

Design-led e-commerce brand

D2C and B2B e-commerce, India · Wix · Aug 2026

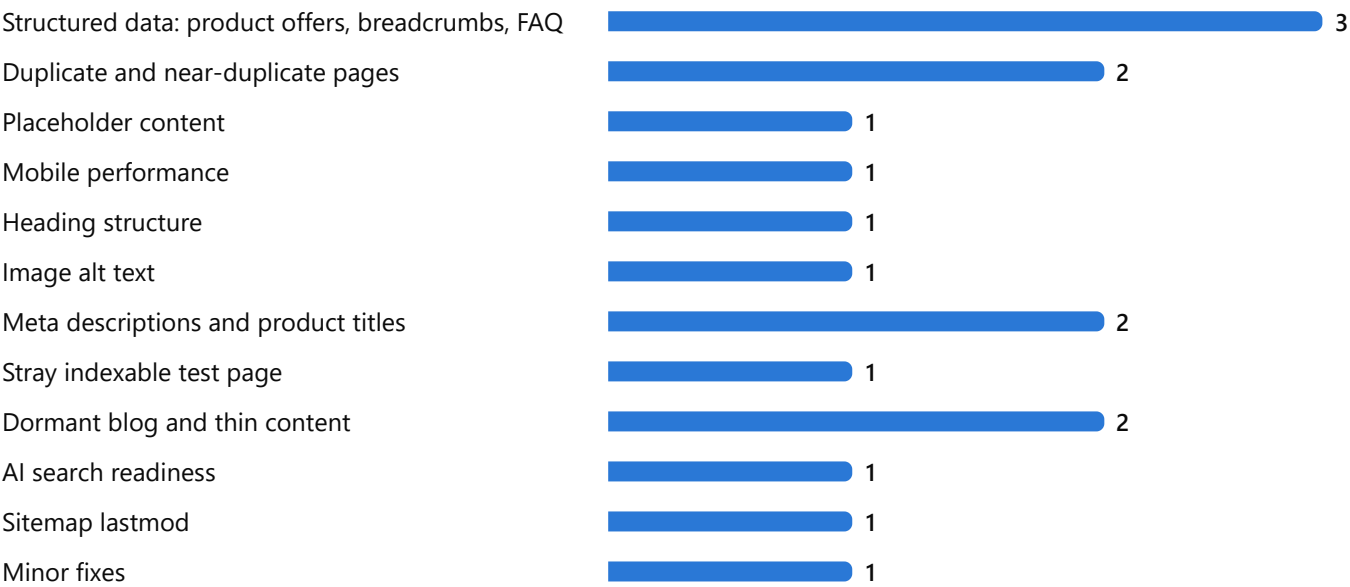
Full-site technical, on-page, content, schema and performance audit, with every content page crawled and a random sample of product pages checked.

Audit delivered; implementation not recorded.

~55

pages audited

FINDINGS BY CATEGORY



BY SEVERITY



WHAT THE AUDIT FOUND

- Product offer markup used the wrong property casing, so price and availability were unreadable on every product — traced to a custom override, not the platform.
- The live FAQ page was unedited site-builder placeholder text, and it was in the sitemap.
- Mobile LCP was well over Google's threshold; the server was fast, so the cause was client-side script weight.
- Most pages had no H1 and most images had empty alt text, including every thumbnail on the main category page.
- Gallery pages carried identical body text, and a retired copy of the main category page was still in the sitemap.

CHECKED BEFORE IT SHIPPED

One apparent crawler block turned out to be rate-limiting caused by the audit itself, and was rejected before it reached the report.

DELIVERED

- Full audit report with a weighted health score
- Prioritised action plan: immediate, quick wins, strategic
- Unknowns and follow-ups table
- Pre-change baseline

Anonymised: the client is described by sector only. No client name, website address, page URL or quoted copy is included, and no traffic, ranking or conversion figure is claimed.