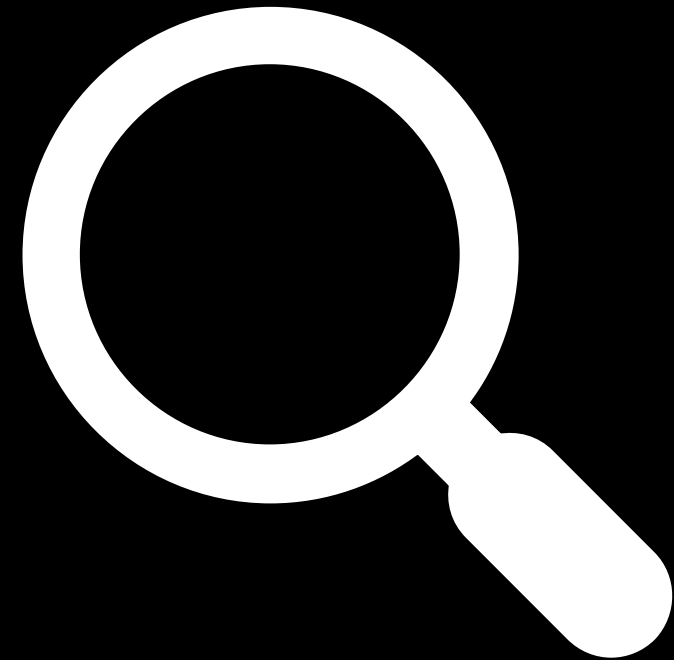


WAYFAIR SEO GROUP PROJECT

By George Barahona



Wayfair Profile

INDUSTRY

E-Commerce

SERVICE

Home Improvement Furniture & Appliances

**ONLINE
PRESENCE**

Search Traffic:15.5M

Paid Search Traffic: 1.5M

Time Spent: 13 Minutes

Authority Score:79

USA 64% of Market Share

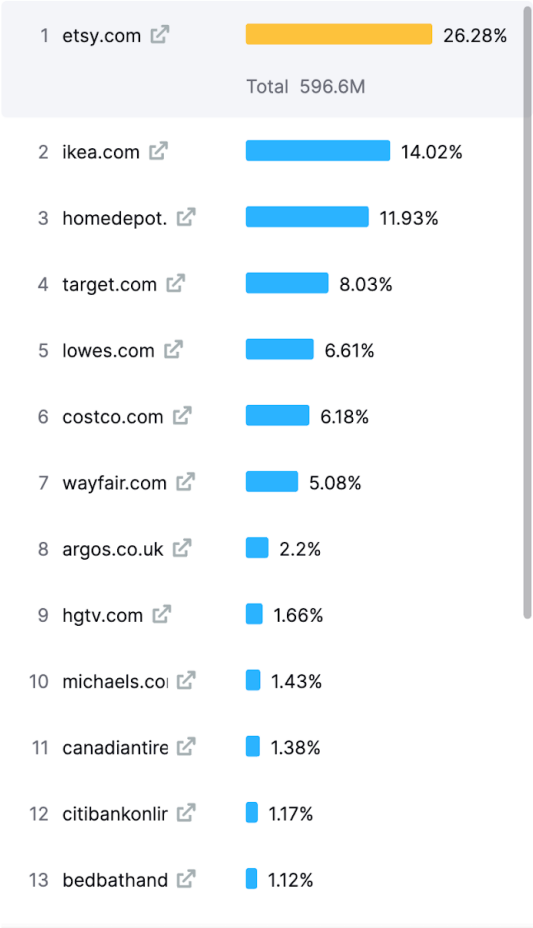
Marketing Metrics

Domain vs Market Dynamics

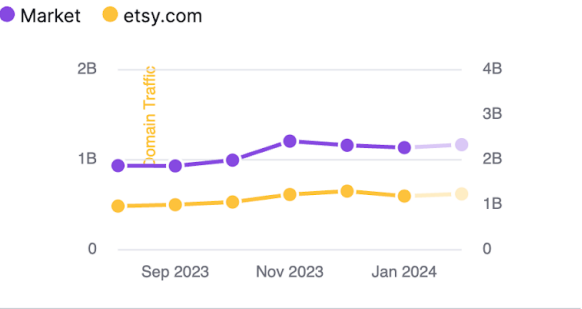
wayfair.com | Worldwide | Jan 2024 vs. Dec 2023

Total Direct Referral Organic Search Paid Search Organic Social Paid Social Email Display Ads

