FURLENCO

BY–ASHISH SAHOO

CONTENT

- BRAND AUDITING
- WEBSITE CREATION
- KEYWORD RESEARCH and SEO IMPLIMENTATION
- 3 MONTH SEO STRATERGY

Strength:-

Strong Domain Authority:
Furlenco has built a reputable online presence over the years, which gives it a high Domain Authority. This boosts its ability to rank for competitive keywords.

Optimized for Local Search:
Furlenco operates in multiple cities across India and utilizes location-specific landing pages. This helps them rank well for local searches such as "furniture rental in Bangalore" or "furniture rental in Delhi."

Quality Content:
• The website offers detailed descriptions of furniture products and services, which not only helps with user engagement but also provides content that can be indexed by search engines.
• The blog section and resource pages can drive organic traffic, especially if optimized for long-tail keywords.

Mobile Optimization:
Furlenco's mobile-responsive design ensures a smooth user experience on mobile devices, which is crucial as mobile-first indexing is now a key factor in SEO.

User-Friendly Interface:
The website's clean design and easy navigation enhance user experience (UX), improving SEO performance by reducing bounce rates and increasing dwell time.

Weakness:-

On-Page Optimization Issues:
Some pages may lack optimized meta titles and descriptions, which are crucial for improving click-through rates (CTR) and rankings on SERPs.

Thin Content on Certain Pages:
While product descriptions are detailed, some landing or category pages may have thin content, which can negatively affect rankings. These pages could benefit from more keyword-rich, informative content.

Page Load Speed:
Page speed could be improved, especially on mobile devices. Google's algorithm considers loading speed as a ranking factor, so enhancing this can lead to better rankings and user satisfaction.

Backlink Profile Could Be Stronger:
While Furlenco has an established domain, its backlink profile could be more diversified. Building more authoritative backlinks from reputable industry publications or blogs would boost rankings and authority.

Low Focus on Technical SEO:
Technical SEO issues, such as broken links, missing alt tags, or improper schema markup, could limit the site's overall performance. Regular audits could help address these technical aspects.

TASK-1

ON Page SEO:-

ON-PAGE SEO SCORE ?

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Technical Issues:-

- 150 pages have a low word count.   (**High Impact**)
- 142 pages with duplicate meta description. (**High Impact**)
- 150 pages with duplicate <title> tag.   (**High Impact**)
- 150 pages without H1 tag.   (**Medium Impact**)
- 8 pages with no meta description.   (**Medium Impact**)

SEO ISSUES DISCOVERED		DIFFICULTY	SEO IMPACT
150 pages have a low word count What is this and how do I fix it?	View Details →	Moderate	High
142 pages with duplicate meta descriptions What is this and how do I fix it?	View Details →	Moderate	High
150 pages with duplicate <title> tags What is this and how do I fix it?	View Details →	Moderate	High
150 pages without a H1 heading What is this and how do I fix it?	View Details →	Easy	Medium
8 pages with no meta description What is this and how do I fix it?	View Details →	Moderate	Medium

CONTENT DENSITY:-

Furlenco's content is likely rich in certain areas, particularly product descriptions and visual media, which contribute to a comprehensive user experience. However, there may be issues with thin or outdated content that could affect both user engagement and SEO performance. Regularly updating content and ensuring it is both dense and fresh will help maintain its relevance and effectiveness in driving traffic and conversions.

STRENGTH	WEAKNESS
Detailed Product Descriptions	Thin Content
Visual Content	Overuse of Keywords
Regular Updates	Outdated Content
Seasonal Content	Content Decay
User-Generated Content	Generic Content

TRAFFIC OVERVIEW:-

- Furlenco is a complete organic traffic based website, they focus mainly on the organic aspect.
- As per the report paid traffic is kind of negligible as compared to it's organic traffic.
- They also have a pretty decent domain authority.

Traffic Overview : https://www.furlenco.com/

Send Feedback

TRAFFIC

ORGANIC
506,129 AMAZING

PAID
3,102

Previous month
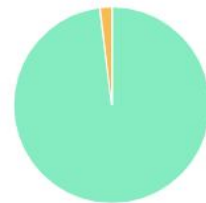
Organic   99.4%
Paid   0.6%

ORGANIC KEYWORDS
36,238

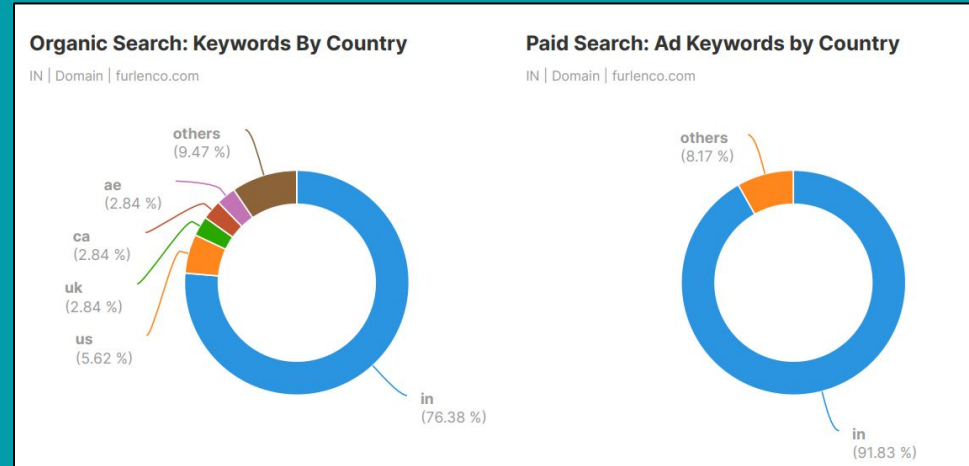**PAID KEYWORDS**
44

DOMAIN AUTHORITY
42 GOOD

BACKLINKS
21,326 GOOD
NoFollow: 13,082

KEYWORD OVERVIER:-
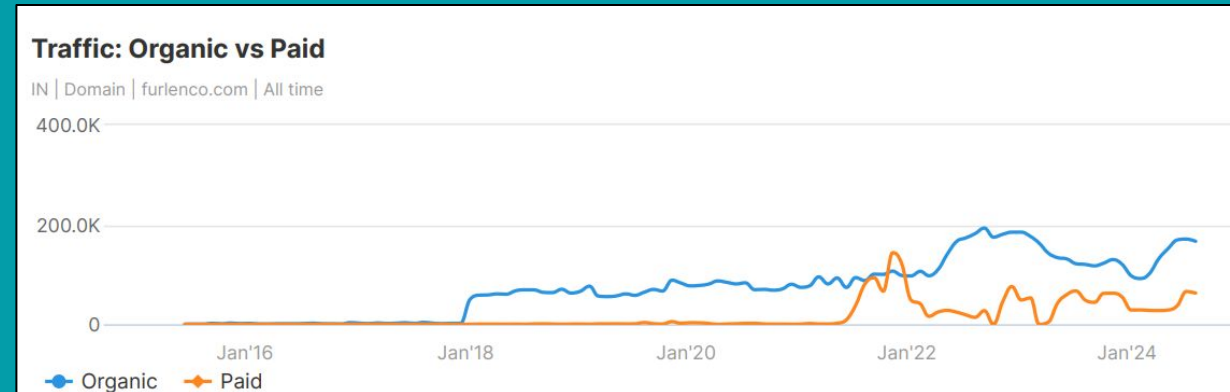
Keywords By Country:-

As per furlenco is an Indian online furniture rental platform that was incorporated in 2012 by Ajith Karimpana, It have mainly impacted on Indian people.

Organic Search: Keywords By Country
IN | Domain | furlenco.com

others (9.47 %)
ae (2.84 %)
ca (2.84 %)
uk (2.84 %)
us (5.62 %)
in (76.38 %)

Paid Search: Ad Keywords by Country
IN | Domain | furlenco.com

others (8.17 %)
in (91.83 %)

Traffic: Organic vs Paid:-

- From 2018 organic traffic has been increased gradually, but between 2022-2023 the traffic was around 200k.
- Paid traffic has started it's hype from the end of 2021, and was fairly consistent since then.

