

Wayfair SEO Group Project

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IBM6100 Search Engine Marketing

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Submission Date:

Website Selection

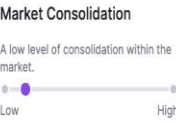
Wayfair Profile

Website	https://www.wayfair.com/
Industry	E-Commerce
Service	Home Improvement, Furniture & Appliances
Current online presence	Wayfair receives significant traffic from a variety of sources like Search Engine Marketing, Display Advertising, Social Media Advertising, and of course Organic Search and much more! . They have an organic search traffic of 15.5 million and a paid search traffic of 1.5 million. Wayfair's overall market traffic stands at an impressive 2.3 billion. With an authority score of 79, they have established themselves as a reputable brand in the home improvement market. On average, visitors spend approximately 13 minutes and 29 seconds on their website, indicating a high level of engagement with their content. On average, Wayfair attracts over 40 million unique visitors every month. The majority of Wayfair's online traffic originates from the United States with a market share of almost 64%.



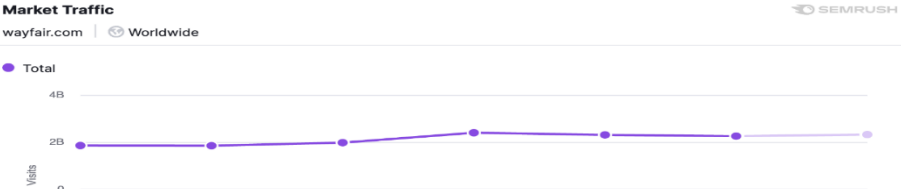
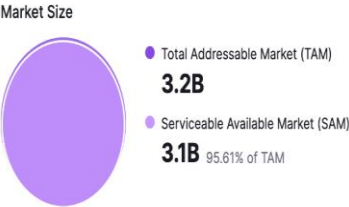
Market Summary

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



Key Players	Market Share
etsy.com	26.28 %
ikea.com	14.02 %
homedepot.com	11.93 %

Market Domains	Market Traffic	Market Traffic Cost
99/99	2.3B ↓2.24%	\$512.9M ↓0.79%



Initial Website Audit

Attached are the PDF export for wayfair.com and its competitor ikea.com, 100 pages crawled for each website.

❖ [Wayfair Site Audit](#)

❖ [Ikea Site Audit](#)

Overall wayfair.com site health is at 81% compared to 79% for ikea.com (errors 8 vs. 23, warnings 297 vs. 2,222, notices 15 vs. 225). Crawlability for wayfair.com is 94% compared to ikea.com 100%, hence this is an opportunity to fix the issue and improve site health. On the positive side International SEO is ranking at 95% for wayfair.com compared to ikea.com at 82% and Internal linking is at 97% compared to its competitor at 89%. Ikea.com has mostly problems with indexability due to images without attributes, totaling 62% of top issues, while wayfair.com has diverse problems like site performance, crawlability and indexability.

The site audit for wayfair.com shows the following top issues, beginning with

Site performance-related issues are 20% of top issues:

- JavaScript and CSS files exceed 2MB reducing page load time, therefore causing lower search engine ranking: recommended to reduce the size of transfer files (Google web.dev, 2023).

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. Recommended to unblock a resource, simply update robot.txt file.
- Text to HTML ratio is 10% or less, indicated by the amount of actual text on the webpage compared to the amount of code. Search engines prefer more content, so a higher text to HTML ratio means the webpage has a better chance of getting a good position in search results

SWOT Analysis

The business that we have been conducting our project on is a furniture and home goods provider, Wayfair inc. Wayfair is a furniture and home goods online shop founded in Boston, MA in 2002. SEO strategies that could benefit them are as follows. We look to the SWOT analysis on Wayfair to understand the plethora of factors for their business.

Strengths

Products - Diverse products are a major reason why Wayfair always has traffic on their site. Wayfair has over 14 million items for sale on their site and over 11,000+ suppliers. This helps the company to increase its market share as there are items to buy for people of all economic levels.

Competitive Prices – Wayfair is known for its competitive pricing. The company's quick supply chain also makes it easy to deliver with efficiency. Wayfair also tends to offer promotions and discounts to retain their customer base and attract new people.

