16 Sixteen point e-commerce SEO Audit

Prepared by Prodigitas

Is your E Commerce store geared up to attract quality SEO traffic? Does it tick all the boxes required for a successful e-commerce SEO program?

In this audit, we examine your website for sixteen critical SEO factors that can make or break your SEO game. Implement our recommendations or ask us to do so and give your website the best chance for SEO success.

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Executive Summary

The THREE main aspects of this report are covered under:

1. Technical Audit
2. Keywords & Backlink Overview
3. Summary & Feedback

We can see that most of the technical issues that have been identified are content related (duplication & missing meta) - this is a common scenario in e-commerce websites. There is a lot of content duplication on the website and significant room for improvement can be created by fixing this.

Image related issues such as missing image files, missing image tags, etc. were also discovered.

There are quite a few broken links on the website and these send a negative signal to Google as well as lead to a diminished user experience.

We have also identified 3 seed keywords and their overall interest trend which will help you in understanding what the users are searching.

They can also act as base keywords for an advanced keyword research.

Verdict: *Currently the website aesthetics & UI/UX is decent and the user will have a pleasant experience on the site. However, there are numerous technical issues that need to be addressed and these will help boost your organic search presence and surpass your competitors.*

Sample Report

Introduction

Prodigitas has conducted a thorough technical audit of www.samplewebsite.com.au.

This audit report highlights the current website issues that may be hindering your website from performing in search results. The audit report has been divided into *three* parts:

Technical Audit

- ✓ Highlights the issues identified on the website
- ✓ Defines the solutions to the issues
- ✓ Highlights the impact of resolving the issues

Keyword Search Trends

- ✓ Highlights the top keyword trend in your service domain
- ✓ Gives a brief overview of your backlinks status
- ✓ Identifies your top competitors

Audit Summary & Feedback

- ✓ Provides a brief overview of the audit and the website's current SEO health and hygiene

Technical Audit

Duplicate Content

Observation:

658 pages have duplicate content issues

Suggestion:

- Provide some unique content on the webpage.
- Remove duplicate content.

Impact:

Webpages are considered duplicate if they contain identical or nearly identical content. Excessive duplicate content may confuse search engines as to which page to index and which one to prioritize in search results.

Duplicate Meta Descriptions

Observation:

265 pages have duplicate meta descriptions

Suggestion:

Provide a unique, relevant meta description for each of your webpages.

Impact:

Duplicate meta descriptions on different pages mean a lost opportunity to use more relevant keywords. Also, duplicate meta descriptions make it difficult for search engines and users to differentiate between different webpages.

Broken Links

Observation:

97 internal links are broken

1 external link is broken

Suggestion:

Remove the link leading to the error page or replace it with another resource.

Impact:

Broken internal links can cause a webpage to return an error status. This can occur due to an incorrect or malformed URL, or because the page the link is leading to is broken or no longer exists, etc. Multiple broken internal links may discourage users from visiting other pages of your website.

Sample Report
Sample Report

Page Load Speed

Observation:

42 pages have slow load speed

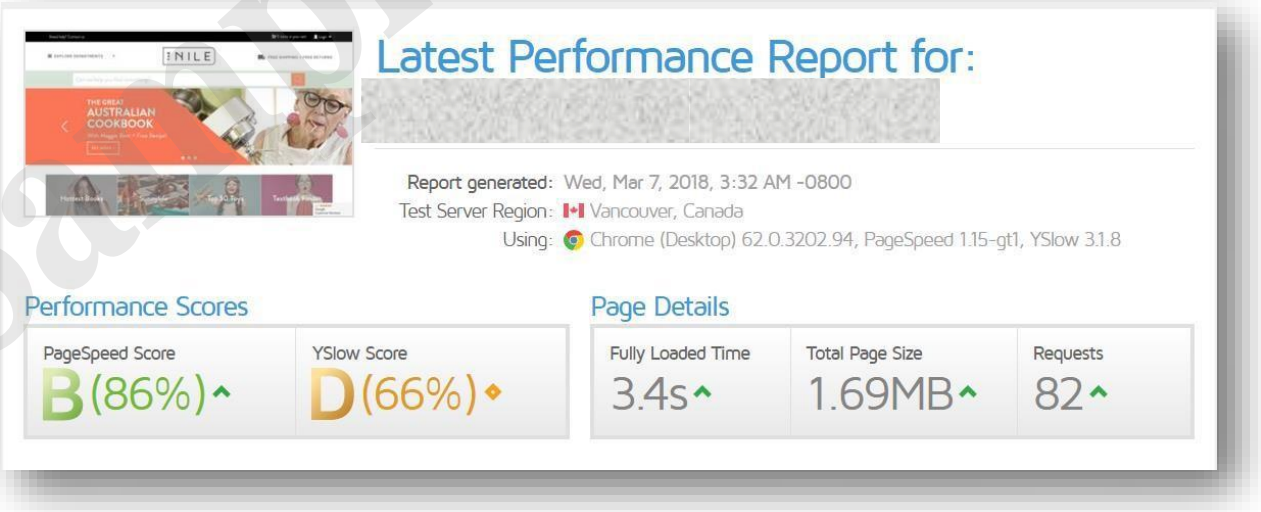
Suggestion:

