

RANKFLO

Shopify SEO Intelligence

# SEO Audit Report

## Death Wish Coffee

<https://www.deathwishcoffee.com>

### SEO HEALTH SCORE

**58** / 100

**6**

Critical

**24**

Warnings

**17**

Info

Audit Date: 2026-03-19 | Pages Audited: 9 | Shopify Store

Confidential — Prepared by Rankflo | rankflo.nanocorp.app

# Executive Summary

We audited 9 pages on Death Wish Coffee's website (<https://www.deathwishcoffee.com>) and found 47 SEO issues that are likely impacting your organic search visibility and conversion rates.

## Key Findings at a Glance:

- 6 critical issues requiring immediate attention
- 24 warnings that are reducing your search rankings
- 17 optimization opportunities for competitive advantage

# Detailed Findings

## Meta Tags (12 issues)

### WARNING Title tag too long (62 chars)

Page: /

! Shorten to 50-60 characters for optimal display in search results

### WARNING Meta description too long (318 chars)

Page: /

! Shorten to 120-155 characters

### CRITICAL Missing meta description

Page: /collections/subscribe-save

! Add a compelling meta description (120-155 characters) with primary keywords

### WARNING Title tag too long (62 chars)

Page: /collections/society-of-strong-coffee-exclusives

! Shorten to 50-60 characters for optimal display in search results

**CRITICAL**

### Missing meta description

Page: /collections/society-of-strong-coffee-exclusives

! Add a compelling meta description (120-155 characters) with primary keywords

**WARNING**

### Meta description too long (215 chars)

Page: /collections/coffee

! Shorten to 120-155 characters

**WARNING**

### Title tag too long (64 chars)

Page: /products/organic-cold-brew-coffee-unsweetened

! Shorten to 50-60 characters for optimal display in search results

**WARNING**

### Meta description too long (324 chars)

Page: /products/organic-cold-brew-coffee-unsweetened

! Shorten to 120-155 characters

**WARNING**

### Meta description too long (243 chars)

Page: /products/death-wish-instant-coffee-1

! Shorten to 120-155 characters

**WARNING**

### Meta description too long (328 chars)

Page: /products/power-surge-coffee

! Shorten to 120-155 characters

**WARNING**

### Meta description too long (168 chars)

Page: /products/gift-card

! Shorten to 120-155 characters

**WARNING**

### Meta description too long (332 chars)

Page: /products/caffeinated-state-hoodie

! Shorten to 120-155 characters

## Images (9 issues)

**WARNING**

### 6 of 145 images have empty alt text

Page: /

! Replace empty alt="" with descriptive text for product/content images

**WARNING** 3 of 38 images have empty alt text

Page: /collections/subscribe-save

! Replace empty alt="" with descriptive text for product/content images

**WARNING** 3 of 23 images have empty alt text

Page: /collections/society-of-strong-coffee-exclusives

! Replace empty alt="" with descriptive text for product/content images

**WARNING** 5 of 38 images have empty alt text

Page: /collections/coffee

! Replace empty alt="" with descriptive text for product/content images

**WARNING** 4 of 30 images have empty alt text

Page: /products/organic-cold-brew-coffee-unsweetened

! Replace empty alt="" with descriptive text for product/content images

**WARNING** 4 of 21 images have empty alt text

Page: /products/death-wish-instant-coffee-1

! Replace empty alt="" with descriptive text for product/content images

**WARNING** 3 of 30 images have empty alt text

Page: /products/power-surge-coffee

! Replace empty alt="" with descriptive text for product/content images

**WARNING** 3 of 26 images have empty alt text

Page: /products/gift-card

! Replace empty alt="" with descriptive text for product/content images

**WARNING** 13 of 35 images have empty alt text

Page: /products/caffeinated-state-hoodie

! Replace empty alt="" with descriptive text for product/content images

**Performance (9 issues)**

**INFO** 58 CSS files loaded — potential render blocking

Page: /

! Consolidate CSS files and defer non-critical styles

**INFO 61 CSS files loaded — potential render blocking**

Page: /collections/subscribe-save

! Consolidate CSS files and defer non-critical styles

**INFO 45 CSS files loaded — potential render blocking**

Page: /collections/society-of-strong-coffee-exclusives

! Consolidate CSS files and defer non-critical styles

**INFO 59 CSS files loaded — potential render blocking**

Page: /collections/coffee

! Consolidate CSS files and defer non-critical styles

**INFO 40 CSS files loaded — potential render blocking**

Page: /products/organic-cold-brew-coffee-unsweetened

! Consolidate CSS files and defer non-critical styles

**INFO 40 CSS files loaded — potential render blocking**

Page: /products/death-wish-instant-coffee-1

! Consolidate CSS files and defer non-critical styles

**INFO 40 CSS files loaded — potential render blocking**

Page: /products/power-surge-coffee

