

SEO Audit: Country Road (m.countryroad.com.au)

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1. Executive Summary

Country Road demonstrates strong market presence with a domain authority of 55 and significant organic traffic reaching 816,000 monthly visitors. However, the site is hindered by critical technical debt and performance bottlenecks that negatively affect conversion rates.

This audit encompasses performance, infrastructure, content, and authority, providing a roadmap to bridge the gap between high visibility and optimal user conversion.

2. Performance & Core Web Vitals

Mobile performance is currently the highest risk area. With a 10.3MB page payload and 4.8s JavaScript execution, the user experience is suffering, leading to higher bounce rates.

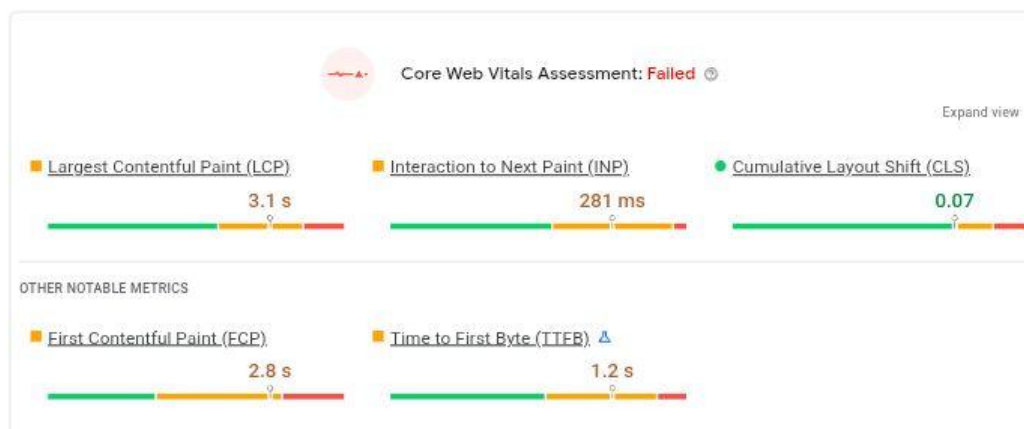


Figure 1: Core Web Vitals Assessment - Critical Metrics

Metric	Current Value	Target
LCP	12.5s	< 2.5s
TBT	900ms	< 200ms
CLS	0.195	< 0.10
Speed Index	13.4s	< 3.4s

3. Technical Infrastructure & Robots.txt

Technical architecture requires immediate attention to ensure crawl efficiency. The robots.txt file manages access, but overall site consolidation is required.

```
User-agent: *
Allow: /

Disallow: /*Z=*
Disallow: /*z=*
Disallow: /*5B*
Disallow: /*[*
Disallow: /*q=*
Disallow: /*action*
Disallow: /*bvstate*
Disallow: /*catid=*
Disallow: /cart*
Disallow: /checkout*
Disallow: /complete*
Disallow: /payment*
Disallow: /CR_DigitalWallet.ashx

# AdsBot-Google has to be blocked explicitly (https://support.google.com/adwords/answer/2404197?hl=en)
User-agent: AdsBot-Google
Disallow: /default.aspx*
```

Figure 2: Current Robots.txt Ruleset

Critical Technical Findings

- **Server Response Time (TTFB):** 3,063ms; target < 1,000ms.
- **Canonicalization:** Fragmented authority across five subdomains (www, m, shop, outlet).
- **Constraint:** Robots.txt correctly blocks transactional paths, but requires strict oversight to avoid crawler gaps.

4. On-Page SEO & Content Strategy

Content is currently brand-heavy but lacks the structural optimization required for search engine preference. We identified significant gaps in meta-data and hierarchy.

Key Findings:

- **Fix 40+ Headers:** Immediate remediation required for missing H1 tags.
- **Structural Gaps:** 44 pages are missing primary H1 tags.
- **Duplicate Content:** 8 pages require canonical consolidation.
- **Conversion Gap:** Lack of bottom-of-funnel keyword focus.

Recommendations:

- Implement a systematic H1 update strategy.
- Pivot content focus towards high-intent conversion queries (e.g., "buy linen shirt online").

5. Off-Page SEO & Authority Analysis

While the domain authority is robust at 55, the dilution caused by multiple subdomains is suppressing the site's maximum potential. Authority is currently scattered rather than concentrated on the primary domain.

Strategic Action:

Consolidate all subdomains (m., shop., outlet.) to <https://www.countryroad.com.au>. This will consolidate backlink equity and signal a single source of truth to search engines, improving rankings across the board.

6. User Experience (UX) & Conversion

A 25/100 performance score directly correlates to poor mobile conversion. Users are experiencing long loading times (TTFB > 3s), which forces abandonment.

Conversion Roadmap:

- **Asset Optimization:** Compress hero images and defer off-screen JavaScript.
- **Mobile First:** Prioritize mobile rendering paths to match target speed thresholds.
- **Schema Markup:** Deploy Product, FAQ, and Organization schema.

7. Implementation Roadmap

To address the findings, we recommend a phased approach over the next quarter:

Phase	Priority	Action Item
Immediate	Critical	Image compression, JS deferral, Robots.txt audit, Fix 40+ Headers.
Short-Term	High	Consolidate subdomains, Fix Title tags.
Mid-Term	Medium	Implement Schema, pivot to high-intent content.