

# *Om-Audit*

*Marketing Online*

Comprehensive audit

<https://moonrisecrystals.com/>



# Contents

<b>Behavioral Factors Analysis .....</b>	<b>6</b>
The main pages of the user visits.....	7
Audience. Age .....	8
Audience. Gender.....	9
Scroll Map Analysis.....	10
Heat Map Analysis.....	28
Browsers.....	38
Main devices used.....	39
<b>Usability analysis .....</b>	<b>40</b>
Website responsiveness for different screen resolutions .....	41
Search form .....	45
Category pages. Hints.....	46
Category pages. Filters. Hover .....	47
Current menu item.....	48
Required fields .....	51
Validating form data before submitting it to the server .....	53
Information about the data that must be entered in the form field .....	55
Prompts for incorrect form filling .....	58
Form field signature .....	60
Authorization via social networks and mail services .....	62
Site footer. Company/store address .....	64
"Back to top" button .....	65
Category pages. Filters. Filter selection .....	67
Page "COMPLETE GUIDE TO CRYSTALS". Search form .....	69
Page "COMPLETE GUIDE TO CRYSTALS". Sorting by stones.....	71
Article pages. Block "EXPLORE CRYSTALS WITH SIMILAR ENERGIES" .....	73
Pages of the section "FEEL LOVED CRYSTAL STORIES" .....	75
Article pages. Content.....	77
Site header .....	79
Category pages. Filter.....	81
Category pages. Spacing between product cards .....	82
Annotations for materials .....	83
Go to the material page .....	85
Article pages. Images .....	87
Article pages. Tables.....	88
Article pages. Block "EXPLORE CRYSTALS WITH SIMILAR ENERGIES" .....	90

Article pages. Links to PDF .....	91
Pages of the "FEEL LOVED CRYSTAL STORIES" section. "Healing, Mineralogy, and History" .....	92
<b>Conversion elements analysis .....</b>	<b>93</b>
Main menu. "CONTACT" .....	94
Product cards. Information about delivery .....	95
Product cards. Location of the "Add to cart" button .....	96
Product cards. "Similar products" .....	97
Placing an order. Block with total amount.....	98
Registration on the site .....	99
Site header. "Wishlist" .....	101
Site header. Cart icon .....	103
Contact information on the first screen.....	105
Request a call back.....	107
Online consultant .....	109
Home page. Banners. Content .....	111
Home page. Blocks "Bestsellers", "Promotions / Sale", "New" .....	113
"Shop" page. First screen .....	115
Category pages. Direct transition to category page.....	117
Category pages. Sorting: "ON SALE", "NEW ARRIVALS" .....	119
Category pages. "Add to Whishlist».....	121
Category pages. Quantity selection .....	123
Category pages. Choice of options.....	125
Category pages. The price of the product.....	127
Category pages. "Add to Cart" .....	129
Category pages. "1-Click order" .....	131
Product cards. First screen .....	133
Product cards. Basic characteristics in the first screen .....	135
Product cards. Size chart.....	138
Product cards. Add to Wishlist .....	140
Product cards. Adding to Wishlist. Go to the "Wishlist" page .....	142
Product cards. Adding to Wishlist. Correct operation .....	144
Product cards. Size selection.....	148
Product cards. "1-Click order" .....	150
Product cards. Product information.....	152
Product cards. Structure of information arrangement .....	155
Product cards. "Similar Products" .....	158
«Wishlist" .....	160
Action after ordering the product (adding to the cart).....	162

Shopping cart. Recalculation of the amount.....	164
Cart. Delivery calculation .....	166
Cart. Data checking .....	168
Order processing. City selection .....	170
Placing an order. Updating parameters when filling out the form.....	172
Article pages. Block with a button to go to the store .....	175
Category pages. First screen .....	177
Category pages. Sorting .....	179
Category pages. Call for the use of filters .....	180
Category pages. Interacting with filters .....	181
Category pages. Go to the product card .....	182
Product cards. Enlarging Images .....	184
Product cards. Distance between price and button to add item to cart .....	185
Product cards. "Similar Products" .....	187
"Cart" page.....	188
Checkout page.....	191
Checkout page. Block with total amount.....	192
Checkout page. Block with payment options.....	193
<b>Internal optimization analysis .....</b>	<b>194</b>
Home page performance .....	195
Page response time.....	196
Rel = "canonical" attribute .....	197
Expires header.....	198
Last-Modified Header.....	199
The Robots.txt file .....	200
The sitemap.xml file .....	203
Outbound links .....	204
Text on category pages .....	205
Quality of texts on category pages.....	208
Links from category pages.....	209
Articles.....	210
Empty Category Pages.....	211
Meta-tag "TITLE" .....	213
Meta-tag «DESCRIPTION» .....	217
H-1 headers .....	219
Duplicate h-1 in title tag.....	221
Framing identical elements with heading tags h1, h2, h3, h4 .....	222
Broken links.....	223

Alt attribute for images .....	224
Internal optimization. Conclusion .....	225
<b>External optimization analysis.....</b>	<b>226</b>
Snippets. Google .....	227
Mentioning the site in blogs.....	228
Links to the site from trust sites of similar subjects.....	229
Distribution of external links .....	230
Site link profile .....	231
<b>Semantic core analysis .....</b>	<b>233</b>
Semantic core (list of search queries) .....	234
The current visibility of the site in the Google search engine for promoted queries .....	235
The current visibility of the site in the Bing search engine for promoted queries .....	236

# Behavioral Factors Analysis

# The main pages of the user visits

## Behavioral Factors Analysis



### The main entry pages are the content pages

Landing page		↓ Session	Users	New users	Average interaction time per session	Key Events All events	Total income	Share of sessions with key events All events
		81 567 100% of the total	62 861 100% of the total	61 333 100% of the total	1 min 35 sec. Avg. +0%	4 509,00 100% of the total	17 955,15 \$ 100% of the total	1,18 % Avg. +0%
1	/	5 079	3 208	2 717	3 min 15 sec.	1 440,00	5 956,90 \$	5,38 %
2	(not set)	4 410	2 974	85	19 sec.	0,00	0,00 \$	0 %
3	/green-fluorite-meaning	2 511	2 323	2 233	1 min 00 sec.	6,00	0,00 \$	0,08 %
4	/dragons-blood-jasper-meaning	1 453	1 280	1 202	1 min 27 sec.	5,00	0,00 \$	0,14 %
5	/silver-sheen-obsidian-meaning	1 363	1 210	1 144	1 min 22 sec.	0,00	0,00 \$	0 %
6	/peach-moonstone-meaning	1 228	1 141	1 068	1 min 25 sec.	0,00	0,00 \$	0 %
7	/blue-aventurine-meaning	1 224	1 125	1 073	1 min 07 sec.	1,00	0,00 \$	0,08 %
8	/shop	1 184	684	444	3 min 25 sec.	359,00	1 405,90 \$	8,53 %
9	/gold-sheen-obsidian-meaning	1 119	1 013	935	1 min 26 sec.	3,00	0,00 \$	0,18 %
10	/peacock-ore-meaning	1 067	1 013	971	1 min 10 sec.	1,00	0,00 \$	0,09 %



## Recommendations

### 1. Increase promotion of commercial pages

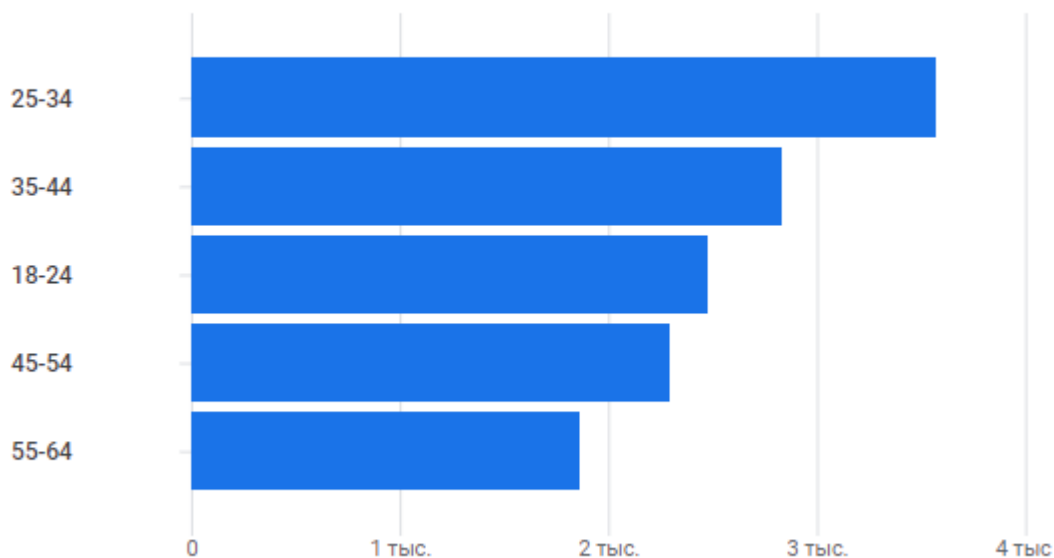
## Audience. Age

### Behavioral Factors Analysis



The site is viewed by almost all age groups of users

Users / Age



### Recommendations

1. Use the information for campaigns, marketing activities



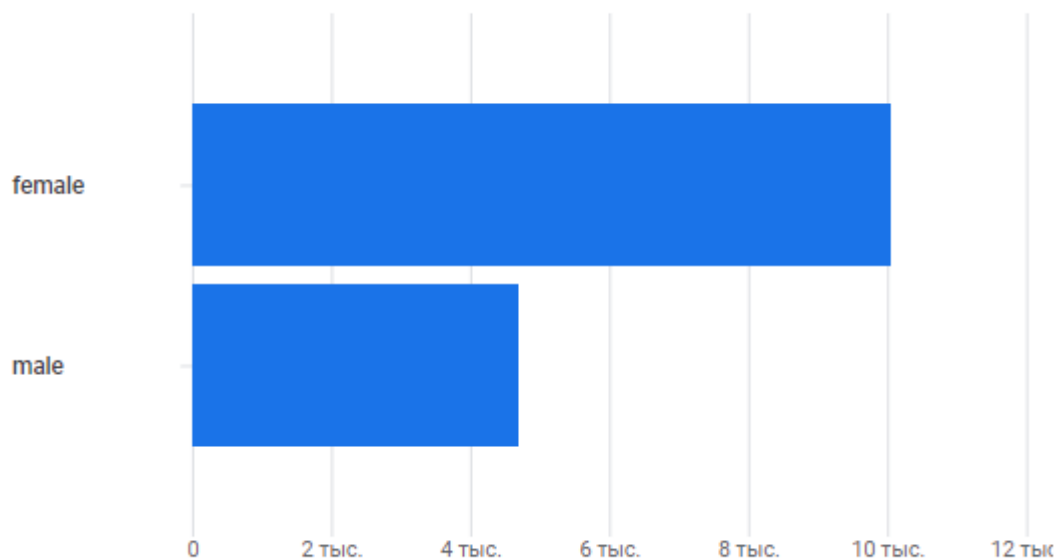
## Audience. Gender

### Behavioral Factors Analysis



Most of the visitors are women

Users / Gender



### Recommendations

1. Use the information for campaigns, marketing activities

# Scroll Map Analysis

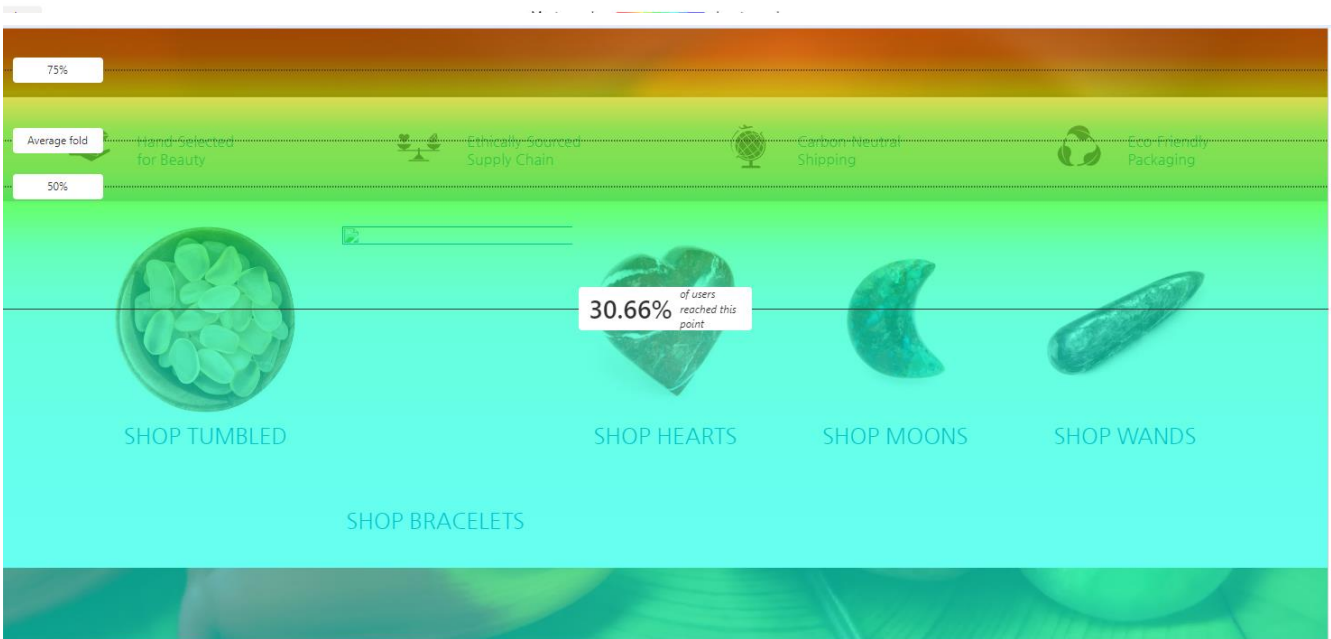
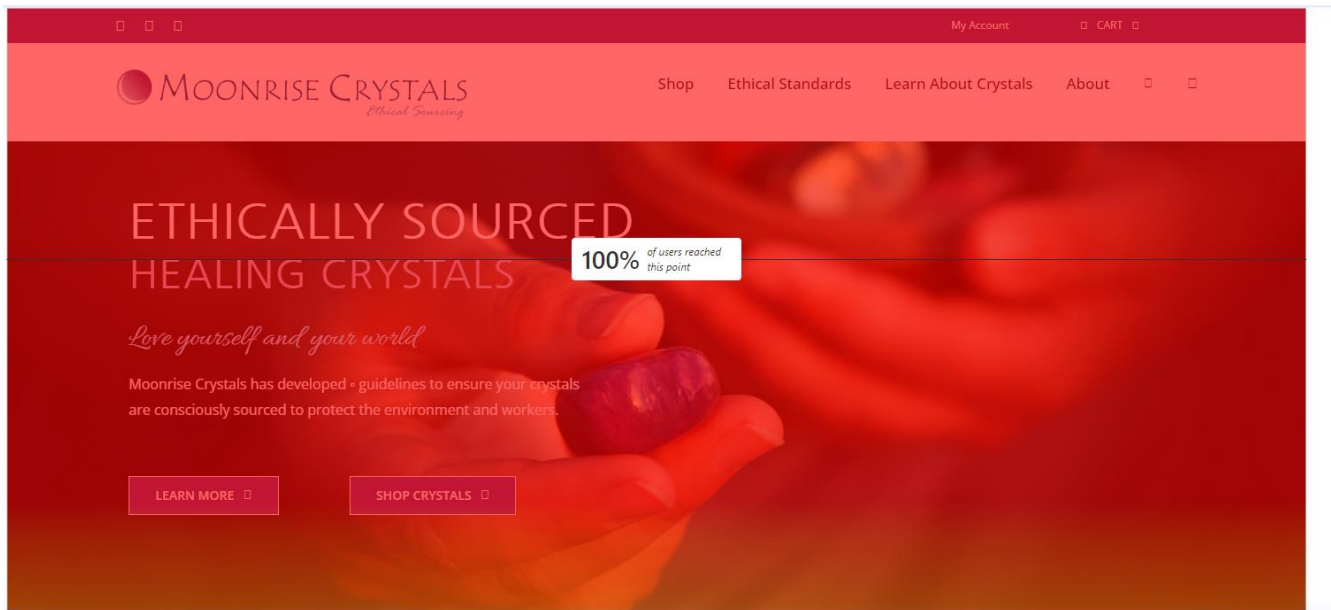
## Behavioral Factors Analysis

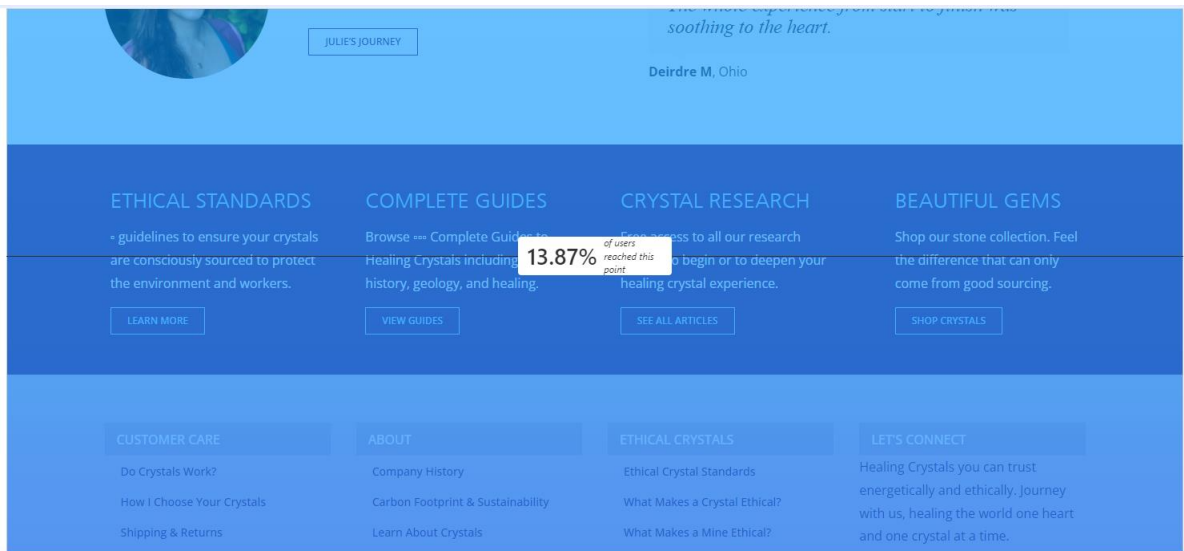
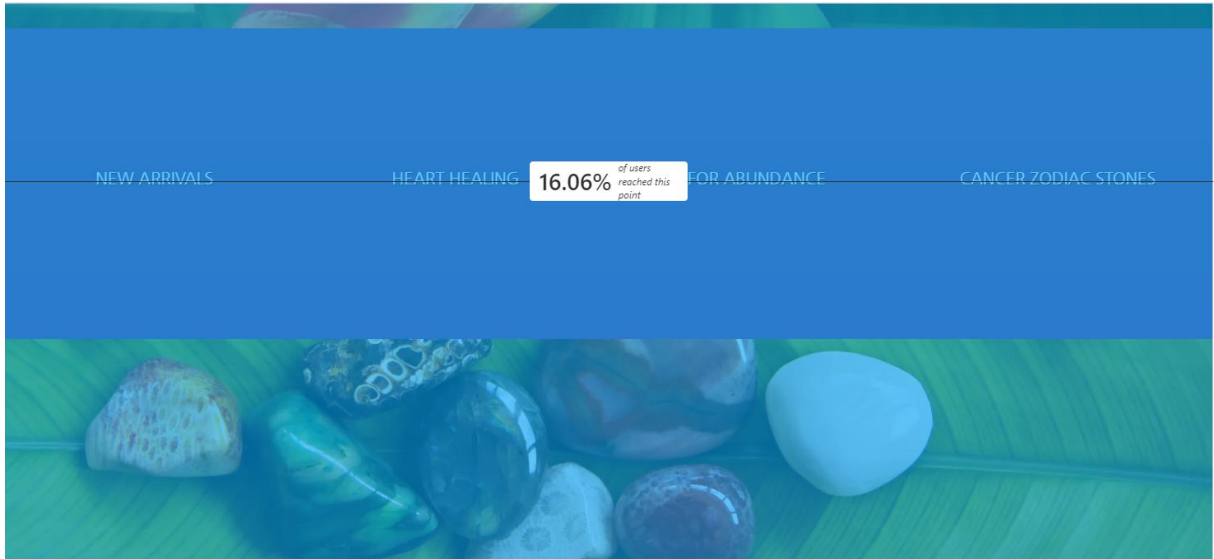


When visiting a site, the user does not view the entire landing page of the analyzed site

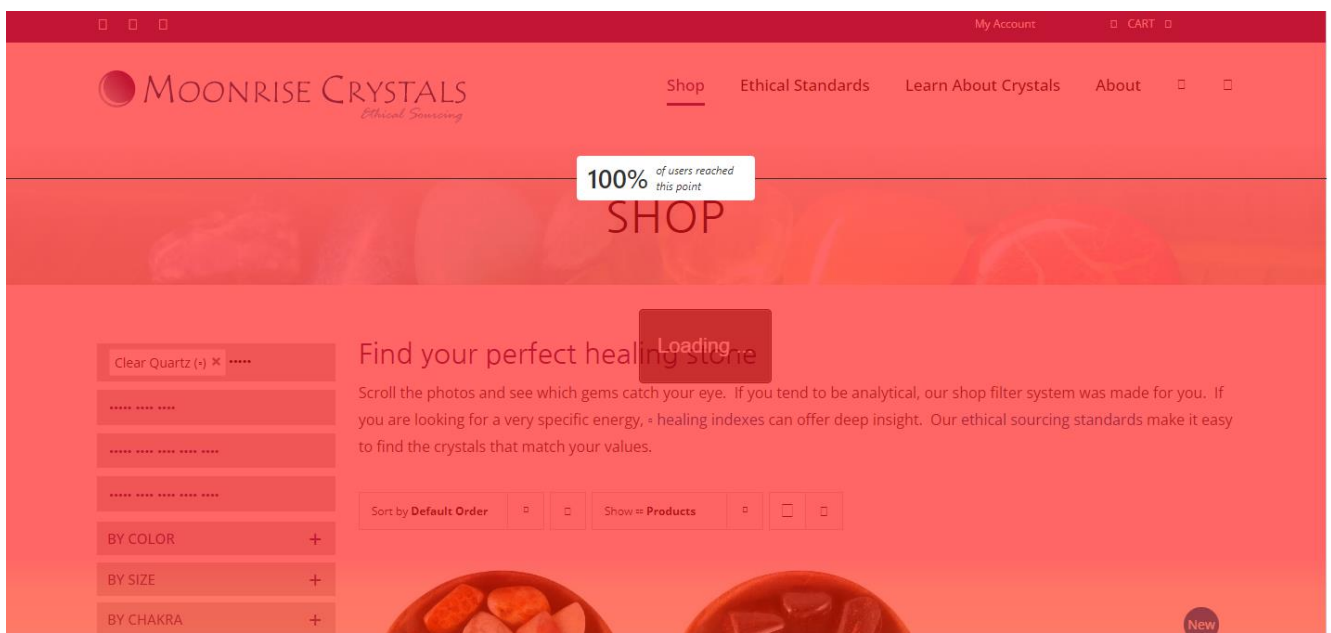
Desktop version

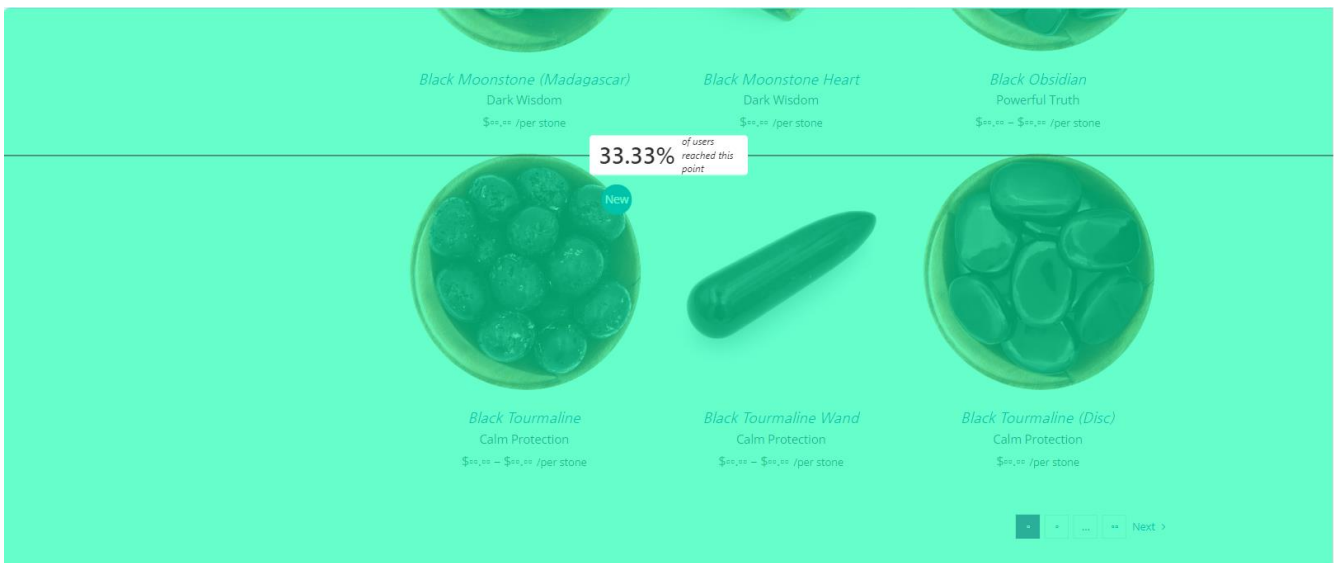
Home page





### Category Pages





Product Pages

My Account    CART

MOONRISE CRYSTALS    Shop    Ethical Standards    Learn About Crystals    About Us

Reviews

# Bismuth

\$00.00 - \$00.00 /per stone

Order now to get it Saturday, Jul \*\*\*

FAIR WAGES    SAFE FACTORY

**100%** of users reached this point

## Spiritual Connection

Feel connected, valued and truly seen. Move forward towards your real goals. Be comfortable with change and growth. Become more wise and spiritually grounded. Let Bismuth inspire graceful transformation!

## Bismuth Healing Properties

Confidence    Direction    Friendship    Relationships    Success

Transformation    Travel

I love it. I felt a connection immediately upon opening it. Packaging had alot of care put in.

**Jan M. (Missouri)** (verified owner) - November \*\*, \*\*\*\*

Thank you, the Bismuth is lovely!

**Camille M. (Illinois)** (verified owner) - November \*, \*\*\*\*

The seller has great taste when picking.Awesome sourcing. I luv it!

**Jennifer S. (Colorado)** (verified owner) - August \*\*, \*\*\*\*

**11.11%** of users reached this point

Bismuth is just such a neat crystal! The complex cry fascinate me. I watched a video online that shows how the crystals form. It was really cool! The pastel rainbow colors are very pretty too!

**Colton M (Arizona)** (verified owner) - September \*, \*\*\*\*

i recived a very powerful bismuth gemstone and its just amzing.

**Michelle V. (Georgia)** (verified owner) - August \*\*, \*\*\*\*

A+

Article pages

**MOONRISE CRYSTALS** Ethical Sourcing

Shop Ethical Standards Learn About Crystals About

# GREEN FLUORITE MEANING

Crystal Healing Energy, Geology, and History

Published September ••• Updated June ••• Read Time: • minutes

Fluorite comes in every shade of the rainbow. "Pure" Fluorite is a colorless mineral that, when exposed to ultraviolet light and radiation will give it various colors. Green is one of the more common shades of Fluorite. When someone mentions Fluorite's energy, they usually mean green or purple, although some people also mention blue. Green Fluorite is a wonderful stone for heart chakra and for organization. When life feels chaotic and out of control, Fluorite helps us to find a starting place and start cleaning up. The green variety is especially good when our relationships feel out of balance and its time to regroup and find a new balance.

**100%** of users reached this point

**CONTENTS:**

1. Meaning of Green Fluorite
  1. Spiritual Healing Energy
  2. Emotional Healing Energy
  3. Mental Healing Energy
  4. Physical Healing Energy
2. Geology of Green Fluorite
  1. Where does it come from?
  2. Mining and Treatments
  3. Mineral Family
  4. Formation and Crystal Associates
3. History of Green Fluorite

Average fold

75%

26 page views

Most popular Least popular

---

**MOONRISE CRYSTALS** Ethical Sourcing

Shop Ethical Standards Learn About Crystals About

Fluorite in particular is a good talisman for improving posture and mobility as well as for stomach cramps and intestinal problems.

## EXPLORE CRYSTALS WITH SIMILAR ENERGIES

These crystals have an energy similar to Green Fluorite

**42.31%** of users reached this point

Fuchsite Meaning Blue Fluorite Meaning

## GEOLOGY OF GREEN FLUORITE

Where does Green Fluorite come from?

Fluorite is found in many different colors worldwide, with green being a relatively common color. Notable deposits for vivid Green Fluorite are in Austria, Canada, China, France, Germany, Great Britain, Mexico, Morocco, Namibia, Pakistan, Portugal, Russia, and the United States.

Mining and Treatments

Fluorite was first used to refine metals. In 1869, Fluorite was responsible for first demonstrating the phenomenon of fluorescence – a bright glow that some objects emit when exposed to ultraviolet light (black light). It was at this point that Fluorite was recognized as a distinct mineral, and it immediately became a favorite stone for natural history museums and collectors of all sorts.

**Fluorescent minerals under UV light**

Green is one of the most common shades of Fluorite. Pure Fluorite is actually colorless, the many different colors are caused by a combination of trace impurities and radiation. Most of the time, Fluorite crystals usually form in a single uniform color, but sometimes they produce multiple shades, next to or on laying on top of each other. Green Fluorite is frequently found in Rainbow Fluorite. The color combination often gives experts a clue about where the crystal came from. For example, in China, Green Fluorite is striped with dark purple. In Argentina, it's mixed with a vibrant yellow.

**7.69%** of users reached this point

Find Your Perfect Stone

From • countries and • varieties, use our advanced filtering to find your perfect stone.

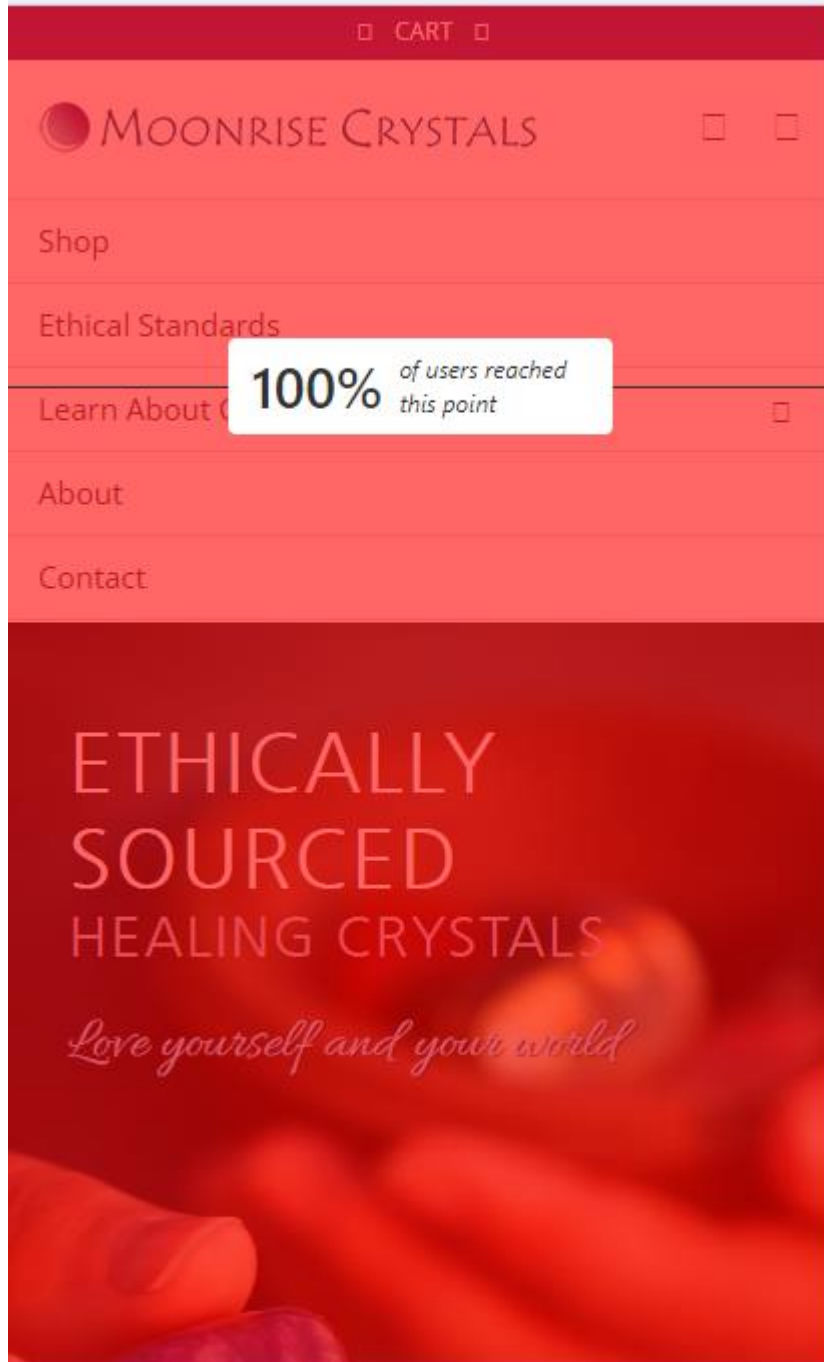
SHOP ALL CRYSTALS

Share This Story, Choose Your Platform!

26 page views

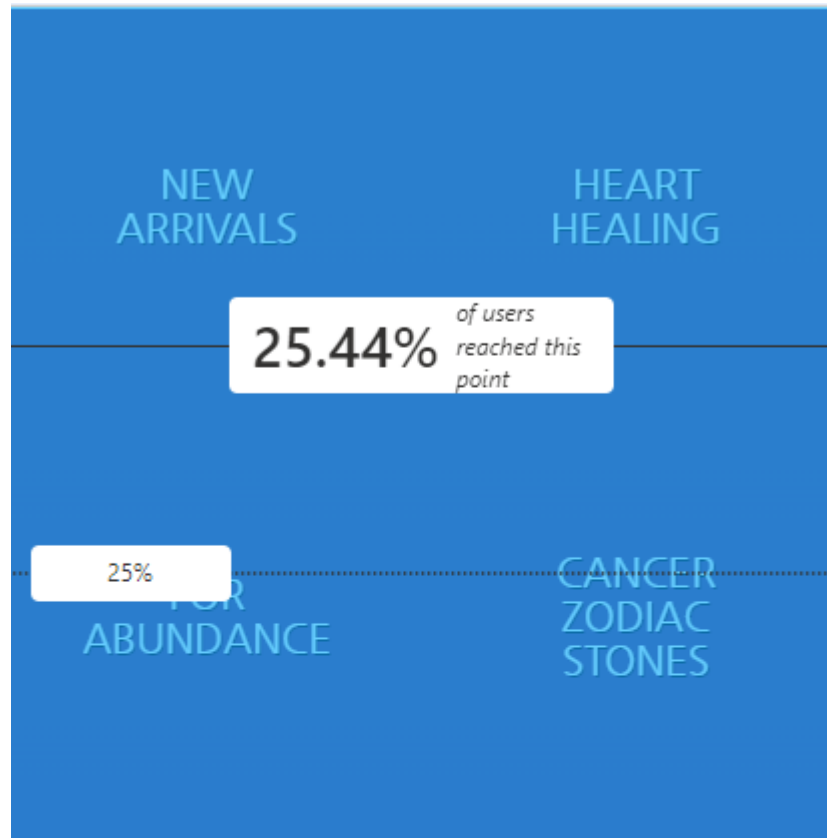
Most popular Least popular

Mobile version  
Home page









## Crystal Healing

Do crystals really work? Learn more here.

What are You Trying to Heal? Crystals are psychological tools that can be used for physical, mental, emotional, and spiritual wellness. By

Most popular  Least popular

guidelines to ensure your crystals are consciously sourced to protect the environment and workers.

[LEARN MORE](#)

### COMPLETE GUIDES

Browse our **14.91%** of users reached this point Healing Crystals including history, geology, and healing.


[VIEW GUIDES](#)

### CRYSTAL RESEARCH

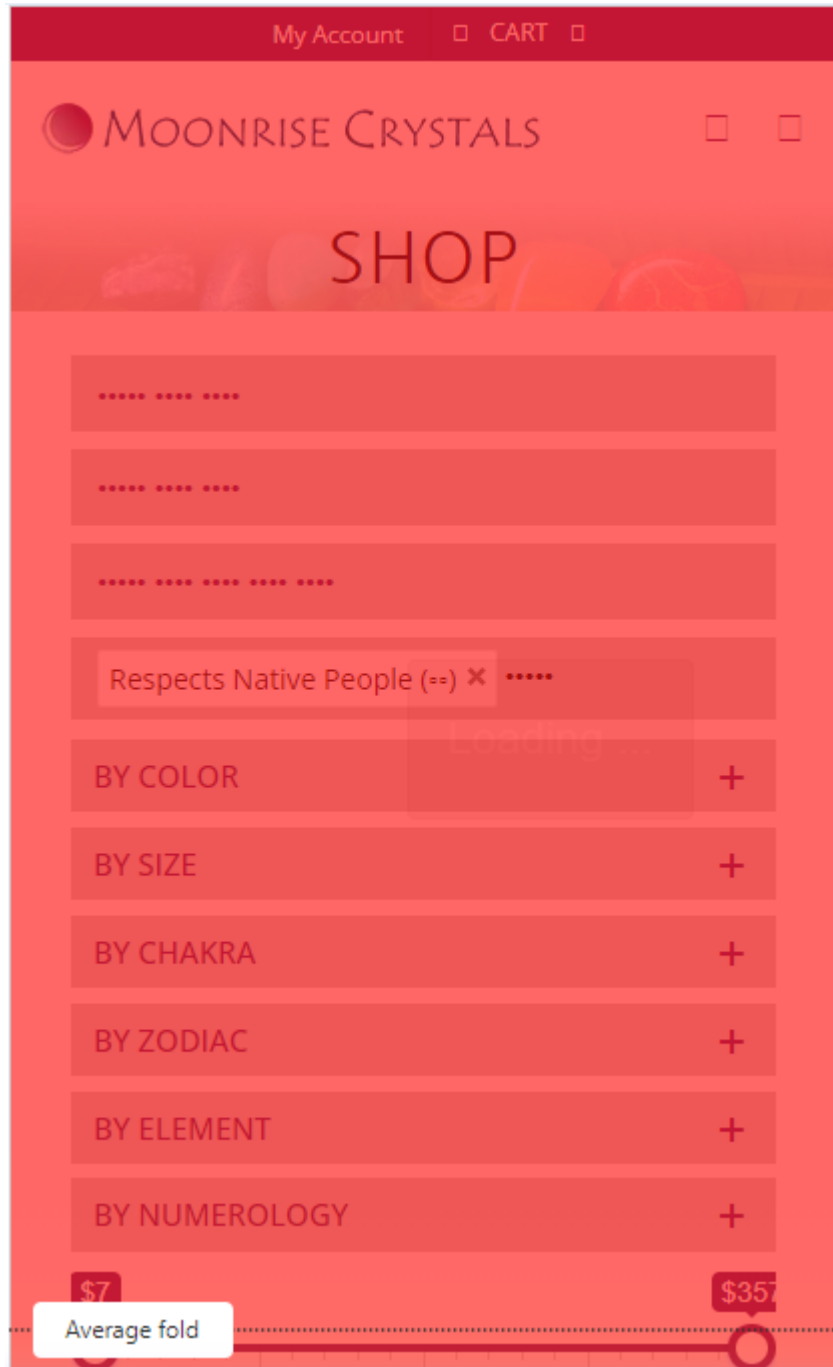
Free access to all our research articles to begin or to deepen your healing crystal experience.

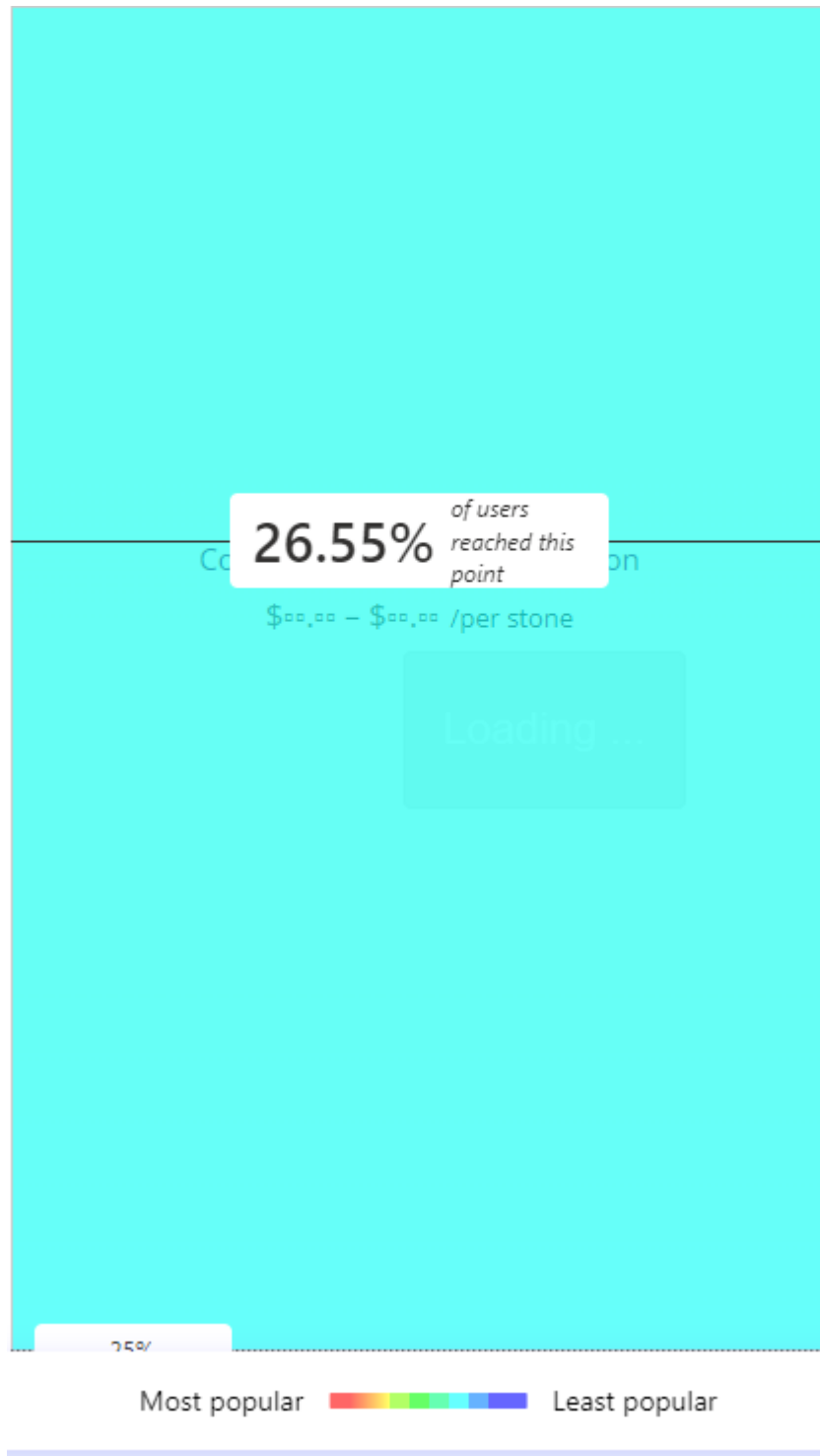
[SEE ALL ARTICLES](#)

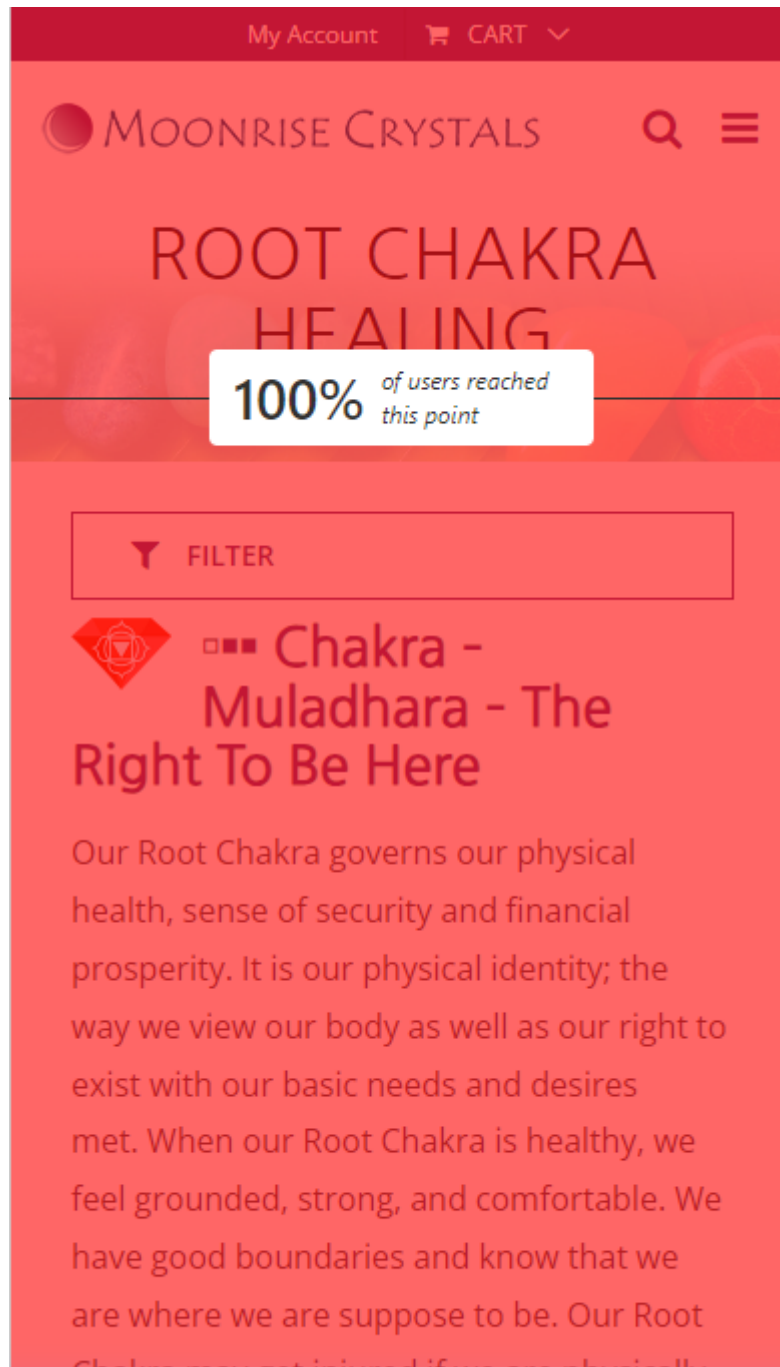
### BEAUTIFUL GEMS

Most popular  Least popular

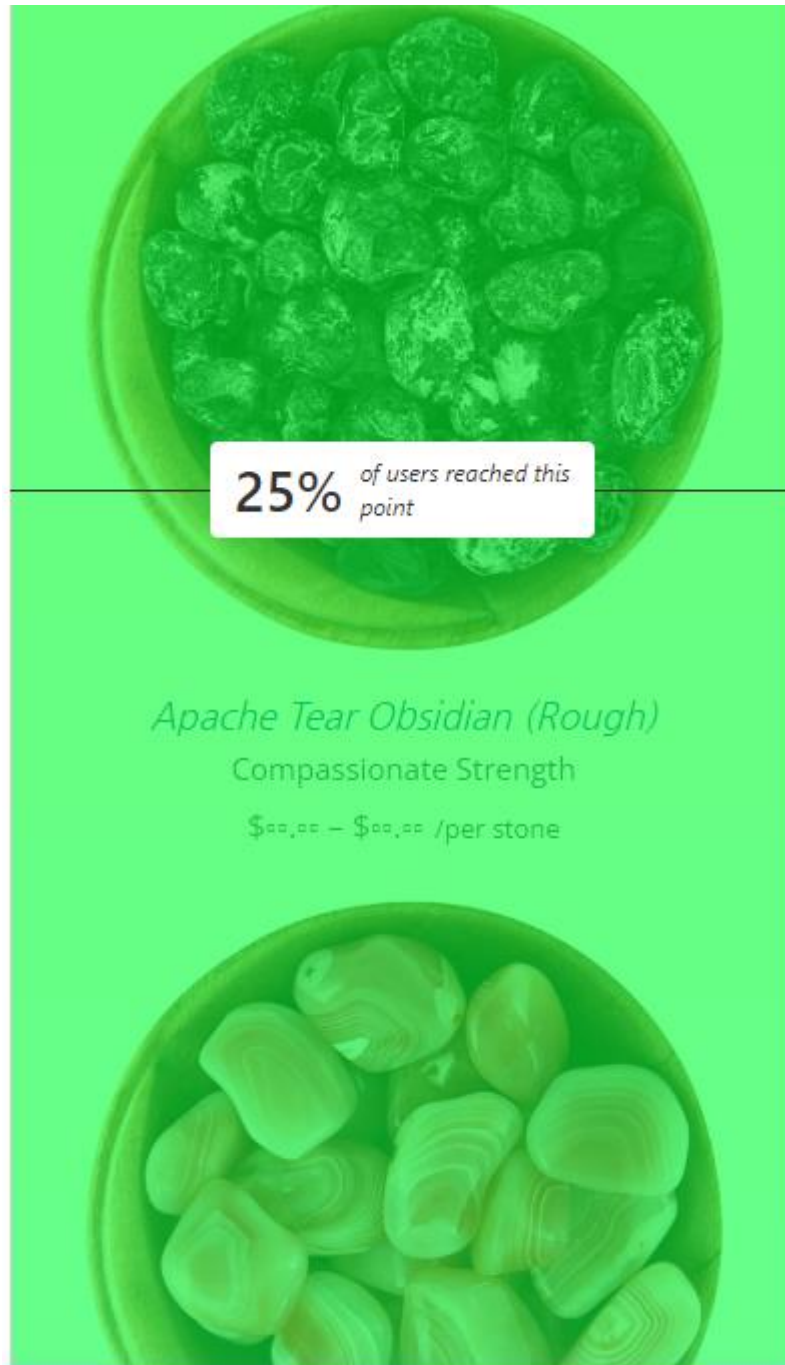
Category Pages







Most popular  Least popular



Most popular  Least popular

Product Pages



Wow! This crystal is amazing! I am in awe of its beauty! If you are looking for a reputable seller look no further than moonlightcrystals! The customer service is amazing and the sourcing is reputable and responsible!

