Om-Audit

Marketing Online

Comprehensive audit

https://moonrisecrystals.com/

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Behavioral Factors Analysis

The main pages of the user visits

Behavioral Factors Analysis

The main entry pages are the content pages

Search... Lines per page: 10 To the line: 1 1–10 of 1147

	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 %

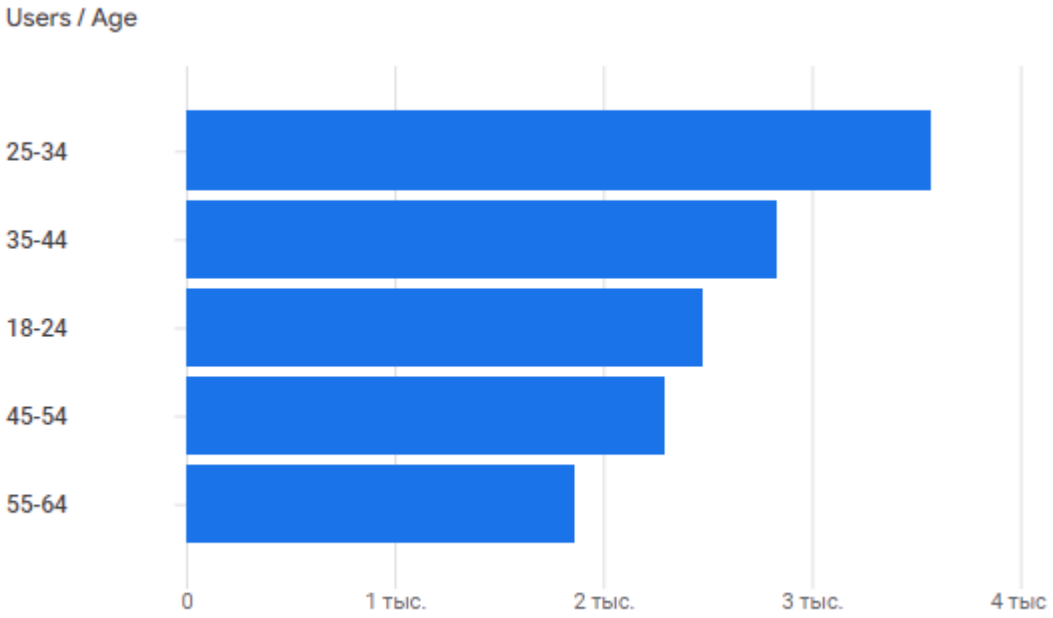
Recommendations

1. **Increase promotion of commercial pages**

Audience. Age

Behavioral Factors Analysis

The site is viewed by almost all age groups of users



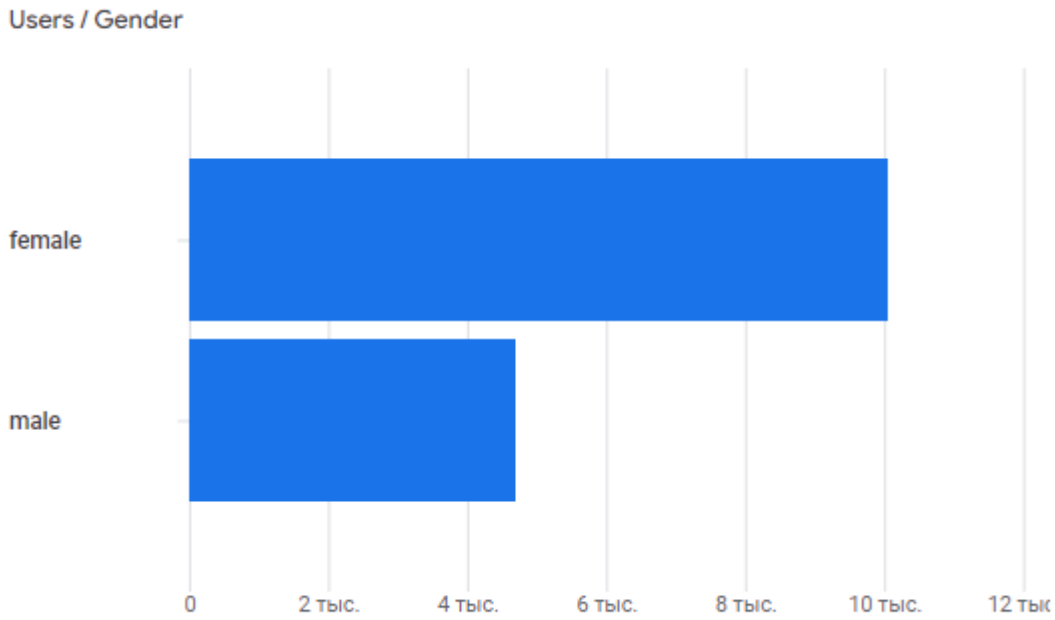
Recommendations

1. **Use the information for campaigns, marketing activities**

Audience. Gender

Behavioral Factors Analysis

Most of the visitors are women



Recommendations

1. **Use the information for campaigns, marketing activities**

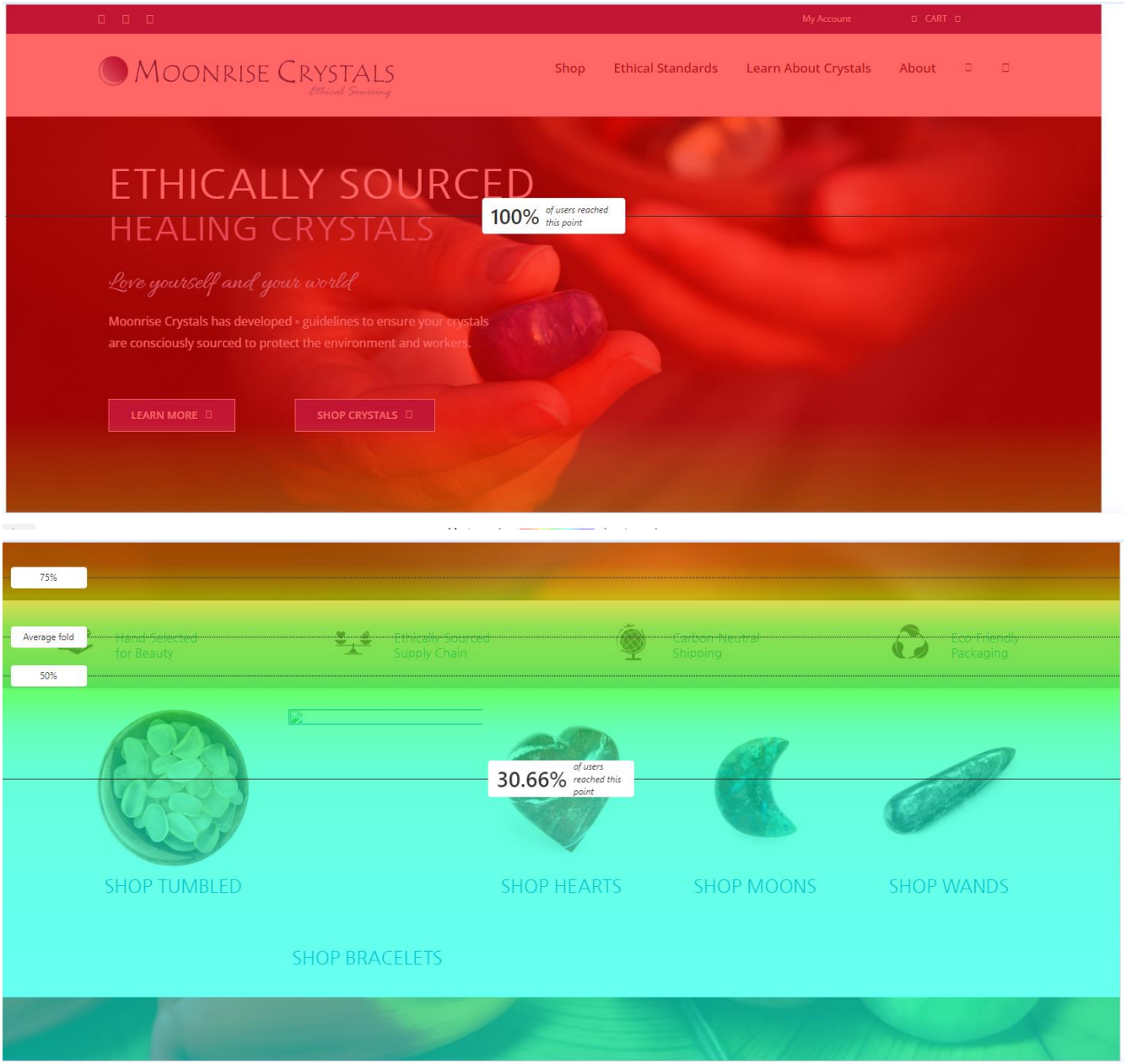
Scroll Map Analysis

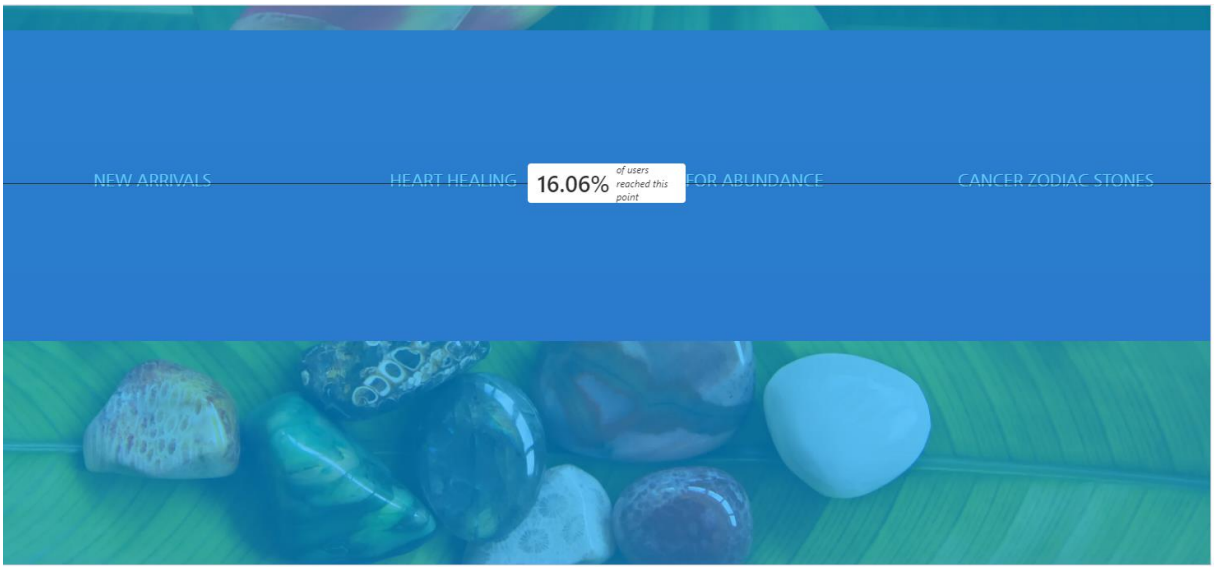
Behavioral Factors Analysis

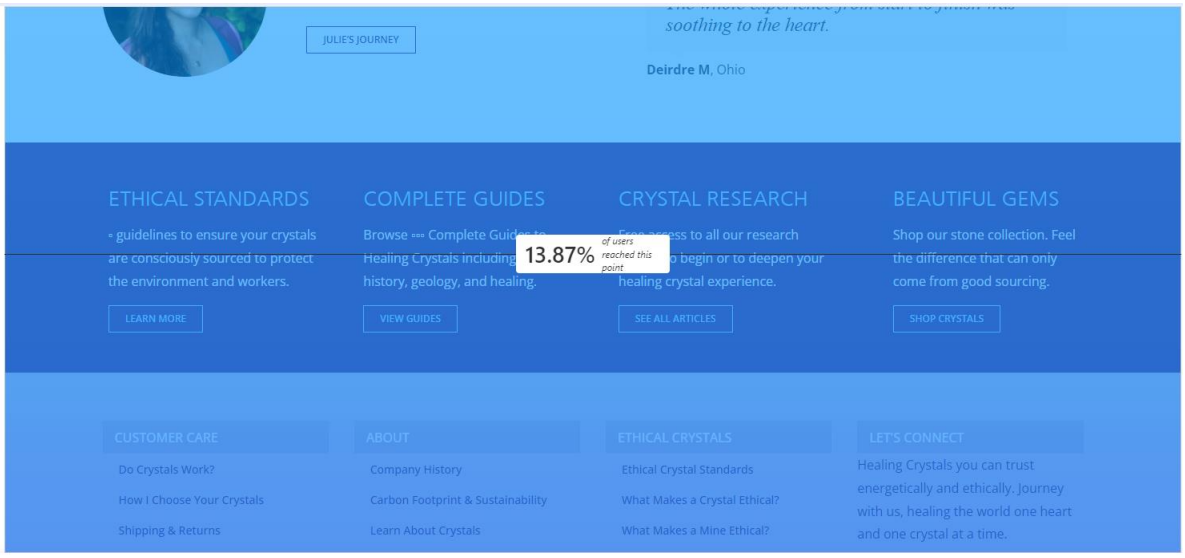
When visiting a site, the user does not view the entire landing page of the analyzed site

Desktop version

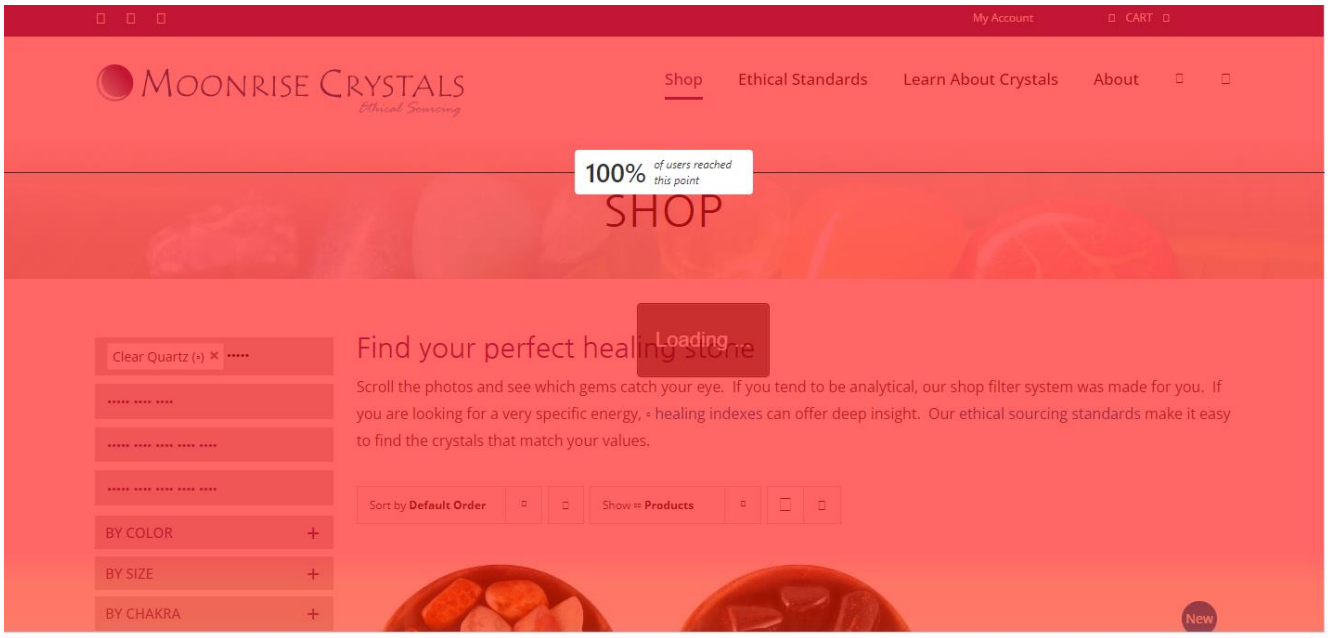
Home page







Category Pages

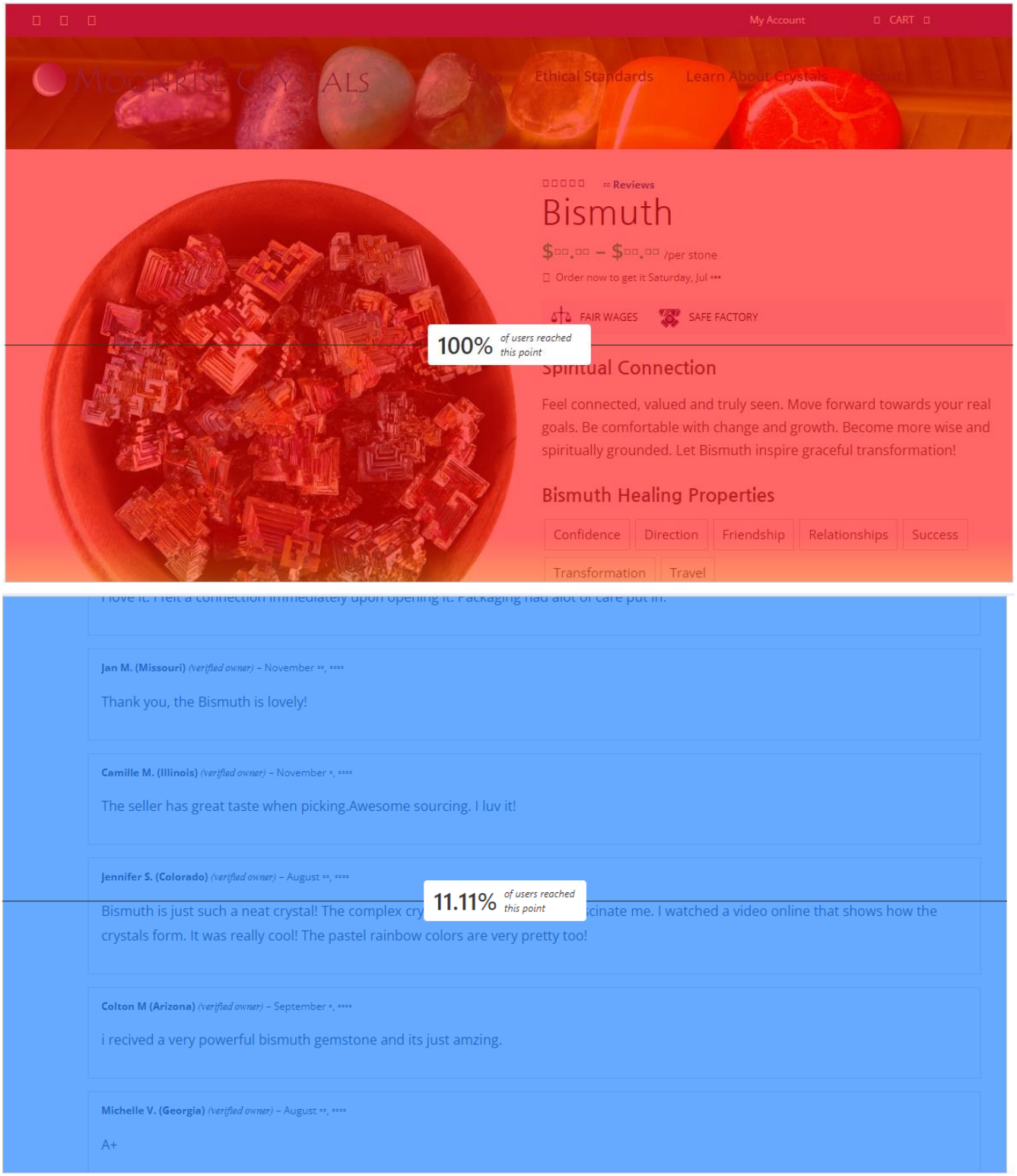


Amethyst, Zambia
Graceful Serenity
$xx.xx – $xx.xx /per stone
Amethyst (Gem)
Graceful Serenity
$xx.xx /per stone
Amethyst (Rough)
Graceful Serenity
$xx.xx /per stone
32.53% of users reached this point
Loading ...
Ametrine
Joyful Balance
$xx.xx /per stone
Angelite
Compassionate Communication
$xx.xx – $xx.xx /per stone
Angelite Heart
Compassionate Communication
$xx.xx – $xx.xx /per stone
Next

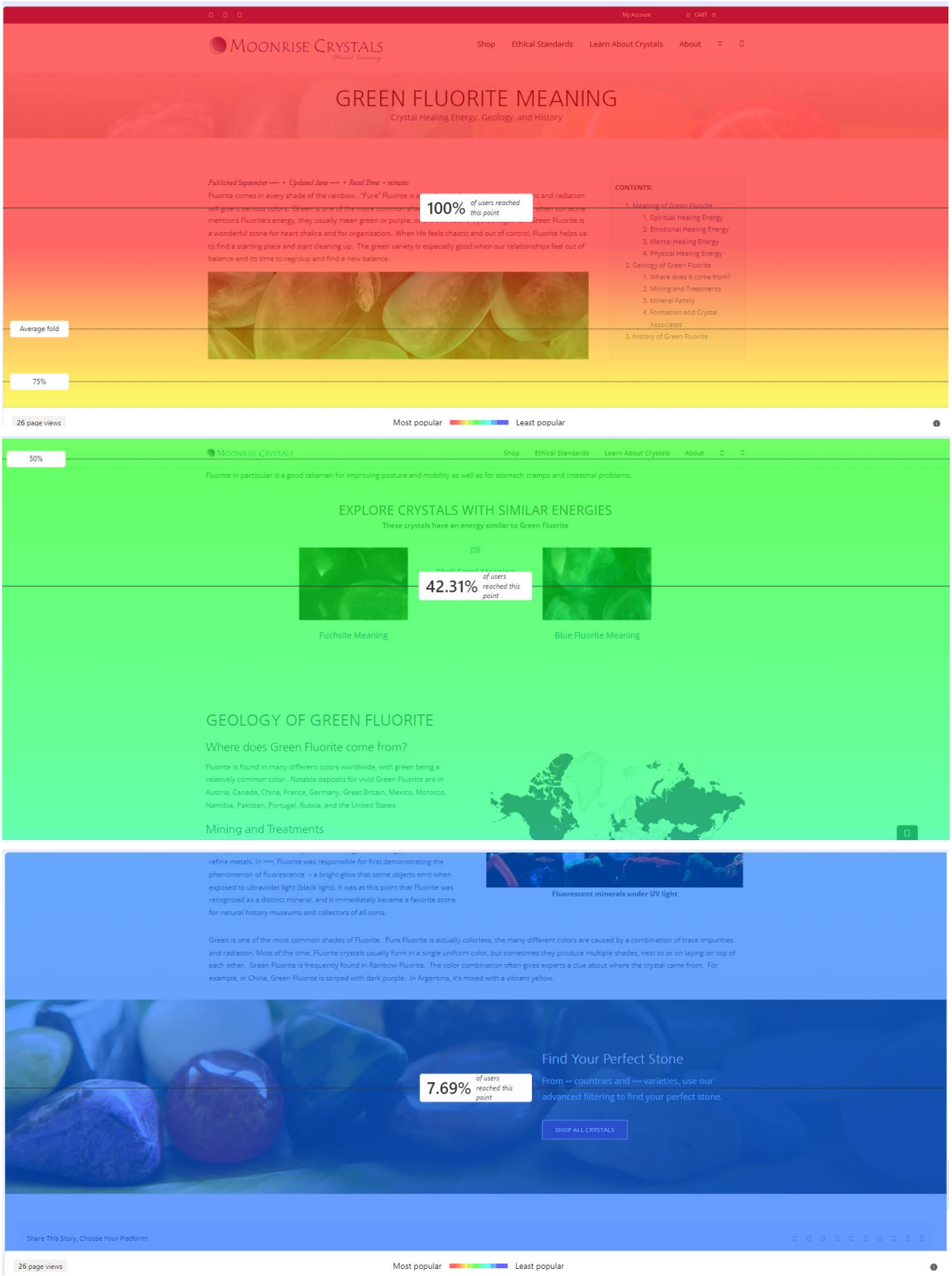
MOONRISE CRYSTALS
Ethical Sourcing
My Account
Shop
Ethical Standards
Learn About Crystals
About
ROOT CHAKRA HEALING CRYSTALS
BY COLOR
BY SIZE
BY CHAKRA
Chakra –
100% of users reached this point
he Right To Be Here
Our Root Chakra governs our physical health, sense of security and financial prosperity. It is our physical identity; the way we view our body as well as our right to exist with our basic needs and desires met. When our Root 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 Root Chakra.
Sort by Default Order
Show Products

Black Moonstone (Madagascar)
Dark Wisdom
$xx.xx /per stone
Black Moonstone Heart
Dark Wisdom
$xx.xx /per stone
Black Obsidian
Powerful Truth
$xx.xx – $xx.xx /per stone
33.33% of users reached this point
New
Black Tourmaline
Calm Protection
$xx.xx – $xx.xx /per stone
Black Tourmaline Wand
Calm Protection
$xx.xx – $xx.xx /per stone
Black Tourmaline (Disc)
Calm Protection
$xx.xx /per stone
Next

Product Pages

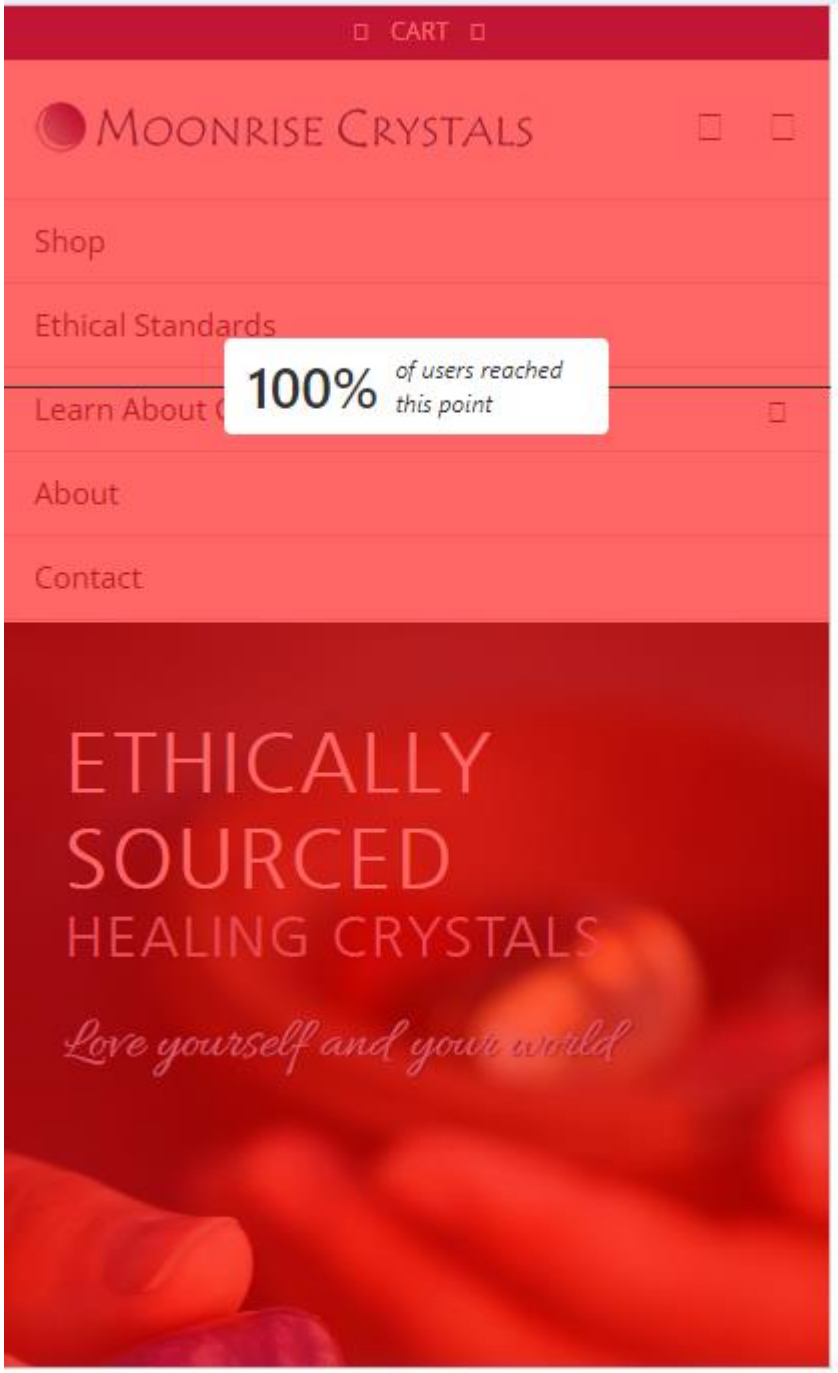


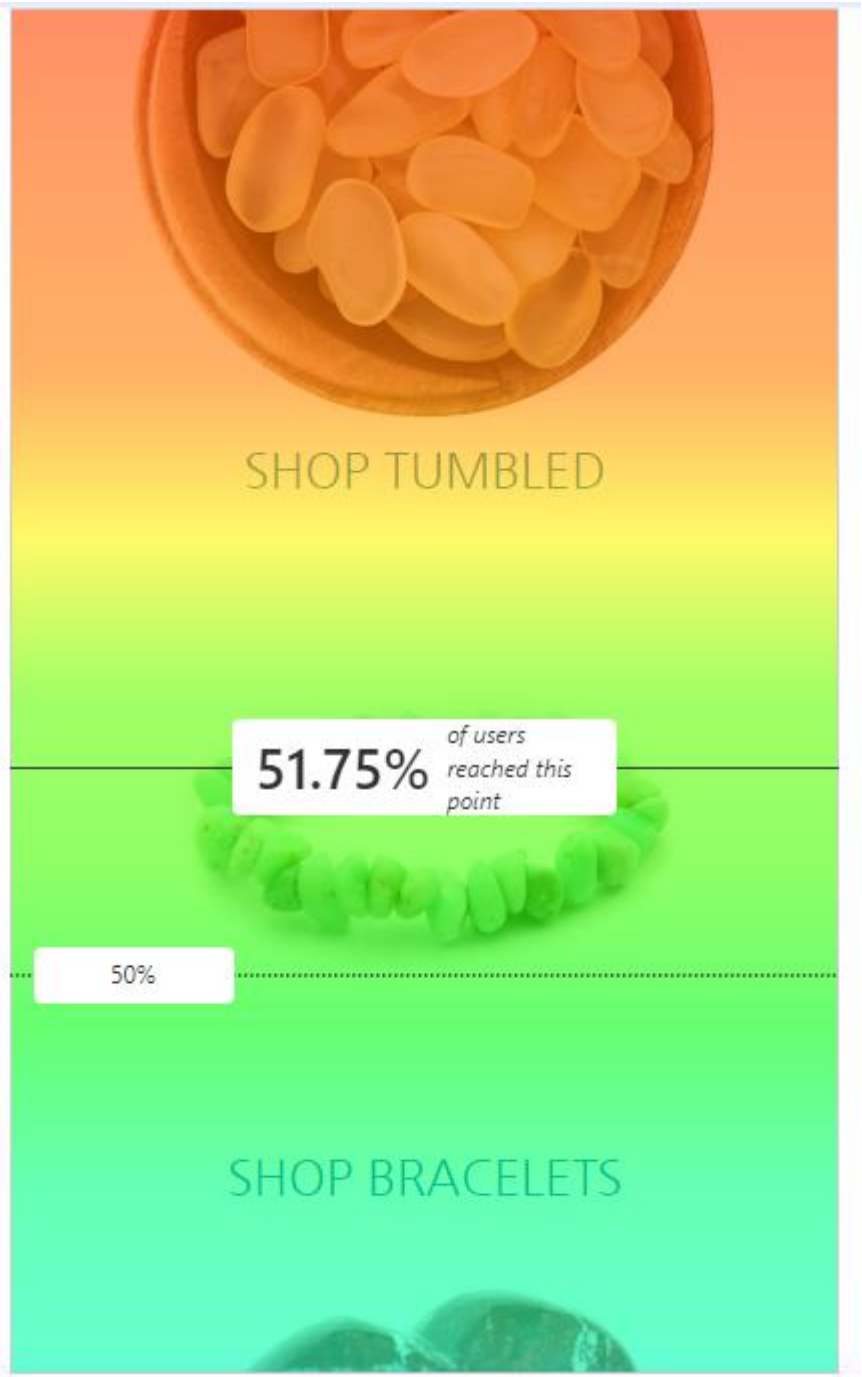
Article pages

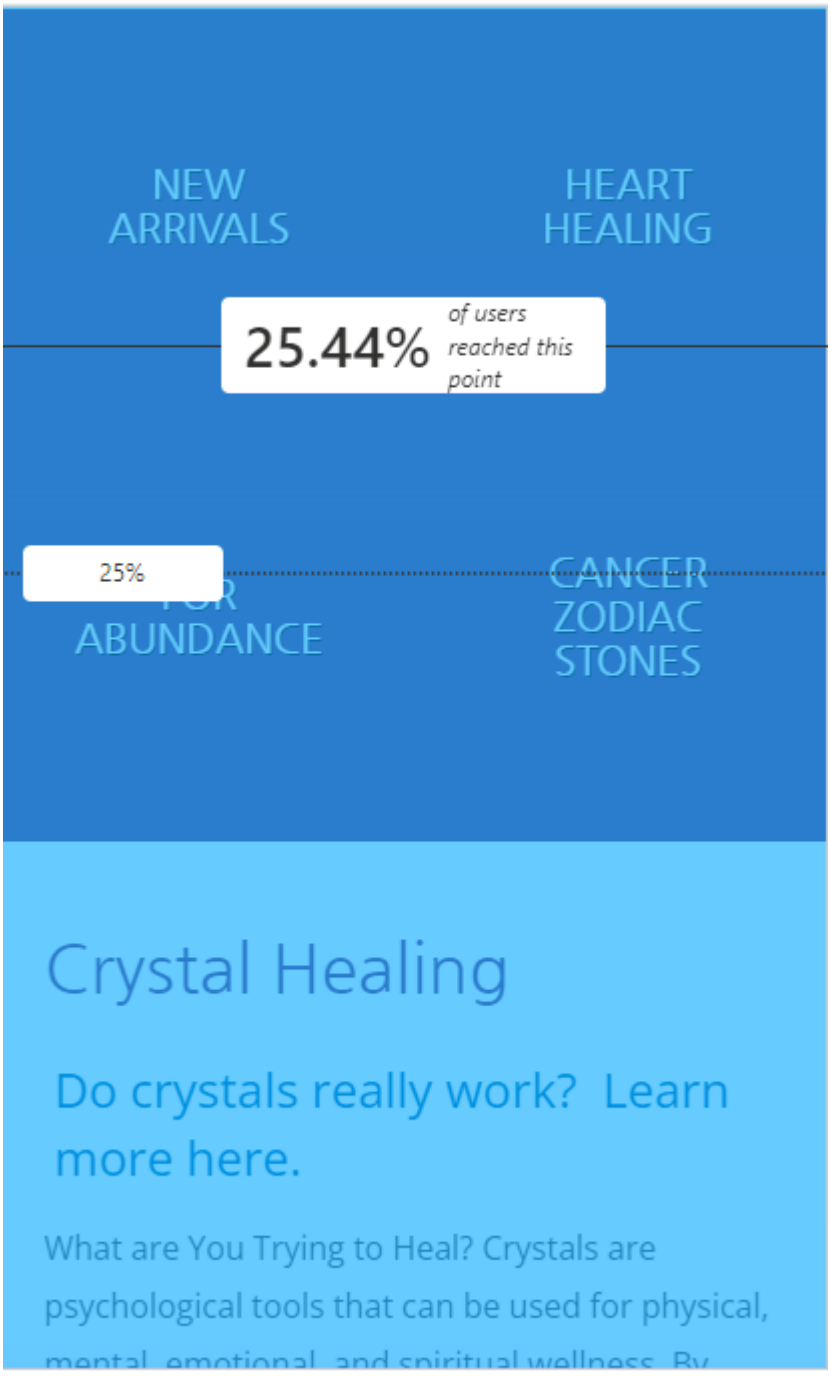


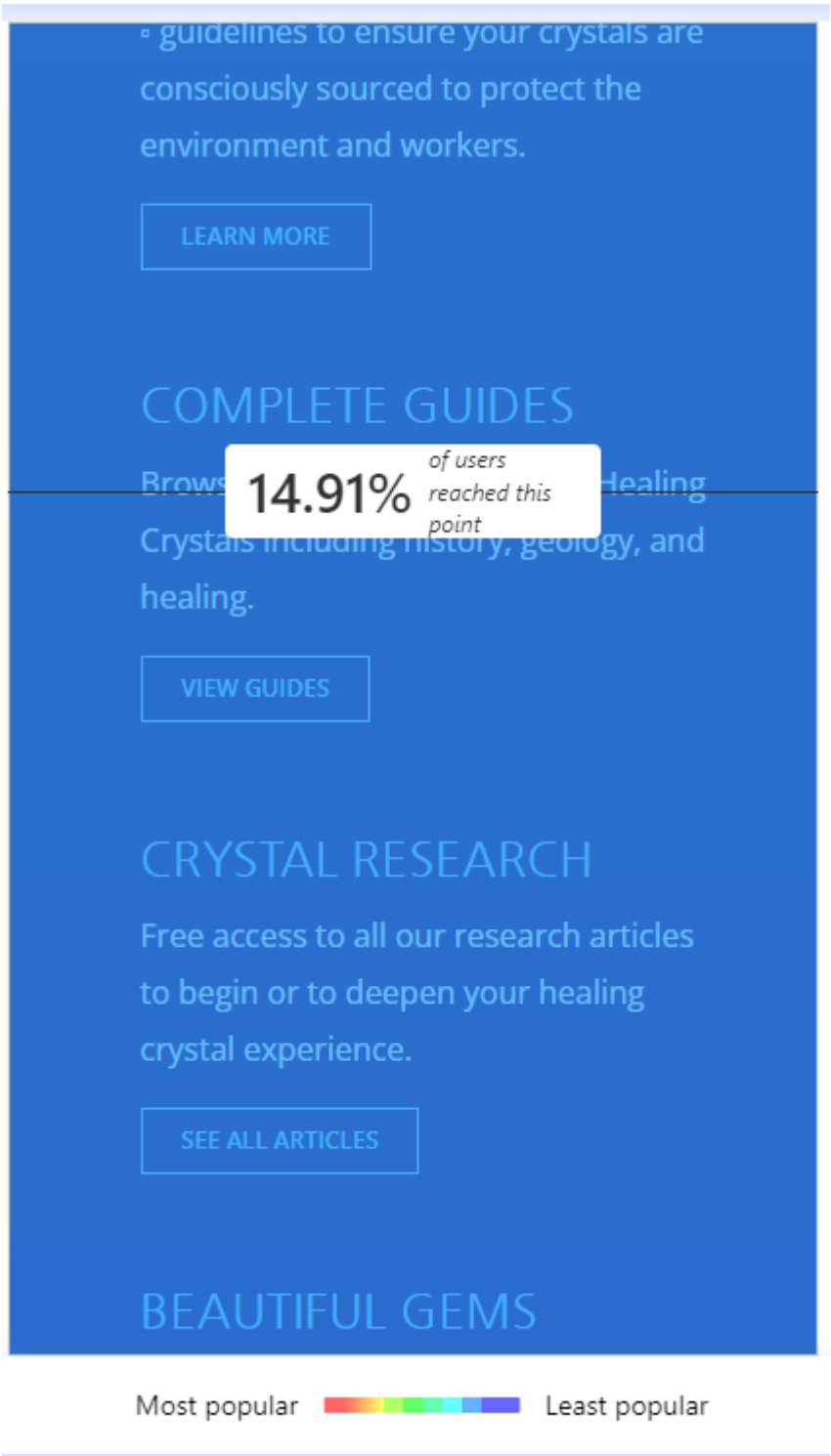
Mobile version

Home page

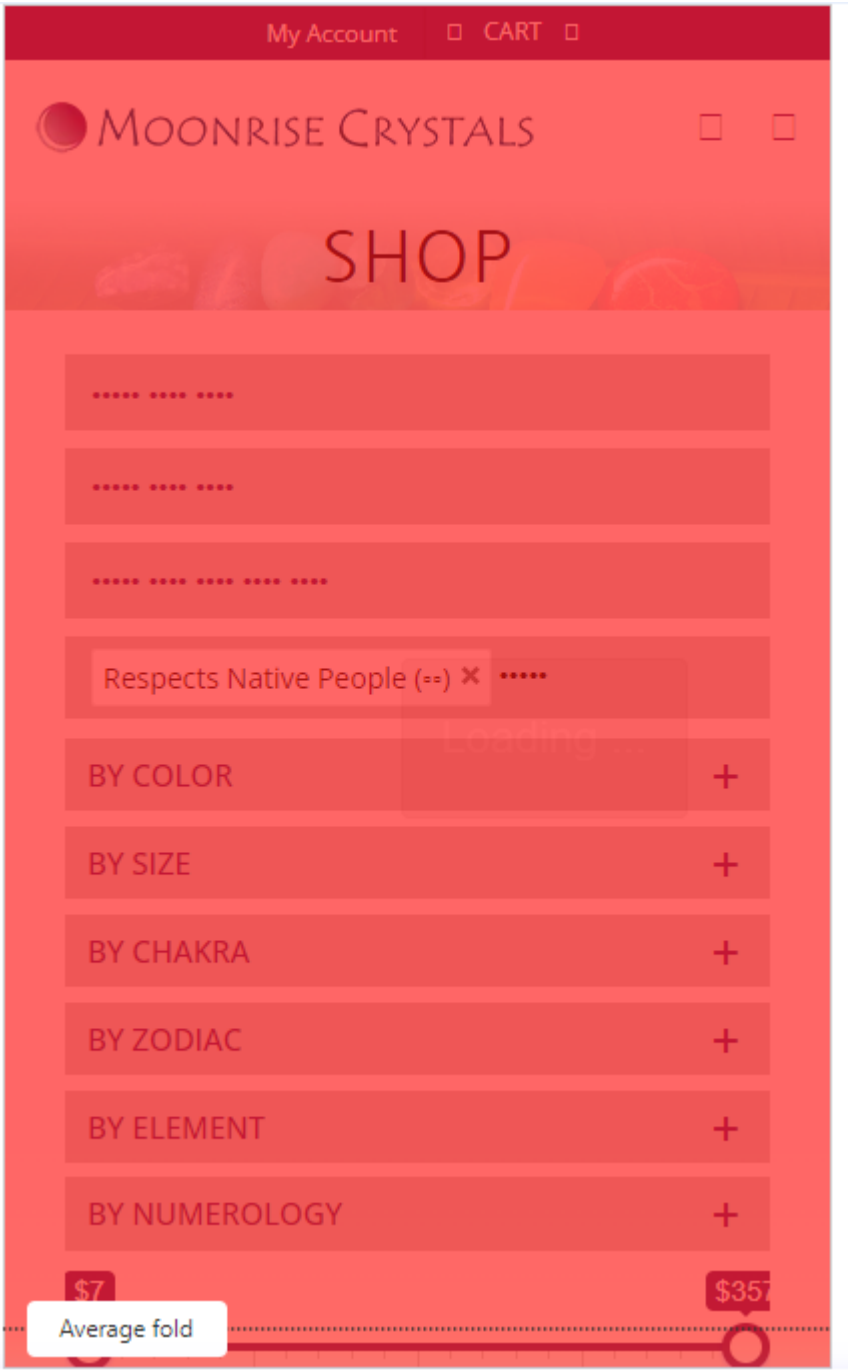


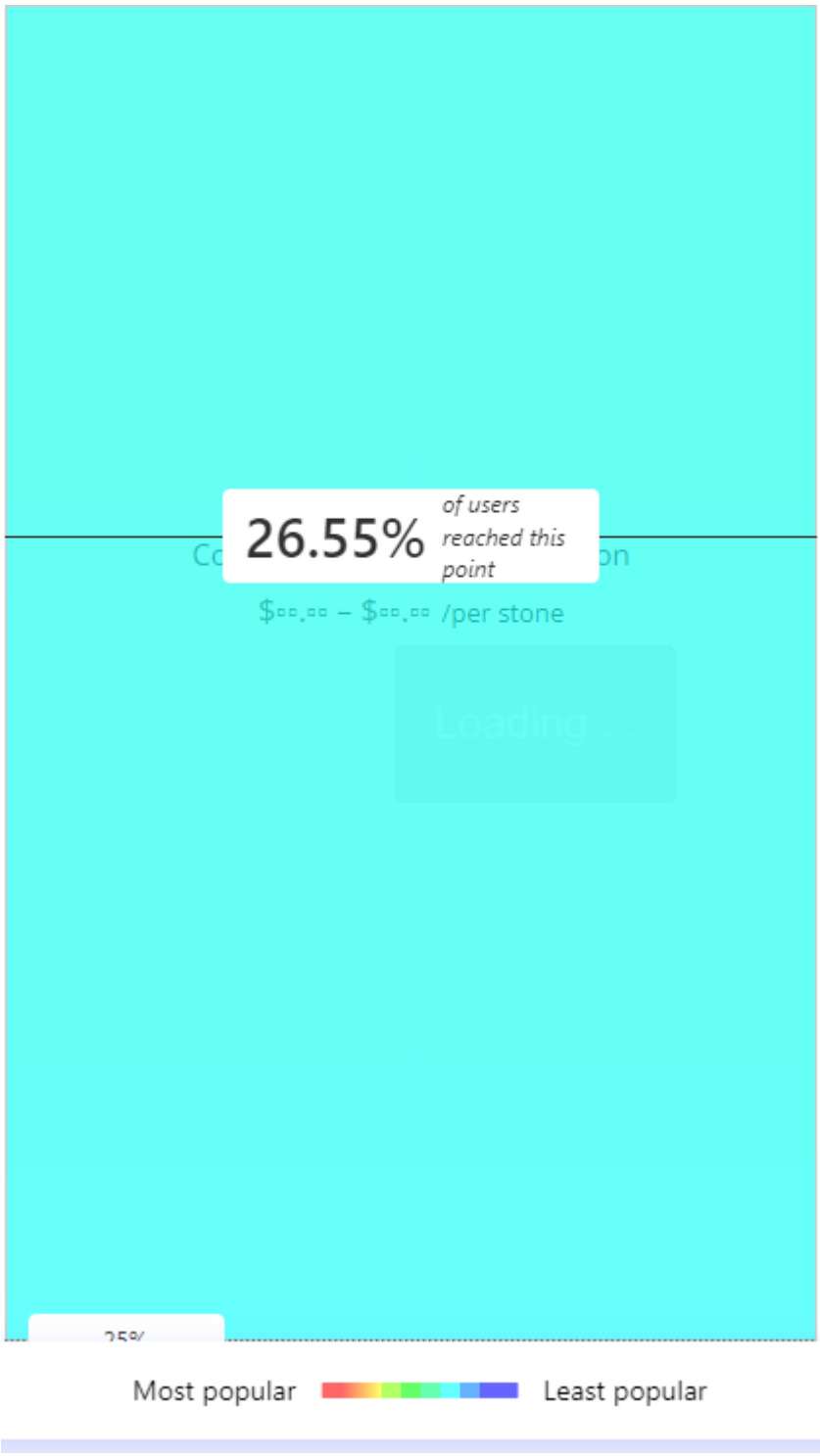

SHOP TUMBLED
51.75%
of users reached this point
50%
SHOP BRACELETS

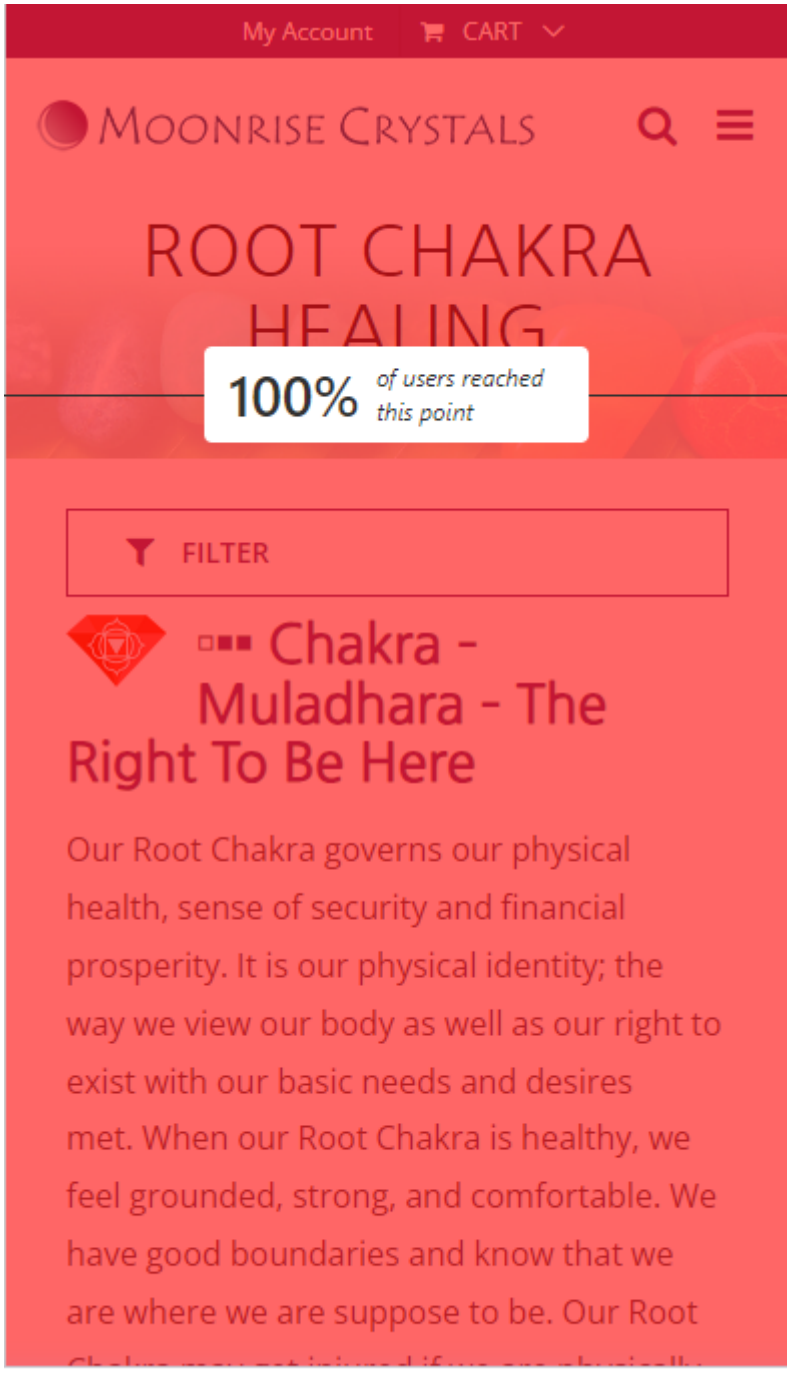

NEW ARRIVALS
HEART HEALING
25.44%
of users reached this point
25%
ABUNDANCE
CANCER ZODIAC STONES
Crystal Healing
Do crystals really work? Learn more here.
What are You Trying to Heal? Crystals are psychological tools that can be used for physical,
Most popular
Least popular

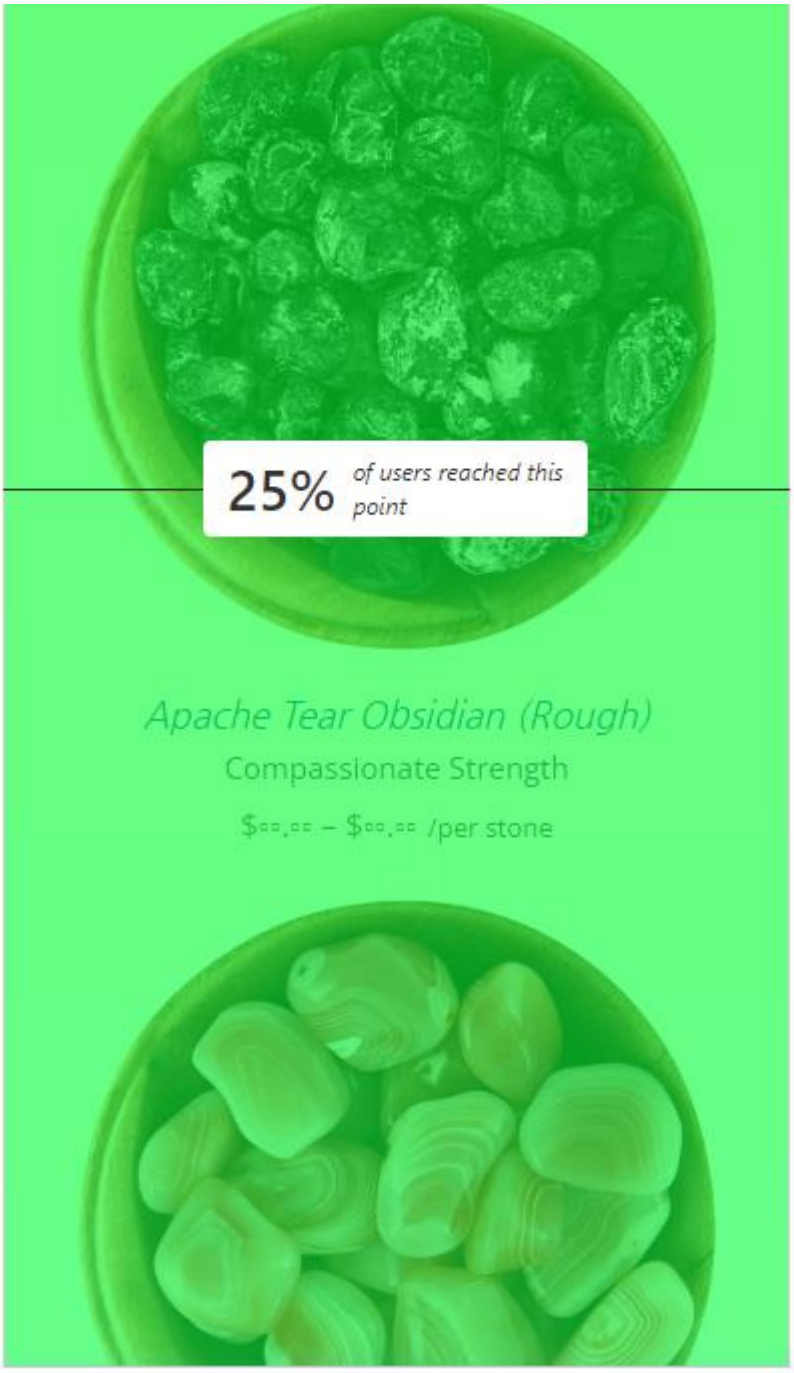

guidelines to ensure your crystals are consciously sourced to protect the environment and workers.
LEARN MORE
COMPLETE GUIDES
14.91%
of users reached this point
Crystals including history, geology, and healing.
VIEW GUIDES
CRYSTAL RESEARCH
Free access to all our research articles to begin or to deepen your healing crystal experience.
SEE ALL ARTICLES
BEAUTIFUL GEMS
Most popular
Least popular

Category Pages



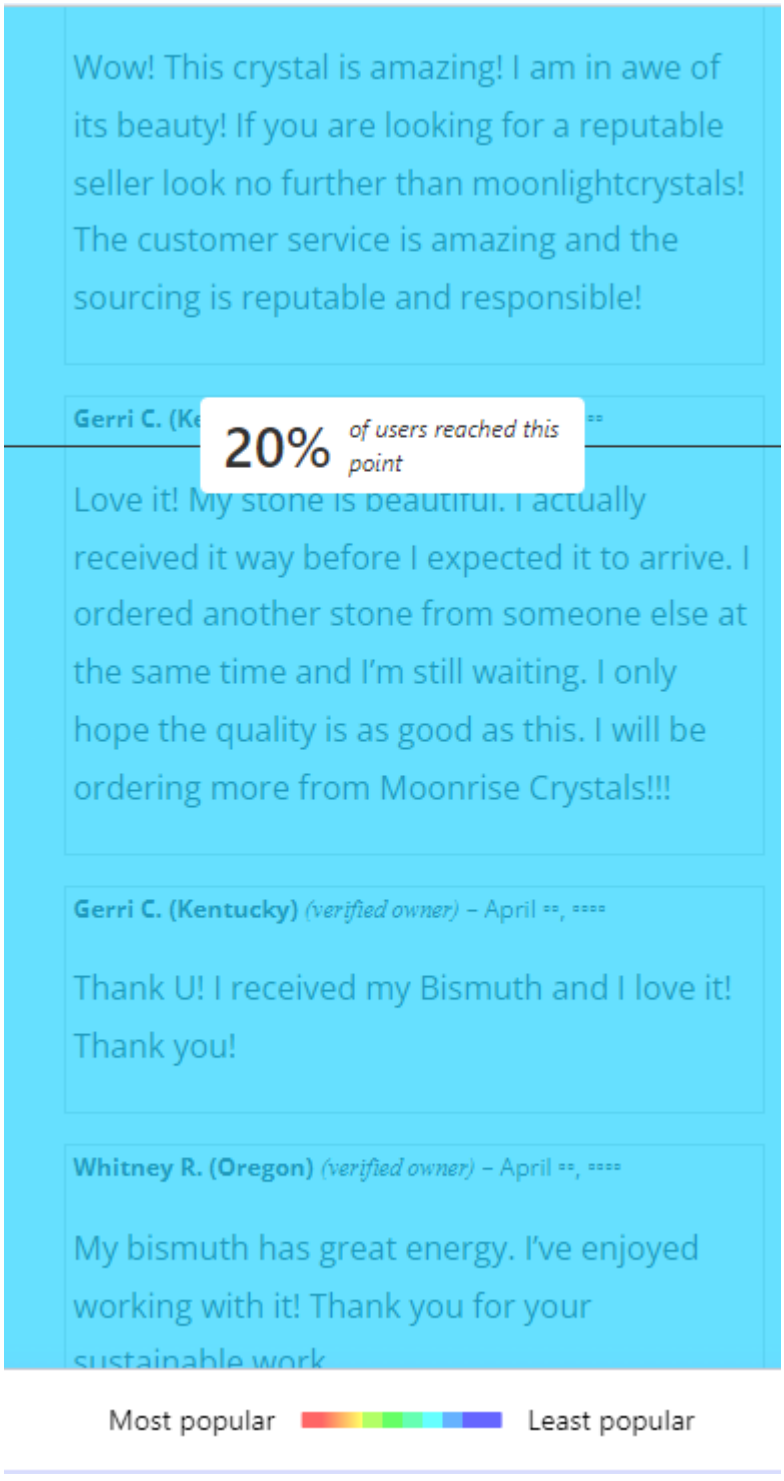

26.55%
of users reached this point
$▫▫.▫▫ – $▫▫.▫▫ /per stone
Loading ...
Most popular
Least popular


My Account
CART
MOONRISE CRYSTALS
ROOT CHAKRA HEALING
100% of users reached this point
FILTER
Chakra - Muladhara - The Right To Be Here
Our Root Chakra governs our physical health, sense of security and financial prosperity. It is our physical identity; the way we view our body as well as our right to exist with our basic needs and desires met. When our Root 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
Most popular
Least popular

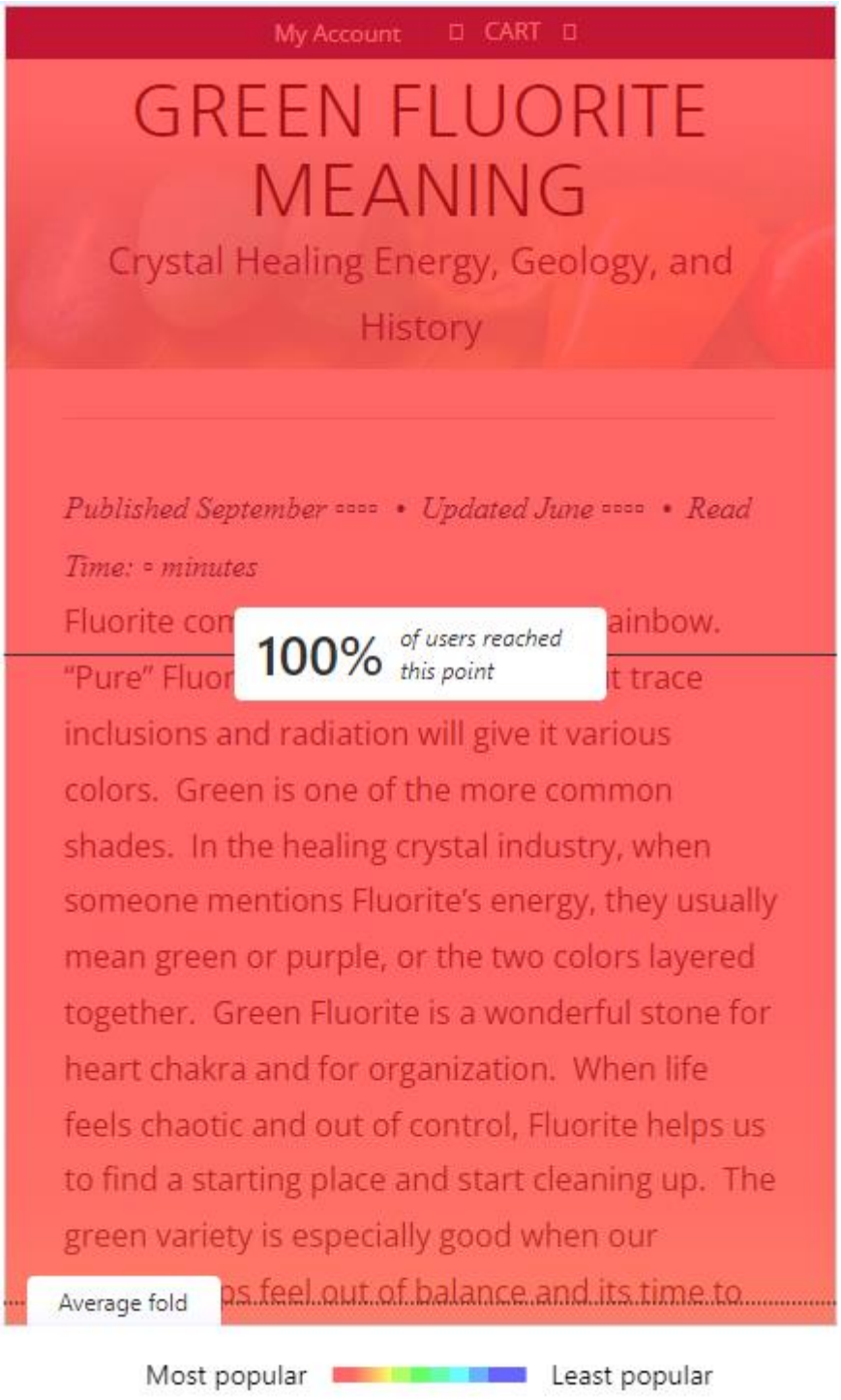


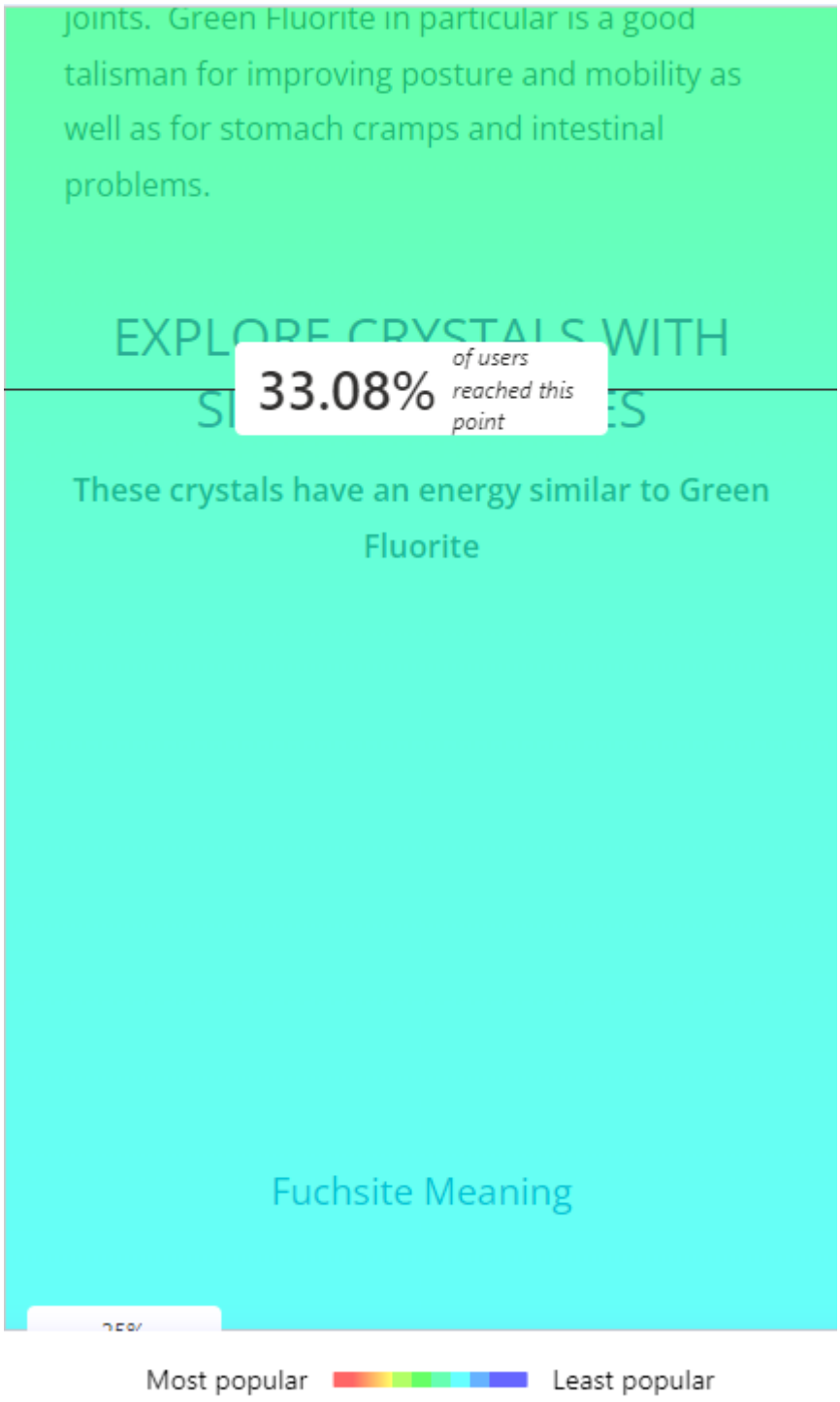
Most popular — Least popular

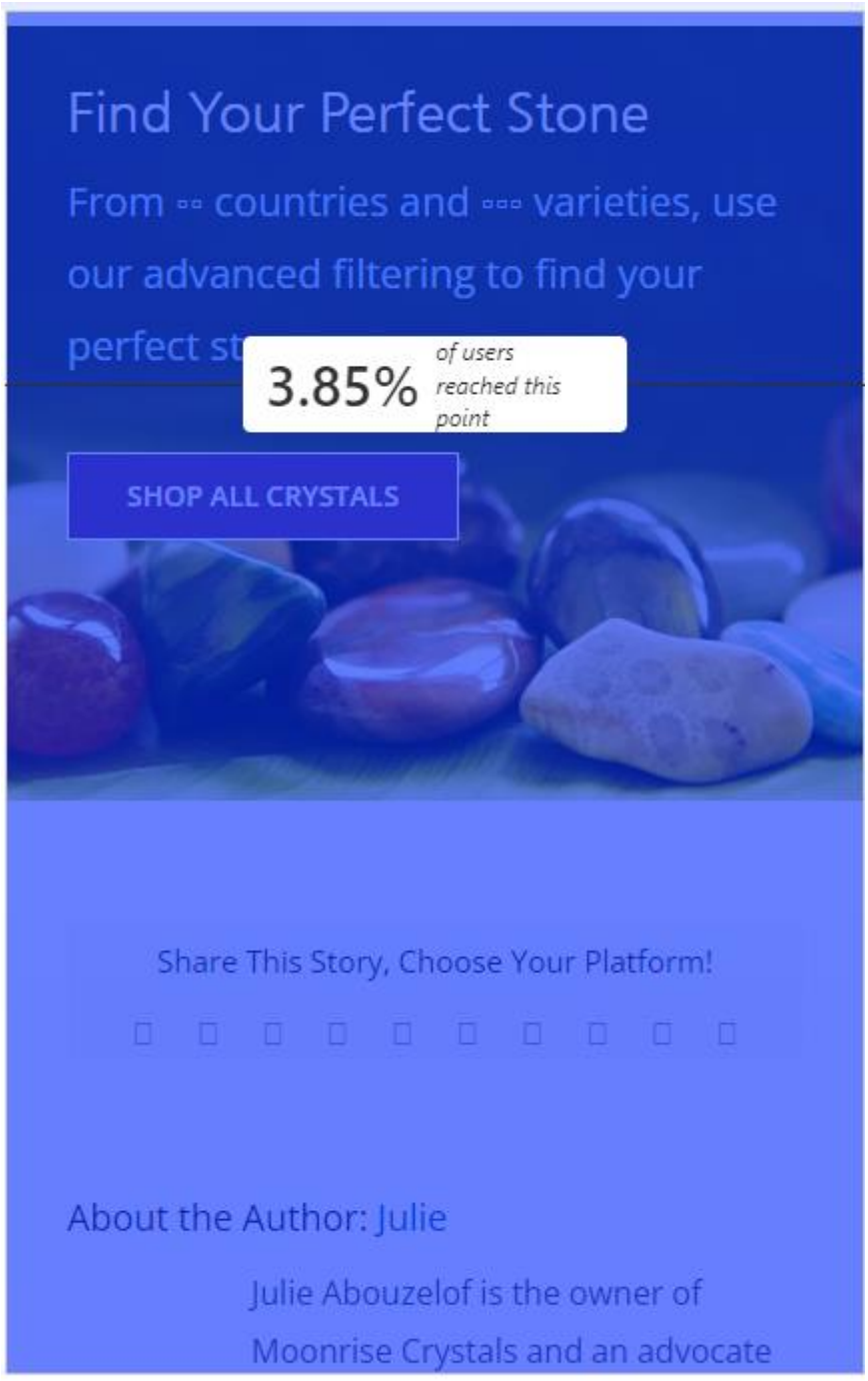
Product Pages


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




joints. Green Fluorite in particular is a good talisman for improving posture and mobility as well as for stomach cramps and intestinal problems.
33.08%
of users reached this point
These crystals have an energy similar to Green Fluorite
Fuchsite Meaning
Most popular
Least popular



