SEO Audit Report — Pura Vida Bracelets

Website: https://www.puravidabracelets.com/
Industry: E-commerce / Jewelry & Accessories
Type: Sample SEO Audit for Portfolio

Overview

Purpose: Identify SEO issues and opportunities that can improve search visibility, organic traffic, and conversion potential.

Scope: Technical SEO, On-Page SEO, Content, Keywords & Backlinks.

Website Brief:
Pura Vida Bracelets is an online retailer known for handcrafted bracelets and jewelry with a strong lifestyle brand presence.

Technical SEO

Site Structure & Performance

- HTTPS secure — good for trust and ranking.

- Mobile responsive navigation present (important for mobile SEO).

- Product categories and collections clearly organized.

Technical Issues (Sample):

- **Page Speed:** Likely room for improvement (many images and product listings may slow load speeds). *(For real audit, use PageSpeed Insights)*

- **XML Sitemap:** Ensure sitemap exists and is submitted to Google Search Console.

- **Schema Markup:** Could benefit from structured data for products (prices, reviews, availability).

Recommendations:
✓ Run PageSpeed Insights + optimize images and JS/CSS.
✓ Add/schema markup for products and reviews.

On-Page SEO

Title Tags & Meta Descriptions

- Website homepage uses a descriptive title ("Pura Vida Bracelets®: Jewelry Made of Friendship Material").

- Check meta descriptions for uniqueness and keyword opportunities.

Headings & Content

- Clear category headings ("Bracelets", "Necklaces", etc.).

- Ensure each product page has unique H1 tags and optimized subheadings.

Images

- Add ALT text with keywords where relevant (e.g., "handmade friendship bracelets").

Recommendations:

✔ Review and rewrite meta descriptions with target keywords.
✔ Use consistent H1 tags and keyword-rich ALT text on product images.

Keyword Analysis & Opportunities

Current Positioning (Sample insights):

- Likely ranking for branded terms ("Pura Vida bracelets", "handmade bracelets").

- Possible gaps in long-tail keywords like "best handmade bracelets online", "gift bracelets for women", etc.

Opportunities:

- Target keywords around "bracelet gifts", "handmade bracelet styles", "eco-friendly jewelry".

- Use blog content to target informational queries (e.g., "how to style bracelets").

Recommendations:

✓ Create optimized content for specific customer intents.

✓ Build internal links from blog posts to product pages.

Content Audit

Blog Section:

- Contains informational posts (e.g., how to clean bracelets).

Findings:

- Blog could be used to target more SEO-focused topics such as "bracelet trends 2026", "gift guides", "bracelet stacking tips".

Recommendations:

✓ Expand content targeting high-value keywords with buying intent.

✓ Add internal links from blog to commerce pages to distribute SEO value.

Backlink & Authority Check

Domain Strength: According to third-party data, the domain has a strong SEO authority score (~74).

This indicates a solid backlink profile, which helps rankings.

Recommendations:

✓ Continue outreach for quality backlinks (fashion blogs, jewelry influencers).

✓ Monitor toxic links and disavow if necessary.

Competitor Snapshot *(Sample)*

Compare to other jewelry brands such as those ranking for:

- "handmade bracelets online"

- "affordable custom jewelry"

Insights:

- Competitors may have content focused on trends, gifting, seasonal guides.
- Strengthen SEO content around lifestyle, trends, and gift seasons.

30-60-90 Day Action Plan

0–30 Days

- Optimize meta tags & images
- Add structured data
- Speed optimizations

30–60 Days

- Publish keyword-focused blog posts
- Improve internal linking

60–90 Days

- Backlink outreach
- Content expansion for seasonal trends

Tools Used (For Sample)

- **Google PageSpeed Insights** — speed analysis
- **Screaming Frog** — on-page tags & site structure
- **SEO tools (Ahrefs / Ubersuggest)** — keyword & backlink overview
- **Manual review** — category structure & content ideas

Expected Outcomes

By implementing this SEO audit:

✓ Better search rankings

✓ Increased organic traffic

✓ Higher conversion potential

✓ Improved user experience

Google PageSpeed Insights

📱 **Mobile**   🖥️ Desktop

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Core Web Vitals Assessment: **Failed** ⓘ

Expand view

Largest Contentful Paint (LCP)   ● **Interaction to Next Paint (INP)**   ● **Cumulative Layout Shift (CLS)**

2.7 s   154 ms   0

OTHER NOTABLE METRICS

First Contentful Paint (FCP)   ● **Time to First Byte (TTFB)** ⚗

2.5 s   0.6 s

📅 Latest 28-day period ⓘ (history)   📱 Various mobile devices   ⚙ Many samples (Chrome UX Report)
⏱ Full visit durations   📶 Various network connections   🌐 All Chrome versions

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Core Web Vitals Assessment: **Passed** ⓘ

Expand view

● **Largest Contentful Paint (LCP)**   ● **Interaction to Next Paint (INP)**   ● **Cumulative Layout Shift (CLS)**

2.4 s   120 ms   0.03

OTHER NOTABLE METRICS

First Contentful Paint (FCP)   ● **Time to First Byte (TTFB)** ⚗

2.3 s   0.5 s

📅 Latest 28-day period ⓘ (history)   📱 Various desktop devices   ⚙ Many samples (Chrome UX Report)
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