



ARSOLAR.LT

Full SEO Audit Report

Technical SEO, catalogue, content, schema, performance, SXO and GEO audit.

AUDIT DATE	WEBSITE TYPE	SEO HEALTH
10 October 2026	Renewable-energy e-commerce and installation/service site	58 / 100

Primary languages: Lithuanian



EXECUTIVE SUMMARY

Current SEO state and strategic interpretation

AR Solar has a substantial catalogue and functioning foundations: crawlers receive full HTML, structured data parses, existing Product offers contain complete commercial fields, and 915 tested image assets load.

The largest constraints are inconsistent catalogue governance and frontend workload. An indexable HTTP duplicate, 15 sitemap 404s, broken links, empty facets, missing product content/schema and poor mobile LCP weaken discovery and buying journeys.

The site does not require a rebuild. It needs targeted host/indexation fixes, a product and taxonomy quality system, mobile workload reduction, and stronger service and trust evidence.

OVERALL CONCLUSION

Clean discovery first, then standardize catalogue meaning, improve mobile experience and publish first-party proof.

58 / 100	356	15	5.664 s
overall SEO health	unique sitemap URLs	sitemap URLs returning 404	mobile lab median LCP

Key findings at a glance

Area	Assessment	Main finding
Technical SEO	Urgent	HTTP www duplicate and broken discovery URLs
Indexation	Needs improvement	Empty/broken facets and archives exposed
Structured data	Needs improvement	90 product paths lack Product schema
Content	Weak/uneven	47/80 sampled products lack descriptions
Performance	Poor mobile	5.664 s median lab LCP
Trust / E-E-A-T	Needs improvement	Limited installation proof and expert attribution
GEO / AI search	Moderate	Crawler access works; citation assets are weak

What the website is already doing well

- + All tested search and AI crawlers received 200 full HTML.
- + 517/517 captured JSON-LD blocks parse.
- + All 156 emitted Product offers contain price, currency, availability and URL.
- + 341 live pages expose valid breadcrumbs.
- + 915/915 unique image assets returned 200.
- + Newer Deye product pages and numbered certificates provide a stronger model.

Transport and crawl integrity

Search engines need one secure host and a sitemap containing only valid canonical pages.

01 / P0

Indexable HTTP duplicate

FINDING	http://www.arsolar.lt/ returns a full indexable 200 homepage.
EVIDENCE	HTTPS www is canonical; naked variants redirect; HTTP www does not.
WHY IT MATTERS	Duplicate secure and insecure hosts weaken canonical consistency.
RECOMMENDATION	One-hop 301 every HTTP www path to its HTTPS www equivalent.
TARGET STATE	No HTTP URL serves indexable HTML.

02 / P0

Broken discovery URLs

FINDING	Fifteen sitemap archives return 404 and four other internal targets are broken.
EVIDENCE	Full sitemap inventory: 356 unique URLs; 15 live 404s.
WHY IT MATTERS	Sitemaps and internal links waste crawl effort and create poor landing experiences.
RECOMMENDATION	Restore useful pages or remove/redirect obsolete URLs and regenerate sitemaps.
TARGET STATE	Zero sitemap 404s and zero broken internal targets.

+ TLS 1.3 is valid, but tested baseline security headers are absent.

Catalogue indexation and product meaning

The catalogue needs an explicit rule for which categories, brands and attributes deserve search visibility.

03 / P1

Low-value faceted archives

FINDING	The sitemap contains 87 attribute/filter entries; sampled power and frame archives are empty and sampled manufacturer archives include 404s.
EVIDENCE	12/12 sampled module-power and 2/2 frame-color archives were empty; 8/12 sampled manufacturer attributes returned 404.
WHY IT MATTERS	Empty filters dilute useful category and product signals.
RECOMMENDATION	Index only valuable populated archives; noindex/remove the rest.

