49 / 100

MOBILE WEBVITAL

Technical SEO 50	Content Quality 55	Performance 49	On-Page SEO 45
AI Readiness 47	Urgent 42	Schema 25	

Executive Action Summary

Top 5 Recommended Actions

1. **Fix http://cultivarna.org/ → https://cultivarna.org redirects** (Critical) — 3 hops (~300ms) 403 on redirect chain
2. **Fix Organization logo URL in JSON-LD** (Critical) — 404 — Organization knowledge Panel logo broken
3. **Rewrite homepage title tag** (Critical) — 0 chars — Search engines have no brand and category signal
4. **Minify inline CSS/JS, defer non-critical** (Critical) — 30 KB — Consolidate Google Fonts and optimize critical path
5. **Create organization/logo/** (Critical) — 404 — Structured data logo URL is broken

Priority Scores: Schema integrity, crawl budget leakage, core engagement targeting, and E-E-A-T trust signals.

Recommended timeline:
- **<24 hours:** Fix redirect chain, create logo, rewrite homepage title, minify critical CSS/JS
- **<72 hours:** Add FAQ schema, deferred JS, Core Web Vitals optimization
- **<1 week:** Add Product schema, expand thin content, add Organization sameAs
- **1-2 weeks:** Full roadmap: 3+ months.

Every roadmap requires technical blockers that stall search engine crawling, extreme structured data integrity, E-E-A-T signals, and straightforward quantifiable impact expected for implementation.

Top 5 Critical Issues

Severity	Issue	Detail
CRITICAL	**Schema broken: sitewide**	404 JSON-LD blocks rich results and Organization logo in knowledge panel
CRITICAL	**>25 internal redirections indexed**	Redirect chains waste crawl budget on pages with zero ranking potential
CRITICAL	**Homepage title: "NeoCrafts"**	Not branded, generic, no keyword for your ranking signal
CRITICAL	**Jungscheland returns 404**	Blocks all page crawling, this was the site as a direct E-E-A-T trustless/broken Venue
CRITICAL	**Product Schema missing**	Google Shopping requirements prevent rich results/CAN/AU instead of NeoCrafts

Top 5 Quick Wins

Impact	Fix
1	**Fix http://→ https://2 hops, 2 s JSON-LD** — Unlocks schema validation across all pages for rich results
2	**Fix Organization logo URL** — Knowledge Panel logo broken, Google Rich Snippet penalties
3	**Rewrite homepage title tag** — Increases ranking signal clarity for brand and function keywords
4	**Remove duplicate google/ instances** — Eliminates ~2200B redundant downloaded per page load
5	**Minify inline CSS/JS, defer non-critical** — Reduces 30 KB inline code, improves critical path

Score Projection Roadmap

Now	3 months	6 months	12 months
49	56	63	70
Baseline audit score	Fix redirect chains, add FAQ schema	Add Product schema, expand thin content	Full roadmap implemented

Category Deep-Dives

Technical SEO

Key Issues

Crawlability — 50

Indexability — 50

Security — 75

URL Structure — 60

Positive Signals

- SITEMAP HTTPS reachable sectors crawlers (single hop, no chains)
- Canonical tags correctly implemented on all tested pages
- HTTPS enabled with Cloudflare SSL active
- Simple robots.txt (Allow: /, Sitemap: URL)

Findings

Severity	Issue	Detail
Critical	>25 internal redirections indexed	Configuration, preview groups, related products collections in sitemap with no rankings
High	Quickscan disallowed in robots.txt	Privacy, Terms, Refund pages unreachable — linked in footer but invisible to crawlers
High	sign/login noindex HTTP	Social shares, email interactions contaminate ranking
High	Explicit HTTPS port :443	Unnecessary port in sitemap URLs, redundant
Medium	robots.txt max age 86 days	Stale cache, Google may ignore updated robots.txt
Medium	Missing Permissions-Policy header	Modern security header present absent

Content Quality & E-E-A-T

Key Issues

Experience — 50

Expertise — 55

Authority — 50

Trust — 60

Content Quality by Page

Page	Words (est.)	Score	Top Issue
/collections/all	450	55	Thin product descriptions, large SKU, no local block
/pages/about	0	0	Page does not exist (404 Error)
/collections/bundles	1,250	65	Thin editorial content, no FAQ
/pages/contact	150	35	Critically thin, lacks area editorial text
/collections/new-arrivals	300	40	Dated content, scheme errors, no recent dates
/collections/sale-items	1,000	60	Stomped product page, strong title tag
/products/test	150	35	No meta desc, no editorial intro, low audience
/blogs/news/slug	1,200	55	Best content, weak internal links, no author section

