Furniturefy

Empowering Furniture Businesses

Dreamland Beds
Audit Report

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CURRENT SEO
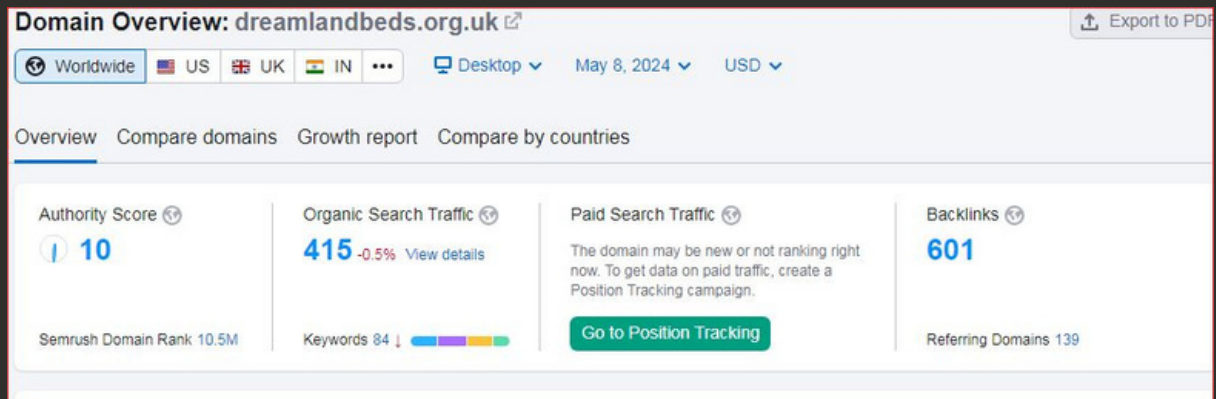## PERFORMANCE

Improvment Suggestions:

Currently your website has 415 in a month to show.

- Website Authority Score is 10
- Backlinks = 601

By implementing Furniturefy's comprehensive SEO strategy, we can significantly enhance your website's organic traffic, driving more sales and revenue. A key aspect of this approach involves securing high-quality backlinks from authoritative and relevant websites, which will substantially improve your website's Domain Authority (DA). Currently, your website has a limited 601 links, and no keywords are ranking. However, through targeted content creation and on-page SEO optimization, we can effectively rank more keywords, boosting your online visibility and credibility.

By leveraging Furniturefy's expertise, you can transform your website's online presence and business growth.
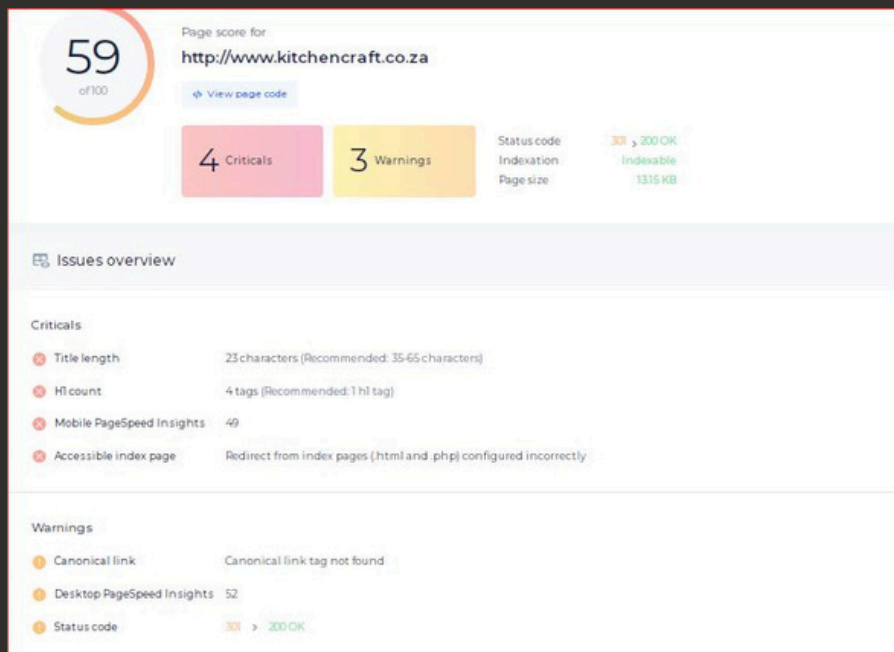
Key Benefits:

This strategic approach will:

- Increase organic traffic and sales, Secure high-authority
- Content creation and on-page SEO optimization.
- Backlinks to enhance DA Improve keyword rankings through

