SEO PORTFOLIO

A+
TECH SOLUTIONS

AUDIT REPORT OF

VALIA JEWELLERY

TECHNICAL SEO

ON-PAGE SEO

OFF-PAGE SEO

TECHNICAL SEO

ite Audit ⓘ **: https://www.valiajewellery.com/**

Last Crawl:
December 9, 2023 9:13 PM

RECRAWL WE

| ON-PAGE SEO SCORE ⓘ	ORGANIC MONTHLY TRAFFIC ⓘ	ORGANIC KEYWORDS ⓘ	BACKLINKS
73 GREAT	0	2	0

► An SEO audit report is crucial for a website as it identifies optimization opportunities, highlights areas for improvement, and enhances search engine visibility. It analyzes various factors like site structure, keywords, backlinks, and user experience, providing actionable insights to optimize website performance, increase organic traffic, and improve search rankings.
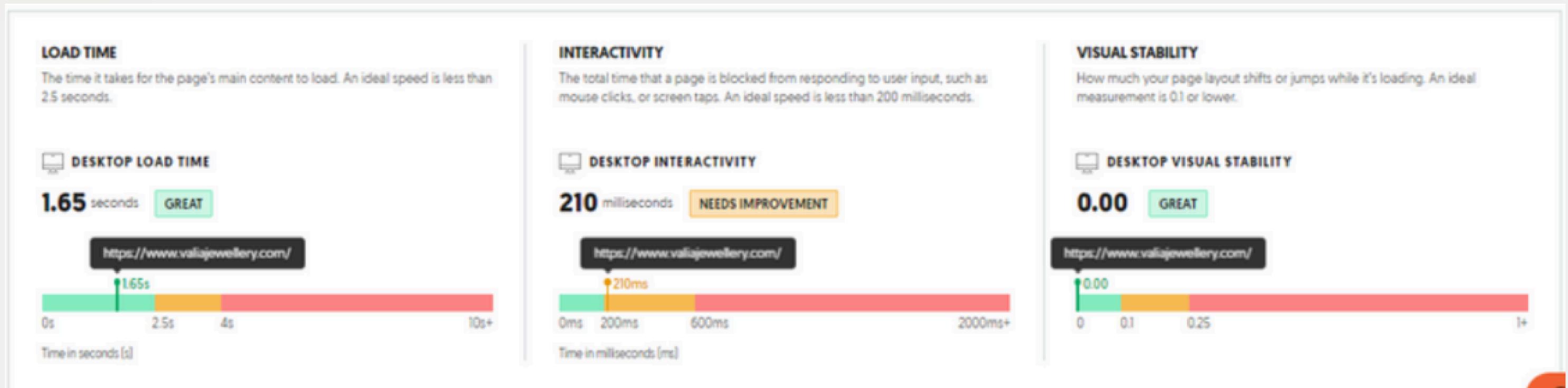
WEBSITE LOADING SPEED

