

SEO Quick Audit — Work Order

Scope: your homepage + 4 key pages sampled · 20 on-page checks + Google Lighthouse mobile + Chrome UX Report · page numbers in the footer · FACT = measured live · effort/impact are labelled estimates

TECHNICAL HEALTH 60/100 From 8 measured issues across your audited pages — nothing estimated. Same engine, same crawl.	BUSINESS VALUE (STRONG) 88/100 Weighted from the measured gaps in this crawl only — not a full business valuation.
---	--

Two scores, two jobs: technical health counts what is broken today; business value weights each measured gap by what it blocks commercially (indexing, clicks, speed, conversion path).

1. Executive Summary — read this page only if you are busy

Current state	Technical health 60/100 — (85+ = healthy; 70-84 = fair; below 70 = needs work). 8 issues measured on your live store. All values in this report are measured from your actual pages plus Google Lighthouse (mobile) — no traffic or revenue estimates
3 fixes that matter	1. Title length is 77 characters (target 50-70) 2. No H1 heading on the page 3. 5 of 297 images are missing alt text
What it costs you	You have 8 measured issues. The order below is by impact. Where items share the same severity grade, they are sequenced by effort — quickest meaningful win first (CRITICAL x3, IMPORTANT x3, NOTE x2, — so the first item is where your time returns the most.
Next step	Work through Section 4 top to bottom. Every fix lists the exact path in Shopify (Online Store → Themes → Edit code). Re-scan free at seoscanaudit.com after fixing to verify.

2. Your work order — one table, nothing withheld

#	Fix (measured)	Severity	Effort	Exact location in Shopify	Verify by
1	Title length is 77 characters (target 50-70)	CRITICAL	30 min	Online Store → Preferences → Homepage title	Free re-scan: issue gone
2	No H1 heading on the page	CRITICAL	30 min	Online Store → Themes → Edit code → templates/index.json	Free re-scan: issue gone
3	5 of 297 images are missing alt text	CRITICAL	2 hrs	Online Store → Themes → Edit code → Assets	Free re-scan: issue gone
4	Meta description is 303 characters (target 70-160)	IMPORTANT	15 min	Online Store → Preferences → Meta description	Free re-scan: issue gone
5	No Open Graph tags (og:title)	IMPORTANT	20 min	Online Store → Preferences → Social sharing	Free re-scan: issue gone
6	No H2 subheadings	IMPORTANT	30 min	Online Store → Themes → Edit code → templates/index.json	Free re-scan: issue gone
7	No FAQPage structured data	NOTE	1 hr	Install a structured-data app (e.g. JSON-LD for SEO)	Free re-scan: issue gone

#	Fix (measured)	Severity	Effort	Exact location in Shopify	Verify by
8	Excessive internal links (253) on one page	NOTE	30 min	Online Store → Navigation → Main menu	Free re-scan: issue gone

Section 4 carries the evidence and the exact words to paste; this table is the one to keep open in the Shopify admin.

3. Click Leakage — where shoppers click away instead of clicking you

GOOGLE SHOWS SHOPPERS THIS TODAY [FACT: rendered from your live tags, mobile cut-off]

MiAMORE PETS | Pet Boutique & Dog Grooming in Blue Bell, PA

Title: 59 characters (-1 cut off) · Description: 303 characters (148 cut off)

miamorepets.com

MiAmore Pets is a modern pet boutique and dog grooming studio rooted in discernment and design. We curate premium dog apparel, refined accessories, home ...

Measured leaks:

- Your meta description runs 303 characters — Google shows about 155, cutting it off mid-sentence

Direction, not a promise: the same ranking can earn more clicks when the listing is fully visible and reads as a reason to buy. The exact lift depends on your traffic.

4. Your Fixes in Detail

Fix 1 · Title length is 77 characters (target 50-70) · CRITICAL

Measured: the <title> on <https://miamorepets.com/products/3-in-1-city-dog-leash> is 77 characters.

What this means for your store: The title is the line shoppers read in search results; when it is wrong or cut off, the click goes to a competitor.

