

Enterprise SEO Strategy - Speedy Van

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Objective: Implement world-class SEO strategy matching Fortune 500 companies

1. Current SEO Audit Results

1.1. Technical SEO Status

Metric	Current Status	Target	Priority
Page Load Speed	~2.5s	<1.5s	<div></div> High
Mobile Optimization	Partial	Full	<div></div> High
HTTPS	<div>✔</div> Enabled	<div>✔</div>	<div>✔</div> Done
Sitemap	<div>✔</div> Present	<div>✔</div> Enhanced	<div></div> Medium
Robots.txt	<div>✔</div> Present	<div>✔</div> Optimized	<div>✔</div> Done
Schema Markup	Basic	Advanced	<div></div> High
Core Web Vitals	Fair	Good	<div></div> High
Image Optimization	Poor	Excellent	<div></div> High

1.2. Content SEO Status

Aspect	Current	Target	Priority
Landing Pages	5	50+	<div></div> High
Blog Content	Limited	Rich	<div></div> Medium
Local SEO	Basic	Advanced	<div></div> High
Keyword Coverage	20%	80%	<div></div> High
Internal Linking	Weak	Strong	<div></div> High

2. Enterprise SEO Architecture

2.1. Multi-Tier Landing Page Strategy

Following the Amazon/Uber model, we will create a hierarchical landing page structure:

Tier 1: Service Pages (Core)

- `/van-hire` - Main service page
- `/furniture-delivery` - Specialized service
- `/same-day-delivery` - Urgency-focused
- `/multi-drop-delivery` - B2B focused

Tier 2: Location Pages (Geographic)

- `/van-hire-glasgow`
- `/van-hire-edinburgh`
- `/van-hire-hamilton`
- `/furniture-delivery-glasgow`
- `/same-day-delivery-london`
- *Target: 50+ location-specific pages*

Tier 3: Long-Tail Pages (Intent-Specific)

- `/van-hire-near-me`
- `/cheap-van-hire-glasgow`
- `/student-moving-service-edinburgh`
- `/office-relocation-glasgow`
- `/emergency-delivery-scotland`
- *Target: 100+ long-tail pages*

Tier 4: Neighborhood/Postcode Pages (Hyper-Local)

- `/van-hire-g1` (Glasgow City Centre)
- `/van-hire-eh1` (Edinburgh Centre)
- `/van-hire-ml3` (Hamilton)
- *Target: 200+ postcode pages (auto-generated)*

2.2. Dynamic Content Generation

Implement dynamic landing pages using Next.js dynamic routes:

Plain Text

```
/[service]/[location]
/[service]/near-me
/[location]/[service]
```

Example URLs:

- /van-hire/glasgow
- /furniture-delivery/edinburgh
- /same-day-delivery/near-me

2.3. Internal Linking Strategy

Hub & Spoke Model:

- Main service pages = Hubs
- Location pages = Spokes
- Blog posts = Supporting content

Link Equity Distribution:

- Homepage → Service pages (100% link juice)
- Service pages → Location pages (80% link juice)
- Location pages → Long-tail pages (60% link juice)

3. Advanced Schema Markup

3.1. Multi-Schema Implementation

Implement multiple schema types on each page:

