

<https://www.savoy-sharm.com/>

Web-site Audit

Outsoft.



Content*

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Introduction

The purpose of the audit: The purpose of this audit is a comprehensive analysis of the site, which includes technical aspects, SEO, UX/UI and content, to determine the strengths and weaknesses of the web resource. The audit includes an analysis of the key elements affecting the operation of the site and provides specific recommendations for their elimination. The audit also aims to develop strategies to improve the overall performance of the site, increase its visibility in search engines, improve the user experience and improve the quality of the content, which will ultimately lead to increased traffic, attracting more users and increasing conversions.

Technical audit

1. Check page loading speed

Page	Result Mobile	Result Desktop
Home page	49 link	86 link
Specials	44 link	83 link
Meetings	46 link	81 link
Weddings	41 link	71 link
Sharm El Sheikh	61 link	96 link
Savoy Club	55 link	93 link
Contact Us	58 link	78 link

✗ Summary:

The speed of the desktop version is normal, but there are pages that need to be improved. The mobile version of the site has low performance.

📁 Solution to the problem:

It is better to redevelop the mobile version of the site, as the loading speed is too bad.

2. Security check (SSL, HTTPS)

Everything is ok. SSL certificate is available. All the http requests are redirecting to the https. [SSL Report](#)

SEO audit

2. Checking metadata (title, meta description).

Problem: Many pages do not have any meta description.

Recommendation:

Every page on your website should have a unique meta description. This is help search engines better understand the content of each page, which can increase their visibility in search results.

	URLs	% of Total
▼ Meta Description		
All	241	100%
Missing	43	17.84%
Duplicate	20	8.3%
Over 155 Characters	14	5.81%
Below 70 Characters	6	2.49%
Over 985 Pixels	9	3.73%
Below 400 Pixels	3	1.24%
Multiple	0	0%
Outside <head>	0	0%

Address	Meta Description 1
https://www.savoy-sharm.com/	Unforgettable holidays in Sharm El Sheikh start an award-winning Savoy Group resort. Your destination for luxurious hospitality in the South Sinai.
https://www.savoy-sharm.com/ar	فنادق سافوي واقع على هضبة بإطلالة على شاطئ البحر الأحمر امام جزيرة تيران بشرم الشيخ و يمتاز بفخامته وجمال الطبيعة المحيطة به.
https://www.savoy-sharm.com/ar/awards-press	بم نصفة مستمرة الاعتراف بمنجج سافوي كمنجج من الدرجة الاولى في شرم الشيخ فهو يقدر بتقديم الخدمة الحائزة على الجوائز للضيوف الكرام من جميع انحاء.
https://www.savoy-sharm.com/ar/careers	في مجموعة فنادق سافوي. فإن هدفنا هو خدمتك مع الترحيب الحار والاحترام والشفافية وأعلى مستويات الضيافة. وإذا كانت لديك أي أسئلة حول متجعاتنا في شرم.
https://www.savoy-sharm.com/ar/contact-us	تقع فنادقنا في اكثر الاماكن رفا في شرم الشيخ على شاطئ الفارس الابيض والذي بعد من اشهر اماكن الغوص روعة في البحر الاحمر. وكل من فنادقنا ومتجعاتنا.
https://www.savoy-sharm.com/ar/gift-certificates	شاهد بنفسك مجموعة منتجعات وفنادق سافوي في شرم الشيخ وهي توجد في مكان مثالي على واجهة شاطئ الفارس الابيض مع مناظر خلابة لجزيرة تيران والبحر.
https://www.savoy-sharm.com/ar/hotels	Read about the Savoy Group website privacy and security policy to ensure safe, secure browsing and online reservations.
https://www.savoy-sharm.com/ar/meetings-events	Find the best restaurants and most acclaimed bars and lounges in Sharm El Sheikh at Savoy Group properties. Fine dining, trendy drinks, and more at Savoy.
https://www.savoy-sharm.com/ar/photo-gallery	Unwind at upscale lounges and laid-back bars at Savoy Group properties. Featuring the finest bars in Sharm El Sheikh, including the best Ice Bar in Egypt!
https://www.savoy-sharm.com/ar/privacy	Relax in stylish cafés and comfy coffee shops at Savoy Group. Offering an array of open-air and late-night cafés featuring authentic menus and shisha.
https://www.savoy-sharm.com/ar/restaurants	بم إعداد الطعام اللذيذ عندما تقوم بزيارة أي من المطاعم السريعة في منتجعات مجموعة سافوي أو سوهو سكوير وينبر فندق سافوي بمجموعة من الخيارات الأثيرة.
https://www.savoy-sharm.com/ar/restaurants/bars-lounges	Indulge your palate with the array of fine dining restaurants found at Savoy Group properties, boasting Sharm El Sheikh's most diverse and upscale eateries.
https://www.savoy-sharm.com/ar/restaurants/cafes	Make this the most memorable holiday in Sharm El Sheikh yet! Explore the vibrant and trendy nightclubs at Savoy properties where the party never stops.
https://www.savoy-sharm.com/ar/restaurants/casual-dining	
https://www.savoy-sharm.com/ar/restaurants/fine-dining	
https://www.savoy-sharm.com/ar/restaurants/nightclubs	
https://www.savoy-sharm.com/ar/restaurants/nightclubs/caligula	
https://www.savoy-sharm.com/ar/royal-savoy	Welcome to The Royal Savoy, one of the premier luxury hotels in Egypt
https://www.savoy-sharm.com/ar/savoy	يقع هذا المنتجع ذوال 5 نجوم على الشاطئ مباشرة وفي وسط ميدان سوهو. ويوفر أجواء استوائية وقرقا فاحرة تضم أجهزة تلفزيون مع قنوات فضائية. وتشمل المرافق 5 مسابح.
https://www.savoy-sharm.com/ar/savoy-club	التحق بنا في سافوي واحصل على النفاذ الخاصة بك عن طريق استكمال استمارة التسجيل المتاحة في مكتب الاستقبال وملئها واعادها إلى مكتب الاستقبال.
https://www.savoy-sharm.com/ar/savoy-group	Learn about the award-winning hospitality at Sharm El Sheikh's most dynamic resort and hotel company, Savoy Group
https://www.savoy-sharm.com/restaurants/nightclubs/caligula	Visit Caligula on Sunday nights for a fun-filled nightclub experience in Sharm El Sheikh.
https://www.savoy-sharm.com/restaurants/restaurantsfine-dining	Indulge your palate with an array of fine dining restaurants found at Savoy Group properties, boasting Sharm El Sheikh's most diverse and upscale eateries.
https://www.savoy-sharm.com/restaurants/restaurantsfine-dining/adalar	Adalar Restaurant in Sharm El Sheikh offers a variety of delicious Turkish menu items in a beautiful and romantic setting.
https://www.savoy-sharm.com/restaurants/restaurantsfine-dining/caligula-hot-rock	The Caligula Hot Rock restaurant offers an exciting dining experience, allowing guests to cook food over heated volcanic rock.
https://www.savoy-sharm.com/restaurants/restaurantsfine-dining/rosmarino	Enjoy fine Italian cuisine and an elegant ambience at Rosmarino in Sharm El Sheikh.
https://www.savoy-sharm.com/restaurants/restaurantsfine-dining/seafood-island	Seafood Island offers authentic, Mediterranean-style seafood in Sharm El Sheikh. Choose from a fresh selection of seafood, prepared over an open grill.
https://www.savoy-sharm.com/restaurants/restaurantsfine-dining/viva-mar	Enjoy fine Italian cuisine and an elegant ambience at Rosmarino in Sharm El Sheikh.
https://www.savoy-sharm.com/royal-savoy	Welcome to The Royal Savoy, one of the premier luxury hotels in Sharm El Sheikh, Egypt.
https://www.savoy-sharm.com/royal-savoy/hotel	Explore our luxury Sharm El Sheikh hotel, equipped with contemporary amenities, high-quality service and a picturesque location.
https://www.savoy-sharm.com/ru	
https://www.savoy-sharm.com/ru/awards-press	
https://www.savoy-sharm.com/ru/best-rate-guarantee	
https://www.savoy-sharm.com/ru/careers	
https://www.savoy-sharm.com/ru/contact	
https://www.savoy-sharm.com/ru/hotels	
https://www.savoy-sharm.com/ru/meetings-events	
https://www.savoy-sharm.com/ru/privacy	
https://www.savoy-sharm.com/ru/restaurants	
https://www.savoy-sharm.com/ru/restaurants/bars-lounges	
https://www.savoy-sharm.com/ru/restaurants/cafes	
https://www.savoy-sharm.com/ru/restaurants/casual-dining	
https://www.savoy-sharm.com/ru/restaurants/nightclubs	
https://www.savoy-sharm.com/ru/restaurants/restaurantsfine-dining	

3. Availability and correctness of h1-h2 headings

✗ Problem: Missing H2 on

Row	Address
1	https://www.savoy-sharm.com/media
2	https://www.savoy-sharm.com/ru/privacy
3	https://www.savoy-sharm.com/ru/contact
4	https://www.savoy-sharm.com/ar/contact-us
5	https://www.savoy-sharm.com/ar/privacy

📌 Recommendation:

Every page on your website should have a unique meta description. Here are some reasons why it's important:

Improve SEO: Unique meta descriptions help search engines better understand the content of each page, which can increase their visibility in search results.

Increase CTR: Great meta descriptions can attract more clicks from search results because they are more relevant to the page content and user interests.

User experience: Unique descriptions help users understand what's on each page faster, which improves the overall experience of interacting with the site.

