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## 1. Introduction

The website <https://REDACTED URL/> has been audited and the following report contains results from multiple tools, human observation and scans conducted on the site.

This report is a snapshot of the website's current state and is intended to provide a high-level overview of the site's SEO performance. The report is divided into sections, each providing information on the site's SEO performance.

The report is intended to be used as a starting point for further analysis and optimization.

The results below are from manually investigating the current website, code analysis, speed testing tools, basic technical SEO approaches and (where possible) utilizing currently used analytics tools such as Google Webmaster Tools and Analytics.

The audit was completed by Lisa-Marie Karvonen.

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## 2. Risk Overview

Type	Critical	High	Medium	Low
Speed	0	0	5	3
Mobile Optimization	0	1	1	2
Content Quality	0	0	2	1
Other Findings	0	0	4	1
Recommendations	0	2	5	1

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This audit report is confidential.



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### 3. Basic Information

Domain age	The domain was created on the 11.9.2012 which makes it over 11 years old. Google likes old domains.
Domain registrar	REDACTED REGISTRAR NAME
Domain updated	28.10.2019
Domain expiry	11.9.2024. It's good to keep your domain valid for at least a year in advance if possible.
SSL Certificate	SSL Certificate expires on 2024-07-01 and is issued by Let's Encrypt
Sitemap	We were able to detect a sitemap at <a href="https://REDACTED URL/sitemap.xml">https://REDACTED URL/sitemap.xml</a>
Robots.txt	We were able to detect a robots.txt file at <a href="https://REDACTED URL/robots.txt">https://REDACTED URL/robots.txt</a>
Robots.txt content	The robots.txt file is:  User-agent: * Disallow: /wp-content/uploads/wpo-plugins-tables-list.json  # START YOAST BLOCK # ----- User-agent: * Disallow:  Sitemap: <a href="https://REDACTED URL/sitemap_index.xml">https://REDACTED URL/sitemap_index.xml</a> # ----- # END YOAST BLOCK
Google Search Console	The site appears to have Site Kit installed which indicates that Google Search Console is installed.
Nameservers	ns1.REDACTED URL, ns2.REDACTED URL
Google Analytics	Google Analytics is installed.
Redirects	The home page does not redirect which is good.
OG Tags	Testing your site here: <a href="https://www.opengraph.xyz/url/https%3A%2F%2FREDACTED URL%2F">https://www.opengraph.xyz/url/https%3A%2F%2FREDACTED URL%2F</a> shows that the website's OG tags are set up correctly.

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## 4. Security Issues

INFO	No content	There is no content for this section yet.
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## 5. Privacy

INFO	No content	There is no content for this section yet.
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## 6. Software & Plugins

INFO	No content	There is no content for this section yet.
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## 7. Organic SEO

Organic SEO is the ability of the website to draw in traffic from organic and free sources such as Google, Bing, etc. The more quality content on a website, the more text and images search engines have to index, which helps a website show in search results.

Google's algorithm changes constantly so it's important to focus on concrete and non-risky methods to improve your site for organic search. Short-term tips and tricks are not advisable and may make Google rank you lower. We only recommend white-hat SEO optimization techniques.

Multiple factors affect how search engines rank you. These can be roughly broken into Technical SEO, Speed Optimization, Mobile Optimization and Content Quality.

The section 'Indexable Content' shows you a current list of URLs visible to Google. It's a good idea to review these periodically to confirm there are no pages, articles or data that shouldn't be publicly visible. By adding your sitemap URL to Google Search Console, you can improve ranking and get tips straight from Google about pages that can't be indexed properly.

