

Om-Audit

Marketing Online

SEO audit

<https://moonrisecrystals.com/>



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Internal optimization analysis

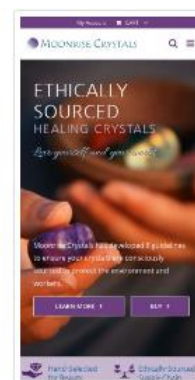
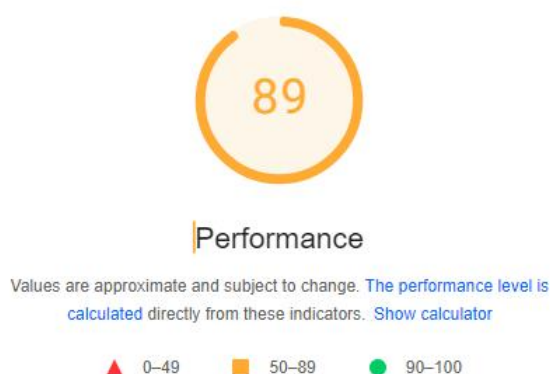
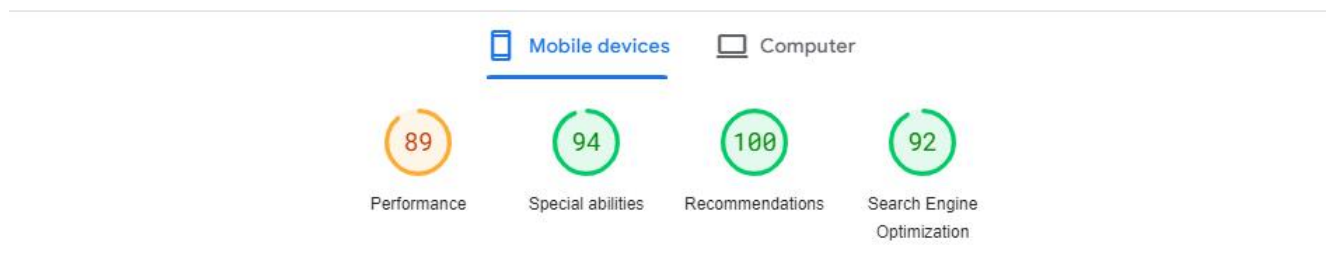
Home page performance

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/

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

```

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

```



Recommendations

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

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

Expires header

Internal optimization analysis



Expires headers are missing

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



Why is it important

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

Last-Modified Header

Internal optimization analysis



The Last-Modified header is missing.

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

Result: failed

Last-Modified not found.

Last-Modified not found

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



Why is it important

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

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

The Robots.txt file

Internal optimization analysis



The robots.txt file is incorrect

```

< > ↻ 🌐 moonrisecrystals.com/robots.txt

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

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

```

Correct content of robots.txt file:

```

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

```

Disallow: /wishlist/

Disallow: Allow: */uploads

User-agent: GoogleBot

Disallow: /cgi-bin

Disallow: /?

Disallow: */?

Disallow: /wp-

Disallow: /wp/

Disallow: *?s=

Disallow: *&s=

Disallow: /search/

Disallow: /author/

Disallow: /users/

Disallow: */trackback

Disallow: */feed

Disallow: */rss

Disallow: */embed

Disallow: */wlwmanifest.xml

Disallow: /xmlrpc.php

Disallow: *utm*=

Disallow: *openstat=

Disallow: /my-account/

Disallow: /cart/

Disallow: /checkout/

Disallow: /wishlist/

Allow: */uploads

Allow: /*/*.js

Allow: /*/*.css

Allow: /wp-*.png

Allow: /wp-*.jpg

Allow: /wp-*.jpeg

Allow: /wp-*.gif

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

Sitemap: https://moonrisecrystals.com/sitemap_index.xml



Why is it important

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

The sitemap.xml file

Internal optimization analysis



The sitemap.xml file has links to technical pages

moonrisecrystals.com/page-sitemap.xml

XML Sitemap

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

You can find more information about XML sitemaps on sitemaps.org.

This XML Sitemap contains 36 URLs.

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



Recommendations

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



Why is it important

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

Outbound links

Internal optimization analysis



Noindex and Nofollow tags are not used in outbound links

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

https://www.pinterest.com/moonrisecrystal/_created/

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

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



Recommendations

1. Use Noindex and Nofollow tags in outbound links.



Why is it important

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

Text on category pages

Internal optimization analysis



There is no SEO text on category pages

For example:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

etc.

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

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

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



Recommendations

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



Why is it important

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

Quality of texts on category pages

Internal optimization analysis



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

For example:

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

6 Numerology 6

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

Below the text is a 3x9 grid of letters A-Z and numbers 1-9. The page also includes a sidebar with filters, a price range slider from \$9 to \$162, and three bowls of crystals.



