

# AUDIT REPORT



**Website:** [Stealth Labz Supplements](#)

**Date :** May 2026

## Executive Summary

Stealth Labz has a strong Shopify foundation and professional branding, but the website currently struggles with low SEO authority, weak mobile performance, thin content, and limited trust signals. These issues are restricting organic traffic growth and reducing overall conversion potential.

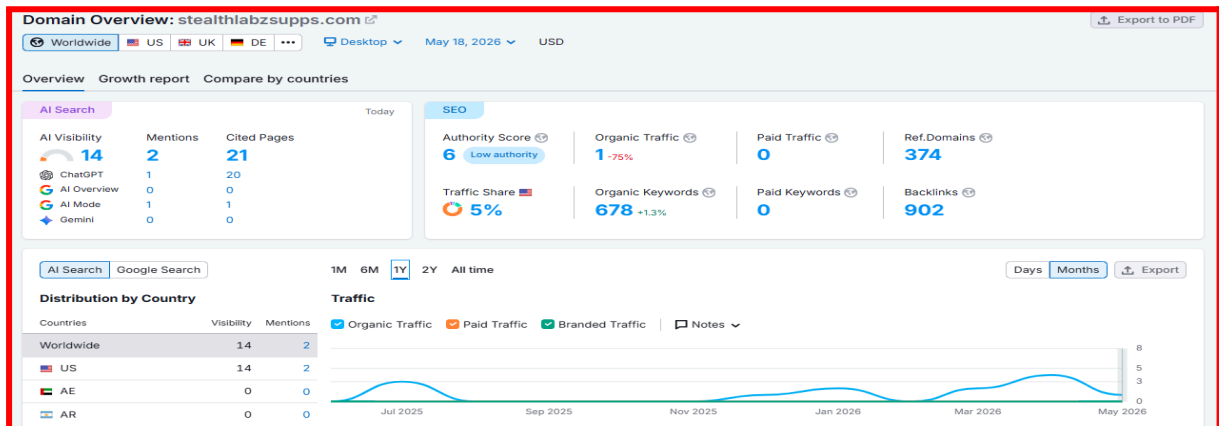
### Impact

- Low search visibility and poor keyword rankings
- Reduced user trust and lower conversion rates
- Difficulty competing against established supplement brands

### Recommendations

- Improve mobile performance and Core Web Vitals
- Build high-quality SEO content and authority backlinks
- Add stronger trust signals like reviews, lab tests, and certifications

# SEO Overview



The website has started gaining keyword visibility, but most rankings are still very low and generating minimal organic traffic. Current authority is not strong enough to compete in high-competition supplement keywords.

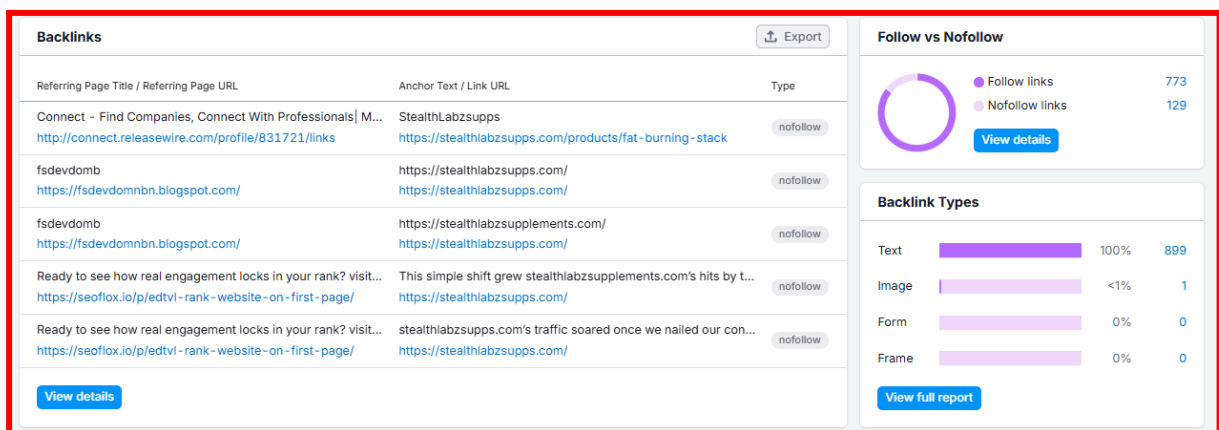
## Impact

- Very low organic traffic despite indexed keywords
- Poor visibility for commercial supplement searches
- Limited keyword positions on Google first pages

