HEDGE HOUSE

HARDWOOD FURNITURE

SEO Analysis

www.hedgehousefurniture.com

Hedge House Furniture SEO Objectives

Improve Search Engine Optimization to increase ranking to first page on Search Engine Results Page (SERP) by end of 2023 by implementing the following:

➜ Utilizing specific keywords to capture customers at different stages of readiness

➜ Updating current written and image content, and current links

➜ Updating internal links to enable web crawlers to connect relationships between site pages

➜ Updating metadata, including a Search Engine Listing

➜ Following recommendations for future content to better engage target audience and improve UX

➜ Creating a backlink strategy to boost SEO through increased trustworthiness

Competitors

Several competitors were analyzed to explore opportunities for Hedge House Furniture to improve their website, with the objective of boosting Hedge House's Search Engine Optimization:

www.vintagemillwerks.com
www.kincaidfurniture.com
www.vermontwoodsstudios.com

Updated Keyword Strategy

Hedge House Furniture doesn't seem to have a keyword strategy. An audit of Hedge House on SEM Rush only shows "heritagehouse" and "heritagehousefurniture" as actively used keywords.

Recommendation:
Combination of short tail keywords (general terms), geared towards general searches for consumers in the Awareness stage, and
long tail keywords to mimic the terms and phrases people are searching, for potential customers in the interest stage, through conversion and advocacy.

Updated Keyword Strategy

Updated keywords are more relevant to what people are searching, and are geared to Hedge House's target audience. See full keyword recommendations **here**. These modifications expectedly would improve Hedge House's SERP placement for searches by their target demographic:

- Men and women, ages 35-50
- Moderate income to affluent
- Homeowners interested in quality home furnishings and stylish home decor
- People interested in sustainability

Suggested Keywords for Different Audiences
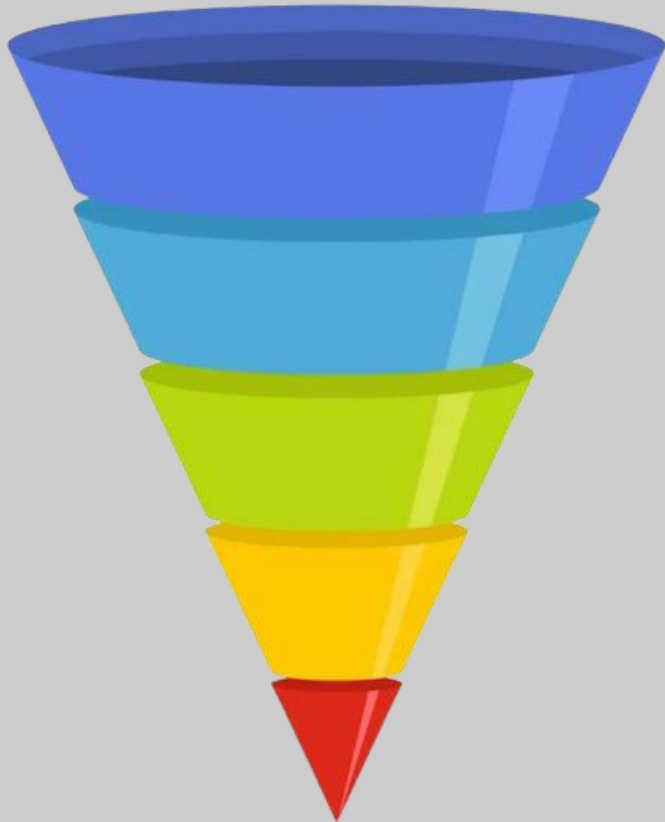
Awareness: Short tail keywords: wood furniture, sustainable furniture, platform bed, dining table, living room wood furniture

Interest: Long tail keywords: benefits of wood furniture, why wood furniture, can wood furniture stay outside, furniture made in USA, handcrafted wood furniture

Consideration: Long tail keywords: Can wood furniture get wet? Does wood furniture have to match?

Conversion: Which wood is best for furniture?

Advocacy/Loyalty: Long tail keywords: Why oil wood furniture? When to polish wood furniture, How to repair scratches in wood furniture

Recommended Updates to Current Website Architecture

On-Page:

Change menu tabs to the following listings, and present them in this order to help UX and organization of the site for Google's web crawlers:

- **About Us** - update content (detail to follow)
- **Materials** - update content (detail to follow)
- **Shop** - Keep current dropdown menus
- **FAQs** - Needs to be its own page on menu bar. Currently exists but can only be accessed through an FAQ link at the bottom of the "About" page.
- **Blog** - change "Read" to "Blog" (detail to follow)
- **Contact** - update content (detail to follow)

Recommended Updates to Current Text Content

Top bar menu page labels should be bolder and in a contrasting color to the image behind it for better UX. Currently difficult to read.