Traffic: Organic vs Paid
IN | Domain | furlenco.com | All time

400.0K
200.0K
0
Jan'16   Jan'18   Jan'20   Jan'22   Jan'24

— Organic   — Paid

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ORGANIC TRAFFIC:-

Top Keywords:-

- From the reference of recent audit we found that furlenco have a total of 18,081 working keywords.
- Each of these keywords have a pretty decent search volume.

Organic Search: Top Keywords (18,081)

IN | Domain | furlenco.com

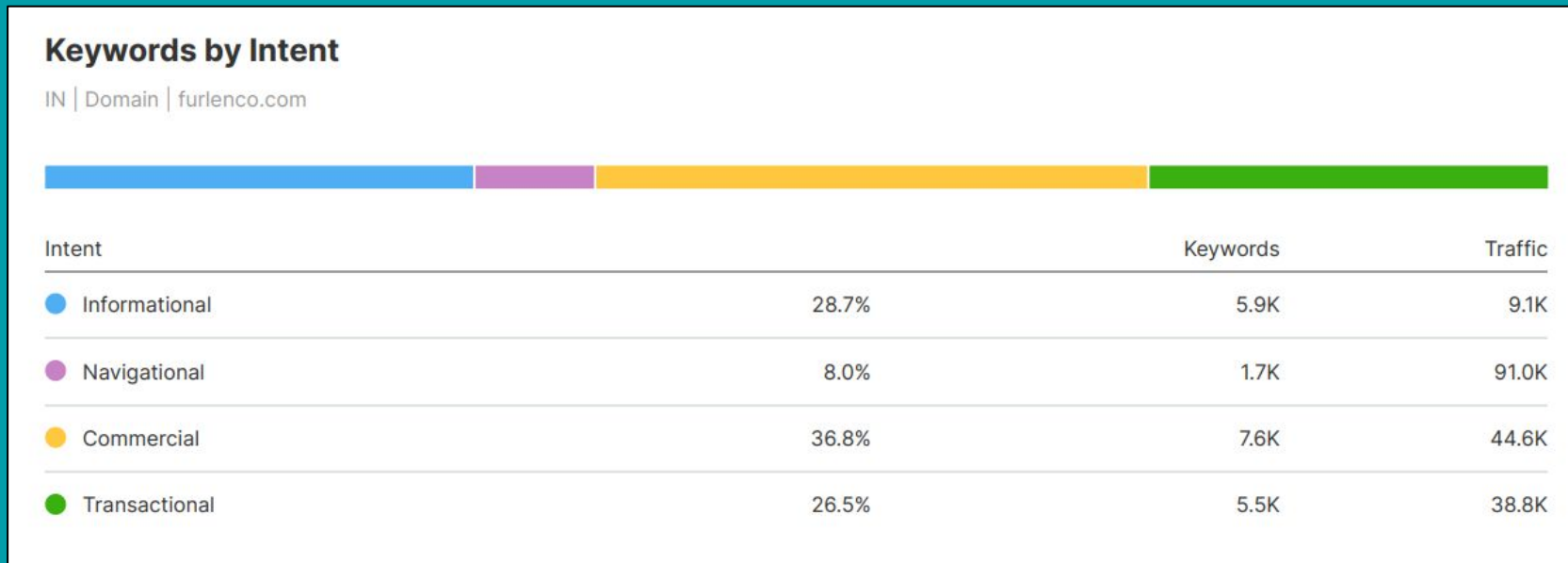| Keyword	Pos	Volume	Traffic
furlenco	1	74,000	35.53%
furniture rental	1	27,100	7.64%
rent furniture in bangalore	1	14,800	4.17%
furniture shop near me	8	165,000	2.97%
furniture stores near me	4	90,500	2.71%

KEYWORD POSITION DISTRIBUTION:-

- The distribution of keywords have been done by their search volume.
- In the rating between 1-100 we have most traffic in between 51-100.

Organic Search: Keyword Position Distribution

IN | Domain | furlenco.com
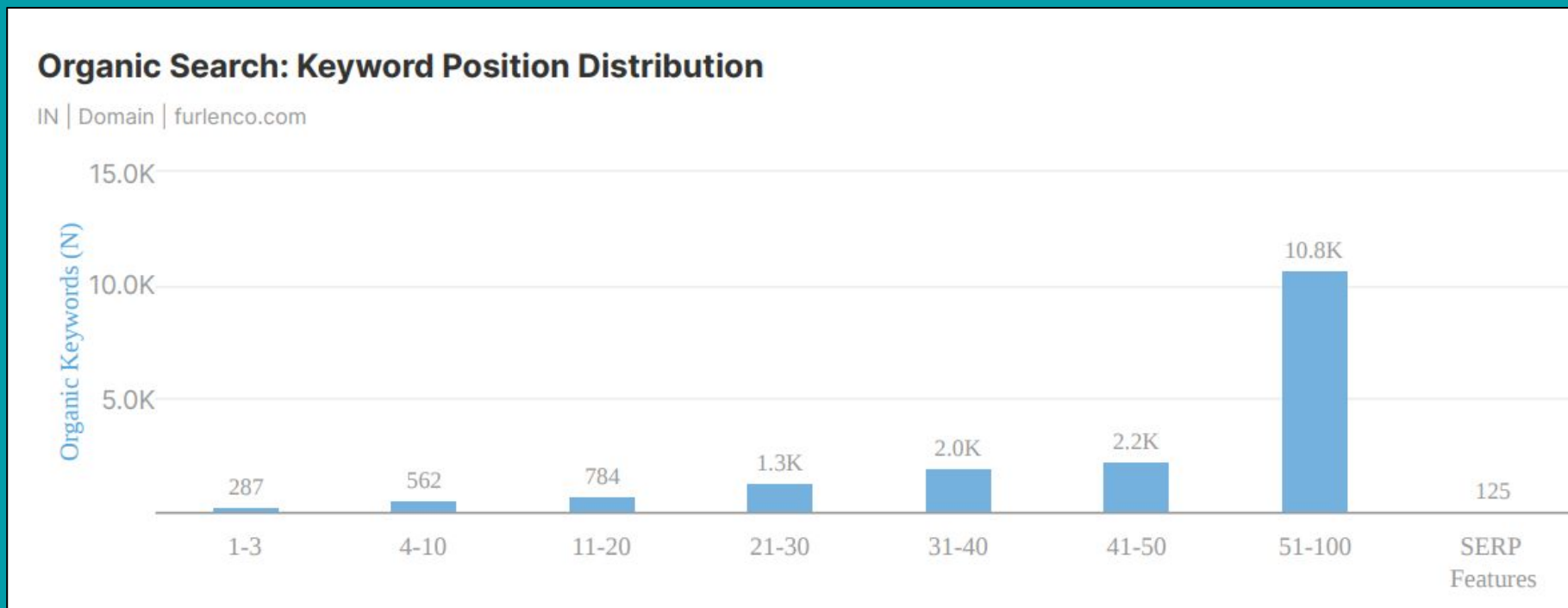
KEYWORDS BY INTENT:-

The keyword intent is described the search
volume for a particular keyword or set of
keywords is spread out across different aspect,
such as:
1. Informational
2. Navigational
3. Commercial
4. Transactional

Keywords by Intent

IN | Domain | furlenco.com

Intent		Keywords	Traffic
● Informational	28.7%	5.9K	9.1K
● Navigational	8.0%	1.7K	91.0K
● Commercial	36.8%	7.6K	44.6K
● Transactional	26.5%	5.5K	38.8K

TOP COMPETITORS:-

- According to the recent audit the organic traffic of the competitors are 2,209 combined.
- Some of the top competitors are rentickle and rentomojo.
- In this we have a huge drawback as our competitors have a huge number of keywords common to us .

**Organic Search: Top Competitors (2,209)**

IN | Domain | furlenco.com

Competitor	Com. Keywords	SE Keywords	Com. Level
rentickle.com	315	4.3k	40%
rentomojo.com	506	33.1k	27%
guarented.com	175	2.2k	21%
cityfurnish.com	283	13.4k	17%
rentmacha.com	133	542	13%

COMPETITIVE POSITION MAP:-

- It is a kind of graphical representation of the gap between the keywords of different compony.
- We have around 20k of organic keyword.

