Group 2: Shruti, Lakisha, Haanim			
SEO Checklist		1 is highest and 5 is lowest priority	
Technical	**Tools**	**Priority**	**Analysis Notes**
CRAWLABILITY/ INDEXABILITY			
Header/ Content Heirarchy	Screaming Frog	1	Page title missing. Multiple H1 and missing H2. Follow heading sequence correctly to fix this issue.
Meta Tags	https://checkserp.com/meta-tag-analyzer/	1	Meta tags missing
Experience/ Speed			
Image optimization (images are not too big)	Lighthouse	2	Image elements do not have explicit width and height. 2 images are of big sizes 3.8Mb and 128Kb respectively. Serve images that are appropriately-sized to save cellular data and improve load time. Image formats like WebP and AVIF often provide better compression than PNG or JPEG, which means faster downloads and less data consumption.
Responsive design	Lighthouse	2	Not responsive.
Secure web protocol	Screaming Frog	1	Total URLs encountered: 2 Total https URLs: 2, i.e 100% secure
Should not overuse third-party scripts (too many Youtube videos)	Screaming Frog	3	External Links found: 7 https://images.pexels.com/photos/8135295/pexels-photo-8135295.jpeg This external link downloads an image of 3.8Mb. This could affect the loading speed of the web page.Image size needs to be reduced
Content			
Keyword optimization (relevant & not overused)	Lighthouse	1	The web page has missing page title element, content is empty. Need to write concise, descriptive and unique page title on the URL.
Image optimization (images are not too big)	Lighthouse	1	Image elements do not have explicit width and height. 2 images are of big sizes 3.8Mb and 128Kb respectively. Serve images that are appropriately-sized to save cellular data and improve load time. Image formats like WebP and AVIF often provide better compression than PNG or JPEG, which means faster downloads and less data consumption.
Use of popular search phrases and answering these questions	Answer The Public	3	No questions at all. // They could have a blog answer questions like: What furniture colour are in for 2023? // which furniture fits in my room? // How to clean my furniture?
Should not overuse third-party scripts (eg. too many Youtube videos)	Screaming Frog	3	No third-party-scripts on the website. They should run their own youtube channel or connect videos from popular Influencer like Reynard Lowell: https://www.youtube.com/@reynardlowell (could also be interesting to make a coporation)

Internal Link Building	Screaming Frog	2	There are internal links to the online shop // It could be a good option to run a blog and a few more pages that show their offers
Readability (Use short sentences and paragraphs)	readable.com		No text to check // Real text must be added so we can analyse the text for readability.
Alternate Text	Lighthouse		Do not have alt-attributes. Add descriptions of the picture for visually impaired customers.
Off-page SEO			
Backlinks	Ahrefs Backlink Checker	5	There are no backlinks for the webpage.
Mentions on other websites	Reviews on mywebsite.com	5	No mentions on the other website