



ARSOLAR.LT

90-Day SEO Action Plan

Create one clean crawl state, improve catalogue and service meaning, reduce mobile workload, and build verified buyer-facing proof.

PLAN DATE	PLANNING PERIOD	SEO HEALTH
10 October 2026	90 days	58 / 100



What the next 90 days should achieve

Create one clean crawl state, improve catalogue and service meaning, reduce mobile workload, and build verified buyer-facing proof.

01	Clean signals	Remove duplicate hosts, sitemap 404s and broken targets.
02	Strengthen catalogue	Control facets and complete product content and schema.
03	Improve experience	Reduce mobile LCP and repair media and accessibility.
04	Build proof	Publish installation evidence and expert buyer resources.

Priority logic

Priority	Meaning	Target
P0	Immediate blocking defect	Days 1-7
P1	High-impact foundation	Days 8-30
P2	Performance and presentation	Days 31-60
P3	Growth and authority	Days 61-90

CORE PRINCIPLE

Fix discovery and indexation before scaling content; judge the first 90 days by implementation quality before ranking outcomes.

Restore one clean crawl and measurement state

Resolve duplicate and broken discovery signals before template expansion.

P0

Redirect the HTTP www duplicate

WHY IT MATTERS	http://www.arsolar.lt/ serves a full indexable 200 homepage instead of redirecting to HTTPS.
IMPLEMENT	Add a server-level one-hop 301 from every HTTP www path to its exact HTTPS www equivalent and remove internal HTTP links.
OWNER	Developer + SEO
EFFORT	1-2 hours
DONE WHEN	Representative HTTP URLs return one 301 hop to HTTPS; final URLs are 200 and self-canonical.

P0

Remove broken discovery URLs

WHY IT MATTERS	Fifteen sitemap archives return 404 and four other internal targets are broken.
IMPLEMENT	Restore useful destinations or remove/redirect obsolete URLs, regenerate sitemaps and repair links.
OWNER	SEO + Developer + Catalogue manager
EFFORT	4-8 hours
DONE WHEN	Every sitemap and navigation target returns the intended 200 or one relevant 301; sitemap contains no 404.

P0

Establish measurement baselines

WHY IT MATTERS	GSC, GA4, Merchant Center, field CWV/INP and conversion evidence were unavailable.
IMPLEMENT	Verify access, sitemap submission, ecommerce/lead events and Merchant Center; document a pre-change baseline when data becomes available.
OWNER	SEO + Analytics + Developer
EFFORT	4-8 hours plus data collection
DONE WHEN	Access and events are verified and a dated baseline report exists.

Fix catalogue meaning and commercial templates

Control indexable archives and standardize product and service information.

P1

Create a taxonomy indexation allowlist

WHY IT MATTERS	The sitemap lists 87 attribute/filter entries; sampled archives include empty shells and 404s.
IMPLEMENT	Classify each category, brand and attribute as indexable-value, noindex-follow, redirect or remove; populate only valuable pages.
OWNER	SEO + Catalogue manager + Developer
EFFORT	1-2 days
DONE WHEN	Indexable archives contain products, unique copy and internal links; empty filters are non-indexable and absent from sitemaps.

P1

Standardize product content and schema

WHY IT MATTERS	90/246 product paths lack Product schema; 47/80 sampled products lack descriptions; Brand appears on 52/156 nodes and GTIN on 0/156.
IMPLEMENT	Create one verified product model covering specifications, compatibility, warranty, documentation, Brand, SKU/MPN/GTIN where real, and Offer data.
OWNER	Catalogue manager + SEO + Developer + Product specialist
EFFORT	Template 1-2 days; enrichment ongoing
DONE WHEN	Every genuine product emits valid Product/Offer matching visible data and priority products contain unique decision support.

P1

Rebuild the installation page

WHY IT MATTERS	The page is about 223 words including chrome, has no H1 or description, and is mainly a form.
IMPLEMENT	Add scope, process, geography, requirements, warranty, proof, supported FAQs, one H1, metadata, Service schema and clear quote steps.
OWNER	SEO + Service lead + Content + Developer
EFFORT	1-2 days
DONE WHEN	The page answers buyer questions, has one H1 and unique metadata, valid Service schema and a usable mobile conversion path.

Improve mobile speed and presentation

Remove frontend work and repair media and accessibility templates.