RECOMMENDATION:-

- We have to increase our organic content quality.
- We can focus on location based keywords for local traffic.
- Product specific keywords for consumers searching for specific product based on demographics.
- Trend based keywords for keeping up on to the market trend.
- More focus on social media content for brand awareness should be introduced.
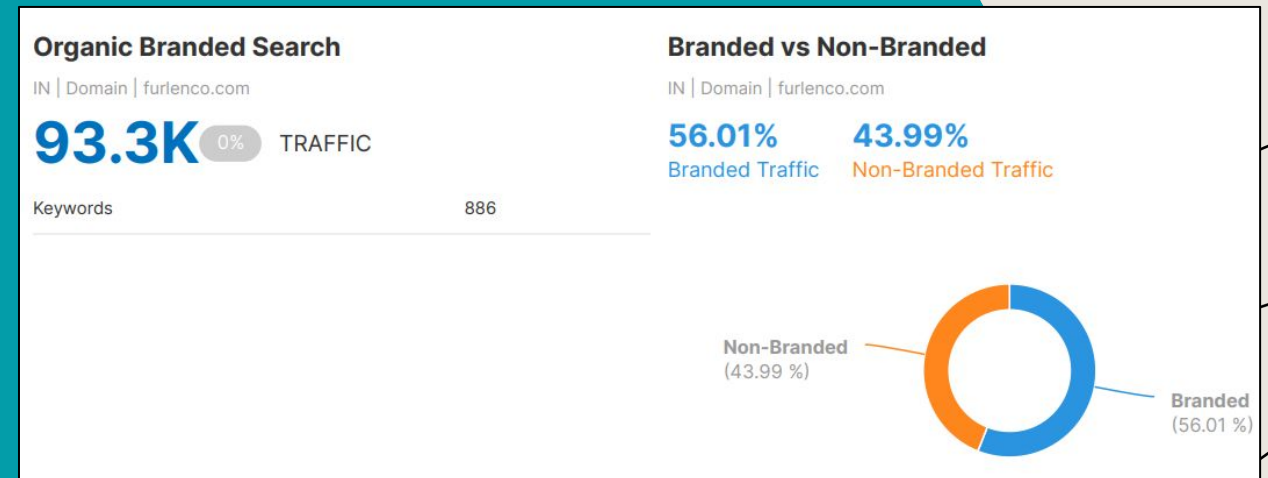

Organic Search: Competitive Position Map

IN | Domain | furlenco.com
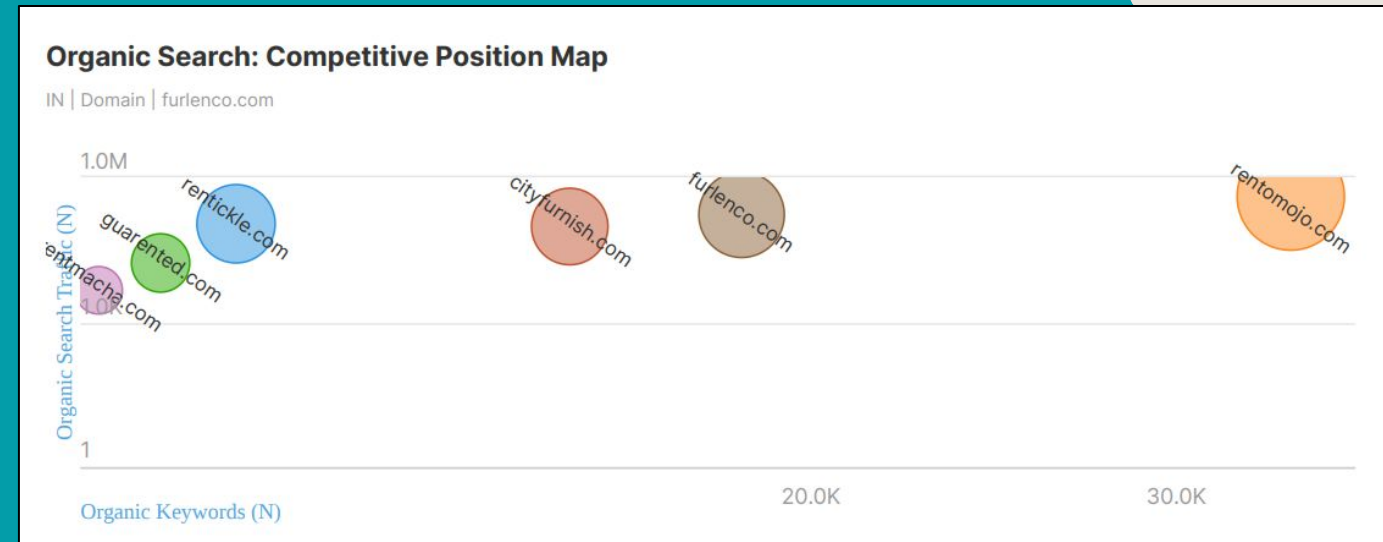
BRANDED VS NONBRANDED KEYWORD:-

- The term branded keyword is the kind of keyword that contains the name "furlenco" in it.
- We have a total of 93.3k for branded keywords.
- The nonbranded keywords does't contain "furlenco" .
- According to the recent audit we have 56.01% of branded and 43.99% of nonbranded keywords.

RECOMMENDATION:-

- We have to focus on non-branded keywords.
- For eg:
1. Furniture rental
2. Home décor
3. Interior design
- We also have to target the seasonal or event based market for keywords.

Organic Branded Search
IN | Domain | furlenco.com

93.3K 0% TRAFFIC

Keywords   886

Branded vs Non-Branded
IN | Domain | furlenco.com

56.01%   **43.99%**
Branded Traffic   Non-Branded Traffic

Non-Branded
(43.99 %)

Branded
(56.01 %)

PAID TRAFFIC:-

Top Keywords:-

- According to the recent audit we found that furlenco have a total of 326 paid keywords.
- Each of them have a quite decent search volume.

Paid search traffic

Paid Search: Top Keywords (326)

IN | Domain | furlenco.com

Keyword	Pos	Volume	CPC (USD)	Traffic
furlenco	1 (1)	74,000	0.09	5.55%
cooler on rent	1 (1)	40,500	0.06	3.04%
cooler on rent	1 (1)	40,500	0.06	3.04%
cooler on rent	1 (1)	40,500	0.06	3.04%
rentickle	1 (1)	33,100	0.28	2.48%

PAID AD COPY POSITION DISTRIBUTION:-

According to the recent audit we conclude that furlenco have a total of 321 paid keywords which is ranked in top 3.

Paid Search: Ad Copy Position Distribution

IN | Domain | furlenco.com

Paid Keywords (N)

	321	5	0
	Top 3 Search Results	Positions 4-8	Positions 9+
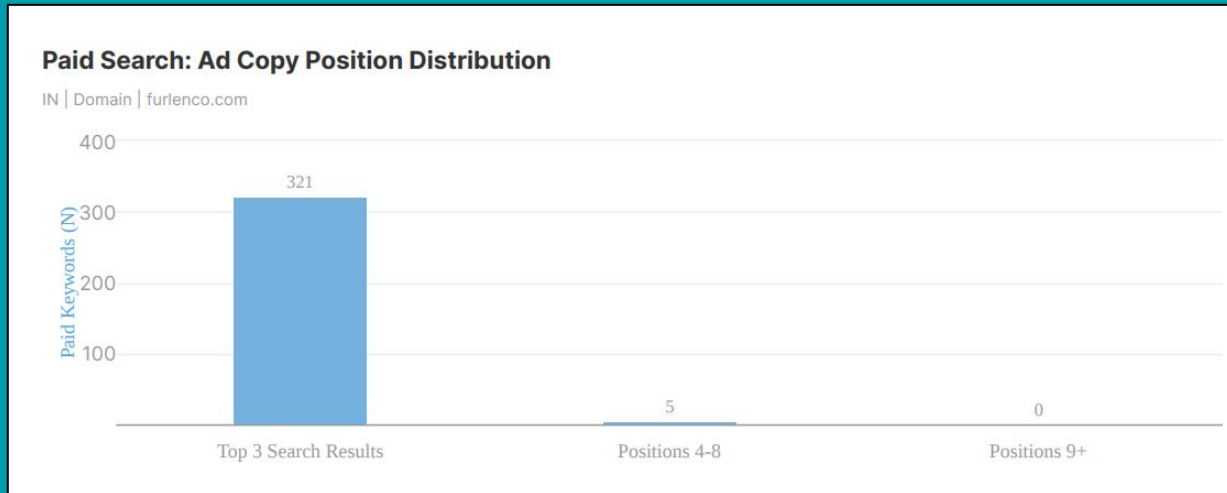
Sample Ads (326)

IN | Domain | furlenco.com

Furniture on rent | Furlenco
Ad https://www.furlenco.com
Buy or Rent Furlenco furniture — Rent furniture & get ₹80,000 in benefits! Get free OTT plans and discounts on 40+ brands. Furnish your home with awesome appliances & furniture with the Furlenco Sale Live!

