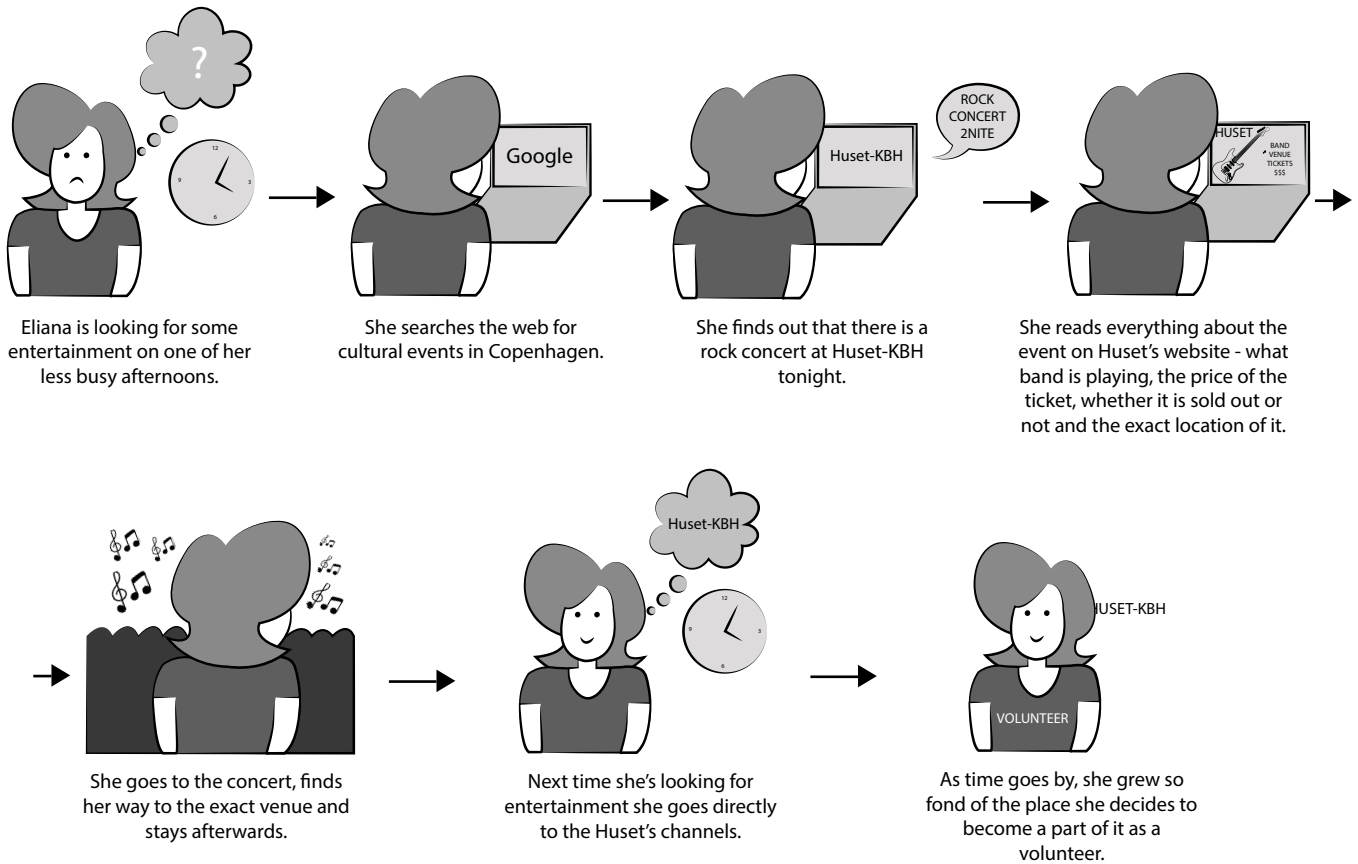


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SEO analysis

In order to come up with the best strategy for Huset-KBH's website traffic, we did the SEOquake analysis. By performing it we found out the website has overall well structured information architecture, the title and URL is optimal however the site has some errors. There is a missing meta description and meta keywords which make the website difficult to be found and gives more traffic to competitors. Also, there are no HTML H1 and H2 headings implemented. We suggest that by fixing all mentioned defects, the Huset-KBH will significantly improve the traffic of their website and choosing relevant keywords will help to guarantee better search results.

Strategy:

- Focusing on putting right meta keywords on posts, such as: copenhagen, event, cultural event, free (if accurate), date, genre, type of event, music, movie, movies, cinema, documentary
- Creating accurate meta description.
- Building SEO oriented HTML structure (adding headings).
- Adding more text to the descriptions to enhance the HTML to Text ratio.

Maria Cambalova
Tiril Key Grimsrud
Zuzanna Dzialowska