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ON PAGE SEO
ANALYSIS

Page score for
http://www.kitchencraft.co.za

59 of 100

‹› View page code

4 Criticals   **3** Warnings

Status code	301 › 200 OK
Indexation	Indexable
Page size	131.5 KB

Issues overview

Criticals

✕	Title length	23 characters (Recommended: 35-65 characters)
✕	H1 count	4 tags (Recommended: 1 h1 tag)
✕	Mobile PageSpeed Insights	49
✕	Accessible index page	Redirect from index pages (.html and .php) configured incorrectly

Warnings

!	Canonical link	Canonical link tag not found
!	Desktop PageSpeed Insights	52
!	Status code	301 › 200 OK

Improvement Suggestions:

As we can see in above graph, website has A lot of on Page SEO errors :

- Title length is very short
- H1 is used multiple time on same page
- Minify CSS/JS files
- Canonical link tags are not found

To improve website performance, we shall do proper keyword research and solve above problems.
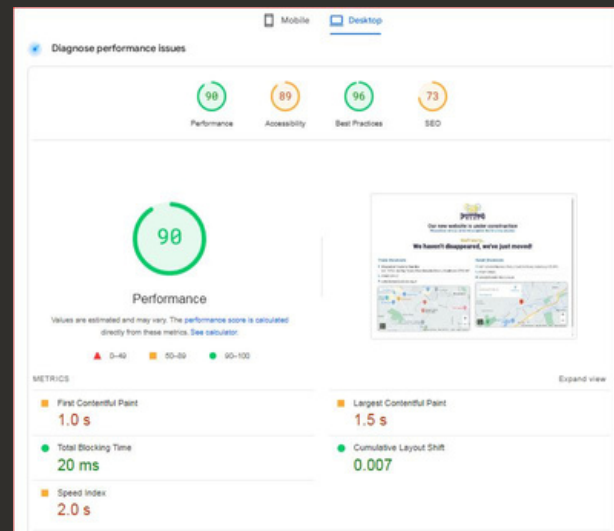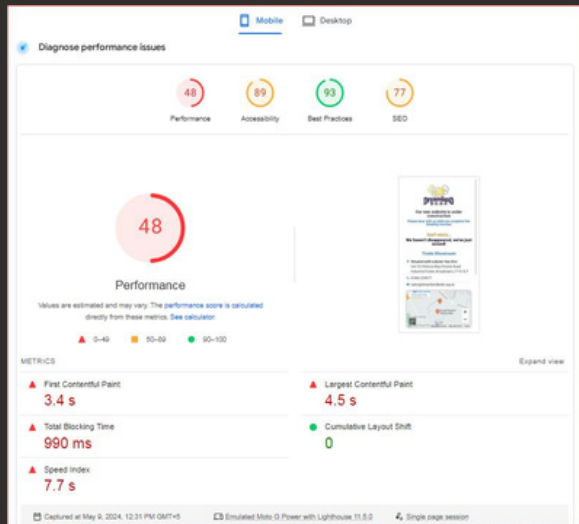
Key Benefits:

After resolving the above mentioned issues, we will have the following benefits:

- Better User Experience
- On page SEO score will be improved
- Enhanced CTR as well as
- Higher search engine rankings

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Website Speed

Improvement Suggestions:

As we can see website has a page speed score for mobile 48% and for desktop is 98% which is considered as average specially for mobile by the search engines. Page speed should be 90% or slightly less for a good website according to search engine algorithms. This will affect user experience of the website and definitely search engine rankings.
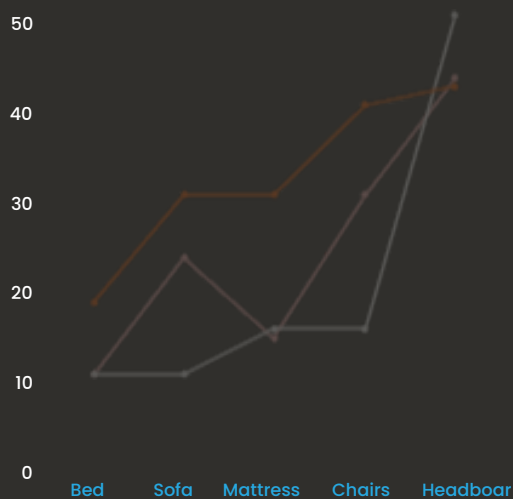
Key Benefits:

After resolving the above mentioned issue we will have the following results:

- Enhanced User Experience Improved
- Search Engine Rankings will Increase
- Bounce Rates Increased Conversion
- Rates Mobile Optimization Cost Savings

OUR SHARE IN THE PROGRESS OF **FURNITURE SECTOR**

We have achieved a remarkable 300% in sales, 200% in organic traffic and 150% boost in ROI spend over the period of one year.

| 50 |
| 40 |
| 30 |
| 20 |
| 10 |
| 0 | Bed | Sofa | Mattress | Chairs | Headboar |

2022

| 50 |
| 40 |
| 30 |
| 20 |
| 10 |
| 0 | Bed | Sofa | Mattress | Chairs | Headboar |

2023

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