

A photograph of a wooden cabinet with a white mushroom-shaped lamp and a framed abstract artwork. The lamp is a white, pleated, mushroom-shaped object with a wooden base. It sits on a stack of books. The artwork is a framed piece with a black circle and curved lines. The cabinet is made of light-colored wood with vertical panels.

Hedge House Furniture

SEO Audit & Recommendation

SEO Project Goals

- Review audit of the Hedge House Furniture website for SEO performance
- Provide recommendations to improve SERPs, organic traffic and site engagement

SEO Audit Results

Site Audit

Keyword usage:

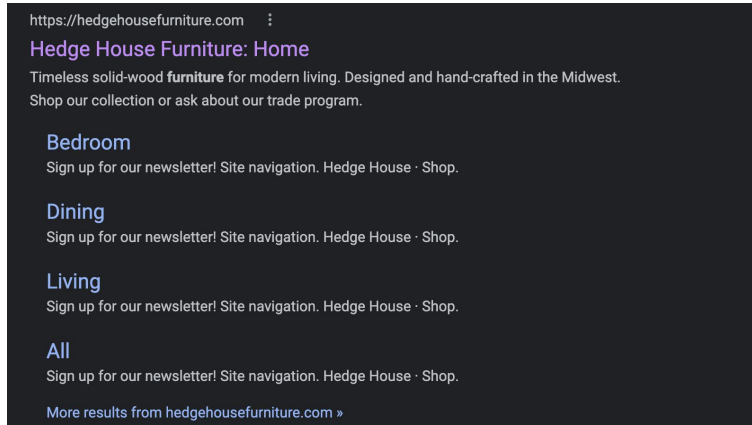
- If not for the background image, there is no mention at the top of the home page of the products/topic of the website
- Lack of critical keywords across the site such as: furniture, cabinet, table.... Even less so used in phrases that would provide long tail keywords
- Phrases such as Made in the USA, American made furniture have seen increased interest on Google Trends since Covid
- Furniture and all types of furniture are very crowded and competitive keywords. Long tail keywords need to be identified and used across the site where appropriate

Website content:

- Heavy use of photography to tell the story
- Content about the business and business owner story is light
- Blog can provide ways to add keywords but is used sparingly over the years
- Product categories are not listed and the sitemap is lacking context
- Visual elements are beautiful and need to be checked for descriptions and tags

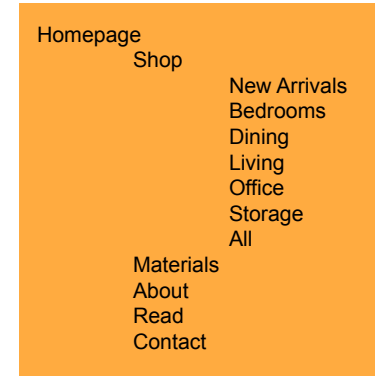
Site Audit - cont'd

Search Listings:



Internal Links:

- Sitemap:



- Few links between pages except in blog posts and ecomm shop. The home page is also using images to link to Best Seller items, which does give much context to crawlers.

Site Audit - cont'd

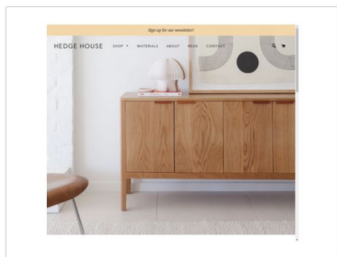
Page Speed:

- Home page load time is slow probably due to the number of images

Your Results:

DOWNLOAD HAR

SHARE RESULT



Performance grade

C 73

Page size

982.0 KB

Load time

2.12 s

Requests

61

Canonicals:

Canonical Tag Checker

Export CSV

Page URL	Canonical Tag	Canonical URL
https://hedgehousefurniture.com/	x	None

Robot.txt,

https://docs.google.com/spreadsheets/d/1g8gBRFOO9qSyqNiZz_YOtlm0OgFohuLQqSn4HuQh84/edit?usp=sharing

Backlinks:

Backlink profile for www.hedgehousefurniture.com

Domain including subdomains



Backlinks

497

95% dofollow

Referring Domains

84

86% dofollow

Recommendations

Keyword Strategy

Target Audience: Affluent people who want custom-made modern furniture **made in the USA**, hardwood pieces that can fit in any room in the house made from **locally-sourced quality wood** and built with **exceptional craftsmanship**.

Strategy: Improve search results to drive more interest and sale for Hedge House Furniture unique products through:

- Keywords and content
- Linking internally and backlinking
- Technical site optimization

Keywords and Content

Longtail Keywords

The site uses some long tail keywords (MADE IN THE U.S. BUILT FOR YOUR SPACE. WHITE GLOVE DELIVERY.) but also quite a few short tails ones (Materials, Bedrooms, Best Sellers....) which are competitive or lack context.

Implement long tail keywords content strategy which would assist in searches ("Sustainably harvested hardwood furniture", "Handcrafted furniture in the USA", "quality sustainable hardwood furniture")

Text

The landing page is virtually text free except for basic wordage. Adding a more "who we are" statement on the homepage would greatly help. The ABOUT page could be more in depth besieged a link to a separate fq page.the READ section should also be transferred into a blog section as that appears to be its function.

Visual

Redesign the site so its more engaging to view (both images and descriptions)

Basic snap shots of the furniture but more pictures of the furniture actually in use in a room to fully capture what they would look like once you bought them. All pictures should have detailed descriptions and tags

The logos at the bottom of the ABOUT page should also be labeled as "What others are saying about us"

Some link to social media (insta,twitter,etc.) showing others with the furniture or the factory making the products.

Internal Linking and Metadata Listing

Linking

Add product category section in the top navigation instead of just “rooms”

Post stories in the blog about how each piece is built and link to the products mentioned or the founder’s bio for example.

Add “Complete your room” suggestions to each product page (ie bedside table on a bed product page)

The home page “All in the Details” section could be linked to the Materials page to show where they are located and the types of wood they use in their products.

Add the FAQ page to the main header navigation menu. So you don't have to read and search for it.

Metadata listing:

Handcrafted hardwood furniture for modern living, sustainably made to order in the USA
<https://hedgehousefurniture.com/>

We created Hedge House to elevate the everyday in your life. Through personal relationships and close collaboration with our craftsmen, we maintain an unmatched standard of quality and consistency.

Backlinking and Technical SEO

Back Linking

Get higher authority backlinks:

- From trade associations or chamber of commerce for example
- Press and external blog stories
- Find influencers/other Etsy sellers who will promote the site

Utilize social media to engage with the right audience and share site links

Partner with builders

Technical SEO:

Improve site speed by reducing image sizes in order to reduce bounce rates

Tags and add detailed descriptions for all images to give crawlers more context to an image heavy website

Content recommendations

- Blog post idea: How Hedge House partnered with a Midwest modern home builder to furnish their demo home and give promotional pricing to their customers when clicking from the builder's site. Link internally to the Materials or other relevant pages internally. Added bonus: Expand the story in social media to reach the builder's audience.
- Video telling the founders' story and their passion for craftsmanship for the About page in order to drive engagement.