## Recommendations

- Target long-tail and low-competition keywords
- Build topical authority with SEO content clusters
- Improve on-page optimization across all collections and product

# Backlink Analysis



Although the site has 374 referring domains, many backlinks are low quality and provide weak SEO value. The backlink profile lacks authority from trusted fitness and health-related websites.

## Impact

- Weak domain authority and low Google trust
- Limited ranking improvements from current backlinks
- Higher difficulty competing with established supplement brands

## Recommendations

- Acquire backlinks from fitness blogs and influencers
- Build PR campaigns and guest posting strategies
- Focus on high-authority niche-relevant backlinks only

# Structured Data & Indexing

Indexed Pages			Export
Title & URL	Domains	Backlinks	
Buy Premium USA Bodybuilding Supplements Online   Stealth Labz <a href="https://stealthlabzsups.com/">https://stealthlabzsups.com/</a>	119	216	
Best supplements for athletic performance <a href="https://stealthlabzsups.com/collections/athletic-performance">https://stealthlabzsups.com/collections/athletic-performance</a>	66	71	
Buy Muscle Building Stack for Faster Gains   Stealth Labz Supplements <a href="https://stealthlabzsups.com/collections/muscle-building-stack">https://stealthlabzsups.com/collections/muscle-building-stack</a>	55	62	
Buy Best Fat Burning Supplements Stack Online   Stealth Labz <a href="https://stealthlabzsups.com/collections/fat-burning-stack">https://stealthlabzsups.com/collections/fat-burning-stack</a>	49	54	
Buy Fat Burning Stack: 3 Supplements for Muscle, Focus & Recovery <a href="https://stealthlabzsups.com/products/fat-burning-stack">https://stealthlabzsups.com/products/fat-burning-stack</a>	15	19	

[View details](#)

The website has valid structured data and properly configured sitemap and robots.txt files, which is a positive technical SEO signal.

## Impact

- Better indexing and crawl management
- Eligibility for enhanced search results
- Improved understanding of website structure by Google

## Recommendations

- Add Product, FAQ, and Review schema
- Expand structured data across product pages
- Monitor schema errors regularly in Search Console

# Technical SEO Audit

Start		Clear		Crawl 100%		SEO Spider			
Overview	Issues	Site Structure	Segments	Response Times	API	Spelling & Grammar	Semantic		
Export		Issues: 8		Warnings: 19		Opportunities: 24		Total: 51	
Issue Name	Issue Type	Issue Priority	URLs	% of Total					
Validation: Invalid HTML Elements in <head>	Warning	High	172	44.1%					
Response Codes: Internal No Response	Issue	High	6	1.2%					
Response Codes: Internal Client Error (4xx)	Issue	High	6	1.2%					
Response Codes: Internal Blocked by Robots.txt	Warning	High	2	0.4%					
Security: Mixed Content	Issue	High	1	0.26%					
Images: Over 100 KB	Opportunity	Medium	183	90.15%					
Meta Description: Multiple	Issue	Medium	168	97.67%					
Page Titles: Over 561 Pixels	Opportunity	Medium	72	41.86%					
Page Titles: Over 60 Characters	Opportunity	Medium	68	39.53%					
Page Titles: Below 30 Characters	Opportunity	Medium	12	6.98%					
Page Titles: Below 200 Pixels	Opportunity	Medium	12	6.98%					
Page Titles: Duplicate	Opportunity	Medium	6	3.49%					
H1: Missing	Issue	Medium	2	1.16%					
Meta Description: Outside <head>	Issue	Medium	2	1.16%					
Content: Low Content Pages	Opportunity	Medium	1	0.58%					