Clean up your webpage's HTML code and compress the CSS files. Optimising the website image sizes also leads to faster loading times.

Impact:

Page load speed is one of the most important ranking factors. The quicker your page loads, the higher the rankings it can receive. Moreover, fast-loading pages positively affect user experience and may increase your conversion rates.

Example:



Duplicate Title Tags

Observation:

42 issues with duplicate title tags

Suggestion:

Provide an unique and concise title for each of your pages that contains your most important keywords.

Impact:

Duplicate <title> tags make it difficult for search engines to determine which of the website's pages are relevant for a specific search query, and which one should be prioritized in search results. Pages with duplicate titles have a lower chance of ranking well and are at risk of being banned.

Sample Report

Broken Images

Observation:

1 internal image is broken
1 external image is broken

Suggestion:

Replace all broken images or delete them.

Impact:

Broken images may jeopardize your search rankings because they provide a poor user experience and signal to search engines that your page is low quality.

Image Alt Tags

Observation:

21,909 images don't have alt tags

Suggestion:

Specify a relevant alternative attribute inside an <img> tag for each image on your website.

Impact:

Alt attributes within <img> tags are used by search engines to understand the contents of your images. If you neglect alt attributes, you may miss the chance to get a better placement in search results because alt attributes allow you to rank in image search results.

Multiple Heading Tags

Observation:

8 pages have more than one H1 tag

Suggestion:

Use multiple <h2> or <h6> tags instead of multiple <h1>.

Impact:

Although multiple <h1> tags are allowed in HTML5, we still do not recommend that you use more than one <h1> tag per page. Including multiple <h1> tags may confuse users.

Sample Report

Missing Heading Tags

Observation:

723 pages don't have an H1 heading

Suggestion:

Provide a concise, relevant H1 heading for each of your page.

Impact:

If an <h1> tag is empty or missing, search engines may place your page lower than they would otherwise. Besides, a lack of an <h1> tag breaks your page's heading hierarchy, which is not SEO friendly.

Excessive Text within the Title Tag

Observation:

447 pages have too much text within the title tags

Suggestion:

Try to rewrite your page titles to be 75 characters or less.

Impact:

Most search engines truncate titles containing more than 75 characters. Incomplete and shortened titles look unappealing to users and won't entice them to click on your page.

Sitemap.xml

Observation:

Sitemap.xml not found on the website

Suggestion:

Consider generating a sitemap.xml file if you don't already have one.

Impact:

A sitemap.xml file is used to list all URLs available for crawling. It can also include additional data about each URL.

Using a sitemap.xml file is quite beneficial. Not only does it provide easier navigation and better visibility to search engines but also helps in indexing your website faster when submitted in Google Search Console.

Sample Report

Robots File Not Optimized

Observation:

The current website has robots.txt but it doesn't have the path of the sitemap.xml mentioned

```
User-agent: *
Disallow: /_p
Disallow: /_p/
Disallow: /account
Disallow: /account/
Disallow: /api
Disallow: /api/
Allow: /api/slider
Disallow: /cart
Disallow: /cart/
Disallow: /cgi-bin
Disallow: /cgi-bin/
Disallow: /checkout
Disallow: /checkout/
Disallow: /login
```

Suggestion:

Ideally, the XML sitemap URL should be mentioned in the robots.txt URL to help search engine robots easily locate and index the XML sitemap, and subsequently all URLs mentioned in it. To do this, add the XML sitemap's link at the end of the robots.txt

Impact:

Although not mandatory, this fix helps the bots in finding out and indexing all the pages of the website, as these bots first visit the robots.txt file. The final objective is quick and easy crawling and indexing of all the web pages on the website.

