**Issues to fix:-**

HIGH

This webpage is not using a meta description tag! You should include this tag in order to provide a brief description of your page which can be used by search engines. Well-written and inviting meta descriptions may also help click-through rates to your site in search engine results.

HIGH

The most common keywords of this webpage are not distributed across the important HTML tags! Primary keywords should appear in title tag, meta description and heading tags to help Search Engines to properly identify the topic of this webpage.

HIGH

This webpage does not contain H1 headings! H1 headings help indicate the important topics of your page to search engines. While less important than good meta-titles and descriptions, H1 headings may still help define the topic of your page to search engines.

HIGH

This webpage doesn't use the HTML compression! We recommend to compress the HTML code in order to reduce the page size and page loading times - this will help a website to retain visitors and increase page views. If the HTML compression will be enabled, the HTML size will be decreased by 93% - from 255.73 Kb to 18.35 Kb .

HIGH

The CLS score of this webpage is 0.339. To provide a good user experience, sites should strive to have a CLS score of 0.1 or less.

HIGH

https://myazatrendz.com and https://www.myazatrendz.com should resolve to the same URL, but currently do not.

HIGH

The size of this webpage's HTML is 255.73 Kb, and is greater than the average size of 33 Kb! This can lead to slower loading times, lost visitors, and decreased revenue. Good steps to reduce HTML size include: using HTML compression, CSS layouts, external style sheets, and moving javascript to external files.

HIGH

The loading time of this webpage (measured from N. Virginia, US) is around 10.52 seconds and is greater than the average loading speed which is 5 seconds!

HIGH

This webpage is not serving images in a modern format! Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PNG or JPEG, which means faster downloads and less data consumption.

HIGH

This webpage is using render blocking resources! Eliminating render-blocking resources can help this webpage to load significantly faster and will improve the website experience for your visitors.

HIGH

This webpage is not using the HTTP/2 protocol!

HIGH

This webpage doesn't take the advantages of HTML Microdata or JSON-LD specifications in order to use structured data! View Google's guide for getting started with structured data.

HIGH

This website is not using a custom 404 error page! Default 404 error pages result in a poor experience - it can mislead users into thinking an entire site is down or broken, greatly increases the chance they leave the website entirely, and looks unprofessional. We recommend to have a custom 404 error page in order to improve the website's user experience by letting users know that only a specific page is missing/broken (and not the entire site), providing them helpful links, the opportunity to report bugs, and potentially track the source of broken links.

MEDIUM

This website lacks a sitemap file! Sitemaps can help robots index your content more thoroughly and quickly. Read more on Google's guidelines for implementing the sitemap protocol.

MEDIUM

Not all images in this webpage are properly sized! This webpage is serving images that are larger than needed for the size of the user's viewport.

MEDIUM

Not all image display dimensions match the natural aspect ratio! Fix aspect ratio issues to avoid distorted images on this website!

MEDIUM

A Google Analytics script is not detected on this page. While there are several tools available to monitor your site's visitors and traffic sources, Google Analytics is a free, commonly recommended program to help diagnose potential SEO issues.

MEDIUM

The Document Object Model (DOM) of this webpage has 7,016 nodes which is greater than the recommended value of 1,500 nodes! A large DOM size negatively affects site performance and increases the page load time.

MEDIUM

This website is not using cache headers for images. Setting cache headers can help speed up the serving of a webpage for returning users. Learn more about how to add expires headers to your images.

MEDIUM

This webpage is not using cache headers for JavaScript resources! Setting cache headers can help to speed up the webpage for returning users.

MEDIUM

This webpage is not using cache headers for CSS resources! Setting cache headers can help to speed up the webpage for returning users.

MEDIUM

This webpage is not using social media meta tags! While this type of meta tags don't affect what people see when they visit the webpage, they exist to provide information about it to search engines and social media platforms.

MEDIUM

This webpage is using target="\_blank" links without rel="noopener" or rel="noreferrer" attribute, which can expose it to performance and security issues!

LOW

This webpage has some errors caught by the Chrome DevTools Console!