

AUDITED URL

<https://warbyparker.com>**Needs Improvement****6**

Checks passed

6

Issues found

12

Total checks

PRIORITY ACTION ITEMS**1 Title Tag****Score: 40**

Title is too short (12 chars). Aim for 50–60 characters.

Your page title appears in search results and browser tabs. It should be 50–60 characters and include your primary keyword.

2 Meta Description**Score: 40**

Meta description is too short (12 chars). Aim for 150–160 characters.

The meta description is the snippet shown in search results. Aim for 150–160 characters with a clear call to action.

3 XML Sitemap**Score: 0**

Create an XML sitemap and submit it to Google Search Console.

An XML sitemap helps search engines discover all your pages, especially new or deep content.

4 Canonical URL**Score: 0**

Add a canonical URL tag to prevent duplicate content issues.













Canonical tags prevent duplicate content issues by telling search engines which URL is the primary version.

5 Structured Data**Score: 0**

Add structured data (JSON-LD) to help search engines understand your content and enable rich results.

Schema markup (JSON-LD) enables rich results in Google — stars, FAQs, breadcrumbs — increasing click-through rates.

ALL CHECKS (12 TOTAL)

CHECK	RECOMMENDATION	SCORE
 HTTPS / SSL		100
 Mobile Friendly		100
 Title Tag Title is too short (12 chars). Aim for 50–60 characters.		40
 Meta Description Meta description is too short (12 chars). Aim for 150–160 characters.		40
 Page Speed		100
 Heading Structure (H1)		100
 robots.txt		100
 XML Sitemap Create an XML sitemap and submit it to Google Search Console.		0
 Canonical URL Add a canonical URL tag to prevent duplicate content issues.		0
 Structured Data Add structured data (JSON-LD) to help search engines understand your content and enable rich results.		0
 Image Alt Tags		100
 Open Graph Tags Add Open Graph tags (og:title, og:description, og:image) to improve how your page appears when shared on social media.		0