Share of Visits

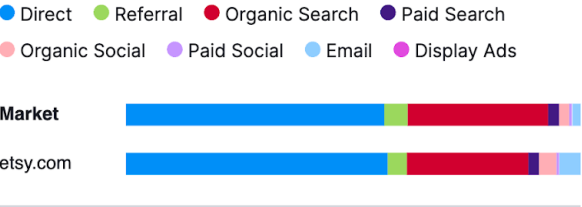


Total Traffic Trends



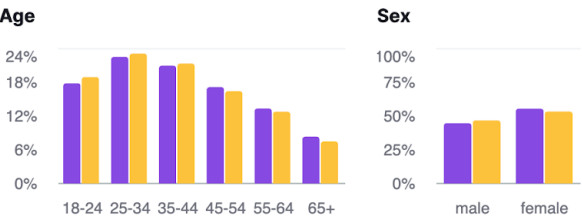
Traffic Generation Strategy

Jan 2024



Domain vs Market: Audience

Jan 2024 | Market | etsy.com

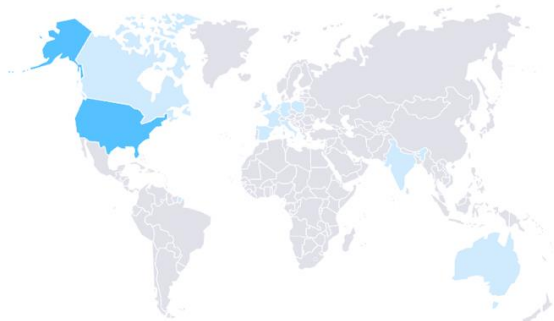


Market Geo Distribution

wayfair.com | Jan 2024 vs. Dec 2023

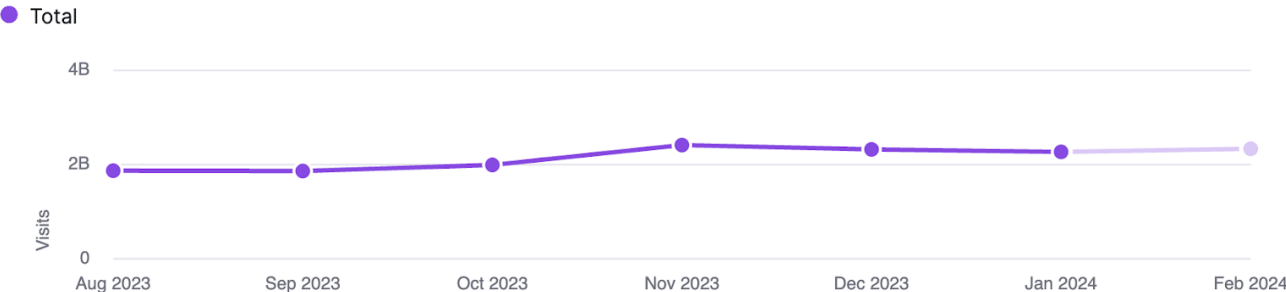
Top Countries Top Changes

Countries	Market Share	Traffic	Changes
United States	63.92 %	1.5B	-3.54 %
United Kingdom	9.01 %	204.6M	-14.73 %
Canada	4.67 %	106.1M	-4.08 %
Germany	2.97 %	67.4M	+10.73 %
France	2.74 %	62.2M	+14.16 %

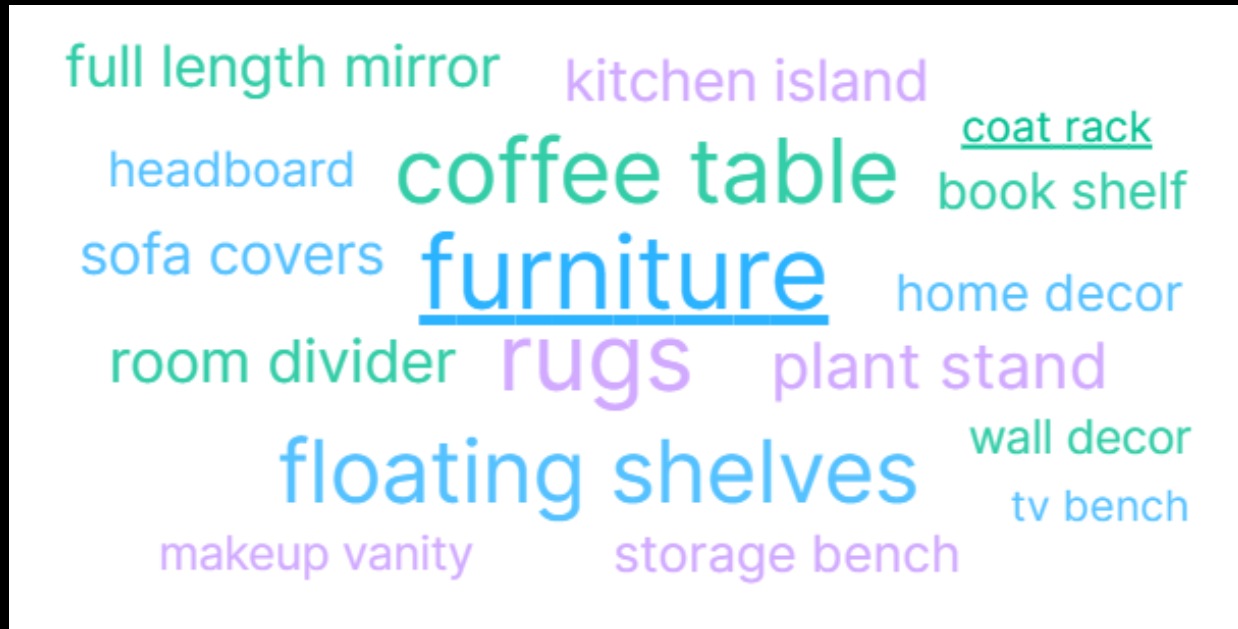


Market Traffic

wayfair.com | Worldwide



Marketing Metrics



● furniture

Volume **246K**

Organic traffic **66.2K**

● coffee table

Volume **165K**

Organic traffic **55.6K**

● rugs

Volume **165K**

Organic traffic **60.7K**

● floating shelves

Volume **110K**

Organic traffic **52.3K**



INITIAL WEBSITE AUDIT

Wayfair Website Audit (SEMrush)

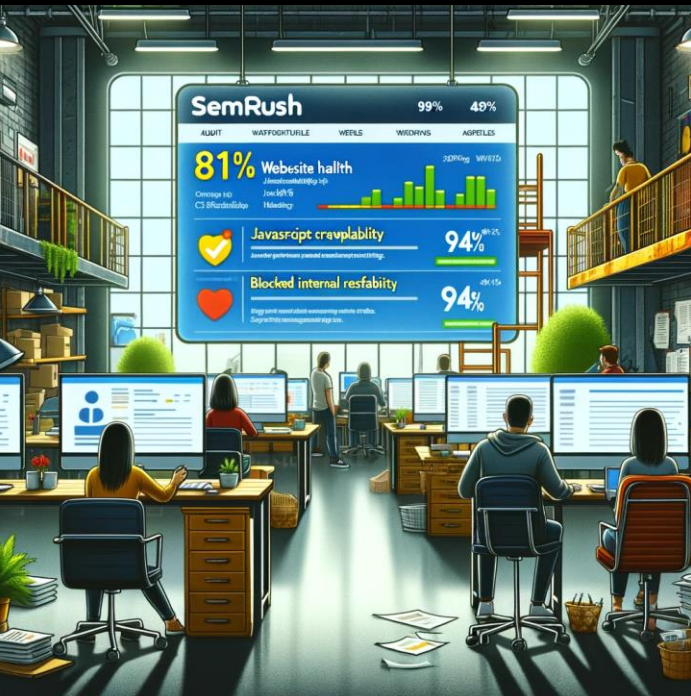
- Wayfair.com website health based on site performance, crawlability and indexability is relatively good at 81%.
- **Crawlability is 94%.**

Site Performance related issues are 20% of Top Issues:

- JavaScript and CSS files exceeds 2MB reducing page load time, therefore causing lower search engine ranking: it is recommended to reduce the size of transfer file.

Crawlability related issues are 21% of Top Issues:

Blocked Internal resources like CSS, JavaScript, Image files are blocked from crawling or "disallowed" that are preventing search engines from accessing them, as a result, properly rendering and indexing the web pages. This in return may lead to lower rankings. It is recommended to unblock the resource, simply update robot.txt file.