Gerri C. (Ke

20% of users reached this point

Love it! My stone is beautiful. I actually received it way before I expected it to arrive. I ordered another stone from someone else at the same time and I'm still waiting. I only hope the quality is as good as this. I will be ordering more from Moonrise Crystals!!!

Gerri C. (Kentucky) (verified owner) - April \*\*, \*\*\*\*

Thank U! I received my Bismuth and I love it! Thank you!

Whitney R. (Oregon) (verified owner) - April \*\*, \*\*\*\*

My bismuth has great energy. I've enjoyed working with it! Thank you for your sustainable work

Most popular  Least popular



Article pages

My Account □ CART □

# GREEN FLUORITE MEANING

Crystal Healing Energy, Geology, and History

---

*Published September 2014 • Updated June 2014 • Read Time: 2 minutes*

Fluorite comes in many colors, including rainbow. "Pure" Fluorite is colorless, but trace inclusions and radiation will give it various colors. Green is one of the more common shades. In the healing crystal industry, when someone mentions Fluorite's energy, they usually mean green or purple, or the two colors layered together. Green Fluorite is a wonderful stone for heart chakra and for organization. When life feels chaotic and out of control, Fluorite helps us to find a starting place and start cleaning up. The green variety is especially good when our

Average fold

ps feel out of balance and its time to.....

**100%** of users reached this point

Most popular  Least popular

joints. Green Fluorite in particular is a good talisman for improving posture and mobility as well as for stomach cramps and intestinal problems.

## EXPLORE CRYSTALS WITH SIMILAR MEANINGS

33.08%

*of users reached this point*

These crystals have an energy similar to Green Fluorite

Fuchsite Meaning

Most popular  Least popular

Find Your Perfect Stone

From 22 countries and 1000 varieties, use our advanced filtering to find your perfect stone

3.85% of users reached this point

SHOP ALL CRYSTALS

Share This Story, Choose Your Platform!

About the Author: Julie

Julie Abouzelof is the owner of Moonrise Crystals and an advocate

Most popular  Least popular



### Recommendations

- 1. Recommendations for improving the situation in the audit are below

# Heat Map Analysis

## Behavioral Factors Analysis



The user does not use all available functionality

Desktop version

Home page

**MOONRISE CRYSTALS**  
*Ethical Sourcing*

1 9 Ethical Standards Learn About Crystals About 2

# ETHICALLY SOURCED HEALING CRYSTALS

*Love yourself and your world*

Moonrise Crystals has developed - guidelines to ensure your crystals are consciously sourced to protect the environment and workers.

LEARN MORE 8 4 SHOP CRYSTALS

SHOP TUMBLED 10 SHOP BRACELETS SHOP HEARTS SHOP MOONS SHOP WANDS

## Ethical Crystals

*Know where your crystals come from.*

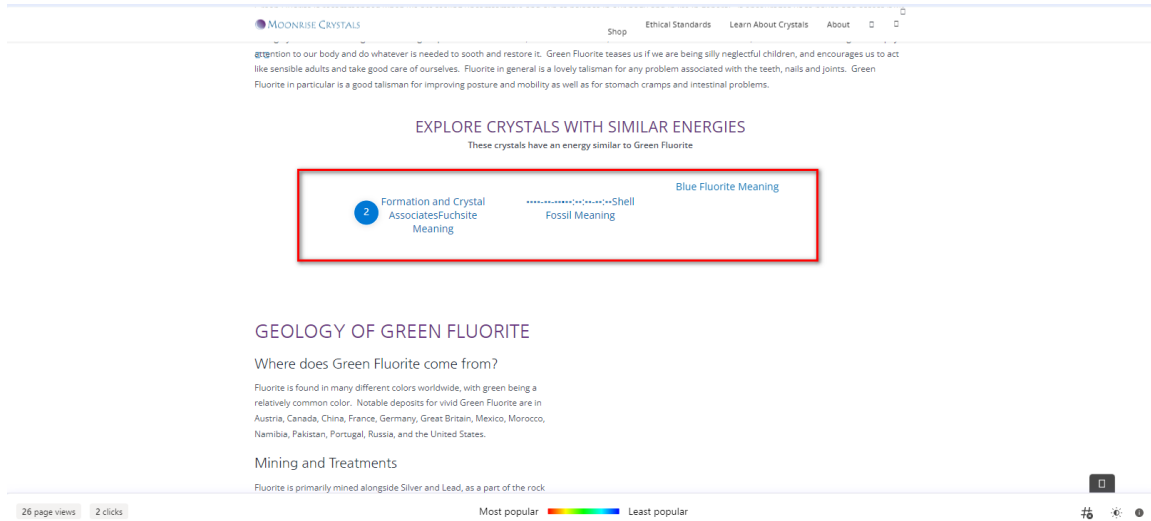
Most healing crystal stores don't know where their crystals come from. Their main concern is the stone's beauty and price, and they "trust their sources." At Moonrise Crystals, we trust and then verify. We vet our supply chain for real ethical concerns like:

Fair Wages

### Category Pages

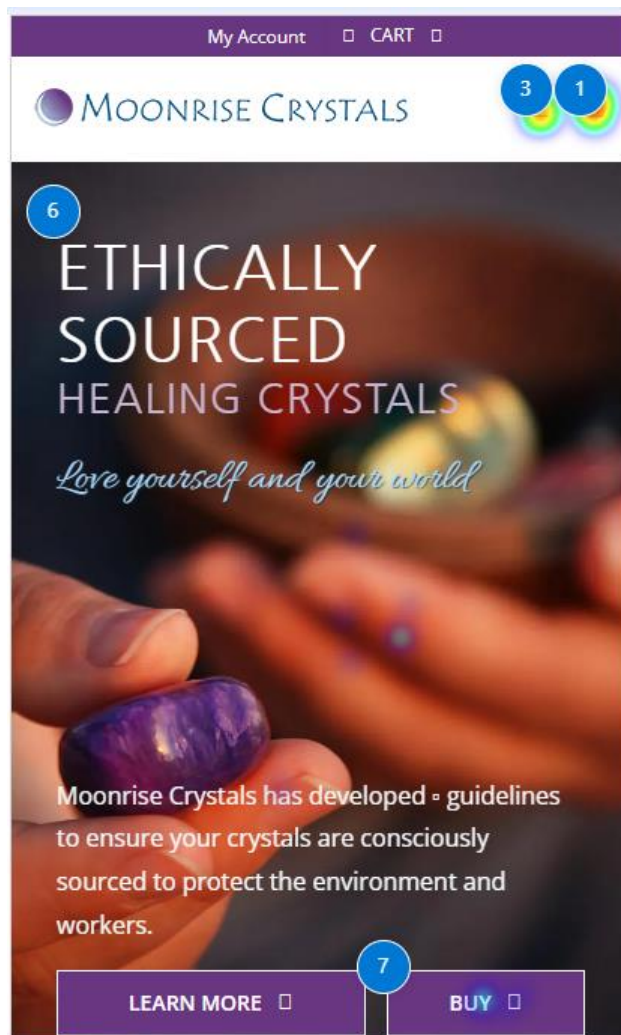
### Product Pages

### Article pages



### Mobile version

#### Home page





SHOP BRACELETS



SHOP HEARTS

Most popular  Least popular

Category Pages

My Account □ CART □

MOONRISE CRYSTALS

5 7

SHOP

1 2 FILTER

## Find your perfect healing stone

Scroll the photos and see which gems catch your eye. If you tend to be analytical, our shop filter system was made for you. If you are looking for a very specific energy, - healing indexes can offer deep insight. Our ethical sourcing standards make it easy to find the crystals that match your values.

8

6

Most popular Least popular



*Agatized Coral*  
Inspired Connection

\$<sup>00</sup>.<sup>00</sup> – \$<sup>00</sup>.<sup>00</sup> /per stone



*Almandine Garnet*  
Passionate Peace

\$<sup>00</sup>.<sup>00</sup> – \$<sup>00</sup>.<sup>00</sup> /per stone



Most popular  Least popular

Product Pages

FREE SHIPPING USA | SHIP WORLDWIDE

Select Variable

2  Large (≈.00 in)  Small (≈.00 in)

ADD TO CART 1


Add to Wishlist

□□□□□ ”

The stones are perfect. Thank you so much for taking the time out of your day to find the perfect stones for my collection.

**Jaymi E. (Oregon)**

Origin	United States
Polish	Natural
Quality	A (quality chart)
Shape	Natural
Color	Multi-Colored
Transparency	Opaque
Average Size	Varies (size chart)
Average Weight	Varies

Most popular  Least popular

# Moonrise Crystals

Moonrise Crystals sells directly to you

- Mine
- 3 Lapidary / Gem Dealer
- Sourcing Relationship

WHAT IS ETHICAL SOURCING?

## Bismuth Healing, Mineralogy, and History

*Published September 2022 • Updated May 2023 •*


*Read Time: 5 minutes*

Bismuth is a silvery metal that can have a bright rainbow tarnish. It's fantastical

Most popular  Least popular

Article pages

My Account   □ CART   □
4



3
1


# GREEN FLUORITE MEANING

Crystal Healing Energy, Geology, and  
History

---

2
Published September 2014 • Updated June 2014 • Read Time: 5 minutes

Fluorite comes in every shade of the rainbow. "Pure" Fluorite is actually colorless, but trace inclusions and radiation will give it various colors. Green is one of the more common shades. In the healing crystal industry, when someone mentions Fluorite's energy, they usually mean green or purple, or the two colors layered together. Green Fluorite is a wonderful stone for heart chakra and for organization. When life feels chaotic and out of control, Fluorite helps us to find a starting place and start cleaning up. The

Most popular  Least popular

**CONTENTS:**

1. Meaning of Green Fluorite
  1. Spiritual Healing Energy **8**
  2. Emotional Healing Energy
  3. Mental Healing Energy
  4. Physical Healing Energy **7**
2. Geology of Green Fluorite
  1. Where does it come from?
  2. Mining and Treatments
  3. Mineral Family
  4. Formation and Crystal Associates
3. History of Green Fluorite **6**

## GREEN FLUORITE HEALING ENERGY

Clicks  
**10**  
**1** (4.76%)

### Spiritual Healing Properties

All colors of Fluorite energize our mind and spirit, swiftly shifting us into a positive state of being, able to focus our energies appropriately. It helps us to assess situations correctly and determine what is needed and how to use our gifts for the



### Recommendations

1. Recommendations for improving the situation in the audit are below

# Browsers

## Behavioral Factors Analysis



### Main browsers used:

Search... Lines per page: 250 ▾ 1-14 of 14

Browser ▾ +	↓ Users	New users	Sessions with interaction	Share of interaction.	Sessions with interaction per user	Average interaction time	Number of events	Key Events	Total income
	62 861 100% of the total	61 333 100% of the total	48 100 100% of the total	58,97 % Avg. +0%	0,77 Avg. +0%	2 min 03 sec. Avg. +0%	519 886 100% of the total	4 509,00 100% of the total	17 955,15 \$ 100% of the total
1 Chrome	29 520	28 416	24 183	60,98 %	0,82	2 min 11 sec.	248 610	1 883,00	9 540,30 \$
2 Safari	28 606	28 116	19 641	54,53 %	0,69	1 min 47 sec.	221 079	2 230,00	6 755,45 \$
3 Samsung Internet	1 706	1 695	1 255	59,54 %	0,74	1 min 53 sec.	11 420	63,00	198,75 \$
4 Edge	1 574	1 424	1 621	68,98 %	1,03	3 min 45 sec.	20 237	201,00	575,65 \$
5 Firefox	1 442	1 310	1 274	62,27 %	0,88	2 min 35 sec.	16 594	125,00	885,00 \$
6 Safari (in-app)	208	211	73	33,18 %	0,35	40 sec.	1 075	4,00	0,00 \$
7 Android Webview	141	140	66	40,49 %	0,47	1 min 00 sec.	767	3,00	0,00 \$
8 Mozilla Compatible Agent	7	4	4	50 %	0,57	0 sec.	20	0,00	0,00 \$
9 Whale Browser	6	6	6	60 %	1,00	1 min 40 sec.	42	0,00	0,00 \$
10 Aloha Browser	5	5	3	50 %	0,60	32 sec.	22	0,00	0,00 \$



## Recommendations

1. Regularly monitor the correctness of the site display in the most popular browsers.

## Main devices used

### Behavioral Factors Analysis



The main devices used, from which users go to the site, are:

#### Smartphones + PC

Device type		↓ Users	New users	Sessions with interaction	Share of interaction.	Sessions with interaction per user	Average interaction time	Number of events	Key Events	Total income
		100% of the total	100% of the total	100% of the total	Avg. +0%	Avg. +0%	Avg. +0%	100% of the total	100% of the total	100% of the total
1	mobile	46 629	45 533	32 042	55,7 %	0,69	1 мин. 41 сек.	314 568	2 507,00	7 970,20 \$
2	desktop	15 112	14 611	15 232	65,4 %	1,01	3 мин. 04 сек.	192 646	1 866,00	9 275,45 \$
3	tablet	1 232	1 186	977	59,21 %	0,79	3 мин. 01 сек.	12 600	136,00	709,50 \$
4	smart tv	3	3	3	75 %	1,00	8 мин. 51 сек.	72	0,00	0,00 \$



### Recommendations

1. Regularly monitor the correctness of the display of the site on smartphones + PC

# Usability analysis



# Website responsiveness for different screen resolutions

Usability analysis (Only for desktop version)



Elements and blocks are not optimized for small screen resolutions

1024x768

The screenshot shows a web browser window at moonrisecrystals.com/shop/. The page title is "Find your perfect healing stone". Below the title is a paragraph of text: "Scroll the photos and see which gems catch your eye. If you tend to be analytical, our shop filter system was made for you. If you are looking for a very specific energy, 4 healing indexes can offer deep insight. Our ethical sourcing standards make it easy to find the crystals that match your values." Below this text are sorting and display options: "Sort by Default Order", a dropdown arrow, and "Show 18 Products". The main content area displays three products: "Agatized Coral" (Inspired Connection, \$15.25 - \$19.25 /per stone), "Almandine Garnet" (Passionate Peace, \$15.00 - \$17.00 /per stone), and "Almandine Garnet Bracelet" (Passionate Peace, \$80.00 /per stone). A sidebar on the left contains filter categories: "BY STONE", "BY TYPE", "BY HEALING PROPERTIES" (highlighted with a red box), "BY ETHICAL STANDARDS", "BY COLOR", "BY SIZE", "BY CHAKRA", "BY ZODIAC", "BY ELEMENT", and "BY NUMEROLOGY". Below the filters is a price range slider from \$7 to \$357 and two checkboxes: "ON SALE (10)" and "NEW ARRIVALS (27)".

moonrisecrystals.com/product/nuummite/

Origin	Greenland	<b>Shipping</b> <ul style="list-style-type: none"> <li>• Orders are shipped Next Business Day</li> <li>• Eco-Friendly Shipping Materials</li> </ul> <b>Free Gift</b> <ul style="list-style-type: none"> <li>Get a Free Satin Medicine Bag when you buy any 3 crystals</li> </ul>
Polish	Shiny But Not Completely Smooth	
Quality	AA (quality chart)	
Shape	Irregular Polished Shapes	
Color	Black, Multi-Colored	
Transparency	Opaque	
Average Size	Varies (size chart)	
Average Weight	Varies	

Where do our stones come from?  
Our Crystals are Ethically Sourced

800x600

moonrisecrystals.com

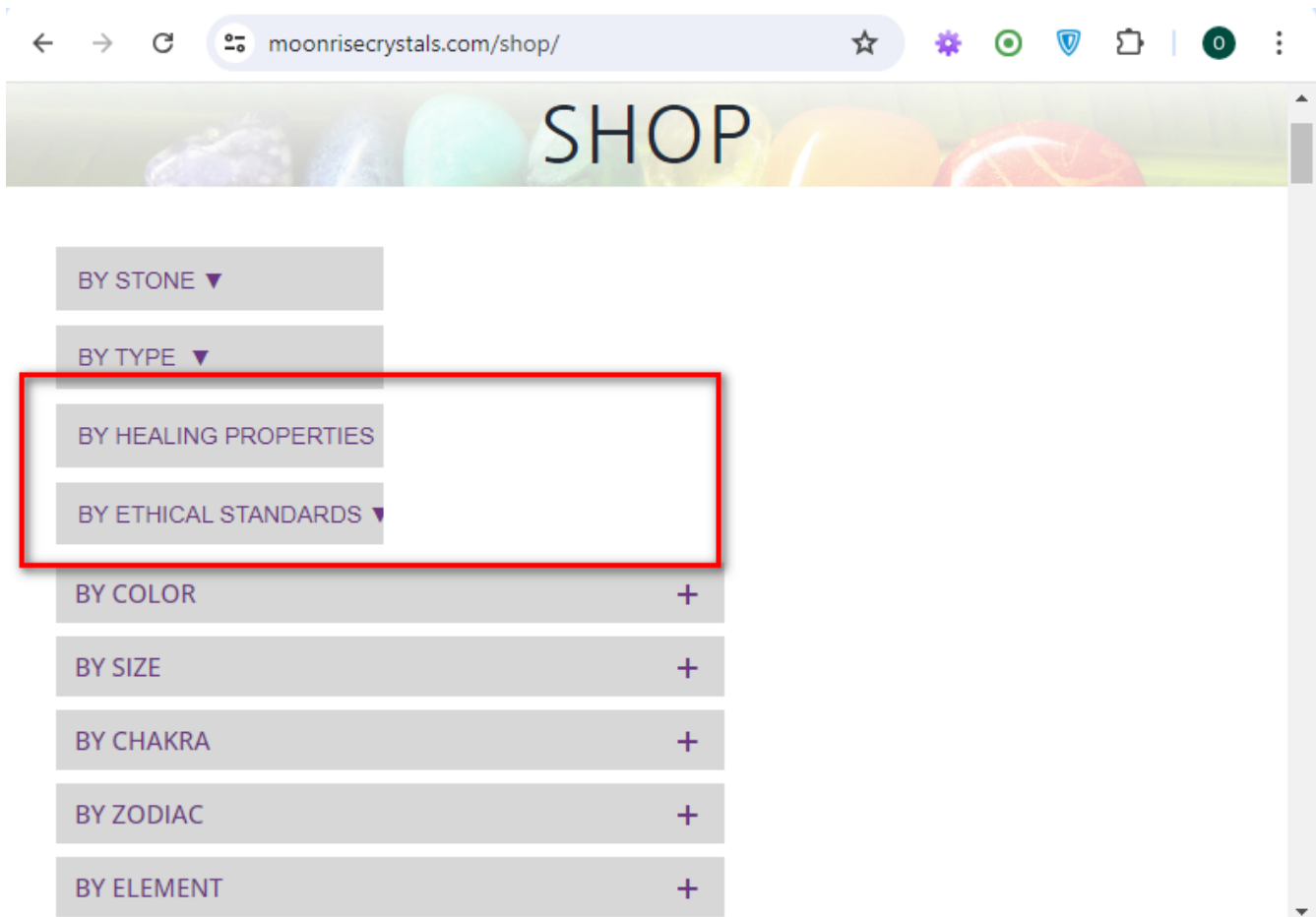
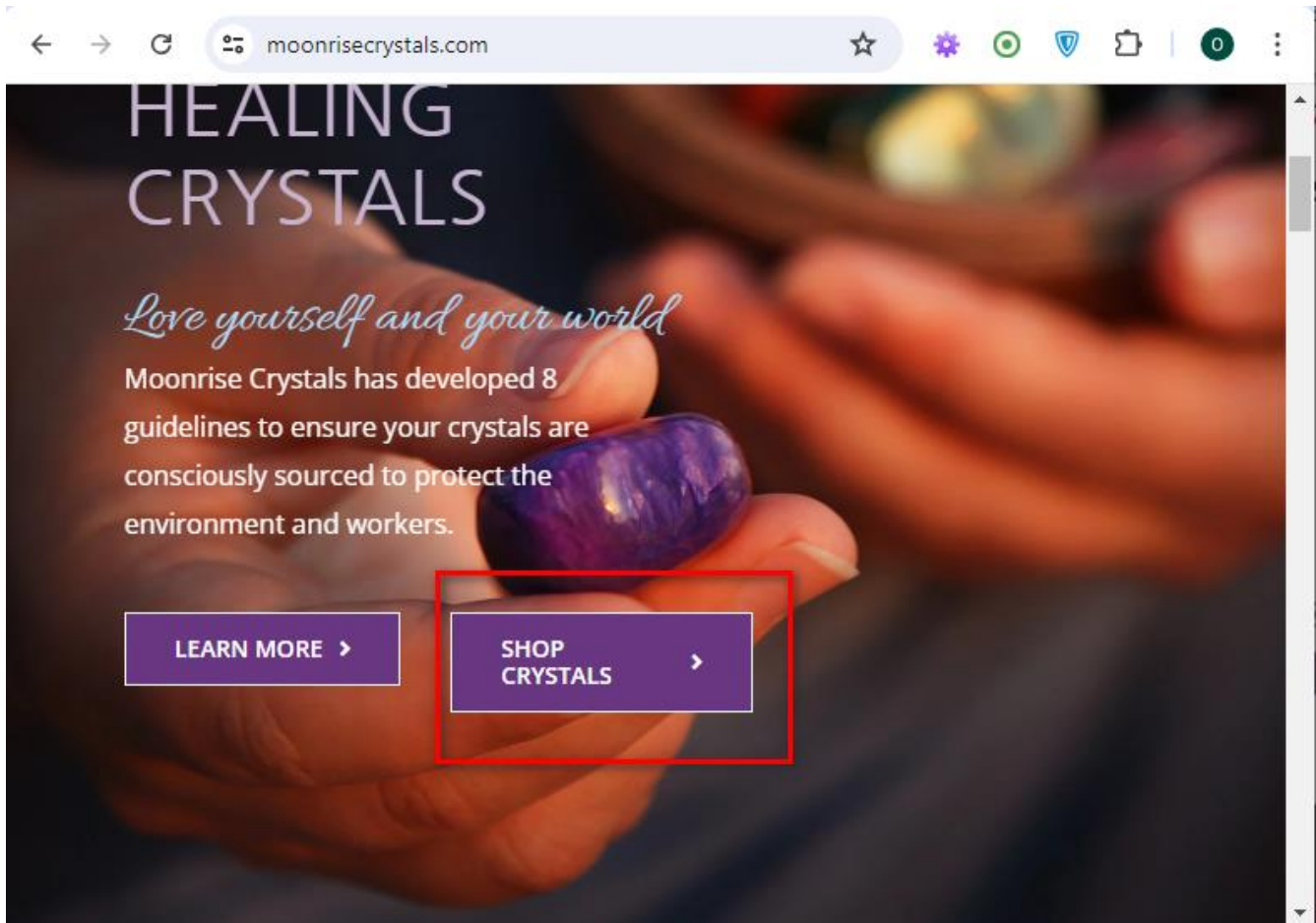
My Account 3 ITEM(S) - \$48.25

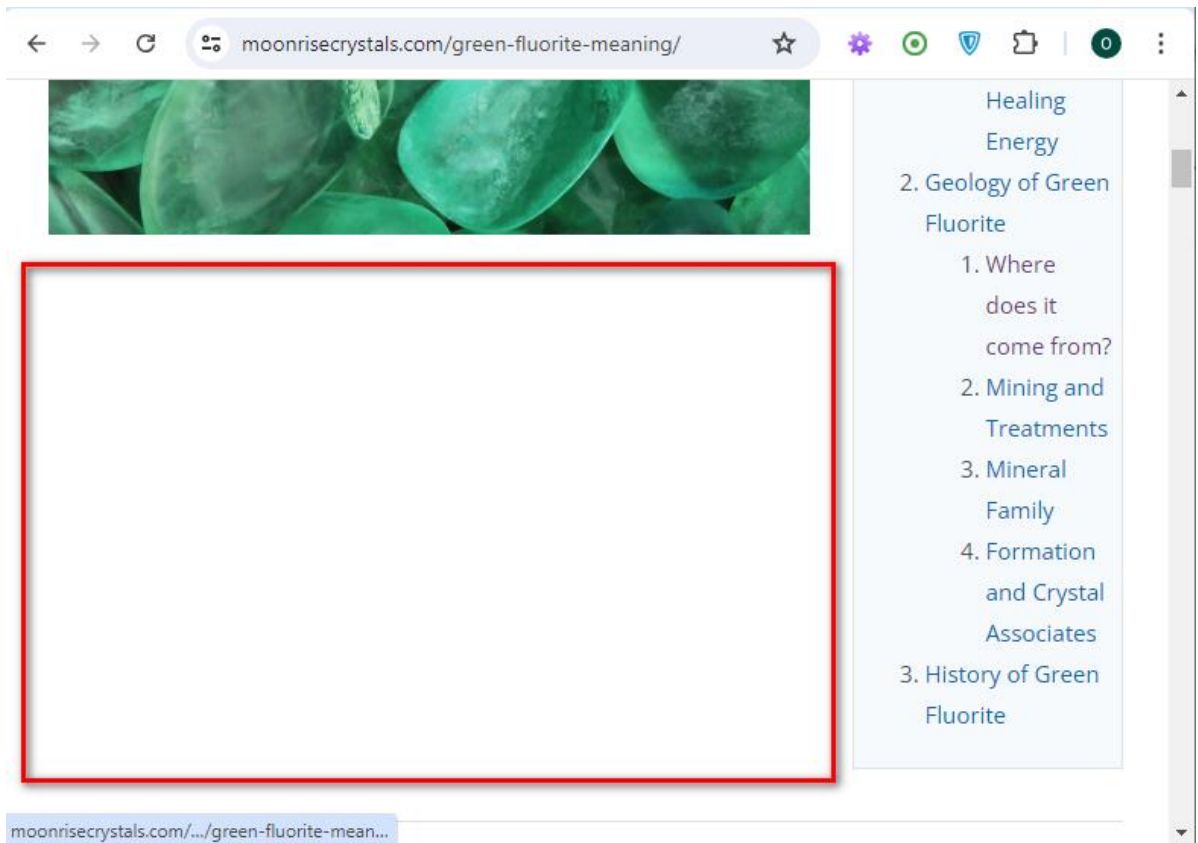
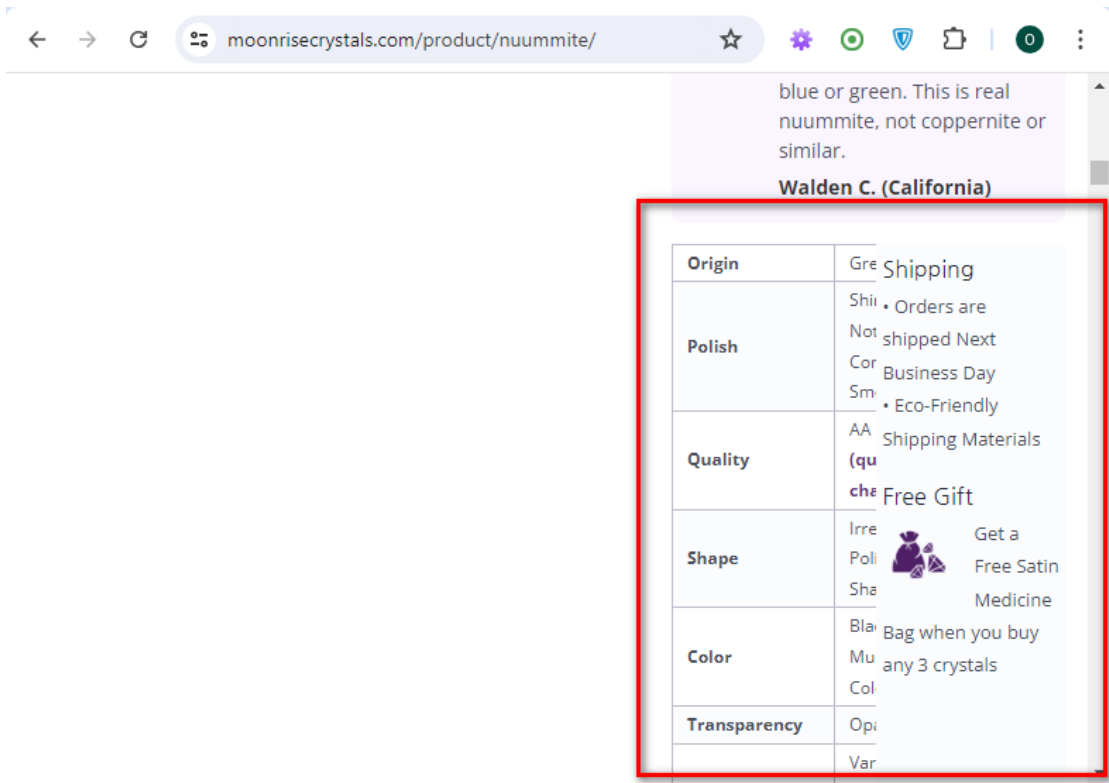
MOONRISE CRYSTALS

# ETHICALLY SOURCED HEALING CRYSTALS

*Love yourself and your world*

Moonrise Crystals has developed 8 guidelines to ensure your crystals are





### Recommendations

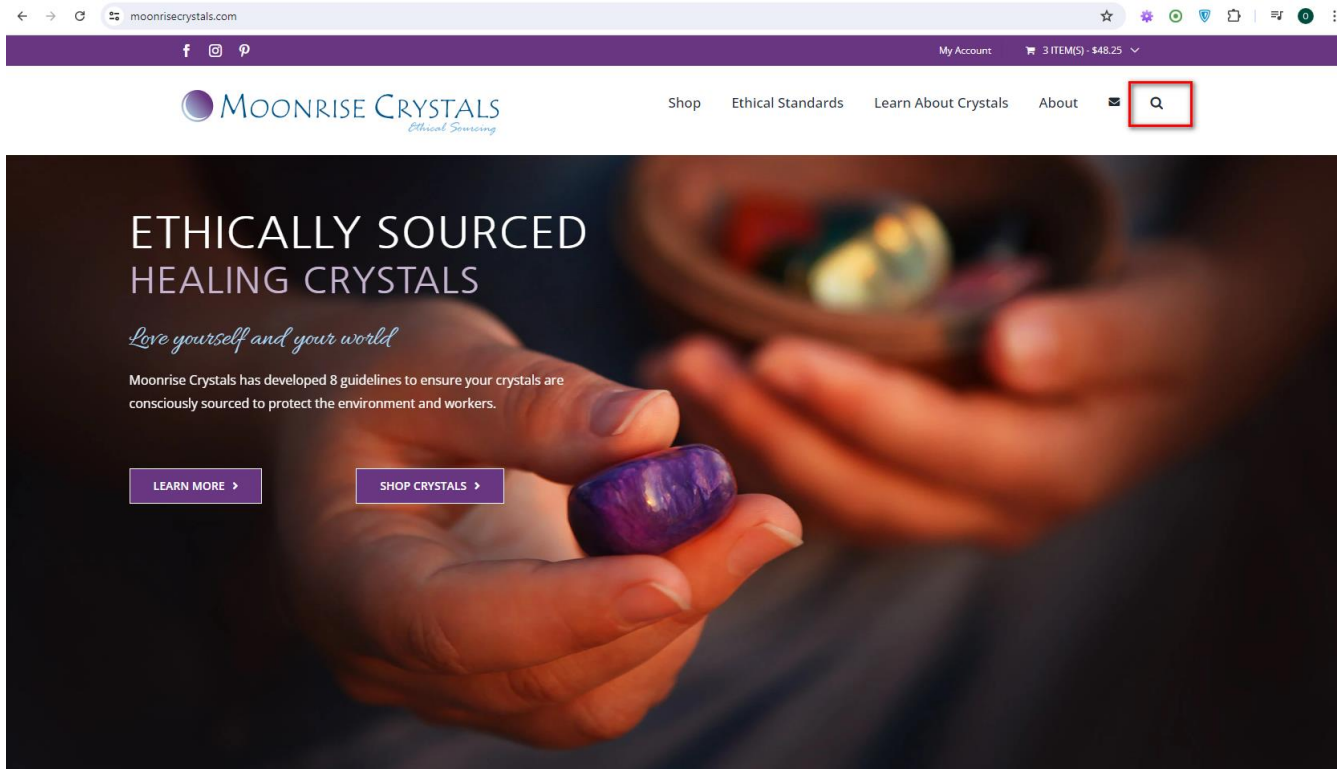
1. Optimize site for small screen resolutions

## Search form

Usability analysis (Only for desktop version)



The search icon practically does not stand out against the background of other site elements



Recommendations

### 1. Increase the element size

## Category pages. Hints

Usability analysis (Only for desktop version)



When hovering over elements, tooltips with the purpose of the element are not displayed

moonrisecrystals.com/shop/

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

Find your perfect healing stone

Scroll the photos and see which gems catch your eye. If you tend to be analytical, our shop filter system was made for you. If you are looking for a very specific energy, 4 healing indexes can offer deep insight. Our ethical sourcing standards make it easy to find the crystals that match your values.

Sort by Default Order Show 18 Products

BY STONE ▾

BY TYPE ▾

BY HEALING PROPERTIES ▾

BY ETHICAL STANDARDS ▾

BY COLOR +

BY SIZE +

BY CHAKRA +

BY ZODIAC +

BY ELEMENT +

BY NUMEROLOGY +

\$7 \$357

ON SALE (10)

NEW ARRIVALS (26)

Give the Gift of Beauty & Magic!

Agatized Coral  
Inspired Connection  
\$15.25 - \$19.25 /per stone

Almandine Garnet  
Passionate Peace  
\$15.00 - \$17.00 /per stone

Almandine Garnet Bracelet  
Passionate Peace  
\$80.00 /per stone

Recommendations

1. When hovering the cursor, display tooltips with the purpose of the element

## Category pages. Filters. Hover

Usability analysis (Only for desktop version)



On category pages, when you hover over the arrow, the cursor does not change; the element looks unclickable

The screenshot shows the 'Water Element Healing Crystals' category page on the Moonrise Crystals website. The page includes a navigation bar with social media icons, a header with the brand name 'MOONRISE CRYSTALS Ethical Sourcing', and a main content area with the title 'WATER ELEMENT HEALING CRYSTALS'. Below the title, there is a filter menu with options: 'BY STONE', 'BY TYPE', 'BY HEALING PROPERTIES', 'BY ETHICAL STANDARDS', 'BY COLOR', 'BY SIZE', 'BY CHAKRA', 'BY ZODIAC', 'BY ELEMENT', and 'BY NUMEROLOGY'. A price range slider is also visible. The main content area features a 'Water Element' section with a description and three product images in wooden bowls. A 'Recommendations' section is indicated by a blue rocket icon.

1. When you hover over the arrows, modify the cursor

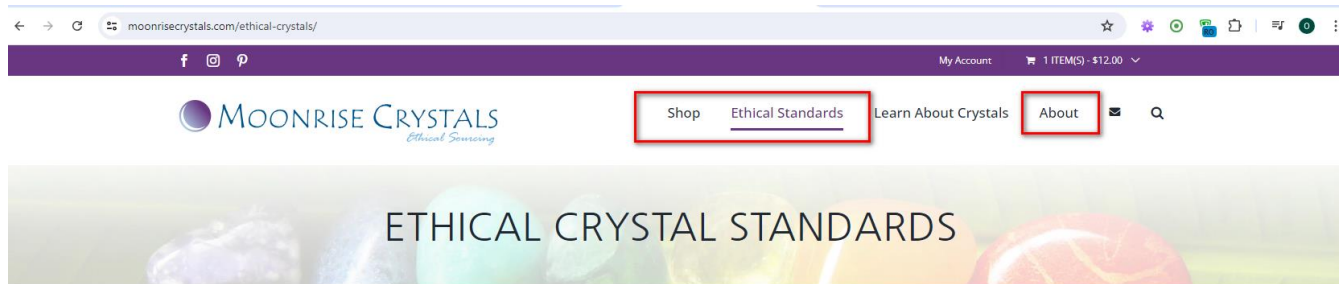
## Current menu item

### Usability analysis (For desktop and mobile versions)



The menu item that the user selects is highlighted but remains an active link

#### Desktop version



### The Environmental & Social Impact of Crystals

No one wants to think about child labor, poor working conditions, or environmental damage when trying to purchase pretty healing crystals. Yet we can all agree that the most powerful healing energy requires ethical mining and polishing. Moonrise Crystals is committed to investigating the environmental and social impacts of the gem industry to provide detailed, transparent research for every stone it sells.

#### Does Moonrise Crystals Ethically Source?

The simple answer is... to the very best of our ability. The mining industry is famous for its secrecy and lack of regulation. It is very hard to evaluate and track every aspect of a crystal's journey but **Moonrise Crystals was the first crystal business to start asking questions and doing the research.**

#### What We Do


- Trace every stone's origin as close to the mine as possible





**Mobile version**

My Account
🛒 3 ITEM(S) - \$48.25 ▼


🔍 ☰

---

Shop

---

Ethical Standards

---

Learn About Crystals ▼

- Stone Guides
- Healing Indexes
- Other Articles

---

- Crystal Stories


---

About

---

Contact

## CRYSTAL ENERGY INDEXES



These 4 indexes were originally created to mimic the indexes found at the back of healing crystals books. Originally organized A-Z, they are now divided by topic. The first 3 cover topics for Personal Healing. The last one is dedicated to World Healing.

The menu item selected by the user is not highlighted and remains the active link

### Desktop version

The screenshot shows the desktop version of the Moonrise Crystals website. The browser address bar displays 'moonrisecrystals.com/crystal-energy-indexes/'. The website header includes the Moonrise Crystals logo, navigation links for 'Shop', 'Ethical Standards', 'Learn About Crystals', and 'About', along with a shopping cart icon showing '1 ITEM(S) - \$12.00'. A dropdown menu is open under 'Learn About Crystals', listing four categories: 'STONE GUIDES' (244 Complete Crystal Guides to explore), 'HEALING INDEXES' (4 Indexes for energy healing references), 'OTHER ARTICLES' (How-to articles & information for the curious-minded), and 'CRYSTAL STORIES' (Case studies in choosing the right crystal). The main content area features a large banner for 'CRYSTAL ENERGY INDEXES' with a sub-header 'These 4 indexes were originally created to mimic the indexes found at the back of healing crystals books. The first 3 cover topics for Personal Healing. The last one is dedicated to World Healing.' Below this is a section for 'Spiritual Healing' with a diamond-shaped image of crystals and a button labeled 'SPIRITUAL HEALING INDEX >'. At the bottom, there is a 'Recommendations' section with a rocket icon.

1. Highlight the current menu item in which the user is located with color or highlight
2. Make the current menu item, in which the user is located, an inactive link

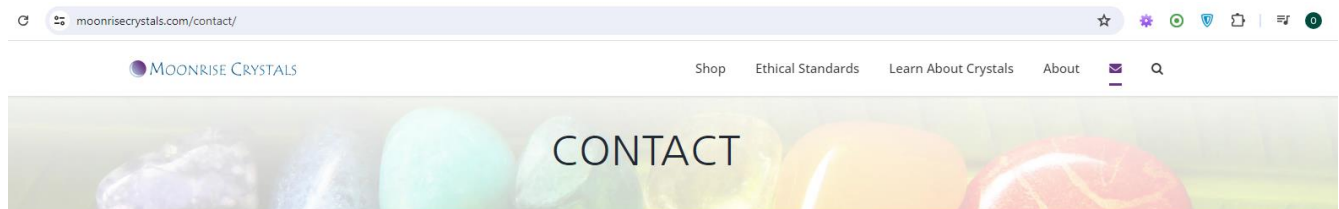
# Required fields

Usability analysis (For desktop and mobile versions)



Required fields are marked, but there is no decoding that these marks indicate required filling

## Desktop version



*While I'm good at reading between the lines, I'm not actually a mind reader.*


*So if you've got a question, please speak up & I'll do my best to answer.*

Send Julie a message

Name\*  Email\*

Subject\*

Message\*

I'm not a robot 

Mobile version

*my best to answer.*


Send Julie a message

Name\*


Email\*

Subject\*

Message\*

I'm not a robot  reCAPTCHA  
Privacy · Terms

SUBMIT





Recommendations

1. Above the form or below the form, add: "\*" - required fields

# Validating form data before submitting it to the server

Usability analysis (For desktop and mobile versions)



When filling out the form, the field values are checked after sending the data to the server

## Desktop version

moonrisecrystals.com/contact/

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

## CONTACT

Send Julie a message

Test awdasdasd

Test

TestTestTest

I'm not a robot reCAPTCHA

SUBMIT

**Mobile version**

*question, please  
speak up & I'll do  
my best to answer.*

Send Julie a message

Test

saasdasd

Test

Test

I'm not a robot

reCAPTCHA  
Privacy · Terms

SUBMIT



Recommendations

1. Check all required fields while filling out the form

# Information about the data that must be entered in the form field

Usability analysis (For desktop and mobile versions)



There is no information on valid values when filling out the form

## Desktop version

moonrisecrystals.com/contact/

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

CONTACT

Send Julie a message

Name\* Email\*

Subject\*

Message\*

I'm not a robot

reCAPTCHA  
Privacy - Terms

SUBMIT

While I'm good at reading between the lines, I'm not actually a mind reader.  
So if you've got a question, please speak up & I'll do my best to answer.

moonrisecrystals.com/checkout/

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

Apartment, suite, unit, etc. (optional)

Town / City \*

State / County \*

Hawaii

Postcode / ZIP \*

Phone \*

Email address \*

This is a gift for someone who is very special. Please make them Feel Loved. (optional)

Gift Message (optional)

Order Notes (optional)

Notes about your order, e.g. special notes for delivery.

Create an account?



**Mobile version**

*question, please speak up & I'll do my best to answer.*


Send Julie a message

Name\*

Email\*

Subject\*

Message\*

I'm not a robot  reCAPTCHA  
Privacy - Terms

SUBMIT

Chicago

State / County \*

Illinois

Postcode / ZIP \*

60611

Phone \*

Email address \*

This is a gift for someone who is very special. Please make them Feel Loved. (optional)

Gift Message (optional)

Order Notes (optional)

Notes about your order, e.g. special notes for delivery.

Create an account?

^



## Recommendations

1. Add an example of correct data entry in the required fields

For example:

**E-mail\***

example@example.com

**Телефон\***

+7 (XXX) XXX-XX-XX

# Prompts for incorrect form filling

Usability analysis (For desktop and mobile versions)



Errors when filling out the form, not informative enough

## Desktop version

The screenshot shows a checkout page for Moonrise Crystals. The form includes fields for Street address, Town/City, State/County, Postcode/ZIP, Phone, and Email address. A red box highlights the Phone and Email address fields, which contain placeholder text and error messages: "Please enter correct details for this required field." Below the highlighted fields, there is an optional checkbox for "This is a gift for someone who is very special. Please make them Feel Loved. (optional)" and a text area for "Gift Message (optional)".

moonrisecrystals.com/checkout/

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

Street address \*  
East Huron St

12

Town / City \*  
Chicago

State / County \*  
Illinois

Postcode / ZIP \*  
60611

Phone \*  
aasdasdasd  
Please enter correct details for this required field.

Email address \*  
asdasdasdasd  
Please enter correct details for this required field.

This is a gift for someone who is very special. Please make them Feel Loved. (optional)

Gift Message (optional)

Order Note (optional)

**Mobile version**

Chicago

State / County \*

Illinois

Postcode / ZIP \*

60611

Phone \*

hmgjhghj

Please enter correct details for this required field.

