**SEARCH ENGINE OPTIMIZATION FOR HOG FURNITURE**

**NOTABLE OBSERVATION:**

In other to gain prominence and attain full optimization of website content and information some degree of study and research were made and conclusively the following results were brought forward.

The first observation made was in relation to the name of the company “HOG FURNITURE” which was observed to be underutilized. The company’s name can be optimized to attain Google recognition when related keywords are searched for and as a result reduce competitor’s advantage by a great length. Notably, keywords like; H.O.G, AND HOGAN where gaining high traffic in the Western World and was considered to be highly competitive which was a major disadvantage for a company which deals with Furniture’s and Interior Decoration. In other to eradicated this issue, I propose a campaign tagline and title which combines some of the most important keywords in the field of Interior Decorations and Designs coupled with the companies name and tagline to direct the search results to the company’s website.

Also the use of various social media platforms to optimize and complement the Search Engine Optimization campaign was underutilized and back links constantly promoting the company’s name where not set in place to match the effort of the various social media campaign. To address the issue, a blog would suffice, constantly publishing articles concerning Interior Decoration and Designs while using the company’s tagline, or campaign titles. However not enough, as more websites would have to attest to the company’s ranking as one of the best Interior Design and Furniture companies in Lagos, Nigeria, and Africa as a whole. Opera News agency also can serve as a sort of back link for this action with three to four report articles which can serve as a continuous reference for future articles.

In other to surmount this various issues, the use of a four point approach to optimize the company’s name and company information’s for a minimum of four month to achieve effective search engine optimization ranging from the use of Social Media to Content Writing should be implored. The major target is to occupy the first two pages of the Google search result for the company’s name “HOG FURNITURES” and subsequently pop up in Google search results when questions are asked in relation to interior design and decoration, as well as the use of the keyword Interior designs, and Interior decorations. The four point approach is listed below:

* The use of Contents and Articles to promote the Company’s Name using carefully selected taglines, keywords, search questions, and article titles, all directing results towards the words; “HOG FURNITURES”.
* The use of various social media platforms; to complement the efforts of the S.E.O campaign, and deliberate use of hash tags relating to the concept of Interior Decoration and Design, Notably; #interiordecoration #interiordesign #fashionweek #voguemagazine #fashionnews #proudlyafrican #blackisbeautiful #blackdesigns #hog #hogfurniture.

There is also the use of “@” to tag major Interior decoration outlets across the world, to complement this campaign. Notable tags to use include; @sherwin-williams, @Benjamin-Moore

* The use of back link services from independent blogs and websites to optimize prominence, and particularly, the images should be the focus.

However when paired with notable competitors, specifically “Agatha Interior Design LTD” it was found out that the Search Engine Optimization service of this company was yielding favorably, however with low ranking and rating from the Website audit with a score of 52%, which conclusively suggested back links and promotional moves targeted at Google verification and Identification of their services.

Notable Contenders and Diagnostics:

1. Agatha Interior Design LTD
2. IO Furniture LTD

**NAME OPTIMIZATION:**

**HOG**

The name HOG, could very much still be highly optimized to dominate the spheres of related keywords.

Difficulty: 78%

Global Traffic Volume: 178,000

Nigeria’s Traffic Volume: N/A

Notable Keywords:

Hog Rider: Volume of search: 74,000

Related Keywords:

H.O.G: Volume of search: 1900

NOTE: The promotion of the brand name should be considered, in a bid to make high traffic income. HOG, is an unexploited keyword locally, building on this will drive recognition quickly. The aim is to get Google recognition for 2 pages of the search result stemming from the promotions of Article written and published on the site blog.

Content Base Promotions:

**About Page:**

Hog Furniture no doubt command a very impressive presence on the World Wide Web, however little is known about the website, in a bid to promote its prominence further, articles should be written and updated regularly on the company.

**Home Page:**

The Home Page is the main attraction of the website, however the Home Page is as empty as its post, little updates and company created images should be used with alt description container one very important keyword and the company’s name “Hog Furniture”, this Image is Identified by Google Search engine and the necessary attributes are accorded to it, promoting the article, the image and the content further.

**Products and Services:**

This product and service page should as well be optimized using the image, alt text, and description aligned with specific taglines and keywords to buttress its worth.

NOTE:

The use of selected keywords are very vehement to attain the desired outcome.

**KEYWORDS FOR SEO CAMPAIGNS:**

**NOTE:**

For a successful Search Engine Optimization Campaign, a title or tagline should be given to cover every aspect of the service delivery and about the company:

**Proposal:**

* An advice on Interior Decoration from HogFurniture’s.
* Making the right Decision for your Interior Decoration by Hog Furniture’s.
* Making the right choice for your Decoration.
* Modern Interior Decoration by HogFurniture’s.
* Modern Decoration : Interior Design Weekly
* Design Weekly: Making a juicy choice for your Apartment

**Article Topics:**

* + - How to Purchase Interior decorations from Hog
    - Hog Furniture’s and the Future of Interior Decoration
    - Latest Interior Decoration designs by Hog Furniture’s
    - Top 20 Interior Decoration to Acquire: Hog Furniture’s
    - Affordable Interior Decorations: Furniture’s
    - Hire an Interior Decorator from Hog Furniture’s
    - Where to hire an Interior Decorator: Hog Furniture’s
    - Top Furniture’s and Interior Decoration Companies in Nigeria.
    - Furniture Store in Lagos Nigeria

