

MANGROVE COLLECTIVE

Craftmanship is a vein effort without luxury

Dive into the realm of customized furniture, millwork,
artisan-focused work, and a lot more.

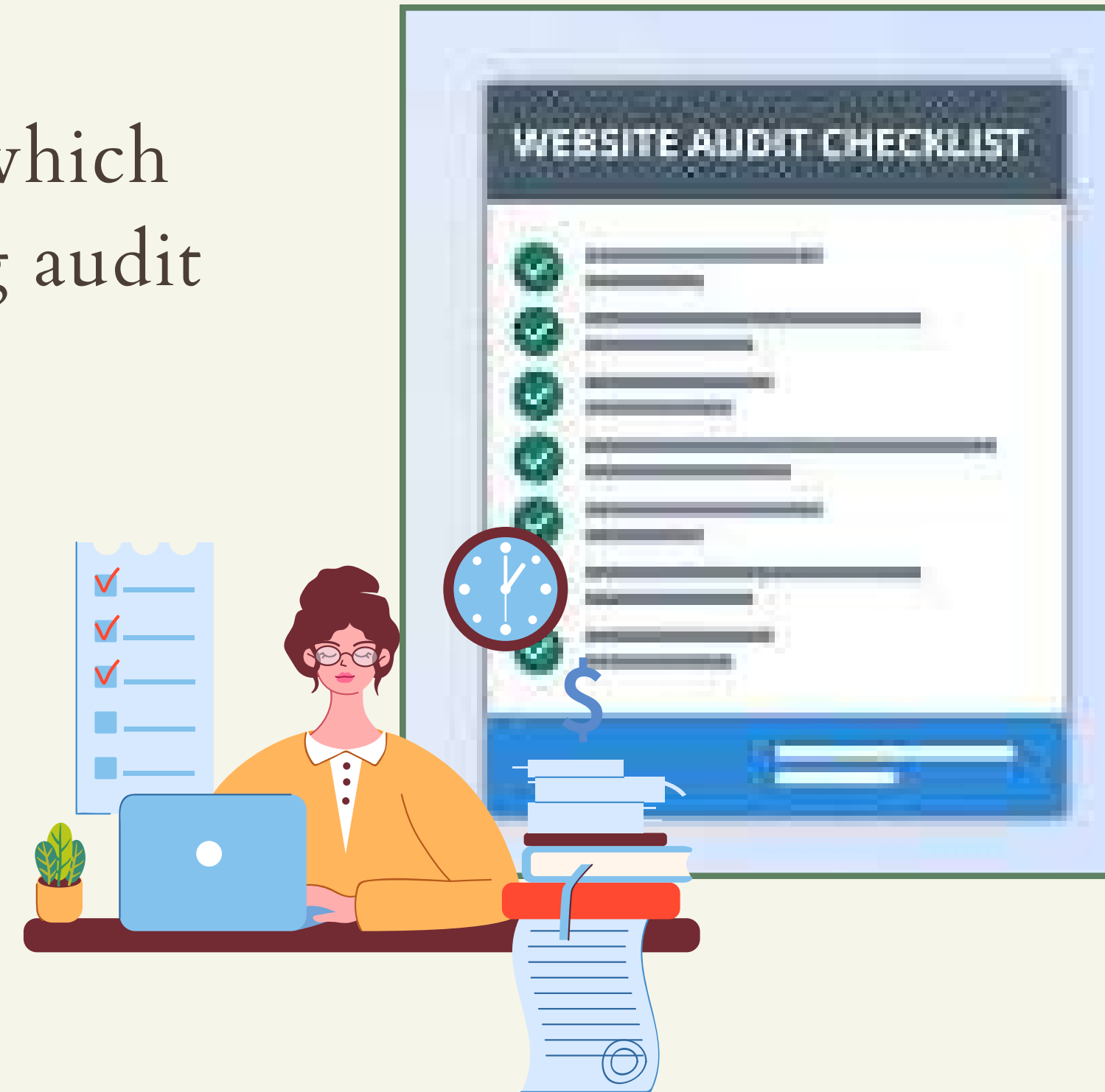


Task - 01

AUDIT

The three factors on which we will be performing audit are –

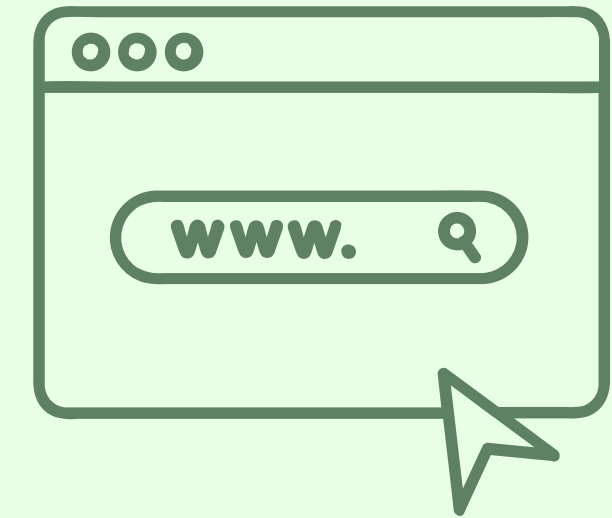
1. On- Page SEO
2. Off – Page SEO
3. Technical SEO





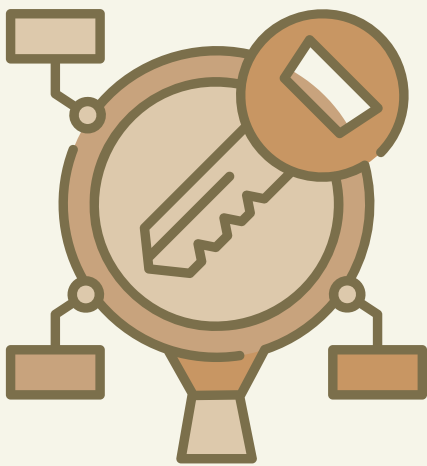
Task - 01

INTRODUCTION



1. **Website Name** - Mangrove Collective
2. **Website URL** - <https://mangrovecollective.in/>
3. **Number of Indexed Pages** - 472
4. **Estimated Monthly Visitors** - 677
5. **Top Competitors** - Ramgarh Crafts, Express Furniture & Interior, IKEA, Pepperfry, & Urban Ladder





Task - 01

KEYWORD RANKING

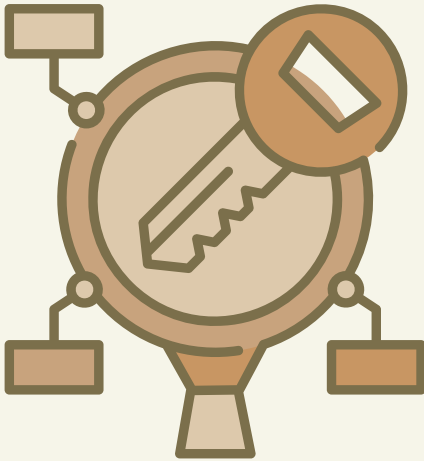
S.No.	Keyword	Search Volume	Competition / KD / SD	SERP Position	Source
1	groovy kitchen	1600	19	9	Ubersuggest
2	mangrove bar	720	21	5	Ubersuggest
3	live edge dining table	1000	36	5	Ubersuggest
4	live edge table dining	1000	36	6	Ubersuggest



Task - 01

KEYWORD RANKING

S.No.	Keyword	Search Volume	Competition / KD / SD	SERP Position	Source
5	weave chair	260	48	6	Ubersuggest
6	r k studio	6600	38	23	Ubersuggest
7	rk studio	6600	2	19	Ubersuggest
8	dining table with lazy susan	880	33	3	Ubersuggest



Task - 01

KEYWORD RANKING

S.No.	Keyword	Search Volume	Competition / KD / SD	SERP Position	Source
9	baithak sofa	320	47	8	Ubersuggest
10	cane wardrobe	880	46	23	Ubersuggest
11	cane wardrobe shutters	260	22	14	Ubersuggest
12	delhi galss house	480	14	16	Ubersuggest



Task - 01

KEYWORD RANKING

S.No.	Keyword	Search Volume	Competition / KD / SD	SERP Position	Source
13	bush for table	480	40	17	Ubersuggest
14	bhartiya baithak furniture design	260	34	18	Ubersuggest
15	raas chhatrasagar	3600	32	18	Ubersuggest
16	dining table lazy susan	880	34	5	Ubersuggest



Task - 01

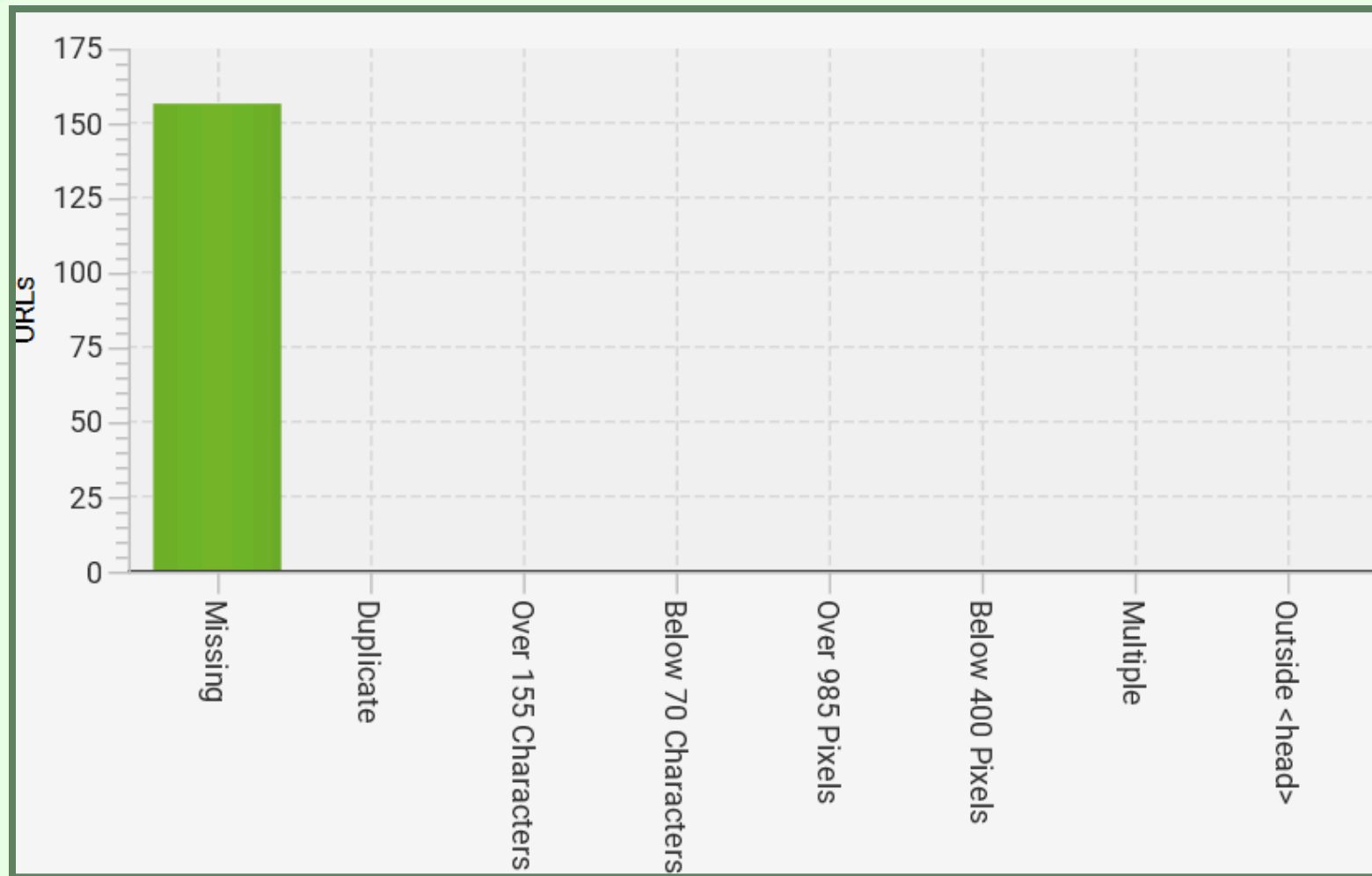
ON-PAGE AUDIT

1. There are 2 page titles which are over 60 characters, which could be optimized.
2. 7 page titles contain fewer than 30 characters and could be improved by adding essential keywords.
3. There are no page titles which are missing, duplicate, multiple, or identical to the H1 tag.



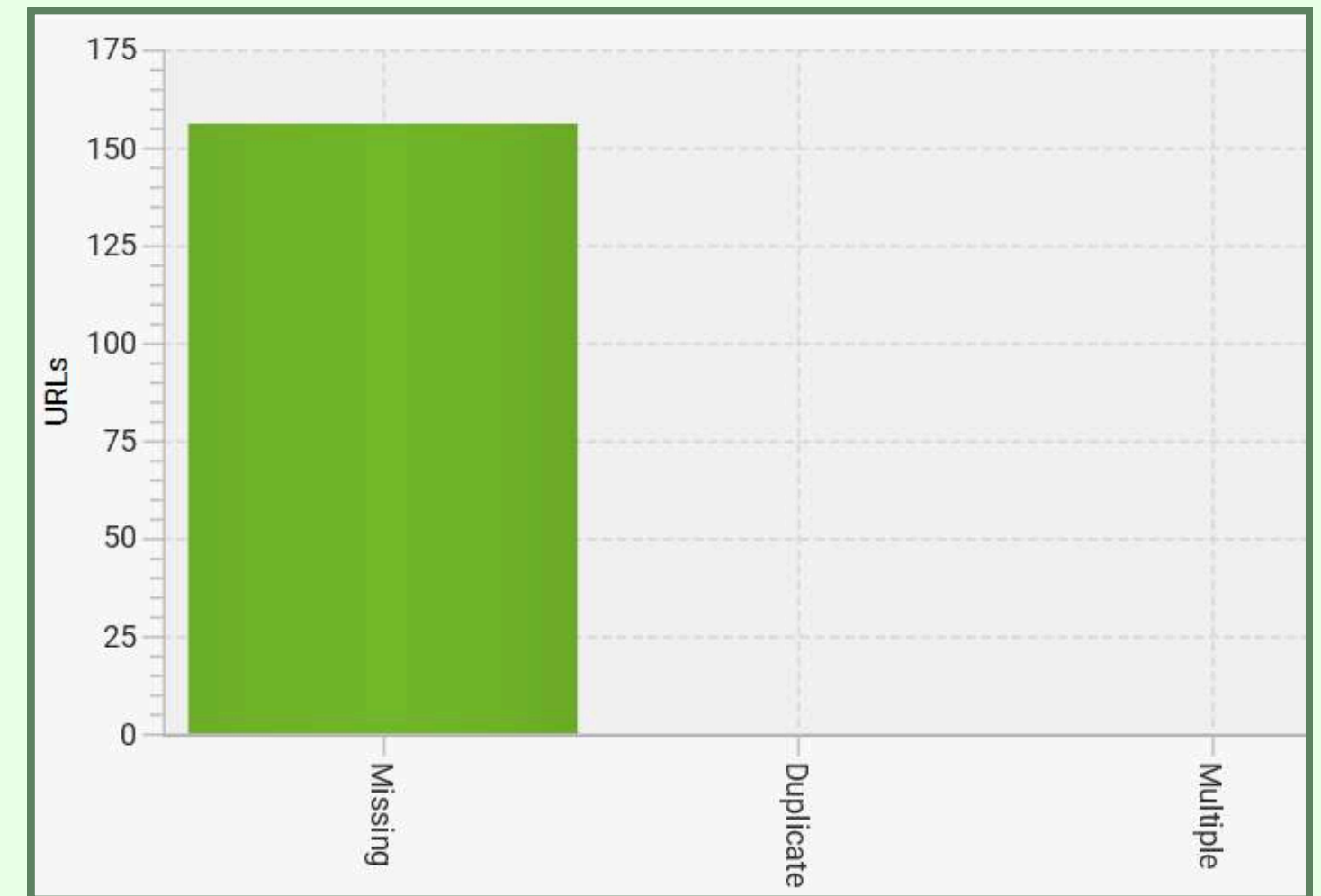
Task - 01

ON-PAGE AUDIT



META DESCRIPTION

Meta description is missing for all 156 URLs. It should be added, as it provides a summary of the webpage and can help improve CTR.

