

Multicompany

SEO Audit & Recommendations

11/18/2021

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PROJECT OVERVIEW

Reviewing your website multicompany from the SEO point of view, I faced challenges, such as the position of the website in Google Search results, as well as the lack of content on the site and a few error pages. However, these drawbacks give me many opportunities to improve page rank using a variety of SEO

tools and sequential work at on-page and off-page issues.

AUDIENCE OVERVIEW

Your buyer persona is a designer who is trying to create new spaces for his clients, he wants to offer different environments and spaces to the people who visit these places, always under an aura of elegance and modernity always trying to obtain the best products so that they combine aesthetically, in addition to offering the best quality and durability. Naturally, it always tries to be updated with the latest in design and architecture, seeing that it is a trend and making it his own, giving it a personal touch. He likes to share his work with his colleagues as well as being interested in the work of third parties thus obtaining a different perspective for future projects.

COMPETITION

When evaluating the biggest competitors, it turned out there is the one particularly strong competitor called Sodimac.cl which is in the first place in the Google Search results for almost every keyword. Analysing their website in detail, I noticed how good its structure is, with keywords that are clearly grouped. The website navigation is intuitive and easy to understand. Analysing the technical parameters from the SEO point of view, I found out well-optimized Titles, Meta descriptions and Headings there and high Domain Authority. However, they also have opportunities to make additional content, add some text to product category pages, add videos to product pages and maybe write couple of blog posts. Also, they could add quick contact (quick chat) opportunity near every product to catch buyer in the moment of uncertainty. Other competitors in the first results of Google Search also have good parameters, but I see a good opportunity to compete with them for the position of the first page.

TECHNICAL REVIEW

There are couple of technical issues I have found on site. First there are some pages that are missing meta descriptions and the structure of the page is a mess. It could reduce page rank, because crawling robots recognize these pages as difficult to read. The best way to improve to check.

SEO ISSUES DISCOVERED	DIFFICULTY	SEO IMPACT
71 pages without a H1 heading	Easy	Medium
41 pages with no meta description	Moderate	Medium
15 pages with a <title> tag that is too long	Easy	Medium

But there are some pages that need a more urgent update everything thanks to duplicate descriptions and title tags and a low quality content

41 pages have a low word count	What is this and how do I fix it?	View Details →	Moderate	High
28 pages with duplicate meta descriptions	What is this and how do I fix it?	View Details →	Moderate	High
20 pages with duplicate <title> tags	What is this and how do I fix it?	View Details →	Moderate	High

Website has a robot.txt file that allows to crawl the whole website.

CONTENT RECOMMENDATIONS

HOME

<https://multicompany.cl>

Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
Ceramicas	#40500	#1
Diseño de Interiores	#5400	#13

Meta Data Recommendations:

The metadescription should be optimized and changed focusing on the products we sell

the title seems a little bit empty, its just the name of the company, we should at the keywords as a very short description of what we offer like *Multicompany – Diseño de interiors - Ceramica – todo para tu construccion*

Title Tag: Multicompany – Diseño de interiors - Ceramica – todo para tu Construccion

Meta Description: Nuestra Trayectoria se ha enfocado en ofrecer soluciones de revestimientos, Ceramicas, Griferias y diseño de interiores, nos mueve e identifica la relación y atención cercana a nuestros clientes

Heading Tags



It lacks a main heading tag that give more information about the page itself

Content Analysis

- Content Length is good
- Content already uses recommended keywords, but we can increase the amount of keywords in this page
- The links are good
- Content includes images and text, but it would be good to add a short description and some CTA Buttons

- We could add more CTA, by now it has some such as: “Chat with us” or “Check all products” and “subscribe to the newsletter”
- The content addresses buyer’s issue

PRODUCT LIST

<https://multicompany.cl/shop/>

Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
Porcelanato	#331000	#2
Ceramicas	#40500	#1

Meta Data Recommendations:

The metadescription should be Created for this section

Title Tag: Multicompany – Shop Encuentra todo lo que necesitas aquí

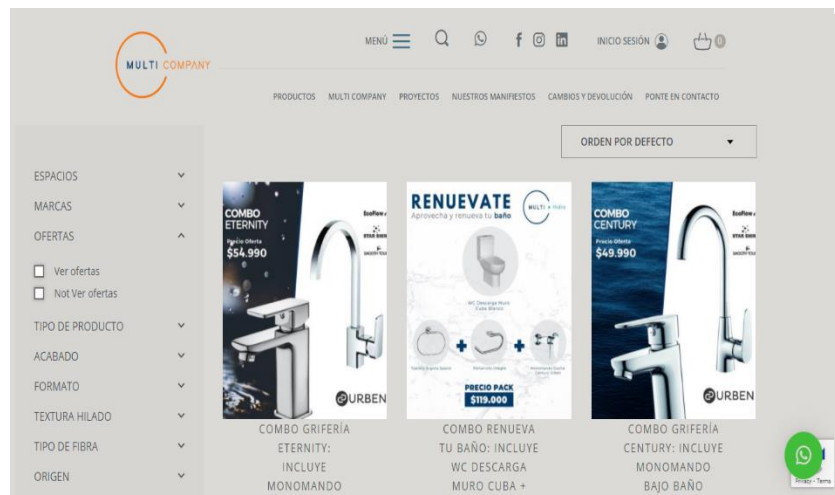
Meta Description: Encuentra aquí lo mejor en porcelanato, cerámicas, griferías y mucho más. Ven y descubre todo lo que tenemos para ti

