

SEO Project for Suppslocker

A Persona of Suppslocker.



Gender: male

Age: 25-35

Education: college and higher

Interests: sports, training, health, healthy food, fitness equipment.

Discover channel: online search, instagram, tiktok, word of mouth.

Location: major UK urban areas with access to gyms

Issues to solve: faster recovery and enhanced performance for sports; to build lean mass and cut fat; reduce nutritional gaps and maintain health.

Behavioral patterns: online shopping; influencer trust; quality conscious and self-educated; less likely to search cheap product (focus on quality).

Allen is a health-driven, college-educated male aged 30, residing in Manchester urban centre with easy gym access. Deeply immersed in fitness culture, he prioritises athletic performance, lean muscle growth, and efficient recovery. Nutritionally aware, he actively seeks solutions to bridge dietary gaps and optimise body composition—focusing on fat loss and sustained vitality. His interests span sports science, gym equipment, and clean nutrition, driving him to self-educate on ingredients and efficacy. Digitally-engaged, he discovers products via online searches, fitness influencers on Instagram/TikTok, and peer recommendations. While quality-conscious and wary of cheap alternatives, he trusts expert reviews and brand authenticity. As an online shopper, he invests in premium supplements that deliver tangible results, valuing transparency, scientific backing, and seamless e-commerce experiences. His purchasing behaviour reflects a commitment to long-term fitness goals over short-term savings.

SEO audit for: <https://www.suppslocker.co.uk/>

1. website identification

<https://www.suppslocker.co.uk/>

Industry: e-commerce

Products: supplement for athletes

Pages: 78

2. pros& cons

Pros:

Technical:

Security (HTTPS)

Mobile-friendly

Xml sitemap

On-page:

Relevant and concise title tags

Detailed content and eligible visual materials

Relevant keywords

Cons:

Technical:

No (clear) html sitemap

On-page:

Has blog page with no content

No content marketing

Some pages lack of metadata, and duplicate metadata
and H1

No long-tail keyword targeting

No UGC

Off-page:

No good backlinks

No social media

SEO Pitch- Opportunities

1. metadata and title

Issue: pages have duplicate meta descriptions and titles, or lack of them

Reason: specific data points search engines and users to understand site content.

Solution: optimize metadata and titles.

2. Long-Tail Keyword

Issue: The site misses out on content that could target long-tail searches

Reason: long tail keywords help site stands from mass market competitors

Solution: Add a blog or guides section

Link internally to product and category pages

3. Backlinks

Issue: SuppsLocker lacks link equity and buys low quality backlinks

Reason: Good backlinks help site rankings and bring more visitors

Solution: Influencer outreach.

Product review partnerships with UK supplement bloggers.

Sponsorships or affiliate programs to incentivize backlinks.

4. Content marketing

Issue: suppslockers has a blog page with no content

Reason: Good content attracts visitors and improves rankings; helps to get more backlinks.

Solution: many content in product pages can be separated as blog materials for education or guides.

5. User generated content

Issue: suppslockers has review area with no content.

Reason: build customer engagement, trust and testimony.

Solution: invite customers to post reviews, with rewards if needed.

6. Social media

Issue: suppslockers has only Instagram (TikTok, Facebook are needed)

Reason: to attract visitors; reach potential customers; expend content life span.

Solution: own social media and actively maintain to build engagement.

Result: By addressing key SEO opportunities—such as optimizing metadata, targeting long-tail keywords through blogs, building high-quality backlinks, repurposing existing content for guides, encouraging customer reviews, and launching active social media channels—SuppsLocker can significantly boost its online visibility and authority in the UK supplement market. These improvements would establish SuppsLocker as a trusted, expert-driven brand and create a sustainable path for growth without competing directly on budget with major players like MyProtein.

SEO Metrics Questionnaire

1. Who are your target customers?
2. What are your goals for the website?
3. Did you work with any seo agency before?
4. Do you still hold any previous work with seo agency?
5. Do you use any seo platform?
6. Do you have your own seo related data to share?
7. Do you have any keywords list?
8. Are there any specific key words you want to rank for?
9. What are your best sellers?
10. Do you plan to work on your blog page?

11. Do you plan to own more social media?
12. Do you plan to work with influencers?
13. Do you plan to work on backlinks?
14. Do you have any event (you hold/attended) materials?
15. Do you want to rank locally or globally?