4. Checking the XML sitemap and robots.txt.

✗ **Problem:** 30 addresses blocked by robots.txt

2	https://be.synxis.com/signIn?chain=15510&level=chain	0	Blocked by robots.txt
3	https://d39dm0btjth4kj.cloudfront.net/scripts/consent-banner/bundle.js	0	Blocked by robots.txt
4	https://d39dm0btjth4kj.cloudfront.net/scripts/hebs-appmeasurement.js	0	Blocked by robots.txt
5	https://www.facebook.com/plugins/like.php?locale=en_US&href=https://www.savoy-sharm.com/&send=false&layout=button_count&show_faces=false&action=like&colorscheme=ligh...	0	Blocked by robots.txt
6	https://www.facebook.com/plugins/like.php?locale=en_US&href=https://www.savoy-sharm.com/meetings-events&send=false&layout=button_count&show_faces=false&action=like&c...	0	Blocked by robots.txt
7	https://www.facebook.com/plugins/like.php?locale=en_US&href=https://www.savoy-sharm.com/savoy-sharm-mobile-app&send=false&layout=button_count&show_faces=false&actio...	0	Blocked by robots.txt
8	https://www.facebook.com/plugins/like.php?locale=en_US&href=https://www.savoy-sharm.com/sharm-holidays/parks&send=false&layout=button_count&show_faces=false&action=li...	0	Blocked by robots.txt
9	https://www.facebook.com/plugins/like.php?locale=en_US&href=https://www.savoy-sharm.com/ru?updatelang=yes&send=false&layout=button_count&show_faces=false&action=like...	0	Blocked by robots.txt
10	https://www.facebook.com/plugins/like.php?locale=en_US&href=https://www.savoy-sharm.com/spas-fitness&send=false&layout=button_count&show_faces=false&action=like&color...	0	Blocked by robots.txt
11	https://www.facebook.com/plugins/like.php?locale=en_US&href=https://www.savoy-sharm.com/restaurants/casual-dining&send=false&layout=button_count&show_faces=false&acti...	0	Blocked by robots.txt
12	https://www.facebook.com/plugins/like.php?locale=en_US&href=https://www.savoy-sharm.com/sharm-holidays/diving&send=false&layout=button_count&show_faces=false&action=l...	0	Blocked by robots.txt
13	https://www.facebook.com/plugins/like.php?locale=en_US&href=https://www.savoy-sharm.com/spas-fitness/sierra-spa&send=false&layout=button_count&show_faces=false&action...	0	Blocked by robots.txt
14	https://www.facebook.com/plugins/like.php?locale=en_US&href=https://www.savoy-sharm.com/awards-press&send=false&layout=button_count&show_faces=false&action=like&colo...	0	Blocked by robots.txt
15	https://www.facebook.com/plugins/like.php?locale=en_US&href=https://www.savoy-sharm.com/ar/restaurants/nightclubs&send=false&layout=button_count&show_faces=false&acti...	0	Blocked by robots.txt
16	https://gc.synxis.com/rez.aspx?chain=15510&template=RBE&shell=RBE&start=searchres&locale=ar-EG	0	Blocked by robots.txt
17	https://www.facebook.com/plugins/like.php?locale=en_US&href=https://www.savoy-sharm.com/restaurants/bars-lounges&send=false&layout=button_count&show_faces=false&actio...	0	Blocked by robots.txt
18	https://www.facebook.com/plugins/like.php?locale=en_US&href=https://www.savoy-sharm.com/weddings&send=false&layout=button_count&show_faces=false&action=like&colorsc...	0	Blocked by robots.txt
19	https://www.facebook.com/plugins/like.php?locale=en_US&href=https://www.savoy-sharm.com/privacy&send=false&layout=button_count&show_faces=false&action=like&colorsche...	0	Blocked by robots.txt
20	https://www.facebook.com/plugins/like.php?locale=en_US&href=https://www.savoy-sharm.com/best-rate-guarantee&send=false&layout=button_count&show_faces=false&action=lik...	0	Blocked by robots.txt
21	https://www.facebook.com/plugins/like.php?locale=en_US&href=https://www.savoy-sharm.com/restaurants/nightclubs&send=false&layout=button_count&show_faces=false&action=...	0	Blocked by robots.txt
22	https://www.facebook.com/plugins/like.php?locale=en_US&href=https://www.savoy-sharm.com/sierra&send=false&layout=button_count&show_faces=false&action=like&colorschem...	0	Blocked by robots.txt
23	https://be.synxis.com/signIn?chain=15510&hotel=59561	0	Blocked by robots.txt
24	https://www.facebook.com/plugins/like.php?locale=en_US&href=https://www.savoy-sharm.com/hotels&send=false&layout=button_count&show_faces=false&action=like&colorschem...	0	Blocked by robots.txt
25	https://www.facebook.com/plugins/like.php?locale=en_US&href=https://www.savoy-sharm.com/sharm-holidays&send=false&layout=button_count&show_faces=false&action=like&co...	0	Blocked by robots.txt
26	https://www.facebook.com/plugins/like.php?locale=en_US&href=https://www.savoy-sharm.com/ar/hotels&send=false&layout=button_count&show_faces=false&action=like&colorsch...	0	Blocked by robots.txt
27	https://www.facebook.com/plugins/like.php?locale=en_US&href=https://www.savoy-sharm.com/sharm-holidays/water-sports&send=false&layout=button_count&show_faces=false&a...	0	Blocked by robots.txt
28	https://www.facebook.com/plugins/like.php?locale=en_US&href=https://www.savoy-sharm.com/photo-gallery&send=false&layout=button_count&show_faces=false&action=like&color...	0	Blocked by robots.txt

5. Checking website links (301, 302, 404, duplicate links)

✗ Problem:

3 pages have 404 status code

3	https://play.google.com/store/apps/details?id=com.savoy.savoyar&hl=en&gl=US	text/html; charset=utf-8	404	Not Found
4	https://apps.apple.com/app/savoy-group-ar/id1475901649?mt=8	text/html	404	Not Found
5	https://play.google.com/store/apps/details?id=com.SOHO.Square.Sharm	text/html; charset=utf-8	404	Not Found

6. Checking site indexation

Everything is ok

7. Canonical attribute

Everything is ok

8. Responsiveness and cross browser compatibility

1920px

Page	Google Chrome	Opera	Firefox	Safari
Home page	✓	✓	✓	✓
Specials	✓	✓	✓	✓
Meetings	✓	✓	✓	✓
Weddings	✓	✓	✓	✓
Sharm El Sheikh	✓	✓	✓	✓
Savoy Club	✓	✓	✓	✓
Contact Us	✓	✓	✓	✓

1440px

Page	Google Chrome	Opera	Firefox	Safari
Home page	✓	✓	✓	✓
Specials	✓	✓	✓	✓
Meetings	✓	✓	✓	✓
Weddings	✓	✓	✓	✓
Sharm El Sheikh	✓	✓	✓	✓
Savoy Club	✓	✓	✓	✓
Contact Us	✓	✓	✓	✓

1024px

Page	Google Chrome	Opera	Firefox	Safari
Home page	✗ 1	✗ 1	✗ 1	✗ 1
Specials	✓	✓	✓	✓
Meetings	✓	✓	✓	✓
Weddings	✓	✓	✓	✓
Sharm El Sheikh	✓	✓	✓	✓
Savoy Club	✓	✓	✓	✓
Contact Us	✓	✓	✓	✓

768px

Page	Google Chrome	Opera	Firefox	Safari
Home page	✗ 3	✗ 3	✗ 3	✓
Specials	✗ 3	✗ 3	✗ 3	✓
Meetings	✗ 3	✗ 3	✗ 3	✓
Weddings	✗ 3	✗ 3	✗ 3	✓
Sharm El Sheikh	✗ 3	✗ 3	✗ 3	✓
Savoy Club	✗ 3	✗ 3	✗ 3	✓
Contact Us	✗ 3	✗ 3	✗ 3	✓

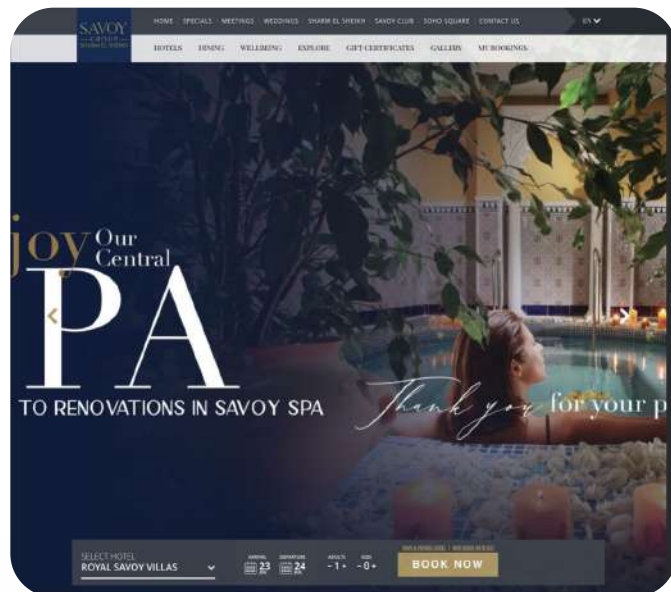
375px

Page	Google Chrome	Opera	Firefox	Safari
Home page	✗ 2	✗ 2	✗ 2	✗ 2
Specials	✗ 2	✗ 2	✗ 2	✗ 2
Meetings	✗ 2	✗ 2	✗ 2	✗ 2
Weddings	✗ 2	✗ 2	✗ 2	✗ 2
Sharm El Sheikh	✗ 2	✗ 2	✗ 2	✗ 2
Savoy Club	✗ 2	✗ 2	✗ 2	✗ 2
Contact Us	✗ 2	✗ 2	✗ 2	✗ 2

- ✓ It means that the adaptation is correct
- ✗ It means something is wrong. See comments by numbers below

Bug clarification

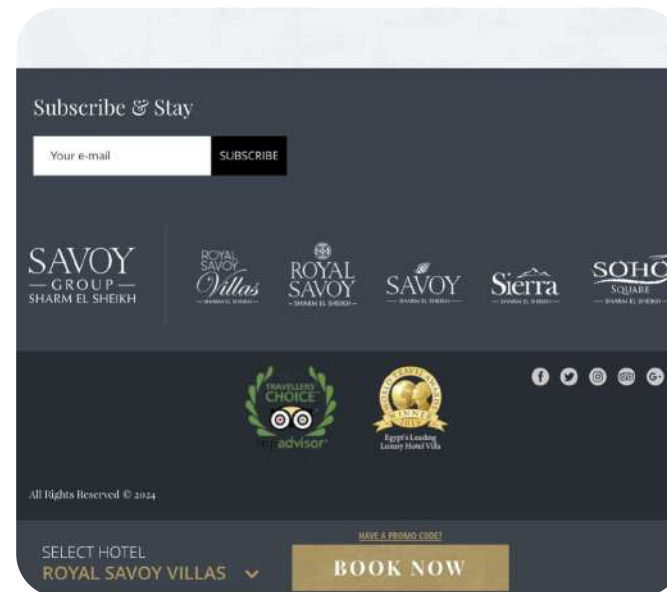
1. Here the picture does not scale and the description is not visible



