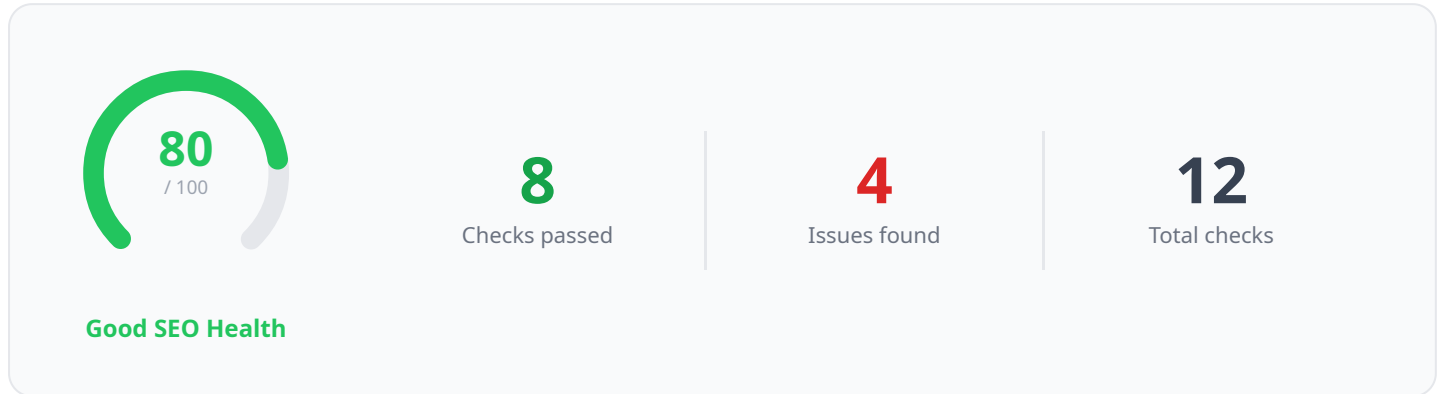


AUDITED URL

<https://patagonia.com>



PRIORITY ACTION ITEMS

- 1** **Heading Structure (H1)** Score: 50

Found 2 H1 tags. Use only one H1 per page.

One H1 per page helps search engines understand your page's main topic. Multiple H1s dilute your SEO signal.
- 2** **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.
- 3** **Image Alt Tags** Score: 86

1 of 7 images are missing alt text. Add descriptive alt attributes.









Alt text describes images to search engines and improves accessibility. It also ranks in image search.
- 4** **Open Graph Tags** Score: 33

Add missing Open Graph tags: og:description, og:image. These improve social sharing.

Open Graph tags control how your page appears when shared on social media (LinkedIn, Twitter, Facebook).

ALL CHECKS (12 TOTAL)

| CHECK                     | RECOMMENDATION | SCORE |
|---------------------------|----------------|-------|
| ✓ <b>HTTPS / SSL</b>      |                | 100   |
| ✓ <b>Mobile Friendly</b>  |                | 100   |
| ✓ <b>Title Tag</b>        |                | 100   |
| ✓ <b>Meta Description</b> |                | 100   |

| CHECK  | RECOMMENDATION | SCORE      |
|--|----------------|------------|
|  <b>Page Speed</b>   |                | <b>100</b> |
|  <b>Heading Structure (H1)</b><br>Found 2 H1 tags. Use only one H1 per page.                                    |                | <b>50</b>  |
|  <b>robots.txt</b>  |                | <b>100</b> |
|  <b>XML Sitemap</b><br>Create an XML sitemap and submit it to Google Search Console.                            |                | <b>0</b>   |
|  <b>Canonical URL</b>   |                | <b>100</b> |
|  <b>Structured Data</b>   |                | <b>100</b> |
|  <b>Image Alt Tags</b><br>1 of 7 images are missing alt text. Add descriptive alt attributes.                   |                | <b>86</b>  |
|  <b>Open Graph Tags</b><br>Add missing Open Graph tags: og:description, og:image. These improve social sharing. |                | <b>33</b>  |