Most popular — Least popular

Recommendations

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

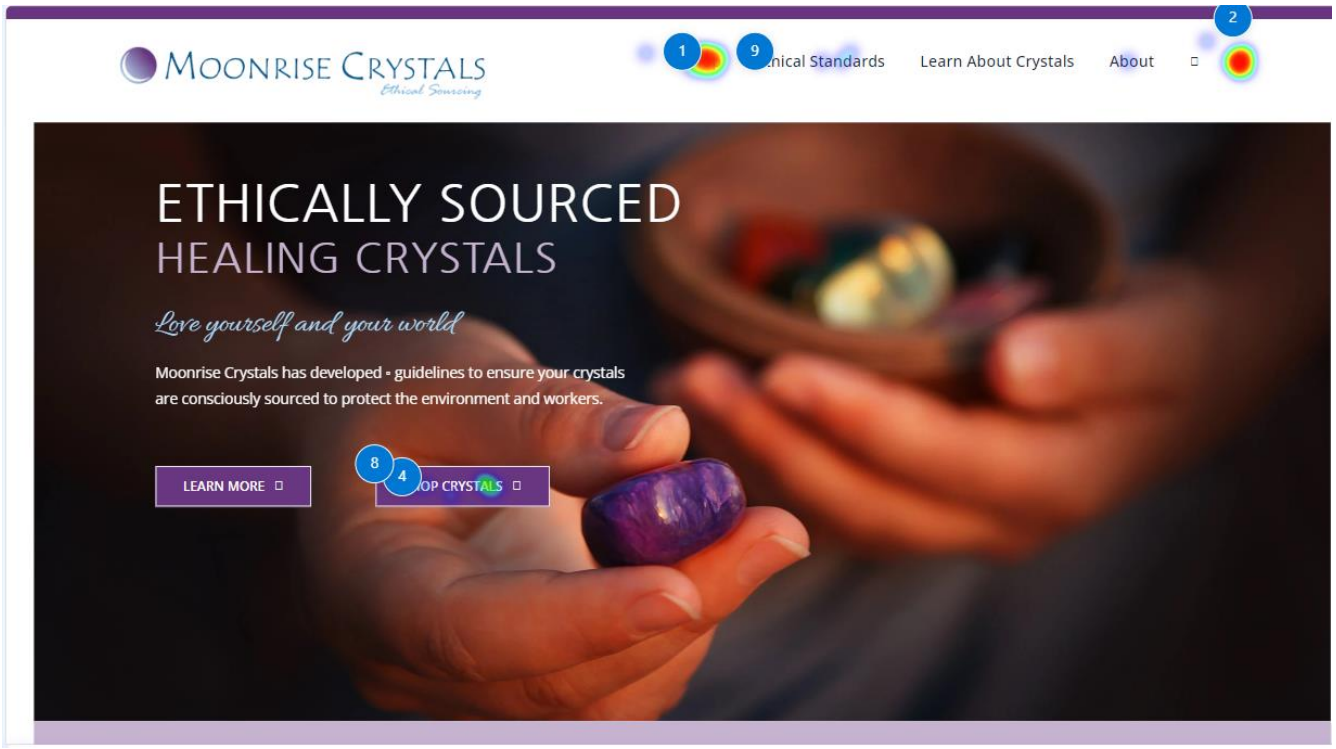
Heat Map Analysis

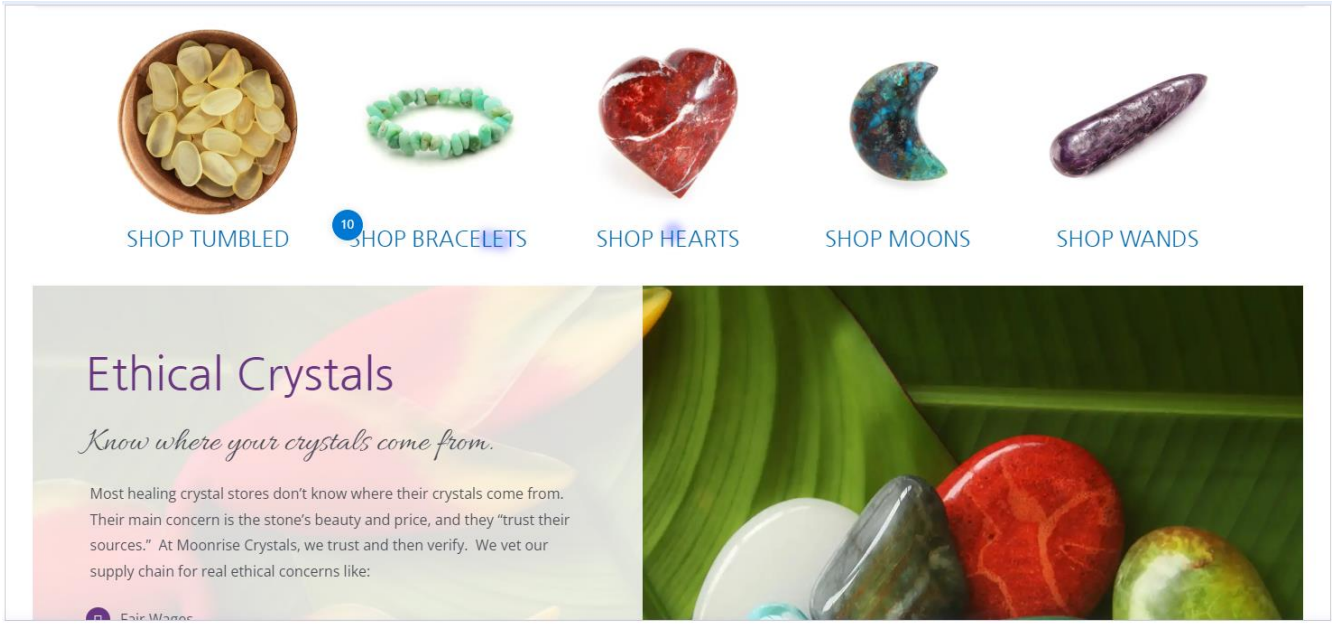
Behavioral Factors Analysis

The user does not use all available functionality

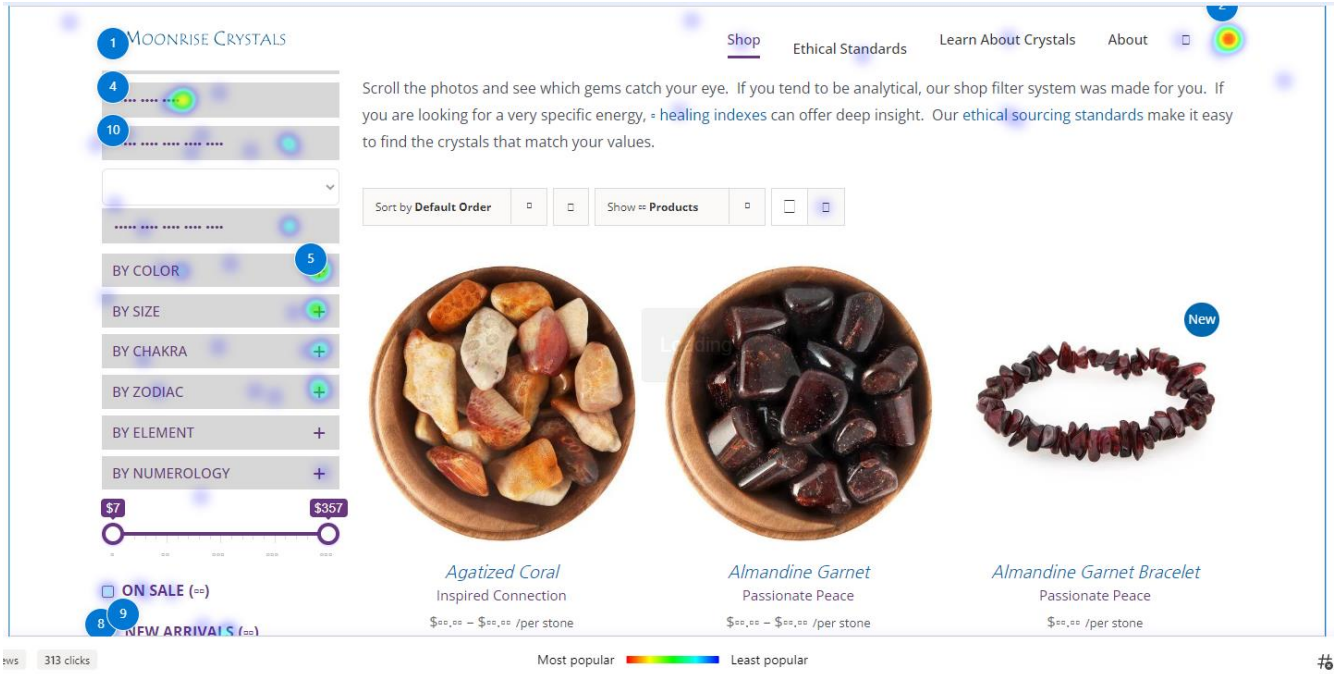
Desktop version

Home page

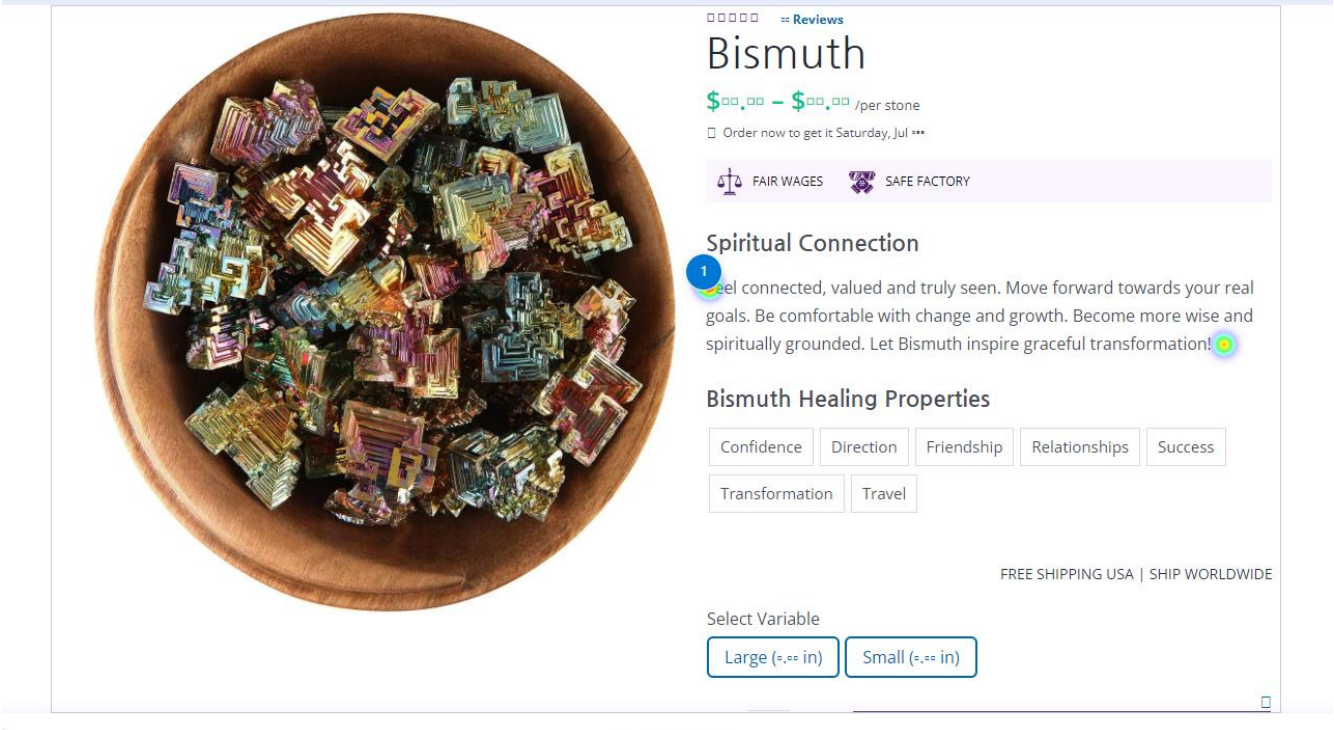




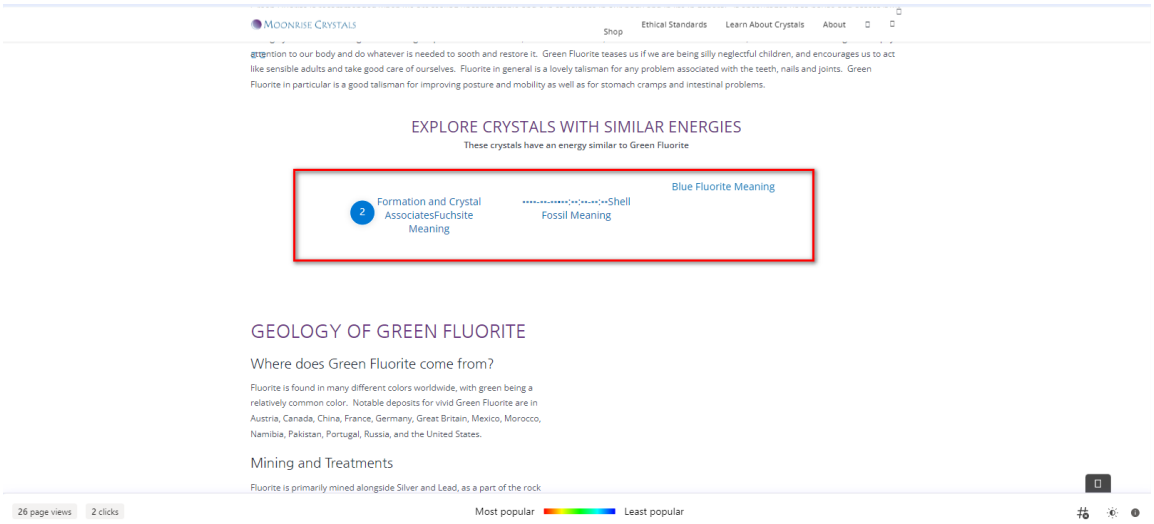
Category Pages



Product Pages

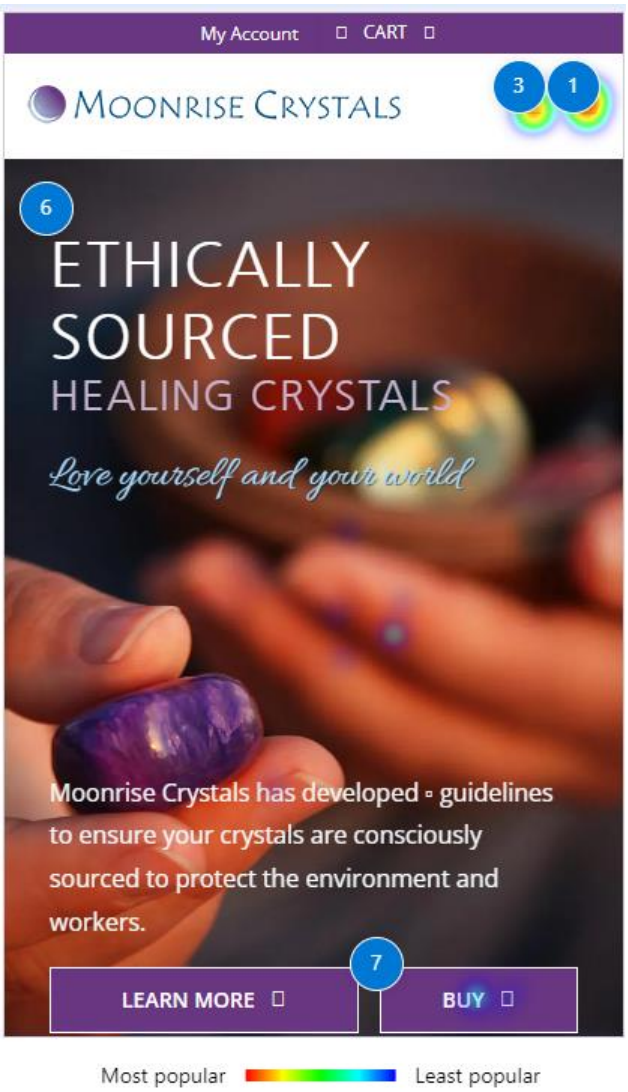


Article pages

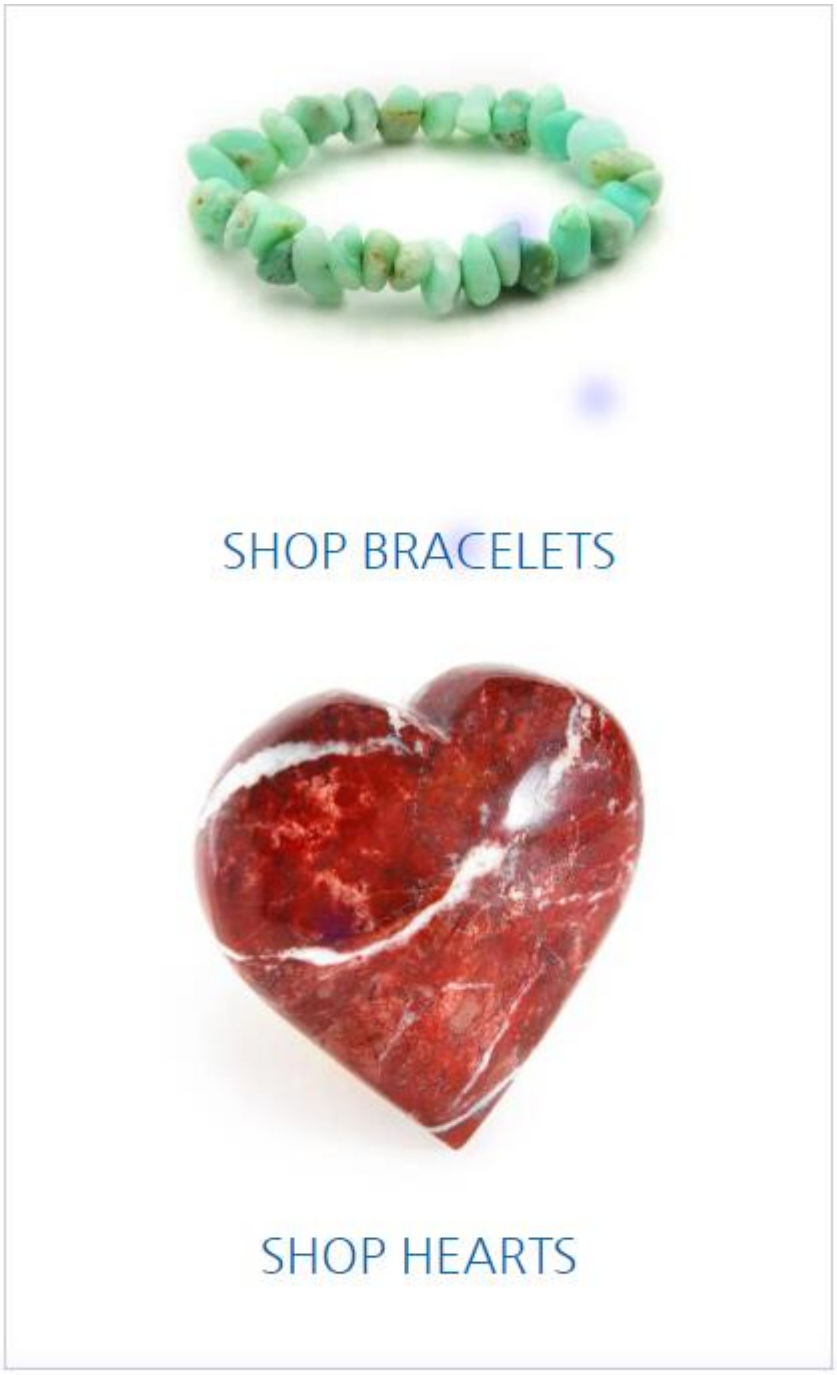


Mobile version

Home page

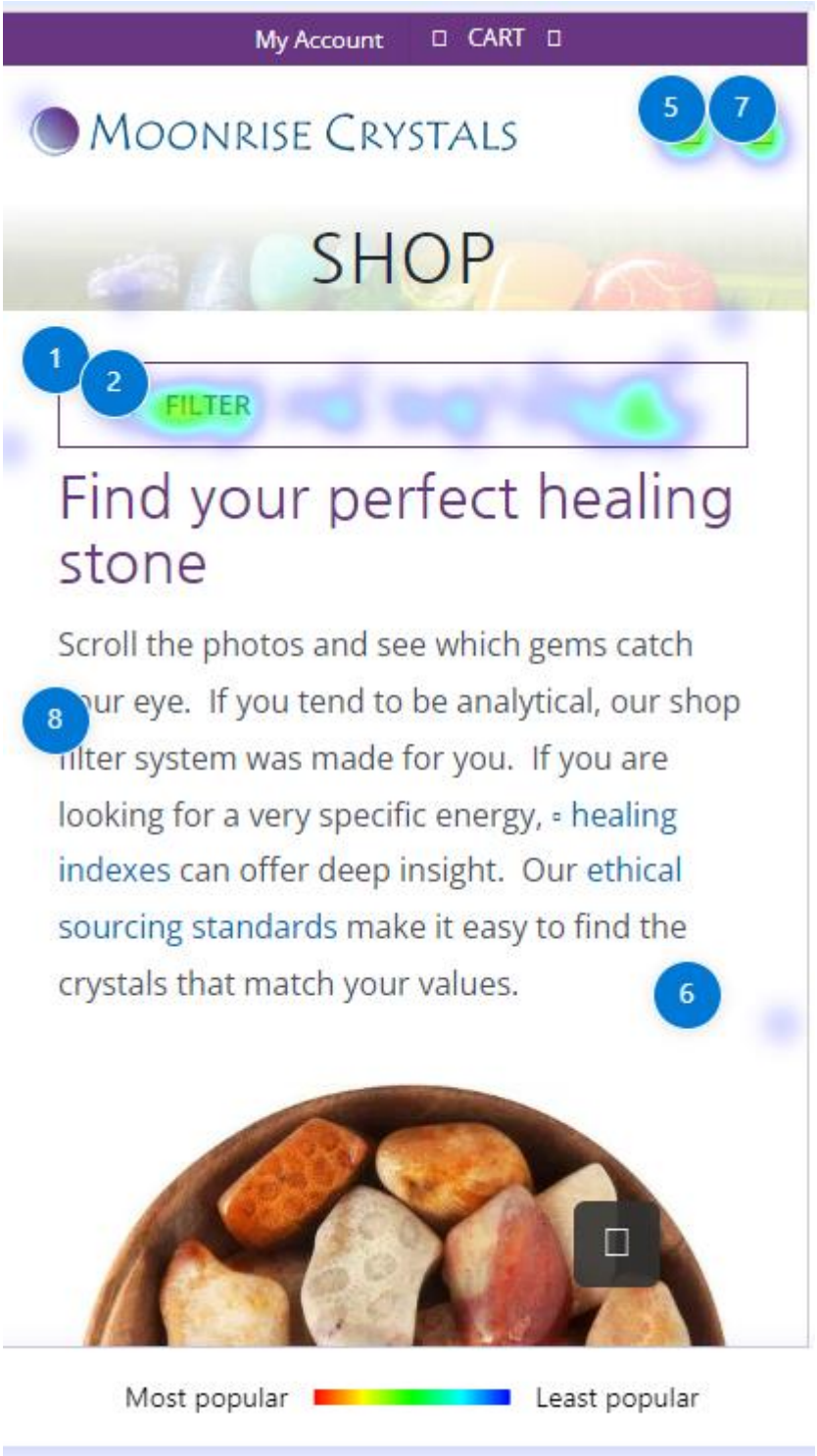


Most popular — Least popular



Most popular Least popular

Category Pages



Agatized Coral

Inspired Connection

$▫▫.▫▫ – $▫▫.▫▫ /per stone

Almandine Garnet

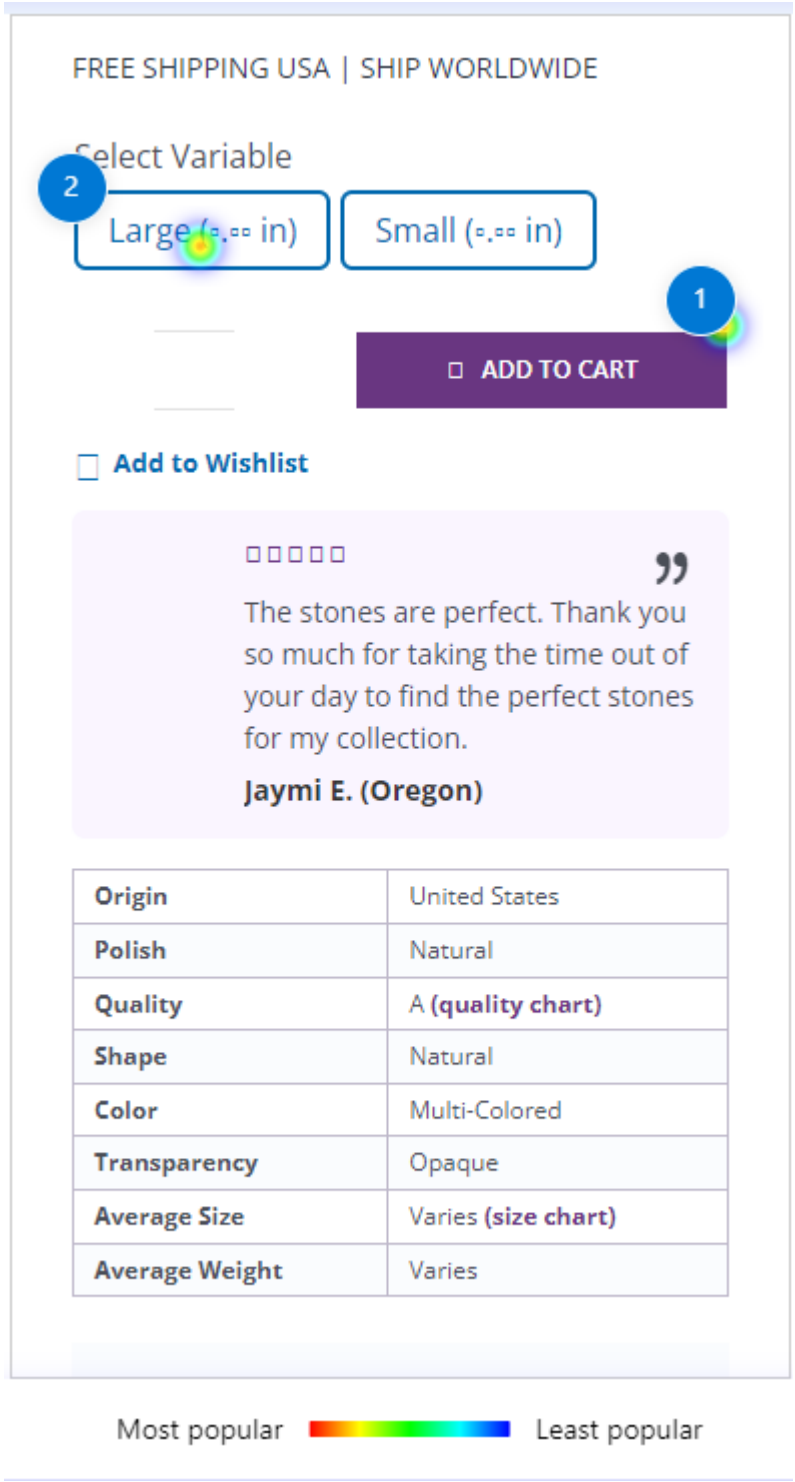
Passionate Peace

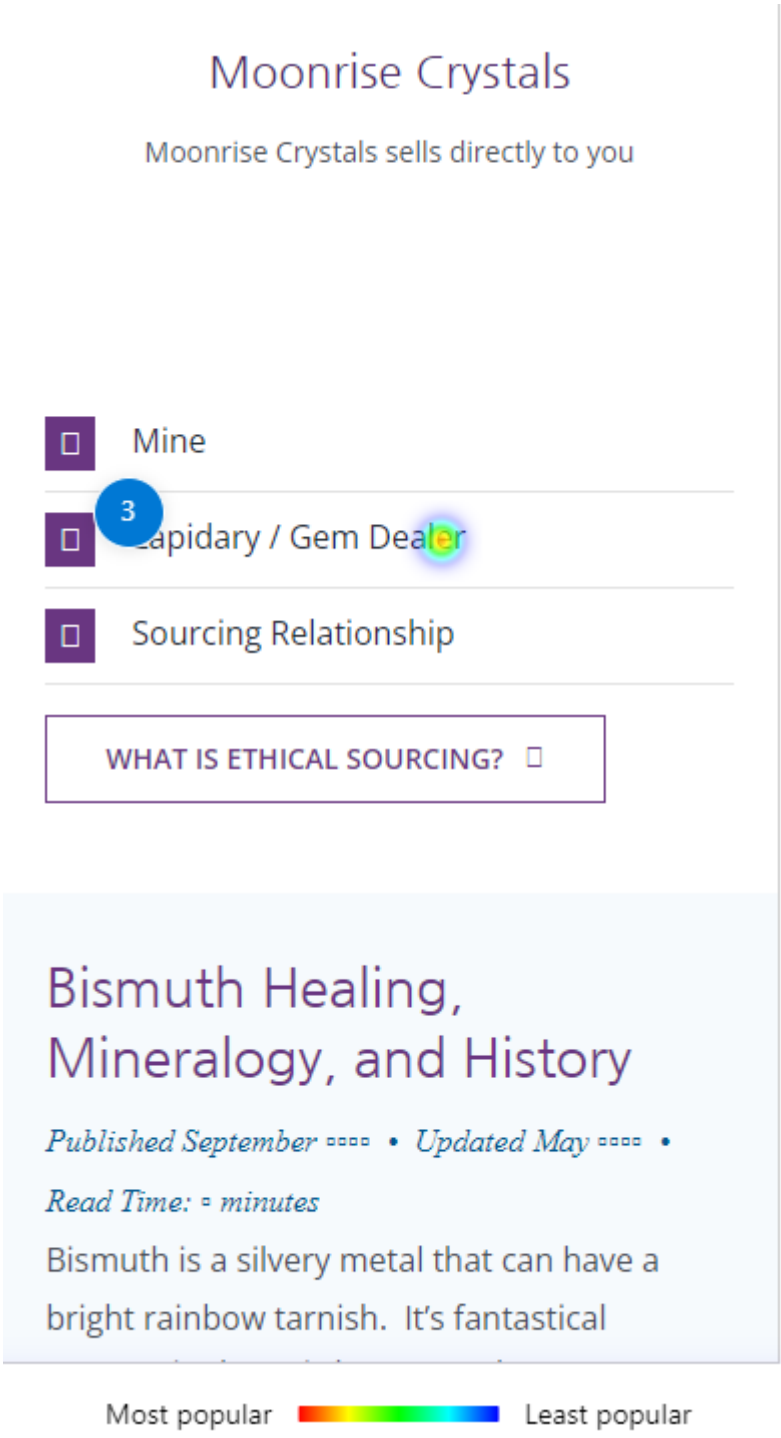
$▫▫.▫▫ – $▫▫.▫▫ /per stone

New

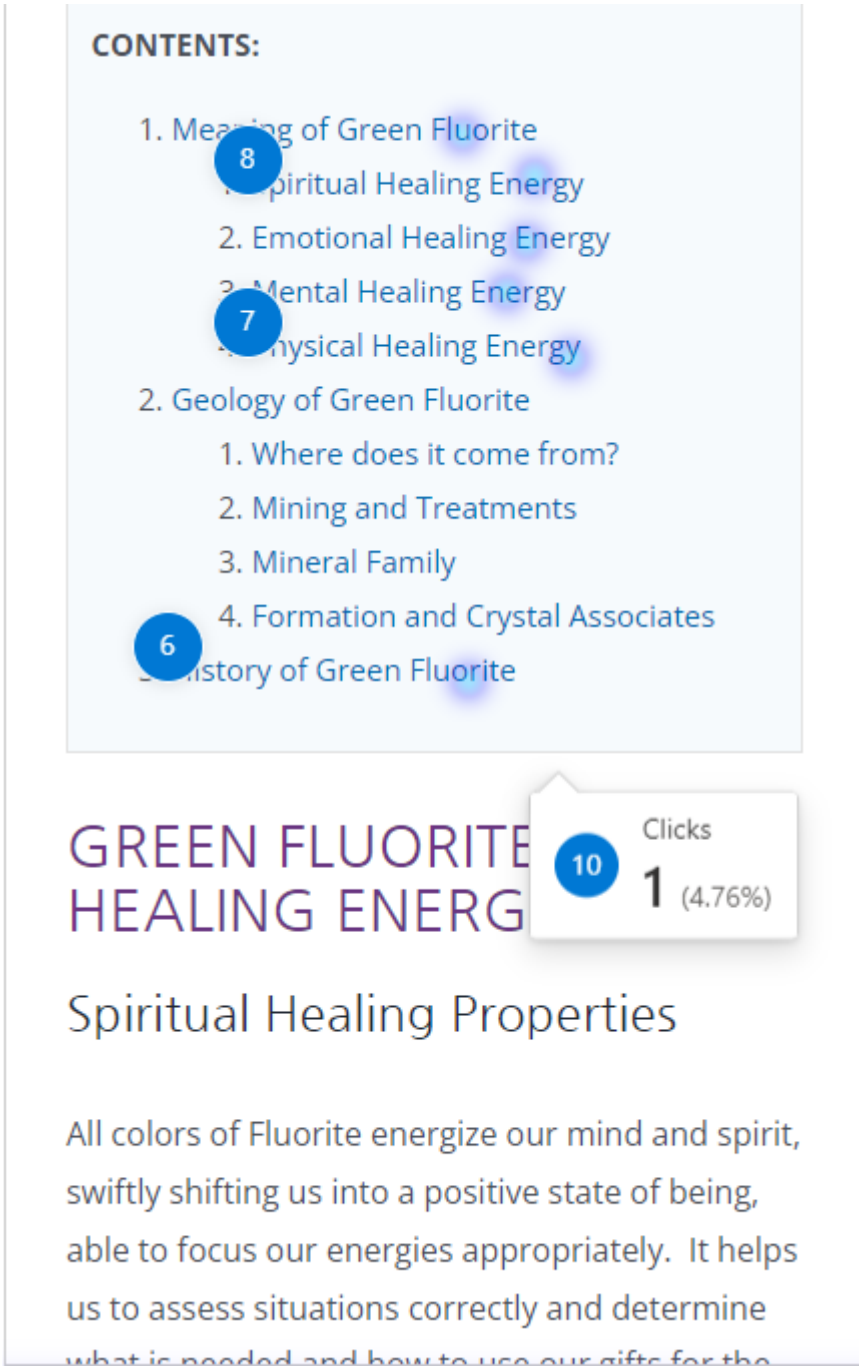
Most popular — Least popular

Product Pages




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 ▫▫▫▫ • Updated May ▫▫▫▫ •
Read Time: ▫ minutes
Bismuth is a silvery metal that can have a bright rainbow tarnish. It's fantastical
Most popular
Least popular

Article pages



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 All events	Key Events All 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

Search... Lines per page: 10 1–4 of 4

	Device type	Users	New users	Sessions with interaction	Share of interaction.	Sessions with interaction per user	Average interaction time	Number of events All events	Key Events All 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	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**

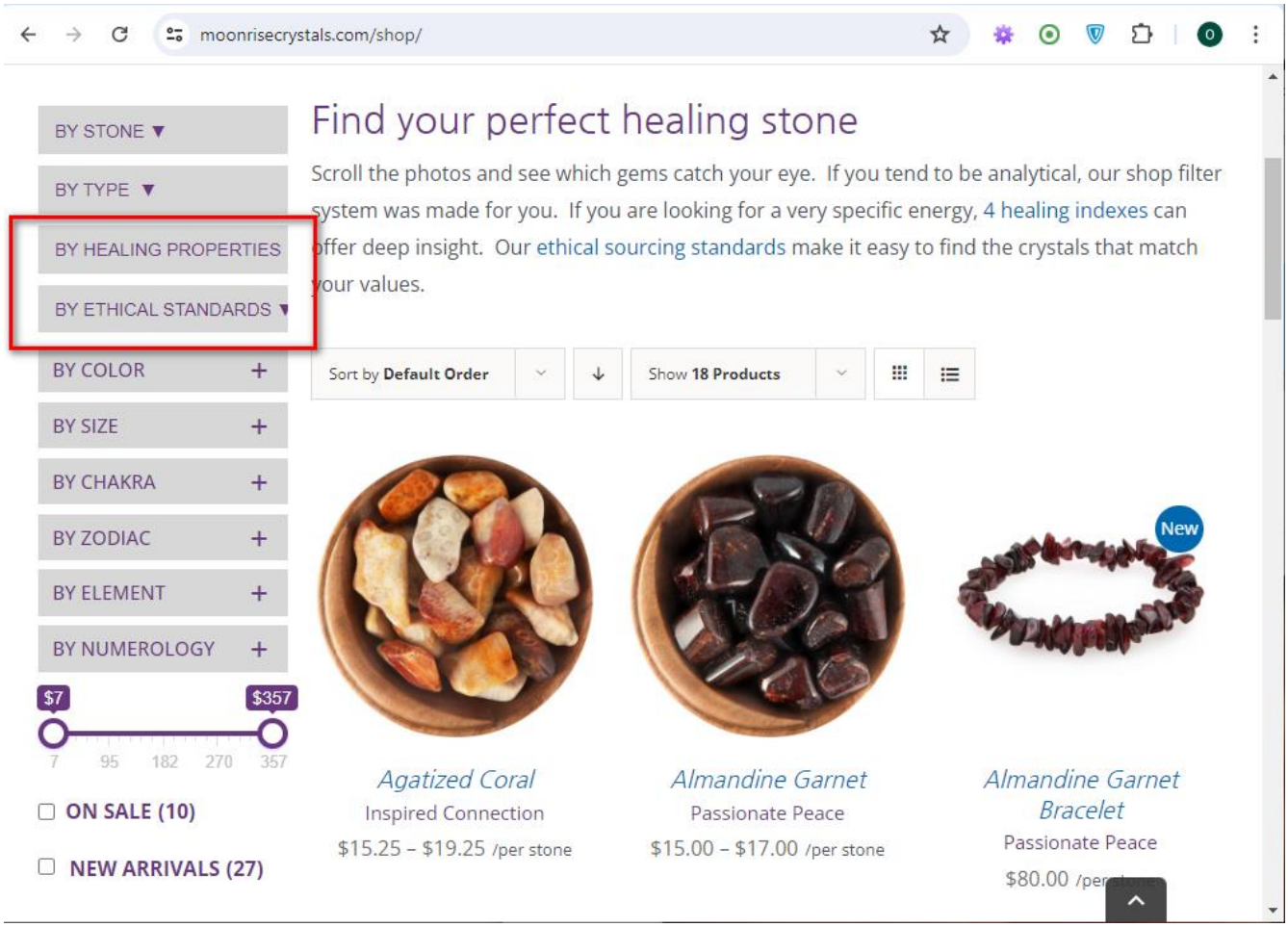
Usability analysis

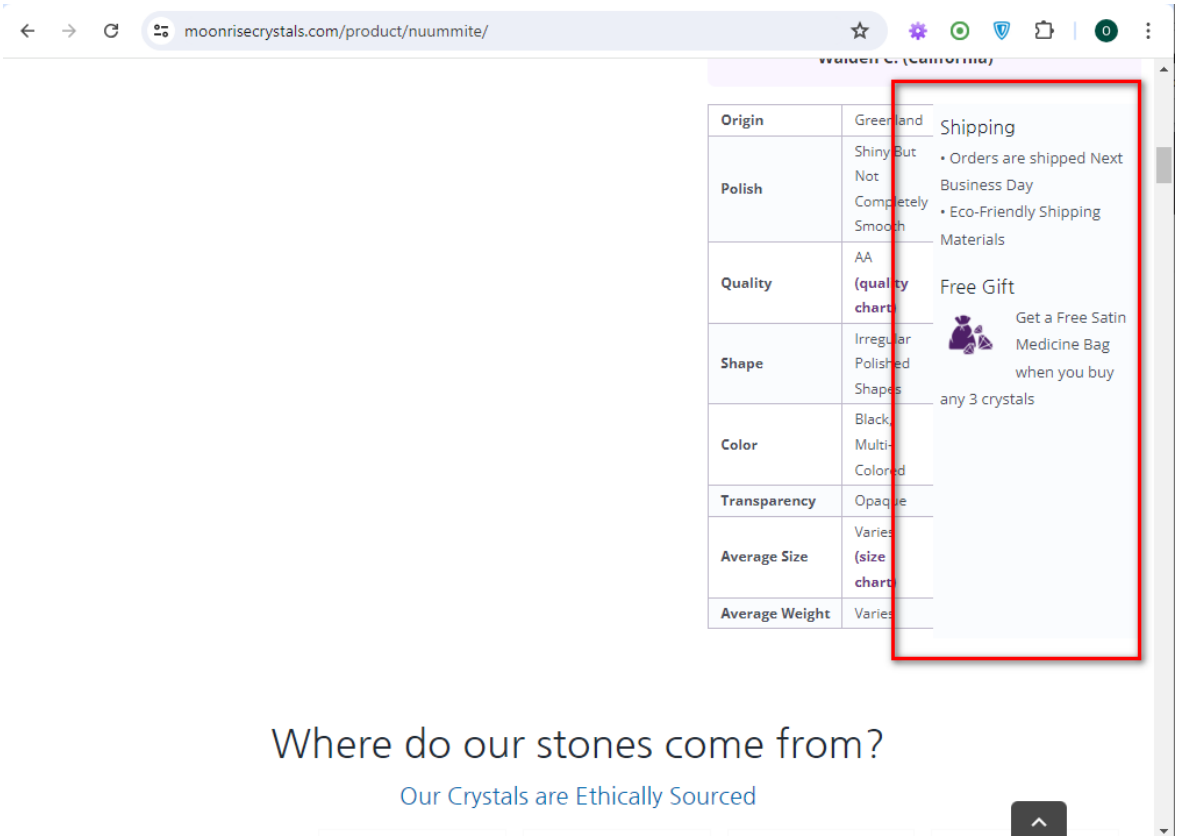
Website responsiveness for different screen resolutions

Usability analysis (Only for desktop version)

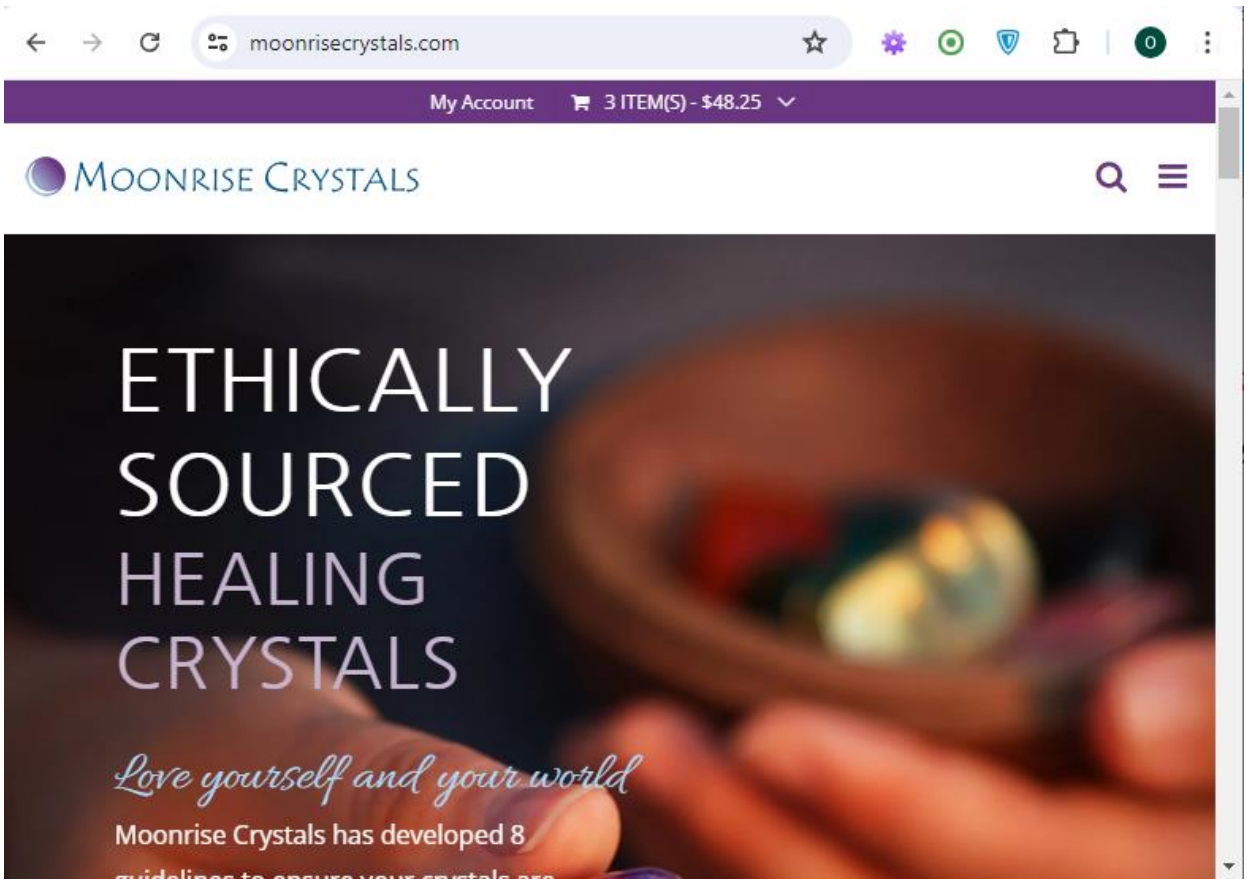
Elements and blocks are not optimized for small screen resolutions

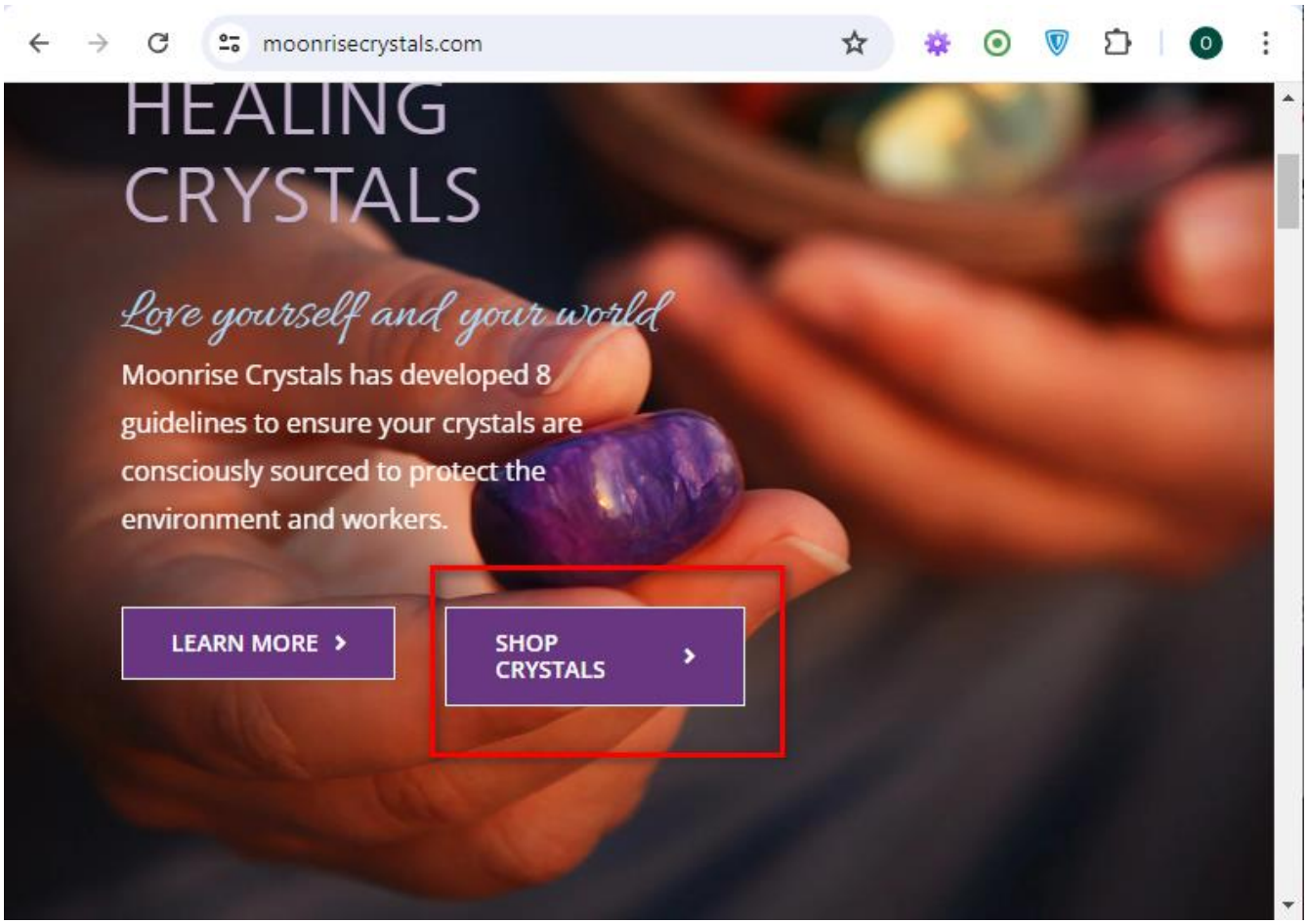
1024x768

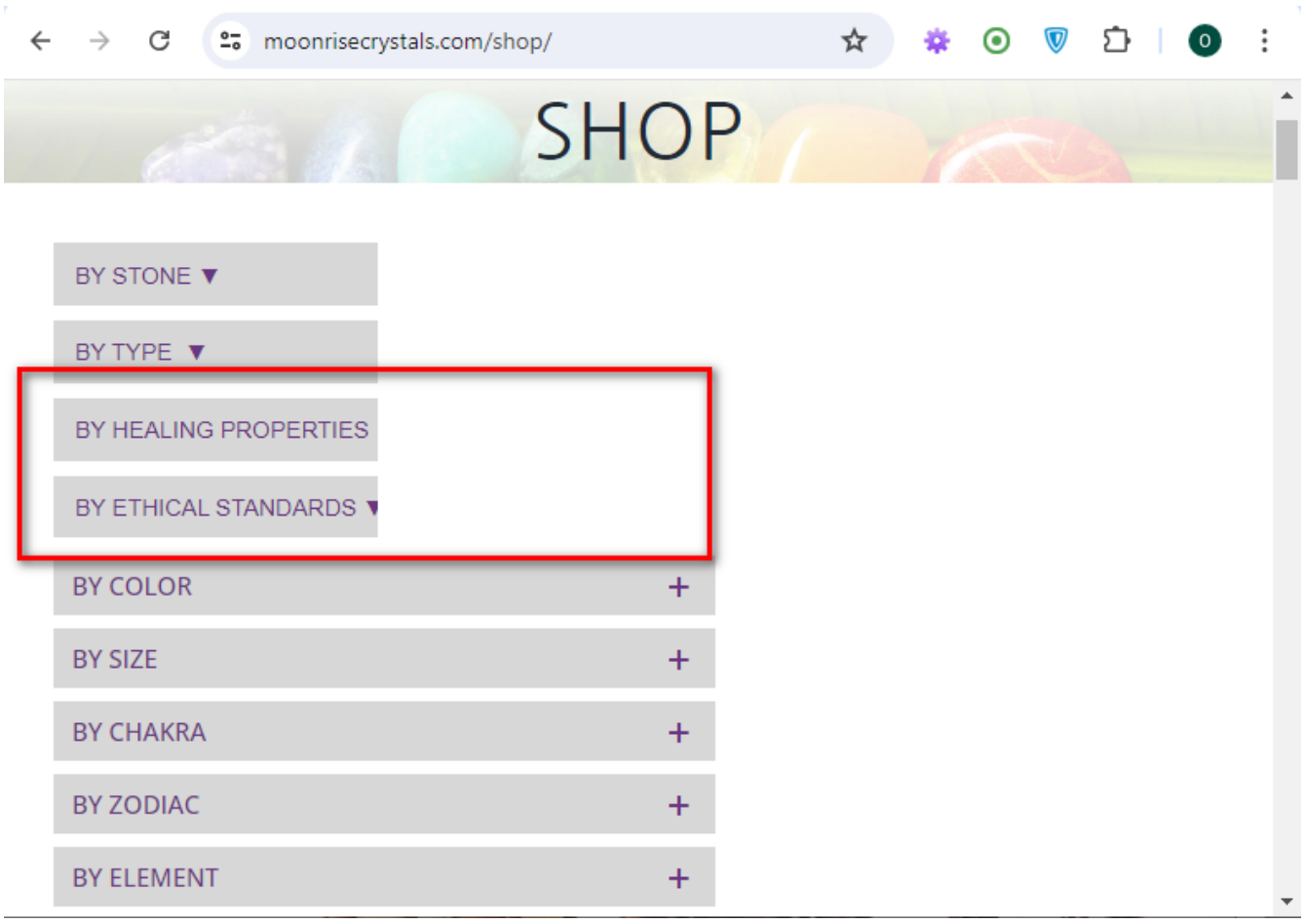


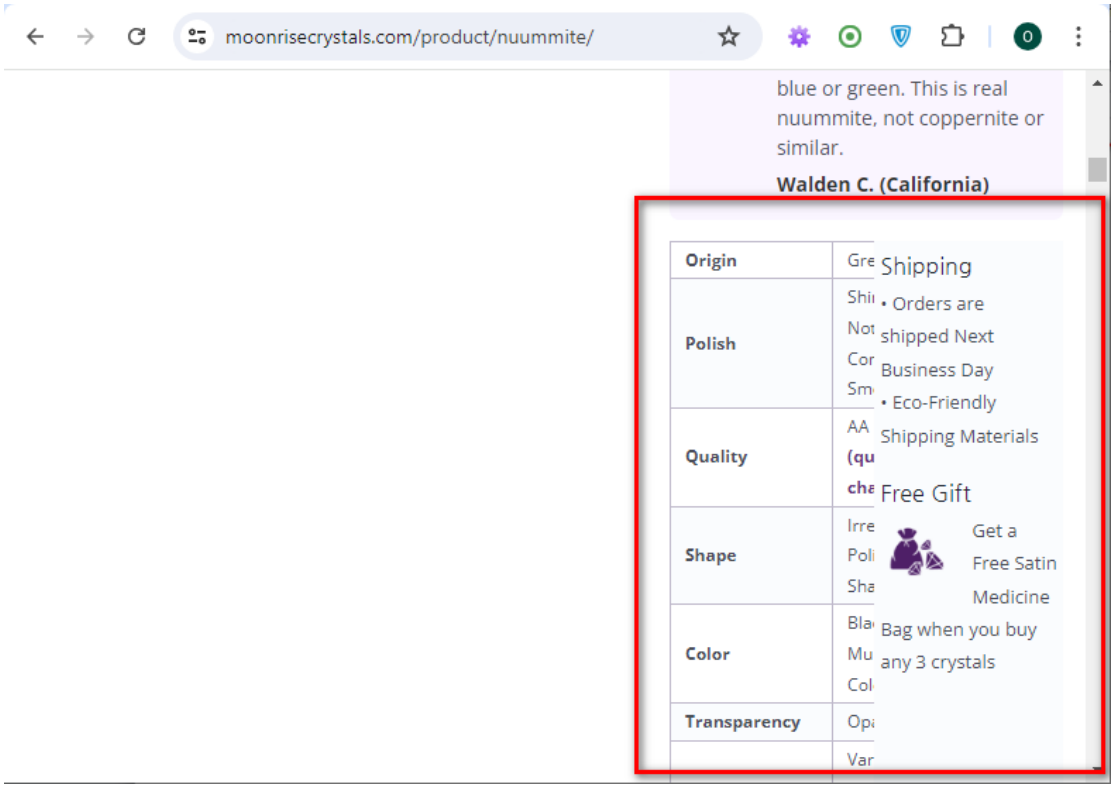

moonrisecrystals.com/product/nuummite/
Origin
Greenland
Polish
Shiny But Not Completely Smooth
Quality
AA (quality chart)
Shape
Irregular Polished Shapes
Color
Black, Multi-Colored
Transparency
Opaque
Average Size
Varies (size chart)
Average Weight
Varies
Shipping
• Orders are shipped Next Business Day
• 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

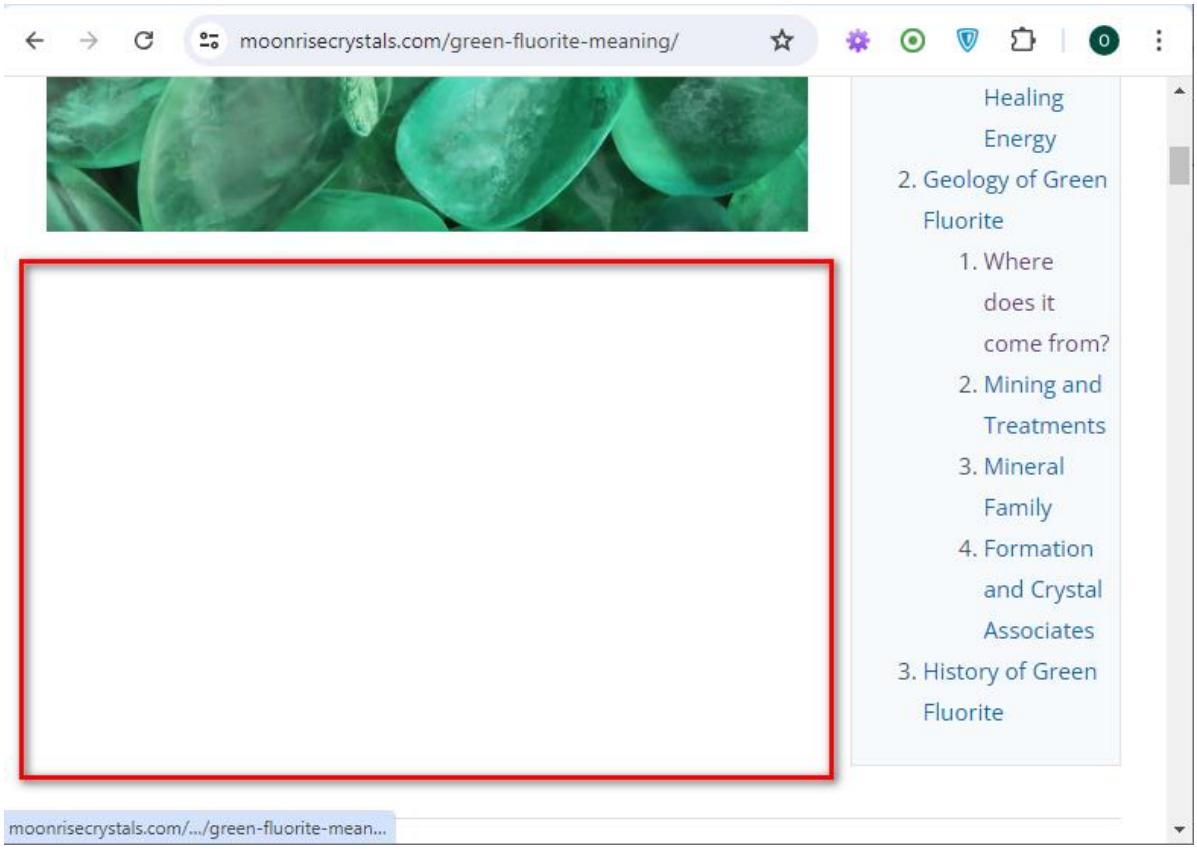
800x600


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


moonrisecrystals.com
HEALING
CRYSTALS
Love yourself and your world
Moonrise Crystals has developed 8 guidelines to ensure your crystals are consciously sourced to protect the environment and workers.
LEARN MORE ›
SHOP CRYSTALS ›


moonrisecrystals.com/shop/
SHOP
BY STONE ▼
BY TYPE ▼
BY HEALING PROPERTIES
BY ETHICAL STANDARDS ▼
BY COLOR +
BY SIZE +
BY CHAKRA +
BY ZODIAC +
BY ELEMENT +





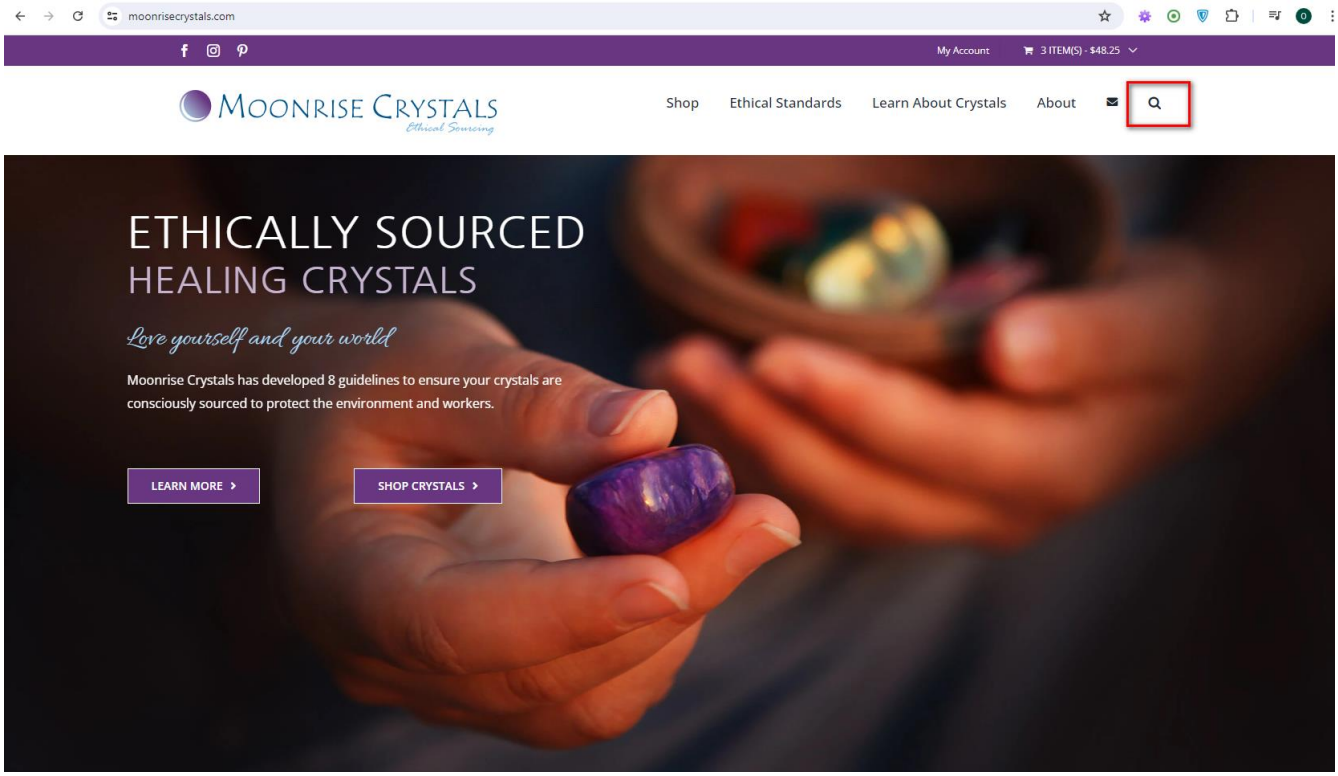
Recommendations

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



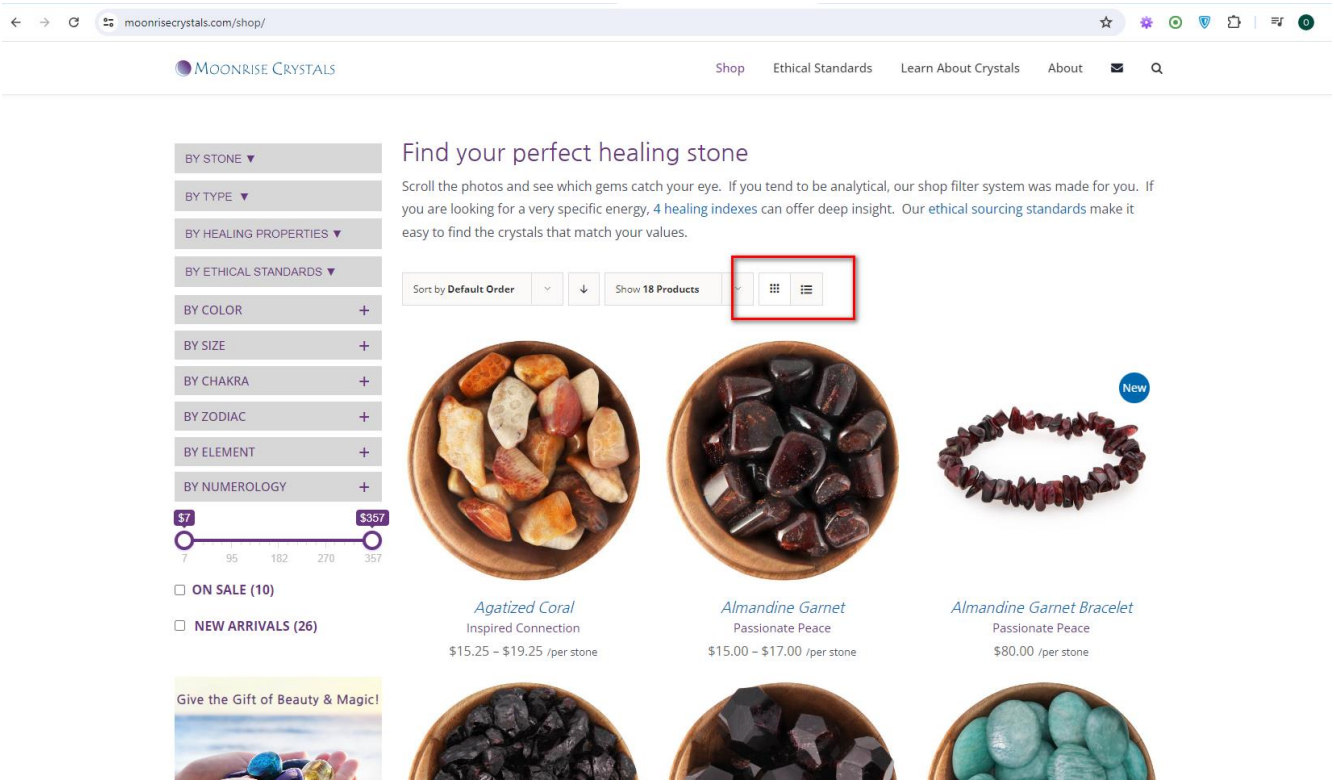
Recommendations

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



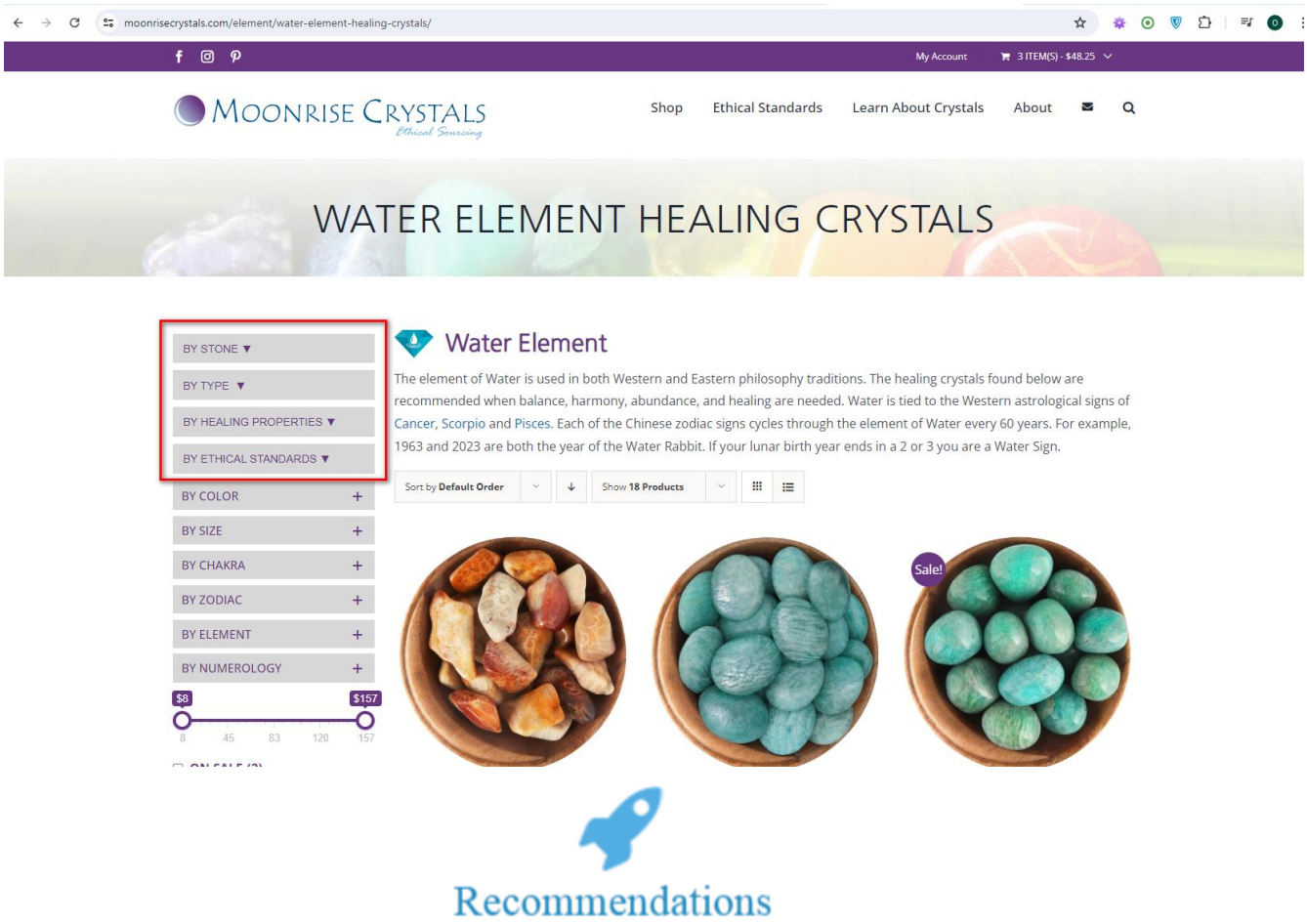
Recommendations

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



Recommendations

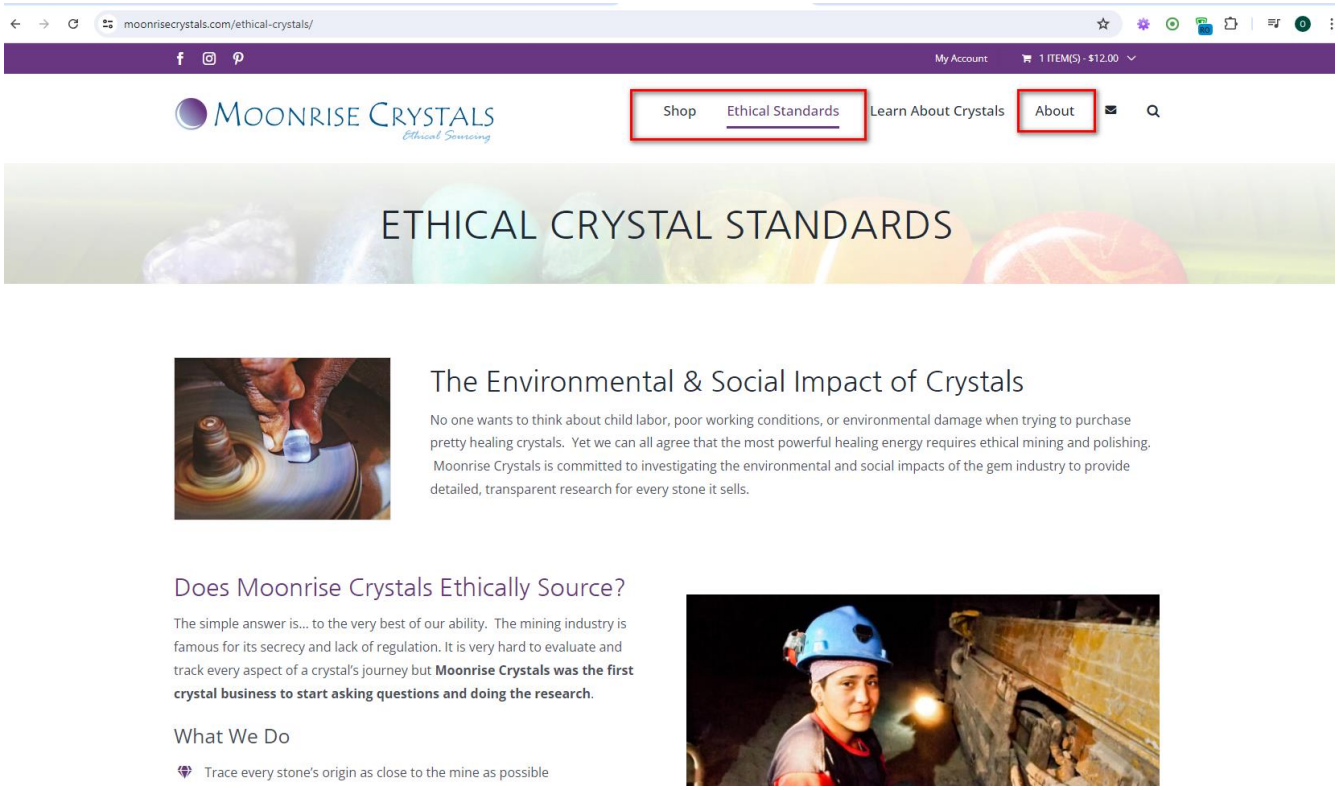
1. **When you hover over the arrows, modify the cursor**

