

Actionable SEO Audit Report

vessi × **Indexsy**

Domain Properties Overview

vessi.com and ca.vessi.com as of January 2025

62

Domain
Rating

2.4k

Referring
Domains

58.3k

Ranking
Keywords

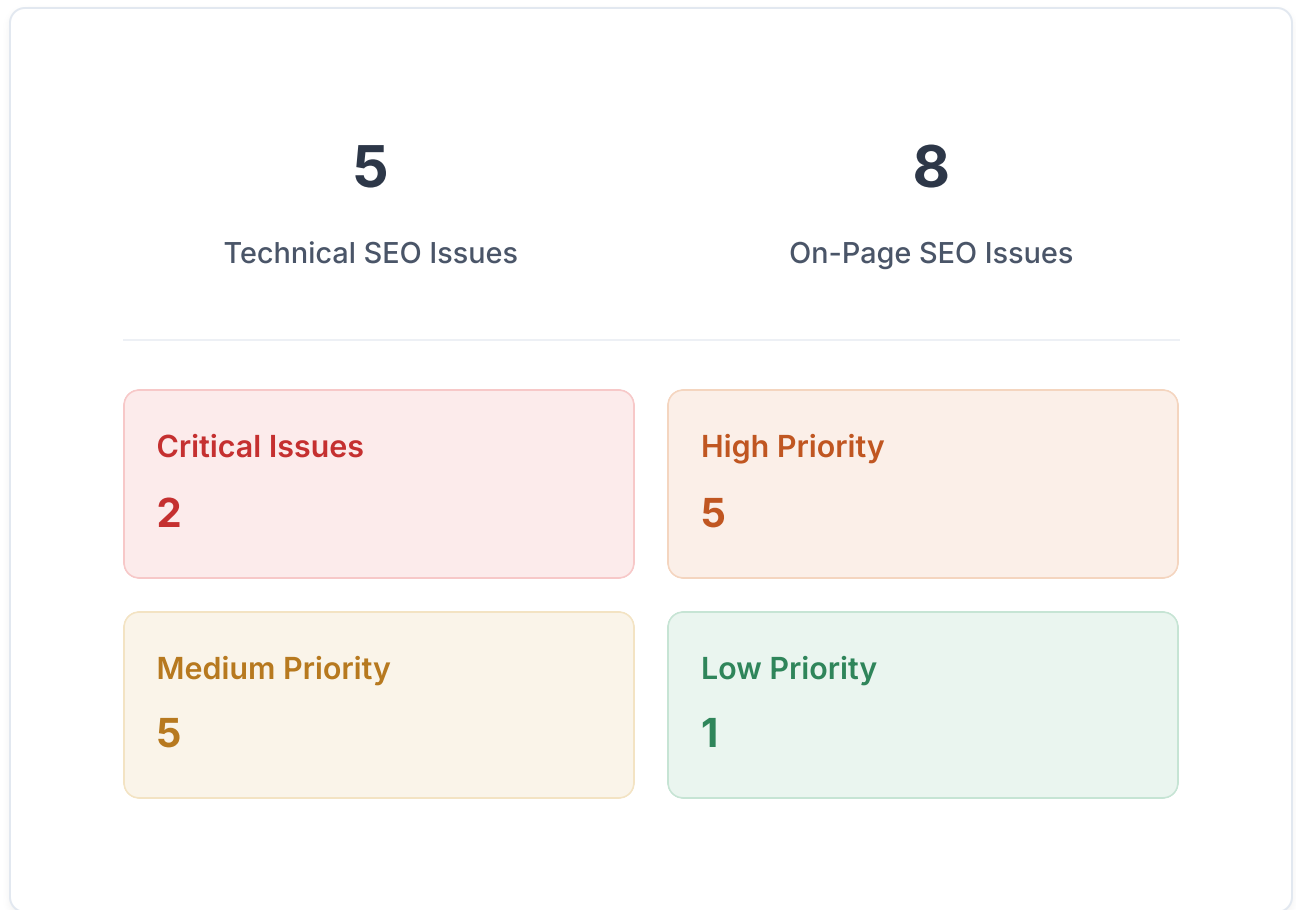
252k

Monthly
Traffic

Executive Summary

This comprehensive SEO audit has identified several critical areas for improvement across Vessi's digital presence.

Our analysis has uncovered 13 distinct issues that, when addressed, will significantly enhance the website's search engine visibility and overall performance.



Audit Methodology

This audit was conducted using industry-standard tools and methodologies to analyze both Technical SEO and On-Page SEO elements. Our comprehensive approach examined:

- Technical Infrastructure
- On-Page Optimization
- Content Quality and Structure
- User Experience Factors
- Search Engine Accessibility

Each identified issue has been carefully evaluated and prioritized based on its potential impact on search performance and user experience. The following pages detail our findings and provide actionable recommendations for improvement.

Please refer to your companion Google Sheet for the full technical details of the audit:

[Full Technical Details](#)

Technical SEO Issues

Top level collections pages set to noindex,nofollow

Critical

```
<meta name="robots" content="noindex,nofollow">
```

Issue Description

Collection pages are currently excluded from search engine indexing, affecting site visibility and link equity flow.

Recommended Fix

Remove noindex,nofollow tag on these collection pages to allow proper indexing and link equity distribution.