Home page: Move "Made in the U.S. Built for Your Space. White Glove Delivery" above the fold. Add essential-to-incorporate keywords such as "wood furniture" as anchor text, linking to product pages. **Include CTA button "Browse our collection"** with internal link to Shop page.

About Us page: Add company's value proposition. Change current headline to "CUSTOM MADE WOOD FURNITURE BUILT IN THE USA". Incorporates key words and helps Google's web crawlers understand clearly stated what the business does.

Remaining copy should incorporate some of the following recommended keywords: "sustainable furniture", "benefits of wood furniture", and "why wood furniture"

Recommended Updates to Current Text Content

Materials page: Keep current copy. Create blog post "5 Benefits of Hardwood Furniture" and use internal link from text on Blog page leading back to the Materials page. Add info about Hedge's "white glove delivery" to the FAQ page, and use internal link from this text on FAQ page to link back to the Materials page. Keep current internal link "Check out our latest work here" to the Shop page.

Walnut   White Oak   Mapl   Cherry

Recommended Updates to Current Text Content

Shop page:

Should include pricing, or price range with first view of product. Since Hedge House offers custom-built furniture, each subheader page should include, "Have something else in mind? Contact us for custom orders" with internal link to the Contact page.

Recommended Updates to Current Text Content

Blog page: New blog posts should be added every 2 (optimal) to 4 weeks on topics of interest and value to potential customers, and customers who have made a purchase. Each blog post should contain a photo. Posts should contain keywords, and internal links back to the Materials, About Us, and Contact pages when relevant and possible. Topics of value will bring longer page views which help SEO and build credibility, framing Hedge House Furniture as a trusted company and experts in the wood furniture field.

Suggested blog post topics: "5 Reasons Why to Buy Real Wood", "Is Wood Furniture Eco-Friendly?", "5 Tips on How to Clean Wood Furniture", "How to Repair Scratched Wood Furniture", "The 4 Best Woods for Furniture".

Recommended Updates to Current Text Content

Contact page:

Currently only includes email contact info. Should also include company address, phone number, hours of operation and a Google Map.

Recommended Updates to Current Still-Image Content

Replace current hero images with smaller banner photos. On product pages, consider offering a toggle option without having to click through so viewers can see the item as a standalone, but also in context as part of a decorated room. This will make for a better UX.

Recommended Addition of Video Content

Ideas for content-rich, engaging videos:

About Us page: Consider adding a video featuring Hedge House Furniture's owner sharing the history of the company, the company's value proposition, the craftsmen who build the furniture, and possibly testimonials of happy customers. This increases page view duration and builds trust and company likeability.

Eg. "How Hedge House Furniture is made", or "Meet Our Craftsmen"

Materials page: A tour of different furniture collections and/or furniture of different wood types shown as part of a fully decorated room with on-trend rugs, accessories and home decor for visualization of products in the context of a well-put-together home. Show pets, babies, kids and families living on and using the furniture.

Addition of Video Content

Develop video content on YouTube or Instagram Reels. Add them to the **Blog page** to engage visitors and encourage them to stay on page.

Blog page examples: Video blogs of a designated "home decor expert" giving advice on:

- 5 Interior Design Tips on How to Arrange Furniture
- How to Mix Different Wood Furniture Within a Room
- How to Remove a Water Stain on Wood Furniture

These incorporate keywords, deliver value to a customer, and engage site visitors to increase page view duration.

