



Hedge House Furniture

# SEO ANALYSIS

Developed by: Tina Ziliotto



# WEBSITE AUDIT

## KEYWORD STRATEGY CURRENT

As of now, the website rely mostly in brand-specific keywords like "heritage house" and "heritage house furniture," that is impacting their reach.



Organic Search Positions 717						
Keyword	Intent	Position	SERP Features	Traffic	Traffic %	
hedge house furniture	N	1	🔗 📄 ⭐ 📌 +2	312	22.28	
hedgehouse furniture	N	1	🔗 📄 ⭐ 📌 +2	256	18.28	
hedge house	N	1	🔗 📄 ⭐ 📌 +3	256	18.28	
henry counter	C I	6	🔗 📄 ⭐ 📌 +2	84	6.00	
house furniture	C	5	🔗 📄 ⭐ 📌 +3	84	6.00	
hedge house bed	T	1	🔗 📄 ⭐ 📌 +3	32	2.28	
white oak furniture	I T	5	🔗 📄 ⭐ 📌 +2	30	2.14	
garfield bed	T	1	🔗 📄 ⭐ 📌 +3	26	1.85	
dressers and talboys	I T	8	🔗 📄 ⭐ 📌 +2	24	1.71	

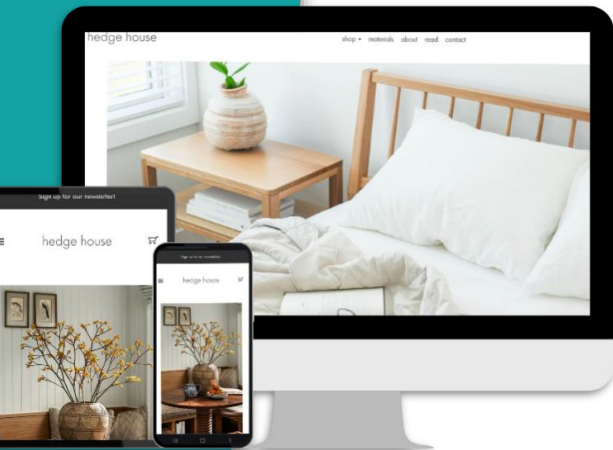
## RECOMMENDATION

Mix it up! Use a blend of long-tail and short-tail keywords. For example:

- **Long-tail:** "handcrafted hardwood furniture," "custom dining tables Indiana," "solid wood bedroom sets."
- **Short-tail:** "furniture," "hardwood furniture," "custom furniture."

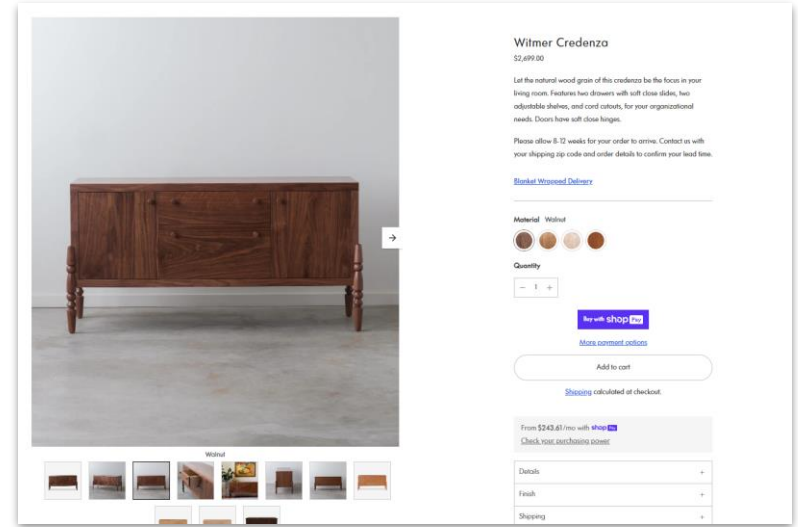
## REASONING

This strategy will reach different customers, in different stages of their buying journey—from just browsing to taking an action. So they will be able to expand their reach in the awareness, consideration & decision stage



## WEBSITE CONTENT CURRENT

As of now, the website have more picture the content is very minimal, they don't focus on keyword strategy when writing product description.