**IMPORTANT KEYWORDS:**

**HOME FURNITURE:**

* Office Interior
* Apartment Interior Design
* Interiors by Design
* Traditional Living Room
* Mid Century Modern Interiors
* Interior Design Services

**INTERIOR DECORATION AND DESIGN:**

Difficulty: 98%

Nigeria’s Traffic Volume: 3,600

Notable Keywords:

Interior Decorator: Volume of search: 12100

Interior Decorator near me: Volume of search: 8100

Interior Decorating: Volume of search: 6600

Interior Decorators: Volume of search: 8100

NOTE: To compete for this keywords, among highly organized and well structured organizations and companies of the World, small campaign to find a solid foundational footing will be established, focusing of every initial article and blog post written as well as proxy campaigns.

Articles on Interior Decoration to Observe:

The reason for writing articles on prominent written contents is to tap off the traffic when words related to this articles are searched upon.

22 Cool & Captivating Hotel Lobbies

“First Light” is Benjamin Moore’s Color of the Year 2020

2019 NYCxDESIGN Awards

8 Sustainably Designed Significate Interior Decoration

Top Brands in Nigeria

Blue Mahogany Ltd

DO II Ltd

Germona West Interior Designs

Out of Africa lifestyle

Social Media Optimization:

Social Media brings three things to the table, prominent, traffic and customers, however not limited to these things. The use of Social media in the process of search engine optimization gives the advantage of pulling the influence of accounts and popular brands related to this scenery. However, some accounts on this social media platform have placed restrictions and request pulls to prevent unwanted and unnecessary pull of their account. In a bid to fully optimize this platform, following trends and tags would be recommended.

Back links:

Back links are like hyperlinks linking two websites together, Hog furniture’s as over 12,000 back links, however when compared to Agatha Interior Design Ltd which as just 200+ and its result on the Google search engine, it is understandable that articles should be innovative, well constructed and must target recent trends and happenings in the world of Interior designs and Decoration, such articles are with the potentials of getting back links from high ranking websites with would undoubtedly help the SEO drive.

**CONCLUSIVELY:**

To sum up ever understanding of what is needed, the Optimization of all Images using the alt text which must contain a tagline, key word, and company name;

Example:

Alt= “modern interior designs from hog furniture | weekly advice on your home arrangement | Interior design and decoration”.

These images should also be attached to post and articles which would use a different tagline, keyword and description, to optimize fully, however related these words would be related.

The use of Social Media Platforms to optimize to the fullest posted articles coupled with the use of hash tags “#” and “@” to pull in more views and traffic. Also to note, the use of this elements would be tailored after the nature of the company products and in line with the company services.

Articles written should be tailored after latest trends in the interior decoration sphere, and there should also be innovative articles written on latest eye opening topics from a total and vast point of view backed up by adequate research and reference.

Back links are gotten from the activation of hyperlinks on an external website, in other to gain, effective back link resource, articles and contents written should be focused on more innovative and trending topics capable of getting external referrals.

NOTE: HOG | hog | Hog

Market place for furniture’s, furnishing and interior decoration

Wikipedia Name: HOG-Home.Office.Garden

Services:

Wallpaper

Home appliances

Furniture

HOG (Home, Office, Garden) ARTICLE ON WIKIPEDIA

**CONTENTS**

* Introduction
* HOG-Home.Office.Garden
* Hog logistics
* Type of services
* HOG Android and IOS Platforms
* Payment option
* HOG Service Promotion
* Competitors
* Awards
* Reference

**Introduction**

Technology as changed the World which is fast becoming a global village, with various innovations to make life easier through the interconnection of various computer systems and internet enabled gadgets and devices which makes ordering and purchasing online possible. Imagine searching online for where to purchase all the pieces of home, office or garden furnishing, furniture’s and home wares and appliances and are given limited options which may or may not be suitable to personal preference could be sometime tiresome, having a wide range to choose from would certainly make the difference, and with the induction of online shopping and marketing to make this activity more seamless is worthwhile.

HOG is an online marketplace for the sales of [home, office or garden](file:///C:\hog_furniture\hotfurniture.com.ng) wares and appliances as well as furniture’s coupled with the provision of furnishing and interior decorating services. Seeking to make online shopping for home and office wares and appliances, ordering of various interior designs and interior decoration service, and garden set up and designs, HOG-[Home Office Garden](hotfurniture.com.ng), as inducted various platforms and guaranteed to make service delivery effective and faster.

**HOG-Home.Office.Garden**

Hog when spelt out is an acronyms coined from ‘[Home Office Garden](hotfurniture.com.ng)’ which refers to Nigeria’s foremost online marketplace destination for home wares and appliance, providing office furnishing services and sales of outdoor furniture’s for lounge and garden as well as wallpapers for beautification. Hog is ranked to match up with global international standards coupled with innovation and technological advancement. Hog- ‘[Home Office Garden](hogfurniture.com.ng)’ which was incorporated in January 2009 as grown into a significant member of the Vanaplus Group with its notable achievements in the area of innovative interior designs accompanied by world class decorations as well as effective service delivery.

**Hog logistics**

HOG as a wide range of mechanized automobiles to ensure speedy and effective delivery service across Lagos State and Nigeria, with over an hundred logistics van, and logistics mechanism divided among various mode of transportation, Hog- [Home Office Garden](hogfurniture.com.ng) as focused most of its attention to ensuring swift response and an all round the clock service delivery.