Notes

This appears to be an accidental oversight as these pages are included in the main navigation. Fixing this will significantly improve search visibility for key product categories.

Filtered collections URLs configuration issues

Critical

```
<link rel="canonical" href="https://vessi.com/collections/best-sellers">
```

Issue Description

Filtered collection URLs are currently set to noindex,nofollow while also being canonicalized to non-filtered versions, creating conflicting signals.

Recommended Fix

- Remove noindex,nofollow tags while maintaining canonical tags

- Consider creating dedicated collections for high-value filtered combinations

Internal links to canonicalized pages

High

Issue Description

Multiple internal links are pointing to URLs that are canonicalized to other destinations, diluting link equity and creating potential crawl inefficiencies.

Recommended Fix

Update internal links, particularly in blog posts, to point directly to the canonical URLs rather than the intermediate pages.

404 errors on linked product pages

High

vessi



Issue Description

Several internal links are pointing to a 404'd product page (womens-cityscape-charcoal-grey), affecting user experience and crawl efficiency.

Recommended Fix

Update all internal links to point to the correct product URL: womens-cityscape-classic-charcoal-grey

Collections Page Strategy Enhancement

High

Issue Description

Opportunity to expand the site's keyword coverage through additional collection pages.

Recommended Fix

Build out more collection pages targeting longer-tail keywords with appreciable search volume. Reference the content plan for specific opportunities.

Notes

Google is currently favoring collection-style pages with transactional intent, making this a high-priority opportunity for improved visibility.

Blog Post H1 Formatting Issues

Medium



vessi



The Forecast Blog

Stay connected through our community initiatives, sustainability updates, styling tips, and exciting partnerships!

#culture

How Much Height Do Shoes Add?

Issue Description

Blog pages currently display the blog title as an H1 with white text on a white background, potentially being interpreted as hidden text by search engines.

Example URL

<https://vessi.com/blogs/the-forecast/how-much-height-do-shoes-add>

Recommended Fix

Modify the single blog page template to either remove the blog title from individual posts or convert it to a non-h1 element with proper color contrast.

On-Page SEO Issues

Insufficient content on collection pages

High

Home > Men's Waterproof Shoes > Men's Boots

Men's Boots

The cozy fully waterproof coverage you want with sneaker-like comfort.

Filters & Sort

Issue Description

Top-level collection pages lack substantial content, limiting their ranking potential for relevant keywords.

Recommended Fix

Add 250-500 words of optimized content to the bottom of top-level collections pages to improve search visibility and targeting of long-tail keywords.

Affiliate/Partnership Pages with Identical Content

High

Issue Description

Multiple affiliate and partnership pages are currently indexed with identical content, creating duplicate content issues and potentially diluting SEO value.

Example URLs

```
https://vessi.com/pages/laura
https://vessi.com/pages/paigeholly
https://vessi.com/pages/mcnulty
```

<https://vessi.com/pages/christina>
<https://vessi.com/pages/vanwives>

Recommended Fix

Add noindex meta tags to all partnership and affiliate pages to prevent them from appearing in search results.

Impact

- Prevents wasted crawl budget on duplicate content
- Reduces risk of content cannibalization
- Maintains clean index of unique, valuable content
- Preserves SEO value for primary content pages

Implementation Notes

Since these pages are primarily used for tracking referrals and attribution, keeping them out of the search index won't affect their primary function. Implementation can be done through a template-level change to apply noindex tags to all affiliate/partnership pages systematically.

Product page title optimization needed

Medium

100% Waterproof + Free Shipping

Everyday Move Slip-Ons

★★★★★ (1,668)

Issue Description

Approximately 60 product pages have duplicate titles, limiting their ability to rank for specific variants and colors.

Recommended Fix

Implement a consistent title format: <Gender> <Shoe Model> Waterproof <Shoe Type> in <Color/Style>

Collections Page Implementation Consistency

Medium

Issue Description

Some collection-style content is currently being implemented as `/pages/` rather than following the established `/collections/` structure.

Example URLs

```
https://vessi.com/pages/healthcare-heroes  
https://vessi.com/pages/discgolf
```

Recommended Fix

Convert these pages to proper collection pages under the `/collections/` directory, maintaining consistency with your main product collections structure.

Notes

While the concept of targeted collection pages is good, maintaining consistency in implementation will provide better results. Add these to the main navigation and include 250-500 words of optimized content at the bottom.

Collection Page Title Optimization

Medium

Home > Men's Waterproof Shoes > Men's Sneakers

Men's Sneakers

The ideal balance of comfort and style wrapped in 100% waterproof versatility.

Issue Description

Collection page titles are missing the key term "waterproof" despite targeting waterproof-related keywords.

Example URLs

```
https://vessi.com/collections/mens-sneakers  
https://vessi.com/collections/mens-slip-ons
```

Recommended Fix

Update page titles and H1s to include "waterproof" (e.g., "Men's Waterproof Sneakers", "Men's Waterproof Slip-Ons").

Notes

This aligns with your successful "Men's Waterproof Shoes" collection page strategy, which is already ranking well.

Image optimization opportunities

Low

Issue Description

Approximately 60 images are missing alt text, and many existing alt texts lack descriptive details.

Recommended Fix

Add missing alt text and enhance existing descriptions to improve image search visibility and accessibility.