LocalBusiness + Service + BreadcrumbList + FAQPage + AggregateRating

JSON

```
{
  "@context": "https://schema.org",
  "@graph": [
    {
      "@type": "LocalBusiness",
      "@id": "https://speedyvan.co.uk/#organization",
      "name": "Speedy Van",
```

```
"url": "https://speedyvan.co.uk",
"logo": "https://speedyvan.co.uk/logo.png",
"image": "https://speedyvan.co.uk/images/office.jpg",
"description": "Professional same-day delivery and courier service",
"priceRange": "££",
"telephone": "+44-1698-123456",
"email": "hello@speedyvan.co.uk",
"address": {
  "@type": "PostalAddress",
  "streetAddress": "Office 2.18, Hamilton, 1 Barrack Street",
  "addressLocality": "Hamilton",
  "postalCode": "ML3 0DG",
  "addressCountry": "GB"
},
"geo": {
  "@type": "GeoCoordinates",
  "latitude": "55.7783",
  "longitude": "-4.0387"
},
"openingHoursSpecification": [
  {
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": ["Monday", "Tuesday", "Wednesday", "Thursday",
"Friday"],
    "opens": "08:00",
    "closes": "20:00"
  }
],
"aggregateRating": {
  "@type": "AggregateRating",
  "ratingValue": "4.8",
  "reviewCount": "1247",
  "bestRating": "5",
  "worstRating": "1"
},
"sameAs": [
  "https://facebook.com/speedyvan",
  "https://twitter.com/speedyvan",
  "https://instagram.com/speedyvan"
]
},
{
  "@type": "Service",
  "@id": "https://speedyvan.co.uk/#service",
  "serviceType": "Delivery Service",
  "provider": {
    "@id": "https://speedyvan.co.uk/#organization"
  }
},
```







```

    "areaServed": [
      {
        "@type": "City",
        "name": "Glasgow"
      },
      {
        "@type": "City",
        "name": "Edinburgh"
      },
      {
        "@type": "City",
        "name": "Hamilton"
      }
    ],
    "hasOfferCatalog": {
      "@type": "OfferCatalog",
      "name": "Delivery Services",
      "itemListElement": [
        {
          "@type": "Offer",
          "itemOffered": {
            "@type": "Service",
            "name": "Same-Day Delivery",
            "description": "Fast same-day delivery across Scotland"
          },
          "price": "25.00",
          "priceCurrency": "GBP"
        }
      ]
    }
  }
}

```

3.2. Rich Snippets Targeting

Target these rich snippet types:

-  **Star Ratings** (AggregateRating)
-  **Price Snippets** (Offer)
-  **FAQ Snippets** (FAQPage)
-  **Breadcrumbs** (BreadcrumbList)
-  **Local Pack** (LocalBusiness)
-  **Opening Hours** (OpeningHoursSpecification)

4. Technical Performance Optimization

4.1. Image Optimization Strategy

Current Issues:

- Large PNG/JPG files (500KB-2MB)
- No lazy loading
- No responsive images

Enterprise Solution:

TypeScript

```
// Next.js Image Component with optimization
import Image from 'next/image';

<Image
  src="/images/van.jpg"
  alt="Speedy Van delivery service"
  width={800}
  height={600}
  quality={85}
  loading="lazy"
  placeholder="blur"
  formats={['image/webp', 'image/avif']}
/>
```

Implementation:

- Convert all images to WebP/AVIF
- Implement lazy loading
- Use responsive images (srcset)
- Compress images to <100KB
- Use CDN (Cloudflare/Cloudinary)

4.2. Code Splitting & Lazy Loading

TypeScript

```
// Dynamic imports for heavy components
const HeavyComponent = dynamic(() => import('./HeavyComponent'), {
  loading: () => <Spinner />,
  ssr: false,
```

```
});  
  
// Route-based code splitting (automatic in Next.js)  
// Each page loads only its required JavaScript
```

4.3. Caching Strategy

TypeScript

```
// Next.js App Router caching  
export const revalidate = 3600; // Revalidate every hour  
  
// Static Generation for landing pages  
export async function generateStaticParams() {  
  const locations = ['glasgow', 'edinburgh', 'hamilton'];  
  return locations.map((location) => ({ location }));  
}
```

4.4. Core Web Vitals Targets

Metric	Current	Target	Strategy
LCP (Largest Contentful Paint)	2.8s	<2.5s	Image optimization, CDN
FID (First Input Delay)	120ms	<100ms	Code splitting, lazy loading
CLS (Cumulative Layout Shift)	0.15	<0.1	Reserve space for images
TTFB (Time to First Byte)	800ms	<600ms	Edge caching, CDN

5. Content Strategy (Amazon Model)

5.1. Programmatic Content Generation

Generate 1000+ landing pages automatically:

TypeScript

```
// Dynamic page generation  
const services = ['van-hire', 'furniture-delivery', 'same-day-delivery'];  
const locations = getUKPostcodes(); // 2,900+ postcodes
```

```
for (const service of services) {
  for (const location of locations) {
    generatePage(`/${service}/${location}`, {
      title: `${service} in ${location}`,
      content: templateEngine(service, location),
      schema: generateSchema(service, location),
    });
  }
}
```

5.2. Content Templates






Location Page Template:

Plain Text

H1: {Service} in {Location} - From £25 | Speedy Van
 H2: Professional {Service} Service in {Location}
 H3: Why Choose Speedy Van for {Service} in {Location}?
 H3: {Service} Pricing in {Location}
 H3: How to Book {Service} in {Location}
 H3: Service Areas Near {Location}
 H3: Customer Reviews in {Location}

6. Local SEO Domination

6.1. Google Business Profile Optimization

-  Complete profile with all information
-  Regular posts (3x per week)
-  Customer reviews (target: 100+ per month)
-  Q&A section populated
-  Photos updated weekly
-  Service areas defined (50-mile radius)

6.2. Local Citations

Build citations on 100+ directories:

- Yell.com
- Thomson Local

- Bing Places
- Apple Maps
- Yelp UK
- TrustPilot
- Checkatrade
- *Target: 200+ citations*

6.3. Local Link Building

- Partner with local businesses
- Sponsor local events
- Get featured in local news
- University partnerships (student moving)
- *Target: 50+ local backlinks*

7. Conversion Rate Optimization (CRO)

7.1. Booking Funnel Optimization

Current Funnel:

1. Homepage
2. Service page
3. Booking form (page 1)
4. Booking form (page 2)
5. Payment
6. Confirmation

Optimized Funnel (2 clicks):

1. Any page → Quick booking widget (1 click)
2. Instant quote → Confirm booking (1 click)

7.2. A/B Testing Plan

Test these elements:

- CTA button color (Green vs Blue)
- CTA text ("Book Now" vs "Get Quote")

- Form length (2 fields vs 5 fields)
- Trust signals placement
- Pricing display (from £25 vs £25+)

8. Analytics & Tracking

8.1. Google Analytics 4 Setup

Events to track:

- `view_item` - Landing page view
- `begin_checkout` - Booking form started
- `add_payment_info` - Payment details entered
- `purchase` - Booking completed
- `generate_lead` - Quote requested
- `click_phone` - Phone number clicked

8.2. Google Search Console

Monitor:

- Search queries driving traffic
- Click-through rate (CTR) by page
- Average position for target keywords
- Index coverage issues
- Core Web Vitals

8.3. Heatmaps & Session Recording

Use Hotjar or Microsoft Clarity:

- Identify where users click
- See where users drop off
- Watch session recordings
- Optimize based on behavior

9. Competitor Analysis

9.1. Top Competitors

Competitor	Domain Authority	Strategy	Our Advantage
AnyVan	68	Marketplace model	Direct service, faster
Shiply	65	Bidding system	Fixed pricing, instant
Man and Van	45	Local focus	Tech-enabled, tracking





9.2. Keyword Gap Analysis

Target keywords competitors rank for but we don't:




- "cheap man and van"
- "student moving service"
- "office relocation"
- "furniture disposal"
- "same day courier"

10. Implementation Roadmap


Phase 1: Foundation (Week 1-2)

-  Technical SEO fixes
-  Core Web Vitals optimization
-  Schema markup implementation
-  Image optimization

Phase 2: Content (Week 3-4)





-  Create 50 location landing pages
-  Write 20 blog posts
-  Optimize existing pages

Phase 3: Scale (Week 5-8)

-  Generate 500+ programmatic pages
-  Build local citations





-  Launch link building campaign

Phase 4: Optimization (Ongoing)

-  A/B testing
-  Content updates
-  Performance monitoring
-  Conversion optimization

11. Expected Results






3-Month Targets:

-  Organic traffic: +300%
-  Keyword rankings: Top 3 for 50+ keywords
-  Conversion rate: 5% → 8%
-  Google Ads CPC: -40%
-  Domain Authority: 35 → 45

6-Month Targets:

-  Organic traffic: +500%
-  Keyword rankings: Top 3 for 200+ keywords
-  Conversion rate: 8% → 12%
-  Google Ads CPC: -60%
-  Domain Authority: 45 → 55

12-Month Targets:

-  Organic traffic: +1000%
-  Keyword rankings: #1 for 100+ keywords
-  Conversion rate: 12% → 15%
-  Google Ads CPC: -70%
-  Domain Authority: 55 → 65

This strategy is based on proven tactics from:

- Amazon's programmatic SEO

- Uber's local SEO dominance
- Airbnb's content marketing
- Booking.com's conversion optimization