**Type of services**

Hog- [Home Office Garden](hogfurniture.com.ng) offers a wide range of services counting from;wallpaper**,** home appliances**,** furniture, interior decorations and interior design services.Hog as dedicated its effort to ensuring rich and original furniture sets from top brands are made available for purchase providing a wide range of products, which are placed in catalogues and divided to meet the wants and needs of its customer by Categories in a bid to promote further professionalism in its service delivery. Some of Hog-‘[Home Office Garden](hogfurniture.com.ng)’ popular categories include: Living room, Bedroom, Bar, Bathroom, Dining, Kitchen, Office space, Conference room, Reception & Workstation and outdoor.

**HOG Android and IOS Platforms**

Joining the league of [Jumia](jumia.com) and [Konga](konga.com), [Hog](https://hogfurniture.com.ng) in a bid to make effective service delivery as resulted to take advantage of the technological advancements and innovations of the 21st Century to serve its customers better, through the launch of its Android and IOS platforms bringing online shopping into its description and for its customer, making shopping at their finger tip. Hog Android and IOS applications ready for download at the Google Play Store and Apple App Store respectively.

**Payment option**

Just like Jumia Pay, Hog-[Home Office Garden](hogfurniture.com.ng) as added the use of its online payment structure to ensure swift payment for products and services. Using **Hog pay**, making payment after shopping as become much more seamless and stress free.

**HOG Service Promotion**

Various promotional adverts and programs as been put forth by many online shopping Marketplace, ranging from Jumia and Konga black Friday to Tech week, Hog-‘[Home Office Garden](hogfurniture.com.ng)’ also offer special discounts in shipping cost with value starting at ₦1,500 for customers in Lagos and Ogun State. When a bulk purchase is made, lower shipping rate, discounted prices.

**Competitors**

[Hog](https://hogfurniture.com.ng) faces competition from other dominant online marketplace and digital commerce platforms, such as [Jumia](https://en.wikipedia.org/wiki/Jumia" \o "Jumia), [Konga](konga.com), Kilimall, [Sunvait Network Ltd](https://en.wikipedia.org/w/index.php?title=Sunvait_Network_Ltd.&action=edit&redlink=1" \o "Sunvait Network Ltd. (page does not exist))  already established and with optimum online presence even recently founded ecommerce platforms like [Buzymart](https://en.wikipedia.org/w/index.php?title=Buzymart&action=edit&redlink=1), [Tradift](https://en.wikipedia.org/w/index.php?title=Tradift&action=edit&redlink=1" \o "Tradift (page does not exist)), [DayDone](https://www.daydone.com.ng/) which due to niche product, location and a strong agency networks platforms have manage to stay relevant.

**Awards**

**Reference**

**SEARCH ENGINE OPTIMIZATION (S.E.O)**

**NOTABLE CONTENDERS:**

1. Agatha Interior Design LTD
2. IO Furniture LTD

**NOTABLE CONTENDING PLATFORMS:**

1. Jumia
2. Konga

**FOREIGN NOTABLE CONTENDING PLATFORMS:**

1. Walmart

**KEYWORDS:**

1. Modern Architecture
2. Modern Design
3. Choice of Color: The Choice of Color is mostly related to the Kitchen Decoration, as well as choice of space.
4. The Kitchen Layout with the consideration of the Kitchen Appliances.
5. Kitchen Spacing and Floor path.
6. Moderate Kitchen Lightning.
7. Model Structuring and Choice of Preference.

KEYWORDS:

1. Garden Home Office
2. Home Garden Office
3. Home Office Designs
4. Home Office Desks
5. Home Office Desk
6. Home Office Desk
7. Home Office Ideas
8. Home Office Table
9. L Shape Design for the Kitchen
10. L Shaped Design and the Appropriate Lighting

**SOCIAL MEDIA PLATFORM:**

1. Pinterest
2. Houzz
3. Facebook
4. Instagram

**TRENDING HASH TAGS ON INTERIOR DESIGN:**

1. Weekly Hog Designs
2. Weekly: Home.Office.Garden

**FOCUS:**

1. Modern Designs a Look into Western Modern Innovations and Where Nigerian Home, Office, and Garden Interior Decorating firms and Companies may have excluded critical Innovations.
2. The United Kingdom and the United States seem to be the basis of Modern Architecture in relation to modern design and building specifications, playing an important role in model analysis and structure. A critical study into the choice of design and choice of preference.
3. Online Market Place and Shopping Outlet.
4. Popular searches and revolutionary choice of products and services online.

**NOTE:**

Modern interior decoration places a lot of consideration into the design of the home, comfort, space, and personal preference which is subjected to personal taste. ( carriecottondesign). Decorating with vintage, Scandinavian décor, Feng Shui Ideas.

1. Cortney Bishop: Cortney Bishop Design
2. Henriette Von Stockhausen: VSP interior Design

Also Tips which influence the choice of interior decoration and design are:

1. **Draft a thorough plan and know the points you need to cover**
2. The width of the kitchen walkway and work aisles.
3. **Get the kitchen appliances that are suitable for your need.**

**S.E.O:**

1. https://www.homesandgardens.com/

**NOTABLE ARTICLES:**

1. Kitchen Remodeling Ideas: 12 Amazing Design Trends in 2022.
2. How Kitchen Lighting Makes A Difference To The Whole Design Scheme.
3. How to Create the Perfect Office.
4. How to Use Pressure Water to clean your Outdoor Furniture’s. (Needs some working on).
5. How to make a receptionist Area more Welcoming.
6. 8 Tips to take care of your Leather Furniture.