! Consolidate CSS files and defer non-critical styles

**INFO 37 CSS files loaded — potential render blocking**

Page: /products/gift-card

! Consolidate CSS files and defer non-critical styles

**INFO 37 CSS files loaded — potential render blocking**

Page: /products/caffeinated-state-hoodie

! Consolidate CSS files and defer non-critical styles

**Schema Markup (8 issues)**

**INFO Missing BreadcrumbList schema**

Page: /collections/subscribe-save

! Add breadcrumb structured data for better search result display

INFO

### Missing BreadcrumbList schema

Page: /collections/society-of-strong-coffee-exclusives

! Add breadcrumb structured data for better search result display

INFO

### Missing BreadcrumbList schema

Page: /collections/coffee

! Add breadcrumb structured data for better search result display

INFO

### Missing BreadcrumbList schema

Page: /products/organic-cold-brew-coffee-unsweetened

! Add breadcrumb structured data for better search result display

INFO

### Missing BreadcrumbList schema

Page: /products/death-wish-instant-coffee-1

! Add breadcrumb structured data for better search result display

INFO

### Missing BreadcrumbList schema

Page: /products/power-surge-coffee

! Add breadcrumb structured data for better search result display

INFO

### Missing BreadcrumbList schema

Page: /products/gift-card

! Add breadcrumb structured data for better search result display

INFO

### Missing BreadcrumbList schema

Page: /products/caffeinated-state-hoodie

! Add breadcrumb structured data for better search result display

## Content Structure (8 issues)

CRITICAL

### Missing H1 heading

Page: /collections/subscribe-save

! Add a single H1 tag with your primary keyword

CRITICAL

### Missing H1 heading

Page: /collections/society-of-strong-coffee-exclusives

! Add a single H1 tag with your primary keyword

CRITICAL

### Missing H1 heading

Page: /collections/coffee

! Add a single H1 tag with your primary keyword

WARNING

### Multiple H1 tags found (2)

Page: /products/organic-cold-brew-coffee-unsweetened

! Use only one H1 tag per page — use H2-H6 for subsections

WARNING

### Multiple H1 tags found (2)

Page: /products/death-wish-instant-coffee-1

! Use only one H1 tag per page — use H2-H6 for subsections

WARNING

### Multiple H1 tags found (2)

Page: /products/power-surge-coffee

! Use only one H1 tag per page — use H2-H6 for subsections

WARNING

### Multiple H1 tags found (2)

Page: /products/gift-card

! Use only one H1 tag per page — use H2-H6 for subsections

WARNING

### Multiple H1 tags found (2)

Page: /products/caffeinated-state-hoodie

! Use only one H1 tag per page — use H2-H6 for subsections

## Indexation (1 issue)

CRITICAL

### Page has noindex directive

Page: /products/power-surge-coffee

! Remove noindex if this page should appear in search results

# What Rankflo Would Fix

Here's exactly what we would optimize on Death Wish Coffee's store. Each fix is designed to directly improve your search rankings and organic traffic.

## Optimize 12 Meta Tag Issues

### BEFORE

Missing or poorly optimized title tags and meta descriptions across key pages

### AFTER (RANKFLO)

Keyword-rich, click-worthy title tags (50-60 chars) and compelling meta descriptions (120-155 chars) on every page

👉 Impact: Estimated 15-25% CTR improvement in search results

## Add 8 Missing Schema Markup Elements

### BEFORE

No structured data — Google shows plain blue links in search results

### AFTER (RANKFLO)

Rich snippets with star ratings, price, availability, and breadcrumbs in search results

👉 Impact: Rich results get up to 30% higher click-through rates

## Fix 9 Image SEO Issues

### BEFORE

Images missing alt text — invisible to Google Image search

### AFTER (RANKFLO)

Descriptive, keyword-optimized alt text on all product images

👉 Impact: Unlocks Google Image search traffic (15-20% of all Google searches)

## Enhance 8 Content & Structure Issues

### BEFORE

Thin product descriptions, weak heading hierarchy

### AFTER (RANKFLO)

Rich, SEO-optimized product descriptions with proper H1-H6 structure

👉 Impact: Better topical authority and long-tail keyword rankings

## Technical SEO Cleanup

### BEFORE

Mixed HTTP/HTTPS links, missing canonical tags, indexing issues

### AFTER (RANKFLO)

Clean technical foundation with proper canonicals, HTTPS, and crawl optimization

Ø=Üj Impact: Ensures Google can efficiently crawl and index all your important pag

## Ready to Fix These Issues?

Rankflo specializes in SEO optimization for Amazon FBA brands selling on Shopify. We can fix every issue in this report — usually within 48 hours.

### Quick Fix

**\$97**

One-time audit + fixes

### Growth Pack

**\$497**

Full optimization + content

### Autopilot

**\$397/mo**

Ongoing SEO management

[rankflo.nanocorp.app](https://rankflo.nanocorp.app)