2. Overlay logos on text



3. Select Hotel dropdown list is not visible



UIUX audit

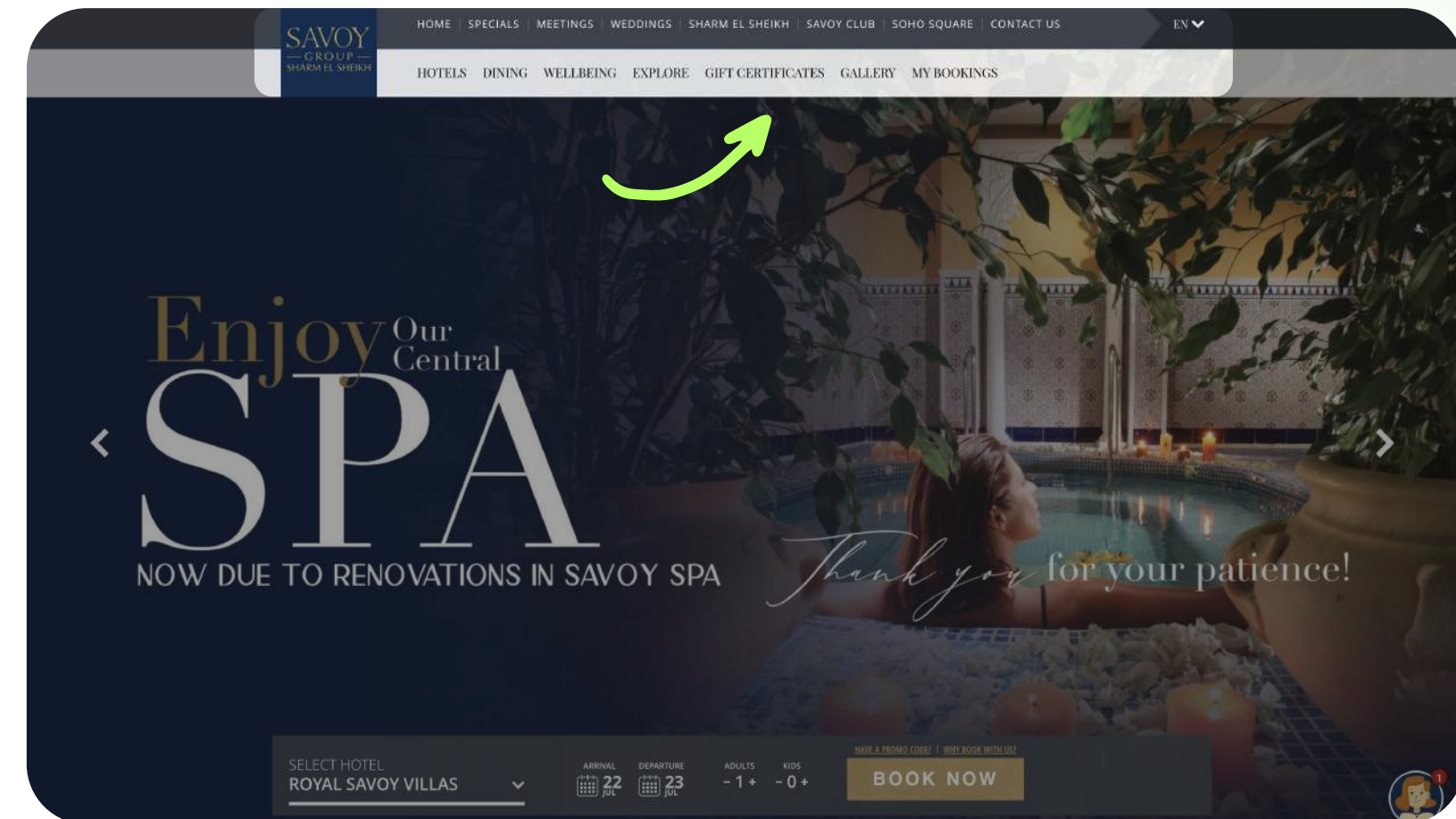
Header Layout and Organization

✗ Problem 1

The header seems cluttered with multiple links such which can be overwhelming for users, making it difficult to find the information they need quickly.

✗ Problem 2

There is no clear visual hierarchy in the header. All links appear to have the same visual weight, which makes it hard for users to distinguish primary actions from secondary ones.



➤ Recommendation

Simplify the header by grouping related links under dropdown menus. For example, "MEETINGS" and "WEDDINGS" could be grouped under an "EVENTS" dropdown.

UIUX audit

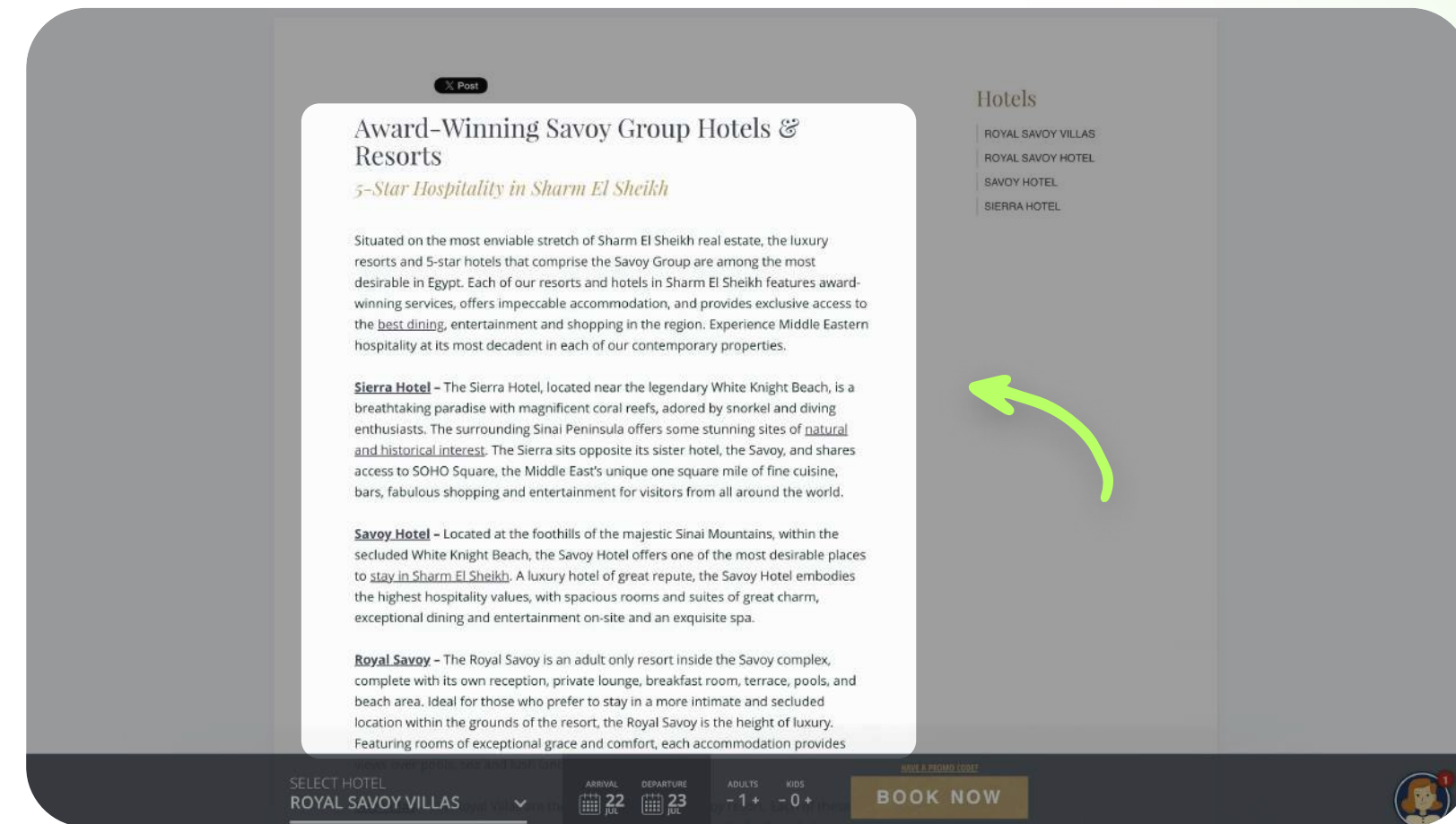
Identical Text Pages with No Design

✗ Problem 1

The page is text-heavy with no clear visual hierarchy. The long blocks of text can be overwhelming and hard to read, especially on larger screens.

✗ Problem 2

There are no visual elements such as images, icons, or graphics to complement the text. This can make the content seem monotonous and less engaging.



📌 Recommendation

Add relevant images, icons, or infographics to support the text and make the content more visually appealing. Visual elements can also help illustrate key points and keep users engaged.

