

🏆 SEO Audit Report – https://www.apple.com/

扫描时间 2025-05-20 20:54:44 | 总分 60.0 / 100

核心结论: Apple's homepage has strong technical foundations and structure but lacks in content depth and performance optimization.

1. 总览

维度	得分
tech	20.0
content	13.3
structure	20.0
perf	6.7
authority	0

📊 Overall Gauge

2. 技术合规 (20)

指标	实测
HTTP 状态	200
HSTS	True
CSP	True
robots.txt	200
Sitemap	5

🔒 Security Heatmap

3. 页面内容 (20)

指标	实测
H1 Count	1
H2 Count	36
H3 Count	19

指标	实测
Missing Alt Images	0
Text Ratio (%)	3.28

Heading Histogram

4. 结构 & 可访问性 (20)


指标	实测
Internal Links	273
External Links	59
Nav Links	197
Schema Types	Organization, WebPage, WebSite

Link Pie

Schema Cloud

5. 性能 & 体验 (20)

指标	实测
LCP	18.59
FID/INP	19165.11
CLS	0
TTFB	None

Performance Line

6. 权威 & 语义 (20)

指标	实测
Structured Data Count	129
Tech Stack	Cart Functionality

Radar Chart

7. 细节

- ▶ 首段正文
- ▶ Quick Tips

8. LLM 建议

Improve content depth and relevance to enhance the content score.

Optimize performance metrics to improve page load times and user experience.

Increase authority signals such as backlinks and social shares to boost the authority score.

Ensure all headings (H2, H3) are semantically structured for better readability and SEO.

Monitor and refine internal linking strategies to improve navigation and crawlability.