

BUILDING AN ONLINE PRESENCE FOR

FURLenco

Presented By
Isha Singh





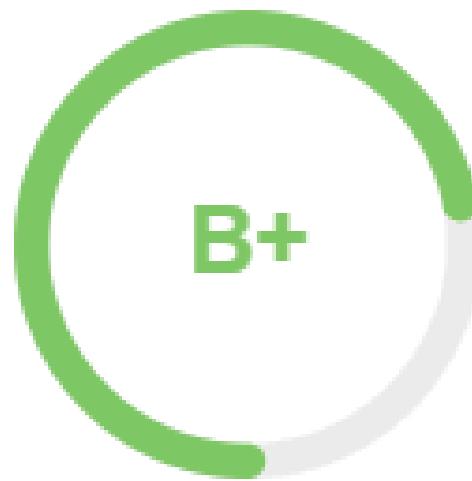
Task 1: Brand Auditing

In this task we are conducting a comprehensive SEO audit of Furlenco website (<https://www.furlenco.com>) from both SEO and website design perspectives.

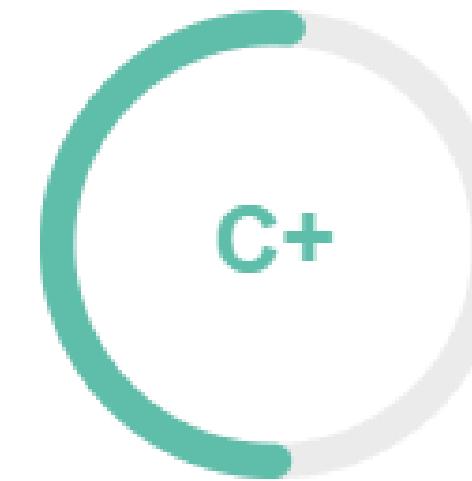




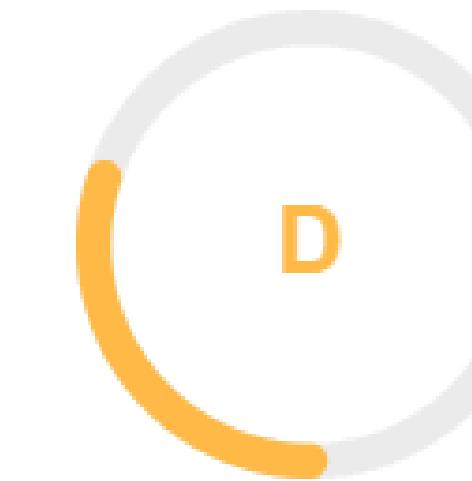
Audit Results



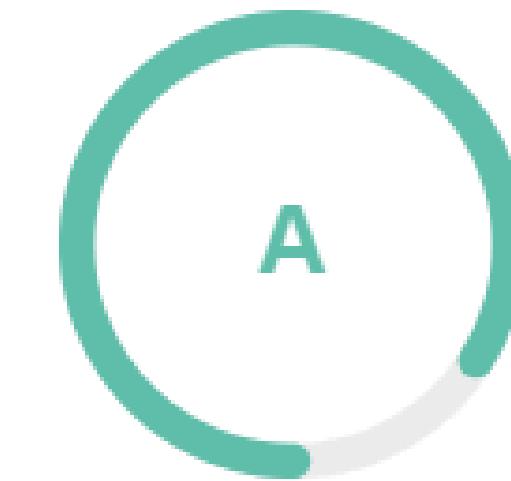
On-Page SEO



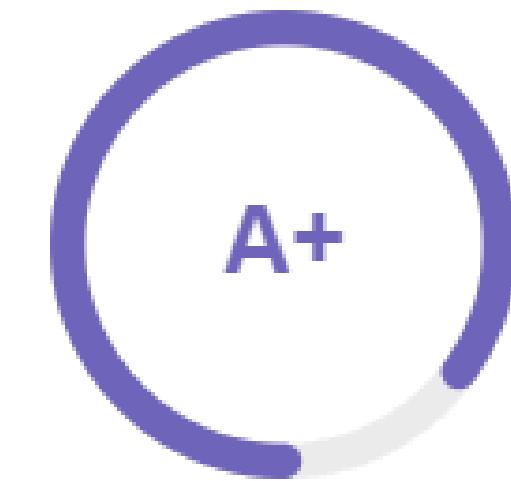
Links



Usability



Performance



Social





Meta Title and Description

Title Tag



You have a title tag of optimal length (between 10 and 70 characters).

Find comfort & style | Buy & rent furniture online| Furlenco

Length : 68

Meta Description Tag



Your page has a meta description tag however, your meta description should ideally be between 70 and 160 characters (including spaces).

Bring home designer furniture @ wallet-friendly prices. Now rent furniture or buy furniture online from Furlenco, with the freedom to return or sell-back anytime.

Length : 162



Meta Title and Description

141 pages with duplicate meta descriptions	What is this and how do I fix it?	View Details →	Moderate	High
149 pages with duplicate <title> tags	What is this and how do I fix it?	View Details →	Moderate	High

<https://www.furlenco.com> :

Find comfort & style

Bring home designer furniture @ wallet-friendly prices. Now rent furniture or buy furniture online from Furlenco, with the freedom to return or ...

Collected From: SEOptimer and Ubersuggest



Issues Found in Furlenco's Meta Tag and Meta Description:

- Primary keywords are missing in title tag.
- 149 pages with duplicate title tags.
- Meta description is longer than 160 characters.
- 141 pages with duplicate meta description.





Suggestions for Improvement of Meta title and Meta description:

- Furlenco's Meta title is under 70 characters so it is overall good.
- Including Primary keywords are recommended in title .
- 149 pages with duplicate title tag so it's recommended to create new and different title tags for each page.
- Furlenco's Meta description has 162 characters so it's recommended to reduce it to 160.
- Furlenco has 141 duplicate Meta description so it's recommended to creat unique description for each page.



URL Structure

Friendly Links



Some of your link URLs do not appear friendly to humans or search engines.

We would recommend making URLs as readable as possible by reducing length, file names, code strings and special characters.

Line	Link	Underscores	Parameters	Symbols	File Names	Path Depth	Length
34	https://www.furlenco.com/buy/living-room-furniture?collectionType=CATEGORY_BUY	✗	✗	✓	✓	✓	✓
34	https://www.furlenco.com/buy/bedroom-furniture?collectionType=CATEGORY_BUY	✗	✗	✓	✓	✓	✓
34	https://www.furlenco.com/buy/storage-furniture?collectionType=CATEGORY_BUY	✗	✗	✓	✓	✓	✓
34	https://www.furlenco.com/buv/studv?collectionType=CATEGORY_BUY	✗	✗	✓	✓	✓	✓

Issues of Furlenco's URLs

Some of the website link URLs do not appear friendly to humans or search engines. because of using complex parameters ,exceed of 120 character limit and unsafe symbols.

Suggestions

URLs should be short so we have to reduce the lengths of the urls that exceeds 120 character limit. Avoid using special symbols and parameters and include primary keywords .



Canonical Tags

Canonical tags are HTML elements that help prevent duplicate content issue. They tell search engines which version of a page should be indexed and ranked when multiple versions of the same content exist.

Canonical Tag 

Your page is using the Canonical Tag.

<https://www.furlenco.com/>

Collected from SEOptimer

Furlenco has updated their canonical tags already. so it's a good thing just need to proper care.