UIUX audit

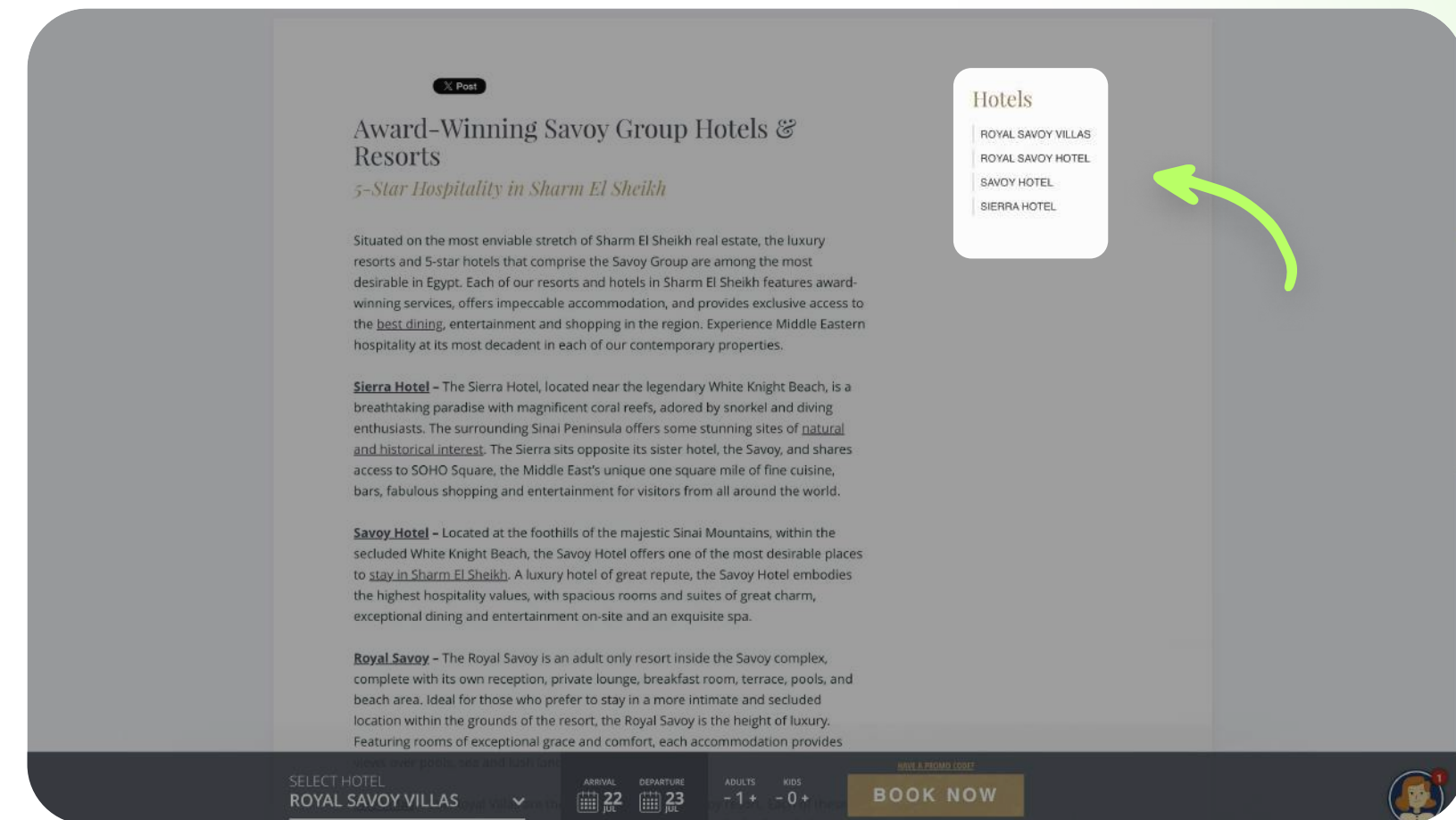
Non-importance and Redundancy

✗ Problem 1

The "X Post" element located at the top-left of the text section seems redundant and non-essential to the user's experience on this page. It does not provide any clear functionality or value to the user.

✗ Problem 2

The sidebar menu on the right, in some cases duplicates the pages where users actually are. This can lead to confusion and redundancy.



📁 Recommendation

Instead of having a sidebar menu that duplicates the current page, it would be more useful to implement breadcrumb navigation.

Breadcrumbs help users understand their current location within the site's hierarchy and provide a straightforward way to navigate back to previous sections.

UIUX audit

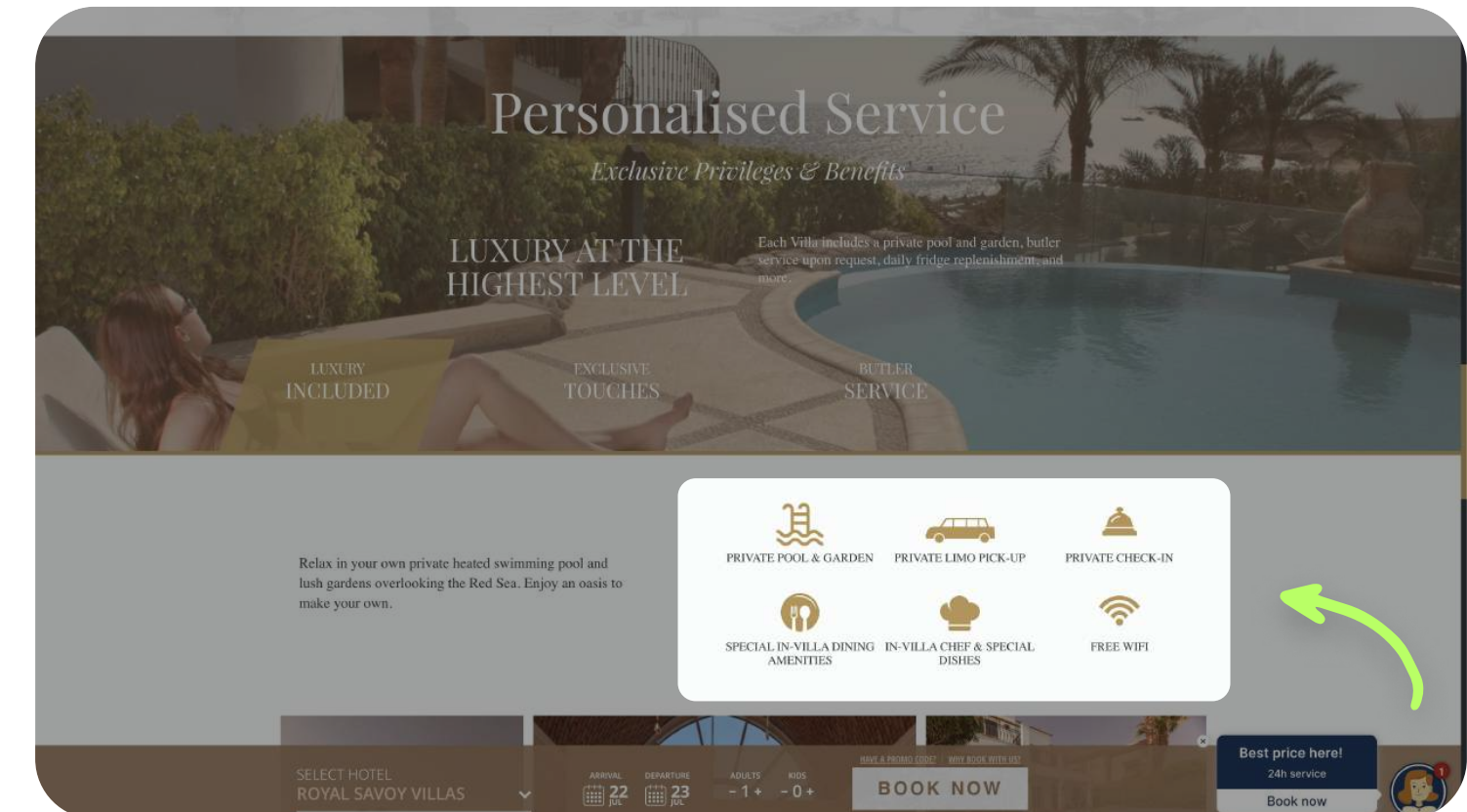
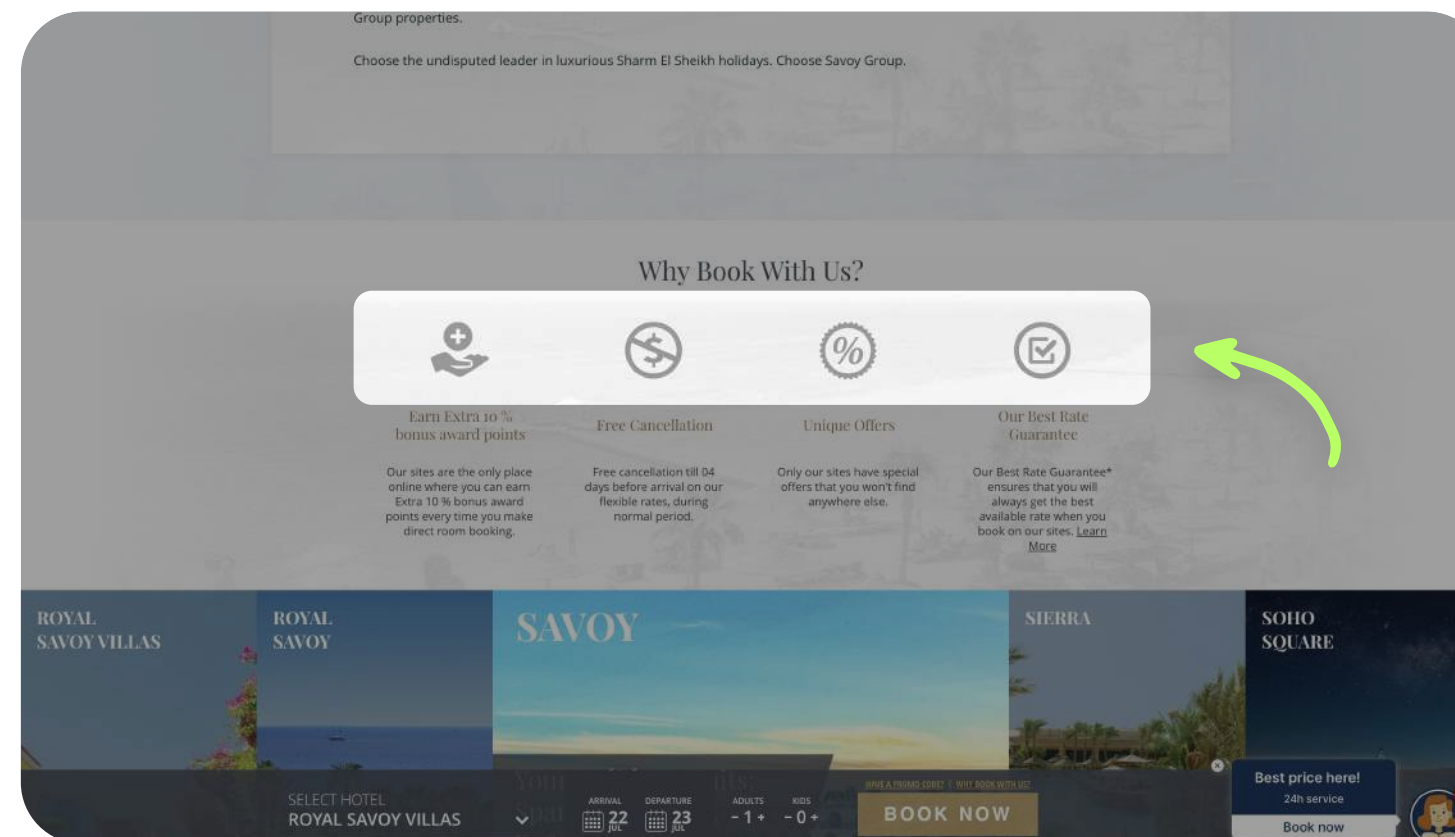
Inconsistent Visual Design

✗ Problem 1

The graphic elements, including icons and images, do not follow a consistent visual design, which can weaken the brand identity and create a disjointed user experience.

📦 Recommendation

Establish a style guide for graphic elements that includes specifications for icon styles, image treatments, and other visual components. This guide should be followed across the website to ensure consistency and strengthen the brand identity.