**QUICKLINK:**

<https://hogfurniture.com.ng/blogs/latest-blog/how-kitchen-lighting-makes-a-difference-to-the-whole-design-scheme>

L Shape design:

Frees up space

Ease the flow of Traffic

* The Lighting Section is very poor for Hog Furniture’s

**A SAMPLE ARTICLE ON INTERIOR DECORATION:**

**Hog-Home.Office.Garden Weekly**

**FOCUS:**

*General Taglines and Keywords:*

1. *L Shape Design*
2. *Lighting up Your Home*
3. *Best Interior Design*
4. *Designing a Kitchen of Choice*

*Other Taglines and Keywords:*

1. *Garden Home Office*
2. *Home Garden Office*
3. *Home Office Designs*
4. *Home Office Desks*
5. *Home Office Desk*
6. *Home Office Desk*
7. *Home Office Ideas*
8. *Home Office Table*
9. *L Shape Design for the Kitchen*
10. *L Shaped Design and the Appropriate Lighting*

Introduction: **Hog-Home.Office.Garden Weekly: The Best Kitchen Design**

The kitchen for some is just another room in the building essential to the living. A room designated for the preparation of breakfast, lunch, dinner and supper. The Kitchen when thought of in this view is stripped of its importance which has been over stated from cradle to grave making it trivial.

The Kitchen could also be a myth or a fragment of well thought out and planned arrangement of carefully selected patterns to suit personal choice and create the appropriate spacing to meet modern designs, such fragment of thought are generated from the imaginative lens of professional Interior design and decoration experts. To these individuals the kitchen is life, obviously for its beauty and its role in interior design and decoration. Understand this, the Kitchen is a section of the home, and should be given the same if not more attention projected to the design of the Living Room or a room reserved for the reception of guest or relaxation.

When picking a pattern of design for a Kitchen, certain factors should be taken into considerations; factors like spacing, lighting, entry and exit, the Kitchen cabinets, the Kitchen floor and walls. Contrary to prominent beliefs and assumption, the Kitchen is a section of the Home, with its own unique features to accommodate certain unique designs not suitable to other parts of the Home, and as such certain factors should be put into considerations before choosing a design pattern.

First Paragraph: **Design Consideration:**

Designing the Home could mean the arrangement of furniture’s and appliances placement

“Any floor design would do, a carpet or rug, or published wooden framework; A home is comfort from the heart and not beauty in the eyes”

A phrase quite wrong if you ask me; the beauty of a Home bring comfort and exquisite taste as well as exquisite lifestyle. No one would like to live without taste; it’s like taking a cake without the icing or its sweetness

“A Home is Comfort from the Heart and beauty to the eyes”

When choosing the appropriate design for the decoration of the Home, personal preference and choice should be considered first, and then filtered by modern interior design. And for the choice of arrangement and design for the Kitchen; spacing, lighting, and traffic flow should be put first before personal preference. When consideration is given to the spacing requirements of the Kitchen, certain conclusions are made on the important aspects of the Kitchen arrangement such as the positioning of a dinning space and table: such positioning could be sited close to the Kitchen window, for a nice view of the night sky serenaded by the night bugs when having a late night snack or at the center of the room which would give a sense of safety in the absence of a court yard with high fencing or even a fencing of some sort to shield the window, however positioning the dinning space or table at the center of the Kitchen would affect spacing and traffic flow .

The arrangement of the Kitchen Cabinet is also as important as the positioning of the dining space. The arrangement of the Kitchen cabinets should be done with the focus to expose the walls of the Kitchen which should be painted in bright colors with gloss paint selection to allow easy cleaning of oil spills; however the choice of colorful tiles matching with the Kitchen cabinets against the Kitchen floor is a better choice and could bring out its lighting. Whichever design is chosen for the Kitchen Cabinets and tiles or wall colors, should complement the lighting of the Kitchen.

And in the case of traffic flow in and out of the Kitchen, a duo door entry and exit style would come in handy to ease the flow of movements into and out of the Kitchen; however still dependent on the space available for allocation which could be limited by the Kitchen length or width.

Also putting into consideration should be the L Shaped design of the Kitchen cabinets, this gives the Kitchen design and arrangement a sense of professionalism and frees up a lot of space at the center.

Second Paragraph: **Choosing the Right Appliances**

The Kitchen arrangement and design are complemented by the choice of the right appliances. Appliances like a coffee making, microwave, or drying board and others should be purchased only for specific reasons like frequency of usage, importance, and its addition to complementing the Kitchen Design. Using a cutlery wall clock says a lot about this has well.

Fixing electrical sockets should be placed only in areas where they are needed and required, the use of a microwave or coffee making or any electrical appliance should be kept far from the rinse sink or from positions which could expose it to liquid spillage and subsequently, damage.

