live URLs should be specified as canonicals. When the search engine crawler is not able to access the specified canonical page, this instruction will be ignored, and wrong (non-canonical) page versions can be indexed.

The canonical URLs that return the 4xx status code should be replaced with the links to the valid 200 (OK) page versions we want to be indexed in search results.

Canonical pages point to 5XX - Affected URLs : 0 (Priority: High)

STATUS: GOOD

Issue details

Website pages that have a canonical link pointing to a 5xx (Server Error) URL.

Only valid live URLs should be specified as canonicals. Otherwise, this instruction will be ignored by the search engines, and wrong (non-canonical) page version can be indexed. 5xx errors indicate a problem with your web server, typically overloaded or misconfigured, so If erroneous URLs were specified as canonical, we want to replace them with the link to the valid 200 page version we want to be indexed in search results.

Canonical points to redirect - Affected URLs : 0 (Priority: Medium)

STATUS: GOOD

Issue details

Similar or duplicate pages of a website must specify the canonical page to instruct search engines to show the most authoritative (canonical) version of the page in search results.

A redirecting URL specified as canonical can be misinterpreted by the search engines; such conflicting instruction can be ignored. As a result, wrong (non-canonical) page version can be indexed.

#3.3 - Links

Page has no outgoing links - Affected URLs : 0 (Priority: Medium)

STATUS: GOOD

Issue details

A page with no outgoing links, it is a "dead end" for both website visitors and search engine crawlers.

The crawlers will not be able to proceed further from the page and visitors will not be able to go to any other page unless they hit the "Back" button in their browser.

This indicates a problem with your website navigation and harms the user experience.

Orphan pages (pages that have no incoming internal links) - Affected URLs: 186 (Priority: Medium)

STATUS: ISSUE

Issue details

Search engine crawlers can only discover such pages from the sitemap file or from external backlinks. Website visitors won't be able to get to this page from any other page on your website. Most importantly, having a well-connected internal linking structure is essential because internal links help spread link equity across the website. However, some pages, for example - “thank you” pages or landing pages that are used for specific promotions shouldn’t be linked anywhere so with your help, we’d like to determine if those pages that are affected are that way on purpose or were overlooked.

Canonical URL has no incoming internal links - Affected URLs: 830 (Priority: Medium)

STATUS: ISSUE

Issue details

Similar or duplicate pages of a website must specify the canonical URL to instruct search engines to show the most authoritative (canonical) version of the page in search results.

In case the URL has no incoming internal links, there’s no way for people to reach it while browsing your website.

HTTPS page has internal links to HTTP - Affected URLs: 40 (Priority: Low)

STATUS: ISSUE

Issue details

HTTPS pages can link to HTTP pages on your website. If an internal link on your website brings people to an HTTP URL, modern browsers may show a warning about a non-secure page. If a large number of URLs are linked with HTTP, it can damage the overall website authority and user experience which is not the case here, but in any case, it's worth addressing - the linked URL in the footer is with anchor text Platform Status

Page has links to broken page - Affected URLs: 3 (Priority: Low)

STATUS: ISSUE

Issue details

Pages on your website that link to internal or external URLs returning 404 or 410 HTTP response codes. These links are widely known as "broken links."

Broken links on your website damage your visitors' browsing experience as people cannot access the page or file via a link they click. Besides, broken links create unnecessary "dead ends" for the search engine crawlers and can waste your crawl budget.

Page has links to redirect - Affected URLs: 63 (Priority: Low)

STATUS: ISSUE

Issue details

For redirecting URLs on your website, this is not a problem, although we recommend linking to the destination page directly.

However, a redirect on an external page you link to requires your attention.

#3.4 - Redirects

Redirect chain too long - Affected URLs: 0 (Priority: Medium)

STATUS: GOOD

Issue details

Redirect chain is a series of redirects between the initial URL and the destination URL. Google follows only 5 redirect hops in a session – if there are more, their crawler will typically resume where they left off but the longer the chain the less likely they are to consolidate signals to the final destination. Besides, chaining redirects may inflict damage on the user experience, slowing down the page loading speeds.

Redirect chains - Affected URLs: 0 (Priority: Medium)

STATUS: GOOD

Issue details

Chaining redirects may inflict damage on the user experience, slowing down the page loading speeds. Besides, redirect chains complicate your website's internal linking for the search engine crawlers. Where practically possible, replace links to redirecting URLs on these pages with direct links to the final destination URL in the redirect chain.

Redirect loop - Affected URLs : 0 (Priority: Medium)

STATUS: GOOD

Issue details

Redirect loop happens when a URL redirects to itself or when a redirect chain redirects to one of the URLs within the chain. This creates an infinite loop of redirects.

Redirect loop will typically result in "Too Many Redirects" error in the user's browser and will be a "trap" for search engine crawlers.

Broken redirect - Affected URLs : 0 (Priority: Medium)

STATUS: GOOD

Issue details

Redirects that point to a page returning one of the 4xx or 5xx HTTP response codes.