Meta Description: Duplicate	Opportunity	Low	167	97.09%				
H2: Multiple	Warning	Low	152	88.37%				
Links: Non-Descriptive Anchor Text In Internal ...	Opportunity	Low	151	87.79%				
Links: Internal Outlinks With No Anchor Text	Opportunity	Low	147	85.47%				
Links: Pages With High External Outlinks	Warning	Low	131	76.16%				
Meta Description: Over 155 Characters	Opportunity	Low	84	48.84%				
Meta Description: Over 985 Pixels	Opportunity	Low	74	43.02%				
H2: Duplicate	Opportunity	Low	65	37.79%				
Page Titles: Same as H1	Opportunity	Low	53	30.81%				
H2: Non-Sequential	Warning	Low	44	25.58%				
Links: Internal Nofollow Outlinks	Warning	Low	34	19.77%				
URL: Over 115 Characters	Opportunity	Low	32	8.21%				
H1: Over 70 Characters	Opportunity	Low	22	12.79%				
Content: Readability Difficult	Opportunity	Low	20	11.63%				
Images: Missing Alt Text	Issue	Low	16	7.88%				
H1: Duplicate	Opportunity	Low	14	8.14%				

Images: Missing Size Attributes	Opportunity	Low	14	6.9%
Canonicals: Canonical Is Relative	Warning	Low	13	7.56%
Images: Alt Text Over 100 Characters	Opportunity	Low	13	6.4%
H2: Missing	Warning	Low	12	6.98%
H1: Non-Sequential	Warning	Low	10	5.81%
Response Codes: External No Response	Warning	Low	9	1.8%
Meta Description: Missing	Opportunity	Low	4	2.33%
Response Codes: Internal Redirection (3xx)	Warning	Low	3	0.6%
Security: Unsafe Cross-Origin Links	Warning	Low	3	0.77%
Content: Readability Very Difficult	Opportunity	Low	3	1.74%
URL: Parameters	Warning	Low	2	0.51%
URL: Underscores	Opportunity	Low	1	0.26%
Pagination: Sequence Error	Issue	Low	1	0.58%
Response Codes: External Client Error (4xx)	Warning	Low	1	0.2%
URL: Uppercase	Warning	Low	1	0.26%
H2: Over 70 Characters	Opportunity	Low	1	0.58%

Several technical SEO problems were identified including invalid HTML elements, broken internal links, mixed content issues, and duplicate metadata across many pages.

## Impact

- Reduced crawl efficiency and indexing quality
- Poor technical health affecting rankings
- Negative impact on user experience and search performance

## Recommendations

- Fix all 4xx internal errors and mixed content issues
- Resolve duplicate metadata and heading problems
- Clean HTML structure and optimize technical SEO health

## On-Page SEO

Many pages are not fully optimized with proper titles, headings, and meta descriptions. Several pages also contain duplicate heading structures and inconsistent keyword targeting.

## Impact

- Lower CTR from search results
- Weak keyword relevance signals for Google
- Reduced semantic SEO optimization

### Recommendations

- Create unique titles and descriptions for every page
- Maintain proper H1, H2, and H3 hierarchy
- Optimize keywords naturally within page content

## Content Quality

The current website content is too thin for a competitive health and supplements niche. Product pages lack educational value, scientific detail, and EEAT-focused information.

### Impact

- Lower Google trust in health-related content
- Weak topical authority and poor ranking potential
- Reduced engagement and conversion rates

### Recommendations

- Add detailed ingredient and usage explanations
- Publish expert-backed blog content regularly
- Create long-form educational supplement guides

## Image SEO

Several image optimization problems were detected including missing alt text, oversized images, and missing image attributes.