Current menu item

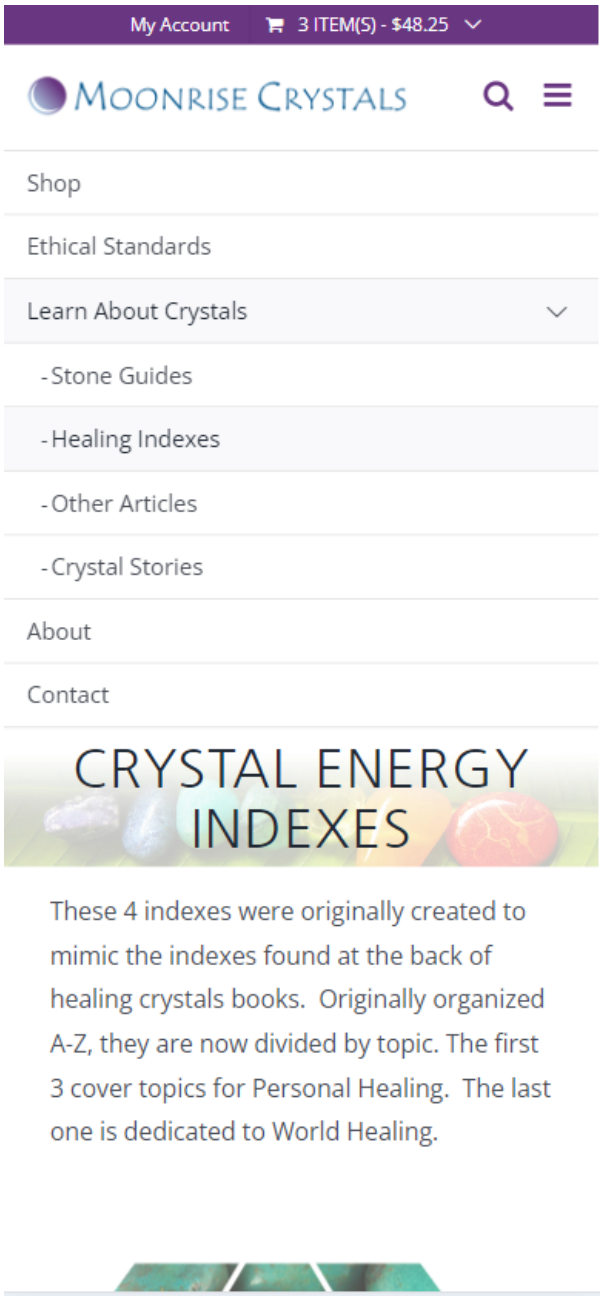
Usability analysis (For desktop and mobile versions)

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

Desktop version

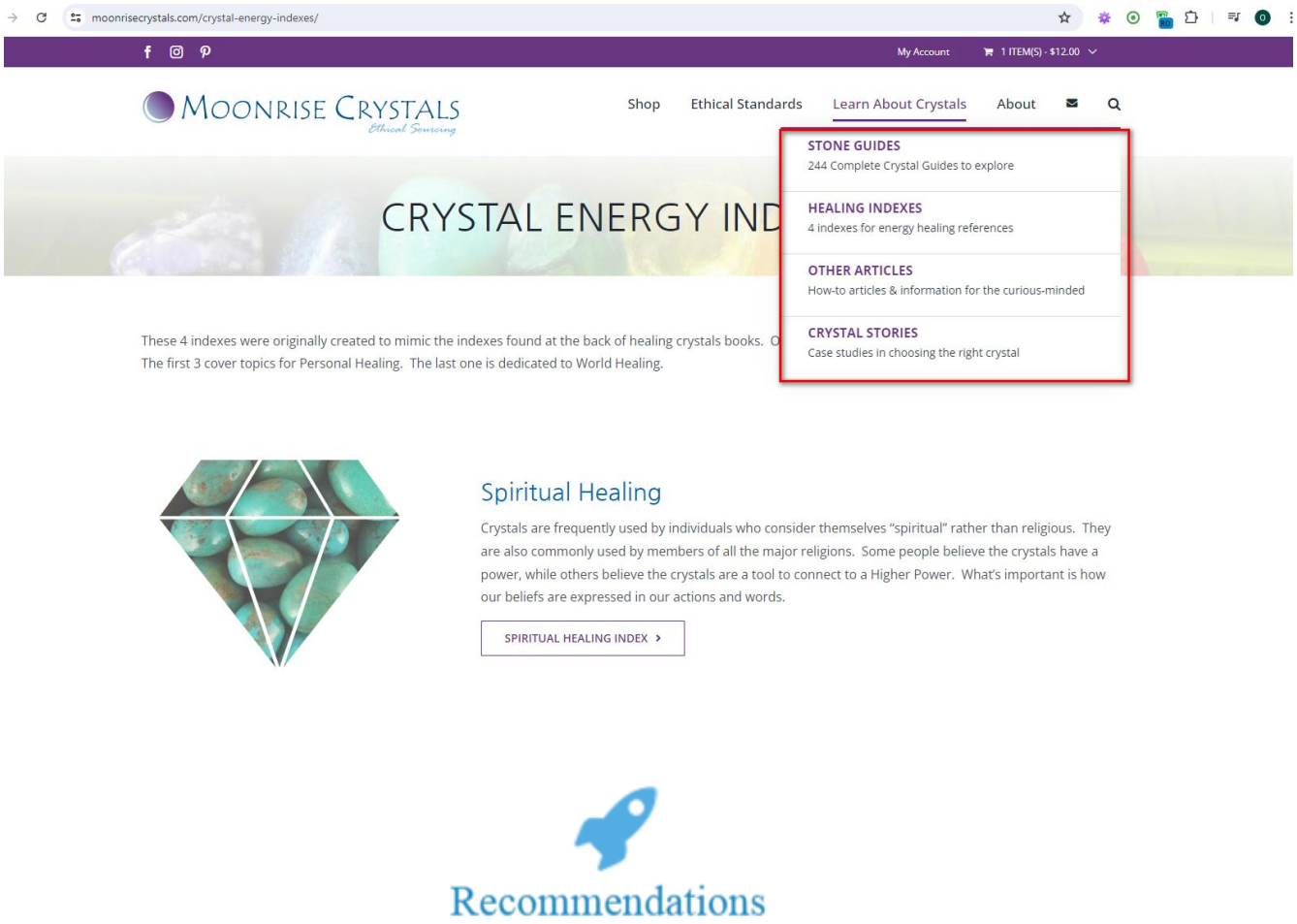


Mobile version



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

Desktop version



Recommendations

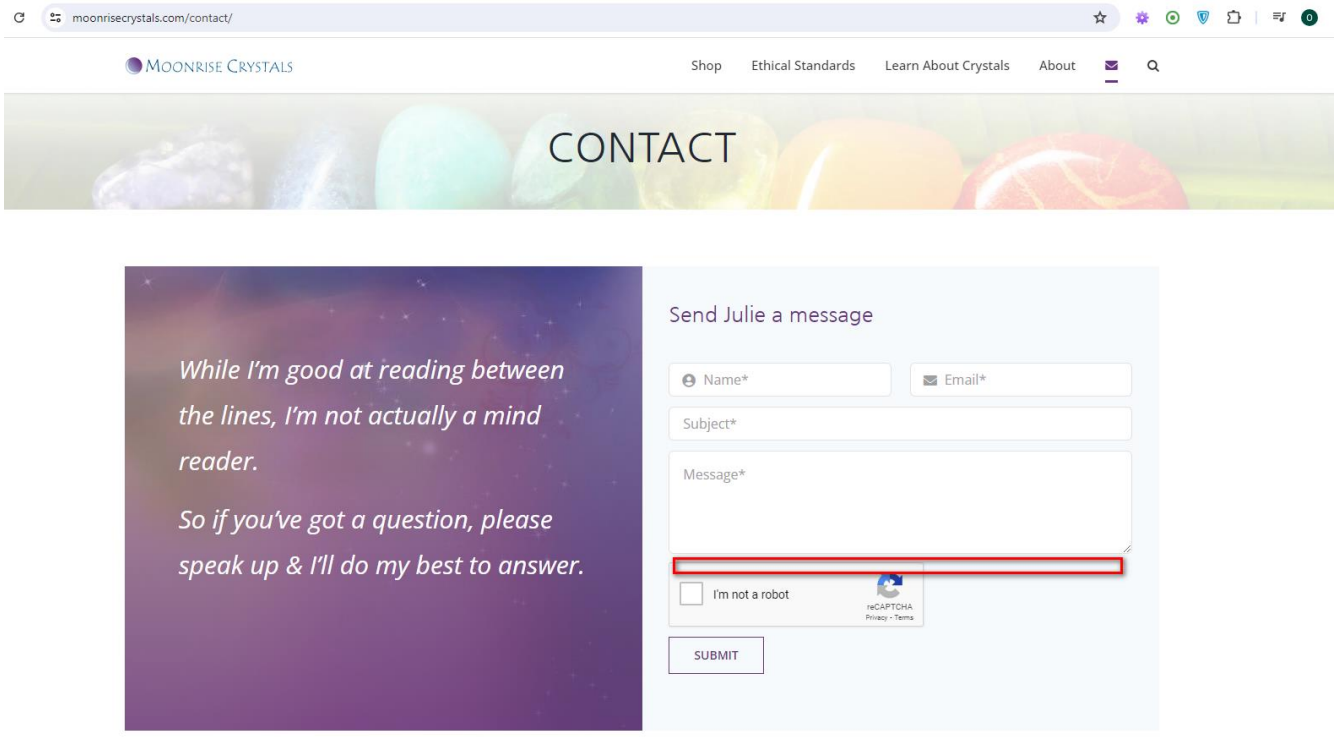
1. **Highlight the current menu item in which the user is located with color or highlight**
2. **Make the current menu item, in which the user is located, an inactive link**

Required fields

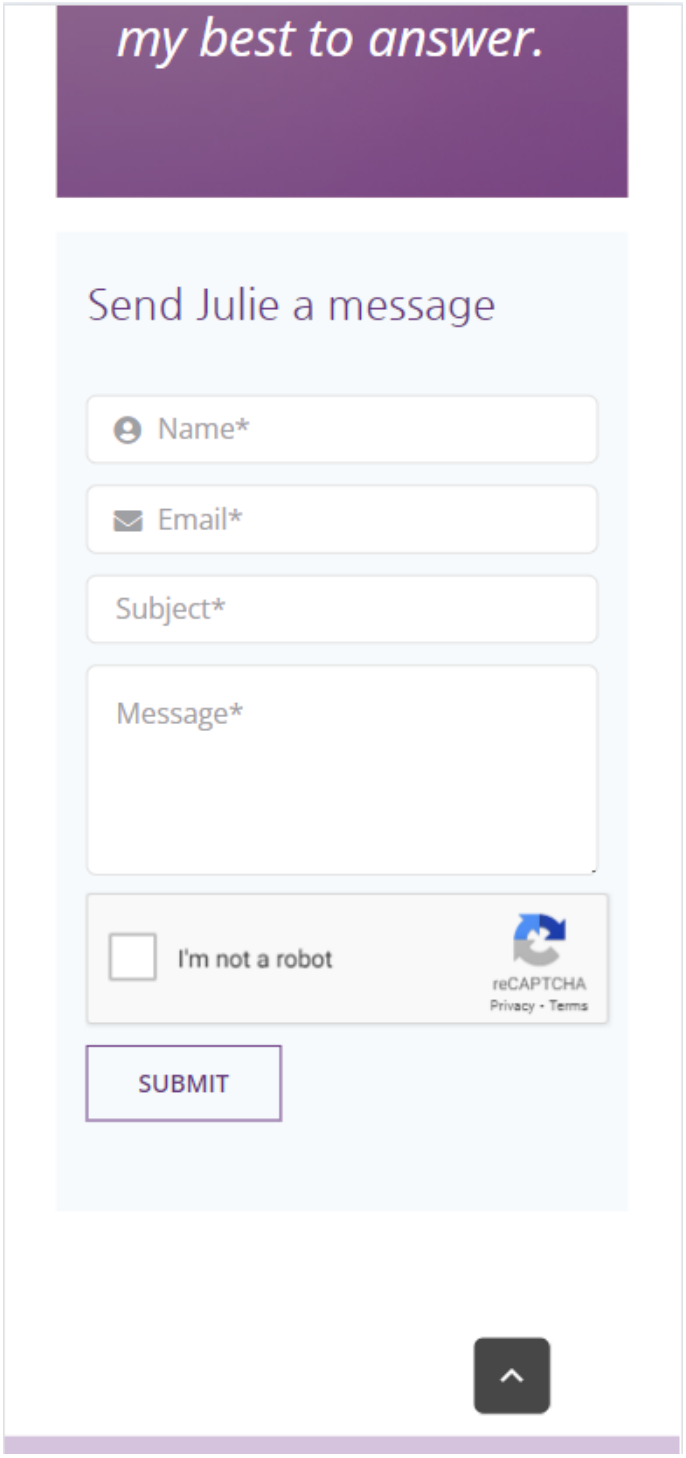
Usability analysis (For desktop and mobile versions)

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

Desktop version



Mobile version



Recommendations

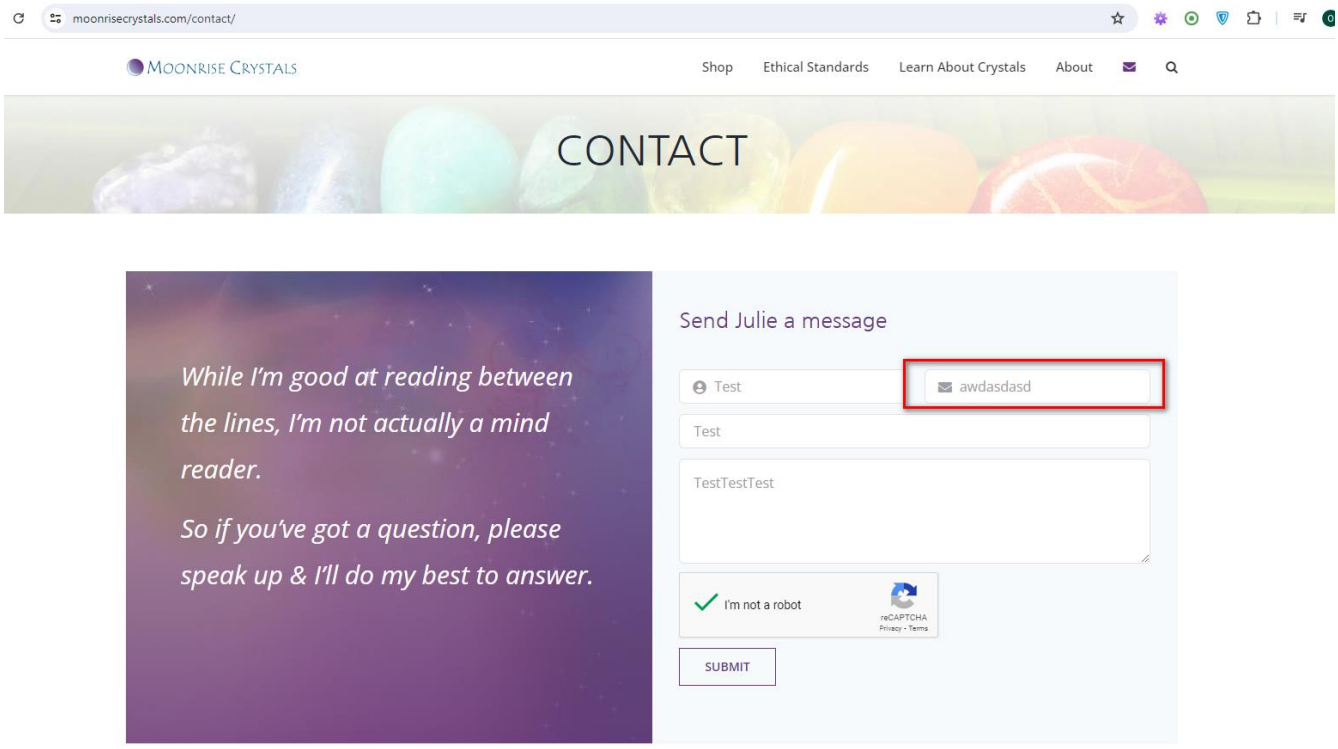
1. **Above the form or below the form, add: "*" - required fields**

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



Mobile version

Recommendations

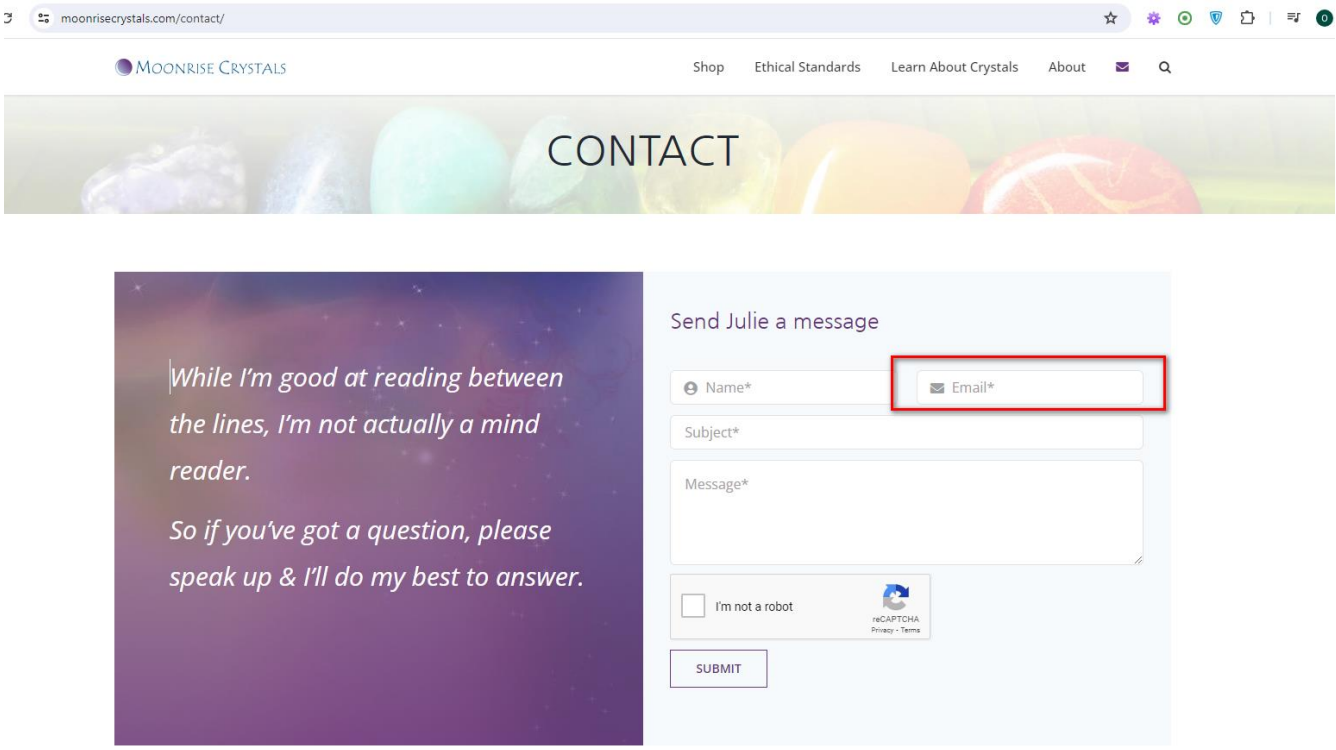
1. **Check all required fields while filling out the form**

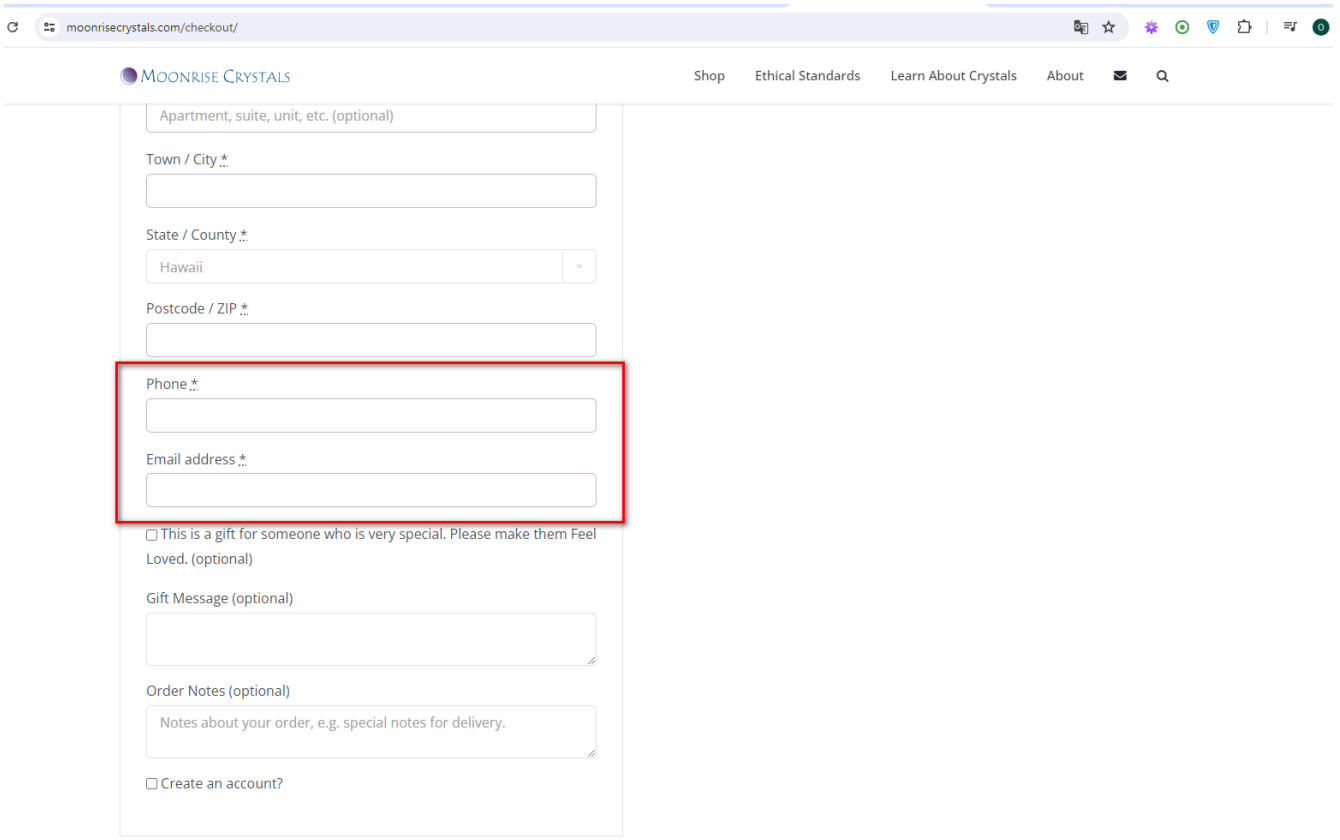
Information about the data that must be entered in the form field

Usability analysis (For desktop and mobile versions)

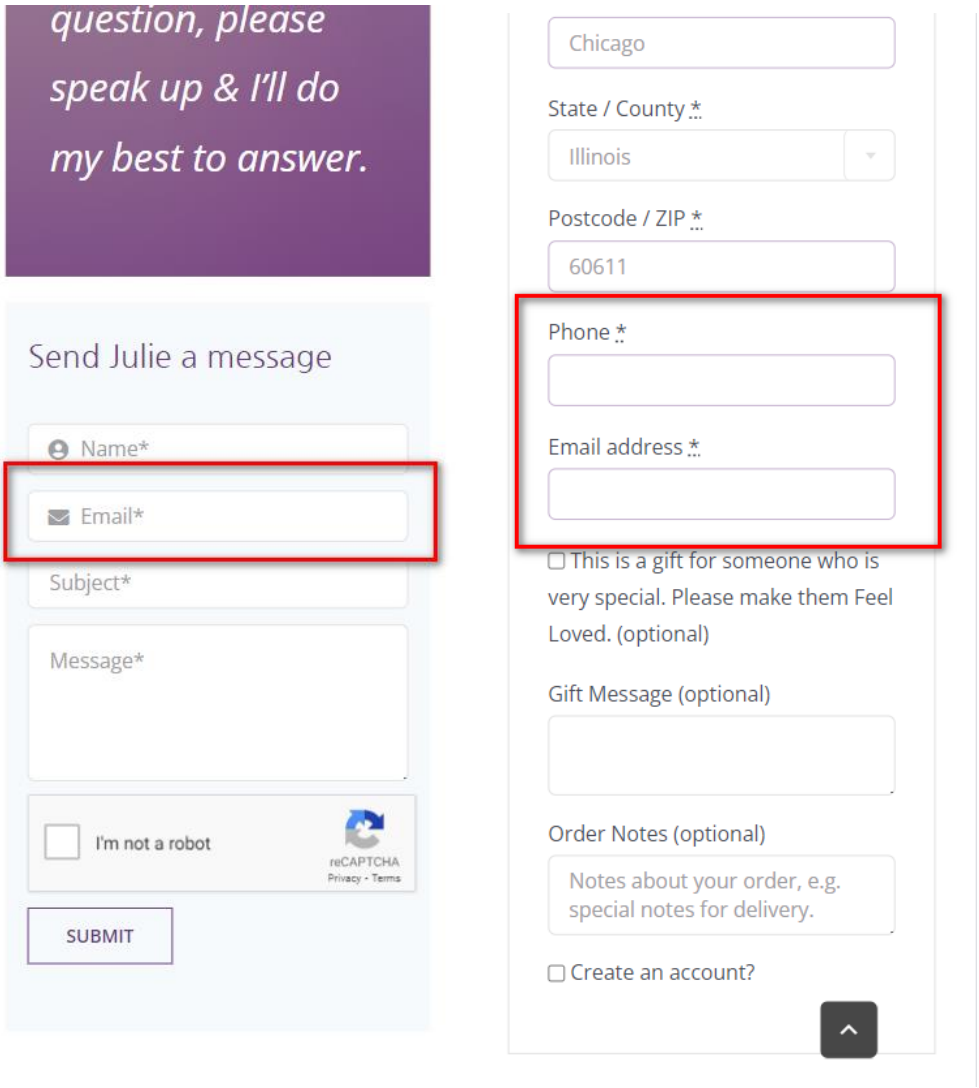
There is no information on valid values when filling out the form

Desktop version




moonrisecrystals.com/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?

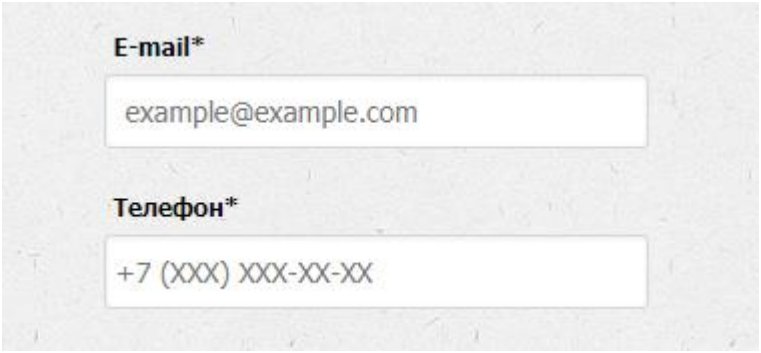
Mobile version



Recommendations

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

For example:

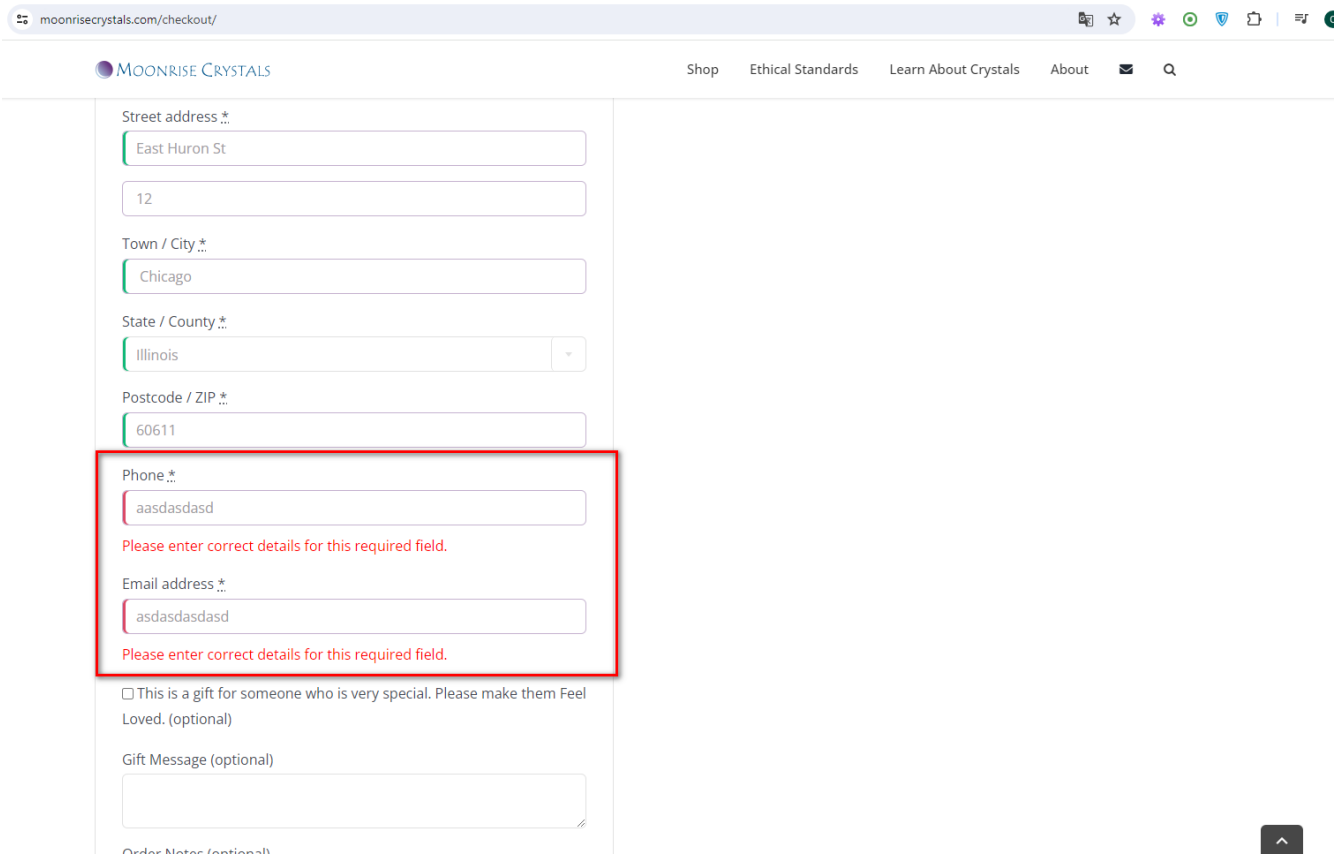


Prompts for incorrect form filling

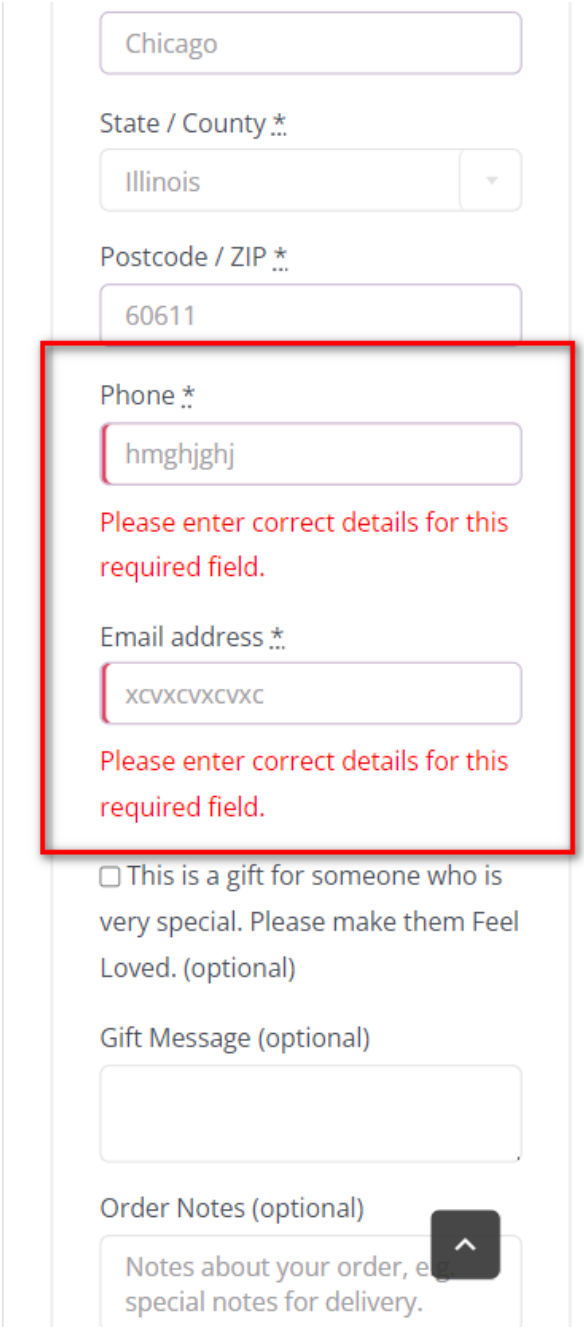
Usability analysis (For desktop and mobile versions)

Errors when filling out the form, not informative enough

Desktop version



Mobile version



Recommendations

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

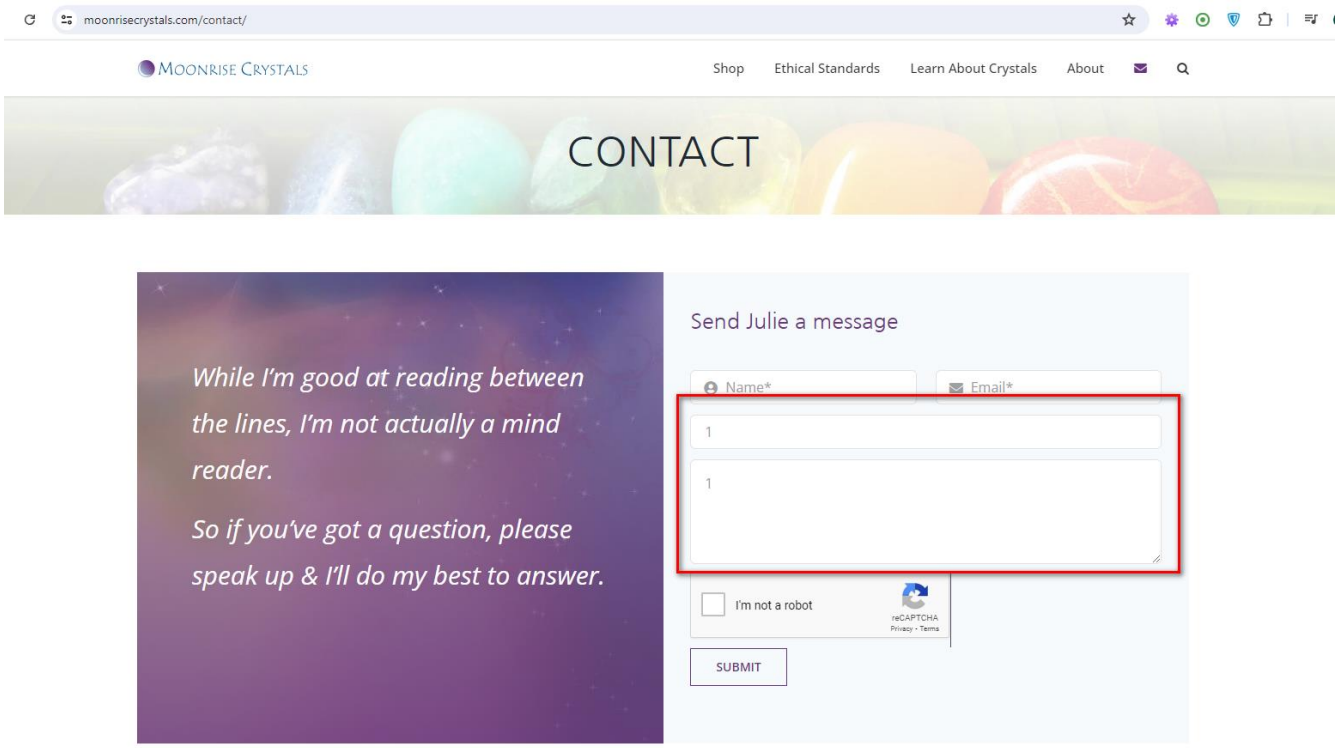
For example: «e-mail must contain the @ symbol»

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



Mobile version

Recommendations

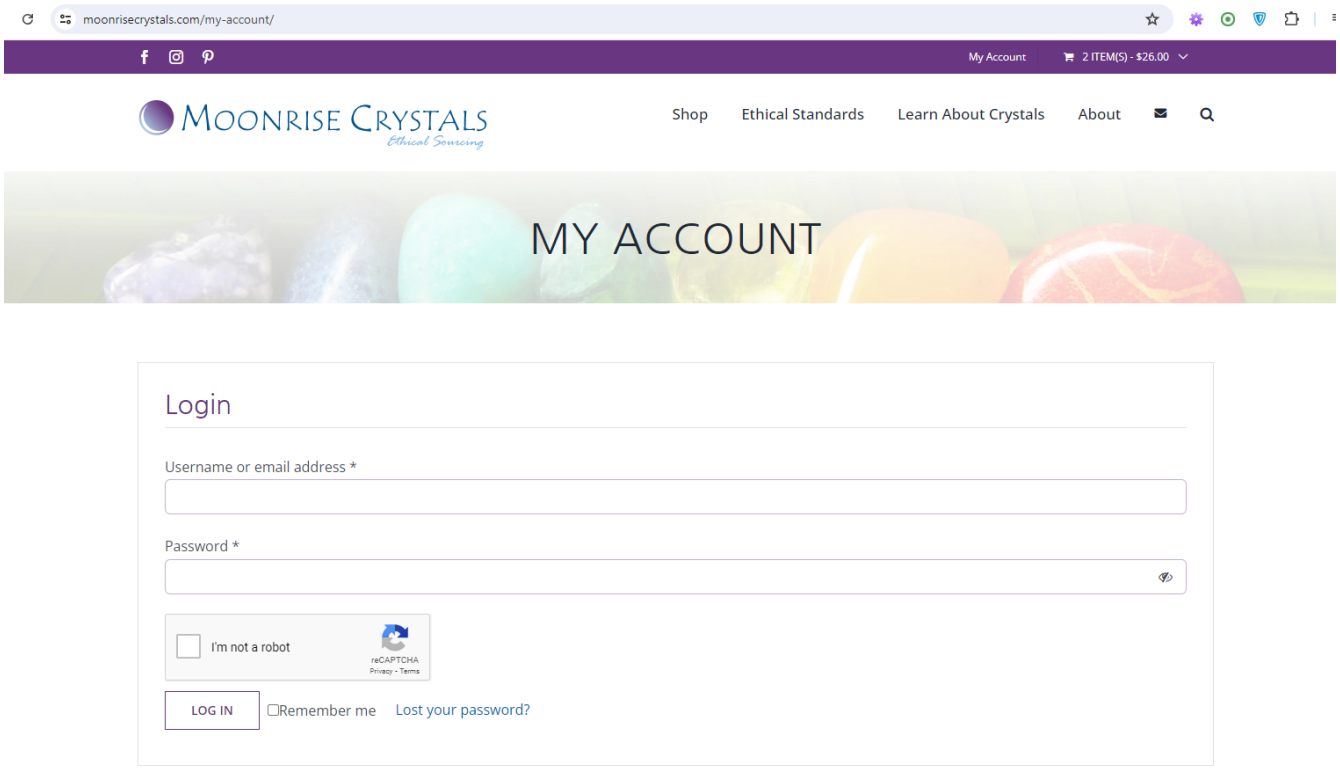
1. **Position signatures outside of form fields**

Authorization via social networks and mail services

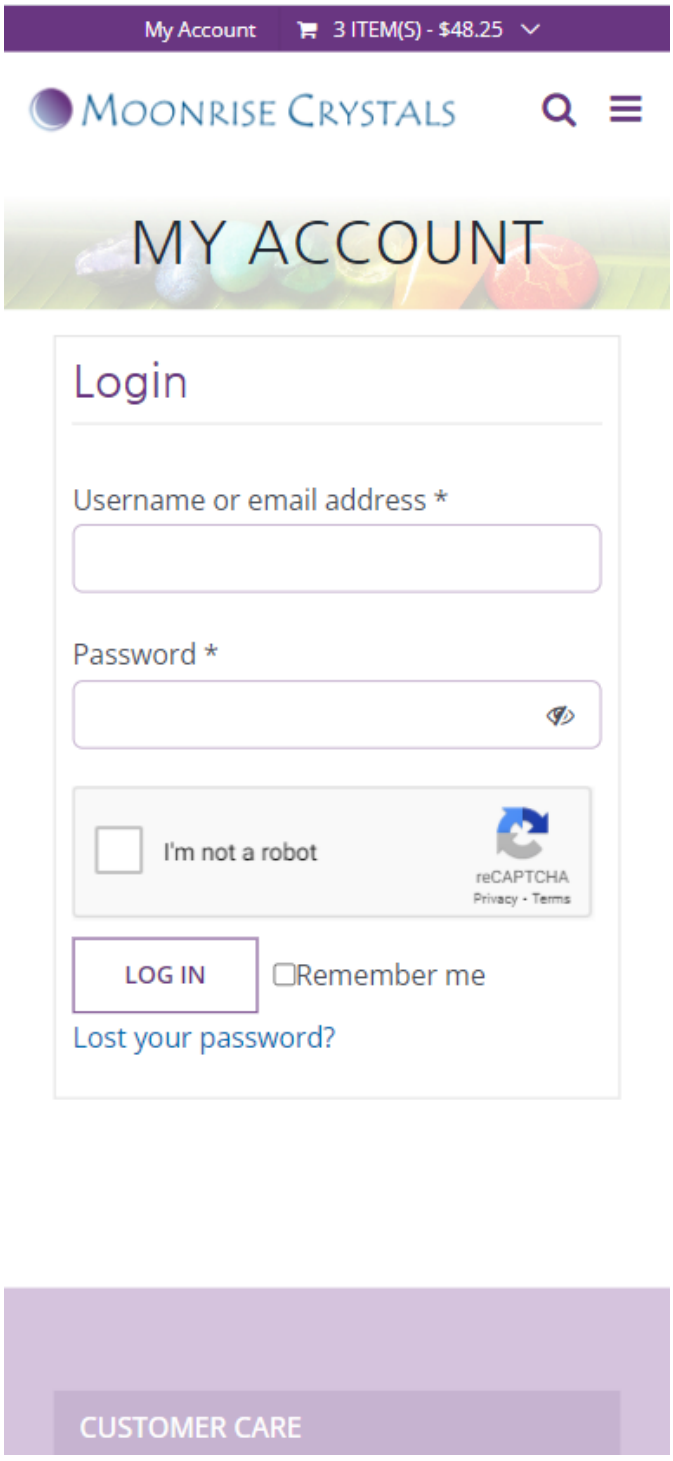
Usability analysis (For desktop and mobile versions)

Authorization via social networks and postal services is not available

Desktop version



Mobile version



Recommendations

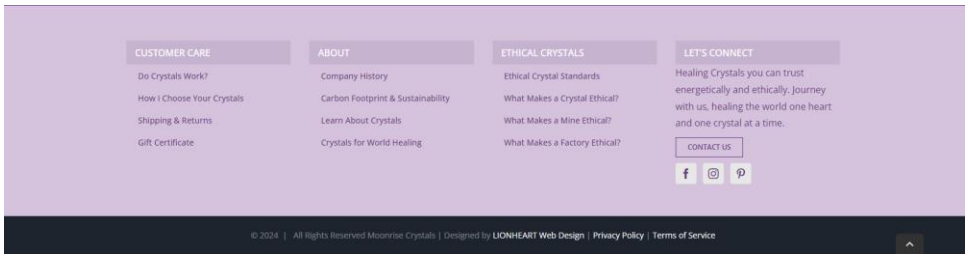
1. **Add the ability to authorize using social networks and postal services**

Site footer. Company/store address

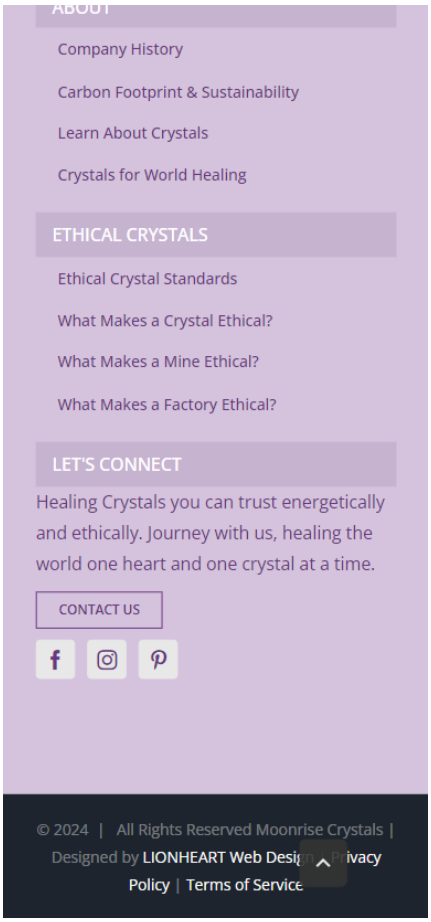
Usability analysis (For desktop and mobile versions)

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

Desktop version



Mobile version



Recommendations

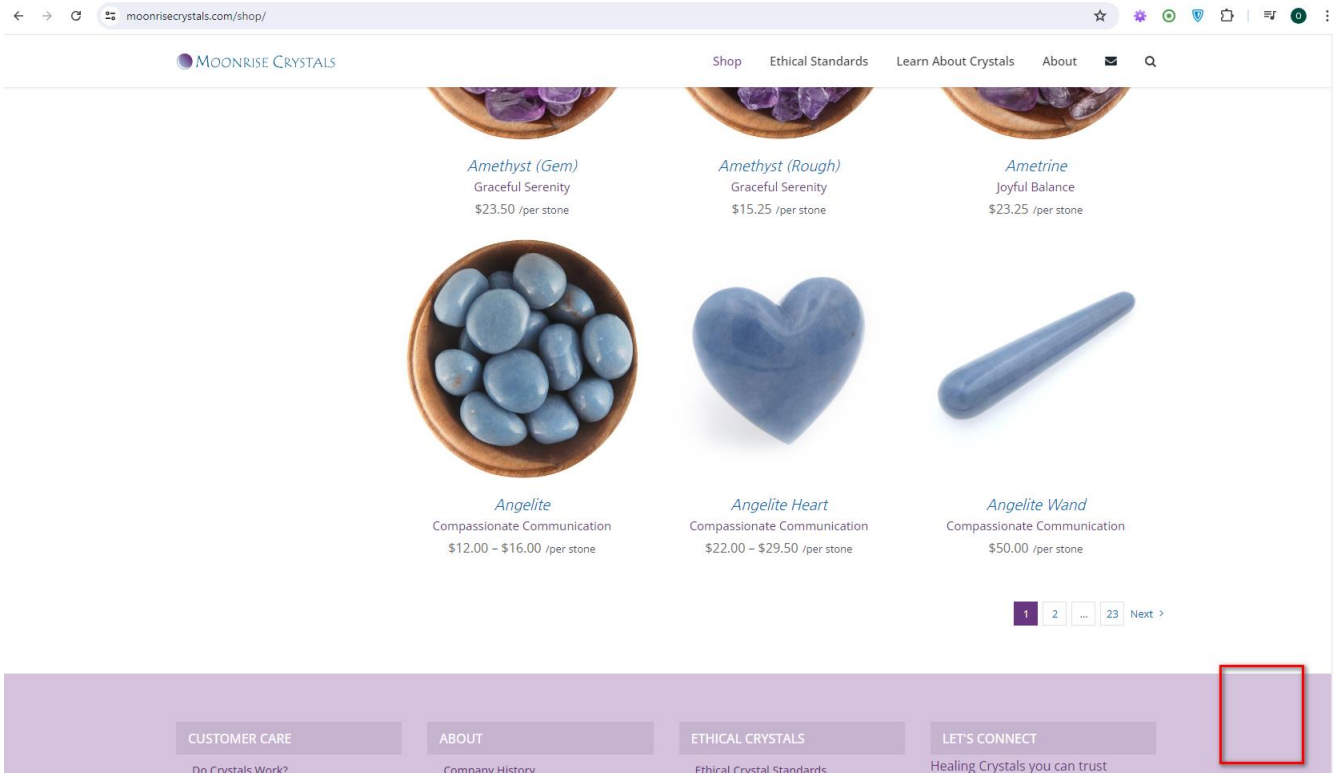
1. **In the footer of the site add the address of the company / store**

"Back to top" button

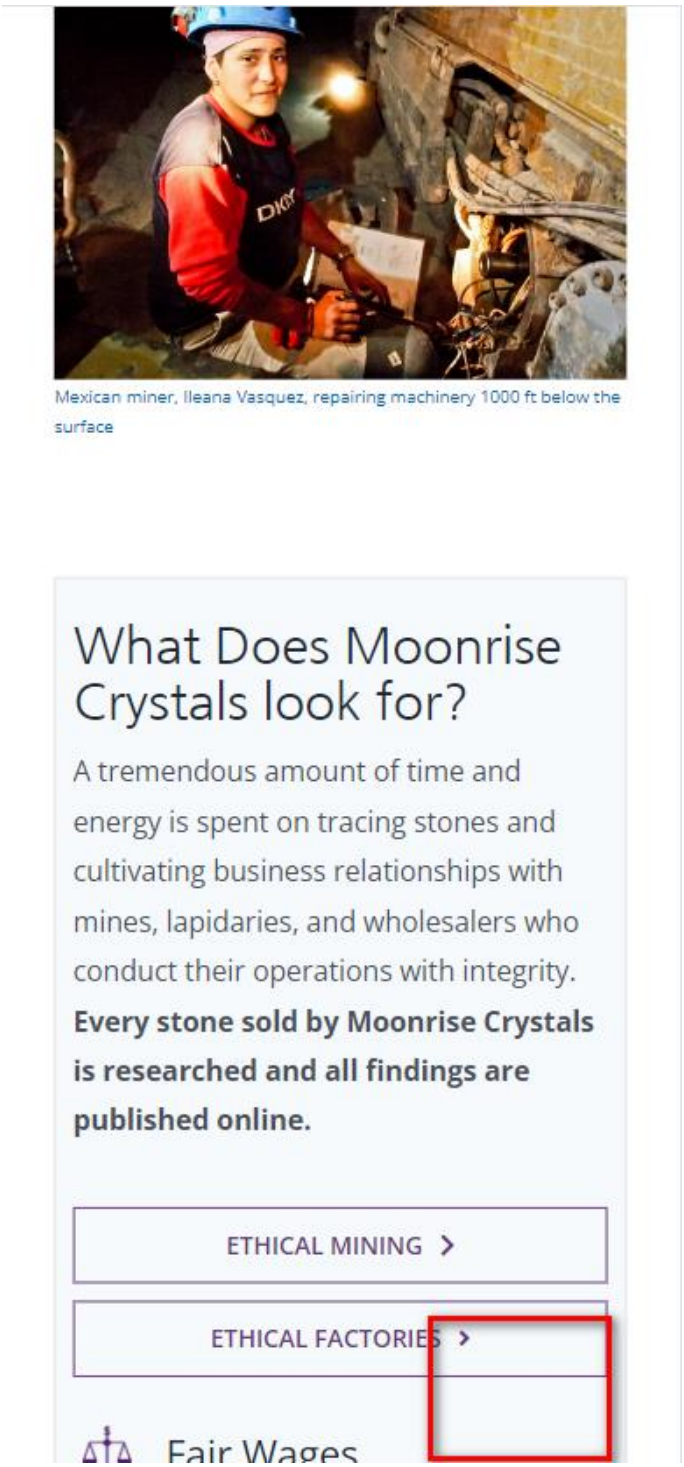
Usability analysis (For desktop and mobile versions)

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

Desktop version



Mobile version



Recommendations

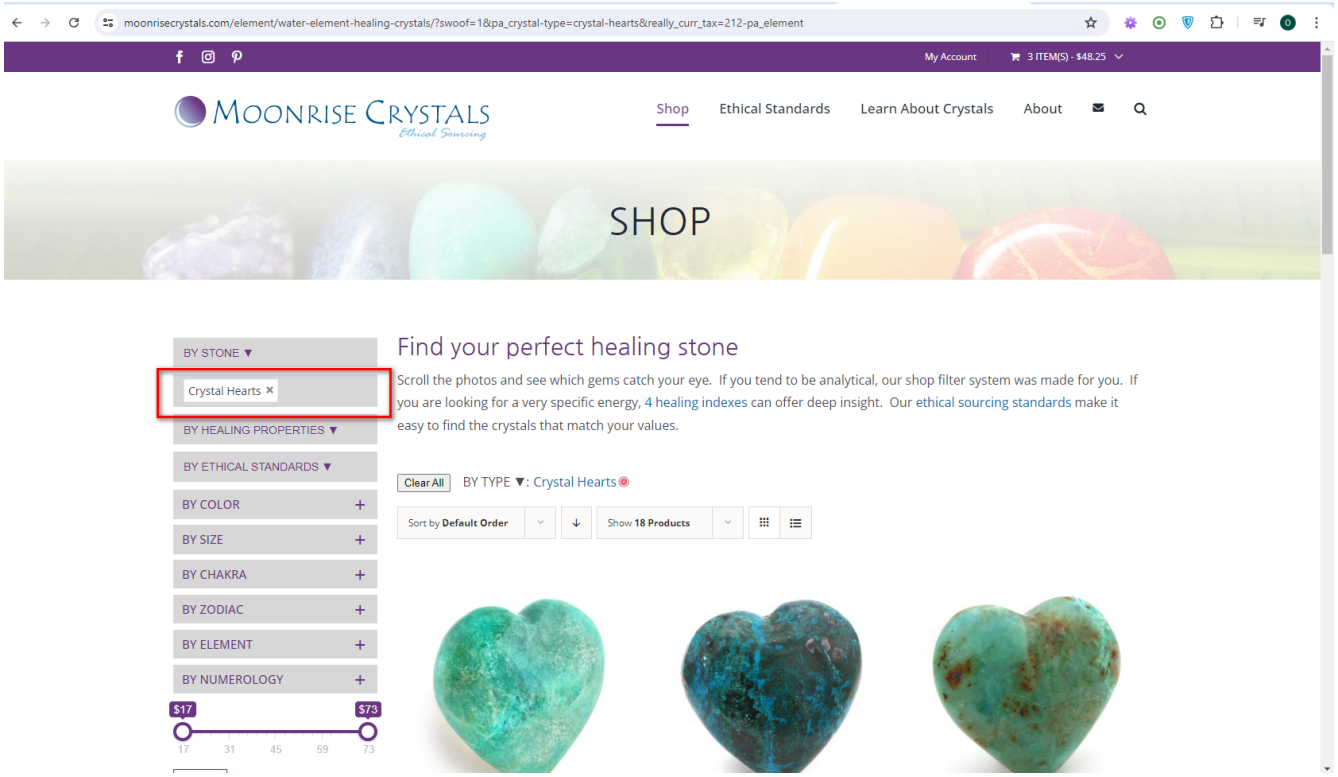
1. **Display the back to top button when scrolling through two screens and not remove it until you return to the second screen**

Category pages. Filters. Filter selection

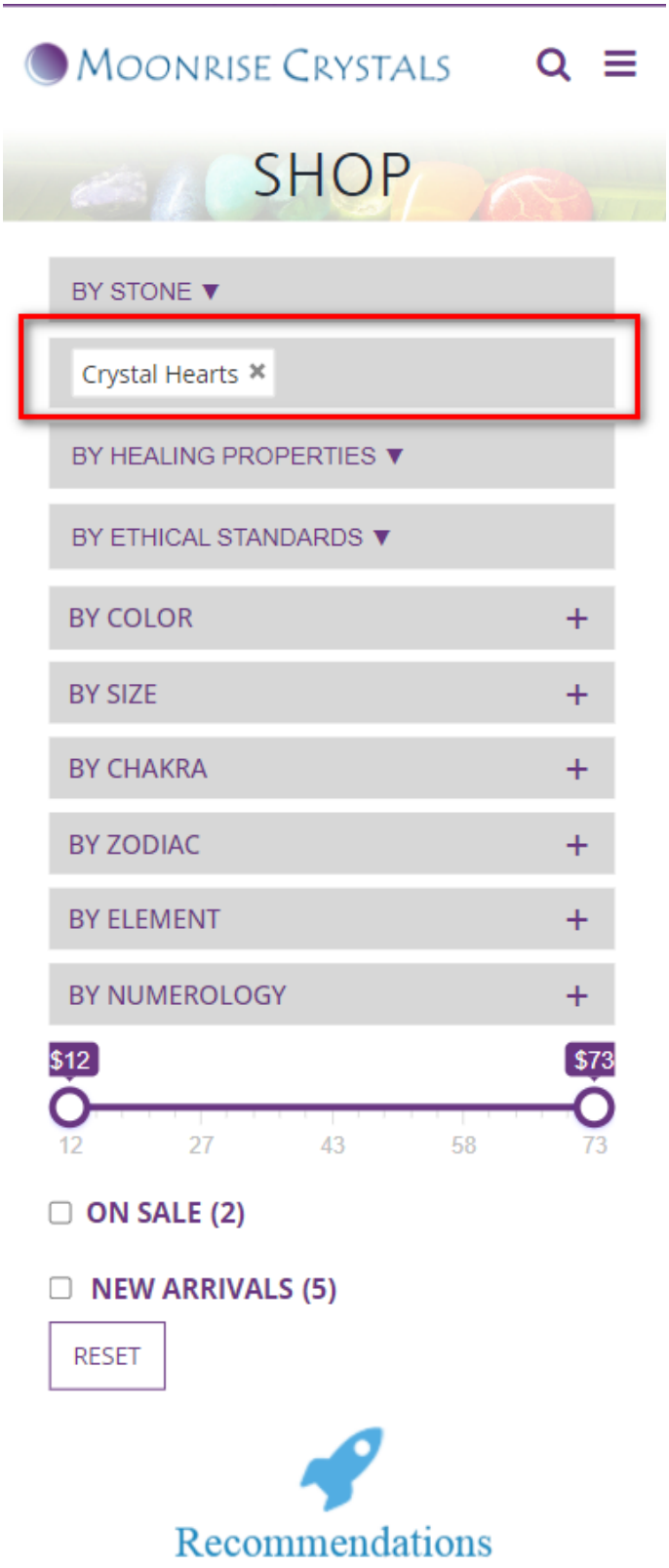
Usability analysis (For desktop and mobile versions)

When selecting a filter, the filter name is not displayed

Desktop version



Mobile version



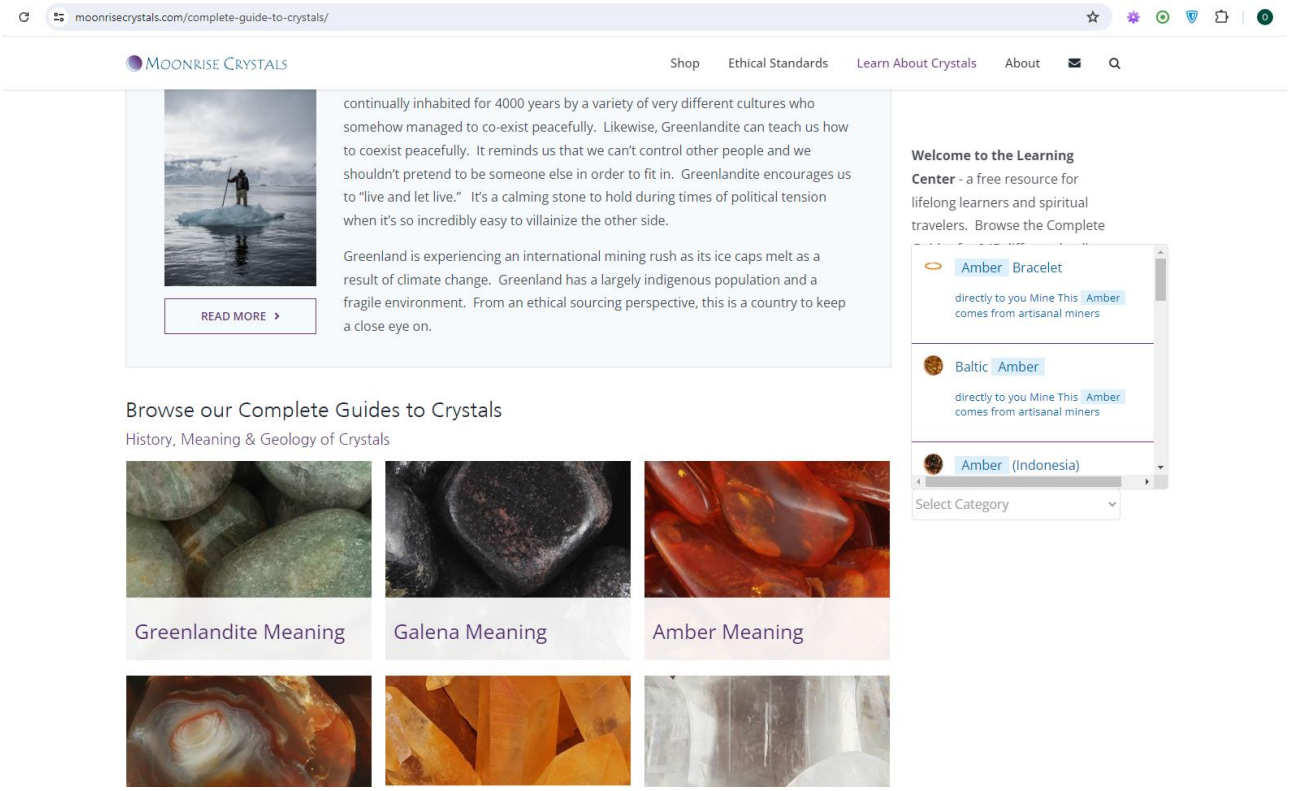
1. **When you select the option to save/display filter name**

Page "COMPLETE GUIDE TO CRYSTALS". Search form

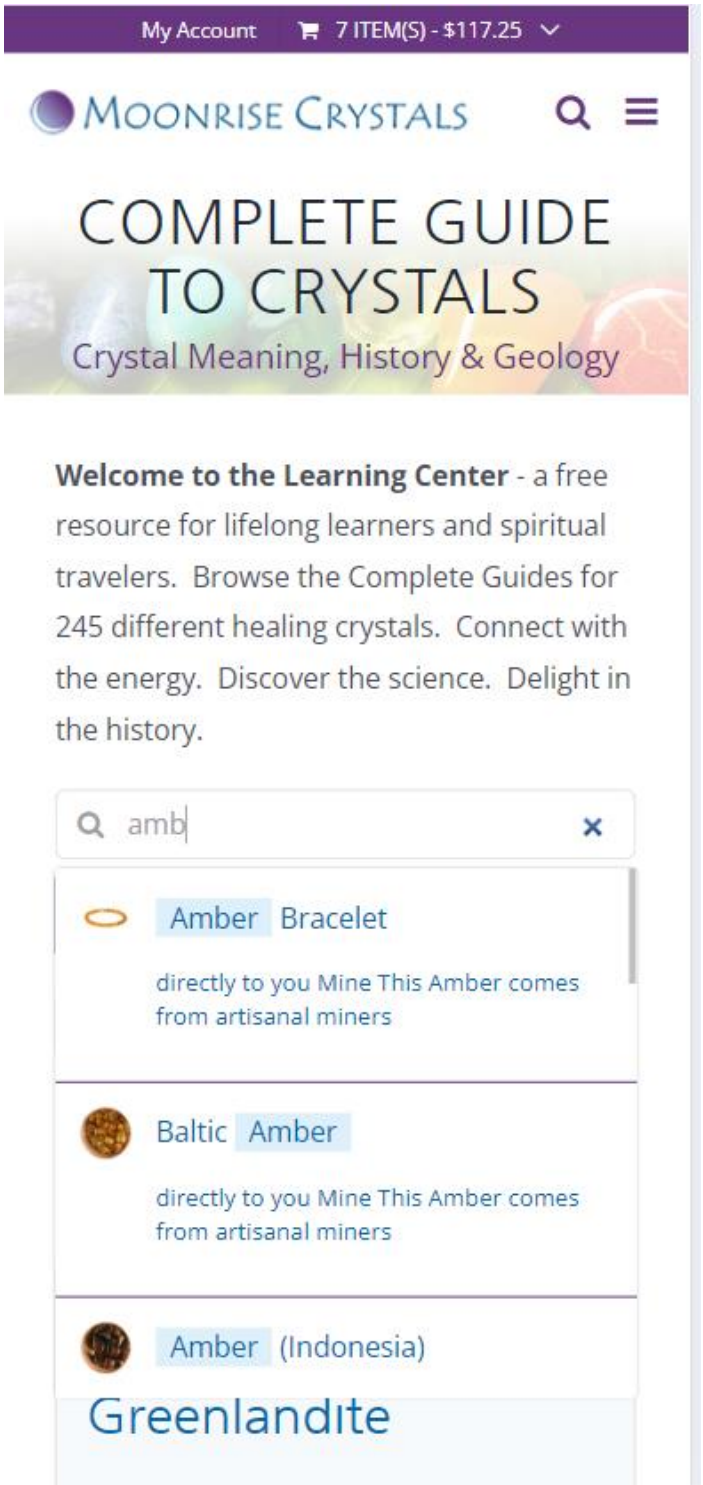
Usability analysis (For desktop and mobile versions)

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

Desktop version



Mobile version



Recommendations

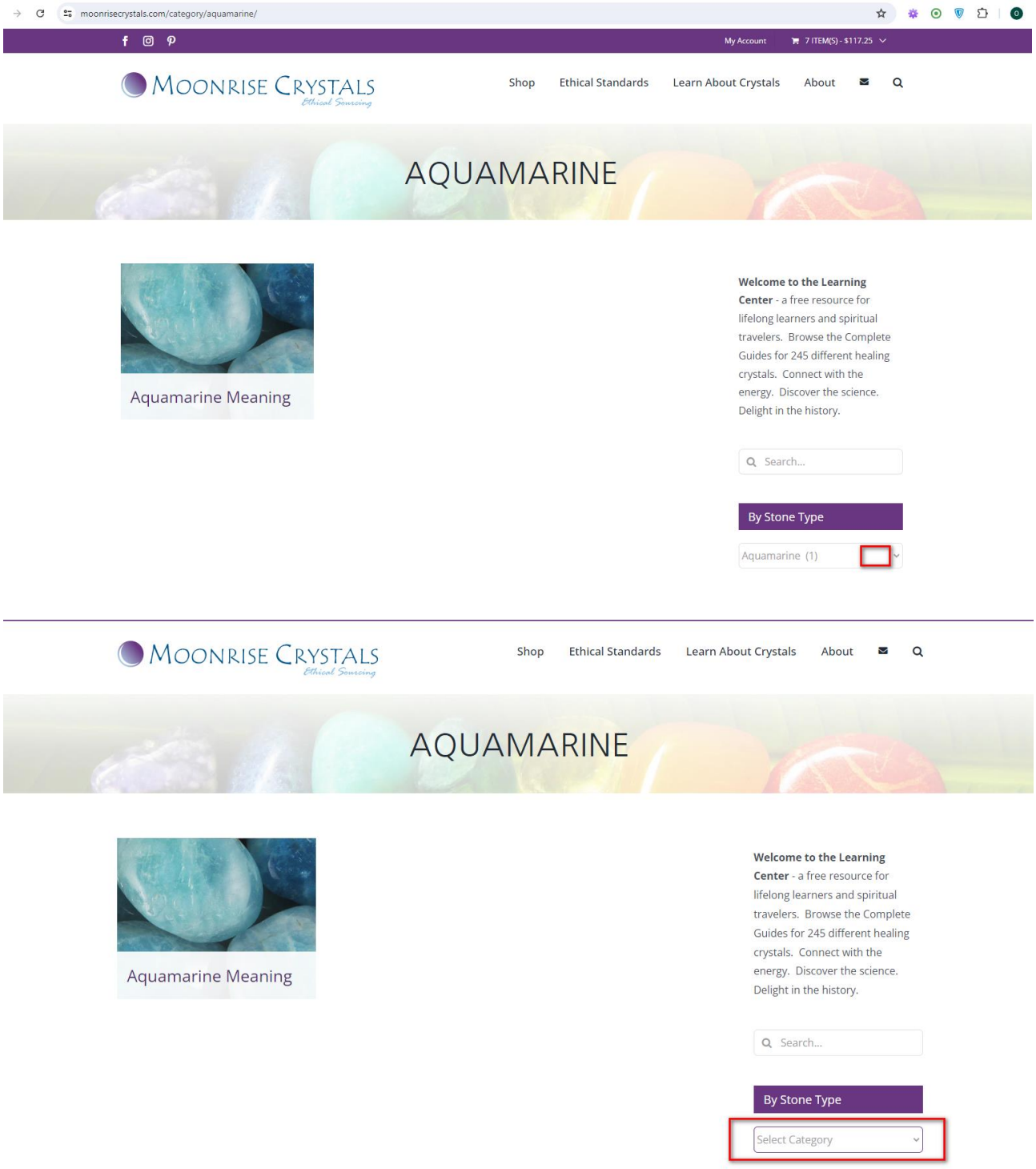
1. **In the current section, use search only by articles**

