



Furniturefy
Empowering Furniture Businesses

Vepa UK Ltd **Audit Report**

Presented to

Vepa UK Ltd

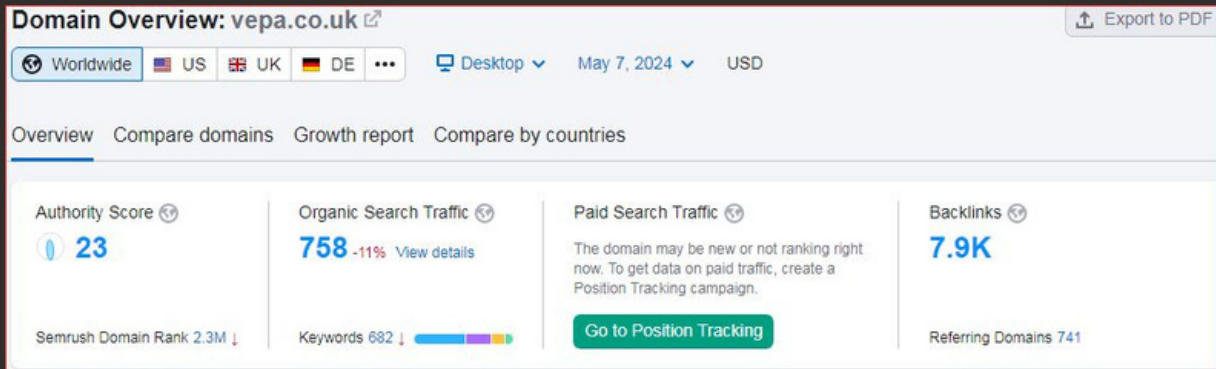
Presented by

Furniturefy



Vepa UK Ltd

CURRENT SEO PERFORMANCE



Improvement suggestions:

Currently your website has 758 in a month to show.

- website Authority Score is 23
- Backlinkins = 7.9k

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 7.9k 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:

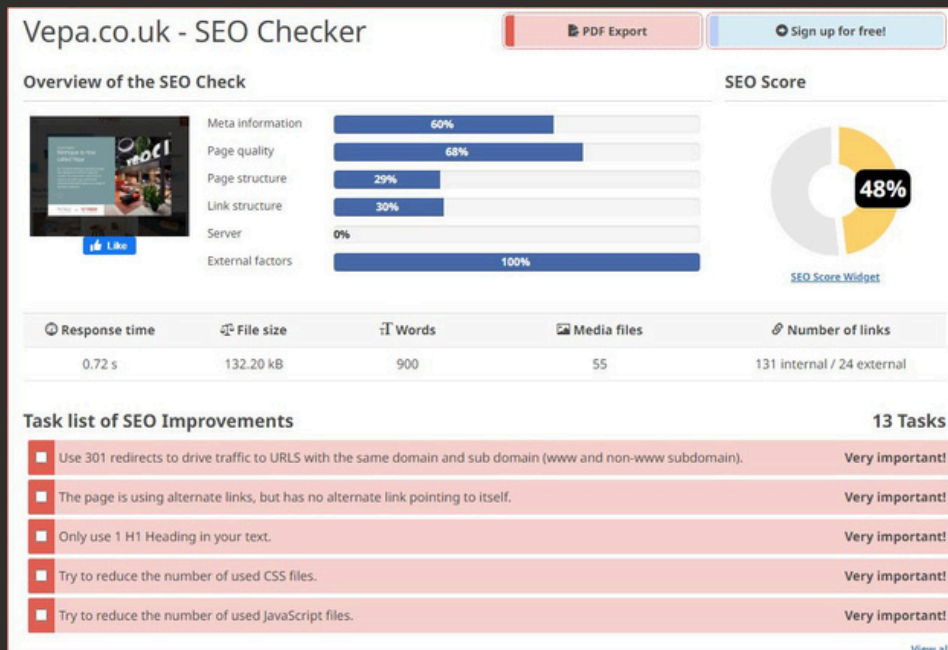
- Increase organic traffic and sales, Secure high-authority
- Content creation and on-page SEO optimization.
- Backlinks to enhance DA Improve keyword rankings through



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ON PAGE SEO

ANALYSIS



Improvement Suggestions:

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

- 301 Redirect is not used to divert traffic
- Alternate links are used but not internally linked
- Only 1 H1 for one page
- CSS and JS files are not minified or reduced
- Use optimized images for faster loading

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

Key Benefits:

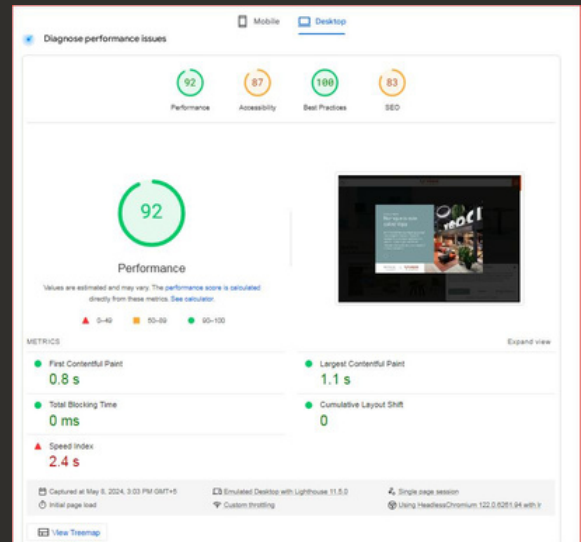
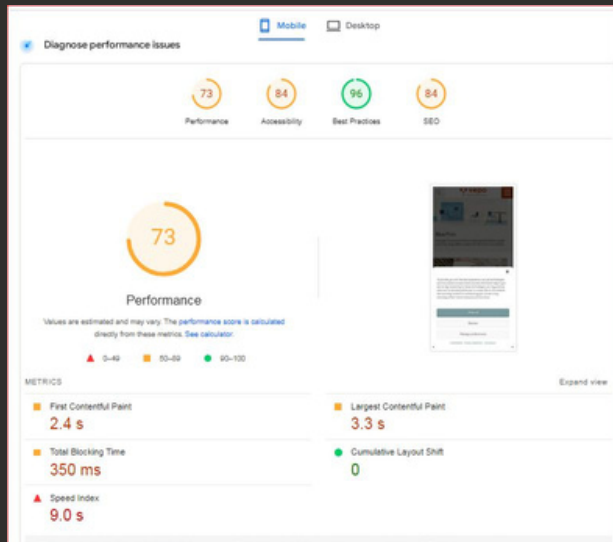
After resolving the above mentioned issues, we will have the following benefits:

- 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 73% and for desktop is 92% which is considered as poor 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:

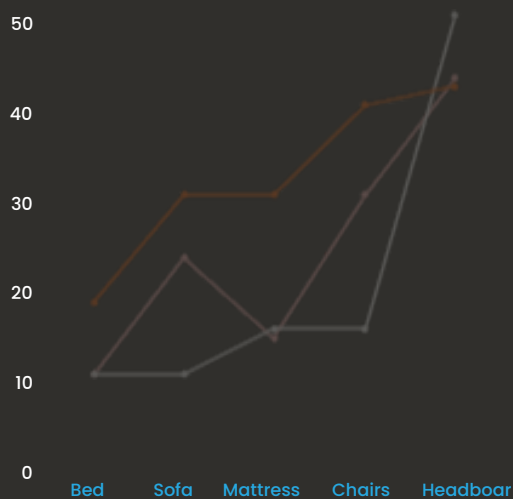
After resolving the above mentioned issue we will have the following results:

- 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.



2022



2023

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