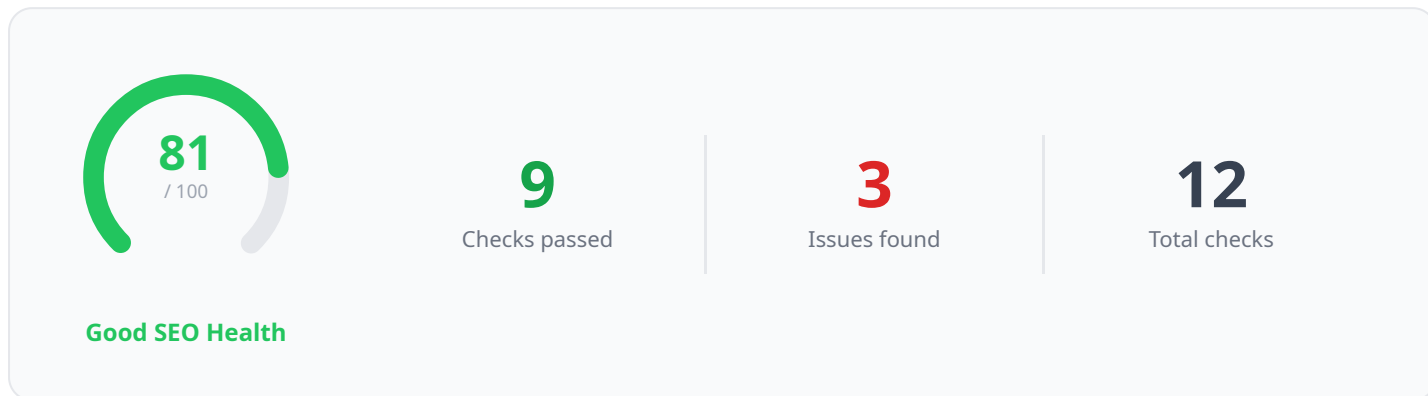


AUDITED URL

https://allbirds.com

















PRIORITY ACTION ITEMS

- 1 Heading Structure (H1)** Score: 50
 Found 3 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 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.
- 3 Image Alt Tags** Score: 31
 77 of 111 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
✓ HTTPS / SSL		100
✓ Mobile Friendly		100
✓ Title Tag		100
✓ Meta Description		100
✓ Page Speed		100

CHECK	RECOMMENDATION	SCORE
 Heading Structure (H1) Found 3 H1 tags. Use only one H1 per page.		 50
 robots.txt		 100
 XML Sitemap		 100
 Canonical URL		 100
 Structured Data Add structured data (JSON-LD) to help search engines understand your content and enable rich results.		 0
 Image Alt Tags 77 of 111 images are missing alt text. Add descriptive alt attributes.		 31
 Open Graph Tags		 100