Image Optimization

Image Alt Attributes



You have images on your page that are missing Alt attributes.

We found 77 images on your page and 59 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

Image link

1 https://assets.furlenco.com/image/upload/c_scale,e_blur:75,f_auto,q_0.5,w_20/v1/s3-furlenco-images/yoda/furlenco-logo.png

2 https://assets.furlenco.com/s3-furlenco-images/evolve_2_0/living_icon.png

3 <https://assets.furlenco.com/plutus/collections/1708662240.png>

4 https://assets.furlenco.com/s3-furlenco-images/evolve_2_0/storage_icon.png

Suggestion



**Recommending to add Image alt tag to all those 59 images which currently
don't have alt tags.**

Collected from SEOptimer



Heading Tags

H1 Header Tag Usage

Your page does not have an H1 Header Tag.



The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

149 pages without a H1 heading [What is this and how do I fix it?](#)

[View Details →](#)

Easy

Medium

H2-H6 Header Tag Usage

Your page is not making use of multiple levels of Header Tags.



HTML header tags are an important way of signaling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

Header Tag Frequency

H2	0
H3	0
H4	0
H5	0
H6	0



Collected from Ubersuggest and SEOtimer



Issues of Furlenco's Heading Tag

1. 149 pages are without H1 tag.
2. Even homepahte doesn't have h1.
3. H2 - H6 is also not using properly.
4. Primary and secondary keywords are also not mention in headings .

Suggestions

Header tags are crucial for both SEO and user experience. Only H1 with primary keyword ranks high and crawler also rank your website easily. Here are some recommendations :-

1. Add H1 tags in each pages including primary keywords.
2. Create a hierarchical structure to your content.
3. Also add subheadings (H2-H6) using secondary keywords.
4. Make sure that there is only one H1 in every page.



Anchor text

Anchor text refers to the clickable text in a hyperlink, often highlighted in blue and underlined in web content. It serves as a descriptive label for the linked resource, providing users and search engines with contextual information about the content of the destination page. Well-crafted anchor text is concise, relevant, and typically includes keywords related to the linked page to improve SEO and enhance user experience.



Collected from SEOptimer

These are the highest value external pages we have found linking to your site.

Domain strength	Referring Page URL	Referring Page Title	Anchor Text
100	https://en.wikipedia.org/wiki/Furlenco	Furlenco - Wikipedia	Official website
100	https://www.godaddy.com/resources/in/skills/is-the-subscription-business-model-right-for-your-india-based-startup	Is the subscription business model right for your India-based startup? - GoDaddy Resources - India	Furlenco
100	https://apps.apple.com/in/app/furlenco-furniture-rentals/id1134919232	Furlenco - Furniture Rentals on the App Store	Privacy Policy
99	https://medium.com/adi-diaries/keyur-zaveri-so-i-try-to-sell-design-to-the-businesspeople-on-one-side-and-on-the-other-62668dc76a5b	Keyur Zaveri — “So I try to sell design to the businesspeople on one side and on the other, business to designers.” by ADI Bengaluru ADI Diaries Medium	Furlenco
98	https://search.yahoo.com/search?p=office+furniture+rental+subscription	office furniture rental subscription - Yahoo Search Results	Furlenco - Official Site
97	https://www.zendesk.com/th/in/customer/furlenco/	Furlenco serves customers better by listening to data Zendesk India	Furlenco
96	https://techcrunch.com/2021/07/04/india-furlenco-raises-140-million-for-its-furniture-and-appliance-renting-service/	India's Furlenco raises \$140 million for its furniture and appliance renting service TechCrunch	Furlenco
94	https://moz.com/community/q/user/furseo	Furseo SEO Forum Moz	www.furlenco.com
93	https://www.notion.so/About-me-4ba000222d4a43ad	About me	rental furniture company

- 1. We found that furlenco's have good anchor text in their website.**
- 2. Anchor text also includes keywords it is a plus point for the website.**

Suggestions:

- 1. It is recommended to create more anchor tags for long user stay on our website and by this process website ranks high in SERP.**
- 2. Also add good and trending keywords in content and anchor text for higher rank of website**



Technical SEO

Technical SEO refers to the optimization of a website's infrastructure to ensure that search engines can efficiently crawl, index, and rank the site. It focuses on the technical aspects of a website rather than the content. Key elements of technical SEO include: crawlability (robots.txt), Site speed, Sitemap, Mobile optimization, fixing broken links .

Robot.txt

The "robots.txt" file is a text file placed in the website to give instructions to crawlers about which pages or sections of the site should be crawled or not crawled.



Blocked by Robots.txt
Your page does not appear to be blocked by robots.txt.



We found that furlenco has robot.txt updated on their website . No issues found.

Suggestions

It is recommended to regularly update robot.txt file of the website.



Sitemaps

Collected from SEOptimer

XML Sitemaps

Your website appears to have an XML sitemap.

<https://www.furlenco.com/sitemap.xml>



We found that furlenco has updated XML sitemaps on their website, it's a plus point .



Website speed

Google's PageSpeed Insights - Mobile

Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.



Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.

27

Collected from SEOptimer

The website loading speed score for Mobile is very low i.e. 27

Website speed



Google's PageSpeed Insights - Desktop



Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Collected from **SEOptimer**

The website loading speed score for Desktop is very low i.e. **36**

Core Web Vitals



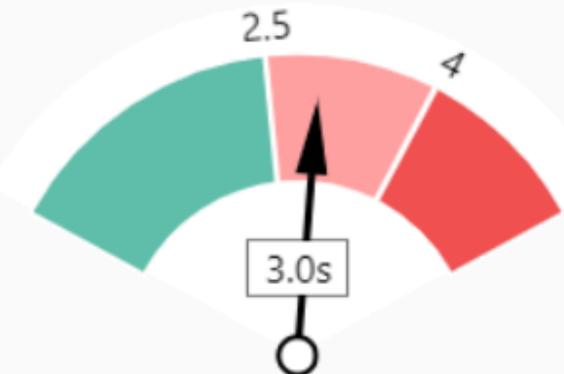
Google's Core Web Vitals



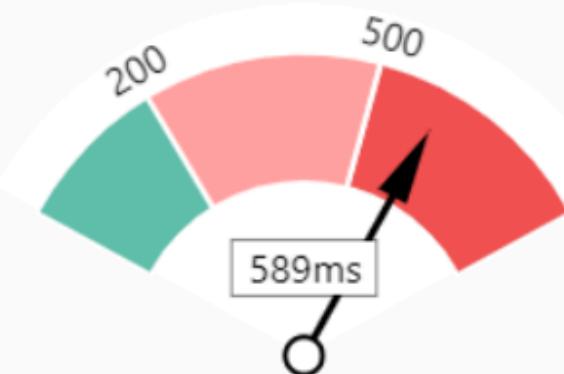
Your page has failed Google's Core Web Vitals assessment.

Core Web Vitals are UI metrics created by Google that measure page experience and are becoming increasingly important as a ranking factor.

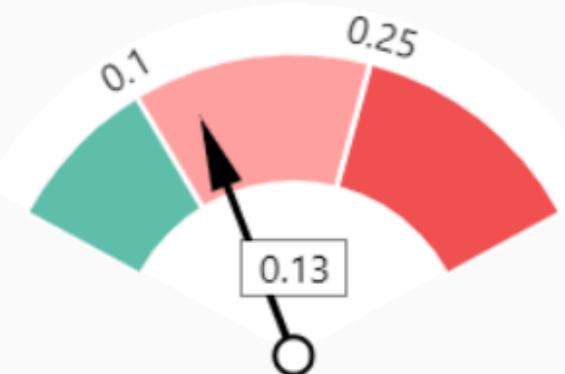
Largest Contentful Paint (LCP)



Interaction To Next Paint (INP)



Cumulative Layout Shift (CLS)



Collected from SEOptimer

LOAD TIME

The time it takes for the page's main content to load. An ideal speed is less than 2.5 seconds.

