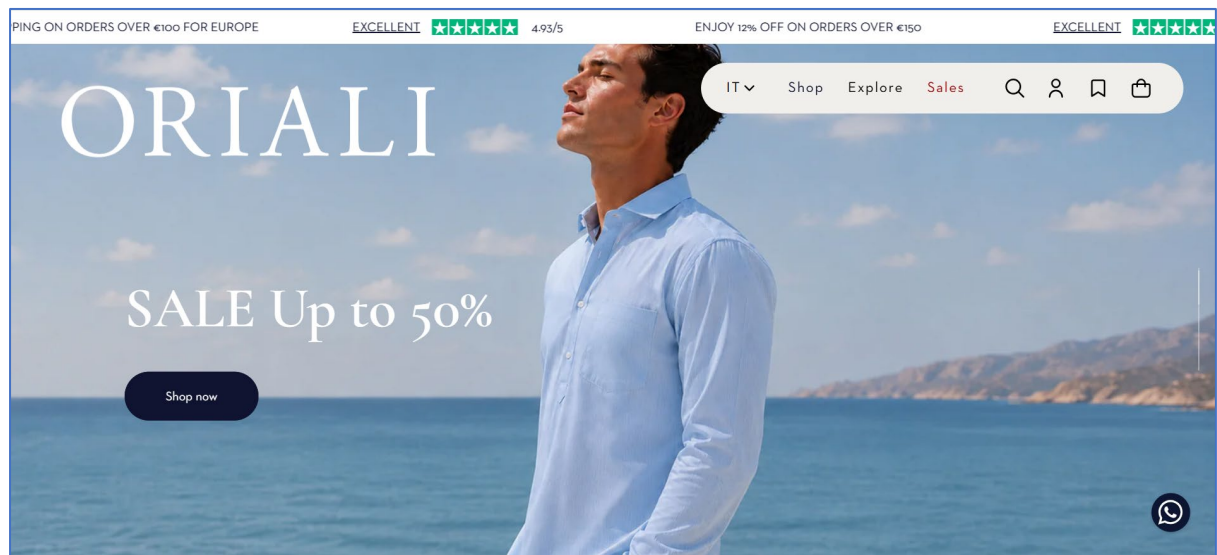


Initial Business Visibility Investigation Report™

Website: <https://orialifirenze.com/>

Prepared By: Digital Skyweb



Summary

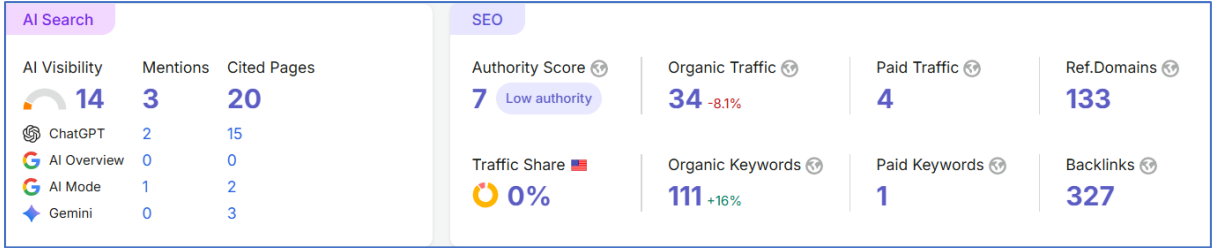
The SEO audit of **orialifirenze.com** shows that the website has a good technical foundation but several on-page SEO and performance issues are limiting its organic growth. The website currently receives approximately **34 monthly organic visitors** and ranks for **111 organic keywords**, however **traffic has declined by 8.1%**.

The most significant issues identified include:

- Missing H1 heading on key pages
- 70 images missing ALT attributes
- Duplicate heading text across the website
- Poor mobile performance (Google PageSpeed Score: **49/100**)
- Low domain authority
- Slow Largest Contentful Paint (LCP)

Addressing these issues will improve search engine visibility, accessibility, user experience, and overall website performance.