72 hours delivery | Furnish your home in ₹149/mo.
Ad https://www.furlenco.com
Rent furniture & get ₹80,000 benefits, Free OTT subscriptions and discounts on 40+ brands. Rent beds, sofas, loungers, dining tables, cupboards & more.

Rent appliances @₹363/mo | 72 hours delivery
Ad https://www.furlenco.com
Choose easy rentals for your home appliances needs. Enjoy a wide variety & 72-hr delivery. Rent home appliances starting @ ₹363/mo.

72 hours delivery
Ad https://www.furlenco.com
Rent Appliances — FWB Sale | Benefits up to 80K. Save big on Furlenco deals. 1, 6, 12 rental plans.

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TOP PAID COMPEITORS:-

- According to the recent audit we conclude that there are total of 51 competitors .
- They have a large amount of common keywords .

Paid Search: Top Competitors (51)

IN | Domain | furlenco.com

Competitor	Com. Keywords	Ads Keywords	Com. Level
rentomojo.com	82	142	31%
rentickle.com	77	134	30%
fabrento.com	33	50	12%
cityfurnish.com	34	48	12%
guarented.com	21	34	8%

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PAID COMPETITIVE POSITION MAP:-

- The paid keyword aspect have given us a huge margin lead on our competitors .
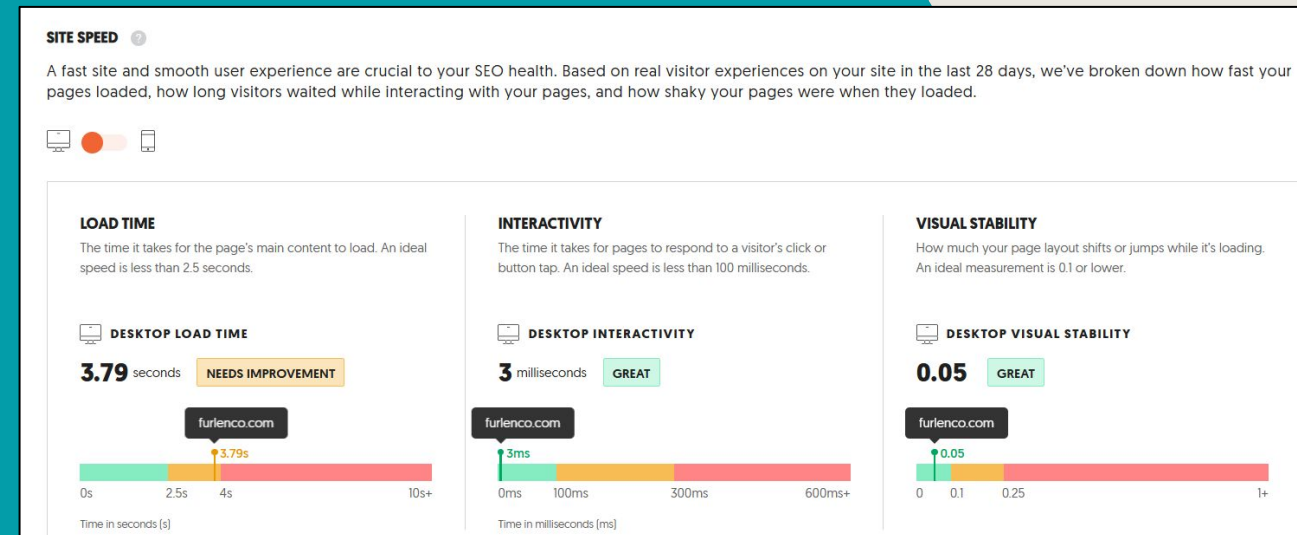- We have more than 300 paid keywords.

Paid Search: Competitive Positioning Map

IN | Domain | furlenco.com
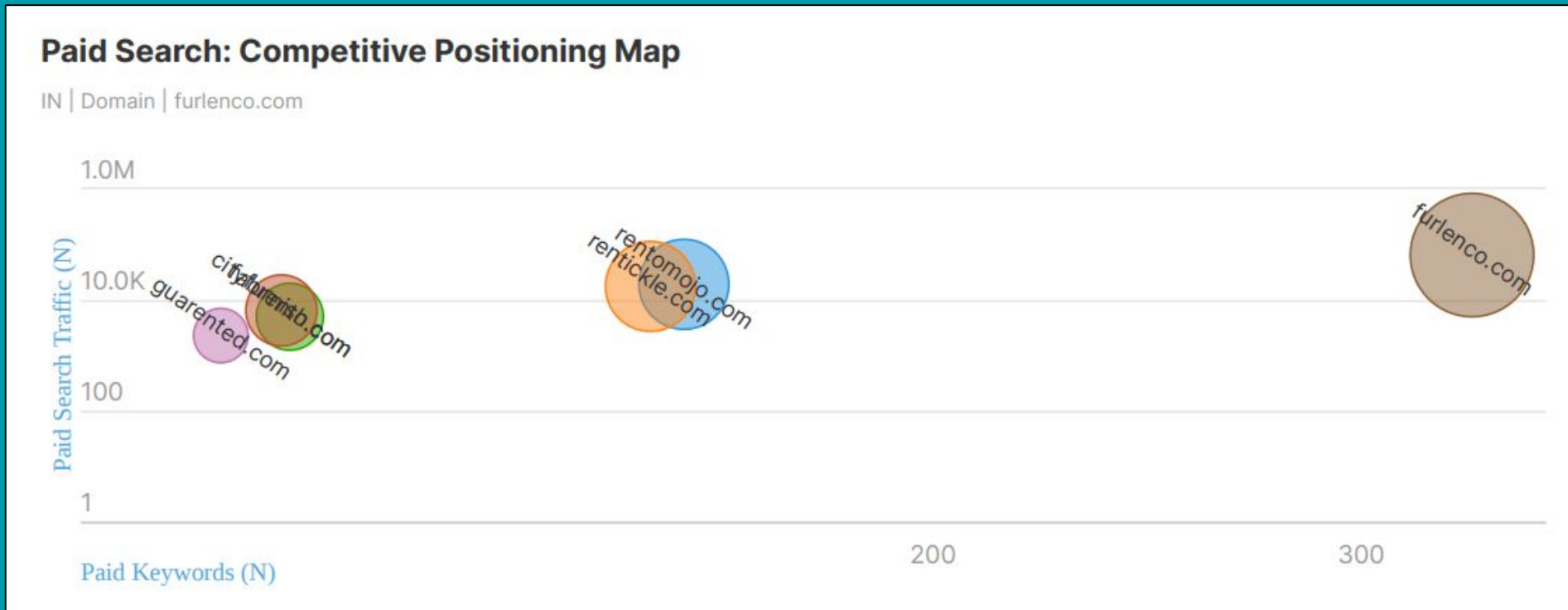
DESKTOP SITE PERFORMANCE:-

- According to report a consumer only waits around 3sec for a site to load.
- Anything beyond that can hamper the traffic on the website.
- The site performance basically depends on 3 aspect:
1. Load time
2. Visual stability
3. Interactivity

RECOMMENDATION:-

- We have to optimize image files by compressing them.
- Optimize the font by using only the system fonts.
- Reduce the redirections by avoiding unnecessary redirections.
- Removal of unusual plugins.
- Reduce server response time by using fast web hosting.