DESKTOP LOAD TIME

4.36 seconds POOR

<https://www.furlenco.com/>



Time in seconds [s]



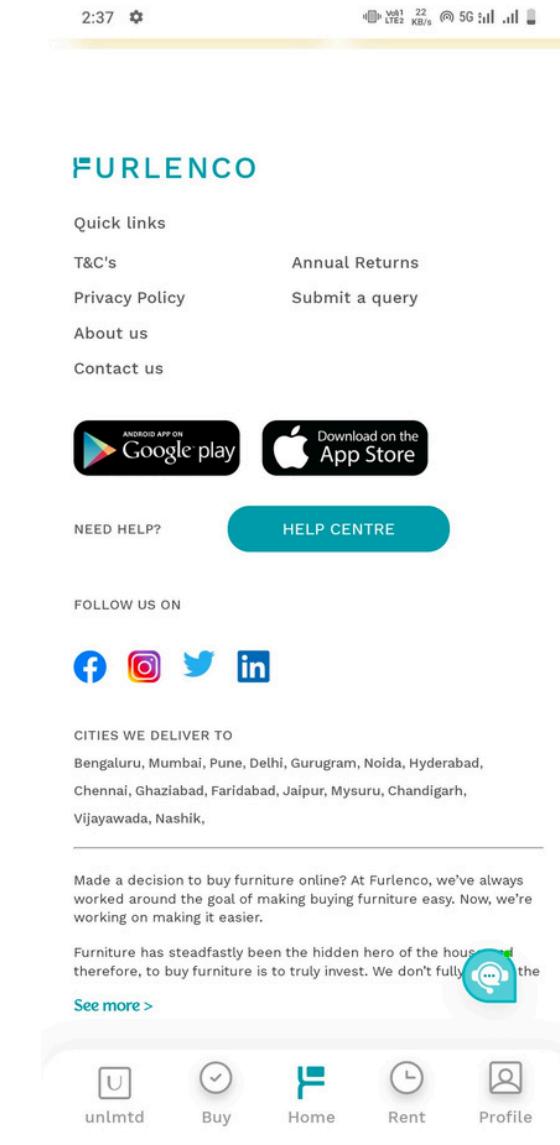
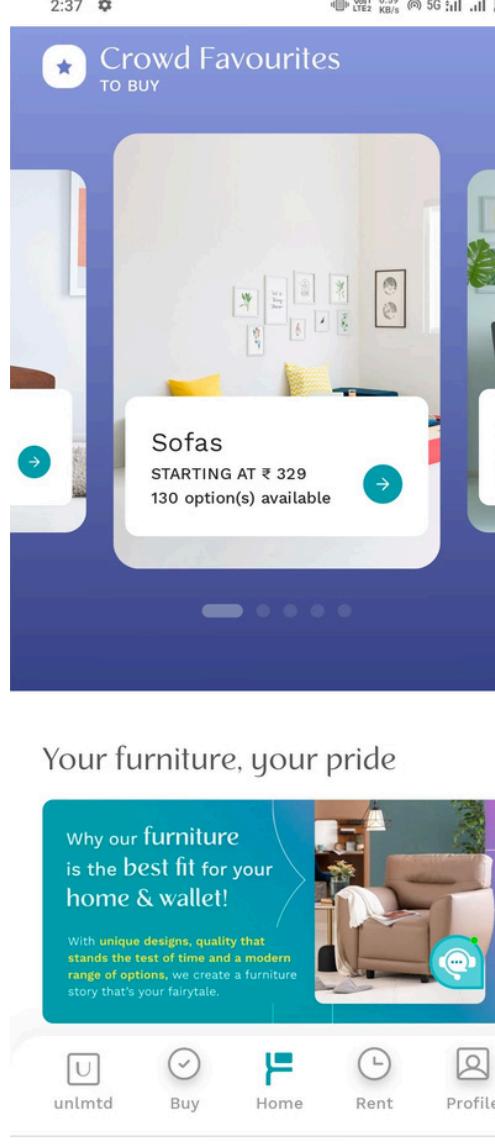
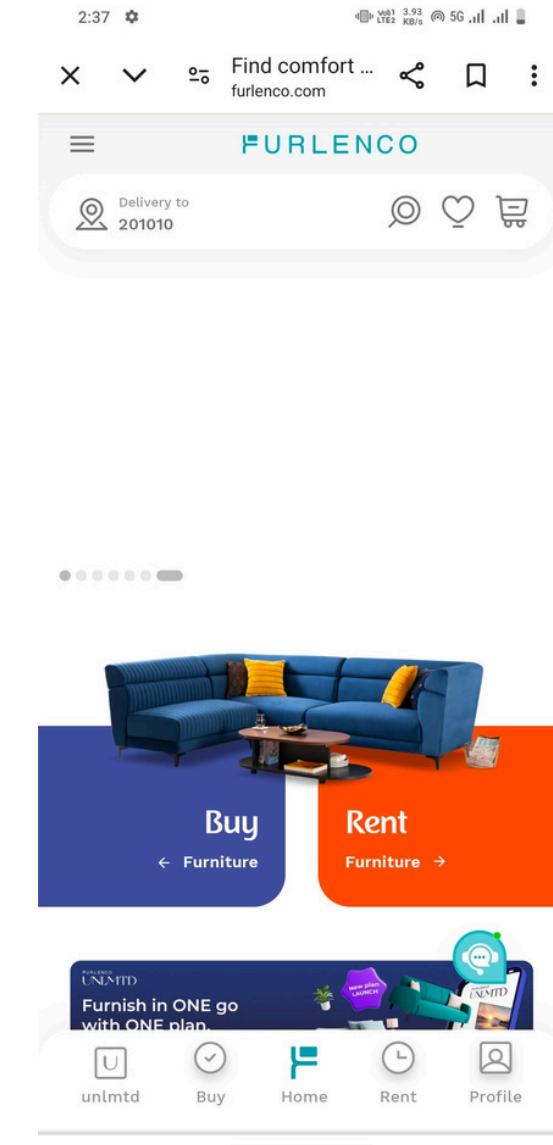
Suggestions

- 1. Optimize images and content of the website.**
- 2. Reduce Redirects and remove unused CSS.**
- 3. Contact web developers for technical issues like this.**
- 4. Regularly audit plugins and remove unnecessary or poorly optimized plugins because they add load to website.**
- 5. Ensure each page takes not more than 2 sec to load.**

Mobile optimization

Optimizing a website for mobile devices is essential for improving user experience and SEO. most of the people use mobile phones for website access these days because it's so handy and for this SEO also prioritize mobile optimization .Website that are well responsive to mobile phones reank higher because crawlers also crawl mobile version of website first.

Furlenco's website on mobile phones



We can easily see that furlenco's website is mobile responsive and well optimize by these images, clearly sign of mobile optimized website.



Fixing Broken links

Collected from ahrefs

No broken links for <https://www.furlenco.com/>

There are no broken links for your URL

Broken links on your site i

0

Broken links to your site i

0



Having zero brokenlinks is great for a website . No issues found.

