



FIRST GLANCE SEO AUDIT

AR Solar

Technical SEO and Performance Audit

Evidence-led specialist audit

AUDIT DATE	WEBSITE	SCOPE
2026-10-10	https://www.arsolar.lt/	12 sitemaps, 356 unique sitemap URLs and 414 robots-permitted analyzed URLs

PREPARED BY FIRST GLANCE SEO AUDIT



Technical condition and highest-value priorities

Crawl access works, but host duplication, broken discovery URLs and mobile workload require urgent remediation.

Robots and Yoast sitemap discovery work, all tested crawler user agents received full HTML, and the paced stability probe passed.

The indexable HTTP www duplicate, 15 sitemap 404s, four broken internal targets, missing headers and 5.664 s mobile lab LCP are the main technical constraints.

61 / 100

Technical SEO

Audit scores

Area	Score	Summary
Technical SEO	61 / 100	Crawlable, with major host and sitemap defects
Performance	48 / 100	Poor mobile LCP and heavy frontend workload
On-page mechanics	60 / 100	Widespread description and H1 defects
Backlinks	INSUFFICIENT DATA	0/7 factors had reliable evidence

What is already working

- + Robots.txt declares the Yoast sitemap and blocks add-to-cart query patterns.
- + All tested search and AI crawler user agents received 200 full HTML.
- + TLS 1.3 and the certificate are valid.
- + Six paced stability requests returned 200 with an identical hash.
- + SEO elements render server-side.

The findings to address first

Fix host and discovery integrity before performance and template optimization.

P0

01. Redirect the indexable HTTP www duplicate

FINDING	http://www.arsolar.lt/ serves a full 200 indexable homepage.
EVIDENCE	HTTPS www is canonical; naked variants redirect; HTTP www does not.
WHY IT MATTERS	Search engines can encounter duplicate secure/insecure hosts.
RECOMMENDATION	One-hop 301 all HTTP www paths to matching HTTPS www paths.
ACCEPTANCE CRITERIA	No HTTP URL serves indexable HTML and representative paths redirect once.

P0

02. Remove broken sitemap and internal URLs

FINDING	Fifteen sitemap brand archives return 404 and four other internal targets are broken.
EVIDENCE	All 356 unique sitemap URLs checked.
WHY IT MATTERS	Broken discovery signals waste crawl effort and create failed landings.
RECOMMENDATION	Restore useful pages or remove/redirect obsolete targets, regenerate sitemap and repair links.
ACCEPTANCE CRITERIA	Zero sitemap 404s and zero broken internal targets.

P1

03. Reduce poor mobile LCP

FINDING	Mobile lab median 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 harm engagement and conversions.
RECOMMENDATION	Reduce page-builder/plugin output, unused CSS/JS, DOM/HTML and third parties; prioritize LCP resources.
ACCEPTANCE CRITERIA	Comparable mobile lab median below 2.5 s, with field p75 tracked when available.

P1

04. Repair on-page template mechanics

FINDING	249/363 entries lack descriptions; five unique sitemap pages lack H1 and seven have multiple H1s.
EVIDENCE	Full technical sitemap inventory.
WHY IT MATTERS	Page intent and search-result presentation are inconsistent.
RECOMMENDATION	Fix template logic, then optimize priority pages.
ACCEPTANCE CRITERIA	All priority indexable pages have one H1 and distinct useful metadata.

P1

05. Add baseline security headers

FINDING	All tested baseline security response headers were absent.
EVIDENCE	HSTS, CSP, nosniff, frame policy, Referrer-Policy and Permissions-Policy not observed.
WHY IT MATTERS	The site lacks common browser security controls.
RECOMMENDATION	Stage and test headers against cart, checkout, forms, analytics, fonts and payments.
ACCEPTANCE CRITERIA	Headers are live and critical commerce flows pass regression tests.

Transparent crawler limitation

The technical job made 500 requests. A wildcard-parser defect fetched 86 robots-disallowed add-to-cart URLs; they were excluded from aggregates, leaving 414 robots-permitted analyzed URLs.

- + Sitemap and schema specialists independently checked all 356 unique sitemap URLs.
- + The defect does not support conclusions about blocked add-to-cart URLs.

Lab versus field

Measurements are custom browser lab results. PageSpeed returned 429 quota errors, and CrUX/field INP were unavailable.

Profile	Median LCP	CLS	Interpretation
Mobile cold cache	5.664 s	max 0.0033	Poor LCP
Desktop cold cache	1.268 s	0.0011	Generally good; one 2.568 s run

Boundaries and limitations

- + No GSC, GA4, Merchant Center, CrUX, field INP or reliable PageSpeed data.
- + Backlink evidence was insufficient.
- + The crawler defect is disclosed and blocked URLs were excluded from aggregates.

RECOMMENDED NEXT STEPS

Recommended next steps

- + Resolve P0 transport and broken-URL issues, then retest performance and templates.

Evidence sources

- + specialists/technical/REPORT.md
- + specialists/technical/summary-evidence.json
- + specialists/technical/performance-evidence.json