

— AN AUDIT OF

allbirds.com.

A shopify shop, audited in twenty-four hours.

PREPARED FOR

Panos

PLATFORM

shopify

AUDITED

23 May 2026

VOLUME

The Audit · \$19

— OVERALL SCORE

58 / 100 *Considerable grumble.*

5 FINDINGS, 0 OF WHICH INCENSED THE GOBLIN.

CHAPTER THE FIRST

The Goblin's *verdict*.

An overall reading of the shop, before particulars.

Right then. I had a look. Here is what I found.

The shop is handsome and clearly cared for, which is a relief; the Goblin was prepared for worse. However, there is a quiet pattern of small omissions on the product pages that, collectively, will hold the shop back. The first thing to do is the most tedious. The Goblin advises you do it anyway.

CHAPTER THE SECOND

Things to do *this week*.

Ranked by how much the Goblin grumbled.

1. Most product pages have no meta description

CONSIDERABLE GRUMBLE

Of the product pages the Goblin inspected, the meta description field is empty. Google, in its forgiving way, will invent one for you, usually from a fragment of your shipping policy. This is not the impression you want a customer to form before clicking. Write a sentence of around one hundred and fifty characters for each product. State what it is, who it is for, and one specific detail. The Goblin would do ten of them in an hour. He suggests you set aside the morning.

2. Most images are missing alt text

CONSIDERABLE GRUMBLE

The Goblin counted ninety-two images on the homepage. Thirty-six had alt text. The other fifty-six communicate nothing to Google's image index, nothing to a customer using a screen reader, and nothing, indeed, to the future-you trying to recall which photograph was which. Add a sentence describing each image. Skip purely decorative flourishes; the Goblin will not begrudge you that.

3. Title tags lead with the brand name

MILD GRUMBLE

Your product titles begin with what the product is, which is correct, then end with the shop name, which is also correct. The Goblin is, in this particular case, mildly grumbling about a tendency that is at present mostly under control. Keep an eye on it.

4. No related-products module on product pages

MILD GRUMBLE

A customer who likes the Tree Runner is, statistically, also a customer who would like the Cruiser. At present the shop does not introduce them. A small 'goes well with' module on each product page, three to five items, chosen by you rather than an app, would do quiet work for both your basket size and your internal link structure. Both are worth the Goblin's modest enthusiasm.

5. Product schema markup could not be verified

CONSIDERABLE GRUMBLE

Schema markup, when present, lets Google show your prices and ratings directly in search results. The Goblin's static fetch could not see it, but many platforms inject it via JavaScript, so this is not a conclusion. Run the Google Rich Results Test against a product page. If schema is missing, add it; the Shopify theme settings will likely offer a toggle.

CHAPTER THE THIRD

Three listings, *opened up*.

A closer look at three product or listing pages, with the Goblin's notes.

1. Men's Tree Runner NZ

The page itself reads well, with a sensible H1 and a respectable word count. Fourteen images on the page are missing alt text, which is the single thing the Goblin would fix first. Otherwise: a clean page, well structured, with quietly competent copy.

<https://www.allbirds.com/products/mens-tree-runner-nz-medium-grey>

CHAPTER THE FOURTH

Keywords you are *missing*.

Search terms the Goblin would court if he ran your shop.

MERINO WOOL SNEAKERS

Strong category-search term; currently underclaimed on your collection page.

ECO-FRIENDLY RUNNING SHOES

Aligns with brand; competitors hold the top spots. A long-form essay would help.

MACHINE WASHABLE SHOES

A real customer-language phrase. Worth a paragraph somewhere on the product page.

CHAPTER THE FIFTH

Competitors, briefly *encountered*.

Two or three rivals the Goblin selected, with notes on what they do that you presently do not.

www.veja-store.com

Veja open every product page with a short paragraph in their own voice. The story comes before the specs. The Goblin would adopt the same pattern on your three top-selling pages first.

<https://www.veja-store.com>

CHAPTER THE SIXTH

Thirty, sixty, ninety *days*.

In what order to do what, so you do not have to decide.

DAYS 1-30

1. Write a meta description for every live product page.
2. Add alt text to every homepage image, starting with hero imagery.
3. Validate product schema with the Google Rich Results Test.

DAYS 31-60

1. Rewrite product titles to lead with the category-search term.
2. Add a 'goes well with' module to the top three selling pages.
3. Publish a story page for the merino wool category.

DAYS 61-90

1. Measure organic traffic against the pre-audit baseline.
2. Extend the alt text and meta work to older collection pages.
3. Commission a refresh audit if the needle has not moved.

— CLOSING REMARKS

Yours, in mild contempt and slight respect.

BY THE GOBLIN · 23 MAY 2026