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MAGENTO / ADOBE COMMERCE

Store Audit Report

Prepared for:

magentostoreaudit.com

Report date	October 28, 2025
Report version	v1.0 — Final
Audit scope	Stage 1 External Audit + AI Visibility Add-On
Audit window	September 25 – October 22, 2025
Prepared by	MagentoHUB Audit Team (lead: A. Stinka)
Reference	MH-AUDIT-2025-0428

OVERALL SCORE	AI VISIBILITY	CRITICAL ISSUES
58 / 100	22% citation rate	4 require immediate action

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1. Executive Summary

This report presents the findings of an external audit of magentostoreaudit.com conducted between September 25 and October 22, 2025. The audit covered performance, mobile UX, SEO, structured data, security configuration, checkout journey, accessibility and — as a new module — AI search visibility across ChatGPT, Claude, Gemini, Perplexity, Copilot and Google AI Overviews.

The store is built on Magento 2.4.5 with a Hyvä theme, serving approximately 3,400 SKUs across 118 categories. Hosting infrastructure is on a dedicated VPS with Cloudflare CDN. Estimated monthly traffic is 68,000 sessions with 1.4% conversion to checkout.

Headline findings

- **Strong foundation, weak optimization.** The Hyvä frontend, Cloudflare CDN and Magento 2.4.5 base are solid choices, but optimization is below industry standard: mobile LCP is 4.2 s (target ≤ 2.5 s) and 4 security patches are missing.
- **Almost invisible to AI engines.** Across 18 representative AI-engine prompt tests, the store was cited only 4 times (22%). ChatGPT and Claude did not cite the store at all. Root causes: incomplete Product schema, no FAQ schema, GPTBot/ClaudeBot blocked in robots.txt, and 32% of product descriptions are under 100 words.
- **SEO is leaking.** Faceted navigation generates approximately 14,200 indexable filter URLs that compete with canonical category pages. Internal linking is shallow (average 1.4 links per product). Hreflang is configured incorrectly for the German store view.
- **Mobile checkout friction.** Checkout has 4 steps on mobile (vs guest-checkout best practice of 2). Coupon validation triggers full page reload. Apple Pay is enabled but not surfaced above the fold. Estimated cart abandonment is 71%.
- **Quick wins are available.** Applying the missing security patches, fixing the robots.txt AI-bot block, publishing /llms.txt, adding FAQ schema and compressing product images would address roughly 60% of the report's findings in under 40 hours of work.

Top-line recommendation

Run a 4-week sprint focused on: (1) security patching, (2) Product + FAQ schema rollout, (3) AI-bot robots.txt fix, (4) image pipeline overhaul. Expected outcomes within 90 days: mobile LCP ≤ 2.5 s, AI citation rate $\geq 50\%$, indexable filter URLs reduced by 90%, mobile checkout time reduced by $\sim 35\%$.

2. Audit Scope and Methodology

2.1 In scope

- Homepage, top 6 category pages, top 12 product pages (representative sample by revenue)
- Mobile and desktop renderings (Chrome, Safari, Firefox)
- Cart and checkout flow as guest and registered customer
- Public security configuration (no penetration testing)
- Core Web Vitals and PageSpeed measurements (3 runs each, 75th percentile)
- Classic SEO: indexation, structured data, internal linking, robots, sitemap, canonical strategy
- AI Visibility Module: LLM citation tests across 6 engines, 20 prompts per engine cluster
- Accessibility (WCAG 2.2 AA spot check on 5 page templates)

2.2 Out of scope

- Backend code review (requires Stage 2 access)
- Database performance review
- Custom module security review
- Penetration testing
- Implementation of any of the recommendations in this report

2.3 Tools used

Category	Tools
Performance	Google PageSpeed Insights, GTmetrix, WebPageTest (Dulles, mobile 4G profile), Chrome DevTools, Lighthouse 12.x
SEO	Google Search Console, Screaming Frog SEO Spider 21.x, Schema.org Validator, Rich Results Test
AI visibility	Direct prompt testing in ChatGPT-4, Claude, Gemini 1.5 Pro, Perplexity, Copilot, Google AI Overviews; manual citation scoring
Security headers	securityheaders.com, Mozilla Observatory, SSL Labs
Accessibility	axe DevTools, WAVE, manual keyboard + NVDA testing
Tech detection	Wappalyzer, BuiltWith, manual header inspection

3. Priority Findings Summary

Sixteen findings were identified during the audit. The table below summarizes all findings ranked by priority. Detailed treatment of the most significant items follows in Sections 4–9.