### Impact

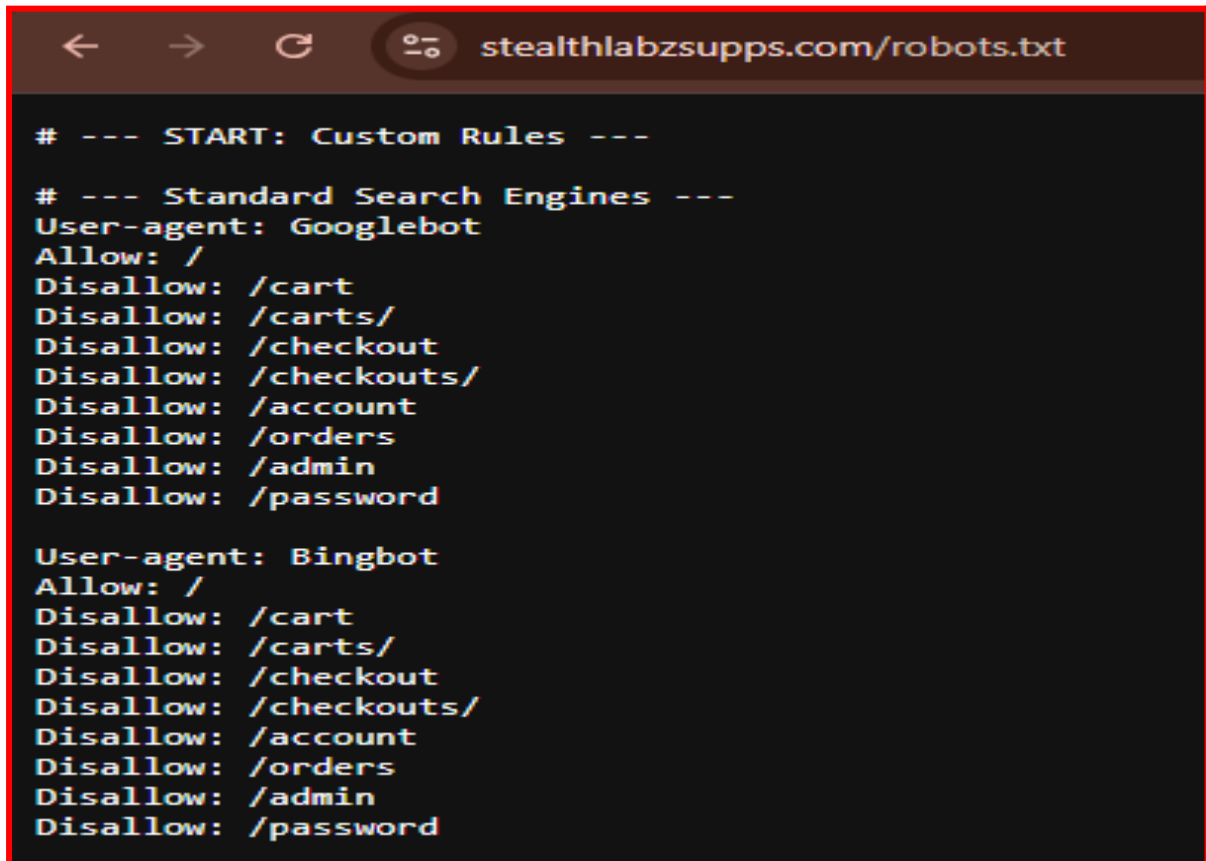
- Reduced accessibility and image SEO performance
- Slower page loading speeds
- Missed opportunities for image search traffic

### Recommendations

- Add keyword-focused alt text to all images

- Compress large image files for faster loading
- Define proper image dimensions and attributes

## Robots.txt Analysis



```
# --- START: Custom Rules ---  
  
# --- Standard Search Engines ---  
User-agent: Googlebot  
Allow: /  
Disallow: /cart  
Disallow: /carts/  
Disallow: /checkout  
Disallow: /checkouts/  
Disallow: /account  
Disallow: /orders  
Disallow: /admin  
Disallow: /password  
  
User-agent: Bingbot  
Allow: /  
Disallow: /cart  
Disallow: /carts/  
Disallow: /checkout  
Disallow: /checkouts/  
Disallow: /account  
Disallow: /orders  
Disallow: /admin  
Disallow: /password
```

The website has a properly configured robots.txt file that blocks unnecessary pages like cart, checkout, account, and admin sections from being crawled by search engines. This helps Google focus on important pages and improves crawl efficiency.