Google Analytics & GSC missing

Observation:

GA is missing from the entire site and Google search console needs to be setup as well (if not done already)

Suggestion:

We will be happy to setup a new GA account on your behalf and start tracking traffic to your website.

We will create a new GSC property and monitor the same.

You would be given admin access to one of your email ids' for both these accounts

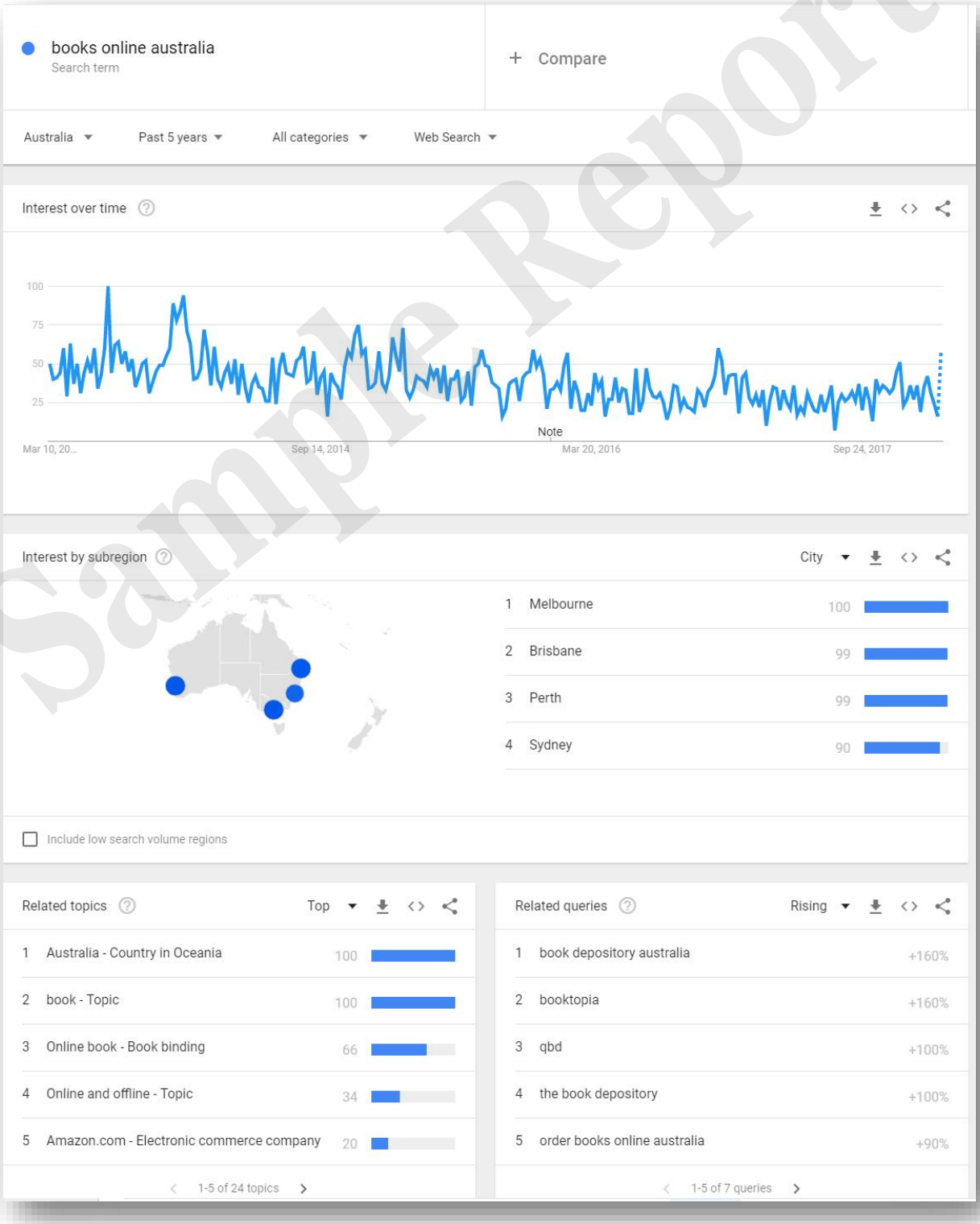
Impact:

GA (Google Analytics) will help monitor your website visitors from the varied channels they would be arriving.

GSC (Google Search Console) will keep a constant health check of your site and is one of the best tools to use since it is developed by Google themselves and is totally free to use!