Where: Online Store → Preferences → Homepage title

How: Rewrite the title to 50-70 characters: product category first, then brand. Keep one per page.

If you don't fix it: Google truncates titles over ~65 chars. You lose control of the most-read line about your store — the line that decides whether a searcher clicks you or a competitor.

Fix 2 · No H1 heading on the page · CRITICAL

Measured: 0 H1 elements on <https://miamorepets.com/collections/best-of-sale> (2 of 5 pages)

What this means for your store: A single clear H1 tells Google and shoppers what the page sells; duplicates dilute both.

Where: Online Store → Themes → Edit code → templates/index.json

How: Keep exactly one H1 per page and make it name the product or collection.

If you don't fix it: Without a clear H1, Google and visitors can't tell what the page mainly sells — weaker rankings and confused visitors.

Fix 3 • 5 of 297 images are missing alt text • **CRITICAL**

Measured: 5 of 297 tags on <https://miamorepets.com/> have no alt text (2 of 5 pages)

What this means for your store: Alt text is how Google Image search and screen readers understand your product photos.

Where: Online Store → Themes → Edit code → Assets

How: Add descriptive alt text to every product image; leave alt="" only for decorative graphics.

If you don't fix it: *Images without alt text are invisible to Google Image search — a top shopping discovery channel.*

Fix 4 • Meta description is 303 characters (target 70-160) • **IMPORTANT**

Measured: meta description is 303 characters on <https://miamorepets.com/>.

What this means for your store: The description decides whether a searcher clicks your listing or scrolls past it.

Where: Online Store → Preferences → Meta description

How: Write a 120-155 character description that states what you sell, who it is for, and one reason to click.

COPY-PASTE READY — each fits under 155 characters:

MiAmore Pets is a modern pet boutique and dog grooming studio rooted in discernment and design. See the full range at Miamorepets. (130 chars)

Shop MiAMORE PETS — see the range, compare options, and order in minutes at Miamorepets. (88 chars)

If you don't fix it: *Google truncates the description mid-sentence; your best selling line never fully shows in search results.*

Fix 5 • No Open Graph tags (og:title) • **IMPORTANT**

Measured: 0 og:title tags on <https://miamorepets.com/> (5 of 5 pages)

What this means for your store: Open Graph tags decide how your link looks when a buyer shares it in WhatsApp, Slack or email.

Where: Online Store → Preferences → Social sharing

How: Add og:title, og:description and a 1200x630 og:image so shared links render as a card.

COPY-PASTE READY — pick ONE route, not both: (a) paste these tags inside <head> in layout/theme.liquid, or (b) use Online Store → Preferences → Social sharing image if your theme already renders og tags:

```
<meta property="og:title" content="MiAMORE PETS | Pet Boutique & Dog Grooming in Blue Bell, PA">
<meta property="og:description" content="MiAmore Pets is a modern pet boutique and dog grooming studio rooted in discernment and design. We curate premium dog apparel, refined accessories, home co">
<meta property="og:image" content="https://miamorepets.com/social-share-1200x630.jpg">
<meta property="og:url" content="https://miamorepets.com/">
<meta property="og:type" content="website">
```

The image line needs a real 1200×630 image file — upload yours in Content → Files and swap the URL.

If you don't fix it: *Links shared on WhatsApp/Facebook/LinkedIn show no preview — shares look broken and get fewer clicks.*

Fix 6 • No H2 subheadings • IMPORTANT

Measured: 0 H2 elements on <https://miamorepets.com/collections/best-of-sale>.

What this means for your store: Subheadings let skimmers find the answer; a wall of text loses the sale.

Where: Online Store → Themes → Edit code → templates/index.json

How: Break the page into 3-6 H2 sections, each answering one buying question.

If you don't fix it: *This issue compounds over time — fixing it now is cheaper than later.*

Fix 7 • No FAQPage structured data • NOTE

Measured: 0 FAQPage entities in the JSON-LD on <https://miamorepets.com/> (5 of 5 pages)

What this means for your store: FAQ markup is the cheapest way to take extra height in the search result.

Where: Install a structured-data app (e.g. JSON-LD for SEO)

How: Add a FAQPage block with the 5-8 questions buyers ask before purchase.