UIUX audit

Inconsistent Text Alignment and Spacing and Lack of Visual Hierarchy

✗ Problem 1

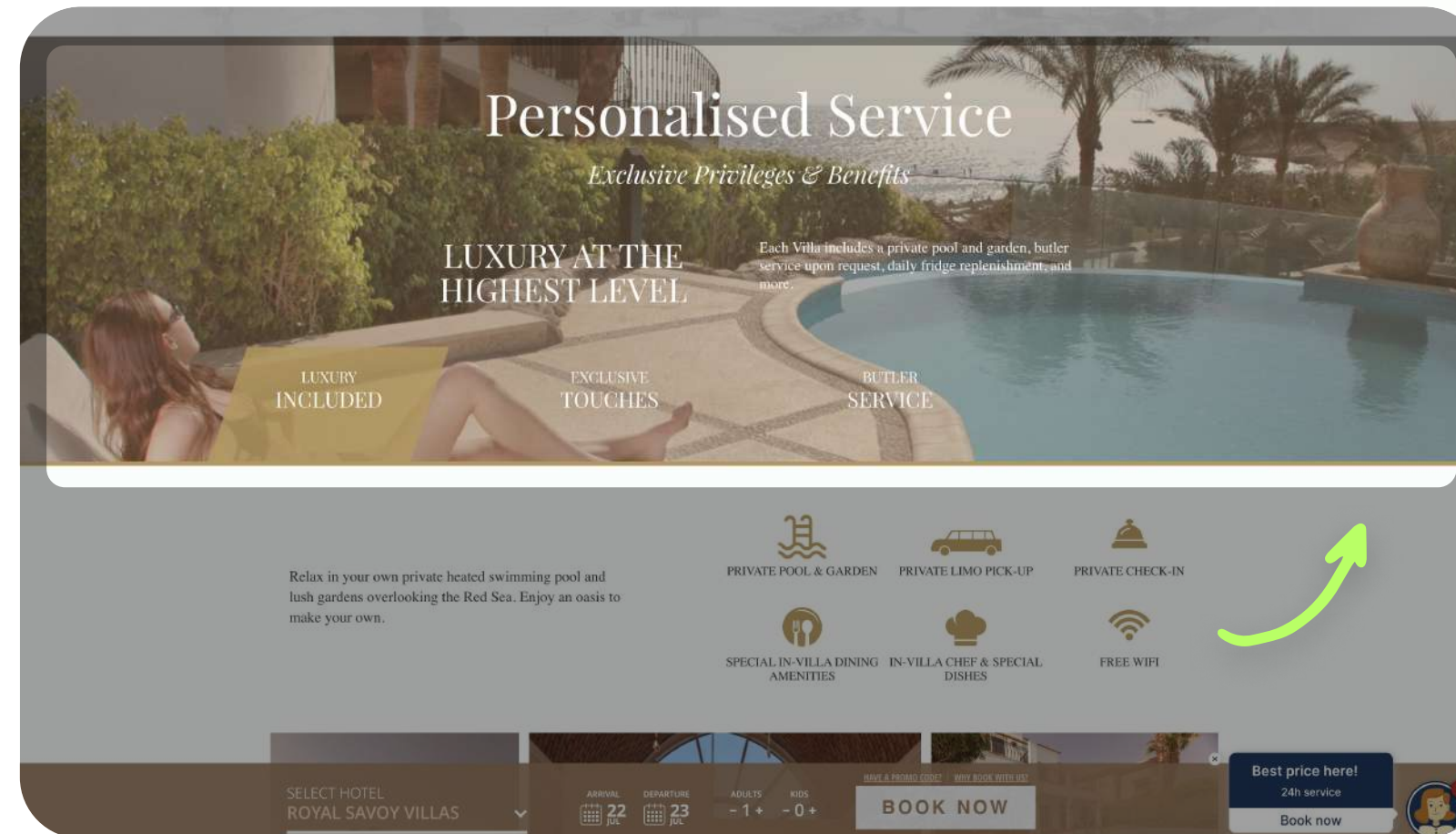
The text in this section is not aligned consistently. For example, "Luxury at the Highest Level" is centered, while other texts like "Exclusive Touches" and "Butler Service" are aligned differently.

✗ Problem 2

The text overlaps with a busy background image, which affects readability. The contrast between the text and the background is insufficient, making it hard for users to read the text comfortably.

✗ Problem 3

There is no clear visual hierarchy in the text elements. Important messages like "Luxury at the Highest Level" do not stand out as much as they should.



📌 Recommendation

- Ensure all text elements follow a consistent alignment. Align text either to the left, center, or right, and maintain uniform spacing between text elements to create a cleaner layout.
- Use a semi-transparent overlay behind the text to improve contrast and readability. Alternatively, adjust the background image to be less busy or apply a subtle blur effect.
- Establish a visual hierarchy by using different font sizes, weights, and colors. Make key messages like "Luxury at the Highest Level" larger and bolder to draw attention.

UIUX audit

Different Composition Solution

✗ Problem 1

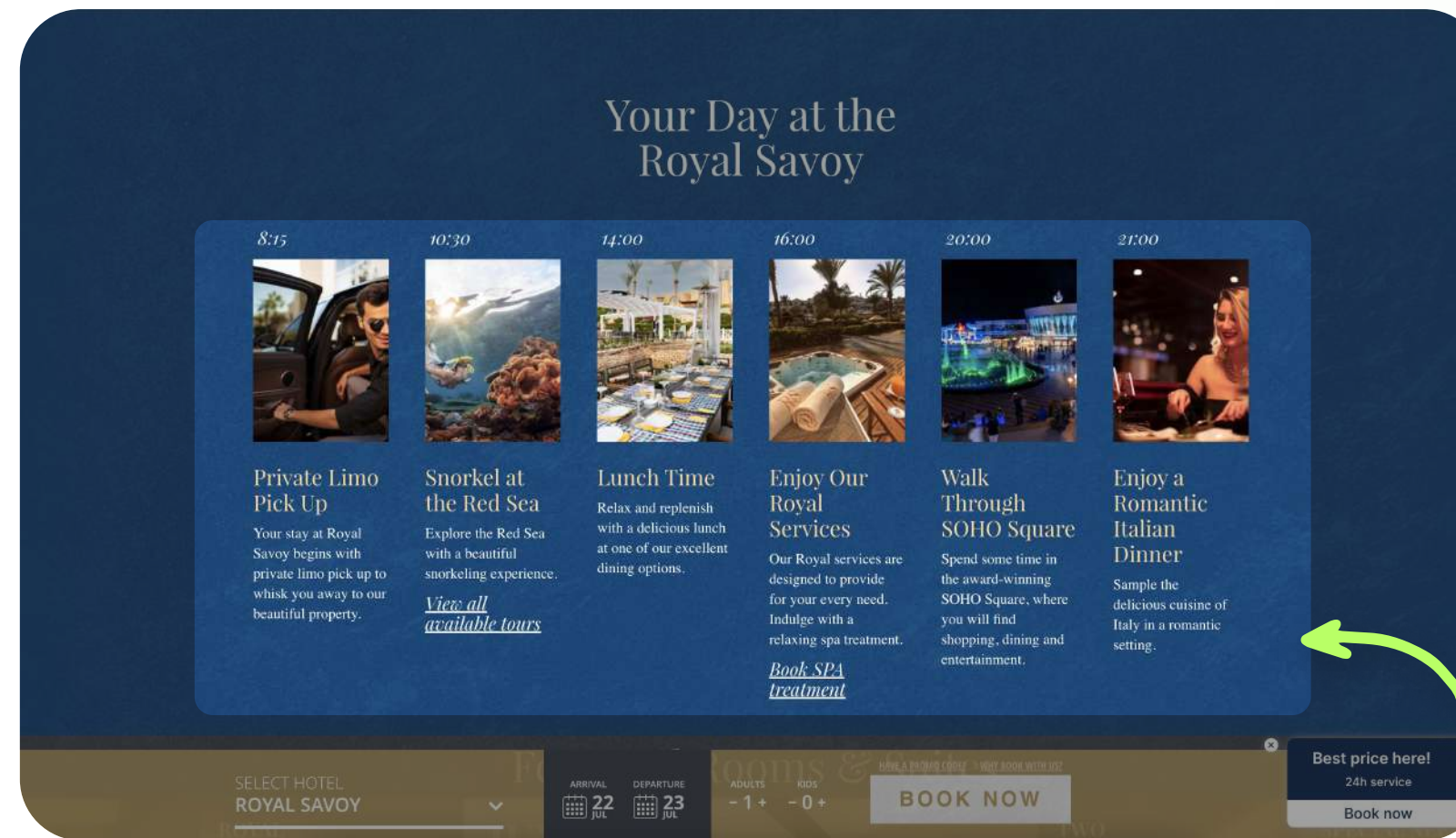
The narrow columns limit the amount of content that can be displayed effectively, leading to cramped text and images.

✗ Problem 2

The small pictures do not provide enough visual information and may not effectively convey the intended message.

✗ Problem 3

Text overlapping other text can lead to readability issues and a cluttered appearance.



📁 Recommendation

This content requires a different composition solution that allows you to show the schedule of the day more effectively. Consider using a timeline layout or a segmented approach where each part of the day is clearly separated and highlighted with relevant images and descriptions. This can help users understand the daily schedule at a glance and improve overall engagement.