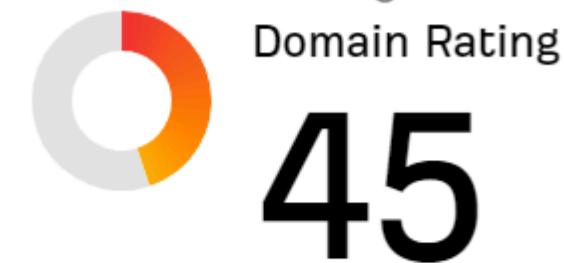
Off- Page SEO

Optimization techniques and activities that are performed outside of website to improve its search engine rankings . Off-page SEO has two parts , link-based and Non link-based . link based is all about creating backlinks for the website , backlinks from high domain authority websites will help furlenco to have a better domain authority.

Domain Authority of Furlenco

Backlink profile for <https://www.furlenco.com/>

Domain including subdomains. One link per domain



Backlinks i

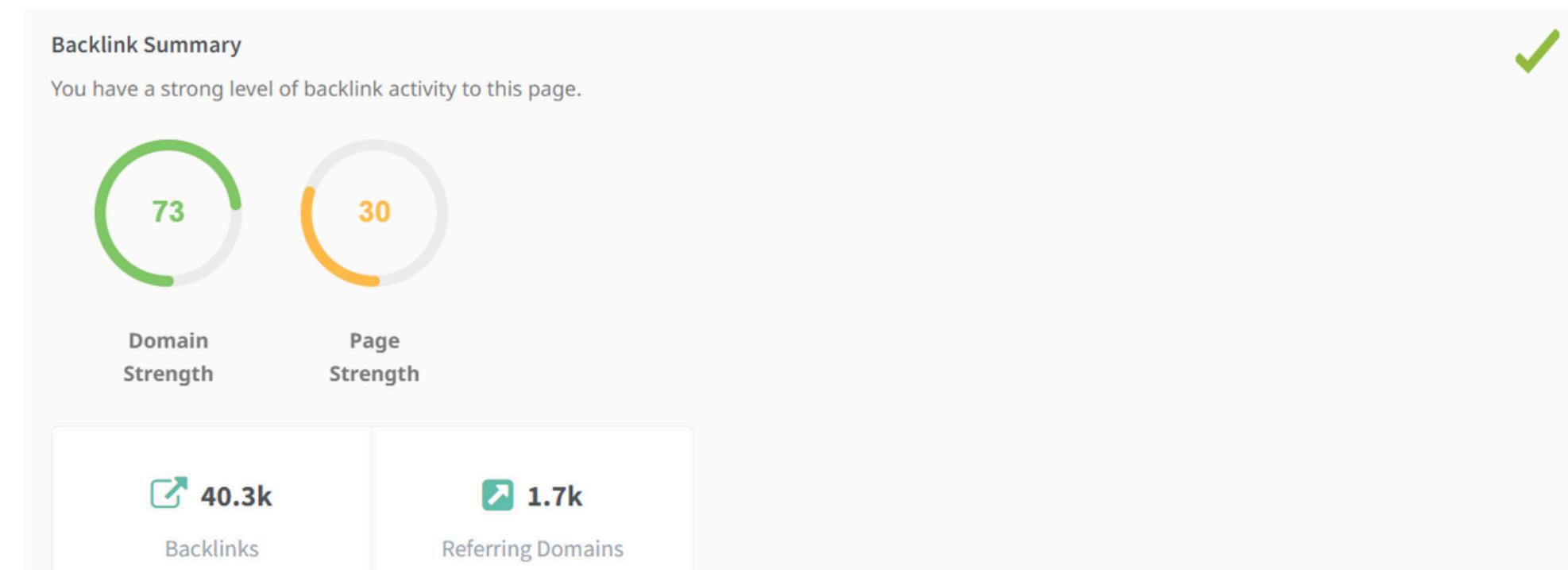
6.7K

77% dofollow

Linking websites i

558

55% dofollow



Suggestions

- 1. Furlenco's domain authority is 45 , it's not bad but it can be improved . Furlenco should aim to fall within the range of 60-100.**
- 2. 77 % of backlinks are dofollow which is a plus point for the website. Make sure to maintain or increase this percentage.**
- 3. Keep good reputation in your bussiness field to get natural backlinks from high domain authority.**
- 4. Keep exploring more methods of backlinking and updated with trends.**
- 5. Keep tracking the issues like nofollow links and anchor text placement , incase of any issue try to connect the website respectfully .**



Strength of furlenco website

1. User-friendly design and clear to action.
2. Quality content.
3. Strong meta title.
4. Robot.txt is updated on furlenco's website.
5. Sitemap is updated.
6. Zero broken links.
7. High domain authority backlinks.
8. Canonical tags are updated.
9. Anchor text with keywords updated.
10. Responsive website.

Weakness of Furlenco's website

- 
1. Similar meta description on multiple pages.
 2. Header tags are missing.
 3. Slow site speed.
 4. Image alt tags are missing.
 5. Weak URLs .

RECOMMENDATION:

Follow the suggestions given after analysing every aspect of furlenco's website in SITE AUDIT.



TASK 2 : Website Creation

In this task we have created a visually appealing and informative website for Furlenco.

Visit site here - <https://furlenco.wuaze.com>



Homepage

FURLENCO

Home About Us Shop ▾ Blogs Contact Us

Buy Furniture Online with Furlenco

Discover elegance and comfort with the best online furniture store. Shop now for stylish, high-quality pieces that transform your space into a home.





Homepage

Discover the Best Furlenco Furniture

Sofa

[Explore Now](#)

Bed

[Explore Now](#)

Furnish your living room
with Furlenco

[Explore Now](#)





Homepage



About Furlenco

At Furlenco, we revolutionize urban living with versatile furniture solutions. Offering the freedom to rent, subscribe, buy, and exchange, we cater to your evolving lifestyle with ease. Enjoy seamless access to quality furniture, assured buyback credits, and unparalleled convenience—all under one roof. Experience the good online furniture store that adapts to your life, affordably and affordably.

[Know more](#)

Why Choose Furlenco?



Fast Delivery

Furlenco guarantees furniture delivery in just 48 hours.



Durable

Furlenco promises sturdy, long-lasting furniture for every home.



Warranty

Assured quality with Furlenco's comprehensive warranty on every piece.

Words of Praise

Furlenco's furniture is stylish, high quality, and incredibly convenient. Perfect for modern living.

 **Chaitanya Kumar**

Furlenco's seamless service and elegant furniture have transformed my home. Outstanding experience!

 **Anil Kapoor**

Stylish, affordable, and hassle-free. Furlenco's furniture has exceeded all my expectations.

 **Shreyas Sharma**

FURLENCO

[!\[\]\(64ec48da1990ddab1465793c596cdf34_img.jpg\)](#) [!\[\]\(02e7c8cef3dc57c1eec6096e98183d1c_img.jpg\)](#) [!\[\]\(b3bd8d61a015cc6f6cd34a8c7b6cbc0e_img.jpg\)](#) [!\[\]\(d02bbf2aa0d0c7f62ea9ec69777b9c98_img.jpg\)](#)

[Home](#)
[About Us](#)
[Shop](#)
[Blogs](#)
[Contact Us](#)

NEED HELP?