### Impact

- Prevents indexing of low-value Shopify system pages
- Improves crawl budget optimization
- Helps search engines prioritize important URLs

### Recommendations

- Continue blocking checkout and account-related pages
- Regularly monitor robots.txt for accidental blocking of important pages
- Add sitemap reference inside robots.txt for better crawler discovery

# Sitemap XML Analysis

```
<?xml version="1.0" encoding="UTF-8" ?>
<!-- This is the parent sitemap linking to additional sitemaps for products, collection -->
<sitemapindex xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <sitemap>
    <loc>https://stealthlabzsupps.com/sitemap_agentic_discovery.xml</loc>
  </sitemap>
  <sitemap>
    <loc>https://stealthlabzsupps.com/sitemap_products_1.xml?from=8857367052453&to=9181727</loc>
  </sitemap>
  <sitemap>
    <loc>https://stealthlabzsupps.com/sitemap_pages_1.xml?from=101579620517&to=11676719530</loc>
  </sitemap>
  <sitemap>
    <loc>https://stealthlabzsupps.com/sitemap_collections_1.xml?from=313519800485&to=32458</loc>
  </sitemap>
  <sitemap>
    <loc>https://stealthlabzsupps.com/sitemap_blogs_1.xml</loc>
  </sitemap>
  <sitemap>
    <loc>https://stealthlabzsupps.com/sitemap_metaobject_pages_1.xml</loc>
  </sitemap>
</sitemapindex>
```

The website has a valid XML sitemap generated by Shopify, including products, collections, pages, blogs, and metaobject URLs. The sitemap structure is properly organized and accessible for search engines.

## Impact

- Helps Google discover and index pages faster
- Improves crawlability and website structure understanding
- Supports efficient indexing of products and collections

## Recommendations

- Submit sitemap.xml in Google Search Console and Bing Webmaster Tools
- Monitor indexed pages regularly for crawl issues
- Remove low-value or duplicate URLs from sitemap if needed

# LLMs.txt / AI Search Optimization Analysis

```
← → ↻ 🌐 stealthlabzsupps.com/llms.txt

# Stealth Labz

> Shop Stealth Labz for premium bodybuilding supplements that fuel strength, energy, and rec
burning stacks.

Stealth Labz is an online store at https://stealthlabzsupps.com, powered by Shopify.

## Browse

- All products: https://stealthlabzsupps.com/collections/all
- Search: https://stealthlabzsupps.com/search?q={query}

## Store Information

- Currency: USD
- Contact: contact@stealthlabzsupps.com
- Phone: 6143972693

## For Agents & Developers

This store supports the Universal Commerce Protocol (UCP) for programmatic commerce.

- Agent instructions: https://stealthlabzsupps.com/agents.md
- UCP discovery: https://stealthlabzsupps.com/.well-known/ucp
- MCP endpoint: https://stealthlabzsupps.com/api/ucp/mcp
- Sitemap: https://stealthlabzsupps.com/sitemap.xml

## Platform

This store is built on Shopify (https://www.shopify.com), the leading commerce platform power
Start your own store: https://www.shopify.com/start
```

The website has implemented an llms.txt file, which is a modern optimization signal for AI systems and large language models. It provides structured information about the website, products, contact details, sitemap, and AI accessibility.