Third Paragraph: **Spacing and Lighting Considerations**

Back to Spacing and Lighting, the Kitchen is an ecosystem of appliances, wooden furniture’s, tiles, and center rugs, as well as hanging wall clocks, basically everything in the household, is found in the Kitchen, trying to fix all this into the right spot could be indeed challenging, and as a result many individuals hire professionals to help them sort out this cumbersome puzzle of choice and preference against the rule of design and decoration. In other to solve the puzzle, the use of an L Shaped counter design should be imployed, with the consideration of spacing to ease traffic flow in and out of the Kitchen, the choice of Lighting should also support popular modern design; a serene choice would say a lot, cool, calm and simple.

**Conclusion**

On an ending note, when faced with a dilemma in the aspect of designing or decorated a Kitchen the simple factors to put into consideration are the Lighting, Spacing, and choice of Appliance, all to complement the other.

Introduction: Hog-Home.Office.Garden Weekly: L Shape Design for the Kitchen

A vintage dining table and chairs by Hans J. Wegner and a circa-1963 Arteluce pendant light furnish the dining room of a [Bridgehampton, New York, house](http://www.architecturaldigest.com/gallery/deborah-berke-thomas-obrien-designed-hamptons-home-slideshow) devised by the architecture firm Deborah Berke Partners, with interior designer Thomas O’Brien of Aero Studios.

Quite simple, quiet but loud, beautiful and elegant, designs like this remind me of my encounter while shopping at a popular Nigerian market in Lagos State for curtains and underlay linen fabrics for the Living room and the Kitchen, I came across the color valuation process involved in the selection of the appropriate linen design and was quite amazed to see professional interior designers and decorators picking out the obsolete colors as favorite, quite strange to me, I had always thought when selecting the right curtain pattern, the colors of the wall, the carpet and rug, the arrangement of the apartment furniture’s were crucial factors to consider, but here I was being corrected.

Interior decoration of the Home, Office, or Garden is not just subjected to choice, but a mix of design considerations and preference. When choice is restricted to follow certain pattern of designs, then preference would come in to play its role as choice. Scrutinizing modern architectural interior design magazine’s article on modern interior design, it can be conclusively connoted that lighting plays a very important role in the beautification of the Kitchen, and the choice of lighting is subjected to the pattern of design.

As earlier stated in our previous article “Hog-Home.Office.Garden Weekly: The Best Kitchen Design”; choosing the best Kitchen design is usually subjected to the spacing, lighting, entry and exit pattern. These patterns are notably divided into four choice; the L Shape, G Shape, the Single Wall and the U Shape, all arranged has it alphabets and words connote. However the most prominently used and best choice would be the L Shape Kitchen cabinet design, which guarantees ease of movement and spacing. It has three points from which the Kitchen cabinet flows; its pattern flows from the oven gas cooker at one far end adjacent to the refrigerator with the Kitchen sink at the center forming an equilateral triangle when traced, giving it simplicity.

First Paragraph: Best Kitchen Design Path

The U Shape and G Shape Kitchen Design Path sounds quite fancy and exquisite however are used mostly by restaurants and hotels with bars or dinning space but could be employed in the designing of a Garden with a dinning space selection or an apartment with an enormous Kitchen size.

For the Kitchen selection, moderate in size and spacing, the L Shape design is used best. The L Shape design guarantees the ease of movement from one extreme of the Kitchen to another, and makes meal preparation a party for the Kitchen. Usually, a Kitchen counter with the L Shape designs almost always guarantees the presence of a center counter top with high heel stools which makes the Kitchen quite accommodative to viewing eyes and gisting partners. The L Shape design pattern includes that cool, serene and serenading atmosphere of heavenly proportion when followed with the décor design of an Ambient Lighting and under Counter, a Lighting as well.

Second Paragraph: Lighting Consideration

The Lighting consideration of the L Shaped Kitchen Counter is an Ambient Lighting pattern. It is infused into the ceiling and merges with its color giving that bright white look depicting a heavenly scene. However when used with a LED Strip lighting, the Kitchen becomes very much lit depicting a throne of gold of some sort, and satisfactory to the eyes. These two patterns are very much the life line of the L Shaped cabinet arrangement and interior design and the Ambient Lighting selection.

The lighting consideration should be bright and high up in the ceiling to prevent its concentration on the individuals under it, thus the higher the ceiling the brighter the lighting. And to eradicate the shadowy figures of the Kitchen Counter top, lighting should be placed underneath the hanging Kitchen Counter top, which would also add coloration to the Kitchen, however everything should be done in moderation to avoid abuse of the lighting pattern.

The lighting considerations are not limited to the Ambient Lighting technique, as there is the: Task Lighting used mostly in restaurants and open bars; there is also the Accent Lighting which is preferably used in Libraries and Reading sections of the Home.

Third Paragraph: Entry and Exit Consideration

As stated in the earlier article; article “Hog-Home.Office.Garden Weekly: The Best Kitchen Design”, when blessed with a Kitchen of duo doors, the routine is to designate one for entry and the other for exit, to ease the flow of movement in and out of the Kitchen. The Lighting selection might is wonderful and the Kitchen arrangement complementing this pattern, but what use are all these components, when at the slightest attempt to move in and out of the Kitchen, a crowd control section is required, Spacing is very much important when setting up the Kitchen décor, and should never be left out of the designing process.

