

# Public Goods

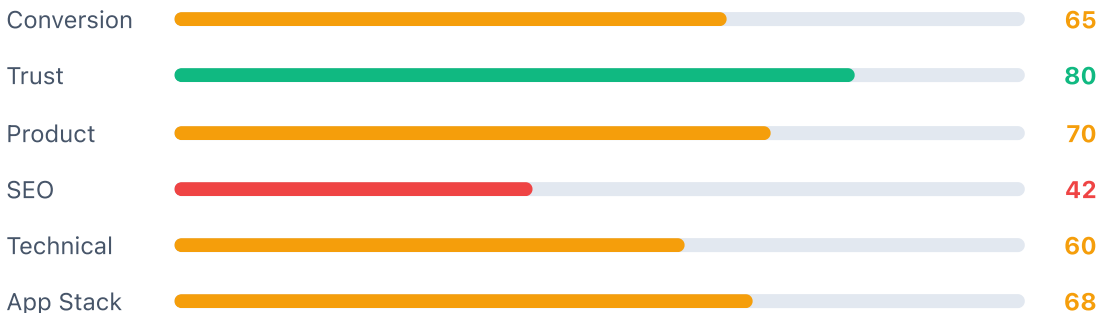
https://publicgoods.com

ESTABLISHED STORE



OVERALL SCORE

### BY CATEGORY



## Page Speed

### REAL USER EXPERIENCE (CRUX)

● Core Web Vitals: Failed

LCP	INP	CLS
2.9 s	170 ms	0.03
—	Good	Good

Based on real Chrome users — last 28 days — p75

DIAGNOSTIC SCORE (LIGHTHOUSE) *Timed out — store too heavy for lab analysis*

*Lighthouse score unavailable. Real-user CrUX data above is authoritative.*

## Executive Summary

This audit identified **8 issues**: **1 revenue-critical**, **5 moderate**, and **2 minor**. The three issues below have the highest immediate revenue impact and should be addressed in the first two weeks.

## H1 tag hijacked by stock warning message

📍 Site-wide (Homepage, Product, Collections)

The primary H1 on every page is a 'purchase limit' warning, which destroys keyword relevance and prevents search engines from identifying the actual product or brand name.

### Effort vs. Impact

Not all fixes are equal. This matrix maps every finding by how hard it is to implement versus how much revenue it protects. Start with **Quick Wins** — high impact, lower effort. Save **Big Bets** for your next sprint.

#### ⚡ Quick Wins

High impact, lower effort — do this week

- H1 tag hijacked by stock warning message

#### 🔥 Big Bets

High impact, high effort — plan and sprint

None

#### 🎯 Easy Fixes

Minor gains, low effort — batch when ready

- Significant alt text gaps on product images
- Membership friction in cart checkout flow
- Small text (<12px) detected on mobile

#### 🕒 Deprioritize

High effort, low payoff — skip for now

- Redundant review platforms (Okendo & Trustpilot)
- JavaScript 'Request' construction error
- App overload (16 third-party scripts)
- Missing COOP security header

← LOWER EFFORT

HIGHER EFFORT →

### All Findings 8 total

#### ● REVENUE-CRITICAL (1)

## H1 tag hijacked by stock warning message

📍 Site-wide (Homepage, Product, Collections)

The primary H1 on every page is a 'purchase limit' warning, which destroys keyword relevance and prevents search engines from identifying the actual product or brand name.

**FIX** Move the 'Heads up' warning to a standard div or span and restore the actual product title or brand name to the H1 tag.

#### ● MODERATE (5)

## Redundant review platforms (Okendo & Trustpilot)

📍 Global / Product Pages

Running two review platforms creates redundant subscription costs, fragments social proof, and adds unnecessary JavaScript weight to every page load.

📉 *Estimated leak: ~\$2K-\$6K/year*

**FIX** Consolidate to a single review platform (preferably Okendo for Shopify deep integration) and redirect all Trustpilot traffic to the primary source.