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About Us

FURLenco

Home About Us Shop Blogs Contact Us 

About Furlenco



The Story behind Furlenco

In 2011, our founder Ajith moved from New Jersey to Bengaluru. When he tried selling his nearly new furniture, he got only 10% of what he paid. This sparked the idea for Furlenco: offering hassle-free, flexible furniture rentals for a mobile generation. Enjoy great furniture, keep it as long as you like, and swap it anytime to fit your needs.

Why Choose Furlenco?

At Furlenco, we redefine furniture for the urban Indian lifestyle. Here's why we're different:

Freedom of Choice: Our diverse collection evolves with your lifestyle, offering a perfect fit for every need.

Freedom of Access: Whether you prefer to rent, subscribe, or buy, we make it easy for you to choose how you furnish your home.

Freedom to Change: Love our furniture? So do we! That's why we offer a buy-back option with assured credits, letting you refresh your space whenever you want.

With Furlenco, you can effortlessly **rent, subscribe, buy, and repeat** — all from one convenient platform. Save time, effort, and money while transforming your home.

FURLenco



Home
About Us
Shop
Blogs
Contact Us

NEED HELP?



Sofa Product Page

Buy Sofa for Living Room

Discover the Perfect Sofa Set for Living Room – Shop Online Now!



Explore Our Products



Enzzo Velvet 3 Seater Sofa in Sapphire Blue Color
Ergonomic sofa with robust seating and a backrest designed to ensure perfect posture and comfort.

₹ 20,999
 [Buy Now](#)



Boho Earth Fabric 3 Seater Sofa in Silver Cloud Color
Experience ultimate relaxation with our boho sofa, featuring plush cushions, deep natural colors, and varied textures.

₹ 41,999
 [Buy Now](#)



Vive 3 Seater - Azure (Gently Used)
The Vive 3-Seater Sofa: Compact, plush cushions, perfectly comfortable—fits like a glove in any space.

₹ 10,999
 [Buy Now](#)

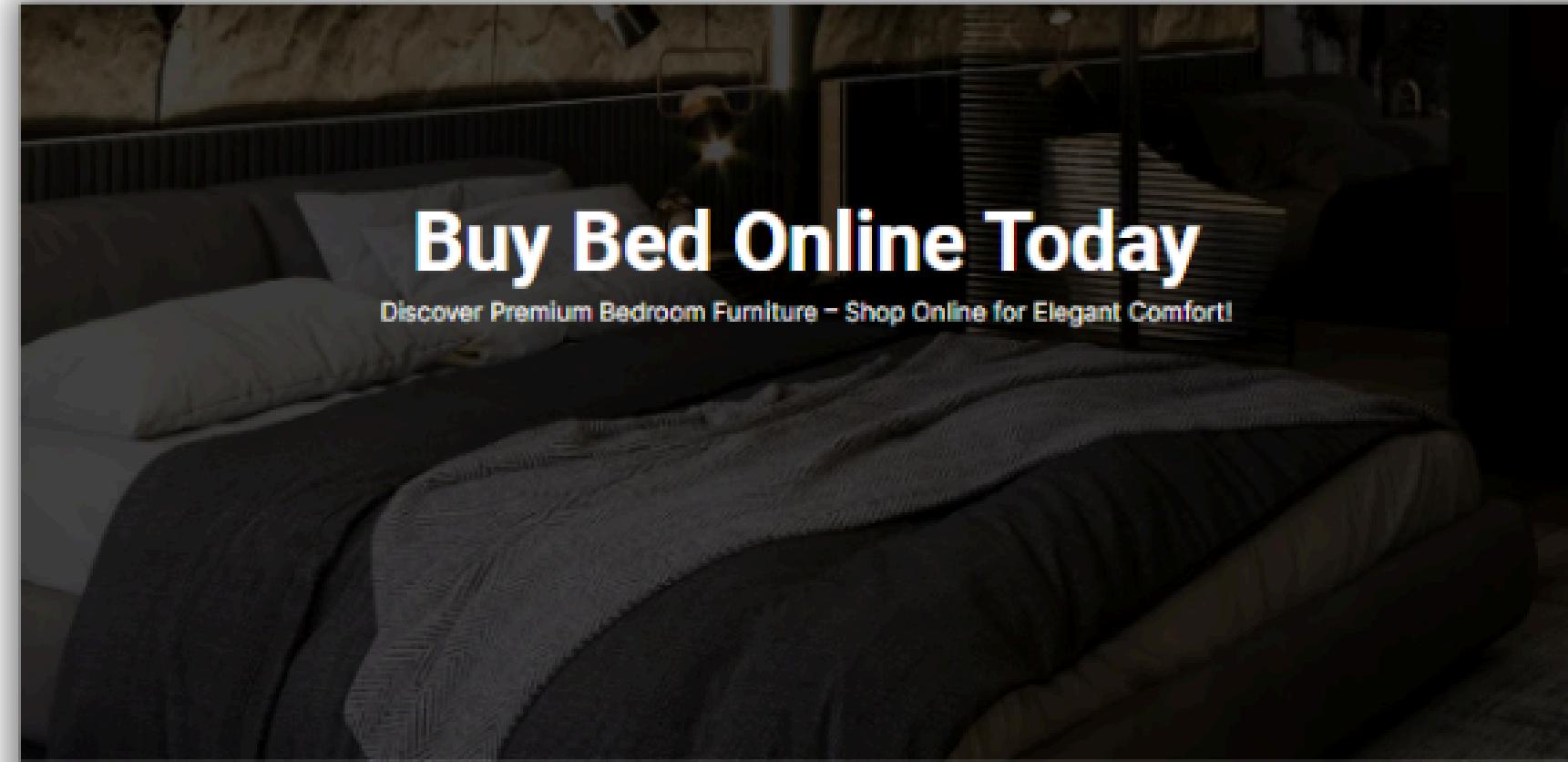


Enzzo Velvet L-Shape Sofa Sapphire Blue
Elevate your space with the Enzzo L-Shape Sofa: large, snug, stylish, and perfect for any decor.

₹ 27,999
 [Buy Now](#)



Bed Product Page



Our Top Picks



Mojave Solid Wood King Size Bed

Featuring comforting semicircular shapes and a low platform, this bed offers a contemporary and comfortable design.

₹ 25,999



Buy Now



Bordo Solid Wood Queen Size Bed

Modernist bed with a Bohemian headboard featuring vibrant colors, contrasting a dark, solid-wood frame.

₹ 11,999



Buy Now



Blaze Solid Wood Box Storage Queen Bed

The Blaze Storage Bed features a tufted headboard and elevated design, combining beauty and practicality.

₹ 38,999



Buy Now



Abstract Energy Upholstered Queen Size Bed

This fully upholstered bed features a plush, rounded design with a cozy winged headboard in solid hues.

₹ 59,999



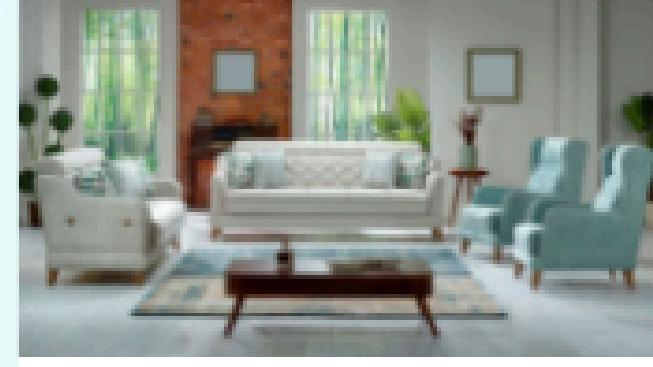
Buy Now



Blogs Page

FURLENCO

Home About Us Shop Blogs Contact Us



Choosing the Perfect Bed: A Comprehensive Guide

furlenco / May 25, 2024

Choosing the Perfect Bed: A Comprehensive Guide When it comes to getting a good night's sleep, the bed you choose [...]

