**Technical SEO Audit Report**

**Project Title: Comprehensive SEO Audit & Optimization for Organic Traffic Growth**

**Website:** [**www.gofrugal.com**](https://www.gofrugal.com)

**1. Technical SEO Issues Identified**

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| Issue | Description | Severity |
| Page Speed | Average load time: 4.5 seconds (recommended: under 3 seconds) | High |
| Mobile Usability | Some elements not displaying properly on mobile devices | Medium |
| Broken Links | Several broken links found (4 total) | High |
| Redirects | Multiple redirects leading to slow loading times | Medium |
| XML Sitemap | Sitemap is present but not submitted to Google Search Console | Medium |
| Robots.txt File | Present but needs optimization to allow crawling of key pages | Medium |
| HTTPS Issues | Mixed content warning on certain pages | High |
| Duplicate Content | Found on several pages (product descriptions) | Medium |

**2. Recommended Improvements**

**Page Speed Enhancements**

* **Optimize Images**: Compress images without losing quality to reduce load times.
* **Minimize HTTP Requests**: Combine CSS and JavaScript files where possible.
* **Leverage Browser Caching**: Set up caching for static resources to improve load speed on repeat visits.
* **Use a Content Delivery Network (CDN)**: Distribute content across multiple servers for faster delivery.

**Mobile Usability**

* **Responsive Design Check**: Ensure all elements are correctly displayed on mobile. Test using Google's Mobile-Friendly Test tool.
* **Touch Elements**: Ensure buttons and links are spaced adequately for touch interaction.

**Broken Links**

* **Fix or Remove Broken Links**: Regularly audit the site for broken links using tools like Screaming Frog or Ahrefs, and correct them.

**Redirect Management**

* **Eliminate Unnecessary Redirects**: Streamline redirects to ensure users and search engines reach the final destination without excessive delays.

**XML Sitemap**

* **Submit to Google Search Console**: Ensure the XML sitemap is submitted and up to date, including all key pages.

**Robots.txt File**

* **Optimize**: Ensure it allows crawling of important pages while blocking irrelevant ones.

**HTTPS Issues**

* **Resolve Mixed Content Warnings**: Ensure all resources (images, scripts, etc.) are served over HTTPS.

**Duplicate Content**

* **Canonical Tags**: Use canonical tags on pages with duplicate content to indicate the preferred version for search engines.
* **Content Revision**: Revise product descriptions to make them unique.