SITE SPEED

A fast site and smooth user experience are crucial to your SEO health. Based on real visitor experiences on your site in the last 28 days, we've broken down how fast your pages loaded, how long visitors waited while interacting with your pages, and how shaky your pages were when they loaded.

LOAD TIME
The time it takes for the page's main content to load. An ideal speed is less than 2.5 seconds.

DESKTOP LOAD TIME
3.79 seconds NEEDS IMPROVEMENT
furlenco.com
3.79s
0s 2.5s 4s 10s+
Time in seconds (s)

INTERACTIVITY
The time it takes for pages to respond to a visitor's click or button tap. An ideal speed is less than 100 milliseconds.

DESKTOP INTERACTIVITY
3 milliseconds GREAT
furlenco.com
3ms
0ms 100ms 300ms 600ms+
Time in milliseconds (ms)

VISUAL STABILITY
How much your page layout shifts or jumps while it's loading. An ideal measurement is 0.1 or lower.

DESKTOP VISUAL STABILITY
**0.05** GREAT
furlenco.com
0.05
0 0.1 0.25 1+

MOBILE SITE PERFORMANCE:-

- According to the recent audit we found that the site performance is faster than the desktop.
- Basically it is the most important aspect.

RECOMMENDATION:-

- We have to optimize mobile images by compressing and making them responsive.
- We have to improve touch and visual responsiveness by making a responsive design.
- We have to use only mobile friendly fonts rather than any custom fonts.
- We have to improve the mobile server optimization.
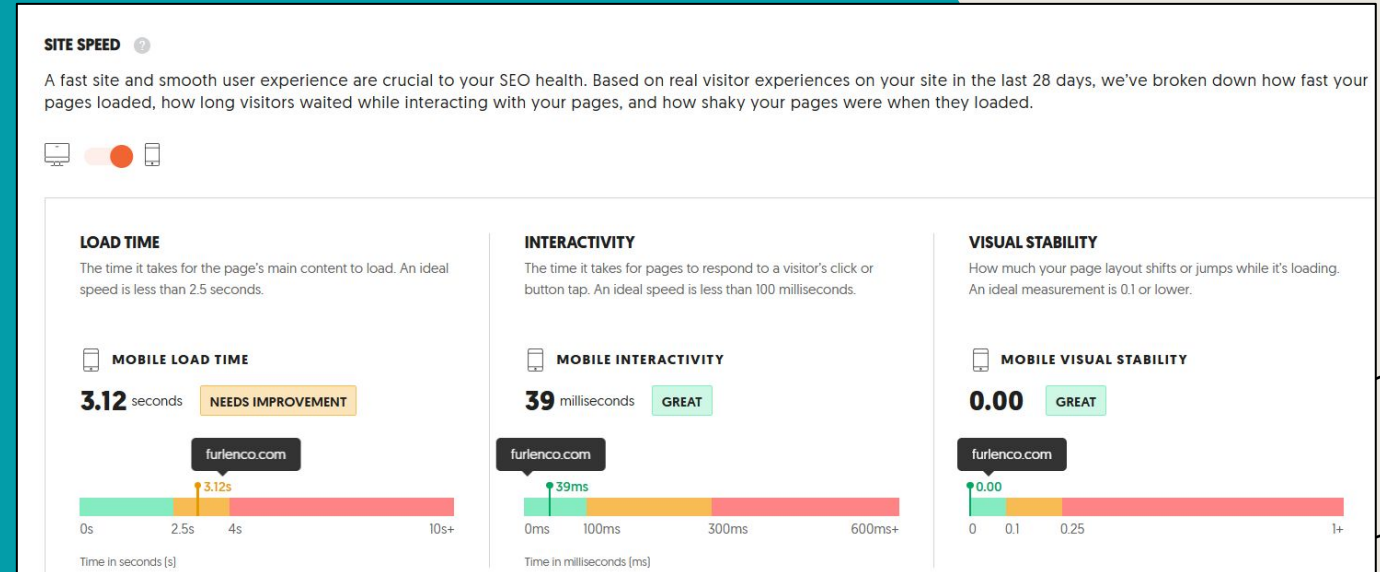
OFF PAGE SEO:-

DOMAIN AUTHORITY ⓘ

42 GOOD

Domain Authority:-

Domain Authority (DA) is a search engine ranking score given by the google crawler how likely a website is to rank on search engine result pages (SERPs). It is a scale from 1 to 100, with higher scores indicating a better ability to rank. Websites with higher domain authority are considered more authoritative and trustworthy by search engines like Google, which can result in better rankings.

Observation:-

This score suggests that the site has a solid backlink profile and performs relatively well in its niche, though there is room for improvement. Domain authority is a comparative metric scored on a scale from 0 to 100, with higher scores indicating a stronger potential to rank well on search engines. A DA in the 50-60 range is considered moderate, especially for mid-sized brands, indicating Furlenco has a good but not dominant web presence.

Referring Domain:-

REFERRING DOMAINS ❓

1,271 GOOD
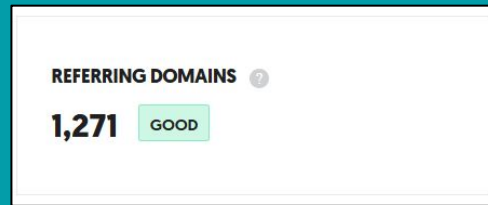
Furlenco's referring domains refer to the number of unique domains that link to its website, contributing to its backlink profile and overall domain authority. From available data on Furlenco's digital performance, its backlink profile appears solid, but there are opportunities for improvement.

Observation:-
- Since Nov 2021- Aug 2023 referring domains were less than backlinks.
- From Aug 2023 onwards the backlink is equivalent to the referring domain.

Recommendation:-
- We have to increase the referring domain.
- We have to focus on domain that are beneficial for our content.

Evolution of Backlink and Referring Domain Over Time:-

BACKLINKS OVER TIME — Backlinks ● Referring Domains ●

Backlinks:-

BACKLINKS ⓘ

21,326 GOOD

NoFollow: 13,082
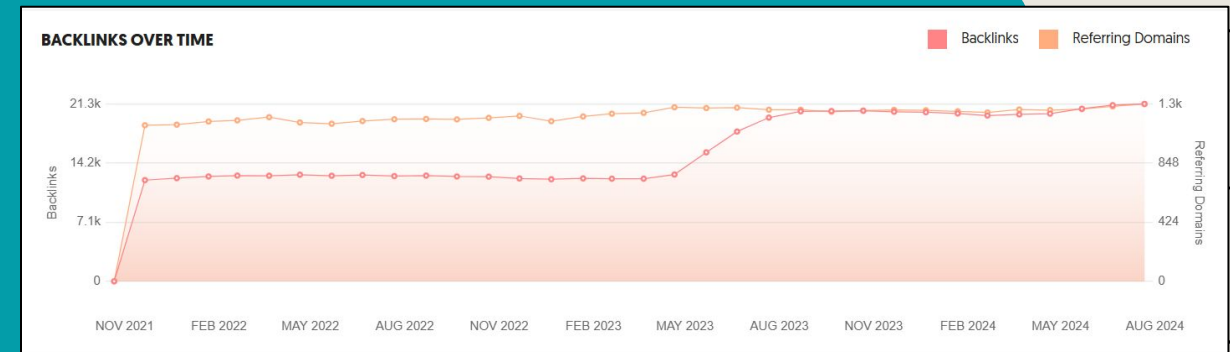
Furlenco has a healthy mix of both follow and nofollow links. Typically, a balanced backlink profile should include about 60% follow links, which pass on SEO equity, and 40% nofollow links, which add diversity to the profile without directly boosting rankings. A high percentage of follow links without nofollows could trigger penalties from search engines, so maintaining this balance is critical.

Observation:-

- We have a healthy amount of backlinks consisting of both follow and nofollow.
- The link quality is also very good.

Recommendation:-

- We have to increase backlink as per the industry.
- Focus on making link relevant to the content.
- Most of the backlink are from "furlenco's" website we have focus on other sites that can generate our backlink.