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## 7.1 Speed

MEDIUM	Multiple Font Sources	The site has fonts from Google Fonts and also Adobe TypeKit. Recommended to reduce reliance on third-party fonts or at least reduce to only one source.
MEDIUM	Browser Caching	Caching is currently set to no-cache, you may want to improve browser caching through the WPO plugin or caching already at DNS level through Cloudflare.
MEDIUM	PageSpeed	For mobile, PageSpeed Insights gives a score of 47 which is considered slow. The speed index was set at 8,6s.
MEDIUM	Pingdom Speed Test	<p>Pingdom speed testing gives the site a D grade and load time of 1.05s (Google gave desktop users a speed of 2,6s).</p> <p>The page size also reads as 7.0 MB because there are some images image-name-redacted (1.4MB), image-name-redacted (1.3MB) and image-name-redacted that are too large.</p>
MEDIUM	Third-party Code	The site is using quite a lot of third party solutions such as Recaptcha, CookieYes, Google Fonts, Tag Manager, lfeeder, WOrdPress Site Stats, Adobe Typekit. The less outside calls a website makes, the faster and more secure it is. It also affects cookie security.
LOW	Image Sizes	<p>Google is reading image sizes wrong on the homepage because they are set at width="2400" height="2400" but the actual rendered size is 355x355px. The image code does have responsive options however. Recommended to reduce that set widths of 2400 to something closer to the largest size the images get to so for example width="500" height="500".</p> <p>Those images are also downloading at 2048x2048px which is too large and they are over 1mb for each file. The site could benefit from some image optimization.</p>
LOW	Javascript Load	The site has quite a lot of Javascript (thanks to WooCommerce and all its plugins) however WP Optimize seems to be doing its job and there are not too many savings to be made. Reducing plugins and JS/CSS load, however, would speed up the site and reduce attack surface for bad bots.

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		The javascript is also render-blocking which means it has to load before the page can be showing. Optimizing javascript can be an intensive process, reducing plugins is one relatively easy way to do this. There are some plugins for optimizing JS as well, however they have to be used carefully and tested constantly.
LOW	CSS Load	As expected from WooCommerce sites with plugins, the plugins are adding more CSS load and stylesheets to be loaded. These can be reduced and optimized, however proper caching such as you can get with Cloudflare, would help with this issue. You can also try optimizing CSS with WP Optimize or WP Rocket, but it takes time to test and make sure everything is working as it should. Almost all ready-made themes have this issue.

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## 7.2 Mobile Optimization

HIGH	PageSpeed Mobile Score	The score above from PageSpeed on mobile should be improved. Even small changes can improve the way Google things about your site so for example optimizing image code so Google can recognise it properly etc.
MEDIUM	Image Packing	WebP image formats are compressed better than PNG and JPG. You might want to consider optimizing all your images. Cloudflare has some great image caching strategies, but there are also plugins for WordPress that can help.
LOW	Mobile Navigation	The mobile menu is quite narrow and spacing around touchable elements is also quite narrow. This could be improved to full width and adding padding to links with CSS.
LOW	Mobile Buttons	Buttons on mobile are a little small. A bit more padding on mobile would make it easier to press.



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### 7.3 Content Quality

MEDIUM	Sitemap Page Content	<p>The page-sitemap.xml has entries that shouldn't be showing such as:</p> <p><a href="https://REDACTED URL/redacted/">https://REDACTED URL/redacted/</a></p> <p>These pages provide no value to Google and should be removed from the site and especially the sitemap.</p>
MEDIUM	Product Keywords	<p>The site currently shows product keywords from the sitemap product_tag-sitemap.xml.</p> <p>However when visiting these pages, there is no content. For example:</p> <p><a href="https://REDACTED URL/product-tag/redacted/">https://REDACTED URL/product-tag/redacted/</a></p> <p>It would be a good idea to make those product key pages work as they are one more way for Google to group your products and more search terms for indexing.</p> <p>If the tags are not to be used, then it would be best to remove them from the sitemap entirely.</p>
LOW	Shipping Class Sitemap	<p>This sitemap can probably removed from the main sitemap:</p> <p>product_shipping_class-sitemap.xml</p>
INFO	Subpage OG Tags	<p>Sub-pages and products appear to be properly optimized for sharing. Great!</p>
INFO	Subpage Descriptions	<p>Different descriptions appear to be used on subpages and headlines are also optimized. Good job!</p>

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## 7.4 Indexable Content

Sitemap Found	The sitemap page-sitemap.xml contains 14 entries.
Indexable URLs	REDACTED URL LIST
Sitemap Found	The sitemap product-sitemap.xml contains 36 entries.
Indexable URLs	REDACTED URL LIST
Sitemap Found	The sitemap product_cat-sitemap.xml contains 12 entries.
Indexable URLs	REDACTED URL LIST
Sitemap Found	The sitemap product_tag-sitemap.xml contains 32 entries.
Sitemap Found	The sitemap product_shipping_class-sitemap.xml contains 1 entries.
Indexable URLs	REDACTED URL LIST