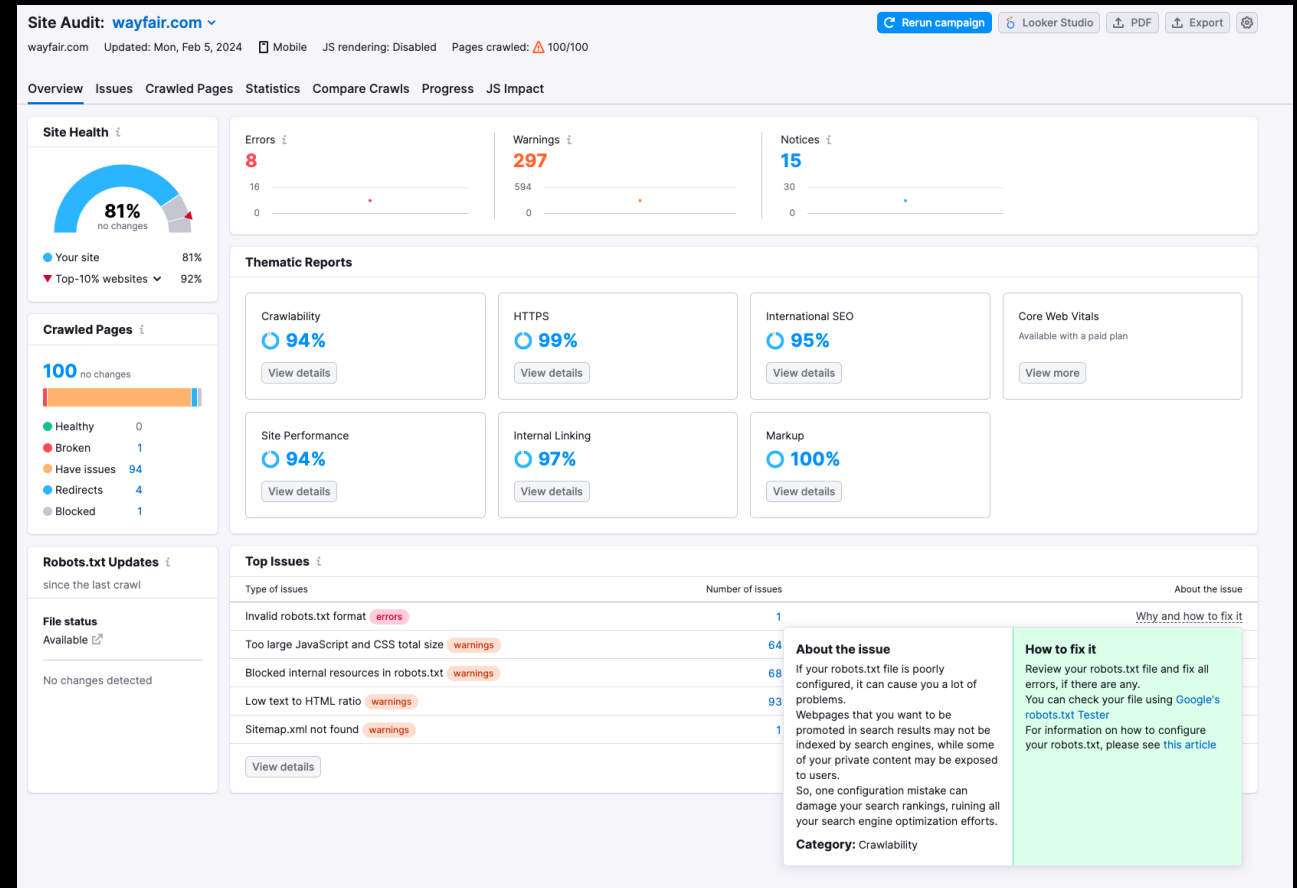
Wayfair Website Audit (cont.)

- JavaScript : used to create interaction between webpage and user
- CSS: used to design the webpage for better layout for the user
- <https://www.educba.com/css-vs-javascript/>

Ikea Website Audit - competitor

Website health based on site performance, crawlability and indexability is at 79%.

- Ikea.com has mostly problems with indexability due to images without attributes, totaling 62% of Top Issues.
- Crawlability for Ikea.com is at 100%.



SEO WEBSITE OBJECTIVES



SWOT Analysis – Wayfair LLC

STRENGTH

Wayfair's strength is focused on their competitive pricing and marketing strategy.

WEAKNESS

Wayfair seems to struggle with cash flow and their trust in third party suppliers

OPPORTUNITY

Luckily for Wayfair, e-commerce has continually been a positive trend.

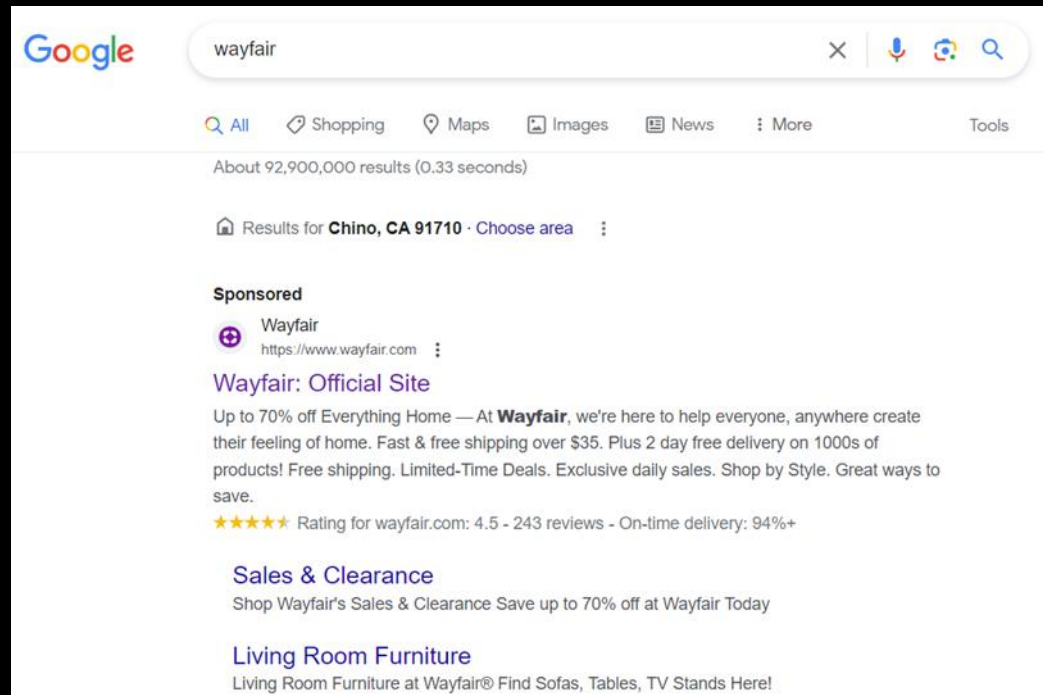
THREATS

Major corporations in the furniture and home goods industry are a huge threat to Wayfair