Recommended Updates to Current Content Links

Keep current links from product images to pricing, link on product page to Contact, to White Glove Delivery, Shipping Policies, More wood options, and the downloadable Care Instructions.
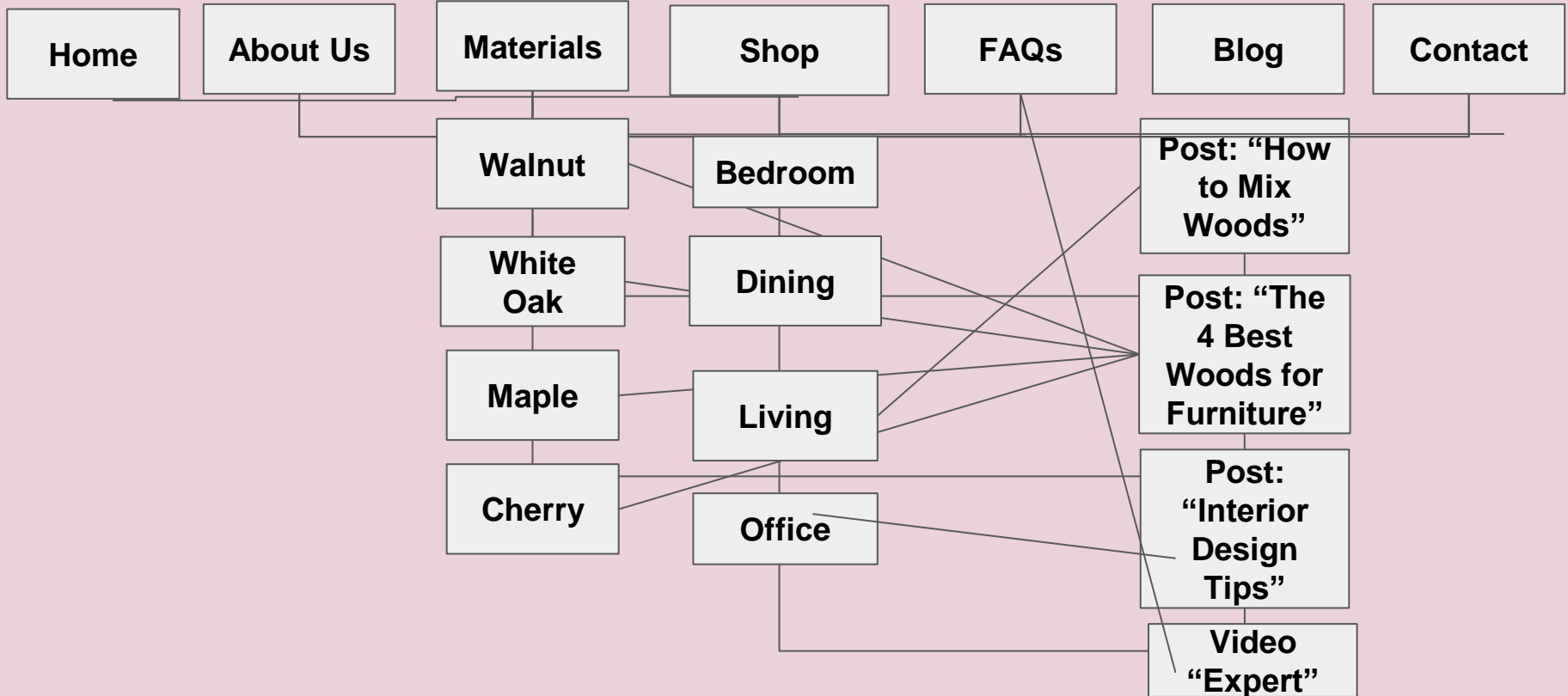
For better UX, it's recommended to **add pricing to product views**. **Update links** to different wood options (on some products, they don't work).

Materials page could benefit from dropdowns for each type of wood, taking the user right to the benefits of each.

Internal Linking Recommendations

Search Engine Listing

Update the Search Engine Listing in the metadata to enable web crawlers to easily identify what Hedge House offers:

<head>
<title>Hedge House Furniture - Custom Crafted Wood Furniture Made in the USA
</head>

Hedge House Furniture - Custom Crafted Wood Furniture Made in the USA
https://hedgehousefurniture.com/
Hedge House Furniture **handcrafted wood furniture** made in the USA…bedroom, living, dining furniture made in your choice of wood…walnut, white oak, maple or cherry…**Browse our collection**…

Other Updates to Technical SEO

Metadata:

Site Speed: Current performance grade = D

Recommendations to improve page performance:

- Compress components with gzip
- Add Expires headers
- Make fewer HTTP requests
- Reduce DNS lookups

Images:

- Reduce image size to accelerate load time - use minimal image size needed
- Add Alt-Text Tabs to each photo

Other Updates to Technical SEO

Recommendations to optimize pages for web crawlers: Add tags for optimized headlines

Homepage: <h1> HEDGE HOUSE, <h2> Custom Made Wood Furniture
About Us: <h1> CUSTOM MADE WOOD FURNITURE BUILT IN THE USA, <h2> Meet the Craftsmen, <h3> Form, Function, and Craft
Materials: <h1> SUSTAINABLE FURNITURE MADE TO LAST, <h2> Grown and Built in the Midwest
Shop: <h1> Choose Your Style

Other Updates to Technical SEO

Site Map:
Update On-Page site map to enable web crawlers to logically see what can be found on the site. Omit non-specific pages not relevant to what the company does.
Delete: Terms & Conditions and Trade
Add: Materials, Bedroom Furniture, Dining Tables, Living Room Furniture

Use Yoast plugin on Wordpress to automate updates to sitemap.xml in source code

Other Updates to Technical SEO

REP tags:

Source code should include **follow** tags for pages we want web crawlers to search, and **nofollow** tags to those we want them to ignore.

Add nofollow tags to:
- Terms and Conditions
- Shipping Policies
- Check-out page
- Contact Page

Backlinks for hedgehousefurniture.com

Organic Search Traffic to site: 7.6K

Number of Backlinks: 385

Strategy detailing analysis process:

Competitor analysis reveals backlink opportunities to boost Hedge House's credibility and therefore SEO. Request backlinks from the following sites:

https://discover.hubpages.com/living/How-to-find-and-buy-furniture-made-in-the-USA

https://www.apartmenttherapy.com/

www.marthastewart.com

www.homedit.com