P2

Reduce mobile LCP

WHY IT MATTERS	Mobile median lab LCP is 5.664 s with about 2.12 MB, 110 resources and 765-822 ms of long tasks.
IMPLEMENT	Reduce Elementor/plugin output, HTML/DOM, unused CSS/JS and third parties; prioritize the LCP image and fonts.
OWNER	Performance developer
EFFORT	2-5 days
DONE WHEN	Comparable mobile median LCP is below 2.5 s with materially fewer bytes, requests and long tasks; field p75 is monitored when available.

P2

Repair image, social and accessibility templates

WHY IT MATTERS	1,243/4,022 image occurrences lack dimensions; social metadata is incomplete; CTA contrast is 3.37:1 and no-JS overflow is 44 px.
IMPLEMENT	Add dimensions/aspect ratios, responsive loading, 1200x630 cards, focus styles, compliant contrast, larger targets, contact H1 and responsive fallback CSS.
OWNER	Developer + Designer + SEO
EFFORT	2-4 days
DONE WHEN	Priority pages have complete previews; normal text reaches 4.5:1; controls show focus; 375 px no-JS overflow is zero.

Build differentiated content and proof

Use first-party product and installation expertise rather than generic volume.

P3

Enrich priority products and categories

WHY IT MATTERS	Product/category pages often lack selection guidance, compatibility, warranty and documentation.
IMPLEMENT	Publish fact-checked specification tables, comparisons, compatibility, warranty, documentation, FAQs and contextual links for commercial priorities.
OWNER	SEO + Product specialist + Content
EFFORT	Ongoing
DONE WHEN	Published pages are unique, fact-checked, internally linked and satisfy the intended buyer task.

P3

Publish installation proof and expert guidance

WHY IT MATTERS	The site has limited first-hand installation evidence and named expert attribution.
IMPLEMENT	Publish permissioned cases, selection/warranty guides, named expert review, certificate explanations and a curated canonical llms.txt.
OWNER	Marketing + Service team + SEO
EFFORT	Ongoing
DONE WHEN	At least two evidence-led resources are live with dates, sources, reviewers, limitations and commercial links.

90-day implementation schedule

Period	Primary objective	Key work	Decision gate
Days 1-7	Clean discovery	Redirects, 404s, measurement	Hosts and sitemap validate
Days 8-30	Strengthen templates	Facets, products, service, schema	Priority templates pass QA
Days 31-60	Improve experience	Performance, images, accessibility	Lab and visual checks pass
Days 61-90	Build proof	Products, cases, guides, re-audit	Assets published and verified

Recommended ownership and handoffs

Workstream	Primary owner	Required handoff
Redirects, headers, performance	Developer / Hosting	SEO validation
Indexation, metadata, schema	SEO	Developer and catalogue
Product facts	Product specialist	Catalogue publication
Cases and service content	Service team + Content	SEO review
Measurement	SEO + Analytics	Management reporting

Dependencies

- + CMS and hosting access
- + Product source data
- + GSC, GA4 and Merchant Center access
- + Developer and catalogue-owner availability

90-day implementation targets

KPI	Baseline	90-day target
HTTP www duplicate	Full 200 page	One-hop HTTPS 301
Sitemap 404s	15	0
Broken internal targets	4	0
Products without Product schema	90/246	0 genuine products
Mobile lab LCP	5.664 s median	Below 2.5 s comparable lab; field baseline
Images lacking both dimensions	1,243/4,022	0 meaningful layout images
CTA contrast	3.37:1	At least 4.5:1
No-JS mobile overflow	44 px	0 px

How to judge the first 90 days

Judge the first 90 days by verified implementation and reprocessing. Rankings, traffic, revenue and AI citations can lag and are not guaranteed.

End-of-90-day review

Status	Definition
Fixed	Implemented and verified
Partially fixed	Improved but incomplete
Open	Not implemented or still failing
New finding	Introduced or newly evidenced after the audit

Review scope

- + Host redirects and broken URLs
- + Sitemaps and faceted indexation
- + Product and Service schema
- + Metadata and headings
- + Mobile performance
- + Images, social metadata and accessibility
- + New cases and buyer resources

Limitations

First-party measurement

GSC, GA4, Merchant Center, conversion and revenue evidence were unavailable.

Field performance

CrUX and field INP were unavailable; performance is lab-only.

Backlinks

Reliable backlink metrics were insufficient for a defensible assessment.

EXPECTED OUTCOME

One clean secure host, a reliable sitemap, controlled faceted indexation, stronger product and service meaning, faster mobile rendering, clearer evidence and a measurement baseline for continued growth.