SEO OBJECTIVES

1. Business relevant SEO Objectives include:

- a. **Establish themselves** - trustworthy furniture and home goods provider.
- b. Wayfair is an **established brand**: recognizable logo
- c. Competitive **Pricing & Deals** – Wayfair uses deals and use Sales & Clearance



SEO OBJECTIVES CONT.

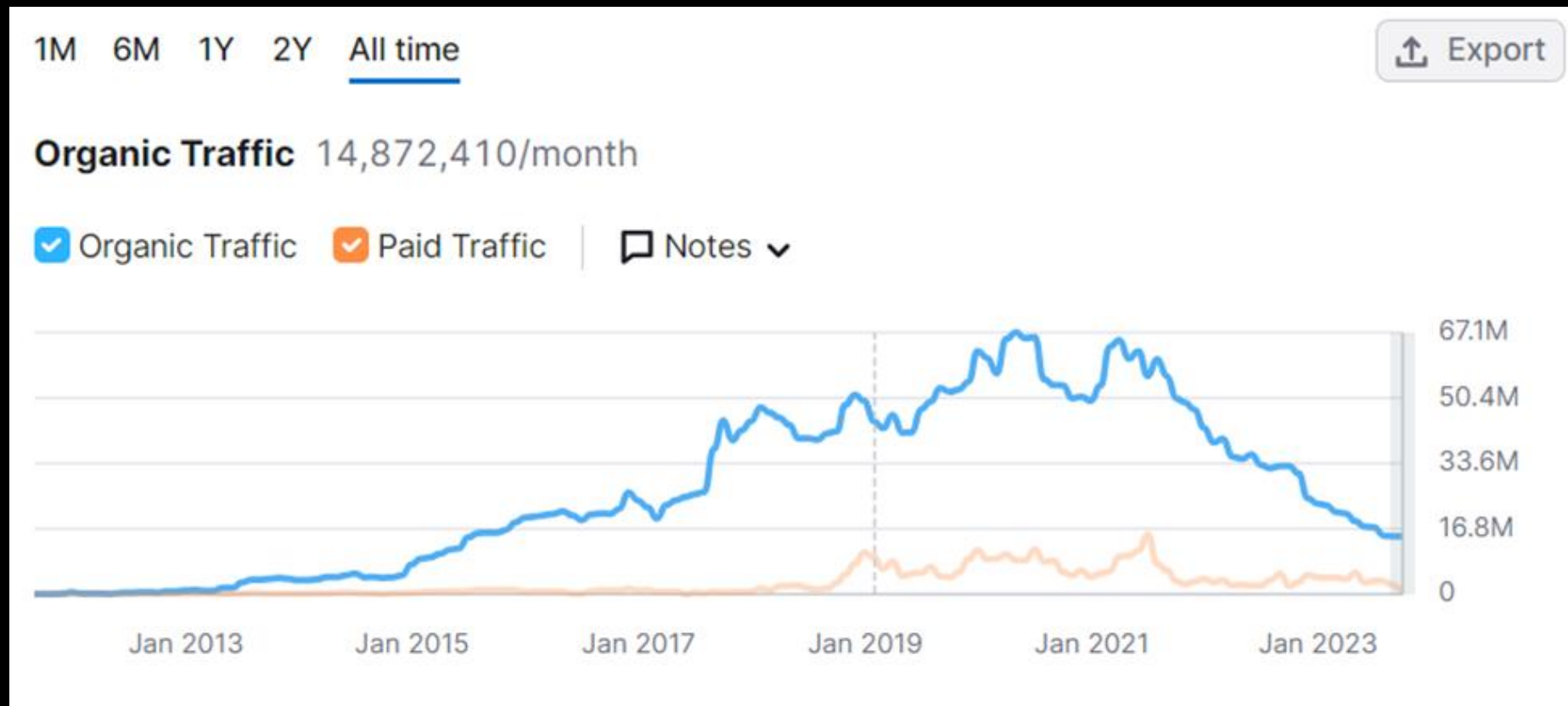
1. Business relevant SEO Objectives include:

- d. **Financing** for those customers who are willing to make larger purchases but need more time to pay.
- e. **Vast** selection of goods.
- f. **Signup option** – cookies, loyal members, email marketing etc.

SEO OBJECTIVES CONT.

1. Focus on:

a. Driving Traffic back to the site.