UIUX audit

Different Composition Solution

✗ Problem 1

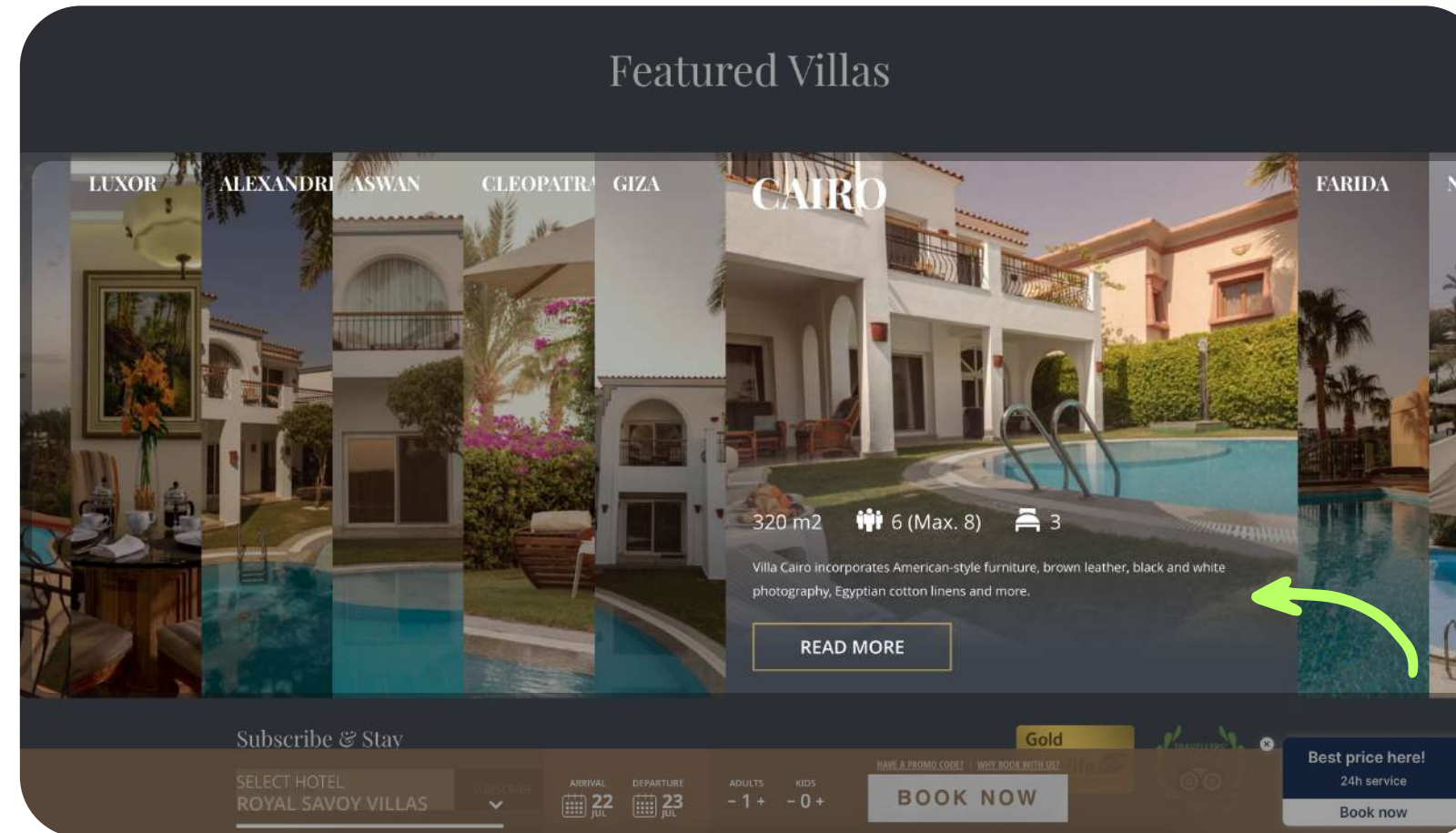
The layout chosen for this block results in the photos becoming narrower and more cropped as more offers are added. This reduces the visual impact and can make the images hard to interpret.

✗ Problem 2

The text size changes from small to large, which creates an inconsistent visual experience and can negatively impact user interaction. This inconsistency can make it hard for users to read and click on the desired content.

✗ Problem 3

The text overlaps with the images, and the contrast between the text and the background is insufficient, making it hard to read.



📌 Recommendation

Use a more flexible layout such as a grid or carousel that can adapt to the number of offers without compromising image quality. This will ensure that each image remains clear and visually appealing with the clear titles.

UIUX audit

Hidden Pagination

✗ Problem 1

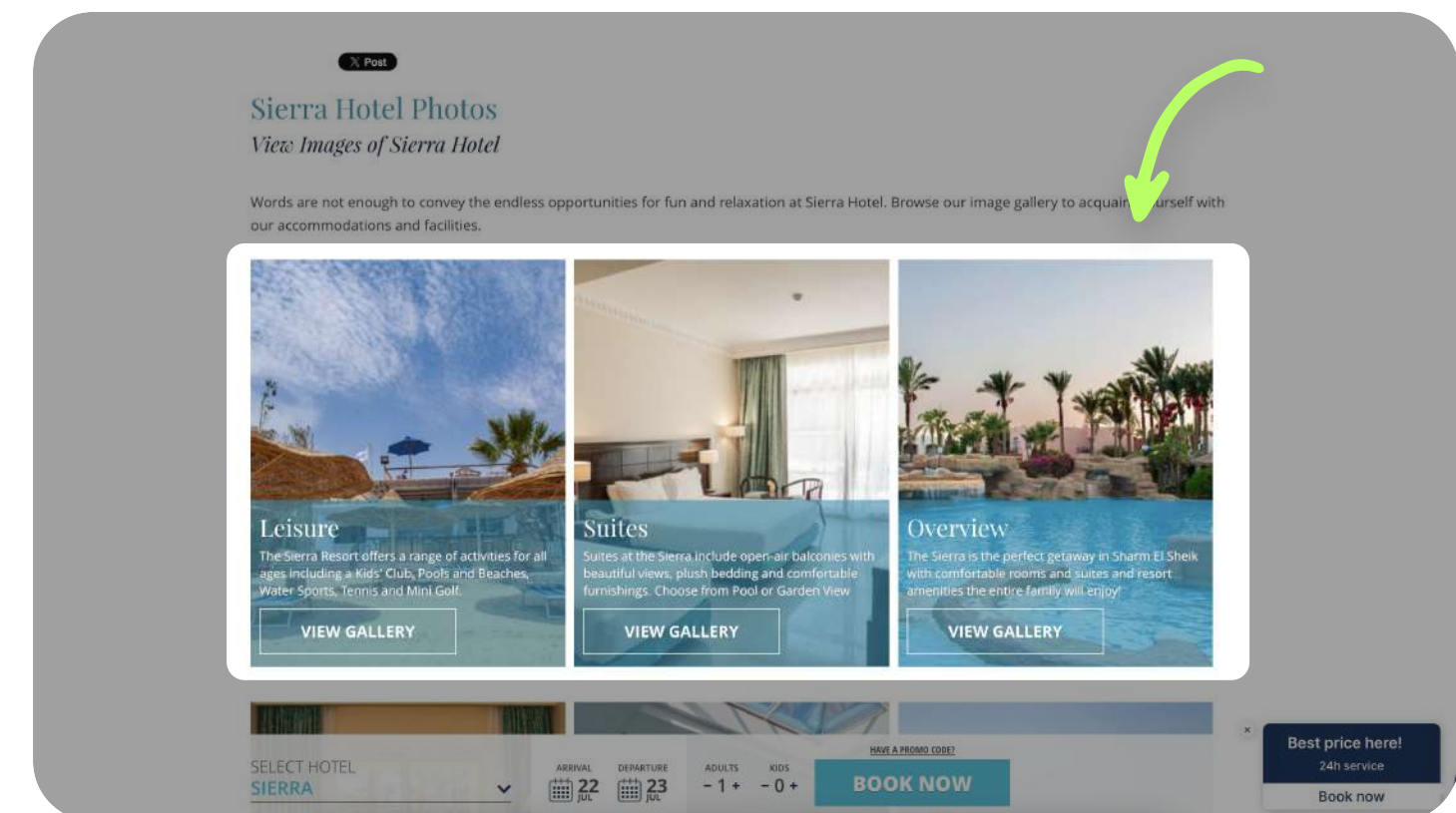
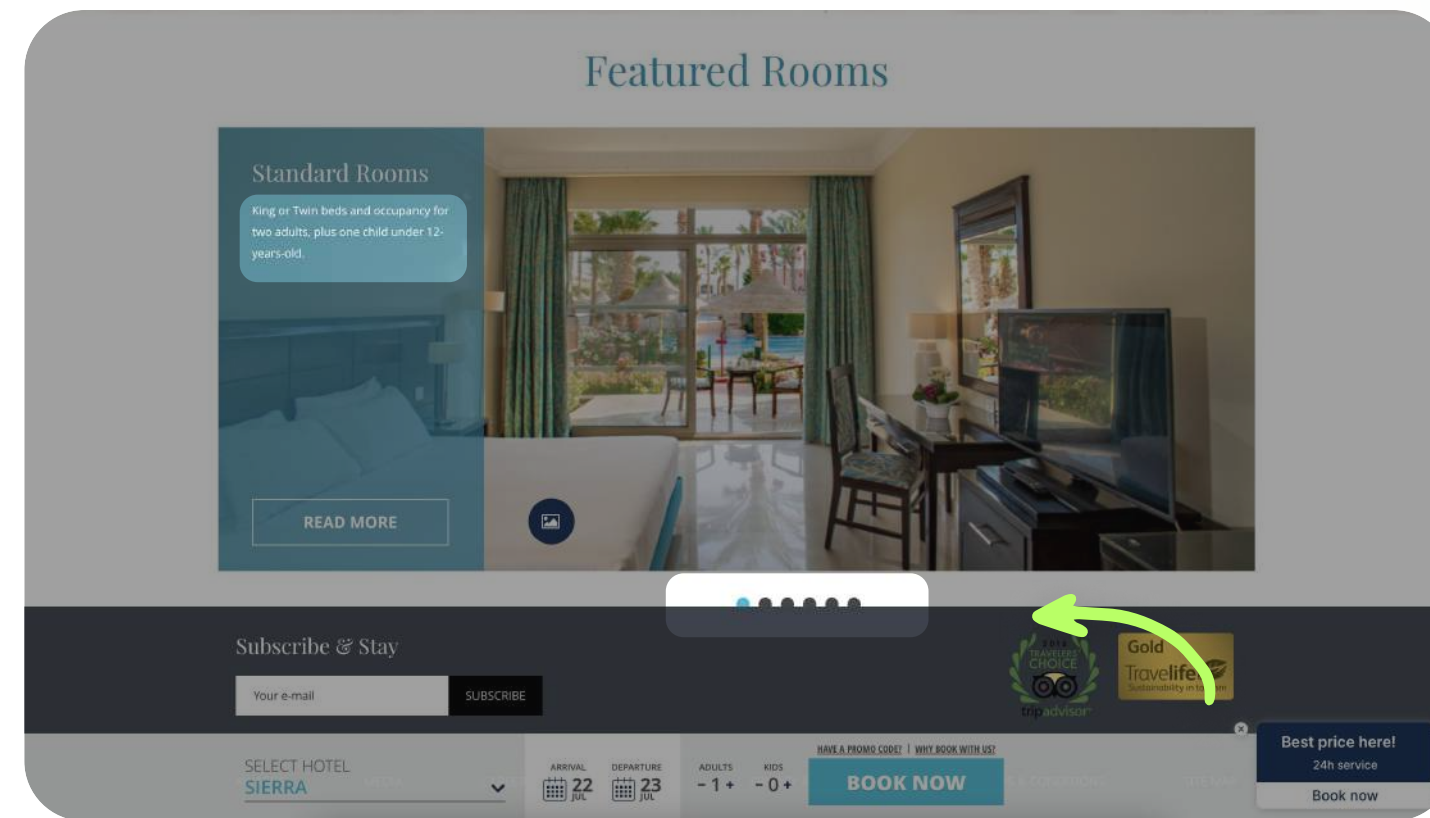
The pagination controls are placed at the bottom of the section and are not immediately visible to users. This can lead to users not realizing that there are more rooms to view, potentially missing out on other featured rooms.