Top Backlinks:-

Top backlinks

Root Domain: furlenco.com

Referring page Title / Referring page URL	Anchor text / Link URL	Type
http://bit.ly/1V3Pshw	https://www.furlenco.com/pune	-
Furlenco on the App Store https://apps.apple.com/in/app/furlenco/id1134919232	App Support https://www.furlenco.com/faqs	-
Furlenco on the App Store https://apps.apple.com/in/app/furlenco/id1134919232	Privacy Policy https://www.furlenco.com/privacy-policy	-
Furlenco on the App Store https://apps.apple.com/in/app/furlenco/id1134919232	developer's privacy policy https://www.furlenco.com/privacy-policy	-
website list 1916 | https://worldwidetopsite.com/website-list-1916/	furlenco https://furlenco.com/	-

Anchor Text:-
Anchor text is important in SEO because it provides context to both users and search engines about the content of the page being linked to.

ANCHOR TEXT	BACKLINKS
furlenco	119
furlenco.com	72
	25
go to website	15
弗伦科	7
simply furlenco it	5

Observation:-
- Furlenco have a good amount of anchor text.
- Each of the anchor text are placed perfectly.

Recommendation:-
- We have to decrease the amount of blank anchor text for better experience.
- We can introduce some product specific anchor text.

Top Anchor Text:-

Backlinks: Top Anchors

Root Domain: furlenco.com

Anchors	Percentage	Domains	Backlinks
furlenco	41%	345	3,034
furlenco.com	15%	218	1,147
Empty anchor	12%	60	876
furlenco: award winning furniture on rent	4%	16	265
quilling intéressant: la queue volumineuse avec leurs propres mains	1%	1	110

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TASK- 2

Website Creation:-

- Homepage: Visually appealing with brand intro and call-to-action.
- About Us: Engaging brand story, mission, team, milestones.
- Product/Service Pages (x2): Keyword research, detailed descriptions, images, pricing, and calls-to-action.
- Contact Us: User-friendly form, contact details, map, and inquiry encouragement.
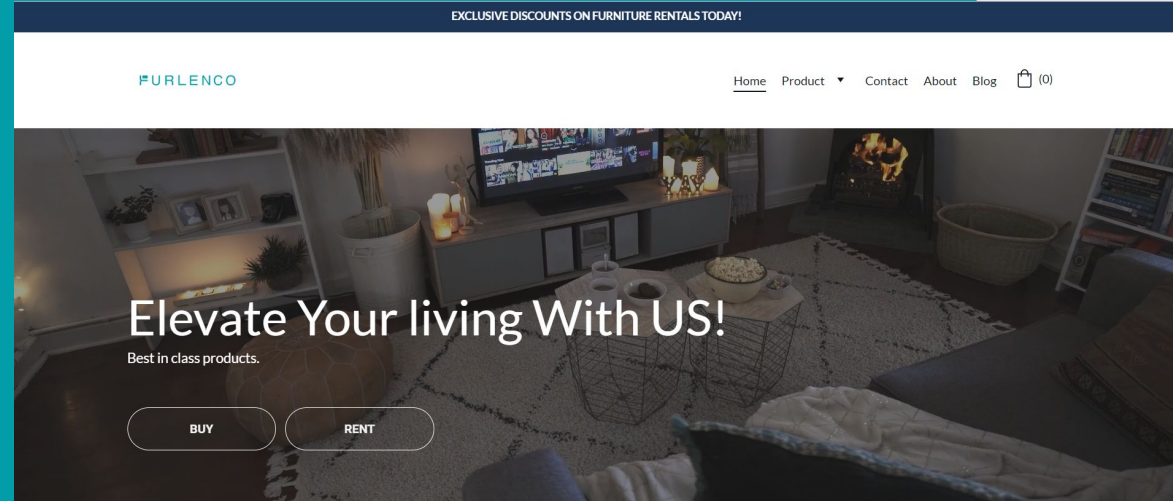- Blogs (x2): Relevant topics, engaging posts with visuals, published.

https://red-jaguar-856429.builder-preview.com

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Keyword Research and SEO Implementation:-

Home Page:-

- Crafted a visually appealing and informative homepage
- Exclusive Offers in Image Carousel for better user experience.
- Introduced brand, its core valued With Customer Reviews / testimonials

Keyword	Avg. Monthly Search	Competition
Furniture rental	1K-10K	Medium
Online store	1K-10K	Low
Appliance rental	1K-10K	Medium
Desk	10K-100K	High
Recliner sofa	10K-100K	High

Source- Google Keyword Planner

Product-1:-

• Product - Pico Solid Wood Queen Bed with 6"
Premium Mattress

• Beautiful Products page with variable Sizes
& finish options.

• Clear Call-to-Action Buttons on page.

• All the keywords I used for description is
below:
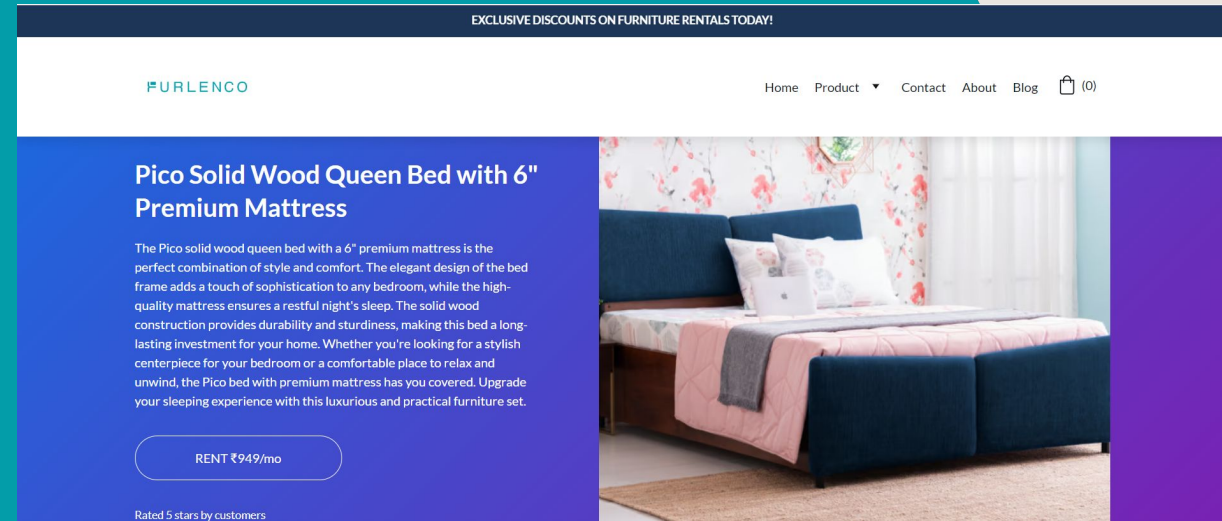
Keyword	Avg. Monthly Search	Competition
Premium mattress	100-1K	High
Furniture set	1K-10K	High
Elegant Design	100-1K	Low
Queen bed	1k-10K	High
Solid wood	1k-10K	Medium