Page "COMPLETE GUIDE TO CRYSTALS". Sorting by stones

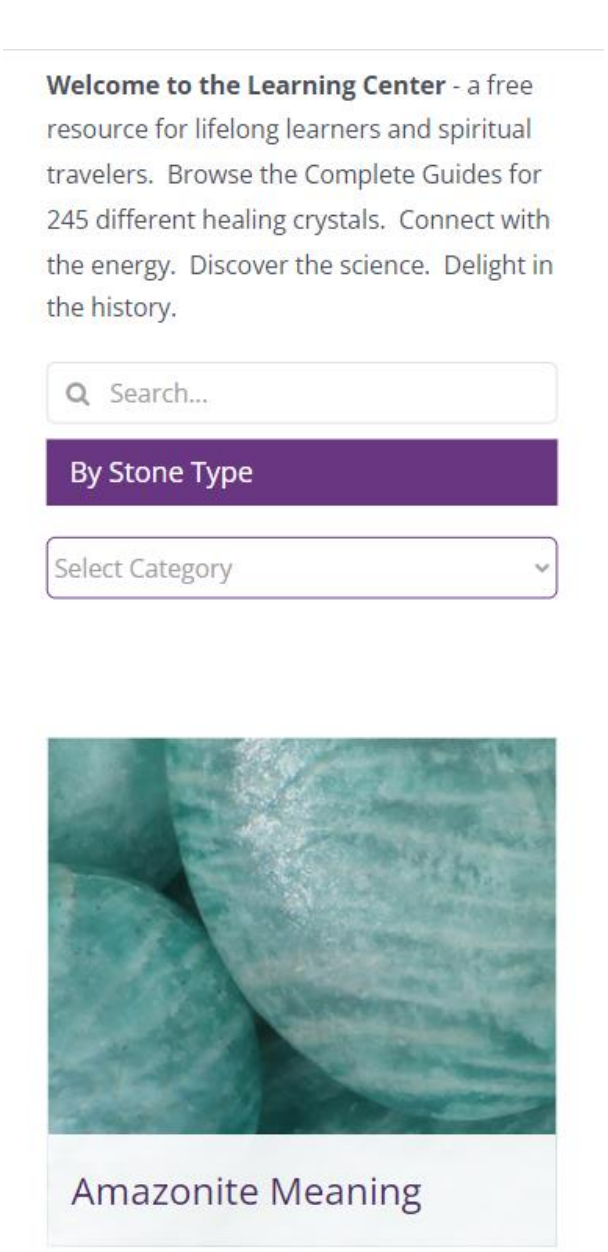
Usability analysis (For desktop and mobile versions)

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

Desktop version



Mobile version



Recommendations

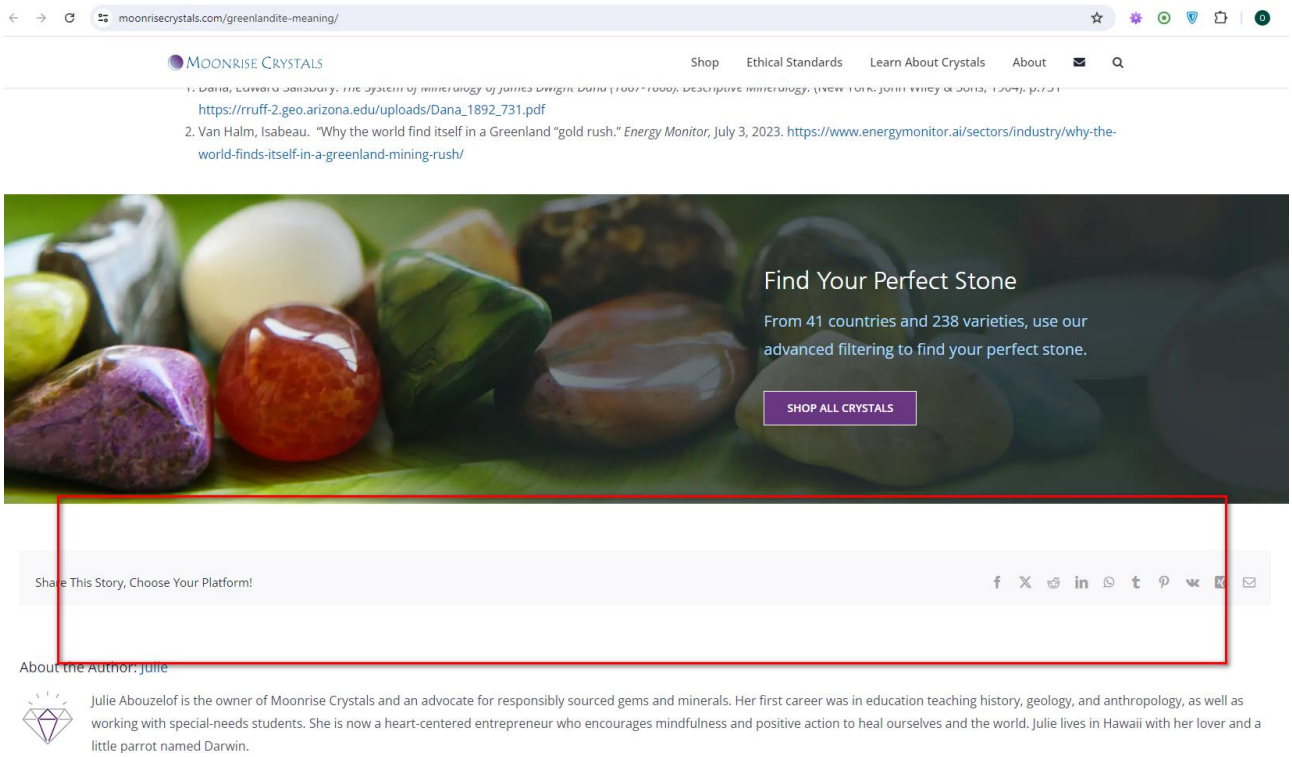
1. **Add a cross to the search field to return to the original page**

Article pages. Block “EXPLORE CRYSTALS WITH SIMILAR ENERGIES”

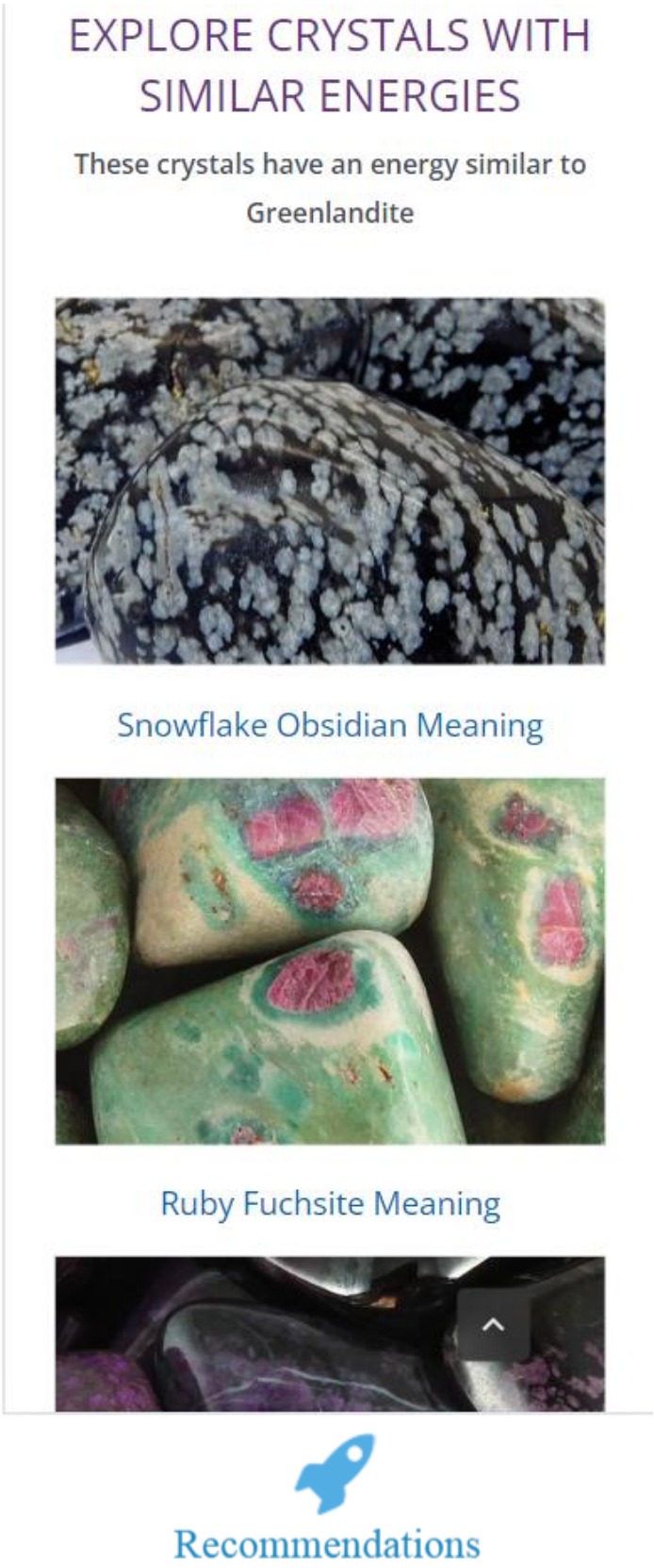
Usability analysis (For desktop and mobile versions)

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



Mobile version



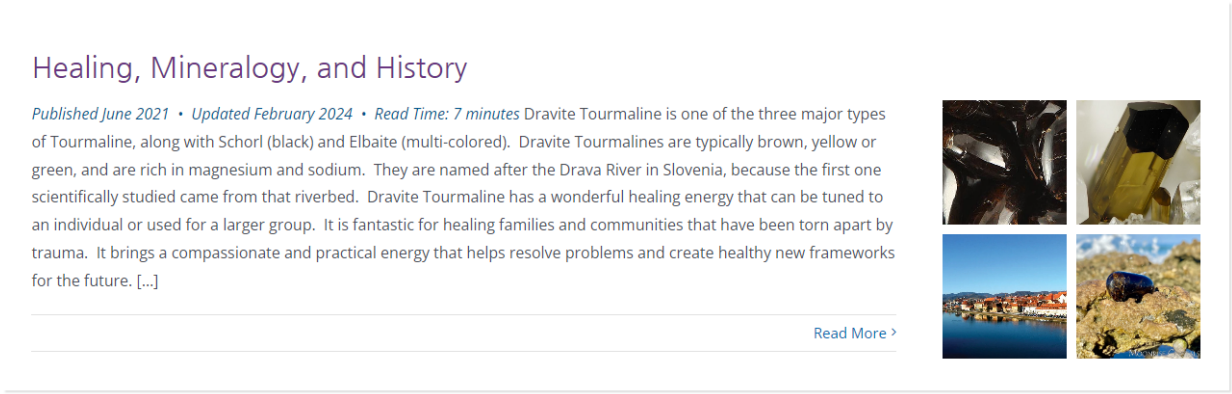
1. **Place the block at the end of the page**

Pages of the section “FEEL LOVED CRYSTAL STORIES”

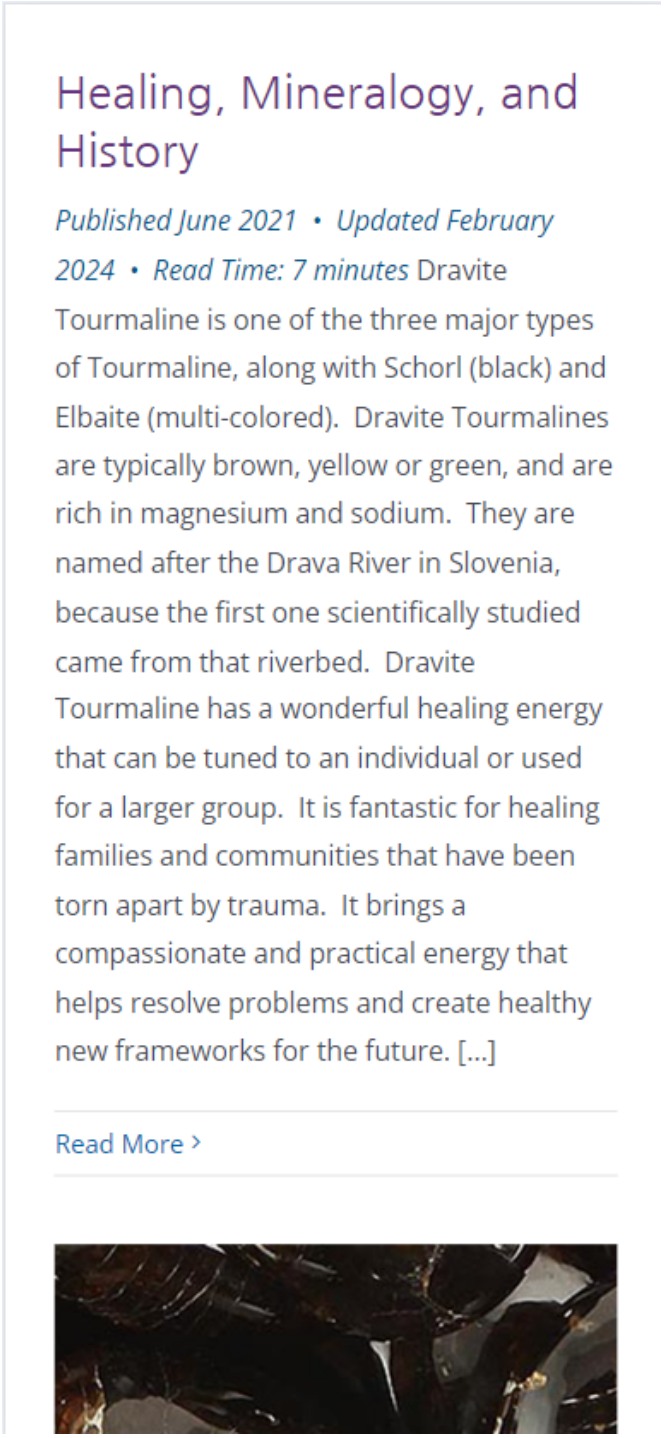
Usability analysis (For desktop and mobile versions)

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



Mobile version



Recommendations

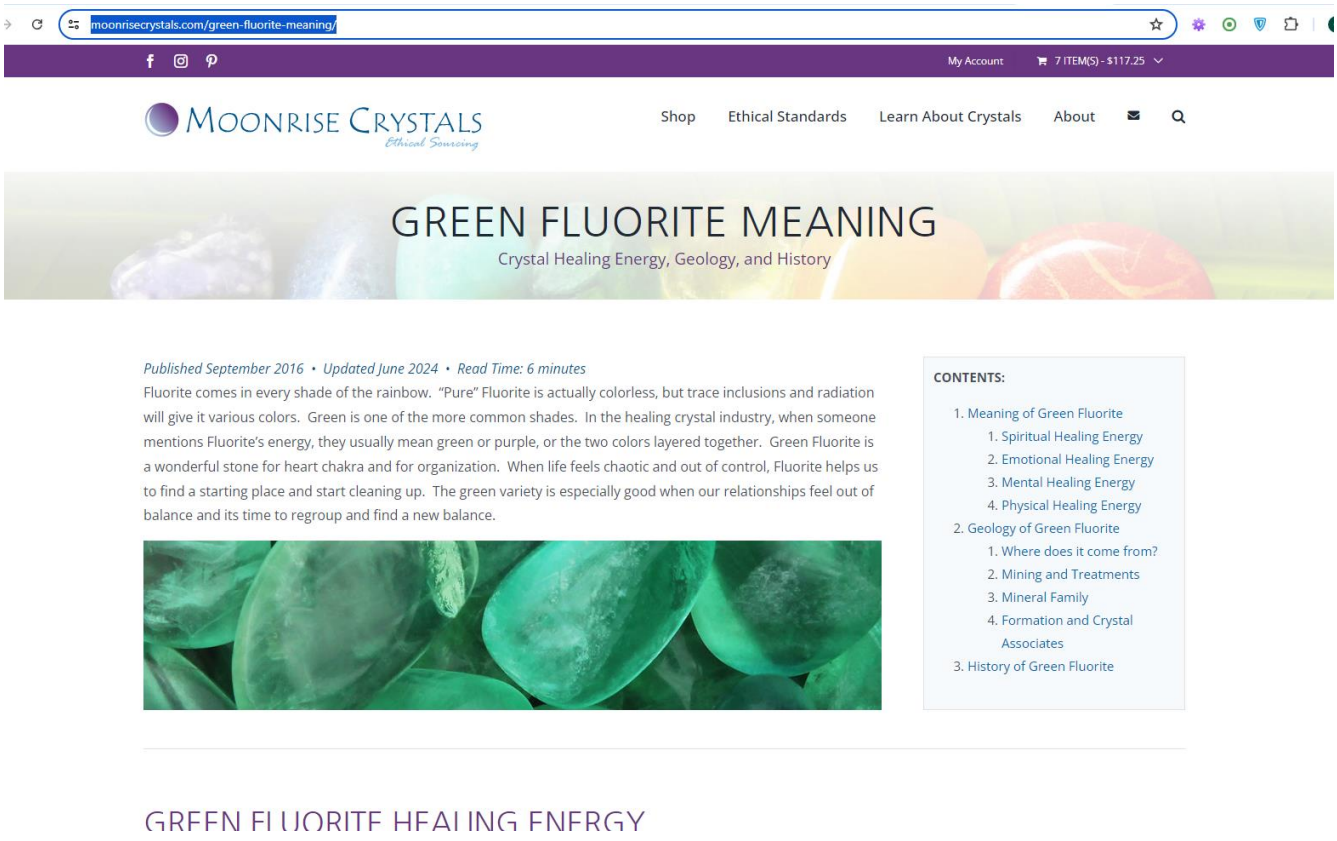
1. **Use the name of the stone in the block title**

Article pages. Content

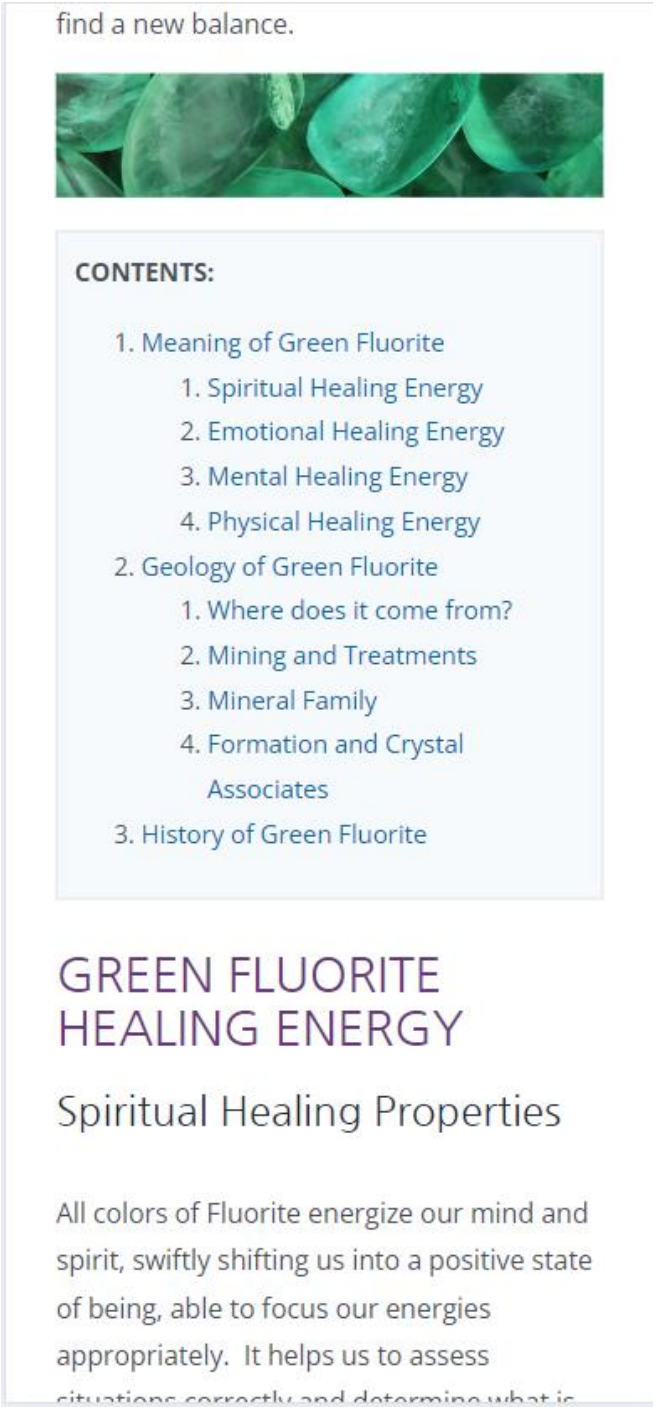
Usability analysis (For desktop and mobile versions)

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



Mobile version



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)

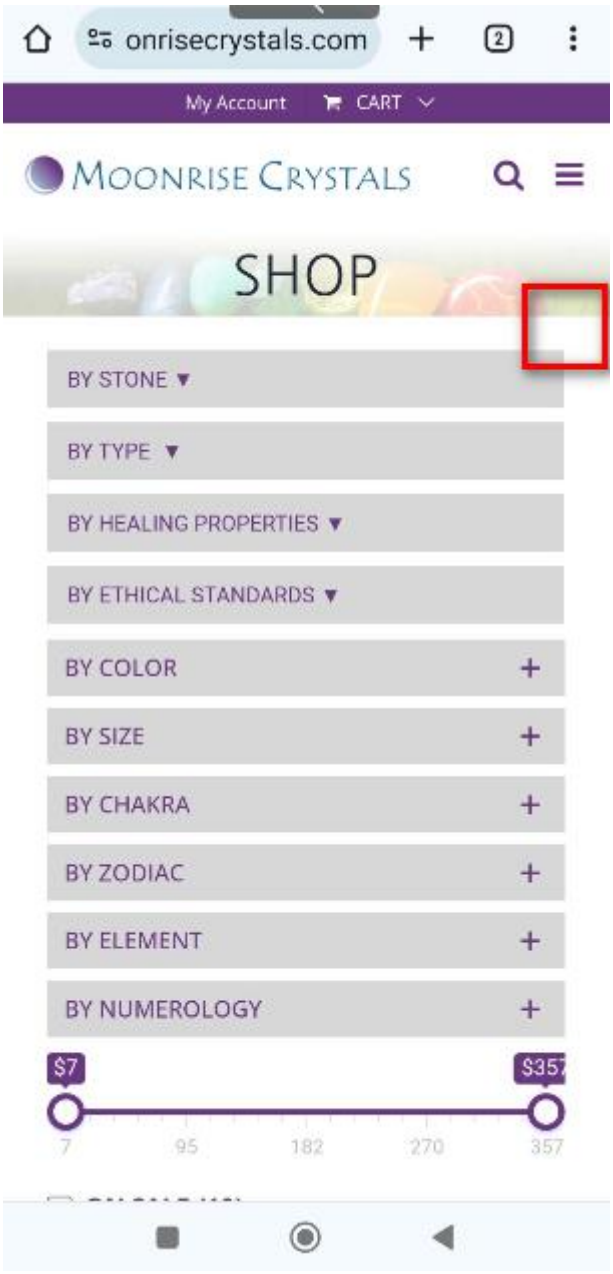
The site header is not displayed when scrolling through pages, site navigation is inconvenient

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

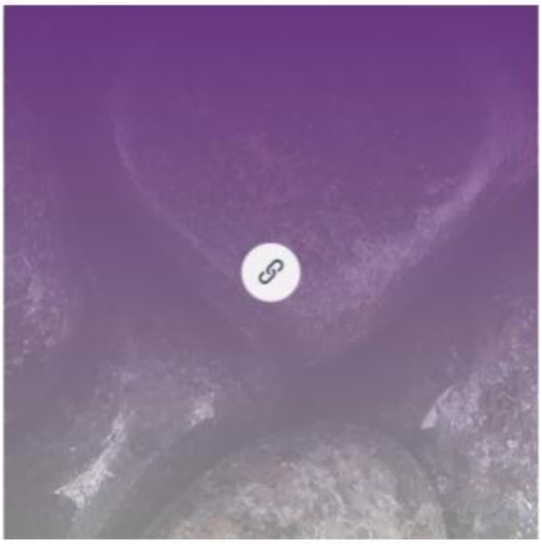
1. **Reduce the size of material annotations**

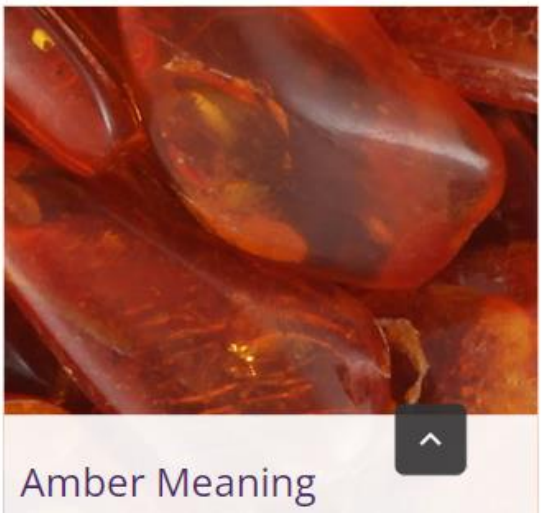
Go to the material page

Usability analysis (Only for mobile version)

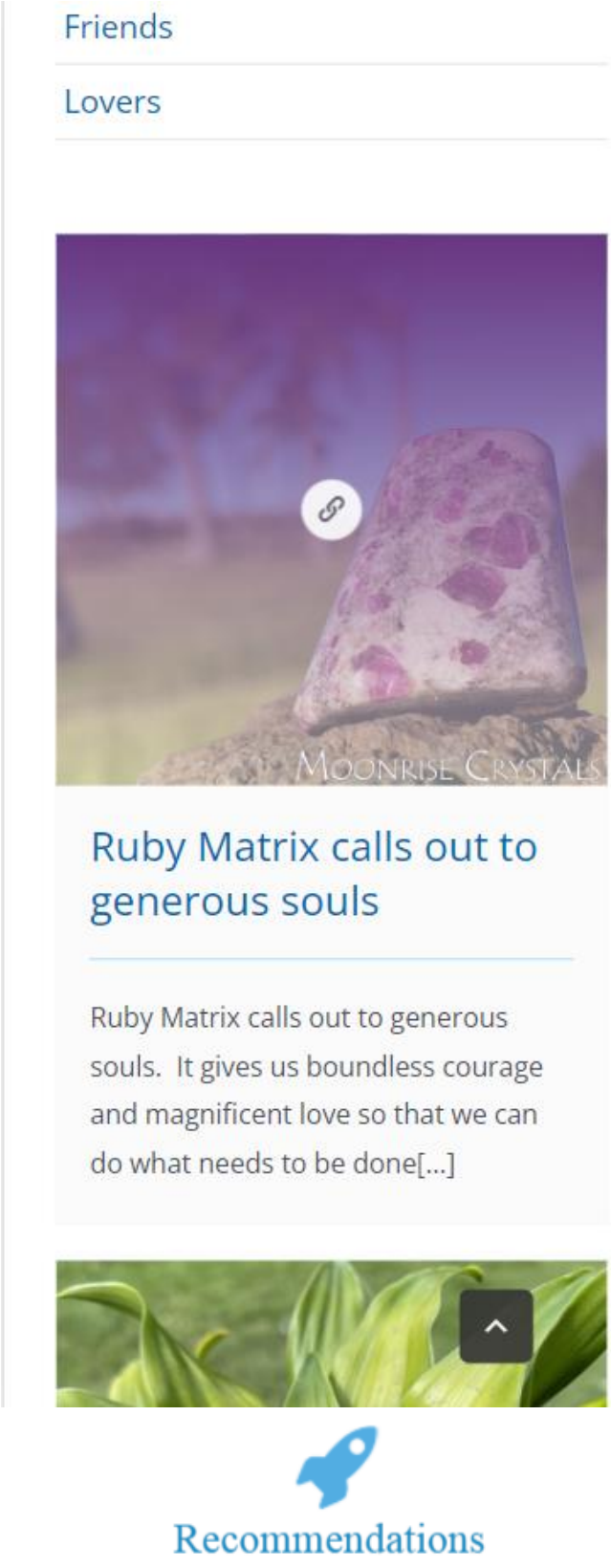
When you click on an article card, a link icon is displayed, why this is not clear

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





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



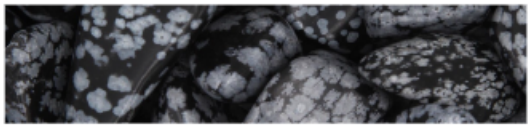
1. **Direct the user to the content page on first click**

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

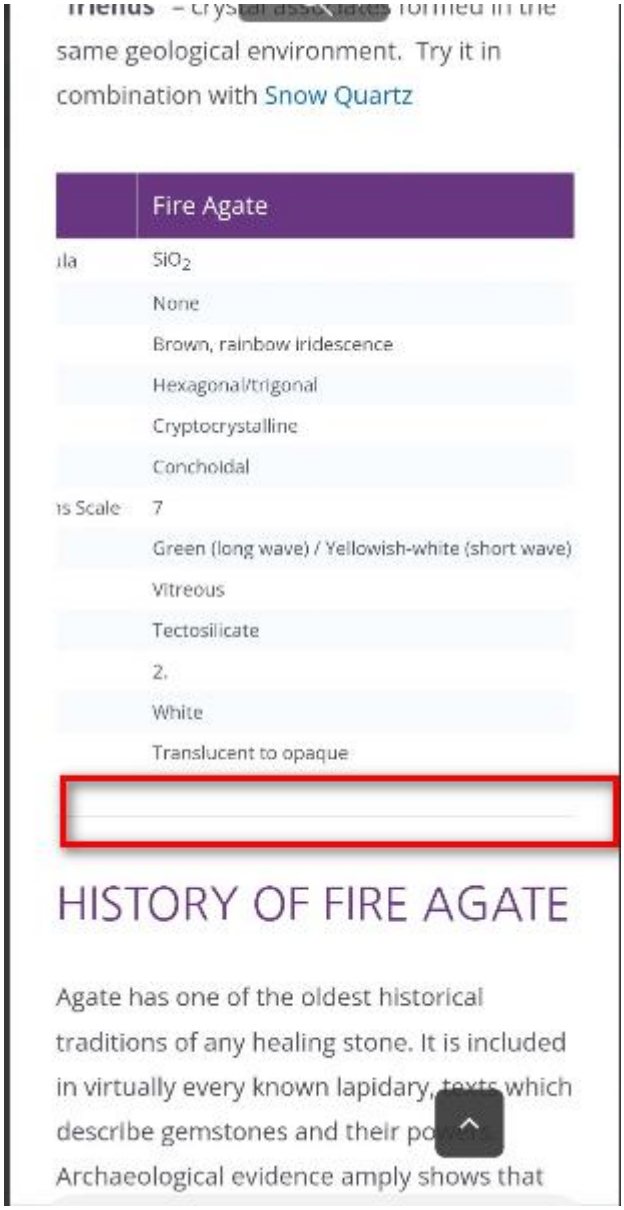
Recommendations

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



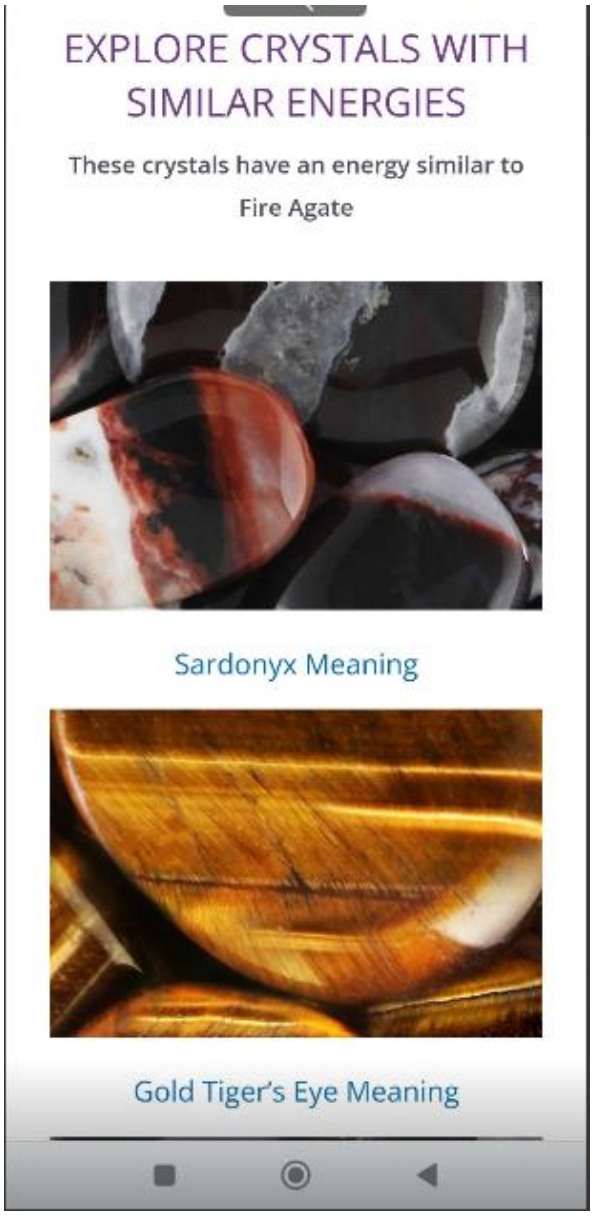
Recommendations

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



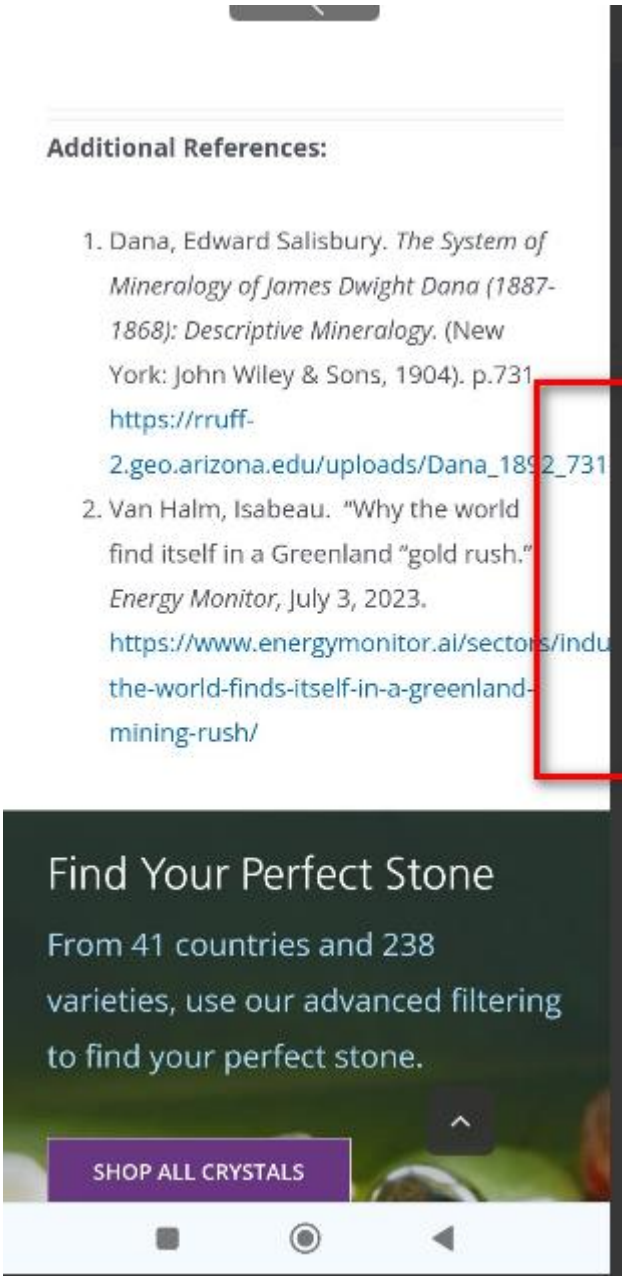
Recommendations

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



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

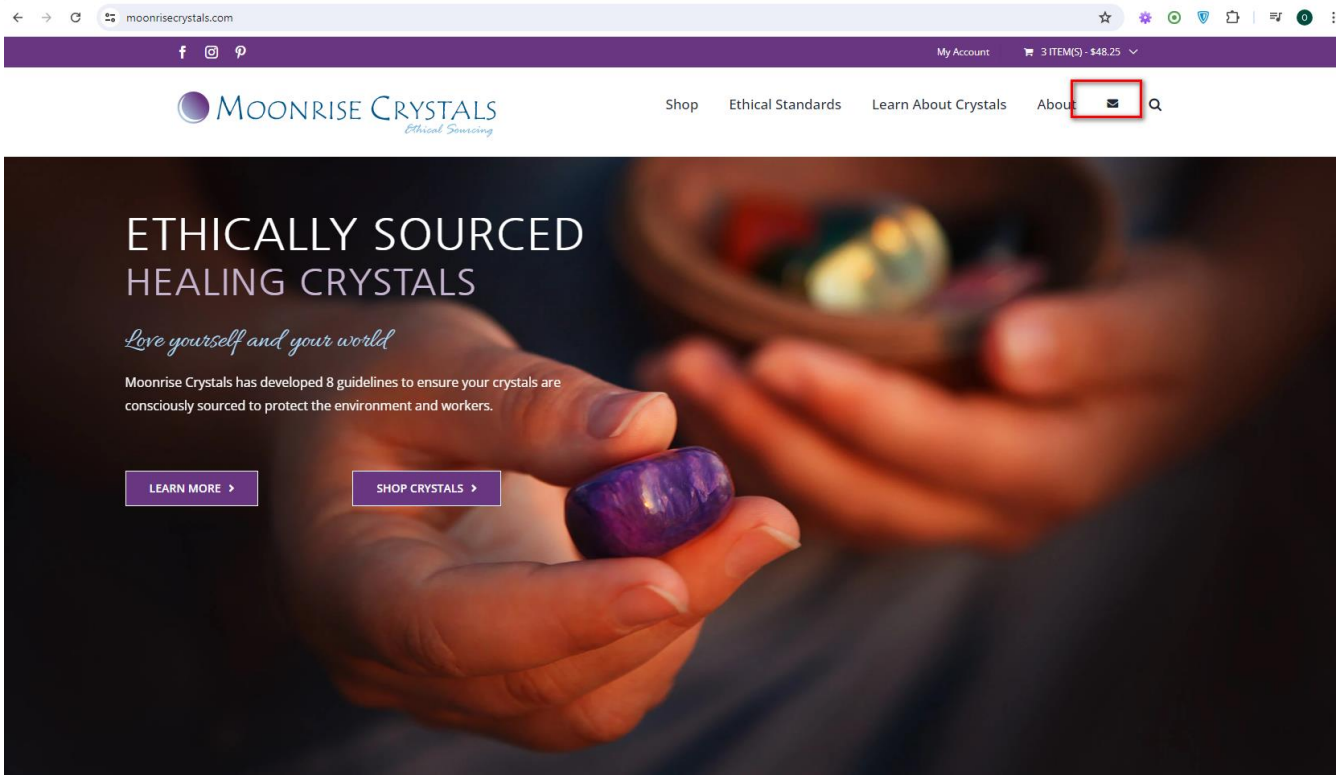
1. **Use thumbnail images in the “Healing, Mineralogy, and History” block**

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



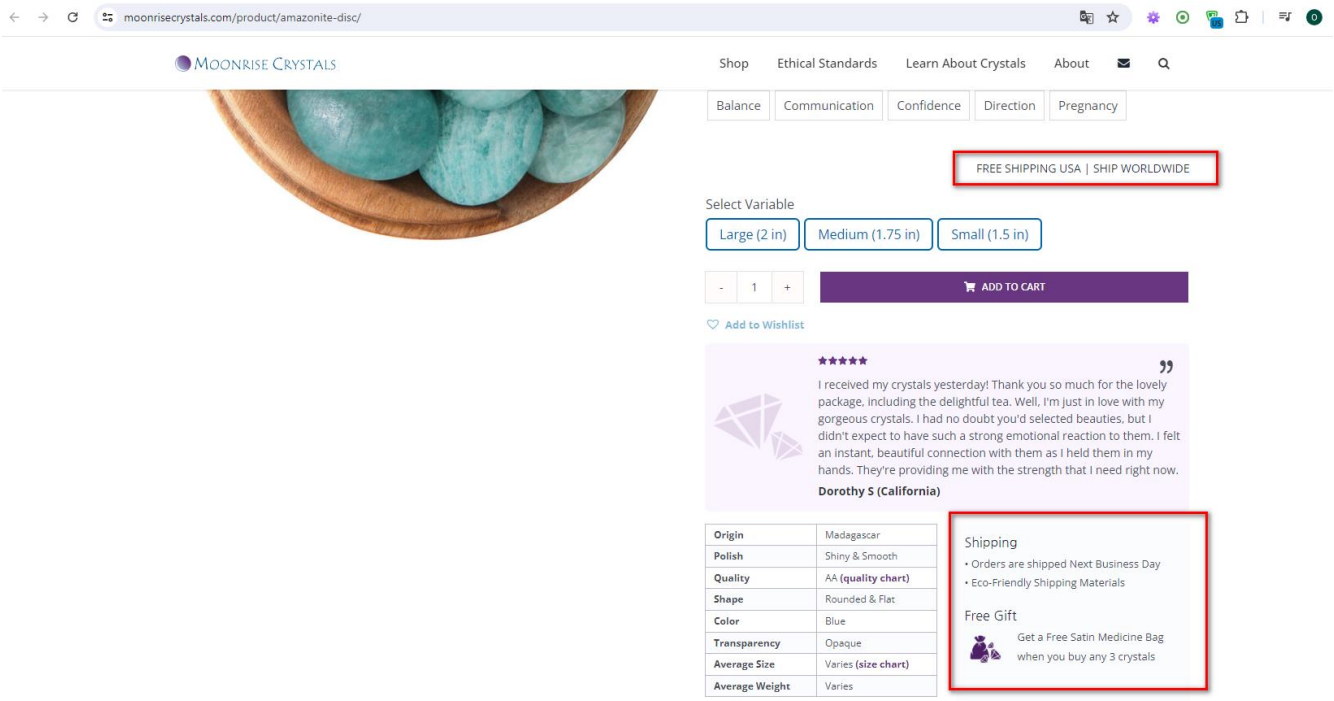
Recommendations

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



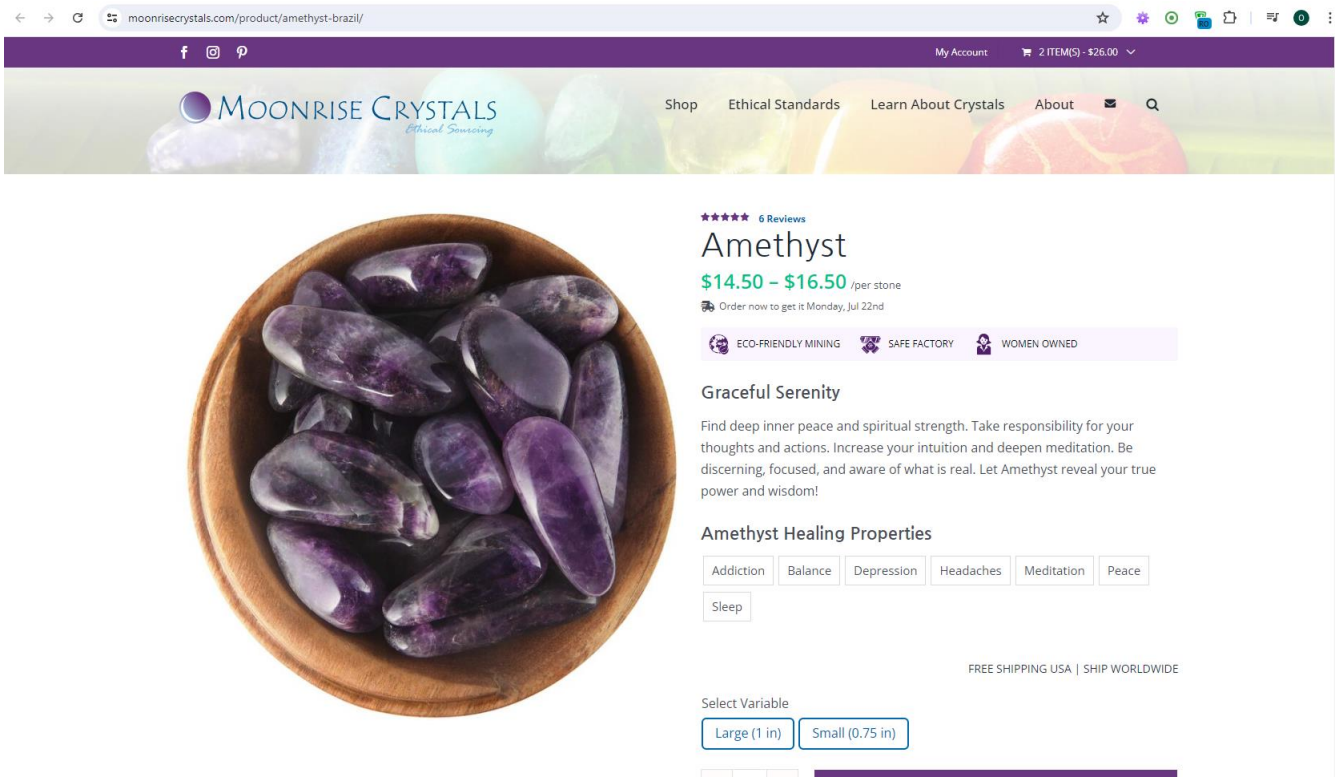
Recommendations

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)



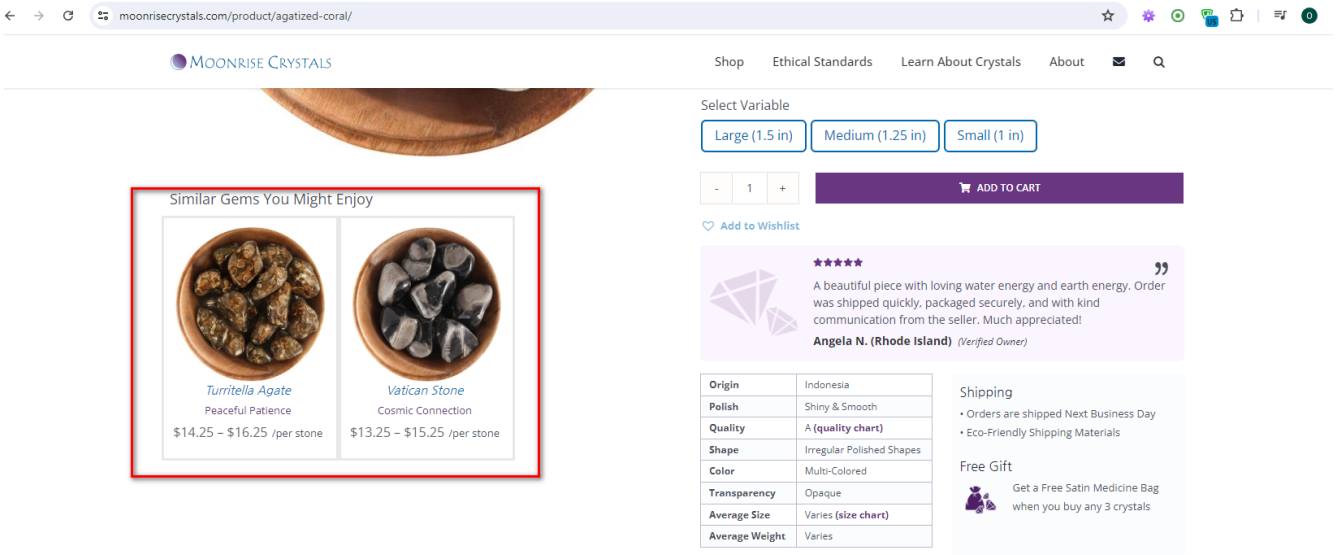
Recommendations

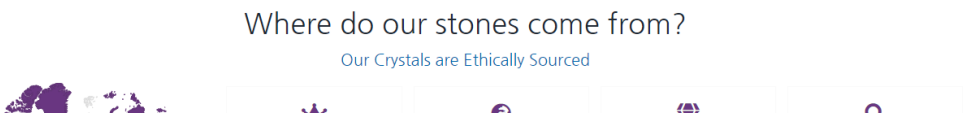
1. **Place the add product button on the first screen of the site**

Product cards. "Similar products"

Conversion elements analysis (Only for desktop version)

There are no conversion elements in similar product cards





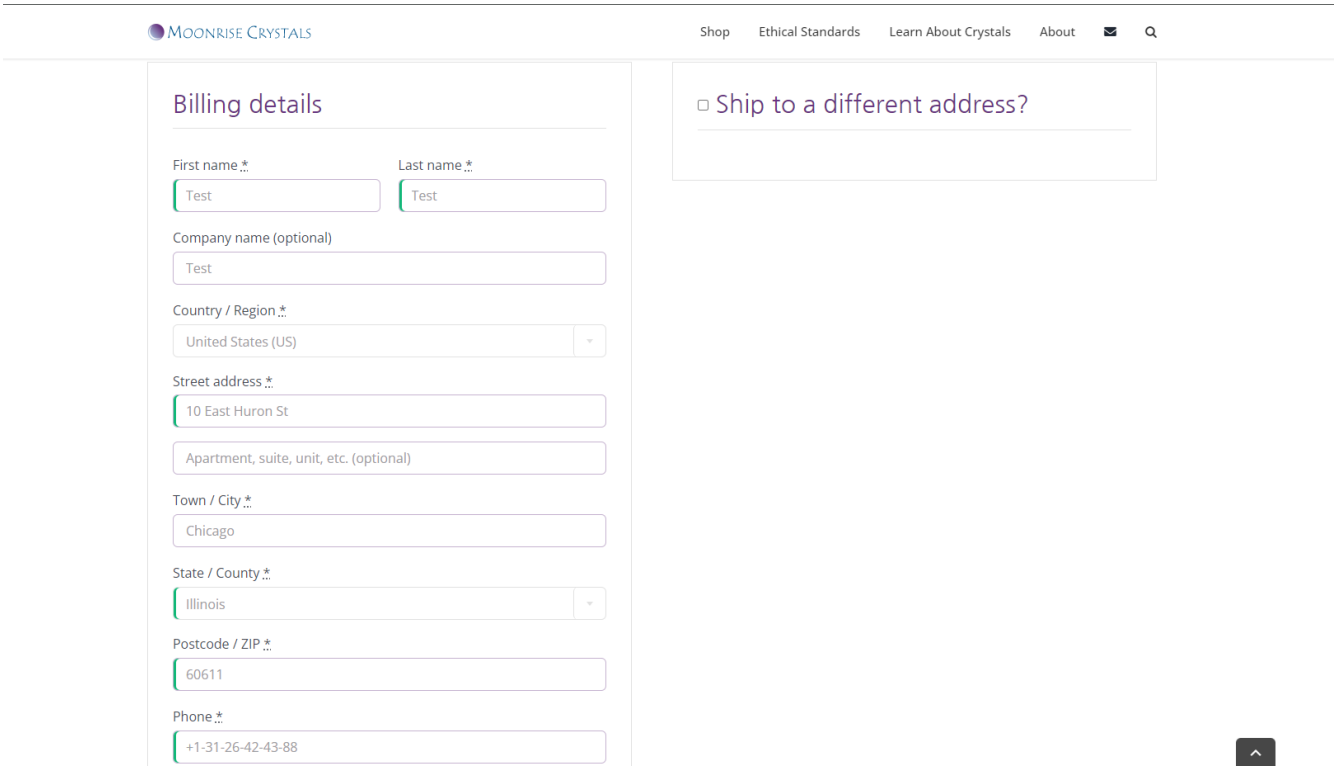
Recommendations

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



Recommendations

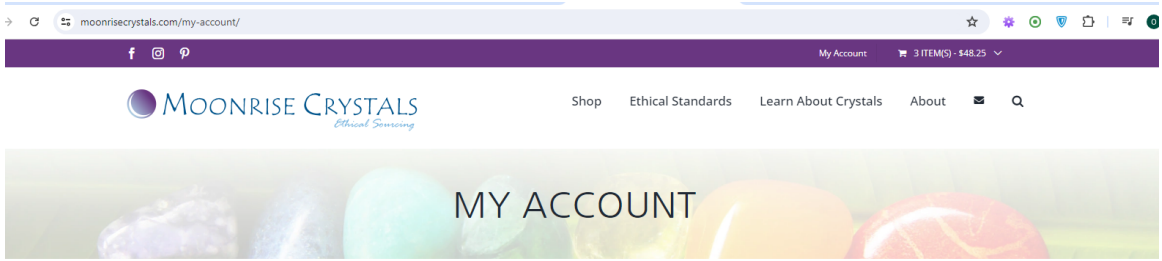
1. **Block “Ship to a different address?” place under the main form to fill out**
2. **In place of the block “Ship to a different address?” move the block with goods and total amount**
3. **Implement the block as a floating block when scrolling**

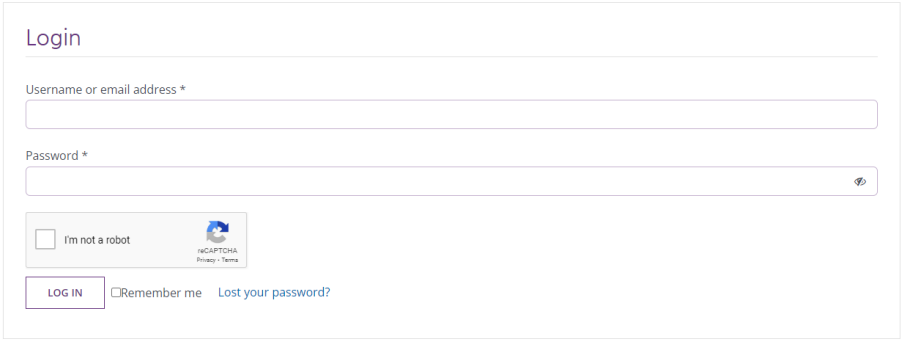
Registration on the site

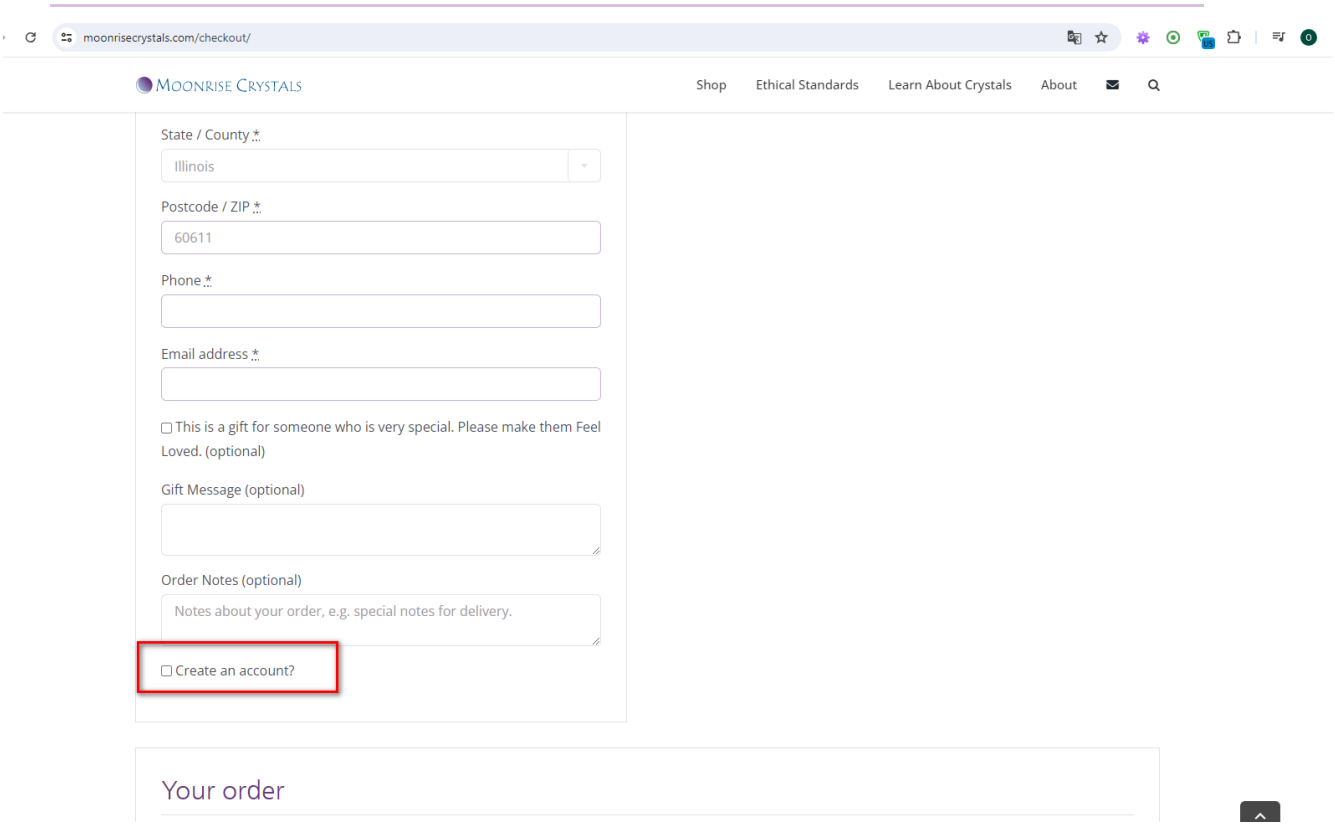
Conversion elements analysis (For desktop and mobile versions)

Registration on the site is only available during the ordering process

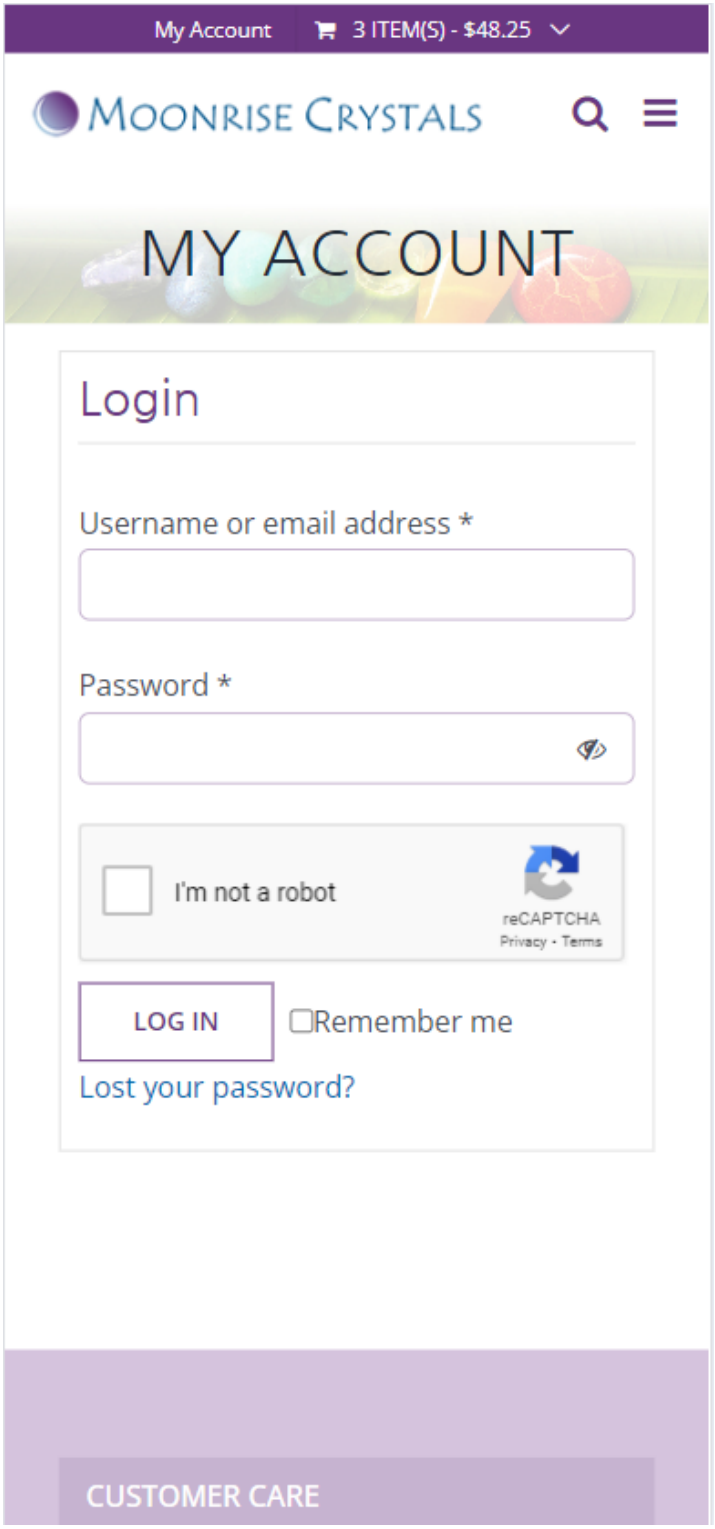
Desktop version







Mobile version



Recommendations

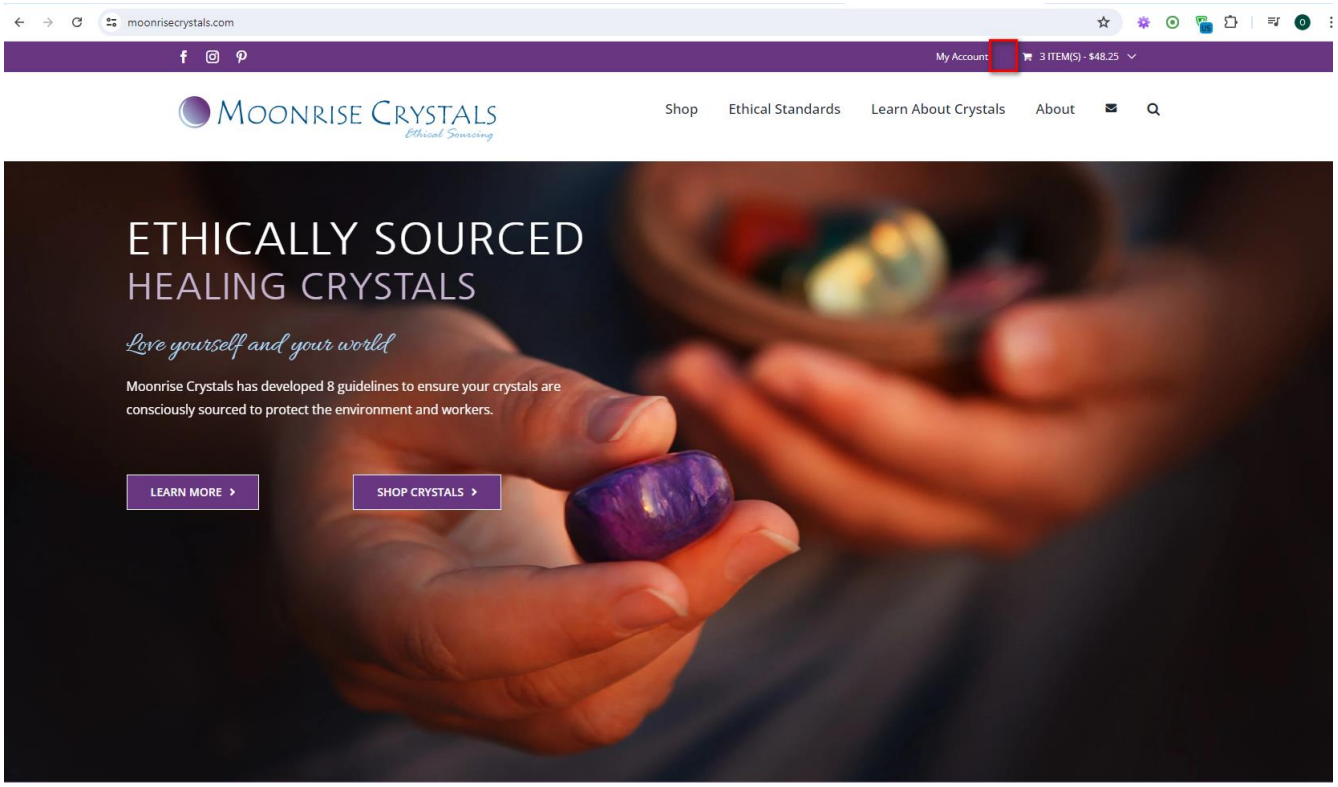
1. **On the "MY ACCOUNT" page, add a button/link "Create an account"**
2. **When clicked, display a registration form with elements for quick registration using social networks and email services**

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

Recommendations

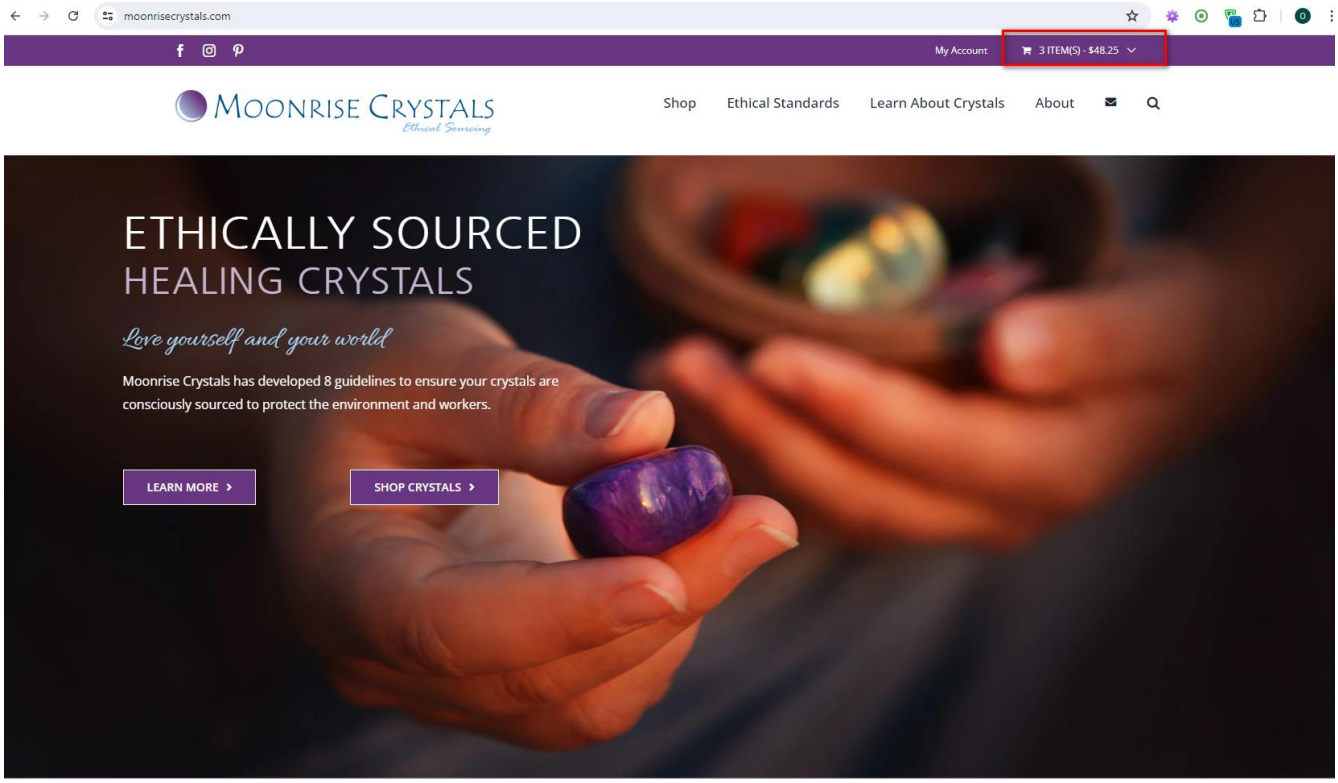
1. **Add an icon to display products in the wishlist**
2. **When adding a product to the wish list, display the number of added products in the wishlist**
3. **When clicking on the icon, direct the user to the “Wishlist” page**

Site header. Cart icon

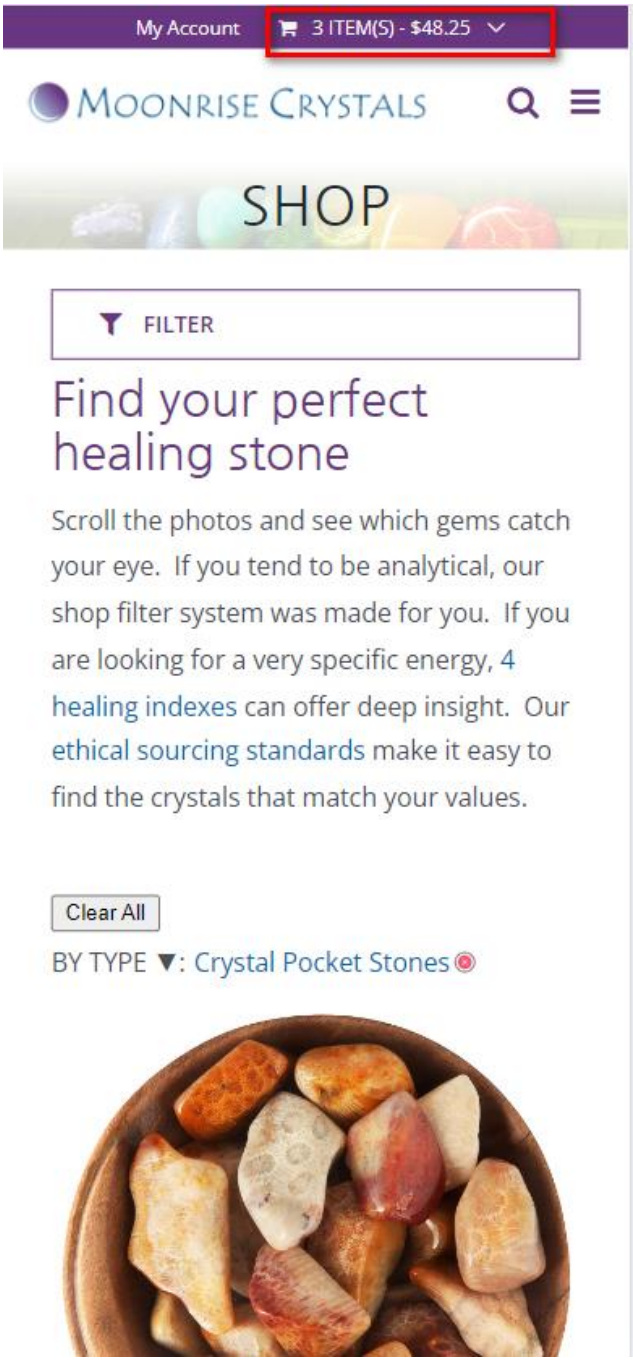
Conversion elements analysis (For desktop and mobile versions)

