

## ■ Website Audit Report

### ----- \*\*SEO Optimization:\*\*

- **Title Tag:** The title tag "Home | Panchali Vastra" is quite generic. Consider including primary keywords.
- **Meta Description:** The meta description is well-written and includes relevant keywords like "Handloom Weaving".
- **H1 Tags:** The primary H1 tag is empty and should be utilized properly. A descriptive H1 tag is needed.
- **Images:** The presence of an image without an ALT tag is a missed opportunity for SEO. Add descriptive ALT tags.
- **Canonical URL:** The lack of a canonical URL can lead to duplicate content issues. Implement one.

### \*\*UI/UX Issues:\*\*

- **Readability:** Ensure that fonts are easily readable and maintain an appropriate contrast with the background.
- **Navigation:** Evaluate the site's navigation for intuitiveness. Clear, easily accessible menu items are essential.
- **Layout:** Ensure that the layout is responsive and adapts well to different devices, providing a consistent experience.
- **Consistency:** Maintain visual consistency throughout the website with uniform color schemes and typography.

### \*\*Performance Issues:\*\*

- **Page Speed:** Test the website using tools like Google PageSpeed Insights to identify bottlenecks and optimize.
- **Image Optimization:** Optimize images to reduce file size without compromising quality. Use modern formats like WebP.
- **Script and CSS Optimization:** Minimize and combine JavaScript and CSS files to reduce the number of requests.
- **Caching and Compression:** Utilize browser caching and enable GZIP compression to improve load times.

Improving these aspects can enhance user satisfaction, increase engagement, and ultimately boost conversions.