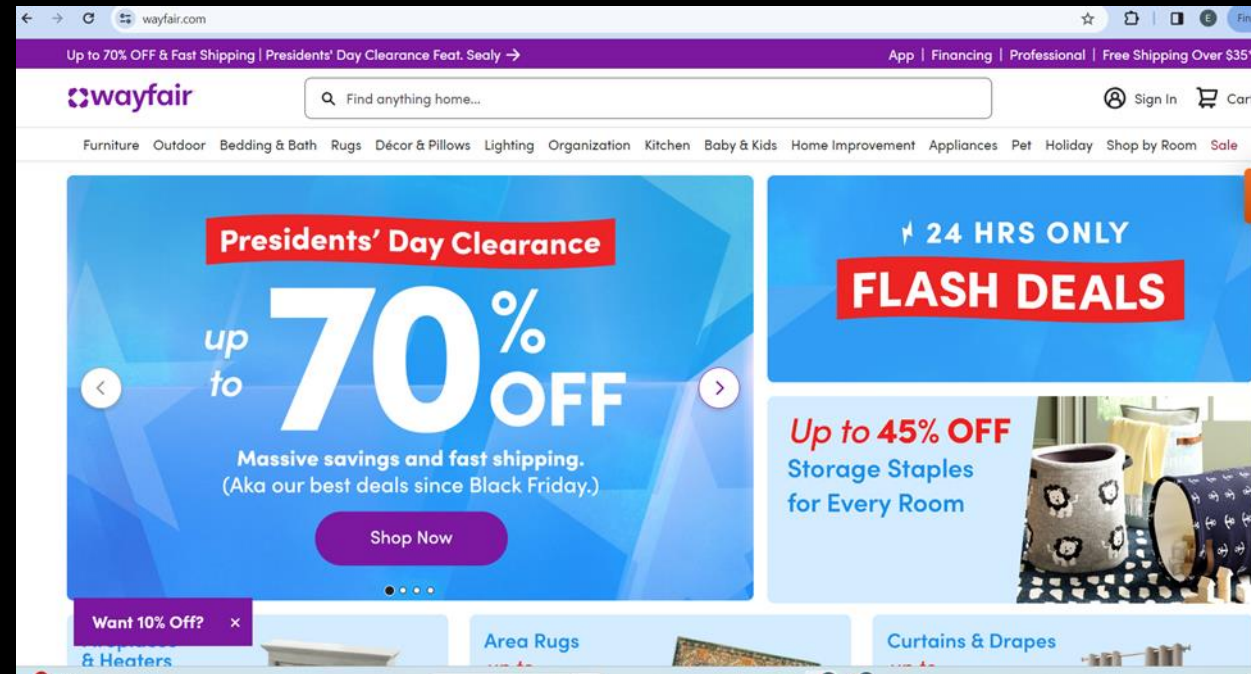


SEO OBJECTIVES CONT.

1. Focus on:

b. **Ease of delivery**. Showcase that they can be as easy and reliable a company as a competitor like Amazon.

c. **Competitive pricing** and excellent quality of goods to keep your customer base happy.




Domain Overview

Authority Score 

 **79**

Semrush Domain Rank **199** 

Organic Search Traffic 

15.1M +0.7% [View details](#)

Keywords **6M**  

Backlinks 

30.3M

Referring Domains **62.2K**

Paid Search Traffic 

2.3M +17%

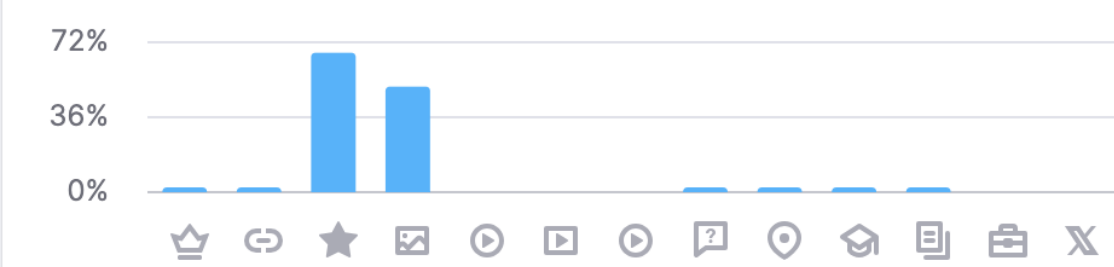
Keywords **35.3K** 

Distribution by Country

Countries		Traffic Share	Traffic	Keywords
Worldwide	<div></div>	100%	15.1M	6M
US	<div></div>	95%	14.4M	5M
IN	<div></div>	<0.1%	71.1K	63.9K
CA	<div></div>	<0.1%	63.2K	85.4K
Other	<div></div>	3.6%	546.1K	767K

