



## 79Roze SEO Strategy + Report

**Goals:** To improve SEO rankings site-wide and across any other places the brand presence exists while also obtaining more leads, conversions, website visits and increasing brand presence online.

**Company Analysis:** The website's current domain rank is **15** out of 100. This is a low domain rank score signaling that the website is not ranking high enough organically. A typical domain rank for a website to appear on a local level is **20 out of 100** or above. We want to boost that number organically.

**Target Audience:** Plus size women, curvy women, plus size black women; ages 25-48, professional working women.

### Current Top Performing Keywords:

Keyword	Searches per Month	Average Position
Roze store	-	-
Sonya dress	-	-
rozof	-	-

### Competitor Top Performing Keywords:

Keyword	Searches per Month	Average Position
Plus size clothing	194000	4
Plus size dresses	144000	7
Plus size swimwear	126000	1
Plus size lingerie	109000	5

Keywords need to be incorporated site wide but especially on the title of your pages and in the page content. We want to ensure we are **keyword heavy** across the website, google profile, social media profiles and blogs/articles.

**Suggested Keywords:** plus size dress boutique, plus size dress shop, party dress(es), cocktail dress(es), evening dress(es), casual dress(es), trendy dress(es), fashion dress, black owned boutique, affordable black owned plus size brands, urban plus size boutique, plus size clothing, plus size woman, plus size womn(en), curvy woman

### **Updated Keyword Copy:**

**Example One:** 79 Roze Dress Shop is the-epitome of on trend sophistication, style, and confidence. Shop the latest dress trends for the curvy & confident plus size woman. We carry dresses for all occasions. Suitable for sizes 12-22. *Free shipping on orders over \$100.*

**Example Two:** 79 Roze is the premier destination for chic and trendy plus size dresses. Browse our collections to find your next head turning look. Suitable for sizes 12-22. *Subscribe to our email list to receive a special discount.*

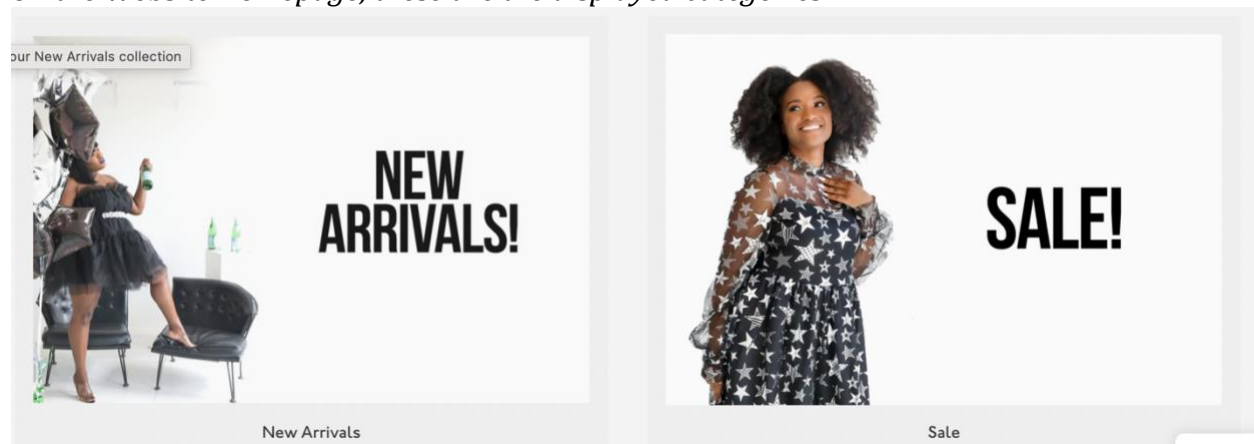
**Example Three:** 79 Roze provides dresses for the fashion-conscious curvy woman. Rather it's for work or for play, we have dresses to fit every occasion and every plus size body type. Shop the latest dress trends suitable for sizes 12-22. *Free shipping on orders over \$100.*

### **Website Landing Page Suggestions:**

Each category is hyperlinked to a direct page on the website, i.e: the New Arrivals, Sale, etc. and should be integrated the same way in Google for your Meta-Description.

