

Generated July 10, 2026

Non-Shopify (or undetected)

4/5

GOOD

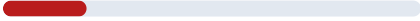
## Executive Summary

This audit evaluated **33 signals** across the rendered HTML, JavaScript app stack, robots.txt, sitemap.xml and mobile viewport.

|      |          |      |        |     |          |
|------|----------|------|--------|-----|----------|
| 12   | 0        | 10   | 3      | 0   | 3        |
| PASS | CRITICAL | HIGH | MEDIUM | LOW | WARNINGS |

Weakest area: **On-Page SEO** · 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 | 2 pass · 0 fail · 0 warn |
| On-Page SEO       |    | 1.0/5 | 0 pass · 6 fail · 2 warn |
| Reachability      |    | 4.3/5 | 2 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   |  | 2.8/5 | 0 pass · 3 fail · 0 warn |
| Technical SEO     |  | 4.7/5 | 6 pass · 1 fail · 0 warn |

## App Stack

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

Google Analytics 4

# Mobile Rendering

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



# Marketing That Feels.

Classipie is a global growth operations partner, providing white-label marketing



Classipie Bot



# Top Priorities

The highest-impact items, surfaced first.

## High Priority

### HIGH Meta description present homepage

? 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 Single H1 homepage

? 30 min

Observed: 0 H1 tags

**PROBLEM** The page has no H1 tag (or the H1 is empty).

**WHY IT MATTERS** H1 is Google's strongest on-page topic signal — a missing H1 tells crawlers the page has no clear topic.

**HOW TO FIX** Add exactly one H1 containing the primary keyword and value proposition for this page.

### HIGH JSON-LD present homepage

? 2 hrs

Observed: no JSON-LD blocks

**PROBLEM** No Schema.org JSON-LD blocks were found on this page.

**WHY IT MATTERS** JSON-LD is the format Google and AI engines (ChatGPT, Perplexity, Gemini) use to understand entities and cite sources.

**HOW TO FIX** Add the appropriate JSON-LD types for this page (e.g., WebPage, Organization on home; Product on PDPs; FAQPage on FAQs).

### HIGH Organization or WebSite schema homepage

? 1 day

Observed: neither Organization nor WebSite found

**PROBLEM** Homepage has no Organization or WebSite JSON-LD.

**WHY IT MATTERS** Without entity schema, the brand is invisible to AI search engines and the Google Knowledge Graph.

**HOW TO FIX** Add an Organization JSON-LD block with name, url, logo, sameAs (social profiles) and a WebSite block with url and SearchAction.

**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.

## 30 / 60 / 90-Day Roadmap

### Week 2 — Trust & Conversion (High)

- **Meta description present** homepage 30 min  
Write a unique 120–160 character meta description that summarises the page and includes the primary query.
- **Single H1** homepage 30 min  
Add exactly one H1 containing the primary keyword and value proposition for this page.
- **JSON-LD present** homepage 2 hrs  
Add the appropriate JSON-LD types for this page (e.g., WebPage, Organization on home; Product on PDPs; FAQPage on FAQs).
- **Organization or WebSite schema** homepage 1 day  
Add an Organization JSON-LD block with name, url, logo, sameAs (social profiles) and a WebSite block with url and SearchAction.
- **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.
- **Single H1** blog 30 min  
Add exactly one H1 containing the primary keyword and value proposition for this page.
- **JSON-LD present** blog 2 hrs  
Add the appropriate JSON-LD types for this page (e.g., WebPage, Organization on home; Product on PDPs; FAQPage on FAQs).
- **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.

### Week 3 — Revenue Levers (Medium)

- **Open Graph tags** homepage 2 hrs  
Add og:title, og:description, and og:image (?1200×630) to every page template; also add

twitter:card="summary\_large\_image".

- **Open Graph tags** blog 2 hrs

Add og:title, og:description, and og:image (?1200×630) to every page template; also add twitter:card="summary\_large\_image".

- **robots.txt references sitemap** sitewide 15 min

Add a `Sitemap: https://yourdomain.com/sitemap.xml` line to robots.txt.

## Month 2 — Growth Infrastructure

- **Title 30–60 chars** homepage

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

- **Title 30–60 chars** blog

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

- **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 homepage

Observed: 9 chars: "CLASSIPIE"

**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 homepage

? 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** **Single H1** homepage

? 30 min

Observed: 0 H1 tags

**PROBLEM** The page has no H1 tag (or the H1 is empty).

**WHY IT MATTERS** H1 is Google's strongest on-page topic signal — a missing H1 tells crawlers the page has no clear topic.

**HOW TO FIX** Add exactly one H1 containing the primary keyword and value proposition for this page.

**MEDIUM** **Open Graph tags** homepage

? 2 hrs

Observed: og:title and og:image missing

**PROBLEM** og:title and/or og:image meta tags are missing.

**WHY IT MATTERS** Without Open Graph, links shared to social platforms render as plain URLs with no preview, killing click-through.

**HOW TO FIX** Add og:title, og:description, and og:image (?1200×630) to every page template; also add twitter:card="summary\_large\_image".

**WARN** **Title 30–60 chars** blog

Observed: 16 chars: "Blog – CLASSIPIE"

**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.

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**HOW TO FIX** Add exactly one H1 containing the primary keyword and value proposition for this page.

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Observed: og:title and og:image missing

**PROBLEM** og:title and/or og:image meta tags are missing.

**WHY IT MATTERS** Without Open Graph, links shared to social platforms render as plain URLs with no preview, killing click-through.

**HOW TO FIX** Add og:title, og:description, and og:image (?1200×630) to every page template; also add twitter:card="summary\_large\_image".

## Technical SEO

**MEDIUM** **robots.txt references sitemap** sitewide

? 15 min

Observed: no Sitemap: directive

**PROBLEM** robots.txt does not contain a Sitemap: directive.

**WHY IT MATTERS** Crawlers (including Bing and AI bots) rely on the Sitemap: line to find your sitemap.xml efficiently.

**HOW TO FIX** Add a `Sitemap: https://yourdomain.com/sitemap.xml` line to robots.txt.

## Structured Data

**HIGH** **JSON-LD present** homepage

? 2 hrs

Observed: no JSON-LD blocks

**PROBLEM** No Schema.org JSON-LD blocks were found on this page.

**WHY IT MATTERS** JSON-LD is the format Google and AI engines (ChatGPT, Perplexity, Gemini) use to understand entities and cite sources.

**HOW TO FIX** Add the appropriate JSON-LD types for this page (e.g., WebPage, Organization on home; Product on PDPs; FAQPage on FAQs).

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**HOW TO FIX** Add the appropriate JSON-LD types for this page (e.g., WebPage, Organization on home; Product on PDPs; FAQPage on FAQs).

## 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.