✗ Problem 2

The text within the overlay may not have enough contrast against the background, making it difficult to read.

📁 Recommendation

- Make the pagination controls more prominent by positioning them higher in the section and using a more noticeable design. Consider placing them directly below the room images or integrating them into the main content area to ensure they are easily accessible.
- Increase the contrast between the text and the background by using a darker overlay or lighter text color. This will enhance readability and ensure users can easily read the information.



UIUX audit

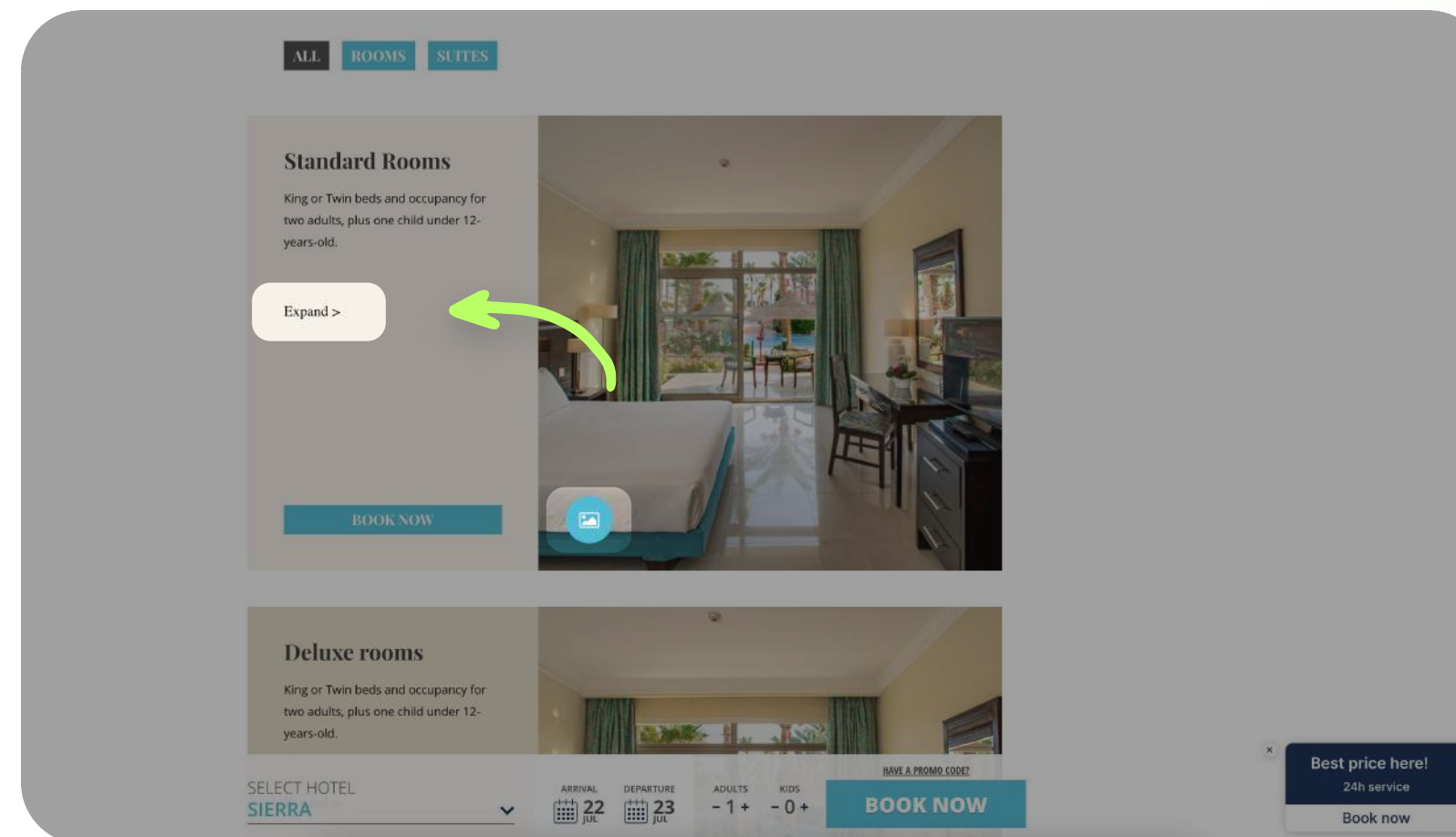
Inconsistent Photo Gallery and invisible links

✗ Problem 1

The "Expand" link is not immediately noticeable, which can lead to important content being overlooked by users.

✗ Problem 2

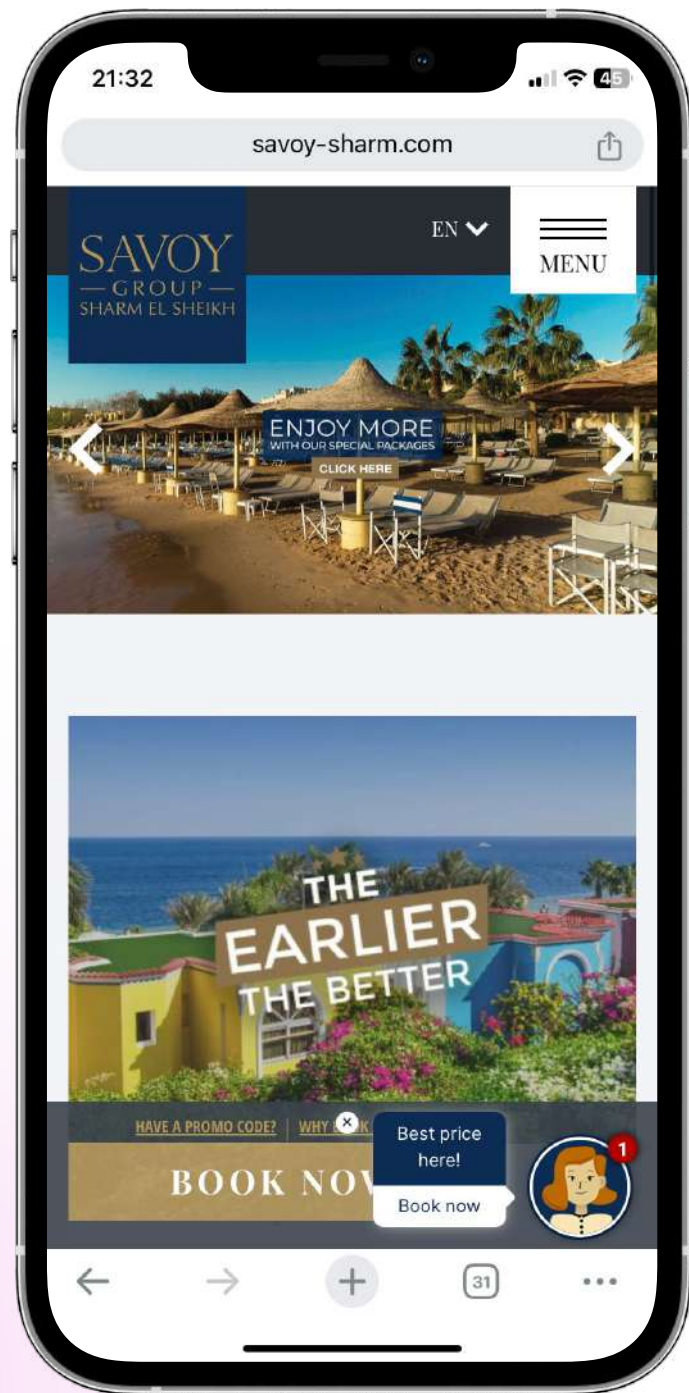
The photo gallery is hidden behind a small photo icon, which is not immediately noticeable or intuitive. Users might miss this feature entirely, losing out on important visual information. In addition, the site already has pagination and scrolling for the gallery which make this section inconsistent.



📁 Recommendation

- Make the "Expand" link more visible by using a larger font size or a button style. Clearly indicate that more information is available to encourage users to explore further.
- Incorporate pagination and arrow navigation within the gallery to improve user interaction. This allows users to easily browse through multiple images without losing their place.

UIUX audit



Poor Mobile Adaptation:

✗ Problem 1

The site is not mobile-oriented, leading to several usability issues on smaller screens

✗ Problem 2

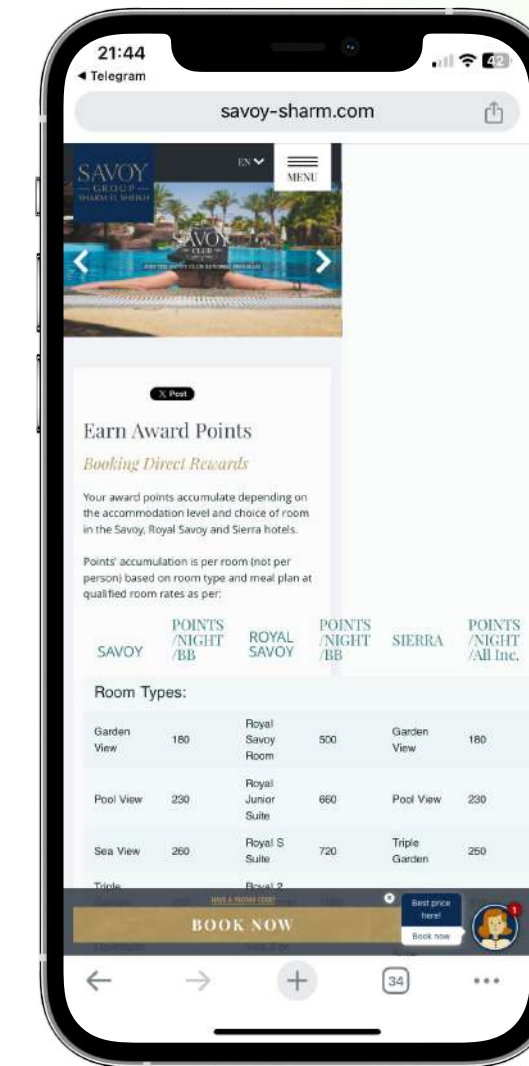
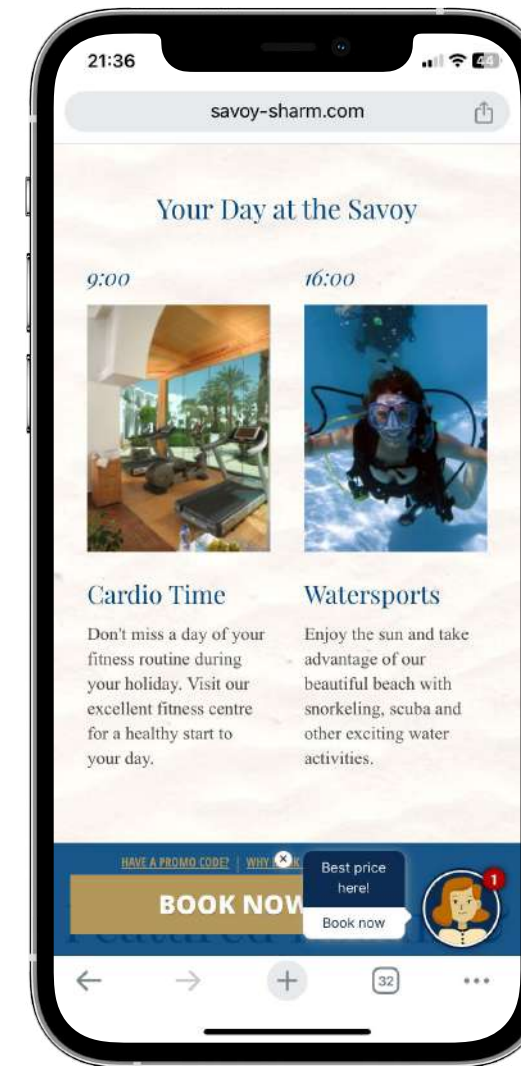
The first screens with photos are not properly adapted.