► Used Google's Page Speed Insights to test the homepage and several other essential pages. Faster loading speeds help with search rankings.
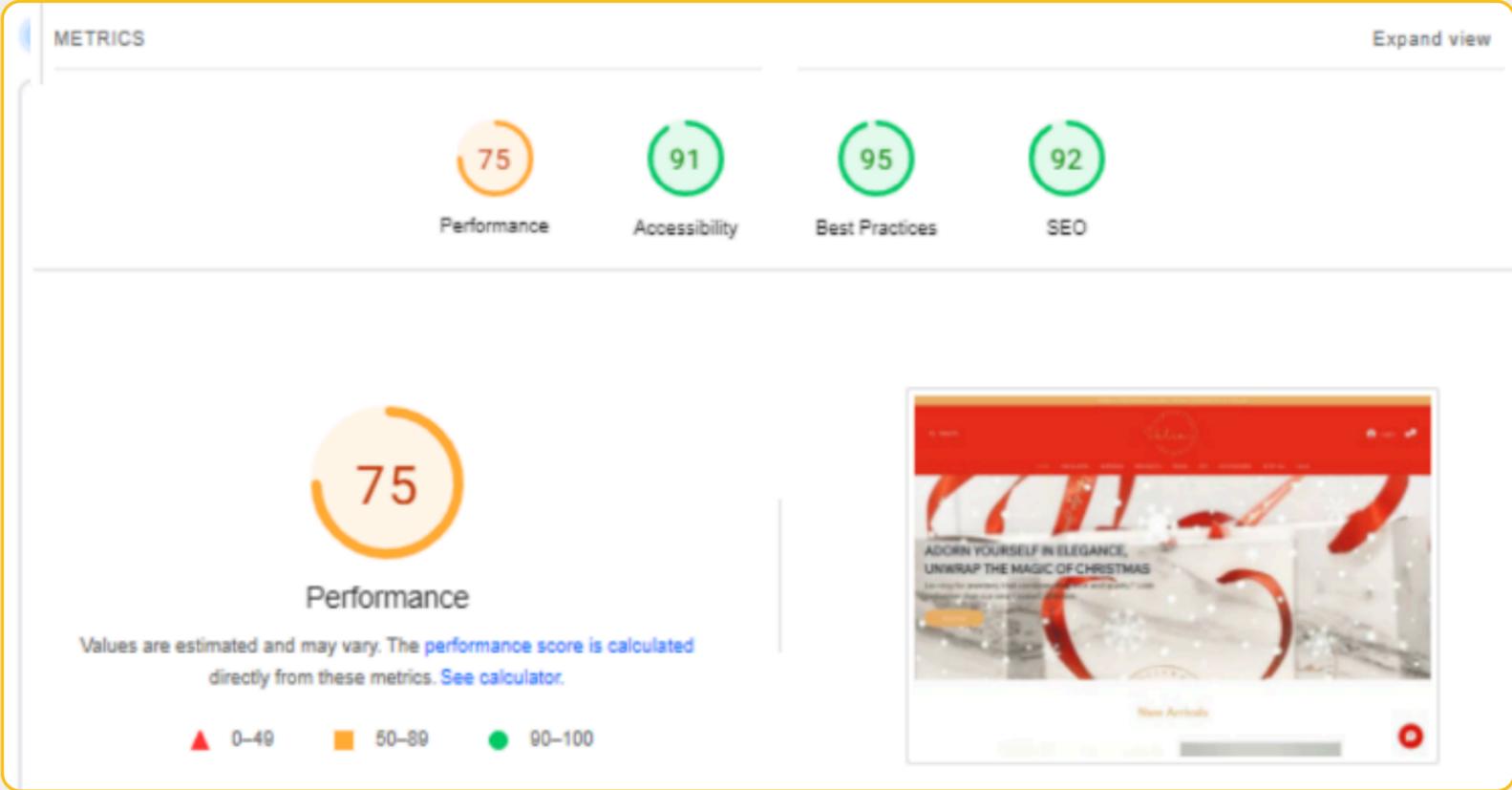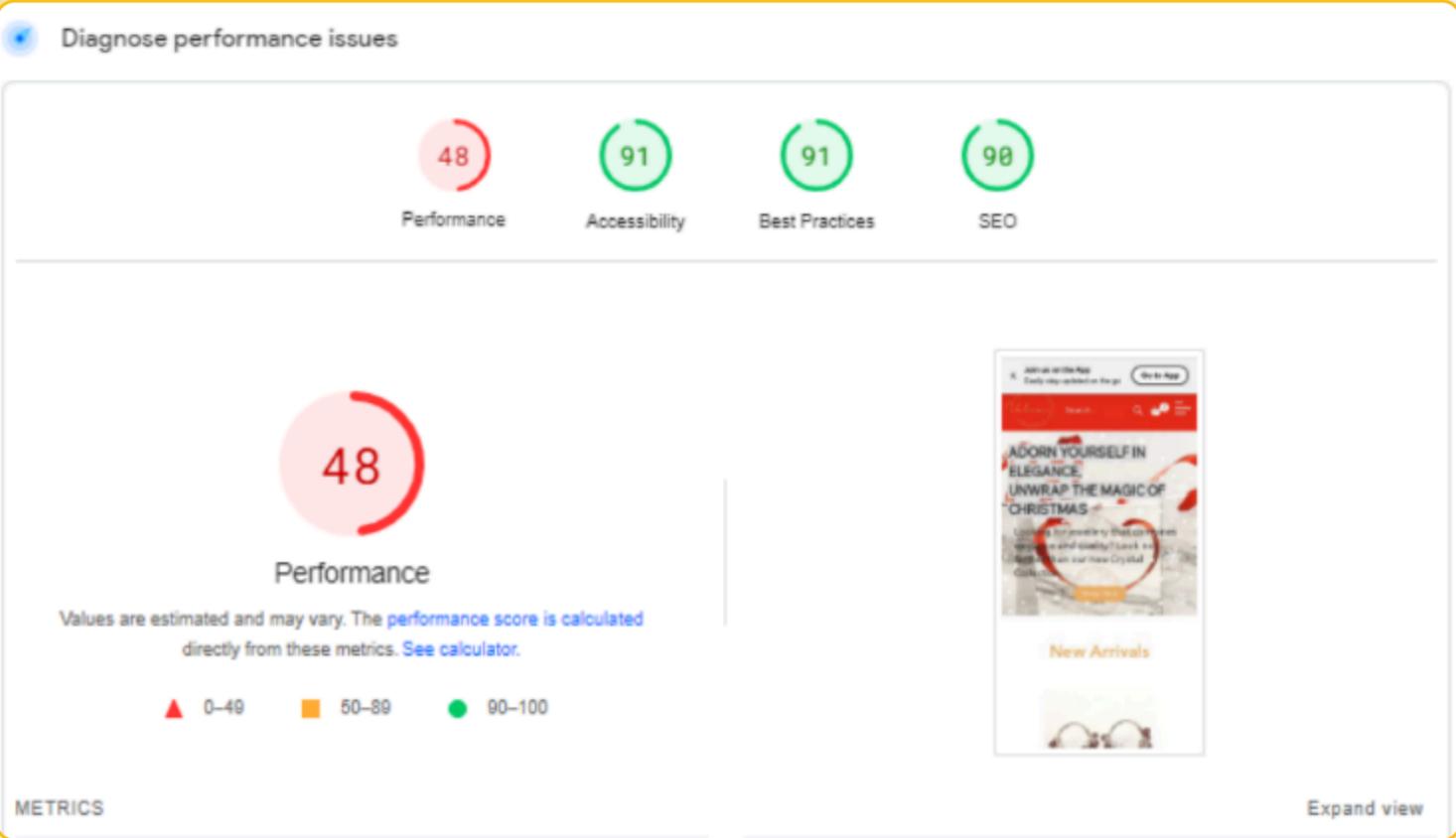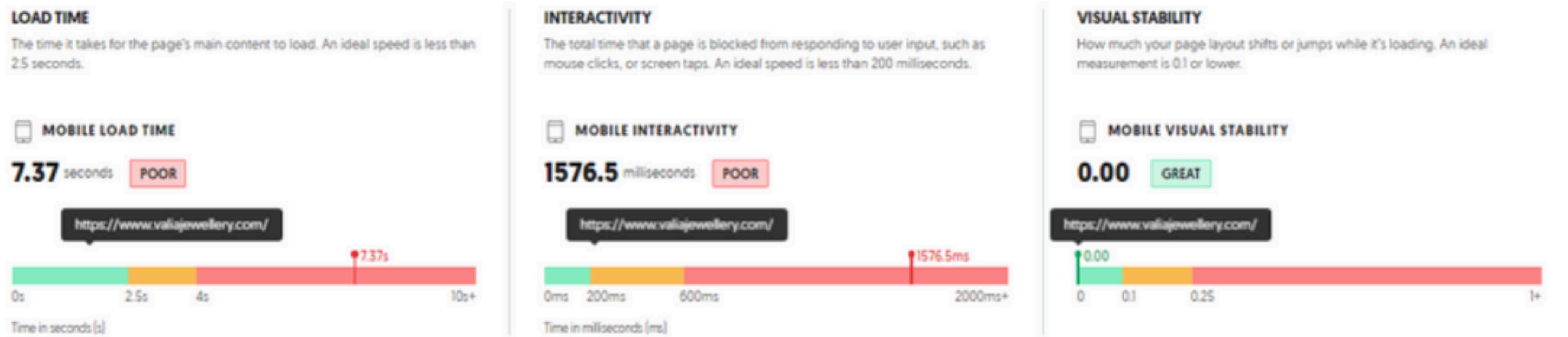
SITE SPEED OF DESKTOP & MOBILE FROM ANOTHER TOOL