Heading Tags

It lacks a main heading tag that give more information about the page itself

Content Analysis

- Content Length is good
- Content already uses recommended keywords, but we can increase the number of keywords in this page
- The links are good
- Content includes images and text, but it would be good to add a short description and some CTA Buttons
- We could add more CTA, by now it has some such as: “Buy now” and “Check all products”
- The content addresses buyer’s issue



BLOG POST

<https://multicompany.cl/2021/10/tendencia-boho/>

Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
Boho	880	#28
Diseño de Interiores	#5400	#13

Meta Data Recommendations:

The title should be optimized and changed focusing on the products we sell

the title seems a little bit empty, its just the name of the company, we should at the keywords as a very short description of what we offer like *Multicompany –Tendencias Boho*

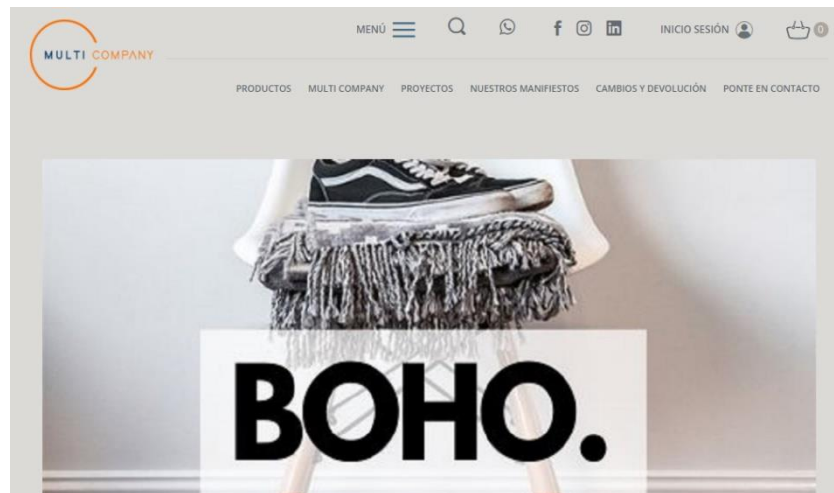
Title Tag: Multicompany – Tendencias Boho

Meta Descripción:

El estilo BOHO representa las cosas simples, el contacto con la naturaleza, el darle valor a lo antiguo y disfrutar la vida de una manera más relajada.

Heading Tags

It lacks a main heading tag that give more information about the page itself



Content Analysis

- Content Length is good
- Content already uses recommended keywords, but we can increase the number of keywords in this page
- The links are good
- Content includes images and text, but it would be good to add a short description and some CTA Buttons
- We could add more CTA, by now it has some such as: “Get more ideas” or “Look other tendencies” and “subscribe to the newsletter”
- The content addresses buyer’s issue

PROJECTS PAGE

<https://multicompany.cl/proyectos/>

Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
Proyectos de Arquitectura	#260	#20
Diseño de Interiores	#5400	#13

Meta Data Recommendations:

Both title tag and and Meta description are missing

Title Tag: Multicompany – Proyectos y Diseño de Interiores

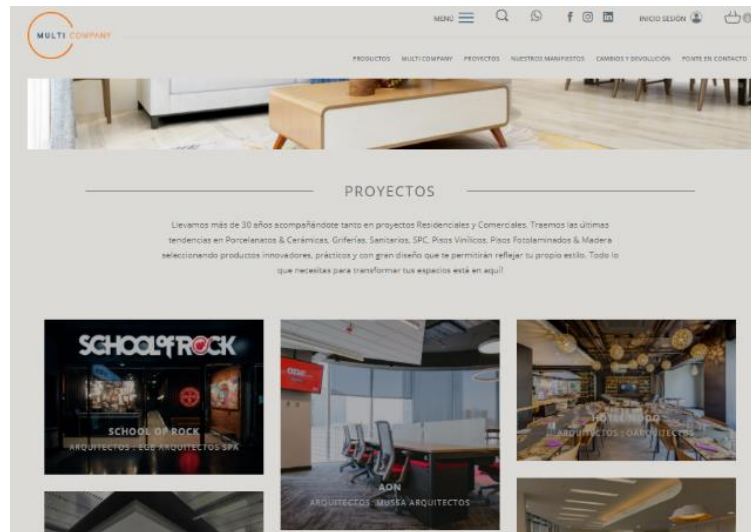
Meta Description: Te acompañamos tanto en proyectos Residenciales y Comerciales. Traemos las últimas tendencias en Porcelanatos & Cerámicas y con gran diseño que te permitirán reflejar tu propio estilo.