#	Priority	Finding	Area	Effort
F-0 1	Critical	4 Magento security patches missing (latest: 2.4.5-p3)	Security	Low (4h)
F-0 2	Critical	Mobile checkout LCP 5.1 s — Apple Pay / coupon flow blocked	Performance / UX	Medium (16h)
F-0 3	Critical	0 citations across ChatGPT and Claude on tested prompts	AI Visibility	Medium (24h)
F-0 4	Critical	robots.txt blocks GPTBot, ClaudeBot, PerplexityBot unintentionally	AI Visibility / SEO	Low (1h)
F-0 5	High	~14,200 indexable faceted-filter URLs polluting the index	SEO	Medium (12h)
F-0 6	High	Product schema missing brand + gtin on 87% of SKUs	SEO / AI Visibility	Medium (16h)
F-0 7	High	FAQ schema present on 12 pages, hidden in JS-only accordion	SEO / AI Visibility	Low (6h)
F-0 8	High	Product images average 1.8 MB, no WebP/AVIF served	Performance	Medium (12h)
F-0 9	High	On-site search relevance untuned — 0-result rate 18%	UX / Conversion	Medium (20h)
F-1 0	Medium	32% of products have descriptions under 100 words	Content / AI Visibility	High (60h)
F-1 1	Medium	Open Graph image missing on category pages	SEO / Social	Low (3h)
F-1 2	Medium	No /llms.txt published	AI Visibility	Low (4h)
F-1 3	Medium	Mobile menu CLS = 0.28 (target ≤ 0.10)	Performance / UX	Low (4h)
F-1 4	Medium	Hreflang misconfigured on German store view	SEO (i18n)	Low (3h)
F-1 5	Low	Footer trust badges dated 2022	Trust	Low (1h)

#	Priority	Finding	Area	Effort
F-16	Low	SSL certificate expires in 47 days (no auto-renew alert)	Security ops	Low (1h)

4. Performance Findings

4.1 Core Web Vitals by page type

Measured at the 75th percentile, mobile 4G profile, US East. Three runs averaged. Field data not available — readings are lab measurements only.

Page type	LCP	INP	CLS	TTFB	Verdict
Homepage	3.4 s	240 ms	0.08	680 ms	Needs Improvement
Category (mobile)	4.2 s	310 ms	0.18	720 ms	Poor
Product (mobile)	4.6 s	290 ms	0.12	740 ms	Poor
Cart	2.9 s	180 ms	0.04	660 ms	Needs Improvement
Checkout (mobile)	5.1 s	420 ms	0.06	780 ms	Poor
Search results	3.8 s	260 ms	0.09	710 ms	Needs Improvement
Homepage (desktop)	2.4 s	120 ms	0.05	620 ms	Good

4.2 Payload analysis (mobile, homepage)

Resource	Size	Requests	Issue
HTML	42 KB	1	OK
CSS	186 KB	8	OK — Hyvä keeps CSS slim
JavaScript	1.42 MB	34	Heavy — chat widget + 4x analytics
Images	3.8 MB	24	Heavy — average product image 1.8 MB, no WebP
Fonts	210 KB	4	OK
Third-party	640 KB	18	Tidio chat, Klaviyo, Hotjar, GA4, 4 pixels
Total	6.30 MB	89	Target ≤ 1.5 MB total

4.3 Specific issues

- **Hero image:** 1.6 MB JPEG, 2400×1600 px, no responsive srcset. Single biggest LCP contributor on homepage.
- **Render-blocking JS:** Tidio chat loader at 96 KB synchronous on every page including checkout. Delays LCP by ~700 ms.

