

# Your Agency Report

Example Store | <https://example.com>  
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62.0/100

8 products • 3 collections • 14 issues

5 Critical

6 Warnings

3 Info

## AGENCY ASSESSMENT

Your store has a solid structural foundation and competitive pricing strategy, but your product presentation is significantly holding back your potential. The biggest issues are in product descriptions and internal linking, both of which are critical for search visibility and customer decision-making. We've identified 5 critical problems that need immediate attention before you can expect meaningful growth in traffic and conversions.

## D Images - 55.0% (14/24 passed, 3 issues)

- 4 products have images smaller than 800x800px [Quick fix]
  - /products/classic-tee
  - /products/canvas-bag
  - /products/wool-cap
  - /products/linen-shirt
- 6 products are missing alt text on all images [Quick fix]
  - /products/canvas-bag
  - /products/denim-jacket
  - /products/wool-cap
  - /products/linen-shirt
  - /products/leather-belt
  - + 1 more
- 3 product images exceed 2MB and will slow page load [Quick fix]
  - /products/denim-jacket (3.1MB)
  - /products/merino-sweater (2.4MB)
  - /products/leather-belt (2.2MB)

## F Descriptions - 48.0% (4/8 passed, 2 issues)

- 3 products have no description at all [Moderate]
  - /products/canvas-bag
  - /products/wool-cap
  - /products/leather-belt
- 4 products have descriptions under 50 words [Quick fix]
  - /products/classic-tee
  - /products/linen-shirt
  - /products/merino-sweater
  - /products/denim-jacket

## D SEO - 68.0% (11/15 passed, 3 issues)

- Homepage is missing a meta description [Quick fix] <https://example.com>
- 2 collection pages have no title tag [Quick fix]
  - /collections/new-arrivals
  - /collections/sale
- 5 products are missing structured data markup [Needs developer]
  - /products/classic-tee
  - /products/canvas-bag
  - /products/denim-jacket
  - /products/wool-cap
  - /products/linen-shirt

## B Pricing - 82.0% (7/8 passed, 2 issues)

- 2 products have a compare-at price set lower than the current price [Quick fix]
  - /products/canvas-bag (\$29 sale, \$24 compare-at)
  - /products/linen-shirt (\$89 sale, \$75 compare-at)
- 3 products are missing compare-at pricing — customers can't see the discount [Quick fix]
  - /products/classic-tee
  - /products/wool-cap
  - /products/leather-belt

## F Links - 52.0% (7/12 passed, 2 issues)

- Navigation contains 2 broken links returning 404 [Quick fix]
  - <example.com/pages/size-guide> (404)
  - <example.com/collections/archive> (404)
- 3 product descriptions contain links to pages that no longer exist [Moderate]
  - /products/merino-sweater → /pages/care-guide (404)
  - /products/denim-jacket → /blogs/news/styling-tips (404)
  - /products/classic-tee → /pages/returns (404)

## B Structure - 85.0% (7/8 passed, 2 issues)

- 1 collection has no products assigned to it [Quick fix]
  - /collections/new-arrivals
- Product tags use 12 inconsistent variations of similar terms (e.g. 'mens', 'men', 'men\'s', 'Mens') [Quick fix]