Source- Google Keyword Planner

Product-2:-

• Product - FOMO Engineered Wood
Nested Center Table with 4 Pouffes in
Mushroom Beige Finish
• Beautiful Products page with variable
Sizes & finish options.
• Clear Call-to-Action Buttons on page.
• All the keywords I used for description
is below:
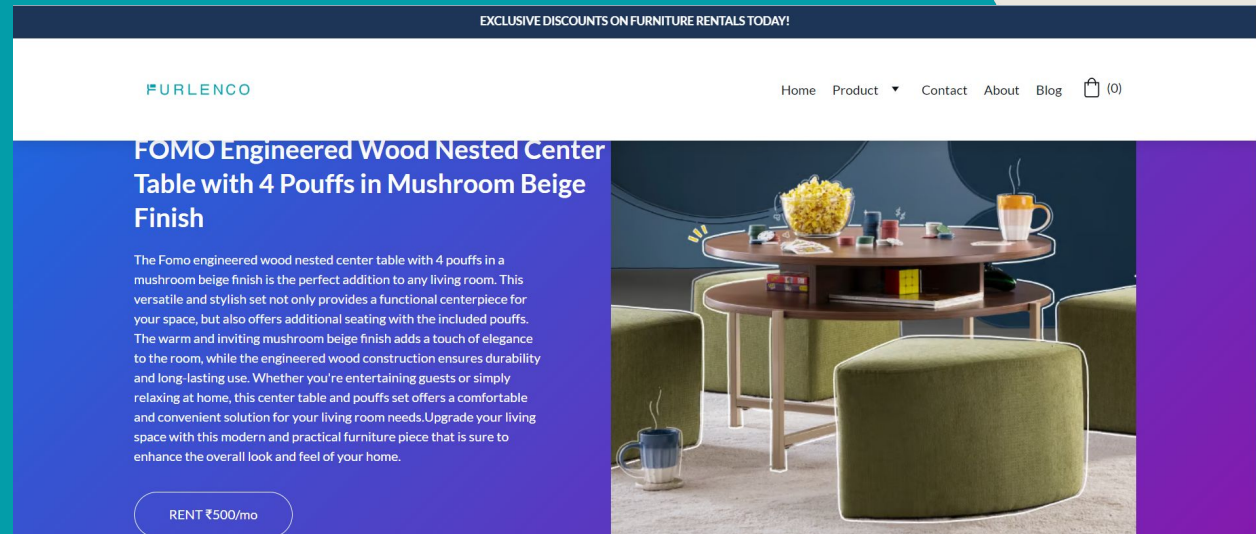
Keyword	Avg. Monthly Search	Competition
Center table	10K-100K	High
Comfortable	10K-100K	Low
Living room	10K-100K	Low
Pouffes	1K-10K	High
Wood construction	100-1K	Low

Source- Google Keyword Planner

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Blog-1:-

• **Blog**: "The Ultimate Guide to Renting Furniture: Why It's Better Than Buying"
• Descriptive Headline & Sub headlines
• Crafted an engaging and informative blog post, incorporating visuals and relevant keywords.
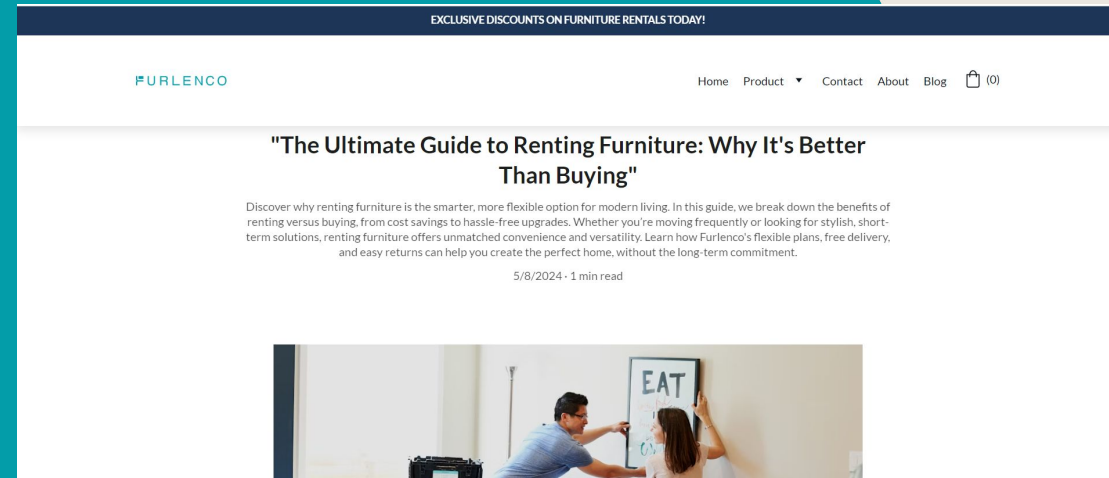
Keyword	Avg. Monthly Search	Competition
Maintenance	100K-1M	Low
Cost-effectiveness	1k-10K	Low
Free delivery	1K-10K	Low
Rental plans	10-100	Low
Sustainable living	1K-10K	Low

Source- Google Keyword Planner

Blog-2:-

• **Blog:** "Customer Stories: How Furlenco Helped Transform Our Home"
• Descriptive Headline & Sub headlines
• Crafted an engaging and informative blog post, incorporating visuals and relevant keywords.

Keyword	Avg. Monthly Search	Competition
Furlenco	10K-100K	Low
Furniture	100K-1M	Medium
Furniture rental	1K-10K	Medium
Customer stories	100-1K	Low
Personalized furniture	10-100	Low

Source- Google Keyword Planner

Sitemap:-

Sitemaps guide search engines to your website's important
pages, improving indexing.

Robot.txt:-

Robots.txt controls which pages search engines can access,
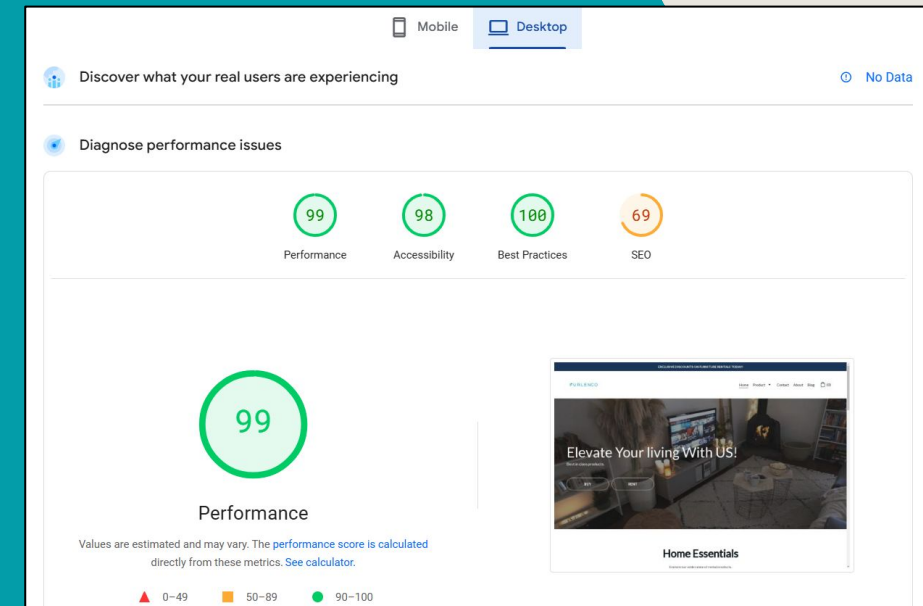preventing indexing of irrelevant or sensitive content.

Website Speed:-

- As you can see our website speed is near to 3 Second.
- In terms of Performance & SEO we have 99 score on desktop & 82 on mobile.
- It's gonna help our website & provide a better user experience.
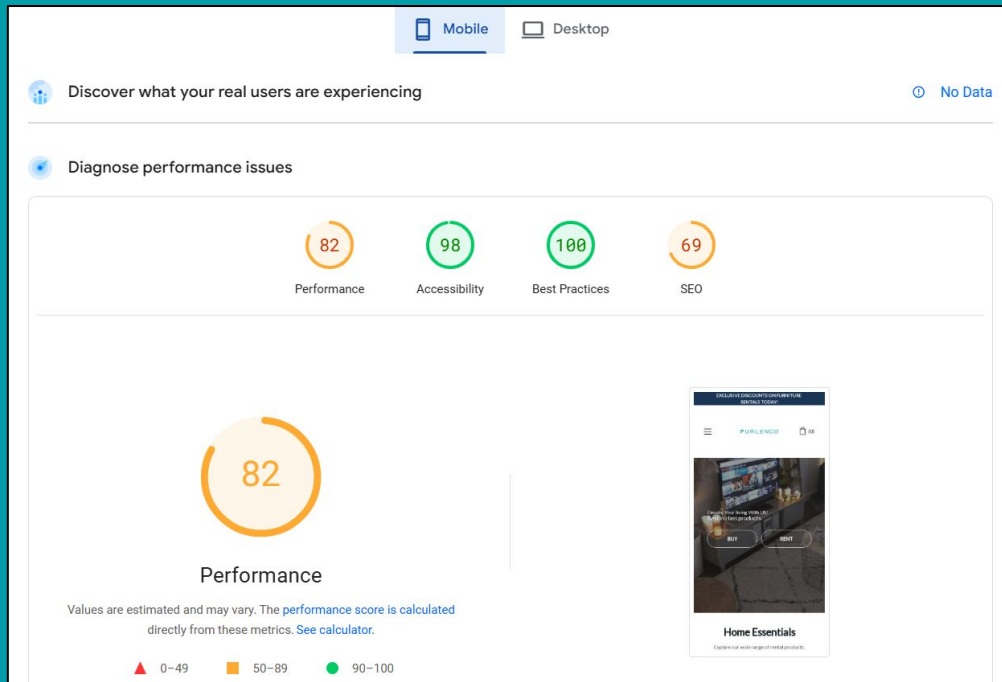
DESKTOP

MOBILE

Quality Backlink:-

Houzz:- (http://www.houzz.com/)

Houzz is a leading platform for home design, furniture, and décor inspiration. It's a high-authority site (DA 89) that allows brands to create profiles and showcase their products. Acquiring a backlink from Houzz not only boosts SEO but also connects you with a highly targeted audience interested in home furnishings and design.