- **Fourth-party scripts:** Klaviyo loads Segment which loads Heap. The third-party cascade adds ~280 ms blocking time.
- **Product gallery:** Loads all 8 high-res images on initial render. Lazy-loading not applied.
- **Cache misconfiguration:** Static assets served with Cache-Control: max-age=86400. Should be ≥ 1 year with hashed filenames.

5. AI Visibility Findings

This section documents the store's presence in AI-driven search and answer engines. Twenty representative prompts were tested across six engines (120 prompt-engine combinations); 18 were retained for scoring after filtering for non-comparable outputs.

5.1 AI Citation Scorecard

AI Engine	Prompts Tested	Cited	Citation Rate	Notes
ChatGPT (GPT-4 + web)	18	0	0%	Store not found in any test prompt.
Claude (Sonnet 4.5)	18	0	0%	Store not surfaced; ClaudeBot blocked.
Perplexity	18	1	6%	1 citation, brand prompt only, no product.
Gemini 1.5 Pro	18	1	6%	Cited in a category comparison prompt.
Google AI Overviews	18	2	11%	Appeared in 2 of 18 product queries.
Copilot (Bing-backed)	18	0	0%	Not cited.
Overall	108	4	22%	Significantly below 50% baseline target

5.2 Prompt-by-prompt detail (sample)

Prompt cluster	GPT	Claude	Perp.	Gem.	AIO	Cop.
Brand discovery ("is magentostoreaudit.com trustworthy?")	—	—	✓	—	—	—
Category: best waterproof hiking boots under \$200	—	—	—	—	✓	—
Product spec: "Vortex 3-person tent weight"	—	—	—	—	—	—
Comparison: "Patagonia vs Arc'teryx rain jacket"	—	—	—	—	—	—
Purchase intent: "where to buy Osprey backpack"	—	—	—	—	✓	—

Prompt cluster	GPT	Claude	Perp.	Gem.	AIO	Cop.
Support: "how do I return camping gear"	—	—	—	—	—	—
Category alt: "top-rated outdoor stores 2025"	—	—	—	✓	—	—
Long-tail: "best dry bags for kayaking under \$50"	—	—	—	—	—	—
Brand alt: "magentostoreaudit reviews"	—	—	—	—	—	—
Local: "outdoor gear delivery in Texas"	—	—	—	—	—	—

5.3 Traffic mix — last 30 days

Source: Google Analytics 4, custom channel grouping. Window: September 22 – October 21, 2025.

Channel	Sessions	% of Total	Conv. Rate	AOV
Google Organic	39,820	58.2%	1.4%	\$74
Direct	11,400	16.7%	2.8%	\$82
Paid Search	7,650	11.2%	1.9%	\$71
Email	3,920	5.7%	4.6%	\$96
Social	2,460	3.6%	0.7%	\$58
Referral	2,840	4.2%	1.8%	\$78
ChatGPT	186	0.27%	3.2%	\$104
Perplexity	98	0.14%	4.1%	\$112
Google AI Overview	84	0.12%	2.4%	\$88
Other AI engines	44	0.06%	2.1%	\$92
AI Total	412	0.60%	3.2% (≈2.3× organic)	\$101 (≈+37%)

AI traffic interpretation

AI sessions are still under 1% of total — below the 1% strategic-channel threshold. However, AI conversion rate is 2.3× organic and AOV is +37% above organic. Even modest improvement in AI citation rate (target 50% by end of Q1) would meaningfully grow this high-quality channel.

Estimated impact: lifting citation rate from 22% to 50% should produce ~900–1,200 additional monthly sessions at ≈3% conversion = ~30 additional orders/month at \$100 AOV ≈ \$3,000/month incremental revenue.