A Kitchen counter can be placed at the center with stools for sitting to guarantee comfort; the lighting might be exquisite giving it that unique outlook, but above all, the space required must be met to effectively enjoy this pattern of design, no one want to be left in a Kitchen which is stuffy with mobility difficulty, besides Claustrophobia could be a big worry, thus giving the appropriate spacing required cannot be overstated .

Conclusion

When selecting a Kitchen design, the path to follow should always be the a L Shape, with lighting consideration being the Ambient lighting pattern to fully represent the definition of a Modern Interior Decoration and designing pattern.

Introduction: **Tips on Interior Design from Hog-Home.Office.Garden**

The path of décor and beautification of an office space, a garden or home is quite elaborate however simple, it begins with the simple imagination and conceptualization of an Idea, gotten from an article in a magazine or update from a newspaper or even a fashion outlet. All directly points to the process of trying to pick the right décor suitable and aligned with personal taste and preference of the individual which can be influenced and affected by the swift change in the patterns and arrangement of new designs often innovative and quite flashy or even a unique change in existing ones.

Hog-Home.Office.Garden weekly is focus on the Kitchen arrangement pattern for the Month of June, and would give a whole new prospect to Kitchen décor and Lighting approach.

The Living Room is characterized by various degrees of complexities and choice of preference, the garden is comfort first and a beautiful arrangement pattern to compliment the choice of design, while the kitchen is spacing and lighting to meet imaginative decor. The Kitchen in particular is riddled with myriads of options and design specifics with Lighting considerations, spacing, and beautification. All this are limited to five notable design patterns, namely;

1. Island Design Pattern
2. Parallel or Straight Design Pattern
3. L-Shape Design Pattern
4. U-Shape Design Pattern
5. Open, or Galley Design Pattern

First Paragraph: **Using Various Interior Décor Pattern for the Kitchen Arrangement**

The Island Kitchen décor pattern like its name implies is an Island of Kitchen Cabinets scattered across the space from each other in very distinct pattern which allows for appropriate Kitchen arrangement just enough for the Kitchen to be transformed into an effective work space. Each Kitchen Counters or Cabinets are designated areas of work, or in this case cooking operations to be done and efficiently carried out from which another counter could be designated to be the landing area where meals are disburse into the dinning space and in a restaurant, meals are first scored after being tasted by the chef before being disbursed to various tables.

On another notion, the Parallel or Straight Kitchen Design pattern gives a whole new meaning to the Kitchen Highway, Two Kitchen Cabinets facing each other and patterned to strictly provide meals. This décor quite lovely though, takes out the fun in design. The Parallel design is quite Unique in its form and with the use of Ambient Lighting and cabinet designs could mean new life to the Kitchen arrangement but does not guarantee the unique piece of intellectual design. From one part of the Kitchen cabinet to the next opposite it is the seamless flow of operation, strictly providing meals.

The L Shape design is quite prominent and patterned after its name, Hog-Home.Office.Garden Weekly personal favorite. What makes this design stand out is its unique view and spacing with the accommodation of the Ambient Lighting Pattern. The L Shape design can be used both at home and in the office or restaurant Kitchen spaces. Its unique pattern gives a seamless flow and depicts the Kitchen work space efficiently, with the introduction of more efficient design pattern. In some designs patterned after this flow, the Kitchen could include a table cabinet either at the center of the Kitchen space or close to the window, it could also feature in another counter just convenient enough to connect the liquor cabinet opposite it, to the top of the counter for a simple drink with a friend, or a quick cereal snack.

The U Shape décor pattern is quite lovely, forming the letter U in its design pattern, the U shape design is closely similar to the G Shape or Galley design pattern and gives enough spacing at the center of the Kitchen to allow easy flowing of movement and seamless work flow as well, crossing from one end to another and ultimately ending up in the dinning space and on the dining table. The U Shape Design Pattern comes second to the L Shape design pattern, notably because of its Lighting consideration and accommodation of an extra Kitchen Cabinet at the center of the Kitchen Shape to accommodate more seamless work flow.

On an ending note, the Galley Shape design Pattern. The G Shape is quite unique, maybe because of its exquisite pattern of design or the pronunciation of the letter “G” with an high pitch tone, or just simply the investment of time and thinking into its design, the Galley design pattern has a flow and a deliberate attempt to eradicate every stench of boredom in the Kitchen Space, giving in open view from the Kitchen space directly to the dining area. Using the Galley Kitchen design is family time every time, and watching the cooking action from the dining space can leave one with watering mouth so much that they would be tempted to join the action. Seamless, flawless unique exquisite design.

Second Paragraph: **The Appropriate Lighting for the Kitchen Décor**

For appropriate Lighting, the Ambient Lighting pattern is Hog-Home.Office.Garden Weekly advice; it sinks into the design and makes every part of the Kitchen a comfort. Working from the Throne of Grace I would say. The Ambient Lighting allows for under cabinet fixing removing shadowy figures projected by the top cabinets and illuminates the entire space making the Kitchen design not just properly arranged but well lit up and perfectly designed.

Third Paragraph: **The L Shape Pattern and Ambient Lighting**

**Hog-Home.Office.Garden** Weekly gives you the choice of pattern arrangement of the Ambient Lighting while using the L Shape design pattern which guarantees a seamless flow from the Kitchen work space to the dining space. The three important considerations of spacing, lighting and traffic flow are also met and well utilized while encouraging the use of more Kitchen Cabinets to compliment the design pattern making it a hybrid design and has earlier stated Hog design for the week and for the month.