Sample Report

Keyword Search Trends & Geo-specific Visualization



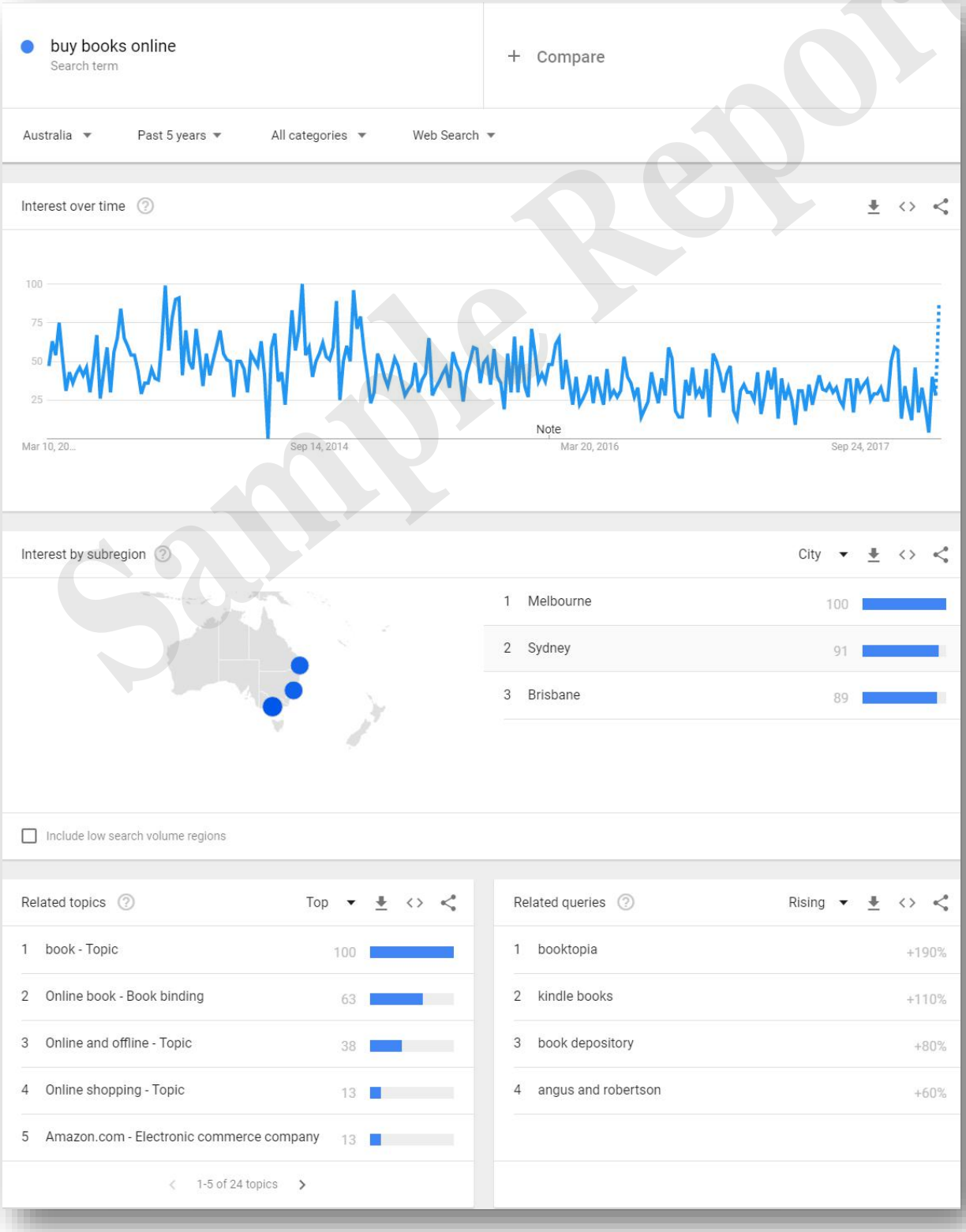
Sample Report

Keyword in Context - 'books online Australia'