Weaknesses

Third Party Suppliers – Wayfair's dependency on third party suppliers is an issue for business. Delays in delivery can be caused by the inconsistency of the third party supplier's failure to provide the proper goods by a specified time. This creates dissatisfied customers.

Warehousing – High costs of warehousing has also been an issue for Wayfair as they must stock a wide selection of their merchandise. The rising cost of warehousing has made it a challenge for Wayfair to retain their profits.

Opportunity

E-commerce - With more people gaining access to the ease of online shopping, Wayfair has a golden opportunity to see their sales increase. The growth of e-commerce works in favor of Wayfair's hearty online presence.

Home-improvement Market – Expected to keep growing, the home-improvement market is a major industry throughout the world. This allows Wayfair to continually update its items and look to grow in new markets.

Threats

Competition – Major corporations with heavy influence who also take part in the furniture and home goods trade such as Amazon, Walmart, Overstock, Target, etc. are bound to push Wayfair to fight harder to compete for revenue.

International Trade – Brings foreign risks such as fluctuations in exchange rate, or regulations on their shipping practices. Every expansion brings opportunities as well as new threats.

Website Traffic

For the past year, the website traffic has been declining; as of March of last year, more than 30 million users were reported visiting Wayfair's website. The current organic traffic as of February 2024 is under 15 million users, with only 1.2 million users coming from paid search traffic. 96% of the reported traffic is from the US, and the remaining percentage is from India, Canada, and Germany.

Organic Research

The keyword ranking shows Wayfair , wayfair coupon, wayfair furniture, wayfair customer service, and wayfair promo code as the top keywords used online in a relationship with Wayfair. The highest keyword that brings traffic to the website is "Wayfair", generating more than 3 million in traffic.

Traffic Analysis

The current average visit duration on mobile devices is 9:44 minutes, and the desktop duration is, on average, posted at 13:29 minutes. The current bounce rate is 61% on mobile devices and 38.71% for desktop users. These percentages show how even with a higher number of users visiting the website through their mobile devices, the visits are more extended and have a lower bounce rate on their desktop version. More than 70% of the traffic comes from users getting to the website from a direct

channel, 13.98% is from organic search traffic, and 6.1% from paid search. On the other hand, Wayfair's least used traffic channels are display ads, email, and paid social media.

SEO Conversion

Business relevant SEO Objectives include establishing themselves as a larger and more trustworthy furniture and home goods provider. Wayfair is an established brand with a recognizable logo and dominates in SEO practices for its specific name and territory of furniture and home goods. Competitive pricing and deals Wayfair uses deals and has price ranges for all customers. This is showcased with their brand from the moment you look up Wayfair.

Focus on driving traffic back to the site so that they can get their numbers back up to where they were 2 years ago. Organic Traffic hit 67 million plus website visits in the month of September 2020. They have dramatically decreased in their traffic since then. Also showcase that they can be as easy and reliable a company as a competitor like Amazon and competitive pricing and excellent quality of goods to keep your customer base happy.

Due to the nature of Wayfair as an e-commerce company, its main conversion objectives include purchases, app downloads, creating accounts, page views, and joining the email list. Wayfair's social media sites, such as Instagram, Facebook, Pinterest, X, and TikTok, are looking for followers, interactions, and views and either sending customers to their website or driving app downloads. In addition, the website also offers a Wayfair credit card, multiple other financing options, quick customer service links, and phone numbers to contact their customer service representatives.

STP for Campaign

The demographic profile age group is primarily adults aged 25-54, with a significant portion falling in the 35-44 age range. Their gender are both males and females, although there is a slight skew towards females. The income is middle to upper-middle-income brackets, with disposable income to spend on home furnishings. Their education is likely a mix of educational backgrounds, ranging from

high school graduates to those with advanced degrees. The geographic location is primarily urban and suburban areas, where access to physical furniture stores might be limited.