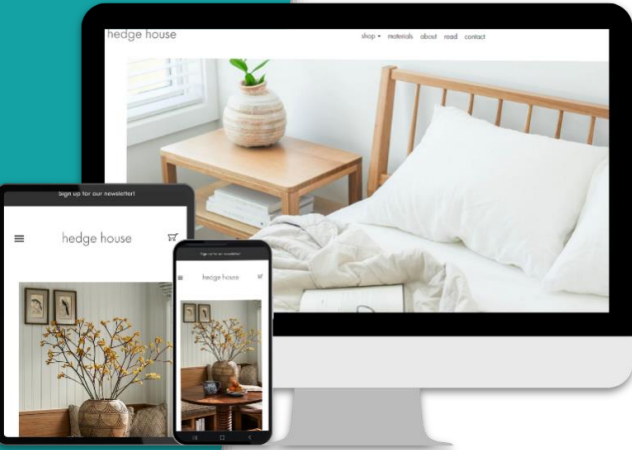


## RECOMMENDATION

Expand product descriptions with more detailed text, integrating strategic keywords for SEO analysis

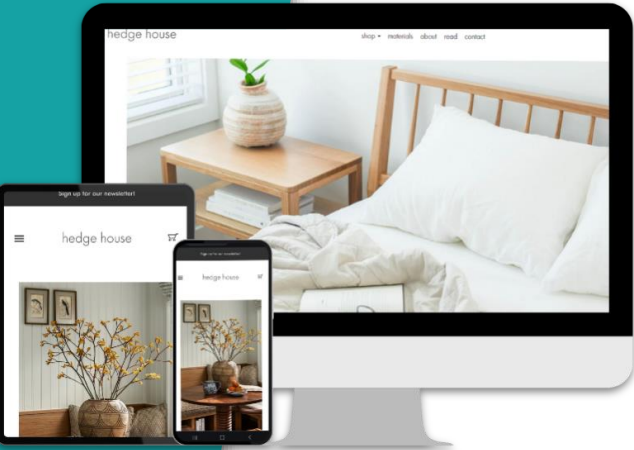
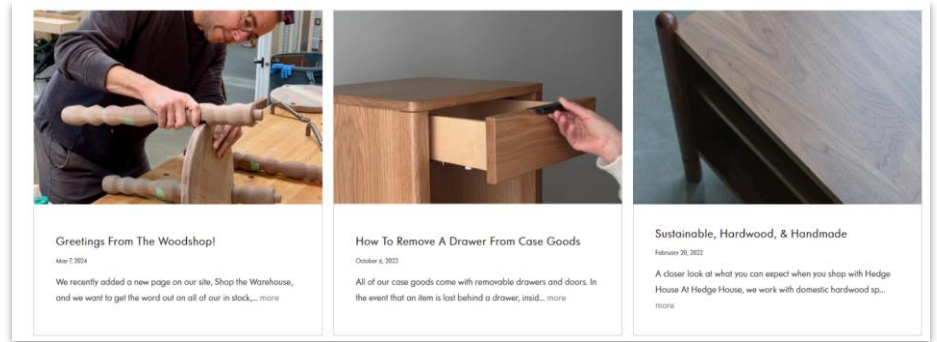
## REASONING

Detailed product descriptions enhance SEO and provide more value to the user, creating an engaging experience. This strategy will also help in the considerations stage, as customers tend to explore more when descriptions are clear and visual appealing



## SEARCH LISTING CURRENT

The website current have clear search, but it's very basic and the metadata is not keyword reach



## RECOMMENDATION

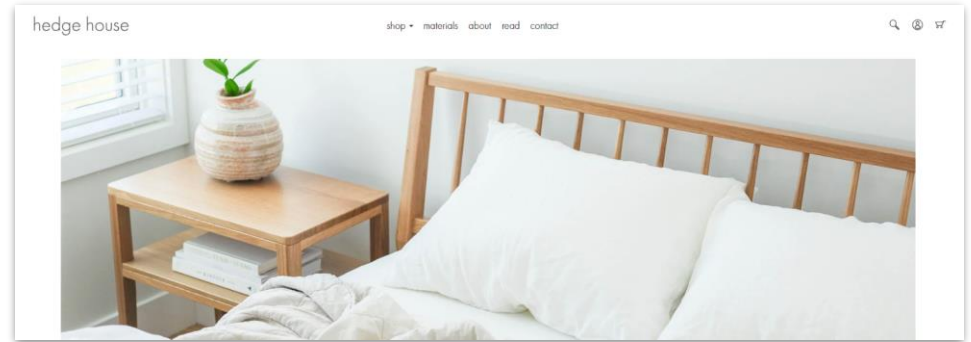
Optimize meta titles and descriptions for all pages, emphasizing unique selling point. Make them more engaging and keyword-rich.