Email address \*

xcvxcvxcvxc

Please enter correct details for this required field.

This is a gift for someone who is very special. Please make them Feel Loved. (optional)

Gift Message (optional)

Order Notes (optional)

Notes about your order, e special notes for delivery.



Recommendations

**1. Indicate errors when filling out forms**

For example: «e-mail must contain the @ symbol»

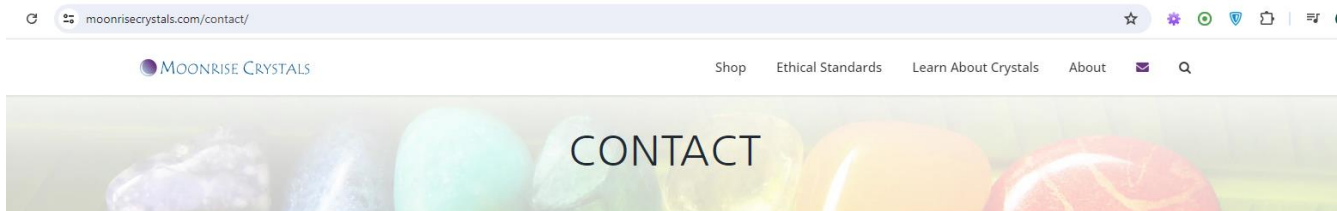
# Form field signature

Usability analysis (For desktop and mobile versions)



When filling out the form, the text is replaced with the entered data

## Desktop version




Send Julie a message

Name\* Email\*

1

1

I'm not a robot

 CAPTCHA  
Privacy - Terms

SUBMIT

**Mobile version**

*question, please  
speak up & I'll do  
my best to answer.*

Send Julie a message

1

1

1


1

I'm not a robot

reCAPTCHA  
Privacy · Terms

SUBMIT

^



Recommendations

1. Position signatures outside of form fields

# Authorization via social networks and mail services

Usability analysis (For desktop and mobile versions)



Authorization via social networks and postal services is not available

## Desktop version


### Login

---

Username or email address \*

Password \*



I'm not a robot
 






reCAPTCHA  
[Privacy](#) - [Terms](#)

Remember me
 [Lost your password?](#)

**Mobile version**

My Account  3 ITEM(S) - \$48.25 


 MOONRISE CRYSTALS  


## MY ACCOUNT

### Login

Username or email address \*


Password \*


 

I'm not a robot   
reCAPTCHA  
Privacy - Terms

Remember me

[Lost your password?](#)

 CUSTOMER CARE

  
Recommendations

1. Add the ability to authorize using social networks and postal services

## Site footer. Company/store address

Usability analysis (For desktop and mobile versions)

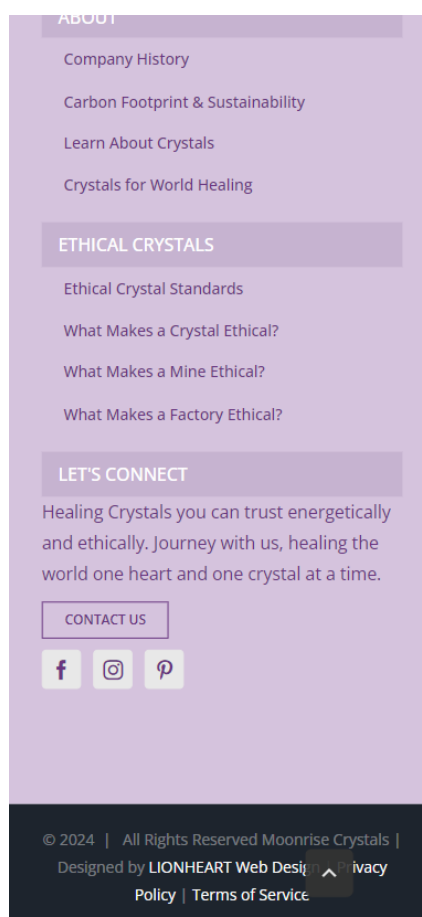


There is no address of the company/store in the footer of the site

### Desktop version



### Mobile version



Recommendations

1. In the footer of the site add the address of the company / store



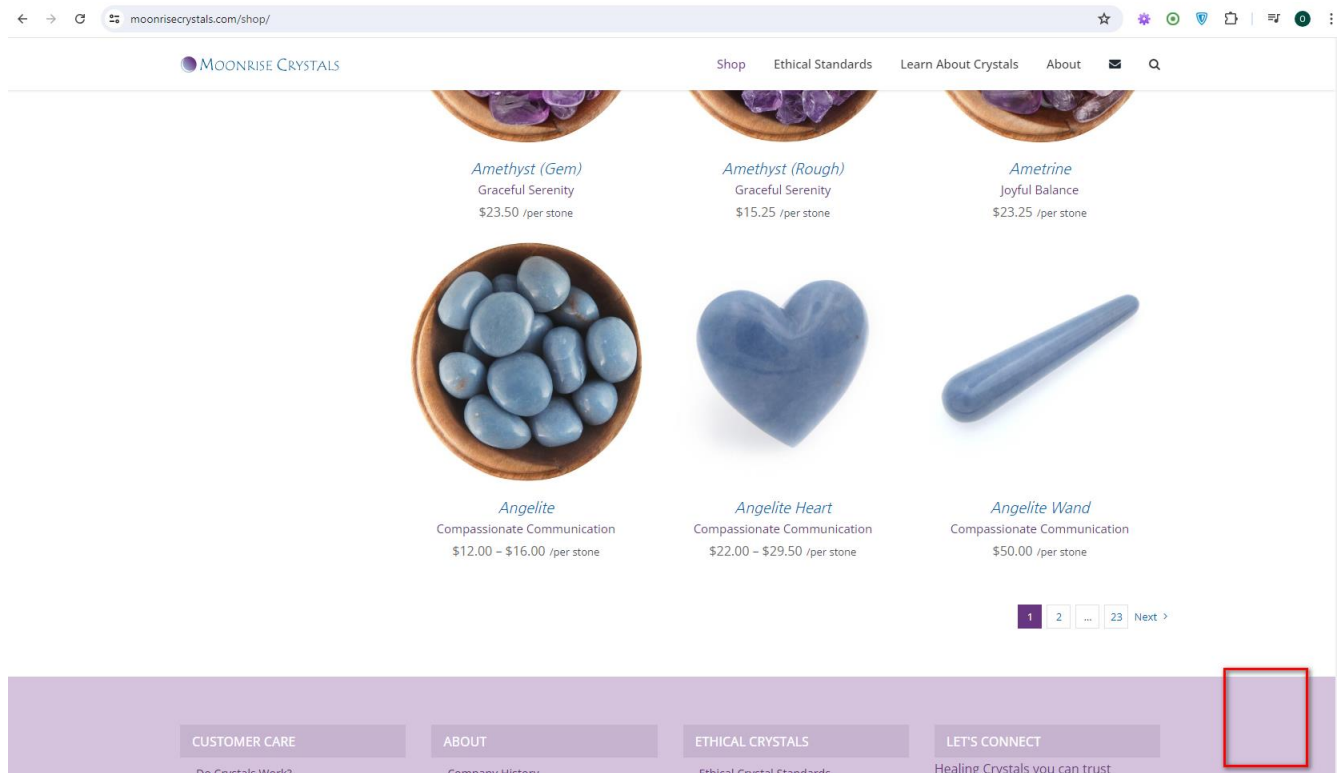
# "Back to top" button

Usability analysis (For desktop and mobile versions)



The back to top button disappears when scrolling the page from bottom to top

## Desktop version



Mobile version

Mexican miner, Ileana Vasquez, repairing machinery 1000 ft below the surface

## What Does Moonrise Crystals look for?

A tremendous amount of time and energy is spent on tracing stones and cultivating business relationships with mines, lapidaries, and wholesalers who conduct their operations with integrity.

**Every stone sold by Moonrise Crystals is researched and all findings are published online.**

ETHICAL MINING >

ETHICAL FACTORIES >

⚖️ Fair Wages



Recommendations

1. Display the back to top button when scrolling through two screens and not remove it until you return to the second screen

# Category pages. Filters. Filter selection

Usability analysis (For desktop and mobile versions)



When selecting a filter, the filter name is not displayed

## Desktop version

The screenshot shows the Moonrise Crystals website interface. The URL in the browser is `moonrisecrystals.com/element/water-element-healing-crystals/?swoof=1&pa_crystal-type=crystal-hearts&really_curr_tax=212-pa_element`. The page title is "SHOP" and the main heading is "Find your perfect healing stone".

On the left, there is a filter sidebar with the following categories:

- BY STONE (selected: Crystal Hearts)
- BY HEALING PROPERTIES
- BY ETHICAL STANDARDS
- BY COLOR
- BY SIZE
- BY CHAKRA
- BY ZODIAC
- BY ELEMENT
- BY NUMEROLOGY

The "Crystal Hearts" filter is highlighted with a red box. Below the filters, there is a price range slider from \$17 to \$73. The main content area shows three heart-shaped crystals. The text below the heading reads: "Scroll the photos and see which gems catch your eye. If you tend to be analytical, our shop filter system was made for you. If you are looking for a very specific energy, 4 healing indexes can offer deep insight. Our ethical sourcing standards make it easy to find the crystals that match your values."

At the bottom of the filter sidebar, there is a "Clear All" button and a "BY TYPE" dropdown menu set to "Crystal Hearts". Below this, there are sorting options: "Sort by Default Order" and "Show 18 Products".

Mobile version

MOONRISE CRYSTALS

SHOP

BY STONE ▼

Crystal Hearts ✕

BY HEALING PROPERTIES ▼

BY ETHICAL STANDARDS ▼

BY COLOR +

BY SIZE +

BY CHAKRA +

BY ZODIAC +

BY ELEMENT +

BY NUMEROLOGY +

\$12 \$73

12 27 43 58 73

ON SALE (2)

NEW ARRIVALS (5)

RESET



1. When you select the option to save/display filter name

# Page "COMPLETE GUIDE TO CRYSTALS". Search form

Usability analysis (For desktop and mobile versions)



When you enter a query, the search works both by articles and by products

## Desktop version

The screenshot shows the desktop version of the Moonrise Crystals website. The browser address bar displays 'moonrisecrystals.com/complete-guide-to-crystals/'. The website header includes the logo 'MOONRISE CRYSTALS' and navigation links for 'Shop', 'Ethical Standards', 'Learn About Crystals', and 'About'. A search icon is also present. The main content area features an article about Greenland with a 'READ MORE >' button. Below this is a section titled 'Browse our Complete Guides to Crystals' with the subtitle 'History, Meaning & Geology of Crystals'. This section contains a grid of six crystal images with corresponding titles: 'Greenlandite Meaning', 'Galena Meaning', 'Amber Meaning', and three others. On the right side, a search dropdown menu is open, showing results for 'Amber Bracelet', 'Baltic Amber', and 'Amber (Indonesia)', each with a brief description. A 'Select Category' dropdown is also visible at the bottom of the search results.

Mobile version

The screenshot shows the mobile app interface for Moonrise Crystals. At the top, there is a purple navigation bar with 'My Account', a shopping cart icon, and '7 ITEM(S) - \$117.25'. Below this is the Moonrise Crystals logo and a search icon. The main heading is 'COMPLETE GUIDE TO CRYSTALS' with the subtitle 'Crystal Meaning, History & Geology'. A welcome message follows: 'Welcome to the Learning Center - a free resource for lifelong learners and spiritual travelers. Browse the Complete Guides for 245 different healing crystals. Connect with the energy. Discover the science. Delight in the history.' Below the text is a search bar containing 'amb'. The search results are displayed in a list: 'Amber Bracelet' (with a small orange ring icon), 'Baltic Amber' (with a small brown circular icon), and 'Amber (Indonesia)' (with a small brown circular icon). Below the list, the word 'Greenlandite' is visible. At the bottom of the screenshot, there is a blue rocket icon and the word 'Recommendations'.

1. In the current section, use search only by articles

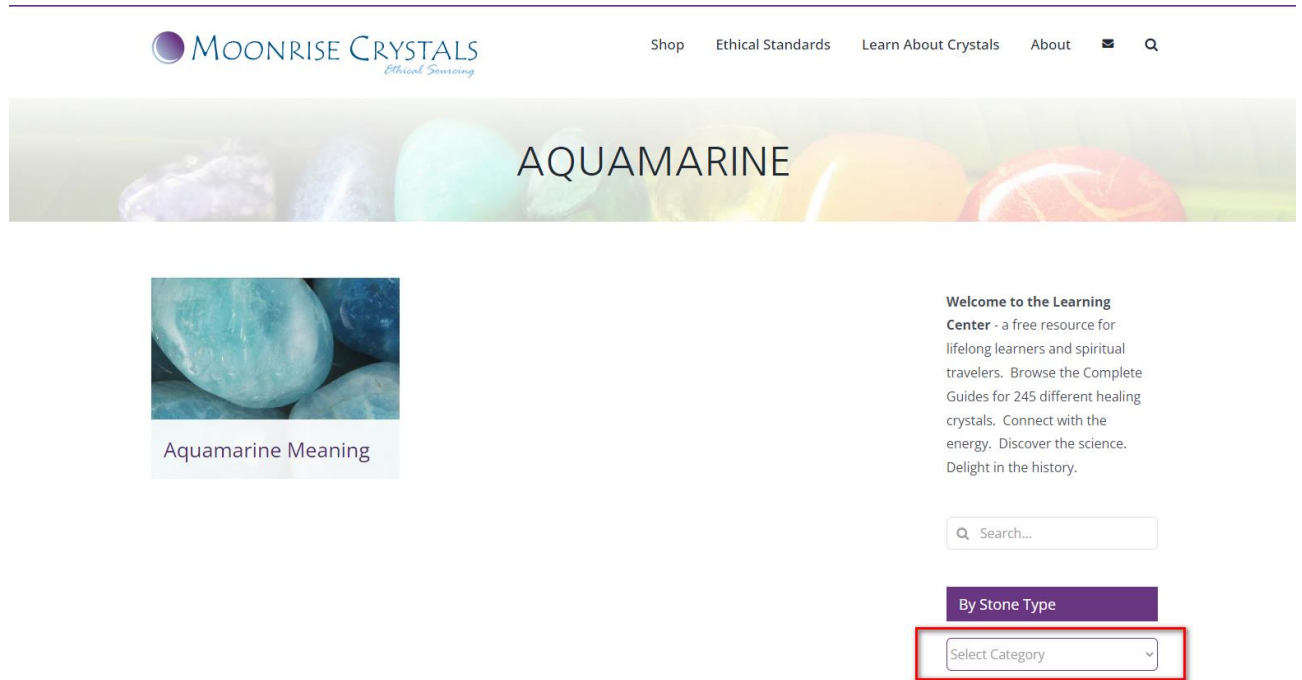
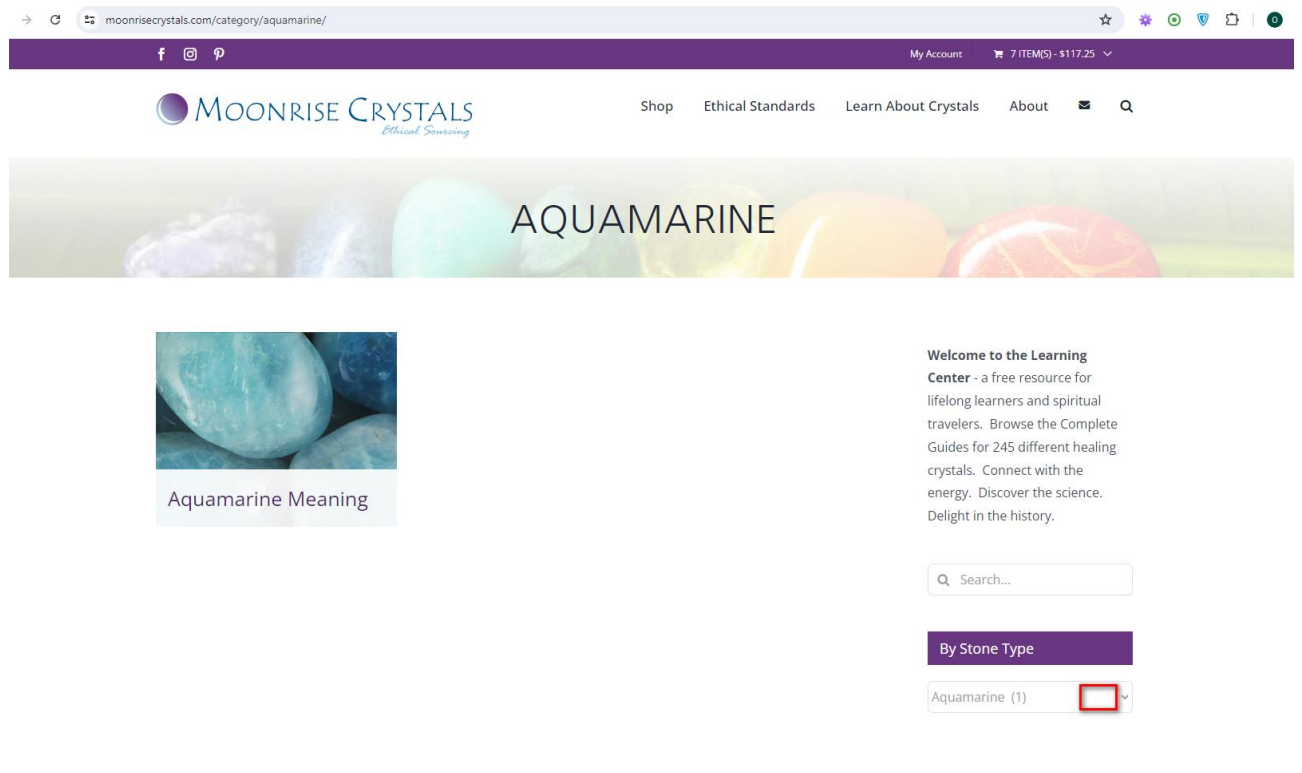
# Page "COMPLETE GUIDE TO CRYSTALS". Sorting by stones

Usability analysis (For desktop and mobile versions)



When interacting with elements, there is no way to return the page to its original form

## Desktop version



**Mobile version**

**Welcome to the Learning Center** - a free resource for lifelong learners and spiritual travelers. Browse the Complete Guides for 245 different healing crystals. Connect with the energy. Discover the science. Delight in the history.

By Stone Type

Amazonite (1) ▾



Amazonite Meaning

**Welcome to the Learning Center** - a free resource for lifelong learners and spiritual travelers. Browse the Complete Guides for 245 different healing crystals. Connect with the energy. Discover the science. Delight in the history.

By Stone Type

Select Category ▾



Amazonite Meaning



## Recommendations

1. Add a cross to the search field to return to the original page



# Article pages. Block “EXPLORE CRYSTALS WITH SIMILAR ENERGIES”

Usability analysis (For desktop and mobile versions)



The block is located in the middle of the article; when scrolling through, you get the impression that this is the end of the page and there is nothing further. In addition, when clicked, the user leaves the page without reading it completely. There are also links to other articles in the text

Desktop version

## EXPLORE CRYSTALS WITH SIMILAR ENERGIES

These crystals have an energy similar to Amber



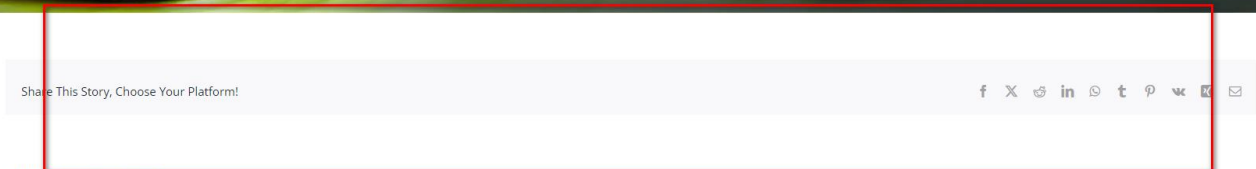
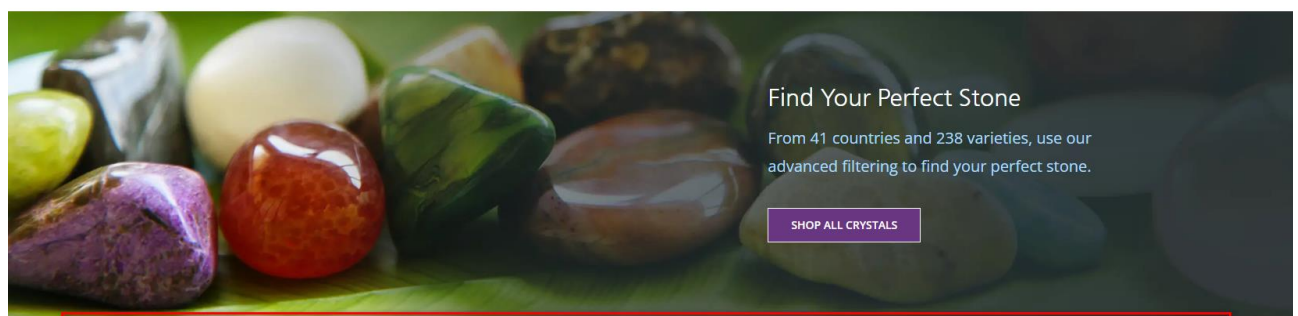
Vanadinite Meaning



Citrine Meaning



Blue Apatite Meaning



About the Author: Julie

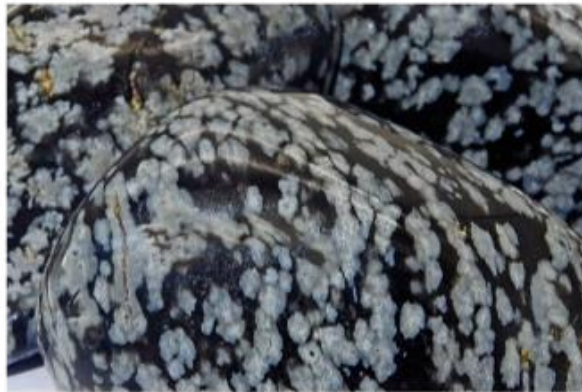


Julie Abouzelof is the owner of Moonrise Crystals and an advocate for responsibly sourced gems and minerals. Her first career was in education teaching history, geology, and anthropology, as well as working with special-needs students. She is now a heart-centered entrepreneur who encourages mindfulness and positive action to heal ourselves and the world. Julie lives in Hawaii with her lover and a little parrot named Darwin.

Mobile version

## EXPLORE CRYSTALS WITH SIMILAR ENERGIES

These crystals have an energy similar to Greenlandite



Snowflake Obsidian Meaning



Ruby Fuchsite Meaning



### Recommendations

1. Place the block at the end of the page

## Pages of the section “FEEL LOVED CRYSTAL STORIES”

Usability analysis (For desktop and mobile versions)



**The block does not use the name of the stone, the title is the same on all pages (it is clear that we are talking about the stone that is described on the page)**

### Desktop version

#### Healing, Mineralogy, and History

*Published June 2021 • Updated February 2024 • Read Time: 7 minutes* Dravite Tourmaline is one of the three major types of Tourmaline, along with Schorl (black) and Elbaite (multi-colored). Dravite Tourmalines are typically brown, yellow or green, and are rich in magnesium and sodium. They are named after the Drava River in Slovenia, because the first one scientifically studied came from that riverbed. Dravite Tourmaline has a wonderful healing energy that can be tuned to an individual or used for a larger group. It is fantastic for healing families and communities that have been torn apart by trauma. It brings a compassionate and practical energy that helps resolve problems and create healthy new frameworks for the future. [...]

[Read More >](#)



Mobile version

## Healing, Mineralogy, and History

*Published June 2021 • Updated February 2024 • Read Time: 7 minutes*

Dravite is one of the three major types of Tourmaline, along with Schorl (black) and Elbaite (multi-colored). Dravite Tourmalines are typically brown, yellow or green, and are rich in magnesium and sodium. They are named after the Drava River in Slovenia, because the first one scientifically studied came from that riverbed. Dravite Tourmaline has a wonderful healing energy that can be tuned to an individual or used for a larger group. It is fantastic for healing families and communities that have been torn apart by trauma. It brings a compassionate and practical energy that helps resolve problems and create healthy new frameworks for the future. [...]

[Read More >](#)



### Recommendations

1. Use the name of the stone in the block title

## Article pages. Content

Usability analysis (For desktop and mobile versions)



The content block is not a floating element; the scrolling and click map shows that rarely does anyone view the entire page of an article in its entirety, and in the mobile version the content is the most clickable element

### Desktop version

The screenshot shows a desktop browser view of the article page. The URL is moonrisecrystals.com/green-fluorite-meaning. The page features a purple header with the Moonrise Crystals logo and navigation links. The main content area has a large title 'GREEN FLUORITE MEANING' and a sub-headline 'Crystal Healing Energy, Geology, and History'. Below the text is a photograph of green fluorite crystals. A 'CONTENTS:' sidebar on the right lists the article's sections.

Published September 2016 • Updated June 2024 • Read Time: 6 minutes

Fluorite comes in every shade of the rainbow. "Pure" Fluorite is actually colorless, but trace inclusions and radiation will give it various colors. Green is one of the more common shades. In the healing crystal industry, when someone mentions Fluorite's energy, they usually mean green or purple, or the two colors layered together. Green Fluorite is a wonderful stone for heart chakra and for organization. When life feels chaotic and out of control, Fluorite helps us to find a starting place and start cleaning up. The green variety is especially good when our relationships feel out of balance and its time to regroup and find a new balance.

**CONTENTS:**

1. Meaning of Green Fluorite
  1. Spiritual Healing Energy
  2. Emotional Healing Energy
  3. Mental Healing Energy
  4. Physical Healing Energy
2. Geology of Green Fluorite
  1. Where does it come from?
  2. Mining and Treatments
  3. Mineral Family
  4. Formation and Crystal Associates
3. History of Green Fluorite

GRFFN FI UORITE HFAI NG FNFRGY

**Mobile version**

find a new balance.

**CONTENTS:**

1. Meaning of Green Fluorite
  1. Spiritual Healing Energy
  2. Emotional Healing Energy
  3. Mental Healing Energy
  4. Physical Healing Energy
2. Geology of Green Fluorite
  1. Where does it come from?
  2. Mining and Treatments
  3. Mineral Family
  4. Formation and Crystal Associates
3. History of Green Fluorite

## GREEN FLUORITE HEALING ENERGY

### Spiritual Healing Properties

All colors of Fluorite energize our mind and spirit, swiftly shifting us into a positive state of being, able to focus our energies appropriately. It helps us to assess situations correctly and determine what is



### Recommendations

1. Make the content a floating block when scrolling (you can also use a stone category card) (in the desktop version)
2. In the mobile version, you can use a floating link/button "Contents", something like filtering by page

## Site header

Usability analysis (Only for mobile version)



The site header is not displayed when scrolling through pages, site navigation is inconvenient





## SHOP MOONS



## SHOP WANDS



Filter by color



## Recommendations

1. Implement the website header as a floating element

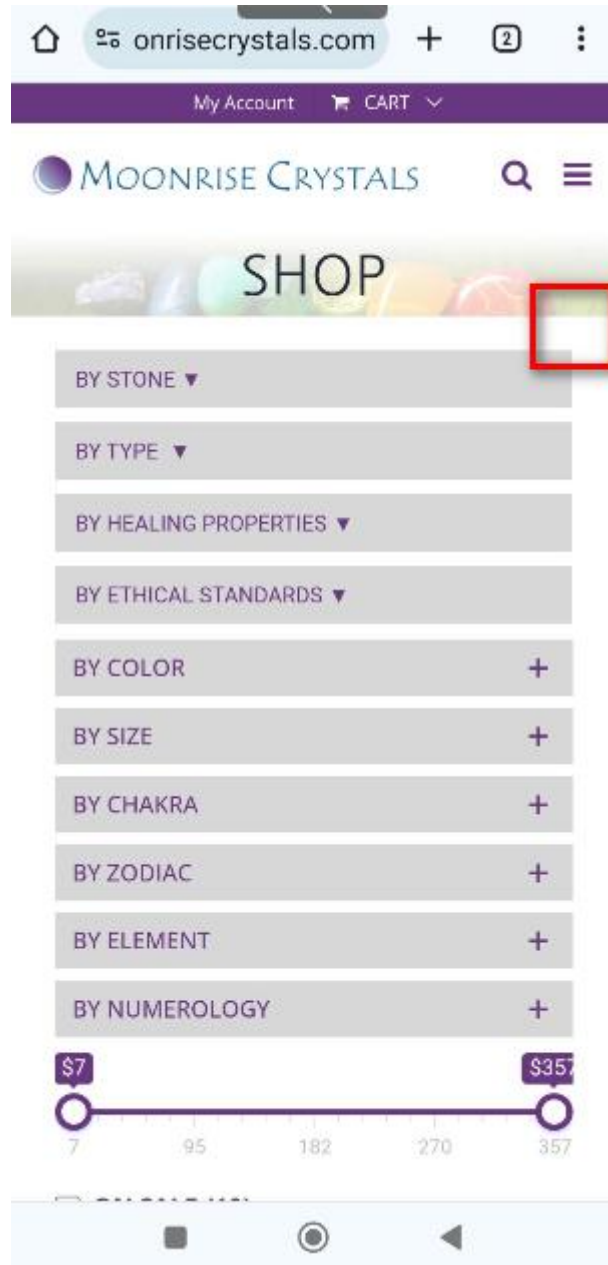


## Category pages. Filter

Usability analysis (Only for mobile version)



When you click on a filter, the elements are displayed upward; the element for collapsing filters is invisible



Recommendations

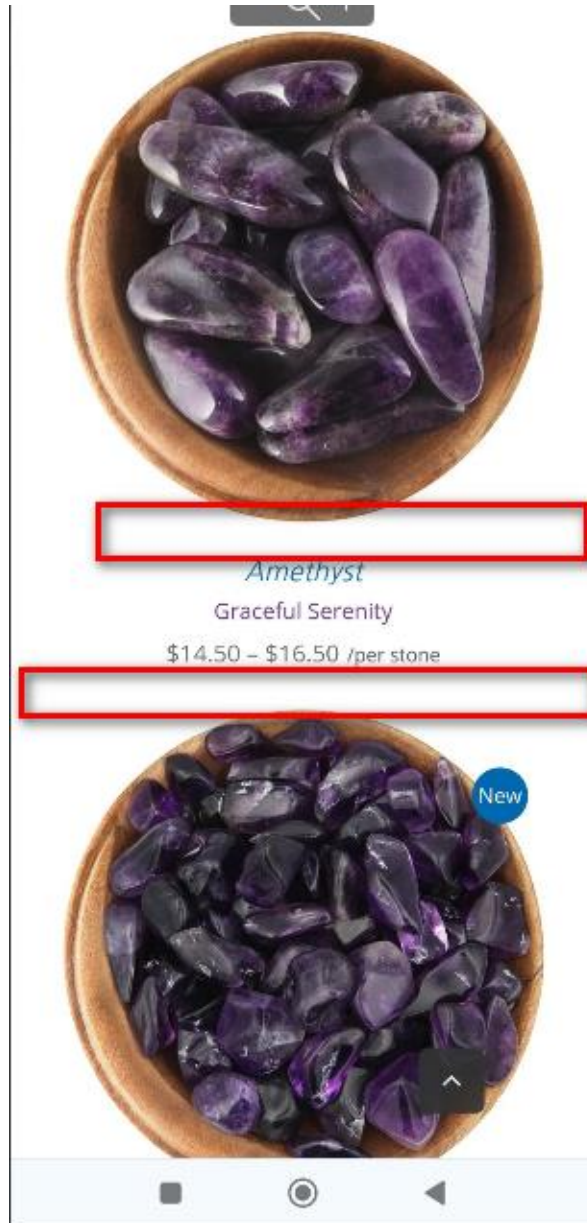
1. Add a cross in the right corner to collapse filters

## Category pages. Spacing between product cards

Usability analysis (Only for mobile version)



There are equal indents between elements in product cards and product cards, elements merge



### Recommendations

1. Increase the space between product cards or use 2px borders

## Annotations for materials

Usability analysis (Only for mobile version)



On the pages, the annotations of the first articles take up one and a half screens

<https://moonrisecrystals.com/complete-guide-to-crystals/>



READ MORE >

Greenlandite is a Fuchsite mined in southwestern Greenland. This region has been continually inhabited for 4000 years by a variety of very different cultures who somehow managed to co-exist peacefully. Likewise, Greenlandite can teach us how to coexist peacefully. It reminds us that we can't control other people and we shouldn't pretend to be someone else in order to fit in. Greenlandite encourages us to "live and let live." It's a calming stone to hold during times of political tension when it's so incredibly easy to villainize the other side.

Greenland is experiencing an international mining rush as its ice caps melt as a result of climate change. Greenland has a largely indigenous population and a fragile environment. From an ethical sourcing perspective,

<https://moonrisecrystals.com/crystal-articles/>



READ MORE >

## Do Crystals Work?

Crystal healing is an ancient practice that has become wildly popular in the modern age. If you're new to crystal healing or if you're bemused by all the hype, you may be wondering: Is this real? How does it work?

Some people will try to convince you that there is a scientific explanation. They will wave their hands and speak of vibrations and quantum physics. Depending on the speaker, it may even sound "truthy" because the vast majority of us don't want to admit how little we understand about the more esoteric realms of science. Others will dismiss the science and say it's all a matter of personal belief. They will wave their hands and speak about vibrations and spirituality. Depending on the speaker, it may feel relaxing because it doesn't require us to think very deeply.



## Recommendations

1. Reduce the size of material annotations

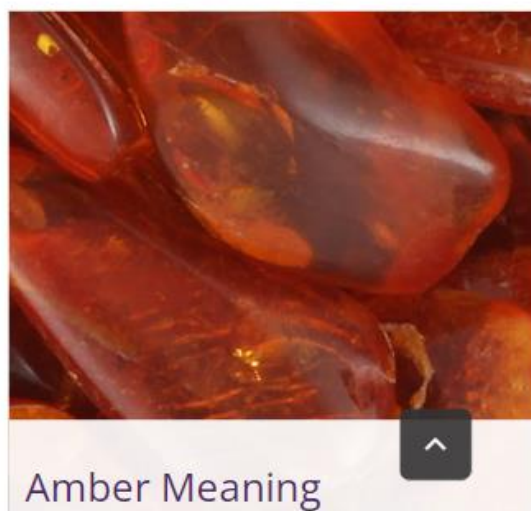
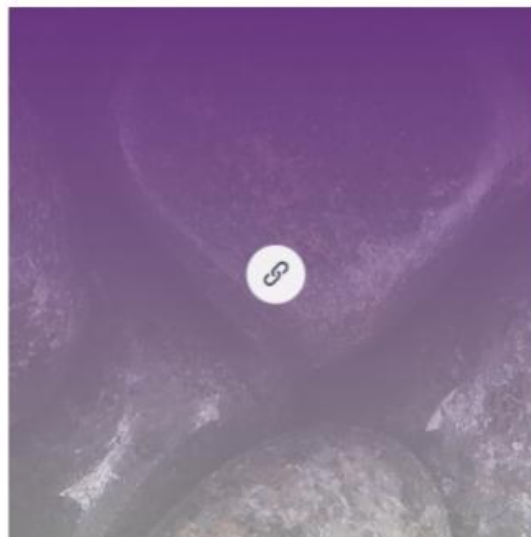
## Go to the material page

Usability analysis (Only for mobile version)



When you click on an article card, a link icon is displayed, why this is not clear

<https://moonrisecrystals.com/complete-guide-to-crystals/>



<https://moonrisecrystals.com/feel-loved-crystal-stories/>

Friends

Lovers



## Ruby Matrix calls out to generous souls

Ruby Matrix calls out to generous souls. It gives us boundless courage and magnificent love so that we can do what needs to be done[...]



Recommendations

1. Direct the user to the content page on first click

## Article pages. Images

Usability analysis (Only for mobile version)



### Images on the first screen of article pages are too small

white spots from Cristobalite, a silica mineral that partially crystallized with the Obsidian was hardening. Like other Obsidians, it is formed from rapidly cooling lava following a volcanic eruption. Normally the Obsidian hardens so quickly that there is no time for any minerals to crystallize, making Snowflake Obsidian quite unique! It's energy is softer than pure Black Obsidian, offering a gentle grounding. It is a wonderful stone to work with following a trauma and when grieving a loss.



#### CONTENTS:

1. Meaning of Snowflake Obsidian
  1. Spiritual Healing Energy
  2. Emotional Healing Energy
  3. Mental Healing Energy
  4. Physical Healing Energy
2. Geology of Snowflake Obsidian
  1. Where does it come from?
  2. Mining and Treatments
  3. Mineral Family
  4. Formation and Crystal Associates
3. History of Snowflake Obsidian



### Recommendations

1. Increase the size of the image or implement the ability to enlarge it

## Article pages. Tables

Usability analysis (Only for mobile version)



Table scroll controls are only visible when interacting with the table

Physical Properties	Fire Agate
	Root, Solar Plexus and Sacral
	Fire
ology	7 and 9
	Aries, Gemini, Leo, Sagittarius

### Emotional Healing Properties

Fire Agate has a passionate and joyful energy that is also fiercely protective. It is a stone that inspires great courage within us and urges us to follow our bliss and leave behind the humdrum of routine. Anyone preparing for a big change would do well to work with Fire Agate's energy. Fire Agate helps us to feel energetically protected. This feeling makes it easier to build a strong and healthy emotional foundation that can whether the storms of life. Its energy is also a wonderful aphrodisiac, helping us to attract new lovers and incite passion in existing relationships.

### Mental Healing Properties

Fire Agate helps us to think for ourselves



trinitus - crystals formed in the same geological environment. Try it in combination with Snow Quartz

Fire Agate	
Formula	SiO <sub>2</sub>
Crystal System	None
Color	Brown, rainbow iridescence
Crystal Habit	Hexagonal/trigonal
Fracture	Cryptocrystalline
Luster	Conchoidal
Hardness Scale	7
Streak	Green (long wave) / Yellowish-white (short wave)
Transparency	Vitreous
Specific Gravity	Tectosilicate
Optical Properties	2.
Other	White
Other	Translucent to opaque

**HISTORY OF FIRE AGATE**

Agate has one of the oldest historical traditions of any healing stone. It is included in virtually every known lapidary text which describe gemstones and their properties. Archaeological evidence amply shows that



## Recommendations

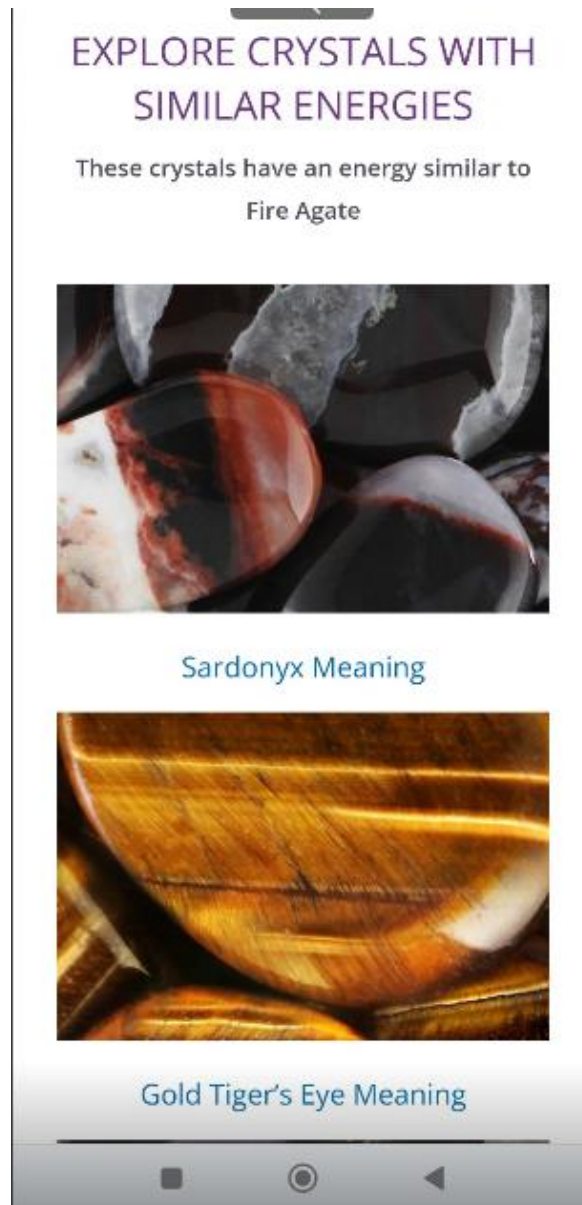
1. Table scroll elements should be implemented as static elements

## Article pages. Block “EXPLORE CRYSTALS WITH SIMILAR ENERGIES”

Usability analysis (Only for mobile version)



In the block, article cards are located one after another



### Recommendations

1. Place article cards at the bottom of the page
2. Use horizontal scrolling feed with article cards

## Article pages. Links to PDF

Usability analysis (Only for mobile version)



Links in the block are not fully displayed

**Additional References:**

1. Dana, Edward Salisbury. *The System of Mineralogy of James Dwight Dana (1887-1868): Descriptive Mineralogy.* (New York: John Wiley & Sons, 1904). p.731  
[https://rruff-2.geo.arizona.edu/uploads/Dana\\_1892\\_731](https://rruff-2.geo.arizona.edu/uploads/Dana_1892_731)
2. Van Halm, Isabeau. "Why the world find itself in a Greenland "gold rush." *Energy Monitor*, July 3, 2023.  
<https://www.energymonitor.ai/sectors/industry/the-world-finds-itself-in-a-greenland-mining-rush/>

Find Your Perfect Stone  
From 41 countries and 238 varieties, use our advanced filtering to find your perfect stone.

SHOP ALL CRYSTALS



Recommendations

1. Correct block layout

## Pages of the “FEEL LOVED CRYSTAL STORIES” section. "Healing, Mineralogy, and History"

Usability analysis (Only for mobile version)



The block contains too large images, and it is unclear what they refer to



Recommendations

1. Use thumbnail images in the “Healing, Mineralogy, and History” block

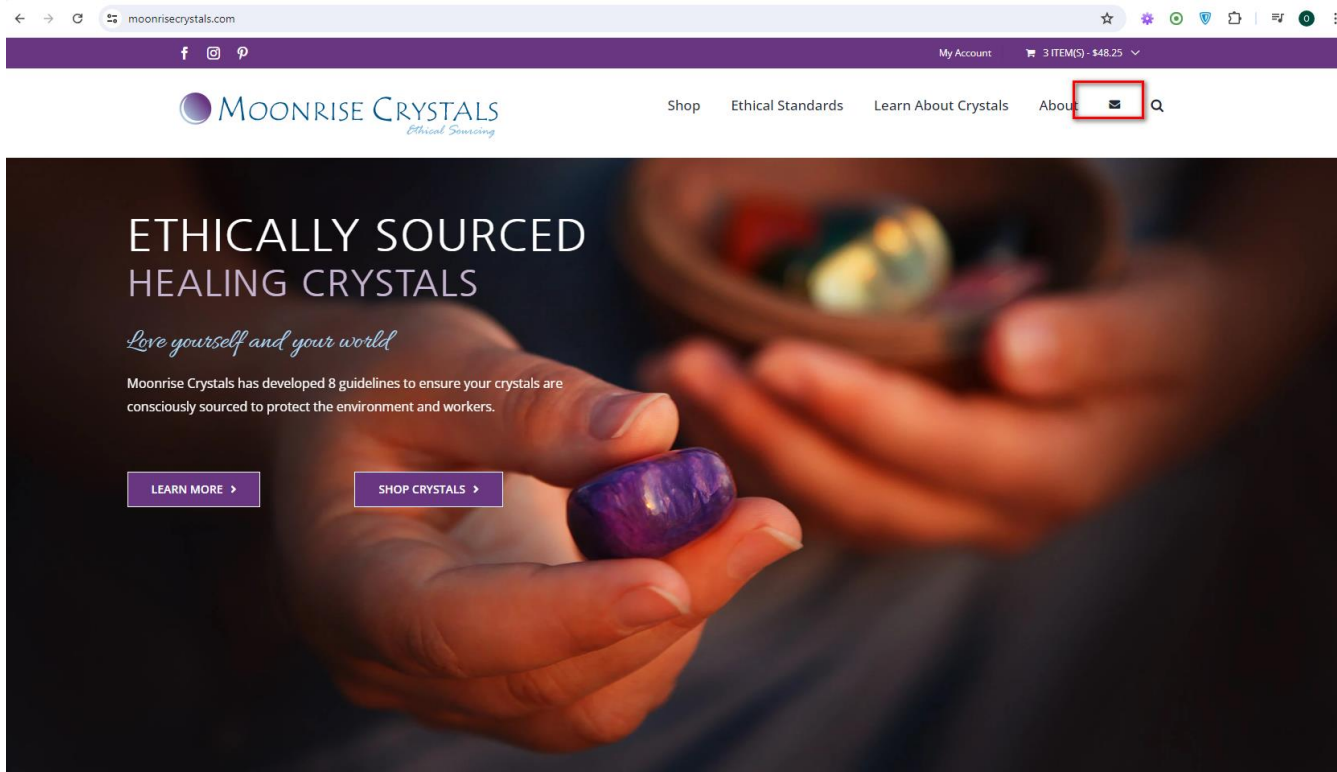
# Conversion elements analysis

## Main menu. "CONTACT"

Conversion elements analysis (Only for desktop version)



The "CONTACT" menu item is implemented as an icon. At first glance, it is not clear what will happen when you click, either sending a message or going to the contacts page



### Recommendations

1. Instead of an icon, use a menu item in the form of a "Contact" or "Contact Us" link

## Product cards. Information about delivery

Conversion elements analysis (Only for desktop version)



Product cards contain the text “FREE SHIPPING USA | SHIP WORLDWIDE”, but nothing happens when clicked

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

Balance Communication Confidence Direction Pregnancy

FREE SHIPPING USA | SHIP WORLDWIDE

Select Variable

Large (2 in) Medium (1.75 in) Small (1.5 in)

- 1 + ADD TO CART

Add to Wishlist

★★★★★

I received my crystals yesterday! Thank you so much for the lovely package, including the delightful tea. Well, I'm just in love with my gorgeous crystals. I had no doubt you'd selected beauties, but I didn't expect to have such a strong emotional reaction to them. I felt an instant, beautiful connection with them as I held them in my hands. They're providing me with the strength that I need right now.

Dorothy S (California)

Origin	Madagascar
Polish	Shiny & Smooth
Quality	AA (quality chart)
Shape	Rounded & Flat
Color	Blue
Transparency	Opaque
Average Size	Varies (size chart)
Average Weight	Varies

Shipping

- Orders are shipped Next Business Day
- Eco-Friendly Shipping Materials

Free Gift

Get a Free Satin Medicine Bag when you buy any 3 crystals



Recommendations

1. Instead of text, add a block with delivery information

## Product cards. Location of the "Add to cart" button

Conversion elements analysis (Only for desktop version)



In some product cards, the add product button does not meet basic usability requirements and is located away from the "first screen" (you need to scroll the page to click on the "Add to cart" button)

The screenshot shows the product page for Amethyst on the Moonrise Crystals website. The page includes a navigation bar, a product image of amethyst stones in a wooden bowl, a star rating of 5 stars with 6 reviews, a price range of \$14.50 - \$16.50 per stone, and a shipping notice. Below the product image, there are sections for 'Graceful Serenity' and 'Amethyst Healing Properties'. At the bottom of the page, there is a 'Recommendations' section with a blue rocket icon. The 'Add to cart' button is located at the bottom of the page, requiring scrolling to reach.