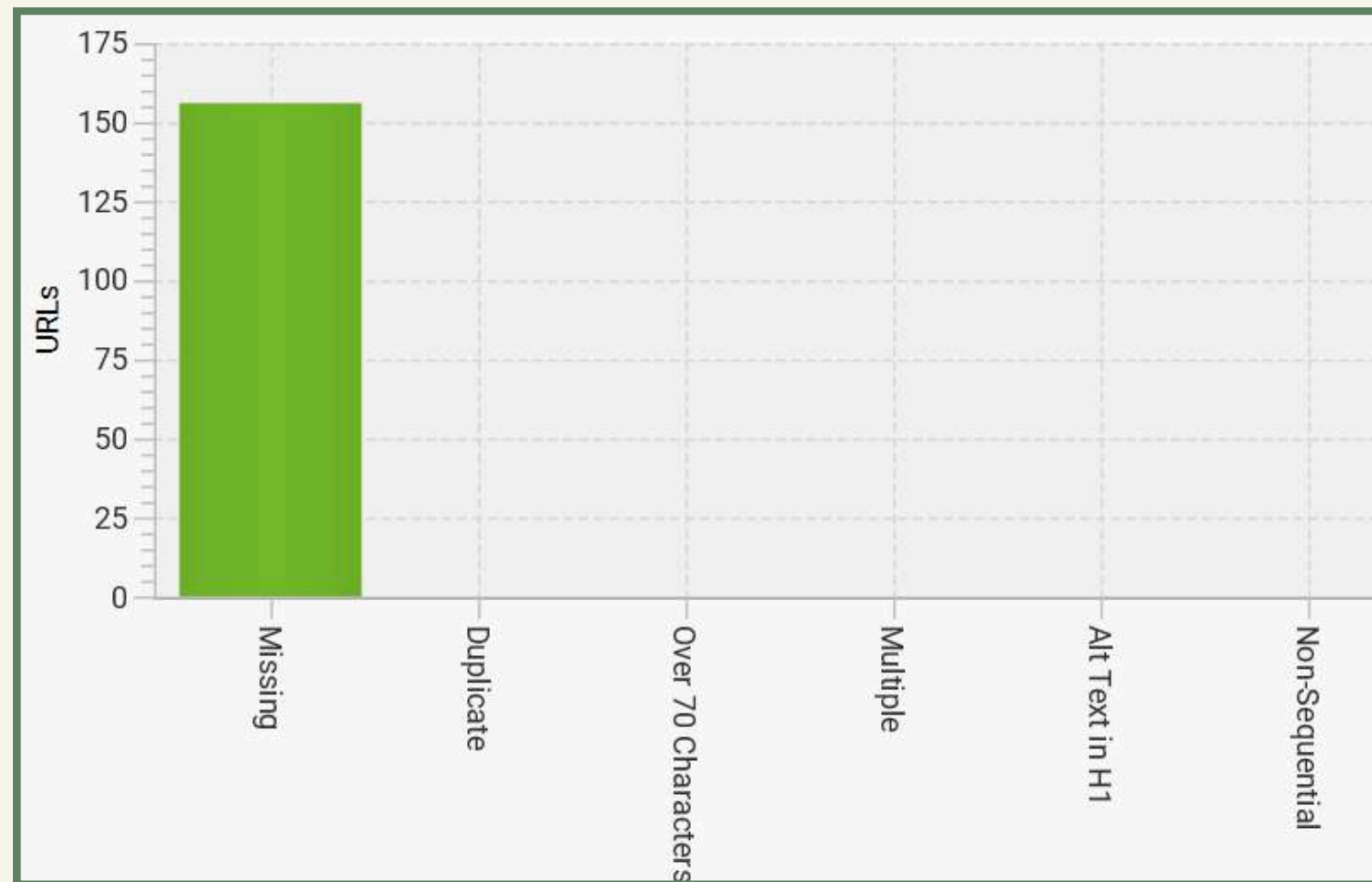


META KEYWORDS

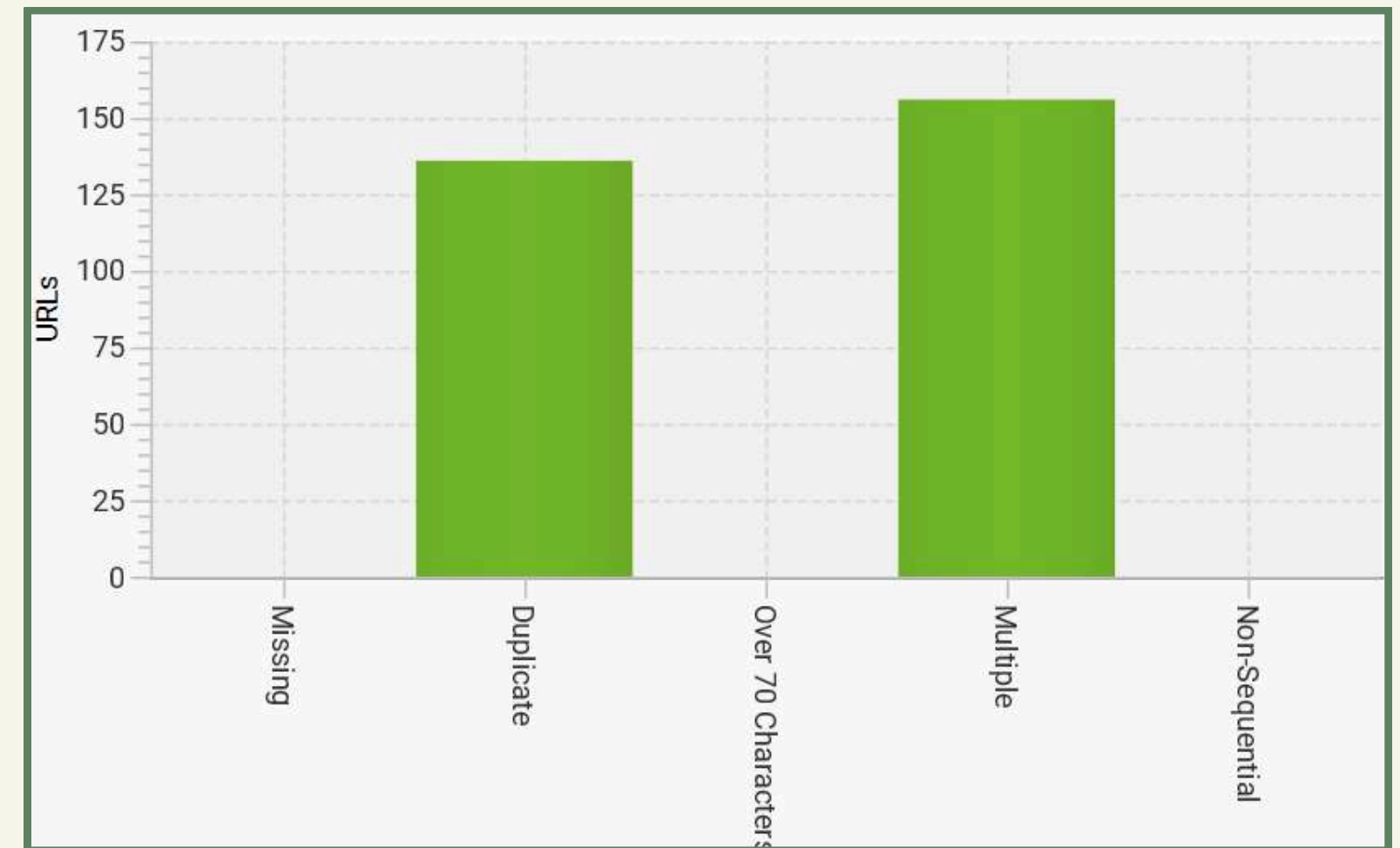
Meta keywords is also missing for all 156 URLs. Since, it is no longer considered by Google, its up to the developer to include them or not.

Task - 01

ON-PAGE AUDIT

**H1 TAG**

No H1 tag in 156 URLs. It should be used once on each webpage, as to highlight the importance of the main heading.

**H2 TAG**

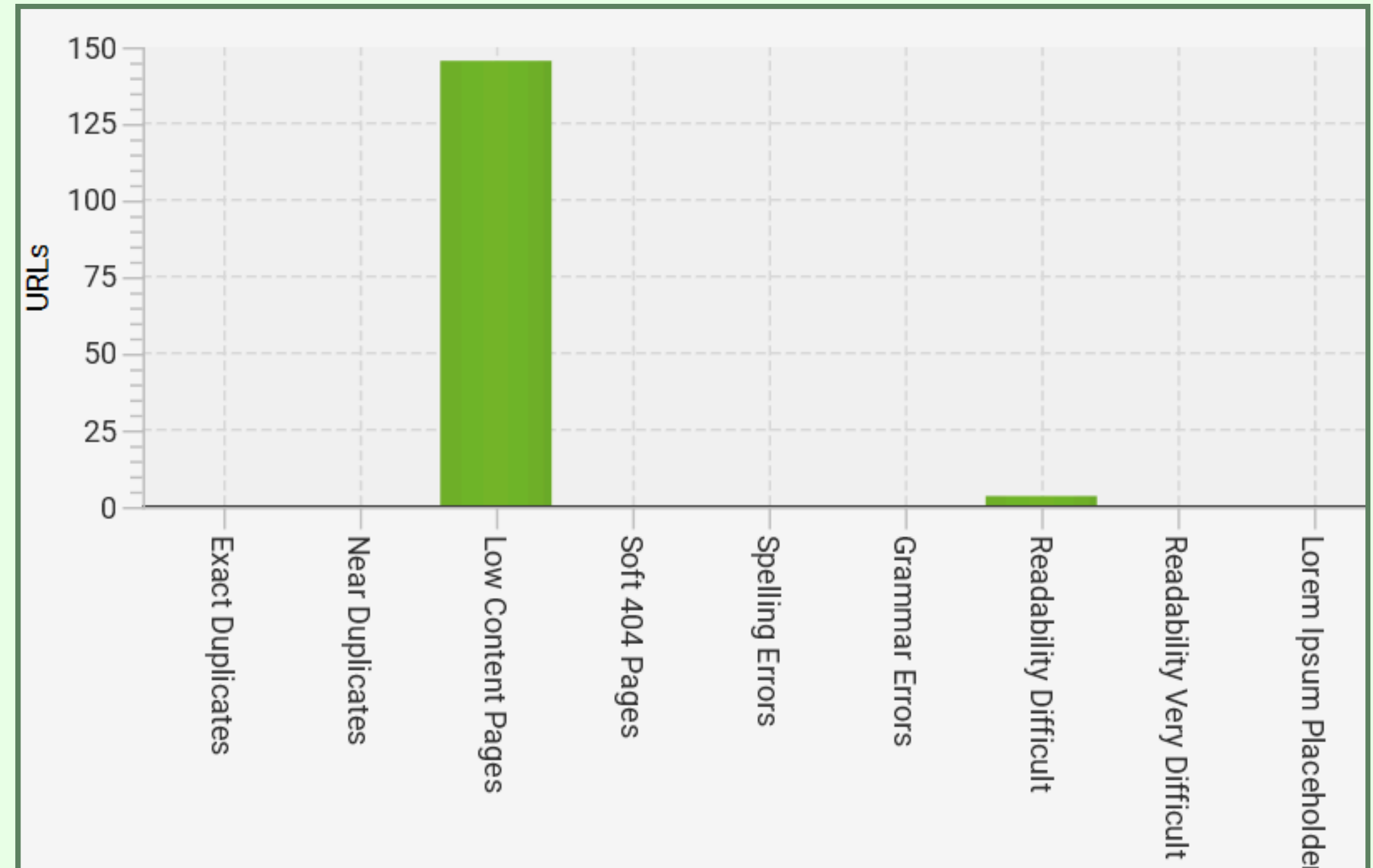
There are 136 URLs having duplicate and 156 URLs having multiple H2 tag respectively. This hinders the maintenance of a user-friendly structure of website.



Task - 01

ON-PAGE AUDIT

1. There are 145 URLs with thin content, which makes it difficult for this webpages to rank well.
2. There are 3 URLs with readability issues, which reduces user experience and ultimately lowers the click-through rates.



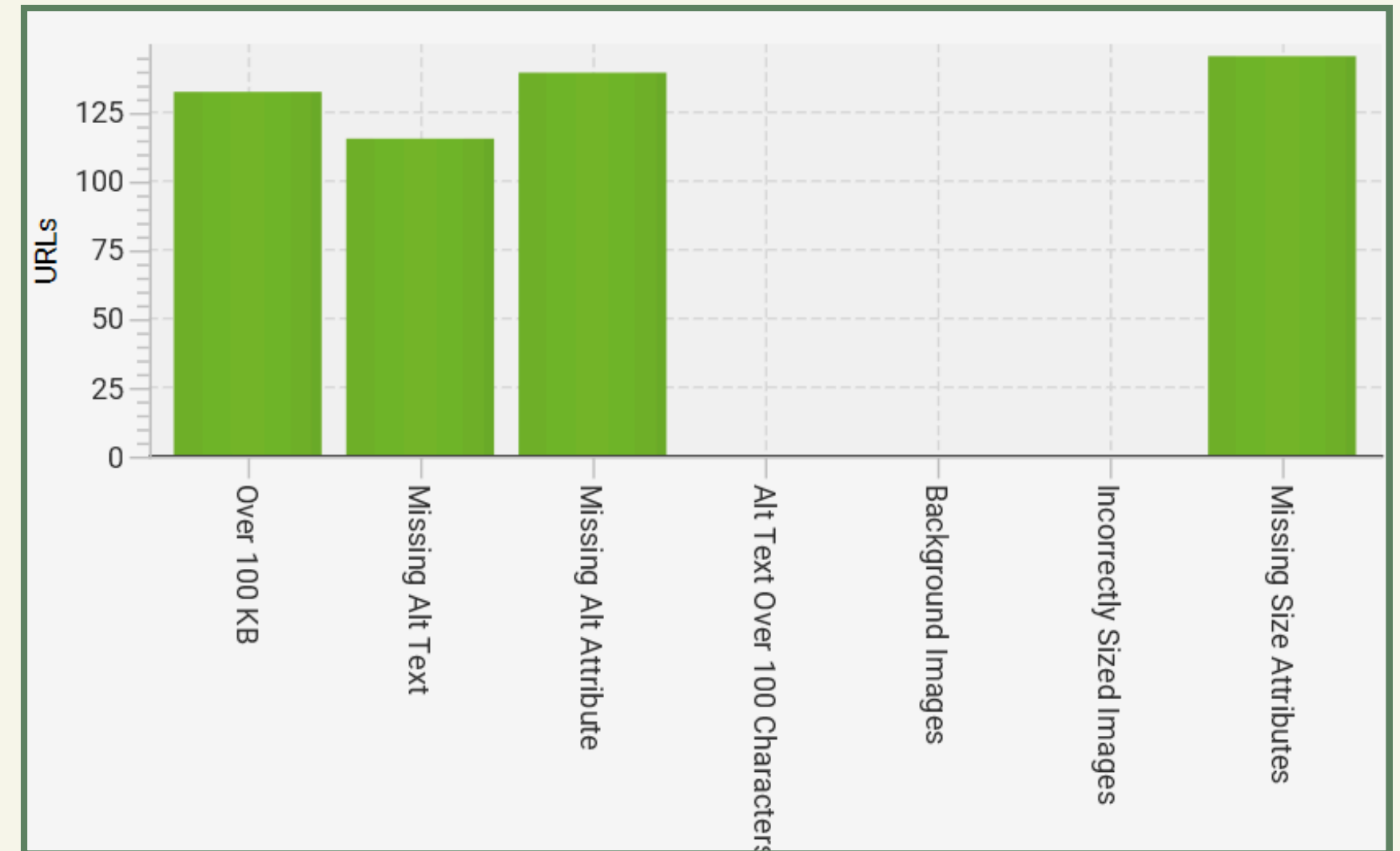
CONTENT AUDIT

Task - 01

ON-PAGE AUDIT



1. 132 URLs contains over 100kb images which can negatively impact the page load time.
2. 115 URLs have missing alt text which can impact the SEO ranking.
3. 139 URLs have missing alt attribute.
4. 145 URLs have missing size attributes.



IMAGES

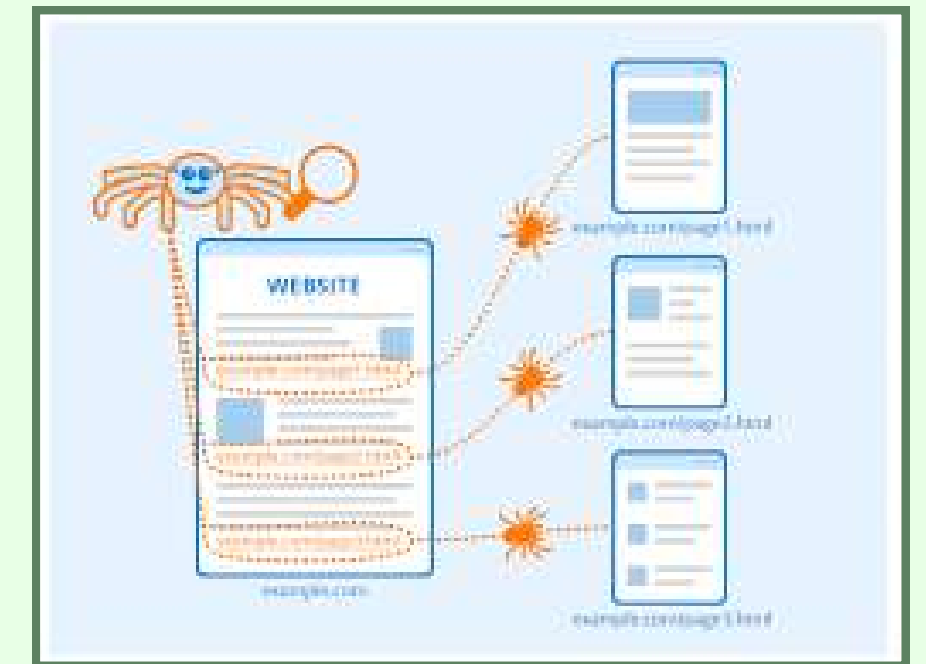
Task - 01

ON-PAGE AUDIT



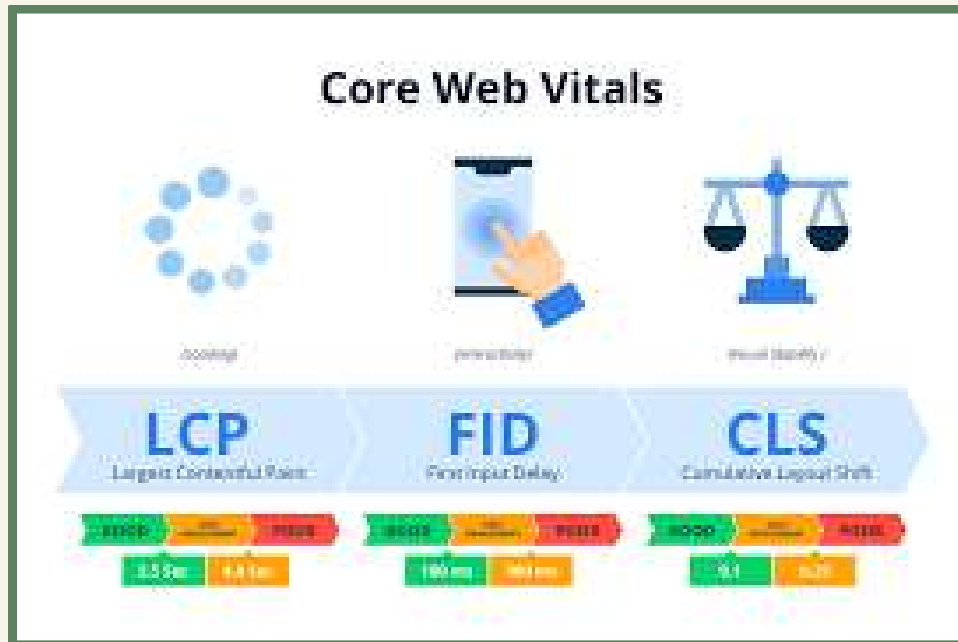
INTERNAL LINKS

1. Total Inlinks - 474
2. Total Unique Inlinks - 156
3. Total Outlinks - 45
4. Total Unique Outlinks - 23
5. External Outlinks - 07
6. Unique External Outlinks - 07