	Web Page	DA	PA	Moz Rank	IP Address
⌄	http://www.houzz.com/	89	76	7.6	151.101.0.93

Architectural Digest:- (http://www.architecturaldigest.com/)

As one of the most prestigious platforms for architecture and interior design, Architectural Digest has a (DA 85) and provides substantial credibility. Getting featured in an article, product roundup, or collaboration could significantly enhance your brand's reputation and SEO through a quality backlink.

Web Page	DA	PA	Moz Rank	IP Address
http://www.architecturaldigest.com/	85	71	7.1	151.101.128.239

Apartment Therapy:- (http://www.apartmenttherapy.com/)

Apartment Therapy is a popular online publication (DA 87) for home décor, small space solutions, and DIY tips. It often features brands offering rental services and home furnishings. A backlink from this site would be highly relevant for your audience and can drive quality traffic.

Web Page	DA	PA	Moz Rank	IP Address
http://www.apartmenttherapy.com/	87	74	7.4	151.101.66.49

The Spruce:- (http://www.thespruce.com/)

The Spruce is a well-known resource for home improvement, décor, and interior design advice (DA 76). It's a great fit for a furniture rental brand, as they often recommend products and services in their guides and blog posts. A feature or product review here would lend authority to your brand.

	Web Page	DA	PA	Moz Rank	IP Address
⌄	http://www.thespruce.com/	76	67	6.7	151.101.2.137

Design Milk:- (http://www.design-milk.com/)

Design Milk is a highly respected online magazine focused on modern design, architecture, and furniture (DA 70). Their readers are design enthusiasts, making it an ideal platform for promoting your furniture rental services. A backlink from Design Milk would enhance your brand's visibility among a design-savvy audience.

	Web Page	DA	PA	Moz Rank	IP Address
⌄	http://www.design-milk.com/	70	60	6	172.67.69.248

3 Month SEO Strategy:-

Goals & Objective:-

- Increase organic traffic by 25% in 3 months.
- Improve keyword rankings for 5-7 primary keywords.
- Enhance the user experience and on-page optimization to reduce bounce rates by 10%.
- Build quality backlinks from authoritative websites to improve domain authority (DA).

Key Performance Indicators (KPIs):-
•Organic traffic growth (tracked in Google Analytics).
•Number of keywords in top 10 search results.
•Bounce rate reduction.
•Number of backlinks acquired and their domain authority (tracked via Ahrefs/Moz).
•Improvements in website loading speed and mobile responsiveness (tracked in Google PageSpeed Insights).

Work Allocation:-

Team Member	Work Assigned
SEO specialist	helps in On-Page SEO, Off-page SEO, Technical SEO , Keywords Research, Local SEO
Content writer	Create a content calendar, write & publish quality blogs , Update older content.
Web developer	Make it mobile friendly, Increase the site speed , optimize our website for various platforms.
UI/UX designer	Help us in theme , button size , colors overall look of our website & user experience.

Content Calendar:-

Month 1: Product-Centric Content & User Guides:-

Week	Content focus	Content type	Keyword
1	The Ultimate Guide to Renting Furniture: Why it's Better than Buying.	Blog post	• Renting furniture benefits. • Furnitre rental vs buying.
2	Top 10 Must-have Furniture Pieces for your Home.	Blog post	• Furniture for rent in [city]. • Affordable furniture rentals.
3	How Furlenco make moving easy with hassel-free furniture rentals.	Blog post	• Furniture rental for relocation. • Hassel-free furniture rentals.
4	How to styleyour living room with Furlenco's furniture.	Blog post	• Modern furniture rental. • Living room décor tips.

Content Calendar:-

Month 2: Lifestyle, Design, Practical Tips:-

Week	Content focus	Content type	Keyword
1	The Best Furniture for Small Apartments	Blog post	• Space saving furniture • Compact furniture for rent
2	Why Renting Furniture Is Perfect for Urban Professionals	Blog post	• Furniture rental for professional • Furniture rentals for youngster
3	How Furlenco's Furniture Fits Into Any Home Décor Style	Blog post	• Furniture rental for morden home • Furniture rentals for home decor
4	A Complete Guide to Furnishing Your Home Office	Blog post	• Home office furniture rental. • Furnishing a home office with rental

Content Calendar:-

Month 3: Customer Stories, Seasonal, and Long-Term Benefits:-

Week	Content focus	Content type	Keyword
1	Customer Stories: How Furlenco Helped Transform Our Home	Blog post	• Furniture rental review • Furlenco customer experiance
2	Why Furniture Rentals Are the Best Choice for Expats	Blog post	• Furniture rentals from expats • Furniture rental from newcommers
3	How Furlenco's Rental Plans Offer Flexibility and Freedom	Blog post	• Furniture rental plans • Flexible furniture rental
4	Seasonal Furniture Trends: What's Hot for the Summer?	Blog post	• Summer furniture trends • Seasonal furniture rentals

Action Plan:-

Month 1:- Foundation Setup

1. **Content Creation**:
    - Research and target 3-5 primary keywords related to your industry.
    - Create 2 blog posts optimized for these keywords, each with 800-1000 words.
    - Update on-page SEO: Optimize all meta tags (titles, descriptions) and headings on key pages.
2. **Technical SEO**:
    - Ensure website speed is optimized (check for slow-loading images or scripts using Google PageSpeed).
    - Improve mobile usability.
3. **Backlink Strategy**:
    - Identify potential partners or websites for guest posting.
4. **Team Responsibilities**:
- Content team: Blog creation and on-page content optimization.
- Technical team: Website loading speed and mobile optimization.

Month 2:- Building Authority

1. **Content Creation**:
   - Create 2 additional blog posts targeting different stages of the buyer's journey.
   - Update product and landing pages with refreshed content and internal linking.
2. **Backlink Acquisition**:
   - Perform outreach for guest posting and PR campaigns.
   - Submit your website to relevant directories and industry-specific sites.
3. **Technical SEO**:
   - Fix any identified broken links, and ensure that the site is properly crawled by search engines.
4. **Analytics Monitoring**:
   - Set up Google Search Console alerts for any SEO issues (indexing, crawling).
5. **Team Responsibilities**:
- Content team: Regular blog updates and internal linking.
- Outreach team: Backlink acquisition.
- Technical team: Monitor and fix website issues.

Month 3:- Fine-Tuning & Auditing

1. **Content Creation**:
    - Write 2 more blog posts focusing on case studies or customer success stories to enhance engagement.
    - Optimize older blog posts with updated data or additional keywords.
2. **Backlink Strategy**:
    - Secure 3-5 high-quality backlinks through continued outreach.
    - Utilize broken link-building techniques to find opportunities.
3. **Technical SEO**:
    - Audit the website for technical issues such as crawl errors, duplicate content, and missing metadata.
    - Ensure structured data markup is applied for rich snippets.
4. **Monitoring & Optimization**:
    - Review Google Analytics and Search Console for performance insights.
    - Refine your keyword strategy based on what's working.
5. **Team Responsibilities**:

•Content team: Ongoing content updates and refreshes.

•Outreach team: Continuous backlink building and collaboration.

•Technical team: Perform final audit and fixes.

Thank You!