Current SEO Performance



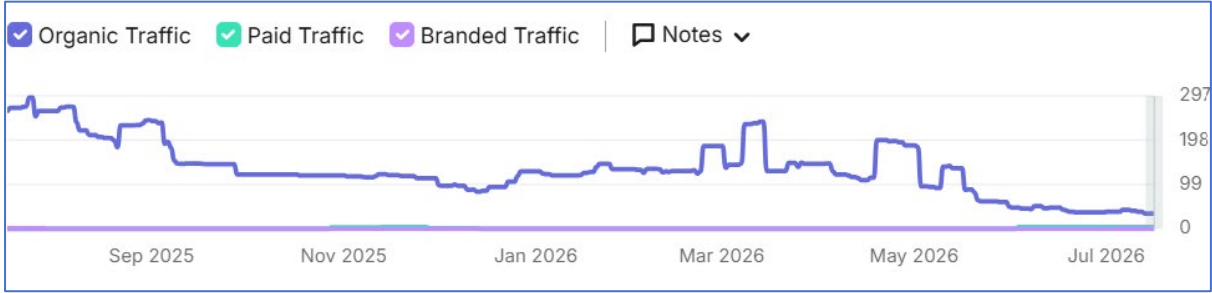
Metric	Current Status
Authority Score	7 (Low Authority)
Organic Traffic	34/month (-8.1%)
Organic Keywords	111 (+16%)
Paid Traffic	4
Paid Keywords	1
Referring Domains	133
Backlinks	327
AI Visibility	14
AI Mentions	3
AI Cited Pages	20

Observation

Although the website ranks for over **100 keywords**, organic traffic remains relatively low due to limited first-page rankings and low domain authority. Strengthening on-page SEO and improving page performance can help increase search visibility.

Organic Traffic Analysis

Current Rankings



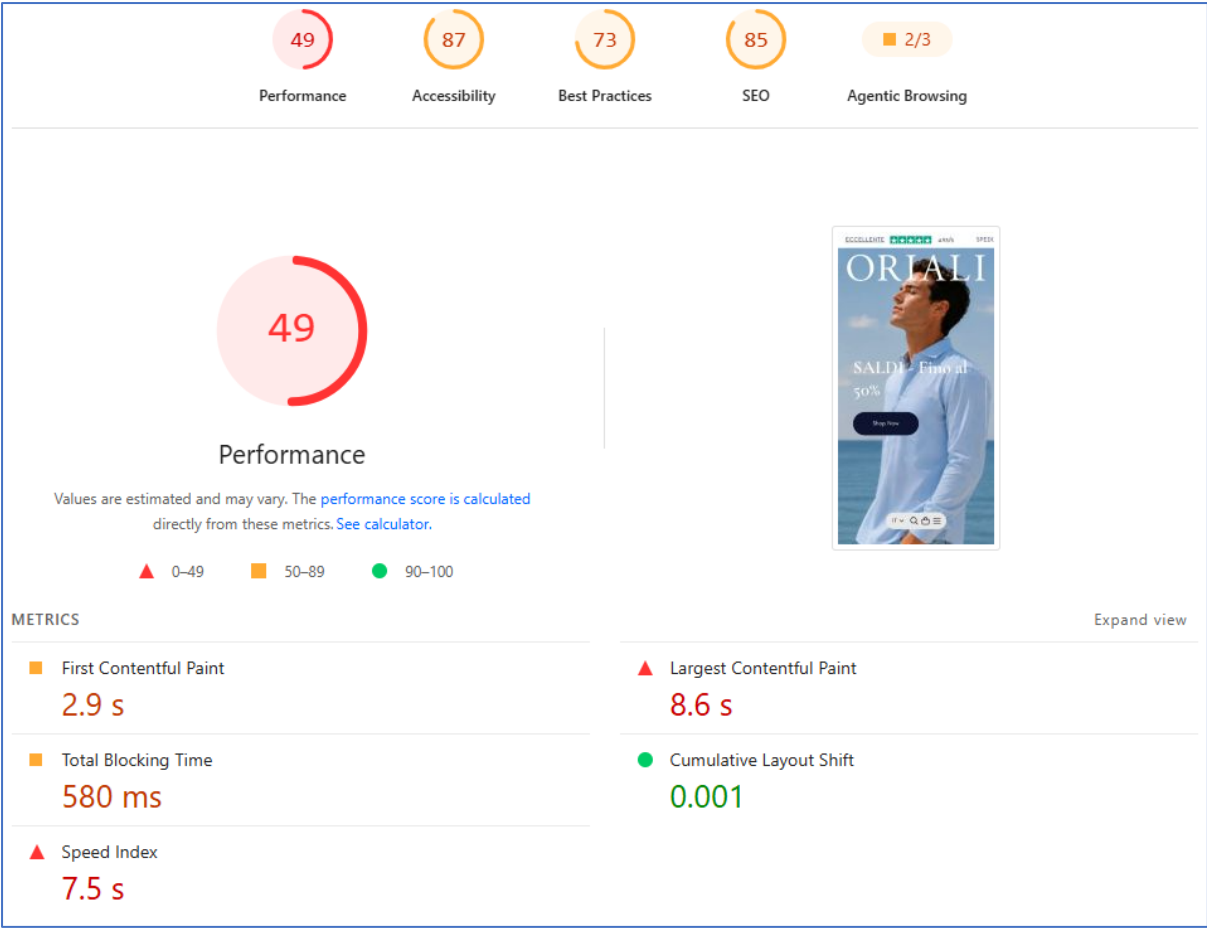
Position	Keywords
Top 3	3
Position 4–10	13
Position 11–20	14
Position 21–50	44
Position 51–100	32

