

RANKFLO

Shopify SEO Intelligence

SEO Audit Report

Zulay Kitchen

<https://www.zulaykitchen.com>

SEO HEALTH SCORE

67

/ 100

6

Critical

17

Warnings

7

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 Zulay Kitchen's website (<https://www.zulaykitchen.com>) and found 30 SEO issues that are likely impacting your organic search visibility and conversion rates.

Key Findings at a Glance:

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

Detailed Findings

Meta Tags (15 issues)

WARNING Meta description too long (164 chars)

Page: /

! Shorten to 120-155 characters

WARNING Title tag too short (3 chars)

Page: /collections/all-4

! Expand to 50-60 characters with relevant keywords

CRITICAL Missing meta description

Page: /collections/all-4

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

WARNING Title tag too short (6 chars)

Page: /collections/citrus

! Expand to 50-60 characters with relevant keywords

WARNING

Meta description too long (320 chars)

Page: /collections/citrus

! Shorten to 120-155 characters

WARNING

Title tag too short (19 chars)

Page: /collections/utensils-and-knives

! Expand to 50-60 characters with relevant keywords

WARNING

Meta description too long (320 chars)

Page: /collections/utensils-and-knives

! Shorten to 120-155 characters

WARNING

Meta description too long (163 chars)

Page: /products/pulperizer-9-in-1-cast-iron-juicer

! Shorten to 120-155 characters

WARNING

Meta description too long (229 chars)

Page: /products/cast-iron-juicer

! Shorten to 120-155 characters

WARNING

Title tag too short (29 chars)

Page: /products/rechargeable-milk-frother-lux

! Expand to 50-60 characters with relevant keywords

WARNING

Meta description too long (170 chars)

Page: /products/rechargeable-milk-frother-lux

! Shorten to 120-155 characters

WARNING

Title tag too short (22 chars)

Page: /products/teak-wood-utensils-set

! Expand to 50-60 characters with relevant keywords

WARNING

Meta description too long (163 chars)

Page: /products/teak-wood-utensils-set

! Shorten to 120-155 characters

WARNING

Title tag too short (17 chars)

Page: /products/stainless-steel-kitchen-knife-set-with-block-and-sharpener

! Expand to 50-60 characters with relevant keywords

WARNING

Meta description too long (272 chars)

Page: /products/stainless-steel-kitchen-knife-set-with-block-and-sharpener

! Shorten to 120-155 characters

Social Meta (2 issues)

WARNING

Missing og:image

Page: /

! Add Open Graph image (1200x630px) for social previews

WARNING

Missing og:description

Page: /collections/all-4

! Add Open Graph description for social shares

Schema Markup (6 issues)

WARNING

Missing Organization/WebSite schema

Page: /

! Add Organization schema with logo, contact info, and social profiles

CRITICAL

Missing Product schema on product page

Page: /products/pulperizer-9-in-1-cast-iron-juicer

! Add Product structured data with price, availability, reviews for rich snippets in Google

CRITICAL

Missing Product schema on product page

Page: /products/cast-iron-juicer

! Add Product structured data with price, availability, reviews for rich snippets in Google

CRITICAL

Missing Product schema on product page

Page: /products/rechargeable-milk-frother-lux

! Add Product structured data with price, availability, reviews for rich snippets in Google

CRITICAL

Missing Product schema on product page

Page: /products/teak-wood-utensils-set

! Add Product structured data with price, availability, reviews for rich snippets in Google

CRITICAL

Missing Product schema on product page

Page: /products/stainless-steel-kitchen-knife-set-with-block-and-sharpener

! Add Product structured data with price, availability, reviews for rich snippets in Google

Content Structure (3 issues)

INFO

Thin heading structure

Page: /collections/all-4

! Add more heading hierarchy (H2, H3) to improve content structure and keyword targeting

INFO

Thin heading structure

Page: /collections/citrus

! Add more heading hierarchy (H2, H3) to improve content structure and keyword targeting

INFO

Thin heading structure

Page: /collections/utensils-and-knives

! Add more heading hierarchy (H2, H3) to improve content structure and keyword targeting

Performance (4 issues)

INFO

6 CSS files loaded — potential render blocking

Page: /products/cast-iron-juicer

! Consolidate CSS files and defer non-critical styles

INFO

6 CSS files loaded — potential render blocking

Page: /products/rechargeable-milk-frother-lux

! Consolidate CSS files and defer non-critical styles

INFO

6 CSS files loaded — potential render blocking

Page: /products/teak-wood-utensils-set

! Consolidate CSS files and defer non-critical styles

INFO

6 CSS files loaded — potential render blocking

Page: /products/stainless-steel-kitchen-knife-set-with-block-and-sharpener

! Consolidate CSS files and defer non-critical styles

What Rankflo Would Fix

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

Optimize 15 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 6 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

Enhance 3 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

Add 2 Social Sharing Optimizations

BEFORE

Missing Open Graph and Twitter Card tags — ugly social shares

AFTER (RANKFLO)

Beautiful, branded social previews that drive clicks from Facebook, Twitter, Pinterest

👉 Impact: Social sharing becomes a traffic-driving channel instead of a missed

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

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