

Page MRI — k0k1man.com

Full structural diagnostic report

SCANNED URL	https://instacart.com/
FINAL URL	https://www.instacart.com/
SCAN DATE	May 26, 2026 21:26 UTC
STATUS	DONE

Findings

6 WARNING · 4 PASS · 4 INFO

SEV	CATEGORY	FINDING	DETAIL
WARNING	Redirects	High redirect chain latency	Total redirect latency: 1002ms — latency above 800ms adds measurable load time.
WARNING	Title	Title exceeds 60 characters	65 characters — Google typically truncates snippets around 60 chars; front-load...
WARNING	Meta Description	Meta description exceeds 160 characters	303 characters — will likely be truncated in search results; keep to 70–160 cha...
WARNING	Structured Data	No structured data found	Add JSON-LD Schema.org markup to qualify for rich results (FAQs, reviews, produ...
WARNING	Tracking Tags	GTM detected but GA4 not found	Google Tag Manager is present but GA4 is not detected. Measurement may be incom...
WARNING	AI Visibility	20 heading(s) missing from reader version	AI crawlers and reader-mode renderers may not surface these headings. Content m...
PASS	Page Size	Page size within acceptable range	512.6 KB — under the 2 MB threshold
PASS	Redirects	Clean redirect chain	1 redirect hop — within the recommended range
PASS	Canonical	Canonical tag present	Points to: https://www.instacart.com/
PASS	Tracking Tags	5 tracking tag(s) detected	—
INFO	Page Size	Page size measured	512.6 KB
INFO	Accessibility	HTML language attribute detected	lang="en-US" — helps search engines and screen readers identify content language
INFO	Images	Images found on page	15 images detected
INFO	Social Tags	Open Graph tags present	og:title / og:description / og:image detected — controls appearance when shared...

Meta & Title

TITLE	Instacart Grocery Delivery or Pickup from Local Stores Near You (65 chars)
DESCRIPTION	Order same-day delivery or pickup from more than 300 retailers and grocers. Download the Insta...
CANONICAL	https://www.instacart.com/
LANGUAGE	en-US
ROBOTS META	not set
INDEXABILITY	Likely indexable
ROBOTS.TXT	found
SITEMAP.XML	not found

Redirects

TOTAL HOPS	2
TOTAL LATENCY	1002 ms
302 IN CHAIN	No

Redirect chain

#	URL	STATUS	LATENCY	PERMANENT
1	https://instacart.com/	301	177 ms	Yes
2	https://www.instacart.com/	200	825 ms	No

Images & Media

TOTAL IMAGES	15
ALT COVERAGE	67%
HEAVY IMAGES	None detected
MISSING ALT	5 images

Missing alt text — first 5 shown

https://www.instacart.com/assets/homepage/affordability-hero-3a7ab0e389e5f4f278b4715eec95...

https://www.instacart.com/assets/homepage/QR_code_left-d5860cb8e299f89f4a14b7f556d11052dc...

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Links

INTERNAL LINKS	142
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EXTERNAL LINKS	11
NOFOLLOW	0
ANCHOR QUALITY	96%
PAGE DEPTH	0
HEADINGS	H1:1 H2:26 H3:17

Broken / timeout links sampled

URL	STATUS
https://twitter.com/instacart	403

Structured Data & Social Tags

JSON-LD PRESENT	No
SCHEMA TYPES	None detected
OPEN GRAPH	Present
TWITTER CARD	Missing

Open Graph tags

og:title	Instacart
og:url	https://www.instacart.com/
og:description	One hour grocery delivery from Instacart
og:type	website
og:site_name	Instacart
og:image	https://d2gulkeunn7d8.cloudfront.net/assets/rspack/Instacart_Share_Banner_3-86...
og:locale	en_US