Findings

A large number of keywords currently rank between **positions 11–50**, representing a strong opportunity to move these pages onto Google's first page with targeted SEO improvements.

Website Performance (Google PageSpeed Insights)

Performance Score is 49 / 100



This score falls into the **Poor** performance category.

Core Web Vitals

Metric	Result
First Contentful Paint	2.9 seconds
Largest Contentful Paint	8.6 seconds
Total Blocking Time	580 ms
Cumulative Layout Shift	0.001
Speed Index	7.5 seconds

Performance Analysis

While the website has an excellent **Cumulative Layout Shift (CLS)** score, the **Largest Contentful Paint (LCP)** and **Total Blocking Time (TBT)** are significantly above Google's recommended thresholds. Improving these metrics will lead to faster page loads, better user engagement, and improved search rankings.

Technical SEO Findings

1. Missing H1 Heading (High Priority)

No primary **H1 heading** is specified on the page.

Impact

- Search engines cannot clearly determine the page's main topic.
- Weakens keyword relevance.
- Reduces on-page SEO effectiveness.

Recommendation

Add a unique, keyword-focused H1 heading to every important page, ensuring each page has only one H1.

2. Missing Image ALT Attributes (High Priority)

The audit identified:

- **70 images** without ALT text.

Impact

- Reduced image SEO performance.
- Lower accessibility for visually impaired users.
- Missed opportunities to rank in Google Image Search.

Recommendation

Add descriptive, keyword-relevant ALT text to every image while accurately describing the image content.

3. Duplicate Heading Text

Several headings across the website use identical text.

Impact

- Creates duplicate content signals.
- Makes it harder for search engines to understand page hierarchy.
- Can reduce topical relevance.

Recommendation

Ensure headings are unique and descriptive, reflecting the specific content of each section.