5.4 AI crawler access (robots.txt review)

Current robots.txt at <https://magentostoreaudit.com/robots.txt> contains the following AI-related directives:

```
User-agent: GPTBot
Disallow: /
User-agent: ClaudeBot
Disallow: /
User-agent: PerplexityBot
Disallow: /
```

Root cause for 0% ChatGPT / Claude citation rate

These directives appear to have been added 18 months ago following a one-off press recommendation about "AI scraping protection." In their current form they fully block the bots responsible for both training-time and live-citation crawling.

Recommendation: remove the blanket Disallow for GPTBot, ClaudeBot, PerplexityBot, OAI-SearchBot and ChatGPT-User. Optionally retain Disallow for CCBot if Common-Crawl-based training is a concern.

5.5 Schema coverage for AI ingestion

Schema type	Status	Coverage	Recommendation
Product + Offer	Partial	94% pages, missing brand + gtin on 87%	Populate brand, gtin13, mpn from PIM.
AggregateRating + Review	Partial	61% of products with reviews	Wire reviews module to JSON-LD on all SKUs.
FAQPage	Broken	12 pages, content hidden in accordion	Make content visible without JS interaction.
BreadcrumbList	OK	100%	No change.
Organization	Partial	Present; no sameAs links	Add sameAs to Facebook, Instagram, Trustpilot, LinkedIn.
WebSite + SearchAction	Missing	0%	Add to homepage for sitelink searchbox.
HowTo	Missing	0%	Add to top 10 guide articles.
Article	OK	Blog covered	No change.
ItemList	Missing	0%	Add to category pages.

Schema type	Status	Coverage	Recommendation
VideoObject	Missing	N/A	Add when product video pilot launches.

5.6 Content fitness for AI ingestion

Element	Audit result	Target
Product description length (avg)	146 words	300–600 words
Products under 100 words	32%	≤ 5%
Unique product copy ratio	71%	≥ 90%
Attribute table on PDP	Missing	Present on all PDPs
FAQ per product / category	No	3–8 per product
Comparison / vs pages	0 pages	Top 20 product pairs
Author bylines on blog	Partial	Real bylines on all articles
Updated-on dates on guides	Missing	Visible on all evergreen content
Image alt descriptiveness (sample 50)	44% generic	≤ 5% generic
/llms.txt published	No	Published

6. SEO Findings

6.1 Indexation

Metric	Value	Verdict
URLs in XML sitemap	3,484	OK
URLs indexed (GSC, est.)	17,420	Index bloat
Difference (extra)	~14,000	Faceted filter URLs leaking
Pages with noindex (intended)	62	OK
404 pages found by crawl	147	Mostly old PDPs — set up 301s
Pages with thin content (<150w)	1,088	32% of catalog

6.2 On-page SEO issues

- **Title tags:** 94% within length budget. 6% on category pages exceed 65 characters and are truncated in SERPs.
- **Meta descriptions:** Generated from a template for 78% of products — duplicate phrasing across 2,400 SKUs.
- **H1 tags:** Two H1s on homepage (logo H1 + welcome H1). Fix to single H1.
- **Canonicals:** Self-referencing canonicals on filter URLs — should canonicalize to base category URL or noindex.
- **Hreflang:** German store view returns x-default + de-DE only; missing reciprocal links from English version.
- **Internal linking:** Average 1.4 internal links per product page. "Related products" block disabled. "Frequently bought together" missing.
- **Open Graph:** Homepage and product pages have og:image; category pages do not.

6.3 Sample SERP appearance audit

Query	Position	Title	Issue
waterproof hiking boots	Page 2 #14	Waterproof Hiking Boots Magento Store Audit	Generic title
best 3 person tent under 300	Not in top 50	—	No matching content
osprey atmos 65 review	Page 3 #28	Osprey Atmos AG 65 - Magento Store Audit	Thin content

Query	Position	Title	Issue
camping stove for backpacking	Page 1 #7	Backpacking Stoves - Free Shipping	OK
site:magentostoreaudit.com	—	17,420 results	Index bloat

7. UX and Conversion Findings

7.1 Funnel snapshot (last 30 days)

Funnel step	Sessions	Step CR	Cumulative
Landed on site	68,420	—	100.0%
Viewed category or PDP	47,510	69.4%	69.4%
Add to cart	8,140	17.1%	11.9%
Initiated checkout	2,820	34.6%	4.1%
Completed purchase	964	34.2%	1.41%

Funnel observations

Cart-to-checkout drop is acceptable (66% bounce, near industry median).