Task - 01

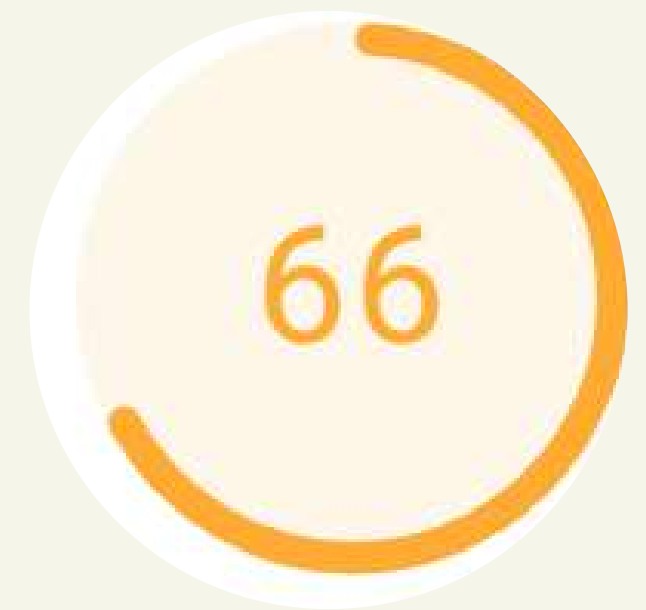
TECHNICAL AUDIT



DESKTOP

Core Web Vitals Assessment: Failed

1. Largest Contentful Paint (LCP) - 6.8s
2. Interaction to Next Paint (INP) - 43ms
3. Cumulative Layout Shift (CLS) - 0.09
4. First Contentful Paint (FCP) - 4.9s
5. Time To First Byte (TTFB) - 4.6s



Performance



Task - 01

TECHNICAL AUDIT

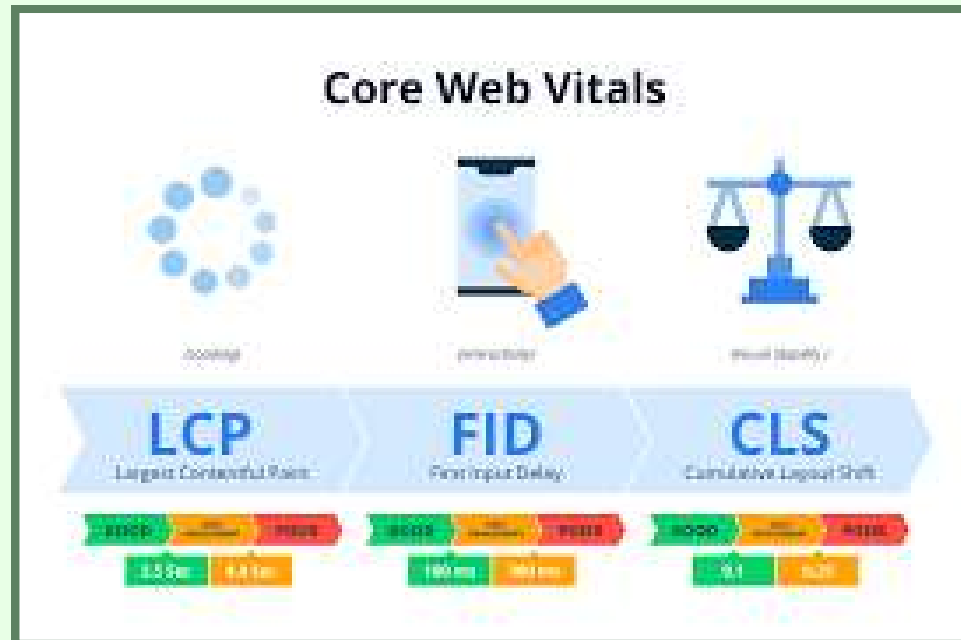
MOBILE

Core Web Vitals Assessment: Failed

1. Largest Contentful Paint (LCP) - 7.2s
2. Interaction to Next Paint (INP) - 161ms
3. Cumulative Layout Shift (CLS) - 0.08
4. First Contentful Paint (FCP) - 6.4s
5. Time To First Byte (TTFB) - 4.8s

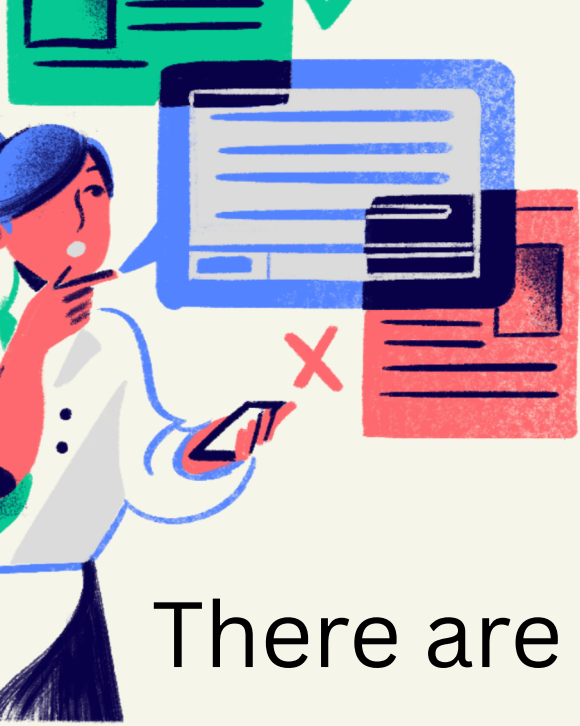


Performance



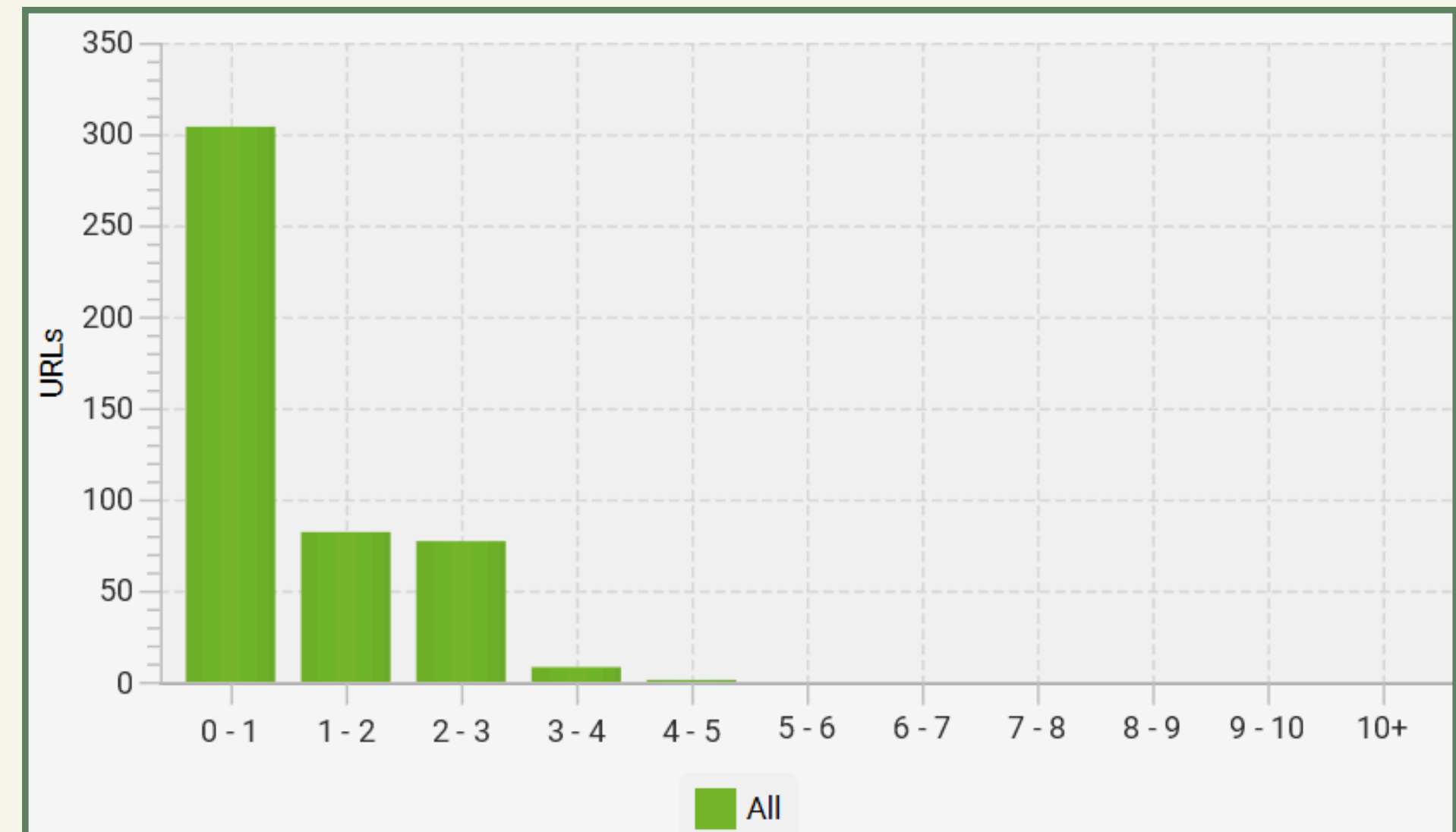
Task - 01

TECHNICAL AUDIT



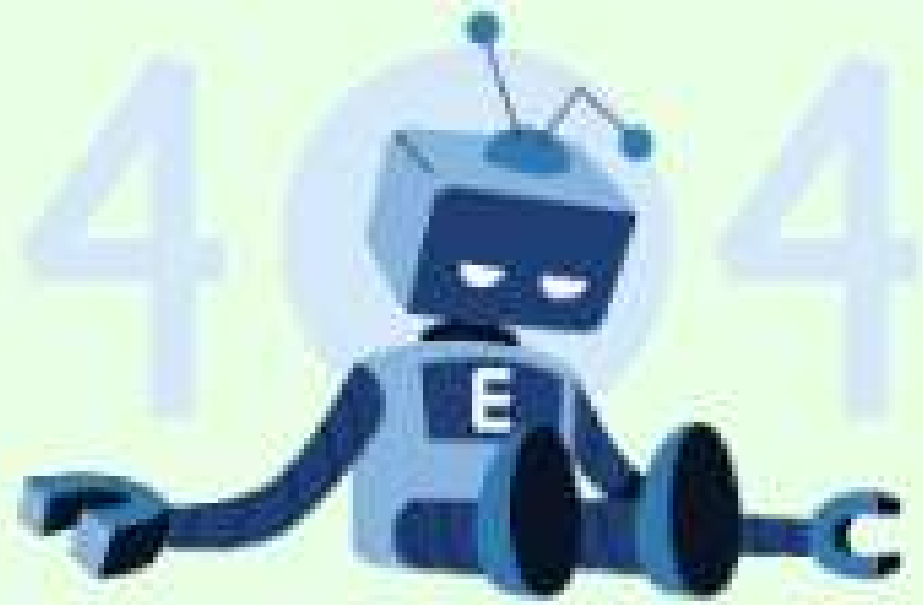
There are -

1. 304 URLs having response time between 0s - 1s.
2. 82 URLs having response time between 1s - 2s.
3. 77 URLs having response time between 2s - 3s.
4. 8 URLs having response time between 3s - 4s.
5. 1 URL have response time between 4s - 5s.



RESPONSE TIMES

Webpages with page load time less than 2s is considered optimal. Therefore, we need to improve this for 86 URLs.



Task - 01

TECHNICAL AUDIT



RESPONSE CODES

There are -

1. 8 URLs are blocked by **Robots.txt**.
2. There are total 4 redirection where 2 URLs have **301 redirection** and 2 URLs have **302 redirection**.
3. 487 URLs have been found & located successfully.
4. **No 404 page are found**, as confirmed by both screaming frog and ahrefs.

Task - 01

TECHNICAL AUDIT

HIGHEST PRIORITY IN
HANDLING ISSUES

1. Security: Mixed Content
 2. H1: Missing
- 2nd Issue was resolved though permanent redirection.

MODERATE PRIORITY

1. Light Content
2. Reduce Image Size
3. Increase Page Title Characters
4. Add Alt Text in Image

Issue Name	Issue Type	Issue Priority	URLs	% of Total
Security: Mixed Content	❗ Issue	🔴 High	156	33.05
Security: HTTP URLs	❗ Issue	🔴 High	1	0.21
H1: Missing	❗ Issue	🟡 Medium	156	100
Content: Low Content Pages	ℹ Opportunity	🟡 Medium	145	92.95
Images: Over 100 KB	ℹ Opportunity	🟡 Medium	134	51.34
Page Titles: Below 30 Characters	ℹ Opportunity	🟡 Medium	7	4.49
Page Titles: Over 60 Characters	ℹ Opportunity	🟡 Medium	2	1.28
Page Titles: Over 561 Pixels	ℹ Opportunity	🟡 Medium	2	1.28
Page Titles: Below 200 Pixels	ℹ Opportunity	🟡 Medium	1	0.64
Security: Missing Secure Referrer-Policy Header	⚠ Warning	🔵 Low	471	99.79
Security: Missing HSTS Header	⚠ Warning	🔵 Low	471	99.79
Security: Missing Content-Security-Policy Header	⚠ Warning	🔵 Low	471	99.79
Security: Missing X-Content-Type-Options Header	⚠ Warning	🔵 Low	471	99.79
Security: Missing X-Frame-Options Header	⚠ Warning	🔵 Low	471	99.79



Task - 01

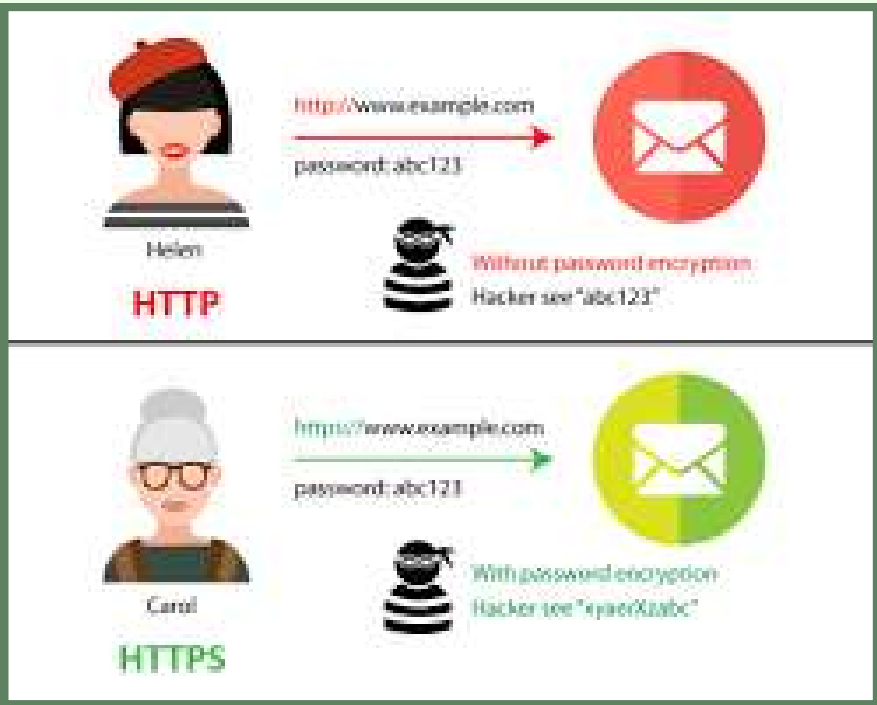
TECHNICAL AUDIT

The SSL certificate on <https://mangrovecollective.in/> is valid until 13 June 2025 16:56 (UTC).

Subject	
Common Name	www.mangrovecollective.in
Issuer	
Country	US
Organization	Let's Encrypt
Common Name	R10
Validity	
Not Before	2025-03-15 16:56:35 UTC
Not After	2025-06-13 16:56:34 UTC
Days Valid	54
Miscellaneous	
Serial Number	488156015510685742317473914616916651926694
Signature Algorithm	sha256WithRSAEncryption
Version	2

SSL CERTIFICATE

There is one page without https but that has been permanently redirect






Task - 01

OFF-PAGE AUDIT

Showing results for
mangrovecollective.in

Domain Authority	Linking Root Domains	Ranking Keywords	Spam Score
19	108	3	1%

Backlink profile for https://mangrovecollective.in/
Domain including subdomains. One link per domain

Domain Rating	Backlinks	Linking websites
 9	71 62% dofollow	49 69% dofollow

DOMAIN AUTHORITY BY MOZ

BACKLINKS BY AHREFS

1. **Domain Authority** - 19 (Need to be increased for better ranking of website.)
2. **Linking Root Domain** - 108
3. **Spam Score** - 1% (This domain is likely to be clean and have lower risk rate.)
4. **Backlinks** - 71 having 62% dofollow
5. **Linking Websites** - 49 with 69% dofollow

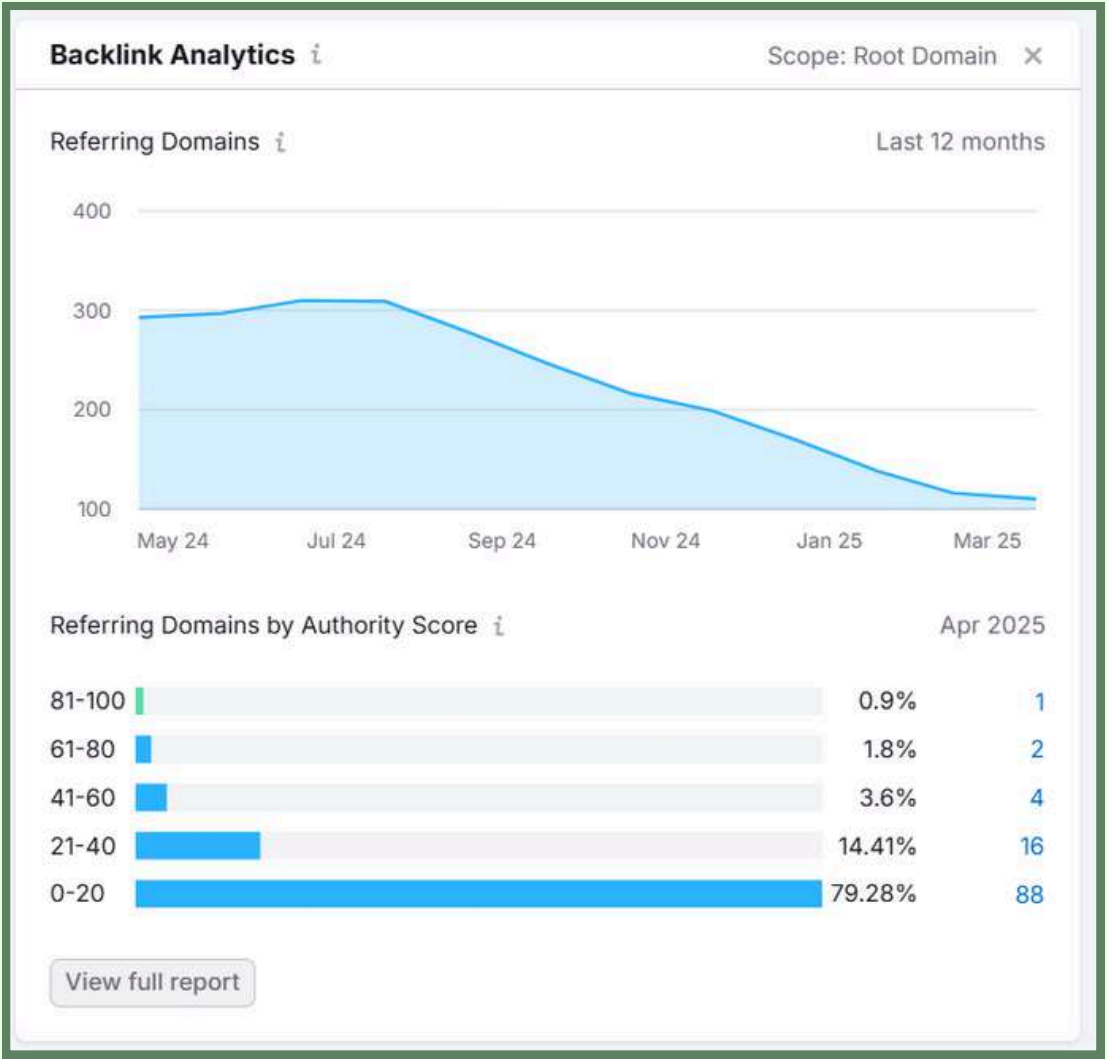


Task - 01

OFF-PAGE AUDIT

BACKLINKS MUST BE REMOVED DUE TO QUALITY CONCERN

S.No.	BACKLINKS	REASON FOR BEING NOT SUITABLE
1	https://seoflx.net/b/kktjf-rank-website-on-first-page/	It provides SEO service and does not matches with niche of our site.
2	https://add-your-website.pages.dev/	It is a service provider, specifically focused on SEO backlink services.
3	https://top.itxoft.com/website-seo-improvements-itxoft-4996/	Is a professional hub for businesses seeking to improve their online presence through strategic SEO services.
4	https://thedailyquota.com/embrace-this-every-popular-look-in-new-ways-with-our-take-on-industrial-living-room-ideas.html	Its a broken backlink