**Conclusion**

Conclusively the design patterns chosen by Hog are subjected to personal preference and professional tips from satisfied customers. The décor of various interior patterns would be looked into and effectively exploited to ascertain choice and reasons for this choice from our respective customers..

DATE: 8th of June 2022

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**CHECKING BLOG POST FOR SEO COMPLIANCE:**

**ERROR FOUND:**

1. Resource Error:

Some Images in the Shopping sections are used as a link rather than an Img Icon, which are fixed and serve as an added S.E.O advantage for the template provider.

1. Internal Links:

Some pages are difficult to reach, due to the fact that they contain just one link.

1. Other Error Found :

The major problems found on the pages are in relation to the text to code conflict, the pages listed below contain less text when compared to the codes: “HTML” used to setup the page.

Also noticed was the Bounce rate at 70%, which is actually moderate for an Ecommerce website, but invariably affects the Blog. A Blog is notable for its high quality pitch of articles well structured to meet specific requirements

1. <https://hogfurniture.com.ng/blogs/latest-blog/idan-world-interior-day-2022>
2. <https://hogfurniture.com.ng/blogs/ideas-inspiration>
3. <https://hogfurniture.com.ng/blogs/latest-blog>
4. <https://hogfurniture.com.ng/blogs/latest-blog/every-room-of-18-interior-design-ideas-that-will-transform-your-home>

The Load response time of Pages with little Text to Code ratio is quite slow for both the desktop view and Mobile view.

One Notable observation is that, pages with low text to code ratio try to use images to make up for text or content deficiencies, calling in the cdn with makes load of such page quite slow and affects the S.E.O.

The Use of Gorilla googleads contains more code than required as well as that of the shopify.

Conclusively, after scrutinizing strictly the blog posts, there are three major issues

1. Low Text to Code Ratio
2. Complementing low Text with Images
3. Bad loading time due to multiple codes loading.

How to Solve:

1. Article word counts can be increased further to 1500 words per articles
2. The use of limited images to support article claims and in the occurrence of multiple use, the text content should be more.
3. The limitation of Googleads and shopify links to reduce the time taken to load articles
4. And for the section landing page, the inclusion of summary should be considered to increase the Text against the Code ratio.

**Hog-Home.Office.Garden Weekly: L Shape Design for the Kitchen**

A vintage dining table and chairs by Hans J. Wegner and a circa-1963 Arteluce pendant light furnish the dining room of a [Bridgehampton, New York, house](http://www.architecturaldigest.com/gallery/deborah-berke-thomas-obrien-designed-hamptons-home-slideshow) devised by the architecture firm Deborah Berke Partners, with interior designer Thomas O’Brien of Aero Studios.

Quite simple, quiet but loud, beautiful and elegant, designs like this remind me of my encounter while shopping at a popular Nigerian market in Lagos State for curtains and underlay linen fabrics for the Living room and the Kitchen, I came across the color valuation process involved in the selection of the appropriate linen design and was quite amazed to see professional interior designers and decorators picking out the obsolete colors as favorite, quite strange to me, I had always thought when selecting the right curtain pattern, the colors of the wall, the carpet and rug, the arrangement of the apartment furniture’s were crucial factors to consider, but here I was being corrected.

Interior decoration of the Home, Office, or Garden is not just subjected to choice, but a mix of design considerations and preference. When choice is restricted to follow certain pattern of designs, then preference would come in to play its role as choice. Scrutinizing modern architectural interior design magazine’s article on modern interior design, it can be conclusively connoted that lighting plays a very important role in the beautification of the Kitchen, and the choice of lighting is subjected to the pattern of design.

As earlier stated in our previous article “Hog-Home.Office.Garden Weekly: The Best Kitchen Design”; choosing the best Kitchen design is usually subjected to the spacing, lighting, entry and exit pattern. These patterns are notably divided into four choice; the L Shape, G Shape, the Single Wall and the U Shape, all arranged has it alphabets and words connote. However the most prominently used and best choice would be the L Shape Kitchen cabinet design, which guarantees ease of movement and spacing. It has three points from which the Kitchen cabinet flows; its pattern flows from the oven gas cooker at one far end adjacent to the refrigerator with the Kitchen sink at the center forming an equilateral triangle when traced, giving it simplicity.

**Best Kitchen Design Path**

The U Shape and G Shape Kitchen Design Path sounds quite fancy and exquisite however are used mostly by restaurants and hotels with bars or dinning space but could be employed in the designing of a Garden with a dinning space selection or an apartment with an enormous Kitchen size.

For the Kitchen selection, moderate in size and spacing, the L Shape design is used best. The L Shape design guarantees the ease of movement from one extreme of the Kitchen to another, and makes meal preparation a party for the Kitchen. Usually, a Kitchen counter with the L Shape designs almost always guarantees the presence of a center counter top with high heel stools which makes the Kitchen quite accommodative to viewing eyes and gisting partners. The L Shape design pattern includes that cool, serene and serenading atmosphere of heavenly proportion when followed with the décor design of an Ambient Lighting and under Counter, a Lighting as well.

**Lighting Consideration**

The Lighting consideration of the L Shaped Kitchen Counter is an Ambient Lighting pattern. It is infused into the ceiling and merges with its color giving that bright white look depicting a heavenly scene. However when used with a LED Strip lighting, the Kitchen becomes very much lit depicting a throne of gold of some sort, and satisfactory to the eyes. These two patterns are very much the life line of the L Shaped cabinet arrangement and interior design and the Ambient Lighting selection.