## REASONING

When the website optimizes meta descriptions and title tags, they have a great opportunity to optimize their CTR, which can boost the traffic during the Awareness and Consideration stages.

## INTERNAL LINKS CURRENT

Some internal linking exists on the current website, but I don't see it being strong.

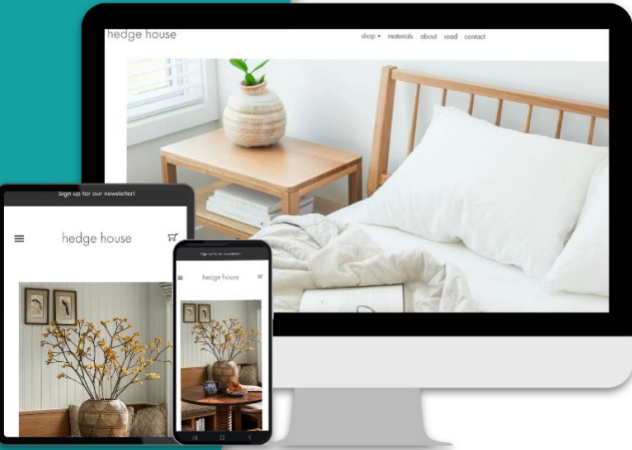


## RECOMMENDATION

Add more links between related products, categories, and blog posts to improve navigation and SEO.

## REASONING

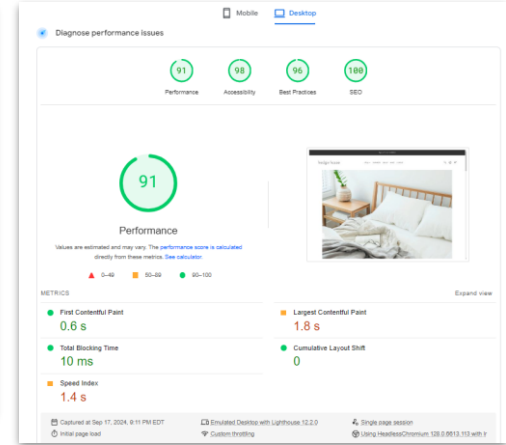
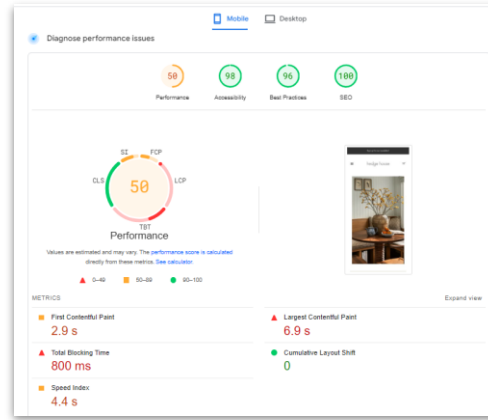
Improving internal linking helps with the website architecture and SEO, guiding users through different parts of the site, facilitating product discovery and helping users find what they need more easily, boosting the decision stage.