Recommendations

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

Links from category pages

Internal optimization analysis



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

For example:

moonrisecrystals.com/ethics/women-miner/

MOONRISE CRYSTALS
Ethical Sourcing

Shop Ethical Standards Learn About Crystals About

WOMEN MINER

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

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

Almandine Garnet Bracelet **New**

Amethyst, Zambia **New**

Blue Topaz, Rough **New**



Recommendations

1. Remove links from texts from category pages

Articles

Internal optimization analysis



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



Recommendations

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



Why is it important

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

Empty Category Pages

Internal optimization analysis



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

<https://moonrisecrystals.com/stones/super-seven/>
<https://moonrisecrystals.com/stones/shungite/>
<https://moonrisecrystals.com/stones/smithsonite/>
<https://moonrisecrystals.com/stones/sugilite/>
<https://moonrisecrystals.com/stones/super-seven/>
<https://moonrisecrystals.com/stones/tiffany-stone/>
<https://moonrisecrystals.com/stones/topaz/imperial-topaz/>
<https://moonrisecrystals.com/stones/tourmaline/green-tourmaline/>
<https://moonrisecrystals.com/stones/vanadinite/>
<https://moonrisecrystals.com/stones/peridot/>
<https://moonrisecrystals.com/stones/pipestone/>
<https://moonrisecrystals.com/stones/prasiolite/>
<https://moonrisecrystals.com/stones/bornite/>
<https://moonrisecrystals.com/stones/cats-eye/>
<https://moonrisecrystals.com/stones/cavansite/>
<https://moonrisecrystals.com/stones/chrysanthemum-stone/>
<https://moonrisecrystals.com/stones/kunzite/golden-kunzite/>
<https://moonrisecrystals.com/stones/kunzite/hiddenite/>
<https://moonrisecrystals.com/stones/labradorite/golden-labradorite/>
<https://moonrisecrystals.com/stones/lodestone/>
<https://moonrisecrystals.com/stones/apophyllite/green-apophyllite/>
<https://moonrisecrystals.com/stones/aragonite/pink-aragonite/>
<https://moonrisecrystals.com/stones/aventurine/blue-aventurine/>
<https://moonrisecrystals.com/stones/aventurine/pink-aventurine/>
<https://moonrisecrystals.com/stones/azurite/k2-azurite/>
<https://moonrisecrystals.com/stones/coral/blue-coral/>
<https://moonrisecrystals.com/stones/dioptase/>
<https://moonrisecrystals.com/stones/fossil/sand-dollar-fossil/>
<https://moonrisecrystals.com/stones/jasper/bumblebee-jasper/>
<https://moonrisecrystals.com/stones/jasper/yellow-jasper/>
<https://moonrisecrystals.com/stones/jade/white-jade/>
<https://moonrisecrystals.com/stones/agate/crazy-lace-agate/>



Recommendations

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



Why is it important

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

Meta-tag "TITLE"

Internal optimization analysis



Some meta tags Title on your site are too long

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

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

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

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

The site has too short meta tags Title

For example:

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

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

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

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

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

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

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

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

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

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

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

Full list in the accompanying file «Short Titles»

Meta-tags Title on your site are duplicated

For example:

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

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

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

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

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

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

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

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

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

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

Full list in the accompanying file «Duplicate Titles»

Logic for writing meta title tags

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

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

For example:

A	B	C
Short Titles		
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/niammite/	Niammite	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-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



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

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



Why is it important

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

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

Use informative and engaging Titles to boost your CTR

Meta-tag «DESCRIPTION»

Internal optimization analysis



The site has too long meta tags Description

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

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

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

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

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

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

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

The site has too short meta tags Description

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

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

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

The site has duplicate meta tags Description

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The site has no meta tags Description

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

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

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

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

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

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

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

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

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

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

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

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

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

Full list in the accompanying file «Missing Descriptions»

Recommendations

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



Why is it important

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

H-1 headers

Internal optimization analysis



On the pages there are several elements in the tag h1

For example:

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

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

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

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

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

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

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

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

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

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

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

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

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

For example:

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

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

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

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

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

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

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

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

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

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

Full list in the accompanying file "h1 duplicate"



Recommendations

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



Why is it important

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

Duplicate h-1 in title tag

Internal optimization analysis



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

For example:

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

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

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

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

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

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

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

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

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

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



Recommendations

1. Make h-1 different from the title tag



Why is it important

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

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

Internal optimization analysis



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

<h1> Contact

<h2> (Missing heading)

<h3> Send Julie a message

<h4> Customer Care

<h4> About

<h4> Ethical Crystals

<h4> Let's Connect



Recommendations

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



Why is it important

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

Broken links

Internal optimization analysis



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

For example:

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

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

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

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

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

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

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

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

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

Full list in the accompanying file "Broken links"



Recommendations

1. Remove or edit broken links



Why is it important

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

Alt attribute for images

Internal optimization analysis



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

Duplicate product name:

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

Alt attribute is empty

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



Recommendations

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



Why is it important

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

Internal optimization. Conclusion

Internal optimization analysis



Recommendations

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

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

To correct the situation, you need to:

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

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


External optimization analysis

Snippets. Google

External optimization analysis



The Google search engine generates a snippet incorrectly

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

Moonrise Crystals

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

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



Recommendations

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



Why is it important

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

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

Mentioning the site in blogs

External optimization analysis



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

REQUIREMENTS:

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



Why is it important

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

Links to the site from trust sites of similar subjects

External optimization analysis



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

REQUIREMENTS:

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



Why is it important

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

Distribution of external links

External optimization analysis



Almost all links lead to article pages and the home page

For example:

External links ?
Total: 998

Most frequently linked pages ?

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

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 ⁱ

36

Backlinks ⁱ

1.2K

48% dofollow

Linking websites ⁱ

477

64% dofollow

DR ⁱ Referring page ⁱ

Anchor and target URL ⁱ

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 >](#)



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.

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