These URLs can be accessed neither by your website visitors nor by the search engines crawlers. Crawlers will be forced to abandon the request while people will most likely leave your website.

302 redirect - Affected URLs : 0 (Priority: Medium)

STATUS: GOOD

Issue details

Internal URLs that redirect to another URL with 302 HTTP status code (temporary redirect).

Both 302 and 301 redirects pass PageRank as announced by Google.

However, 302 redirect is a temporary one by definition and should not be used where the redirection is permanent.

#3.5 - Content

Meta description tag missing or empty - Affected URLs : 19 (Priority: Medium)

STATUS: ISSUE

Issue details

A meta description tag is generally used to inform the search engine with a short, informative summary of what your page is about and by having high-quality meta descriptions helps you get higher click-through rates from SERPs

In addition, if your page has no specific "og:description" or "twitter:description" tags, the text from the meta description tag might be used when your page is shared on Facebook or Twitter.

Multiple meta description tags - Affected URLs : 0 (Priority: Medium)

STATUS: GOOD

Issue details

Pages that have more than one meta description tag.

A meta description tag is generally used to inform the search engine with a short, informative summary of what your page is about. High-quality descriptions can sometimes be displayed in Google's search results as search snippets, helping you get higher click-through rates from SERPs.

Multiple meta descriptions can confuse the search engines as they only expect one meta description tag per page

Meta description Too Long / Too Short - Affected URLs: 1363 / 125 (Priority: Medium)

STATUS: ISSUE (1363)

STATUS: ISSUE (125)

Issue details

Google sometimes uses <meta> tag content to generate snippets, if they think they give users a more accurate description than can be taken directly from the page content.

Besides, Facebook, for example, will use <meta> tag content for link preview if the page has no 'og:description' tag.

If Google decides to use the page meta description as a snippet, a long one can be truncated.

Multiple title tags - Affected URLs : 0 (Priority: Medium)

STATUS: GOOD

Issue details

Pages with more than one <title> tag.

Although multiple title tags probably wouldn't cause problems for Google today, this is always a confusion because only one title will be picked to be displayed in the search results and in the browser's tab.

Besides, multiple title tags are a relic of old black-hat SEO and won't add authority to your pages.

Title tag missing or empty - Affected URLs: 0 (Priority: High)

STATUS: GOOD

Issue details

The HTML <title> tag is a crucial component of on-page SEO. Page title will be displayed in search results and it will show up as a name of a browser's tab for those who visit your web page. Title tags provide crucial insights to both users and search engines, highlighting the page's relevance to a specific search query.

Title too long - Affected URLs: 1035 (Priority: Low)

STATUS: ISSUE

Issue details

Longer titles will be truncated when they show up in the search results.

A short title may not describe the content of your page in the best possible way.

Google may even generate an improved title from anchors, on-page text, or other sources for its SERP.

Low word count - Affected URLs: 0 (Priority: High)

STATUS: GOOD

Issue details

Pages where the word count is less than 50.

Pages with low word count are not likely to give good coverage of the topic for the search engines.

Missing alt text - Affected URLs: 6,166 (Priority: Medium)

STATUS: ISSUE

Issue details

The alt attribute is used to describe your image. Search engines will use it to understand the content of your image files. Also, this text will be shown on your page if the image cannot be displayed.

H1 tag missing or empty - Affected URLs: 0 (Priority: Low)

STATUS: GOOD

Issue details

The HTML <title> tag is a crucial component of on-page SEO. Page title will be displayed in search results and it will show up as a name of a browser's tab for those who visit your web page. Title tags provide crucial insights to both users and search engines, highlighting the page's relevance to a specific search query.

Title too long - Affected URLs: 1035 (Priority: Low)

STATUS: ISSUE

Issue details

Longer titles will be truncated when they show up in the search results.

A short title may not describe the content of your page in the best possible way.

Google may even generate an improved title from anchors, on-page text, or other sources for its SERP.

Low word count - Affected URLs: 0 (Priority: High)

STATUS: GOOD

Issue details

Pages where the word count is less than 50.

Pages with low word count are not likely to give good coverage of the topic for the search engines.

Missing alt text - Affected URLs: 6,166 (Priority: Medium)

STATUS: ISSUE

Issue details

The alt attribute is used to describe your image. Search engines will use it to understand the content of your image files. Also, this text will be shown on your page if the image cannot be displayed.

H1 tag missing or empty - Affected URLs: 0 (Priority: Low)

STATUS: GOOD

Issue details

<h1> tag is the top-level heading of the page. Although it is not as crucial as your page title, an <h1> heading is a strong component of your on-page SEO. It helps search engines better understand the content on your page and its overall topic.

Duplicate page without user-selected canonical - Affected URLs: 0 (Priority: High)

STATUS: GOOD

Issue details

This page is a duplicate of another page, although it doesn't indicate a preferred canonical page. Google has chosen the other page as the canonical for this page, and so will not serve this page in Search. You can Inspect this URL to see which URL Google considers canonical for this page.