Psychographic Profile, Wayfair consumers are individuals or households who are looking to furnish or decorate their homes. They prioritize convenience, affordability, and a wide selection of products, catering to a diverse range of tastes and preferences in home furnishings and décor. Any activities from home improvement, interior decorating, online shopping, browsing home décor magazines or websites, engaging in DIY projects, hosting gatherings or events at home.

Interests, Interior design, home organization, following home décor trends, exploring new styles and aesthetics. Consumers that are value-conscious, seeking quality products at affordable prices, convenience-driven, environmentally conscious, willing to explore new trends and styles in home décor.

Positioning, Wayfair has strategically established itself as one of the top online homegoods retailers that prioritizes providing customers with unparalleled flexibility and convenience, ensuring a unique and seamless shopping experience. Diverging from traditional furniture vendors reliant on physical storefronts, Wayfair's digital platform transcends geographical limitations, enabling customers to shop from anywhere with ease. Unlike conventional furniture retailers confined to brick-and-mortar stores, Wayfair's innovative digital platform transcends geographical boundaries. Customers can conveniently shop from any location, revolutionizing the furniture shopping experience. Despite relying heavily on its website for business operations in recent years, Wayfair has embarked on a deliberate expansion strategy, opening several physical locations, with plans for further expansion in the current year.

Wayfair's typical customer is a 35 to 65-year-old woman with an annual household income of \$60,000 to \$175,000, deemed a mass-market consumer underserved by traditional home goods retailers. Women control a significant portion of household spending, particularly in furniture and home goods. Primarily adults aged 25-54, with a slight skew towards females, they belong to middle to upper-

middle-income brackets and reside in urban or suburban areas. Wayfair consumers prioritize convenience, affordability, and a wide product selection, engaging in home improvement, interior decorating, and online shopping. They are value-conscious, seek quality products at affordable prices, and are open to exploring new trends.

Identify Search Intent

Browsing product inventory, users may be on Wayfair searching for different products offered by the company. These products will be furnishings and home goods, and people will be searching for an item that fits their profile and tastes. They may also be looking for inspiration or browsing to purchase items in the future.

Specific products, people on Wayfair may be searching the website for specific products that they need for their homes. Examples would be bedframes, couches, tables etc. People search for specific products on Wayfair because they understand that Wayfair has a huge inventory of items that they offer that people may find unique and suitable to their tastes. Specific Brands and styles also play a role in their search intent.

Pricing & Discounts, Wayfair is a large company that offers low pricing and competitive discounts. People may come to the Wayfair website to search for a product that meets all their requirements at a discounted price. They may also find the exact same item on Wayfair for a cheaper price. Products within the user's budget can be located through the price-per-item minimum and maximum filter available through the "Sort & Filter" tab.

Purchase intent, users may go to the Wayfair website with a clear intent to make a purchase for whatever item/items that pique their interest. Based on a keyword analysis of wayfair.com, users visiting the website have a specific page in mind or are trying to complete a transaction. They are focused on finding a particular product, making a purchase, or accessing specific information.

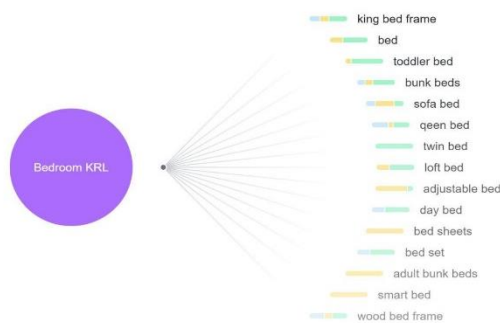
1. Customers are interested in a wide range of home furniture, including living room and bedroom furniture, decor, lighting, rugs, and other essentials for their homes.
2. Customers value the convenience of online shopping. They expect a user-friendly website that allows them to easily log in, check their Wayfair credit card information, browse Wayfair's return policy, and find the appropriate customer service contact details.
3. Customers are looking for affordable ways to shop and opportunities to save on their Wayfair purchases. They are interested in discounts, promotions, and deals that can help them save money.
4. Customers are seeking product reviews and additional information to make informed purchasing decisions. They want to gather insights from other customers' experiences and gather more details about the products they are interested in.
5. Some consumers are interested in employment opportunities at Wayfair. They may be looking for career options or ways to apply for positions within the company.