Cart icon is too small

Desktop version



Mobile version



Recommendations

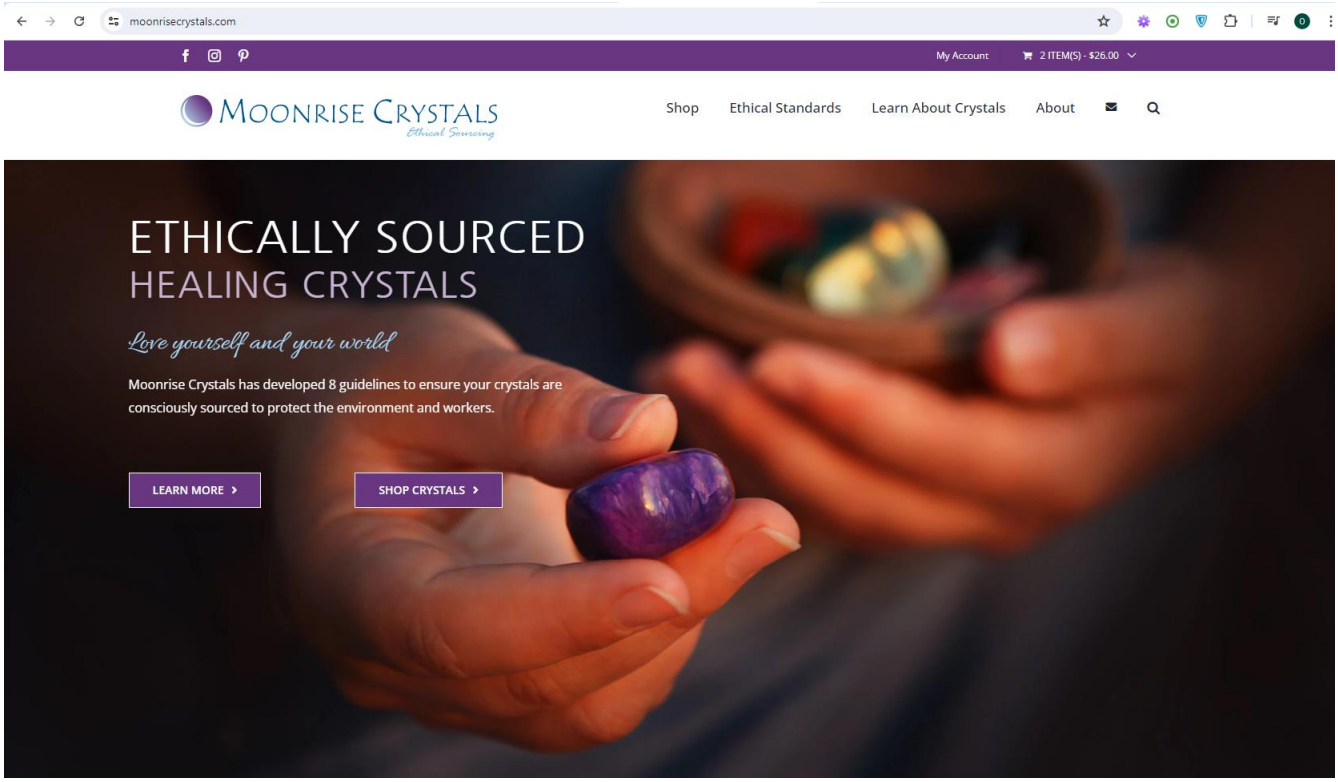
1. **Increase the size of the cart icon**

Contact information on the first screen

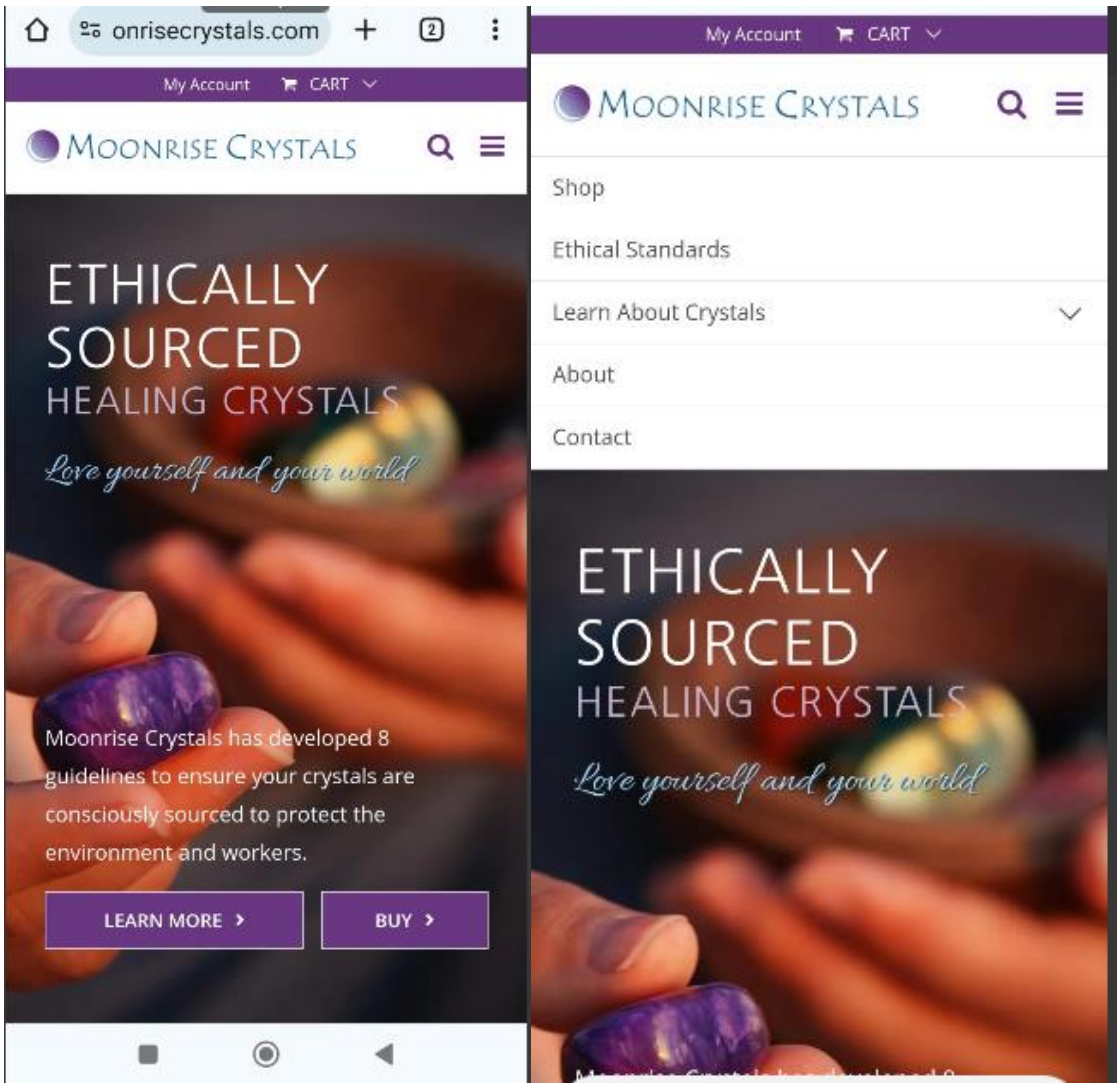
Conversion elements analysis (For desktop and mobile versions)

There is no contact information on the first screen

Desktop version



Mobile version



Recommendations

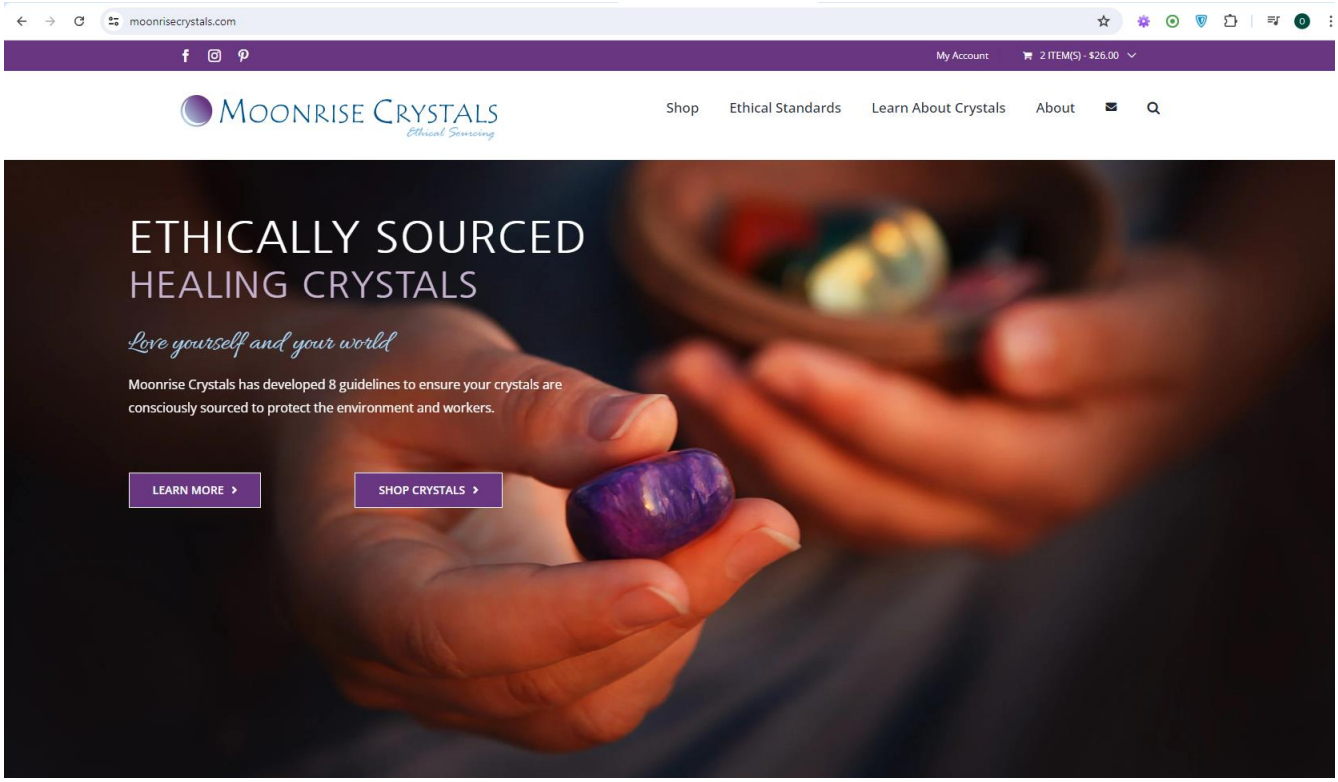
1. **Add contact information to the site header (for the mobile version in the main menu) ((If it is possible to call or quickly communicate with the user via messenger))**
2. **Place contacts to the right side of the site header**
3. **Highlight contact information with color or font**
4. **Make a phone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

Request a call back

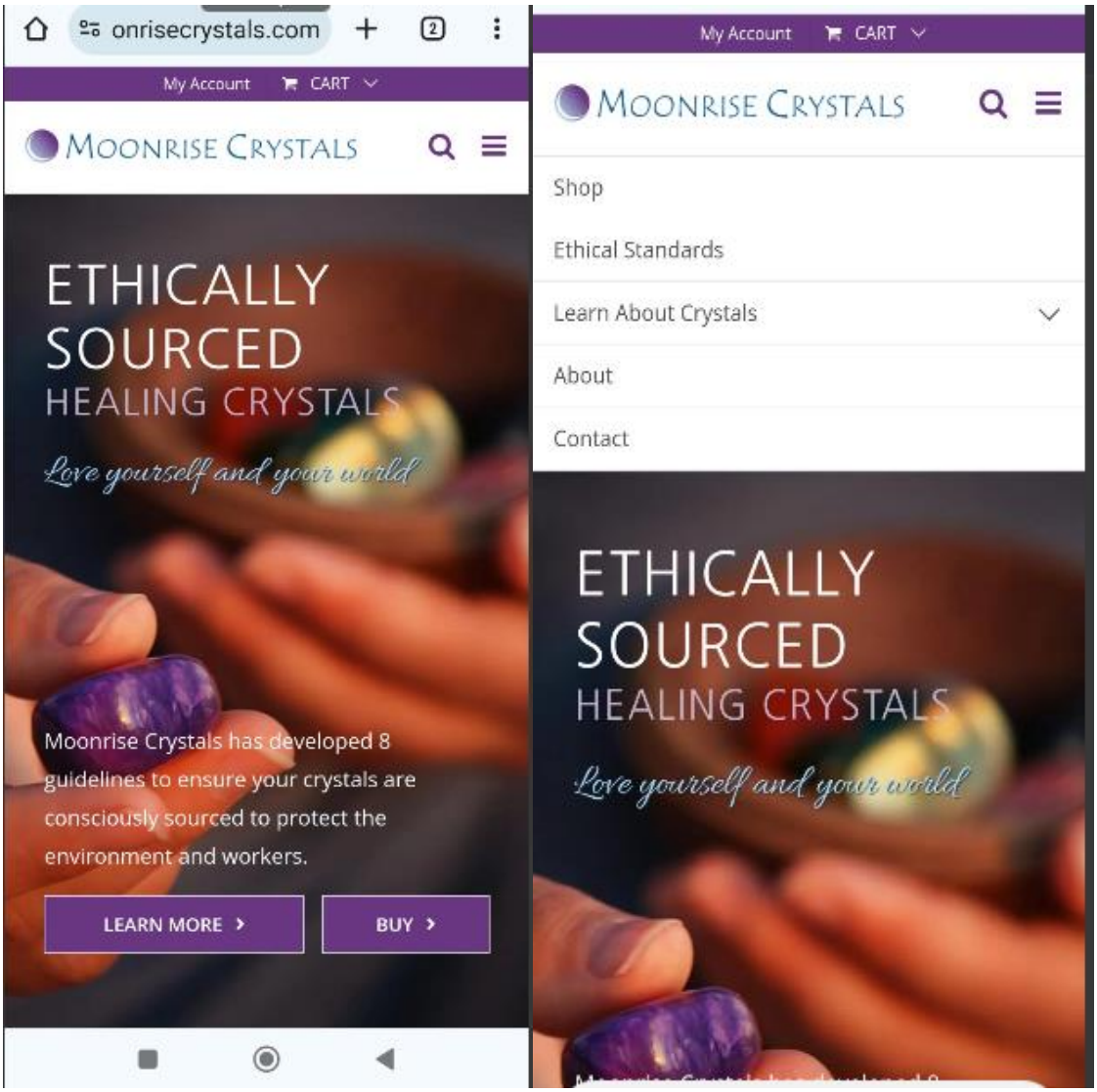
Conversion elements analysis (For desktop and mobile versions)

The site does not have a callback form or widget

Desktop version



Mobile version



Recommendations

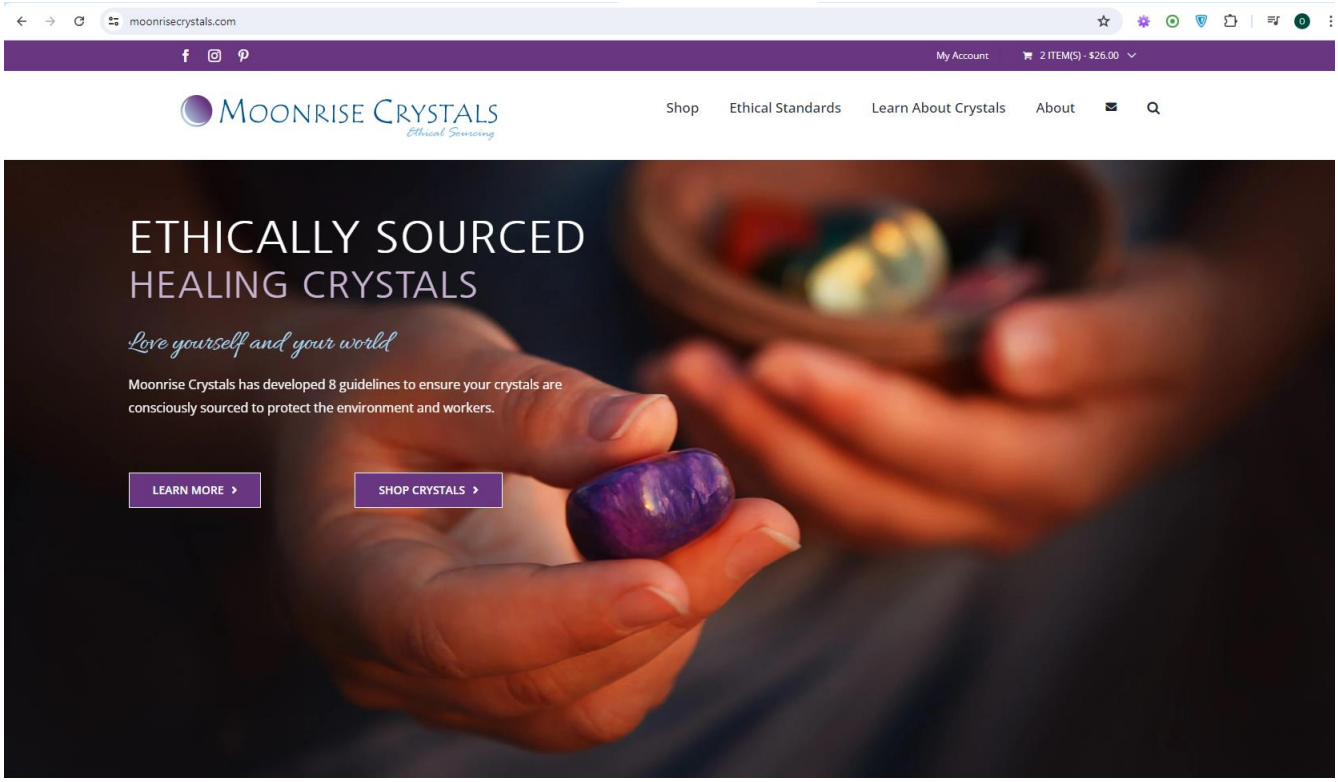
1. **Place a button or link in the site header (for the mobile version in the main menu) (If it is possible to call or quickly communicate with the user via messenger)**
2. **Place the button in the site header**
3. **After clicking on the button, display a pop-up window with a form to fill out**
4. **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

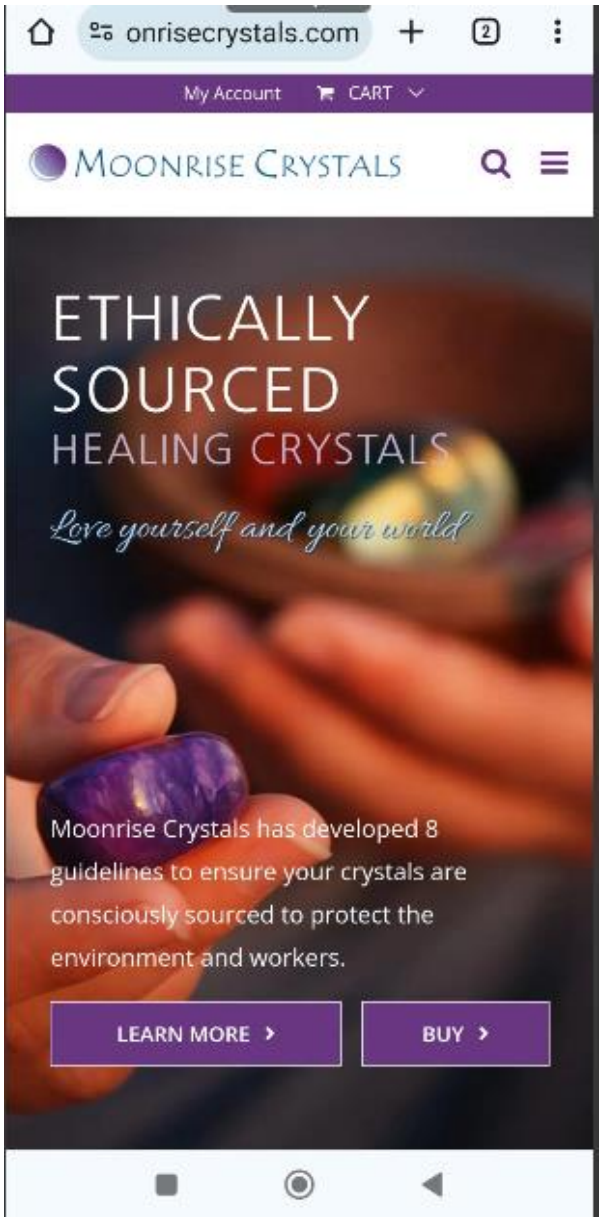
Conversion elements analysis (For desktop and mobile versions)

There is no online consultant on the site

Desktop version



Mobile version



Recommendations

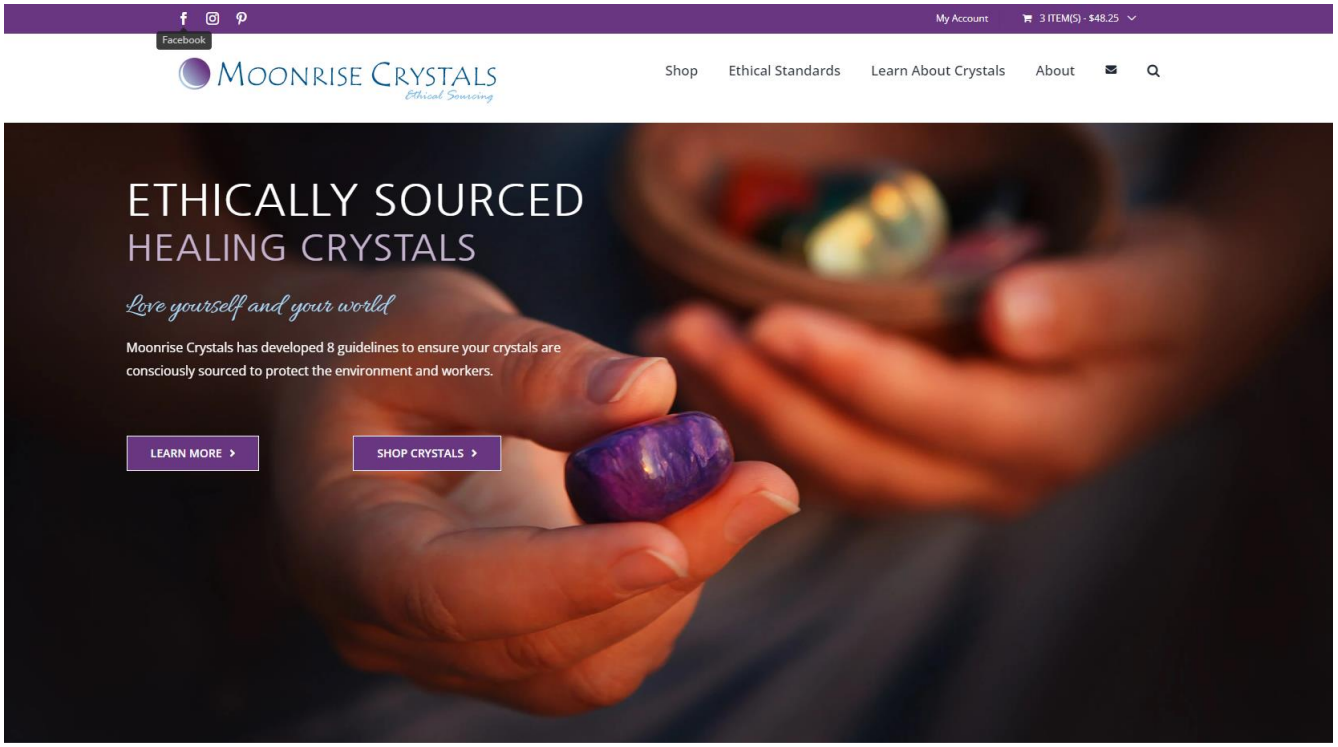
1. **Add an online consultant to the site**

Home page. Banners. Content

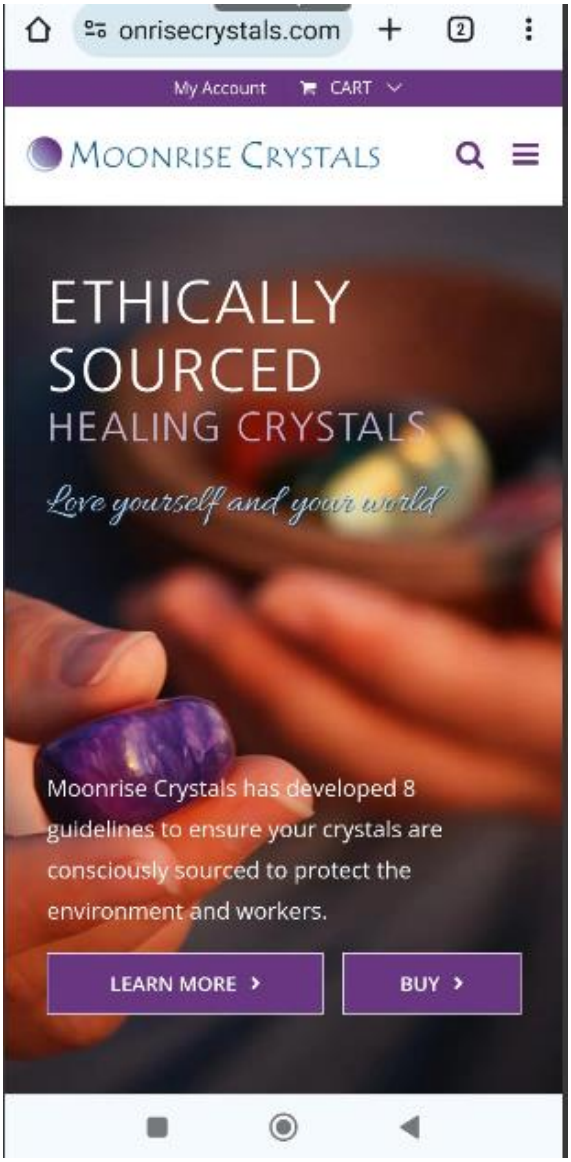
Conversion elements analysis (For desktop and mobile versions)

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

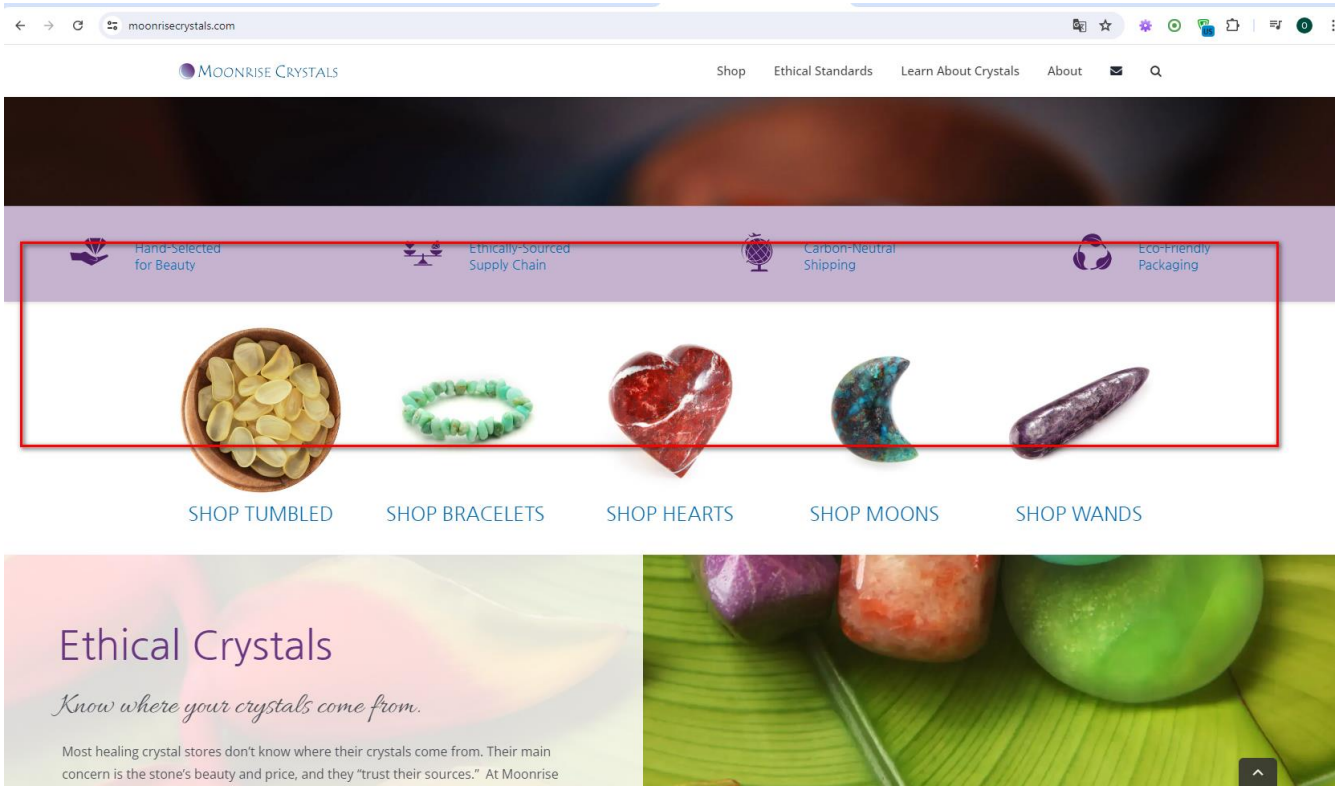
1. **Add several banners (separate banner for store/categories, separate for materials)**
2. **Add USP to banners**
3. **Add buttons to go to the desired section or to the desired product**
4. **Implement automatic scrolling for banners**
5. **Interval for scrolling through banners should be 5-7 seconds.**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

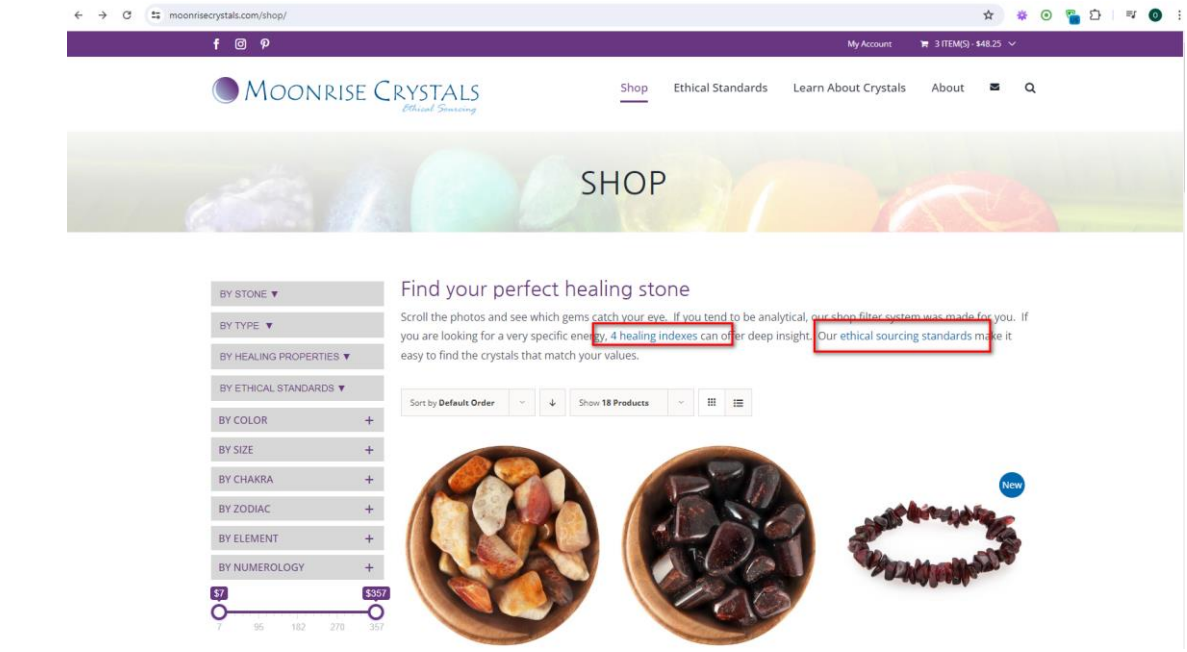
4. **Place the block under the block with advantages**
5. **At the end of the block, place the “See all” button with a transition to the “Shop” page**

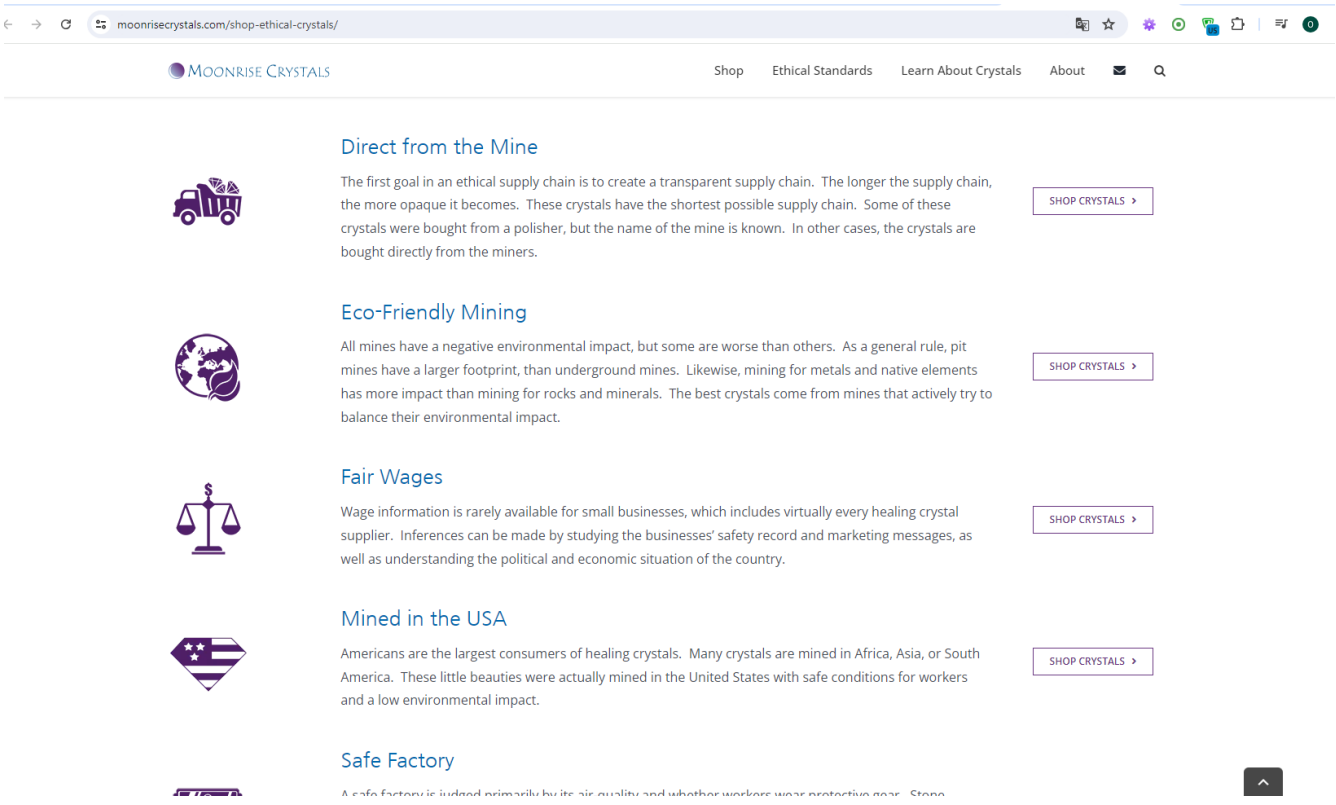
"Shop" page. First screen

Conversion elements analysis (For desktop and mobile versions)

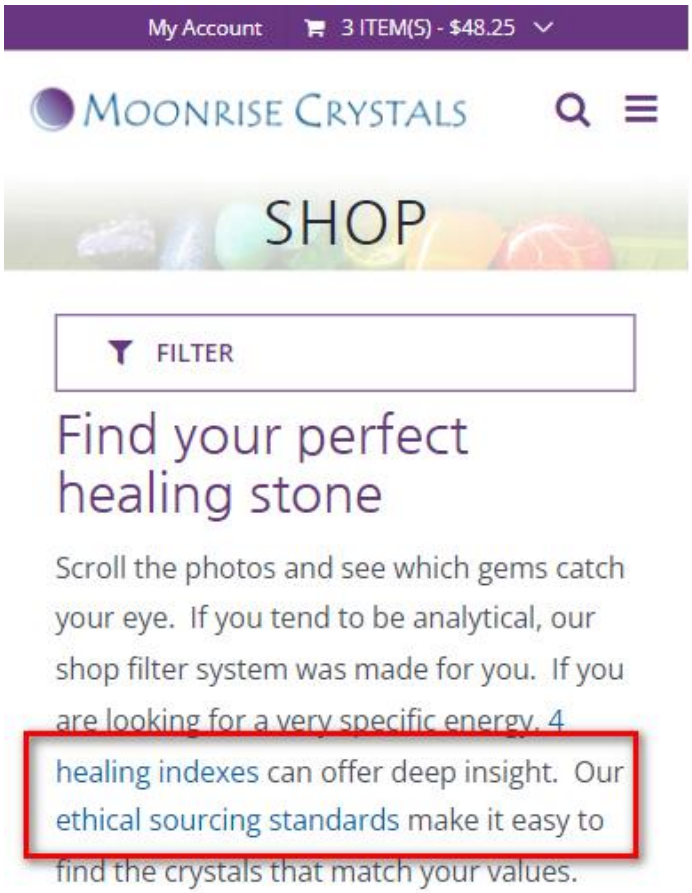
The first screen of the page takes the user out of the store to pages of materials, from which the user is invited to return to the store

Desktop version





Mobile version



Recommendations

1. **Remove links from text in the first screen**

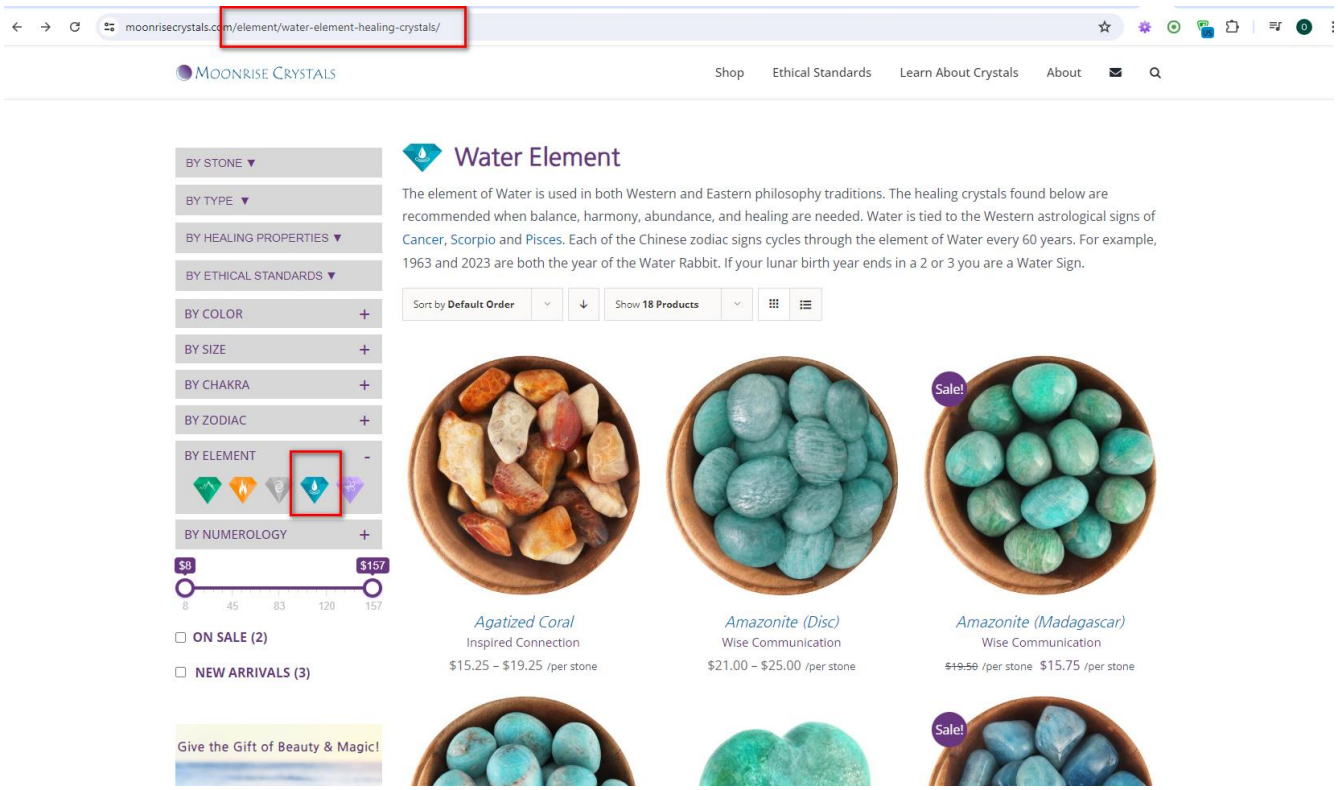
Category pages. Direct transition to category page

Conversion elements analysis (For desktop and mobile versions)

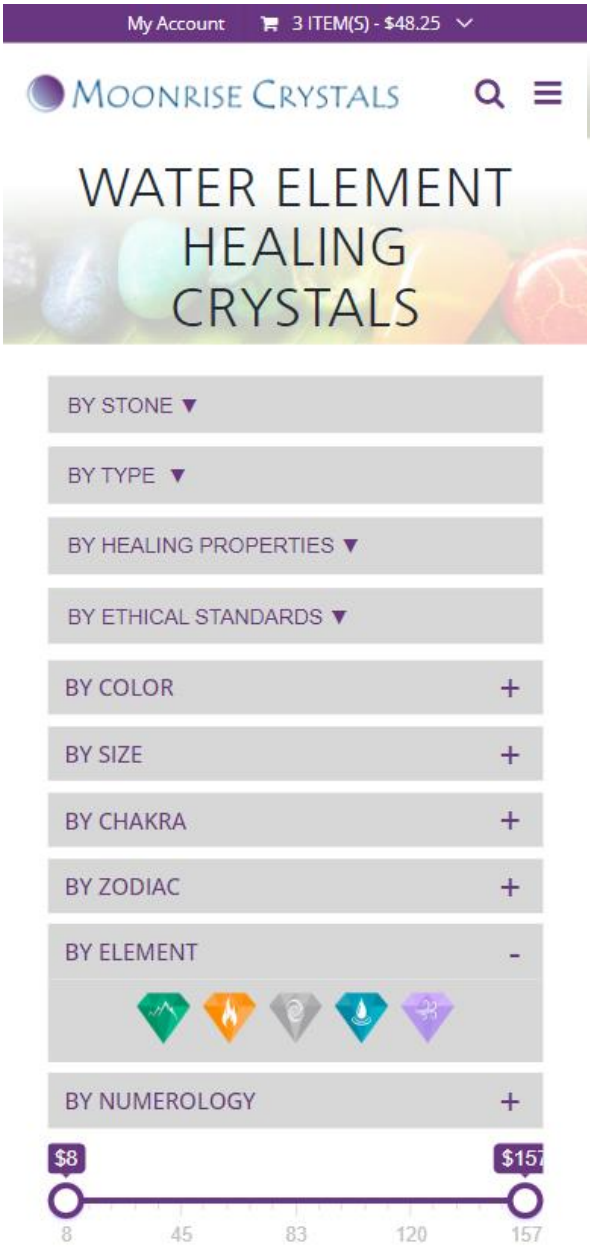
When going to category pages from search results or from internal pages, the user does not see which parameter is selected for the page, while the current parameter is clickable and when clicked, different text is displayed, but with the same products

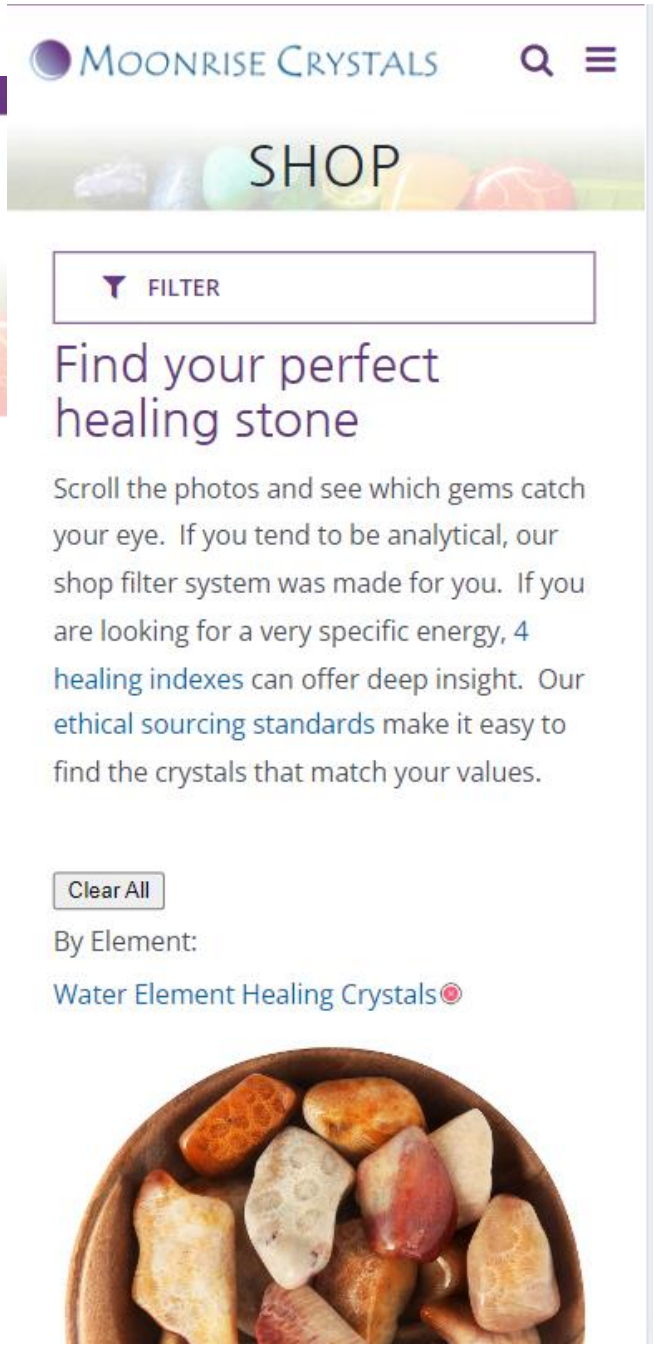
For example:

Desktop version



Mobile version





Recommendations

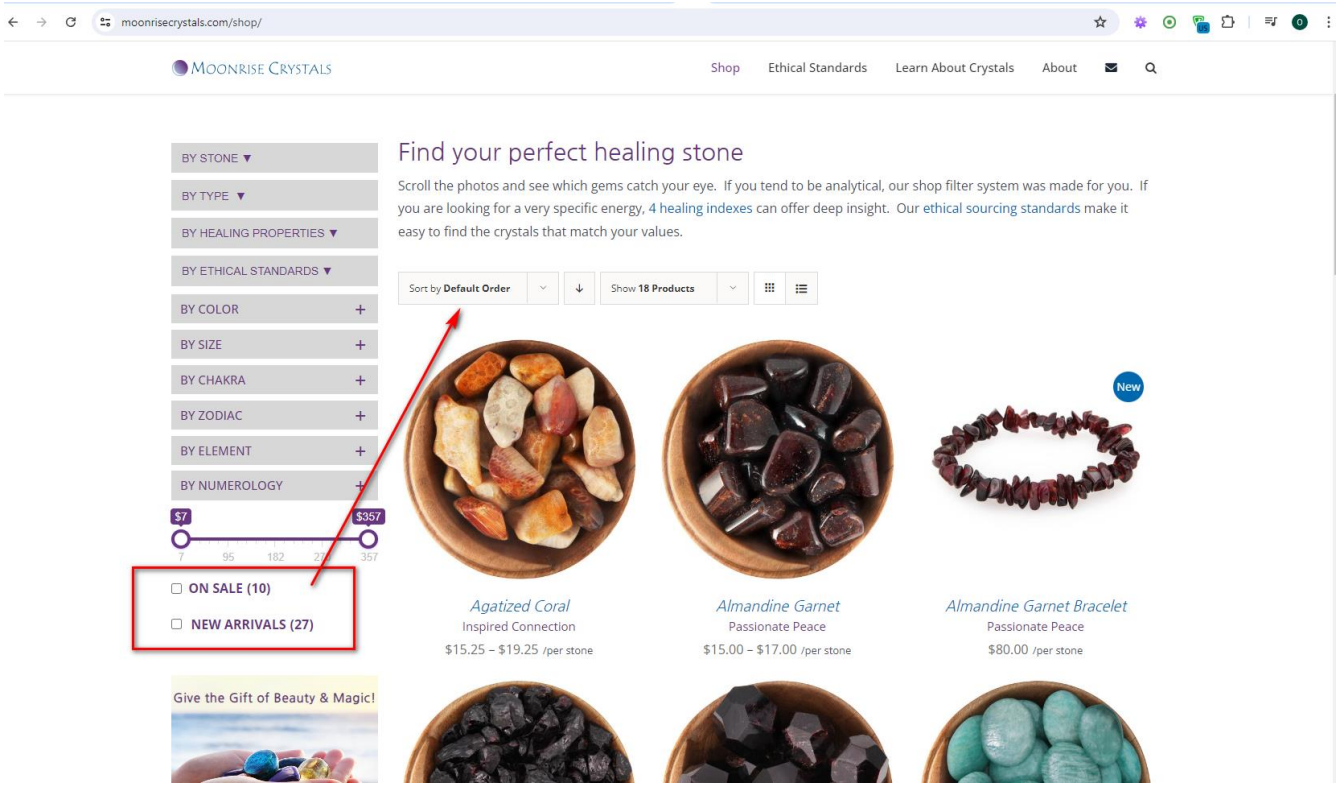
1. **When you go to a category page, display the selected/corresponding parameter in the filters**

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

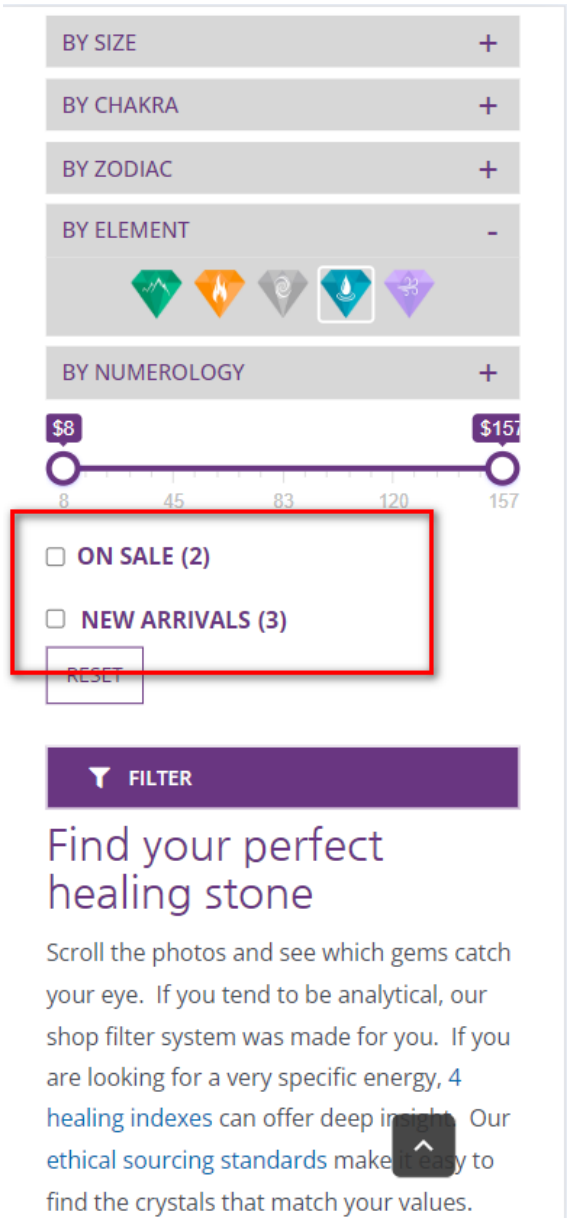
Conversion elements analysis (For desktop and mobile versions)

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

Desktop version



Mobile version



Recommendations

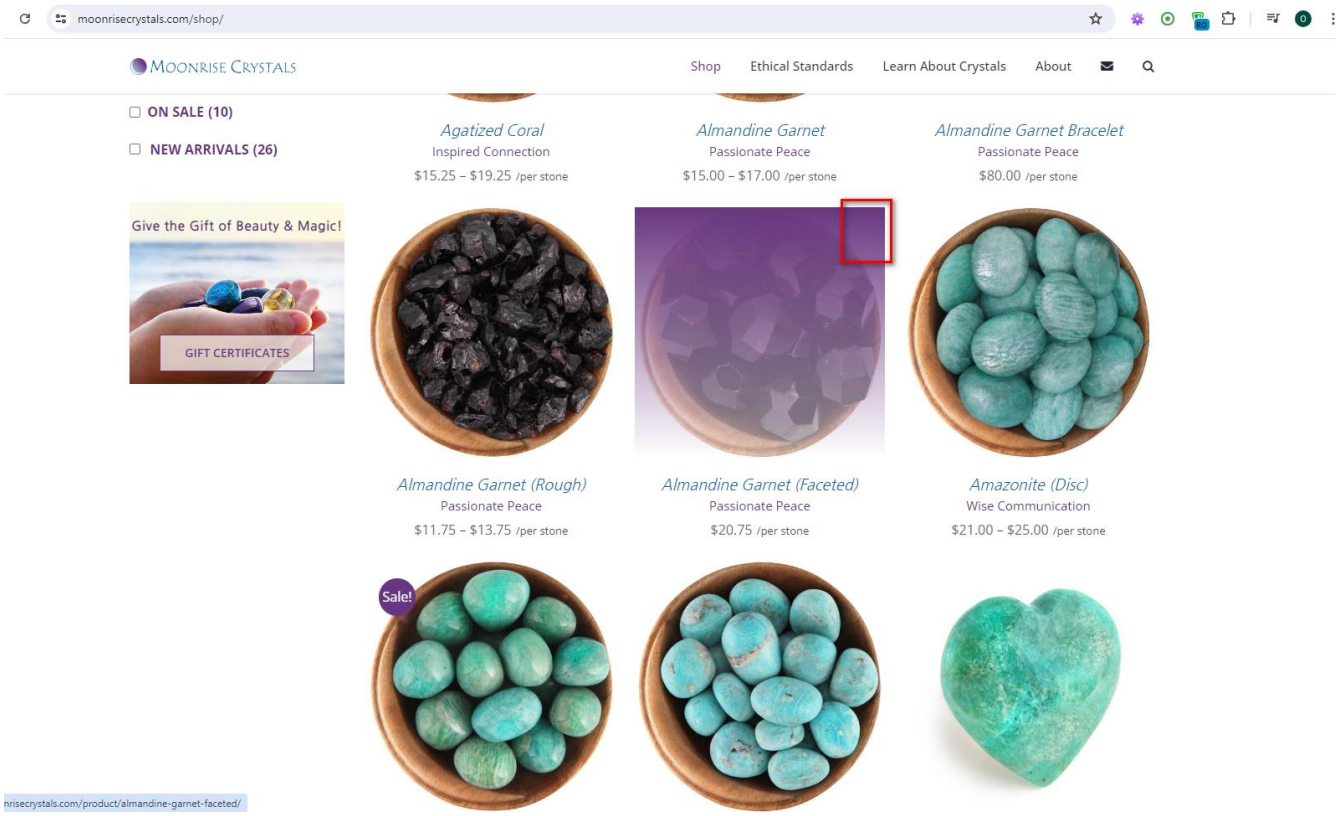
1. **Add sortings to the sorting drop-down list**
2. **Arrange the sorts in the following sequence (from top to bottom):**
    - **"By default"**
    - **“By Popularity (“Best Seller”)”**
    - **"By rating"**
    - **“New arrivals” (sorting by date added in this case, remove)**
    - **"On sale"**
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



Mobile version

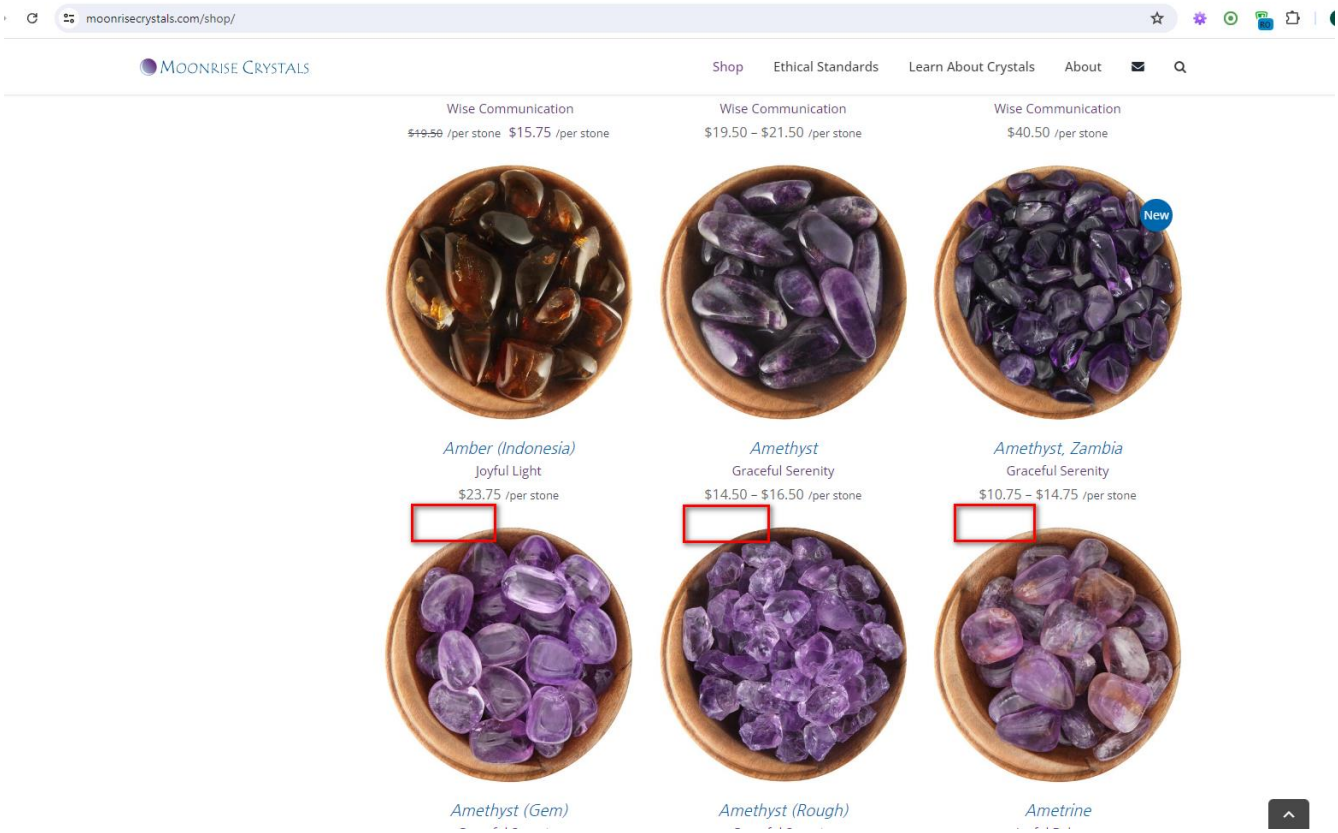
1. **Add elements and functionality to add a product to your favorites**

Category pages. Quantity selection

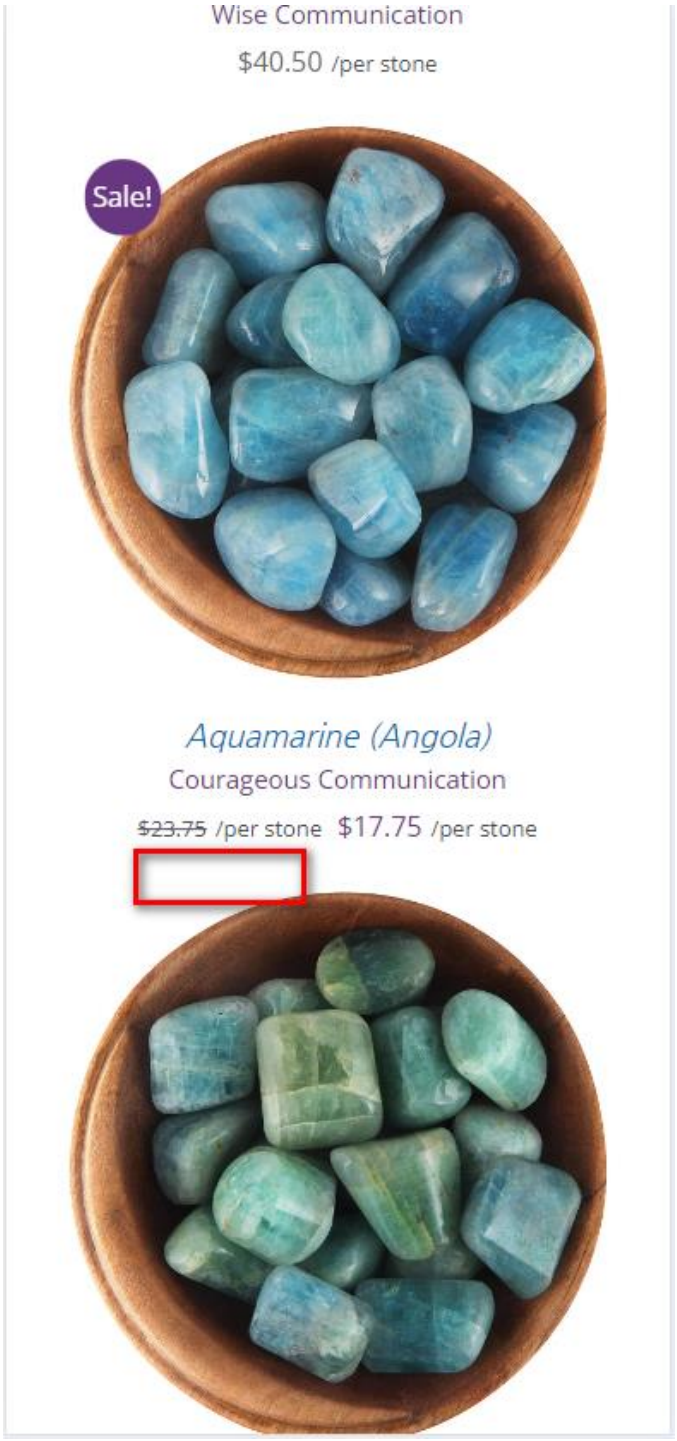
Conversion elements analysis (For desktop and mobile versions)

There is no way to select the required number of products

Desktop version



Mobile version



Recommendations

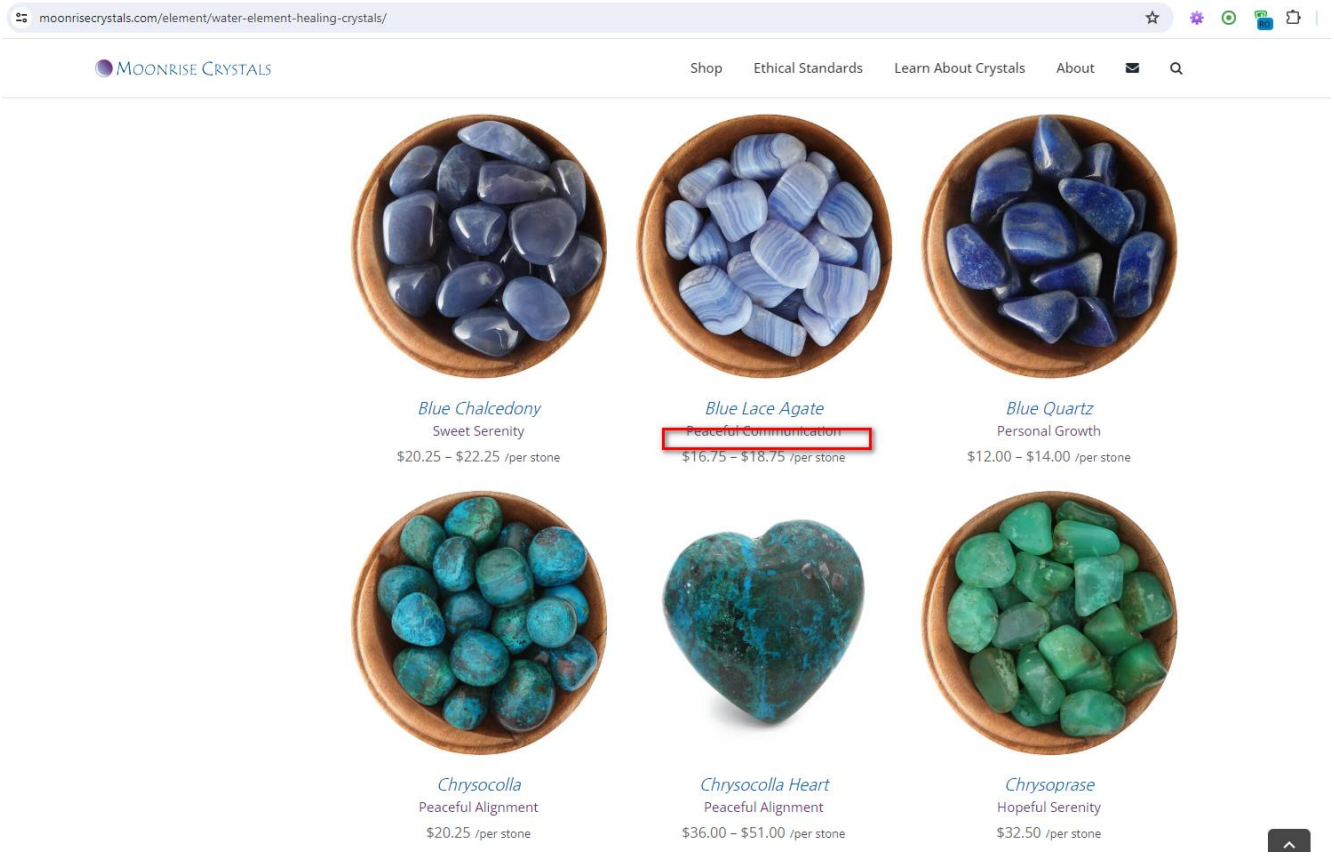
1. **Add "-" and "+" elements to select quantity (since the user, when moving from article pages, already knows enough about the product and does not need to view the product card)**

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



Mobile version

Recommendations

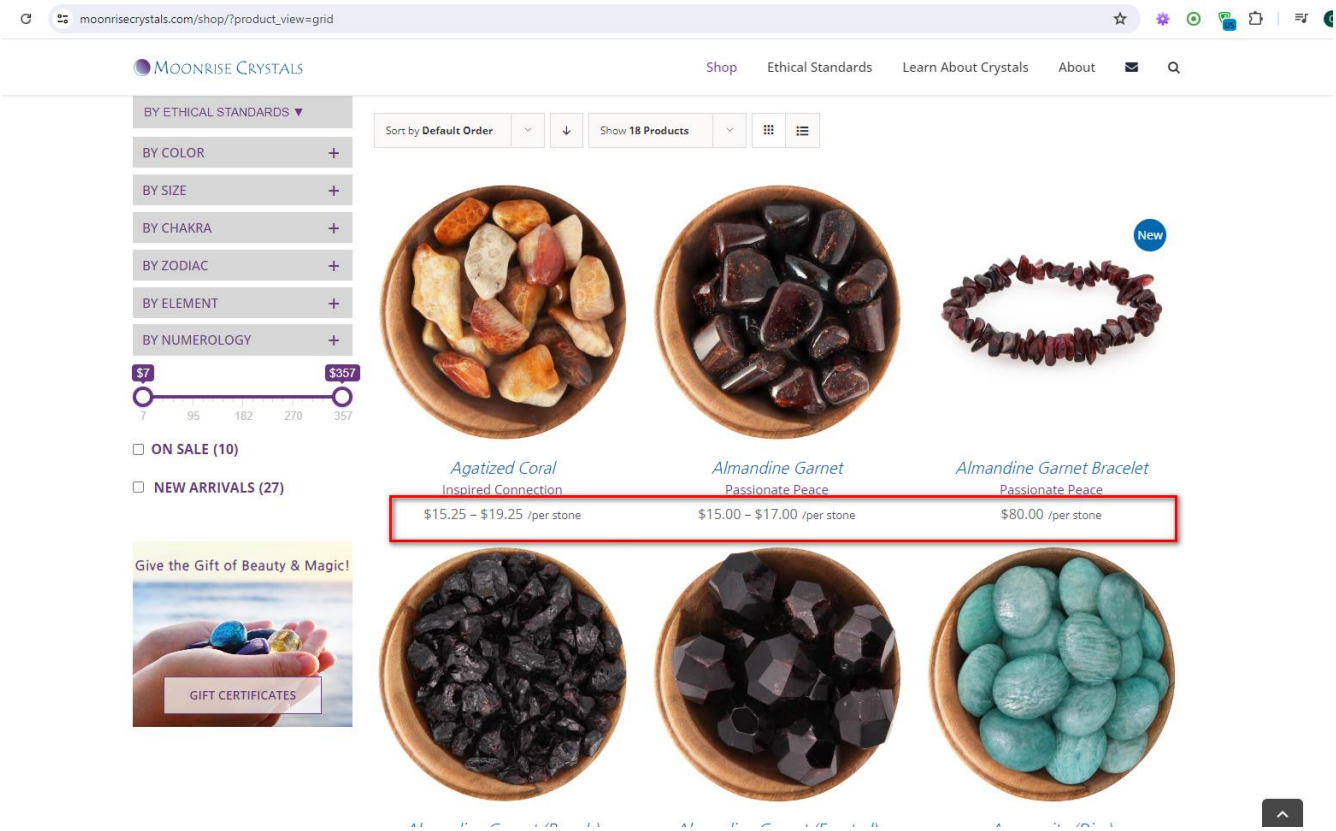
1. **Add element to choose size (since the user, when moving from article pages, already knows enough about the product and does not need to view the product card)**

