RANKORA

STORERANK / SAMPLE REPORT

Public StoreRank sample audit

Illustrative public scan of five publicly available pages

https://www.allbirds.com

ILLUSTRATIVE PUBLIC-SCAN SAMPLE

NOT A CURRENT PERSONALIZED AUDIT

Sample snapshot

67

TECHNICAL HEALTH

Directional score from sampled public checks

05

PUBLIC PAGES

Limited scan sample

03

PRIORITY AREAS

Technical items to review

Executive summary

Public sample audit. StoreRank found 3 priority areas across 5 publicly available pages. This report does not use private analytics, Shopify admin access, or ranking and revenue data.

Evidence boundary: only publicly reachable page HTML and discovery-file responses were evaluated. No private account, analytics, customer, checkout, ranking, traffic, or revenue data was accessed or inferred.

The score is a directional, public-page prioritization score from sampled checks - not a ranking, traffic, revenue, sales, or business-performance score.

Priority review

Three focused technical priorities from the bounded public scan.

01 Tighten page titles on priority pages

HIGH

Titles help public pages communicate their purpose clearly to search engines and people scanning a results page.

PUBLIC EVIDENCE SAMPLED

Sampled page types: homepage and priority collection templates

The sampled public HTML surfaced title patterns that were not sufficiently distinct for this limited page-purpose review.

EXACT NEXT ACTION

Review the sampled homepage and priority collection templates, then write distinct titles that lead with the relevant product or category.

Confidence: High - based on public HTML from the sampled pages.

02 Give every priority page one clear H1

HIGH

A single page-level heading gives the page a clearer content hierarchy for shoppers and search engines.

PUBLIC EVIDENCE SAMPLED

Sampled page types: homepage and collection templates

Exactly one exposed H1 did not appear consistently in the sampled public page HTML.

EXACT NEXT ACTION

Confirm each relevant theme template has one descriptive H1, then use H2s and H3s for supporting sections.

Confidence: High - sampled pages did not consistently expose exactly one H1.

Interpretation and scope

The observations below reflect public HTML and discovery-file response checks only.

03 Restore basic crawler discovery files

MEDIUM

Robots and sitemap files are public technical signals that help communicate crawl guidance and surface core storefront URLs.

PUBLIC EVIDENCE SAMPLED

Public discovery endpoints: /robots.txt and sitemap routes

The sampled public discovery-file requests did not provide a consistently usable response for this check.

EXACT NEXT ACTION

Confirm the public robots and sitemap routes respond as expected, then review the generated URLs in the context of the storefront's intended crawl guidance.

Confidence: Medium - based on publicly reachable discovery-file requests during the sample scan.

How to read the score

The 67 technical-health score summarizes only the sampled public checks. It does not disclose a precise weighting formula or stand in for commercial performance. Public-storefront checks can surface observable technical issues for a team to review; they do not replace private analytics or guarantee any outcome.

What this report cannot say

- Public sample only: a limited scan of five publicly available pages from https://www.allbirds.com.
- Rankora is not affiliated with, endorsed by, or working on behalf of Allbirds. This sample is not a partnership, endorsement, or private assessment of Allbirds.
- No Shopify-admin data, private analytics, customer data, rankings, traffic, revenue, keyword, backlink, or competitor data was accessed or inferred.
- Performance observations are lightweight public-page checks, not a laboratory Core Web Vitals test.