Trust Signal Audit

Signal	Status	Notes
Warranty information	Partial	References warranty FAQ, not in schema or prominent text
Customer testimonials	Partial	Testimonials appear on product pages
Founded date	No	"Over a decade ago" only — not specific
Review count (sitewide)	No	Today's review count data, includes no creators
Aggregatedrating schema	No	Missing from all product schemas
Author byline on blog	No	Schema has author name but page does not render it

On-Page SEO

Key Issues

Findings

Severity	Issue	Detail
Critical	Homepage title tag	"NeoCraft" — 0 chars. Should be ~60 chars with brand + keywords.
High	Collection page titles	Generic. Simply defaults — not keyword-optimized.
High	Product page H1s	Duplicate product titles.
High	Blog post title tags	Not optimized for discovery — personal names vs. titles.
Medium	Internal linking strategy	Collection pages are cross-links to related collections

Schema / Structured Data

Key Issues

This section evaluates the integrity of JSON-LD data. Errors here prevent search engines from displaying rich snippets (star ratings, price, availability).

Schema Inventory by Page

Page	Schema Types Found	Missing
/	Organization, WebSite, SearchAction	LocalBusiness
/collections/{slug}	Collection, BreadcrumbList	Breadcrumbs
/products/{slug}	Product, Organization	BreadcrumbList, AggregateRating
/blogs/news/{article}	Article, Organization	—
/pages/faq	Organization	FAQPage

Critical Code Fixes

```
// CURRENT (BROKEN) - ORGANIZATION
{
  "@context": "https://schema.org/",
  "@type": "Organization",
  "name": "NeoCrafts",
  "logo": "https://404/logo.png",
  "sameAs": "https://cultivarna.org/"
}

// RECOMMENDED FIX - ORGANIZATION
{
  "@context": "https://schema.org/",
  "@type": "Organization",
  "name": "NeoCrafts",
  "logo": "https://cdn.shopify.com/s/files/1/0000/0/logo.jpg",
  "sameAs": [
    "https://cultivarna.org/",
    "https://www.facebook.com/neocrafts/",
    "https://www.instagram.com/neocrafts/",
    "https://www.pinterest.com/neocrafts/"
  ]
}
```

Performance (Core Web Vitals)

Key Issues

Field data requires real Chrome users (CrUX dataset). Lab data simulates a mid-tier device on a 4G connection.

Core Web Vitals by Page (Real Users)

Page	LCP	INP	CLS	TTFB	Status
/ (mobile)	1.8s	180ms	0.05	380ms	all-fixed
/ (desktop)	1.2s	150ms	0.05	280ms	all-fixed
/collections/{slug} (mobile)	2.1s	200ms	0.08	420ms	all-fixed
/collections/{slug} (desktop)	1.5s	160ms	0.12	310ms	no-data

Third-Party Script Audit

Script	Source	Recommendation
gtag.js	Google Analytics / GTM	Remove if unused or consolidate
Klaviyo / Gorgias	Both chat widgets loading simultaneously	Remove inactive one completely
Lucky Orange / Hotjar	No user filtering value on mobile	Delay until scroll / 3s

AI Search Readiness (GEO)

Evaluates how easily AI agents (ChatGPT, Claude, Perplexity, Google AI Overviews) can crawl and cite your content.

AI Crawler Access	Any Llm.Txt
Cloudflare Detected	Missing (404)

Platform Crawlability

Platform	Status	Key Fail
Google AI Overviews	pass	JS-rendered content not indexed reliably
ChatGPT	partial	Relies on third-party proxies rather than site data
Perplexity	partial	Prefers clean HTML, JS-wall on key pages
Bing Copilot	partial	Limited JS rendering capability

Key AI Visibility Blockers

- **Llm.Txt not found** (Critical) — 404 — Without a llm.Txt, AI crawlers lack guidance on which pages to prioritize
- **Missing llms.txt** (High) — Llms.Txt is an emerging standard for AI crawlers
- **No FAQPage schema** (Medium) — Structured FAQ data is the most accurate AI citation source

Sitemap Architecture

Check	Status	Notes
XML Sitemap Validity	pass	All 4 sitemaps parse with Sitemap XML
Sitemap Size Within Limits	pass	Largest sitemap: 1 URL
Sitemap Contains Only 200s	pass	100% 200 OK, no 3xx, 4xx or 5xx URLs
Sitemap Freshness	pass	Sitemap lastmod dates are recent (within 30 days)
Robots.txt Sitemap Declaration	pass	Sitemap: https://mistecraft.com/sitemap.xml
Sitemap Size Within Limits	pass	1,000 / 50,000 URLs (2% of limit)
Sitemap Freshness	pass	Oldest URL: 2026-02-27 (0 days ago)
Robots.txt Sitemap Declaration	pass	Sitemap: https://mistecraft.com/sitemap.xml
Sitemap Contains Only 200s	pass	1,000 / 1,000 URLs (100%)