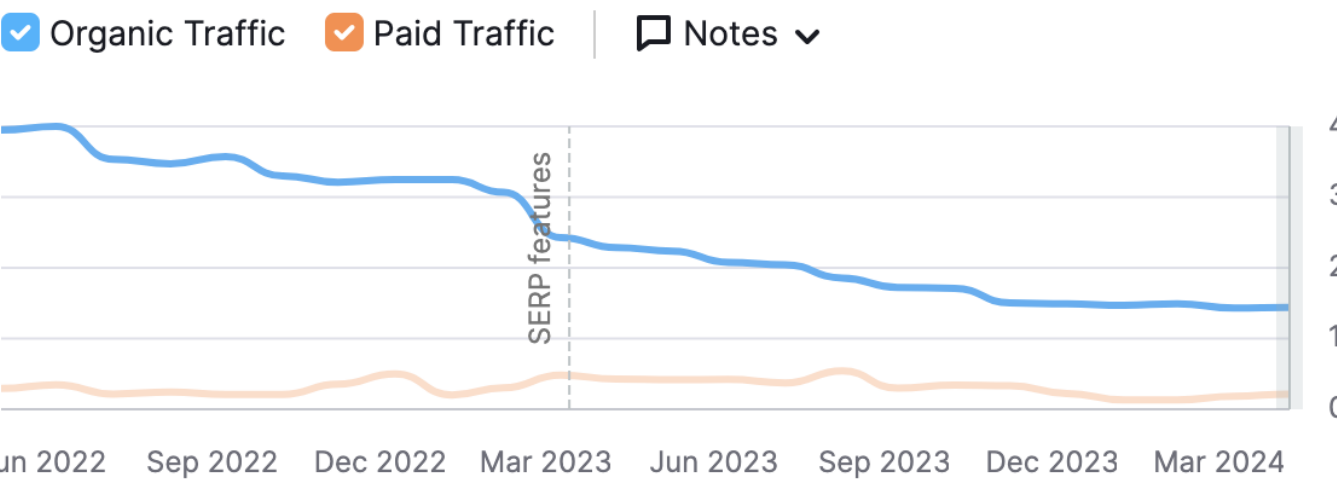
Compare

SERP features US

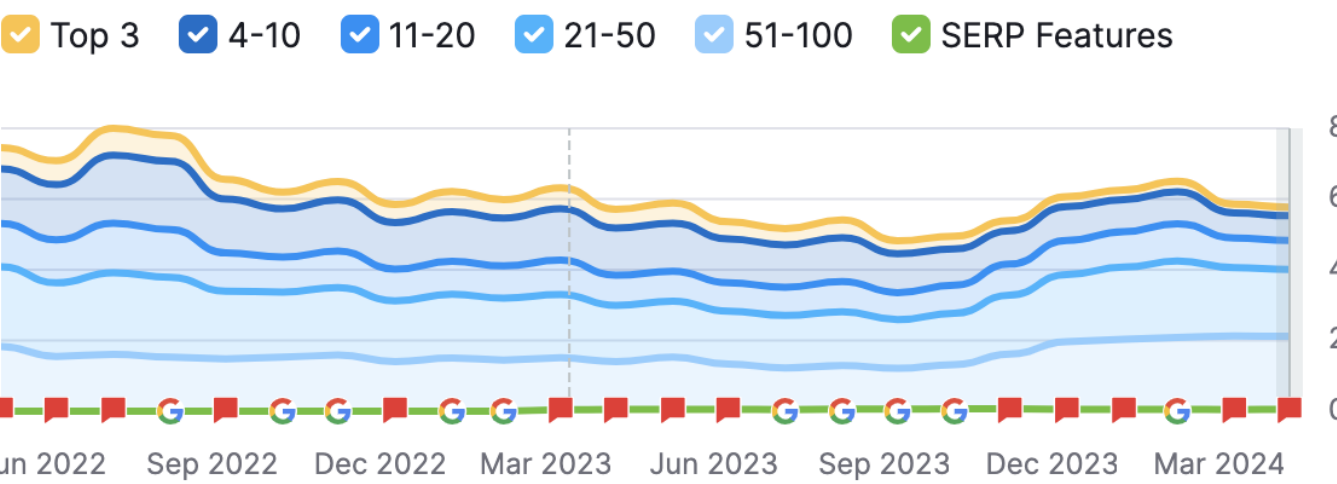


View full report

Organic Traffic 15,102,971/month



Organic Keywords 5,960,261



20XX

SEGMENTATION, TARGETING & POSITIONING



STP Campaign

DEMOGRAPHIC PROFILE

General: Adults 25-54

Education: Mixed

Scope: 35-44

Geographic: Urban & Suburban

Income: Middle – Upper Middle

PSYCHOGRAPHIC PROFILE

Target Audience: Consumers seeking home furnishings & decor solutions.

Lifestyle Activities: Home improvement, browsing decor, and DIY projects.

Priorities: Affordability, and variety of products.

POSITIONING

Strategic Positioning: A online home goods retailer, flexibility and convenience for customers.

Future Plan: Continuous growth and innovation in the home goods digital market.

Digital Innovation: Wayfair revolutionizes the furniture shopping experience, no brick-and-mortar stores.

Search Intent

Needs

1. Find a particular product (navigational)
2. Access information (informational)
3. Make a purchase (transactional)

Wants

1. Wide range of home furniture
2. Convenient online shopping
3. Affordable ways to shop (coupons, discounts).
4. Product reviews and product info
5. Employment opportunities at Wayfair



KEYWORD RESEARCH

Keyword Research

HIDDEN VALUE

Overlooked Opportunities, Valuable Backlinks,
& Untapped Niches

SEARCH INTENT

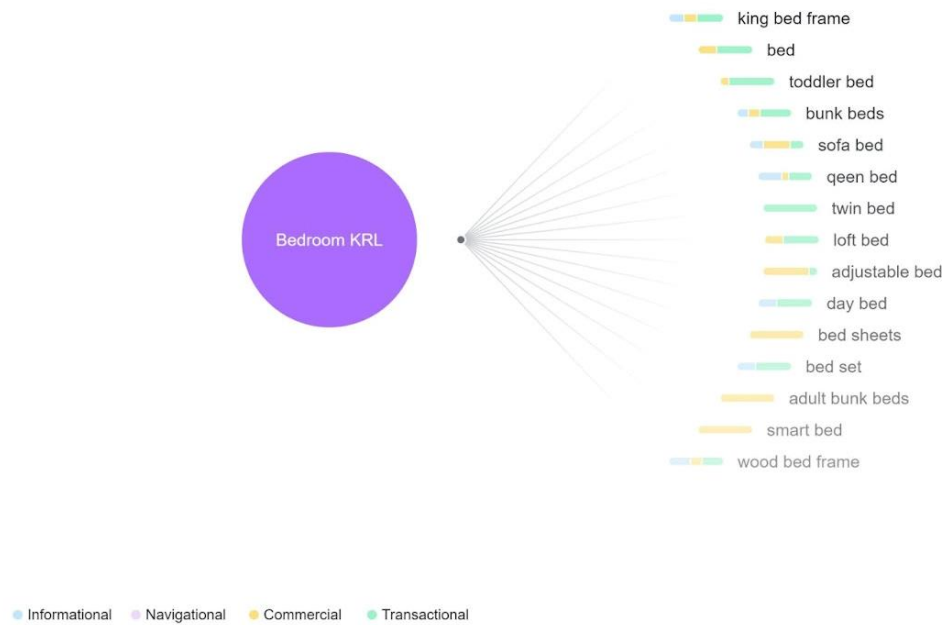
Enhancing relevance & Consumer intentions