Checkout-to-purchase loss of 66% is high — points to friction in the checkout itself (see F-02).

Site-wide CR of 1.41% is below the outdoor-gear category average (≈1.8%). Target: 1.8–2.2%.

7.2 Checkout audit (mobile)

- 4 steps: shipping address → shipping method → payment → review. Best practice ≤ 2 with progressive disclosure.
- Guest checkout works but is visually de-emphasized — "Sign in" button is larger and placed above.
- Apple Pay enabled in admin but not exposed in the express-checkout bar.
- Coupon code field triggers full-page reload on apply (3.4 s blocking).
- Field validation is server-side only — feedback delay 600 ms.
- Phone number field marked required but checkout completes when left blank — silent data loss.
- Shipping options recalculate on every address-line keystroke — 6 unnecessary AJAX calls per address entry.

7.3 Product page audit (mobile)

- Hero image fully obscures the price and add-to-cart on first viewport — user must scroll.
- Reviews block loads via JavaScript only — bot crawl misses the content.
- Delivery estimate is generic ("3–7 business days"); no postcode-based ETA.
- Size chart opens in a modal that breaks browser back-button on iOS Safari.
- "Add to wishlist" requires login — friction without clear benefit messaging.

7.4 Search audit

- Search bar is collapsed behind a magnifier icon on mobile — 1 extra tap.
- Autocomplete returns up to 5 products but no categories or content.
- Typo tolerance is poor: "osprey" works, "ospreyy" returns 0 results.
- Synonyms not configured: "sleeping bag" and "sleep sack" return different result sets.
- Zero-result rate: 18% of internal searches return no results.
- No semantic / AI search — recommend Klevu, Algolia or Adobe Live Search pilot.

8. Security and Accessibility Findings

8.1 Public security configuration

Check	Result	Severity
SSL valid	Yes — Let's Encrypt, expires Dec 9 2025	Low
SSL grade (SSL Labs)	A	Low
HSTS	Missing on root domain	Medium
CSP	Not set	Medium
X-Frame-Options	SAMEORIGIN — OK	Low
X-Content-Type-Options	nosniff — OK	Low
Referrer-Policy	Not set	Low
Magento version leakage	Visible in static-asset path /static/version1709...	Medium
Admin path	/admin redirects but obfuscation absent	Medium
composer.json public	Not exposed	Low
Patch level	2.4.5 — missing 4 of 22 since release	Critical
CAPTCHA on login / newsletter	Enabled on login; not on newsletter	Medium

8.2 Accessibility (WCAG 2.2 AA — sampled)

Criterion	Pages tested	Issues found
Color contrast (1.4.3)	5	3 — primary CTA on banner fails (3.8:1)
Keyboard navigation (2.1.1)	5	2 — mega menu trap on Tab; close-X not focusable in mobile modals
Form labels (3.3.2)	3	1 — checkout coupon field uses placeholder as label
Image alt (1.1.1)	5	5 — 44% of product images have generic alt = SKU
Heading order (1.3.1)	5	2 — homepage double H1; product page jumps H2 → H4

Criterion	Pages tested	Issues found
Focus visible (2.4.7)	5	1 — focus ring removed from custom buttons in cart
EU Accessibility Act statement	—	Missing — required for EU sales from June 2025

9. Detailed Findings (Selected)

Five of the highest-priority findings are documented in full below. The remaining findings will be delivered in the accompanying spreadsheet with the same level of detail.

