■ Website Audit Report

SEO Issues

1. **Meta Tags Optimization**:
   - **Issue**: While the meta description provides a good overview of the content, it may need
   - **Recommendation**: Consider integrating more specific keywords related to saree types,

2. **H1 Tags**:
   - **Issue**: Only two H1 tags are used, which are not very descriptive.
   - **Recommendation**: Ensure that each page has a clear, unique H1 tag that reflects the c

UI/UX Problems

1. **Font Readability**:
   - **Issue**: Font sizes vary significantly, which can lead to inconsistencies in the user experi
   - **Recommendation**: Standardize fonts across the website for better readability. Ensure a

2. **Navigation and Layout**:
   - **Issue**: Visible links, such as '■\nABOUT US', may appear cluttered due to formatting.
   - **Recommendation**: Streamline link presentations and ensure a tidy, accessible navigatio

3. **Button Functionality**:
   - **Issue**: Ensure all buttons function correctly and lead users to the expected pages.
   - **Recommendation**: Conduct a thorough audit of all the interactive elements to confirm th

Performance Issues

1. **Page Load Time**:
   - **Issue**: The website's load time of 5.66 seconds is above the recommended 3 seconds.
   - **Recommendation**: Optimize images and compress files to improve load times. Impleme

2. **Image Optimization**:
   - **Issue**: Total image size of 13.58 MB is considerable and can hinder load times.
   - **Recommendation**: Use image compression tools (e.g., TinyPNG, Squoosh) to reduce f

Accessibility Issues

1. **ALT Text**:
   - **Issue**: Missing ALT text for images, such as the WhatsApp icon.
   - **Recommendation**: Add descriptive alt text to all images to improve accessibility and SE

2. **Contrast and Visibility**:
   - **Recommendation**: Ensure high contrast between text and background colors for readab

3. **Keyboard Navigability**:
   - **Recommendation**: Audit the website's keyboard navigation capabilities, ensuring all ele

By addressing these specific concerns, the website can improve its overall experience, boost