## Impact

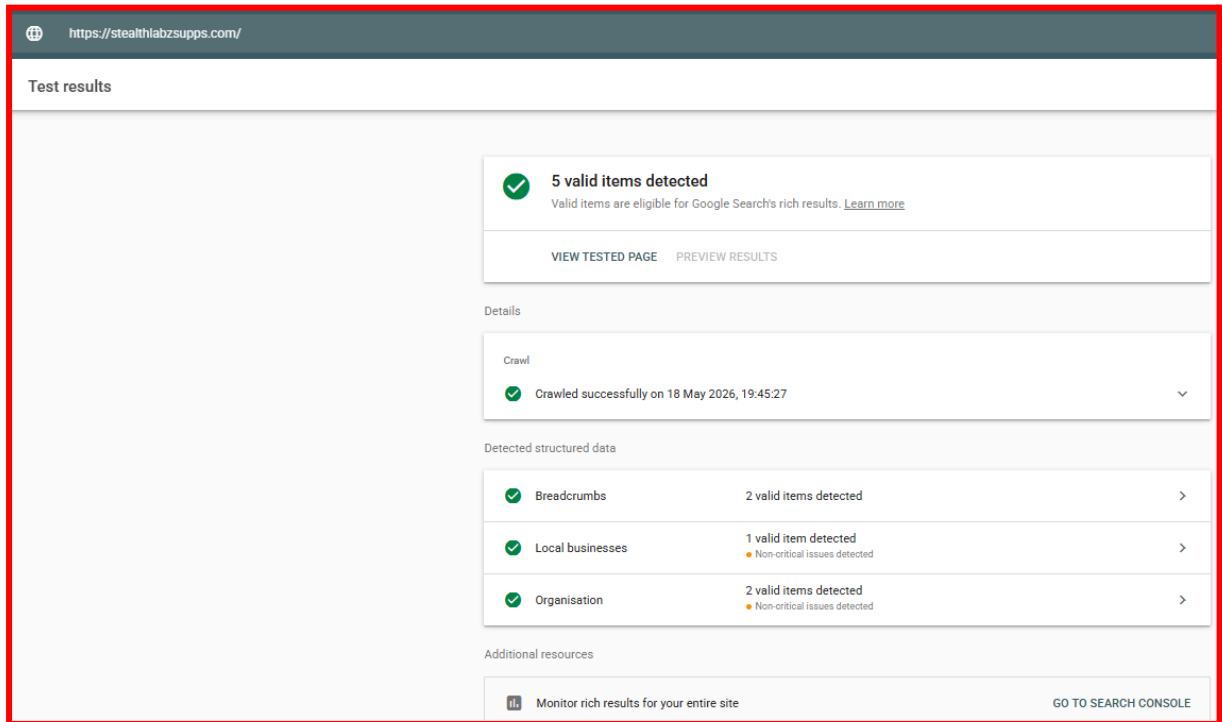
- Improves discoverability in AI search engines and assistants
- Helps AI systems understand website structure and business details
- Supports future GEO (Generative Engine Optimization) strategies

## Recommendations

- Expand llms.txt with more detailed product and category information
- Add brand expertise and supplement-related topical summaries

- Regularly update AI-related files for future AI search visibility

# Structured Data & Rich Results Analysis



The website successfully passes Google Rich Results testing with valid schema implementation including Breadcrumb, Organization, and Local Business structured data.

## Impact

- Improves search engine understanding of the website
- Increases eligibility for enhanced SERP features
- Supports better indexing and visibility in Google

## Recommendations

- Implement Product schema on all product pages
- Add FAQ schema for informational content
- Include Review and AggregateRating schema for trust enhancement