## PAGE SPEED CURRENT

The website performance on mobile stands is very poor. The total blocking time is very high as well as Contentful paint. However on the webpage looks good

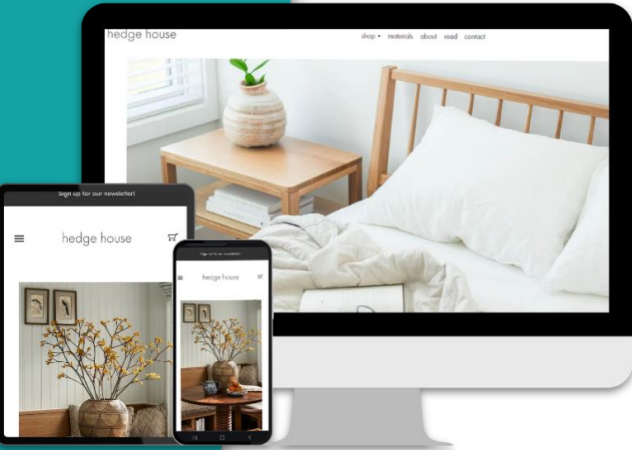


## RECOMMENDATION

Compress large image files and optimize media elements to improve load times, especially for mobile users.

## REASONING

Faster-loading websites reduce bounce rates and improve user experience. Effect: Impacts Awareness and Consideration stages, as users are less likely to leave due to slow loading and more likely to engage with content.



## CANONICALS CURRENT

Canonical tags are implemented in every page and look clear.



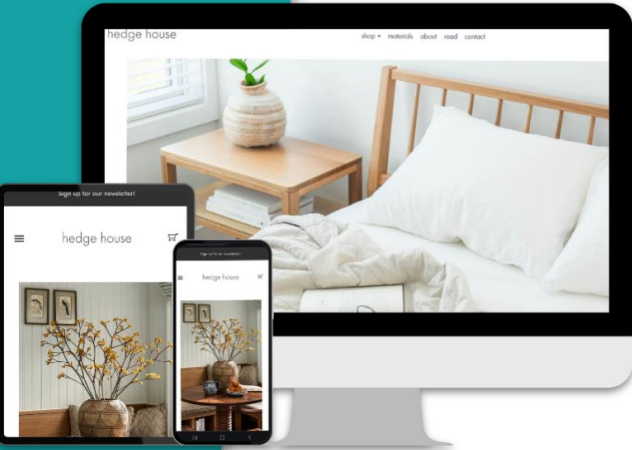
```
html class="no-js" lang="en">
<head>
  <meta charset="utf-8">
  <meta http-equiv="X-UA-Compatible" content="IE=edge,chrome=1">
  <meta name="viewport" content="width=device-width,initial-scale=1">
  <link rel="canonical" href="https://hedgehousefurniture.com/">
  <link rel="preconnect" href="https://cdn.shopify.com" crossorigin>
  <meta name="p:domain_verify" content="44f8e17b007c111e553769efd84093a"/>
  <meta name="facebook-domain-verification" content="o061fbsdqhy2zh4o81tyosfrkpirpw" />
  <!-- Google Tag (gtag.js) -->
  <script async src="https://www.googletagmanager.com/gtag/js?id=G-V6973SS94X"></script>
  <script>
    window.dataLayer = window.dataLayer || [];
    function gtag(){dataLayer.push(arguments);}
    gtag('js', new Date());
```

## RECOMMENDATION

Even Though all canonical looks good, a best practice would be to ensure proper canonicalization for product variations and other pages to avoid duplicate content issues.

## REASONING

Better-indexed pages mean more visibility in search engine results, consequently it boosts the awareness stage as it makes the SEO stronger.



## SITEMAP, ROBOT.TXT AND REP TAGS CURRENT

The sitemap works, but there's little information on whether the robots.txt file is optimized



