

Health Check

Core Web Vitals Status:

Issue to look for:

- Check Largest Contentful Paint (LCP),
- Check Interaction to Next Paint (INP),
- Check Cumulative Layout Shift (CLS).

Impact:

- **Poor** status in GSC
- high bounce rate on Shopify.
- Slow LCP/INP means poor user experience and lower rankings

Health Check

Indexing Status:

Issue to look for:

- Check coverage_state for the respective page.

Impact:

- Pages not indexed won't appear in search results; low organic traffic

Health Check

Crawl Errors/404s:

Issue to look for:

- Check if coverageState is Not found (404)
- Check if indexstatusresult_verdict is FAILURE

Impact:

- Wastes Google's **crawl budget** on non-existent pages; can hurt user experience and ranking

Health Check

Canonicalization Issues:

Issue to look for:

- Check googleCanonical and userCanonical are the same as the url.

Impact:

- **Duplicate content** dilutes ranking signals
- Google may index the wrong URL.

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Structured Data (Schema):

Issue to look for:

- Check rich_result_type, issue_message and severity

Impact:

- Pages are ineligible for **rich snippets** (star ratings, price display) in search results, lowering CTR.

Health Check

robots.txt:

Issue to look for:

- Check robots_txt_state is ALLOWED.

Impact:

- If robots_txt_state is not ALLOWED, the pages are blocked from being crawled or indexed
- **zero organic visibility** for those pages.

Health Check

Title Tags and Meta Descriptions:

Issue to look for:

- Check if title or body_html are empty.

Impact:

- Low **Click-Through Rate (CTR)** in GSC Performance report
- Pages appear less appealing in search results.

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Product Content Quality:

Issue to look for:

- Check body_html is not one-sentence

Impact:

- Low E-A-T (Expertise, Authoritativeness, Trustworthiness) score
- Pages rank poorly or are deemed low-value.

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Image Alt Text:

Issue to look for:

- Check alt for each image in images column is null

Impact:

- Lost opportunity for **Image Search traffic** and diminished accessibility/context for search engines.

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Page Speed Score:

Issue to look for:

- Check score (e.g., above 90 is good).
- Check for high Total Blocking Time (TBT).

Impact:

- Directly impacts Core Web Vitals
- Slower pages get less crawl budget and lower visibility.

Health Check

Mobile Usability Result:

Issue to look for:

- Check if mobileUsabilityResult is FAIL or VERDICT_UNSPECIFIED

Impact:

- Site pages may not be served in mobile search results
- affects mobile-first indexing.