



SEO Strategy Proposal

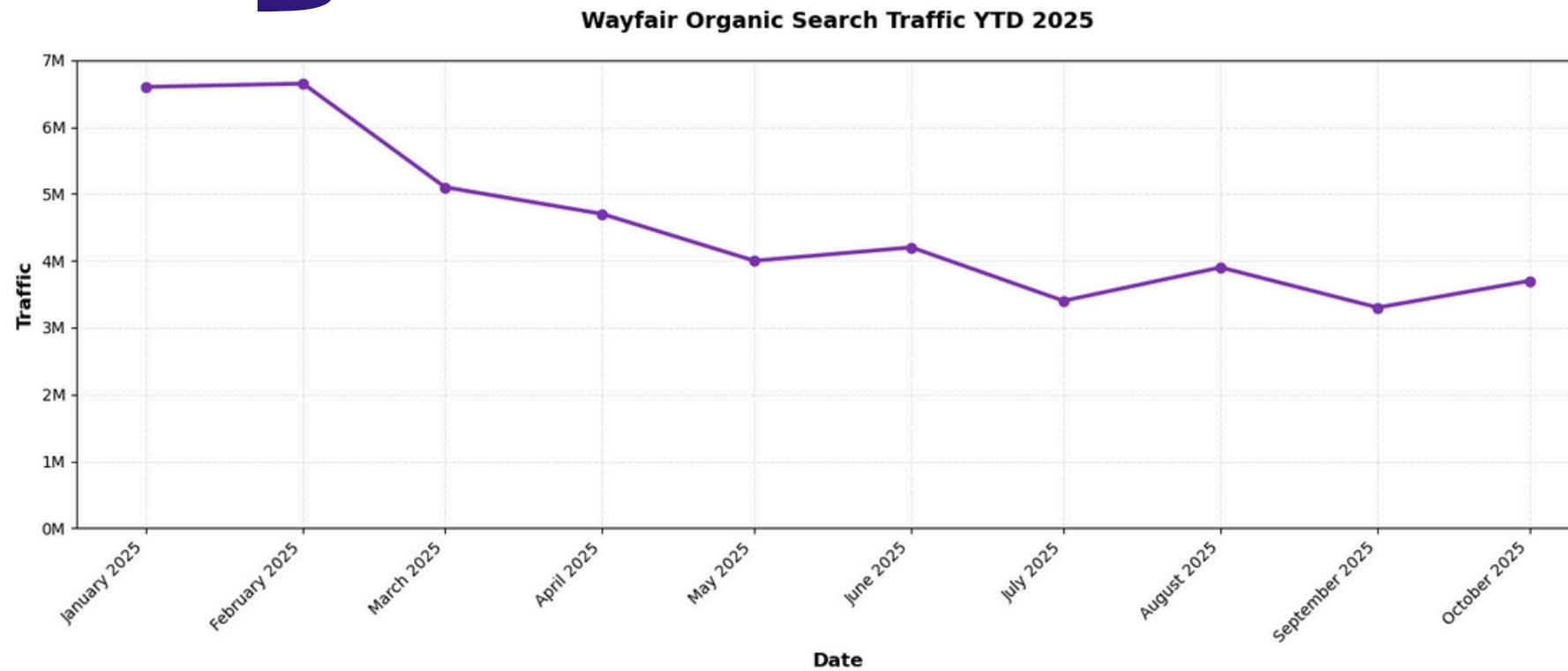
NOVEMBER
2025

01. **State of SEO**
02. **SEO + GEO Plan**
03. **Technical Opportunity Highlight**
04. **Inbound Lead Generation**
05. **The Bottom Line**