F-01 — Magento security patches missing

Area	Security
Priority	Critical
Evidence	Current installation is Magento 2.4.5 base. 22 security patches have been released since 2.4.5 (latest 2.4.5-p3 + 2.4.6-p7 + 2.4.7 series). Detection: php bin/magento setup:db:status (not accessible without Stage 2 access) — inferred from version leakage in static asset path /static/version1709873421/ which predates the most recent patches.
Impact	Multiple CVEs in unpatched range, including remote code execution (CVE-2024-39397) and admin-bypass classes. Acquirer-side PCI compliance is at risk if a quarterly scan flags missing patches.
Recommendation	Apply 2.4.5-p3 + p4 cumulative patches immediately. Plan minor upgrade to 2.4.7-p4 within Q1 2026.
Estimated effort	4 hours patch + 2 hours regression test
Owner	Magento engineering

F-03 — Zero citations in ChatGPT and Claude across all test prompts

Area	AI Visibility
Priority	Critical
Evidence	18 representative prompts run on both ChatGPT (GPT-4 + web) and Claude (Sonnet 4.5) returned zero references to magentostoreaudit.com — including brand queries ("is magentostoreaudit.com trustworthy?") and category queries where the store should rank.
Impact	Two of the most-used consumer AI products cannot surface the store at all. As AI-mediated discovery grows (currently 0.6% of sessions but +28% MoM), continued invisibility compounds the loss.
Recommendation	Combined fix: (a) remove blanket Disallow for GPTBot, OAI-SearchBot, ChatGPT-User, ClaudeBot, Claude-User and PerplexityBot in robots.txt (F-04); (b) implement complete Product + FAQ schema (F-06, F-07); (c) publish /llms.txt with brand, top-50 products, policies (F-12).
Estimated effort	Combined ~28 hours across F-04, F-06, F-07, F-12
Owner	SEO / Magento engineering

F-05 — Faceted-navigation URLs polluting the index

Area	SEO
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Priority	High
Evidence	GSC reports ~17,420 indexed URLs. XML sitemap contains 3,484. Difference is largely faceted filter URLs of the pattern /category/?color=red&size=L. Sample: 14,200+ filter combinations are crawlable, returning self-referencing canonicals.
Impact	Crawl budget waste, ranking dilution across canonical category vs filter variants, duplicate-content signals. Major contributor to the gap between organic potential and observed traffic.
Recommendation	Canonicalize filter URLs to the base category URL. Apply meta noindex, follow to URLs with > 2 filter parameters. Block ?p= pagination from index. Update robots.txt to disallow ?color=, ?size=, ?brand= patterns where appropriate.
Estimated effort	12 hours implementation + 4 weeks observed recrawl
Owner	SEO + Magento engineering

F-07 — FAQ schema present but content hidden in JavaScript-only accordion

Area	SEO / AI Visibility
Priority	High
Evidence	12 category landing pages emit FAQPage JSON-LD via the theme. The visible accordion content is injected by JS on user interaction and is absent from the initial HTML. Validator passes, but Googlebot's rendered DOM shows mismatched content.
Impact	Risk of manual penalty for hidden/cloaked schema. Even without penalty, AI engines (Perplexity, AI Overviews) prefer FAQ content visible in source HTML for citation. Currently FAQ schema is delivering no citation value.
Recommendation	Pre-render FAQ answers into the initial HTML (open by default or via CSS-only collapsed state). Re-validate with Rich Results Test. Re-submit affected URLs in GSC.
Estimated effort	6 hours frontend
Owner	Frontend developer

F-08 — Product images average 1.8 MB, no WebP / AVIF served

Area	Performance
Priority	High
Evidence	Sample of 200 product images: average 1.82 MB, 100% JPEG. Cloudflare Polish not enabled. Magento native image resize not in use — images served at original upload resolution. Hero image on homepage = 1.6 MB JPEG, 2400×1600 px.
Impact	Primary driver of mobile LCP failure (4.2–4.6 s on category/product pages). On 4G, image bytes alone account for ~3.8 s of the LCP path.
Recommendation	Enable Cloudflare Polish in lossy mode (1-click). Long-term: integrate Fastly IO, Cloudinary or a Hyvä-compatible Magento image module (e.g.

	magemodule/webp). Generate srcset breakpoints at 360 / 720 / 1080 / 1440 px. Add loading="lazy" to off-screen images.
Estimated effort	12 hours implementation
Owner	Magento engineering / DevOps

10. Recommended Roadmap

The following roadmap prioritizes findings by impact-to-effort ratio. Estimated effort is for a single Magento engineer; faster delivery is possible with parallel workstreams.

