

■ Website Audit Report

To improve the SEO, UI/UX, and performance of the website "Shwood Eyewear Collections," consider the following analysis and recommendations:

SEO Optimization

1. **Title and Meta Description:** - **Title:** "Collections – Shwood Eyewear" can be optimized by including keywords relevant to the page content, such as "Wood Sunglasses Collection – Shwood Eyewear." This can improve search engine visibility. - **Meta Description:** The current meta description is informative, but it could be enhanced by adding specific keywords that users might search for, like "handcrafted wood sunglasses," "natural eyewear collection," or "sustainable sunglasses."
2. **H1 Tags:** - The H1 tags are currently somewhat unrelated ("Catalog," "Get 10% off," "Your first order"). Ideally, the primary H1 should directly relate to the main product or theme of the page, such as "Explore Our Wood Sunglasses Collection." Other promotional elements should use lower hierarchy headers like H2 or H3.
3. **Keywords:** - The keywords listed appear sparse and not very targeted. Consider incorporating more specific keywords related to your product offerings. Avoid keyword stuffing; instead, focus on naturally including them in your content.
4. **Broken Links:** - Address the broken link found on the page, specifically "<https://shwoodshop.com/a/return>." Fixing or redirecting broken links can improve user experience and SEO ranking.

UI/UX Improvements

1. **Accessibility:** - Ensure all images have relevant ALT attributes to improve accessibility for visually impaired users and also improve SEO. - Consider legibility factors, such as sufficient color contrast between text and background, appropriately sized font for readability, and keyboard navigability.
2. **Mobile Responsiveness:** - The site is mobile responsive, which is good. Continue ensuring all interactive elements are easy to use on smaller screens and that images scale correctly.

Performance Optimizations

1. **Page Load Time:** - With a load time of 3.49 seconds, the site could benefit from optimization. Aim for a load time under 2 seconds for better user retention. - **Optimize Images:** Compress images without losing quality using tools like TinyPNG or ImageOptim. - **Enable Browser Caching:** Use caching strategies to store parts of the webpage in the user's browser to reduce loading times on subsequent visits. - **Minimize HTTP Requests:** Combine CSS/JS files where possible and defer non-critical scripts to improve load times.
2. **Content Delivery Network (CDN):** - Utilize a CDN to distribute content globally, ensuring faster loading times for users irrespective of their geographic location.

Conclusion

By implementing these targeted SEO strategies, UI/UX enhancements, and performance optimizations, "Shwood Eyewear Collections" can expect an improved user experience, increased engagement, and potentially higher rankings in search engine results. Regular audits and updates to maintain

performance, relevance, and accessibility will further bolster site effectiveness.