► Testing the homepage and other crucial pages using Ubersuggest Insights can significantly enhance their performance. Optimizing loading speeds is crucial for improving search rankings.

LOAD TIME
The time it takes for the page's main content to load. An ideal speed is less than 2.5 seconds.

🖥 **DESKTOP LOAD TIME**

1.65 seconds GREAT

https://www.valiajewellery.com/

1.65s

0s   2.5s   4s   10s+

Time in seconds (s)

INTERACTIVITY
The total time that a page is blocked from responding to user input, such as mouse clicks, or screen taps. An ideal speed is less than 200 milliseconds.

🖥 **DESKTOP INTERACTIVITY**

210 milliseconds NEEDS IMPROVEMENT

https://www.valiajewellery.com/

210ms

0ms 200ms   600ms   2000ms+

Time in milliseconds (ms)

VISUAL STABILITY
How much your page layout shifts or jumps while it's loading. An ideal measurement is 0.1 or lower.

🖥 **DESKTOP VISUAL STABILITY**

0.00 GREAT

https://www.valiajewellery.com/

0.00

0   0.1   0.25   1+

SITE SPEED OF DESKTOP & MOBILE FROM ANOTHER TOOL

LOAD TIME

The time it takes for the page's main content to load. An ideal speed is less than 2.5 seconds.

📱 **MOBILE LOAD TIME**

7.37 seconds POOR

https://www.valiajewellery.com/

7.37s

0s 2.5s 4s 10s+

Time in seconds (s)

INTERACTIVITY

The total time that a page is blocked from responding to user input, such as mouse clicks, or screen taps. An ideal speed is less than 200 milliseconds.

📱 **MOBILE INTERACTIVITY**

1576.5 milliseconds POOR

https://www.valiajewellery.com/

1576.5ms

0ms 200ms 600ms 2000ms+

Time in milliseconds (ms)

VISUAL STABILITY

How much your page layout shifts or jumps while it's loading. An ideal measurement is 0.1 or lower.

📱 **MOBILE VISUAL STABILITY**

0.00 GREAT

https://www.valiajewellery.com/

0.00

0 0.1 0.25 1+

► The mobile speed of the homepage is currently rated at 13.13 seconds, which falls into the "good" Page Speed category.

► However, the current desktop speed of the homepage of valiajewellery.com is rated at 3.19 seconds, indicating that there is room for improvement.

►Google's Mobile-Friendly Test tool to evaluate the level of mobile-friendliness exhibited by the website.