### Recommendations

1. Place the add product button on the first screen of the site



# Product cards. "Similar products"

Conversion elements analysis (Only for desktop version)



There are no conversion elements in similar product cards

Where do our stones come from?

Our Crystals are Ethically Sourced



Recommendations



1. Add conversion elements based on recommendations for product cards on category pages

## Placing an order. Block with total amount

Conversion elements analysis (Only for desktop version)



When filling out the form, the user does not see the final order and the total amount

MOONRISE CRYSTALS Shop Ethical Standards Learn About Crystals About  

### Billing details

First name \*  Last name \*

Company name (optional)

Country / Region \*

Street address \*


Town / City \*

State / County \*

Postcode / ZIP \*

Phone \*

Ship to a different address?

  
**Recommendations**

1. Block "Ship to a different address?" place under the main form to fill out
2. In place of the block "Ship to a different address?" move the block with goods and total amount
3. Implement the block as a floating block when scrolling

# Registration on the site

## Conversion elements analysis (For desktop and mobile versions)



Registration on the site is only available during the ordering process

### Desktop version

The image shows two screenshots of the Moonrise Crystals website. The top screenshot is the 'MY ACCOUNT' page, which features a login form with fields for 'Username or email address \*' and 'Password \*', a reCAPTCHA widget, and a 'LOG IN' button. The bottom screenshot is the checkout page, which includes fields for 'State / County \*', 'Postcode / ZIP \*', 'Phone \*', and 'Email address \*'. It also has checkboxes for 'This is a gift for someone who is very special. Please make them Feel Loved. (optional)', 'Gift Message (optional)', and 'Order Notes (optional)'. A red box highlights the 'Create an account?' checkbox at the bottom of the checkout form.

Mobile version

My Account 3 ITEM(S) - \$48.25

MOONRISE CRYSTALS

## MY ACCOUNT

### Login

Username or email address \*

Password \*

I'm not a robot reCAPTCHA  
Privacy - Terms

Remember me

[Lost your password?](#)

CUSTOMER CARE



## Recommendations

1. On the "MY ACCOUNT" page, add a button/link "Create an account"
2. When clicked, display a registration form with elements for quick registration using social networks and email services

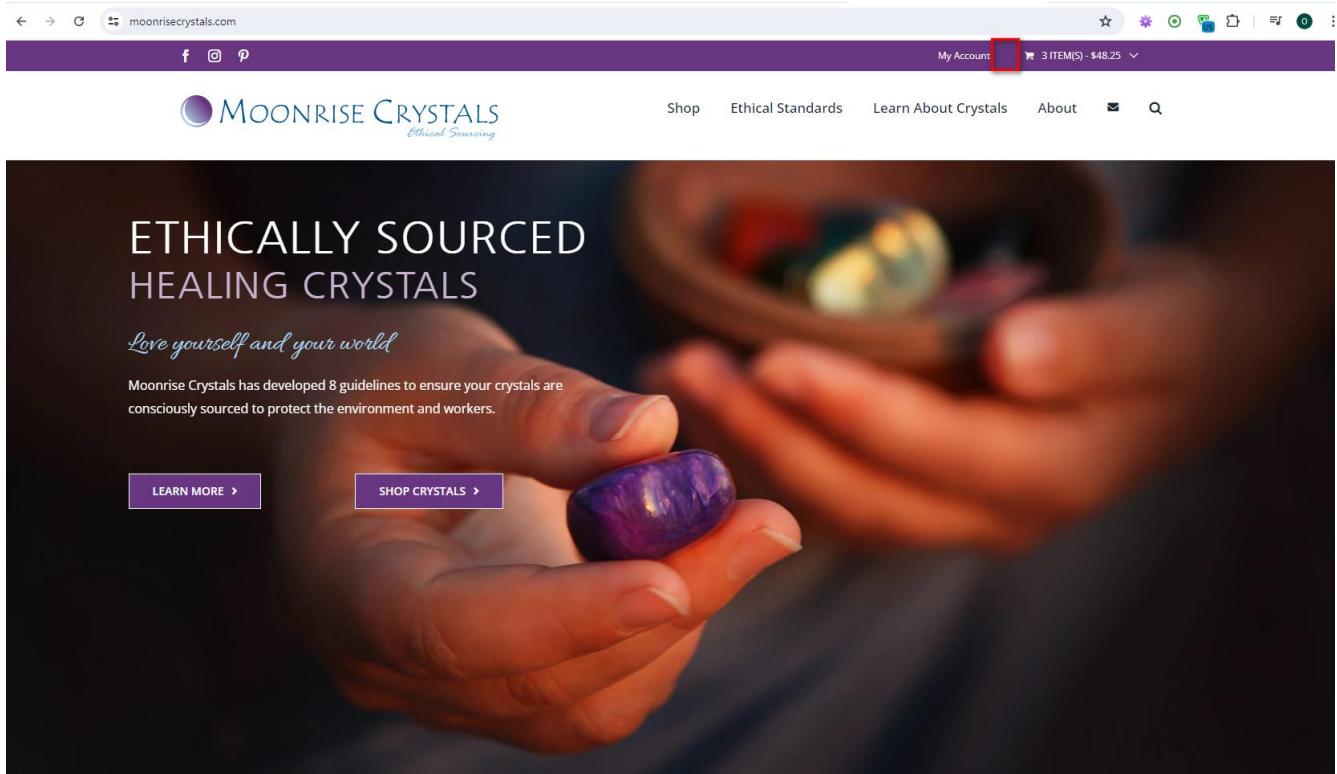
## Site header. "Wishlist"

Conversion elements analysis (For desktop and mobile versions)



There is no icon for selected products in the site header, but in the product cards there is functionality for adding a product to the wishlist

### Desktop version



**Mobile version**


The screenshot shows the mobile version of the Moonrise Crystals website. At the top, a purple navigation bar contains a 'My Account' link, a shopping cart icon, and the text '3 ITEM(S) - \$48.25'. Below this is the Moonrise Crystals logo and a search icon. The main heading reads 'ETHICAL CRYSTAL STANDARDS'. A central image shows hands polishing a crystal on a lathe. Below the image is the title 'The Environmental & Social Impact of Crystals' and a paragraph of text.

My Account  3 ITEM(S) - \$48.25

MOONRISE CRYSTALS  

## ETHICAL CRYSTAL STANDARDS



### The Environmental & Social Impact of Crystals

No one wants to think about child labor, poor working conditions, or environmental damage when trying to purchase pretty healing crystals. Yet we can all agree that the most powerful healing energy requires ethical mining and polishing. Moonrise Crystals is committed to investigating the environmental and social impacts of the gem industry to provide detailed, transparent research for every stone it sells.



### Recommendations

1. Add an icon to display products in the wishlist
2. When adding a product to the wish list, display the number of added products in the wishlist
3. When clicking on the icon, direct the user to the "Wishlist" page

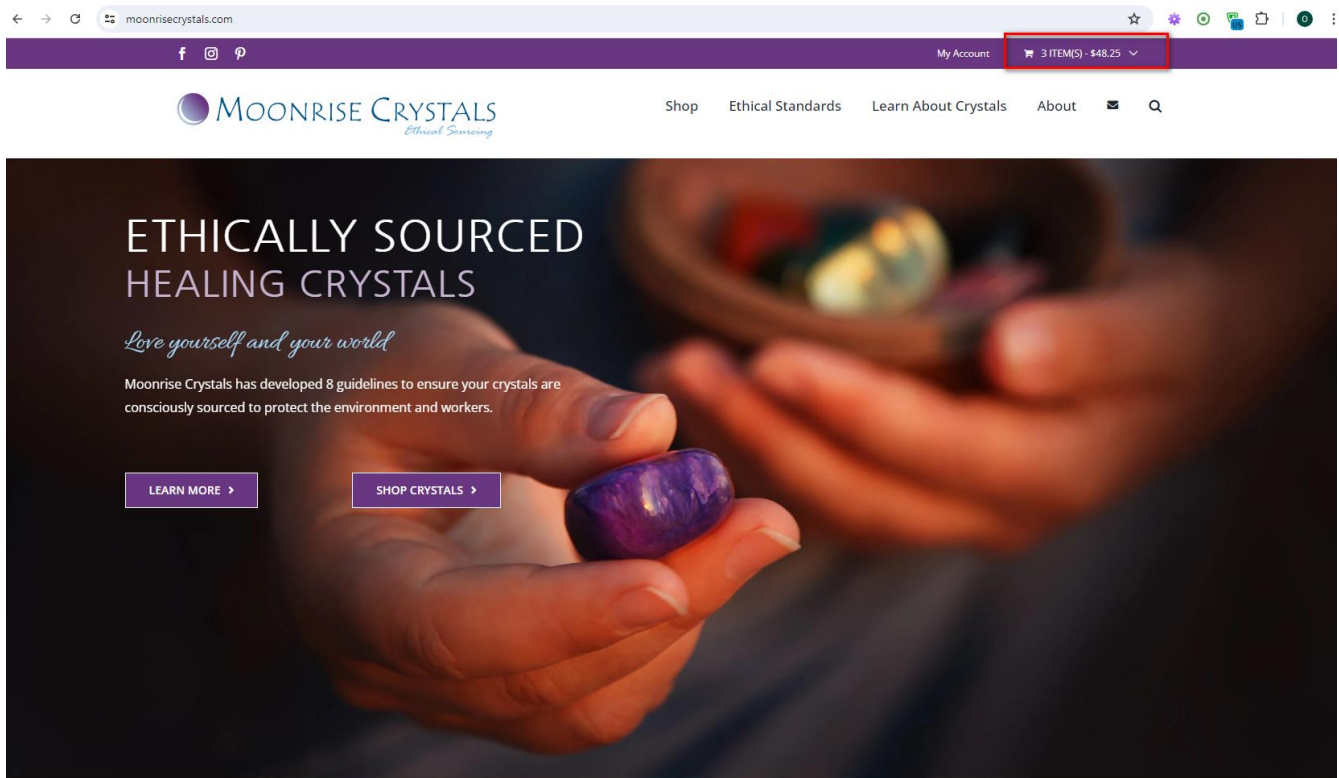
# Site header. Cart icon

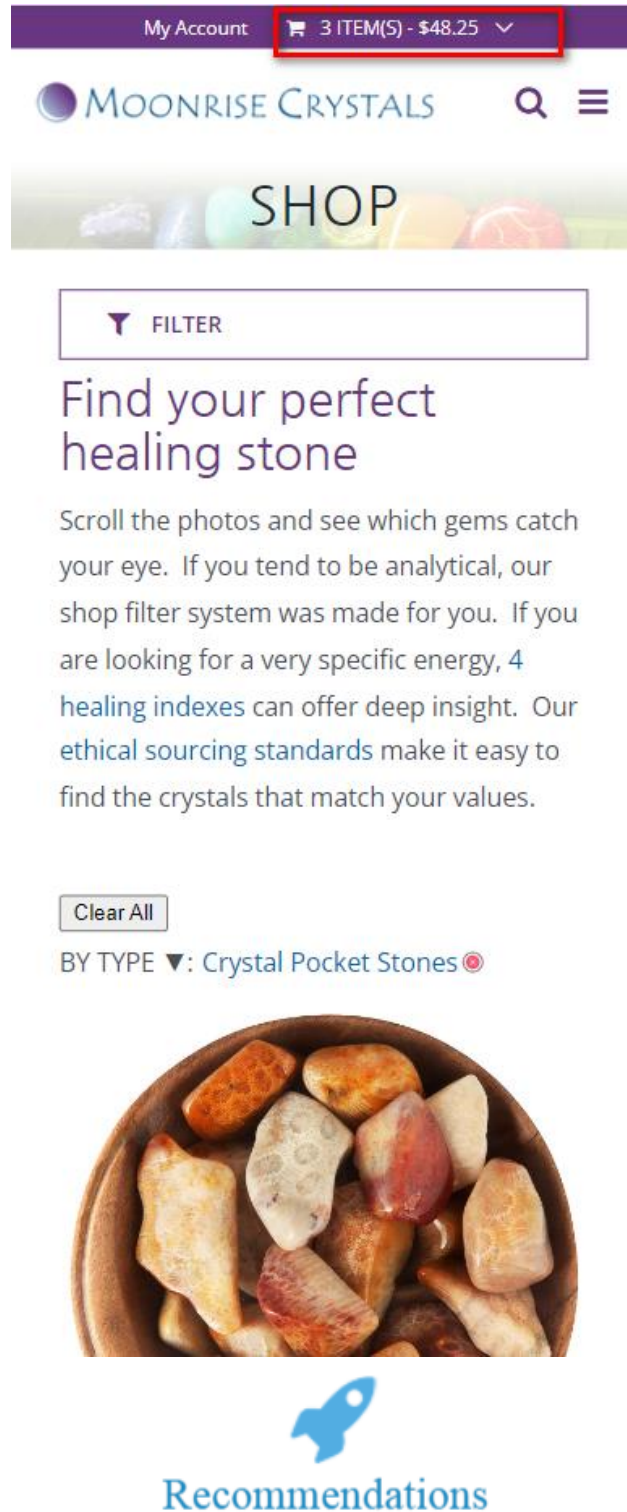
Conversion elements analysis (For desktop and mobile versions)



Cart icon is too small

## Desktop version



**Mobile version**

1. Increase the size of the cart icon



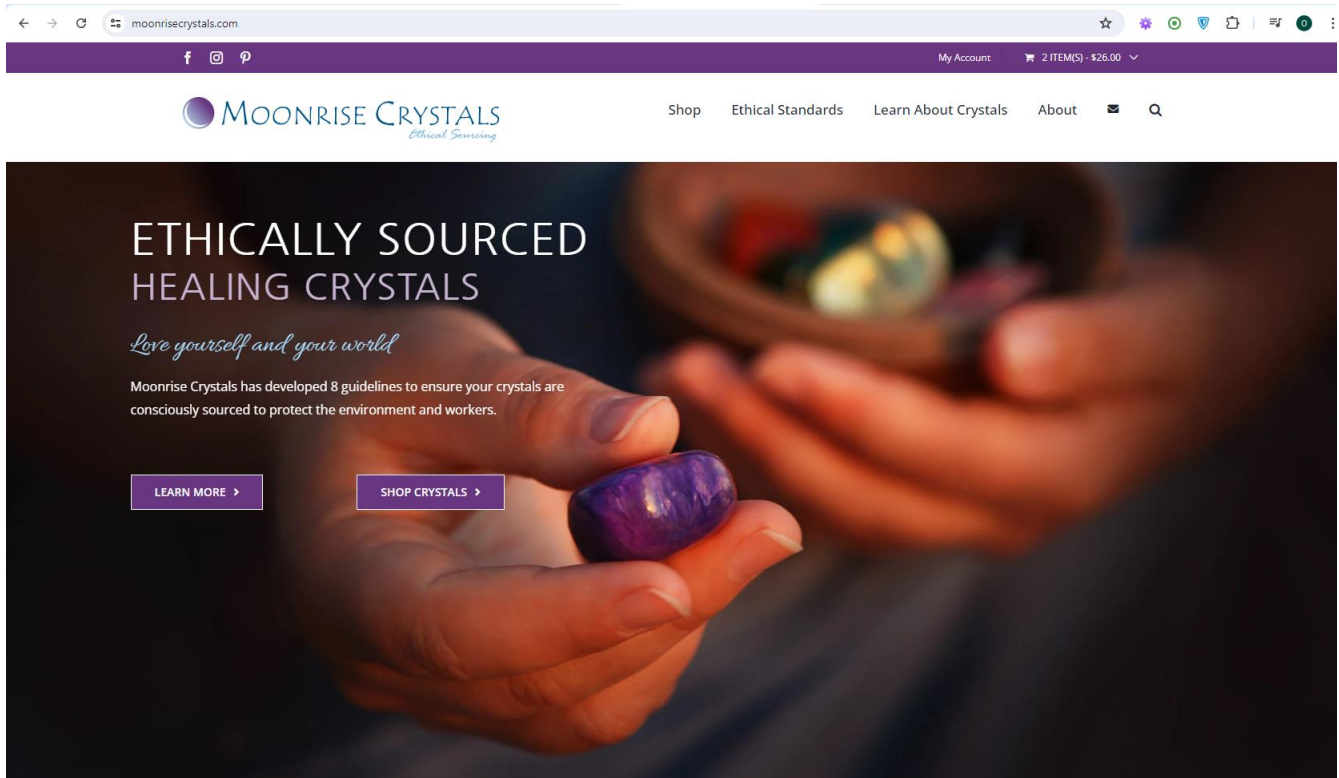
# Contact information on the first screen

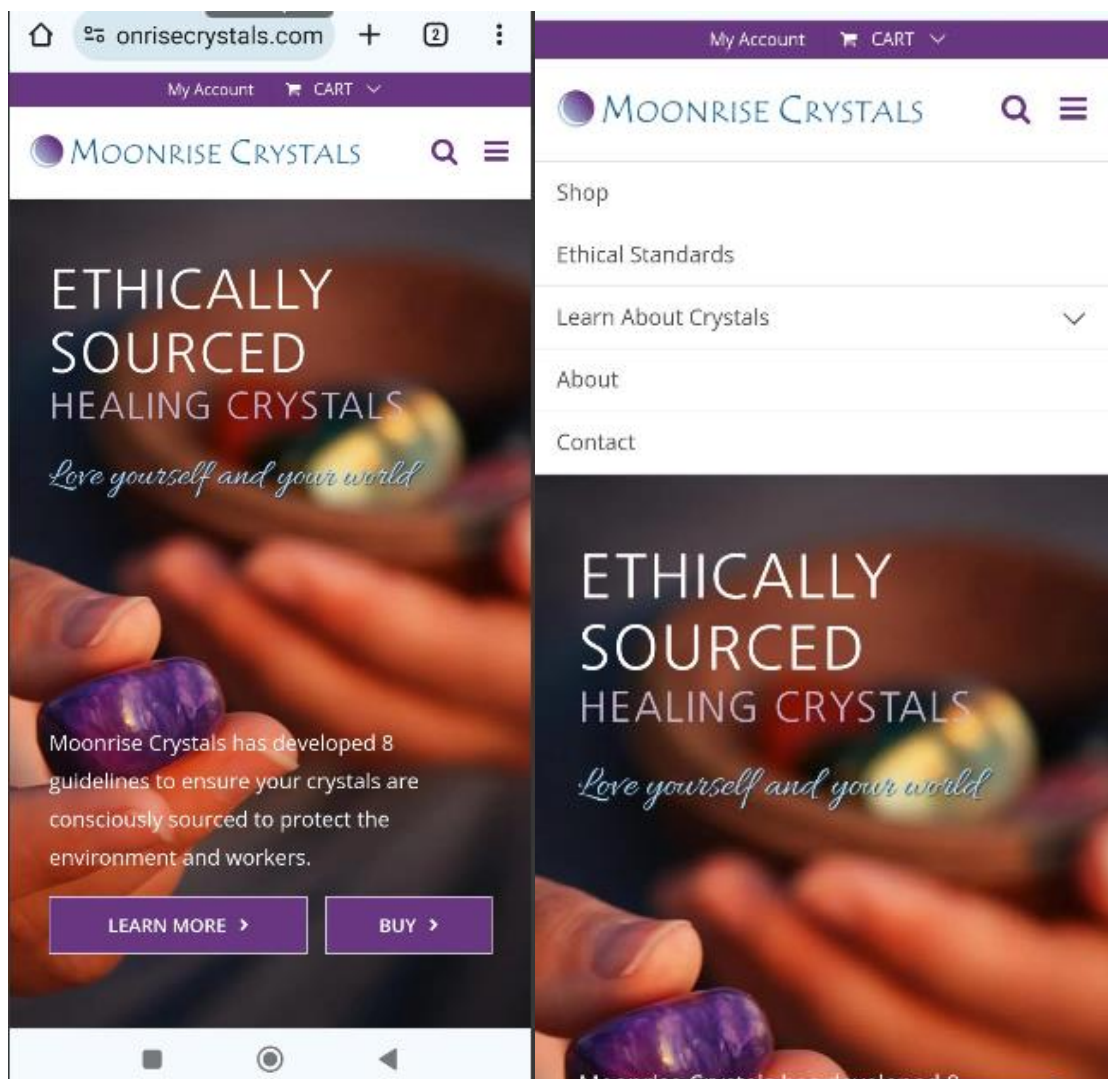
Conversion elements analysis (For desktop and mobile versions)



There is no contact information on the first screen

## Desktop version



**Mobile version**

## Recommendations

1. **Add contact information to the site header (for the mobile version in the main menu) ((If it is possible to call or quickly communicate with the user via messenger))**
2. **Place contacts to the right side of the site header**
3. **Highlight contact information with color or font**
4. **Make a phone number clickable with the ability to call**

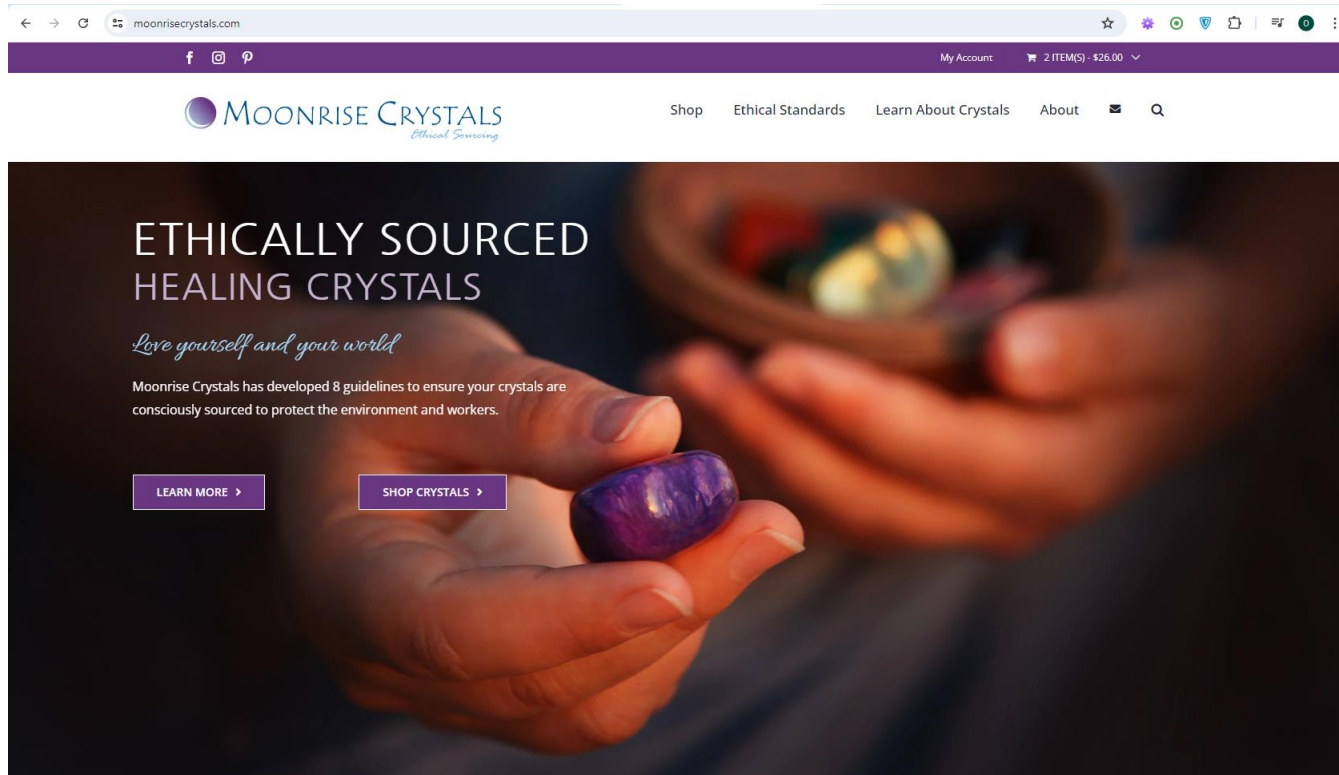
# Request a call back

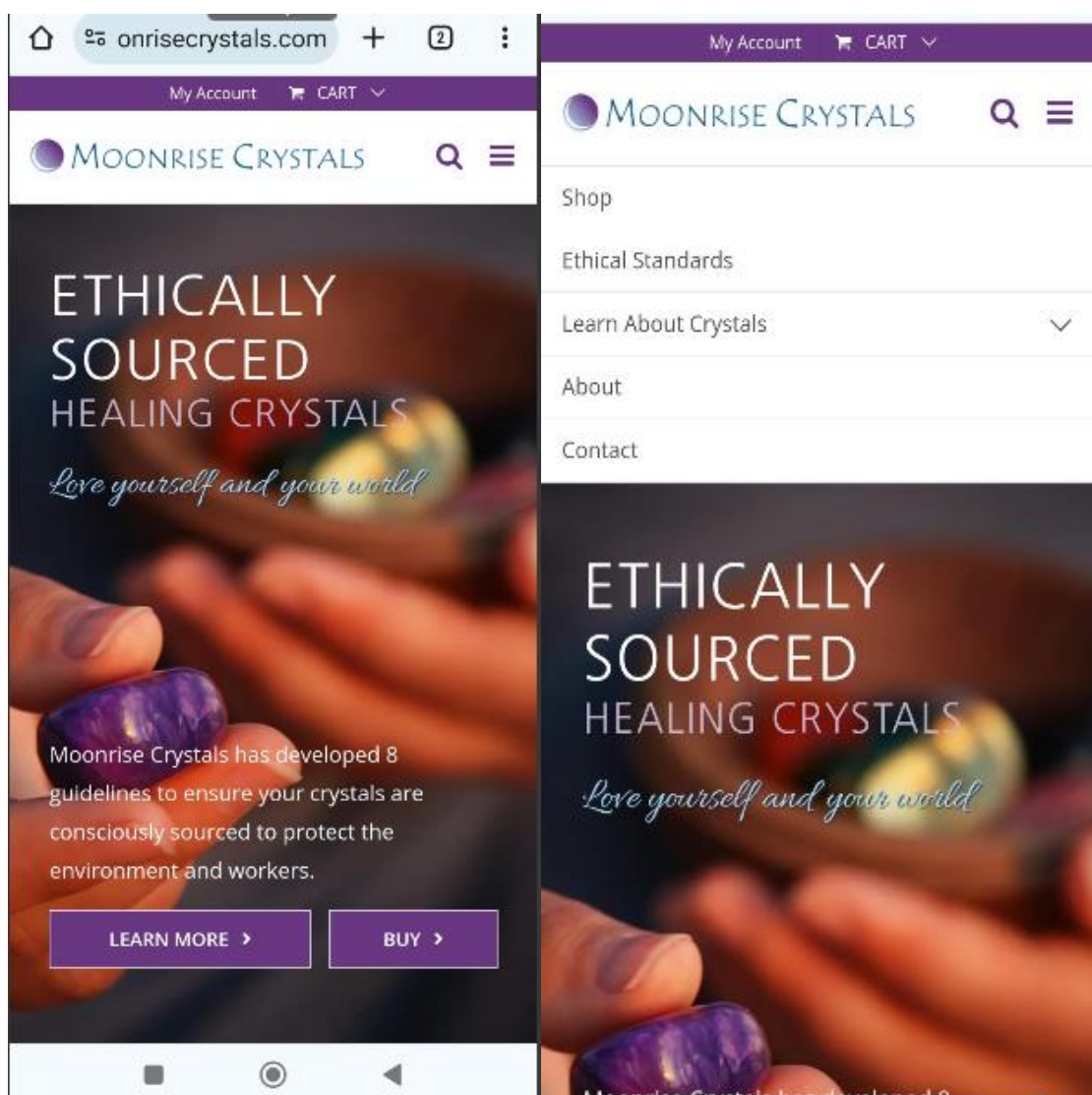
Conversion elements analysis (For desktop and mobile versions)



The site does not have a callback form or widget

## Desktop version



**Mobile version**

## Recommendations

1. Place a button or link in the site header (for the mobile version in the main menu) (If it is possible to call or quickly communicate with the user via messenger)
2. Place the button in the site header
3. After clicking on the button, display a pop-up window with a form to fill out
4. The form must contain 2 fields - name and phone number
5. The field "Phone number" must be required
6. The field with the number should contain an example of the correct number entry and the restriction on entering only numbers

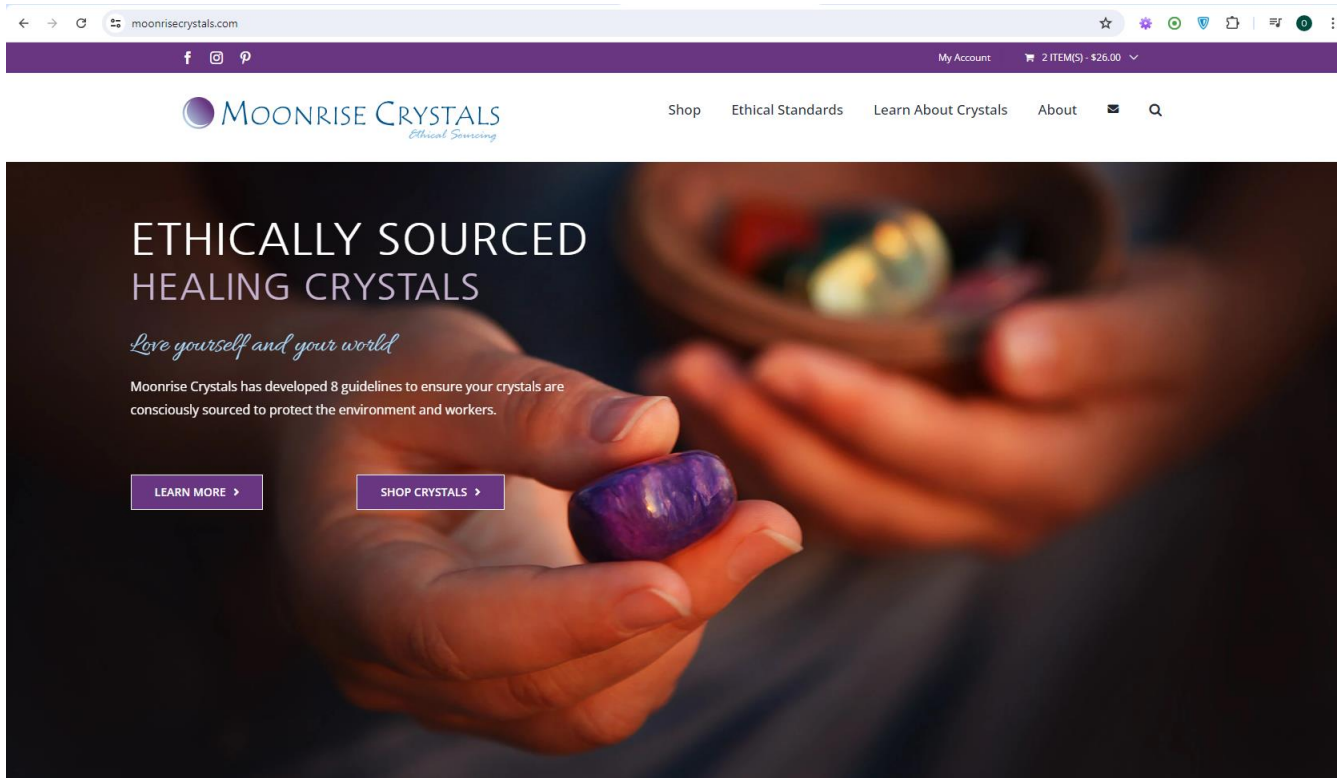
# Online consultant

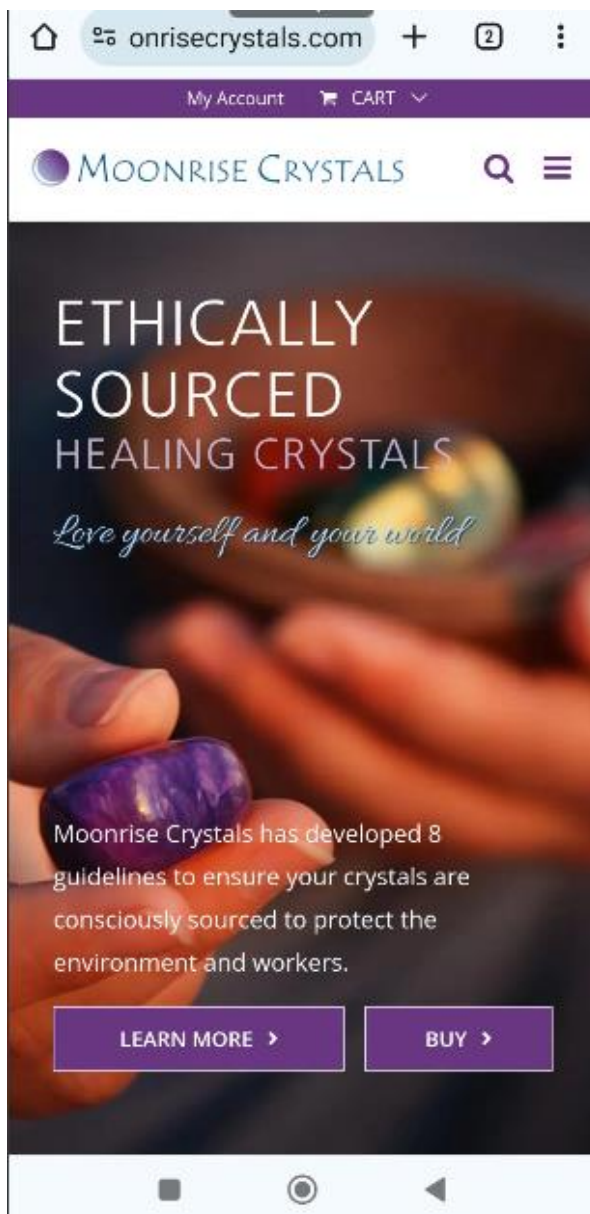
Conversion elements analysis (For desktop and mobile versions)



There is no online consultant on the site

## Desktop version



**Mobile version**

## Recommendations

1. Add an online consultant to the site

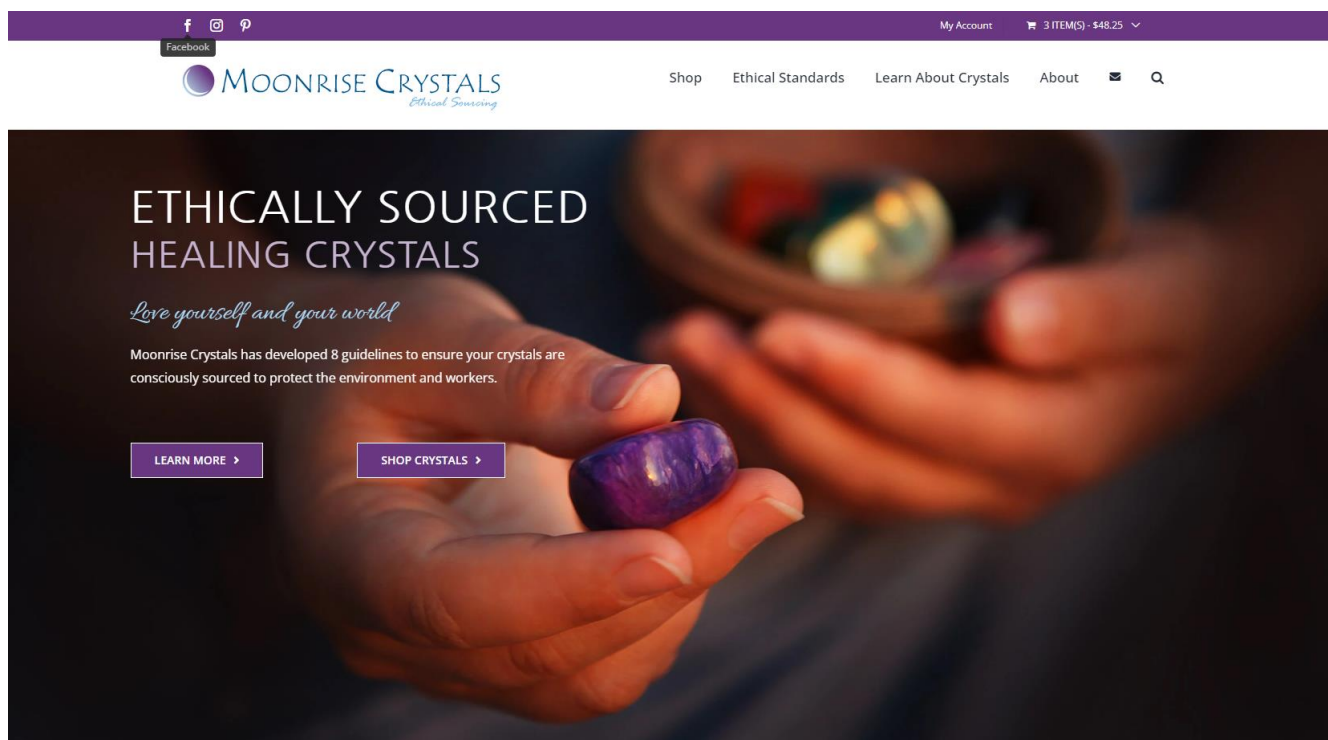
## Home page. Banners. Content

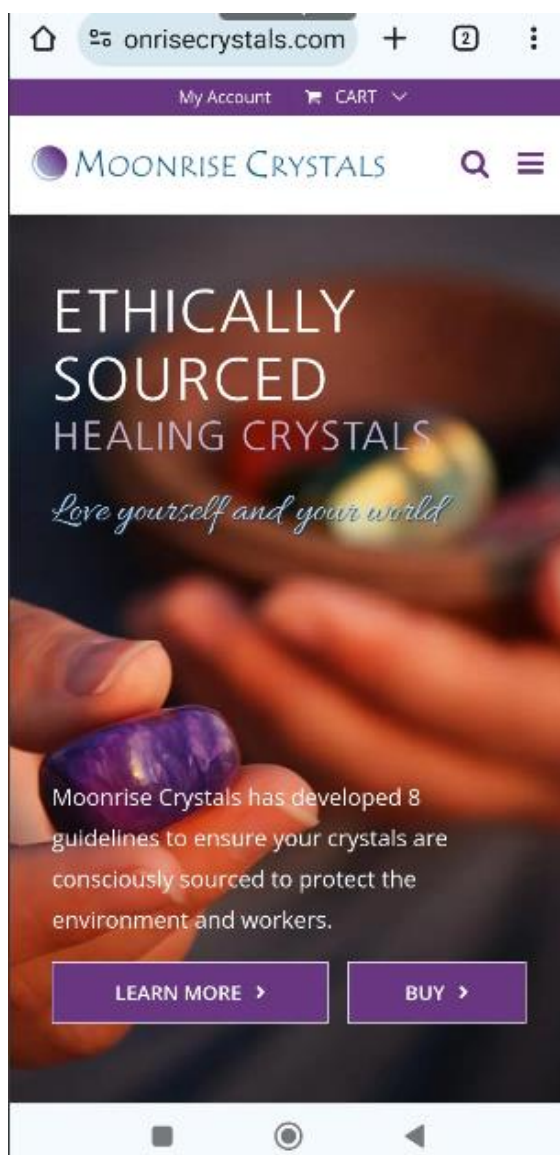
Conversion elements analysis (For desktop and mobile versions)



There is only one banner in the block, which has both a button to go to the store and a button to go to materials

### Desktop version



**Mobile version**

## Recommendations

1. Add several banners (separate banner for store/categories, separate for materials)
2. Add USP to banners
3. Add buttons to go to the desired section or to the desired product
4. Implement automatic scrolling for banners
5. Interval for scrolling through banners should be 5-7 seconds.
6. Highlight scroll elements
7. Implement scrolling elements as fixed (static) elements



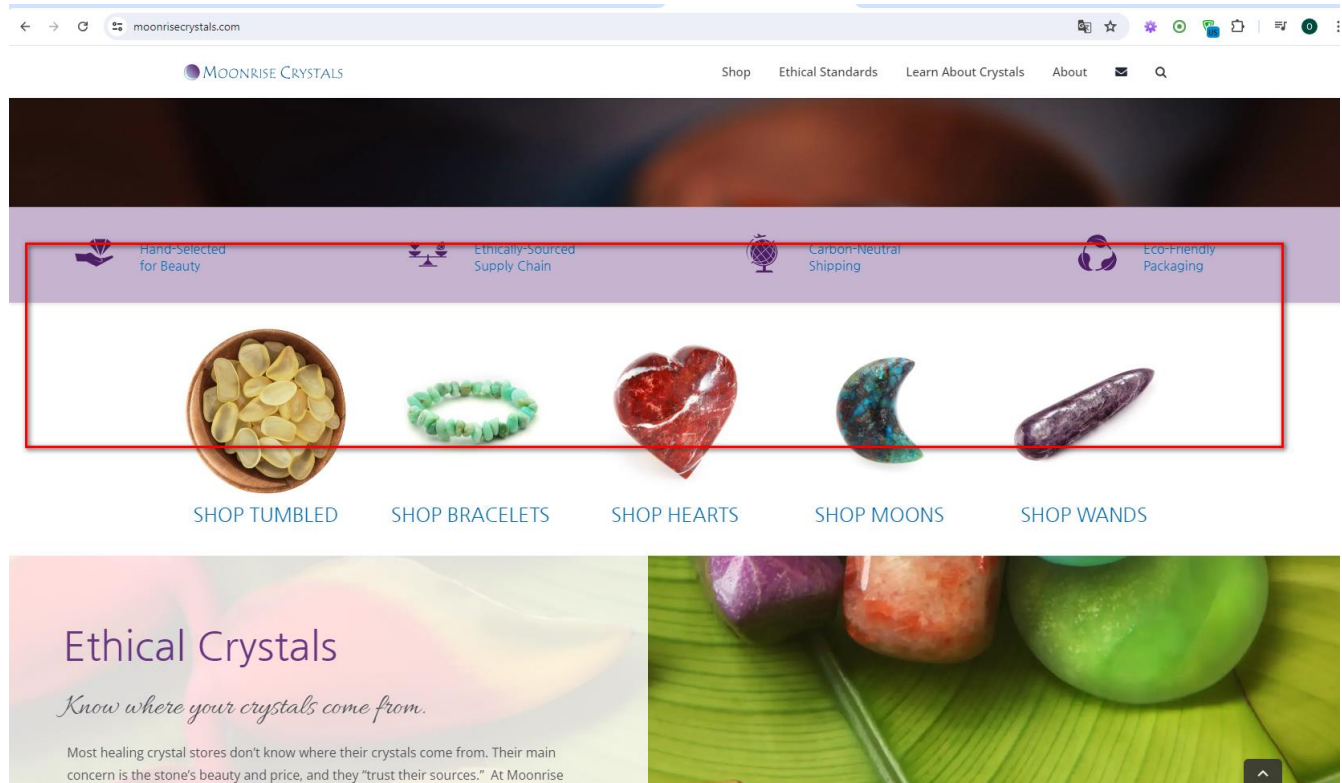
# Home page. Blocks "Bestsellers", "Promotions / Sale", "New"

Conversion elements analysis (For desktop and mobile versions)



On the home page, there are no blocks with the products "Bestsellers", "Promotions / Sale", "New items"

## Desktop version



**Mobile version**

## Recommendations

1. Add blocks or one large block to the home page with the tabs "Bestsellers", "Promotions / Sale", "New"
2. Use product cards similar to cards in the "Shop" section
3. Add the following elements to product cards (since the user, when moving from article pages, already knows enough about the product and does not need to view the product card):
  - Add to wishlist
  - Quantity selection
  - Size selection
  - "Add to Cart"
  - "Buy in one click" (If it is possible to call or quickly communicate with the user via messenger)
4. Place the block under the block with advantages
5. At the end of the block, place the "See all" button with a transition to the "Shop" page

# "Shop" page. First screen

## Conversion elements analysis (For desktop and mobile versions)



The first screen of the page takes the user out of the store to pages of materials, from which the user is invited to return to the store

### Desktop version

BY STONE ▾  
BY TYPE ▾  
BY HEALING PROPERTIES ▾  
BY ETHICAL STANDARDS ▾  
BY COLOR +  
BY SIZE +  
BY CHAKRA +  
BY ZODIAC +  
BY ELEMENT +  
BY NUMEROLOGY +

Find your perfect healing stone

Scroll the photos and see which gems catch your eye. If you tend to be analytical, our shop filter system was made for you. If you are looking for a very specific energy, 4 healing indexes can offer deep insight. Our ethical sourcing standards make it easy to find the crystals that match your values.

Sort by Default Order ▾ Show 18 Products ▾

Direct from the Mine

The first goal in an ethical supply chain is to create a transparent supply chain. The longer the supply chain, the more opaque it becomes. These crystals have the shortest possible supply chain. Some of these crystals were bought from a polisher, but the name of the mine is known. In other cases, the crystals are bought directly from the miners.

Eco-Friendly Mining

All mines have a negative environmental impact, but some are worse than others. As a general rule, pit mines have a larger footprint, than underground mines. Likewise, mining for metals and native elements has more impact than mining for rocks and minerals. The best crystals come from mines that actively try to balance their environmental impact.

Fair Wages

Wage information is rarely available for small businesses, which includes virtually every healing crystal supplier. Inferences can be made by studying the businesses' safety record and marketing messages, as well as understanding the political and economic situation of the country.



Mined in the USA




Americans are the largest consumers of healing crystals. Many crystals are mined in Africa, Asia, or South America. These little beauties were actually mined in the United States with safe conditions for workers and a low environmental impact.

Safe Factory


A safe factory is judged primarily by its air quality and whether workers wear protective gear. Stone

Mobile version

My Account  3 ITEM(S) - \$48.25 


 MOONRISE CRYSTALS  


SHOP

 FILTER

## Find your perfect healing stone

Scroll the photos and see which gems catch your eye. If you tend to be analytical, our shop filter system was made for you. If you are looking for a very specific energy, [4 healing indexes](#) can offer deep insight. Our ethical sourcing standards make it easy to find the crystals that match your values.