**Current Categories Include:** *Products, About, Sale, Collections, Short Dresses* – these are all okay. I suggest editing the copy to include more keywords.

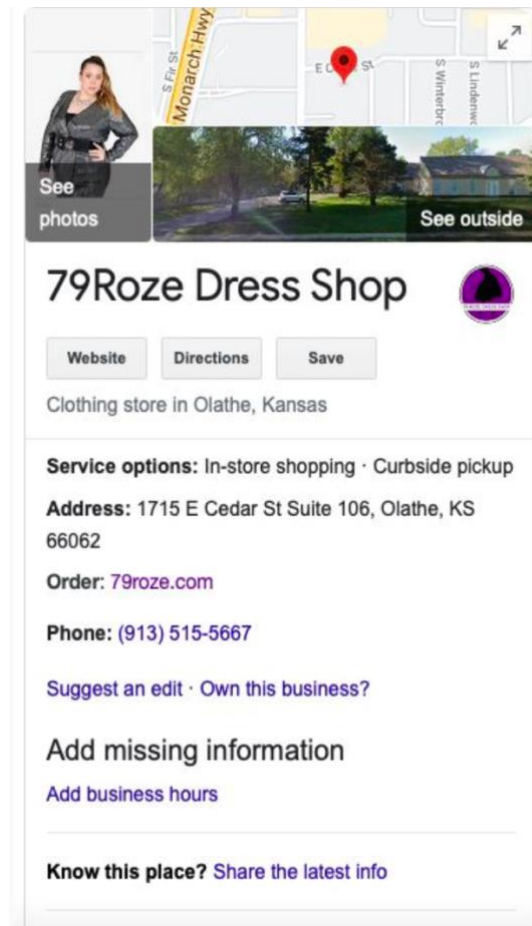
*On the Website Homepage, these are the displayed categories.*



**Google My Business:** 79 Roze does **not** have a strong Google My Business profile which does not bode well for your local SEO strategy.

In order to optimize your website for local searches the following tactics should be used:

- Generate More Positive Reviews Online
- Add Business Hours
- Update product & featured images



**Reviews:** Reviews are beneficial to boosting your online brand presence and strengthening potential client relationships before they even begin. Keep collecting through your website, Facebook and Google.

**Images:** Recognized company images should appear in search results such as but not limited to styled shoots, popular items and any other specific specialties. This is done through your website and Google Profile. Keep in mind the content of alt attributes is used by search engines so all images should have alt attributes.

### Competitor Analysis: Chic & Curvy Boutique

High google ranking – starts to appear as you type chic-; plus size dresses is also immediately associated with the search. They have four categories to hyperlinked pages: new arrivals, clearance/final sale, shop and dresses.

### How We Want Your Profile to Look:

**Chic And Curvy**

4.3 ★★★★★ 121 Google reviews  
Plus size clothing store in Inglewood, California

Retailer specializing in on-trend women's apparel, including dresses & jumpsuits, for sizes 10-20.

**Service options:** In-store shopping · In-store pickup · Delivery  
**Address:** 206 S Market St, Inglewood, CA 90301  
**Hours:** Closed · Opens 11AM ▾  
**Order:** [chicandcurvy.com](http://chicandcurvy.com)  
**Phone:** (310) 674-0414

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**Know this place? Share the latest info**

**Questions & answers**  
[See all questions \(5\)](#) [Ask a question](#)

**Reviews** [Write a review](#) [Add a photo](#)

- T** "I ordered 4 **dresses** and they will be perfect for my **bridesmaids.**"  
★★★★★
- [User]** "Speedy **delivery** and clothing of a good **quality.**"  
★★★★★
- K** "Definitely not wasting my **money** on that **company** again."  
★★★★★

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**People also search for** [View 15+ more](#)

- The Plus Bus Boutique**  
Plus size clothing store
- Sabrak Boutique**  
Boutique
- Feisty Boutique**  
Boutique
- Torrid**  
Plus size clothing store
- Rainbow Shops**  
Women's clothing store

(continued)

