

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:

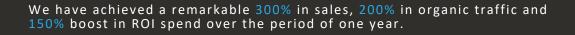
As we can see website has a page speed score for mobile 48% and for desktop is 98% which is considered as average specially for mobile by the search engines. Page speed should be 90% or slightly less for a good website according to search engine algorithms. This will affect user experience of the website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