BACKLINK ANALYSIS

Task - 01

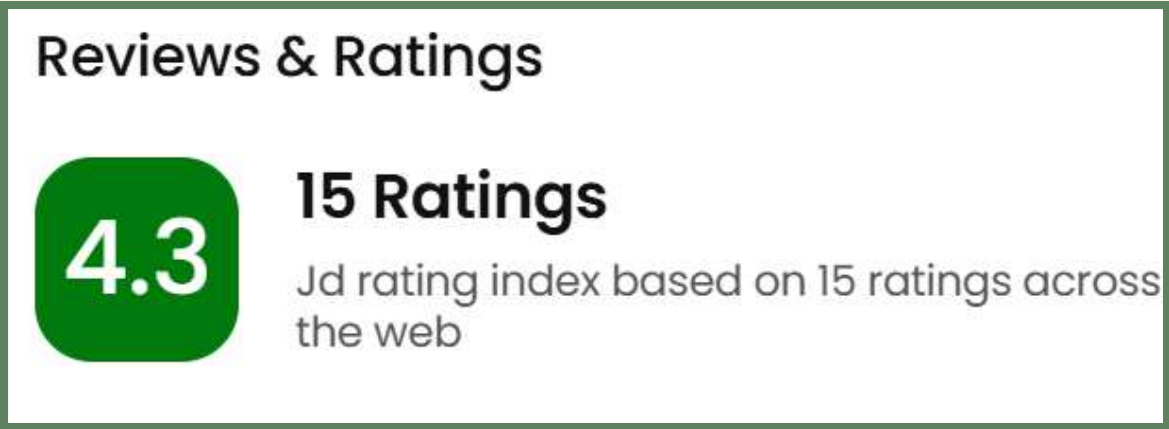
OFF-PAGE AUDIT

REVIEWS & RATING



BY AmbitionBox

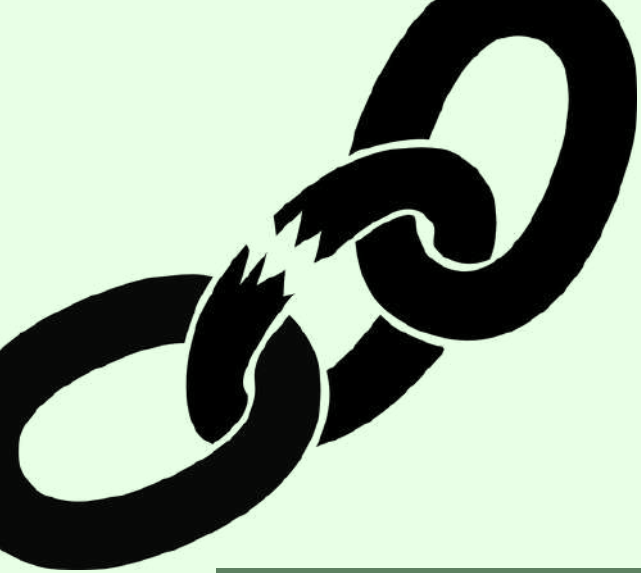
Website has a decent review & rating but there is a lot of scope for improvement.



BY JUSTDIAL



BY GLASSDOOR



Task - 01

OFF-PAGE AUDIT



NO BROKEN LINKS

List of websites with broken links relevant to your niche

S.N o.	WEBSITE	RELEVANCE	CONTACT
1	https://www.pinterest.at/ideas/four-seater-dining-table/931200094635/	It can act as a portfolio for mangrove collective and can attract more users.	hi@pinterest.com
2	https://vocal.media/lifehack/5-best-types-of-sofa-sets-for-your-living-room	They can recommend sofas on this blogging site.	hi@vocalmedia.io & @getvocalmedia

Task - 01

OFF-PAGE AUDIT

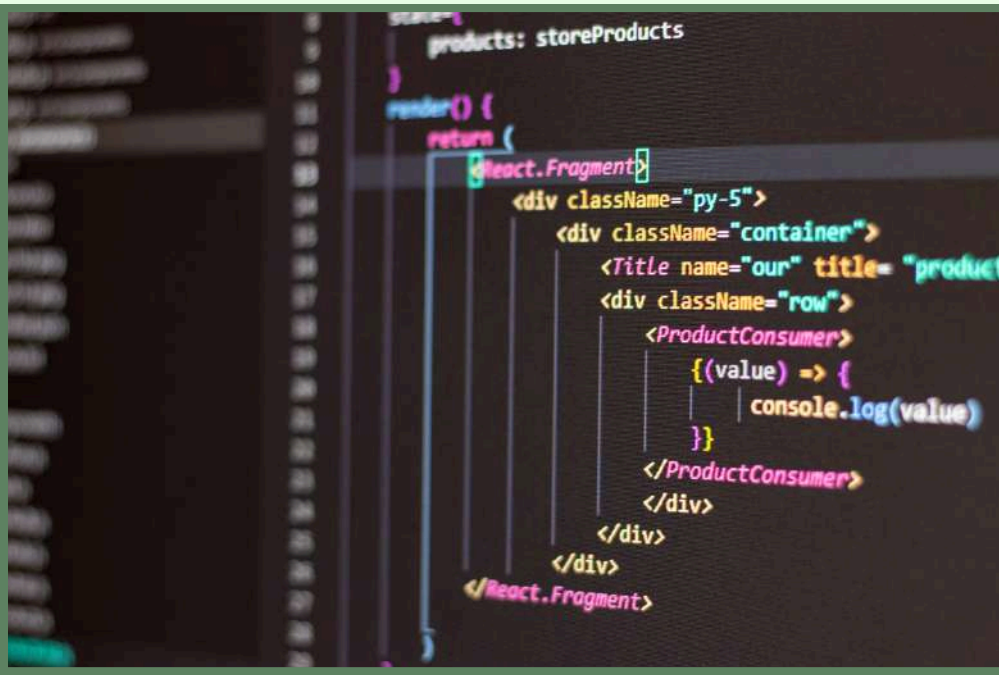
Guest Posting Opportunities



S.No.	WEBSITE	DOMAIN AUTHORITY	RELEVANCE	CONTACT
1	https://gharpedia.com/	58	Home renovation and building material designed specifically for homeowners in India.	info@gharpedia.com
2	https://www.kadvacorp.com/	66	They cover wide range of topic such as architecture, interior design etc.	info@kadvacorp.com
3	https://www.homify.in/magazine/living-room	72	Interior design ideas for living rooms of various styles (modern, traditional, minimalist, etc.)	support@homify.com
4	https://www.livspace.com/in/magazine	70	It provides information about the latest decor ideas, interior design guides, industry insights and more.	editor@livspace.com

Task - 02

WEBSITE CREATION



Homepage

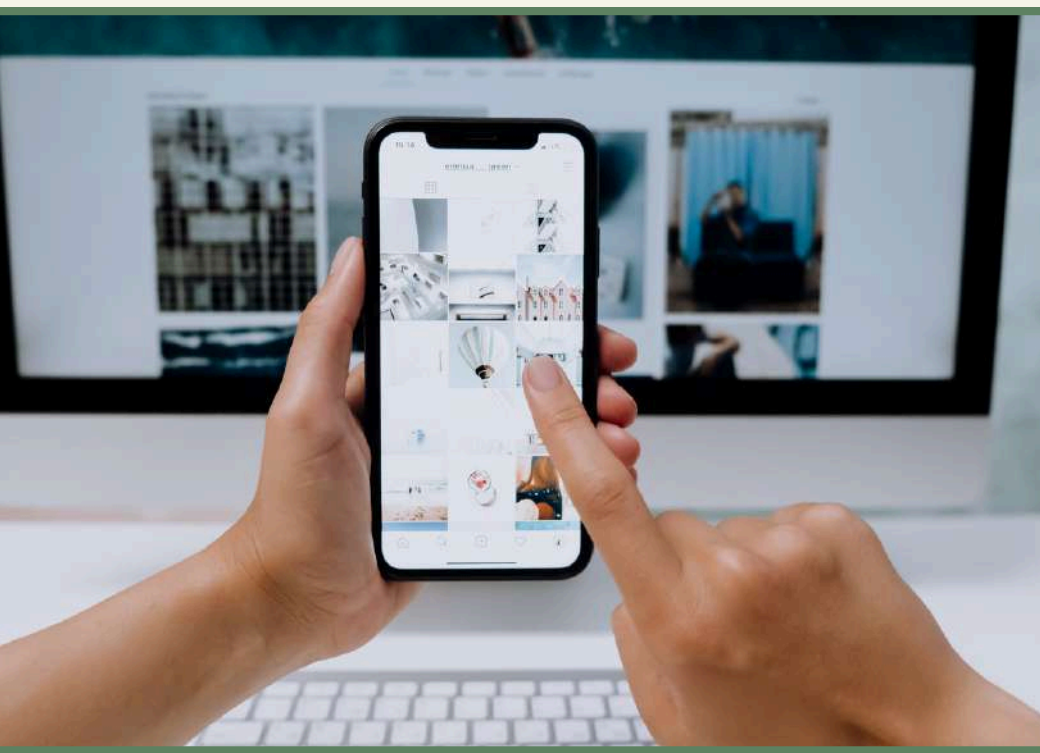
<https://drive.google.com/drive/folders/1b7KtAVJwpE0eaLjypvc4EBUhXPyyClr3?usp=sharing>

About Us

<https://drive.google.com/drive/folders/19hLRuI8JTnbrlTtqw8yJkXVXwEX4tVUH?usp=sharing>

Our Team

https://drive.google.com/drive/folders/1PXnaA_JNWspiSSr918Dkc3pZZpSUAPbp?usp=sharing



Task - 02

WEBSITE CREATION

Process

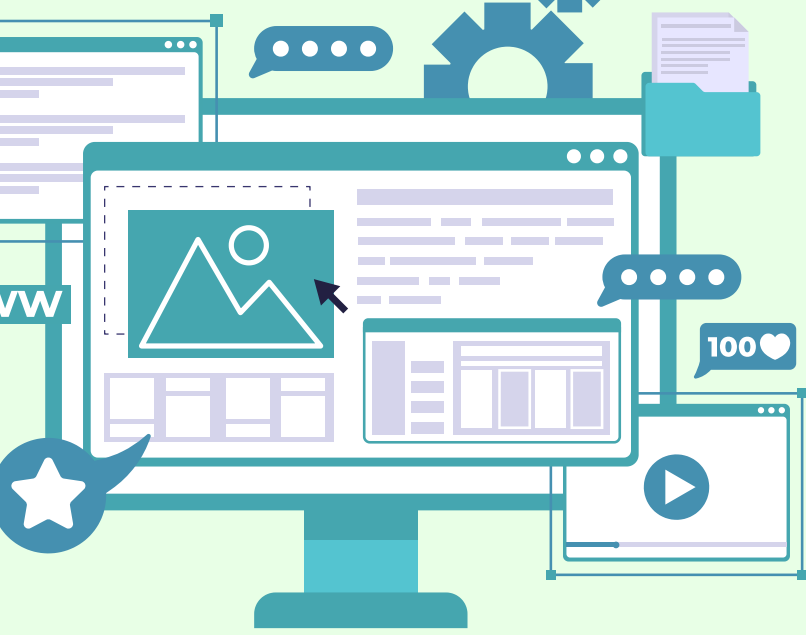
<https://drive.google.com/drive/folders/1Qu8Th679mh7nasnMSUHamBioWhrEVZBb?usp=sharing>

Product 1

<https://drive.google.com/drive/folders/1ELcy0kFKNzo9LZnPxfjs0VLo7Eq6ybct?usp=sharing>

Product 2

https://drive.google.com/drive/folders/1RCbWwDim4mRo2eCOKPSb_C2QyamM8f9Y?usp=sharing



Task - 02

WEBSITE CREATION

Contact Us

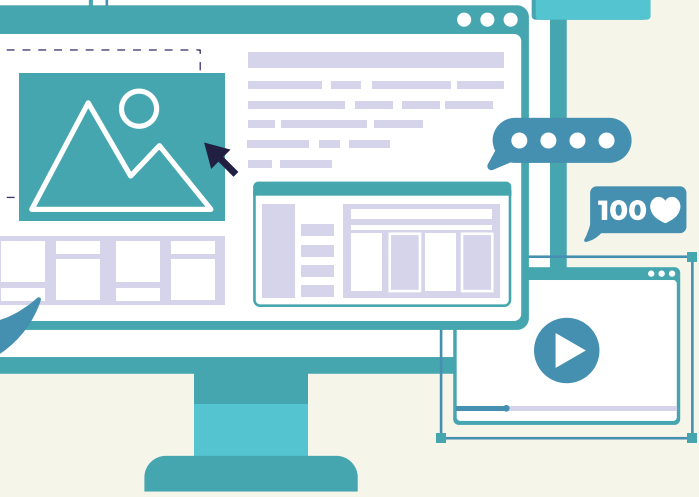
<https://drive.google.com/drive/folders/1qsxODuoPdqZzFTruXY2NEPZd3oboa28R?usp=sharing>

Blog 1

https://drive.google.com/drive/folders/1sfDPl76mxkfUpv25Blg3nth_P28a-RSs?usp=sharing