MONTHLY VOLUME

Potential traffic & Creates content strategy
opportunities

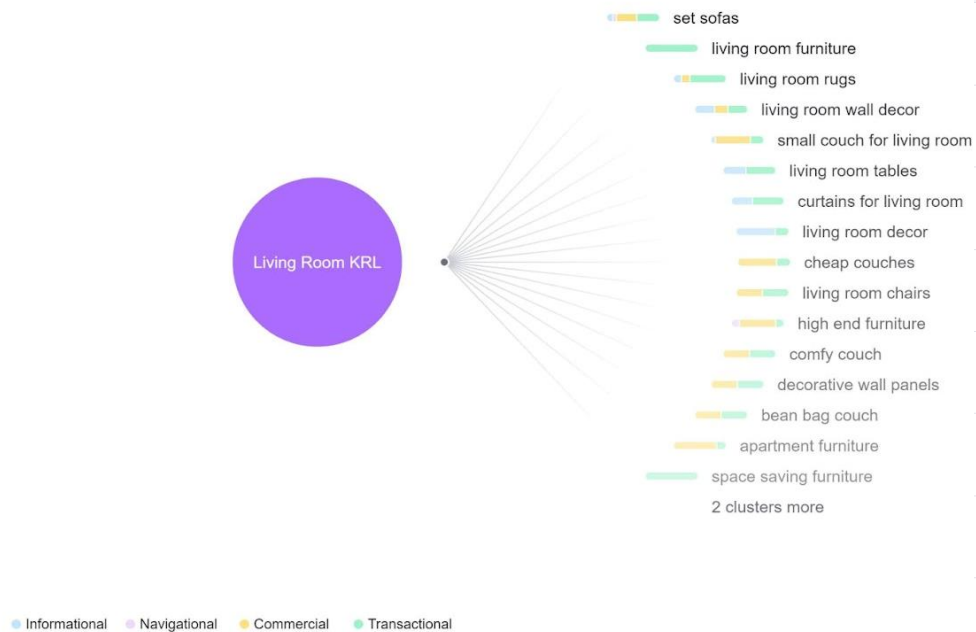
KEYWORD DIFFICULTY

Competitiveness of keywords
&
Measurement of Growth

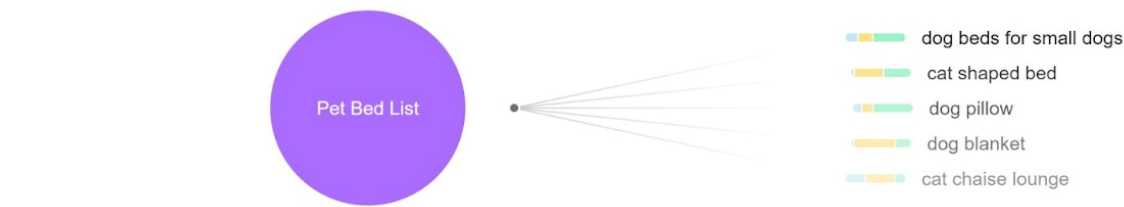


Keywords: 68 Total volume: 2,434,700 Average KD: 50.13%

<input type="checkbox"/> Keyword	Intent	Seed keyword	Cluster	Volume	Trend	Click potential	KD %	CPC (USD)	Com. Density
<input type="checkbox"/> bed	C	bed	bed	165,000		60	75 ●	2.9	1
<input type="checkbox"/> bed frame	I C	bed	king bed frame	135,000		75	54 ●	1.29	1
<input type="checkbox"/> queen bed frame	T	beds	king bed frame	110,000		90	46 ●	0.96	1
<input type="checkbox"/> toddler bed	C	beds	toddler bed	110,000		75	50 ●	0.5	1
<input type="checkbox"/> sofa bed	C	bed	sofa bed	110,000		75	71 ●	0.9	0.99
<input type="checkbox"/> bunk beds	C	beds	bunk beds	90,500		75	65 ●	1.13	1
<input type="checkbox"/> king size bed	C	bed	king bed frame	90,500		90	56 ●	2.35	1
<input type="checkbox"/> twin bed	T	bed	twin bed	90,500		75	58 ●	1.1	1



<input type="checkbox"/> Keyword	Intent	Seed keyword	Cluster	Volume	Trend	Click potential	KD %	CPC (USD)	Com. Density
<input type="checkbox"/> living room furniture	T	living room	living room furniture	74,000		90	63 ●	1.01	0.99
<input type="checkbox"/> living room sets	C	living room	set sofas	33,100		90	49 ●	0.99	1
<input type="checkbox"/> floor lamps for living room	C	living room	non-clustered	27,100		90	52 ●	0.65	1
<input type="checkbox"/> curtains for living room	T I	living room	curtains for living room	27,100		90	41 ●	1.09	1
<input type="checkbox"/> cheap couches	C	sofa	cheap couches	22,200		75	50 ●	0.83	1
<input type="checkbox"/> living room rugs	T	living room	living room rugs	22,200		90	46 ●	1.17	1
<input type="checkbox"/> living room chairs	C	living room	living room chairs	22,200		90	60 ●	0.91	1
<input type="checkbox"/> small couch	C	sofa	small couch for living room	18,100		75	27 ●	0.67	1



Informational Navigational Commercial Transactional

Keywords: 139 Total volume: 313,499 Average KD: 29.59%

Keyword	Intent	Seed keyword	Cluster	Volume	Trend	Click potential	KD %	CPC (USD)	Com. Density
<input type="checkbox"/> dog bed	C	bed	non-clustered	60,500		75	60	0.96	1
<input type="checkbox"/> dog beds	C	bed	dog beds for small dogs	49,500		75	64	0.96	1
<input type="checkbox"/> human dog bed	C	bed	dog beds for small dogs	49,500		90	14	0.37	1
<input type="checkbox"/> cat bed	T I	bed	cat shaped bed	27,100		75	54	0.8	1
<input type="checkbox"/> large dog bed	I T	dog bed	dog beds for small dogs	18,100		90	46	0.88	1
<input type="checkbox"/> cat beds	T	bed	cat shaped bed	14,800		75	46	0.8	1
<input type="checkbox"/> dog blanket	C	pet blankets	dog blanket	8,100		n/a	33	0	0
<input type="checkbox"/> dog pillow	T	pet pillows	dog pillow	6,600		n/a	35	0	0

Keywords: 39 Total volume: 360,700 Average KD: 48.59%

Keyword	Intent	Seed keyword	Cluster	Volume	Trend	Click potential	KD %	CPC (USD)	Com. Density
<input type="checkbox"/> fall decor	C	Decor	fall decor	33,100		75	49	0.94	0.93
<input type="checkbox"/> room decor	C	apartment decor	home accessories	33,100		75	68	0.76	1
<input type="checkbox"/> bathroom wall decor	C	Decor	non-clustered	18,100		90	49	0.56	1
<input type="checkbox"/> coffee table decor	I	Decor	non-clustered	18,100		90	49	0.41	1
<input type="checkbox"/> kitchen decor	C	Decor	kitchen decor	18,100		75	59	0.6	1
<input type="checkbox"/> party decorations	C	Decor	non-clustered	14,800		75	56	1.3	1
<input type="checkbox"/> kitchen wall decor	C	Decor	non-clustered	12,100		90	57	0.45	0.99



Informational Navigational Commercial Transactional

An illustration of a person sitting at a desk, resting their chin on their hand in a thoughtful pose. The desk is cluttered with various items including a desk lamp, a pen holder, and some papers. In the background, there are shelves with books and a window. The overall style is a soft, painterly illustration with a muted color palette.

ON-PAGE SEO STRATEGIES

Meta Tags

HOMEPAGE

Meta Title: Wayfair | Home decor store, furniture, and more.

Meta Description: Explore Wayfair designs for any corner of your home. Any budget any style. Create an account today and enjoy free shipping on most items.

CATEGORY PRODUCT PAGE

Meta Title: Outdoorsy comfort for less | Enjoy your summer days with Wayfair.

o **Meta Description:** Explore our variety of patio furniture and decorations for the hot days. Shop today and enjoy free shipping at Wayfair.

INDIVIDUAL PRODUCT PAGE

o **Meta Title:** Wayfair | Upgrade Your Outdoor Space with our table selection.

o **Meta Description:** Discover top-quality outdoor table furniture on sale now! Upgrade your outdoor space with stylish and durable tables perfect for the open air.