A Beginner's Guide to Furnishing a Small Apartment

furlenco / May 20, 2024

Moving into a small apartment can be both exciting and daunting. Limited space doesn't mean you have to compromise on



Contact Us Page

FURLENCO

Home About Us Shop Blogs Contact Us

Get in Touch

Fill out this form to enquire now

First Name *
E.g. John

Email Address *
E.g. john@doe.com

Phone Number
E.g. 9876542100

Message
Enter your message...
0 / 100

Send Message



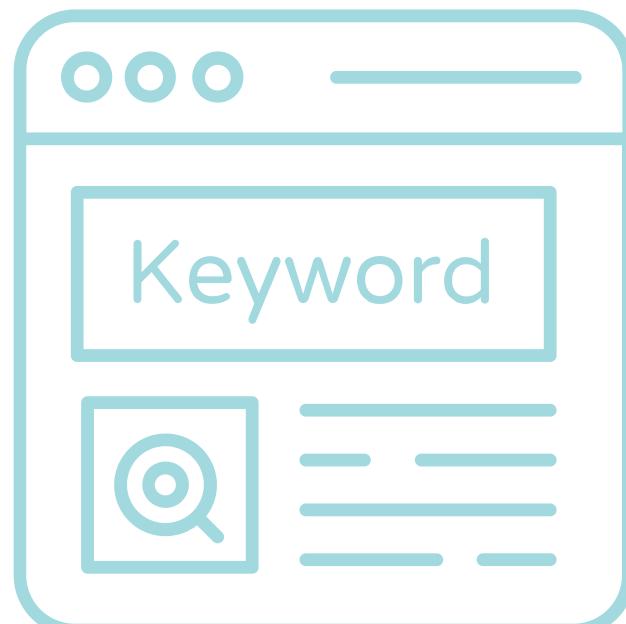
TASK 3 : Keyword Research & SEO Implementation

In this task we have conducted keyword research for the homepage and product pages focusing on brand related high search volume keywords.



Homepage

Keywords	Volume	Competition
buy furniture online	1K – 10K	High
furniture online	10K – 100K	High
furlenco furniture	1K – 10K	High
best online furniture store	1K – 10K	High
good online furniture store	1K – 10K	High



The keyword highlighted with green is the primary keyword.

Sofa Product Page

Keywords	Volume	Competition
sofa for living room	10K – 100K	High
sofa set for living room	10K – 100K	High
3 seater sofa	10K – 100K	High
L shape sofa	10K – 100K	High
1 seater sofa	1K – 10K	High

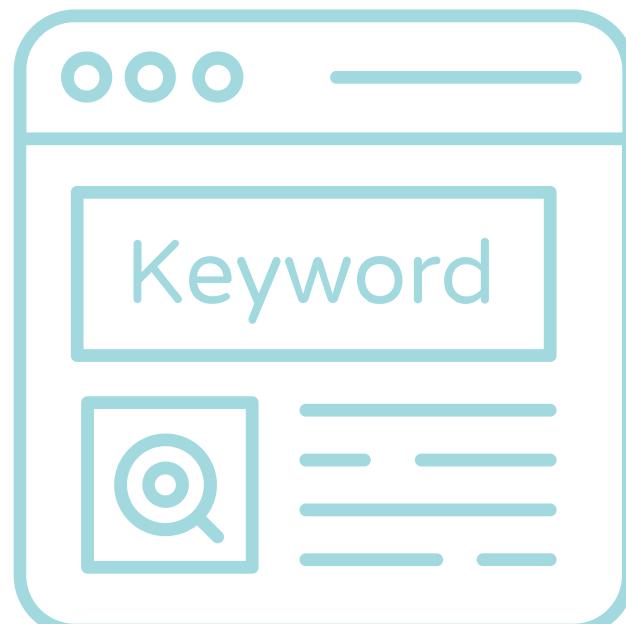


The keyword highlighted with green is the primary keyword.



Bed Product Page

Keywords	Volume	Competition
king size bed	10K – 100K	High
buy bed online	1K – 10K	High
bedroom furniture	10K – 100K	High
queen size bed	10K – 100K	High
storage queen bed	1K – 10K	High



The keyword highlighted with green is the **primary keyword**.



Implementing On-Page SEO

<https://furlenco.wuaze.com/> ::

Buy best and budget-friendly furniture online in India

Discover top quality furniture online. Shop stylish, affordable furnishings to enhance your space.

Enjoy seamless online shopping and fast delivery.

The screenshot shows the 'SEO by Yoast' plugin settings for the homepage. It includes sections for Title, Permalink, and Description, each with a text input field, character count, and a progress bar indicating optimization status relative to a recommended length.

Setting	Value	Length	Status
Title	%title%	54 / 60 (463px / 580px)	Optimized (green)
Permalink	/	27 / 75	Optimized (green)
Description	Discover top quality furniture online. Shop stylish, affordable furnishings to enhance your space. Enjoy seamless online shopping and fast delivery.	148 / 160 (905px / 920px)	Optimized (green)

This is what will appear in the first line when this post shows up in the search results.

Editing Homepage permalink is not possible.

This is what will appear as the description when this post shows up in the search results.

The meta title and meta description are optimized with focus keyword - **furniture online**

Homepage



Implementing On-Page SEO

FURLENCO

Home About Us Shop Blogs Contact Us



H1

**Buy Furniture Online
with Furlenco**

Discover elegance and comfort with the best online furniture store. Shop now for stylish, high-quality pieces that transform your space into a home.

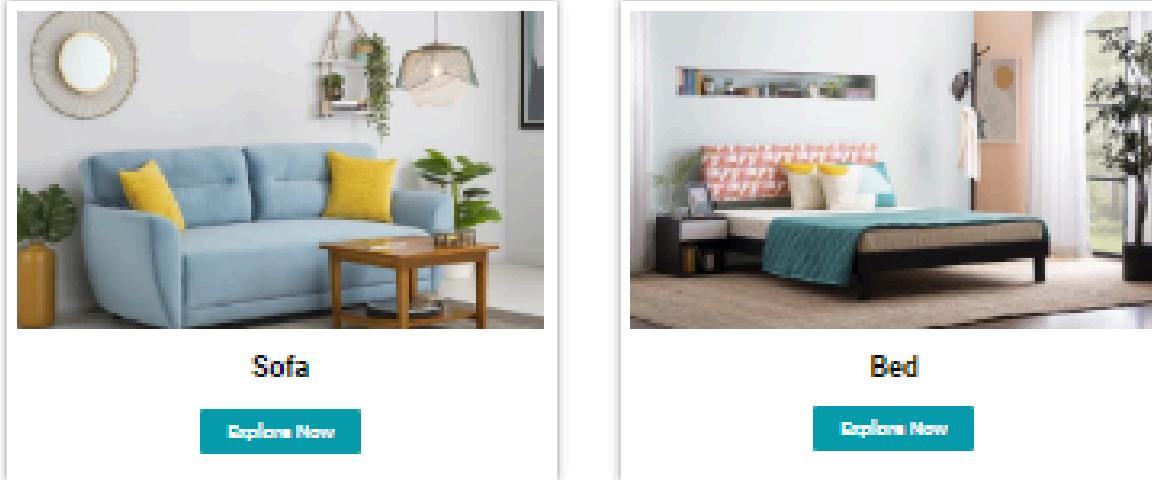


Homepage

Implementing On-Page SEO

Discover the Best Furlenco Furniture

H2



The image displays two separate product cards. The left card features a blue sofa with yellow pillows, a small wooden coffee table, and a round mirror above it. The right card shows a bed with a teal blanket and a wooden frame, positioned in a room with a desk and a potted plant. Both cards include a red 'Explore Now' button at the bottom.