► Google has recently shifted its reliance on the mobile index, extending its impact to desktop users as well. This change emphasizes the importance of mobile usability for websites.
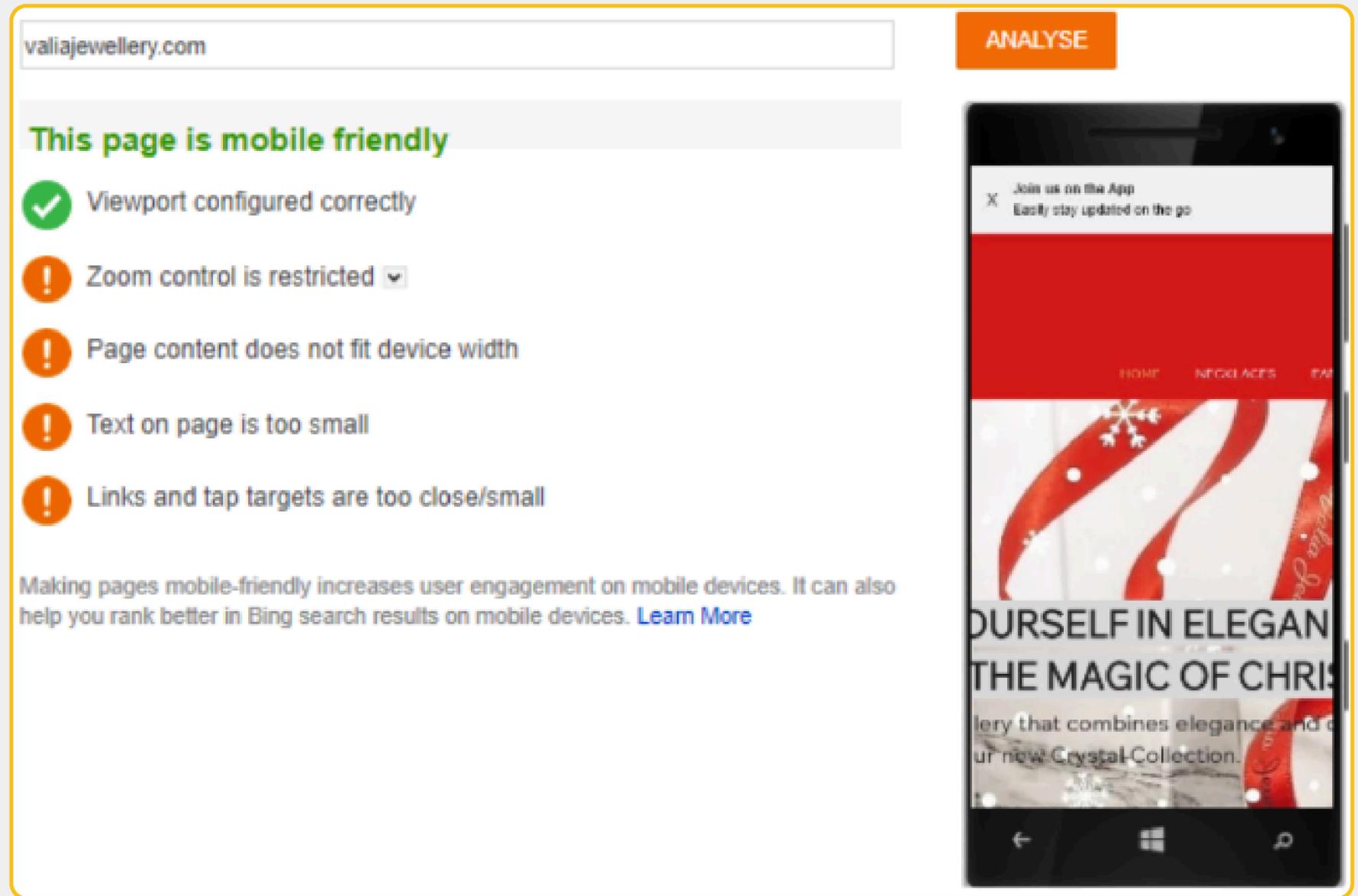
valiajewellery.com

ANALYSE

This page is mobile friendly

✓ Viewport configured correctly

⚠ Zoom control is restricted

⚠ Page content does not fit device width

⚠ Text on page is too small

⚠ Links and tap targets are too close/small

Making pages mobile-friendly increases user engagement on mobile devices. It can also help you rank better in Bing search results on mobile devices. Learn More