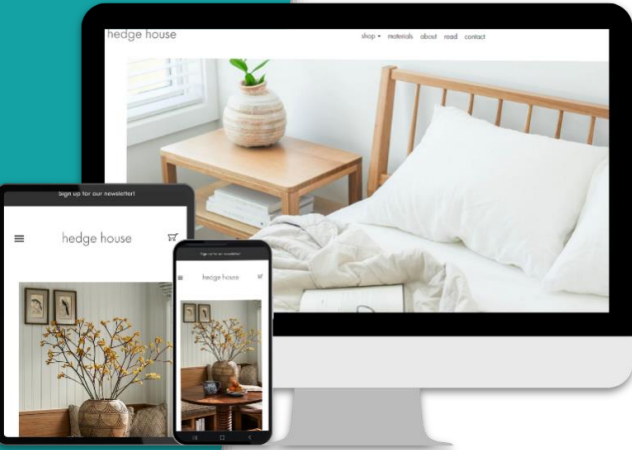
```
# we use Shopify as our ecommerce platform
User-agent: *
Disallow: /a/downloads/-/*
Disallow: /admin
Disallow: /cart
Disallow: /orders
Disallow: /checkouts/
Disallow: /checkout
Disallow: /1412923504/checkouts
Disallow: /1412923504/orders
Disallow: /carts
Disallow: /account
Disallow: /collections/*sort_by*
Disallow: /*/collections/*sort_by*
Disallow: /collections/*+*
Disallow: /collections/*%2B*
Disallow: /collections/*%2b*
Disallow: /*/collections/*+*
Disallow: /*/collections/*%2B*
Disallow: /*/collections/*%2b*
Disallow: /*/collections/*filter*&*filter*
Disallow: /blogs/*+*
Disallow: /blogs/*%2B*
Disallow: /blogs/*%2b*
Disallow: /*/blogs/*+*
Disallow: /*/blogs/*%2B*
Disallow: /*/blogs/*%2b*
```

## RECOMMENDATION

Submit an up-to-date sitemap to Google Search Console and ensure the robots.txt file isn't blocking any important pages.

## REASONING

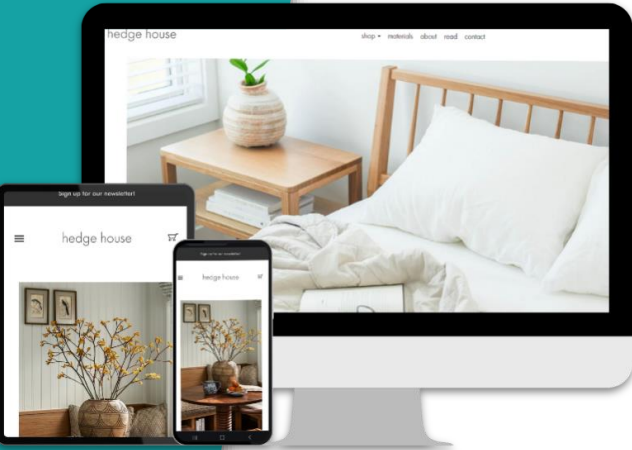
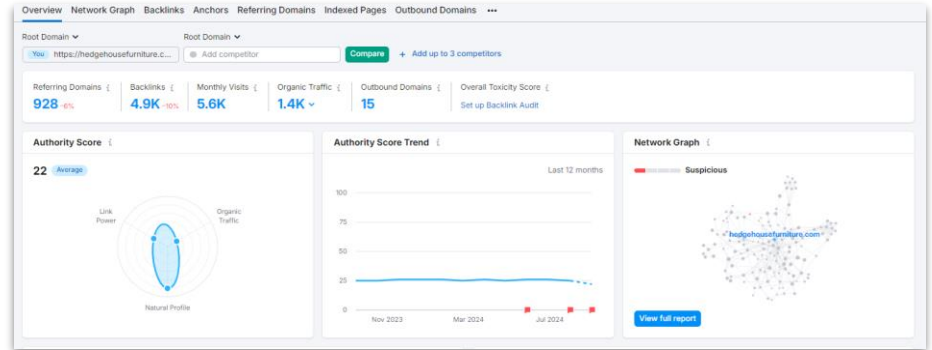
A clean sitemap and robots.txt file help search engines crawl your site more efficiently, making sure the right pages get indexed and rank well.





## BACKLINKS CURRENT

The website does have some backlinks but the authority score is very low, which mean most of those backlinks are not relevant or do not improve the website SEO.



## RECOMMENDATION

Develop a backlink strategy by reaching out to design bloggers, sustainability-focused publications, and local furniture reviewers. Encourage guest posts and collaborations.

## REASONING

Backlinks bring new visitors, positively influencing the Awareness stage by increasing organic traffic and authority, leading to more top-funnel users.

# CONTENT OPTIMIZATION

## Homepage

- Share a bit about the brother-and-sister business and the quality of the products to connect with leads.
- Use high quality keywords on headlines and descriptions
- Add ALT text to images and more CTA buttons.
- Make the featured image smaller and the menu bigger, or add a CTA button to the featured image, to help visitors explore the site more easily.