Furnish your living room
with Furlenco

Explore Now



Homepage



Implementing On-Page SEO

<https://furlenco.wuaze.com/sofa-for-living-room/> ::

Stylish Sofa for Living Room - Comfort & Elegance Combined

Discover the perfect sofa for living room. Our stylish and comfortable sofas add elegance and charm to any space. Shop now for the best selection and quality.

Title 58 / 60 (545px / 580px)  %title% 
This is what will appear in the first line when this post shows up in the search results.

Permalink 48 / 75  sofa-for-living-room
This is the unique URL of this page, displayed below the post title in the search results.

Description 158 / 160 (981px / 920px) 
Discover the perfect sofa for living room. Our stylish and comfortable sofas add elegance and charm to any space. Shop now for the best selection and quality. 
This is what will appear as the description when this post shows up in the search results.

Sofa Page

The meta title and meta description are optimized with focus keyword - sofa for living room.



Buy Sofa for Living Room

Discover the Perfect Sofa Set for Living Room – Shop Online Now!

H1

Explore Our Products



Enzzo Velvet L-Shape Sofa
Sapphire Blue

Elevate your space with the Enzzo L-Shape Sofa; large, snug, stylish, and perfect for any decor.

₹ 37,999
★ ★★★★
[Buy Now](#)



Enzzo Velvet 3 Seater Sofa In
Sapphire Blue Color

Ergonomic sofa with robust seating and a backrest designed to ensure perfect posture and comfort.

₹ 20,999
★ ★★★★
[Buy Now](#)



Boho Earth Fabric 3 Seater
Sofa In Silver Cloud Color

Experience ultimate relaxation with our boho sofa, featuring plush cushions, deep, natural colors, and varied textures.

₹ 41,999
★ ★★★★
[Buy Now](#)



Viva 3 Seater - Acure (Gently
Used)

The Viva 3-Seater Sofa: Compact, plush cushions, perfectly comfortable—designed for a glove in any space.

₹ 10,999
★ ★★★★
[Buy Now](#)

Sofa Page



Implementing On-Page SEO

<https://furlenco.wuaze.com/buy-bed-online/> :

Buy Bed Online - Affordable & Stylish Beds for Your Home...

Buy bed online from our wide selection of affordable and stylish beds. Find the perfect bed for your home and enjoy fast delivery.

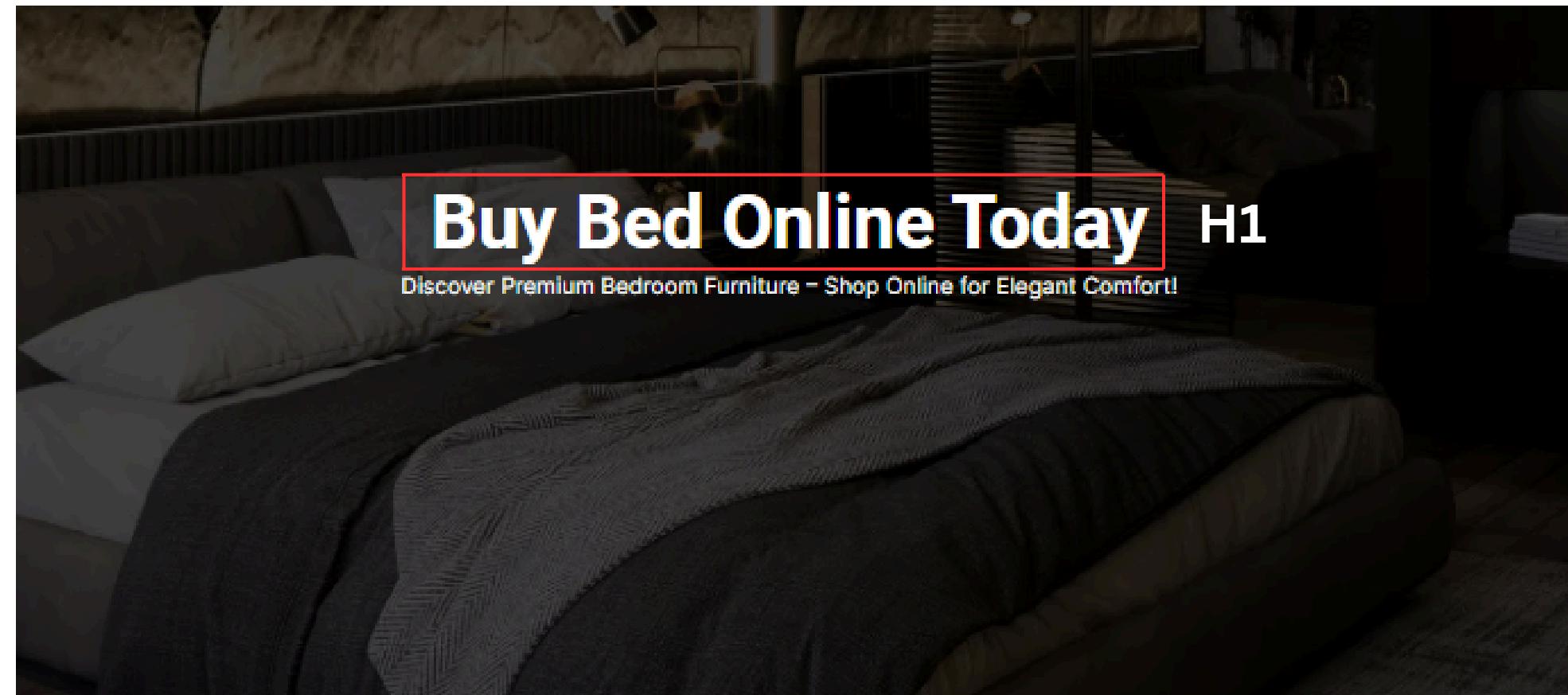
The screenshot shows the WordPress post editor interface with three main sections: Title, Permalink, and Description. Each section includes a text input field, character count, and a color-coded progress bar.

- Title:** Value: "%title% %sep% %sitename%", Count: 67 / 60 (610px / 580px), Progress Bar: Red.
- Permalink:** Value: "buy-bed-online", Count: 42 / 75, Progress Bar: Orange/Yellow.
- Description:** Value: "Buy bed online from our wide selection of affordable and stylish beds. Find the perfect bed for your home and enjoy fast delivery.", Count: 130 / 160 (795px / 920px), Progress Bar: Green.

Below each section is a descriptive note about what appears in search results.

The meta title and meta description are optimized with focus keyword - **buy bed online**.

Bed Page



Buy Bed Online Today H1

Discover Premium Bedroom Furniture – Shop Online for Elegant Comfort!

Our Top Picks H2



Mojave Solid Wood King Size Bed

Featuring comforting semicircular shapes and a low platform, this bed offers a contemporary and comfortable design.