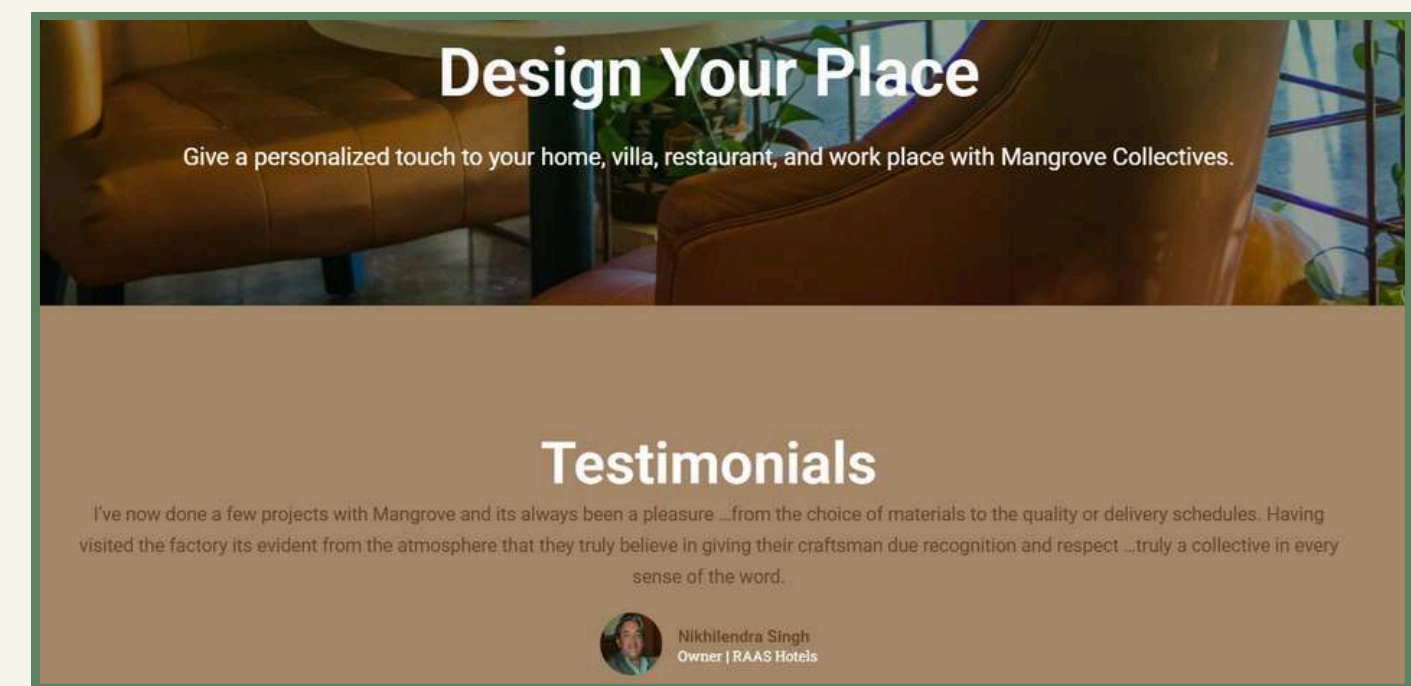
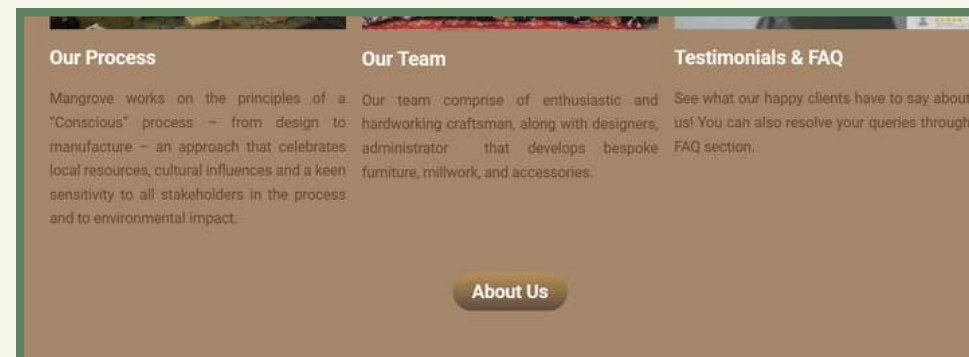
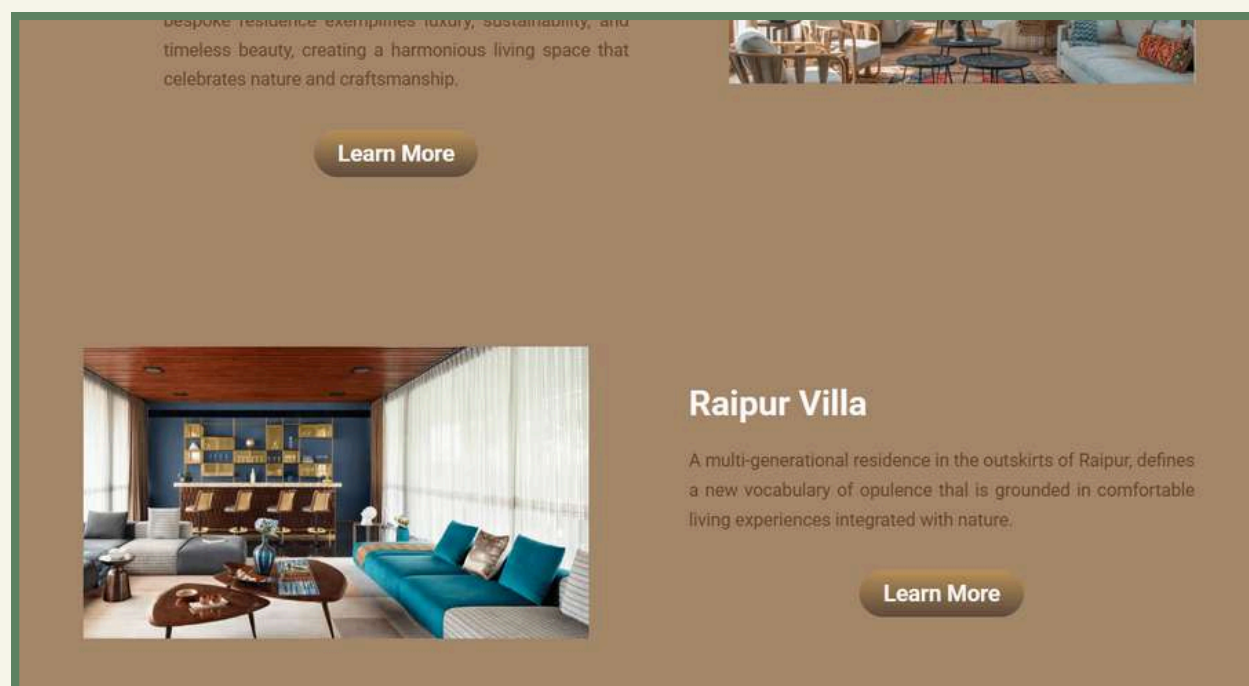
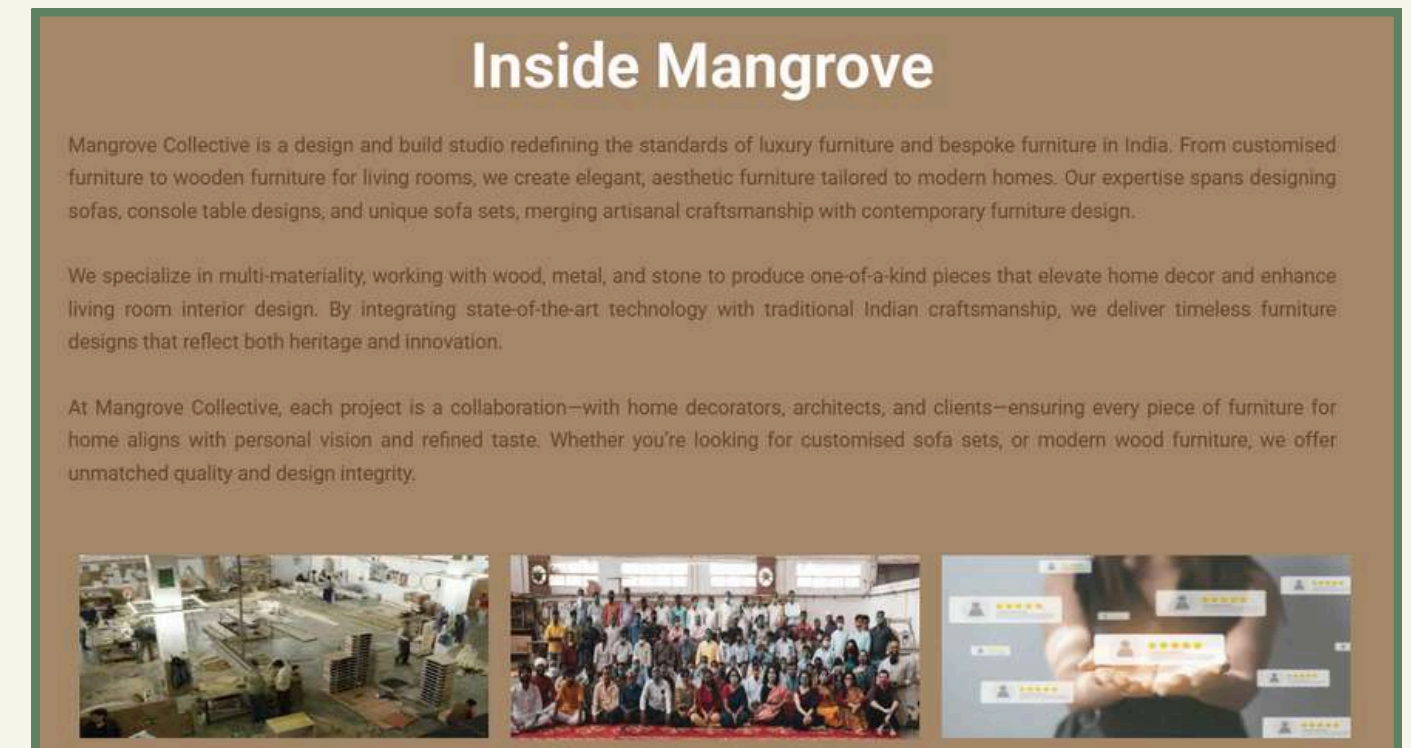
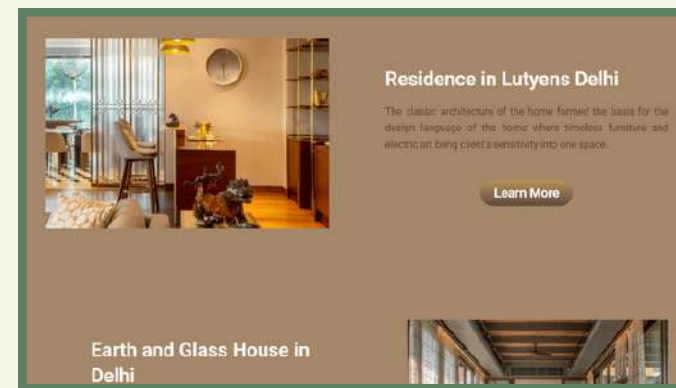
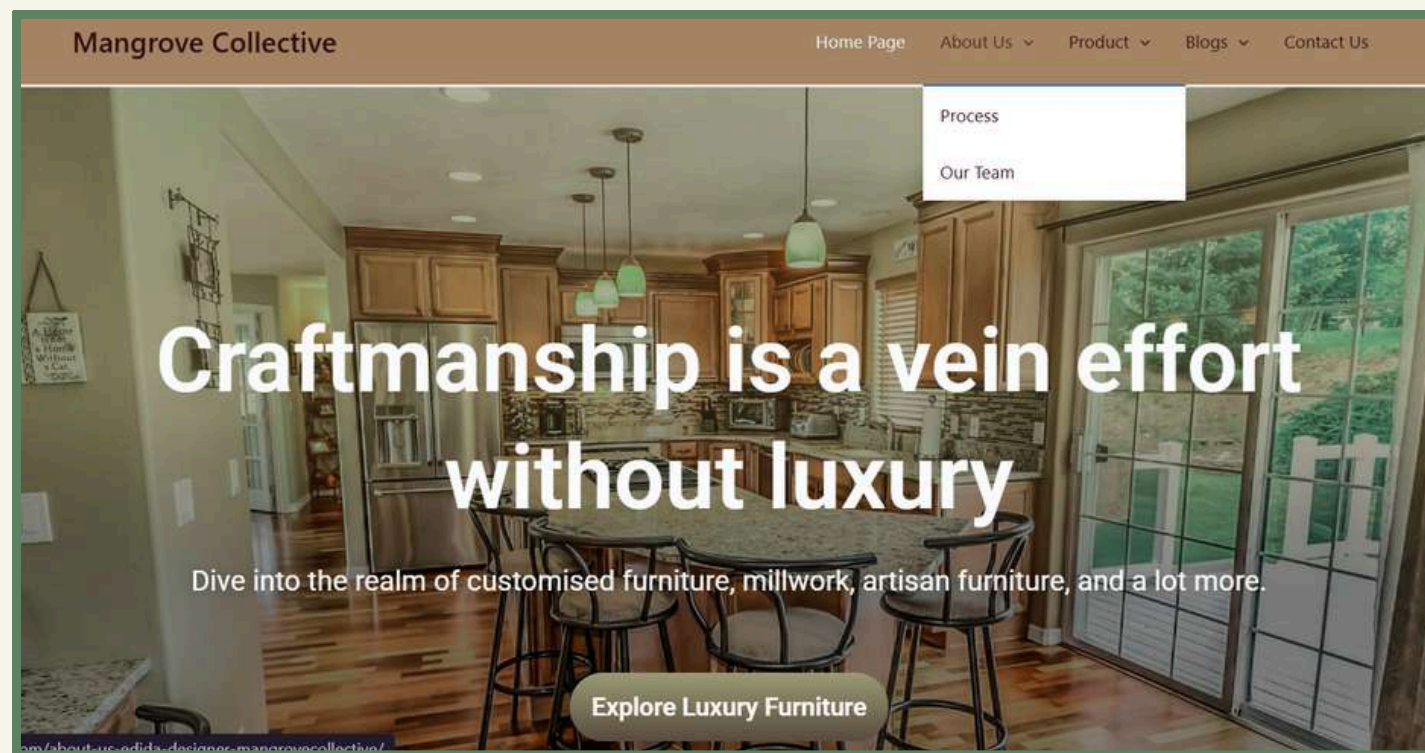
Blog 2

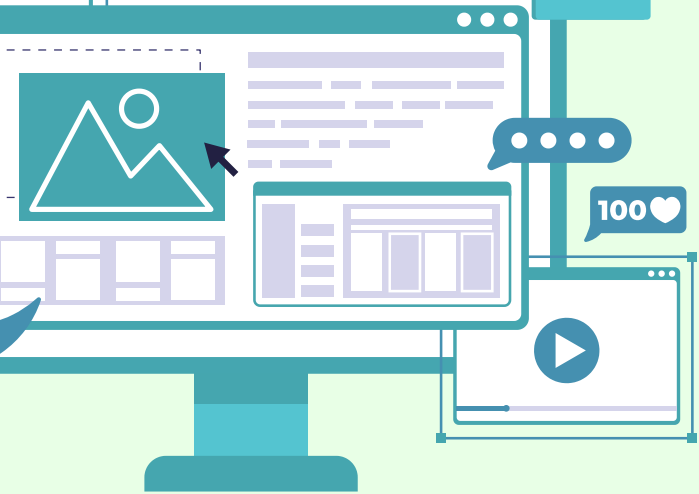
https://drive.google.com/drive/folders/1d20_r_ZRoXxQKUYCziDTzcwxh66uM8DH?usp=sharing



Task - 02

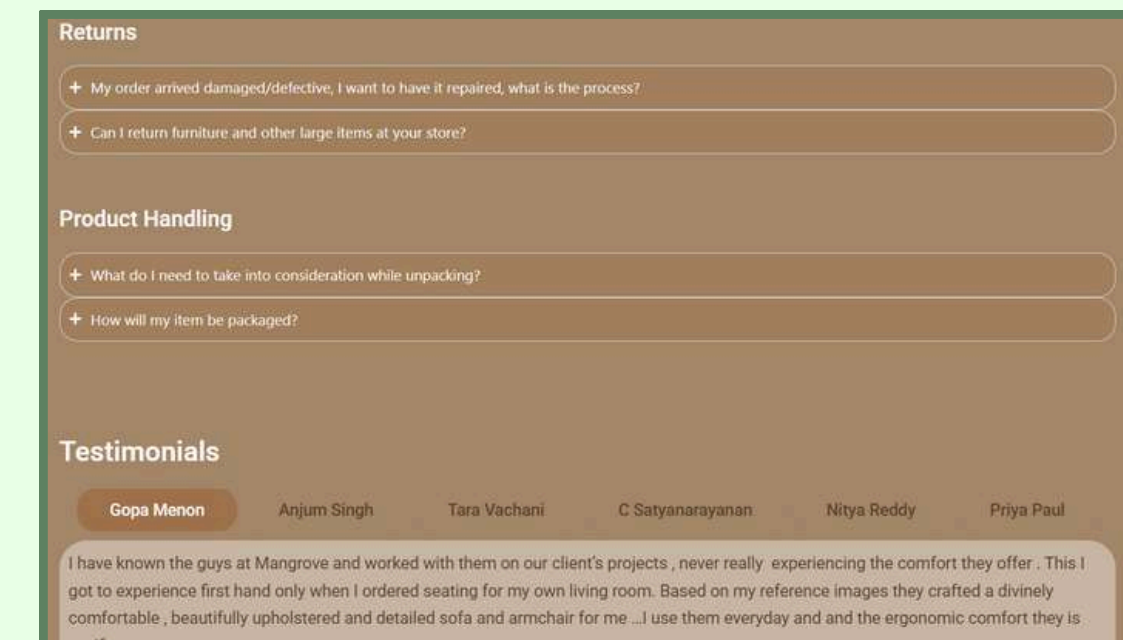
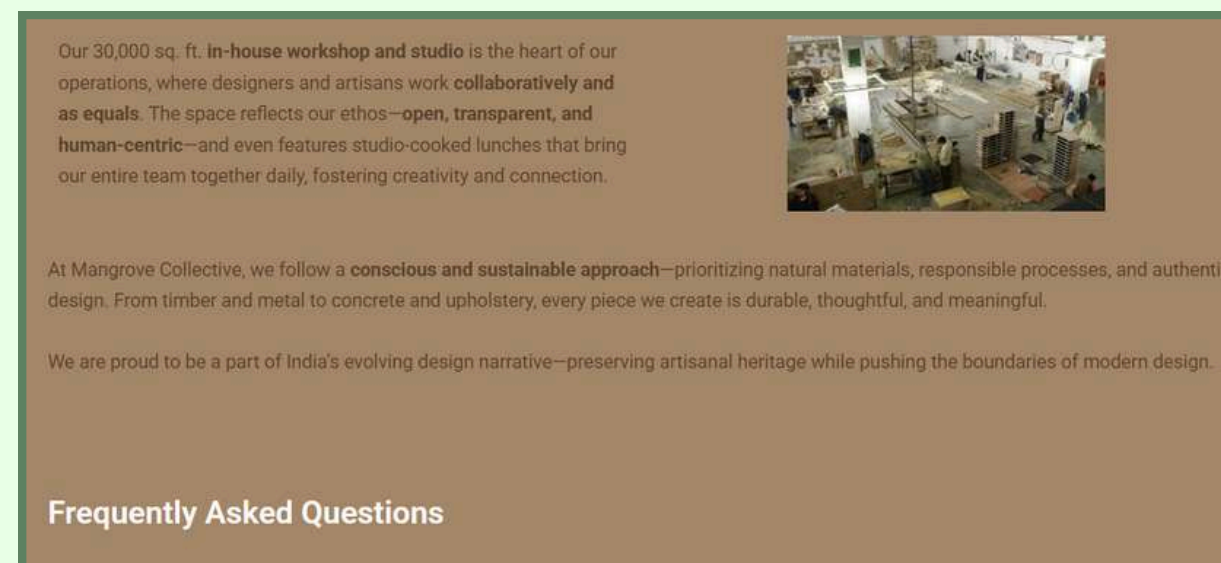
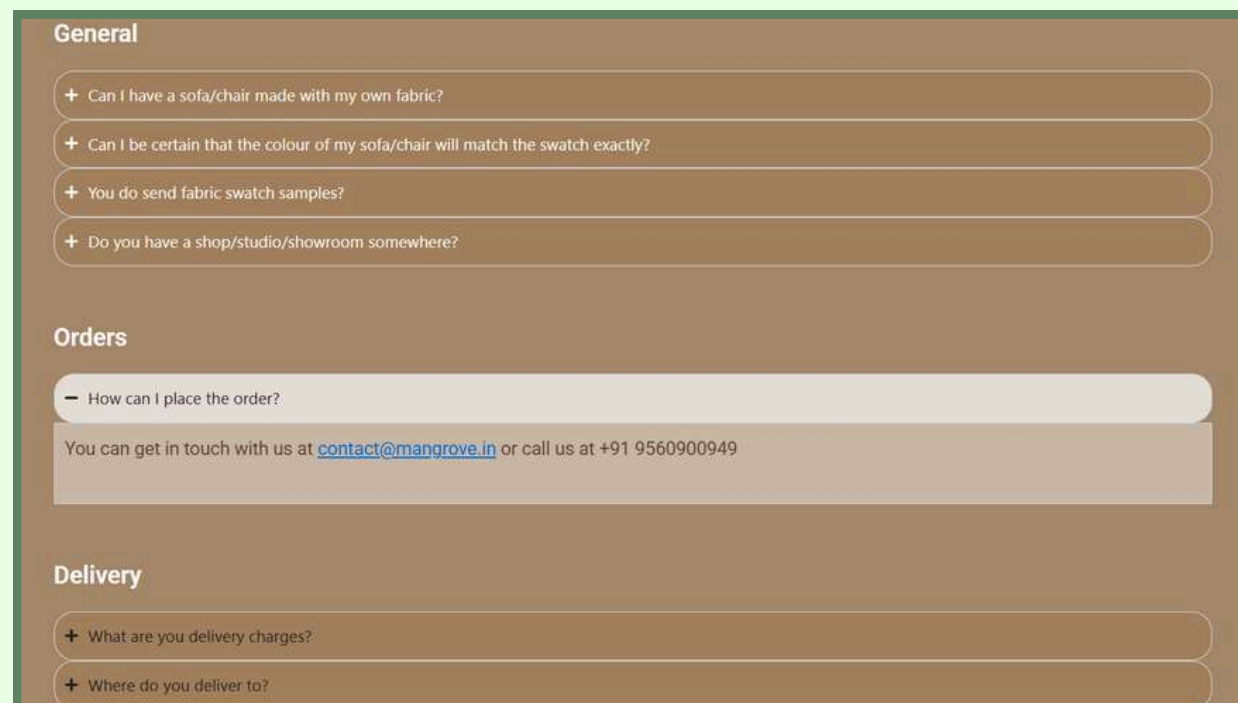
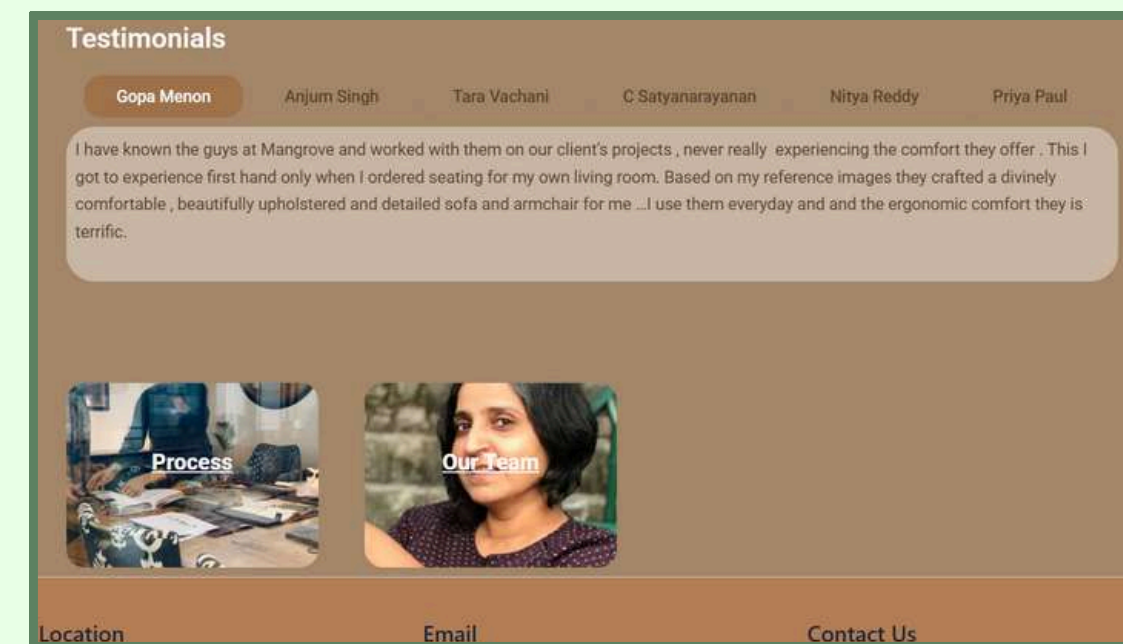
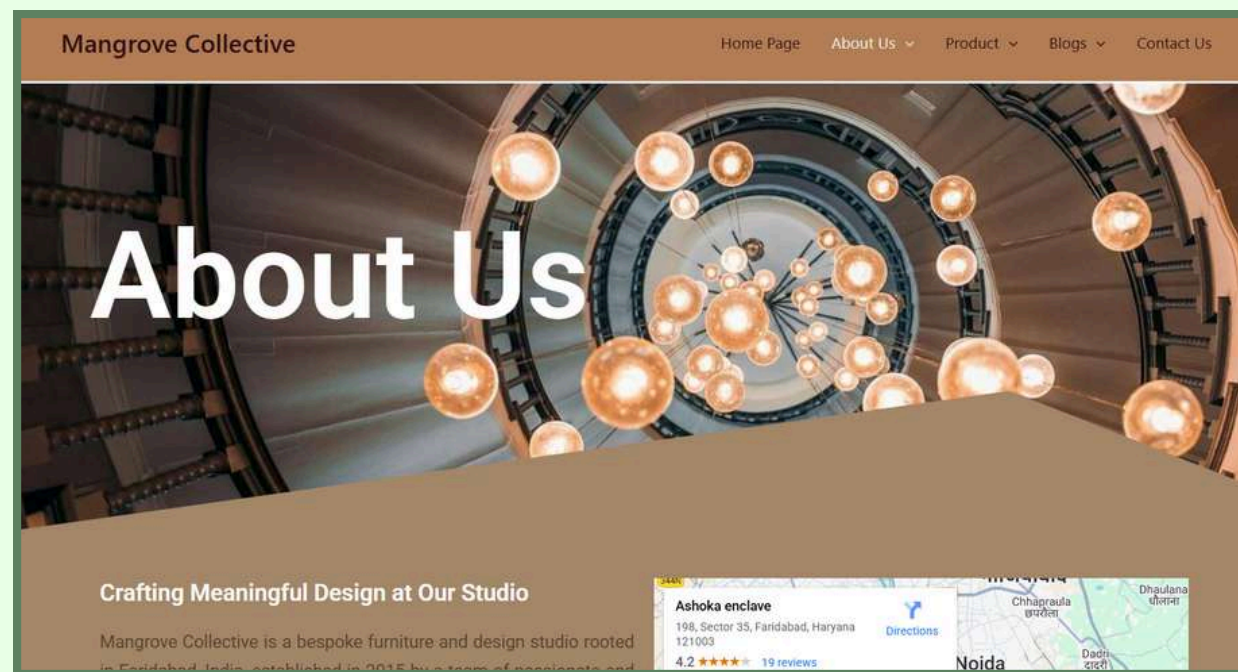
WEBSITE CREATION