✗ Problem 3

Tables are not mobile-friendly.

✗ Problem 4

It is not intuitively clear that the "Your Day at the Savoy" section can be scrolled horizontally to view more activities. Users might miss this interactive feature.



📦 Recommendation

- Ensure text layers do not overlap by using responsive design practices. Adjust font sizes, line heights, and padding dynamically to fit various screen sizes. Simplify the layout to avoid visual overload. Use whitespace effectively to separate elements and make the content more digestible.
- Establish a clear hierarchy of elements using consistent font sizes, colors, and spacing. Highlight key information with appropriate use of headings, subheadings, and call-to-action buttons.

UIUX audit

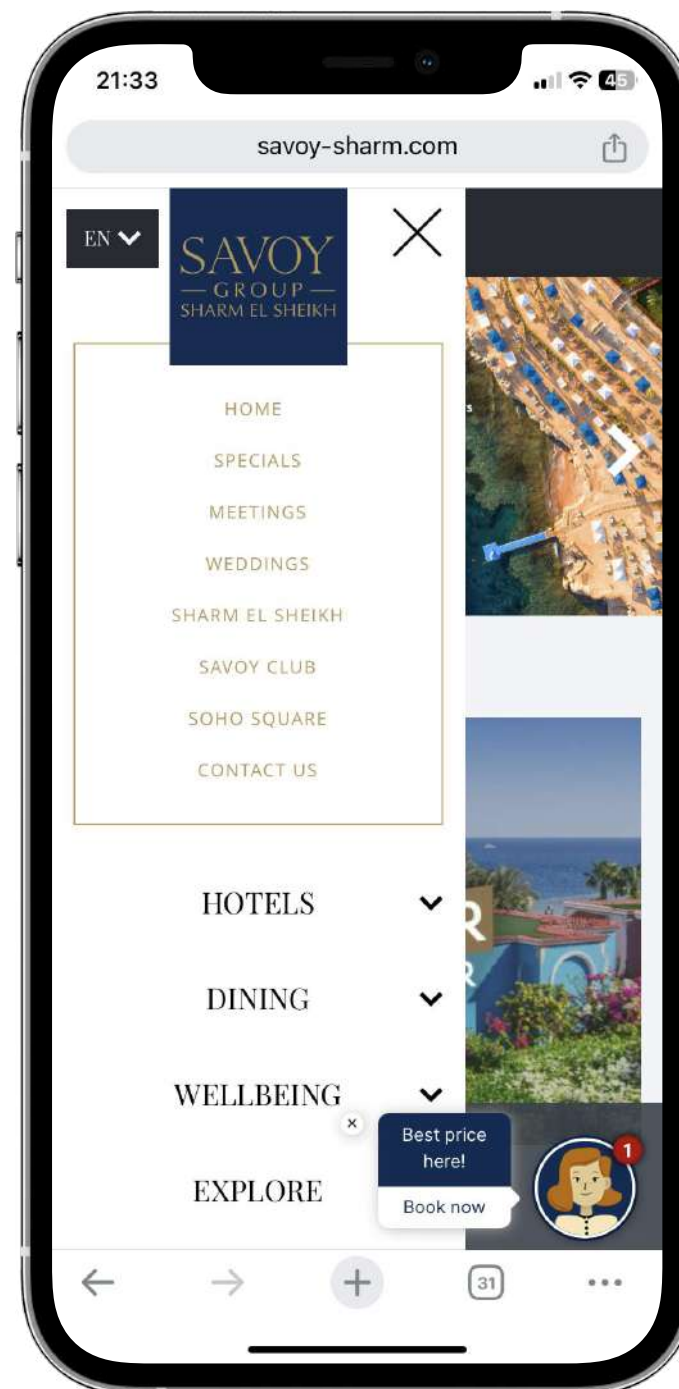
Cluttered Mobile Version:

✗ Problem 1

Both the menu and footer are cluttered with too many elements, making it difficult for users to find what they need quickly.

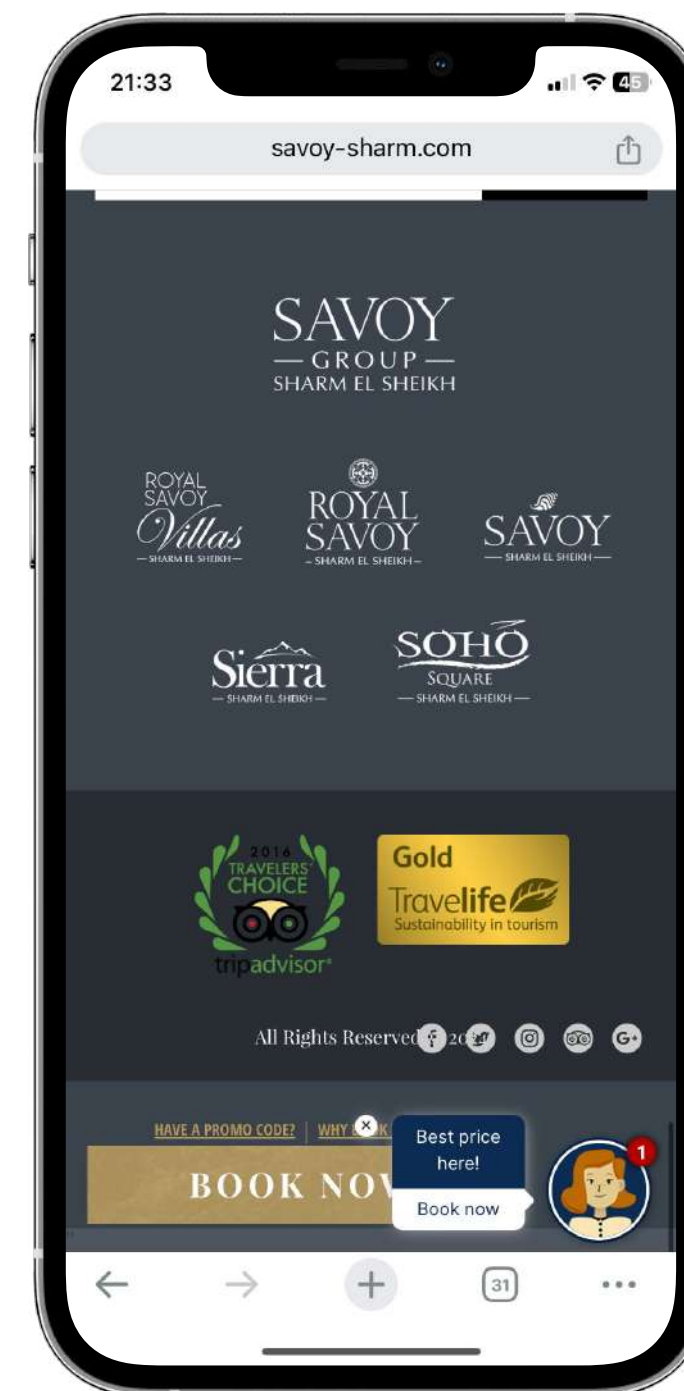
✗ Problem 2

Various elements overlap each other, such as the "Best price here!" popup overlapping with other content. This can obstruct important information and degrade the user experience.



➤ Recommendation

Simplify the menu and footer by grouping related items and using dropdown menus or collapsible sections. This will help declutter the interface and make navigation more intuitive.



Summary

1. Technical Aspects

Page Loading Speed:

Problem: The mobile version of the site has low performance

Reason to improve: Faster mobile load times will enhance user experience and reduce bounce rates, leading to higher engagement and potential conversions.

Security:

Result: SSL and HTTPS are properly configured.

Benefit: Ensures user data protection, builds trust, and improves search engine rankings.

2. SEO

Metadata:

Problem: Many pages do not have any meta description.

Reason to improve: Unique meta descriptions in every page improve search engine understanding and ranking of individual pages, increasing visibility and click-through rates (CTR).

Headings:

Problem: Missing H2 tags on 5 pages.

Reason to improve: Proper use of H2 tags helps search engines understand page structure and content, improving SEO.

Checking website links:

Problem: Some pages have 404 status code.

Reason to improve: If important pages on your site receive a 404 error, it can affect your search engine rankings because those pages will not be indexed and will not appear in search results.

Checking the XML sitemap and robots.txt.

Problem: 30 addresses blocked by robots.txt

Reason to improve: Search engines do not have permission to access and index these pages. If blocked pages contain important content that can attract visitors through search, then blocking those pages can result in a loss of potential traffic.

3. UX/UI:

Navigation:

Problem: Mobile menu usability issues.

Reason to improve: Improved navigation leads to better user experience, higher engagement, and lower bounce rates.

Responsiveness:

Problem: Design elements need adjustments for mobile and cross-browser compatibility.

Reason to improve: Ensures a consistent and accessible experience across all devices, increasing user satisfaction.

User Interface:

Problem: Improvements needed in readability and usability of some blocks.

Reason to improve: Enhances overall user experience, making the site more engaging and easier to navigate.

4. Content:

Quality and Uniqueness:

Problem: Specific pages need content improvement.

Reason to improve: High-quality, unique content attracts more visitors, keeps them engaged, and improves SEO.

Overall Impact:

The current site is not aimed at mobile device users. It is not adaptive and has a lot of bugs. The site needs a complete redesign. We recommend developing a new website with an emphasis on easy navigation, modern UI, as well as all the most basic SEO settings for better positions in the search engine.

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