# Performance Audit

## Desktop

https://stealthlabzsupps.com/ Analyse

Mobile Desktop

Discover what your real users are experiencing No data

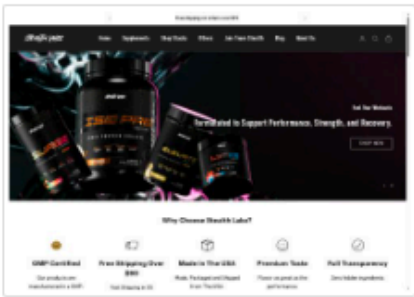
Diagnose performance issues

91 Performance 95 Accessibility 77 Best Practices 92 SEO

**91**  
Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. [See calculator.](#)

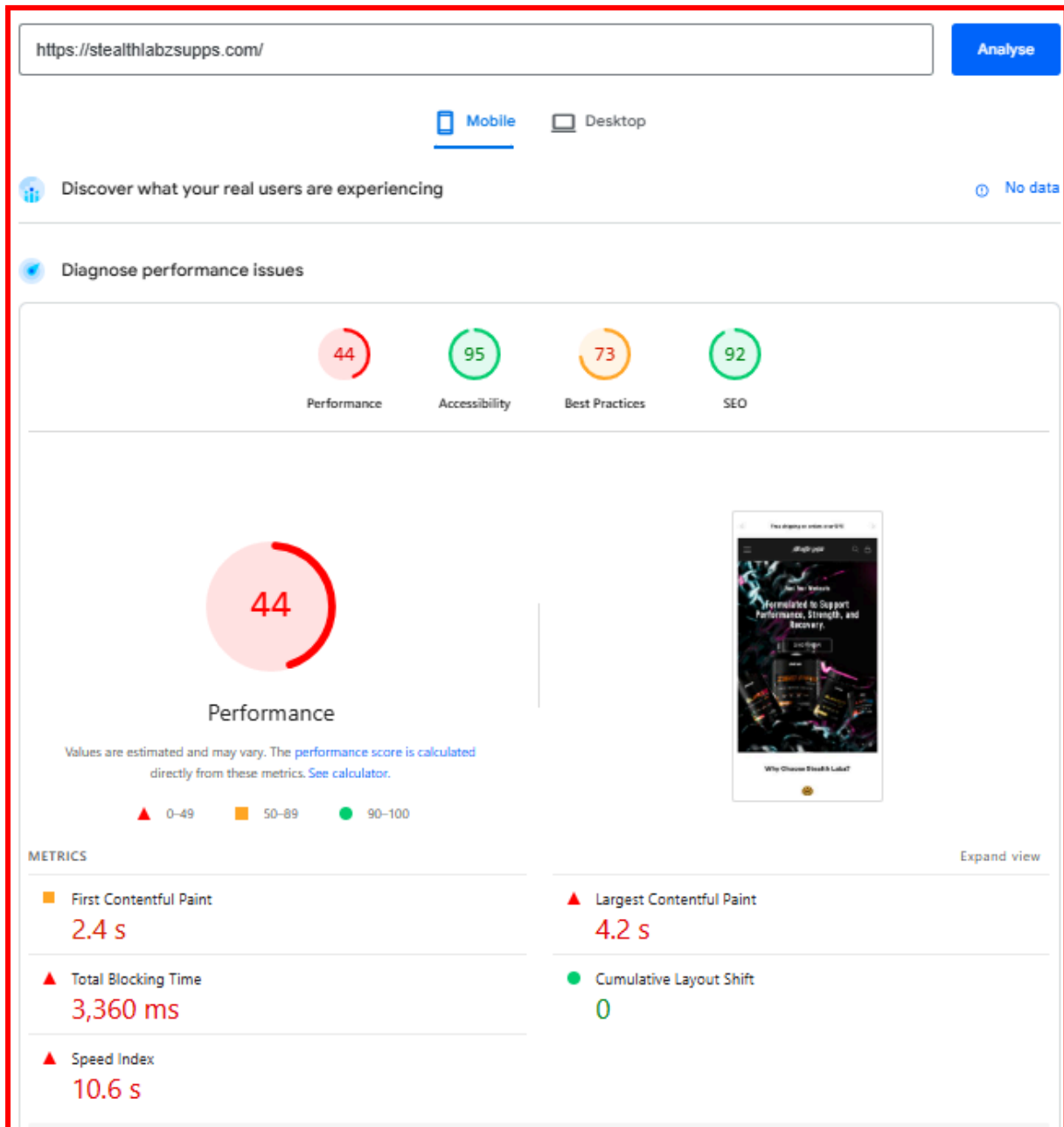
▲ 0-49 ■ 50-89 ● 90-100



METRICS Expand view

- First Contentful Paint  
**0.5 s**
- Total Blocking Time  
**120 ms**
- ▲ Speed Index  
**2.7 s**
- Largest Contentful Paint  
**0.9 s**
- Cumulative Layout Shift  
**0.005**

# Mobile



Desktop performance is strong, but mobile performance is extremely weak due to heavy scripts, large images, and high blocking time.

## Impact

- High bounce rate on mobile devices
- Poor Core Web Vitals affecting SEO rankings
- Slower loading reduces conversions and user experience

## Recommendations

- Compress and convert images to WebP
- Remove unused Shopify apps and scripts
- Optimize JavaScript and enable lazy loading

## CRO & Trust Signals

The website design is clean and professional, but lacks strong conversion-focused trust elements expected in the supplements industry.

