

Dreamland Beds Audit Report

Presented to

Dreamland Beds

Presented by

Furniturefy



| Domain Overview: dreamlandbeds.org.uk 忆 | | | | |
|---|--------------------------|---|-----------------------|--|
| 🕑 Worldwide 🔳 US 🎛 U | K IN ···· Desktop v | • May 8, 2024 👻 USD 🐱 | | |
| Overview Compare domains | Growth report Compare by | y countries | | |
| Authority Score 😚 | Organic Search Traffic 😚 | Paid Search Traffic 🞯 | Backlinks 💮 | |
| 10 | 415 -0.5% View details | The domain may be new or not ranking right now. To get data on paid traffic, create a Position Tracking campaign. | 601 | |
| Semrush Domain Rank 10.5M | Keywords 84 🛔 🛑 💴 💴 | Go to Position Tracking | Referring Domains 139 | |
| | | | | |

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



Dreamland Beds ON PAGE SEO ANALYSIS

| 59 office http: office http: of | score for //www.kitchencraft.co.za ew page code . Criticals . Crit | | | |
|--|--|--|--|--|
| 🕄 Issues overview | | | | |
| Criticals | | | | |
| 🙁 Title length | 23 characters (Recommended: 35-65 characters) | | | |
| Hi count | 4 tags (Recommended: 1 h1 tag) | | | |
| 🛞 Mobile PageSpeed Insights | 49 | | | |
| Accessible index page | Redirect from index pages (html and .php) configured incorrectly | | | |
| Warnings | | | | |
| O 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



Dreamland Beds Website Speed

| Diagnose performance issues | Desktop | Diagnose performance issues | Desktop |
|---|--|---|-----------------------------------|
| 48 (89) Performance Accessibility | (93) Best Pactices 550 | (9) Performance (8) | 96 73 Beel Practices 580 |
| 48 Performance Wates are set instant and ray vays). The jacof-wates are set instant and wates from the materianes. Set excludes: 40 0 <t< th=""><th>Event with a second sec</th><th>Performance Values are estimated and may vary. The performance as the destimated and may vary. The performance as the destimated astrong from these metrics. See sectores: Image: Image</th><th><image/></th></t<> | Event with a second sec | Performance Values are estimated and may vary. The performance as the destimated and may vary. The performance as the destimated astrong from these metrics. See sectores: Image: Image | <image/> |
| Pirst Contentful Paint 3.4 s | ▲ Largest Contentful Paint 4.5 s | METRICS First Contentful Paint | Expand view |
| Total Blocking Time | Cumulative Layout Shift | 1.0 s | 1.5 s |
| 990 ms | 0 | Total Blocking Time 20 ms | Completive Layout Shift 0.007 |
| 7.7 s | wer with Lighthouse 11.5.0 4, Single page session | Speed Index 2.0 S | |

Improvement Suggestions:

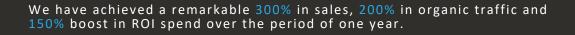
As we can see website has a page speed score for mobile 48% and for desktop is 98% which is considered as average specially for mobile by the search engines. Page speed should be 90% or slightly less for a good website according to search engine algorithms. This will affect user experience of the website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





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