If you don't fix it: *Without Product schema, Google can't show price/availability rich results — less compelling listings.*

Fix 8 • Excessive internal links (253) on one page • NOTE

Measured: 253 internal links on <https://miamorepets.com/> (3 of 5 pages)

What this means for your store: Hundreds of links on one page spread authority thin and slow the page down.

Where: Online Store → Navigation → Main menu

How: Cut the footer/mega-menu to the pages that actually sell; move policy links to a single footer row.

If you don't fix it: *This issue compounds over time — fixing it now is cheaper than later.*

5. How Google Sees You Today — and After the Fixes

BEFORE — YOUR PAGE TODAY [FACT: rendered from your live tags]

MiAMORE PETS | Pet Boutique & Dog Grooming in Blue Bell, PA

MiAmore Pets is a modern pet boutique and dog grooming studio rooted in discernment and design. We curate premium dog apparel, refined accessories, home comforts, and elevated walk gear for style-forward pet parents, and offer full-service grooming and self-serve dog wash at our Blue Bell, PA location.

AFTER — SUGGESTED REWRITE

MiAMORE PETS | Pet Boutique & Dog Grooming in Blue Bell, PA

MiAmore Pets is a modern pet boutique and dog grooming studio rooted in discernment and design.

AFTER title: 59 chars (fits) · description: 95 chars (fits under 155)

The fixes above implement exactly these changes. Same ranking, more clicks — for free.

5c. What this report did NOT measure — read this before you spend a day on it

We would rather tell you the edges of this audit than let you assume it covers them. This report covers 10 on-page checks on 1 page (your homepage). Here is the honest boundary.

Not measured	Why it matters	How to get it (free where possible)
Traffic, sessions, revenue, conversion rate	We never had analytics access, so no number here is a revenue estimate	Google Analytics 4 (free) — read it before and after the fixes

Not measured	Why it matters	How to get it (free where possible)
Keyword rankings and impressions	A page can be technically clean and still rank for nothing worth having	Google Search Console (free) — Performance report, 30 days after fixing
Backlinks and domain authority	Off-page strength can outrank on-page perfection	Search Console → Links (free); paid tools only if you need competitor link gaps
Every page except the homepage	Product, collection and blog templates have their own titles, canonicals and schema	Work order items 1-8 first, then re-scan each money page the same way
Real-user speed (field data)	no field Core Web Vitals data was available, so all speed numbers are lab-only	Run the free scan again after fixing; the same lab engine reports the change

What we did measure: the 8 issues above plus the 10 on-page checks on your homepage — the same measured baseline quoted in Section 1. Nothing else was assumed.

Where to start: Online Store → Preferences for the title and meta fixes — that is the pair with the largest measured click effect. Log what you changed so the 30-day re-scan compares like with like.

6. What To Do Next — and When To Come Back

Phase	Days	Actions	Outcome you can verify
Today	first hour	Work order items 1-3 (start at Online Store)	Those items no longer appear on a free re-scan; Lighthouse scores improve
This week	days 2-7	Work order items 4-6	Google mobile performance score up (re-scan to confirm)
Keep	monthly	Items 7-8; monthly free re-scan	A monthly free re-scan confirms the fixes held; give Search Console 30 days before judging impressions

7. Your Checklist — tick as you go

Action	Verify by
1. Title length is 77 characters (target 50-70) Online Store → Preferences → Homepage title	Gone on the next free re-scan
2. No H1 heading on the page Online Store → Themes → Edit code → templates/index.json	Gone on the next free re-scan
3. 5 of 297 images are missing alt text Online Store → Themes → Edit code → Assets	Gone on the next free re-scan
4. Meta description is 303 characters (target 70-160) Online Store → Preferences → Meta description	Gone on the next free re-scan
5. No Open Graph tags (og:title) Online Store → Preferences → Social sharing	Gone on the next free re-scan
6. No H2 subheadings Online Store → Themes → Edit code → templates/index.json	Gone on the next free re-scan
7. No FAQPage structured data Install a structured-data app (e.g. JSON-LD for SEO)	Gone on the next free re-scan
8. Excessive internal links (253) on one page Online Store → Navigation → Main menu	Gone on the next free re-scan

Your US\$59 counts in full toward the store-wide Diagnostic (US\$397) — email us within 30 days of this report to apply it.