04 / P1

Incomplete product content and Product schema

FINDING	90/246 product paths lack Product schema and 47/80 sampled products lack descriptions.
EVIDENCE	Only 52/156 Product nodes contain Brand; 0/156 contain GTIN; all existing Offers are complete.
WHY IT MATTERS	Search engines and buyers receive inconsistent product identity and comparison information.
RECOMMENDATION	Standardize verified specifications, identifiers, descriptions, documentation and Product/Offer markup.

Commercial content and evidence

05 / P1

Weak installation service page

FINDING	The page is about 223 words including chrome, has no H1 or description and is mainly a form.
EVIDENCE	Representative content and template audit.
WHY IT MATTERS	The page does not fully answer commercial evaluation questions.
RECOMMENDATION	Add scope, process, geography, requirements, warranty, proof, FAQs and clear quote steps.

06 / P3

Limited first-party proof

FINDING	Installation cases, named technical review and source-linked buyer guidance are limited.
EVIDENCE	E-E-A-T score 57/100; stronger examples are numbered certificates and newer Deye pages.
WHY IT MATTERS	Claims are harder to verify and cite.
RECOMMENDATION	Publish permissioned cases, named reviewers, manufacturer sources and fact-checked guides.

Mobile workload and resilient presentation

07 / P1

Poor mobile LCP

FINDING	Mobile cold-cache median lab LCP is 5.664 s.
EVIDENCE	About 2.12 MB, 110 resources and 765-822 ms total long tasks; desktop median 1.268 s.
WHY IT MATTERS	Slow mobile rendering can reduce engagement and conversion.
RECOMMENDATION	Remove unnecessary page-builder/plugin work and prioritize the LCP image and fonts.
TARGET STATE	Comparable mobile median below 2.5 s; validate field p75 when available.

08 / P2

Image, social and accessibility template gaps

FINDING	1,243/4,022 image occurrences lack dimensions; CTA contrast is 3.37:1; no-JS overflow is 44 px.
EVIDENCE	OG images on 239/341 live pages; complete Twitter image metadata on three pages.
WHY IT MATTERS	Layout resilience, sharing and accessible interaction are inconsistent.
RECOMMENDATION	Add intrinsic dimensions, complete social cards, focus/contrast fixes and responsive fallback CSS.

Major growth opportunities

Opportunity	Recommended content	Value
Installation proof	Permissioned project cases with dates and evidence	Trust and commercial qualification
Product selection	Compatibility, warranty and specification resources	Better category/product decisions
Taxonomy hubs	Useful populated brand/category pages	Replace empty filter indexation
Expert review	Named reviewers and source-linked documentation	Stronger E-E-A-T and citability

Top findings to address first

#	Priority	Finding	Direction
1	P0	HTTP www duplicate	One-hop HTTPS redirects
2	P0	15 sitemap 404s plus broken links	Restore, remove or redirect
3	P1	Faceted index bloat	Create indexation allowlist
4	P1	Product content/schema gaps	Standardize verified product model
5	P1	Mobile LCP 5.664 s	Reduce frontend workload
6	P2	Image/social/accessibility gaps	Template-level correction

Recommended direction

- + Clean transport and discovery
- + Control taxonomy indexation
- + Strengthen product and service meaning
- + Improve mobile workload and accessibility
- + Publish proof and measure results

What this audit does not claim

Area	Limitation	Resolution
Measurement	No GSC, GA4, Merchant Center or conversion data	Establish baseline
Field performance	No CrUX or field INP	Collect real-user data
Backlinks	Insufficient data	Dedicated provider analysis
Content scope	156-URL representative sample	Prioritize and monitor rollout

No guarantees

- + First-page rankings
- + Traffic or revenue increases
- + Lead volume
- + AI citations
- + Specific ranking deadlines

A clear technical and strategic interpretation

AR Solar has a functional platform and does not need a rebuild. Its main constraints are concentrated in host/indexation hygiene, catalogue governance, product/service depth, mobile workload and trust presentation.

Recommended next step

Implement the accompanying 90-Day SEO Action Plan and validate the full catalogue after each template release.