Avg. Interest in last 5 years

(*Numbers represent search interest relative to the highest point on the chart for the given region and time. A value of 100 is the peak popularity for the term. A score of 0 means there was not enough data for this*

term.)
Popular Locations - Sydney, Melbourne, Perth, Brisbane

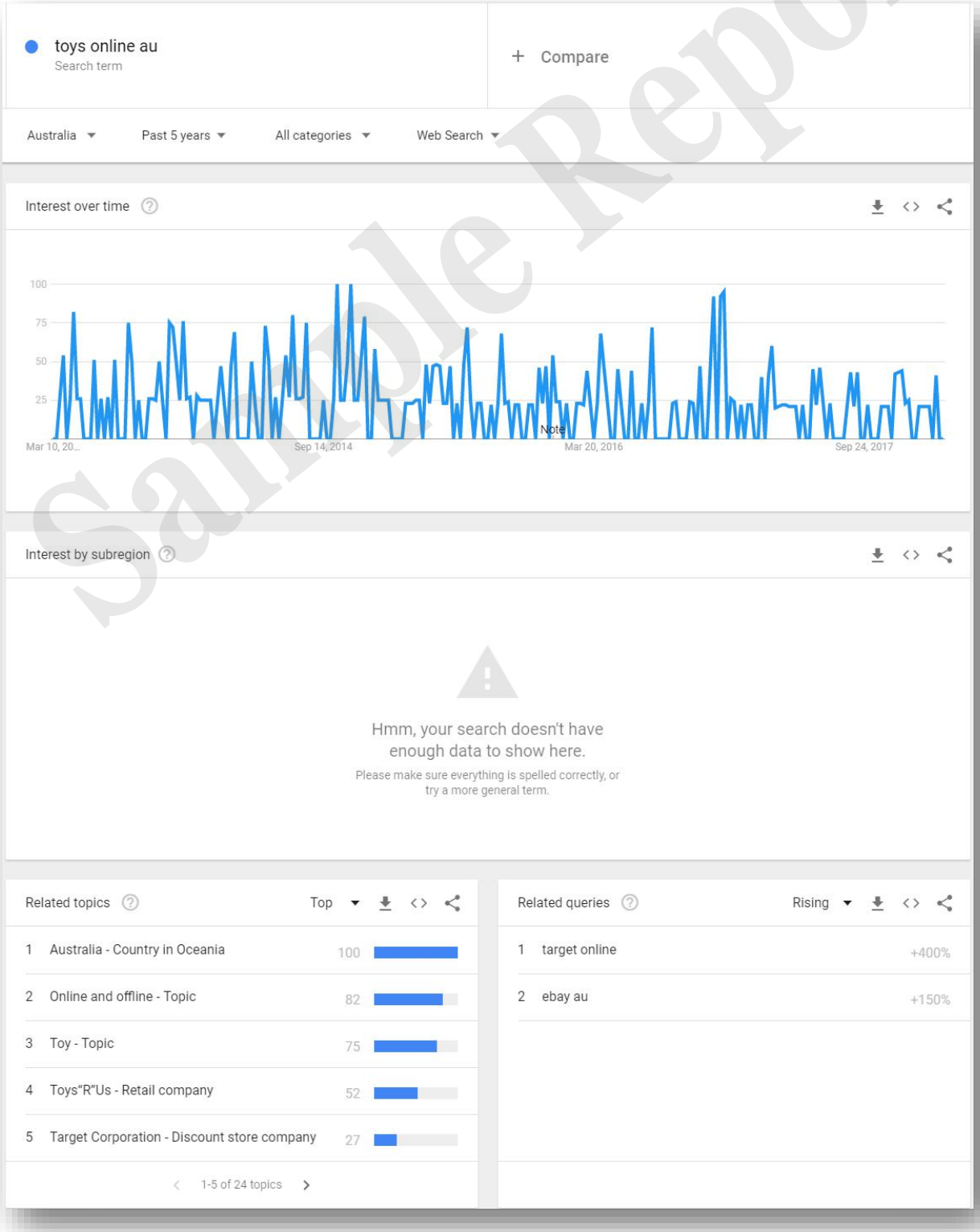


Sample Report

Keyword in Context - 'buy books online'