MOBILE FRIENDLINESS

MULTIPLE VERSIONS OF THE SITE

► To ensure consistent redirection of the homepage URL, the following improvements
can be made:
In a web browser, type in these 4 different versions of the homepage URL:
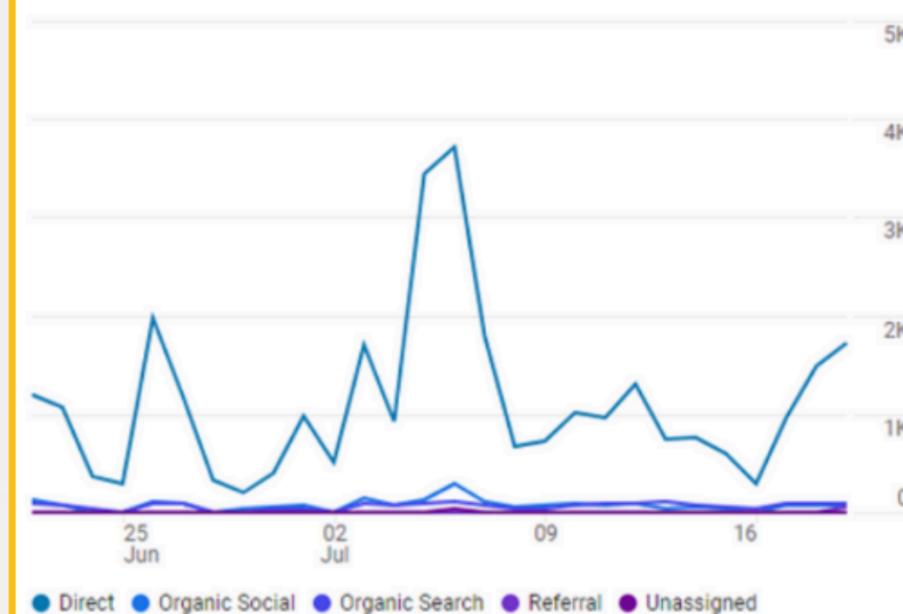1.http://valiajewellery.com/
2.https://valiajewellery.com/
3.http://www.valiajewellery.com/
4.https://www.valiajewellery.com/
All of these variations are redirected to a single URL
https://www.valiajewellery.com/.

ORGANIC SEARCH TRAFFIC
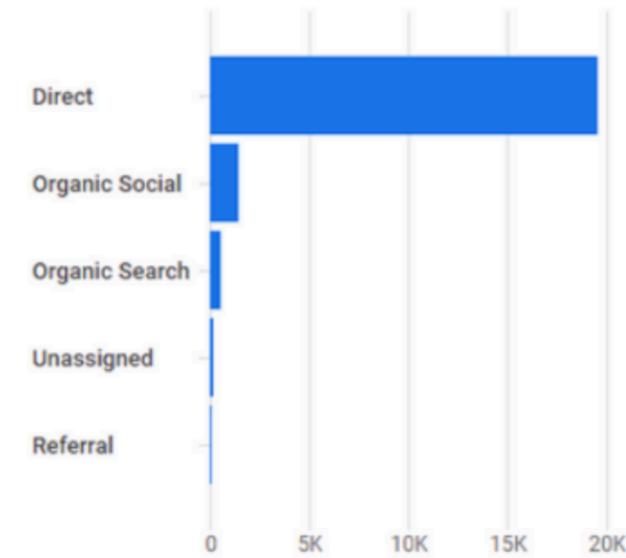
► Look at the site's organic search traffic in Google Analytics. (Acquisition >> All Traffic >> Channels >> Organic Search)

IMPROVEMENTS

INDEXING PROBLEMS

▶ Check the "Index coverage" report in Google Search Console.

Make sure any non-indexed pages are blocked on purpose.

Unfortunately, for " https://www.valiajewellery.com/ ", we cannot directly identify any indexing issues as we do not have access to Google Search Console (GSC).