Keyword Research

Keywords list

Hd muscle
Amino acids supplement
Organic protein powder
Protein supplement
Whey protein
Protein for muscle gain
Complete supplement
Natural protein powder
Multi collagen protein
supplement
Thermo lipid
Eaa
essential amino acids
Eaa protein
EAAs for athletes
EAAs for fatigue
Vegan essential amino acid sources
Top EAA brands
Vegan EAA supplement
EAAs post-workout
EAAs pre-workout
EAAs during workout
EAA for endurance athletes
Burn hd
plant based protein powder
muscle gain
vegan protein powder
protein powder benefits
natural appetite suppressant

fat burners
 fat burning supplements
 weight loss supplements
 pre workout
 organic vitamins
 clean label supplements
 holistic health supplements
 muscle recovery supplements
 post workout recovery
 reduce muscle soreness
 protein after workout
 DOMS (delayed onset muscle soreness)
 muscle recovery after workout
 joint health
 brain health supplements

Keywords analysis

Groups	Keywords	Type	Avg. monthly	Note
1. Protein Supplements:				
	Protein supplement	transactional	-1,800	general term
	Whey protein	transactional	-12,000	popular in the UK
	Organic protein powder	transactional	-1,200	
	plant based protein powder	transactional	-2,500	high rise
	vegan protein powder	transactional	-3,000	UK Vegan popular
	Natural protein powder	transactional	-900	
	protein powder benefits	informational	-800	educational for blogs
	protein for muscle gain	transactional	-1,500	stable search avg.
	protein after workout	informational	-1,100	
	Eaa protein	transactional	-700	
2. Fat Burning & Weight Loss:				
	Thermo lipid	transactional	-500	
	fat burners	transactional	-4,000	
	fat burning supplements	transactional	-2,500	
	weight loss supplements	transactional	-5,000	
3. Pre/Intra/Post-Workout Supplements:				
	pre workout	informational	-8,000-12,000	too general
	eea supplement	transactional	-600	
	EAAs for athletes	transactional	-200	target customers
	EAAs pre-workout	informational	-300	
	Vegan essential amino acid sources	transactional	-150	strong intention
	EAA for endurance athletes	transactional	-100	
	EAAs during workout	informational	-100	educational
	EAAs post-workout	informational	-150	educational
	protein after workout	informational	-1,100	

4. Muscle Recovery:			
	muscle recovery supplements	transactional	-2,000
	post workout recovery	informational	-2,200
	reduce muscle soreness	informational	-800
	muscle recovery after workout	informational	-1,500
	DOMS (delayed onset muscle soreness)	transactional	-500 educational
5. General Health & Wellness Supplements:			
	organic vitamins	transactional	-1,800
	clean label supplements	transactional	-600
	holistic health supplements	transactional	-700
	joint health	informational	-3,500 intentional
	brain health supplements	transactional	-1,200 intentional
	Multi collagen protein	transactional	-2,000
longtail keywords:			
	what are best foods to eat after weightlifting	informational	
	how to speed up recovery	informational	
	post workout routine for muscle gain	informational	
	what are best recovery supplements for runners	informational	
	organic vs synthetic supplements	informational	
	best supplement for weight loss and muscle tone	transactional	
	how to choose weight loss supplements	informational	
	what are vegan protein powder benefits	informational	
	protein powder vs whole food	informational	
	belly fat burner supplements	transactional	
	vegan weight loss supplements	transactional	
	natural appetite suppressant	transactional	