## JavaScript 'Request' construction error

📍 Global / Console

The error 'Cannot construct a Request with a Request object that has already been used' indicates a failure in the site's fetch/API logic, which can break dynamic cart updates or membership checks.

📉 *Estimated leak: ~\$80K-\$240K/year*

**FIX** Identify the script (likely a custom membership or cart handler) attempting to reuse Request objects and update it to clone the request or create a new instance.

## Significant alt text gaps on product images

📍 Product Page (Stoneware Planter)

Only 13 out of 43 images on the audited product page have alt text, missing out on significant Google Image Search traffic and failing accessibility standards.

📉 *Estimated leak: ~\$80K-\$240K/year*

**FIX** Implement a systematic audit of product image alt text; ensure every variant and lifestyle image has a descriptive, keyword-rich alt tag.

## App overload (16 third-party scripts)

📍 Global

Every additional script increases Total Blocking Time (TBT), particularly on mobile, where high latency can lead to a 10-20% drop in conversion for every second of delay.

📉 *Estimated leak: ~\$80K-\$240K/year*

**FIX** Conduct a script audit; remove any legacy tracking pixels (like UA) or apps that are not actively contributing to at least 2% of total revenue.

## Membership friction in cart checkout flow

📍 Cart Drawer / /cart

The 'Shop as Non-Member' vs 'Shop as Member' choice creates a cognitive hurdle at the most sensitive part of the funnel, potentially increasing cart abandonment.

📈 *Estimated leak: ~\$160K-\$480K/year*

**FIX** Default to the most common path and use a 'toggle' or 'one-click' upgrade within the checkout rather than forcing a binary choice before the user can proceed.

### ● MINOR (2)

## Small text (<12px) detected on mobile

📍 Mobile Viewport (375x667)

Text smaller than 12px is difficult to read on mobile devices, leading to user frustration and higher bounce rates for older or visually impaired demographics.

**FIX** Update CSS media queries to ensure all body and utility text is at least 14px on mobile devices.

## Missing COOP security header

📍 HTTP Headers

Missing Cross-Origin-Opener-Policy (COOP) leaves the store slightly more vulnerable to cross-origin attacks that can compromise user session data.

**FIX** Add 'Cross-Origin-Opener-Policy: same-origin' to your server response headers or via a security app.

## App Stack

### ✓ DETECTED (16)

Klaviyo

Google Analytics 4

TikTok Pixel

Mixpanel

Microsoft Ads

Microsoft Clarity

Okendo

Facebook Pixel

HubSpot Chat

Trustpilot

Google Ads

Google Tag Manager

Clarity

VWO

Rivo

Rewards

### △ MISSING (1)

#### Missing: Post-Purchase Upsell

Established stores with high SKU counts like Public Goods miss significant 'second-chance' revenue by not offering one-click upsells after the checkout is completed.

## 30-Day Fix Roadmap

Priority order is based on revenue impact, not technical complexity. Revenue-critical issues (Week 1–2) should be addressed before anything else.

WHEN	FINDING	CATEGORY
Week 1 – 2	H1 tag hijacked by stock warning message	SEO
Week 3 – 4	Redundant review platforms (Okendo & Trustpilot)	APPSTACK
Week 3 – 4	JavaScript 'Request' construction error	TECHNICAL
Week 3 – 4	Significant alt text gaps on product images	SEO
Week 3 – 4	App overload (16 third-party scripts)	APPSTACK
Week 3 – 4	Membership friction in cart checkout flow	CRO
When bandwidth allows	Small text (<12px) detected on mobile	CRO
When bandwidth allows	Missing COOP security header	TECHNICAL

## Technical Appendix

### MOBILE PAGESPEED

—

Not available

### JS EXCEPTIONS

1

0 console errors

Failed to construct 'Request': Cannot construct a Request with a Request object that has already been used.

### BROKEN IMAGES

0

404 / network failures

### Your Agency

Audit prepared exclusively for this store.

hello@youragency.com

youragency.com