## Shop page

- Talk about what makes the products special, using specific keywords to reach more people.
- Add ALT text to all images, including the furniture in room settings can create a "this could be your home" vibe.
- Include links to the About and Materials pages in the product descriptions so people can get to know the business and the quality of the product.

## Materials page

- Use this page to add backlinks, fill keyword gaps, and include internal links.
- Make sure to add ALT text to all images, especially the featured one.
- Add more CTA buttons, like "SHOP WHITE OAK" under each type of wood.
- Consider adding a link to "About us" to build a sense of community with potential customers.



## General observations

- The font feels a bit childish and doesn't come across as professional or sophisticated.
- The menu bar needs capital letters; right now it looks too plain.
- The minimalist and elegant design suits the brand, but the site needs more content to guide customers through their buying journey.

## Read page

- Add multimedia and ALT text to make the page more engaging.
- Take advantage of keywords, backlinks, and internal linking.
- Add a CTA button like "Explore more," "Shop now," or "Discover more options" to each post.

## About page

- Add more content to this page. Share the story, values, how the business started, and what makes it special. This will help the business stand out.
- Add images of the owners with the products.
- I like that there are external links where people can find the products, but the images are too big. Make them smaller and add a CTA button.



# INTERNAL LINKING OPTIMIZATIONS



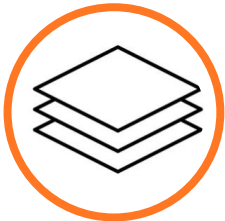
## **HOMEPAGE**

Link to **social medias**, and **all other pages**.  
Also link to any other type of external communication, e.g **newsletter**



## **SHOP**

Link to categories to **submenus**,  
**materials page** and **contact page**



## **MATERIALS**

Link to **about** page and **shop** page



## **READ**

Each article will be linked to the **furniture** that is mentioned or **shop page**



## **ABOUT**

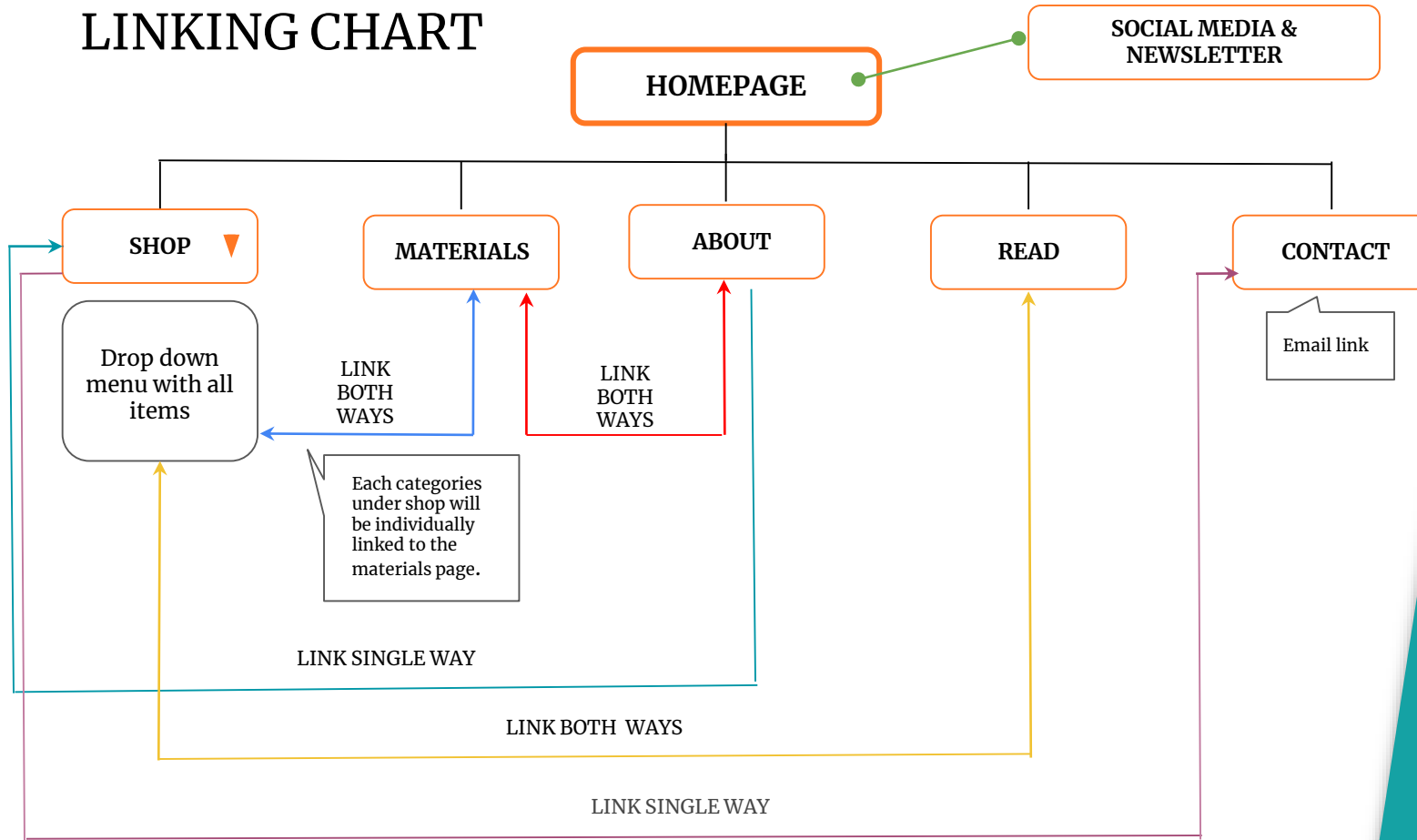
Link to **shop** page and **materials** page



