

Generated July 3, 2026

Non-Shopify (or undetected)

4/5

GOOD

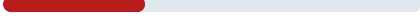
Executive Summary

This audit evaluated **36 signals** across the rendered HTML, JavaScript app stack, robots.txt, sitemap.xml and mobile viewport.

17	2	5	2	0	5
PASS	CRITICAL	HIGH	MEDIUM	LOW	WARNINGS

Weakest area: **Technical SEO** · Strongest area: **Mobile** · App stack: **0 detected**.

Section Scores

Analytics		3.9/5	0 pass · 1 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		4.3/5	6 pass · 1 fail · 1 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		3.1/5	1 pass · 1 fail · 3 warn
Technical SEO		1.7/5	5 pass · 3 fail · 0 warn

App Stack

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

No tracked apps detected on the homepage.

Mobile Rendering

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



SEOTracker

Log
in

Use It Free No
Limits



SEO
TRACKER

Built for Google + ChatGPT, Claude &
Perplexity

The SEO tracker for *everywhere* search now happens.

SEOTracker is the one SEO tracker that
follows your rankings across Google,
ChatGPT, Claude, Perplexity, and Google
AI Overviews — alongside a 250-check
site auditor and competitor intel.

How It Works

Top Priorities

The highest-impact items, surfaced first.

Critical

CRITICAL **Indexable** blog

? 30 min

Observed: robots meta: "noindex,follow"

PROBLEM A noindex directive is active on this page.

WHY IT MATTERS noindex tells Google to drop this URL from its index — if unintentional, this page cannot rank.

HOW TO FIX Remove the noindex directive from the meta robots tag and the X-Robots-Tag header for this page.

CRITICAL **robots.txt does not block /** sitewide

? 15 min

Observed: Disallow: / blocks entire site

PROBLEM robots.txt has Disallow: / which blocks the entire site from crawlers.

WHY IT MATTERS No page on this site can be indexed by search engines while this rule is active — full traffic loss.

HOW TO FIX Remove the Disallow: / rule from robots.txt immediately. Verify in Google Search Console after the fix.

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

JSON-LD present blog

? 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 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.

HIGH Google Analytics 4 sitewide

? 2 hrs

Observed: no GA4 detected

PROBLEM No Google Analytics 4 install detected (gtag global not present).

WHY IT MATTERS Without GA4 you cannot measure traffic sources, conversion funnels, or attribute revenue to channels.

HOW TO FIX Install GA4 via Google Tag Manager, configure enhanced ecommerce events (view_item, add_to_cart, purchase), and verify in Realtime.

30 / 60 / 90-Day Roadmap

Week 1 — Stop the Bleeding (Critical)

- **Indexable** blog 30 min
Remove the `noindex` directive from the meta robots tag and the X-Robots-Tag header for this page.
- **robots.txt does not block /** sitewide 15 min
Remove the `Disallow: /` rule from robots.txt immediately. Verify in Google Search Console after the fix.

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.
- **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.
- **Google Analytics 4** sitewide 2 hrs
Install GA4 via Google Tag Manager, configure enhanced ecommerce events (`view_item`, `add_to_cart`, `purchase`), and verify in Realtime.

Week 3 — Revenue Levers (Medium)

- **Canonical tag** blog 2 hrs
Add `<link rel="canonical" href="...">` to every page template, pointing to the preferred indexable URL.
- **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"`.

Month 2 — Growth Infrastructure

- **Meta description 120–160 chars** homepage

Trim or expand the description to 120–160 characters with a clear value proposition.

- **Organization · missing recommended field** homepage

- **Organization · missing recommended field** homepage

- **WebSite · missing recommended field** homepage

- **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 **Meta description 120–160 chars** homepage

Observed: 178 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.

MEDIUM **Open Graph tags** blog

? 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".

Technical SEO

MEDIUM Canonical tag blog

? 2 hrs

Observed: missing

PROBLEM No canonical link tag is set on this page.

WHY IT MATTERS Without an explicit canonical, duplicate URLs (e.g., tracking parameters) can split ranking signals across versions.

HOW TO FIX Add `<link rel="canonical" href="...">` to every page template, pointing to the preferred indexable URL.

CRITICAL Indexable blog

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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 WebSite · missing recommended field homepage

Observed: WebSite missing recommended field 'potentialAction'

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Reviews

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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.