Category pages. The price of the product

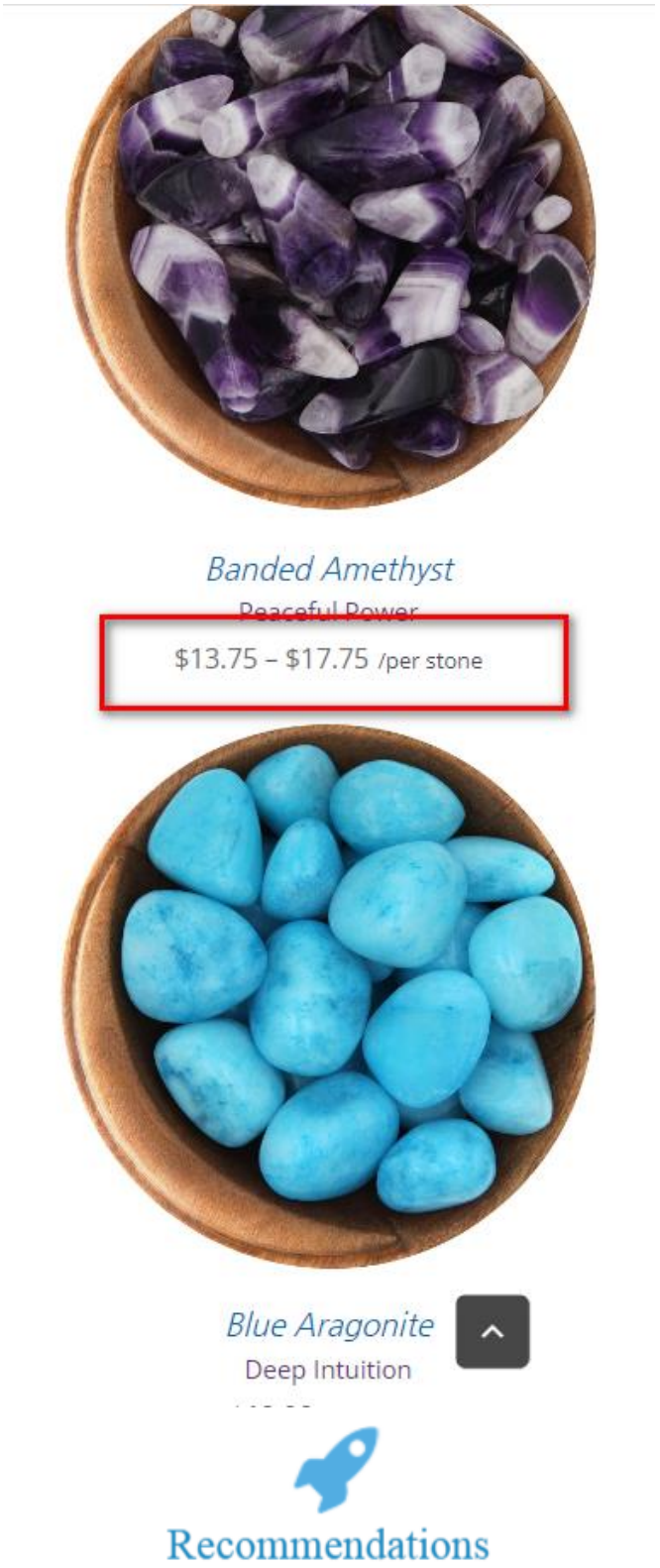
Conversion elements analysis (For desktop and mobile versions)

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

Desktop version



Mobile version



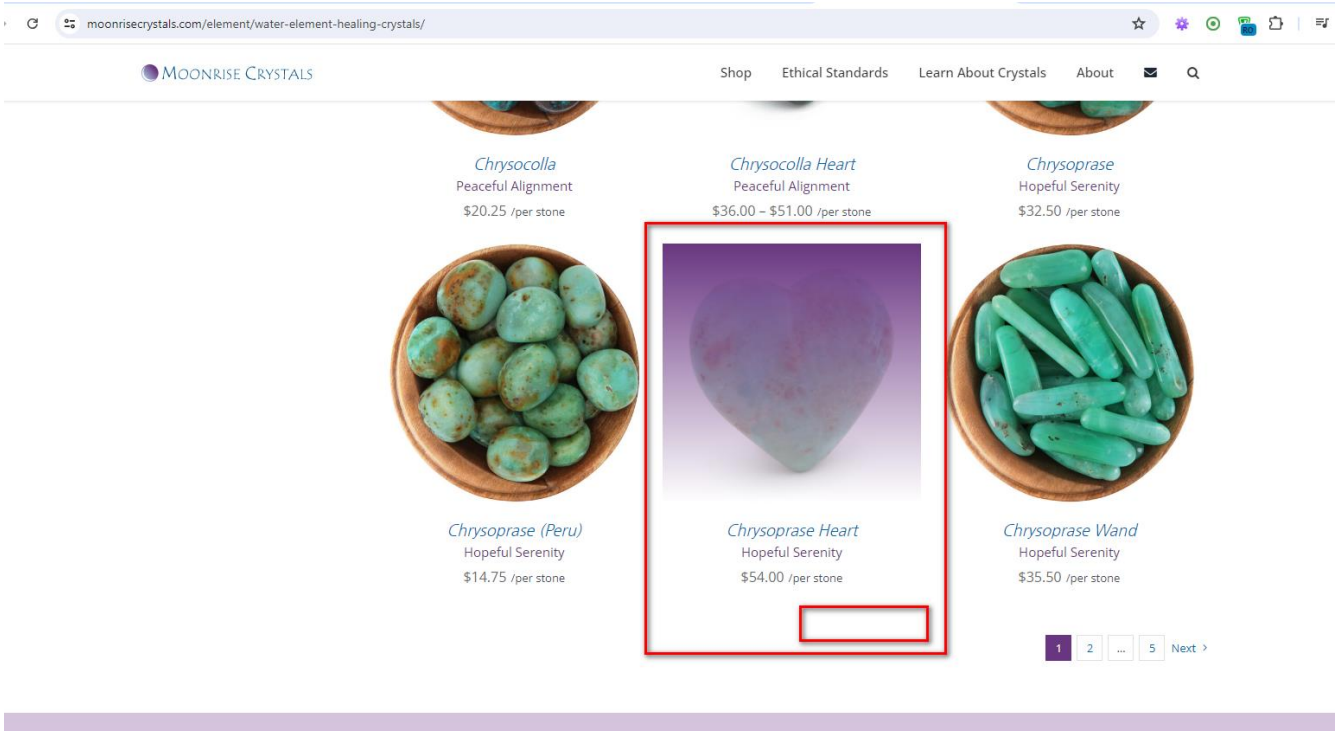
1. **Use Bold Font**
2. **Increase font size**

Category pages. "Add to Cart"

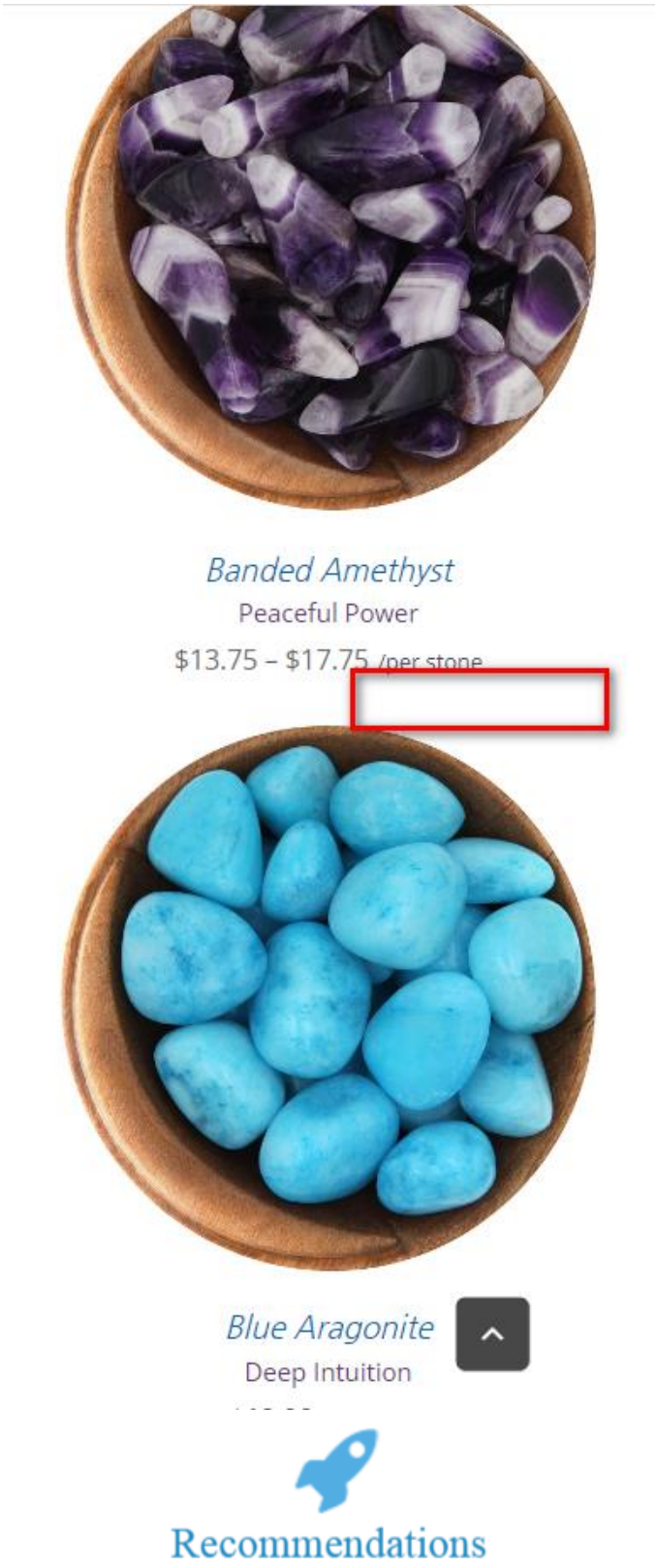
Conversion elements analysis (For desktop and mobile versions)

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

Desktop version



Mobile version



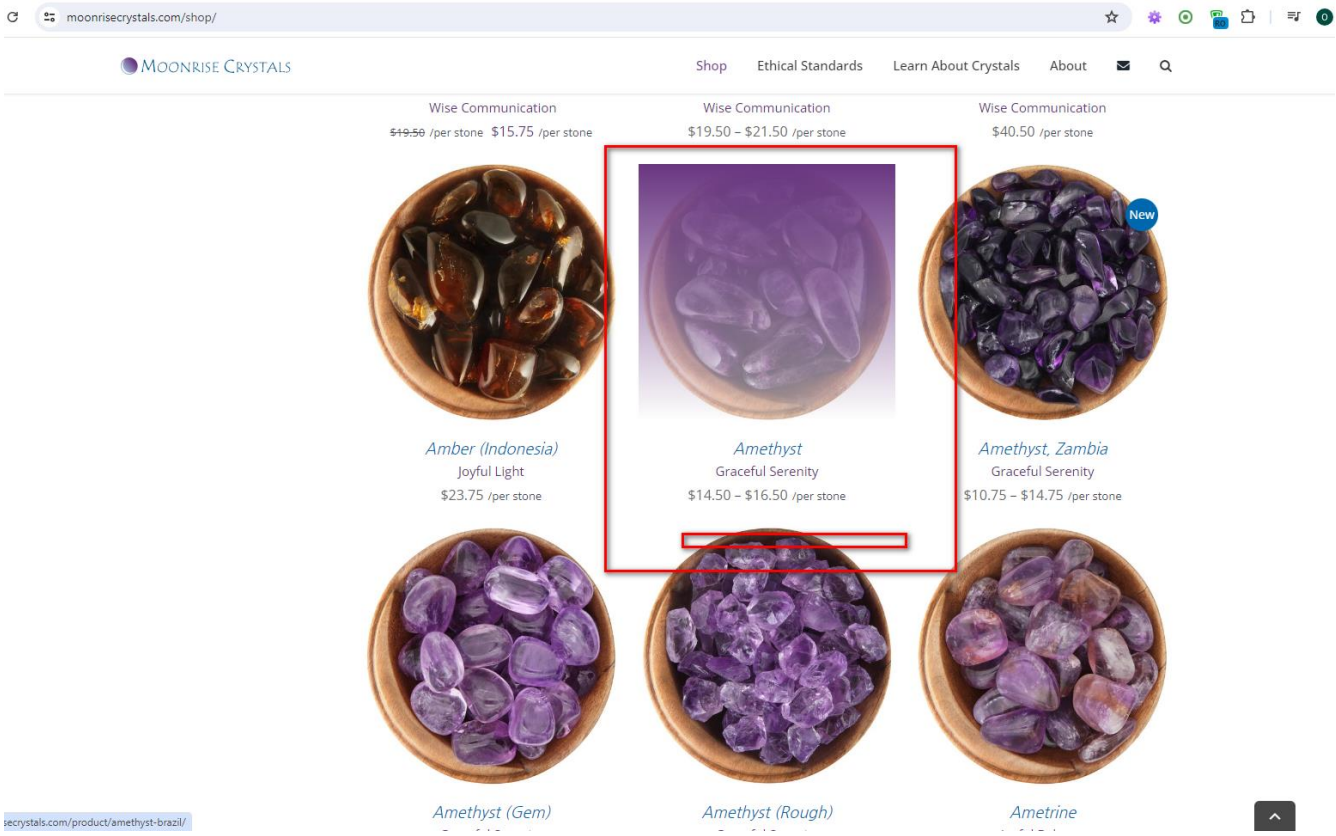
1. **Add an "Add to Cart" button**
2. **When you click on the "Add to cart «button, add the product to the Shopping cart.**

Category pages. "1-Click order"

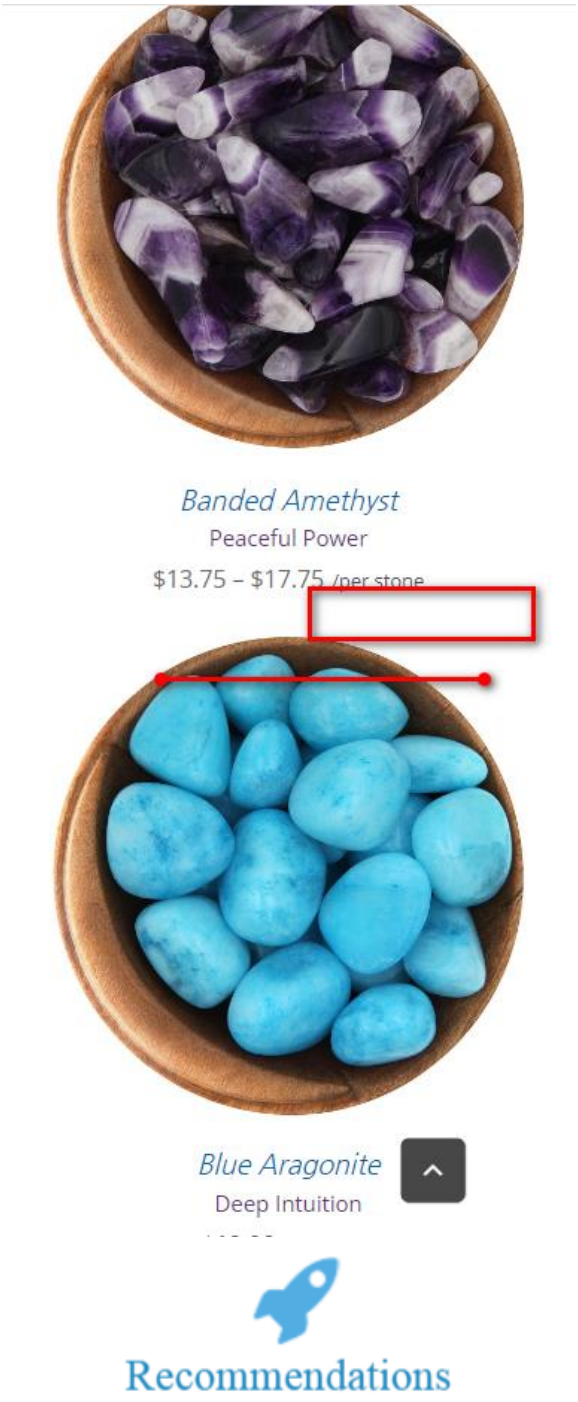
Conversion elements analysis (For desktop and mobile versions)

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

Desktop version



Mobile version



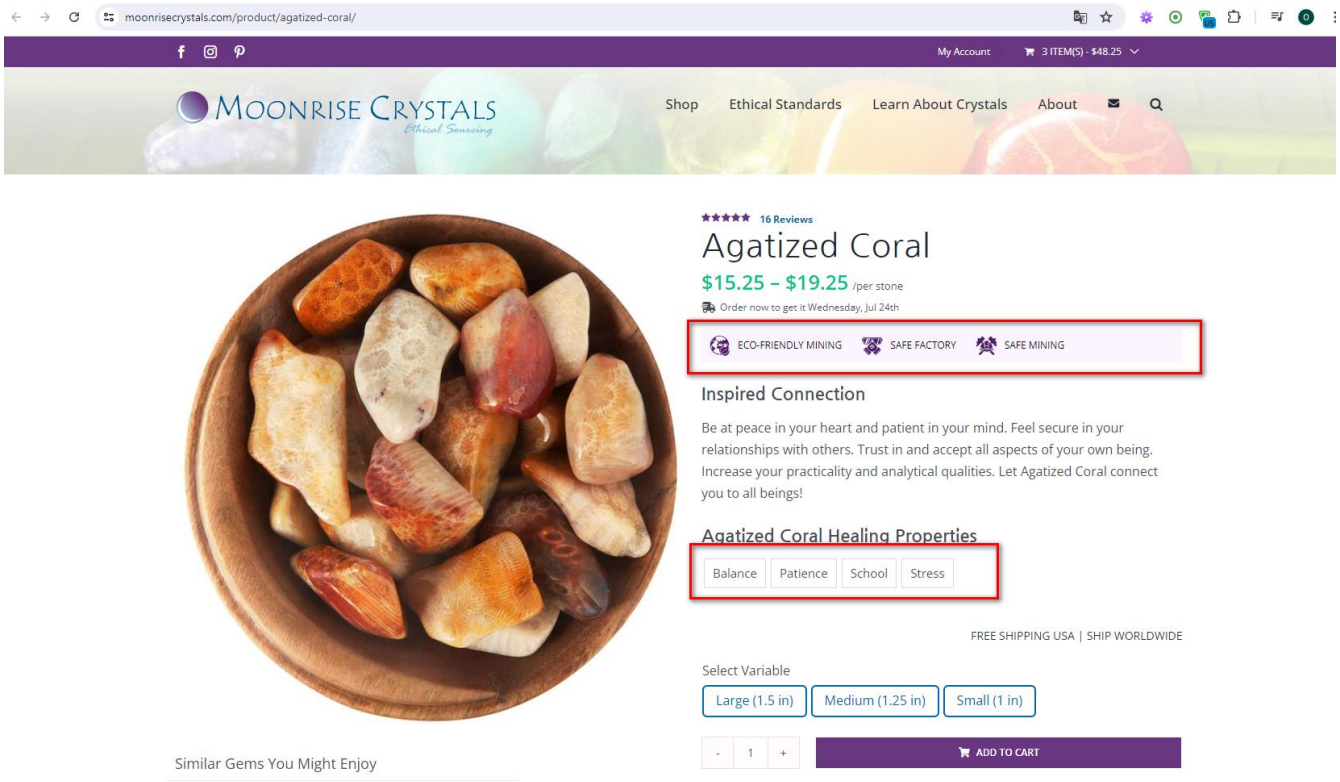
1. **Add a quick order button "Order in 1 click" (If it is possible to call or quickly communicate with the user via messenger)**
2. **Add product information to a popup with a form to fill out**
3. **Add information about the selected number of products to the pop-up window with a form to fill out**
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

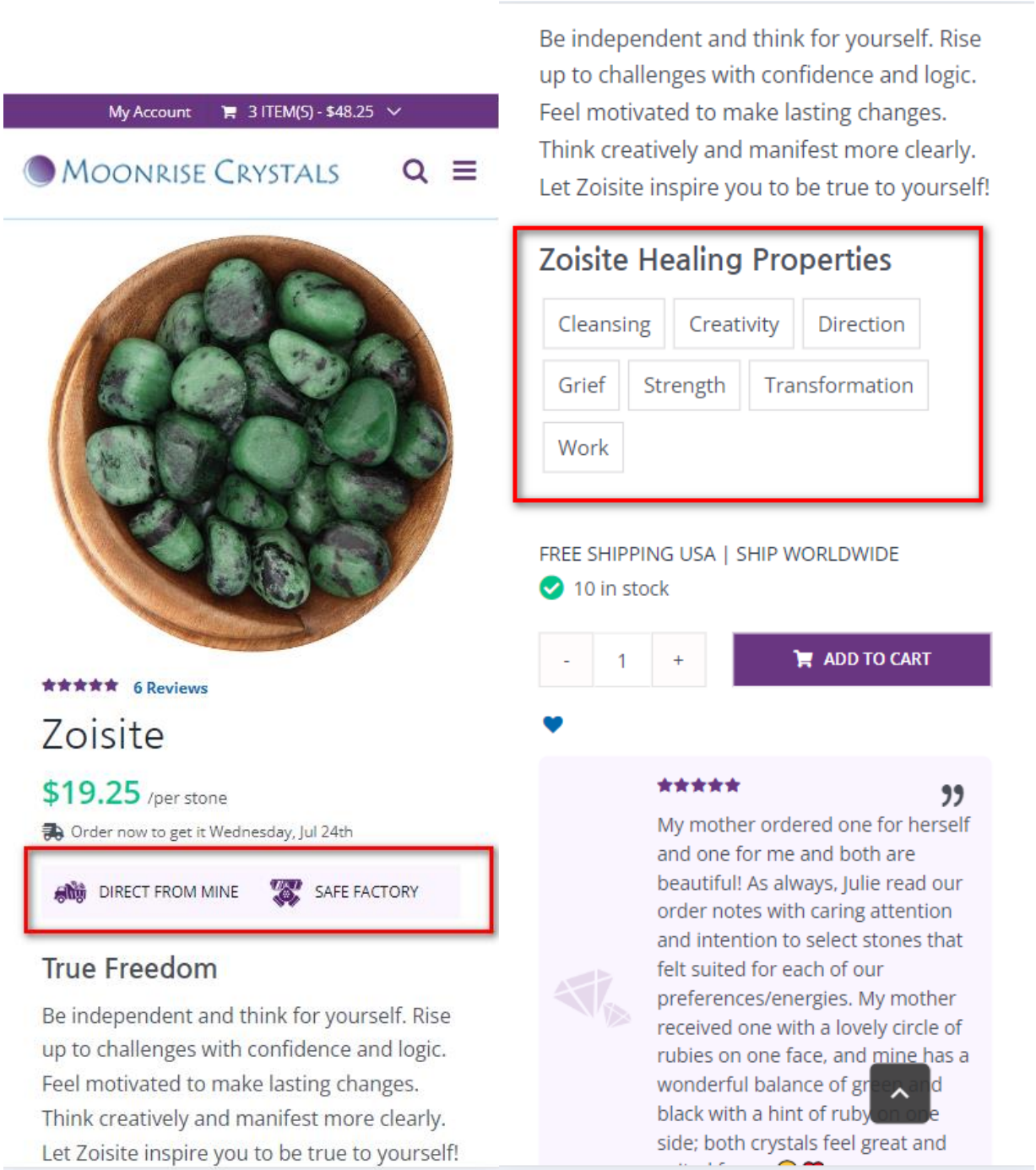
Conversion elements analysis (For desktop and mobile versions)

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

Desktop version



Mobile version



Recommendations

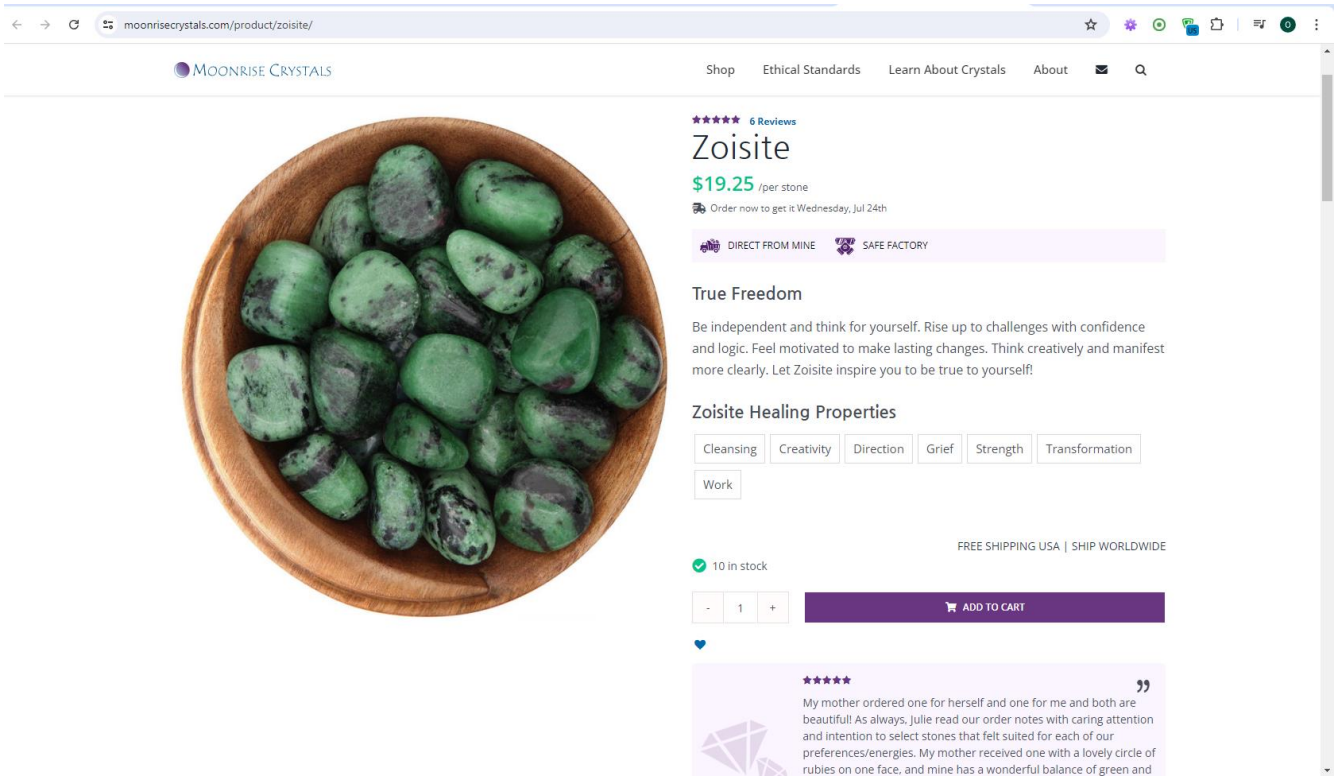
1. **Make the top block with elements non-clickable so that it looks like advantages**
2. **Implement the bottom block in the form of links/tags**

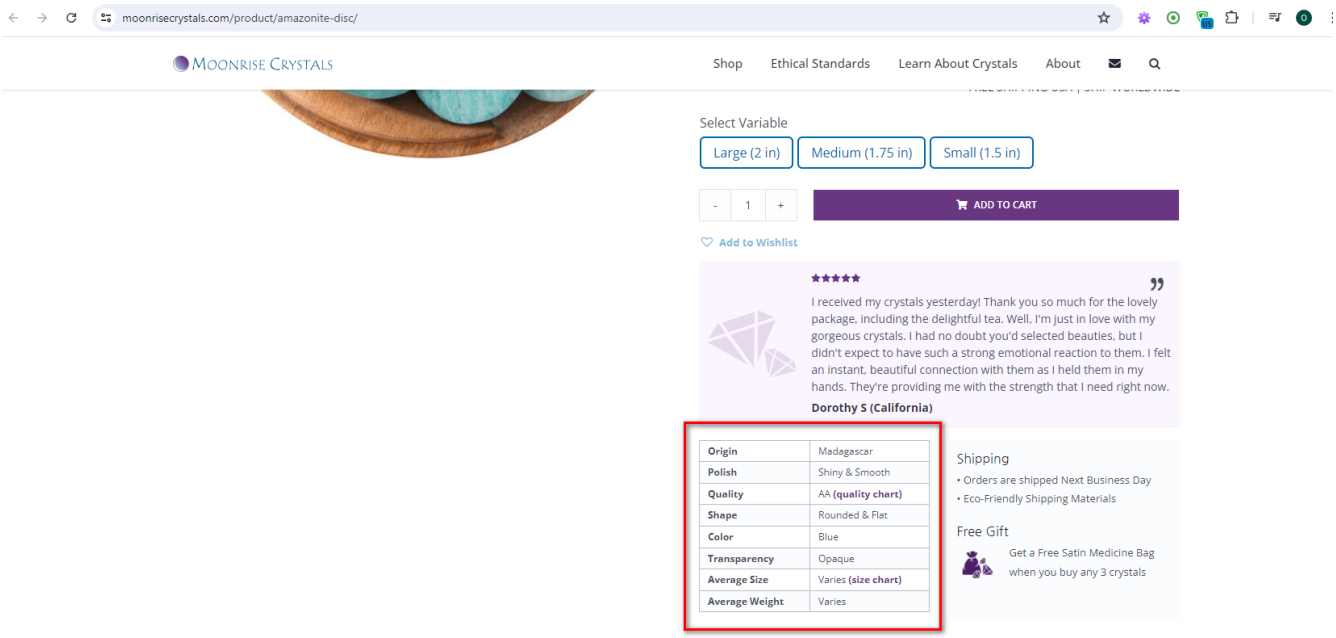
Product cards. Basic characteristics in the first screen

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





Where do our stones come from?

Mobile version

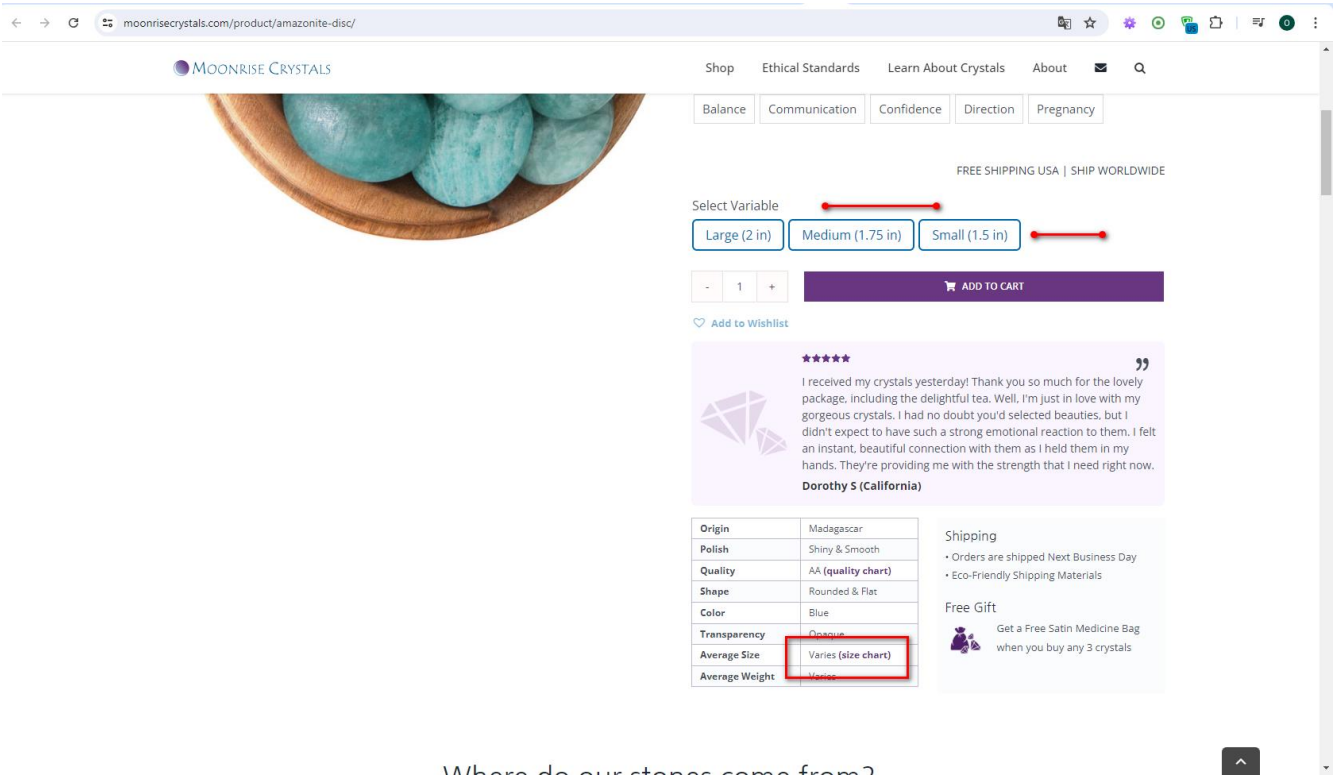
1. **Add basic characteristics in the first screen of the product card**

Product cards. Size chart

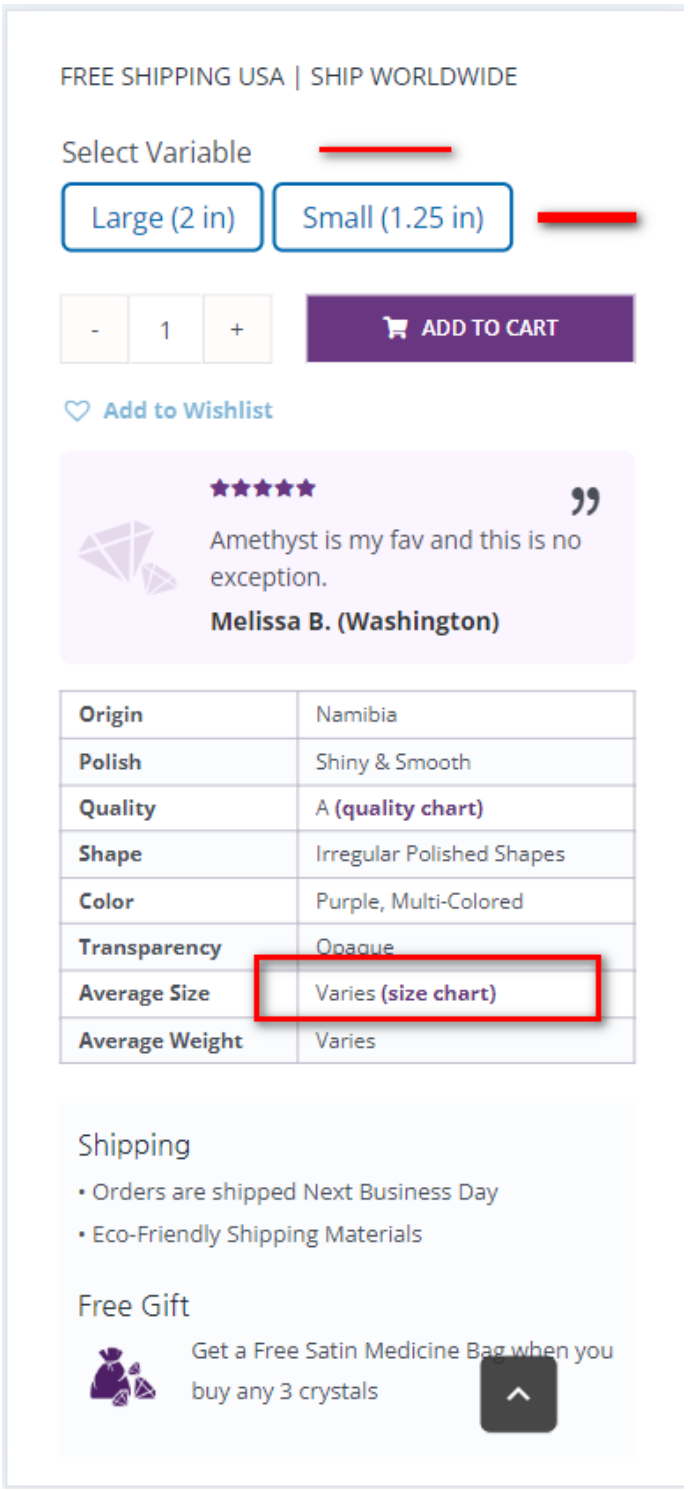
Conversion elements analysis (For desktop and mobile versions)

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

Desktop version



Mobile version



Recommendations

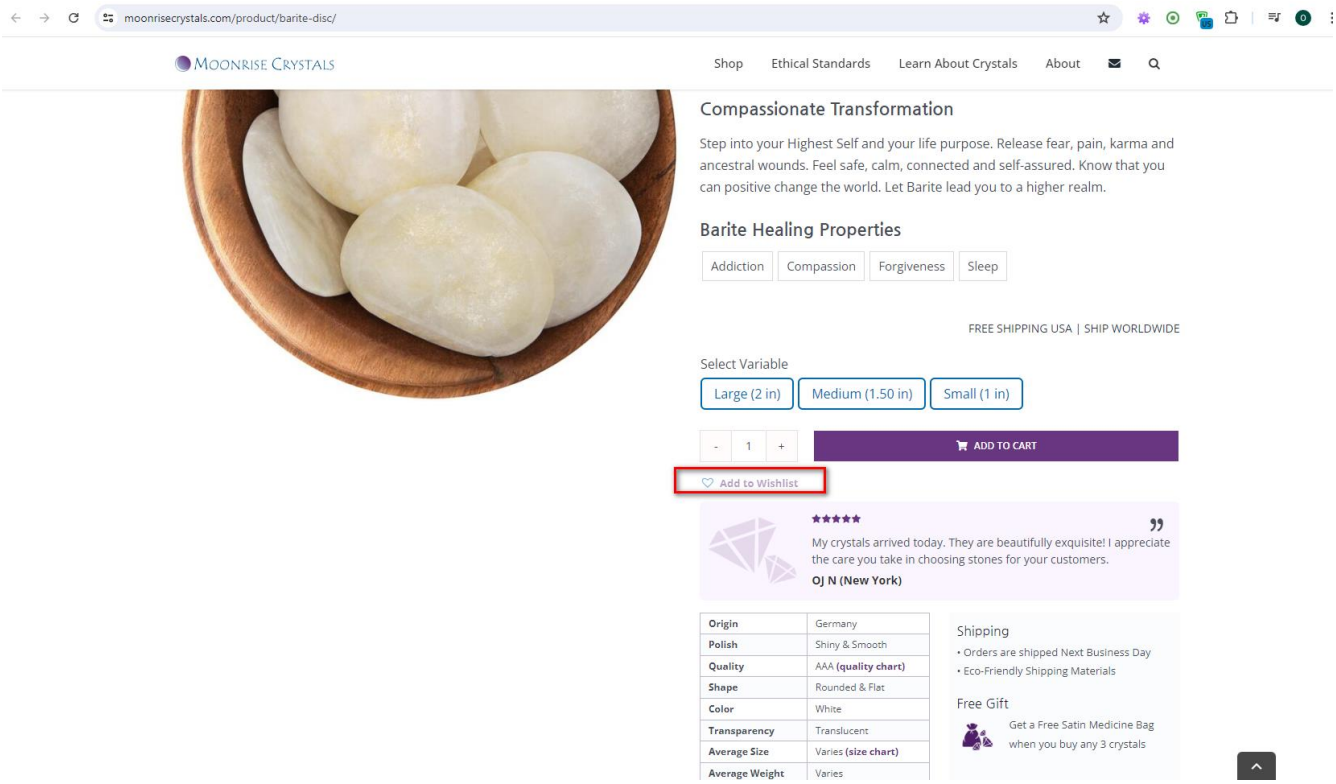
1. **Place a link to the size chart next to the elements for choosing a size**
2. **Remove link from table**

Product cards. Add to Wishlist

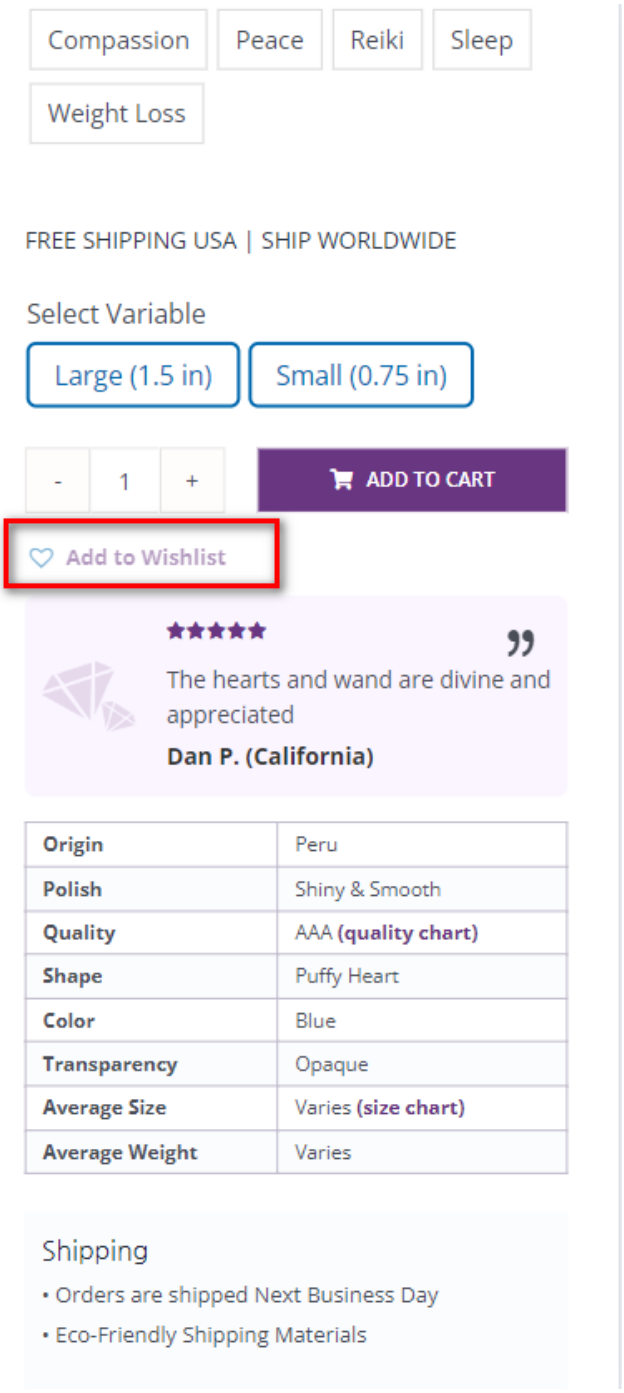
Conversion elements analysis (For desktop and mobile versions)

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



Recommendations

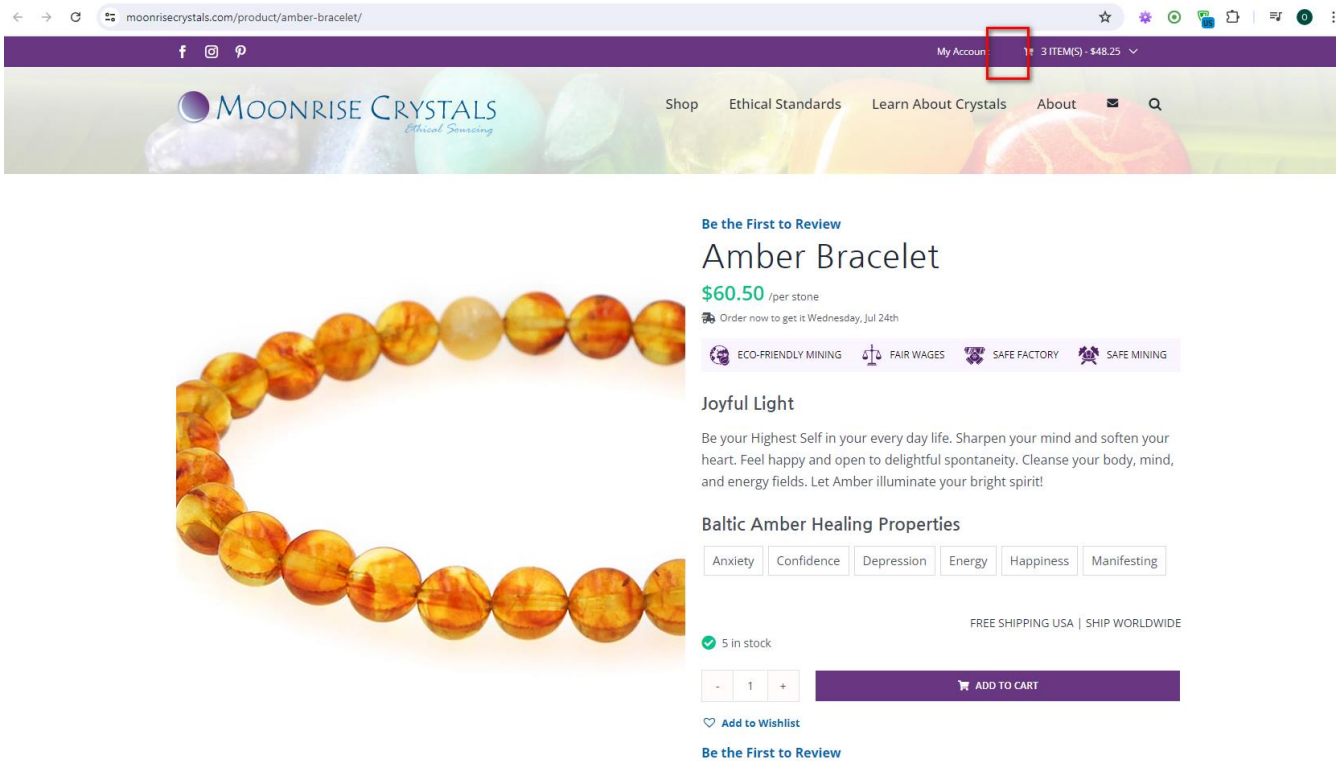
1. **Implement the ability to add a product to your wishlist without having to select a size**
2. **Make size selection mandatory on the "Wishlist" page**

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

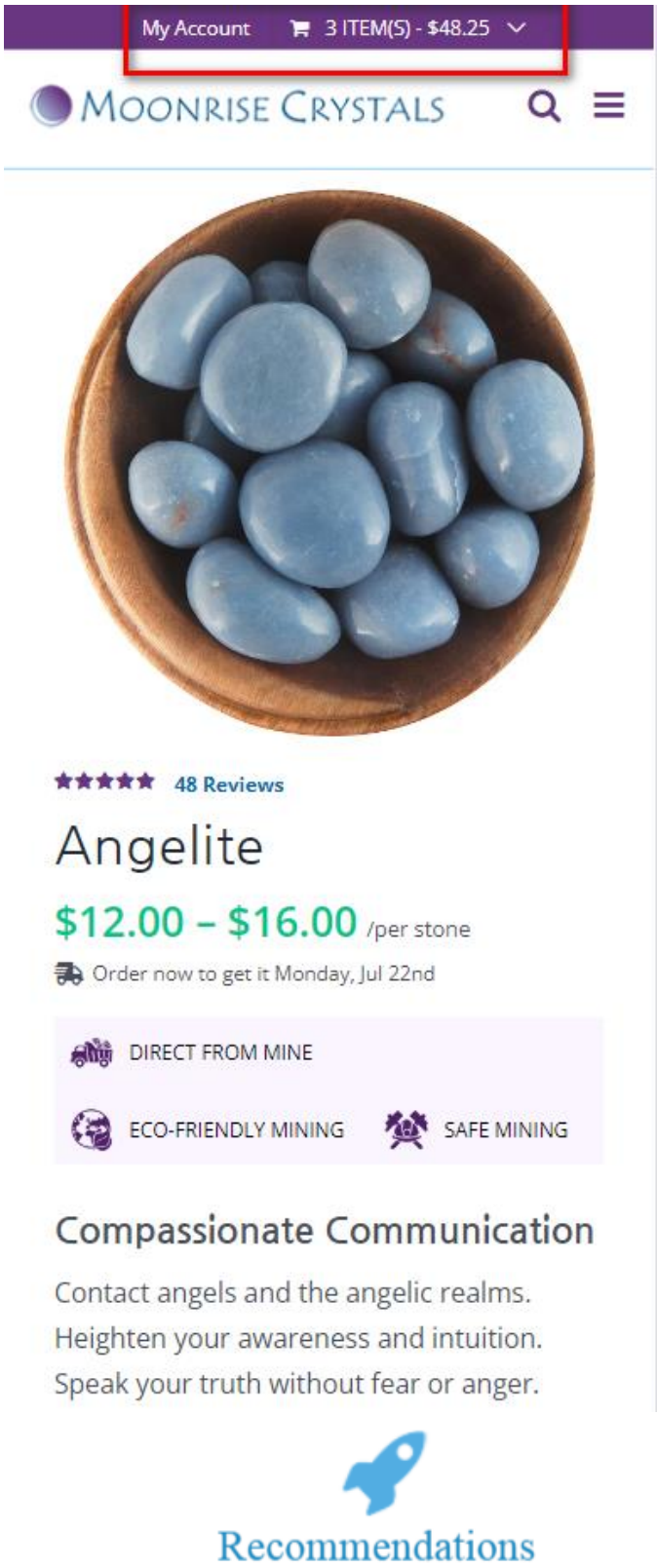
Conversion elements analysis (For desktop and mobile versions)

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



Mobile version



Recommendations

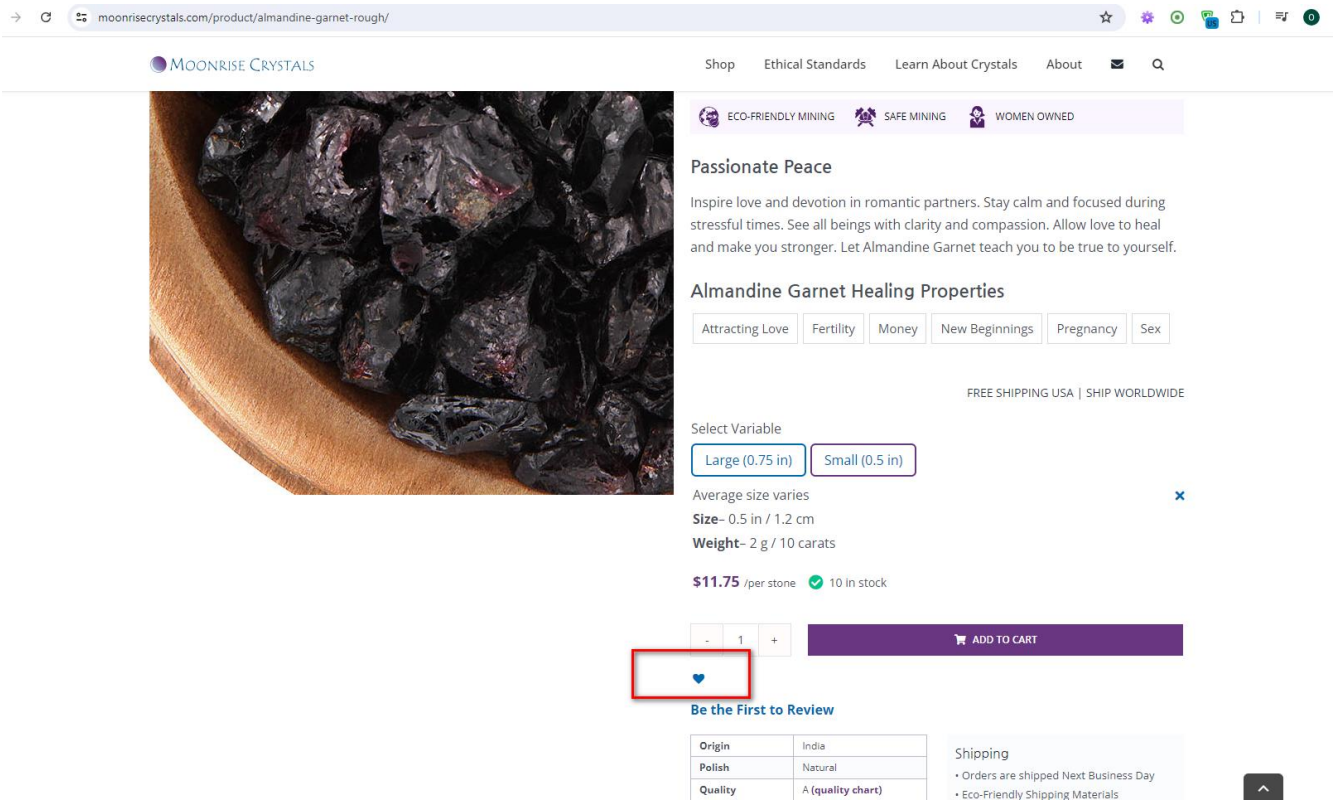
1. **Add an icon for the wishlist in the site header**
2. **When clicked, direct the user to the “Wishlist” page**

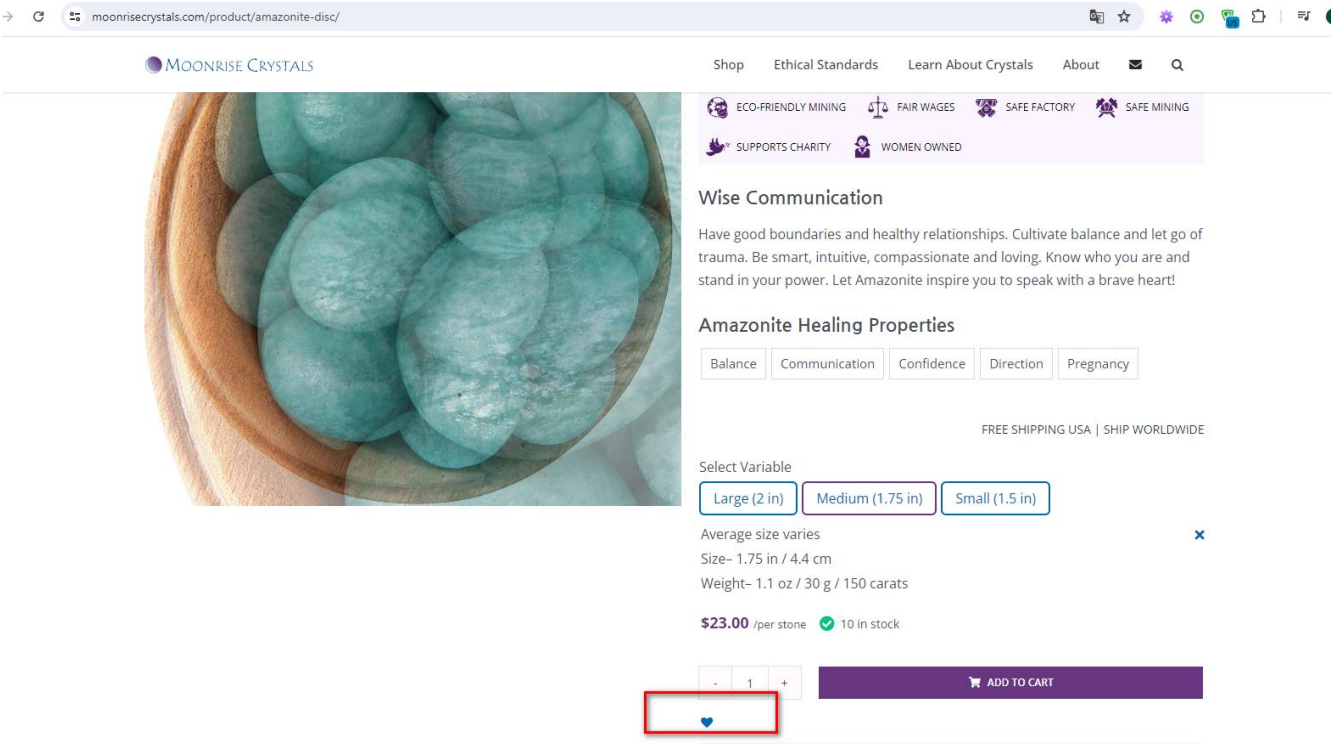
Product cards. Adding to Wishlist. Correct operation

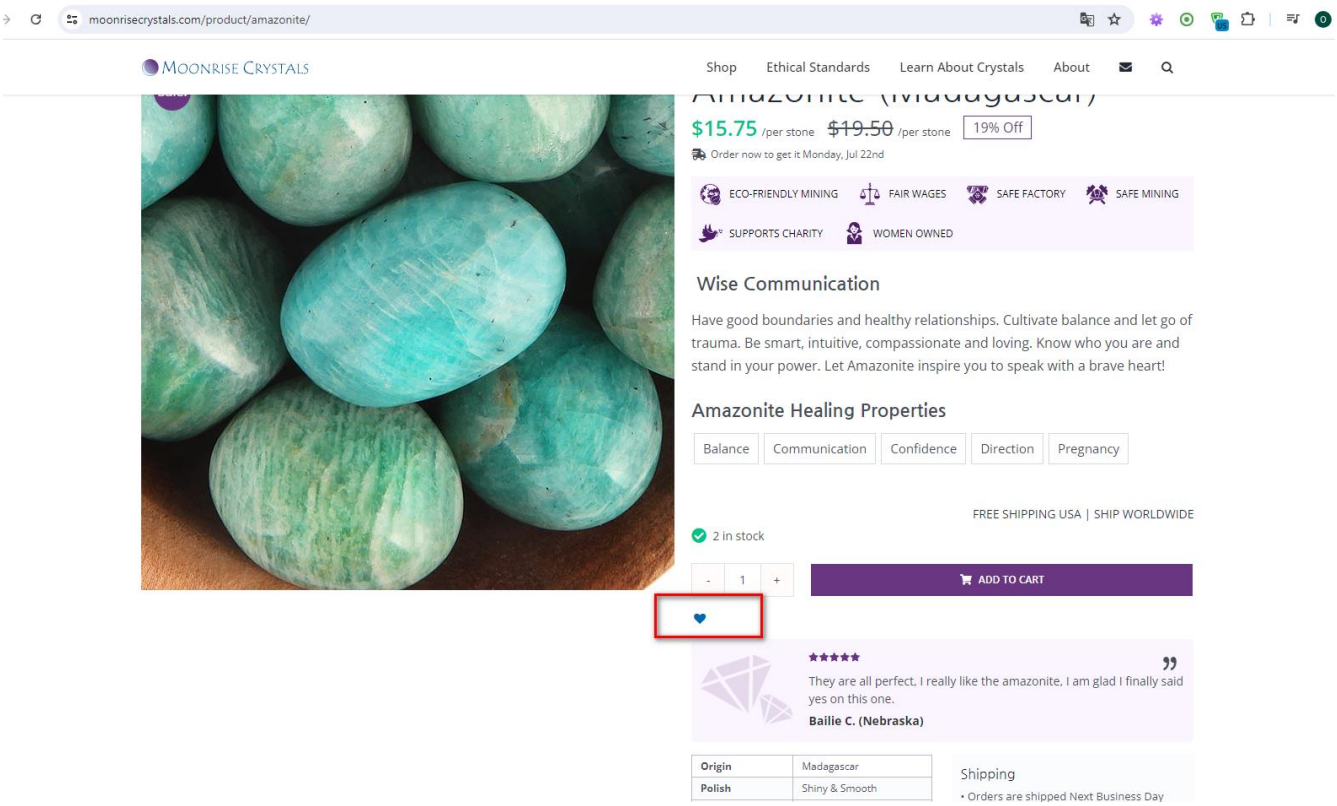
Conversion elements analysis (For desktop and mobile versions)

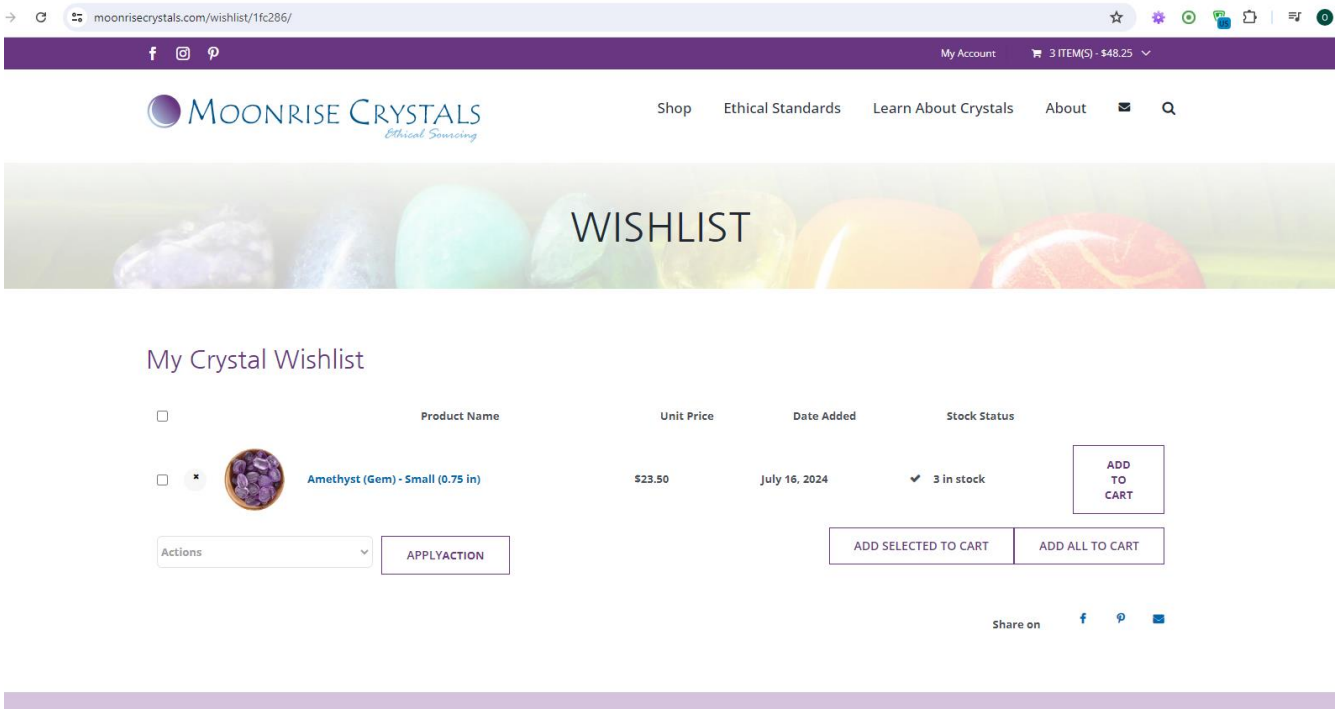
When you add multiple products to your wishlist, only one product appears on the page

Desktop version

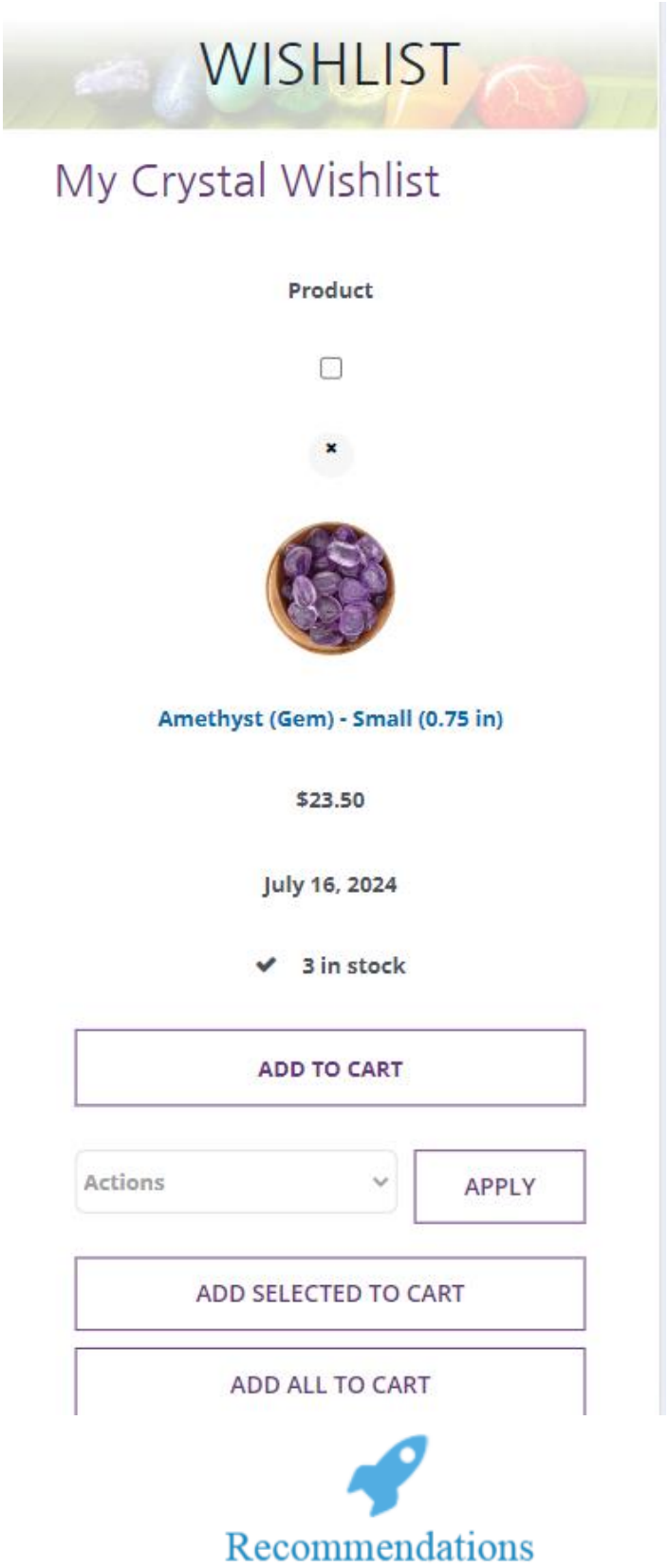



moonrisecrystals.com/product/amazonite-disc/
MOONRISE CRYSTALS
Shop
Ethical Standards
Learn About Crystals
About
ECO-FRIENDLY MINING
FAIR WAGES
SAFE FACTORY
SAFE MINING
SUPPORTS CHARITY
WOMEN OWNED
Wise Communication
Have good boundaries and healthy relationships. Cultivate balance and let go of trauma. 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
ADD TO CART


moonrisecrystals.com/product/amazonite/
MOONRISE CRYSTALS
Shop
Ethical Standards
Learn About Crystals
About
$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
ADD TO CART
They are all perfect, I really like the amazonite, I am glad I finally said yes on this one.
Bailie 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
Product Name
Unit Price
Date Added
Stock Status
Amethyst (Gem) - Small (0.75 in)
$23.50
July 16, 2024
3 in stock
ADD TO CART
Actions
APPLYACTION
ADD SELECTED TO CART
ADD ALL TO CART
Share on

Mobile version



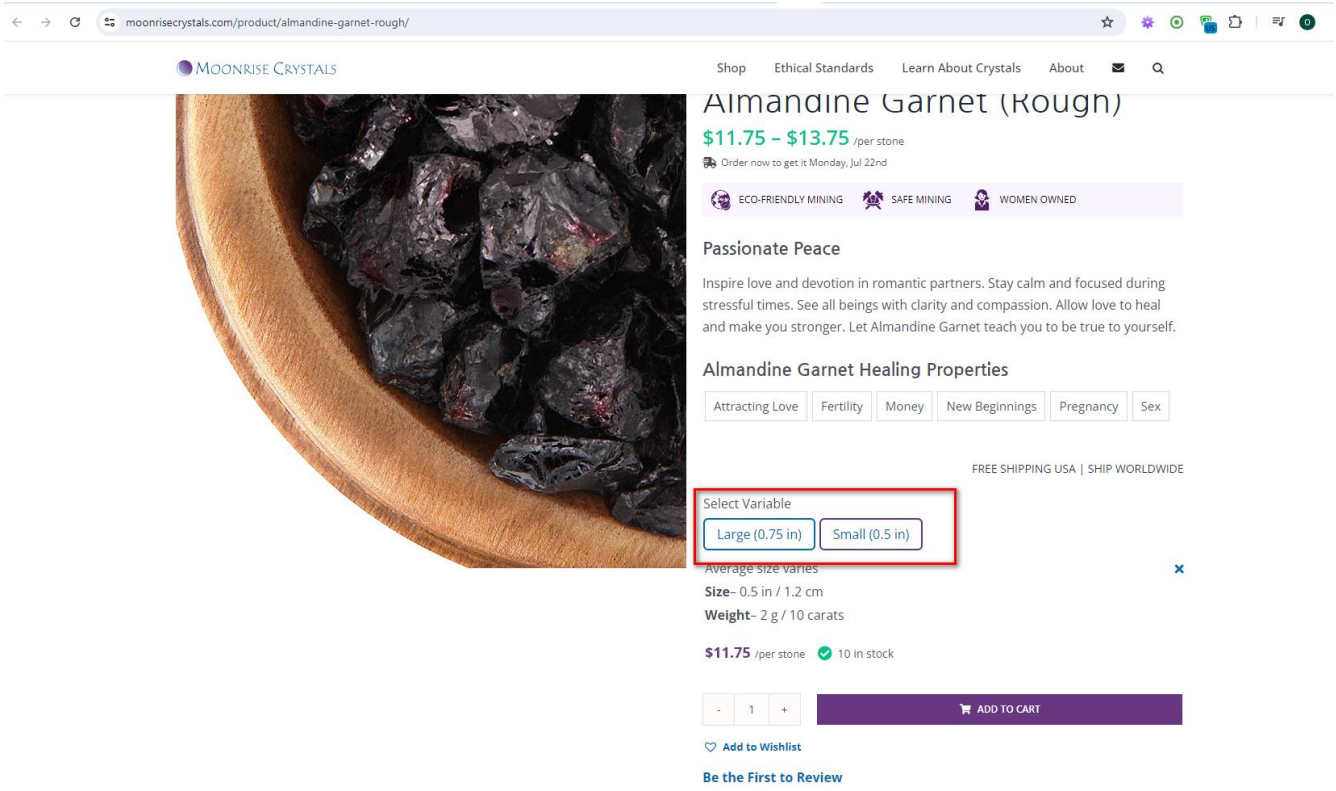
1. **Fix the functionality of adding a product to a wishlist**

Product cards. Size selection

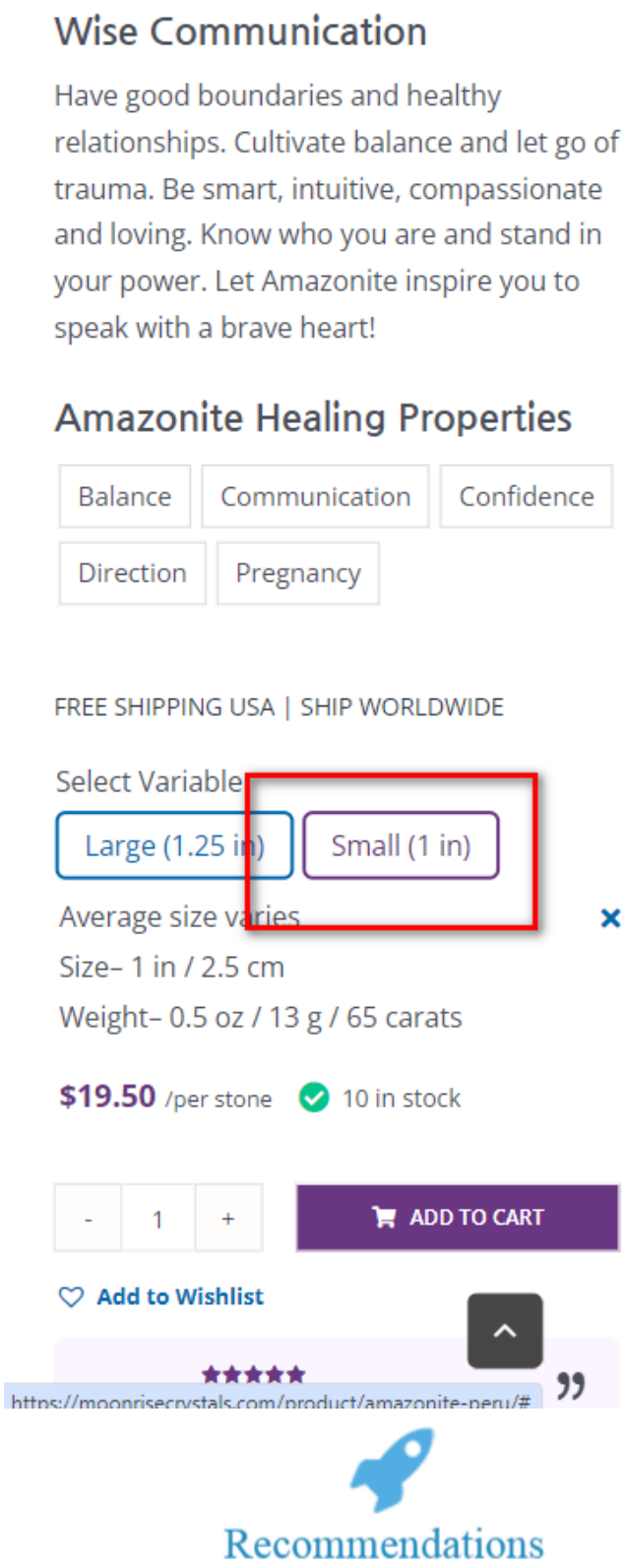
Conversion elements analysis (For desktop and mobile versions)