BACK LINKS

Referring Domains i	Backlinks i	Monthly Visits i	Organic Traffic i	Outbound D
4 −33%	7 −89%	n/a	n/a	11

▶ According to current analyses, the website **https://www.valiajewellery.com/** has a relatively low number of backlinks, specifically 7, which may be deemed insufficient in terms of quantity for establishing authority and enhancing the site's visibility. Enhancing the number of backlinks could prove advantageous in augmenting the website's online presence and overall visibility.

BROKEN LINKS

► Look for 404 errors in Google Search Console's Index Coverage report. There will probably be some, which is fine. But if any important pages have errors, you should fix the problems.

► Unfortunately, for https://www.valiajewellery.com/, we cannot directly identify any indexing issues as we do not have access to Google Search Console (GSC)

SLUG IS NOT OPTIMIZE

► The slug, or URL, optimization is crucial for your website. A poorly optimized slug,like: https://www.valiajewellery.com/copy-of-rings lacks relevance, and doesn't provide valuable information to search engines.

Instead, consider an optimized slug such as www.example.com/best-chocolate-cake-recipe. This includes a targeted long-tail keyword ("best chocolate cake recipe"), improving the page's ranking potential and providing a clear indication of the content to both search engines and users. Optimized slugs contribute to better search visibility and higher rankings.

SEO ISSUES

| SEO ISSUES DISCOVERED		DIFFICULTY	SEO IMPACT
11 pages have a low word count What is this and how do I fix it?	View Details →	Moderate	High
1 pages are blocked from appearing in search engines What is this and how do I fix it?	View Details →	Moderate	High
2 pages with a long loading time What is this and how do I fix it?	View Details →	Hard	High
6 pages without a H1 heading What is this and how do I fix it?	View Details →	Easy	Medium
28 pages with no meta description What is this and how do I fix it?	View Details →	Moderate	Medium
20 pages with a <title> tag that is too short What is this and how do I fix it?	View Details →	Easy	Medium
6 pages with a poorly formatted URL for SEO What is this and how do I fix it?	View Details →	Easy	Medium

Invalid structured data items errors	2	Why and how to fix it
Missing meta description warnings	29	Why and how to fix it
Missing h1 warnings	8	Why and how to fix it
Low text to HTML ratio warnings	35	Why and how to fix it
Low word count warnings	12	Why and how to fix it

ADD SOCIAL LINKS

► Adding social links to your website is a vital step in enhancing SEO. Integrating platforms like Twitter, Facebook, and LinkedIn not only broadens your online presence but also boosts discoverability in search results.
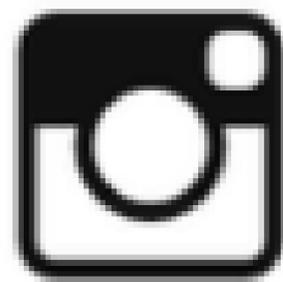
CATEGORY PAGES SET UP & OPTIMIZED WITH CONTENT ON THE TOP

► Category pages are what drive the traffic the most - make sure to have them setup and add SEO-content on the top, after h1

► Is the product content written according to Google Product Review Update guidelines?

► Check out the guidelines here: https://developers.google.com/search/docs/specialty/ecommerce/write-high-quality-product-reviews

ENHANCING WEBSITE UI & EXPANDING JEWELRY PRODUCT RANGE FOR IMPROVED USER EXPERIENCE

► To elevate the website's user interface, we recommend incorporating modern design elements, streamlined navigation, and visually appealing graphics. This will create an engaging and seamless experience for visitors.

► Additionally, diversifying the jewelry product range with new and unique pieces will attract a broader audience and keep customers coming back for more. By implementing these enhancements, the website can not only meet but exceed user expectations, fostering a positive brand image and ensuring continued growth in the competitive jewelry market.

PREPARED BY

APLUS TECH SOLUTIONS TEAM