Solutions users may be searching for solutions to their specific problems with their home goods

Keywords Research List

I created 4 different keyword list focusing on important items in living space, keywords list for bedroom, living room, pets, and decor.

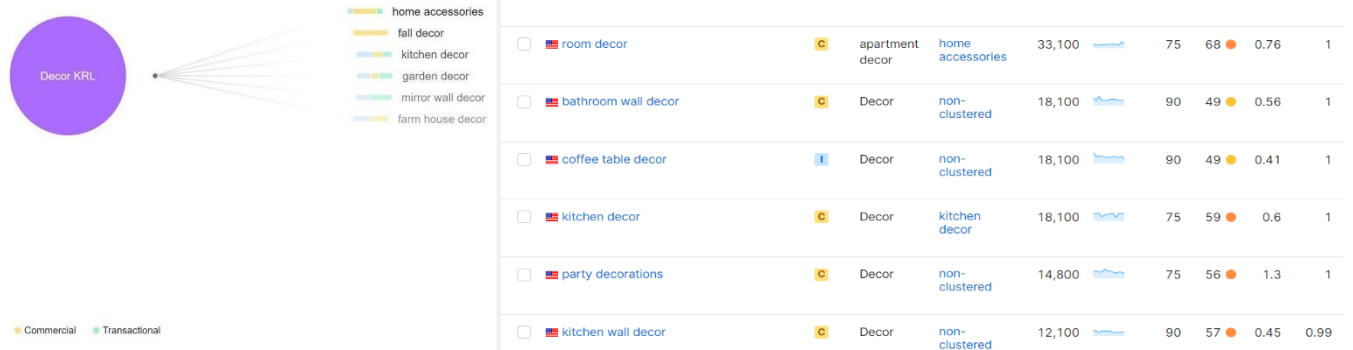
Throughout the graphs and table



Informational Navigational Commercial Transactional

Keywords: 68 Total volume: 2,434,700 Average KD: 50.13%										
Send keywords Upd										
<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	

metrics you will see that the average KD is below 50.50%, with search volumes that have higher transitional user intent.



The end in mind was to find keywords with hidden value and high conversion, the more specific a user intent is the higher rate of conversion there is. Throughout my keyword research list there is rarely any informational search intents as these are users looking to learn about products not buy. It is not only a waste of exploring keywords with informational search intent, but most importantly a waste of money. Informational Search users are expensive along with their CPC. An important detail along with the volume of these keywords is the Keyword difficulty, KD, it will help put Wayfair in the top 10 results.

On-Page SEO Strategies

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.
- **Heading (H1):** Way Day (May4-6) - Get ready for our biggest sale of the year.
- **On-Page Content:** Welcome message showcasing a countdown for the big event happening in 2 days “Way Day” a yearly sale with fantastic prices from May 4-6. CTA to create an account and start saving

the products wanted on their cart. Organize all the products by categories and subcategories. A clear button to find your account or sign in if needed.

Product Category Pages (Outdoor furniture) |

- **Meta Title:** Outdoorsy comfort for less | Enjoy your summer days with Wayfair.
- **Meta Description:** Explore our variety of patio furniture and decorations for the hot days. Shop today and enjoy free shipping at Wayfair.
- **Heading (H1):** Durable and out-of-this-world designs for your summer days.
- **On-Page Content:** Introduction to different decoration ideas and styles for outdoor furniture, and for customers to find inspiration. Showcase low prices such as “styles under \$100” and make it a clickable link to send them to a page with all the furniture options showing items under \$100. Making sure that customers can easily filter through the page to find exactly what they want.

Individual Product Pages |

- **Meta Title:** Wayfair | Upgrade Your Outdoor Space with our table selection.
- **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.
- **Heading (H1):** Upgrade your patio with a new table
- **On-Page Content:** Detailed descriptions and pictures of the different types of tables available
In terms of size comfort colors and styles. Showcase the availability of free shipping on orders greater than \$35, warranty, variety of styles, and easy to set up. Create emphasis on the ongoing “Way Day” along with a call to action button “shop now” as well as clear CTAs to create an account to learn more about the benefits of having an account with Wayfair.