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

Desktop version



Mobile version



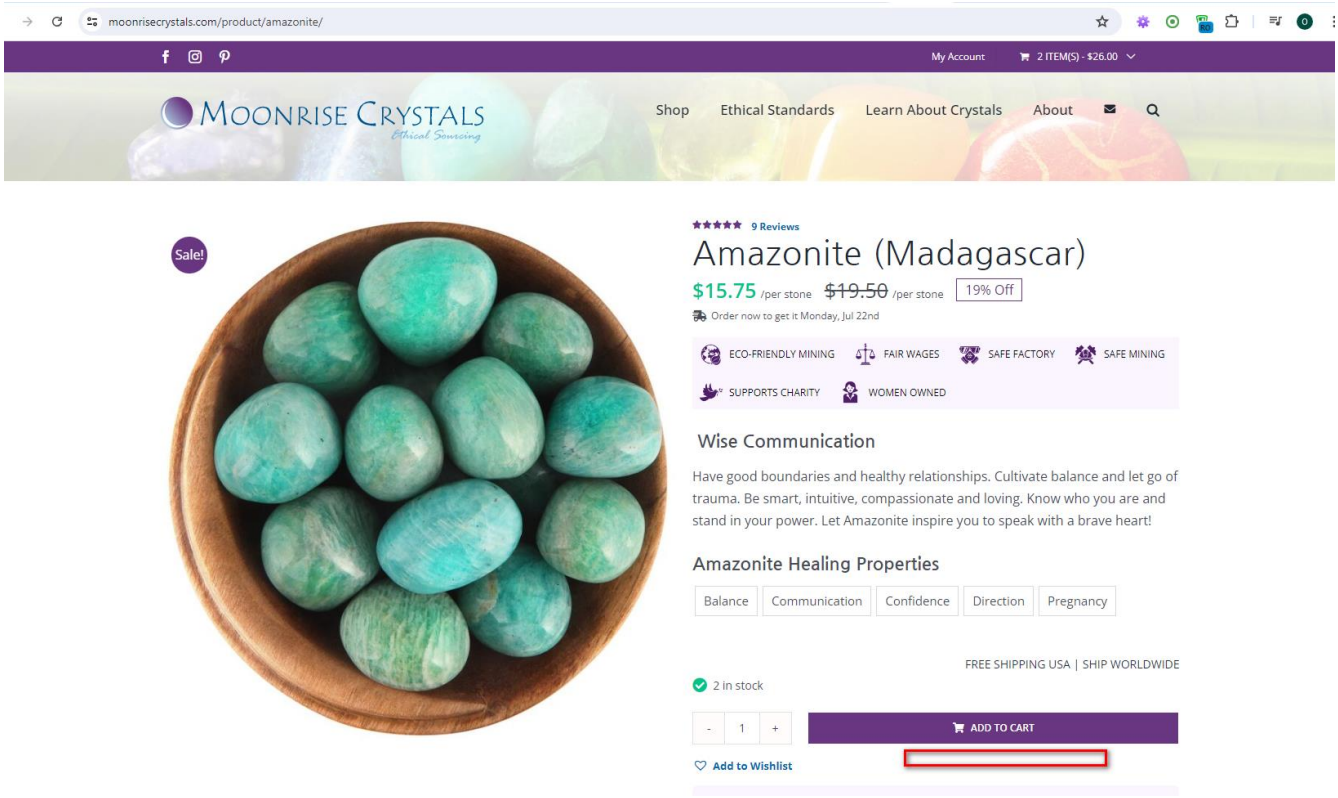
1. **Use color fill for selected element**

Product cards. "1-Click order"

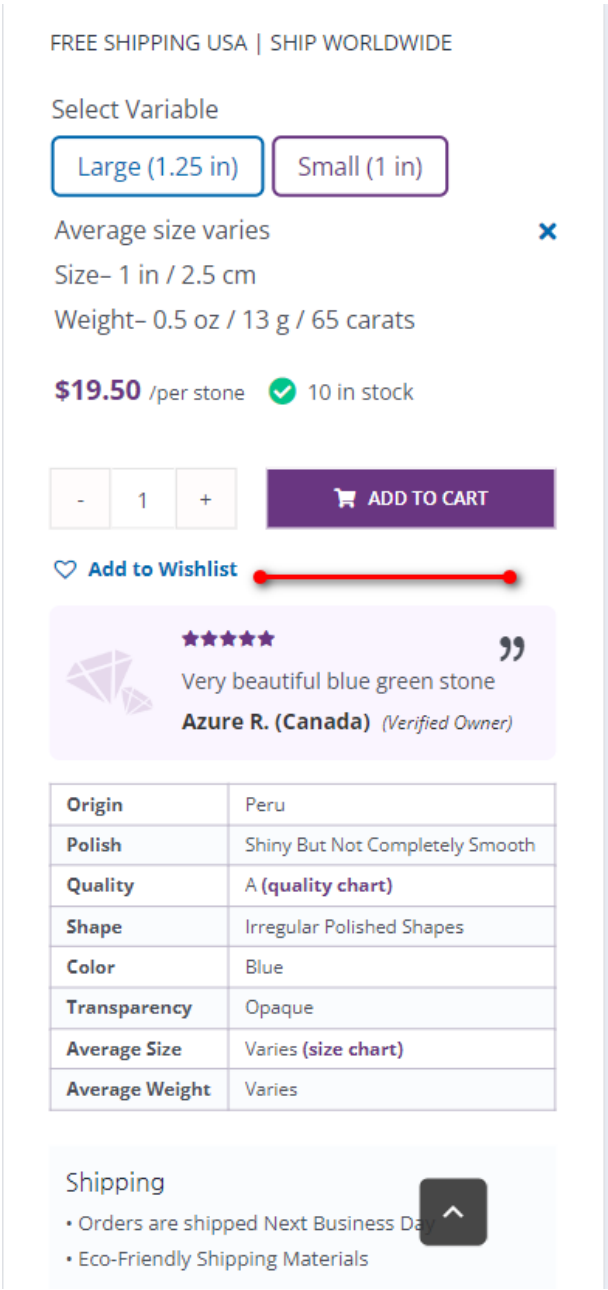
Conversion elements analysis (For desktop and mobile versions)

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

Desktop version



Mobile version



Recommendations

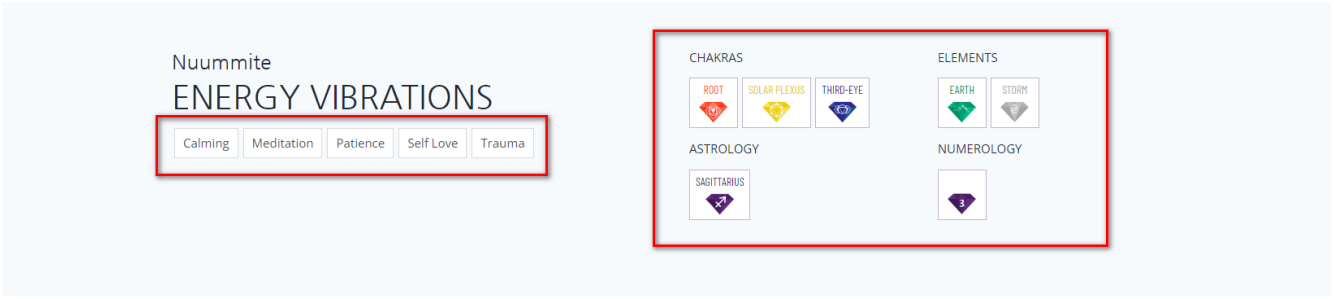
1. **Add a quick order button "Order in 1 click" (If it is possible to call or quickly communicate with the user via messenger)**
2. **Add product information to a popup with a form to fill out**
3. **Add information about the selected number of products to the pop-up window with a form to fill out**
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**

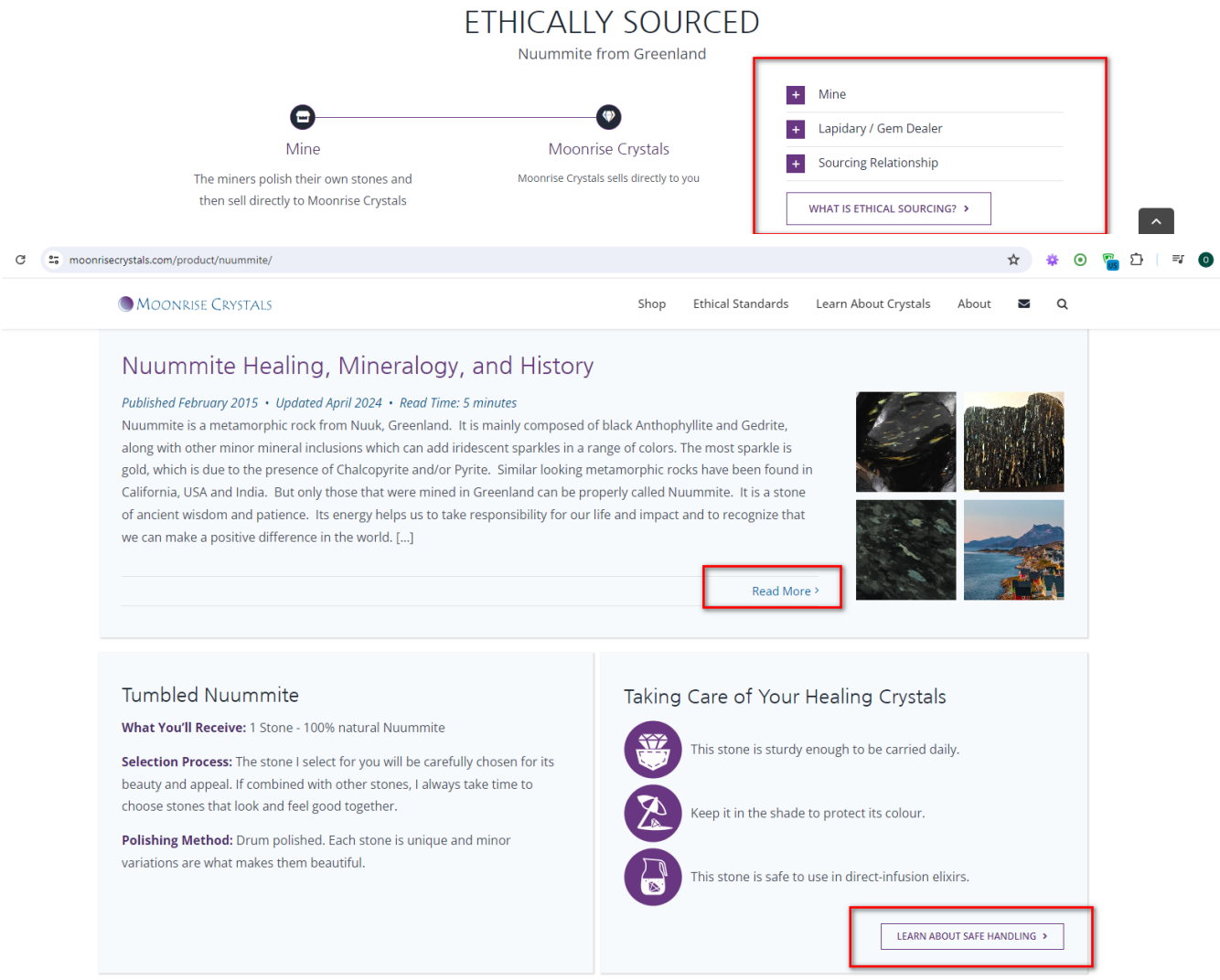
Product cards. Product information

Conversion elements analysis (For desktop and mobile versions)

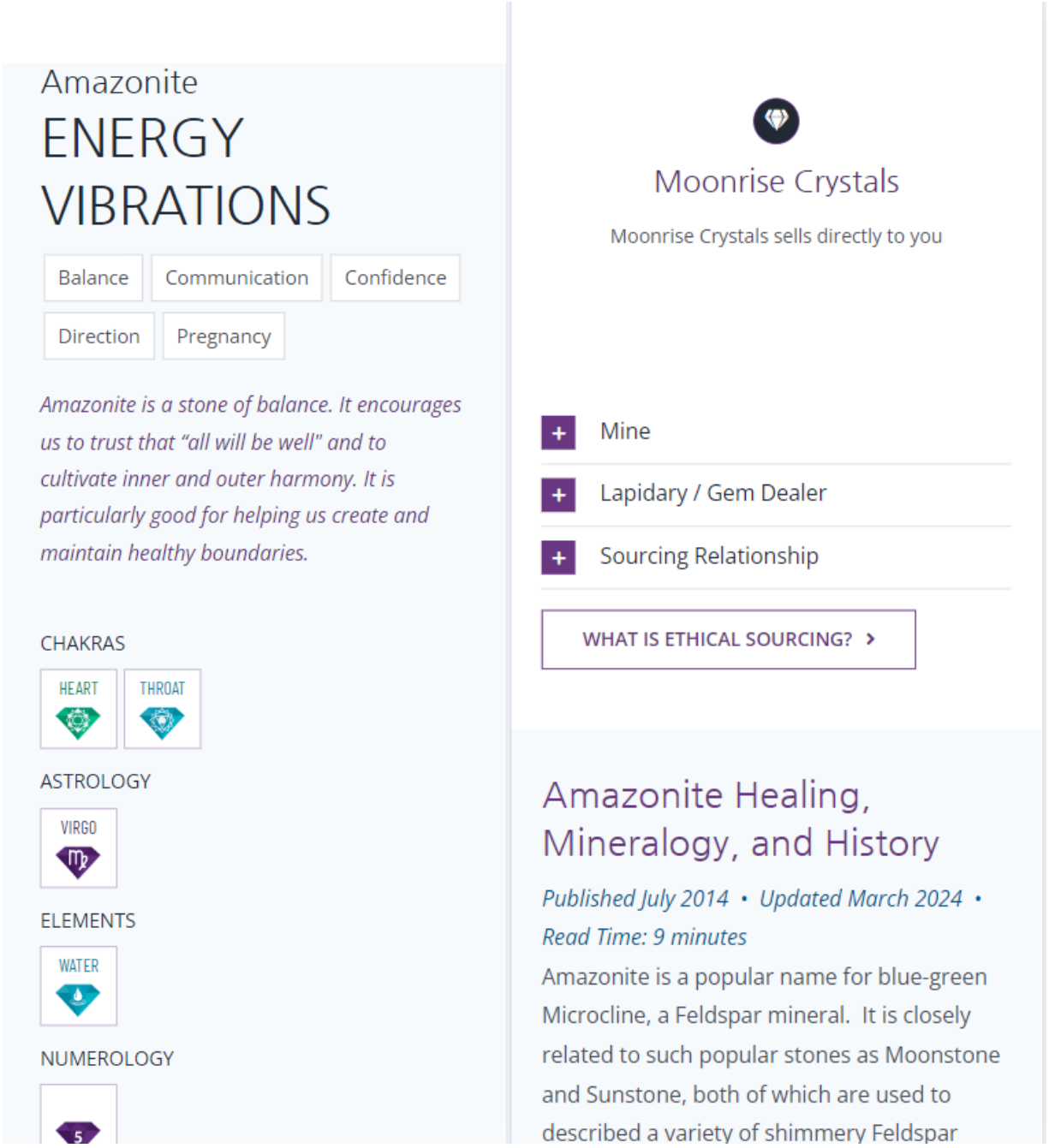
Almost every block of information contains a link that takes the user away from the product card

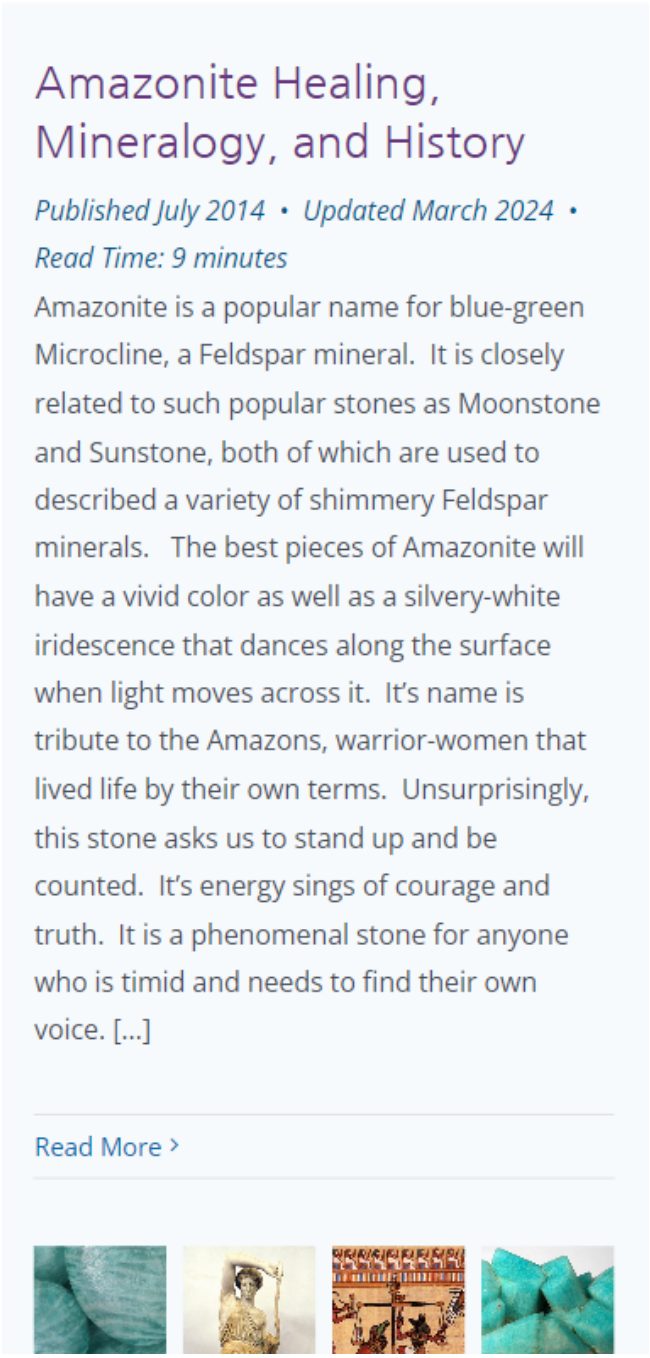
Desktop version





Mobile version





Recommendations

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

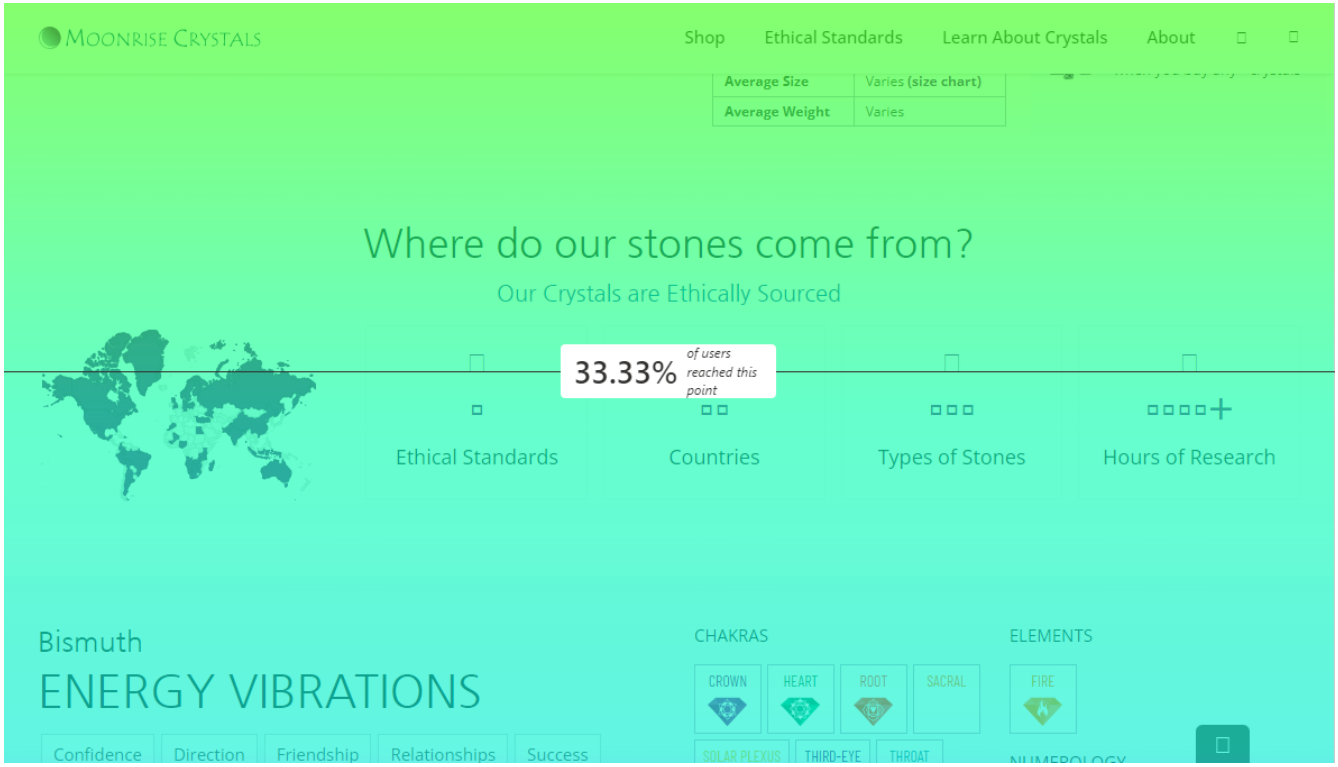
Product cards. Structure of information arrangement

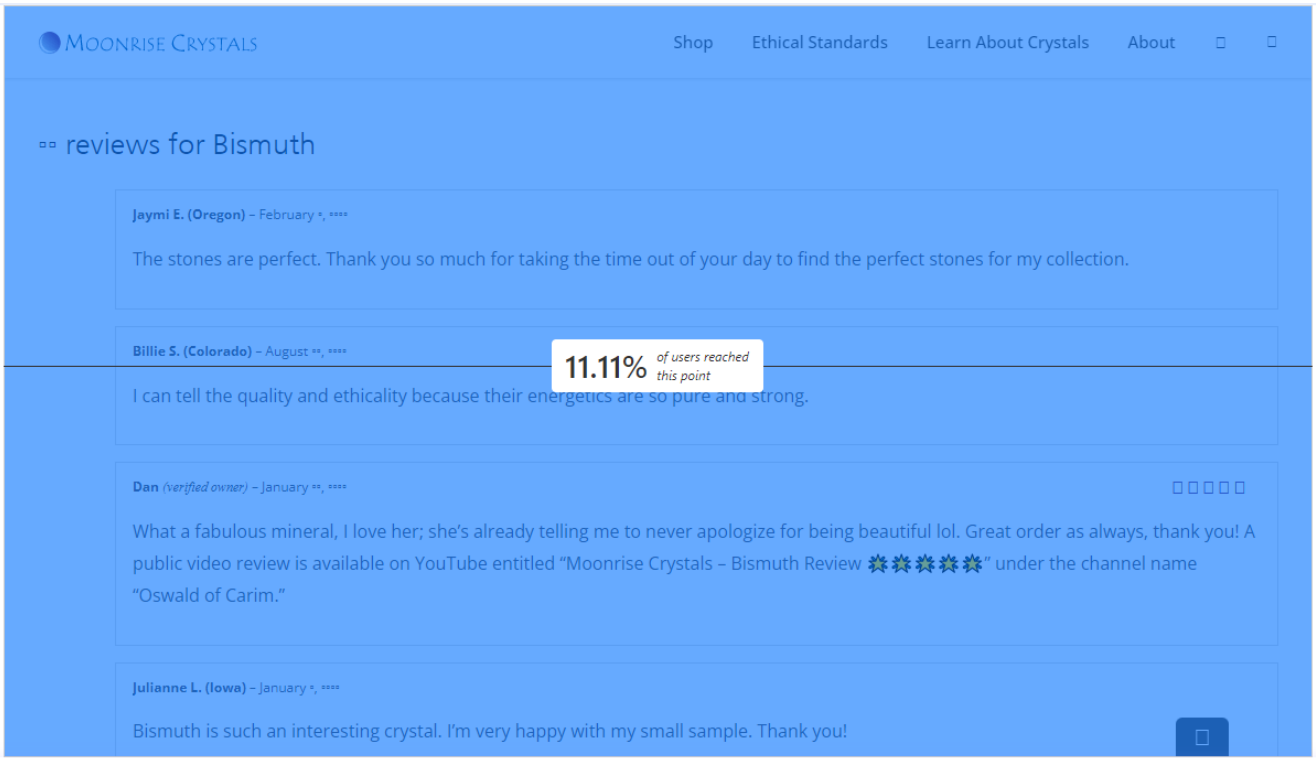
Conversion elements analysis (For desktop and mobile versions)

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

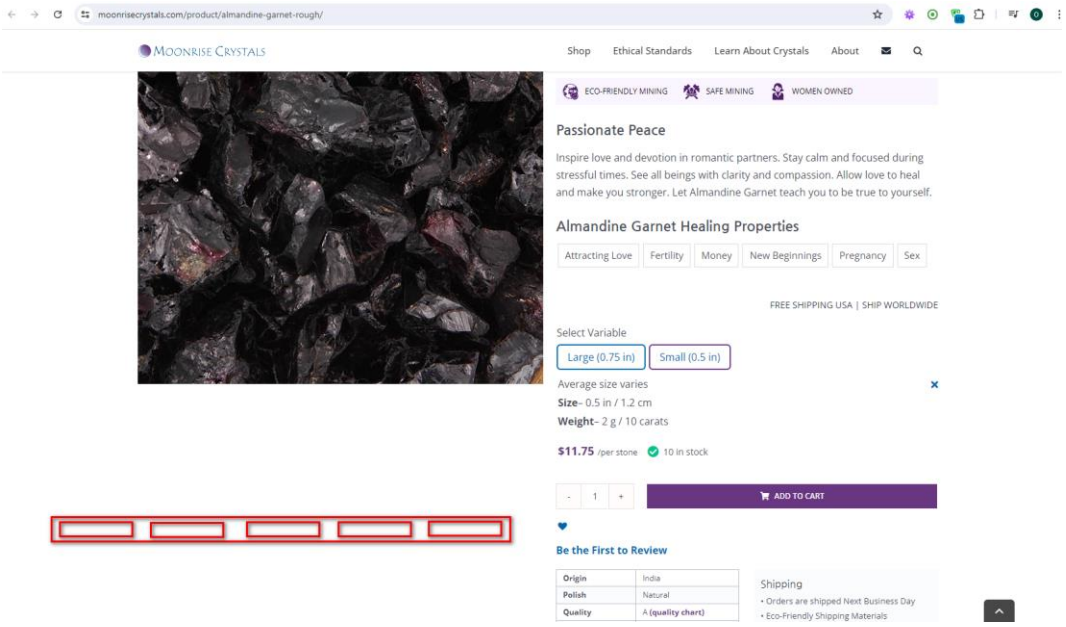




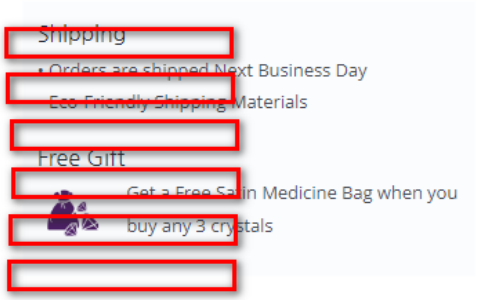
Recommendations

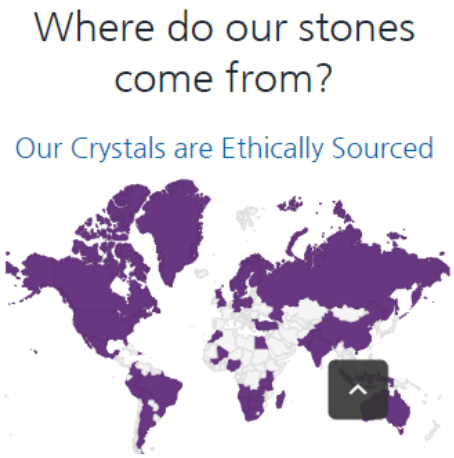
1. **To structure data and reduce page length, use a block with switchable tabs**
2. **Use the following tabs:**
    - **Description**
    - **Characteristics**
    - **Meaning (when using a link to the material, display the page in a new tab)**
    - **Stone care**
    - **Shipping and payment**
  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



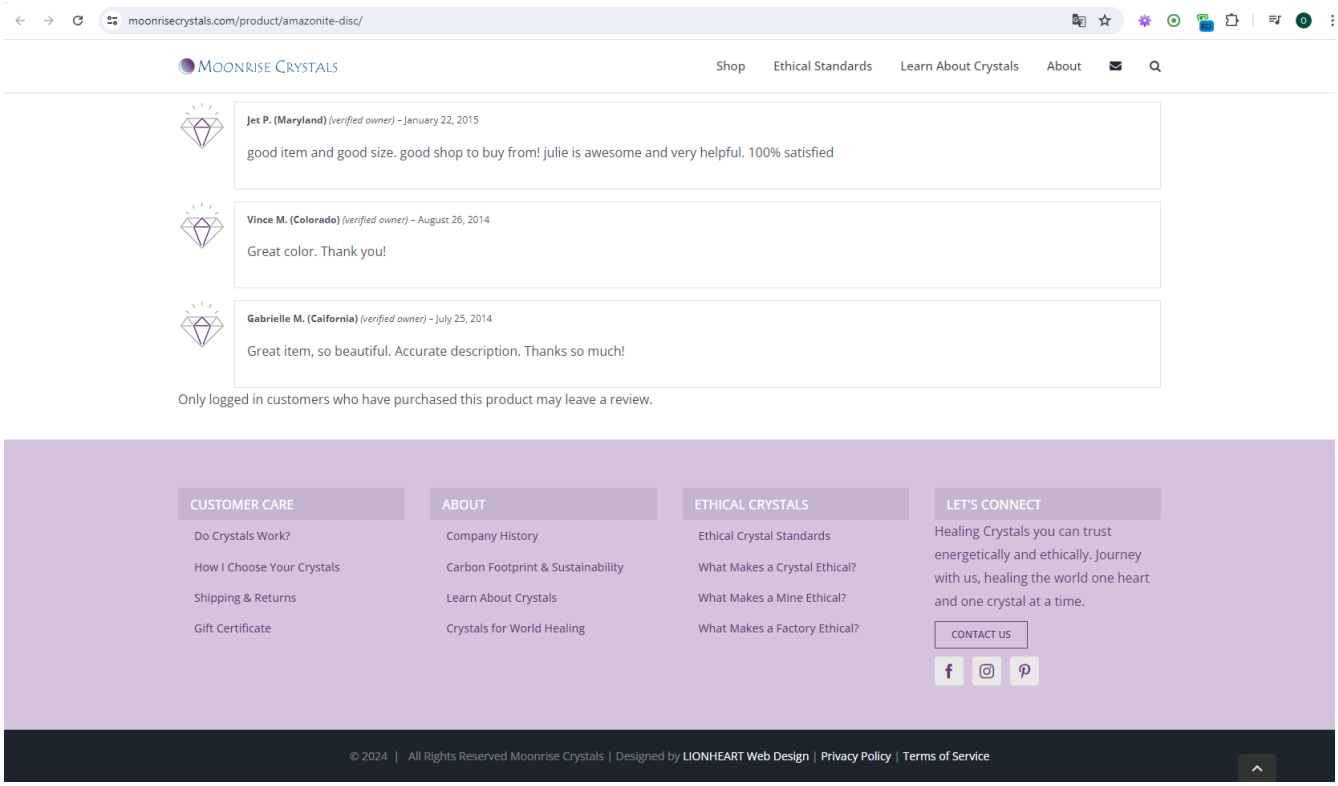


Product cards. "Similar Products"

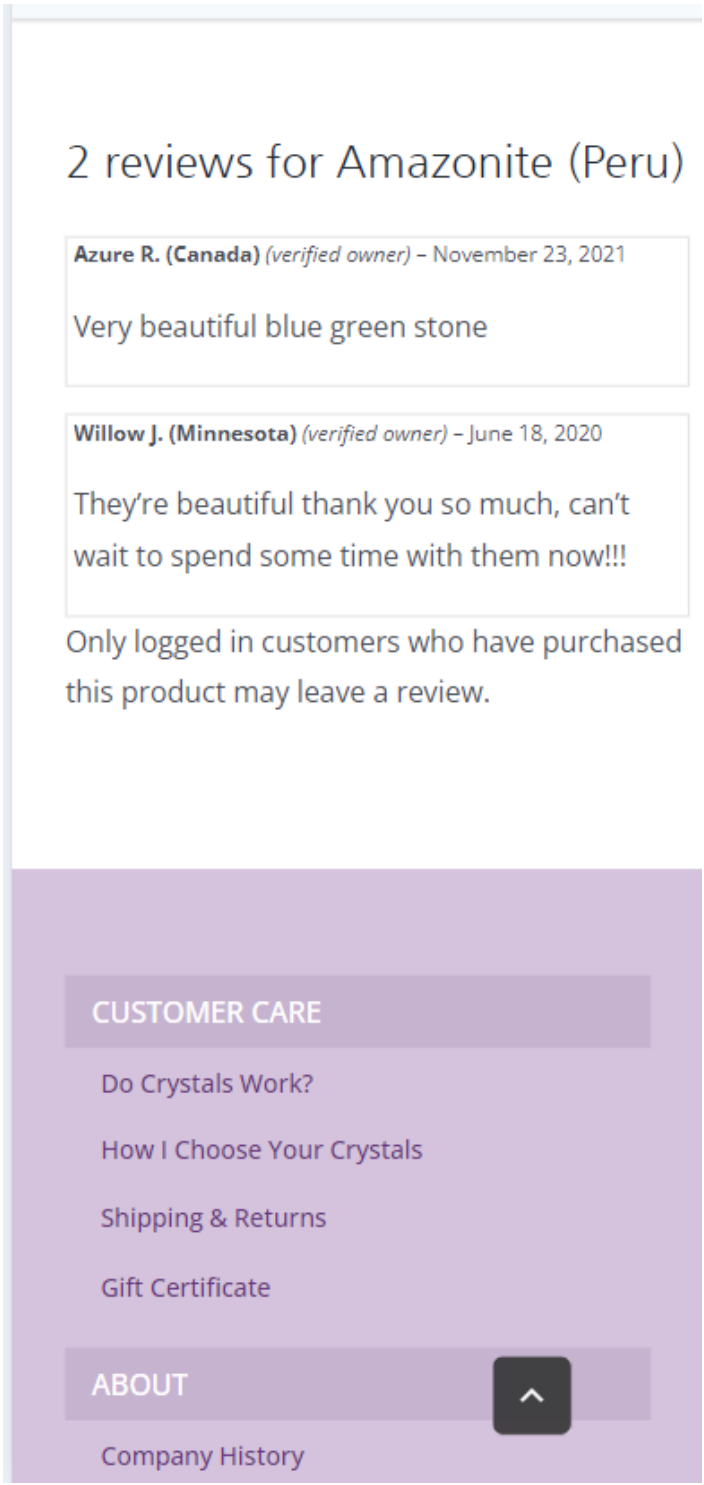
Conversion elements analysis (For desktop and mobile versions)

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

Desktop version



Mobile version



Recommendations

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

.

«Wishlist"

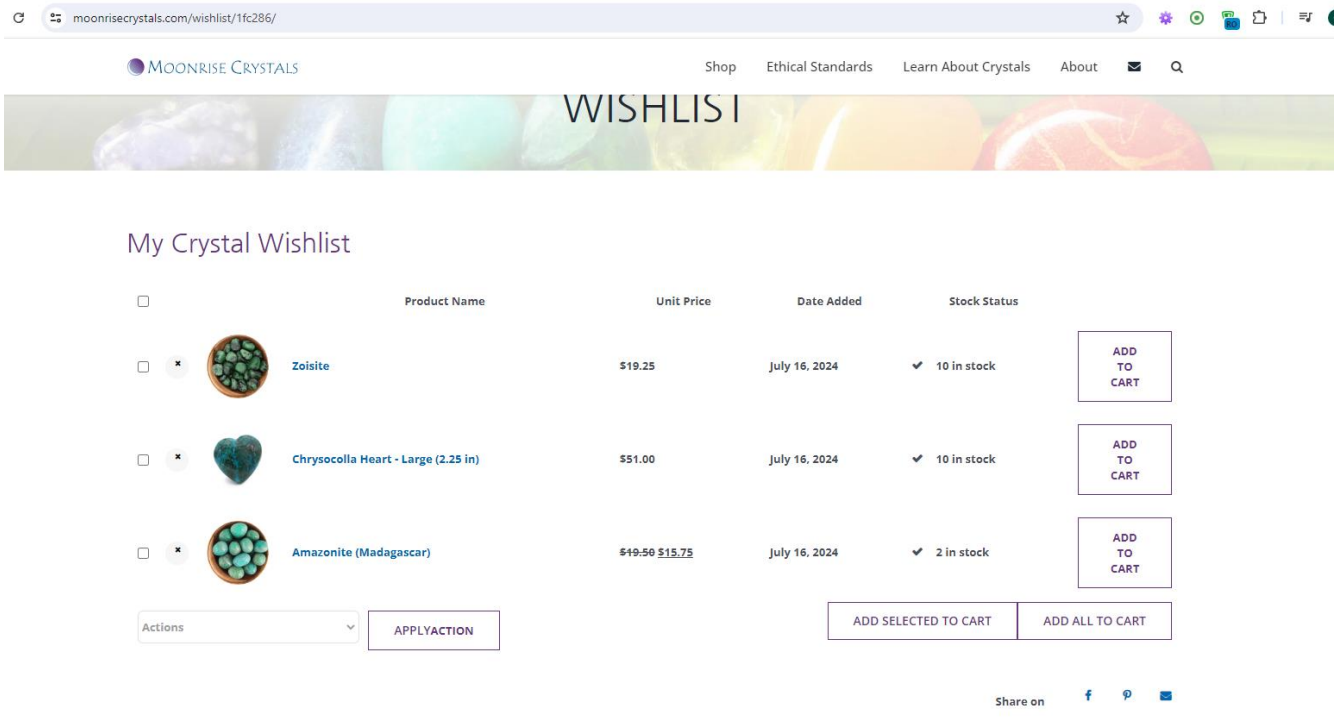
Conversion elements analysis (For desktop and mobile versions)

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



Mobile version

Amethyst (Gem) - Small (0.75 in)

$23.50

July 16, 2024

✔ 3 in stock

ADD TO CART

Actions APPLY

ADD SELECTED TO CART

ADD ALL TO CART

Share on

Recommendations

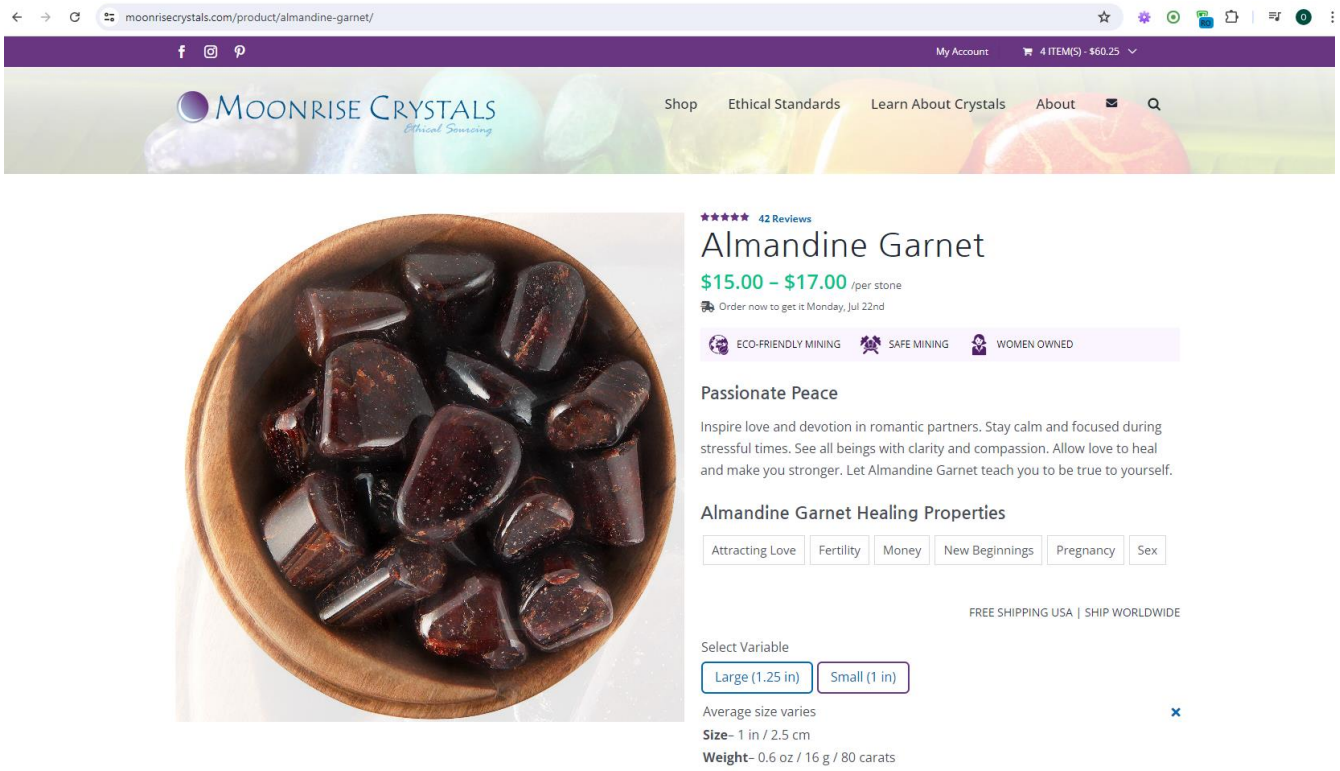
1. **Add elements to products to select quantity**
2. **Add sizing elements to products**
3. **Add an element of quick order "1-Click order" to the goods (If it is possible to call or quickly communicate with the user via messenger)**

Action after ordering the product (adding to the cart)

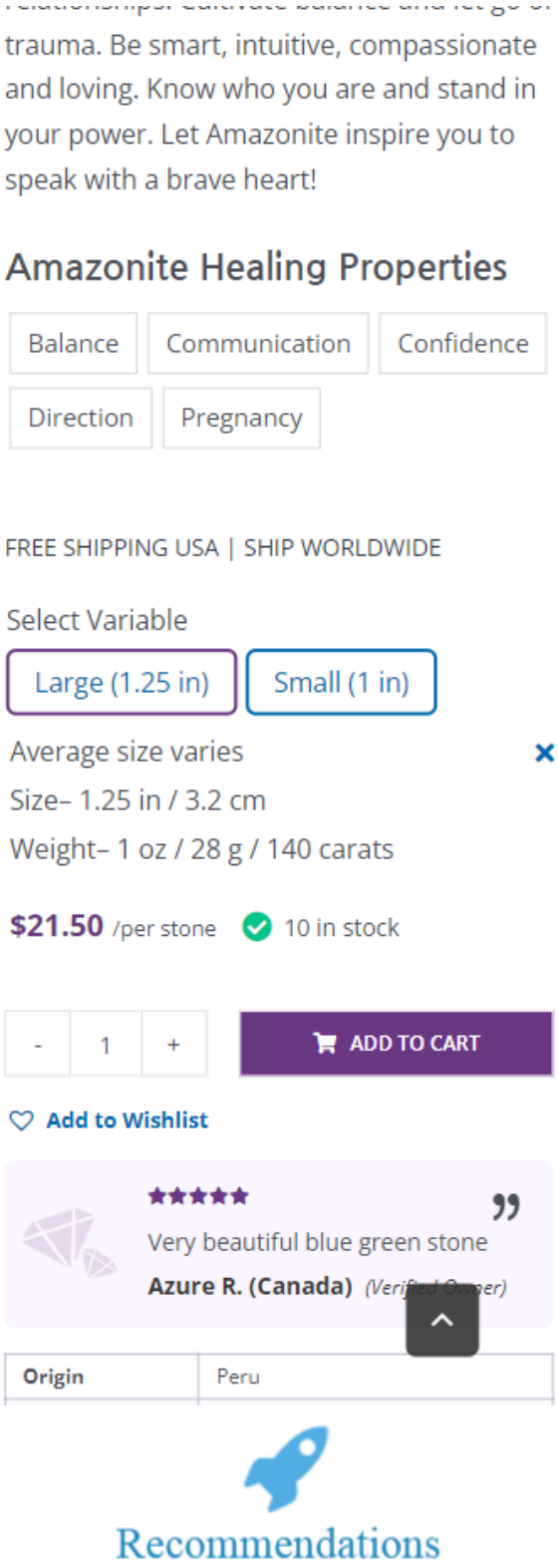
Conversion elements analysis (For desktop and mobile versions)

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



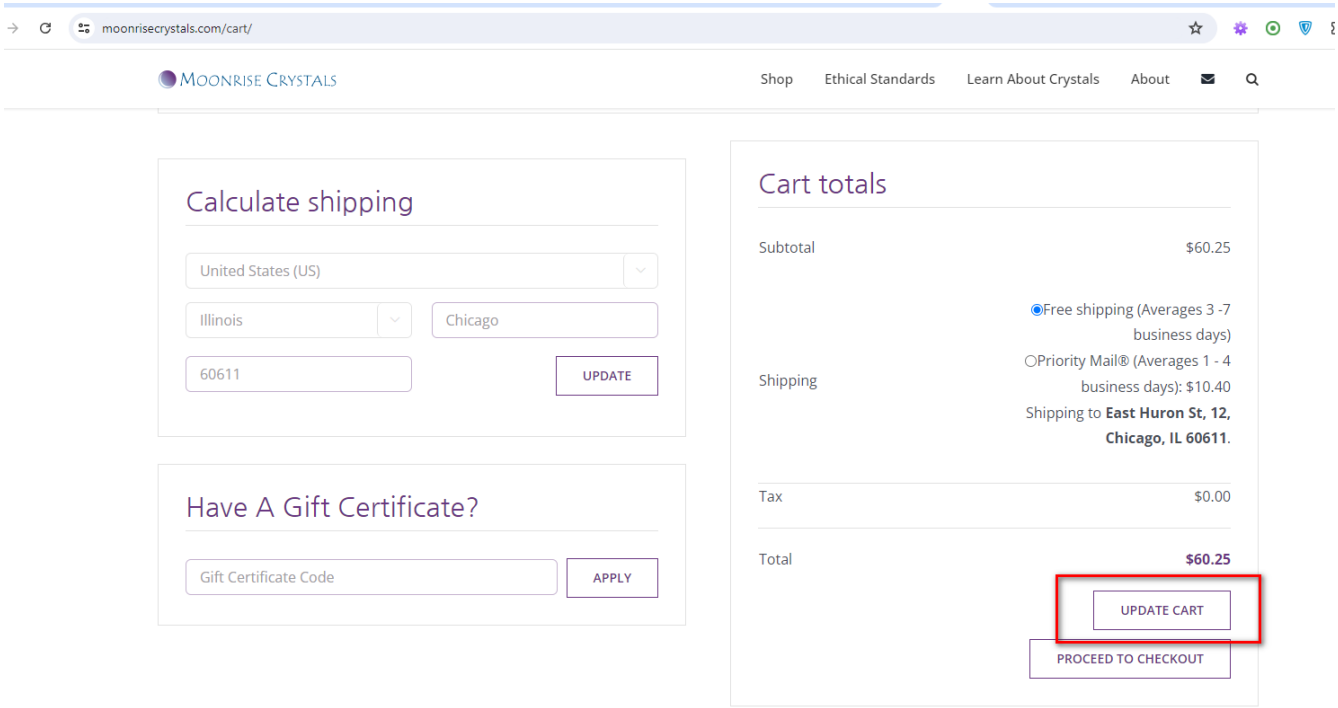
1. **Display a popup indicating that the product has been adding to the cart**
2. **Add buttons "Continue shopping" or "Checkout" to this window**

Shopping cart. Recalculation of the amount

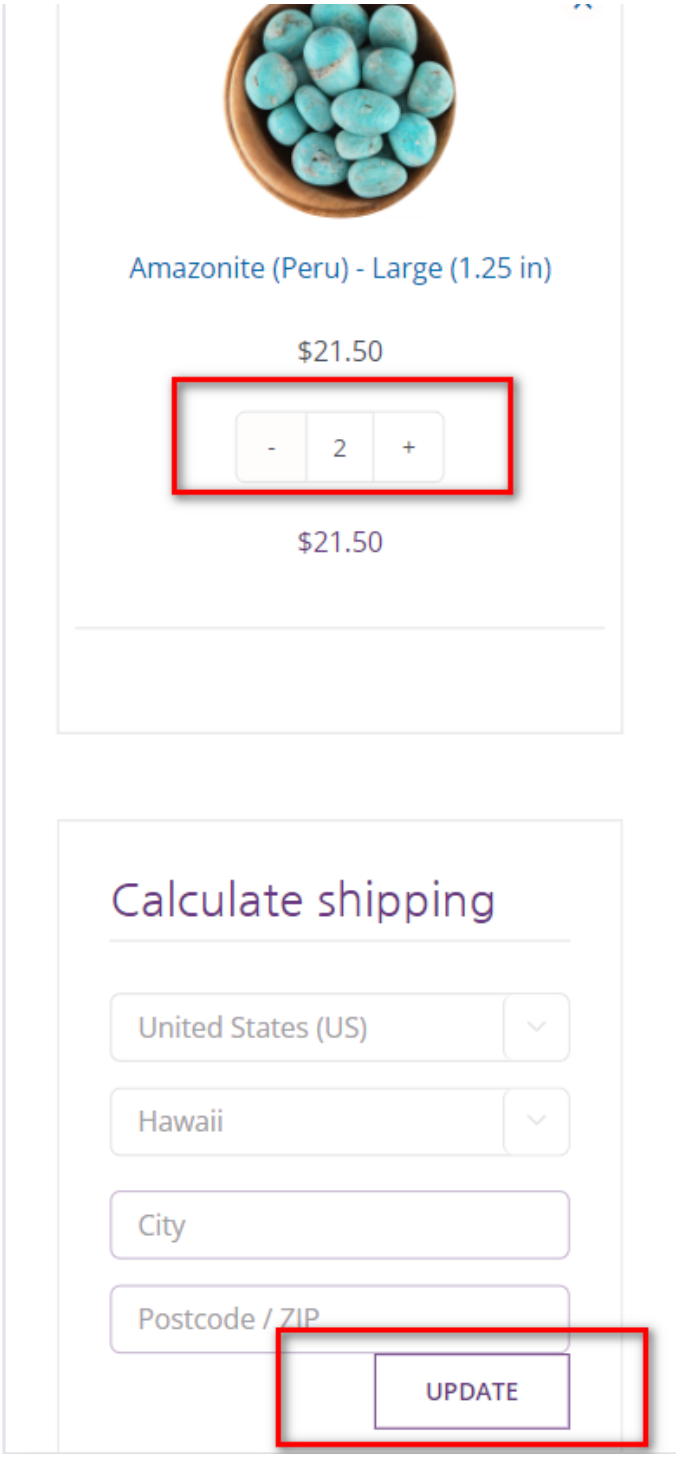
Conversion elements analysis (For desktop and mobile versions)

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

Desktop version



Mobile version



Recommendations

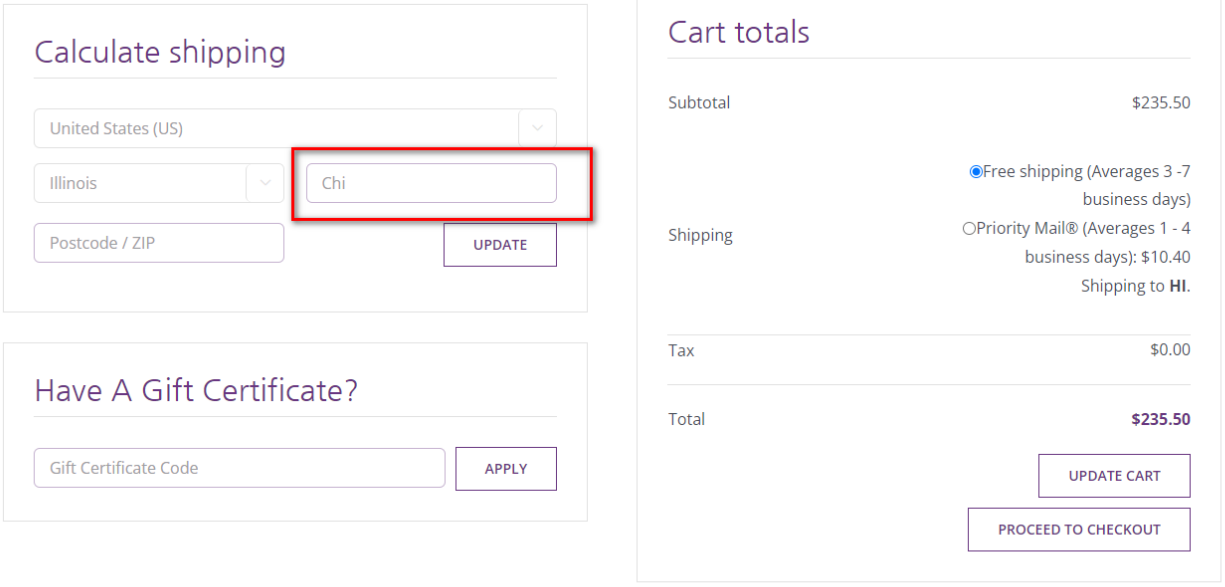
1. **Automatically recalculate the total amount when changing the quantity of goods**

Cart. Delivery calculation

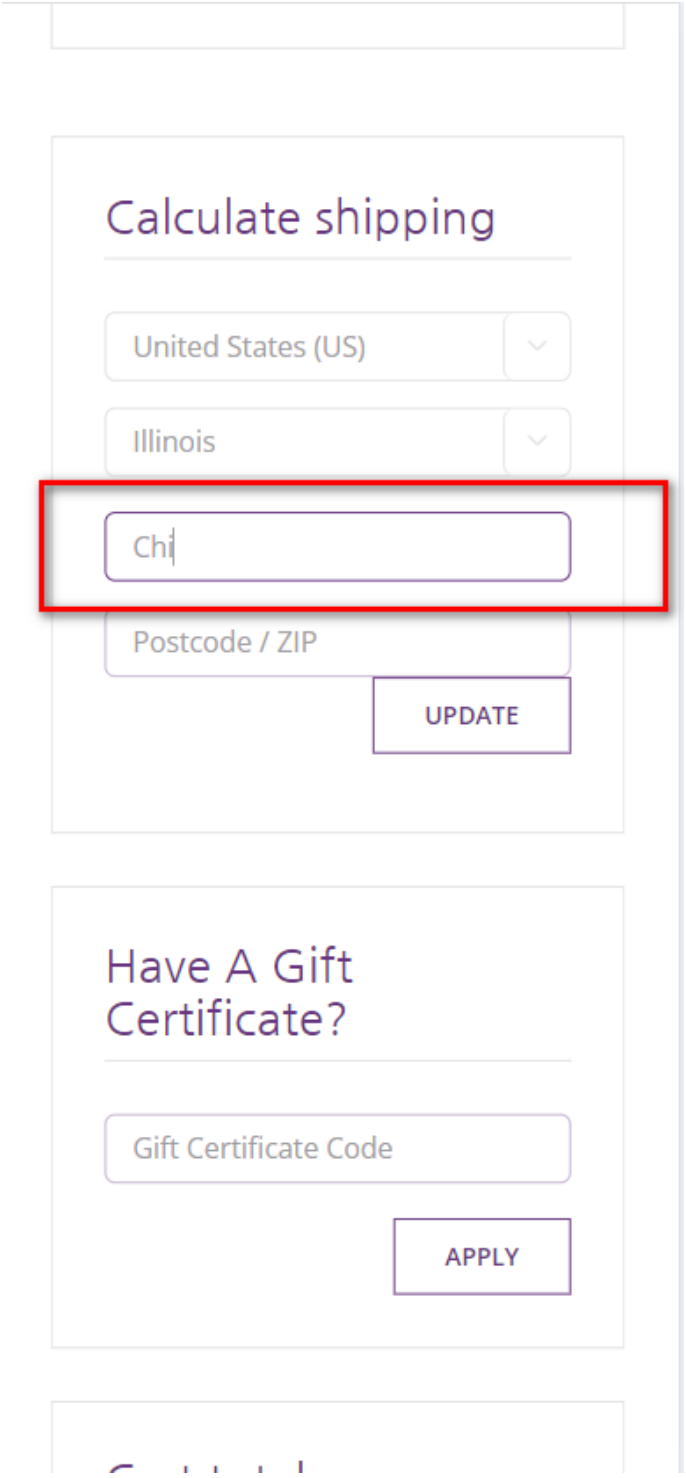
Conversion elements analysis (For desktop and mobile versions)

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

Desktop version



Mobile version



Recommendations

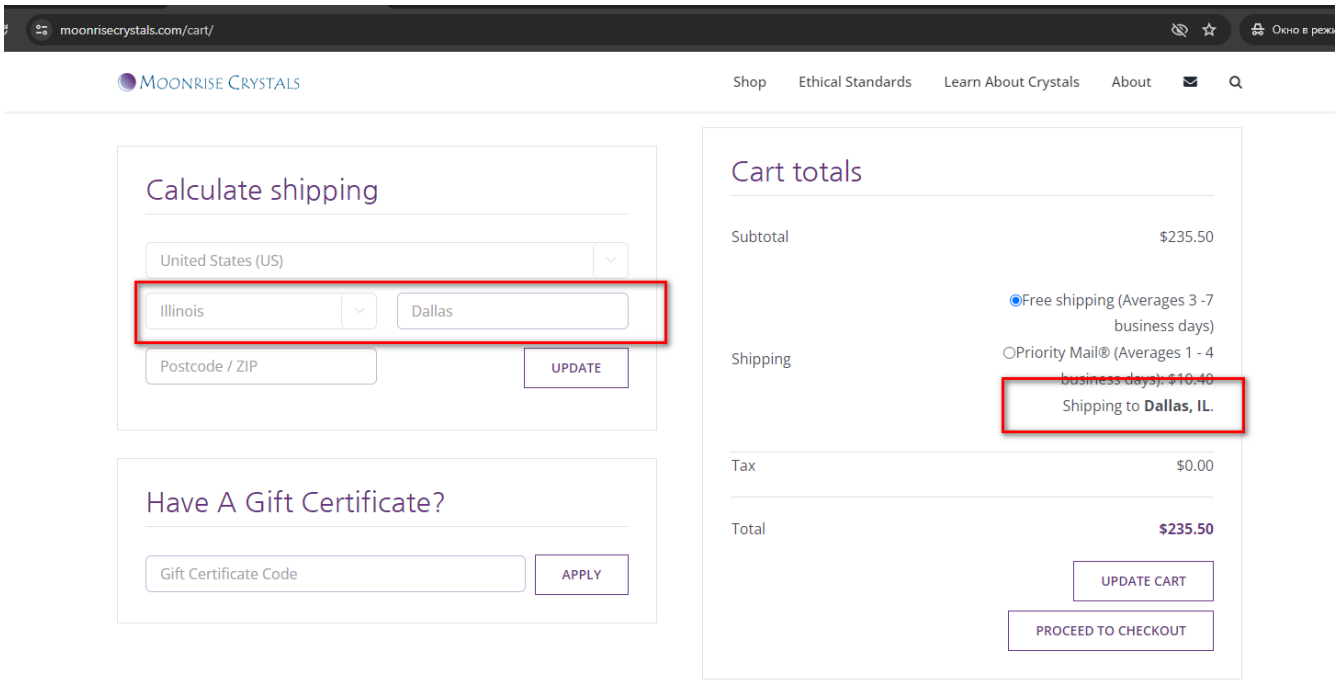
1. **Display a list of cities when entering the first letters of the city name**

Cart. Data checking

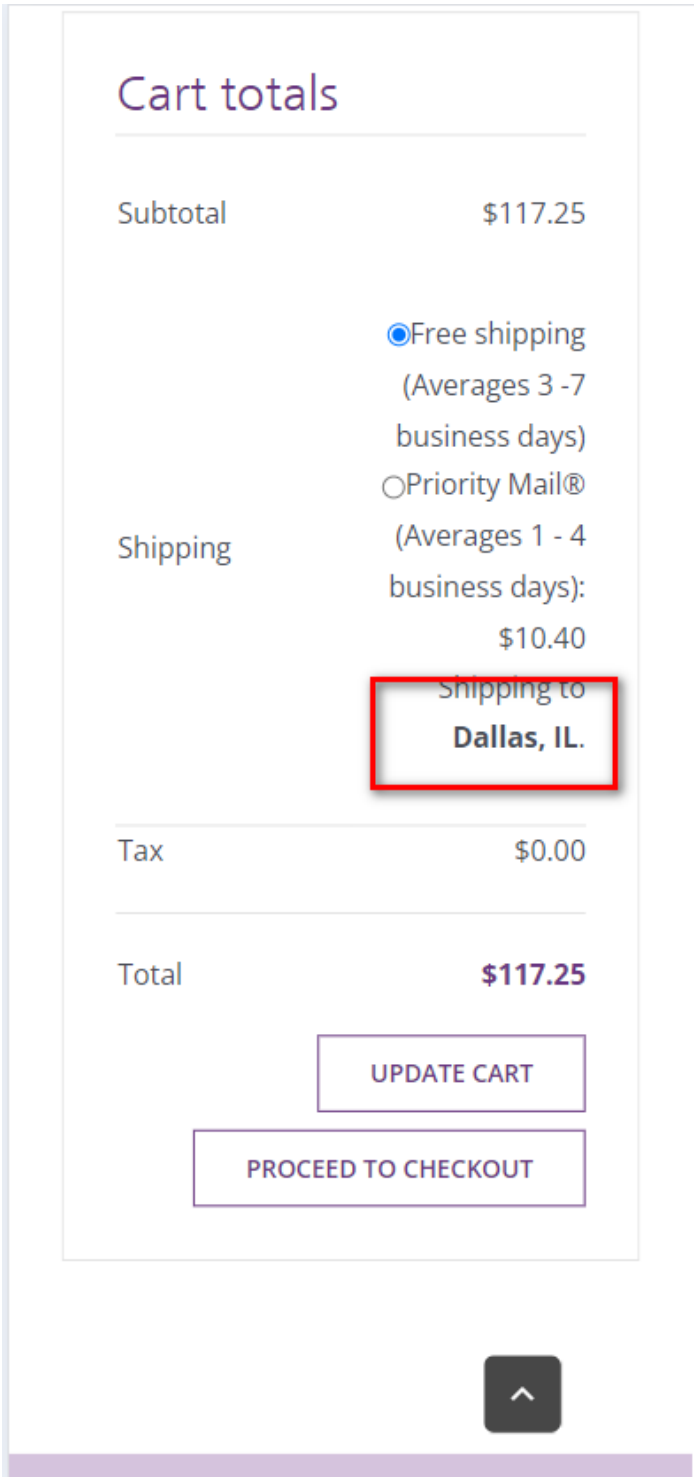
Conversion elements analysis (For desktop and mobile versions)

When filling out fields, values are not checked

Desktop version



Mobile version



Recommendations

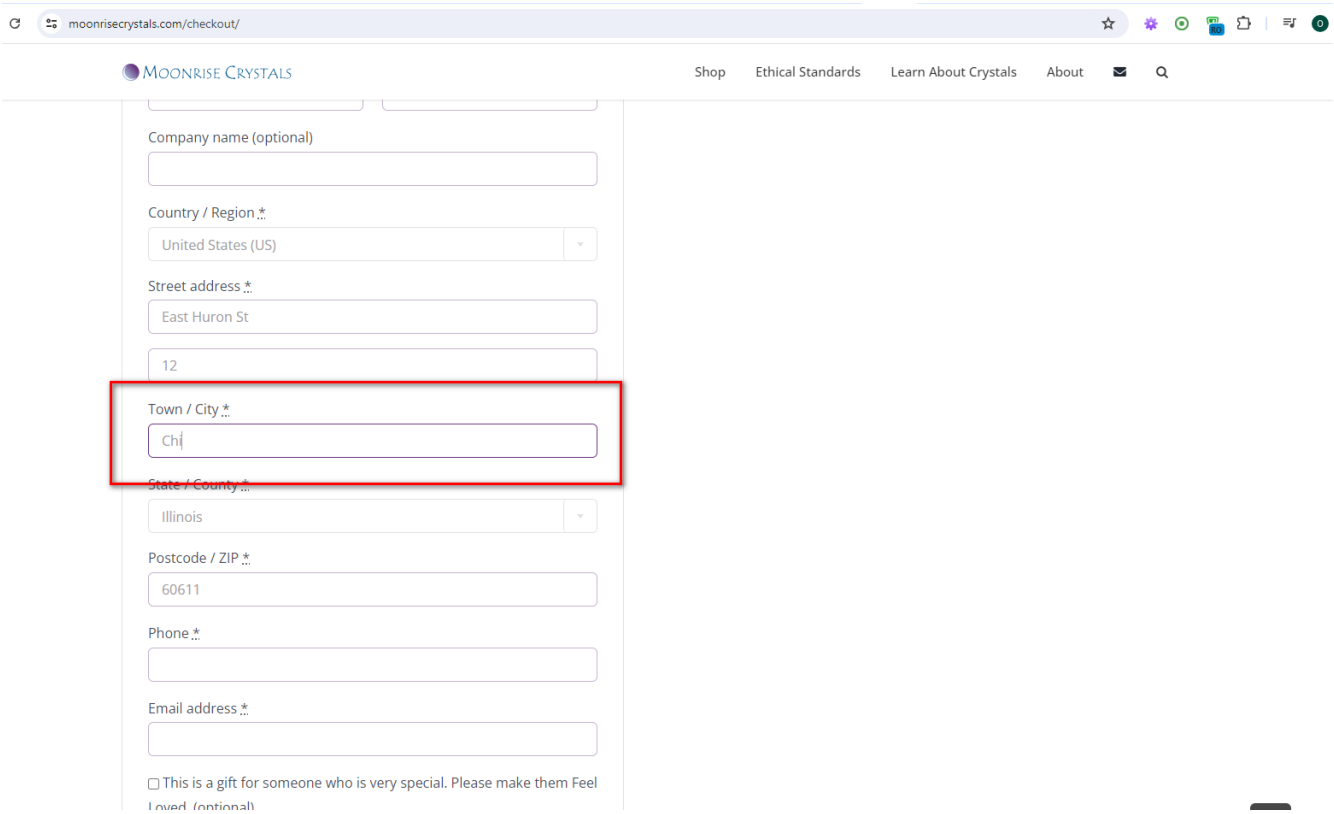
1. **Check values when filling in fields**

Order processing. City selection

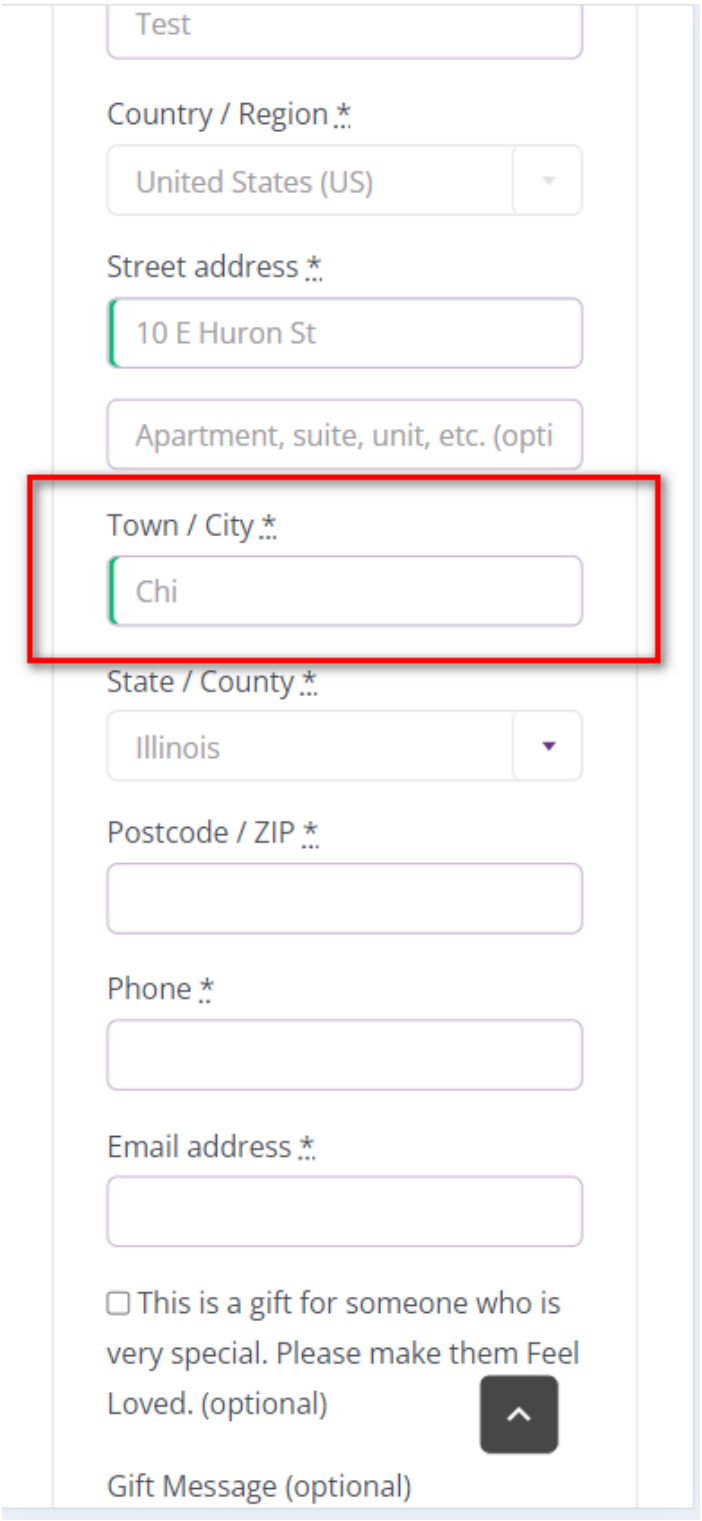
Conversion elements analysis (For desktop and mobile versions)