## **CONTACT**

Will have a **link to the email**

# LINKING CHART



# METADATA

Meta Title looks good, it can be improved by adding some keywords, to attract more website visits

**Meta Description:** Too short, a good meta description needs to have between 150 to 220 characters, this one has one 142 characters. Also, it doesn't include primary keywords.

Hedge House Furniture  
https://hedgehousefurniture.com

## Hedge House Furniture: Home

Timeless solid-wood **furniture** for modern living. Designed and hand-crafted in the Midwest. Shop our collection or ask about our trade program.

### Living

Hedge House Furniture ; Hayward Bookcase. from \$2,099.00 ...

### Bedroom

Our full catalog of bedroom furniture.

### Shop the Warehouse

In stock, ready to ship.

### Dining

Our full catalog of dining room furniture.

## ALL – Hedge House Furniture

Hedge House Furniture ; 2 Door Solna. from \$1,999.00 ; Solna ...

[More results from hedgehousefurniture.com »](#)

## RECOMMENDATION

- Include more keyword on the SERP that better describe the business.
- Ensure all product image are in high resolution and have keyword-rich description.
- All individual pages should have a description and include CTA.
- Regularly update the website to ensure all pages are correct, especially the new arrivals and collections , this will improve the structure visibility and allow better crawling.

SERP EXAMPLE

## Custom Hardwood Furniture | Hedge House Furniture

Discover high-quality hardwood furniture at Hedge House Furniture. Every piece is uniquely designed and handcrafted in Midwest. Choose from a wide selection of beautiful designs and enjoy fast and reliable delivery!



# FUTURE CONTENT RECOMMENDATIONS

## INTERIOR DESIGN INSPIRATION

Set up a content hub where Hedge House Furniture can partner with local interior designers to inspire customers with furniture styling tips, creative ideas and decorating advice.

## VIDEO CONTENT

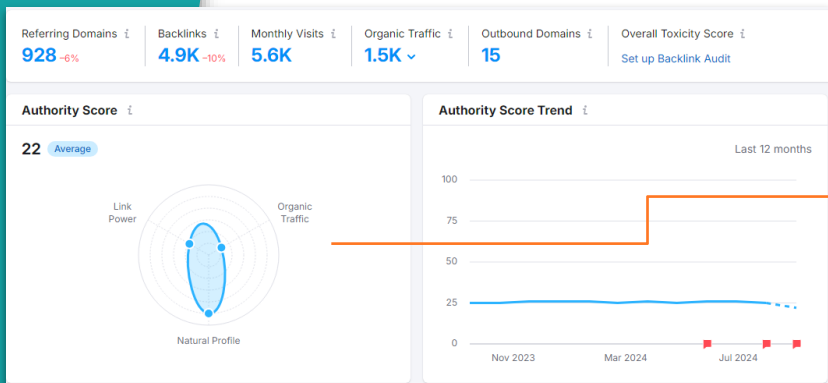
A YouTube channel could be a big hit! Post videos showing how to care for furniture, design tips, and behind-the-scenes of how the furniture is made.