₹ 25,999



Buy Now



Bordo Solid Wood Queen Size Bed

Modernist bed with a Bohemian headboard featuring vibrant colors, contrasting a dark, solid-wood frame.

₹ 11,999



Buy Now



Blaze Solid Wood Box Storage Queen Bed

The Blaze Storage Bed features a tufted headboard and elevated design, combining beauty and practicality.

₹ 38,999



Buy Now



Abstract Energy Upholstered Queen Size Bed

This fully upholstered bed features a plush, rounded design with a cozy winged headboard in solid hues.

₹ 59,999



Buy Now

Bed Page



XML Sitemap

Sitemap	Last Modified
https://furlenco.wuaze.com/post-sitemap.xml	2024-05-25 17:03 +00:00
https://furlenco.wuaze.com/page-sitemap.xml	2024-05-28 14:39 +00:00
https://furlenco.wuaze.com/category-sitemap.xml	2024-05-25 17:03 +00:00

Robots.txt



furlenco.wuaze.com/robots.txt

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

Sitemap: https://furlenco.wuaze.com/sitemap_index.xml



Website Speed

55

Performance

91

Accessibility

100

Best Practices

92

SEO

55

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

▲ 0-49

■ 50-89

● 90-100

METRICS

▲ First Contentful Paint
3.2 s

● Total Blocking Time
40 ms

▲ Speed Index
10.1 s

▲ Largest Contentful Paint
4.2 s

▲ Cumulative Layout Shift
0.324

Expand view



Mobile

Website Speed

88

Performance

92

Accessibility

100

Best Practices

92

SEO

88

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. [See calculator.](#)



0–49



50–89



90–100

METRICS

● First Contentful Paint

0.8 s

● Total Blocking Time

0 ms

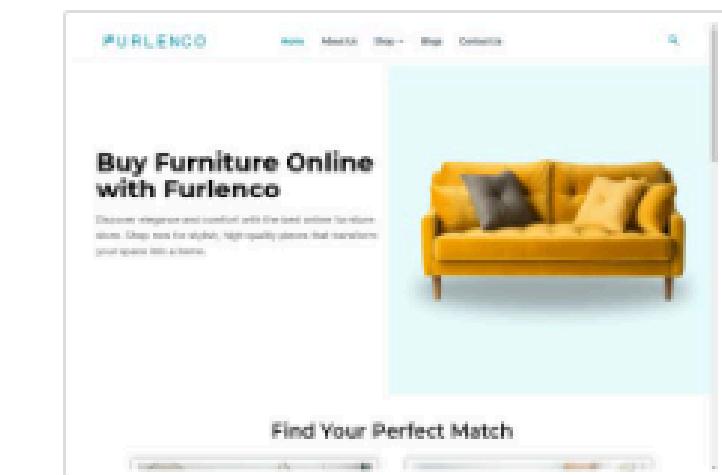
▲ Speed Index

3.7 s

● Largest Contentful Paint

0.9 s

● Cumulative Layout Shift

0.085[Expand view](#)**Desktop**



Off-Page SEO

For acquiring backlinks related to brand Furlenco, we should consider websites that are not only reputable with **high domain authority (DA)** and **page authority (PA)** but also relevant to the home decor, lifestyle, and furniture space.

YourStory (DA - 86, PA - 63)

As a platform that showcases Indian startups, entrepreneurs, and business-related stories, YourStory is an excellent place for Furlenco to gain exposure and backlinks, especially since it resonates with the brand's journey and audience.

Livspace Magazine (DA - 55, PA - 50)

Livspace's online magazine section offers content related to home interiors and decor. It's a relevant niche for Furlenco, and securing a backlink here would align well with the target audience interested in home furnishing.



The Better India (DA - 76, PA - 59)

Known for positive news and stories about innovations and social change, The Better India could provide backlinks that associate Furlenco with impactful narratives, potentially improving brand perception.

HomeLane Blog (DA - 45, PA - 41)

HomeLane's blog focuses on interior design, DIY, and home improvement tips. A backlink from this domain could drive traffic from a highly engaged audience looking for furniture solutions.

Design Cafe (DA - 48, PA - 54)

Specializing in home interior solutions, Design Cafe's blog is a strategic place for backlinks that align with Furlenco's offerings, providing access to an audience with a keen interest in furniture and design.



TASK 4 : SEO Strategy

In this task we have developed a 3-Month SEO strategy along with action plan. We have also proposed a content calendar for regular updates and optimizations.



3-Month Action Plan

Goals and Objectives

1. Increase organic traffic to the website by 30% within 3 months.
2. Improve keyword rankings for relevant terms such as "buy beds online," "sofa for living room," etc.
3. Enhance brand visibility and authority within the furniture industry.
4. Drive qualified leads and conversions through organic search.

Key Performance Indicators (KPIs)

1. Organic traffic growth
2. Keyword rankings
3. Backlink acquisition
4. Conversion rate from organic traffic
5. Low Bounce rate





Week 1-2: Research and Planning

- Conduct keyword research to identify high-potential keywords related to beds, sofas, and furniture.
- Analyze competitor websites for content ideas and backlink opportunities.
- Develop a content calendar outlining blog posts, product descriptions, and other on-site content



Week 3-4: On-site Optimization

- Optimize meta titles, descriptions, and headers for target keywords.
- Improve website speed and mobile-friendliness.
- Implement schema markup for products and reviews.
- Create compelling and keyword-rich product descriptions.



Week 5-6: Content Creation

- Publish 4 blog posts targeting long-tail keywords related to beds and sofas.
- Develop a comprehensive FAQ page addressing common customer queries.



Week 7-8: Backlink Acquisition

- Find relevant websites (guest posting, blog submission, forum) with high DA and PA to make backlinks.
- Make social media profiles (Facebook, Instagram, Pinterest, reddit, X) for social media backlinks.
- Reach out to furniture bloggers, influencers, and industry publications for guest posting opportunities.
- Submit the website to relevant online directories.
- Monitor brand mentions and reclaim unlinked mentions.



Week 9-10: Technical Optimizations

- Conduct a thorough website audit to identify and fix technical issues such as broken links, duplicate content, and crawl errors.
- Implement SSL certificate if not already done.
- Optimize site structure and internal linking for better navigation and indexation.



Week 11-12: Monitoring and Analysis

- Monitor keyword rankings and organic traffic using tools like Google Analytics and Google Search Console.
- Track backlink acquisition progress and assess the quality of acquired links.
- Analyze user engagement metrics such as bounce rate, dwell time, and conversion rate.
- Adjust the strategy based on insights gathered and continue optimizing for better results.



Content Calendar

Week	Theme	Blogs
Week 1	Summer Comfort	“Stay Cool: Summer-Ready Furniture for Your Home”
Week 2	Space-Saving Solutions	“Maximize Your Space: Multi-functional Furniture for Urban Homes”
Week 3	Work & Study	“Creating the Perfect Home Office: Furniture for Focus and Comfort”



Roles & Responsibilities

Role	Responsibilities
Content Strategist	Oversees the overall content strategy, aligns blog topics with brand goals
SEO Specialist	Conducts keyword research, optimizes content for search engines, and tracks ranking performance.
Content Writer	Researches and writes blog posts, incorporating SEO best practices and engaging storytelling.



Role	Responsibilities
Graphic Designer	Creates visuals and infographics to complement and enhance blog posts.
Social Media Manager	Promotes blog posts on social media platforms and engages with the audience.
Analytics Manager	Analyzes traffic and engagement data to inform future content decisions.



THANK YOU!