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## 8. Other Findings

MEDIUM	Third-party Cookies	<p>The console is showing 57 warnings for third-party cookies that will be blocked. Chrome (and other browsers) are phasing out third-party cookie support at the end of 2024, it would be a good idea to check how this will affect your site.</p> <p><a href="https://developers.google.com/privacy-sandbox/blog/cookie-countdown-2024jan">https://developers.google.com/privacy-sandbox/blog/cookie-countdown-2024jan</a></p>
MEDIUM	wpo-plugins-tables-list.json	<p>Robots.txt is blocking a file called wpo-plugins-tables-list.json.</p> <p>Disallow: /wp-content/uploads/wpo-plugins-tables-list.json</p> <p>This is a file created by the plugin WP-Optimize and it contains a full list of all plugins and tables within your WP website. Blocking it in robots.txt only stops good bots (who follow instructions) from indexing it, but is actually offering a lot of data to bad bots about how best to attack your site.</p> <p>Recommended to stop WP Optimize from creating that file. Here are some instructions on how to do that:</p> <p><a href="https://threatpicture.com/tutorials/disable-wpo_update_plugin_json/">https://threatpicture.com/tutorials/disable-wpo_update_plugin_json/</a></p>
MEDIUM	Server Headers	<p>Your server is missing some security headers that would be good to have. These headers protect your site and content from different attacks.</p> <p>For more information:</p> <p><a href="https://securityheaders.com/?q=https%3A%2F%2FREDACTED URL%2F&amp;followRedirects=on">https://securityheaders.com/?q=https%3A%2F%2FREDACTED URL%2F&amp;followRedirects=on</a></p>
MEDIUM	Wordfence Recommended	<p>Wordfence does not appear to be installed. Although not directly affecting SEO, securing your WordPress login and keeping on top of updates is a great base for keeping your site from being hacked. A hacked website goes on blacklists and being blacklisted would affect SEO ranking as well as reputation to search engines.</p>

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LOW	Multiple robots.txt Entries	There are two plugins that have entered competing entries in the robots.txt. The first is probably from WP Optimize and the second from Yoast. Recommended to only have one plugin handling the robots.txt. This doesn't give a warning in Google Console but it is overwritten.
INFO	Plugin Updates	Passive scans indicate that plugins are and core are kept up to date. The site appears to be well maintained. Great!
INFO	Yoast Sitemap	The sitemap is generated by Yoast SEO plugin which is a great choice for SEO on WordPress.

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## 9. Recommendations

HIGH	Homepage Images	Reduce the size of the three cover images on the homepage. They are each over 1mb and adding to the page load considerably.
HIGH	Cloudflare	Cloudflare is a great service to use for DNS and security. Consider using Cloudflare for your DNS hosting for inbuilt DDoS and bot protection as well as better caching for images and assets.
MEDIUM	Font Sources	Remove unused font sources. The leaner the site the better.
MEDIUM	Mobile Speed Optimizing	It would be good to get the mobile score on Google PageSpeed Insights to an acceptable level. Optimizing images and reducing page load would be a good start.
MEDIUM	Use Product Keywords	The archive pages for product keywords currently go nowhere. It would be good if they showed the products that are tagged to get optimal benefit from Google.
MEDIUM	Security	There are some issues such as http headers, data leakage in the code and lack of protective elements such as Cloudflare, Wordfence or security measures at DNS level or site level. Some basic protection is recommended to at least secure the login (the site leaks information about users for example when trying to login as 'admin' and prevent DDoS attacks.
MEDIUM	Security	There are some issues such as http headers, data leakage in the code and lack of protective elements such as Cloudflare, Wordfence or security measures at DNS level or site level. Some basic protection is recommended to at least secure the login (the site leaks information about users for example when trying to login as 'admin' and prevent DDoS attacks.
LOW	Remove Redundant Content	The sitemap has entries that are not in use or useful to Google. By optimizing the sitemap, you are optimizing how your website is indexed.

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## 10. Summary and More Information

We hope you find this SEO audit information useful in improving your website. If you have any questions about this audit or its findings, or you would like us to take care of these issues for you. Please contact us using the details below.

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