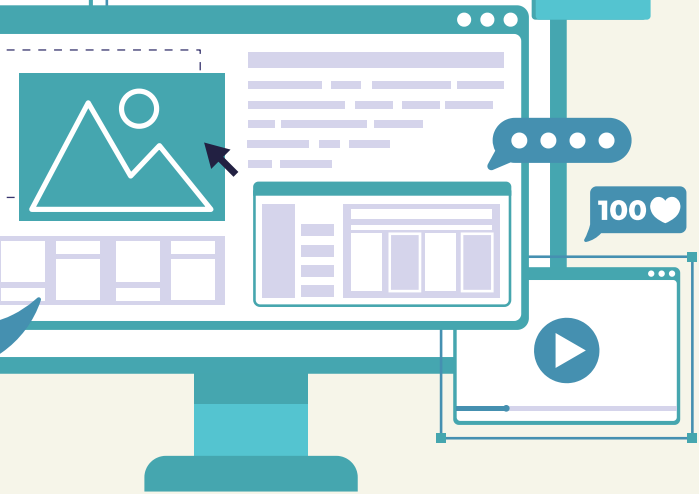




Task - 02

WEBSITE CREATION





Task - 02

WEBSITE CREATION



[Mangrove Collective](#) follows a conscious, sustainable design process deeply rooted in Indian sensibilities. As an innovative interior design studio, we create bespoke furniture and sustainable furniture through close collaboration with artisans, designers, and clients. Each piece is a product of customised craftsmanship and mindful making, reflecting a blend of tradition and modernity. Our process emphasizes authentic partnerships and cultural continuity, merging hand-finished excellence with responsible sourcing. From initial sketches to final execution, every detail speaks to our dedication to millwork designs, contemporary interior design, and environmental responsibility. At Mangrove Collective, furniture isn't just made—it's thoughtfully brought to life, one sustainable choice at a time.

Stable

Our designs are timeless, crafted to transcend fleeting trends and remain relevant across generations. At Mangrove Collective, we blend traditional craftsmanship with modern technology to create bespoke furniture and sustainable furniture that seamlessly fits into any environment.

Through our thoughtful process and innovative millwork designs, each piece tells a story rooted in quality and purpose. As a forward-thinking interior design studio, we ensure our creations enhance contemporary interior design while honoring artisanal values, material integrity, and environmental consciousness.

Durable

We only use high quality materials that are built to last. In case of any issues, we have a transparent return policy and do our best to accommodate technical failures, even after purchase.



Sustainable Design from Studio to Space

At [Mangrove Collective](#), every creation begins with a thoughtful design process rooted in care and traditional craftsmanship. Our journey from concept to completion results in distinctive pieces that reflect character, respect the environment, and bring refined detail to every space, leaving a lasting impression of creativity and intention.

Within our interior design studio, traditional artistry meets contemporary interior design, creating [products](#) that are as functional as they are elegant. Each piece is a fusion of material innovation, cultural sensitivity, and timeless beauty, crafted to stand the test of time. We work closely with artisans and clients, ensuring that every design is personalized and unique. By blending traditional techniques with modern sensibilities, we aim to deliver not just furniture, but curated experiences. Discover how our process shapes not just products, but meaningful experiences that enrich modern living with purpose, beauty, and sustainability.

[Inquire Now](#)

Location

Property no. 13/1, Malthura Road Sector- 35,
Faridabad 121003, India

Email

contact@mangrove.in

Contact Us

+91 956 090 0949



Led by a highly experienced team of furniture designers, Mangrove Collective is an interior design studio renowned for creating bespoke furniture that seamlessly integrates into diverse design environments. We specialize in crafting customized, multi-material furniture, blending timber, metal, stone, concrete, upholstery, and indigenous crafts to deliver distinctive pieces that cater to both aesthetic and functional needs.

Our team's commitment to sustainable practices ensures our designs are not only beautiful but also environmentally responsible. Whether for a residential space or a commercial setting, we focus on providing design solutions with meticulous attention to detail. Each piece reflects our dedication to quality, innovation, and reliability. At Mangrove Collective, our creations are built to last, offering timeless elegance that enhances every space. With our passion for design, we craft pieces that embody craftsmanship and a true sense of style.

We only use high quality materials that are built to last. In case of any issues, we have a transparent return policy and do our best to accommodate technical failures, even after purchase.

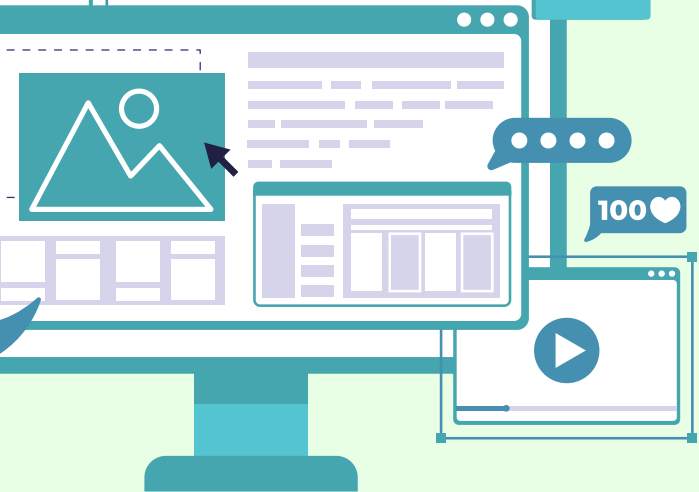
Collaborative

We don't just believe in the custom made, we believe in the collaborative process. Craftsmen, designers, and clients are equal partners, working together to create.



Sustainable

At Mangrove Collective, we prioritize your safety and well-being. Our furniture is crafted from all-natural materials and finished with edible oils, ensuring no toxic chemicals are used. While our pieces are not meant for consumption, we take great care in creating sustainable, non-toxic products. Our commitment to using eco-friendly materials means that every item is safe for your home, environment, and health—combining functionality with sustainability in every design.



Task - 02

WEBSITE CREATION



Meet the Minds Behind Mangrove Collective

Mangrove Collective is powered by a diverse team of passionate creators—architectural designers, interior designers, and artists who are united by a shared vision to elevate design through craft. At the heart of our practice lies a deep respect for Indian designs, celebrating the heritage of traditional techniques while embracing modern innovations.



Our team brings together expertise in furniture and millwork design, where every detail is considered and crafted with purpose. From



Suman Sharma
Principal, Head of Business



Suman describes Mangrove as her passion: 'crazy and chaotic', the unpredictable nature of work here is what gives her absolute joy. While days can be stressful, she says she's 'wired all the time', for her, working with the team huddled together in Mangrove's beautiful studio workshop erases most signs of tension. These moments, allow her to thrive amongst the multitude of ideas that emerge. "... design should allow people to feel connected and at the same time have a sense of belonging with what they produce" she says. Suman graduated as a Furniture Designer from the NID, Ahmedabad in 1998... Amongst the core members of the founding team at Mangrove, her current position at Mangrove is informed by her diverse career in which she has worked as an award-winning designer, entrepreneur, curator and academic.



Amrish Arora
Mentor



Part of the founding team and Chief Mentor at Mangrove, Amrish finds fulfillment in "bringing out the best in people". He envisions Mangrove as a collective, a rich tapestry made out of "several slices of genius". He hopes to see it break boundaries between blue and white collar – the creation of the artisan-designer or the designer-artisan working symbiotically, learning and growing together. "The ethics within the work space need to be impeccable" he says.

Amrish's 33-year career has taken him through several professions from being a mechanic, a computer maintenance man, a teacher, a boat designer, a cinematic line producer, an exhibition designer to now an architectural designer. He founded Studio Lotus in 2002 along with his partners Siddhartha Talwar and Ankur Choksi and currently heads the practice. The studio is acknowledged as a thought leader in the country for their work in the domain of Architecture and Spatial Design. It is the recipient of several national and international awards.

At Mangrove Collective, our team of visionary architects, designers, and craftsmen work together to create exceptional spaces that reflect our commitment to innovation, quality, and design excellence. We take pride in delivering bespoke solutions that transform every project into a masterpiece.

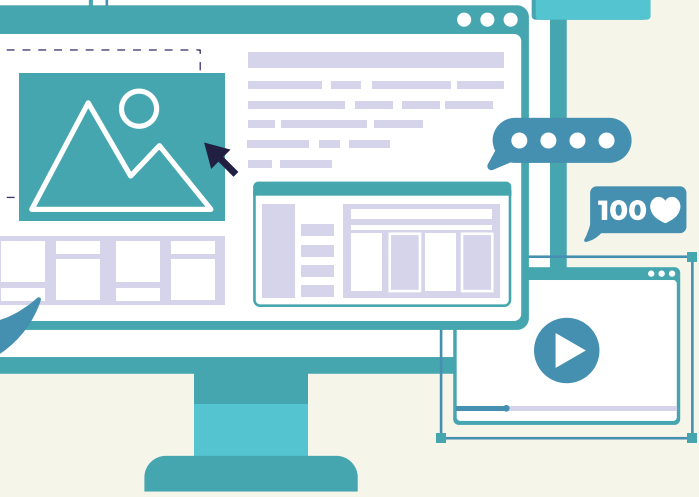
Kullu is a man of few words. His colleagues unanimously describe him as someone who speaks only to communicate deep meaning in very few syllables. Its perhaps fitting that he then describes his design philosophy as inseparable from learning. "The best part of my job is the translation of 2D thinking into 3D objects, which requires the challenge of balancing aesthetic aspiration, locally available skills, efficiency and consistency in quality " he says. To make this happen, Kullu works around what he considers Mangrove's core pillars: collaboration & teamwork, purity of thought, uncompromising quality, and a high attention to detail – along with the 'little extra' that it takes. When Kullu is not perfecting his art of merging industrial processes with tactile finishes, he enjoys going on long runs.

Arun Kullu is the Head of Design Development & Production at Mangrove. Trained as a furniture designer at the NID Ahmedabad, he has been designing furniture and millwork for almost 20 years.



