

Generated June 30, 2026

Non-Shopify (or undetected)

4.2/5

GOOD

Executive Summary

This audit evaluated **48 signals** across the rendered HTML, JavaScript app stack, robots.txt, sitemap.xml and mobile viewport.

28	0	4	0	0	12
PASS	CRITICAL	HIGH	MEDIUM	LOW	WARNINGS

Weakest area: **Structured Data** · Strongest area: **Mobile** · App stack: **1 detected**.

Section Scores

Analytics		4.6/5	1 pass · 0 fail · 1 warn
Email & Retention		4.3/5	0 pass · 1 fail · 0 warn
Mobile		5.0/5	3 pass · 0 fail · 0 warn
On-Page SEO		3.1/5	8 pass · 1 fail · 3 warn
Reachability		4.3/5	3 pass · 1 fail · 0 warn
Reviews		4.3/5	0 pass · 1 fail · 0 warn
Security		5.0/5	1 pass · 0 fail · 0 warn
Structured Data		1.8/5	3 pass · 0 fail · 8 warn
Technical SEO		5.0/5	9 pass · 0 fail · 0 warn

App Stack

Detected from runtime JS globals + DOM markers on the homepage.

Google Analytics 4

Mobile Rendering

Above-the-fold screenshots at 390×844, iPhone user-agent.

```
{ "@context": "https://schema.org", "@graph": [ {
"@type": "Organization", "@id":
"https://engin8.io/#organization", "name":
"Engin8", "alternateName": [ "Engin8.io", "E8" ],
"url": "https://engin8.io/", "logo": { "@type":
"ImageObject", "@id": "https://engin8.io/#logo",
"url": "https://engin8.io/wp-
content/uploads/2026/06/engin8-logo.jpg",
"contentUrl": "https://engin8.io/wp-
content/uploads/2026/06/engin8-logo.jpg",
"caption": "Engin8 — White-Label eCommerce
Agency" }, "image": { "@id":
"https://engin8.io/#logo" }, "description": "Engin8
is an operator-led white-label eCommerce back-
office agency specializing in Amazon, Walmart
Marketplace, and TikTok Shop management for
marketing agencies and brands. With a 300+
person specialist team, Engin8 handles PPC
advertising, catalog engineering, listing
optimization, account health, creative production,
and fulfillment coordination — entirely under the
partner's own brand. Headquartered in Beacon,
New York.", "slogan": "We Do the Work.",
"foundingDate": "2020", "numberOfEmployees": {
"@type": "QuantitativeValue", "value": 300,
"unitText": "specialists" }, "founder": [ { "@type":
"Person", "@id": "https://engin8.io/#robert-
ferreira", "name": "Robert Ferreira", "jobTitle": "Co-
```

Top Priorities

The highest-impact items, surfaced first.

High Priority

HIGH Page reachable product

? 1 day

Observed: request failed: unknown

PROBLEM Chromium could not load this page (timeout or network error).

WHY IT MATTERS If our headless browser cannot reach it, neither can Googlebot — the page is effectively invisible to search.

HOW TO FIX Check your hosting status, CDN configuration, and any geo/IP firewall rules that may block automated user agents.

HIGH Meta description present blog

? 30 min

Observed: missing

PROBLEM No meta description is set on this page.

WHY IT MATTERS Without a meta description Google auto-generates one — usually a worse snippet that drops click-through rate.

HOW TO FIX Write a unique 120–160 character meta description that summarises the page and includes the primary query.

HIGH Review platform installed sitewide

? 1 day

Observed: no review app detected (Judge.me, Yotpo, Loox, Okendo, Stamped)

PROBLEM No review platform (Judge.me, Yotpo, Loox, Okendo, Stamped) detected on the homepage.

WHY IT MATTERS Star ratings on PDPs increase conversion by 5–20%, and Review schema unlocks star snippets in Google SERPs.

HOW TO FIX Install a review app, configure post-purchase review request emails (14–21 day delay), and surface ratings near the buy box.

HIGH Email marketing platform sitewide

? 1 day

Observed: no major ESP detected (Klaviyo)

PROBLEM No major email platform (Klaviyo) detected on the homepage.

WHY IT MATTERS Without an ESP, you cannot run welcome / abandoned-cart / post-purchase flows — typically 15–30% of e-commerce revenue.

HOW TO FIX Install Klaviyo, set up popup with offer incentive, then build welcome (3 emails), abandoned-cart (3 emails), and post-purchase (Day 3, Day 14, Day 60) flows.

30 / 60 / 90-Day Roadmap

Week 2 — Trust & Conversion (High)

- **Page reachable** product 1 day
Check your hosting status, CDN configuration, and any geo/IP firewall rules that may block automated user agents.
- **Meta description present** blog 30 min
Write a unique 120–160 character meta description that summarises the page and includes the primary query.
- **Review platform installed** sitewide 1 day
Install a review app, configure post-purchase review request emails (14–21 day delay), and surface ratings near the buy box.
- **Email marketing platform** sitewide 1 day
Install Klaviyo, set up popup with offer incentive, then build welcome (3 emails), abandoned-cart (3 emails), and post-purchase (Day 3, Day 14, Day 60) flows.