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

Desktop version



Mobile version



Recommendations

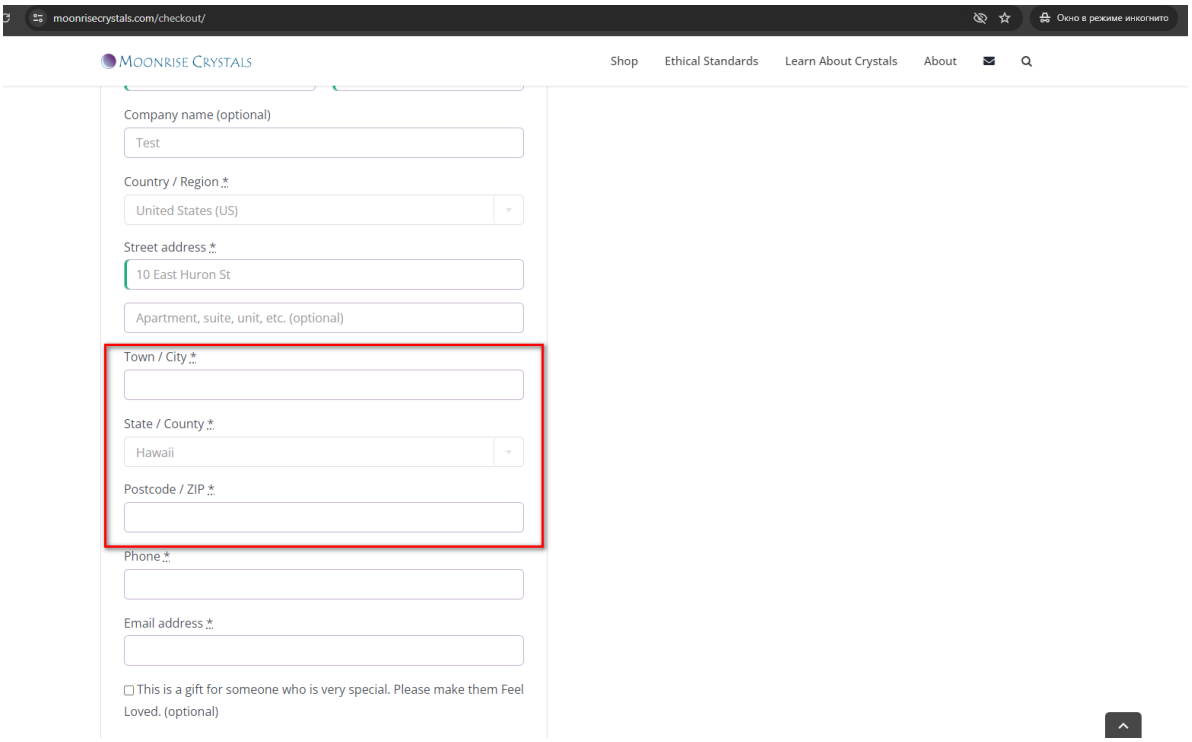
1. **Display a list of cities when entering the first letters of the city name**
2. **Pull city name by user's ip address**

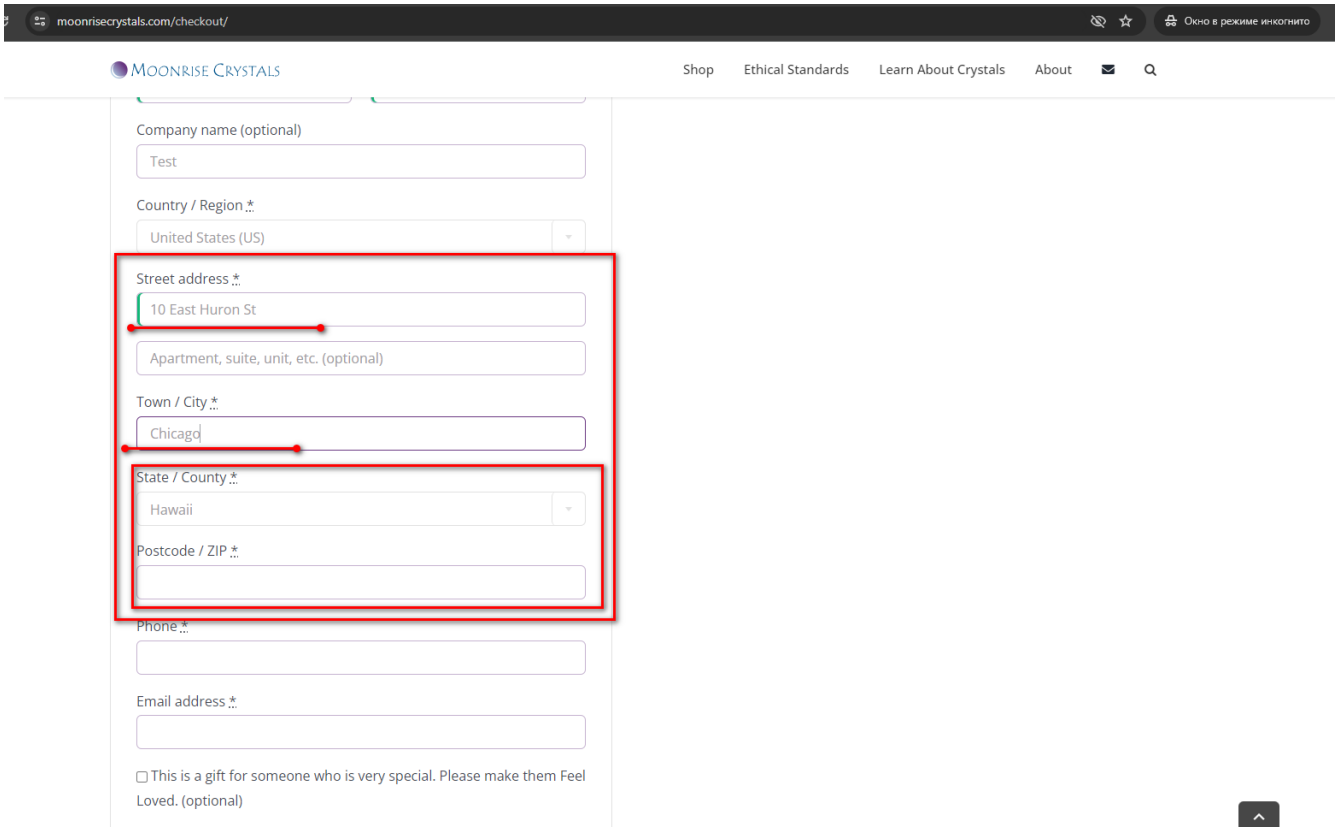
Placing an order. Updating parameters when filling out the form

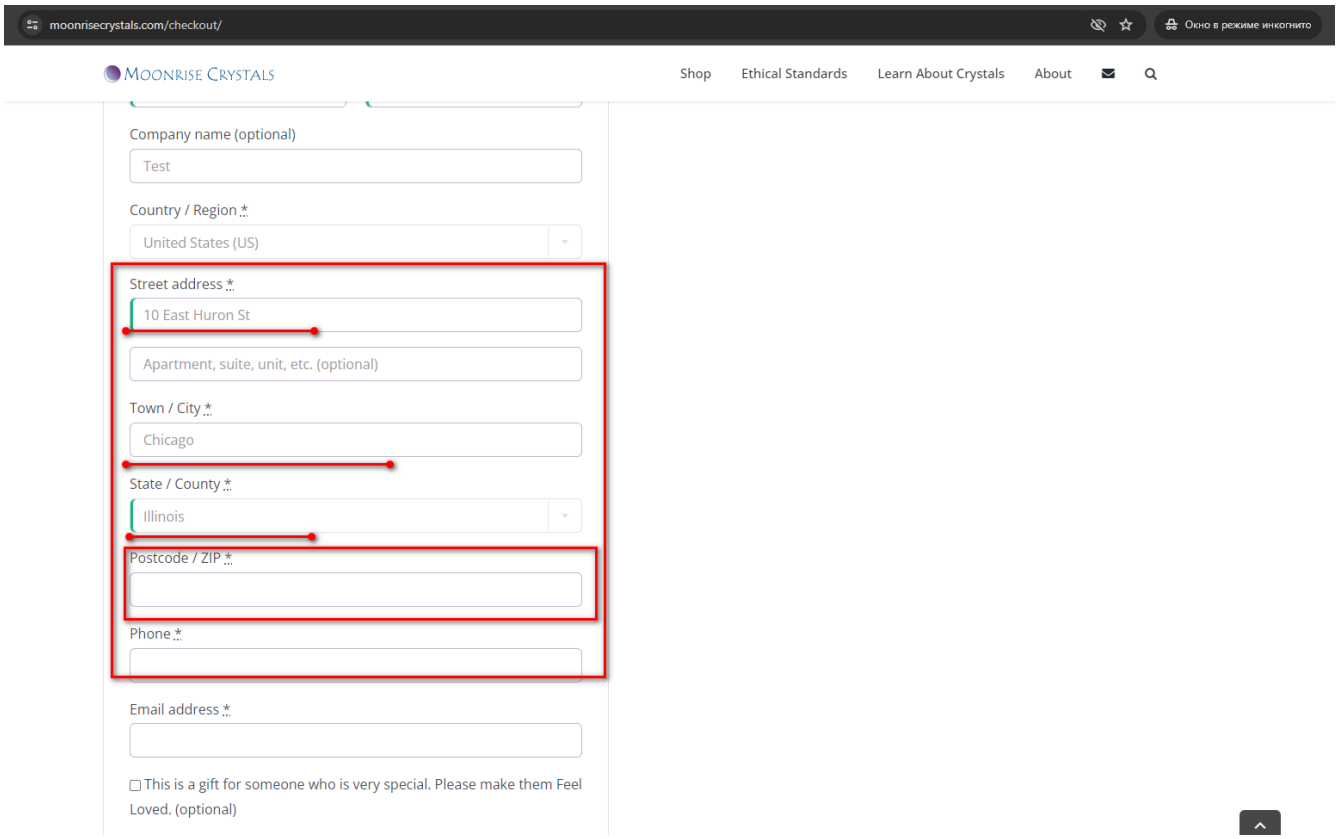
Conversion elements analysis (For desktop and mobile versions)

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

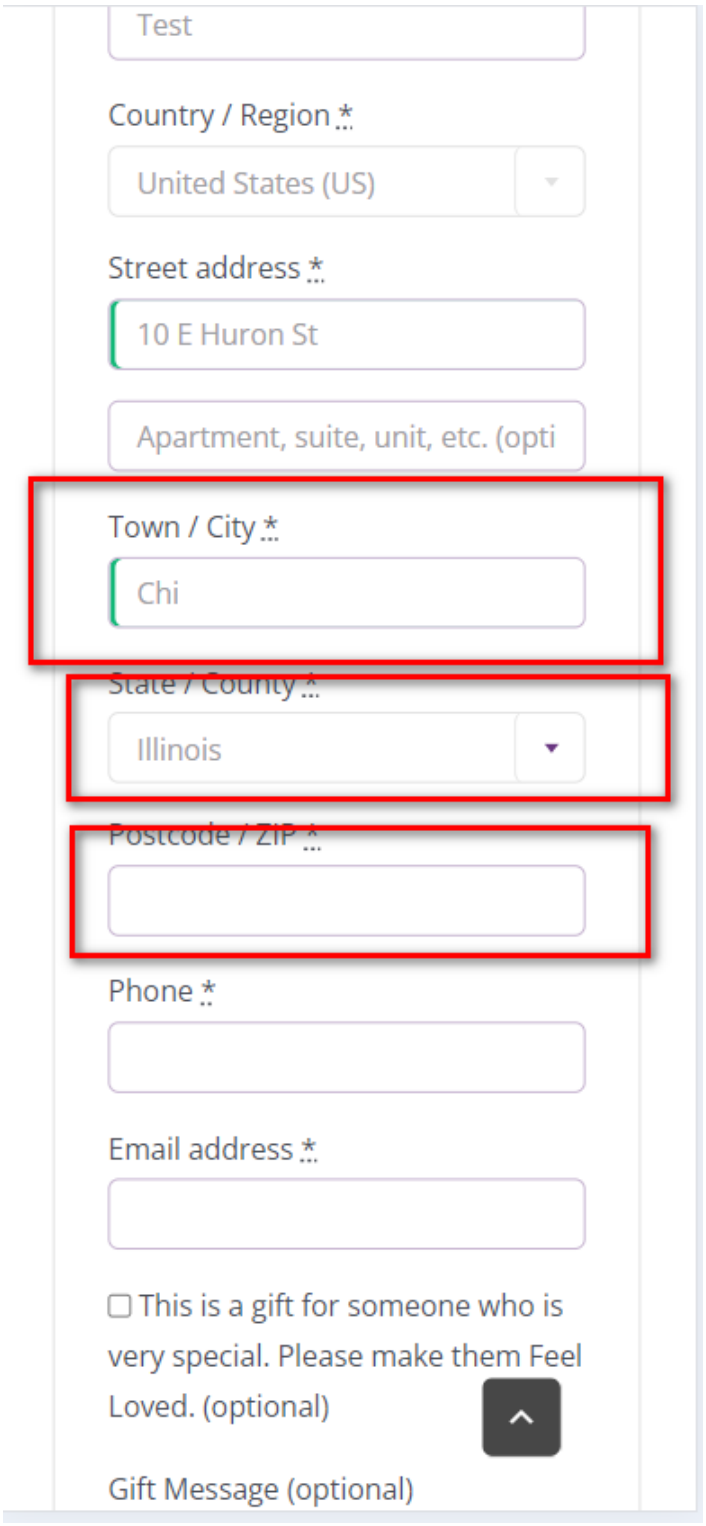
Desktop version




moonrisecrystals.com/checkout/
Окно в режиме инкогнито
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/
Окно в режиме инкогнито
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



Recommendations

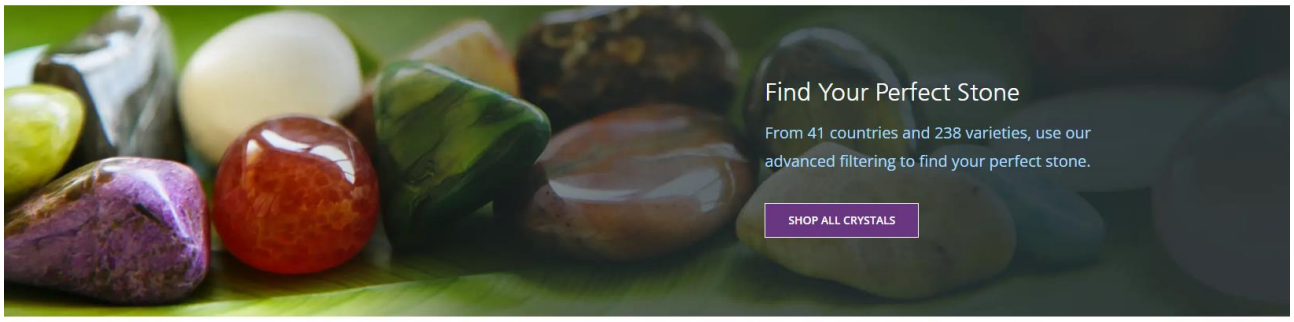
1. **When filling out one of the fields, automatically fill in the fields associated with it**

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

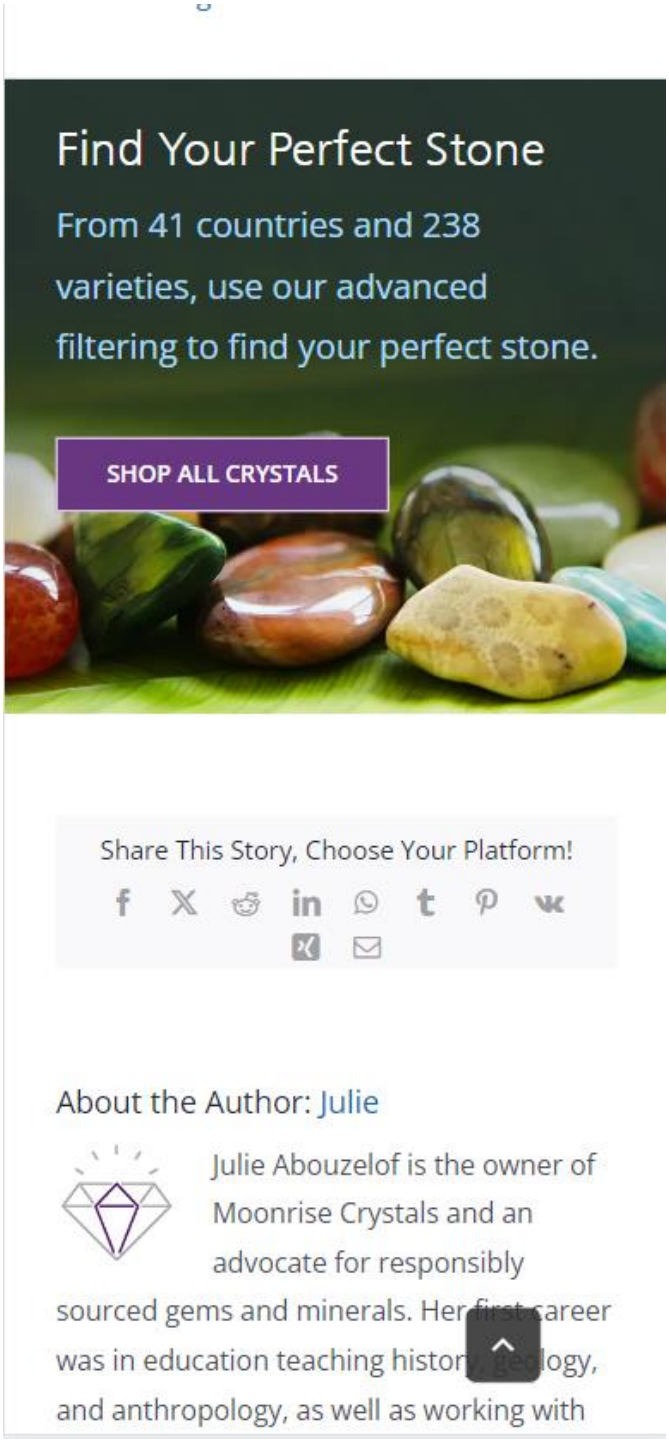
Conversion elements analysis (For desktop and mobile versions)

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

Desktop version



Mobile version



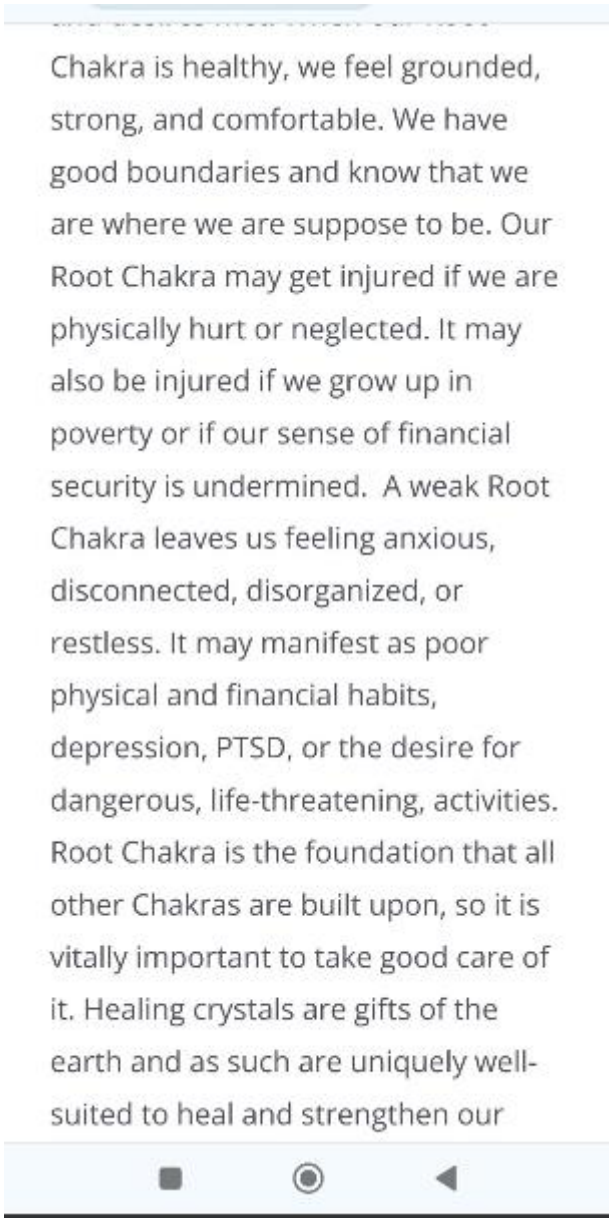
Recommendations

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



Recommendations

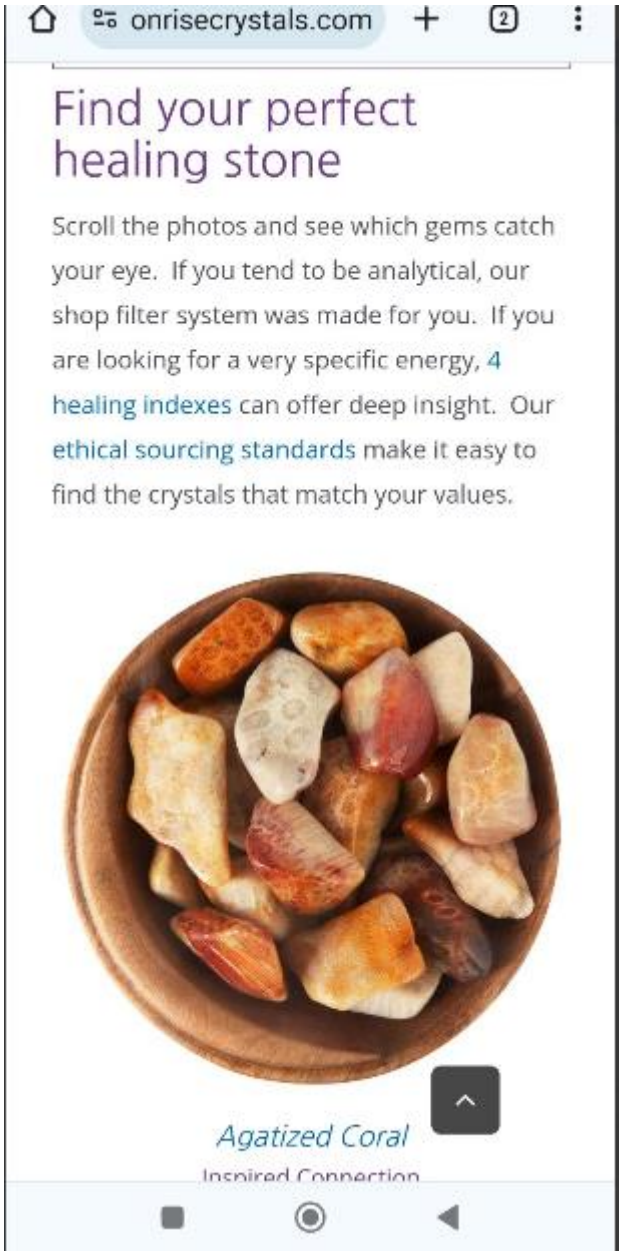
1. **Reduce title font size and spread title across entire width**
2. **In the first screen, display part of the text and a “More details” link, when clicked on it, the full text will be displayed**

   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



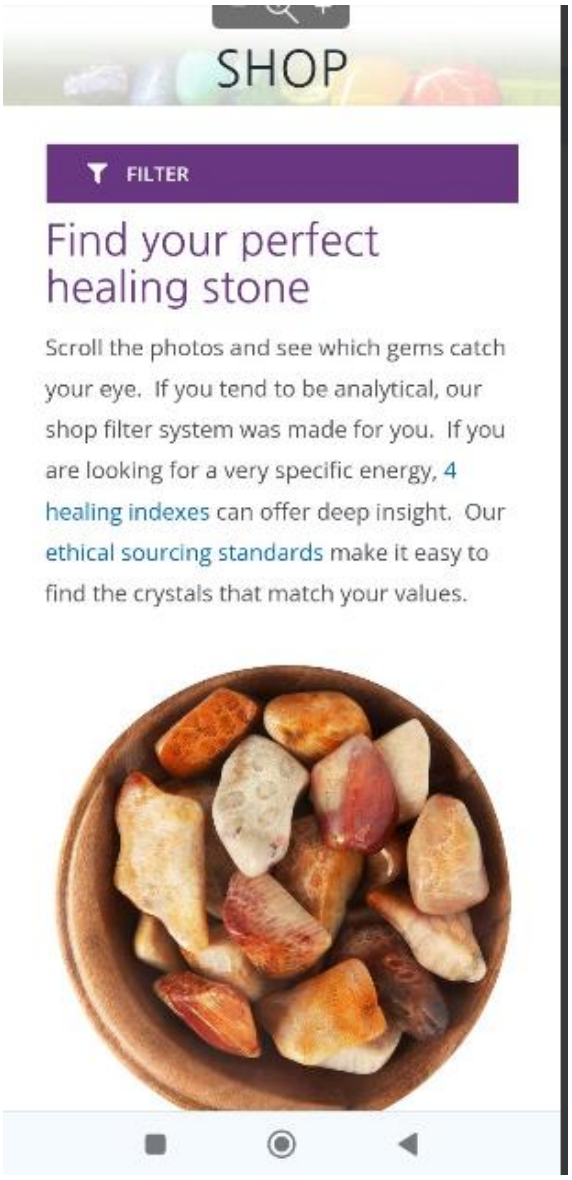
Recommendations

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



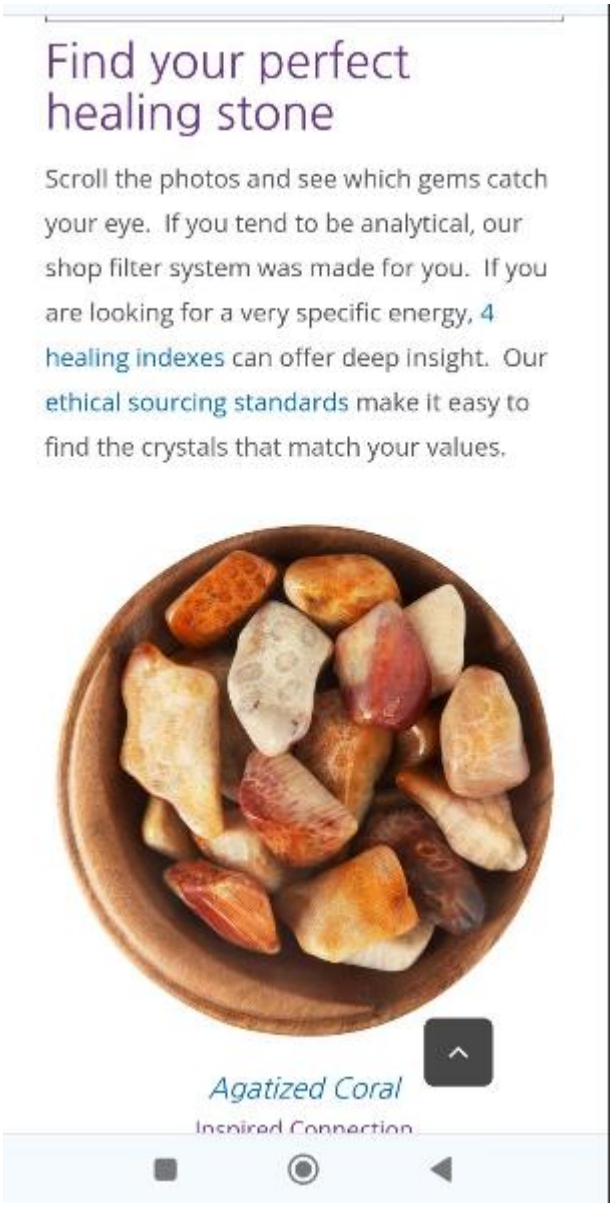
Recommendations

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



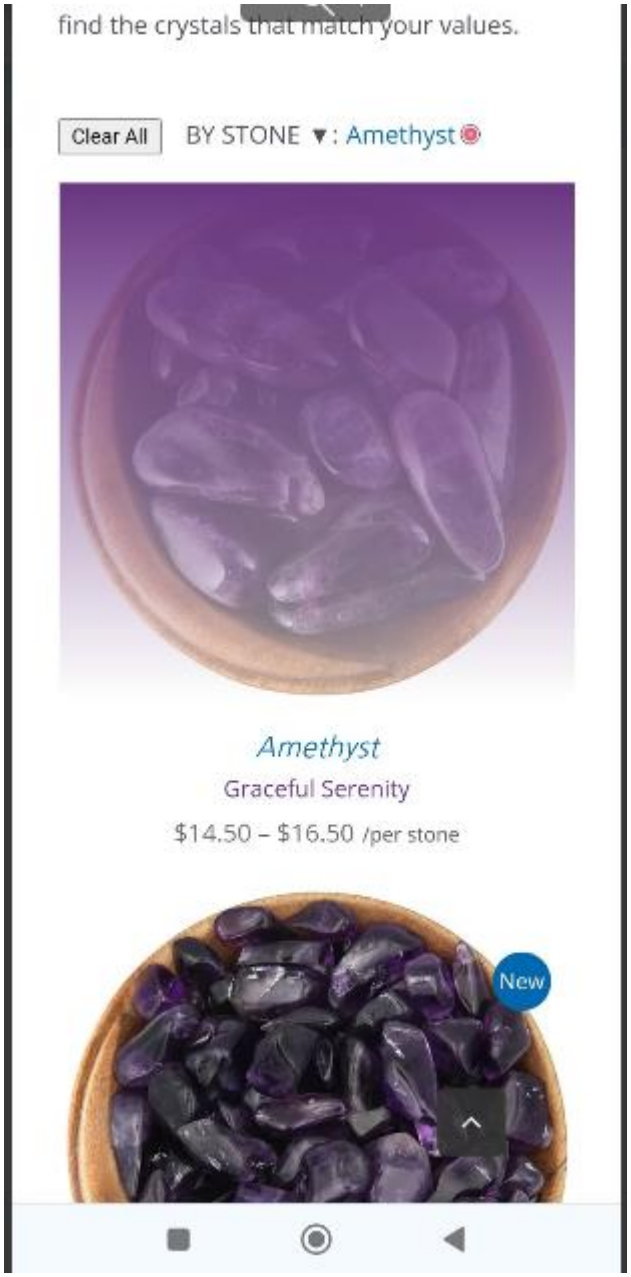
Recommendations

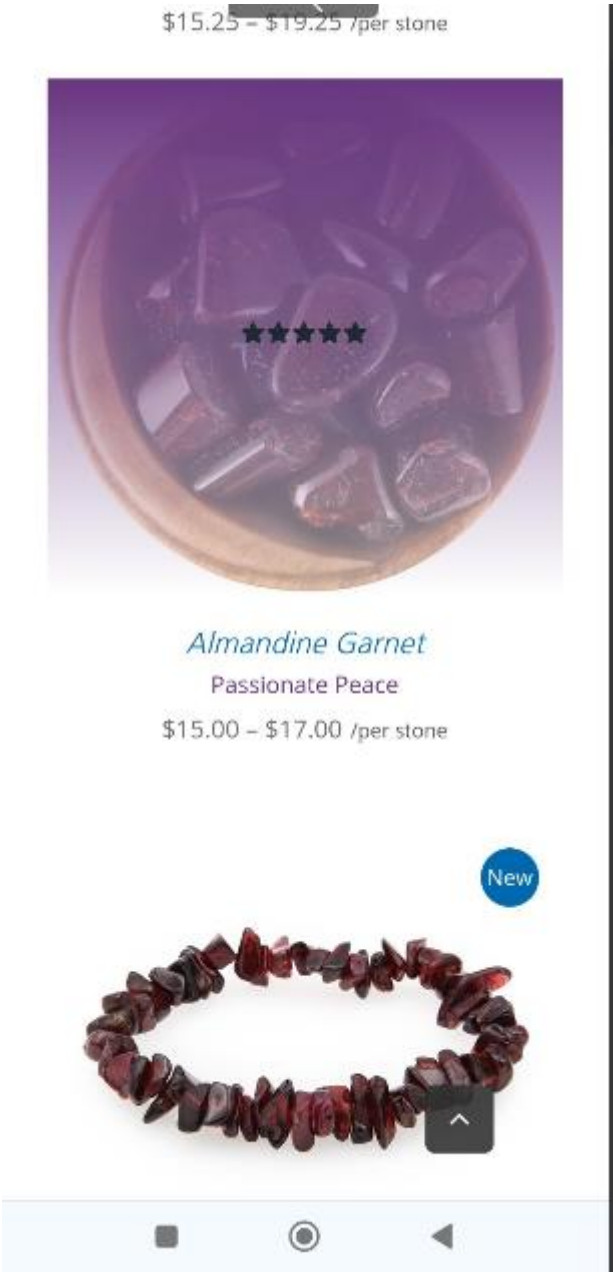
1. **Use an “anchor” so that when selecting a filtering option, the user goes to the first product card on the page**

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





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

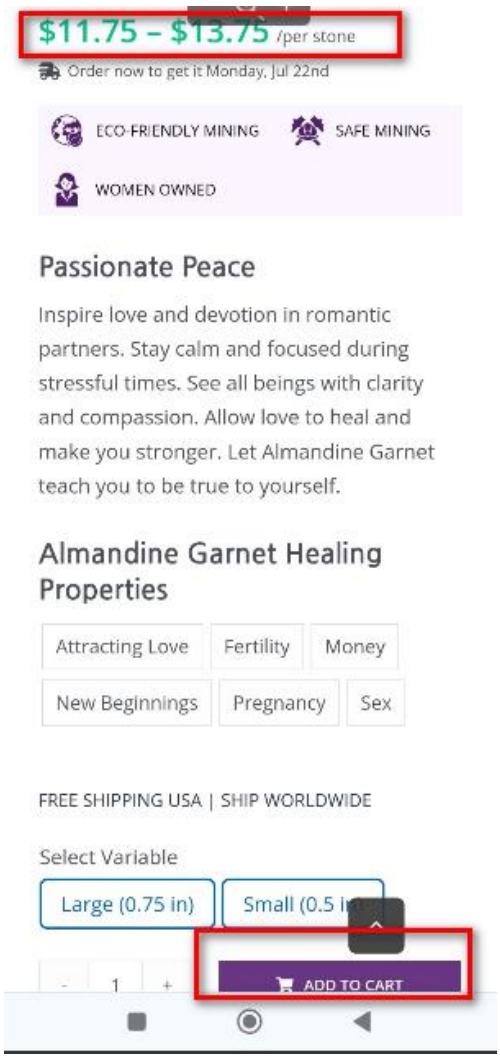
Recommendations

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



Recommendations

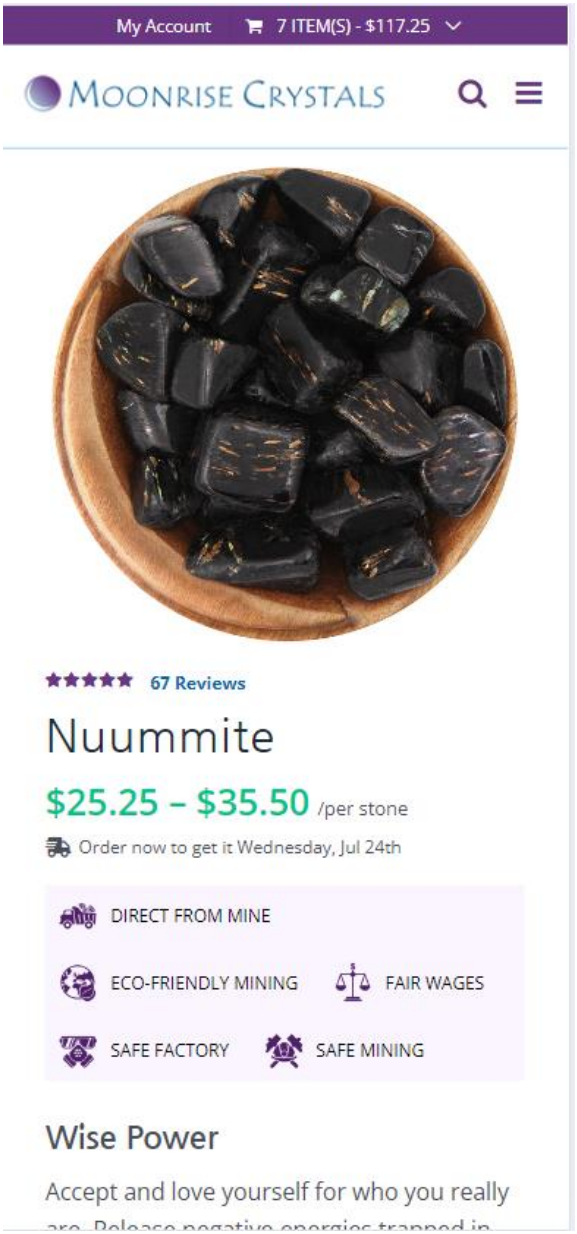
1. **Use masonry to display information (all reviews, descriptions)**
2. **To describe the product, use several sentences and the “More details” button when clicked, which will direct the user to the tab with a full description**
3. **Also consider the option of using a floating element with elements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



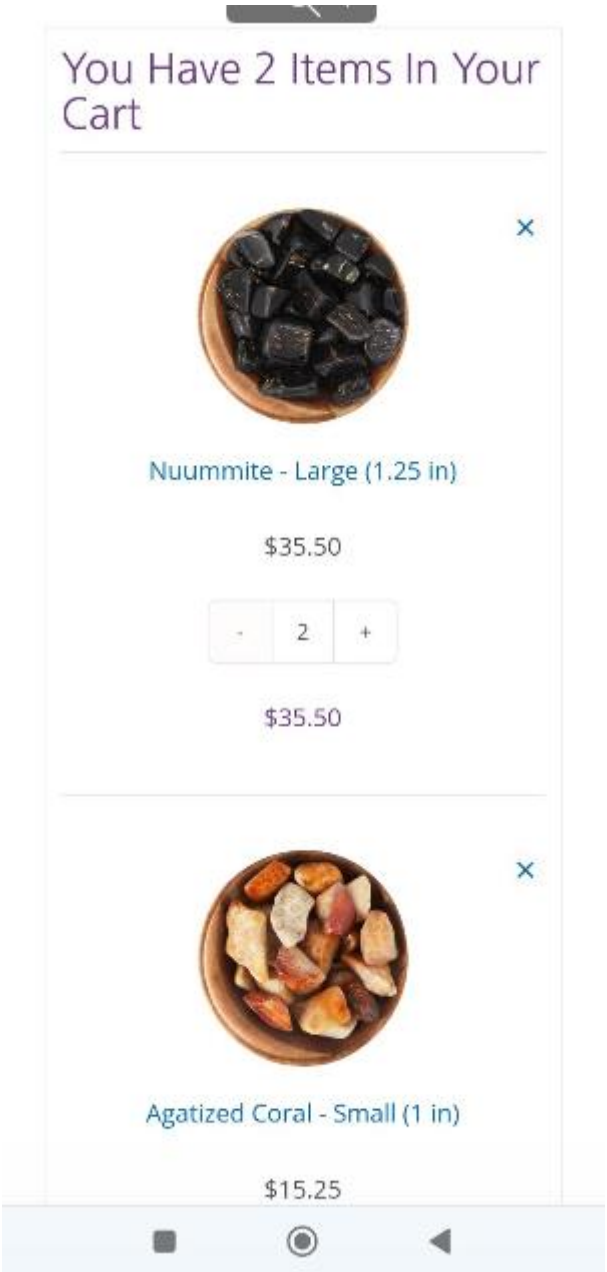
Recommendations

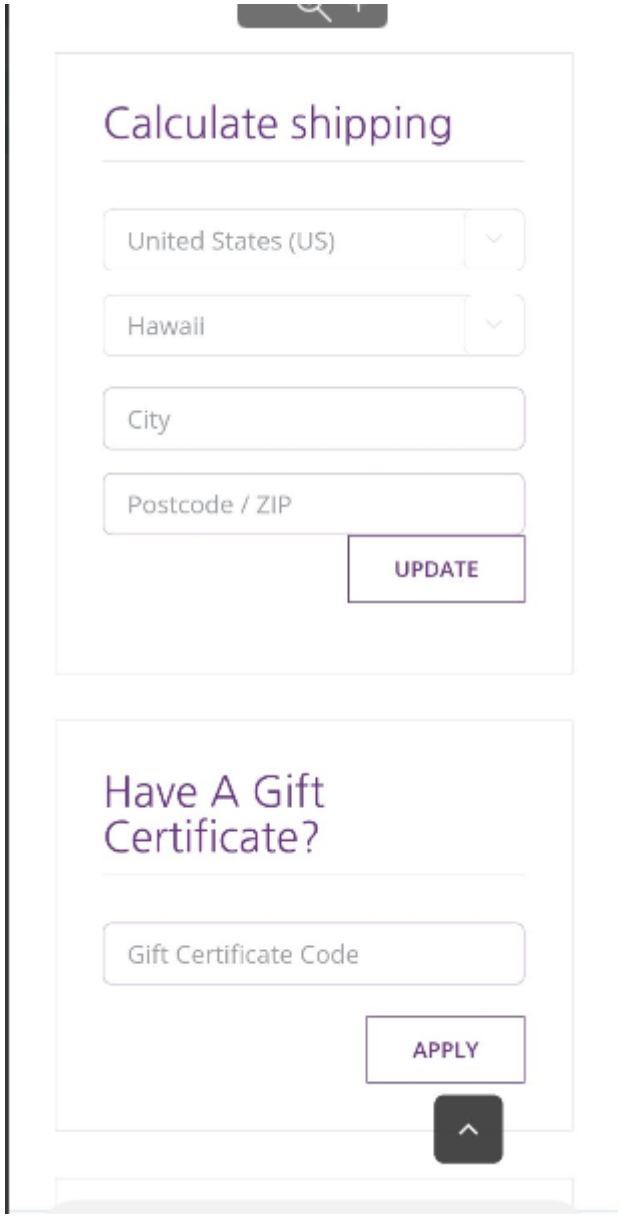
1. **Fix block display in mobile version**

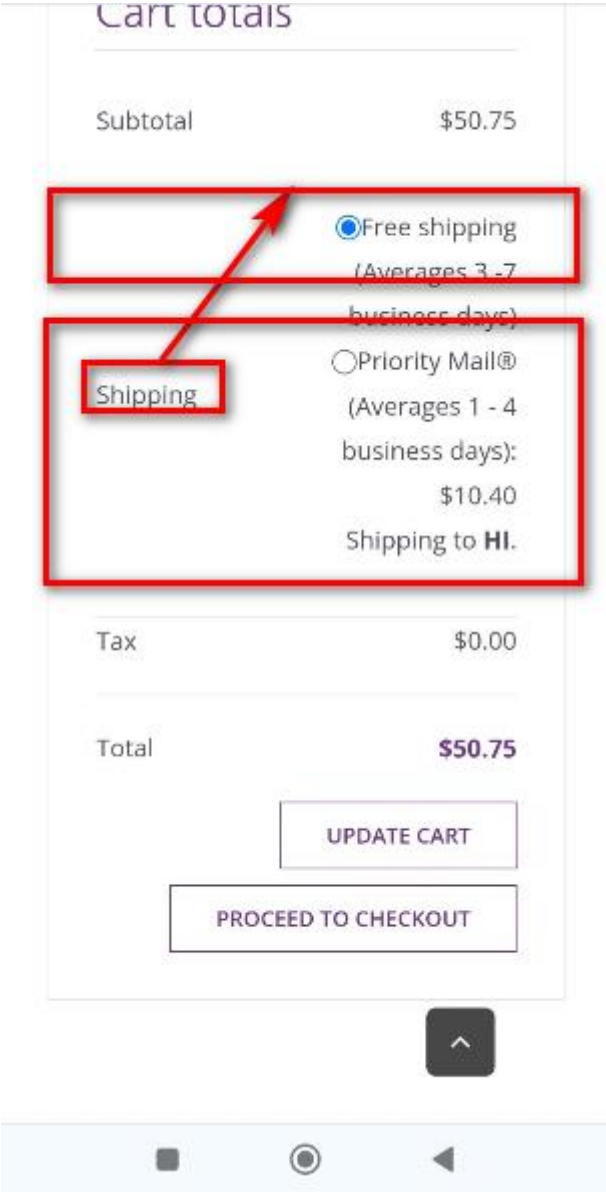
"Cart" page

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




Calculate shipping
United States (US)
Hawaii
City
Postcode / ZIP
UPDATE
Have A Gift Certificate?
Gift Certificate Code
APPLY



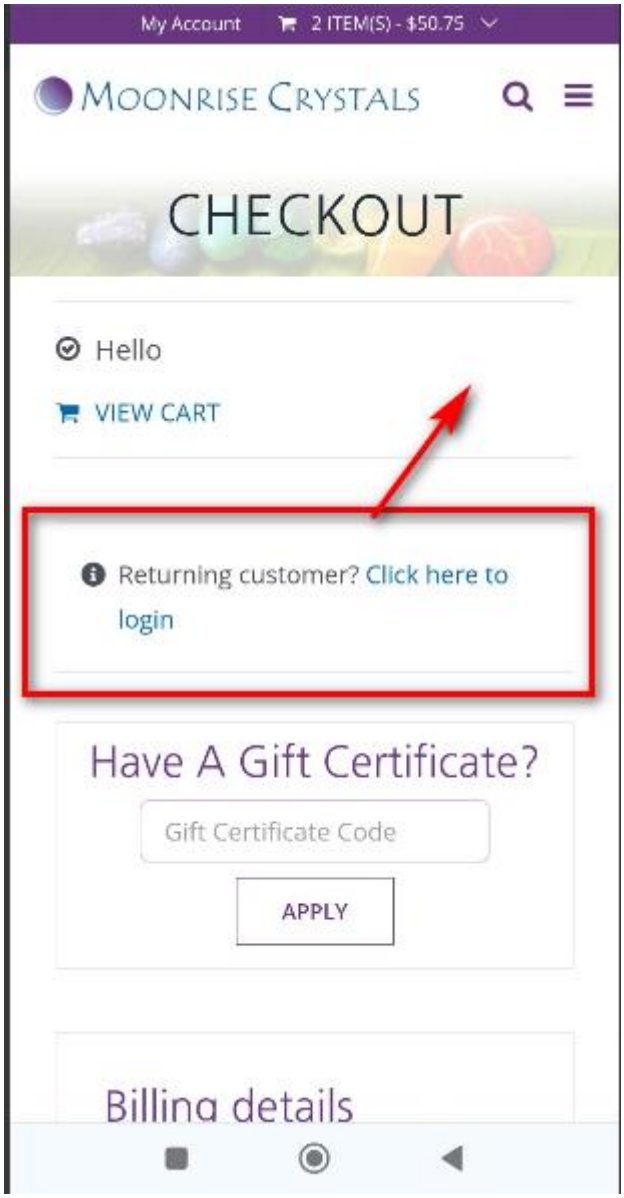
Recommendations

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



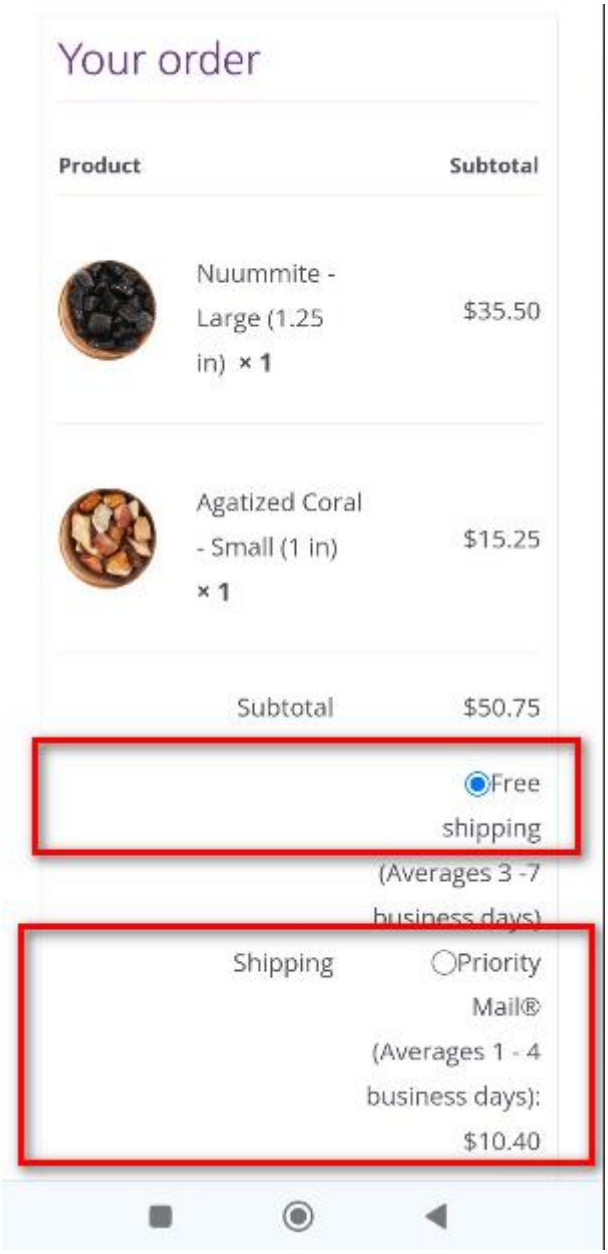
Recommendations

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



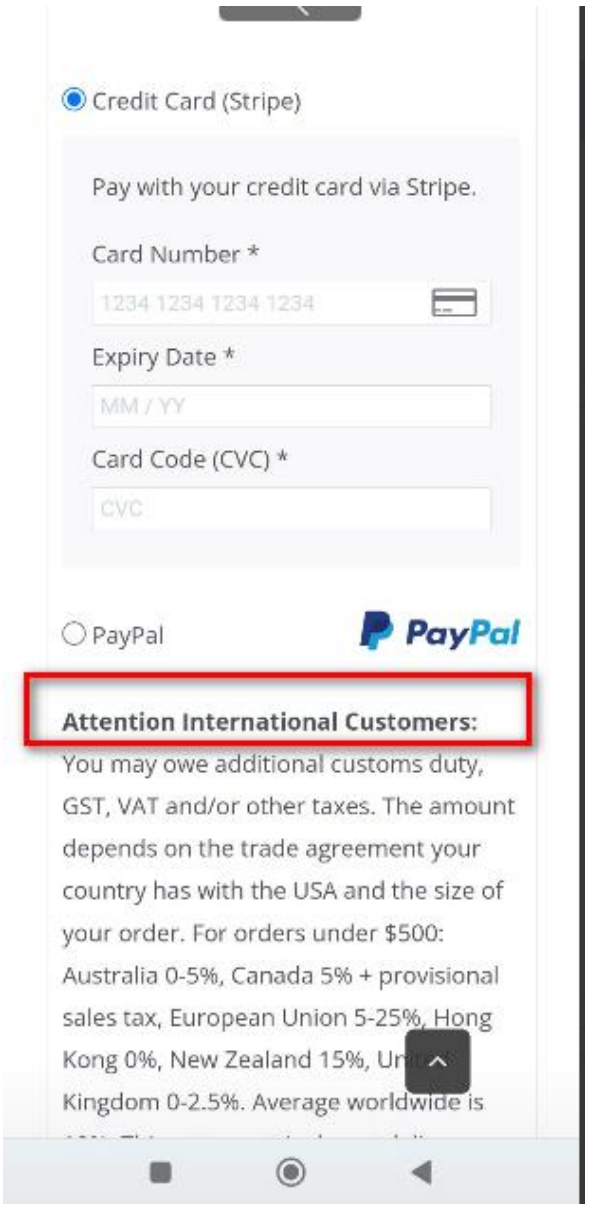
Recommendations

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



Recommendations

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

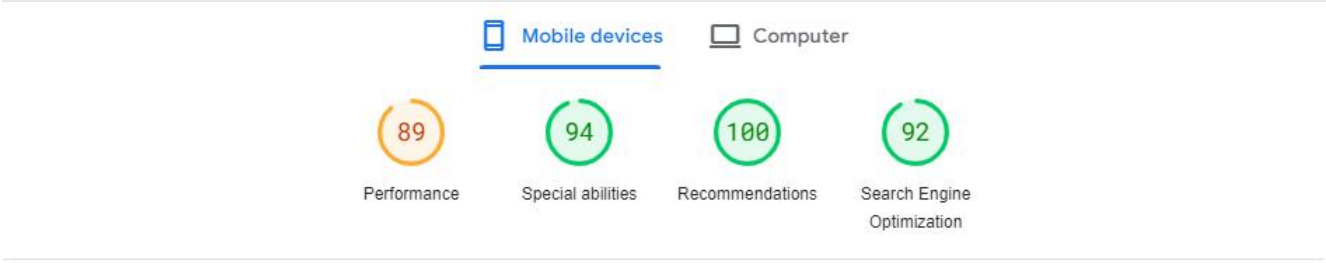
Internal optimization analysis

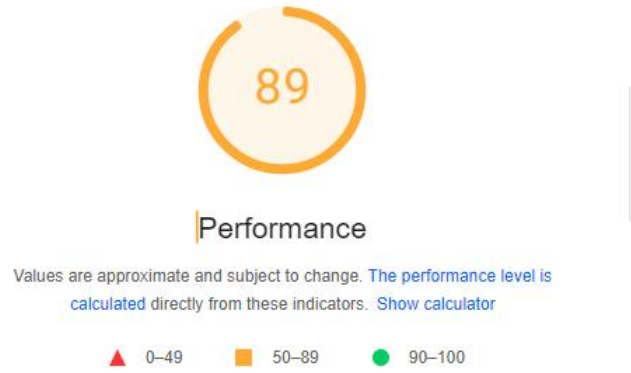
Home page performance

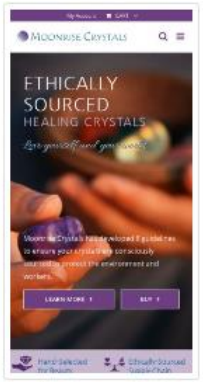
Internal optimization analysis

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

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

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

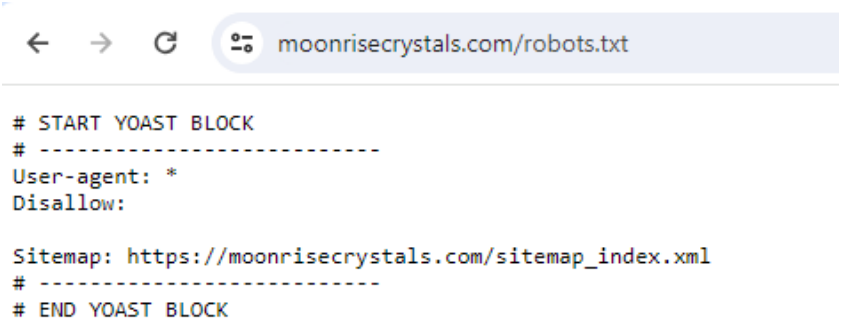
Last-Modified data indicates the date when the content of the web page was last modified.

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



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

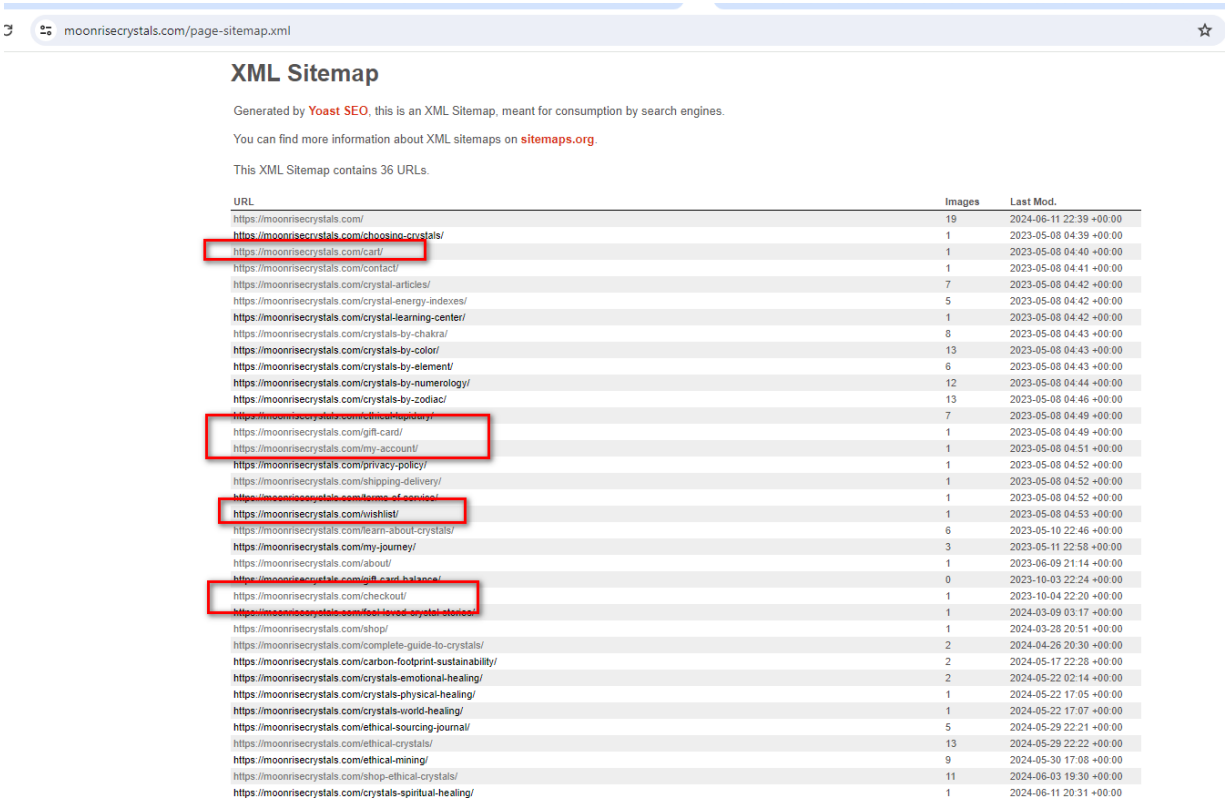
Why is it important

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



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.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/phyllosilicate-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

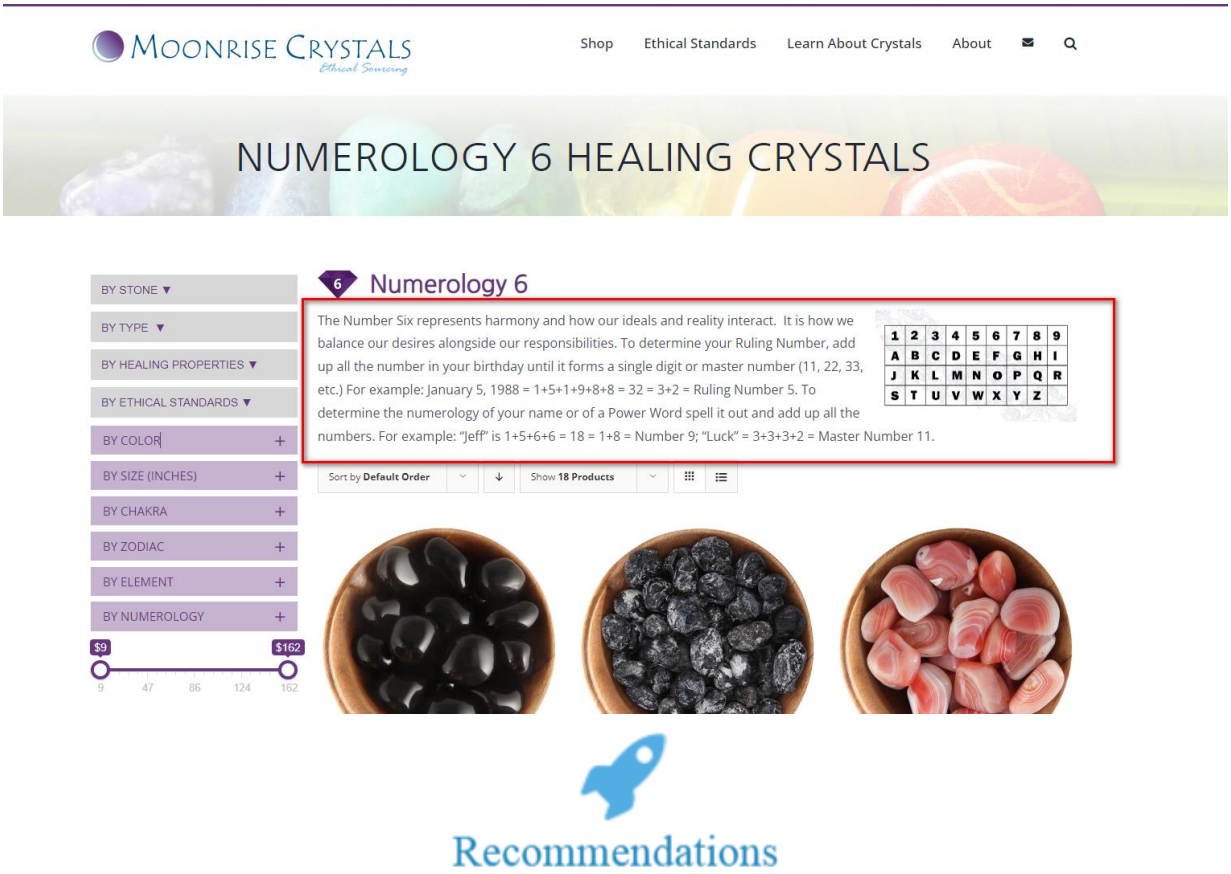
Texts that contain search queries on category pages have a good influence on the promotion of a category page or section by keywords. These should be texts describing the content of the category. They should not distract or disturb the user. The optimal text size is from 700 to 1000 characters

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:



Recommendations

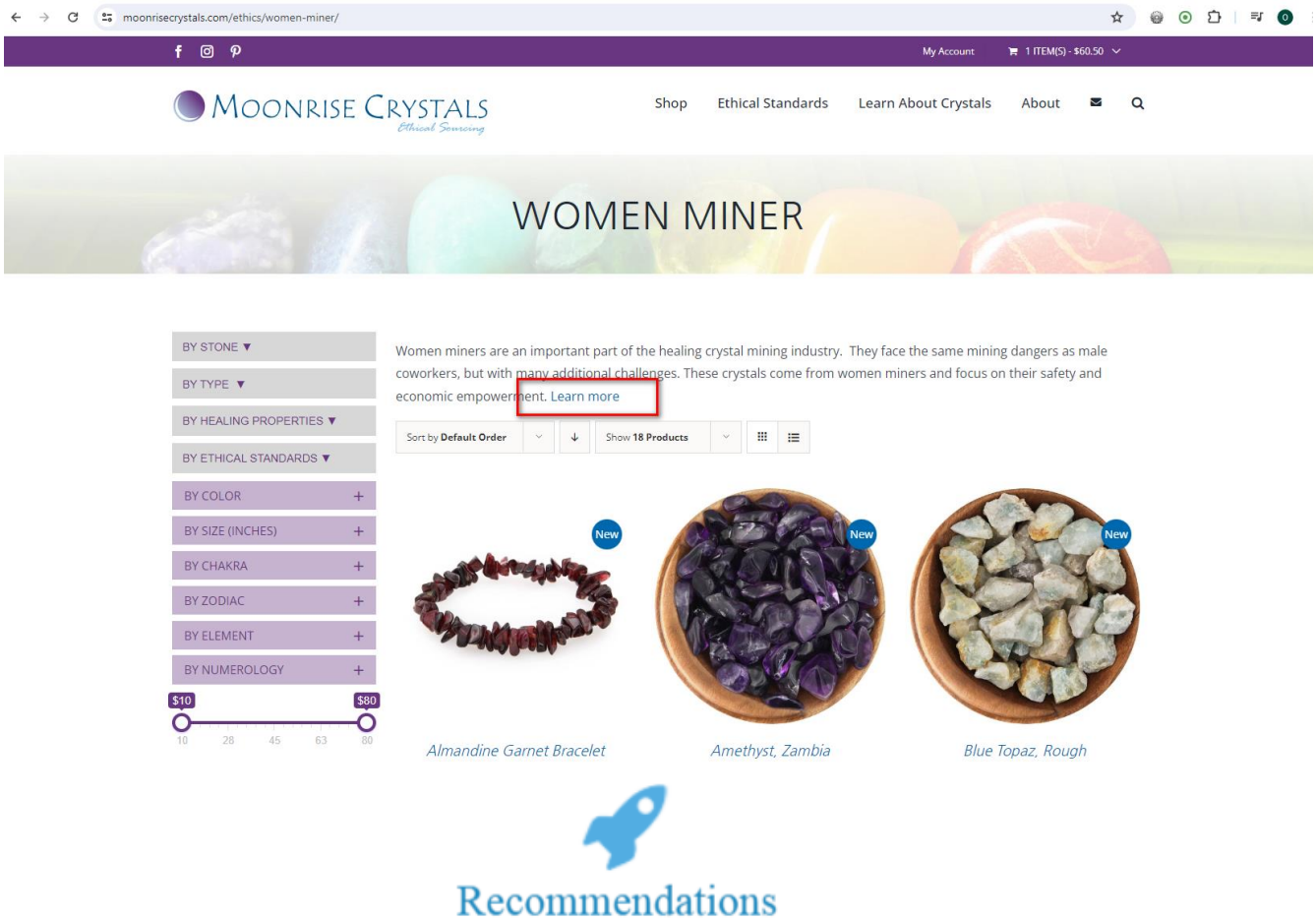
1. **Collect a semantic core for all category pages (commercial queries for promotion)**
2. **Distribute requests across pages**
3. **Requests should not be duplicated on different pages, that is, there should be unique requests for each page**
4. **Add introductory SEO text to all category pages**
5. **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:



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

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

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

Recommendations

1. **<u>Collect the semantic core for all site pages</u>**
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**

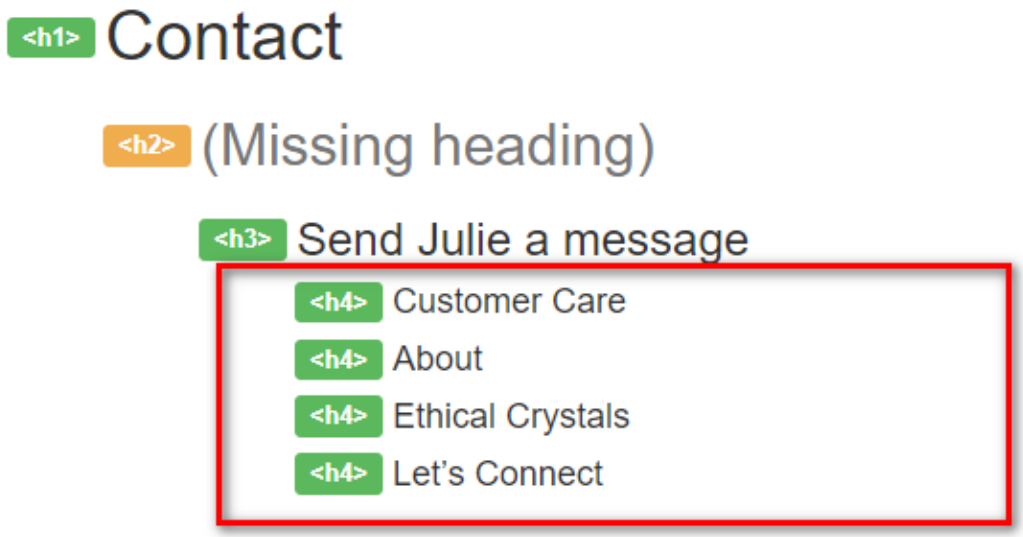
Why is it important

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



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/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:

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

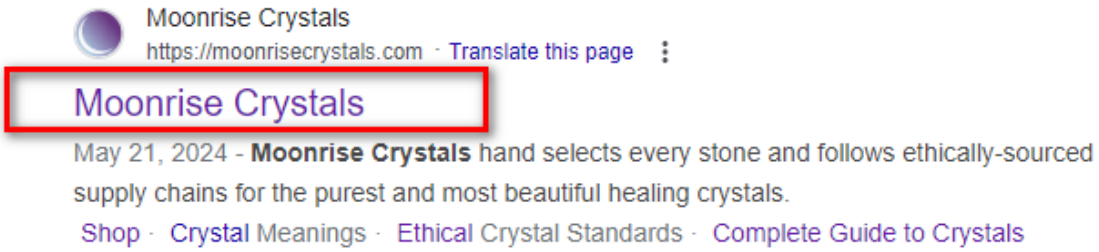
This way you can drive traffic to both article pages and category landing pages

External optimization analysis

Snippets. Google

External optimization analysis

The Google search engine generates a snippet incorrectly



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

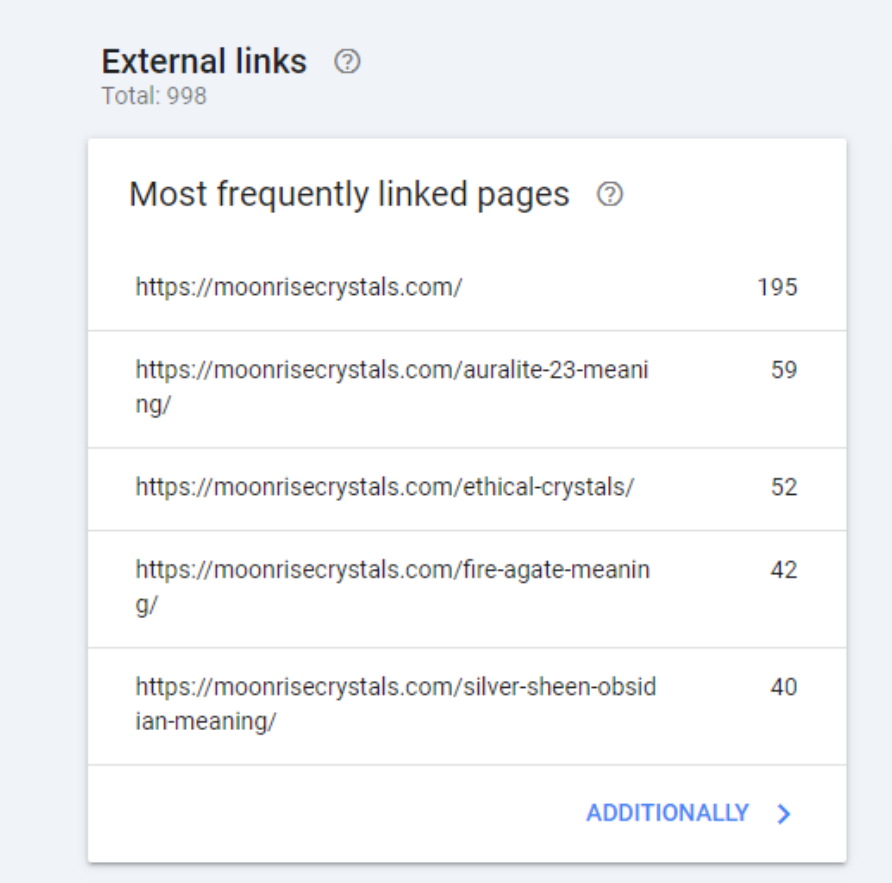
Blogs and forums have always been sites that are in great demand among Internet users. Therefore, the more mentions of your site appear on these sites, the more people will go to your site to make sure that it really is as good as they say about it

Distribution of external links

External optimization analysis

Almost all links lead to article pages and the home page

For example:



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	Backlinks	Linking websites
36	1.2K	477
	48% dofollow	64% dofollow

DR	Referring page	Anchor and target URL
91	What Does an Orange Candle Mean? Meditation, Magick, & More https://www.wikihow.com/Orange-Candle-Meaning	https://moonrisecrystals.com/orange-calcite-meaning https://moonrisecrystals.com/orange-calcite-meaning

External links

Total: 998

Most frequently linked pages

https://moonrisecrystals.com/	195
https://moonrisecrystals.com/auralite-23-meaning/	59
https://moonrisecrystals.com/ethical-crystals/	52
https://moonrisecrystals.com/fire-agate-meaning/	42
https://moonrisecrystals.com/silver-sheen-obsidian-meaning/	40

ADDITIONALLY >

Recommendations

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
What's App: +380506373286

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Marketing Online