10.1 Immediate (0–7 days)

#	Action	Effort	Expected outcome
F-01	Apply Magento 2.4.5-p3 + p4 security patches	6 h	Closes 22 known CVEs
F-04	Remove GPTBot / ClaudeBot / PerplexityBot Disallow from robots.txt	1 h	AI crawlers can index — citation potential unlocks
F-15	Update footer trust badges + current year	1 h	Trust signal refresh
F-16	Configure SSL auto-renew alert	1 h	Prevents accidental cert expiry

10.2 Short term (2–4 weeks)

#	Action	Effort	Expected outcome
F-08	Enable Cloudflare Polish + add srcset to PDP/PLP	12 h	Mobile LCP → ~2.6 s (target 2.5 s)
F-07	Pre-render FAQ accordion content	6 h	FAQ schema becomes citable; manual-action risk closed
F-06	Populate Product schema brand + gtin + mpn	16 h	Eligibility for AI Overview product cards
F-05	Canonicalize / noindex faceted filter URLs	12 h	Index size → ~4,000; crawl budget freed
F-12	Publish /lms.txt + /ai.txt	4 h	AI agents receive curated entry points
F-02	Mobile checkout: surface Apple Pay, fix coupon AJAX, async validation	16 h	Checkout LCP → ~3.0 s, drop-off reduced ~10%
F-11	Add Open Graph image to category templates	3 h	Social-shared category pages render properly
F-13	Fix mobile menu CLS	4 h	CLS → ≤ 0.10
F-14	Reciprocal hreflang on German store view	3 h	Hreflang validation passes

10.3 Medium term (1–3 months)

#	Action	Effort	Expected outcome
F-09	Klevu / Algolia / Adobe Live Search pilot — 1 store view	20 h + license	0-result rate < 5%, search CR ≥ 1.5×
F-10	Product description program — top 500 SKUs to 300+ words with attribute tables + FAQs	60 h (or external copywriting team)	Unique copy ratio → 90%; +citation rate
—	Klaviyo / Tidio / Hotjar audit — consolidate or async-load	8 h	Mobile JS payload –400 KB
—	EU Accessibility Act statement + WCAG 2.2 AA remediation pass	40 h	Legal compliance for EU sales
—	Build out top-20 comparison ("X vs Y") pages from on-site search data	40 h	AI citation surface expanded

10.4 Long term (3–12 months)

#	Action	Effort	Expected outcome
—	Magento 2.4.7-p4 minor upgrade (current LTS line)	60 h	Supported version, security parity
—	On-site AI assistant pilot — RAG over product catalog + policies	120 h	+5–10% AI assist rate; deflect ~30% of support tickets
—	Headless storefront evaluation (Hyvä → Next.js commerce)	Discovery 40 h	Strategic decision document
—	Full review + B2B portal modernization scope	20 h discovery	Roadmap for B2B growth

Projected 90-day outcomes if all immediate + short-term items shipped

- Mobile LCP: 4.2 s → ≤ 2.5 s
- AI citation rate: 22% → ≥ 50% (estimated)
- Indexed URLs: ~17,420 → ~4,000
- Mobile checkout completion: +8 to +12 percentage points

- Estimated incremental revenue: \$3,000–\$6,000/month from AI traffic alone; broader CR uplift not modeled here

11. About MagentoHUB and Next Steps



MagentoHUB (HUB LLC) is a specialist Magento and Adobe Commerce partner helping eCommerce businesses worldwide audit, optimize and modernize their online stores. With offices in the United States and the European Union, we deliver this two-step audit framework — including the AI Visibility module documented in this report — to merchants, agencies and technology partners across multiple regions and industries.

If you would like to discuss Stage 2 (deep technical audit with access) or implementation of any of the recommendations in this report, please get in touch via the contact details below.

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