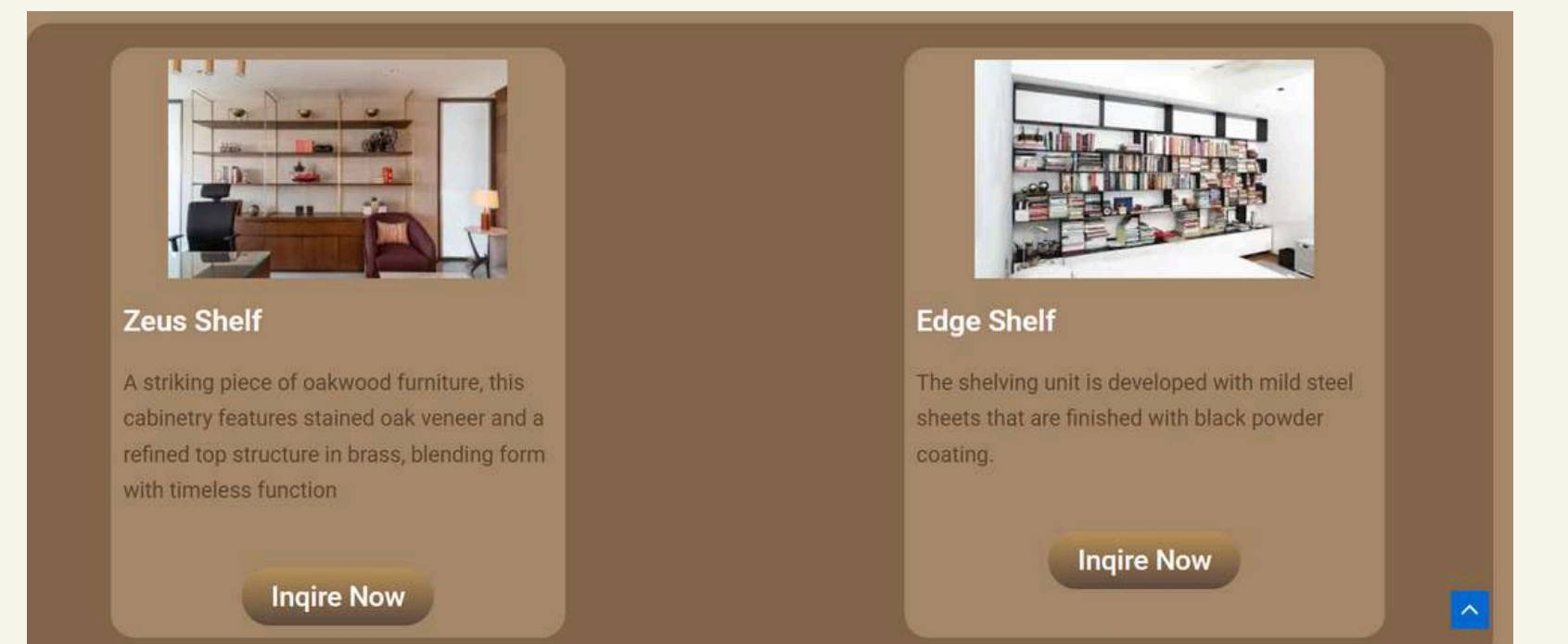
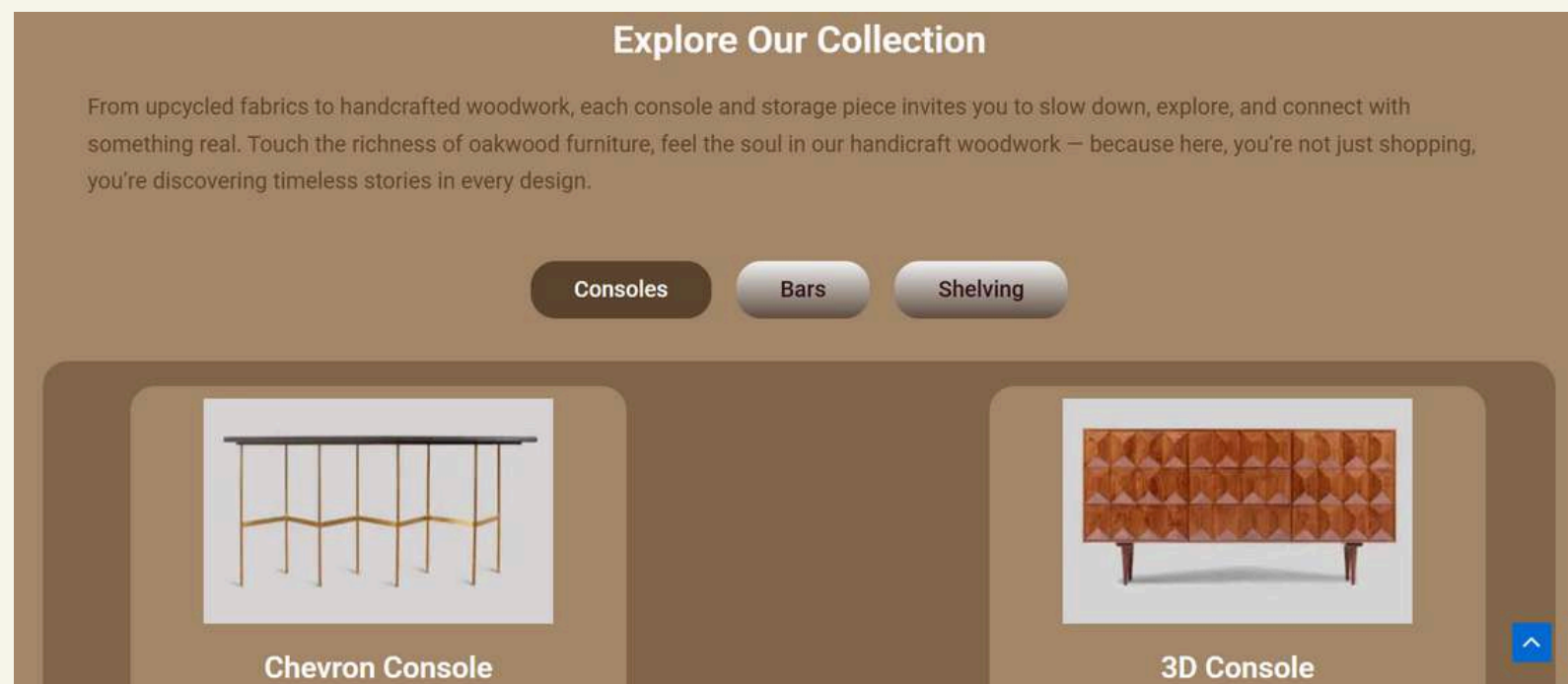
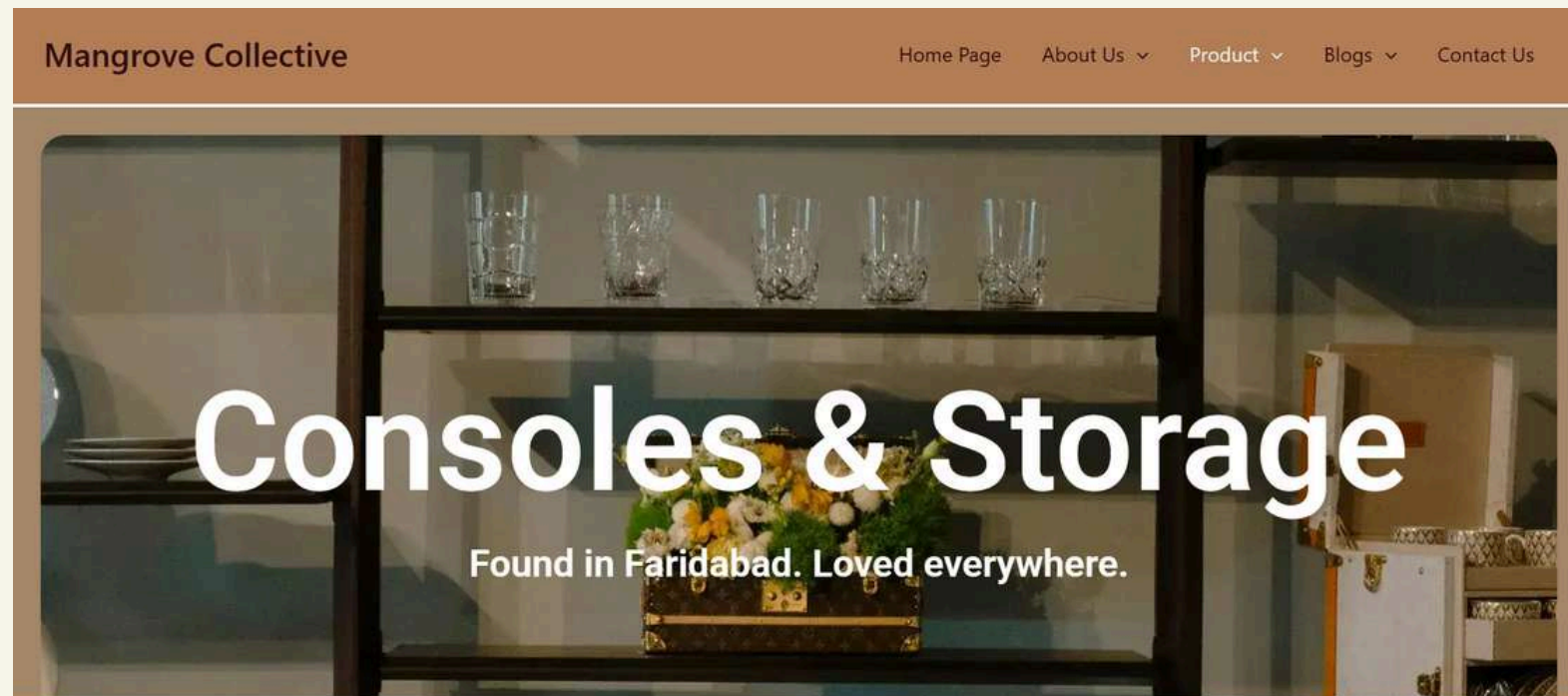
Arun Kullu
Principal, Head of Design Development & Production

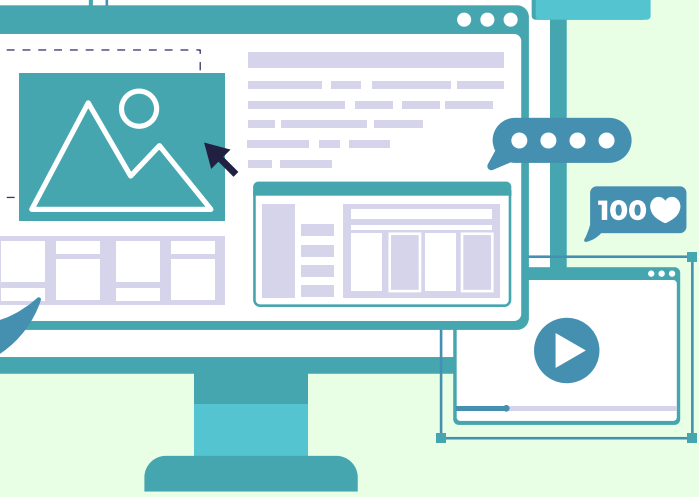




Task - 02

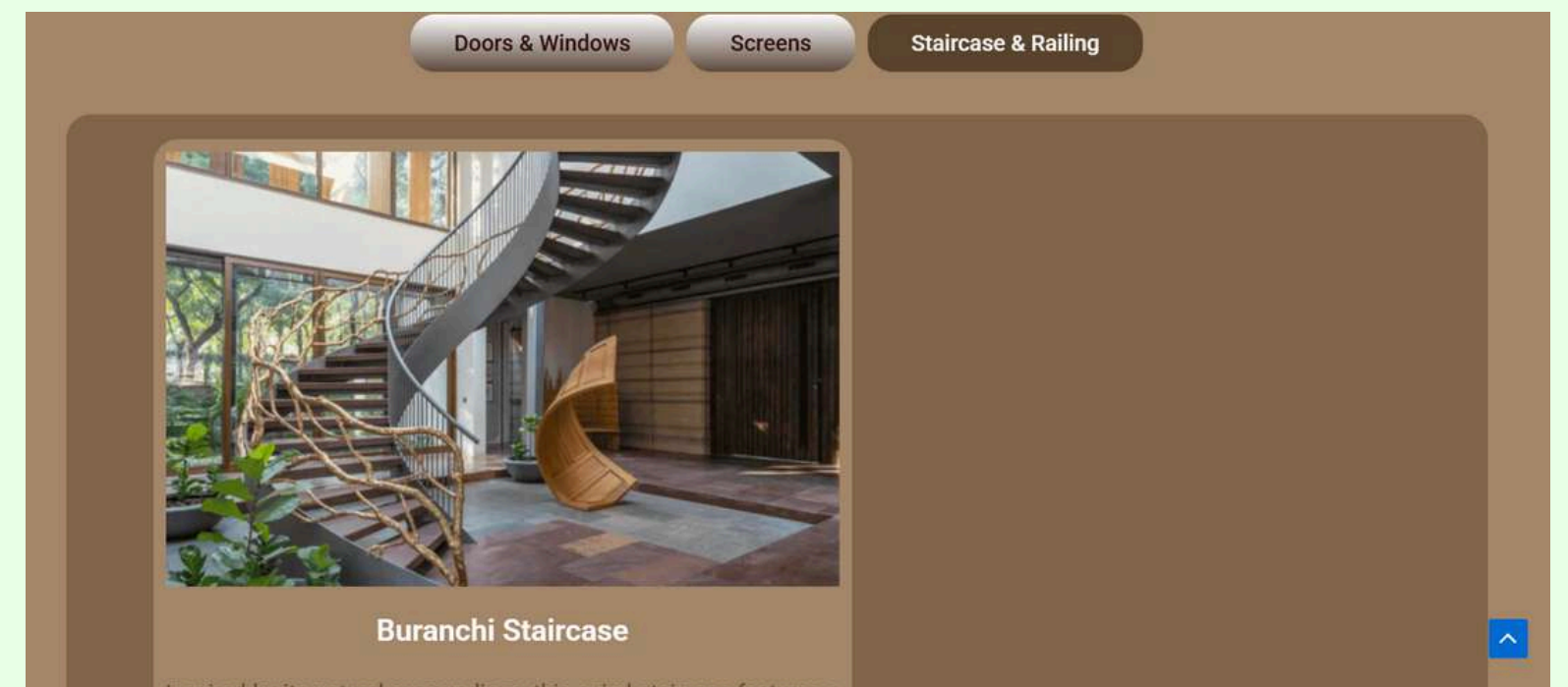
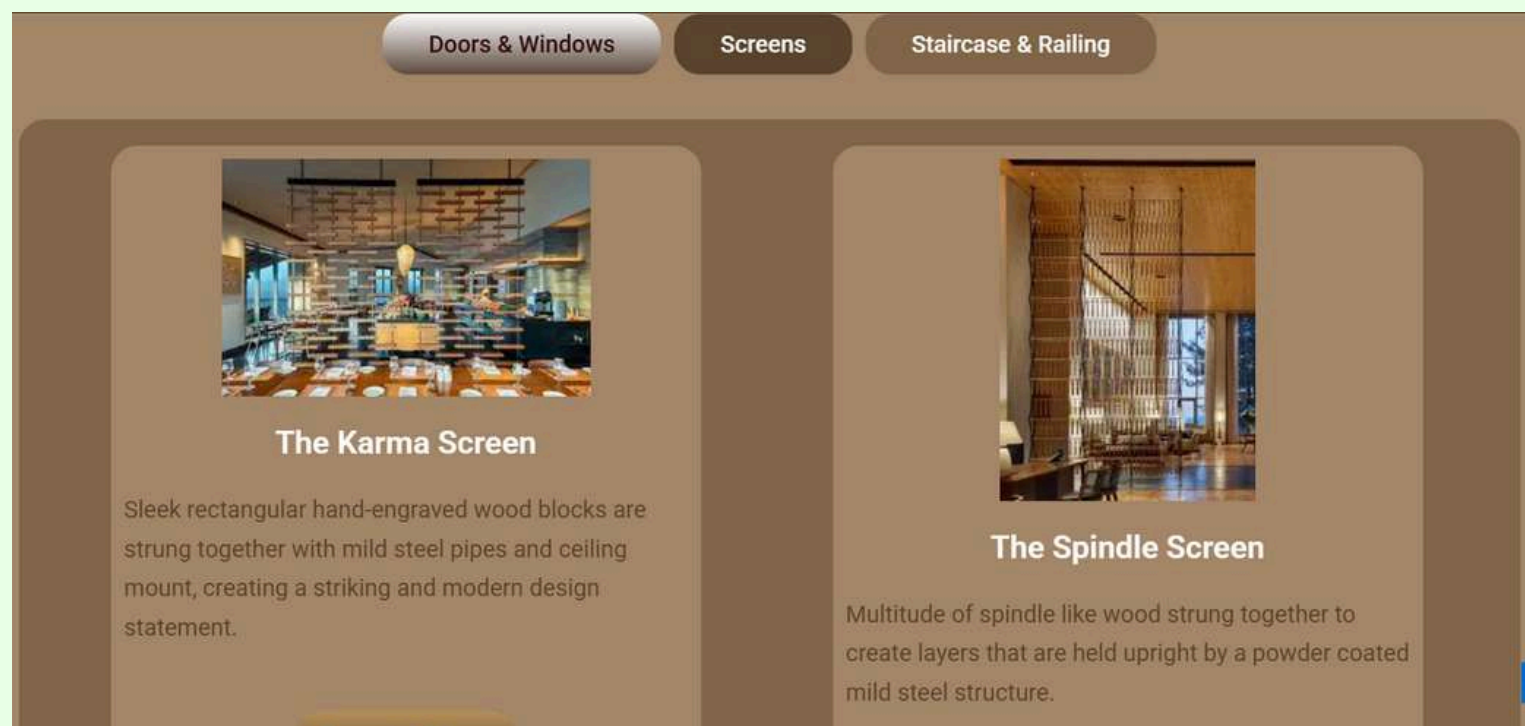
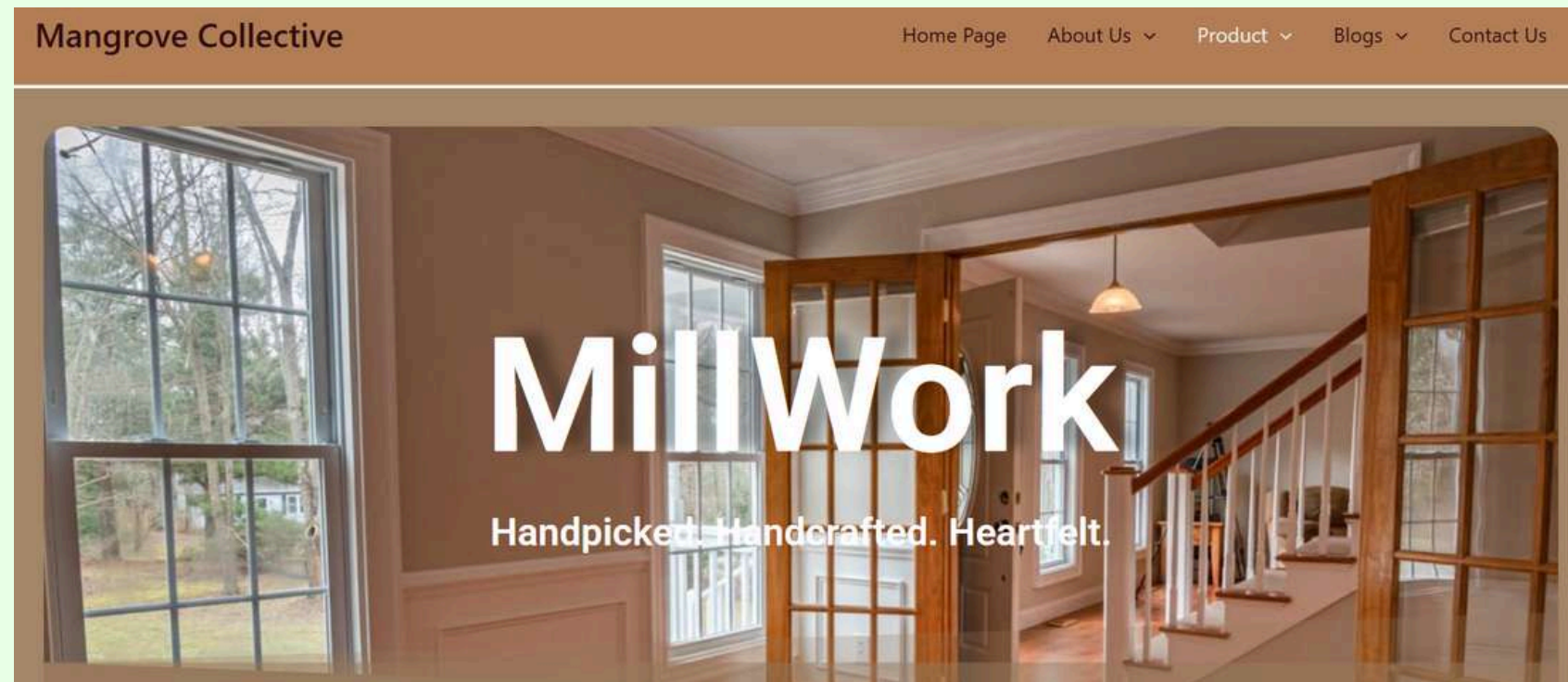
WEBSITE CREATION

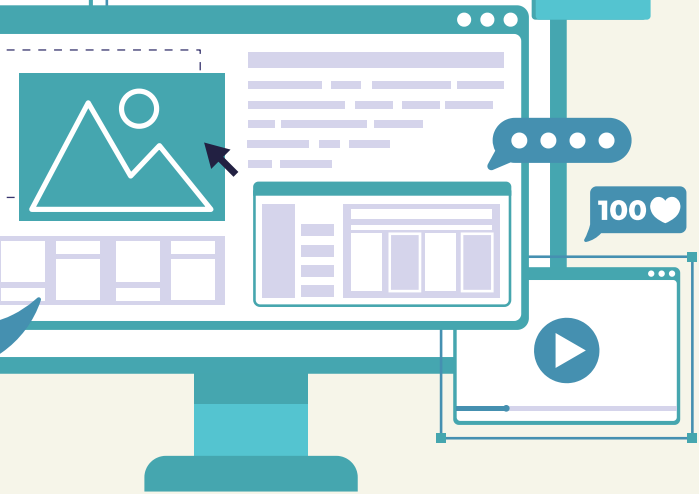




Task - 02

WEBSITE CREATION





Task - 02

WEBSITE CREATION

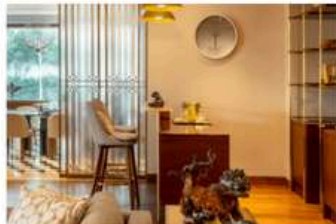
Luxury Designs: Discover Mangrove Collective's 4 Signature Projects

By Admin / April 24, 2025

At [Mangrove Collective](#), every project we take on is a journey — a perfect blend of creativity, craftsmanship, and collaboration. Our luxury designs reflect the values that define us: attention to detail, sustainability, and a passion for creating bespoke, luxurious spaces. Whether it's a private residence, a corporate space, or a public venue, each project tells a unique story. Let's take a closer look at some of our most beloved creations.