  
Recommendations

1. Remove links from text in the first screen

## Category pages. Direct transition to category page

Conversion elements analysis (For desktop and mobile versions)



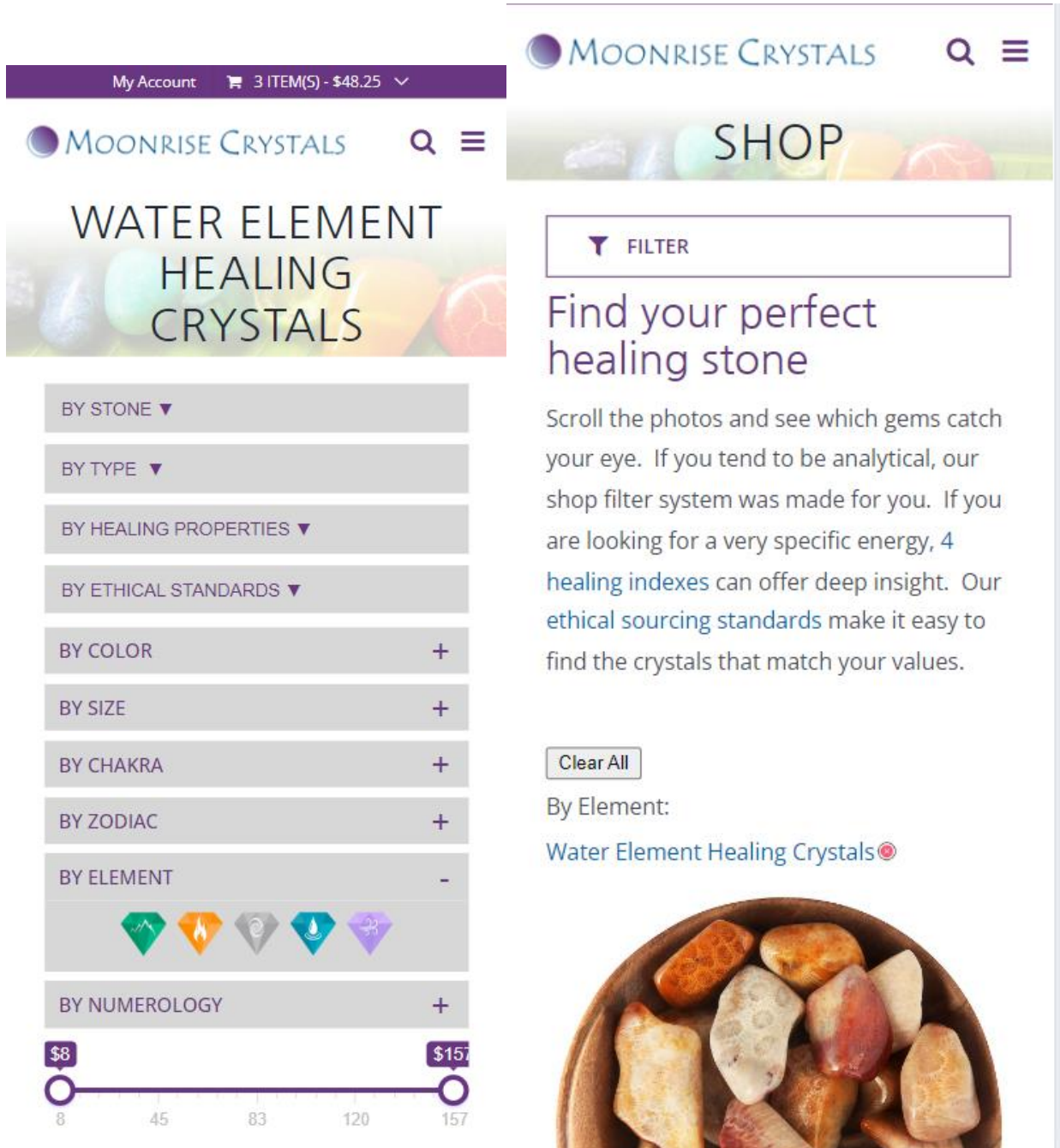
When going to category pages from search results or from internal pages, the user does not see which parameter is selected for the page, while the current parameter is clickable and when clicked, different text is displayed, but with the same products

For example:

### Desktop version

The screenshot shows the Moonrise Crystals website. The browser address bar is highlighted with a red box, showing the URL: [moonrisecrystals.com/element/water-element-healing-crystals/](https://moonrisecrystals.com/element/water-element-healing-crystals/). The page title is "Water Element". Below the title is a paragraph: "The element of Water is used in both Western and Eastern philosophy traditions. The healing crystals found below are recommended when balance, harmony, abundance, and healing are needed. Water is tied to the Western astrological signs of Cancer, Scorpio and Pisces. Each of the Chinese zodiac signs cycles through the element of Water every 60 years. For example, 1963 and 2023 are both the year of the Water Rabbit. If your lunar birth year ends in a 2 or 3 you are a Water Sign." Below the paragraph are sorting options: "Sort by Default Order" and "Show 18 Products". The main content area displays a grid of product cards. The first row includes "Agatized Coral" (Inspired Connection, \$15.25 - \$19.25 /per stone), "Amazonite (Disc)" (Wise Communication, \$21.00 - \$25.00 /per stone), and "Amazonite (Madagascar)" (Wise Communication, \$11.50 /per stone, \$15.75 /per stone, with a "Sale!" badge). The second row shows more product cards, including another "Amazonite (Madagascar)" with a "Sale!" badge. The sidebar on the left has filters: "BY STONE", "BY TYPE", "BY HEALING PROPERTIES", "BY ETHICAL STANDARDS", "BY COLOR", "BY SIZE", "BY CHAKRA", "BY ZODIAC", "BY ELEMENT" (with a red box around the Water element icon), and "BY NUMEROLOGY". There is also a price range slider from \$8 to \$157 and checkboxes for "ON SALE (2)" and "NEW ARRIVALS (3)".

**Mobile version**



**Recommendations**

1. When you go to a category page, display the selected/corresponding parameter in the filters

## Category pages. Sorting: "ON SALE", "NEW ARRIVALS"

Conversion elements analysis (For desktop and mobile versions)



The sortings are located in an unusual place, under the filters (in the second screen of the page)

### Desktop version

The screenshot shows the desktop version of the Moonrise Crystals website. The page is titled "Find your perfect healing stone" and features a grid of product images. On the left side, there is a vertical filter menu with various categories such as "BY STONE", "BY TYPE", "BY HEALING PROPERTIES", "BY ETHICAL STANDARDS", "BY COLOR", "BY SIZE", "BY CHAKRA", "BY ZODIAC", "BY ELEMENT", and "BY NUMEROLOGY". Below the filters, there is a price range slider from \$7 to \$357. A red box highlights two sorting options: "ON SALE (10)" and "NEW ARRIVALS (27)". A red arrow points from the "ON SALE" option to the "Sort by Default Order" dropdown menu in the top right corner of the product grid. The product grid displays several items, including "Agatized Coral", "Almandine Garnet", and "Almandine Garnet Bracelet".

**Mobile version**

BY SIZE +

BY CHAKRA +

BY ZODIAC +

BY ELEMENT -

BY NUMEROLOGY +

\$8 \$157

8 45 83 120 157

ON SALE (2)

NEW ARRIVALS (3)

RESET

FILTER

### Find your perfect healing stone

Scroll the photos and see which gems catch your eye. If you tend to be analytical, our shop filter system was made for you. If you are looking for a very specific energy, 4 healing indexes can offer deep insight. Our ethical sourcing standards make it easy to find the crystals that match your values.

Recommendations

1. Add sortings to the sorting drop-down list
2. Arrange the sorts in the following sequence (from top to bottom):
  - "By default"
  - "By Popularity ("Best Seller")"
  - "By rating"
  - "New arrivals" (sorting by date added in this case, remove)
  - "On sale"
  - "By price"
  - "By name"



# Category pages. "Add to Whishlist»

Conversion elements analysis (For desktop and mobile versions)



It is not possible to add a product to a Whishlist

## Desktop version

The screenshot shows the desktop version of the Moonrise Crystals website. The page features a grid of crystal products. A red box highlights the 'Add to Whishlist' button on the 'Almandine Garnet (Faceted)' product, which is missing. The products listed are:

- Agatized Coral**: Inspired Connection, \$15.25 - \$19.25 /per stone
- Almandine Garnet**: Passionate Peace, \$15.00 - \$17.00 /per stone
- Almandine Garnet Bracelet**: Passionate Peace, \$80.00 /per stone
- Almandine Garnet (Rough)**: Passionate Peace, \$11.75 - \$13.75 /per stone
- Almandine Garnet (Faceted)**: Passionate Peace, \$20.75 /per stone
- Amazonite (Disc)**: Wise Communication, \$21.00 - \$25.00 /per stone

Additional elements include a 'GIFT CERTIFICATES' button and a 'Sale!' badge on the 'Almandine Garnet (Rough)' product.

**Mobile version**

price commission  
\$15.25 – \$19.25 /per stone



*Amazonite (Disc)*  
Wise Communication  
\$21.00 – \$25.00 /per stone



**Recommendations**

1. Add elements and functionality to add a product to your favorites

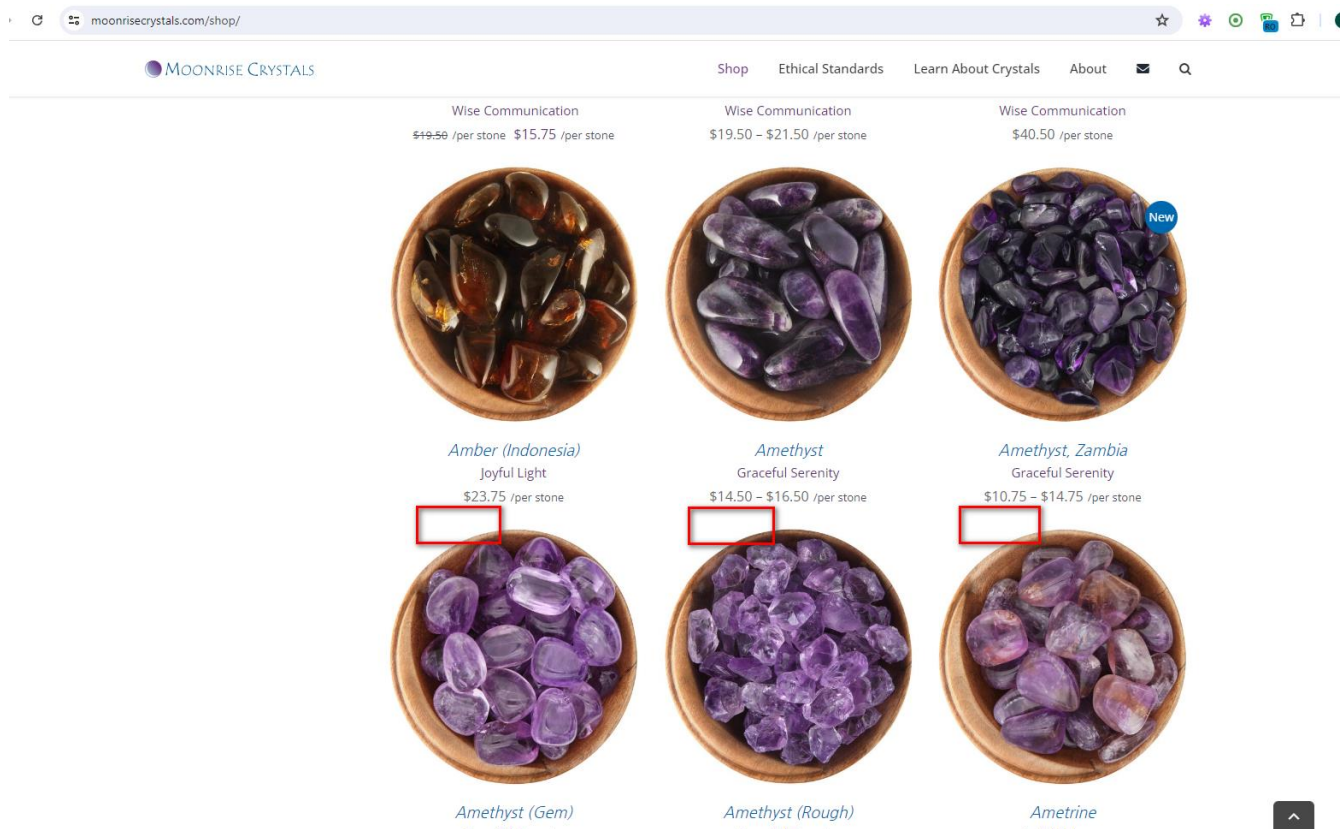
# Category pages. Quantity selection

Conversion elements analysis (For desktop and mobile versions)



There is no way to select the required number of products

## Desktop version



Mobile version

Wise Communication  
\$40.50 /per stone

**Sale!**



*Aquamarine (Angola)*  
Courageous Communication  
~~\$23.75 /per stone~~ \$17.75 /per stone



Recommendations

1. Add "-" and "+" elements to select quantity (since the user, when moving from article pages, already knows enough about the product and does not need to view the product card)

# Category pages. Choice of options

Conversion elements analysis (For desktop and mobile versions)



For products where you need to choose a size, there is no element for choosing a size

## Desktop version

The screenshot shows a desktop browser view of the Moonrise Crystals website. The URL is moonrisecrystals.com/element/water-element-healing-crystals/. The page features a navigation bar with links for Shop, Ethical Standards, Learn About Crystals, and About. Below the navigation, there are six product listings arranged in a 2x3 grid. Each listing includes a photo of the crystal in a wooden bowl, the crystal name, its benefits, and its price per stone. The 'Blue Lace Agate' product is highlighted with a red box around its name and price.

Product Name	Benefits	Price /per stone
Blue Chalcedony	Sweet Serenity	\$20.25 - \$22.25
Blue Lace Agate	Peaceful Communication	\$16.75 - \$18.75
Blue Quartz	Personal Growth	\$12.00 - \$14.00
Chrysocolla	Peaceful Alignment	\$20.25
Chrysocolla Heart	Peaceful Alignment	\$36.00 - \$51.00
Chrysoprase	Hopeful Serenity	\$32.50

Mobile version

## Recommendations

1. Add element to choose size (since the user, when moving from article pages, already knows enough about the product and does not need to view the product card)

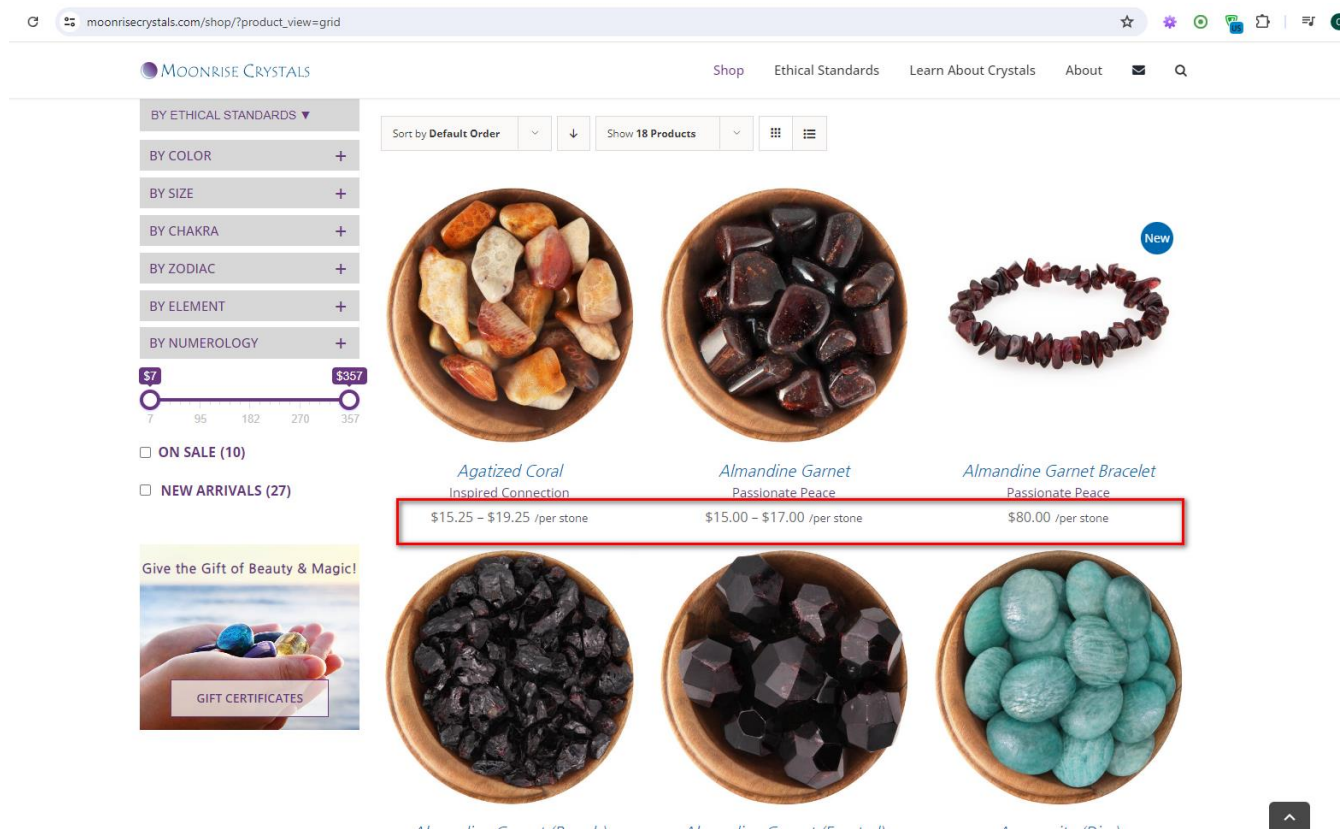
# Category pages. The price of the product

Conversion elements analysis (For desktop and mobile versions)



The product price font is too small and blends in with other page elements

## Desktop version



Mobile version

*Banded Amethyst*

Peaceful Power

\$13.75 - \$17.75 /per stone



*Blue Aragonite*

Deep Intuition



Recommendations

1. Use Bold Font
2. Increase font size



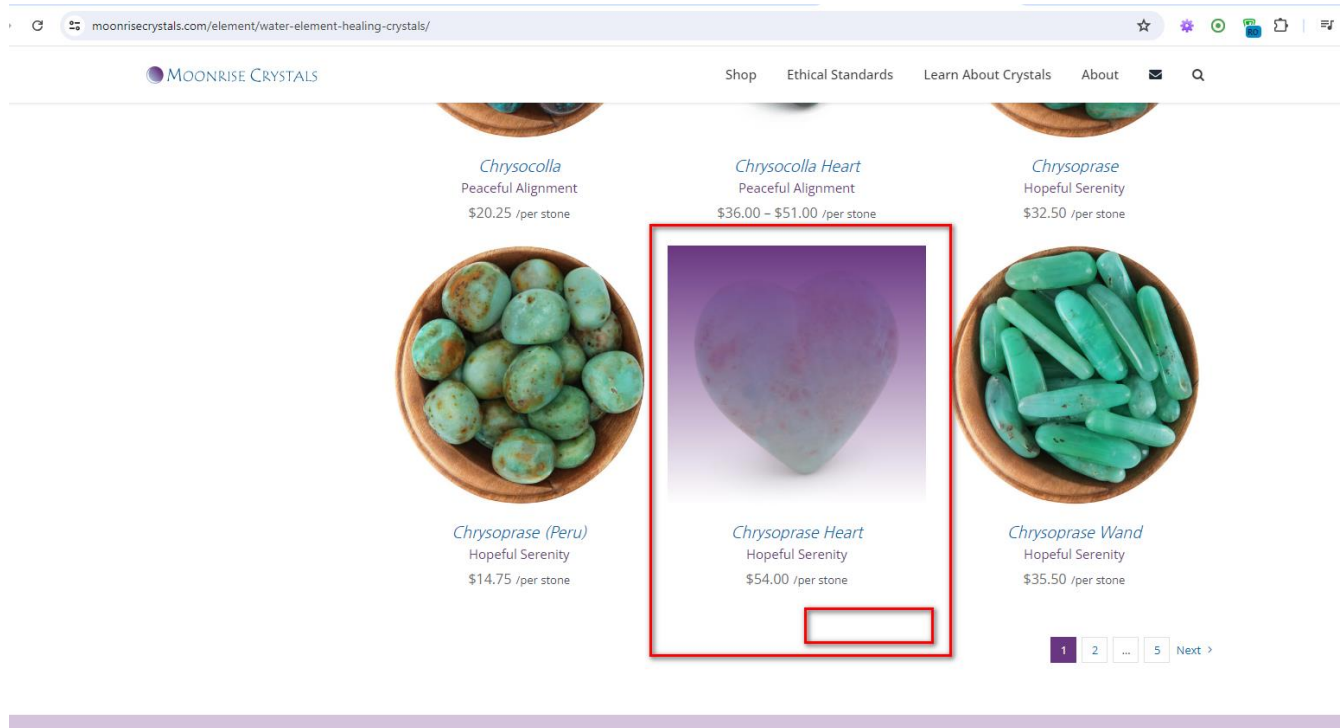
# Category pages. "Add to Cart"

Conversion elements analysis (For desktop and mobile versions)



There is no button on the page to add a product to cart

## Desktop version



Mobile version

*Banded Amethyst*

Peaceful Power

\$13.75 - \$17.75 /per stone



*Blue Aragonite*

Deep Intuition



Recommendations

1. Add an "Add to Cart" button
2. When you click on the "Add to cart" button, add the product to the Shopping cart.

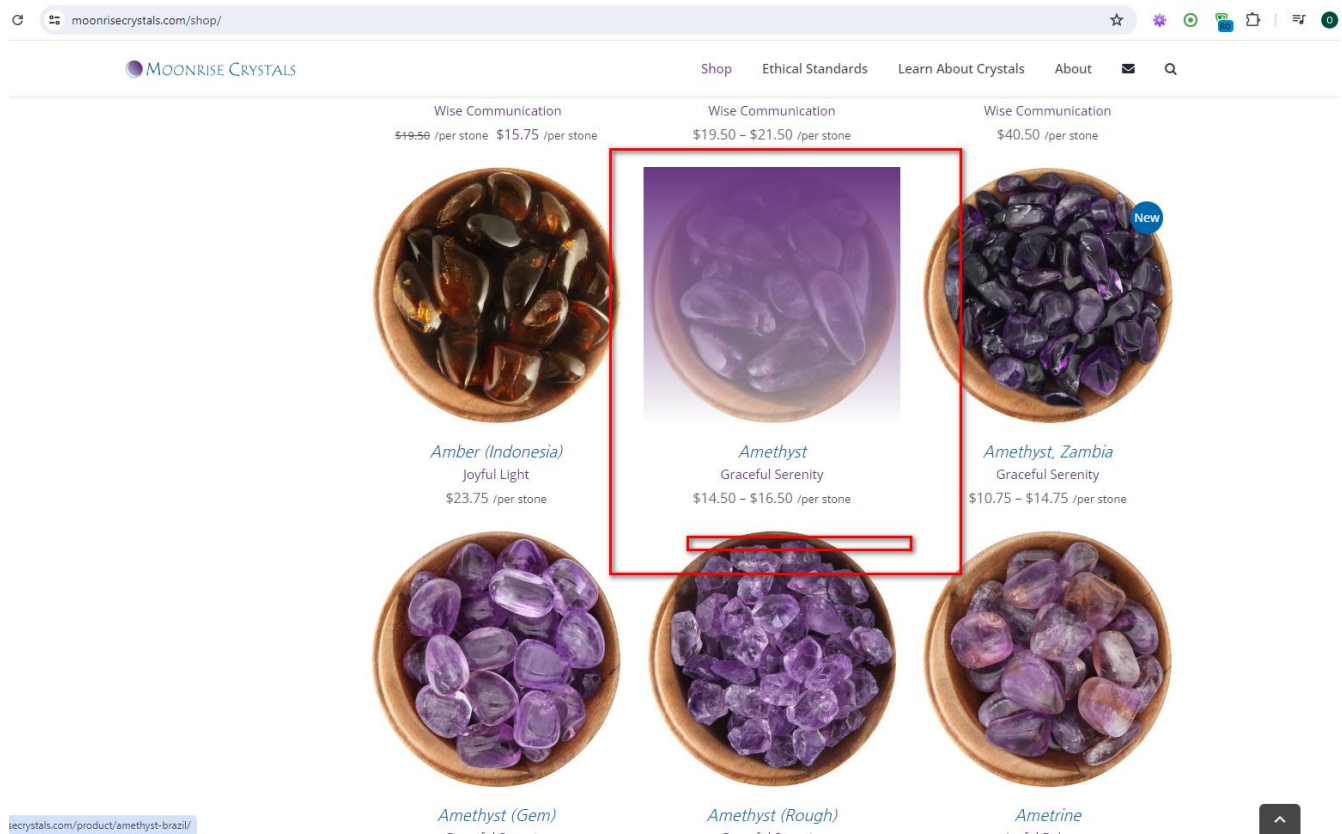
# Category pages. "1-Click order"

Conversion elements analysis (For desktop and mobile versions)



Quick order form "1-Click order» is not using

## Desktop version

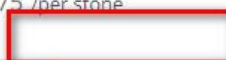


Mobile version

*Banded Amethyst*

Peaceful Power

\$13.75 - \$17.75 /per stone



*Blue Aragonite*

Deep Intuition



Recommendations

1. Add a quick order button "Order in 1 click" (If it is possible to call or quickly communicate with the user via messenger)
2. Add product information to a popup with a form to fill out
3. Add information about the selected number of products to the pop-up window with a form to fill out
4. In the pop-up window with the form, leave 2 fields: name and phone
5. In the field for entering a phone number, add a restriction on entering only numbers

# Product cards. First screen

Conversion elements analysis (For desktop and mobile versions)



Most of the first screen elements take the user away from one of the most important pages on the site

## Desktop version

moonrisecrystals.com/product/agatized-coral/

My Account 3 ITEM(S) - \$48.25

MOONRISE CRYSTALS Ethical Sourcing

Shop Ethical Standards Learn About Crystals About

★★★★★ 16 Reviews

### Agatized Coral

\$15.25 - \$19.25 /per stone

Order now to get it Wednesday, Jul 24th

ECO-FRIENDLY MINING SAFE FACTORY SAFE MINING

#### Inspired Connection

Be at peace in your heart and patient in your mind. Feel secure in your relationships with others. Trust in and accept all aspects of your own being. Increase your practicality and analytical qualities. Let Agatized Coral connect you to all beings!

#### Agatized Coral Healing Properties

Balance Patience School Stress

FREE SHIPPING USA | SHIP WORLDWIDE

Select Variable

Large (1.5 in) Medium (1.25 in) Small (1 in)

- 1 +

ADD TO CART

Similar Gems You Might Enjoy

**Mobile version**

★★★★★ 6 Reviews

## Zoisite

**\$19.25** /per stone

🚚 Order now to get it Wednesday, Jul 24th



DIRECT FROM MINE



SAFE FACTORY

### True Freedom

Be independent and think for yourself. Rise up to challenges with confidence and logic. Feel motivated to make lasting changes. Think creatively and manifest more clearly. Let Zoisite inspire you to be true to yourself!

Be independent and think for yourself. Rise up to challenges with confidence and logic. Feel motivated to make lasting changes. Think creatively and manifest more clearly. Let Zoisite inspire you to be true to yourself!

### Zoisite Healing Properties

Cleansing

Creativity

Direction

Grief

Strength

Transformation

Work

FREE SHIPPING USA | SHIP WORLDWIDE

✓ 10 in stock



🛒 ADD TO CART



★★★★★

”

My mother ordered one for herself and one for me and both are beautiful! As always, Julie read our order notes with caring attention and intention to select stones that felt suited for each of our preferences/energies. My mother received one with a lovely circle of rubies on one face, and mine has a wonderful balance of green and black with a hint of ruby on one side; both crystals feel great and



## Recommendations

1. Make the top block with elements non-clickable so that it looks like advantages
2. Implement the bottom block in the form of links/tags

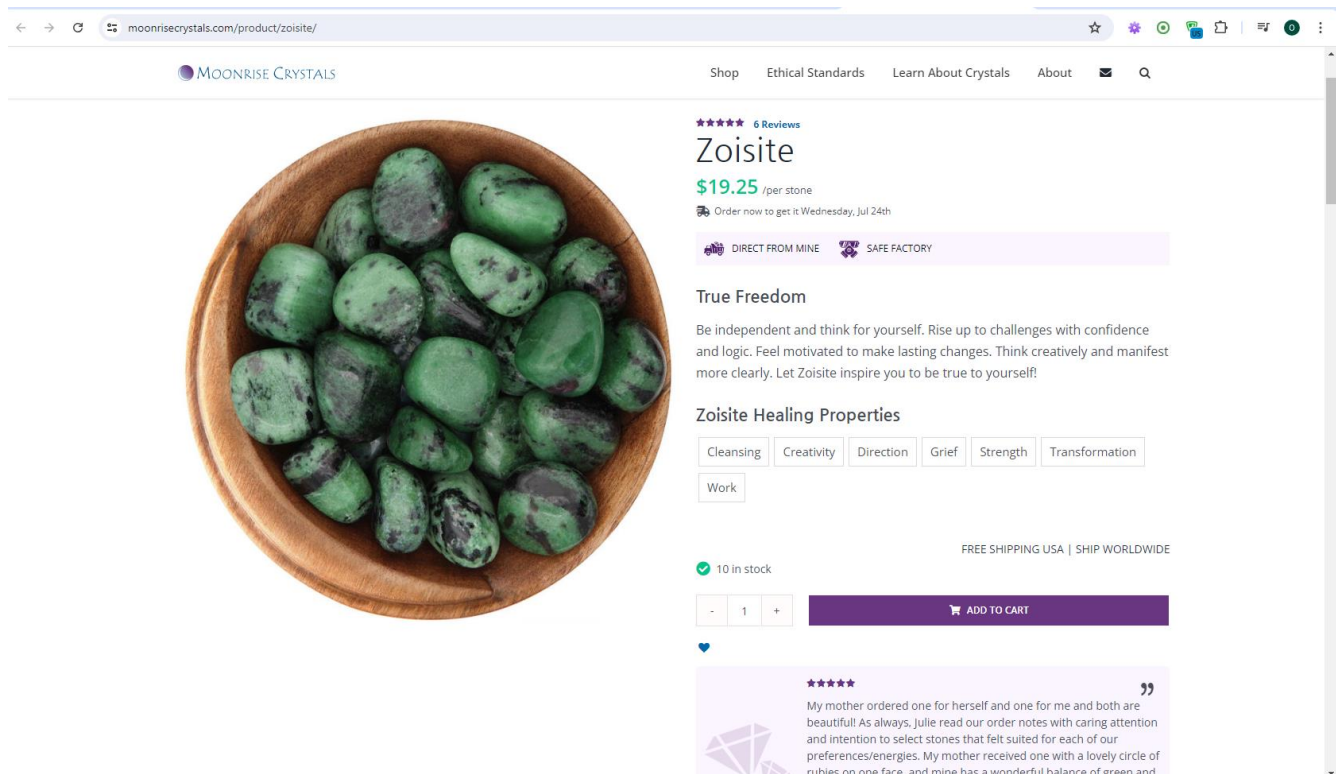
# Product cards. Basic characteristics in the first screen

Conversion elements analysis (For desktop and mobile versions)



The first screen of the product card does not have basic characteristics; they are located below in the table. If there is no option to select a size in the product card, then it is not clear to the user what size the stone is, since this information is not available on the first screen

## Desktop version



moonrisecrystals.com/product/amazonite-disc/

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

Select Variable

Large (2 in) Medium (1.75 in) Small (1.5 in)

1 ADD TO CART

Add to Wishlist

★★★★★

I received my crystals yesterday! Thank you so much for the lovely package, including the delightful tea. Well, I'm just in love with my gorgeous crystals. I had no doubt you'd selected beauties, but I didn't expect to have such a strong emotional reaction to them. I felt an instant, beautiful connection with them as I held them in my hands. They're providing me with the strength that I need right now.

Dorothy S (California)

Origin	Madagascar
Polish	Shiny & Smooth
Quality	AA (quality chart)
Shape	Rounded & Flat
Color	Blue
Transparency	Opaque
Average Size	Varies (size chart)
Average Weight	Varies

Shipping

- Orders are shipped Next Business Day
- Eco-Friendly Shipping Materials

Free Gift

Get a Free Satin Medicine Bag when you buy any 3 crystals

Where do our stones come from?



Mobile version

My Account  3 ITEM(S) - \$48.25 

 MOONRISE CRYSTALS  



★★★★★ 1 Reviews

## Banded Amethyst

**\$13.75 - \$17.75** /per stone

 Order now to get it Wednesday, Jul 24th

 ECO-FRIENDLY MINING  SAFE FACTORY

### Peaceful Power

Follow your bliss and your spiritual longings. Tap into Universal Energies for healing and strength. Understand the root cause of negativity and release it. Find a positive solution and perspective for everything. Let



## Recommendations

1. Add basic characteristics in the first screen of the product card

## Product cards. Size chart

### Conversion elements analysis (For desktop and mobile versions)



Near the elements for choosing a size there is no link to the size chart, it is in the table below

#### Desktop version

moonrisecrystals.com/product/amazonite-disc/

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

Balance Communication Confidence Direction Pregnancy

FREE SHIPPING USA | SHIP WORLDWIDE

Select Variable

Large (2 in) Medium (1.75 in) Small (1.5 in)

- 1 +

ADD TO CART

Add to Wishlist

★★★★★

I received my crystals yesterday! Thank you so much for the lovely package, including the delightful tea. Well, I'm just in love with my gorgeous crystals. I had no doubt you'd selected beauties, but I didn't expect to have such a strong emotional reaction to them. I felt an instant, beautiful connection with them as I held them in my hands. They're providing me with the strength that I need right now.

Dorothy S (California)

Origin	Madagascar
Polish	Shiny & Smooth
Quality	AA (quality chart)
Shape	Rounded & Flat
Color	Blue
Transparency	Opaque
Average Size	Varies (size chart)
Average Weight	Varies

Shipping

- Orders are shipped Next Business Day
- Eco-Friendly Shipping Materials

Free Gift

Get a Free Satin Medicine Bag when you buy any 3 crystals

Where do our stones come from?


Mobile version


FREE SHIPPING USA | SHIP WORLDWIDE


Select Variable


Large (2 in) Small (1.25 in)

- 1 +

 ADD TO CART

 [Add to Wishlist](#)

★★★★★ 

 Amethyst is my fav and this is no exception.



**Melissa B. (Washington)**

Origin	Namibia
Polish	Shiny & Smooth
Quality	A ( <a href="#">quality chart</a> )
Shape	Irregular Polished Shapes
Color	Purple, Multi-Colored
Transparency	Opaque
Average Size	Varies ( <a href="#">size chart</a> )
Average Weight	Varies

Shipping

- Orders are shipped Next Business Day
- Eco-Friendly Shipping Materials

Free Gift

 Get a Free Satin Medicine Bag when you buy any 3 crystals 



## Recommendations

1. Place a link to the size chart next to the elements for choosing a size
2. Remove link from table

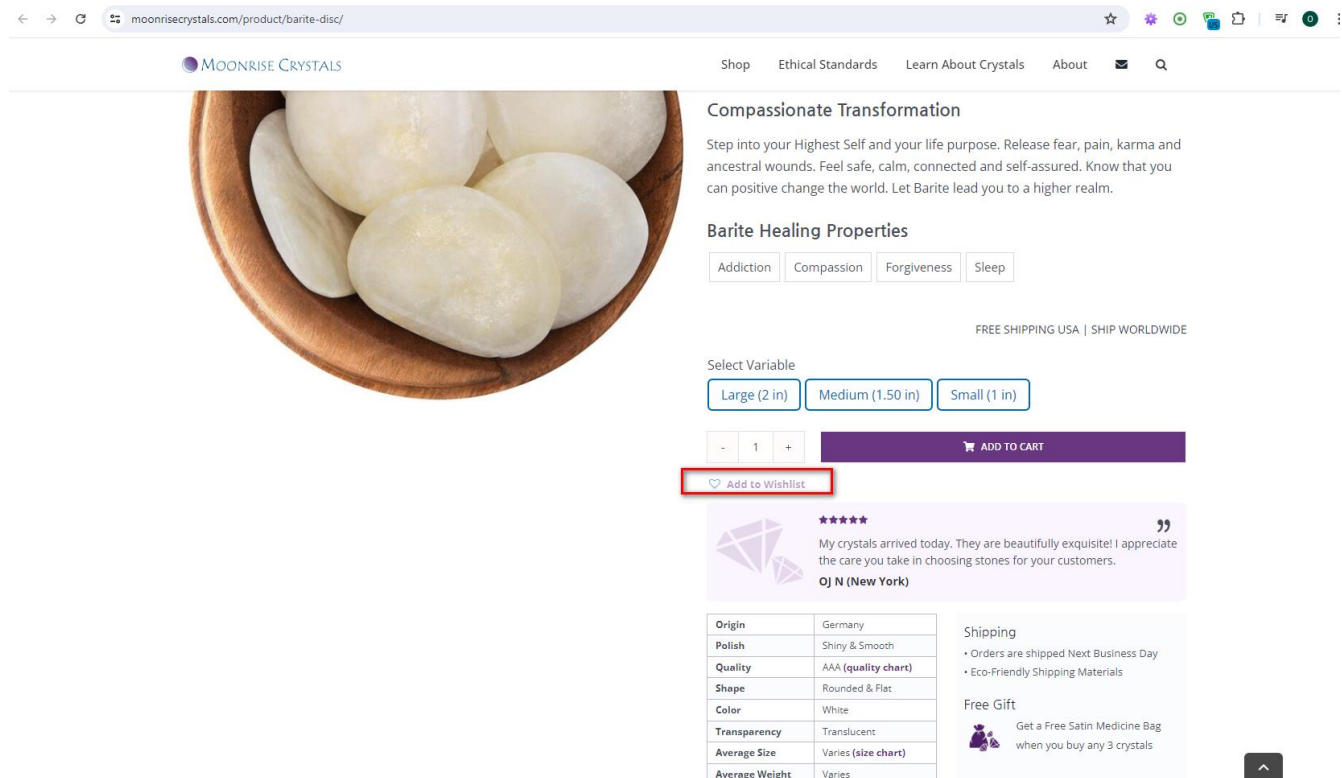
# Product cards. Add to Wishlist

Conversion elements analysis (For desktop and mobile versions)



There is no way to add a product to the wishlist without selecting a size; the user has not yet purchased the product, but simply adds it to the wishlist

## Desktop version



**Mobile version**

Compassion
Peace
Reiki
Sleep

Weight Loss

FREE SHIPPING USA | SHIP WORLDWIDE

Select Variable

Large (1.5 in)
Small (0.75 in)

-
1
+
ADD TO CART

♥
Add to Wishlist

★★★★★
”

The hearts and wand are divine and appreciated

**Dan P. (California)**

Origin	Peru
Polish	Shiny & Smooth
Quality	AAA ( <a href="#">quality chart</a> )
Shape	Puffy Heart
Color	Blue
Transparency	Opaque
Average Size	Varies ( <a href="#">size chart</a> )
Average Weight	Varies

Shipping

- Orders are shipped Next Business Day
- Eco-Friendly Shipping Materials

## Recommendations

1. Implement the ability to add a product to your wishlist without having to select a size
2. Make size selection mandatory on the “Wishlist” page

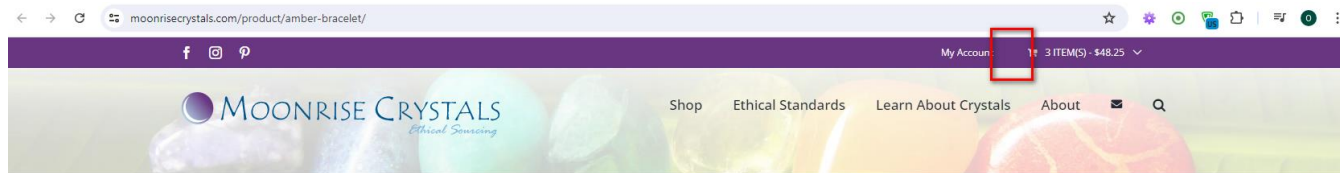
# Product cards. Adding to Wishlist. Go to the “Wishlist” page

Conversion elements analysis (For desktop and mobile versions)



If the user added a product to the wishlist and went to another page, then it is not clear how to get to the “Wishlist” page, there are no elements for this

## Desktop version



Be the First to Review

### Amber Bracelet

\$60.50 /per stone

Order now to get it: Wednesday, Jul 24th

ECO-FRIENDLY MINING FAIR WAGES SAFE FACTORY SAFE MINING

#### Joyful Light

Be your Highest Self in your every day life. Sharpen your mind and soften your heart. Feel happy and open to delightful spontaneity. Cleanse your body, mind, and energy fields. Let Amber illuminate your bright spirit!

#### Baltic Amber Healing Properties

Anxiety Confidence Depression Energy Happiness Manifesting

5 in stock

FREE SHIPPING USA | SHIP WORLDWIDE

- 1 +

ADD TO CART

♥ Add to Wishlist

Be the First to Review

Mobile version


My Account  3 ITEM(S) - \$48.25

MOONRISE CRYSTALS  



★★★★★ 48 Reviews

## Angelite

**\$12.00 - \$16.00** /per stone

 Order now to get it Monday, Jul 22nd

 DIRECT FROM MINE

 ECO-FRIENDLY MINING  SAFE MINING

### Compassionate Communication

Contact angels and the angelic realms.  
Heighten your awareness and intuition.  
Speak your truth without fear or anger.



## Recommendations

1. Add an icon for the wishlist in the site header
2. When clicked, direct the user to the "Wishlist" page

# Product cards. Adding to Wishlist. Correct operation

Conversion elements analysis (For desktop and mobile versions)



When you add multiple products to your wishlist, only one product appears on the page

## Desktop version

moonrisecrystals.com/product/almandine-garnet-rough/

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

ECO-FRIENDLY MINING SAFE MINING WOMEN OWNED

### Passionate Peace

Inspire love and devotion in romantic partners. Stay calm and focused during stressful times. See all beings with clarity and compassion. Allow love to heal and make you stronger. Let Almandine Garnet teach you to be true to yourself.

### Almandine Garnet Healing Properties

Attracting Love Fertility Money New Beginnings Pregnancy Sex

FREE SHIPPING USA | SHIP WORLDWIDE

Select Variable

Large (0.75 in) Small (0.5 in)

Average size varies  
Size- 0.5 in / 1.2 cm  
Weight- 2 g / 10 carats

\$11.75 /per stone 10 In stock

1 ADD TO CART

Wishlist

### Be the First to Review

Origin	India
Polish	Natural
Quality	A (quality chart)

Shipping

- Orders are shipped Next Business Day
- Eco-Friendly Shipping Materials



moonrisecrystals.com/product/amazonite-disc/

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

ECO-FRIENDLY MINING FAIR WAGES SAFE FACTORY SAFE MINING  
SUPPORTS CHARITY WOMEN OWNED

### Wise Communication

Have good boundaries and healthy relationships. Cultivate balance and let go of trauma. Be smart, intuitive, compassionate and loving. Know who you are and stand in your power. Let Amazonite inspire you to speak with a brave heart!

### Amazonite Healing Properties

Balance Communication Confidence Direction Pregnancy

FREE SHIPPING USA | SHIP WORLDWIDE

Select Variable

Large (2 in) Medium (1.75 in) Small (1.5 in)

Average size varies  
Size- 1.75 in / 4.4 cm  
Weight- 1.1 oz / 30 g / 150 carats

\$23.00 /per stone 10 in stock

- 1 +

ADD TO CART

♥

moonrisecrystals.com/product/amazonite/

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

### Amazonite (Madagascar)

\$15.75 /per stone ~~\$19.50~~ /per stone 19% Off

Order now to get it Monday, Jul 22nd

ECO-FRIENDLY MINING FAIR WAGES SAFE FACTORY SAFE MINING  
SUPPORTS CHARITY WOMEN OWNED

### Wise Communication

Have good boundaries and healthy relationships. Cultivate balance and let go of trauma. Be smart, intuitive, compassionate and loving. Know who you are and stand in your power. Let Amazonite inspire you to speak with a brave heart!

### Amazonite Healing Properties

Balance Communication Confidence Direction Pregnancy

FREE SHIPPING USA | SHIP WORLDWIDE

2 in stock

- 1 +

ADD TO CART

♥

★★★★★

They are all perfect. I really like the amazonite. I am glad I finally said yes on this one.  
Ballie C. (Nebraska)

Origin	Madagascar
Polish	Shiny & Smooth

Shipping  
• Orders are shipped Next Business Day

moonrisecrystals.com/wishlist/1fc286/


My Account 3 ITEM(S) - \$48.25

MOONRISE CRYSTALS Ethical Sourcing




Shop Ethical Standards Learn About Crystals About

# WISHLIST

## My Crystal Wishlist

<input type="checkbox"/>	Product Name	Unit Price	Date Added	Stock Status	
<input type="checkbox"/>	 Amethyst (Gem) - Small (0.75 in)	\$23.50	July 16, 2024	✓ 3 in stock	<input type="button" value="ADD TO CART"/>

Actions


Share on   

Mobile version

WISHLIST

My Crystal Wishlist

Product



Amethyst (Gem) - Small (0.75 in)

\$23.50

July 16, 2024

✓ 3 in stock

ADD TO CART

Actions

ADD SELECTED TO CART

ADD ALL TO CART



1. Fix the functionality of adding a product to a wishlist

# Product cards. Size selection

Conversion elements analysis (For desktop and mobile versions)



An element with the selected size is practically no different from an element with a different size

## Desktop version

moonrisecrystals.com/product/almandine-garnet-rough/

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

### Almandine Garnet (Rough)

\$11.75 - \$13.75 /per stone

Order now to get it Monday, Jul 22nd

ECO-FRIENDLY MINING SAFE MINING WOMEN OWNED

#### Passionate Peace

Inspire love and devotion in romantic partners. Stay calm and focused during stressful times. See all beings with clarity and compassion. Allow love to heal and make you stronger. Let Almandine Garnet teach you to be true to yourself.

#### Almandine Garnet Healing Properties

Attracting Love Fertility Money New Beginnings Pregnancy Sex

FREE SHIPPING USA | SHIP WORLDWIDE

Select Variable

Large (0.75 in) Small (0.5 in)

Average size varies

Size- 0.5 in / 1.2 cm

Weight- 2 g / 10 carats

\$11.75 /per stone 10 in stock

- 1 + ADD TO CART

Add to Wishlist

Be the First to Review

Mobile version

### Wise Communication

Have good boundaries and healthy relationships. Cultivate balance and let go of trauma. Be smart, intuitive, compassionate and loving. Know who you are and stand in your power. Let Amazonite inspire you to speak with a brave heart!