Avg. Interest in last 5 yrs

Popular Locations - Sydney, Melbourne, Brisbane



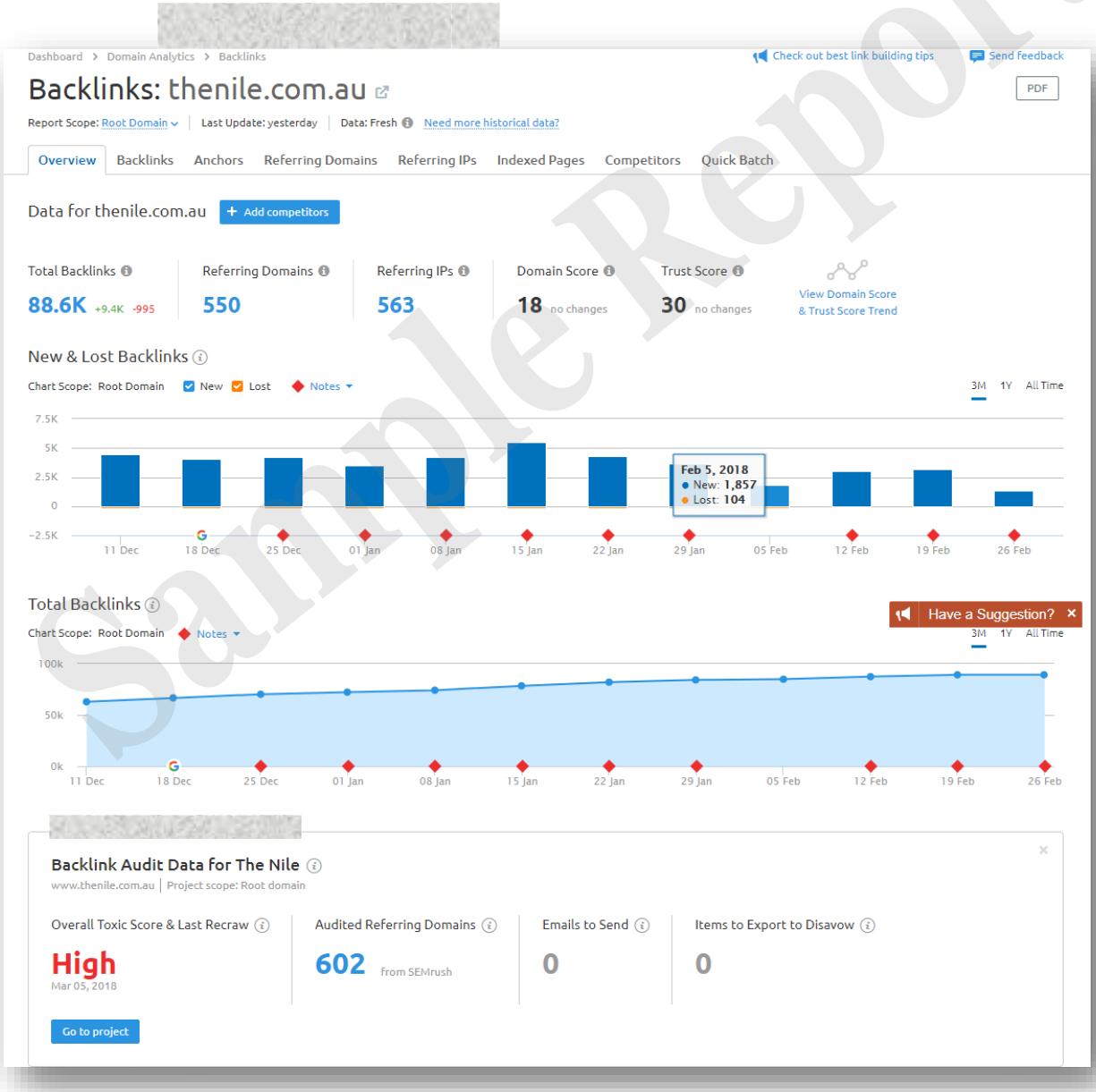
Sample Report

Keyword in Context - 'toys online au'

Avg. Interest in last 5 yrs

Popular Locations – Data Unavailable

Total Backlinks



Top Competitors

Domain	Competition Level	Common Keywords	SE Keywords	SE Traffic
babybjorn.com.au		88	2.1k	19.6k
bananababy.com.au		33	3.9k	615
lovencare.com.au		26	1.4k	3.1k
booko.com.au		30	17.6k	17.7k

Sample Report

Summary &Feedback

The Technical audit of samplewebsite.com.au reveals that the website has a few issues that need to be fixed.

This audit report has identified that some of the major technical issues that usually affect e-commerce websites (canonical issues, mobile responsiveness, page loading times, etc.) have been resolved for https://www.samplewebsite.com.au/.

There are a few issues on the website that need to be resolved to further enhance the SEO friendliness of the website.

Next Steps

We hope this Ecommerce audit report helped you get a clearer understanding of where your website stands right now, and what you need to do to improve the digital presence of your website.

Interested to learn more and implement these suggestions? Book a No-Obligation 30-Minute FREE Consultation.

Book A Free Consultation

Sample Report