## Chic And Curvy

206 S Market St, Inglewood, CA

Write a review

4.3 ★★★★★ 121 reviews

People often mention

All website 9 price 8 girls 6 boutique 5 +6

Sort by

Most relevant Newest Highest Lowest



**Phyre Blaze Lane**

Local Guide · 50 reviews · 497 photos

★★★★★ 2 months ago

If you are a curvy girl and you need to look red carpet ready or just ready for a day or night out. This is a one stop shop. Quality clothing. The accessories are SOOOO beautiful. I'm SOOOO addicted. Treat yourself ladies. #phyrecertified

Like



**Chrystal Roberts**

Local Guide · 84 reviews · 128 photos

★★★☆☆ 6 months ago

Used to love this store but I'm not impressed anymore. Yes cute clothes online but they have the dumbest policy now. No try on & no returns. The items are way too expensive for that and being that they source from different vendors I can be ... [More](#)

Like

**On-Page SEO:** The following screenshot shows the search result for your homepage. Your Meta Tag Titles and Meta Descriptions have not been established correctly for search.

<https://79roze.com>

**79Roze Dress Shop: 79 Roze | Dress Shop - Dresses For ...**

Finally. A brand created for true fashionistas not defined by society's beauty standards. Instead, we celebrate the curvy and confident. At **79 Roze**, we believe ...



***This is an example of how you should appear:***

<https://chicandcurvy.com>

**Chic And Curvy - Plus Size Clothing**

**Chic and Curvy's** mission is to highlight all things **chic and curvy**. We promote self-love, positive body image, having confidence and most of all FASHION.

[New Arrivals](#) · [Clearance/Final Sale](#) · [Shop](#) · [Dresses](#)



*\*Notice again, the pages have hyperlinks below the description. Those are meta tags and meta descriptions.*

**Off-Page SEO:** An important part of ranking higher in search results is generating high-quality backlinks to your website on a consistent basis. Currently, 79 Roze has **75 live backlinks to the website from 36 referring domains**. That's fairly low. Off-Page SEO is important because when companies are trying to compete for the same SEO keyword or search phrase, the tiebreaker goes to the website which has more websites linking back to it.

Your backlinks are an area of opportunity. Any additional features or editorials the brand can be included in and credited for with links directing consumers back to your website will be super beneficial to strengthening these stats and giving you higher positioning.

### Top backlinks





Root Domain: 79roze.com

Referring page Title / Referring page URL	Anchor text / Link URL	Type
Shop Local, Source Local in Kansas City   KCSourcelink <a href="https://www.kcsourcelink.com/community/shop-local">https://www.kcsourcelink.com/community/shop-local</a>	Visit <a href="https://79roze.com/">https://79roze.com/</a>	-
Shop Local, Source Local in Kansas City   KCSourcelink <a href="https://www.kcsourcelink.com/community/shop-local">https://www.kcsourcelink.com/community/shop-local</a>	79Roze Dress Shop <a href="https://79roze.com/">https://79roze.com/</a>	-
BROWSE BUSINESSES   NavigateBlack.com <a href="https://www.navigateblack.com/browse-businesses">https://www.navigateblack.com/browse-businesses</a>	www.79Roze.com <a href="http://www.79roze.com/">http://www.79roze.com/</a>	-
Guide: KC Black Owned Businesses — MIKExplore <a href="https://mikcexplore.com/home/2020/6/1/black-businesses-kc">https://mikcexplore.com/home/2020/6/1/black-businesses-kc</a>	<a href="https://79roze.com/">https://79roze.com/</a> <a href="https://79roze.com/">https://79roze.com/</a>	-
Shop Local <a href="https://www.kcsourcelink.com/community/shop-local">https://www.kcsourcelink.com/community/shop-local</a>	Visit website <a href="https://79roze.com/">https://79roze.com/</a>	-

Here are the backlinks that exist on other websites:

### Backlinks: Top Referring Domains

Root Domain: 79roze.com

Root Domain	Backlinks	IP / Country
<a href="https://www.kcsourcelink.com">kcsourcelink.com</a>	5	 134.193.117.58
<a href="https://www.kansascitymag.com">kansascitymag.com</a>	4	 35.239.81.86
<a href="https://www.codehunting.com">codehunting.com</a>	2	 104.21.61.30
<a href="https://www.couponifier.com">couponifier.com</a>	2	 104.21.11.221
<a href="https://www.discounterify.com">discounterify.com</a>	2	 104.21.50.243