**TASK 3- SEO OPTIMIZATION**

**GLOW SIP**

**1. Meta Tags**

* **Title Tag:**  
  *“GlowSip – Smart Herbal Water Bottle | Glow Mode: Activated”*  
  ✅ Clear branding  
  ✅ Includes relevant keywords (smart, herbal, water bottle)  
  ❗ Improvement: Keep it under 60 characters to avoid truncation in search results.
* **Meta Description:**  
  *“GlowSip is a smart herbal hydration solution infused with tulsi and ashwagandha. Sip your way to glowing skin and wellness. Glow Mode: Activated.”*  
  ✅ Engaging and keyword-rich  
  ✅ Encourages clicks with benefit-driven messaging  
  ✅ Under 160 characters

**🏷️ 2. Headings**

* **H1 (Main Heading):**  
  *“Glow Mode: Activated”*  
  ✅ Branded and strong  
  ❗ Suggestion: Add keyword like “Herbal Hydration” for better discoverability (e.g., “Glow Mode Activated: Smart Herbal Hydration Begins Here”)
* **H2 Subheadings Found:**
  + “How GlowSip Works”
  + “Ingredients That Heal”
  + “Why Choose GlowSip?”

✅ Clearly structured  
✅ Informational and user-friendly  
❗ Add more keyword-rich variations (e.g., “Benefits of Herbal Water”)

**🖼️ 3. Image Alt Tags**

* ❗ Some images missing descriptive alt tags
  + Example: alt="product1.jpg" ➤ should be alt="GlowSip herbal smart bottle with tulsi infusion"
* ✅ At least 60% of product images contain basic alt text
* ✅ Suggestion: Use natural keywords in alt text to boost image SEO

**🔗 4. Internal Linking**

* ✅ Internal links are present:
  + Homepage ➝ Product Page
  + Homepage ➝ Contact Page
  + Homepage ➝ Blog Page
* ❗ Missing:
  + FAQ section link
  + Internal link to blog article (e.g., “Benefits of Herbal Hydration”)
  + Anchor text with keywords like “shop herbal water bottle” or “GlowSip features”

**📈 Overall SEO Audit Rating: B+**

**✅ Recommendations:**

* Improve H1 by adding 1 keyword (e.g., “herbal water”)
* Write clear alt tags for all product images
* Add 1–2 keyword-rich internal links to FAQs/blogs
* Keep meta tags within character limits while including benefit-driven phrases

Top of Form

Bottom of Form