### Amazonite Healing Properties

- Balance
- Communication
- Confidence
- Direction
- Pregnancy

FREE SHIPPING USA | SHIP WORLDWIDE

Select Variable

- Large (1.25 in)
- Small (1 in)


Average size varies ✕

Size- 1 in / 2.5 cm

Weight- 0.5 oz / 13 g / 65 carats

**\$19.50** /per stone ✔ 10 in stock

- 1 +

 ADD TO CART

 Add to Wishlist



★★★★★ ”  
<https://moonrisecrystals.com/product/amazonite-neru/#>



Recommendations

1. Use color fill for selected element

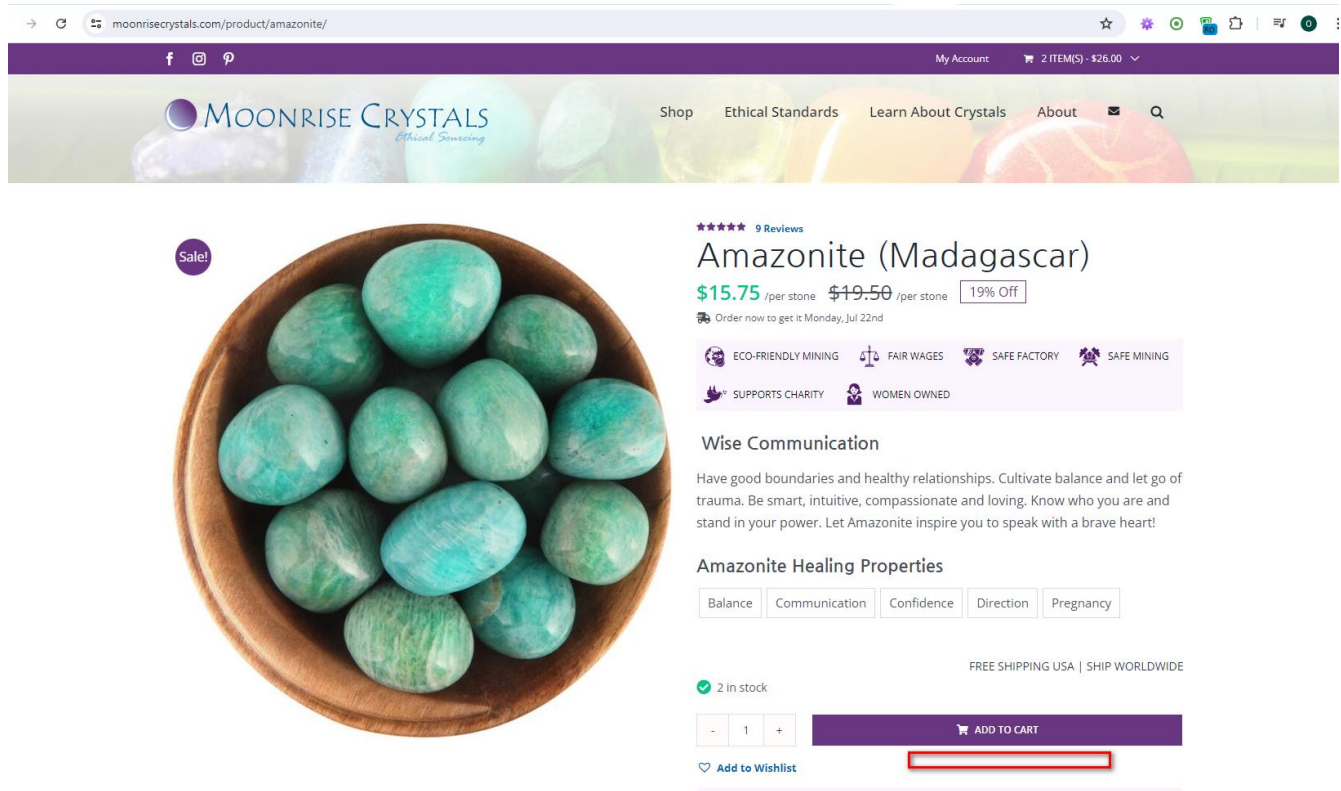
# Product cards. "1-Click order"

Conversion elements analysis (For desktop and mobile versions)



The "1-Click order" quick order form is not used in product cards

## Desktop version



Mobile version

FREE SHIPPING USA | SHIP WORLDWIDE

Select Variable

Large (1.25 in) Small (1 in)

Average size varies ×

Size- 1 in / 2.5 cm

Weight- 0.5 oz / 13 g / 65 carats

**\$19.50** /per stone ✓ 10 in stock

- 1 + ADD TO CART

♥ Add to Wishlist —

★★★★★ ”  
 Very beautiful blue green stone  
**Azure R. (Canada)** *(Verified Owner)*

Origin	Peru
Polish	Shiny But Not Completely Smooth
Quality	A <a href="#">(quality chart)</a>
Shape	Irregular Polished Shapes
Color	Blue
Transparency	Opaque
Average Size	Varies <a href="#">(size chart)</a>
Average Weight	Varies

Shipping ⬆

- Orders are shipped Next Business Day
- Eco-Friendly Shipping Materials



## Recommendations

1. Add a quick order button "Order in 1 click" (If it is possible to call or quickly communicate with the user via messenger)
2. Add product information to a popup with a form to fill out
3. Add information about the selected number of products to the pop-up window with a form to fill out
4. In the pop-up window with the form, leave 2 fields: name and phone
5. In the field for entering a phone number, add a restriction on entering only numbers

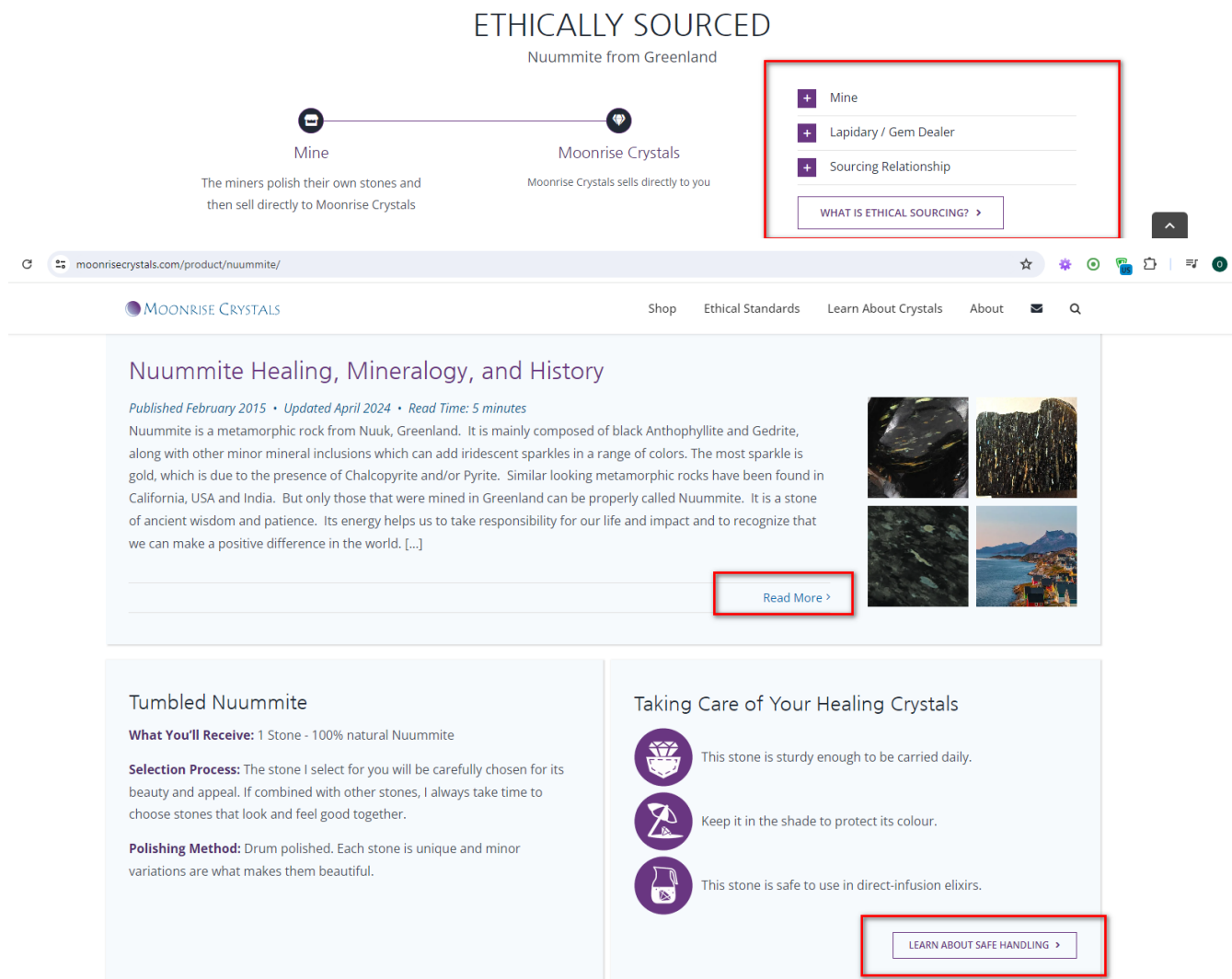
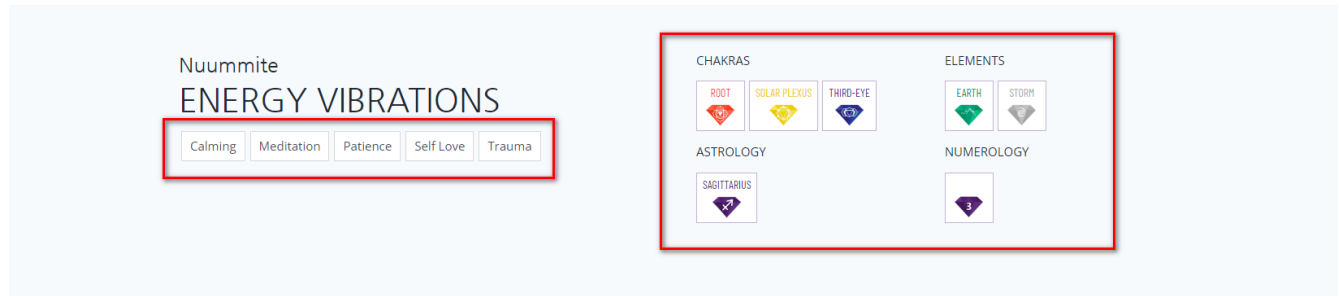
# Product cards. Product information

Conversion elements analysis (For desktop and mobile versions)



Almost every block of information contains a link that takes the user away from the product card

## Desktop version





**Mobile version**

Amazonite

# ENERGY VIBRATIONS

Balance

Communication


Confidence


Direction

Pregnancy


*Amazonite is a stone of balance. It encourages us to trust that "all will be well" and to cultivate inner and outer harmony. It is particularly good for helping us create and maintain healthy boundaries.*

**CHAKRAS**


HEART  


THROAT  



**ASTROLOGY**


VIRGO  


**ELEMENTS**

WATER  


**NUMEROLOGY**

5  




## Moonrise Crystals

Moonrise Crystals sells directly to you

+ Mine

---

+ Lapidary / Gem Dealer

---

+ Sourcing Relationship

---

WHAT IS ETHICAL SOURCING? >

## Amazonite Healing, Mineralogy, and History

*Published July 2014 • Updated March 2024 •  
Read Time: 9 minutes*

Amazonite is a popular name for blue-green Microcline, a Feldspar mineral. It is closely related to such popular stones as Moonstone and Sunstone, both of which are used to described a variety of shimmering Feldspar

## Amazonite Healing, Mineralogy, and History

*Published July 2014 • Updated March 2024 •*

*Read Time: 9 minutes*

Amazonite is a popular name for blue-green Microcline, a Feldspar mineral. It is closely related to such popular stones as Moonstone and Sunstone, both of which are used to describe a variety of shimmery Feldspar minerals. The best pieces of Amazonite will have a vivid color as well as a silvery-white iridescence that dances along the surface when light moves across it. Its name is a tribute to the Amazons, warrior-women that lived life by their own terms. Unsurprisingly, this stone asks us to stand up and be counted. Its energy sings of courage and truth. It is a phenomenal stone for anyone who is timid and needs to find their own voice. [...]

[Read More >](#)



### Recommendations

1. Minimize links that lead the user away from the product page

## Product cards. Structure of information arrangement

Conversion elements analysis (For desktop and mobile versions)



Product pages are too long, and the information is not structured. The page has several blocks with reviews, information about care, appointments, etc.

At the same time, if you look at the scrolling map, then already up to the first block with information about the product “Where do our stones come from?” about 30% of users reach it, and a little more than 10% of users reach the block with reviews. In the mobile version, 25% up to both blocks, respectively

### Desktop version

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

Average Size	Varies (size chart)
Average Weight	Varies

## Where do our stones come from?

Our Crystals are Ethically Sourced

33.33% of users reached this point

Ethical Standards Countries Types of Stones Hours of Research

Bismuth

### ENERGY VIBRATIONS

Confidence Direction Friendship Relationships Success

CHAKRAS

CROWN HEART ROOT SACRAL FIRE

SOLAR PLEXUS THIRD-EYE THROAT NUMEROLOGY

MOONRISE CRYSTALS Shop Ethical Standards Learn About Crystals About

reviews for Bismuth

Jaymi E. (Oregon) - February \*\*, \*\*\*\*  
The stones are perfect. Thank you so much for taking the time out of your day to find the perfect stones for my collection.

Billie S. (Colorado) - August \*\*, \*\*\*\*  
I can tell the quality and ethicality because their energetics are so pure and strong.

11.11% of users reached this point

Dan (verified owner) - January \*\*, \*\*\*\*  
What a fabulous mineral, I love her; she's already telling me to never apologize for being beautiful lol. Great order as always, thank you! A public video review is available on YouTube entitled "Moonrise Crystals - Bismuth Review 🌟🌟🌟🌟🌟" under the channel name "Oswald of Carim."

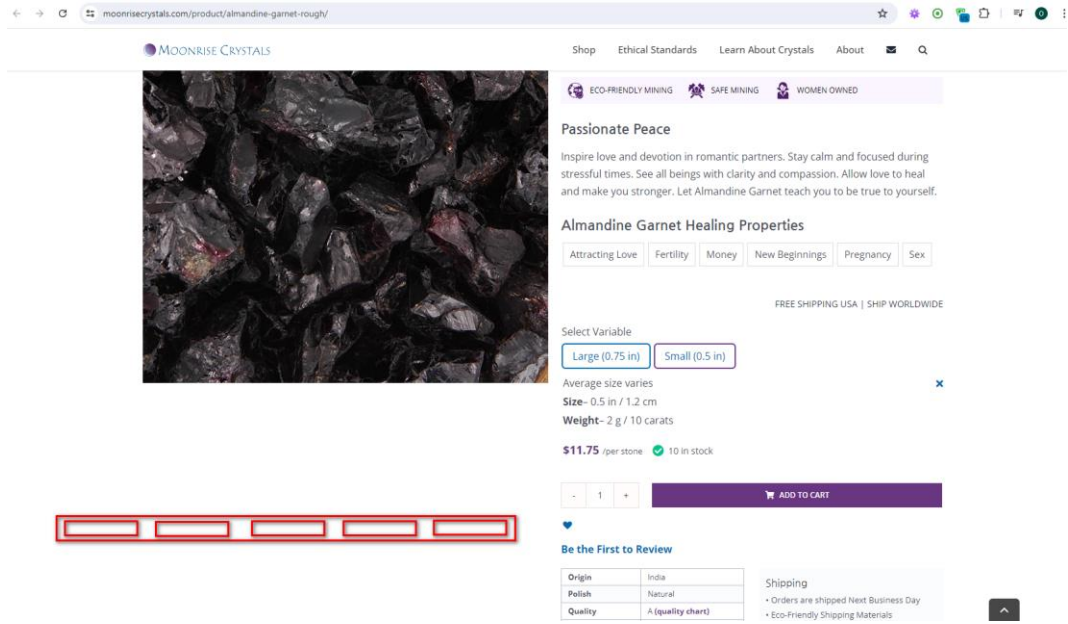
Julianne L. (Iowa) - January \*\*, \*\*\*\*  
Bismuth is such an interesting crystal. I'm very happy with my small sample. Thank you!



## Recommendations

1. To structure data and reduce page length, use a block with switchable tabs
2. Use the following tabs:
  - Description
  - Characteristics
  - Meaning (when using a link to the material, display the page in a new tab)
  - Stone care
  - Shipping and payment
  - Reviews
3. Fill out the tabs with relevant information

**Mobile version**



Origin	Peru
Polish	Shiny But Not Completely Smooth
Quality	A (quality chart)
Shape	Irregular Polished Shapes
Color	Blue
Transparency	Opaque
Average Size	Varies (size chart)
Average Weight	Varies

Shipping

- Orders are shipped Next Business Day
- Eco-Friendly Shipping Materials

Free Gift

Get a Free Salin Medicine Bag when you buy any 3 crystals

Where do our stones come from?

Our Crystals are Ethically Sourced



# Product cards. "Similar Products"

Conversion elements analysis (For desktop and mobile versions)



There is no "Similar Products" block on the product page

## Desktop version

moonrisecrystals.com/product/amazonite-disc/

MOONRISE CRYSTALS Shop Ethical Standards Learn About Crystals About

**Jet P. (Maryland)** (verified owner) - January 22, 2015  
good item and good size. good shop to buy from! julie is awesome and very helpful. 100% satisfied

**Vince M. (Colorado)** (verified owner) - August 26, 2014  
Great color. Thank you!

**Gabrielle M. (California)** (verified owner) - July 25, 2014  
Great item, so beautiful. Accurate description. Thanks so much!

Only logged in customers who have purchased this product may leave a review.

**CUSTOMER CARE**  
Do Crystals Work?  
How I Choose Your Crystals  
Shipping & Returns  
Gift Certificate

**ABOUT**  
Company History  
Carbon Footprint & Sustainability  
Learn About Crystals  
Crystals for World Healing

**ETHICAL CRYSTALS**  
Ethical Crystal Standards  
What Makes a Crystal Ethical?  
What Makes a Mine Ethical?  
What Makes a Factory Ethical?

**LET'S CONNECT**  
Healing Crystals you can trust energetically and ethically. Journey with us, healing the world one heart and one crystal at a time.  
CONTACT US  
f i p

© 2024 | All Rights Reserved Moonrise Crystals | Designed by LIONHEART Web Design | Privacy Policy | Terms of Service

**Mobile version**

2 reviews for Amazonite (Peru)

**Azure R. (Canada)** *(verified owner)* – November 23, 2021

Very beautiful blue green stone

**Willow J. (Minnesota)** *(verified owner)* – June 18, 2020

They're beautiful thank you so much, can't wait to spend some time with them!!!!


Only logged in customers who have purchased this product may leave a review.

**CUSTOMER CARE**

- Do Crystals Work?
- How I Choose Your Crystals
- Shipping & Returns
- Gift Certificate

**ABOUT**

- Company History



**Recommendations**

1. Add a block "Similar products"
2. Work out an algorithm for the selection of product according to the main indicators

# «Wishlist»

Conversion elements analysis (For desktop and mobile versions)



On the page, the user does not have the opportunity to select the required quantity of goods before adding to the cart

On the page, the user does not have the opportunity to select the size




On the page, the user does not have the opportunity to buy a product in one click

## Desktop version

MOONRISE CRYSTALS Shop Ethical Standards Learn About Crystals About

## WISHLIST

### My Crystal Wishlist

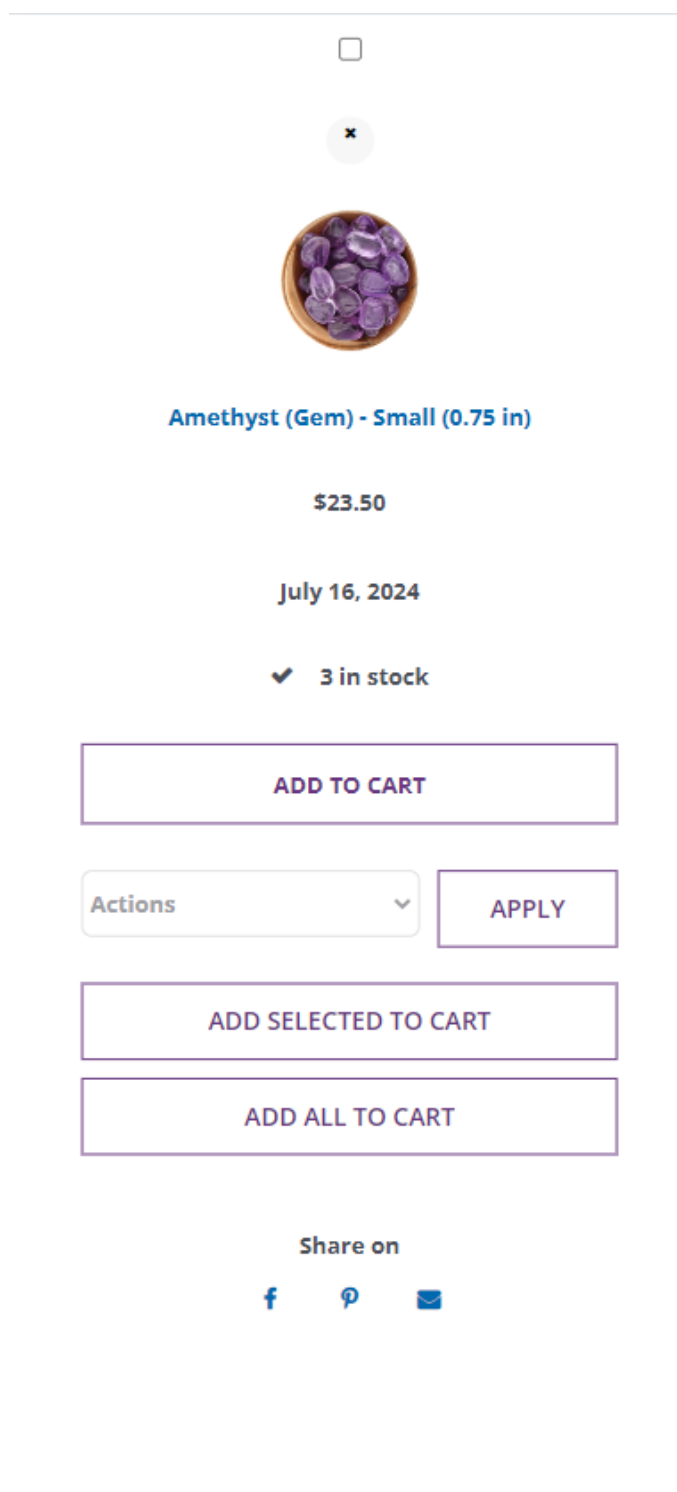
<input type="checkbox"/>	Product Name	Unit Price	Date Added	Stock Status	
<input type="checkbox"/>	 Zoisite	\$19.25	July 16, 2024	✓ 10 in stock	ADD TO CART
<input type="checkbox"/>	 Chrysocolla Heart - Large (2.25 in)	\$51.00	July 16, 2024	✓ 10 in stock	ADD TO CART
<input type="checkbox"/>	 Amazonite (Madagascar)	<del>\$49.50</del> \$15.75	July 16, 2024	✓ 2 in stock	ADD TO CART

Actions

Share on [f](#) [p](#) [e](#)

## Mobile version





---



## Recommendations

1. Add elements to products to select quantity
2. Add sizing elements to products
3. Add an element of quick order "1-Click order" to the goods (If it is possible to call or quickly communicate with the user via messenger)

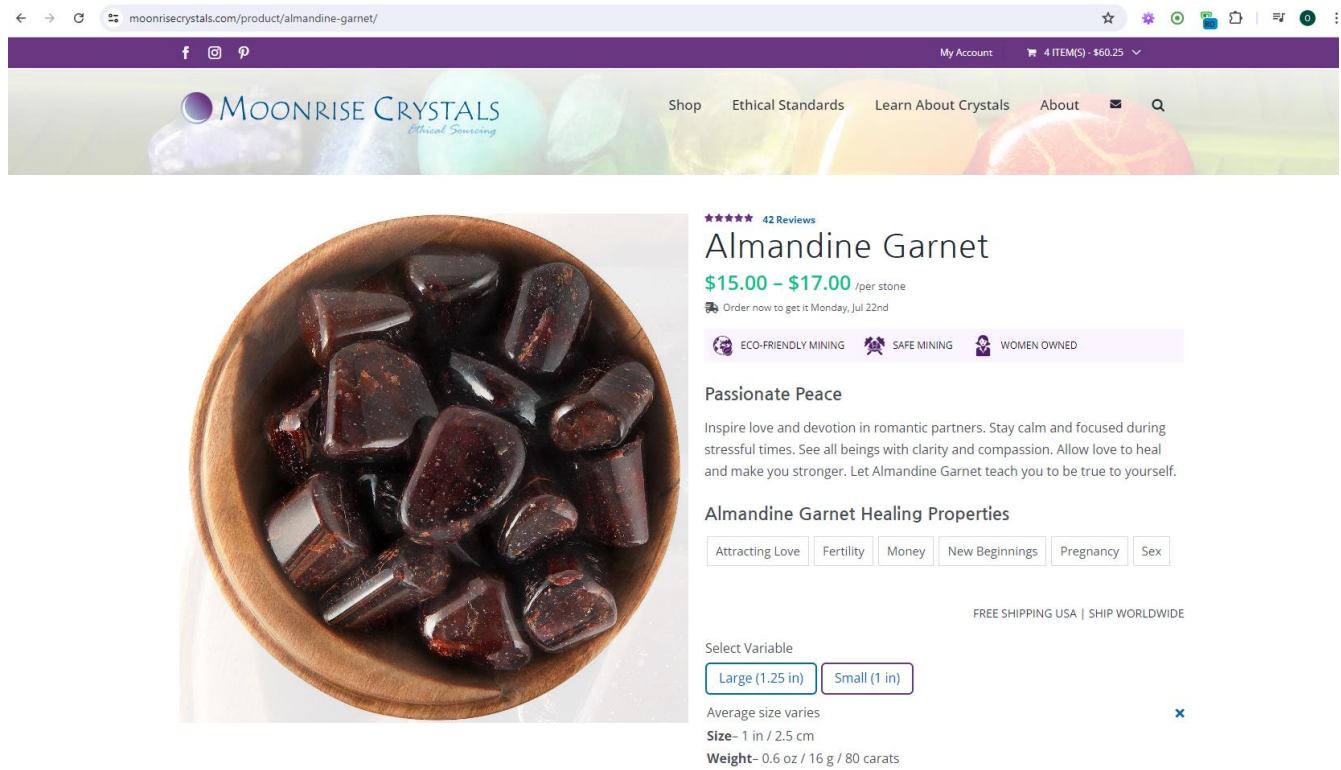
# Action after ordering the product (adding to the cart)

Conversion elements analysis (For desktop and mobile versions)



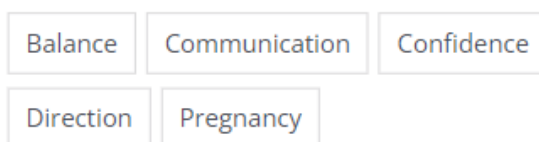
After adding a product to the cart, a pop-up window is not displayed with a choice: continue to select the product or go to checkout

## Desktop version



**Mobile version**

relationships, enhance balance and release of trauma. Be smart, intuitive, compassionate and loving. Know who you are and stand in your power. Let Amazonite inspire you to speak with a brave heart!

**Amazonite Healing Properties**

FREE SHIPPING USA | SHIP WORLDWIDE

Select Variable



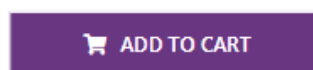
Average size varies



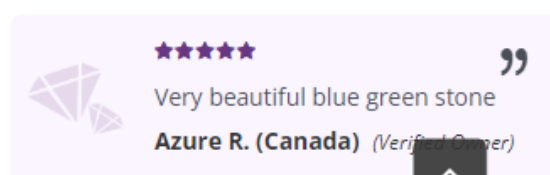
Size- 1.25 in / 3.2 cm

Weight- 1 oz / 28 g / 140 carats

**\$21.50** /per stone 10 in stock



[Add to Wishlist](#)



Origin	Peru
--------	------

**Recommendations**

1. Display a popup indicating that the product has been adding to the cart
2. Add buttons "Continue shopping" or "Checkout" to this window

# Shopping cart. Recalculation of the amount

Conversion elements analysis (For desktop and mobile versions)



After changing the quantity of goods, additional elements must be used to recalculate the amount

## Desktop version

moonrisecrystals.com/cart/

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

### Calculate shipping

United States (US)

Illinois Chicago

60611 UPDATE

### Have A Gift Certificate?

Gift Certificate Code APPLY

### Cart totals

Subtotal \$60.25

Shipping  Free shipping (Averages 3 - 7 business days)  
 Priority Mail® (Averages 1 - 4 business days): \$10.40  
Shipping to **East Huron St, 12, Chicago, IL 60611.**

Tax \$0.00

Total **\$60.25**

UPDATE CART

PROCEED TO CHECKOUT

Mobile version

Amazonite (Peru) - Large (1.25 in)

\$21.50

- 2 +

\$21.50

### Calculate shipping


United States (US) ▾

Hawaii ▾

City

Postcode / ZIP

UPDATE

  
Recommendations

1. Automatically recalculate the total amount when changing the quantity of goods

## Cart. Delivery calculation

Conversion elements analysis (For desktop and mobile versions)



When filling in the field for entering the name of the city, hints for the first entered letters are not displayed

### Desktop version

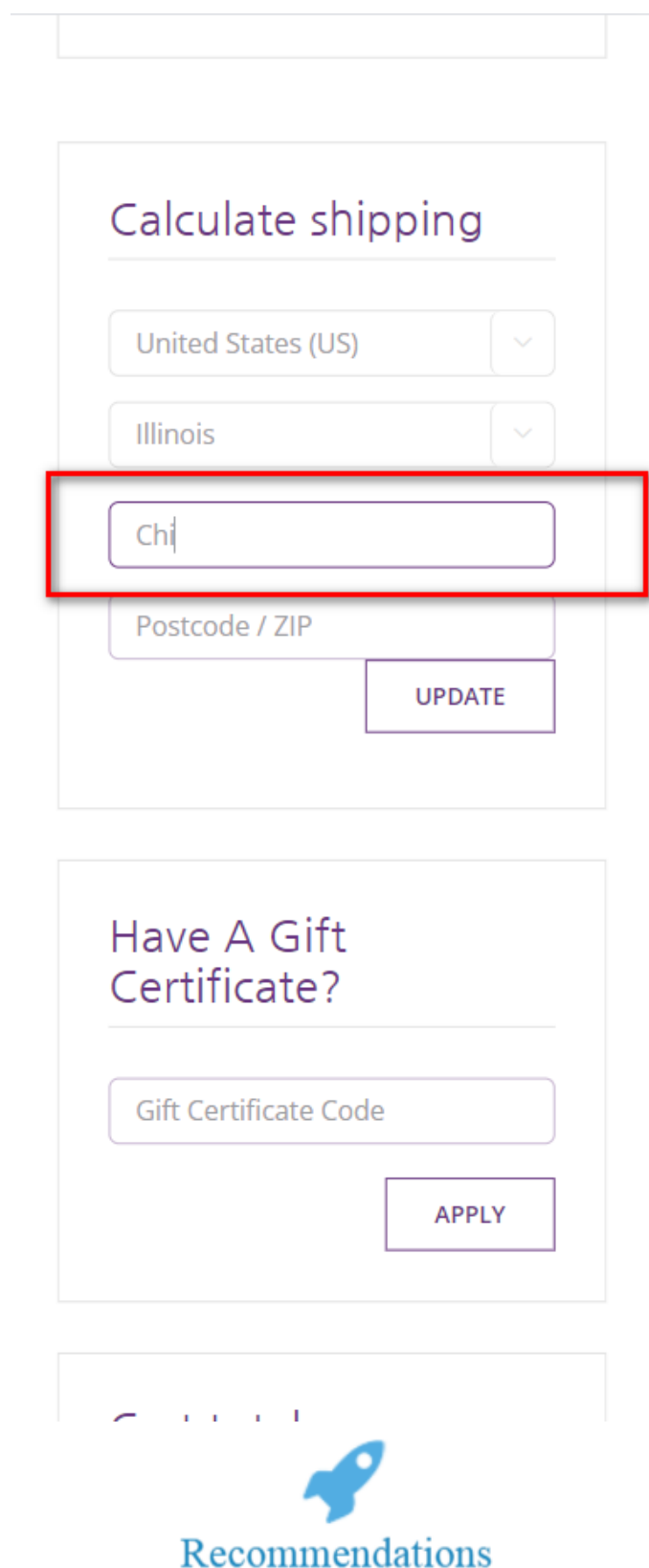
#### Calculate shipping

#### Have A Gift Certificate?

#### Cart totals

---

Subtotal	\$235.50
Shipping	<input checked="" type="radio"/> Free shipping (Averages 3 -7 business days) <input type="radio"/> Priority Mail® (Averages 1 - 4 business days): \$10.40 Shipping to <b>HI</b> .
Tax	\$0.00
<b>Total</b>	<b>\$235.50</b>

**Mobile version**

Calculate shipping

United States (US) ▾

Illinois ▾

Chi


Postcode / ZIP

UPDATE

Have A Gift Certificate?

Gift Certificate Code

APPLY

  
Recommendations

1. Display a list of cities when entering the first letters of the city name

# Cart. Data checking

Conversion elements analysis (For desktop and mobile versions)



When filling out fields, values are not checked

## Desktop version

The screenshot shows the Moonrise Crystals cart page. The shipping section is titled "Calculate shipping" and includes a dropdown menu for "United States (US)", a dropdown for "Illinois", and a text input for "Dallas". Below these is a "Postcode / ZIP" field and an "UPDATE" button. The "Cart totals" section shows a subtotal of \$235.50, shipping of \$10.40 (with "Free shipping" selected), tax of \$0.00, and a total of \$235.50. The shipping method is "Priority Mail® (Averages 1 - 4 business days)" and the destination is "Shipping to Dallas, IL." Red boxes highlight the "Illinois" and "Dallas" fields in the shipping section, and the "Shipping to Dallas, IL." line item in the totals section.

moonrisecrystals.com/cart/

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

### Calculate shipping

United States (US)

Illinois Dallas

Postcode / ZIP UPDATE

### Cart totals

Subtotal \$235.50

Shipping  Free shipping (Averages 3 - 7 business days)  
 Priority Mail® (Averages 1 - 4 business days): \$10.40  
Shipping to Dallas, IL.

Tax \$0.00

Total \$235.50

UPDATE CART

PROCEED TO CHECKOUT



Mobile version

## Cart totals

---

Subtotal	\$117.25
----------	----------

Shipping	<input checked="" type="radio"/> Free shipping (Averages 3 -7 business days)
	<input type="radio"/> Priority Mail® (Averages 1 - 4 business days): \$10.40

Shipping to  
**Dallas, IL.**

---

Tax	\$0.00
-----	--------

---

Total	<b>\$117.25</b>
-------	-----------------



Recommendations

1. Check values when filling in fields

# Order processing. City selection

Conversion elements analysis (For desktop and mobile versions)



When filling in the field for entering the name of the city, hints for the first entered letters are not displayed

## Desktop version

The screenshot shows a web browser window with the URL [moonrisecrystals.com/checkout/](https://moonrisecrystals.com/checkout/). The page header includes the Moonrise Crystals logo and navigation links: Shop, Ethical Standards, Learn About Crystals, and About. The main content area is a checkout form with the following fields:

- Company name (optional):
- Country / Region:
- Street address:
- Town / City:  (This field is highlighted with a red box)
- State / County:
- Postcode / ZIP:
- Phone:
- Email address:

At the bottom of the form, there is a checkbox:  This is a gift for someone who is very special. Please make them Feel Loved. (optional)

**Mobile version**

Test

Country / Region \*

United States (US) ▼

Street address \*

10 E Huron St

Apartment, suite, unit, etc. (opti

Town / City \*

Chi

State / County \*

Illinois ▼

Postcode / ZIP \*

Phone \*

Email address \*

This is a gift for someone who is very special. Please make them Feel Loved. (optional) ▲

Gift Message (optional)

**Recommendations**

1. Display a list of cities when entering the first letters of the city name
2. Pull city name by user's ip address

# Placing an order. Updating parameters when filling out the form

Conversion elements analysis (For desktop and mobile versions)



When filling out one of the fields, other fields are not automatically filled in based on the data of the filled fields

## Desktop version

moonrisecrystals.com/checkout/

MOONRISE CRYSTALS

Shop Ethical Standards Learn About Crystals About

Company name (optional)  
Test

Country / Region \*  
United States (US)

Street address \*  
10 East Huron St

Apartment, suite, unit, etc. (optional)

Town / City \*

State / County \*  
Hawaii

Postcode / ZIP \*

Phone \*

Email address \*

This is a gift for someone who is very special. Please make them Feel Loved. (optional)

moonrisecrystals.com/checkout/

MOONRISE CRYSTALS Shop Ethical Standards Learn About Crystals About

Company name (optional)  
Test

Country / Region \*: United States (US)

Street address \*: 10 East Huron St

Apartment, suite, unit, etc. (optional)

Town / City \*: Chicago

State / County \*: Hawaii

Postcode / ZIP \*

Phone \*

Email address \*

This is a gift for someone who is very special. Please make them Feel Loved. (optional)

moonrisecrystals.com/checkout/

MOONRISE CRYSTALS Shop Ethical Standards Learn About Crystals About

Company name (optional)  
Test

Country / Region \*: United States (US)

Street address \*: 10 East Huron St

Apartment, suite, unit, etc. (optional)

Town / City \*: Chicago

State / County \*: Illinois

Postcode / ZIP \*

Phone \*

Email address \*

This is a gift for someone who is very special. Please make them Feel Loved. (optional)

**Mobile version**

Test

Country / Region \*

United States (US) ▼

Street address \*

10 E Huron St

Apartment, suite, unit, etc. (opti

Town / City \*

Chi

State / County \*

Illinois ▼

Postcode / ZIP \*

Phone \*

Email address \*

This is a gift for someone who is very special. Please make them Feel Loved. (optional) ▲

Gift Message (optional)

**Recommendations**

1. When filling out one of the fields, automatically fill in the fields associated with it

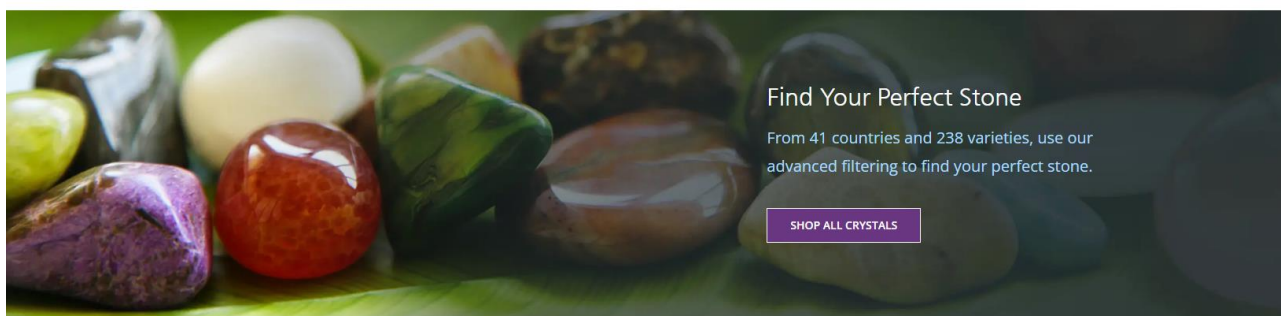
## Article pages. Block with a button to go to the store

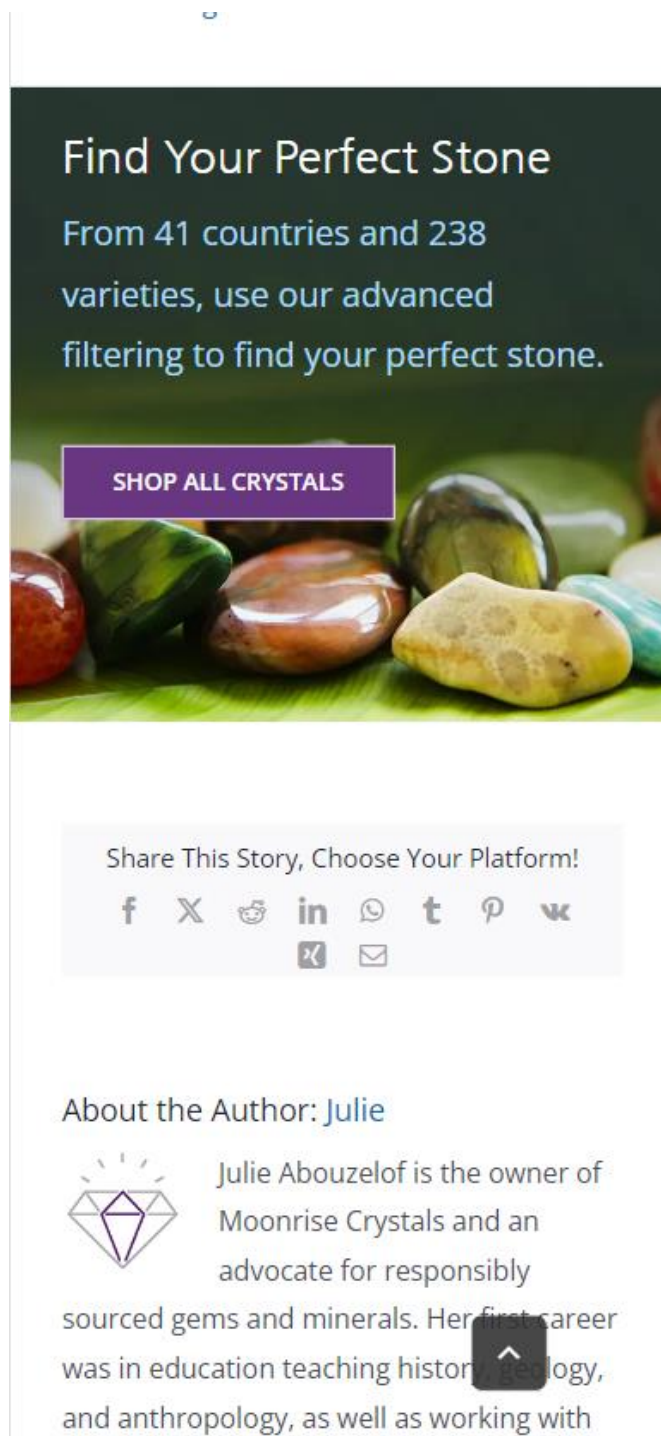
Conversion elements analysis (For desktop and mobile versions)



The button in the block leads the user to the general “Shop” page

Desktop version



Mobile version


Find Your Perfect Stone


From 41 countries and 238 varieties, use our advanced filtering to find your perfect stone.

SHOP ALL CRYSTALS

Share This Story, Choose Your Platform!

f X t in v p vk

About the Author: Julie

 Julie Abouzelof is the owner of Moonrise Crystals and an advocate for responsibly sourced gems and minerals. Her first career was in education teaching history, geology, and anthropology, as well as working with



## Recommendations

1. In the block, use a button to go to the page for selecting stones from the article, something like "Stones used in the article," or in the current block, use two buttons:
2. "Shop all crystal" and "Buy "Name of stone from article"



## Category pages. First screen

Conversion elements analysis (Only for mobile version)



On many pages, the text takes up too much space, and the first product cards can be located in the second or even third screen



Chakra is healthy, we feel grounded, strong, and comfortable. We have good boundaries and know that we are where we are suppose to be. Our Root Chakra may get injured if we are physically hurt or neglected. It may also be injured if we grow up in poverty or if our sense of financial security is undermined. A weak Root Chakra leaves us feeling anxious, disconnected, disorganized, or restless. It may manifest as poor physical and financial habits, depression, PTSD, or the desire for dangerous, life-threatening, activities. Root Chakra is the foundation that all other Chakras are built upon, so it is vitally important to take good care of it. Healing crystals are gifts of the earth and as such are uniquely well-suited to heal and strengthen our



## Recommendations

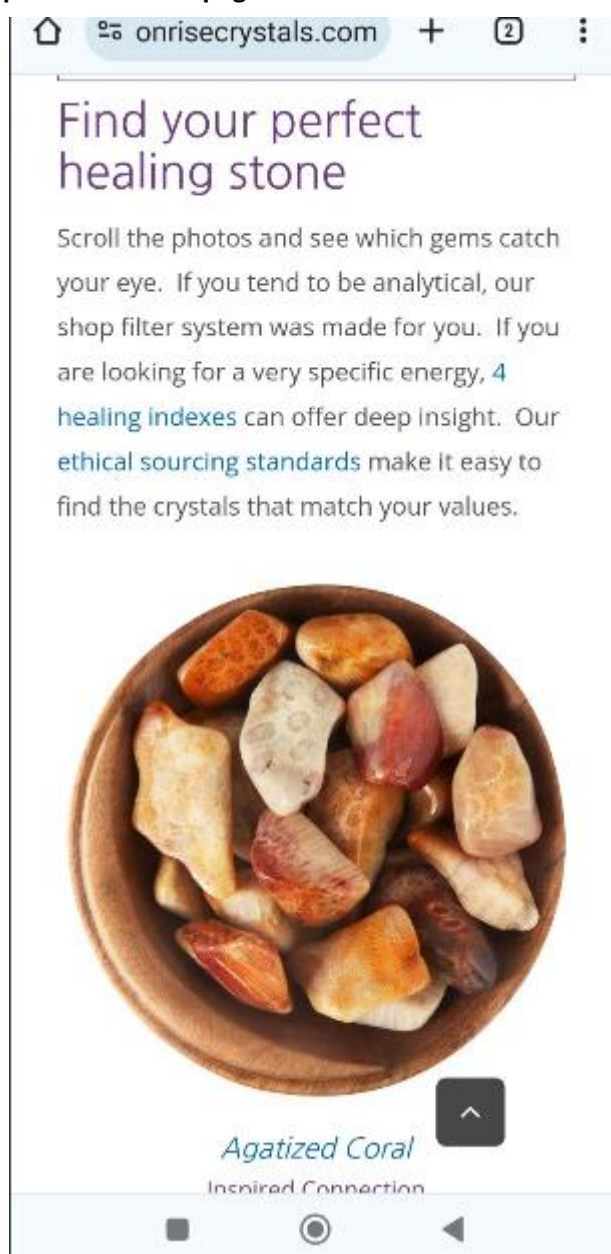
1. Reduce title font size and spread title across entire width
2. In the first screen, display part of the text and a “More details” link, when clicked on it, the full text will be displayed  
OR
3. In the first screen display a basic description of the product “for people”, and at the end of the page the rest of the text for search engines

## Category pages. Sorting

Conversion elements analysis (Only for mobile version)



On the category pages there is no sorting by rank, by newness, by cost, etc., and there is also no sorting by the number of products on the page



Recommendations

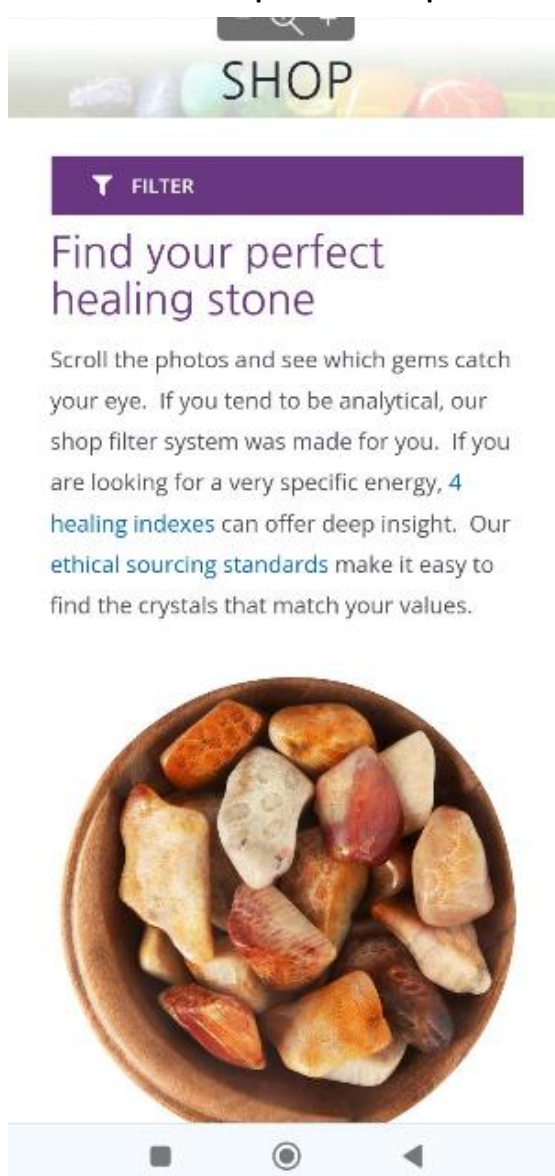
1. Add sorting similar to the desktop version

## Category pages. Call for the use of filters

Conversion elements analysis (Only for mobile version)



After going to the “Shop” page, the user does not see the usual subcategories of products; at first glance, it is not clear that the entire selection of products is implemented as a filter



Recommendations

1. Use a text hint indicating that you need to use a filter to select a stone

## Category pages. Interacting with filters

Conversion elements analysis (Only for mobile version)



After selecting an option in the filter, the page refreshes so that the user again sees the introductory text



### Recommendations

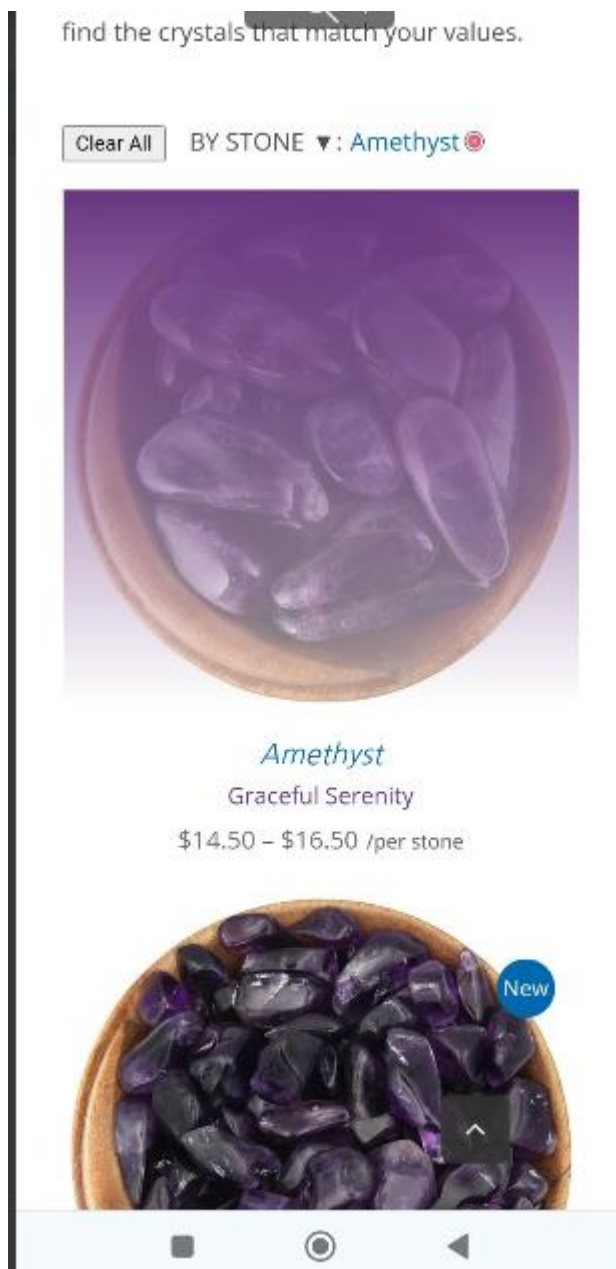
1. Use an “anchor” so that when selecting a filtering option, the user goes to the first product card on the page

## Category pages. Go to the product card

Conversion elements analysis (Only for mobile version)



The transition to the product card occurs only when you click again. When you first click, the product card is highlighted in color and the product rating is displayed; if there is no rating, then the card is simply highlighted in color



\$15.25 - \$19.25 /per stone



*Almandine Garnet*

Passionate Peace

\$15.00 - \$17.00 /per stone

New



## Recommendations

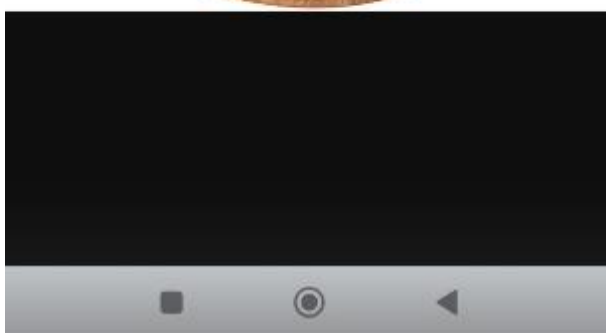
1. Rating elements should be implemented as static elements
2. Go to the product page on the first click

## Product cards. Enlarging Images

Conversion elements analysis (Only for mobile version)



Product cards are not enlarged correctly; it is not clear how to return to the original view



Recommendations

1. Use the pop-up window to enlarge images



## Product cards. Distance between price and button to add item to cart

Conversion elements analysis (Only for mobile version)



The distance between the price of the product and the button to add the product to the cart is too large; in some cards they do not fit on one screen

**\$11.75 - \$13.75** /per stone

Order now to get it Monday, Jul 22nd

ECO-FRIENDLY MINING SAFE MINING  
WOMEN OWNED

### Passionate Peace

Inspire love and devotion in romantic partners. Stay calm and focused during stressful times. See all beings with clarity and compassion. Allow love to heal and make you stronger. Let Almandine Garnet teach you to be true to yourself.