### Impact

- Lower customer confidence before purchasing
- Reduced conversion and retention rates
- Harder to build long-term brand trust

### Recommendations

- Add customer reviews and transformation stories
- Display lab reports and certifications clearly
- Integrate influencer content and user-generated proof

## SEO Strategy & Gameplan

### Strategic Overview

Stealth Labz is competing in one of the most scrutinized niches on Google health and supplements fall under YMYL (Your Money Your Life) guidelines, meaning Google holds this content to the highest standards for expertise, authority, and trustworthiness. The strategy below is built around three pillars: fixing the technical foundation, building genuine topical authority, and converting that visibility into measurable revenue within your 6-month window.

### Foundation Fix

*Technical cleanup, on-page optimization, keyword mapping*

The first priority is eliminating every technical barrier between your site and Google. No content or link building effort will reach its full potential until the foundation is clean.

- Resolve all 4xx broken internal links and mixed content errors across the site
- Compress and convert all images to WebP format to dramatically improve mobile load speed

- Rewrite all product page titles and meta descriptions targeting commercial intent keywords that real buyers use
- Fix duplicate H1, H2, and H3 heading structures across all pages
- Add Product schema and Review/AggregateRating schema to every product page
- Complete full keyword research mapping long-tail and medium-competition targets to every product, collection, and blog topic
- Optimize robots.txt and submit updated sitemap to Google Search Console and Bing Webmaster Tools
- Expand the llms.txt file with detailed product information, brand expertise summaries, and topical authority signals for AI search visibility

**Milestone:** Site passes full technical audit with zero critical errors. Every product page has a unique, keyword-optimized title, meta description, and proper heading structure. Keyword map is complete and content calendar is set.

## Authority Build

*Topical content clusters, link acquisition, internal linking*

Once the foundation is clean, the focus shifts to giving Google reasons to trust Stealth Labz as an authority in the supplement space. This requires both content depth and credible external signals.

- Publish 6–8 new cluster blog posts targeting high-intent, lower-competition keywords the site can realistically rank for now
- Build topical clusters covering fat loss, testosterone support, pre-workout performance, and recovery — not just muscle growth
- Restructure internal links so that blog content consistently passes authority to product and collection pages
- Begin guest posting outreach targeting fitness, nutrition, and health publications with Domain Rating between 30 and 60
- Add FAQ schema to all informational content to compete for featured snippets and Google AI Overview placements
- Add lab reports, certifications, ingredient sourcing details, and expert-reviewed content to product pages to satisfy EEAT requirements
- Begin building customer review volume on product pages and Google Business Profile

**Milestone:** 4–6 quality backlinks secured from niche-relevant publishers. Keyword rankings begin moving for long-tail targets. First page appearances in Google for lower-competition supplement queries.

## Traffic to Revenue

*Conversion optimization, AI search visibility, sustained growth*

The final phase focuses on making sure the traffic being built actually converts to sales, and that Stealth Labz is capturing visibility not just in traditional Google results but in the AI-driven search environment where buyers increasingly make decisions.

- Continue link acquisition at a rate of 4–6 quality placements per month from niche-relevant publishers
- Expand FAQ and comparison content specifically optimized to be cited by Google AI Overviews, ChatGPT, and Perplexity
- Conduct a full CRO review of all product pages — trust signals, social proof, clear calls to action, and purchase confidence elements
- Integrate influencer content, user-generated photos, and customer transformation stories as conversion-focused social proof
- Review and optimize the customer journey from organic search landing to purchase completion
- Deliver monthly reporting covering keyword ranking movement, organic traffic growth, conversion rates, and direct revenue attribution

**Milestone:** Organic traffic is contributing to measurable sales. SEO is paying for itself. Multiple first-page rankings secured for product and category keywords. Site is visible in AI-driven search results including Google AI Overviews and Perplexity.

### Expectations

Supplement SEO in a YMYL niche against established domains requires a disciplined, sustained approach. The timeline below reflects what is realistic based on the current baseline:

- Technical fixes complete, on-page optimization done, keyword map finalized
- Early keyword movement on long-tail targets, structured data live, first backlinks secured
- Consistent traffic growth, multiple page-one appearances, content authority building
- Organic channel contributing to revenue, SEO investment beginning to pay for itself

Every step will be tracked and reported. You will always know exactly what has been done, what is in progress, and what impact it is having.