The lighting consideration should be bright and high up in the ceiling to prevent its concentration on the individuals under it, thus the higher the ceiling the brighter the lighting. And to eradicate the shadowy figures of the Kitchen Counter top, lighting should be placed underneath the hanging Kitchen Counter top, which would also add coloration to the Kitchen, however everything should be done in moderation to avoid abuse of the lighting pattern.

The lighting considerations are not limited to the Ambient Lighting technique, as there is the: Task Lighting used mostly in restaurants and open bars; there is also the Accent Lighting which is preferably used in Libraries and Reading sections of the Home.

**Entry and Exit Consideration**

As stated in the earlier article; article “Hog-Home.Office.Garden Weekly: The Best Kitchen Design”, when blessed with a Kitchen of duo doors, the routine is to designate one for entry and the other for exit, to ease the flow of movement in and out of the Kitchen. The Lighting selection might is wonderful and the Kitchen arrangement complementing this pattern, but what use are all these components, when at the slightest attempt to move in and out of the Kitchen, a crowd control section is required, Spacing is very much important when setting up the Kitchen décor, and should never be left out of the designing process.

A Kitchen counter can be placed at the center with stools for sitting to guarantee comfort; the lighting might be exquisite giving it that unique outlook, but above all, the space required must be met to effectively enjoy this pattern of design, no one want to be left in a Kitchen which is stuffy with mobility difficulty, besides Claustrophobia could be a big worry, thus giving the appropriate spacing required cannot be overstated .

**Conclusion**

When selecting a Kitchen design, the path to follow should always be the a L Shape, with lighting consideration being the Ambient lighting pattern to fully represent the definition of a Modern Interior Decoration and designing pattern.

Instagram Hash Tags:

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**Tips on Interior Design from Hog-Home.Office.Garden**

The path of décor and beautification of an office space, a garden or home is quite elaborate however simple, it begins with the simple imagination and conceptualization of an Idea, gotten from an article in a magazine or update from a newspaper or even a fashion outlet. All directly points to the process of trying to pick the right décor suitable and aligned with personal taste and preference of the individual which can be influenced and affected by the swift change in the patterns and arrangement of new designs often innovative and quite flashy or even a unique change in existing ones.

Hog-Home.Office.Garden weekly is focus on the Kitchen arrangement pattern for the Month of June, and would give a whole new prospect to Kitchen décor and Lighting approach.

The Living Room is characterized by various degrees of complexities and choice of preference, the garden is comfort first and a beautiful arrangement pattern to compliment the choice of design, while the kitchen is spacing and lighting to meet imaginative decor. The Kitchen in particular is riddled with myriads of options and design specifics with Lighting considerations, spacing, and beautification. All this are limited to five notable design patterns, namely;

1. Island Design Pattern
2. Parallel or Straight Design Pattern
3. L-Shape Design Pattern
4. U-Shape Design Pattern
5. Open, or Galley Design Pattern

**Using Various Interior Décor Pattern for the Kitchen Arrangement**

The Island Kitchen décor pattern like its name implies is an Island of Kitchen Cabinets scattered across the space from each other in very distinct pattern which allows for appropriate Kitchen arrangement just enough for the Kitchen to be transformed into an effective work space. Each Kitchen Counters or Cabinets are designated areas of work, or in this case cooking operations to be done and efficiently carried out from which another counter could be designated to be the landing area where meals are disburse into the dinning space and in a restaurant, meals are first scored after being tasted by the chef before being disbursed to various tables.

On another notion, the Parallel or Straight Kitchen Design pattern gives a whole new meaning to the Kitchen Highway, Two Kitchen Cabinets facing each other and patterned to strictly provide meals. This décor quite lovely though, takes out the fun in design. The Parallel design is quite Unique in its form and with the use of Ambient Lighting and cabinet designs could mean new life to the Kitchen arrangement but does not guarantee the unique piece of intellectual design. From one part of the Kitchen cabinet to the next opposite it is the seamless flow of operation, strictly providing meals.

The L Shape design is quite prominent and patterned after its name, Hog-Home.Office.Garden Weekly personal favorite. What makes this design stand out is its unique view and spacing with the accommodation of the Ambient Lighting Pattern. The L Shape design can be used both at home and in the office or restaurant Kitchen spaces. Its unique pattern gives a seamless flow and depicts the Kitchen work space efficiently, with the introduction of more efficient design pattern. In some designs patterned after this flow, the Kitchen could include a table cabinet either at the center of the Kitchen space or close to the window, it could also feature in another counter just convenient enough to connect the liquor cabinet opposite it, to the top of the counter for a simple drink with a friend, or a quick cereal snack.

The U Shape décor pattern is quite lovely, forming the letter U in its design pattern, the U shape design is closely similar to the G Shape or Galley design pattern and gives enough spacing at the center of the Kitchen to allow easy flowing of movement and seamless work flow as well, crossing from one end to another and ultimately ending up in the dinning space and on the dining table. The U Shape Design Pattern comes second to the L Shape design pattern, notably because of its Lighting consideration and accommodation of an extra Kitchen Cabinet at the center of the Kitchen Shape to accommodate more seamless work flow.

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