



Furniturefy
Empowering Furniture Businesses

Kassavello Audit Report

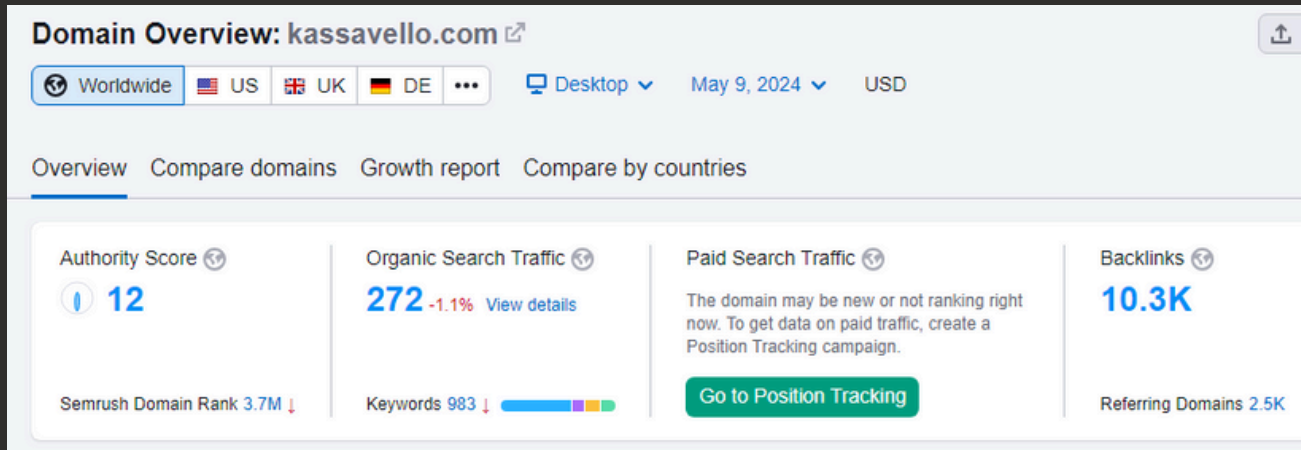
Presented to
Kassavello

Presented by
Furniturefy



Kassavello

CURRENT SEO PERFORMANCE



Improvement suggestions:

- Currently your website has 272 organic Searches in a month.
- website Authority Score is 12
- Backlinks are 10.3k

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 10.3k links, but organic searches and DA is comparatively very low. 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 drive business growth.

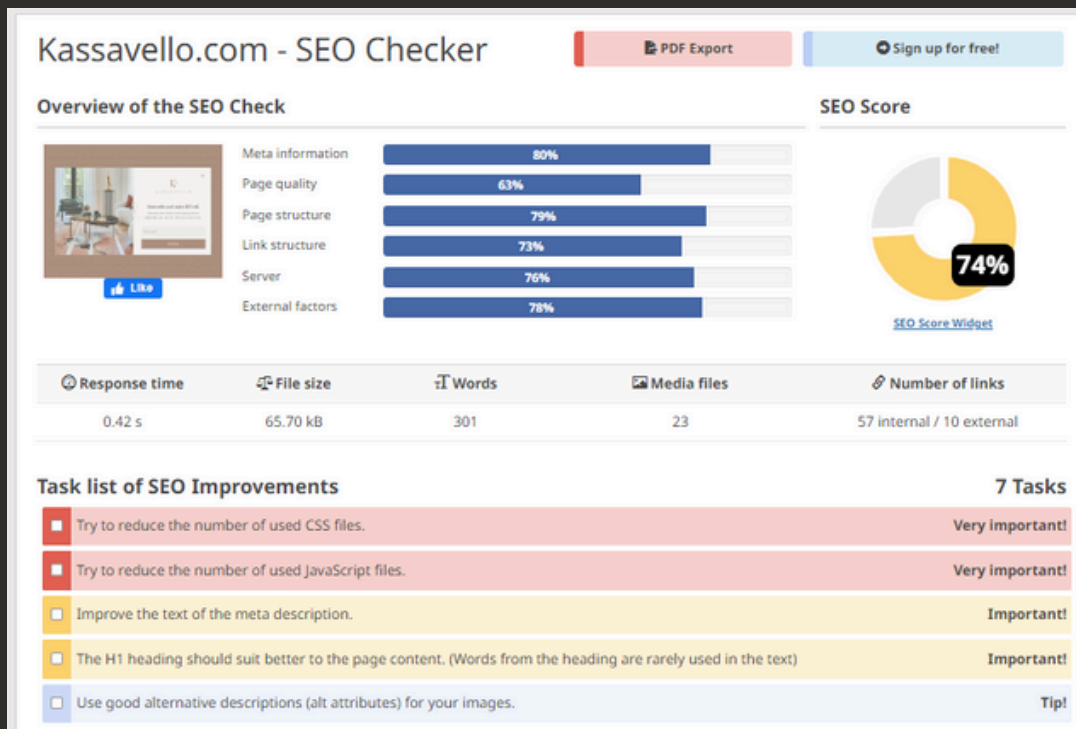
Key Benefits:

This strategic approach will:

- Increase organic traffic and sales
- Secure high-authority backlinks to enhance DA
- Improve keyword rankings through content creation and on-page SEO optimization



Kassavello ON PAGE SEO ANALYSIS



Improvement Suggestions:

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

- H1 tittle, tag issues
- CSS files and javaScript issues
- Metadescription issues
- Image alt attributes issues