Month 2 — Growth Infrastructure

- **Organization · missing recommended field** homepage
- **Organization · missing recommended field** homepage
- **Title 30–60 chars** about
Rewrite the title to land between 30 and 60 characters, leading with the most important keyword.
- **Meta description 120–160 chars** about
Trim or expand the description to 120–160 characters with a clear value proposition.
- **Organization · missing recommended field** about
- **Organization · missing recommended field** about
- **WebSite · missing recommended field** about
- **Title 30–60 chars** blog
Rewrite the title to land between 30 and 60 characters, leading with the most important keyword.
- **Organization · missing recommended field** blog
- **Organization · missing recommended field** blog
- **WebSite · missing recommended field** blog
- **Meta Pixel** sitewide 2 hrs
Install the Meta Pixel (or Conversions API) via GTM and verify the Purchase event fires after checkout completion.

Issues & Findings

Every issue includes the problem, why it matters, and a concrete fix.

Reachability

HIGH Page reachable product

? 1 day

Observed: request failed: unknown

PROBLEM Chromium could not load this page (timeout or network error).

WHY IT MATTERS If our headless browser cannot reach it, neither can Googlebot — the page is effectively invisible to search.

HOW TO FIX Check your hosting status, CDN configuration, and any geo/IP firewall rules that may block automated user agents.

On-Page SEO

WARN Title 30–60 chars about

Observed: 79 chars: "About Engin8 | Founded by Robert Ferreira & Lee Loree (ex-Seller Investigators)"

PROBLEM Title length is outside the SERP-optimal 30–60 character range.

WHY IT MATTERS Short titles waste SERP real estate; long titles get truncated, hurting click-through rate.

HOW TO FIX Rewrite the title to land between 30 and 60 characters, leading with the most important keyword.

WARN Meta description 120–160 chars about

Observed: 177 chars

PROBLEM Meta description is too short or too long for SERP display.

WHY IT MATTERS Short descriptions look underbuilt; long descriptions get cut off mid-sentence.

HOW TO FIX Trim or expand the description to 120–160 characters with a clear value

proposition.

WARN Title 30–60 chars blog

Observed: 14 chars: "Blogs - Engin8"

PROBLEM Title length is outside the SERP-optimal 30–60 character range.

WHY IT MATTERS Short titles waste SERP real estate; long titles get truncated, hurting click-through rate.

HOW TO FIX Rewrite the title to land between 30 and 60 characters, leading with the most important keyword.

HIGH Meta description present blog

? 30 min

Observed: missing

PROBLEM No meta description is set on this page.

WHY IT MATTERS Without a meta description Google auto-generates one — usually a worse snippet that drops click-through rate.

HOW TO FIX Write a unique 120–160 character meta description that summarises the page and includes the primary query.

Structured Data

WARN Organization · missing recommended field homepage

Observed: Organization missing recommended field 'sameAs'

WARN Organization · missing recommended field homepage

Observed: Organization missing recommended field 'contactPoint'

WARN Organization · missing recommended field about

Observed: Organization missing recommended field 'sameAs'

WARN Organization · missing recommended field about

Observed: Organization missing recommended field 'contactPoint'

WARN **WebSite · missing recommended field** about

Observed: WebSite missing recommended field 'potentialAction'

WARN **Organization · missing recommended field** blog

Observed: Organization missing recommended field 'sameAs'

WARN **Organization · missing recommended field** blog

Observed: Organization missing recommended field 'contactPoint'

WARN **WebSite · missing recommended field** blog

Observed: WebSite missing recommended field 'potentialAction'

Reviews

HIGH **Review platform installed** sitewide

? 1 day

Observed: no review app detected (Judge.me, Yotpo, Loox, Okendo, Stamped)

PROBLEM No review platform (Judge.me, Yotpo, Loox, Okendo, Stamped) detected on the homepage.

WHY IT MATTERS Star ratings on PDPs increase conversion by 5–20%, and Review schema unlocks star snippets in Google SERPs.

HOW TO FIX Install a review app, configure post-purchase review request emails (14–21 day delay), and surface ratings near the buy box.

Email & Retention

HIGH **Email marketing platform** sitewide

? 1 day

Observed: no major ESP detected (Klaviyo)

PROBLEM No major email platform (Klaviyo) detected on the homepage.

WHY IT MATTERS Without an ESP, you cannot run welcome / abandoned-cart / post-purchase flows — typically 15–30% of e-commerce revenue.

HOW TO FIX Install Klaviyo, set up popup with offer incentive, then build welcome (3 emails), abandoned-cart (3 emails), and post-purchase (Day 3, Day 14, Day 60) flows.

Analytics

WARN **Meta Pixel** sitewide

? 2 hrs

Observed: no Meta Pixel detected

PROBLEM No Meta Pixel detected (fbq global not present).

WHY IT MATTERS If you advertise on Meta (Facebook/Instagram), missing the Pixel destroys optimisation and prevents retargeting.

HOW TO FIX Install the Meta Pixel (or Conversions API) via GTM and verify the Purchase event fires after checkout completion.