Keywords & Competitors

Keyword: whey protein (high search volume, popular in area)		
Rank	Name	URL
1	Whey Protein Powders for Muscle Growth Myprotein UK	https://www.myprotein.com/c/nutrition/whey-protein-powders-for-muscle-growth
2	Whey Protein Powder Award-Winning Protein	https://www.theproteinworks.com/products/award-winning-whey-protein-powder
3	The ultimate guide to whey protein H&B	https://www.hollandandbarrett.com/ultimate-guide-to-whey-protein
4	Whey Nutrition Protein	https://www.amazon.co.uk/Whey-Nutrition-Protein/dp/B000APR014
5	Gold Standard 100% Whey Protein Powder	https://www.optimumnutrition.com/en-gb/gold-standard-100-whey-protein-powder
10	Protein Powders Optimum Nutrition UK	https://www.optimumnutrition.com/en-gb/protein-powders
Keyword: vegan protein powder (high search volume, specific keyword vegan)		
Rank	Name	URL
1	Vegan Protein Powder	https://www.theproteinworks.com/vegan-protein-powder
2	Vegan Protein Powders Plant-Based Protein H&B	https://www.hollandandbarrett.com/vegan-protein-powders
3	Vegan Protein - Alpha Foods	https://alphafoods.co.uk/collections/vegan-protein
4	9 best vegan protein powders 2025, tried and tested	https://www.myprotein.com/c/nutrition/9-best-vegan-protein-powders-2025-tried-and-tested
5	Vegan Protein Powder Shop Plant-Based ...	https://www.health.com/nutrition/best-vegan-protein-powders
10	BodyMe Organic Vegan Protein Powder Blends	https://bodyme.co.uk/collections/organic-vegan-protein-powder-blends
Keyword: weight loss supplements(high search volume,key products)		
Rank	Name	URL
1	Weight Management Diet & Weight Loss	https://www.hollandandbarrett.com/weight-management
2	Diet Pills Weight Loss	https://www.boots.com/wellness/weight-loss
3	Dietary supplements for weight loss	https://www.mayoclinic.org/healthy-lifestyle/weight-loss/dietary-supplements-for-weight-loss
4	Weight Loss Supplements Shop Diet Supplements	https://www.myprotein.com/c/nutrition/weight-loss-supplements
5	Dietary Supplements	https://www.amazon.co.uk/weight-loss-supplements
10	Weight Loss Injections & Pills	https://onlinedoctor.asda.com/uk/weight-loss

Competitors Analysis

Competitors Analyze									
	Name	URL	Homepage	Title Tag Opted	H1/H2 Opted?	Copy Quality	Resources	DA	PA
MyProtein	Whey Protein Powder	https://www.myprotein.co.uk	no	keywords;brand name	yes	good	text; images	69	35
	9 best vegan protein powders	https://www.myprotein.co.uk	no	keywords;brand name; call to action	yes	good	text; images	69	35
	Weight Loss Supplement	https://www.myprotein.co.uk	no	keywords;brand name; call to action	yes	good	text; images	69	33
Protein Works	Whey Protein Powder	https://www.theproteinworks.co.uk	no	keywords	yes	good	text; images	62	35
	Vegan Protein Powder	https://www.theproteinworks.co.uk	no	keywords	yes	good	text; images	62	45
Holland&Barr	The ultimate guide to protein	https://www.hollandandbarr.co.uk	no	keywords;brand name	yes	good	text; images; information links	66	46
	Vegan Protein Powder	https://www.hollandandbarr.co.uk	no	keywords;brand name	yes	good	text; images	66	44
Amazon	Whey Nutrition Protein	https://www.amazon.co.uk	no	keywords;brand name	no	n/a (catalogue)	text; images	94	55
	Dietary Supplement	https://www.amazon.co.uk	no	keywords;brand name	no	n/a (catalogue)	text; images	94	50
Target					yes	good	text; images	72.33333	42

Opportunities for Supplocker

1. Category pages need strong, keywords focused titles.
2. Optimize duplicated titles and H1s.
3. Utilize blog page.
4. Build internal links in blogs to product pages.
5. Invite users to post reviews

Internal Content Audit

Internal Content Audit									
URL	Seasonality	Content Type	Images	Internal Links	Post Type	Target	Category	Call to action	Notes
https://www.suppslock.co.uk	None	Text	Yes	No	Product info	direct	pre-workout	none	title tag needs keywords; poor keyword focus; need to stress the difference/ feature among other pre-work products. ("Need caffeine-free? Try Vaso Blast. For explosive energy, choose GX)
https://www.suppslock.co.uk	None	Text	Yes	No	Product info	direct	weight-loss	none	title tag needs keywords; poor keyword focus; longtail keywords are needed; lack warnings about stimulants (caffeine); need to highlight selling point(liquid soft-gel delivery)
https://www.suppslock.co.uk	None	Text	Yes	No	Product info	direct	health	none	title tag needs keywords; more content to add in "for whom" part

Opportunities for Supplocker

1. Generate keyword-rich titles (<60 characters) and CTA-driven meta descriptions for every product.
2. Add a "Science Behind" section citing 2-3 clinical studies with dosage specifications.
3. Integrate Trustpilot reviews + incentivize user-generated video testimonials.
4. Insert 3-5 contextual product links in descriptions + create a "Supplement Stack Guide".