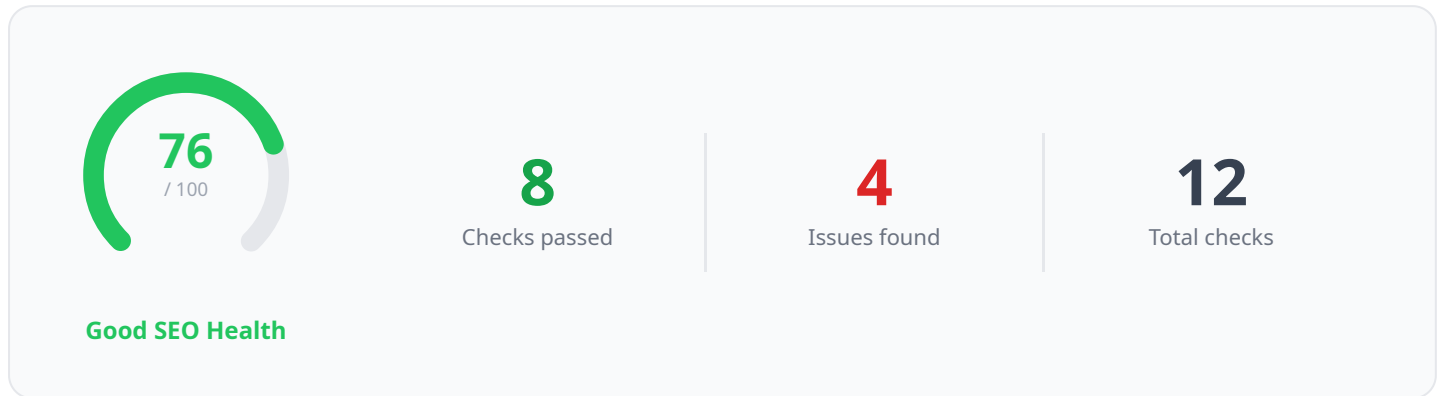


AUDITED URL

<https://glossier.com>



PRIORITY ACTION ITEMS

- 1 Title Tag** Score: 40

Title is too short (8 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 (8 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 Heading Structure (H1)** Score: 0

Add one H1 tag. Every page should have exactly one H1 heading.



















One H1 per page helps search engines understand your page's main topic. Multiple H1s dilute your SEO signal.
- 4 Image Alt Tags** Score: 53

22 of 47 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.

ALL CHECKS (12 TOTAL)

| CHECK                    | RECOMMENDATION  | SCORE |
|--------------------------|---|-------|
| ✓ <b>HTTPS / SSL</b>     |   | 100   |
| ✓ <b>Mobile Friendly</b> |   | 100   |
| ✗ <b>Title Tag</b>       | Title is too short (8 chars). Aim for 50–60 characters. | 40    |

| CHECK   | RECOMMENDATION | SCORE   |
|---|----------------|---|
|  <b>Meta Description</b><br>Meta description is too short (8 chars). Aim for 150–160 characters.  |                |  40   |
|  <b>Page Speed</b>   |                |  100 |
|  <b>Heading Structure (H1)</b><br>Add one H1 tag. Every page should have exactly one H1 heading. |                |  0   |
|  <b>robots.txt</b>   |                |  100 |
|  <b>XML Sitemap</b>  |                |  100 |
|  <b>Canonical URL</b>  |                |  100 |
|  <b>Structured Data</b>  |                |  80  |
|  <b>Image Alt Tags</b><br>22 of 47 images are missing alt text. Add descriptive alt attributes.  |                |  53  |
|  <b>Open Graph Tags</b>  |                |  100 |