Content Strategy

Utilize SEMrush's Topic Research tool to compile topic opportunities for content with a lower keyword difficulty. The goal is to provide insight and ideas to increase Wayfair's traffic and backlinks through blog posts/articles. Our content would follow a monthly schedule, publishing at least three times a month.

PUBLISH DATE	TITLE or TOPIC	TYPE
6/1/2024	How to Decorate a Living Room in 13 Steps	Blog post
6/7/2024	The Ultimate Guide to Choosing the Right Sofa for Your Living Room	Blog post
6/15/2024	39 Wall Decor Ideas to Refresh Your Space	Blog post
6/30/2024	75 Beautiful Living Room Ideas for Decorating Inspiration	Blog post
7/1/2024	38 Small Living Room Ideas That Maximize Space and Style	Blog post
7/7/2024	The Best Storage Solutions for Small Bedrooms	Blog post
7/15/2024	85 Beautiful Living Room Ideas You'll Want to Copy ASAP	Blog post
7/30/2024	35 Easy Ways to Freshen Room 2024	Blog post
8/1/2024	10 Must-Have Bedroom Essentials for a Cozy Retreat	Blog post
8/7/2024	The Best Storage Solutions for Small Bedrooms	Blog post
8/15/2024	How to Create a Stylish and Functional Home Office	Blog post
8/30/2024	The Best Furniture for Small Outdoor Spaces	Blog post
9/1/2024	Transform Your Outdoor Space with These Patio Makeover Ideas	Blog post
9/7/2024	Tips for Creating a Relaxing and Inviting Outdoor Lounge Area	Blog post
9/15/2024	The Ultimate Guide to Choosing the Perfect Rug for Your Space	Blog post
9/30/2024	Refresh Your Bathroom: Easy Upgrades for a Spa-like Oasis	Blog post
10/1/2024	The Best Furniture Pieces for Small Living Rooms	Blog post
10/7/2024	The Perfect Bedding: How to Choose the Right Sheets and Pillows	Blog post
10/15/2024	Create a Rustic Chic Look with Farmhouse Decor	Blog post
10/30/2024	Tips for Organizing and Maximizing Storage in Your Kitchen	Blog post
11/1/2024	ideas for Creating a Kid-Friendly and Stylish Playroom	Blog post
11/7/2024	Create a Coastal Retreat with Beach-Inspired Decor	Blog post
11/15/2024	Discover the Latest Trends in Home Decor	Blog post
11/30/2024	How to Choose the Right Lighting Fixtures for Every Room	Blog post
12/1/2024	Designing a Functional and Stylish Entryway	Blog post
12/7/2024	Tips for Designing a Pet-Friendly Home	Blog post
12/15/2024	Transform Your Bedroom into a Serene Retreat	Blog post
12/30/2024	Create a Boho-Chic Vibe with Eclectic Decor	Blog post
1/15/2025	How to Incorporate Pantone's Color of the Year into Your Home	Blog post



20XX

OFF-PAGE SEO STRATEGIES

Outreach Strategies

EDITORIAL: CONTACT ARCHITECTURAL DIGEST

Launch of NEW COLLECTION submit photo collage.
Theme: Natural Beauty eco-chic “Going Green” renewable bamboo furniture.

PODCAST: CONTACT BETTER HOMES

Free HOME DÉCOR SERVICE for first time customers.
Theme: Let us make your home “Picture Perfect”!

INSTAGRAM: NANO INFLUENCER

Offer home décor items to INTERIOR DESIGNERS to showcase their work.
Theme: “Before &After” photos with backlinks to product page.

TIKTOK: INFLUENCER

Search for videos/ posts on how to assemble shelving, bunk beds, office furniture; contact.
Theme: “DYI Furniture Assembly”

Social Media Integration of Wayfair

Facebook



Use the platform to reach an audience who need furnishings in their homes/apartments and continue to advertise to them. Showcase new products and products that appeal to them through the usage of Meta's marketing data that is integrated in Facebook and Facebook marketplace.

- Posting schedule for Facebook: Peak usage times are typical for Wayfair to post on Facebook. Wayfair's posting schedule is early mornings, lunchtime, and evenings when people get out of work.
- Content theme for Facebook should be more of a relaxed style with nice pieces of furniture or home goods.

Social Media Integration of Wayfair

Instagram

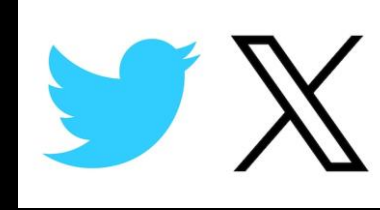


Instagram is heavily media based and most people just scroll through all the pictures and short videos that are offered on the platform. Instagram has a great algorithm that helps its content be showcased to the respective customer that is most likely to make a purchase.

- Wayfair's Instagram posting schedule is relatively similar to its Facebook posting schedule. Busiest times of the day are often the best times to post for media-based websites so that they are positive that they will have active engagement. Since Instagram is largely based on fast paced swiping. Multiple posts around the same time frames would be most beneficial to catch their customer base's attention.
- Content theme for Instagram should be modern or futuristic. Something that catches the eye of the viewer as they scroll.

Social Media Integration of Wayfair

Twitter



Wayfair is a large company that has a massive amount of HomeGoods that are likely to receive backlash from customers. Twitter will allow Wayfair to answer customers immediately following their backlash or praise on the platform. This is beneficial to the company's moralities and will make them look credible.

- Wayfair's posting schedule is more customer dependent for Twitter. Twitter is mainly utilized for answering customers' questions, comments, or concerns. Posting advertisements on Twitter would be most beneficial during peak customer engagement, just like Facebook and Instagram.
- Content theme for twitter should be simplistic furniture or home good items that are available with reviews being the main goal behind the post.

Social Media Integration of Wayfair

LinkedIn



Wayfair will use LinkedIn to promote their business ideology and improve their credibility. They will also be able to gain staff that has a much higher level of training and intelligence in their respective field. The utilization of LinkedIn allows Wayfair to overall benefit their company and target an audience who will keep their business running if they ever need to make staff replacements.

- Wayfair's LinkedIn posting schedule for LinkedIn is largely during peak business hours when professionals are using this specific platform. As a business based social media, LinkedIn has peak hours during the work week. The most beneficial time for Wayfair to post would be during this opportunity of time.
- Content theme for LinkedIn should be more business related. Office equipment, desks, office supplies and chairs etc.



THANK YOU