Authority & Backlink Profile

Metric	Status
Authority Score	7/100
Referring Domains	133
Backlinks	327

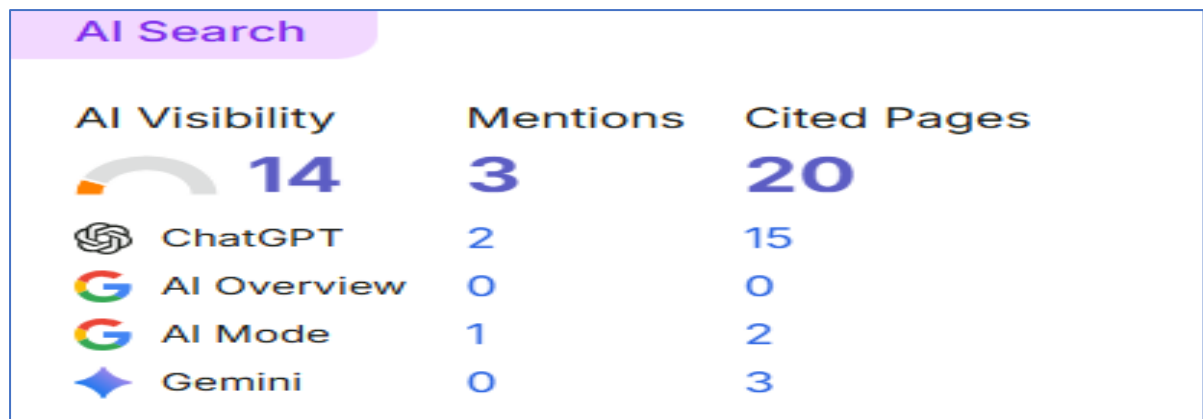
Observation

The website has a reasonable backlink profile but a **low authority score**, indicating that additional high-quality backlinks are needed to compete for more competitive search terms.

Recommendation

- Build authoritative backlinks from relevant fashion and lifestyle websites.
 - Strengthen internal linking between product, category, and editorial pages.
 - Publish shareable content that naturally attracts backlinks.
-

AI Search Visibility



Recommendation

Improve visibility in AI-powered search platforms (ChatGPT, Gemini, Google AI Overviews) by:

- Publishing detailed product guides and buying advice.
- Adding FAQ schema to key pages.
- Implementing structured data (Product, Organization, Breadcrumb, FAQ).
- Creating content that clearly defines products, collections, and brand entities.

Priority Recommendations

High Priority (Immediate)

- Add a unique H1 heading to every important page.
- Add ALT attributes to all 70 images.
- Resolve duplicate heading text.
- Improve Largest Contentful Paint (LCP).
- Reduce JavaScript execution time to lower Total Blocking Time.

Medium Priority

- Improve page loading speed through image optimization and caching.
- Strengthen internal linking between products and collections.
- Optimize metadata for category and product pages.
- Improve content targeting for commercial keywords.

Long-Term Growth

- Increase high-quality backlinks from relevant fashion and retail websites.
- Publish regular SEO-focused blog content.
- Expand AI Search optimization with structured data and entity-based content.
- Monitor keyword rankings and optimize pages close to the first page of Google.

Overall Assessment

Category	Status
Technical SEO	Needs Improvement
Website Performance	Poor
Core Web Vitals	Needs Improvement
Image SEO	Critical
Heading Structure	Needs Improvement
Organic Visibility	Moderate
Backlink Profile	Moderate
AI Search Readiness	Good Foundation
Overall SEO Health	6.5 / 10

Final Recommendation

OrialiFirenze.com has a solid SEO foundation with over **100 ranking keywords** and growing keyword visibility, but several technical and on-page SEO issues are limiting its potential. The absence of an H1 heading, **70 missing image ALT attributes**, duplicate headings, and slow page performance are key areas that should be addressed. By improving page speed, strengthening on-page optimization, and increasing domain authority through quality backlinks and content, the website can achieve stronger rankings, attract more qualified organic traffic, and enhance overall user experience.