Blog Page |

- **Meta Title:** Wayfair Blog | Endless Ideas and inspiration

○ **Meta Description:** Explore new trends, tips, styles, DIY, and home projects to let out your inner artist.

Get inspired with Wayfair.

○ **Heading (H1):** Inspiration for the season

○ **On-Page Content:** Latest blogs covering ideas on how to decorate your space, the best way to store products, and relevant topics according to the season; add product pictures with links to redirect customers to product specifications and add to cart button.

Contact Us Page |

○ **Meta Title:** Wayfair | Contact Us

○ **Meta Description:** Reach out to the Wayfair Customer service team for product advice or assistance with an existing order. We offer support via phone, chat, and other channels to ensure your satisfaction.

○ **Heading (H1):** How can we assist you?

○ **On-Page Content:** Personalized contact form to make it easier for categories of existing orders, problems with payments, account assistance, and shopping assistance. Customer service information such as phone numbers and hours of operation, contact e-mail. FAQ section, returns, links to social media profiles for additional support and engagement opportunities, and a feedback form.

Checkout Page: |

○ **Meta Title:** Wayfair's Safe Checkout | Complete your order

○ **Meta Description:** Proceed to worry-free checkout with our secure process. Plus, delight in free shipping on all orders over \$35. Shop now and experience convenience at its best

○ **Heading (H1):** Proceed to Secure Checkout

Order Summary:

- Display a clear summary of items in the customer's shopping cart, including product names, images, selected colors, quantities, prices, and subtotal.

Shipping Information Form:

- Collect necessary shipping details, including name, address, city, state/province, ZIP/postal code, and country.

Service Options:

- Offer extended warranties, accident protection, hassle-free returns, customer support, and installation assistance.

Payment Information:

- Provide secure payment options, including credit/debit cards, billing address, and promotional codes or gift cards.
- Suggest preferred payment methods and popular credit cards accepted by the store.

Order Review:

- Present a final review section where customers can verify their order details, including items, shipping address, shipping method, and total cost with a detailed breakdown.

Secure Checkout Button and trust badges:

- Prominently display a "Secure Checkout" button to initiate the payment process.
- Display trust badges and security seals to instill confidence in the transaction's safety to establish trust and assure the security of the transaction.

Customer Support Information:

- Provide contact information or links to customer support resources if customers encounter issues during checkout.

Order Confirmation:

- Upon successful checkout, display a confirmation message thanking the customer for their order and providing an order number.

Content Strategy

Below is a content production schedule, we will focus on blog posts to provide insight and ideas to promote Wayfair traffic and backlinks.

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

Off-Page SEO Strategies

Acquiring high-quality backlinks requires a planned strategy with numerous techniques. It starts with SEMRush competitor backlink research, which focuses on reputable sites such as Ikea.com, Houzz.com, Westelm.com, and Potterybarn.com. By measuring domain authority, you can guarantee that your outreach efforts focus on sites with high reputations, optimizing the potential SEO impact.

The next step is to create content themes that are customized to your target audience's interests. Natural beauty and eco-chic furniture are excellent themes for generating backlinks from credible sources. Your outreach initiatives use a variety of platforms and approaches, including editorial partnerships with Architectural Digest, podcast collaborations with Better Homes, influencer engagements on Pinterest/Instagram, and DIY instructions on TikTok. Each technique is meticulously designed to target certain audiences and promote backlink acquisition. Furthermore, using recent news stories, such as the Newsweek customer service rankings, strengthens your brand's credibility and relevance. Overall, your strategy combines research, ingenuity, and focused outreach to successfully earn high-quality backlinks.

Social media Integration plan

Analyzing Wayfair's website, we came to realize key factors as how we could better utilize the proper social media platforms for specific insights into Wayfair's business. Facebook, Instagram, and LinkedIn, using these platforms 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 Meta.

- 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.

Wayfair can use their Instagram platform to post their product pictures and videos so that their customers can interact with their photos. Instagram is heavily media based and most people just scroll through all the pictures and short videos that are offered on the platform.

- 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.

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.

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