Heading Tags

It lacks a main heading tag that give more information about the page itself

Content Analysis

- Content Length isn't good, we should add more information like a short history about the project how it was designed and some testimonials from people that work on it
- Content already uses recommended keywords, but we can increase the number of keywords in this page
- The links are good
- Content includes images and text, but it would be good to add a short description and some CTA Buttons
- We could add more CTA, by now it has some such as: "Check other projects"
- The content addresses buyer's issue



PRODUCT PAGE

<https://multicompany.cl/product/revestimiento-de-muro-madera-novel-wall-panel-18mm-grafito/>

Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
Ceramicas	#40500	#1
Revestimiento de Muro	#390	#30

Meta Data Recommendations:

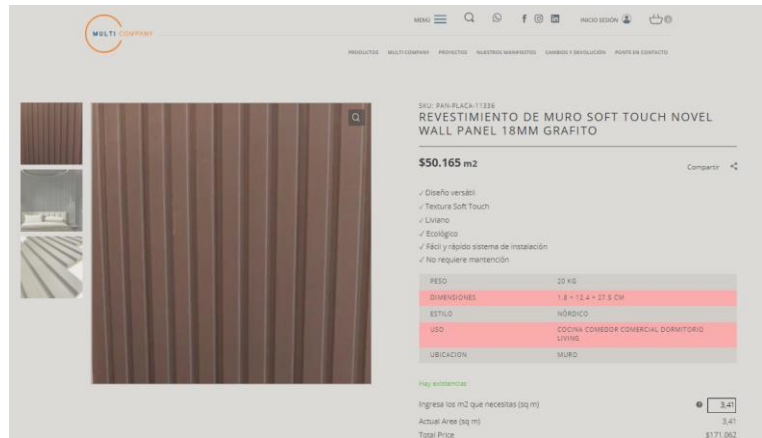
Metainformation is Ok

Title Tag: Novel Wall Panel 18mm Grafito

Meta Description: ✓ Diseño versátil ✓
Textura Soft Touch ✓ Liviano ✓ Ecológico
✓ Fácil y rápido sistema de instalación ✓
No requiere mantención

Heading Tags

It lacks a main heading tag that give more information about the page itself



Content Analysis

- Content Length is good
- Content already uses recommended keywords, but we can increase the number of keywords in this page
- The links are good
- Content includes images and text, but it would be good to add a short description and some CTA Buttons
- We could add more CTA, by now it has some such as: “Add to shopping bag” and “Similar Products”
- The content addresses buyer’s issue

NEW CONTENT RECOMMENDATIONS

BLOG POST

<https://multicompany.cl/2021/10/tendencia-boho/>

Target Keywords:

Keyword	Volume
Decoracion de interiores	#2,900
Diseño de Interiores	#5400

OVERVIEW OF THE CONTENT YOU ARE RECOMMENDING

The content of this page is more informative and talks about tendencies and how to archive this style for a room or space, but it doesn't reflect any kind of product or service the idea of the company reaching this person and transforming him into a valuable costumer, it seems that this page is more like a landing page not a content page that really want you to engage.

INTERNAL LINK RECOMMENDATIONS

This page should content more links for example:

Products links

Other tendencies

META DATA

Title Tag: Multicompany – Decora tu cuarto estilo boho

Meta Description: Un estilo de alma rebelde que invita a saltarse las normas establecidas, podría desembocar en espacios repletos de cosas y colores, sin sentido y un tanto kitsch.

HEADING TAGS

Heading 1: Descubre como decorar tus espacios al estilo boho

Heading 2: Boho , la ultima tendencia en diseña

RESOURCES

More Media , Images, Videos, Infographics that show more information on the way you can style a room

CALL TO ACTION

“Design my room” when you click it you get redirected to a landing page where we can collect leads or

“More designs” when you click it you can view other styles and designs that may interest the costumer

SUCCESS METRICS

Goal 1: To increase organic traffic to the blog.

We have provided specific recommendations on improving the blog, such as condensing content where applicable, adding new posts targeted at keywords users are asking around your product, and incorporating calls to action within the posts to spark better user engagement.

Measurement: Incoming organic visits to pages with /blog in the title.

Goal 2: Increase by 25% the interaction of the customers to the page in 2 months

We have provided recommendations on improving the products, such as giving reviews and a specific description, and adding these products to blog posts via links

Measurement: Incoming Organic visits pages with product list

Goal 3: Increase the number of faucet sales by 15% in the next 5 months

We have provided recommendations on improving the products, such as giving reviews and a specific description, and adding these products to blog posts via links

Measurement: “Purchase completed” Pages tracked by Google Analytics