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

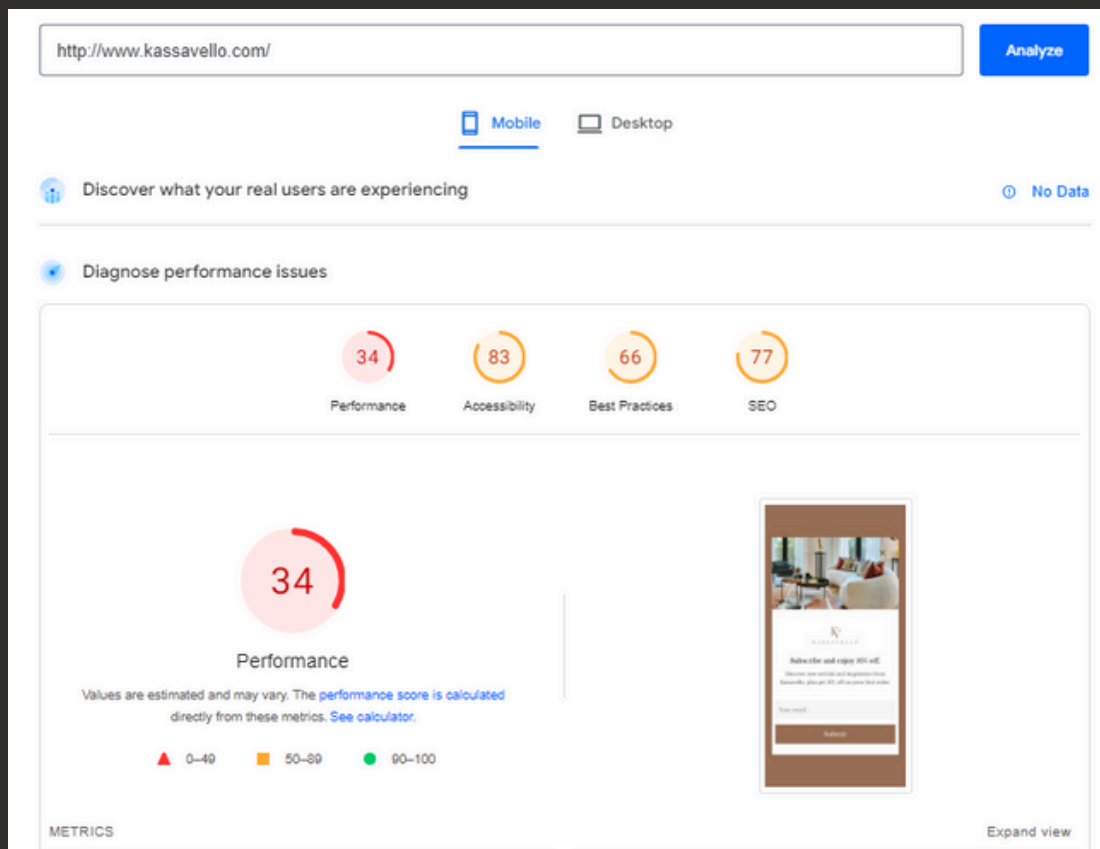
Key Benefits:

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

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



Kassavello Website Speed



Improvement Suggestions:

As we can see website has a page speed score of 34 which is considered very poor by the search engines. Page speed score should be 90 or slightly less for a good website according to search engine algorithms. We will maintain page speed score as well as user experience of the website and definitely search engine rankings.

Key Benefits:

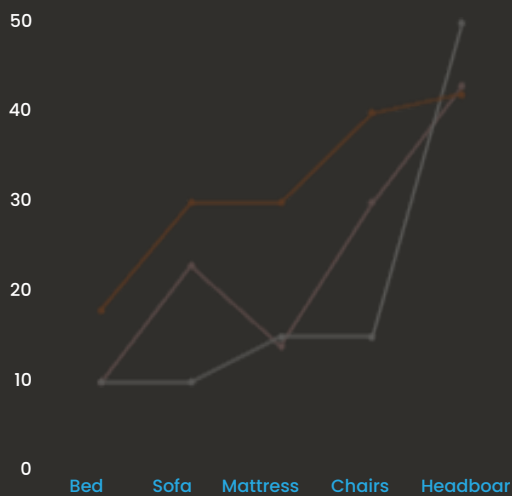
After maintaining the above mentioned highlights with the renewal of content we will have the following results:

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

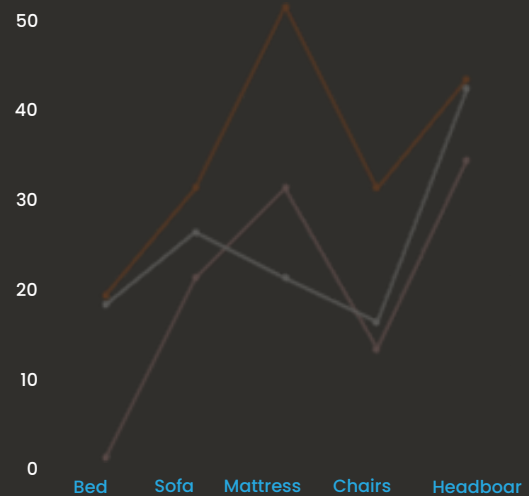


OUR SHARE IN THE PROGRESS OF FURNITURE SECTOR

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



2022



2023

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