This document is an SEO analysis for Mercy House, focusing on their thrift store and local optimization strategy in Mississippi.

* **Current Status: Catastrophic Failure for Thrift Store Keywords:** Mercy House's website (mercyhouseatc.com) currently has zero mentions of "thrift store," "donate items," "donate clothes," "household items," "furniture donation," "near me" optimization, or Jackson, MS location information. This is identified as the biggest SEO opportunity.
* **Current Status: Failing for Local SEO Optimization:** There is no Google Business

Profile visible, no location-specific pages, no "near me" optimization, and no service area markup.

* **Immediate Actions Required:**
  + **Create Google Business Profiles:** Two profiles are needed: one for "Mercy House Vehicle Donation Mississippi" and another for "Mercy House Thrift Store."
  + **Create Location Pages:** Specific pages for vehicle donation and thrift store in Jackson, Gulfport, Hattiesburg, and Biloxi, MS are crucial.
  + **Schema Markup:** Implement schema markup for "AutoDealer" to improve search visibility.
* **Urgent Thrift Store Section Creation:** A new page structure for the thrift store is needed, including a main hub (/thrift-store) and sub-pages for specific donations (clothes, furniture, household items), hours/location, and donation guidelines.
* **Homepage Additions:** Dedicated sections on the homepage to promote both shopping at and donating to the thrift store.

**Accepted Items List:** A clear list of accepted items for donation should be provided.

* **Blog Posts for Thrift Keywords:** A content roadmap for blog posts is outlined, focusing on topics like "where to donate clothes," "donate furniture," "what items can I donate," "donation pickup," "preparing items for donation," "donation tax receipt guide," "donate electronics," and "donate books."
* **Priority Implementation Roadmap:**
  + **Week 1 (Critical):** Add vehicle donation keywords to the homepage, create the main thrift store page, and set up Google Business Profiles.
  + **Week 2 (High Priority):** Create location pages for key cities, add structured data, write initial blog posts, and add nonprofit/501(c)(3) badges.
  + **Week 3-4 (Medium Priority):** Complete blog content, add "near me" optimization, create a detailed donation guidelines page, and implement local directory listings.
* **Expected Results for Thrift Store SEO (6-12 months):** Anticipated top 3 rankings for keywords like "thrift store Jackson MS," "donate clothes Mississippi," "donate furniture Jackson MS," "thrift store near me," and "nonprofit thrift store Mississippi."
* **Critical Success Factors for Thrift Store:** Google Business Profile, comprehensive thrift store content, location-specific pages, emphasizing "Christian" and "Nonprofit," and clear item donation guidelines.
* **Quick Wins (Implement Today):** Add "near me" to title tags, add city names to meta descriptions, create a "Service Areas" page, and add click-to-call phone numbers and "Open Now" hours to the Google Business Profile.
* **Final Priority: Thrift Store is the Biggest Gap:** The report emphasizes that Mercy House is missing 100% of potential thrift store traffic, which could lead to 500-1000 additional monthly website visitors, 50-100 donation calls/visits per month, and thousands in additional donations. Immediate action is advised.
* **Competitive Advantage for Thrift Store:** Mercy House's unique position as a "Christian nonprofit thrift store + vehicle donation in Mississippi" should be emphasized in their content, highlighting local focus, Christian values, proceeds staying in Mississippi, and integrated donation options.

Sources:

* [MercyHouse\_Thrift\_Store\_SEO\_Report.pdf](https://drive.google.com/open?id=1LYFVkvr6_1ud9ag8ZB5mKoYEe2dHUHE3)