Residence in Lutyens Delhi: A Modern Masterpiece

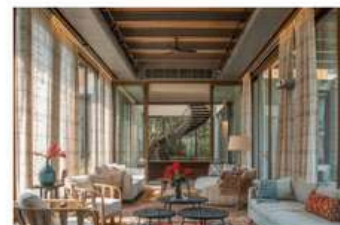
The Residence in Lutyens Delhi is a true testament to modern luxury. Located in one of the city's most prestigious neighborhoods, this project blends traditional elements with a contemporary flair. The design captures the essence of understated elegance, incorporating bespoke furniture that complements the architectural beauty of the home.



From custom woodwork to personalized touches, every corner of this home reflects the unique preferences of the client. The space feels warm yet sophisticated, creating a comfortable atmosphere where function meets style. The bespoke furniture pieces were specifically crafted to harmonize with the home's design, making it a space where every detail matters.

Earth and Glass House, Delhi: Embracing Nature and Light

The Earth and Glass House is a stunning example of how design can merge with nature. The house is built with an open layout that allows natural light to pour in, creating a bright and airy space. Large glass windows provide panoramic views of the surrounding greenery, bringing the outdoors in.



This project perfectly combines sustainable practices with luxury living. The use of eco-friendly materials and the integration of handcrafted furniture pieces give the



This project perfectly combines sustainable practices with luxury living. The use of eco-friendly materials and the integration of handcrafted furniture pieces give the house a unique feel that's both elegant and grounded in nature. Every room tells a story, from the custom-designed furniture to the seamless flow of the space. The Earth and Glass House isn't just a residence; it's an experience of harmony between architecture, design, and nature.

Raipur Villa: A Blend of Tradition and Innovation



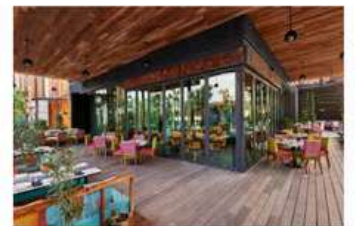
The Raipur Villa project blends traditional Indian design elements with contemporary luxury. The villa stands as an epitome of opulence, with meticulously designed interiors that reflect the local culture while embracing modern living. Here, bespoke furniture plays a pivotal role in enhancing the space, combining rich materials with modern aesthetics



Custom-crafted doors, wooden panels, and upholstery transform the villa into a luxurious yet welcoming space. The design also incorporates a thoughtful layout, allowing each room to flow effortlessly into the next. With every detail carefully

Masti Cocktail & Cuisine: A Vibrant Public Space

The Masti Cocktail & Cuisine project is where bold design meets functionality. This restaurant is more than just a place to eat; it's an experience. The design focuses on creating a lively yet intimate environment, with every aspect, from the furniture to the lighting, contributing to the overall ambiance.



The bespoke furniture here is as unique as the space itself. From custom-crafted tables to handcrafted chairs, each piece has been carefully chosen to add to the

The Personalized Experience: Creating Luxury Designs That Speak



What sets Mangrove Collective apart is not just the beauty of our designs, but the personal connection we build with our clients. Each project starts with a conversation, understanding our clients' vision, preferences, and needs. This collaborative process allows us to bring their dreams to life in a way that feels authentic and true to their style.

Every project is a reflection of the unique stories of the people who live or work there. Whether it's a luxury residence or a bustling restaurant, we ensure that the space is more than just functional — it's a place that resonates with the people who occupy it. Our bespoke furniture and design elements are carefully tailored to match the personality and lifestyle of each client, making their space feel truly their own.



Conclusion: Bringing Your Vision to Life

At Mangrove Collective, we believe that design should be personal, purposeful, and beautiful. From luxurious residential projects to innovative public spaces, we create designs that are not only aesthetically stunning but also deeply connected to the people they serve. Every project we take on is an opportunity to push the boundaries of design, blending traditional craftsmanship with modern innovation.

If you're looking for a team that listens, understands, and transforms your ideas into reality, Mangrove Collective is here to help. We'd love to collaborate with you on your next project and bring your vision to life with bespoke furniture, luxurious interiors, and designs that speak to your soul.

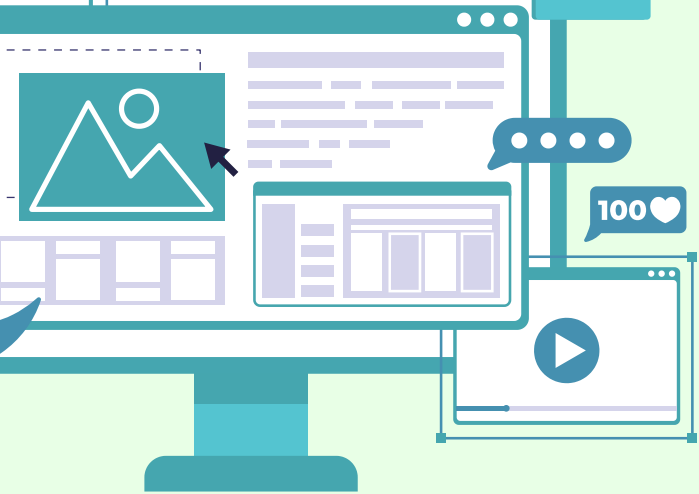
For more information or to start your journey with Mangrove Collective, feel free to reach out to us:

Contact us at:

Email: info@mangrovecollective.com

Location: Mangrove Collective Studio, Faridabad, Haryana

Each bespoke piece by [Mangrove Collective](#) is a testament to our commitment to craftsmanship and design innovation. With precision and care, we create furniture that's not only beautiful but built to last. Discover how Mangrove Collective can bring your vision to life with custom, timeless creations that enhance your space for years to come.



Task - 02

WEBSITE CREATION

The Art of Customised Furniture: Crafting Timeless Pieces at Mangrove Collective

By Admin / April 23, 2025

At [Mangrove Collective](#), we believe that furniture should not just serve a functional purpose, but should also reflect the personality and aesthetic of the spaces they inhabit. Each piece we create is a unique blend of artistry, craftsmanship, and modern design principles, offering clients a truly bespoke furniture experience. In this blog, we'll take you through the journey of customised furniture at Mangrove Collective, showcasing the care, thought, and creativity that goes into each piece.

The Philosophy Behind Customisation

Customised furniture is more than just a trend—it's an expression of individuality. Unlike mass-produced pieces that often fail to capture the essence of a person's style or needs, customised furniture is specifically designed to suit the personality, space, and function required by the client. At Mangrove Collective, we believe that each design should [tell a story](#), be it one of tradition, innovation, or a perfect marriage of the two.



When a client approaches [Mangrove Collective](#), they enter a world where their vision and ideas are heard, understood, and then expertly translated into reality by [our team](#) of designers, artisans, and skilled craftsmen. Whether it's a grand, statement-making dining table or a subtle, minimalist sofa, our focus is always on ensuring that the final product aligns with the client's unique preferences and lifestyle.

The Bespoke Process

At [Mangrove Collective](#), creating bespoke furniture begins with collaboration. We engage with our clients to understand their unique needs, preferences, and the spaces in which their furniture will live. This collaborative approach ensures that every design aligns with the client's vision. From selecting materials to discussing design aesthetics and custom features, our team works meticulously to ensure that each piece is a true reflection of the client's individual style and the space it inhabits.



What sets Mangrove Collective apart is our dedication to preserving artisanal techniques while embracing cutting-edge technology. This balanced approach enables us to create stunning, functional pieces that stand the test of time. Drawing inspiration from both traditional Indian craftsmanship and global design trends, every item we create tells a unique story, blending cultural heritage with contemporary style.

Personalisation Beyond the Surface

At [Mangrove Collective](#), customization goes beyond size, color, and material. We incorporate personal elements into every design to make it truly one-of-a-kind. Whether it's an intricate carving, a custom monogram, or a unique upholstery pattern, each bespoke creation reflects the client's personality and lifestyle.

The beauty of bespoke furniture is that it fits not only in terms of dimensions but in spirit as well. We take pride in creating pieces that enhance your space, making it feel distinctly yours, down to the smallest detail.



Sustainability and Ethical Practices



Sustainability is central to our philosophy at [Mangrove](#)



Once the design is finalized, our skilled artisans take over, carefully selecting materials such as solid wood, luxurious fabrics, and metals. Each component is chosen for its quality, ensuring the final product is not only beautiful but also durable and functional.

Craftsmanship Meets Innovation



[Bespoke furniture](#) at Mangrove Collective blends traditional craftsmanship with innovative techniques. Our craftsmen use time-honored joinery methods, expert upholstery, and precision milling, combining these with modern advancements in design and technology. This fusion allows us to create pieces that are not only timeless but also built to last.



Sustainability and Ethical Practices

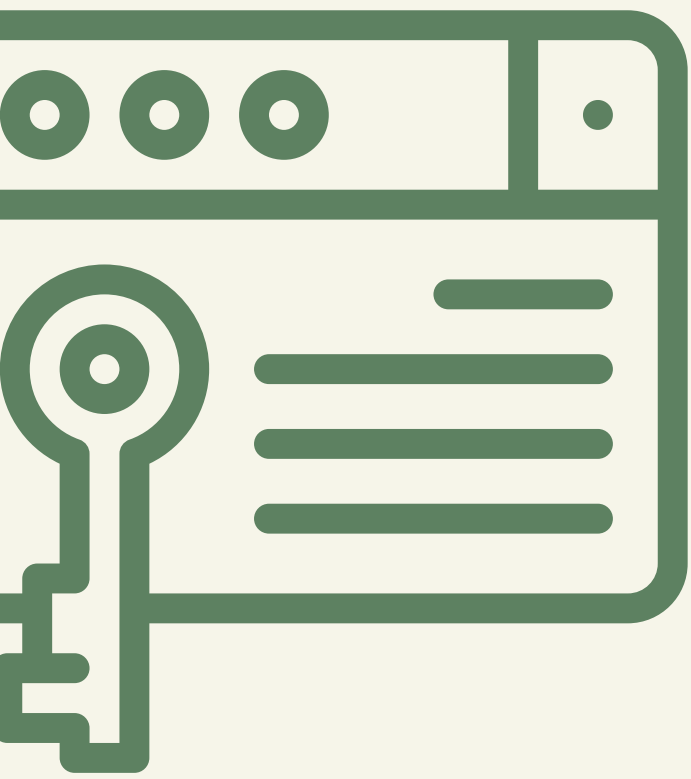


Sustainability is central to our philosophy at [Mangrove Collective](#). We ensure that the materials we use are responsibly sourced and that our designs are built to last. By reducing the need for replacements, we contribute to a more sustainable future. Our artisans uphold the highest ethical standards, ensuring every piece of furniture we create is beautiful, responsible, and environmentally friendly.

The Result: Timeless Bespoke Pieces

Each bespoke piece by [Mangrove Collective](#) is a testament to our commitment to craftsmanship and design innovation. With precision and care, we create furniture that's not only beautiful but built to last. Discover how Mangrove Collective can bring your vision to life with custom, timeless creations that enhance your space for years to come.

Task - 03



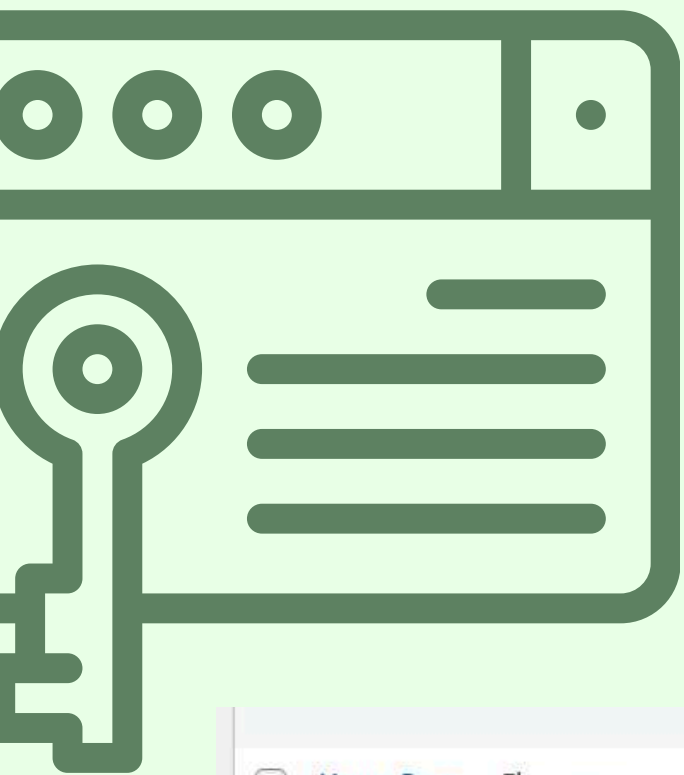
KEYWORD RESEARCH AND SEO IMPLEMENTATION

ON-PAGE SEO IMPLEMENTATION

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Task - 03

KEYWORD RESEARCH AND SEO IMPLEMENTATION

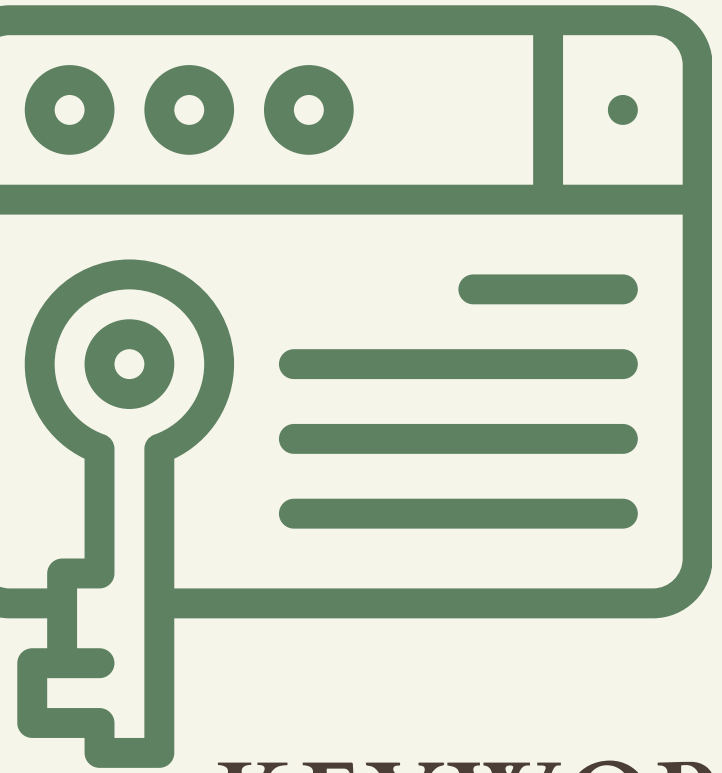


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ON-PAGE SEO IMPLEMENTATION

Task - 03

KEYWORD RESEARCH AND SEO IMPLEMENTATION



KEYWORD RESEARCH

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ROBOTS.TXT & SITEMAP

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← → ↻ ⚠ Not secure driftopia.byethost5.com/robots.txt

User-agent: *
Disallow: /wp-admin/
Allow: /wp-admin/admin-ajax.php

Sitemap: http://driftopia.byethost5.com/sitemap_index.xml
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Task - 03

KEYWORD RESEARCH AND SEO IMPLEMENTATION

WEBSITE SPEED ANALYSIS

1. HOMEPAGE - 3.7s
2. ABOUT US - 3.2s
3. PRODUCT 1 - 2.4s
4. PRODUCT 2 - 2.5s
5. Blog 1 - 2.4s
6. Blog 2 - 2.2s
7. Contact Us - 3.3s
8. Process - 2.5s
9. Our team - 2.6s





Task - 03

KEYWORD RESEARCH AND SEO IMPLEMENTATION

List of websites relevant to your niche

S. No .	WEBSITE	RELEVANCE	CONTACT
1	https://www.pinterest.at/ideas/four-seater-dining-table/931200094635/	It can act as a portfolio for mangrove collective and can attract more users.	hi@pinterest.com
2	http://www.houzz.com/	It's a highly authoritative website in the home and design industry, making it a great place for a backlink.	Houzz Contact Support page
3	https://vocal.media/lifehack/5-best-types-of-sofa-sets-for-your-living-room	They can recommend sofas on this blogging site.	hi@vocalmedia.io & @getvocalmedia



Task - 03

KEYWORD RESEARCH AND SEO IMPLEMENTATION

List of websites relevant to your niche

S. No .	WEBSITE	RELEVANCE	CONTACT
4	http://www.design-milk.com/	It is a popular online design magazine that focuses on modern and innovative design trends, including furniture, architecture, and interior design.	info@design-milk.com
5	http://www.archinect.com/	It attracts professionals in the industry, including those focused on interior design and furniture.	ed@archinect.com

Task - 04

SEO STRATEGY

KPI

<https://drive.google.com/drive/folders/1J0brx714swXNLAjhMfWUwtyGJcA7NMvc?usp=sharing>



THANK YOU