Business value score: 88/100 (strong)

This score weights each measured gap by what it blocks commercially, not by how many boxes are ticked. 8 measured gaps are open, worth 61 weighted points. Measured on miamorepets.com: title 59 characters, meta description 303 characters, 1 H1, 14 H2.

Value areas: indexability 100/100 · visibility 53/100 · speed 94/100 · content 100/100 · links 92/100

Measured gap	Priority	Evidence
Title length is 77 characters (target 50-70)	high	Measured: the <title> on /products/3-in-1-city-dog-leash is 77 characters.
No H1 heading on the page	high	Measured: 0 H1 elements on /collections/best-of-sale (2 of 5 pages)
Meta description is 303 characters (target 70-160)	medium	Measured: meta description is 303 characters on /.
5 of 297 images are missing alt text	high	Measured: 5 of 297 tags on / have no alt text (2 of 5 pages)
No Open Graph tags (og:title)	medium	Measured: 0 og:title tags on / (5 of 5 pages)
No FAQPage structured data	low	Measured: 0 FAQPage entities in the JSON-LD on / (5 of 5 pages)

First action: Online Store → Preferences → Homepage title. Every point above traces to a value returned by the crawler, not an estimate.

What doing nothing costs you

8 open gaps weigh 61 points in this scorecard (before any provisional cap). Measured baseline: title 59 characters, meta description 303 characters, 1 H1, 14 H2. The two highest-weight gaps above are the ones to fix first; both are editable in Online Store → Preferences → Homepage title. Re-scan after the change to confirm the score moves.

Expected effect is expressed as a range, population-level evidence, not a forecast for this store. Individual results may vary with traffic, niche and seasonality. **Next step:** fix the highest-weight gap, then re-scan to verify.

How your store compares

We checked 9510 live Shopify stores with the same parser we used on your store. Each row below is one check. The number is how many of those stores already get it right.

How to read this table

- **High percentage** means the Shopify theme already does it for almost everyone. Passing it is normal, not an achievement.
- **Low percentage** means almost nobody does it. A low number does not mean your store is broken — it means you are in the same boat as most stores, and fixing it moves you ahead.
- So: 96% of stores are missing product data. If you fix yours, you are in the top 4%.

Check	Stores passing	What it means
Product structured data	3.6%	Rare — fixing it puts you ahead
Offer structured data	3.9%	Rare — fixing it puts you ahead
FAQ structured data	3.2%	Rare — fixing it puts you ahead
Breadcrumb structured data	16.0%	Uncommon
Open Graph tags	92.4%	Theme default — table stakes
Canonical tag	96.9%	Theme default — table stakes

How this was measured. Each store was fetched twice, server-side: the homepage and its public product feed. The HTML was parsed for structured data blocks, canonical tags, Open Graph tags, headings and image alt attributes. Counts, not model scores.

What it does not tell you. We measured homepages. A store can carry Product markup on product pages and still fail here, so read a low number as "not visible from the homepage", not as "the developer forgot". Individual stores are not named in the study.

Study: 9510 live stores out of 10088 attempted, collected 20 October 2026. Dataset available on request — support@seoscanaudit.com.

Your fix pack

Everything that can be copy-pasted is in the attached text file **fix-pack-SAMPLE-82.txt**. This page tells you what is in it and what still needs a developer.

Item	What you get
Page title	Text to paste
Heading structure	Needs a theme edit
Meta description	Text to paste
Image alt text	Needs content work
Open Graph tags	Copy-paste code
FAQ structured data	Needs a developer
Subheadings	Needs a theme edit
Internal links	Needs content work

How to use it

1. Open the text file and find the section you want.
2. Copy everything between BEGIN COPY and END COPY.
3. Follow the WHERE line, then do the VERIFY check.

No developer support is included. Nothing here requires access to your Shopify admin from us — you or your developer paste it.