### Almandine Garnet Healing Properties

Attracting Love Fertility Money  
New Beginnings Pregnancy Sex

FREE SHIPPING USA | SHIP WORLDWIDE

Select Variable

Large (0.75 in) Small (0.5 in)

1

ADD TO CART



### Recommendations

1. Use masonry to display information (all reviews, descriptions)
2. To describe the product, use several sentences and the “More details” button when clicked, which will direct the user to the tab with a full description
3. Also consider the option of using a floating element with elements for selecting quantity, price and a button for adding a product to the cart

Average weight varies

#### Shipping

- Orders are shipped Next Business Day
- Eco-Friendly Shipping Materials

#### Free Gift



Get a Free Satin Medicine Bag when you buy any 3 crystals

## Where do our stones come from?

Our Crystals are Ethically Sourced



8

Ethical Standards

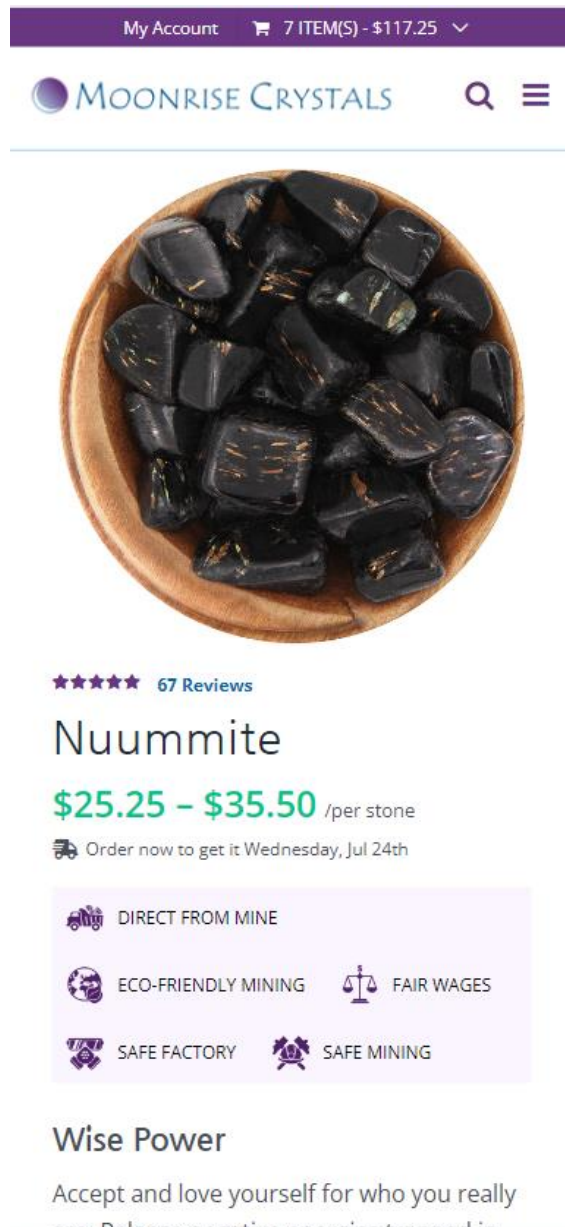


## Product cards. "Similar Products"

Conversion elements analysis (Only for mobile version)



In the mobile version there is no block with similar products, for those pages where they are in the desktop version



Recommendations

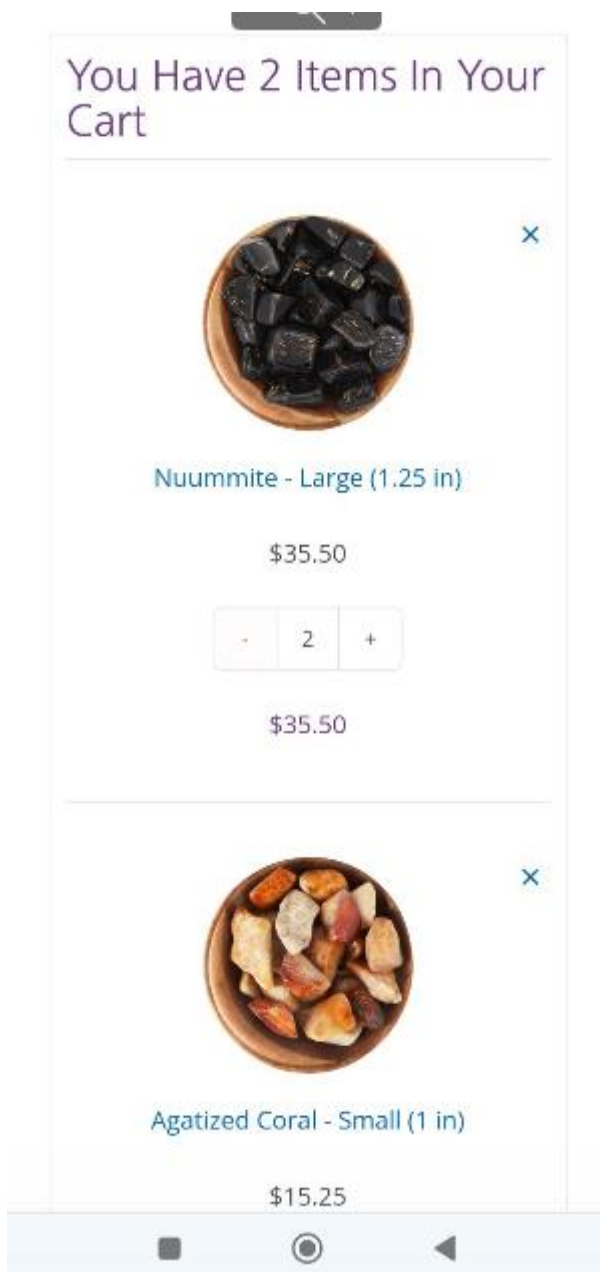
1. Fix block display in mobile version

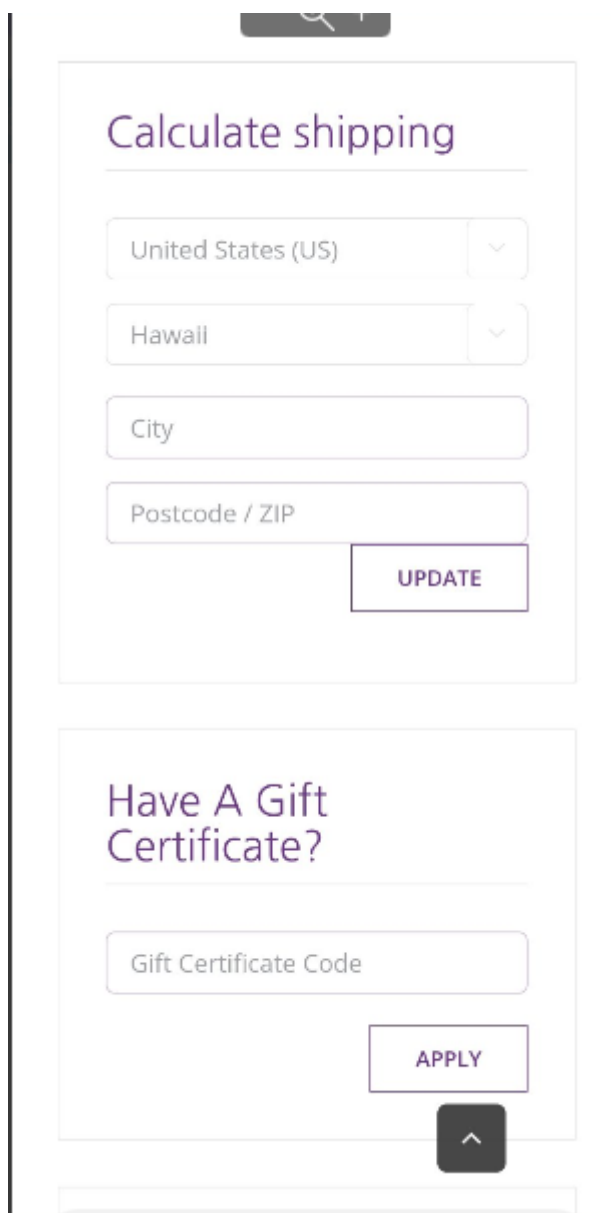
## "Cart" page

Conversion elements analysis (Only for mobile version)



The blocks on the page are too large; the button to go to the ordering page is located in the third screen and must be searched for





The image shows a mobile application interface with two main sections. The top section is titled "Calculate shipping" and contains four input fields: "United States (US)" with a dropdown arrow, "Hawaii" with a dropdown arrow, "City", and "Postcode / ZIP". Below these fields is a purple "UPDATE" button. The bottom section is titled "Have A Gift Certificate?" and contains a single input field for "Gift Certificate Code" and a purple "APPLY" button. Below the "APPLY" button is a dark square button with a white upward-pointing arrow. The interface is displayed on a mobile device frame.

## Calculate shipping

United States (US) ▾

Hawaii ▾

City

Postcode / ZIP

UPDATE

## Have A Gift Certificate?

Gift Certificate Code

APPLY

⬆

Cart totals

Subtotal	\$50.75
----------	---------

Free shipping  
 (Averages 3 - 7 business days)

Shipping
 Priority Mail®  
 (Averages 1 - 4 business days):  
 \$10.40  
 Shipping to HI.

Tax	\$0.00
-----	--------

<b>Total</b>	<b>\$50.75</b>
--------------	----------------

↑



## Recommendations

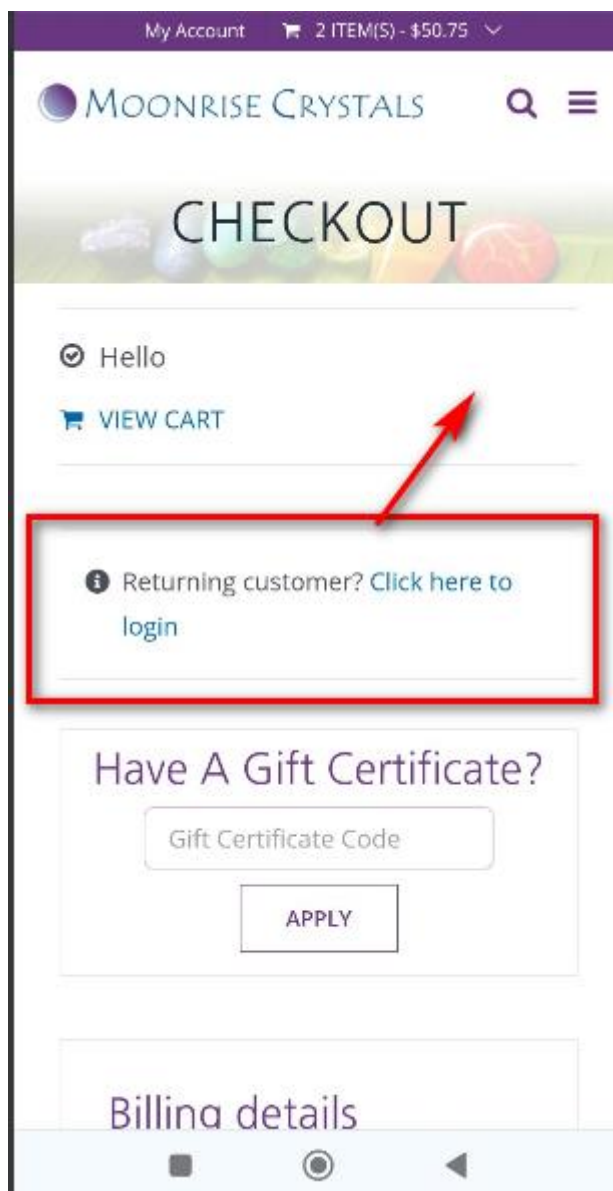
1. Reduce the size of the product card several times
2. The elements "Calculate shipping" and "Have A Gift Certificate?" implement in the form of links when clicked on which display forms, by default display elements collapsed
3. In the "Cart totals" block, use the entire width of the block to position elements with delivery options

## Checkout page

Conversion elements analysis (Only for mobile version)



The page does not display the data entry form on the first screen



### Recommendations

1. Move or reduce the size of the authorization element
2. Use a link with a hidden form for a certificate



## Checkout page. Block with total amount

Conversion elements analysis (Only for mobile version)



Block with total amount is too large

### Your order

Product	Subtotal
 Nuummite - Large (1.25 in) × 1	\$35.50
 Agatized Coral - Small (1 in) × 1	\$15.25
Subtotal	\$50.75

Free shipping  
(Averages 3 - 7 business days)

Shipping  Priority Mail®  
(Averages 1 - 4 business days):  
 \$10.40



Recommendations

1. Use the entire width of the block to place checkboxes with delivery options



## Checkout page. Block with payment options

Conversion elements analysis (Only for mobile version)




There is too much text in the block with payment options; elements for confirming payment are not visible

Credit Card (Stripe)

Pay with your credit card via Stripe.

Card Number \*


1234 1234 1234 1234 

Expiry Date \*

MM / YY

Card Code (CVC) \*

CVC

PayPal 

**Attention International Customers:**

You may owe additional customs duty, GST, VAT and/or other taxes. The amount depends on the trade agreement your country has with the USA and the size of your order. For orders under \$500: Australia 0-5%, Canada 5% + provisional sales tax, European Union 5-25%, Hong Kong 0%, New Zealand 15%, United Kingdom 0-2.5%. Average worldwide is



### Recommendations

1. Implement the “Attention International Customers:” element as a link
2. When clicked, display a pop-up window with information

# Internal optimization analysis

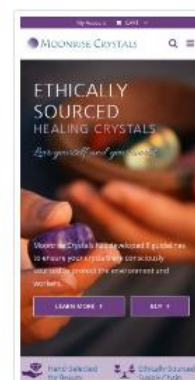
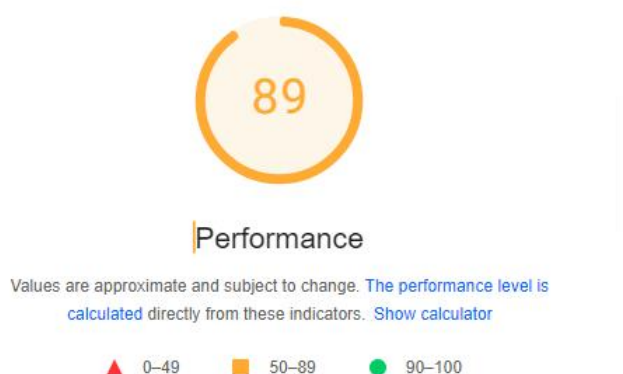
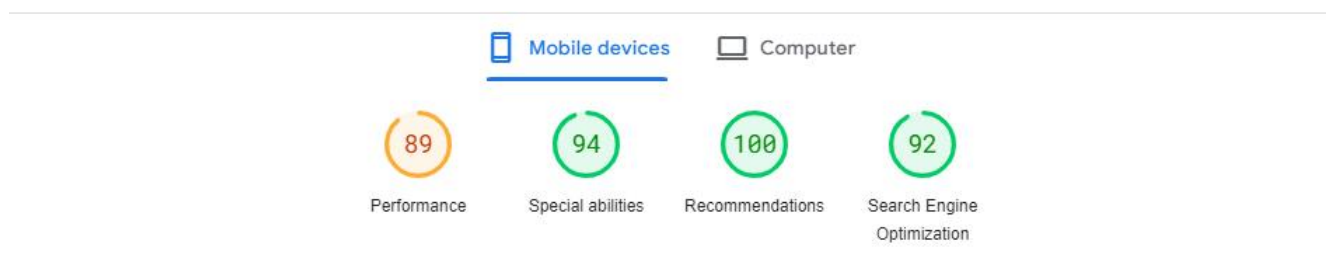
## Home page performance

### Internal optimization analysis



Mobile homepage performance 89 out of 90, according to PageSpeed Insights (no problem with it)

Mobile version



### Recommendations on the link:

[https://pagespeed.web.dev/analysis/https-moonrisecrystals-com/h9d0hh8f4e?form\\_factor=mobile](https://pagespeed.web.dev/analysis/https-moonrisecrystals-com/h9d0hh8f4e?form_factor=mobile)



### Why is it important

#### Factors That Affect Website Speed:

- **HTML code.** It is recommended to use separate files for CSS and JavaScript. Try to use JavaScript as little as possible. If possible, enable caching of pages and its components
- **Design.** Use a simple design. Use layout standards. Don't use many small files.
- **Animation.** The animation shouldn't increase the page size too much.
- **Images.** Don't use a lot of graphics on the page. Use thumbnails with a link to a large file instead of large images.
- **Hosting.** Test the hosting. If hosting is often unavailable or has a slow communication channel, it is recommended to choose another hosting service.

## Page response time

### Internal optimization analysis



Pages with slow response times were found on the site, and after parsing it is clear that these are pagination pages on which the rel="canonical" attribute should be used (see the next audit point), so this is not a serious problem

Address	Content Type	Status Code	Response Time
<a href="https://moonrisecrystals.com/chakra/third-eye-chakra-healing-crystals/page/8/">https://moonrisecrystals.com/chakra/third-eye-chakra-healing-crystals/page/8/</a>	text/html; charset=UTF-8	200	5,707
<a href="https://moonrisecrystals.com/element/earth-element-healing-crystals/page/4/">https://moonrisecrystals.com/element/earth-element-healing-crystals/page/4/</a>	text/html; charset=UTF-8	200	5,663
<a href="https://moonrisecrystals.com/shape/irregular-polished/page/6/">https://moonrisecrystals.com/shape/irregular-polished/page/6/</a>	text/html; charset=UTF-8	200	5,602
<a href="https://moonrisecrystals.com/healing/crystals-for-grounding/page/2/">https://moonrisecrystals.com/healing/crystals-for-grounding/page/2/</a>	text/html; charset=UTF-8	200	5,543
<a href="https://moonrisecrystals.com/chakra/root-chakra-healing-crystals/page/4/">https://moonrisecrystals.com/chakra/root-chakra-healing-crystals/page/4/</a>	text/html; charset=UTF-8	200	5,505
<a href="https://moonrisecrystals.com/ethics/eco-friendly-mining/page/4/">https://moonrisecrystals.com/ethics/eco-friendly-mining/page/4/</a>	text/html; charset=UTF-8	200	5,481
<a href="https://moonrisecrystals.com/ethics/fair-wages/page/10/">https://moonrisecrystals.com/ethics/fair-wages/page/10/</a>	text/html; charset=UTF-8	200	5,454
<a href="https://moonrisecrystals.com/healing/crystals-for-creativity/page/2/">https://moonrisecrystals.com/healing/crystals-for-creativity/page/2/</a>	text/html; charset=UTF-8	200	5,439
<a href="https://moonrisecrystals.com/crystal-type/crystal-pocket-stones/page/15/">https://moonrisecrystals.com/crystal-type/crystal-pocket-stones/page/15/</a>	text/html; charset=UTF-8	200	5,426
<a href="https://moonrisecrystals.com/healing/crystals-for-peace/page/6/">https://moonrisecrystals.com/healing/crystals-for-peace/page/6/</a>	text/html; charset=UTF-8	200	5,356
<a href="https://moonrisecrystals.com/shape/irregular-polished/page/2/">https://moonrisecrystals.com/shape/irregular-polished/page/2/</a>	text/html; charset=UTF-8	200	5,35
<a href="https://moonrisecrystals.com/chakra/sacral-chakra-healing-crystals/page/5/">https://moonrisecrystals.com/chakra/sacral-chakra-healing-crystals/page/5/</a>	text/html; charset=UTF-8	200	5,244
<a href="https://moonrisecrystals.com/ethics/eco-friendly-mining/page/8/">https://moonrisecrystals.com/ethics/eco-friendly-mining/page/8/</a>	text/html; charset=UTF-8	200	5,231
<a href="https://moonrisecrystals.com/chakra/root-chakra-healing-crystals/page/10/">https://moonrisecrystals.com/chakra/root-chakra-healing-crystals/page/10/</a>	text/html; charset=UTF-8	200	5,134
<a href="https://moonrisecrystals.com/shape/irregular-polished/page/3/">https://moonrisecrystals.com/shape/irregular-polished/page/3/</a>	text/html; charset=UTF-8	200	5,085
<a href="https://moonrisecrystals.com/shape/irregular-polished/page/5/">https://moonrisecrystals.com/shape/irregular-polished/page/5/</a>	text/html; charset=UTF-8	200	5,081
<a href="https://moonrisecrystals.com/ethics/direct-from-mine/page/3/">https://moonrisecrystals.com/ethics/direct-from-mine/page/3/</a>	text/html; charset=UTF-8	200	5,058
<a href="https://moonrisecrystals.com/ethics/eco-friendly-mining/page/17/">https://moonrisecrystals.com/ethics/eco-friendly-mining/page/17/</a>	text/html; charset=UTF-8	200	4,995
<a href="https://moonrisecrystals.com/healing/crystals-for-peace/page/4/">https://moonrisecrystals.com/healing/crystals-for-peace/page/4/</a>	text/html; charset=UTF-8	200	4,902
<a href="https://moonrisecrystals.com/healing/crystals-for-transformation/page/2/">https://moonrisecrystals.com/healing/crystals-for-transformation/page/2/</a>	text/html; charset=UTF-8	200	4,872
<a href="https://moonrisecrystals.com/zodiac/gemini-healing-crystals/page/4/">https://moonrisecrystals.com/zodiac/gemini-healing-crystals/page/4/</a>	text/html; charset=UTF-8	200	4,745
<a href="https://moonrisecrystals.com/ethics/women-owned/page/4/">https://moonrisecrystals.com/ethics/women-owned/page/4/</a>	text/html; charset=UTF-8	200	4,742
<a href="https://moonrisecrystals.com/healing/crystals-for-peace/page/3/">https://moonrisecrystals.com/healing/crystals-for-peace/page/3/</a>	text/html; charset=UTF-8	200	4,72
<a href="https://moonrisecrystals.com/chakra/solar-plexus-chakra-healing-crystals/page/7/">https://moonrisecrystals.com/chakra/solar-plexus-chakra-healing-crystals/page/7/</a>	text/html; charset=UTF-8	200	4,709
<a href="https://moonrisecrystals.com/element/earth-element-healing-crystals/page/9/">https://moonrisecrystals.com/element/earth-element-healing-crystals/page/9/</a>	text/html; charset=UTF-8	200	4,691
<a href="https://moonrisecrystals.com/healing/crystals-for-attracting-love/page/2/">https://moonrisecrystals.com/healing/crystals-for-attracting-love/page/2/</a>	text/html; charset=UTF-8	200	4,642
<a href="https://moonrisecrystals.com/healing/crystals-for-peace/page/5/">https://moonrisecrystals.com/healing/crystals-for-peace/page/5/</a>	text/html; charset=UTF-8	200	4,626
<a href="https://moonrisecrystals.com/healing/crystals-for-confidence/page/3/">https://moonrisecrystals.com/healing/crystals-for-confidence/page/3/</a>	text/html; charset=UTF-8	200	4,625
<a href="https://moonrisecrystals.com/ethics/eco-friendly-mining/page/13/">https://moonrisecrystals.com/ethics/eco-friendly-mining/page/13/</a>	text/html; charset=UTF-8	200	4,621
<a href="https://moonrisecrystals.com/healing/crystals-for-plants/page/2/">https://moonrisecrystals.com/healing/crystals-for-plants/page/2/</a>	text/html; charset=UTF-8	200	4,598
<a href="https://moonrisecrystals.com/chakra/heart-chakra-healing-crystals/page/5/">https://moonrisecrystals.com/chakra/heart-chakra-healing-crystals/page/5/</a>	text/html; charset=UTF-8	200	4,564
<a href="https://moonrisecrystals.com/healing/crystals-for-confidence/page/6/">https://moonrisecrystals.com/healing/crystals-for-confidence/page/6/</a>	text/html; charset=UTF-8	200	4,533
<a href="https://moonrisecrystals.com/healing/crystals-for-love/page/4/">https://moonrisecrystals.com/healing/crystals-for-love/page/4/</a>	text/html; charset=UTF-8	200	4,518
<a href="https://moonrisecrystals.com/crystal-type/rough-stones/page/2/">https://moonrisecrystals.com/crystal-type/rough-stones/page/2/</a>	text/html; charset=UTF-8	200	4,507
<a href="https://moonrisecrystals.com/crystal-type/crystal-pocket-stones/page/2/">https://moonrisecrystals.com/crystal-type/crystal-pocket-stones/page/2/</a>	text/html; charset=UTF-8	200	4,504
<a href="https://moonrisecrystals.com/shape/puffy-heart/page/3/">https://moonrisecrystals.com/shape/puffy-heart/page/3/</a>	text/html; charset=UTF-8	200	4,478
<a href="https://moonrisecrystals.com/chakra/root-chakra-healing-crystals/page/5/">https://moonrisecrystals.com/chakra/root-chakra-healing-crystals/page/5/</a>	text/html; charset=UTF-8	200	4,477

### Full list of pages in the accompanying file "Response time"



### Recommendations

1. Using the rel="canonical" attribute on pagination pages, indicate the main page of the category as the canonical page

# Rel = "canonical" attribute

## Internal optimization analysis



The rel="canonical" attribute is used incorrectly on pagination pages. The attribute contains a link that points to itself

For example:

Address	Occ.	Indexability	Canonical Link Element 1
https://moonrisecrystals.com/chakra/sacral-chakra-healing-crystals/page/4/	1	Indexable	https://moonrisecrystals.com/chakra/sacral-chakra-healing-crystals/page/4/
https://moonrisecrystals.com/chakra/sacral-chakra-healing-crystals/page/5/	1	Indexable	https://moonrisecrystals.com/chakra/sacral-chakra-healing-crystals/page/5/
https://moonrisecrystals.com/chakra/sacral-chakra-healing-crystals/page/6/	1	Indexable	https://moonrisecrystals.com/chakra/sacral-chakra-healing-crystals/page/6/
https://moonrisecrystals.com/chakra/sacral-chakra-healing-crystals/page/7/	1	Indexable	https://moonrisecrystals.com/chakra/sacral-chakra-healing-crystals/page/7/
https://moonrisecrystals.com/chakra/solar-plexus-chakra-healing-crystals/	1	Indexable	https://moonrisecrystals.com/chakra/solar-plexus-chakra-healing-crystals/
https://moonrisecrystals.com/chakra/solar-plexus-chakra-healing-crystals/page/2/	1	Indexable	https://moonrisecrystals.com/chakra/solar-plexus-chakra-healing-crystals/page/2/
https://moonrisecrystals.com/chakra/solar-plexus-chakra-healing-crystals/page/3/	1	Indexable	https://moonrisecrystals.com/chakra/solar-plexus-chakra-healing-crystals/page/3/
https://moonrisecrystals.com/chakra/solar-plexus-chakra-healing-crystals/page/4/	1	Indexable	https://moonrisecrystals.com/chakra/solar-plexus-chakra-healing-crystals/page/4/
https://moonrisecrystals.com/chakra/solar-plexus-chakra-healing-crystals/page/5/	1	Indexable	https://moonrisecrystals.com/chakra/solar-plexus-chakra-healing-crystals/page/5/
https://moonrisecrystals.com/chakra/solar-plexus-chakra-healing-crystals/page/6/	1	Indexable	https://moonrisecrystals.com/chakra/solar-plexus-chakra-healing-crystals/page/6/
https://moonrisecrystals.com/chakra/solar-plexus-chakra-healing-crystals/page/7/	1	Indexable	https://moonrisecrystals.com/chakra/solar-plexus-chakra-healing-crystals/page/7/
https://moonrisecrystals.com/chakra/solar-plexus-chakra-healing-crystals/page/8/	1	Indexable	https://moonrisecrystals.com/chakra/solar-plexus-chakra-healing-crystals/page/8/
https://moonrisecrystals.com/chakra/solar-plexus-chakra-healing-crystals/page/9/	1	Indexable	https://moonrisecrystals.com/chakra/solar-plexus-chakra-healing-crystals/page/9/
https://moonrisecrystals.com/chakra/third-eye-chakra-healing-crystals/	1	Indexable	https://moonrisecrystals.com/chakra/third-eye-chakra-healing-crystals/
https://moonrisecrystals.com/chakra/third-eye-chakra-healing-crystals/page/10/	1	Indexable	https://moonrisecrystals.com/chakra/third-eye-chakra-healing-crystals/page/10/
https://moonrisecrystals.com/chakra/third-eye-chakra-healing-crystals/page/2/	1	Indexable	https://moonrisecrystals.com/chakra/third-eye-chakra-healing-crystals/page/2/
https://moonrisecrystals.com/chakra/third-eye-chakra-healing-crystals/page/3/	1	Indexable	https://moonrisecrystals.com/chakra/third-eye-chakra-healing-crystals/page/3/
https://moonrisecrystals.com/chakra/third-eye-chakra-healing-crystals/page/4/	1	Indexable	https://moonrisecrystals.com/chakra/third-eye-chakra-healing-crystals/page/4/
https://moonrisecrystals.com/chakra/third-eye-chakra-healing-crystals/page/5/	1	Indexable	https://moonrisecrystals.com/chakra/third-eye-chakra-healing-crystals/page/5/
https://moonrisecrystals.com/chakra/third-eye-chakra-healing-crystals/page/6/	1	Indexable	https://moonrisecrystals.com/chakra/third-eye-chakra-healing-crystals/page/6/
https://moonrisecrystals.com/chakra/third-eye-chakra-healing-crystals/page/7/	1	Indexable	https://moonrisecrystals.com/chakra/third-eye-chakra-healing-crystals/page/7/
https://moonrisecrystals.com/chakra/third-eye-chakra-healing-crystals/page/8/	1	Indexable	https://moonrisecrystals.com/chakra/third-eye-chakra-healing-crystals/page/8/
https://moonrisecrystals.com/chakra/third-eye-chakra-healing-crystals/page/9/	1	Indexable	https://moonrisecrystals.com/chakra/third-eye-chakra-healing-crystals/page/9/
https://moonrisecrystals.com/chakra/throat-chakra-healing-crystals/	1	Indexable	https://moonrisecrystals.com/chakra/throat-chakra-healing-crystals/
https://moonrisecrystals.com/chakra/throat-chakra-healing-crystals/page/2/	1	Indexable	https://moonrisecrystals.com/chakra/throat-chakra-healing-crystals/page/2/
https://moonrisecrystals.com/chakra/throat-chakra-healing-crystals/page/3/	1	Indexable	https://moonrisecrystals.com/chakra/throat-chakra-healing-crystals/page/3/
https://moonrisecrystals.com/chakra/throat-chakra-healing-crystals/page/4/	1	Indexable	https://moonrisecrystals.com/chakra/throat-chakra-healing-crystals/page/4/
https://moonrisecrystals.com/chakra/throat-chakra-healing-crystals/page/5/	1	Indexable	https://moonrisecrystals.com/chakra/throat-chakra-healing-crystals/page/5/
https://moonrisecrystals.com/chakra/throat-chakra-healing-crystals/page/6/	1	Indexable	https://moonrisecrystals.com/chakra/throat-chakra-healing-crystals/page/6/
https://moonrisecrystals.com/chalcopyrite-meaning/	1	Indexable	https://moonrisecrystals.com/chalcopyrite-meaning/

view-source:https://moonrisecrystals.com/color/multi-colored-healing-crystals/page/4/

```

<!-- End VWO Async SmartCode -->
<!-- Google Tag Manager for WordPress by gtm4wp.com -->
<script data-cfasync="false" data-pagespeed-no-defer>
  var gtm4wp_dataLayer_name = "dataLayer";
  var dataLayer = dataLayer || [];
  const gtm4wp_use_sku_instead = false;
  const gtm4wp_currency = 'USD';
  const gtm4wp_product_per_impression = 10;
  const gtm4wp_clear_ecommerce = false;
</script>
<!-- End Google Tag Manager for WordPress by gtm4wp.com -->
<!-- This site is optimized with the Yoast SEO Premium plugin v22.8 (Yoast SEO v22.8) - https://yoast.com/wordpress/plugins/seo/ -->
<title>Multi-Colored Healing Crystals | Page 4 of 6 | Moonrise Crystals</title>
<meta property="og:title" content="Multi-Colored Healing Crystals Archives" />
<link rel="canonical" href="https://moonrisecrystals.com/color/multi-colored-healing-crystals/page/4/" />
<link rel="next" href="https://moonrisecrystals.com/color/multi-colored-healing-crystals/page/5/" />
<link rel="previous" href="https://moonrisecrystals.com/color/multi-colored-healing-crystals/page/3/" />
<link rel="next" href="https://moonrisecrystals.com/color/multi-colored-healing-crystals/page/5/" />
<meta property="og:locale" content="en_US" />
<meta property="og:type" content="article" />
<meta property="og:title" content="Multi-Colored Healing Crystals Archives" />
<meta property="og:description" content="Multi-colored healing crystals evoke balance, creativity and independence. They encourage us to be bold, curious and more playful." />
<meta property="og:url" content="https://moonrisecrystals.com/color/multi-colored-healing-crystals/" />

```



## Recommendations

1. Using the rel="canonical" attribute, indicate the main page of the category on all pagination pages as the canonical page

For example: for the page <https://moonrisecrystals.com/color/multi-colored-healing-crystals/page/4/> the rel="canonical" attribute must indicate the page <https://moonrisecrystals.com/color/multi-colored-healing-crystals/>

## Expires header

Internal optimization analysis



**Expires headers are missing**

**Expires date for the home page must differ from the current date by no more than 5 days, for sections no more than 2 weeks, for goods / articles - no more than 1 month**



*Why is it important*

**By the date in the Expires header, search robots can understand when they need to visit the page and check how much it has updated. This will allow you not to waste time search robots crawling pages on which nothing has changed and focus their attention on the updated sections and pages**

## Last-Modified Header

Internal optimization analysis



The Last-Modified header is missing.

It is recommended to indicate the date in the following time intervals: for the main page - no more than 5 days before the current date, for a section - no more than 2 weeks, for product / article pages - no more than 30 days.

Result: failed

Last-Modified not found.

### Last-Modified not found

```
HTTP/2 200
date: Sat, 15 Jun 2024 15:41:25 GMT
content-type: text/html; charset=UTF-8
vary: Accept-Encoding
vary: Accept-Encoding
vary: Accept-Encoding
x-powered-by: WP Engine
accept-ch: Sec-CH-UA-Mobile
x-nitro-cache: HIT
x-nitro-cache-from: drop-in
x-nitro-rev: 5813fa0
```



### Why is it important

Last-Modified data indicates the date when the content of the web page was last modified.

There are various programs and scripts that allow you to change this information automatically. The correct Last-Modified header content will help search engine crawlers select important pages to index.

# The Robots.txt file

Internal optimization analysis



The robots.txt file is incorrect

```

< > ↻ 🌐 moonrisecrystals.com/robots.txt

# START YOAST BLOCK
# -----
User-agent: *
Disallow:

Sitemap: https://moonrisecrystals.com/sitemap_index.xml
# -----
# END YOAST BLOCK

```

**Correct content of robots.txt file:**

```

User-agent: *
Disallow: /cgi-bin
Disallow: /?
Disallow: */?
Disallow: /wp-
Disallow: /wp/
Disallow: *?s=
Disallow: *&s=
Disallow: /search/
Disallow: /author/
Disallow: /users/
Disallow: */trackback
Disallow: */feed
Disallow: */rss
Disallow: */embed
Disallow: */wlwmanifest.xml
Disallow: /xmlrpc.php
Disallow: *utm*=
Disallow: *openstat=
Disallow: /my-account/
Disallow: /cart/
Disallow: /checkout/

```



Disallow: /wishlist/

Disallow: Allow: \*/uploads

User-agent: GoogleBot

Disallow: /cgi-bin

Disallow: /?

Disallow: \*/?

Disallow: /wp-

Disallow: /wp/

Disallow: \*?s=

Disallow: \*&s=

Disallow: /search/

Disallow: /author/

Disallow: /users/

Disallow: \*/trackback

Disallow: \*/feed

Disallow: \*/rss

Disallow: \*/embed

Disallow: \*/wlwmanifest.xml

Disallow: /xmlrpc.php

Disallow: \*utm\*=

Disallow: \*openstat=

Disallow: /my-account/

Disallow: /cart/

Disallow: /checkout/

Disallow: /wishlist/

Allow: \*/uploads

Allow: /\*/\*.js

Allow: /\*/\*.css

Allow: /wp-\*.png

Allow: /wp-\*.jpg

Allow: /wp-\*.jpeg

Allow: /wp-\*.gif

Allow: /wp-admin/admin-ajax.php

Sitemap: [https://moonrisecrystals.com/sitemap\\_index.xml](https://moonrisecrystals.com/sitemap_index.xml)



## Why is it important

The robots exclusion standard, also known as the robots exclusion protocol or simply robots.txt, is a standard used by websites to communicate with web crawlers and other web robots. The standard specifies how to inform the web robot about which areas of the website should not be processed or scanned

# The sitemap.xml file

## Internal optimization analysis



### The sitemap.xml file has links to technical pages

moonrisecrystals.com/page-sitemap.xml

#### XML Sitemap

Generated by **Yeast SEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on [sitemaps.org](https://sitemaps.org).

This XML Sitemap contains 36 URLs.

URL	Images	Last Mod.
https://moonrisecrystals.com/	19	2024-06-11 22:39 +00:00
https://moonrisecrystals.com/choosing-crystals/	1	2023-05-08 04:39 +00:00
https://moonrisecrystals.com/contact/	1	2023-05-08 04:40 +00:00
https://moonrisecrystals.com/contact/	1	2023-05-08 04:41 +00:00
https://moonrisecrystals.com/crystal-articles/	7	2023-05-08 04:42 +00:00
https://moonrisecrystals.com/crystal-energy-indexes/	5	2023-05-08 04:42 +00:00
https://moonrisecrystals.com/crystal-learning-center/	1	2023-05-08 04:42 +00:00
https://moonrisecrystals.com/crystals-by-chakra/	8	2023-05-08 04:43 +00:00
https://moonrisecrystals.com/crystals-by-color/	13	2023-05-08 04:43 +00:00
https://moonrisecrystals.com/crystals-by-element/	6	2023-05-08 04:43 +00:00
https://moonrisecrystals.com/crystals-by-numerology/	12	2023-05-08 04:44 +00:00
https://moonrisecrystals.com/crystals-by-zodiac/	13	2023-05-08 04:46 +00:00
https://moonrisecrystals.com/ethical-sourcing/	7	2023-05-08 04:49 +00:00
https://moonrisecrystals.com/gift-card/	1	2023-05-08 04:49 +00:00
https://moonrisecrystals.com/my-account/	1	2023-05-08 04:51 +00:00
https://moonrisecrystals.com/privacy-policy/	1	2023-05-08 04:52 +00:00
https://moonrisecrystals.com/shipping-delivery/	1	2023-05-08 04:52 +00:00
https://moonrisecrystals.com/terms-of-service/	1	2023-05-08 04:52 +00:00
https://moonrisecrystals.com/wishlist/	1	2023-05-08 04:53 +00:00
https://moonrisecrystals.com/learn-about-crystals/	6	2023-05-10 22:46 +00:00
https://moonrisecrystals.com/my-journey/	3	2023-05-11 22:58 +00:00
https://moonrisecrystals.com/about/	1	2023-06-09 21:14 +00:00
https://moonrisecrystals.com/gift-card-balance/	0	2023-10-03 22:24 +00:00
https://moonrisecrystals.com/checkout/	1	2023-10-04 22:20 +00:00
https://moonrisecrystals.com/feel-loved-crystal-clones/	1	2024-03-09 03:17 +00:00
https://moonrisecrystals.com/shop/	1	2024-03-28 20:51 +00:00
https://moonrisecrystals.com/complete-guide-to-crystals/	2	2024-04-26 20:30 +00:00
https://moonrisecrystals.com/carbon-footprint-sustainability/	2	2024-05-17 22:28 +00:00
https://moonrisecrystals.com/crystals-emotional-healing/	2	2024-05-22 02:14 +00:00
https://moonrisecrystals.com/crystals-physical-healing/	1	2024-05-22 17:05 +00:00
https://moonrisecrystals.com/crystals-world-healing/	1	2024-05-22 17:07 +00:00
https://moonrisecrystals.com/ethical-sourcing-journal/	5	2024-05-29 22:21 +00:00
https://moonrisecrystals.com/ethical-crystals/	13	2024-05-29 22:22 +00:00
https://moonrisecrystals.com/ethical-mining/	9	2024-05-30 17:08 +00:00
https://moonrisecrystals.com/shop-ethical-crystals/	11	2024-06-03 19:30 +00:00
https://moonrisecrystals.com/crystals-spiritual-healing/	1	2024-06-11 20:31 +00:00



## Recommendations

1. Remove technical pages from the sitemap.xml file
2. After making edits based on all audit recommendations, it is recommended to generate a new automatic sitemap.xml file/files
3. Add links to new sitemap.xml file/files in Google Search Console



## Why is it important

Search robots go from page to page using hyperlinks to index all pages of the site. To make indexing easier for robots, a sitemap is created. Search robots see the list of pages and quickly index all missing pages. The leading search engines now use a specific sitemap standard. This standard is described on this page: <https://www.sitemaps.org/en/protocol.html>

## Outbound links

### Internal optimization analysis



**Noindex and Nofollow tags are not used in outbound links**

<https://www.instagram.com/moonrisecrystals/>

[https://www.pinterest.com/moonrisecrystal/\\_created/](https://www.pinterest.com/moonrisecrystal/_created/)

<https://www.facebook.com/MoonriseCrystals/>

<https://www.pinterest.com/moonrisecrystal/>



### Recommendations

1. Use Noindex and Nofollow tags in outbound links.



### Why is it important

An outbound link is a link to another site. Usually, such links are used to indicate the source of information. In addition, external links are used for search engine promotion, as they transfer part of the site's weight. A site that is linked to by many resources has more weight for search engines. By getting inbound links to your site, you increase its weight, and when you link to another site, you reduce its weight.