## UGC

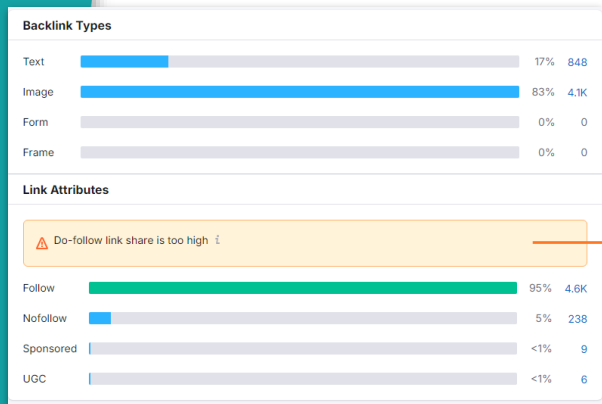
Add a section for testimonials and reviews where customers can share their love for the product and show how it looks in their homes. This makes the product feel more real. Fine-tune the headings to make each review unique and stand out.



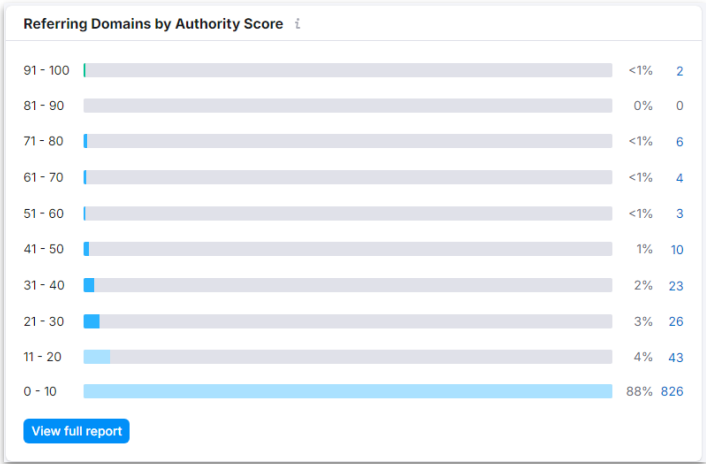
# BACKLINK ANALYSIS



Backlink authority score is very low. A low authority score can negatively impact SEO rankings because it signals to Google that the website is either not trusted or does not provide value compared to competitors.



Reduce "dofollow" link share, as this makes the domain look fake



# BACKLINK RECOMMENDATIONS

## Goals & Focus:

- Increase domain authority.
- Drive referral traffic from high-authority sites.
- Focus on quality over quantity

## Keywords of focus

Short-tail:

- Hand-crafted furniture
- Sustainable wood furniture
- Midwest furniture makers
- Custom wood furniture

Long-tail:

- Custom solid wood dining tables
- Modern handmade wood furniture
- Made in the Midwest wood furniture

## Backlink Outreach Plan

Guest blogging| Product review| Collabs

## Potential Backlink Sources:

- **Industry Blogs & Publications:**

*Design Milk (design and furniture blog)*

*Dwell (modern home design)*

*Apartment Therapy (home décor and design)*

\*These publications target audiences interested in modern, sustainable home furnishings.\*

- **Local Directories & Midwest Publications:**

*Midwest Living (regional lifestyle magazine)*

\*Local business directories (Midwest-focused) that highlight artisan and local furniture makers.\*

- **Eco-Friendly & Sustainable Blogs:**

*The Good Trade (eco-conscious living)*

*Treehugger (sustainable design)*

- **Interior Design Influencers & Blogs:**

Partnerships with influencers and blogs that focus on luxury, hand-crafted, or sustainable furniture design

---

# THANK YOU!

---

Developed by: Tina Ziliotto