This is not an error, but is working as intended, because Google does not serve duplicate pages. However, if you think that Google has chosen the wrong URL as canonical, you can explicitly mark the canonical for this page. Alternatively, if you think that this page is not a duplicate of the Google-chosen canonical, you should ensure that the content differs substantially between the two pages.

Page has broken JavaScript - Affected URLs: 0 (Priority: Low)

STATUS: GOOD

Issue details

Some pages on your website link to JavaScript file URLs that return one of the 4xx or 5xx HTTP status codes. Broken JS files will not be rendered on your pages so If JavaScript files are supposed to create some content, it won't be indexed by the search engines.

#3.6 - Localization

Hreflang and HTML lang mismatch - Affected URLs: N/A (Priority: Low)

STATUS: N/A

Issue details

Pages with different language codes declared in HTML language attribute and in hreflang annotation for the URL.

Although Google might not be using the HTML lang attribute today, other search engines and browsers do.

Hreflang annotation invalid - Affected URLs: N/A (Priority: High)

STATUS: N/A

Issue details

Pages with hreflang annotations where language (or language-locale) code is not valid.

Hreflang helps search engines to point users to the most appropriate version of your page, depending on users' language and region.

Invalid hreflang annotations will be ignored. Consequently, search engines may "overlook" alternate versions of your page and will not be able to point users to the most appropriate version of your page by language or region.

HTML lang attribute invalid- Affected URLs: N/A (Priority: Low)

STATUS: N/A

Issue details

Pages with invalid HTML language attribute.

Although Google might not be using the HTML lang attribute today, other search engines and programs, such as screen readers, do to understand the language of the page.

Missing reciprocal hreflang - Affected URLs: N/A (Priority: High)

STATUS: N/A

Issue details

Confirmation (return) links are missing for the pages declared in hreflang annotations.

If page A links to page B in hreflang annotations, page B must link to page A in return. If this is not the case for all pages that use hreflang annotations, those annotations may be ignored or misinterpreted correctly.
This issue can also be triggered by misused "x-default" hreflang. Whenever the optional "x-default" hreflang value is used, all pages of the hreflang group must reference the same "default" page.

Summary

Overall the website is in fair shape but many elements, if addressed, can bring positive performance for the website. Please see these priorities outlined below.

1. **Website Speed & Performance**
    a. It is essential to test all of the changes on the copy of your theme before translating them to your live theme.
    b. Anything marked **High** and **Medium** Priority here should be addressed first
        i. Make sure to resolve all high and medium-priority issues in the section before proceeding to the next section.
2. From there, elements outlined under **Indexation & Crawlability** should be addressed in order of priority outlined in the table of contents. Focusing on those in orange.
3. Lastly, the section **On-Page SEO Elements** should be addressed in order of priority outlined in the table of contents. Focusing on those in orange.

Timing & Responsible Parties

On-page SEO-related issues - Time Required to Address: 8 hours:

Orphan pages / canonicals without incoming internal link (count: around 1000**) -** We need access to Products in Shopify to be certain if the suggested orphan pages discovered by the crawl are linked to some collection or not. If not, please suggest some existing collection displayed on the front-end; another option is to create some general collection such as "miscellaneous" / "uncategorized" and to assign the products to it. If the products are actually not in use anymore, they should be put to draft or removed.

The following set of issues might be fixed with https://apps.shopify.com/smart-image-optimizer addon - We suggest you buy the "Yearly $4.99/month" plan.

- **404 pages (count:** 2)
- **Page has links to redirect (count:** 63)
- **Https has links to http (count:** 40)
- **Page has links to broken page (count:** 3)
- **Missing Alt text (count:** 6,166)

If some of the issues cannot be fixed by the addon, we'll do it manually. The only issue that we won't be able to fix manually is "Missing Alt text".

Meta description missing or empty (count: 19) / **Meta description too long / too short (count:** approx. 1500) - We'll add a code for meta descriptions collections and products that will populate meta description if it's truly missing. Chances are these long/short meta descriptions are also empty and Shopify pulls text from the body to fill them in. Once they are populated via our code, If you decide to replace the text, you can do so in your collections' editor.

Title too long (count: 1035) - Longer titles don't affect SEO too much unless they are filled with too many keywords on purpose. Google may trim superfluous titles automatically, so we don't recommend spending resources to change such a high volume of titles.

Performance-related issues - Time Required to Address: 6 hours:

HTTP to HTTPS domain redirects - if we are given access to a server hosting a domain, we'd be able to explore what was done and if we can do anything.

Efficiently encode & properly size images - This issue can also be resolved by using the above mentioned addon.

Core Web Vitals - We are able to address logo prefetching, fonts issue, majority of Javascript files, and CSS.

Reduce the impact of 3rd-party code - We are able to address Google CDN and Microsoft Hosted Libs issue, along with adding Google Analytics tag to Google Tag Manager (if you prefer it).