## Text on category pages

### Internal optimization analysis



**There is no SEO text on category pages**

**For example:**

<https://moonrisecrystals.com/crystals-by-chakra/>

<https://moonrisecrystals.com/crystals-by-color/>

<https://moonrisecrystals.com/crystals-by-element/>

<https://moonrisecrystals.com/crystals-by-zodiac/>

<https://moonrisecrystals.com/stock/new-stock/>

<https://moonrisecrystals.com/stones/amethyst/>

<https://moonrisecrystals.com/stones/angelite/>

<https://moonrisecrystals.com/stones/apophyllite/>

<https://moonrisecrystals.com/stones/obsidian/apache-tear-obsidian/>

<https://moonrisecrystals.com/stones/rhodonite/>

<https://moonrisecrystals.com/stones/rose-quartz/>

<https://moonrisecrystals.com/stones/garnet/hessonite-garnet/>

<https://moonrisecrystals.com/stones/iolite/>

<https://moonrisecrystals.com/stones/jasper/ocean-jasper/>

<https://moonrisecrystals.com/stones/magnesite/>

<https://moonrisecrystals.com/stones/moonstone/moonstone-tourmaline/>

<https://moonrisecrystals.com/healing/crystals-for-addiction/>

<https://moonrisecrystals.com/healing/crystals-for-anxiety/>

<https://moonrisecrystals.com/healing/crystals-for-attracting-love/>

<https://moonrisecrystals.com/healing/crystals-for-balance/>

<https://moonrisecrystals.com/healing/crystals-for-calming/>

<https://moonrisecrystals.com/healing/crystals-for-clarity/>

<https://moonrisecrystals.com/healing/crystals-for-cleansing/>

<https://moonrisecrystals.com/healing/crystals-for-communication/>

<https://moonrisecrystals.com/healing/crystals-for-compassion/>

<https://moonrisecrystals.com/healing/crystals-for-confidence/>

<https://moonrisecrystals.com/healing/crystals-for-creativity/>

<https://moonrisecrystals.com/healing/crystals-for-depression/>

<https://moonrisecrystals.com/healing/crystals-for-direction/>

<https://moonrisecrystals.com/healing/crystals-for-energy/>

<https://moonrisecrystals.com/healing/crystals-for-fertility/>

<https://moonrisecrystals.com/healing/crystals-for-forgiveness/>  
<https://moonrisecrystals.com/healing/crystals-for-friendship/>  
<https://moonrisecrystals.com/healing/crystals-for-yoga/>  
<https://moonrisecrystals.com/healing/crystals-for-work/>

etc.

**There are texts on the category pages, but they are too short**

<https://moonrisecrystals.com/element/storm-element-healing-crystals/>  
<https://moonrisecrystals.com/element/fire-element-healing-crystals/>  
<https://moonrisecrystals.com/element/earth-element-healing-crystals/>  
<https://moonrisecrystals.com/element/water-element-healing-crystals/>  
<https://moonrisecrystals.com/element/wind-element-healing-crystals/>  
<https://moonrisecrystals.com/ethics/direct-from-mine/>  
<https://moonrisecrystals.com/ethics/eco-friendly-mining/>  
<https://moonrisecrystals.com/ethics/fair-wages/>  
<https://moonrisecrystals.com/ethics/mined-in-usa/>  
<https://moonrisecrystals.com/ethics/respects-native-people/>  
<https://moonrisecrystals.com/ethics/safe-factory/>  
<https://moonrisecrystals.com/ethics/safe-mining/>  
<https://moonrisecrystals.com/ethics/support-charity/>  
<https://moonrisecrystals.com/ethics/women-miner/>  
<https://moonrisecrystals.com/ethics/women-owned/>  
<https://moonrisecrystals.com/shop/>  
<https://moonrisecrystals.com/stones/agate/>  
<https://moonrisecrystals.com/stones/apatite/>  
<https://moonrisecrystals.com/stones/apophyllite/>  
<https://moonrisecrystals.com/stones/aragonite/>  
<https://moonrisecrystals.com/stones/aventurine/>  
<https://moonrisecrystals.com/stones/opal/>  
<https://moonrisecrystals.com/stones/oxide-minerals/>  
<https://moonrisecrystals.com/stones/phosphate-minerals/>  
<https://moonrisecrystals.com/stones/phyllsilicate-minerals/>  
<https://moonrisecrystals.com/stones/quartz/>  
<https://moonrisecrystals.com/stones/ruby/>  
<https://moonrisecrystals.com/stones/howlite/>  
<https://moonrisecrystals.com/stones/igneous-rocks/>  
<https://moonrisecrystals.com/stones/inosilicate-minerals/>  
<https://moonrisecrystals.com/stones/kunzite/>  
<https://moonrisecrystals.com/stones/beryl/>

<https://moonrisecrystals.com/stones/calcite/>  
<https://moonrisecrystals.com/stones/carbonite-minerals/>  
<https://moonrisecrystals.com/stones/chalcedony/>  
<https://moonrisecrystals.com/stones/chlorite-minerals/>  
<https://moonrisecrystals.com/stones/cyclosilicate-minerals/>  
<https://moonrisecrystals.com/stones/feldspar-minerals/>  
<https://moonrisecrystals.com/stones/fluorite/>  
<https://moonrisecrystals.com/stones/fossil/>  
<https://moonrisecrystals.com/stones/sedimentary-rocks/>  
<https://moonrisecrystals.com/stones/selenite/>  
<https://moonrisecrystals.com/stones/sorosilicate-minerals/>  
<https://moonrisecrystals.com/stones/sulfate-minerals/>  
<https://moonrisecrystals.com/stones/sulfide-minerals/>  
<https://moonrisecrystals.com/stones/tektite/>  
<https://moonrisecrystals.com/stones/tigers-eye/>  
<https://moonrisecrystals.com/stones/tourmaline/>  
<https://moonrisecrystals.com/stones/zeolite/>  
<https://moonrisecrystals.com/stones/zoisite/>  
<https://moonrisecrystals.com/stones/garnet/>  
<https://moonrisecrystals.com/stones/metamorphic-rocks/>  
<https://moonrisecrystals.com/stones/moonstone/>  
<https://moonrisecrystals.com/stones/native-element/>  
<https://moonrisecrystals.com/stones/nesosilicate-minerals/>  
<https://moonrisecrystals.com/stones/obsidian/>  
<https://moonrisecrystals.com/stones/sapphire/>  
<https://moonrisecrystals.com/stones/scolecite/>



## Recommendations

1. **Add introductory SEO text to all category pages**
2. **Text length 500-1000 characters**
3. **Uniqueness from 90%**



## Why is it important

Texts that contain search queries on category pages have a good influence on the promotion of a category page or section by keywords. These should be texts describing the content of the category. They should not distract or disturb the user. The optimal text size is from 700 to 1000 characters

## Quality of texts on category pages

### Internal optimization analysis



Many category pages use plain text that does not contain keywords for promotion. As a rule, the texts use a regular description, there is no emphasis on buying stones, etc. Thus, ranking a site for commercial queries is difficult

For example:

The screenshot shows the website interface for 'Numerology 6 Healing Crystals'. A red box highlights the following text:

**6 Numerology 6**

The Number Six represents harmony and how our ideals and reality interact. It is how we balance our desires alongside our responsibilities. To determine your Ruling Number, add up all the number in your birthday until it forms a single digit or master number (11, 22, 33, etc.) For example: January 5, 1988 = 1+5+1+9+8+8 = 32 = 3+2 = Ruling Number 5. To determine the numerology of your name or of a Power Word spell it out and add up all the numbers. For example: "Jeff" is 1+5+6+6 = 18 = 1+8 = Number 9; "Luck" = 3+3+3+2 = Master Number 11.

Below the text is a 3x9 grid of letters and numbers:

1	2	3	4	5	6	7	8	9
A	B	C	D	E	F	G	H	I
J	K	L	M	N	O	P	Q	R
S	T	U	V	W	X	Y	Z	

The page also shows a sidebar with filters like 'BY STONE', 'BY TYPE', 'BY HEALING PROPERTIES', etc., and a price range slider from \$9 to \$162. Three bowls of crystals are displayed at the bottom.



### Recommendations

1. Collect a semantic core for all category pages (commercial queries for promotion)
2. Distribute requests across pages
3. Requests should not be duplicated on different pages, that is, there should be unique requests for each page
4. Add introductory SEO text to all category pages
5. Text length 500-1000 characters
6. In texts, use the search query in an exact occurrence once and once in a diluted occurrence
7. Uniqueness from 90%
8. The location of the text does not affect the ranking, that is, the texts can be placed at the bottom of the page



## Links from category pages

### Internal optimization analysis



Category pages use links that take the user away from landing pages; in addition, with this method of linking, part of the weight of category pages is transferred to other pages

For example:

moonrisecrystals.com/ethics/women-miner/

MOONRISE CRYSTALS  
Ethical Sourcing

Shop Ethical Standards Learn About Crystals About

## WOMEN MINER

Women miners are an important part of the healing crystal mining industry. They face the same mining dangers as male coworkers, but with many additional challenges. These crystals come from women miners and focus on their safety and economic empowerment. [Learn more](#)

Sort by **Default Order** ↓ Show 18 Products

Almandine Garnet Bracelet **New**

Amethyst, Zambia **New**

Blue Topaz, Rough **New**



### Recommendations

1. Remove links from texts from category pages

## Articles

### Internal optimization analysis



The site has a section with feature articles. Even though you have updated the content, it should be updated regularly



### Recommendations

1. Collect a semantic core for writing articles (information queries)
2. The length of the article must be at least 2000 characters
3. Uniqueness of the text from 90%
4. Posting frequency at least once a week
5. Implement linking from articles to landing pages. You should not use the same linking key several times in an article.
6. Implement linking from articles to main pages. Do not use the same search query for linking several times in the article
7. Use category or product pages as landing pages for linking



### Why is it important

Pages of articles with useful material for the user are suitable for making links from them to the promoted pages through which goods and services are sold. It will also improve internal linking on the site and increase the position of the promoted pages

## Empty Category Pages

Internal optimization analysis



**Empty sections/categories were found on the site that are available for indexing and are present in the sitemap.xml**

<https://moonrisecrystals.com/stones/super-seven/>

<https://moonrisecrystals.com/stones/shungite/>

<https://moonrisecrystals.com/stones/smithsonite/>

<https://moonrisecrystals.com/stones/sugilite/>

<https://moonrisecrystals.com/stones/super-seven/>

<https://moonrisecrystals.com/stones/tiffany-stone/>

<https://moonrisecrystals.com/stones/topaz/imperial-topaz/>

<https://moonrisecrystals.com/stones/tourmaline/green-tourmaline/>

<https://moonrisecrystals.com/stones/vanadinite/>

<https://moonrisecrystals.com/stones/peridot/>

<https://moonrisecrystals.com/stones/pipestone/>

<https://moonrisecrystals.com/stones/prasiolite/>

<https://moonrisecrystals.com/stones/bornite/>

<https://moonrisecrystals.com/stones/cats-eye/>

<https://moonrisecrystals.com/stones/cavansite/>

<https://moonrisecrystals.com/stones/chrysanthemum-stone/>

<https://moonrisecrystals.com/stones/kunzite/golden-kunzite/>

<https://moonrisecrystals.com/stones/kunzite/hiddenite/>

<https://moonrisecrystals.com/stones/labradorite/golden-labradorite/>

<https://moonrisecrystals.com/stones/lodestone/>

<https://moonrisecrystals.com/stones/apophyllite/green-apophyllite/>

<https://moonrisecrystals.com/stones/aragonite/pink-aragonite/>

<https://moonrisecrystals.com/stones/aventurine/blue-aventurine/>

<https://moonrisecrystals.com/stones/aventurine/pink-aventurine/>

<https://moonrisecrystals.com/stones/azurite/k2-azurite/>

<https://moonrisecrystals.com/stones/coral/blue-coral/>

<https://moonrisecrystals.com/stones/dioptase/>

<https://moonrisecrystals.com/stones/fossil/sand-dollar-fossil/>

<https://moonrisecrystals.com/stones/jasper/bumblebee-jasper/>

<https://moonrisecrystals.com/stones/jasper/yellow-jasper/>

<https://moonrisecrystals.com/stones/jade/white-jade/>

<https://moonrisecrystals.com/stones/agate/crazy-lace-agate/>



## Recommendations

1. Remove empty category pages from the site or hide them from indexing



## Why is it important

The presence of blank pages on the site has several negative consequences: search engines exclude them from search results, after adding content to such pages; they will occupy very low positions. In addition, the presence of empty sections on the site reduces user loyalty.

## Meta-tag "TITLE"

### Internal optimization analysis



#### Some meta tags Title on your site are too long

<https://moonrisecrystals.com/trust-but-verify-ethically-sourced-healing-crystals/>

<https://moonrisecrystals.com/building-an-ethical-supply-chain-malawi-asm-workshop/>

<https://moonrisecrystals.com/getting-real-an-update-on-physical-healing/>

<https://moonrisecrystals.com/crystal-stories/indigo-gabbro/>

#### The site has too short meta tags Title

##### For example:

<https://moonrisecrystals.com/product/jet/>

<https://moonrisecrystals.com/shop/>

<https://moonrisecrystals.com/product/ruby/>

<https://moonrisecrystals.com/product/isua/>

<https://moonrisecrystals.com/product/onyx/>

<https://moonrisecrystals.com/product/topaz/>

<https://moonrisecrystals.com/product/barite/>

<https://moonrisecrystals.com/product/iolite/>

<https://moonrisecrystals.com/product/pyrite/>

<https://moonrisecrystals.com/product/copper/>

<https://moonrisecrystals.com/product/galena/>

#### Full list in the accompanying file «Short Titles»

#### Meta-tags Title on your site are duplicated

##### For example:

<https://moonrisecrystals.com/stones/agate/>

<https://moonrisecrystals.com/category/agate/>

<https://moonrisecrystals.com/stones/coral/agatized-coral/>

<https://moonrisecrystals.com/category/coral/agatized-coral/>

<https://moonrisecrystals.com/stones/garnet/almandine-garnet/>

<https://moonrisecrystals.com/category/garnet/almandine-garnet/>

<https://moonrisecrystals.com/category/amazonite/>

<https://moonrisecrystals.com/stones/amazonite/>

<https://moonrisecrystals.com/category/amber/>

<https://moonrisecrystals.com/stones/amber/>

### **Full list in the accompanying file «Duplicate Titles»**

#### Logic for writing meta title tags

When writing meta title tags, search queries are not used, this is especially evident on product pages and category pages, because of this, the pages are poorly ranked by search engines.

The tags use general phrases that are irrelevant to the content of the pages and the user will not search the site using these general queries

For example:

A	B	C
Short Titles		
<a href="https://moonrisecrystals.com/product/jet/">https://moonrisecrystals.com/product/jet/</a>	Jet	3
<a href="https://moonrisecrystals.com/shop/">https://moonrisecrystals.com/shop/</a>	Shop	4
<a href="https://moonrisecrystals.com/product/ruby/">https://moonrisecrystals.com/product/ruby/</a>	Ruby	4
<a href="https://moonrisecrystals.com/product/isua/">https://moonrisecrystals.com/product/isua/</a>	Isua	4
<a href="https://moonrisecrystals.com/product/onyx/">https://moonrisecrystals.com/product/onyx/</a>	Onyx	4
<a href="https://moonrisecrystals.com/product/topaz/">https://moonrisecrystals.com/product/topaz/</a>	Topaz	5
<a href="https://moonrisecrystals.com/product/barite/">https://moonrisecrystals.com/product/barite/</a>	Barite	6
<a href="https://moonrisecrystals.com/product/iolite/">https://moonrisecrystals.com/product/iolite/</a>	Iolite	6
<a href="https://moonrisecrystals.com/product/pyrite/">https://moonrisecrystals.com/product/pyrite/</a>	Pyrite	6
<a href="https://moonrisecrystals.com/product/copper/">https://moonrisecrystals.com/product/copper/</a>	Copper	6
<a href="https://moonrisecrystals.com/product/galena/">https://moonrisecrystals.com/product/galena/</a>	Galena	6
<a href="https://moonrisecrystals.com/product/azurite/">https://moonrisecrystals.com/product/azurite/</a>	Azurite	7
<a href="https://moonrisecrystals.com/product/epidote/">https://moonrisecrystals.com/product/epidote/</a>	Epidote	7
<a href="https://moonrisecrystals.com/product/tektite/">https://moonrisecrystals.com/product/tektite/</a>	Tektite	7
<a href="https://moonrisecrystals.com/product/kyanite/">https://moonrisecrystals.com/product/kyanite/</a>	Kyanite	7
<a href="https://moonrisecrystals.com/product/zoisite/">https://moonrisecrystals.com/product/zoisite/</a>	Zoisite	7
<a href="https://moonrisecrystals.com/product/howlite/">https://moonrisecrystals.com/product/howlite/</a>	Howlite	7
<a href="https://moonrisecrystals.com/product/kunzite/">https://moonrisecrystals.com/product/kunzite/</a>	Kunzite	7
<a href="https://moonrisecrystals.com/product/larimar/">https://moonrisecrystals.com/product/larimar/</a>	Larimar	7
<a href="https://moonrisecrystals.com/product/bismuth/">https://moonrisecrystals.com/product/bismuth/</a>	Bismuth	7
<a href="https://moonrisecrystals.com/product/unakite/">https://moonrisecrystals.com/product/unakite/</a>	Unakite	7
<a href="https://moonrisecrystals.com/product/emerald/">https://moonrisecrystals.com/product/emerald/</a>	Emerald	7
<a href="https://moonrisecrystals.com/product/bornite/">https://moonrisecrystals.com/product/bornite/</a>	Bornite	7
<a href="https://moonrisecrystals.com/product/peridot/">https://moonrisecrystals.com/product/peridot/</a>	Peridot	7
<a href="https://moonrisecrystals.com/product/ametrine/">https://moonrisecrystals.com/product/ametrine/</a>	Ametrine	8
<a href="https://moonrisecrystals.com/product/amethyst-brazil/">https://moonrisecrystals.com/product/amethyst-brazil/</a>	Amethyst	8
<a href="https://moonrisecrystals.com/product/angelite/">https://moonrisecrystals.com/product/angelite/</a>	Angelite	8
<a href="https://moonrisecrystals.com/product/sunstone/">https://moonrisecrystals.com/product/sunstone/</a>	Sunstone	8
<a href="https://moonrisecrystals.com/product/stilbite/">https://moonrisecrystals.com/product/stilbite/</a>	Stilbite	8
<a href="https://moonrisecrystals.com/product/petalite/">https://moonrisecrystals.com/product/petalite/</a>	Petalite	8
<a href="https://moonrisecrystals.com/product/charoite/">https://moonrisecrystals.com/product/charoite/</a>	Charoite	8
<a href="https://moonrisecrystals.com/product/nuummite/">https://moonrisecrystals.com/product/nuummite/</a>	Nuummite	8

<a href="https://moonrisecrystals.com/product/almadine-garnet-disc/">https://moonrisecrystals.com/product/almadine-garnet-disc/</a>	Almandine Garnet (Disc)
<a href="https://moonrisecrystals.com/shape/rod/">https://moonrisecrystals.com/shape/rod/</a>	Rod   Moonrise Crystals
<a href="https://moonrisecrystals.com/product/septarian-nodule-peru/">https://moonrisecrystals.com/product/septarian-nodule-peru/</a>	Septarian Nodule (Peru)
<a href="https://moonrisecrystals.com/healing/crystals-for-sex/">https://moonrisecrystals.com/healing/crystals-for-sex/</a>	Sex   Moonrise Crystals
<a href="https://moonrisecrystals.com/stones/jet/">https://moonrisecrystals.com/stones/jet/</a>	Jet   Moonrise Crystals
<a href="https://moonrisecrystals.com/category/jet/">https://moonrisecrystals.com/category/jet/</a>	Jet   Moonrise Crystals
<a href="https://moonrisecrystals.com/product/yellow-fluorite-slice/">https://moonrisecrystals.com/product/yellow-fluorite-slice/</a>	Yellow Fluorite (Slice)
<a href="https://moonrisecrystals.com/product/black-moonstone-india/">https://moonrisecrystals.com/product/black-moonstone-india/</a>	Black Moonstone (India)
<a href="https://moonrisecrystals.com/product/bumblebee-jasper-disc/">https://moonrisecrystals.com/product/bumblebee-jasper-disc/</a>	Bumblebee Jasper (Disc)
<a href="https://moonrisecrystals.com/crystal-energy-indexes/">https://moonrisecrystals.com/crystal-energy-indexes/</a>	Crystal Energy Indexes
<a href="https://moonrisecrystals.com/product/almadine-garnet/">https://moonrisecrystals.com/product/almadine-garnet/</a>	Tumbled Almandine Garnet
<a href="https://moonrisecrystals.com/carbon-neutral-biofuel-energy/">https://moonrisecrystals.com/carbon-neutral-biofuel-energy/</a>	Biofuel Energy in Mexico
<a href="https://moonrisecrystals.com/product/himalayan-quartz-rough/">https://moonrisecrystals.com/product/himalayan-quartz-rough/</a>	Himalayan Quartz (Rough)
<a href="https://moonrisecrystals.com/stones/ruby/">https://moonrisecrystals.com/stones/ruby/</a>	Ruby   Moonrise Crystals
<a href="https://moonrisecrystals.com/ethical-sourcing-2023/">https://moonrisecrystals.com/ethical-sourcing-2023/</a>	Ethical Sourcing in 2023
<a href="https://moonrisecrystals.com/stones/jade/">https://moonrisecrystals.com/stones/jade/</a>	Jade   Moonrise Crystals
<a href="https://moonrisecrystals.com/stones/opal/">https://moonrisecrystals.com/stones/opal/</a>	Opal   Moonrise Crystals
<a href="https://moonrisecrystals.com/product/black-tourmaline-rough/">https://moonrisecrystals.com/product/black-tourmaline-rough/</a>	Black Tourmaline (Rough)
<a href="https://moonrisecrystals.com/product/mookaite-jasper-bracelet/">https://moonrisecrystals.com/product/mookaite-jasper-bracelet/</a>	Mookaite Jasper Bracelet
<a href="https://moonrisecrystals.com/product/pink-aragonite/">https://moonrisecrystals.com/product/pink-aragonite/</a>	Pink Aragonite Palmstone
<a href="https://moonrisecrystals.com/category/opal/">https://moonrisecrystals.com/category/opal/</a>	Opal   Moonrise Crystals
<a href="https://moonrisecrystals.com/tag/2019/">https://moonrisecrystals.com/tag/2019/</a>	2019   Moonrise Crystals
<a href="https://moonrisecrystals.com/healing/crystals-for-yoga/">https://moonrisecrystals.com/healing/crystals-for-yoga/</a>	Yoga   Moonrise Crystals
<a href="https://moonrisecrystals.com/category/isua/">https://moonrisecrystals.com/category/isua/</a>	Isua   Moonrise Crystals
<a href="https://moonrisecrystals.com/tag/2020/">https://moonrisecrystals.com/tag/2020/</a>	2020   Moonrise Crystals
<a href="https://moonrisecrystals.com/shape/wand/">https://moonrisecrystals.com/shape/wand/</a>	Wand   Moonrise Crystals
<a href="https://moonrisecrystals.com/healing/crystals-for-work/">https://moonrisecrystals.com/healing/crystals-for-work/</a>	Work   Moonrise Crystals
<a href="https://moonrisecrystals.com/stones/onyx/">https://moonrisecrystals.com/stones/onyx/</a>	Onyx   Moonrise Crystals
<a href="https://moonrisecrystals.com/product/rose-quartz-double-hearts/">https://moonrisecrystals.com/product/rose-quartz-double-hearts/</a>	Rose Quartz Double Heart
<a href="https://moonrisecrystals.com/category/jade/">https://moonrisecrystals.com/category/jade/</a>	Jade   Moonrise Crystals

If you look at duplicate titles, then the titles of pages of product categories and article categories are duplicated, while the same query is used for different types of pages

For example:

<a href="https://moonrisecrystals.com/stones/apatite/">https://moonrisecrystals.com/stones/apatite/</a>	Apatite   Moonrise Crystals
<a href="https://moonrisecrystals.com/category/apatite/">https://moonrisecrystals.com/category/apatite/</a>	Apatite   Moonrise Crystals
<a href="https://moonrisecrystals.com/stones/apophyllite/">https://moonrisecrystals.com/stones/apophyllite/</a>	Apophyllite   Moonrise Crystals
<a href="https://moonrisecrystals.com/category/aphyllite-stone/">https://moonrisecrystals.com/category/aphyllite-stone/</a>	Apophyllite   Moonrise Crystals
<a href="https://moonrisecrystals.com/category/aphyllite-stone/apophyllite/">https://moonrisecrystals.com/category/aphyllite-stone/apophyllite/</a>	Apophyllite   Moonrise Crystals
<a href="https://moonrisecrystals.com/stones/agate/apricot-agate/">https://moonrisecrystals.com/stones/agate/apricot-agate/</a>	Apricot Agate   Moonrise Crystals
<a href="https://moonrisecrystals.com/category/agate/apricot-agate/">https://moonrisecrystals.com/category/agate/apricot-agate/</a>	Apricot Agate   Moonrise Crystals
<a href="https://moonrisecrystals.com/stones/aragonite/">https://moonrisecrystals.com/stones/aragonite/</a>	Aragonite   Moonrise Crystals
<a href="https://moonrisecrystals.com/category/aragonite/">https://moonrisecrystals.com/category/aragonite/</a>	Aragonite   Moonrise Crystals
<a href="https://moonrisecrystals.com/stones/atlantisite/">https://moonrisecrystals.com/stones/atlantisite/</a>	Atlantisite   Moonrise Crystals
<a href="https://moonrisecrystals.com/category/atlantisite/">https://moonrisecrystals.com/category/atlantisite/</a>	Atlantisite   Moonrise Crystals
<a href="https://moonrisecrystals.com/category/auralite-23/">https://moonrisecrystals.com/category/auralite-23/</a>	Auralite 23   Moonrise Crystals
<a href="https://moonrisecrystals.com/stones/auralite-23/">https://moonrisecrystals.com/stones/auralite-23/</a>	Auralite 23   Moonrise Crystals
<a href="https://moonrisecrystals.com/stones/aventurine/">https://moonrisecrystals.com/stones/aventurine/</a>	Aventurine   Moonrise Crystals
<a href="https://moonrisecrystals.com/category/aventurine/">https://moonrisecrystals.com/category/aventurine/</a>	Aventurine   Moonrise Crystals
<a href="https://moonrisecrystals.com/stones/azurite/">https://moonrisecrystals.com/stones/azurite/</a>	Azurite   Moonrise Crystals
<a href="https://moonrisecrystals.com/category/azurite-stone/azurite/">https://moonrisecrystals.com/category/azurite-stone/azurite/</a>	Azurite   Moonrise Crystals
<a href="https://moonrisecrystals.com/category/azurite-stone/">https://moonrisecrystals.com/category/azurite-stone/</a>	Azurite   Moonrise Crystals
<a href="https://moonrisecrystals.com/category/azurite-malachite/">https://moonrisecrystals.com/category/azurite-malachite/</a>	Azurite Malachite   Moonrise Crystals
<a href="https://moonrisecrystals.com/stones/azurite-malachite/">https://moonrisecrystals.com/stones/azurite-malachite/</a>	Azurite Malachite   Moonrise Crystals
<a href="https://moonrisecrystals.com/stones/amethyst/banded-amethyst/">https://moonrisecrystals.com/stones/amethyst/banded-amethyst/</a>	Banded Amethyst   Moonrise Crystals
<a href="https://moonrisecrystals.com/category/amethyst-stone/banded-amethyst/">https://moonrisecrystals.com/category/amethyst-stone/banded-amethyst/</a>	Banded Amethyst   Moonrise Crystals
<a href="https://moonrisecrystals.com/category/barite/">https://moonrisecrystals.com/category/barite/</a>	Barite   Moonrise Crystals
<a href="https://moonrisecrystals.com/stones/barite/">https://moonrisecrystals.com/stones/barite/</a>	Barite   Moonrise Crystals



1. **Collect the semantic core for all site pages**
2. **Make the length of the meta-tag Title within 70-85 characters**
3. **Meta tags Title should not be duplicated on site pages**

4. Create meta tags Title based on the semantic core and the keyword on the page
5. Keyword or search phrase should come first



### Why is it important

The meta tag Title is one of the main elements of internal optimization, it displays the main title of the page (page title) and is an important factor in the ranking of a site by search engines.

The meta tag Title should display the main content of the page. It is recommended that you use a unique <title> for each page on your site.

Use informative and engaging Titles to boost your CTR



## Meta-tag «DESCRIPTION»

Internal optimization analysis



### The site has too long meta tags Description

<https://moonrisecrystals.com/privacy-policy/>

<https://moonrisecrystals.com/trust-but-verify-ethically-sourced-healing-crystals/>

<https://moonrisecrystals.com/terms-of-service/>

<https://moonrisecrystals.com/shipping-delivery/>

<https://moonrisecrystals.com/crystals-jinns/>

<https://moonrisecrystals.com/building-an-ethical-supply-chain-malawi-asm-workshop/>

<https://moonrisecrystals.com/mangano-calcite-meaning/>

### The site has too short meta tags Description

<https://moonrisecrystals.com/lapis-lazuli-meaning/>

<https://moonrisecrystals.com/product/clear-quartz-rough-usa/>

<https://moonrisecrystals.com/crystal-type/crystal-bracelets/>

### The site has duplicate meta tags Description

<https://moonrisecrystals.com/crystal-articles/>

<https://moonrisecrystals.com/ethical-sourcing-journal/>

<https://moonrisecrystals.com/product/rose-quartz-madagascar/>

<https://moonrisecrystals.com/product/rose-quartz/>

<https://moonrisecrystals.com/ethical-sourcing-2021-2022/>

<https://moonrisecrystals.com/chicago-responsible-jewelry-conference-2019/>

<https://moonrisecrystals.com/ethical-sourcing-2023/>

<https://moonrisecrystals.com/jewelry-industry-summit-2019/>

<https://moonrisecrystals.com/ethical-sourcing-during-covid-pandemic/>

<https://moonrisecrystals.com/ethical-sourcing-2020-tucson-gem-show/>

<https://moonrisecrystals.com/ethical-sourcing-2019-tucson-gem-show-part-1/>

<https://moonrisecrystals.com/ethical-sourcing-2019-tucson-gem-show-part-2/>

<https://moonrisecrystals.com/scolecite-meaning/>

<https://moonrisecrystals.com/pink-scolecite-meaning/>

**The site has no meta tags Description**

<https://moonrisecrystals.com/stock/new-stock/>

<https://moonrisecrystals.com/stones/amethyst/>

<https://moonrisecrystals.com/stones/angelite/>

<https://moonrisecrystals.com/stones/apophyllite/>

<https://moonrisecrystals.com/stones/garnet/hessonite-garnet/>

<https://moonrisecrystals.com/stones/iolite/>

<https://moonrisecrystals.com/stones/jasper/ocean-jasper/>

<https://moonrisecrystals.com/stones/moonstone/moonstone-tourmaline/>

<https://moonrisecrystals.com/stones/obsidian/apache-tear-obsidian/>

<https://moonrisecrystals.com/stones/rhodonite/>

<https://moonrisecrystals.com/stones/rose-quartz/>

<https://moonrisecrystals.com/stones/super-seven/>

<https://moonrisecrystals.com/stones/zoisite/>

**Full list in the accompanying file «Missing Descriptions»**

## Recommendations

1. The tag length must be between 180 and 200 characters with spaces
2. The tag must be unique for each page



## Why is it important

The Meta Description tag is designed to display a short description of the page content. Search engines use it as a description of page content in search results. The content of the Description meta tag does not affect the ranking of the page, but properly composed, this tag can increase the number of clicks on the link from the search results.

## H-1 headers

### Internal optimization analysis



**On the pages there are several elements in the tag h1**

**For example:**

<https://moonrisecrystals.com/product/amazonite-peru/>

<https://moonrisecrystals.com/yellow-opal-meaning/>

<https://moonrisecrystals.com/product/amber-colombia/>

<https://moonrisecrystals.com/larvikite-meaning/>

<https://moonrisecrystals.com/product/ametrine/>

<https://moonrisecrystals.com/product/almandine-garnet/>

<https://moonrisecrystals.com/product/amethyst/>

<https://moonrisecrystals.com/product/red-tigers-eye/>

<https://moonrisecrystals.com/amethyst-meaning/>

<https://moonrisecrystals.com/product/amethyst-rough/>

<https://moonrisecrystals.com/product/silver-sheen-obsidian/>

**Full list in the accompanying file "Several h-1 on page"**

**On site pages, the h-1 header is the same across multiple pages**

**For example:**

<https://moonrisecrystals.com/stones/agate/>

<https://moonrisecrystals.com/category/agate/>

<https://moonrisecrystals.com/stones/coral/agatized-coral/>

<https://moonrisecrystals.com/category/coral/agatized-coral/>

<https://moonrisecrystals.com/stones/garnet/almandine-garnet/>

<https://moonrisecrystals.com/category/garnet/almandine-garnet/>

<https://moonrisecrystals.com/category/amazonite/>

<https://moonrisecrystals.com/stones/amazonite/>

<https://moonrisecrystals.com/category/amber/>

<https://moonrisecrystals.com/stones/amber/>

**Full list in the accompanying file "h1 duplicate"**



## Recommendations

1. **Heading h-1 should be one on the page**
2. **The length should not be more than 70 characters**
3. **Should be unique for each page**
4. **Should not duplicate title**



## Why is it important

**Headings carry more weight to search engines than all other text on the page. Particular attention should be paid to the header h-1. This heading should be on every page and only one. Headings must be unique for each page. Avoid duplication of headers on multiple pages and don't place them in the page template**

## Duplicate h-1 in title tag

Internal optimization analysis



<title> of the site pages duplicates, the h1 header

For example:

<https://moonrisecrystals.com/carbon-footprint-sustainability/>

<https://moonrisecrystals.com/ethical-crystals/>

<https://moonrisecrystals.com/product/gift-certificate/>

<https://moonrisecrystals.com/privacy-policy/>

<https://moonrisecrystals.com/terms-of-service/>

<https://moonrisecrystals.com/shipping-delivery/>

<https://moonrisecrystals.com/learn-about-crystals/>

<https://moonrisecrystals.com/about/>

<https://moonrisecrystals.com/shop/>

**Full list in the accompanying file "Title duplicates h-1"**



### Recommendations

1. Make h-1 different from the title tag



### Why is it important

The title tag describes the content of the entire page, and the h1 tag only describes the title of the text. In addition, the title tag has a limited number of characters, so it must be short and contain the keywords that the page is being promoted by.

## Framing identical elements with heading tags h1, h2, h3, h4

### Internal optimization analysis



On the site, in the h4 tags, there are headings for menu items or technical elements that are the same on all pages

**<h1>** Contact

**<h2>** (Missing heading)

**<h3>** Send Julie a message

**<h4>** Customer Care

**<h4>** About

**<h4>** Ethical Crystals

**<h4>** Let's Connect



### Recommendations

1. Remove the headings h4, etc. from through elements



### Why is it important

Using headings (h1, h2, h3, h4) on the page, you can highlight keywords for search engines. But the number of these headers must be monitored. Recommended number of headings: h1 = 1; h2 = 3; h3 = 5; h4 = 7 (for text of 5000 characters). The less text on the page, the fewer headings should be.

## Broken links

### Internal optimization analysis



The site has links that point to non-existent or deleted pages

For example:

<https://moonrisecrystals.com/ethics/supports-charity>

<https://moonrisecrystals.com/stones/metamorphic/>

<https://moonrisecrystals.com/stones/metamorphic/>

<https://moonrisecrystals.com/stones/metamorphic/>

<https://moonrisecrystals.com/agate-history/>

<https://moonrisecrystals.com/stones/cyclosilicate/>

<https://moonrisecrystals.com/stones/tigerseye/>

[https://moonrisecrystals.com/product/gift-certificate/void\(0](https://moonrisecrystals.com/product/gift-certificate/void(0)

<https://moonrisecrystals.com/stones/feldspar/>

**Full list in the accompanying file "Broken links"**



### Recommendations

1. Remove or edit broken links



### Why is it important

Broken links - links that lead to non-existent or deleted pages. Broken links impair navigation and make it difficult for search engine robots to index your site. It is recommended to timely remove or edit any broken links

## Alt attribute for images

### Internal optimization analysis



On the site, the Alt attribute with keywords for images is used incorrectly, for some images it is not used, for some it is filled without keywords

#### Duplicate product name:

```
<div class="avaad-product-gallery-lightbox-trigger" data-rel="lightbox[]" data-title="Almandine Garnet almandine garnet" data-captio
net.jpg" data-rel="lightbox[]" alt="Almandine Garnet almandine garnet" data-title="Almandine Garnet
e Garnet" data-captio"></a>
<img role="presentation" alt="Almandine Garnet almandine garnet" src=
"https://moonrisecrystals.com/wp-content/uploads/Almandine-Garnet.jpg" class="zoomImg" style="position
p: -408.363px; left: -310.845px; opacity: 0; width: 1200px; height: 1200px; border: none; max-width: 1
t: none;"> == $0
</div>
</div>
</div>
</div>
```

#### Alt attribute is empty

```
<p>
<a href="https://moonrisecrystals.com/wp-content/uploads/Numerology-Word-Chart-Moonrise-Crystals.jpg">
<img class="alignright wp-image-80" src=
"https://moonrisecrystals.com/wp-content/uploads/Numerology-Word-Chart-Moonrise-Crystals.jpg" alt width="250" height=
"141"> == $0
</a>
```



### Recommendations

1. For all images on the site, add an ALT attribute with the keyword



### Why is it important

The Alt attribute is used to describe images that are located on the site. Keywords must be specified in the Alt attribute. This helps the search engine to quickly and more accurately determine what is displayed on it. In addition, it will improve the position of the site in the search engine results.



## Internal optimization. Conclusion

Internal optimization analysis



### Recommendations

After the audit, we can conclude that the site contains almost all the basic errors in internal optimization, while the texts are published irregularly, that is, the site content is not updated and there is no need for search engines to constantly visit the site and crawl pages

As a rule, if a site is not updated, and it is not optimized, then it is underestimated in the search results. In addition, it becomes uninteresting to the permanent target audience without updating the content.

To correct the situation, you need to:

1. Correct technical errors according to the audit recommendations above
2. Remove all unnecessary category pages
3. Collect a semantic core for writing texts for category pages and articles
4. Write introductory SEO text for all category pages
5. Publish articles regularly (not just once, but constantly), this is not about updating content, but about publishing new content

This way you can drive traffic to both article pages and category landing pages


# External optimization analysis

## Snippets. Google

External optimization analysis



The Google search engine generates a snippet incorrectly

 Moonrise Crystals  
<https://moonrisecrystals.com> · [Translate this page](#) · ⋮

**Moonrise Crystals**

May 21, 2024 - **Moonrise Crystals** hand selects every stone and follows ethically-sourced supply chains for the purest and most beautiful healing crystals.

[Shop](#) · [Crystal Meanings](#) · [Ethical Crystal Standards](#) · [Complete Guide to Crystals](#)



### Recommendations

1. After optimization of tags, the situation will change for the better.



### Why is it important

A snippet is a piece of text that a search engine generates for each page displayed on a search results page. If the title and description meta tags do not match the content of the page, the snippet will be generated by the search engine at its discretion. Search engines do not always generate snippets correctly. It is recommended to fill the title and description meta tags with information that matches the content of the page and use keywords.

The CTR of the page will depend on how correctly the snippets in the search results are composed.

## Mentioning the site in blogs

### External optimization analysis



To achieve the goals through this advertising channel, it is recommended to increase the number of backlinks from blogs and forums

#### REQUIREMENTS:

1. Site age from 1.5 years
2. High traffic
3. There should not be many times more outbound links than incoming links.
4. Similar site topics
5. Use dofollow links



### Why is it important

Blogs and forums have always been platforms that were in great demand among Internet users. Often they are divided by interests and other components, they are excellent places to promote the site and disseminate information among Internet users. The more the number of mentions of your site appears on these sites, the more people will go to your site. Importantly, such mentions of the site should be as natural as possible and not resemble advertising messages.

## Links to the site from trust sites of similar subjects

### External optimization analysis



It is necessary to add positive information in the form of articles, reviews, comments or posts on trust resources

#### REQUIREMENTS:

1. Site age from 1.5 years
2. High traffic
3. There should not be many times more outbound links than incoming links.
4. Similar site topics
5. Use dofollow links



### Why is it important

Blogs and forums have always been sites that are in great demand among Internet users. Therefore, the more mentions of your site appear on these sites, the more people will go to your site to make sure that it really is as good as they say about it

## Distribution of external links

### External optimization analysis



Almost all links lead to article pages and the home page

For example:

**External links** ?  
Total: 998

**Most frequently linked pages** ?

<a href="https://moonrisecrystals.com/">https://moonrisecrystals.com/</a>	195
<a href="https://moonrisecrystals.com/auralite-23-meaning/">https://moonrisecrystals.com/auralite-23-meaning/</a>	59
<a href="https://moonrisecrystals.com/ethical-crystals/">https://moonrisecrystals.com/ethical-crystals/</a>	52
<a href="https://moonrisecrystals.com/fire-agate-meaning/">https://moonrisecrystals.com/fire-agate-meaning/</a>	42
<a href="https://moonrisecrystals.com/silver-sheen-obsidian-meaning/">https://moonrisecrystals.com/silver-sheen-obsidian-meaning/</a>	40

[ADDITIONALLY >](#)



### Recommendations

1. Distribute external links evenly across all landing pages
2. Increase external link mass on pages of product categories and product cards

## Site link profile

External optimization analysis



In general, the domain rating is not bad, but if you look at the links, less than 50% of the links are not dofollow

If you look at the number of links in ahrefs and Google Search Console, the information is true

### Backlink profile for <https://moonrisecrystals.com/>

Domain including subdomains. One link per domain



Domain Rating <sup>i</sup>

36

Backlinks <sup>i</sup>

1.2K

48% dofollow

Linking websites <sup>i</sup>

477

64% dofollow

DR <sup>i</sup> Referring page <sup>i</sup>

Anchor and target URL <sup>i</sup>

91	<a href="https://www.wikihow.com/Orange-Candle-Meaning">What Does an Orange Candle Mean? Meditation, Magick, &amp; More</a> <a href="https://www.wikihow.com/Orange-Candle-Meaning">https://www.wikihow.com/Orange-Candle-Meaning</a>	<a href="https://moonrisecrystals.com/orange-calcite-meaning">https://moonrisecrystals.com/orange-calcite-meaning</a> <a href="https://moonrisecrystals.com/orange-calcite-meaning">https://moonrisecrystals.com/orange-calcite-meaning</a>
----	--	--

#### External links <sup>?</sup>

Total: 998

#### Most frequently linked pages <sup>?</sup>

<a href="https://moonrisecrystals.com/">https://moonrisecrystals.com/</a>	195
<a href="https://moonrisecrystals.com/auralite-23-meaning/">https://moonrisecrystals.com/auralite-23-meaning/</a>	59
<a href="https://moonrisecrystals.com/ethical-crystals/">https://moonrisecrystals.com/ethical-crystals/</a>	52
<a href="https://moonrisecrystals.com/fire-agate-meaning/">https://moonrisecrystals.com/fire-agate-meaning/</a>	42
<a href="https://moonrisecrystals.com/silver-sheen-obsidian-meaning/">https://moonrisecrystals.com/silver-sheen-obsidian-meaning/</a>	40

ADDITIONALLY [>](#)



**Final recommendations for increasing your link mass:**

1. Do not touch the current link mass
2. Smoothly increase the link mass to site pages
  - Approximate recommended dynamics of link mass increase:
  - First month + 25-30 external links
  - Second month + 50+60 external links
  - Third month + 75-90 external links
  - Next + 20-25 links to the previous month
  - Monitor reactions in Google Search Console to avoid warnings from search engines
3. External links lead to all pages of the site selected for promotion, and not to the same ones
4. Use keywords in anchors leading to the page:
  - Use both exact occurrences and diluted keyword combinations
5. General requirements for donors:
  - Site age from 1.5 years
  - High traffic
  - There should not be many times more outbound links than incoming links.
  - Similar site topics
  - Use dofollow links



# Semantic core analysis

## Semantic core (list of search queries)

### Semantic core analysis



The provided semantic core uses queries only for article pages. Used one request per page that matches the title of the article.

The semantic core is not collected for category pages and product pages

**GREENLANDITE MEANING**

**AMBER MEANING**

**FIRE AGATE MEANING**

**GOLDEN HEALER QUARTZ MEANING**

**CLEAR CALCITE MEANING**

**VARISCITE MEANING**

**BRANDBERG AMETHYST MEANING**

**BLUE QUARTZ MEANING**

**ZOISITE MEANING**

**YELLOW SAPPHIRE MEANING**

**YELLOW OPAL MEANING**

**YELLOW FLUORITE MEANING**

**YELLOW JASPER MEANING**

**YELLOW AVENTURINE MEANING**

Etc.



### Recommendations

1. Collect an extended semantic core
2. Collect search query frequency
3. Distribute queries across landing pages
4. Search queries should not be duplicated on different pages
5. Separately collect commercial requests for products and product categories
6. Separately collect information requests for writing articles
7. Use no more than 8-10 queries per landing page
8. Based on the semantic core, compose texts, headings, meta tags, etc.

## The current visibility of the site in the Google search engine for promoted queries

### Semantic core analysis



Current visibility of the site by the semantic core received from the client

Region: USA

Parsing depth: 100

For example:

Search query	Positions in search engine results
greenlandite meaning	18
amber meaning	37
fire agate meaning	3
golden healer quartz meaning	64
clear calcite meaning	2
variscite meaning	2
brandberg amethyst meaning	2
blue quartz meaning	3
zoisite meaning	2
yellow sapphire meaning	18
yellow opal meaning	2
yellow fluorite meaning	3
yellow jasper meaning	6
yellow aventurine meaning	3

Full list in the accompanying file « The current visibility of the site in the Google search engine»



### Recommendations

1. Fix bugs on audit above
2. Use recommendations in the audit to improve the position of the site in the search engine results

## The current visibility of the site in the Bing search engine for promoted queries

### Semantic core analysis



Current visibility of the site by the semantic core received from the client

Region: USA

Parsing depth: 100

For example:

Search query	Positions in search engine results
greenlandite meaning	1
amber meaning	--
fire agate meaning	16
golden healer quartz meaning	19
clear calcite meaning	2
variscite meaning	3
brandberg amethyst meaning	5
blue quartz meaning	3
zoisite meaning	5
yellow sapphire meaning	8
yellow opal meaning	1
yellow fluorite meaning	2
yellow jasper meaning	13
yellow aventurine meaning	4

**Full list in the accompanying file « The current visibility of the site in the Bing search engine»**



### Recommendations

1. Fix bugs on audit above
2. Use recommendations in the audit to improve the position of the site in the search engine results

# Thank you for using our services

If you have any questions about the audit, we will be happy to  
give detailed answers to each of them.

<https://om-audit.com/>

E-mail: [partners@om-audit.com](mailto:partners@om-audit.com)

What's App: +380506373286

*Om-Audit*  
*Marketing Online*