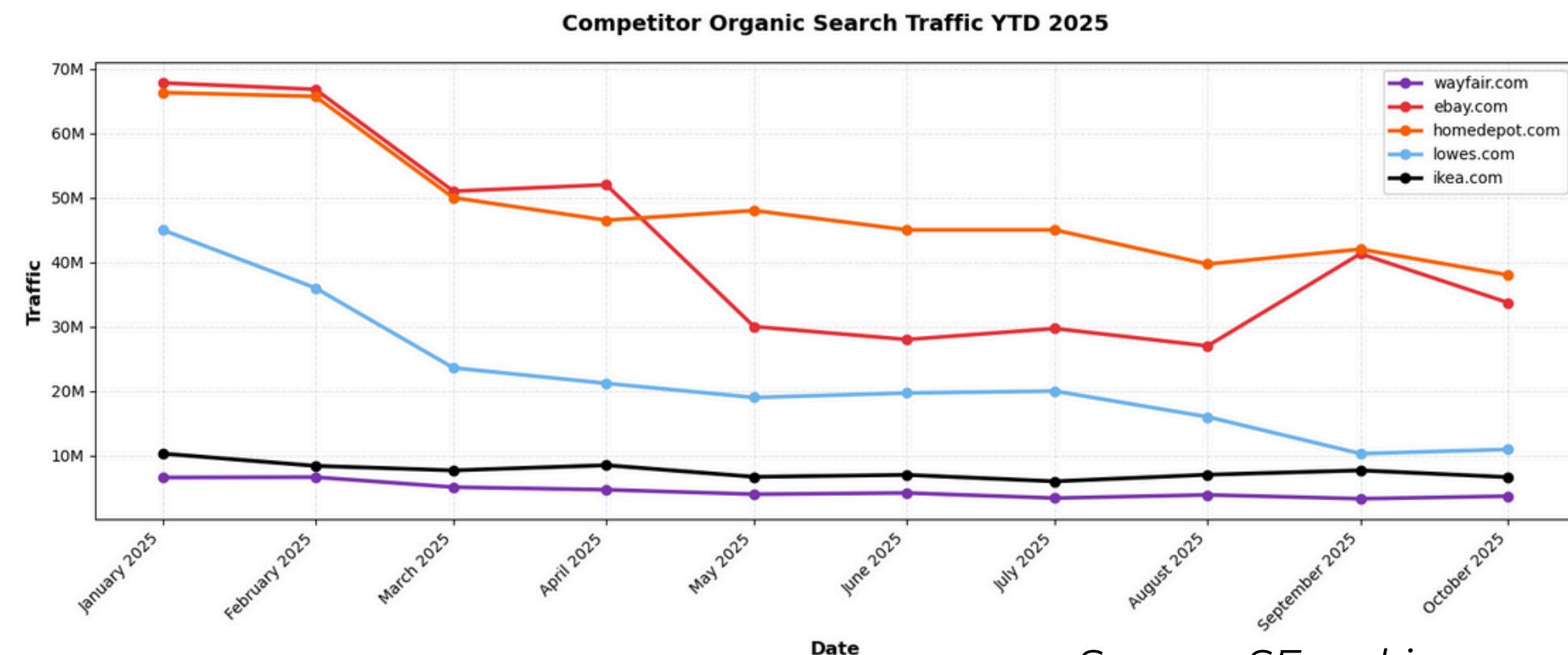
Rapid Evolution in Organic Search

State of SEO 2025



- This trend was observed industry-wide among all major competitors
 - Ikea: -35% Organic Traffic
 - Home Depot: -43% Organic Traffic
 - eBay: -53% Organic Traffic
 - Lowes: -77% Organic Traffic
- Google AIO and AI Chatbots have appropriated 20-60% of organic web traffic creating new opportunities in GEO (Source: SEO.com)**
 - AI traffic converts at over 4x the rate of traditional organic search (Source: PPC Land)**
- Major competitors continue to outperform Wayfair presenting opportunities to capture larger share of voice and increase inbound lead submissions

- Wayfair saw a decline in ranking keywords by 7% YTD
- Organic traffic decreased by estimated 44% YTD
- Site exhibits numerous optimization opportunities for technical SEO, content strategy, and authority building**
- We would target more page one results for high-volume commercial keywords
 - 'tv stand' (368K searches/mo., Position #12)
 - 'bathroom vanity' (246k searches/mo., #11)
 - 'queen bed frame' (246k searches/mo., #12)



Source: SEranking.com

SEO + GEO Plan

The Cutting Edge in Online Search

01. Full-Scale Technical Audit

Opportunities identified pre-audit include optimizing Schema, improving Core Web Vitals, and conversion-focused UI/UX

02. Authority Building

Expanding profile of quality backlinks and mentions from trusted sites

03. AI-Ready Content Strategy

Creating a semantic network to maximize AI citation appearance alongside traditional search visibility

04. Keyword Research & N-Gram Analysis

Augmenting traditional SEO by injecting high-value terms with context and meaning sought by AI

05. Digital PR & ORM

Take tangible steps to reduce web presence of unfavorable content and perceptions about Wayfair

06. Leverage Owned Websites and Assets

Joss & Main, Birch Lane, Wayfair Professional, Social Media all opportunities to maximize footprint

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UI/UX Improvement Areas

Technical SEO Highlight

The Wayfair search results page for 'coffee tables' shows a cluttered sidebar with multiple filter categories like 'Category', 'Shape / Design', and 'Base Type'. The sidebar is highlighted with a red box. The main content area displays several coffee table products with 'WAYFAIR VERIFIED' badges circled in red. A large purple arrow points from this page to the IKEA page.

Ranks #27 for
'coffee table'

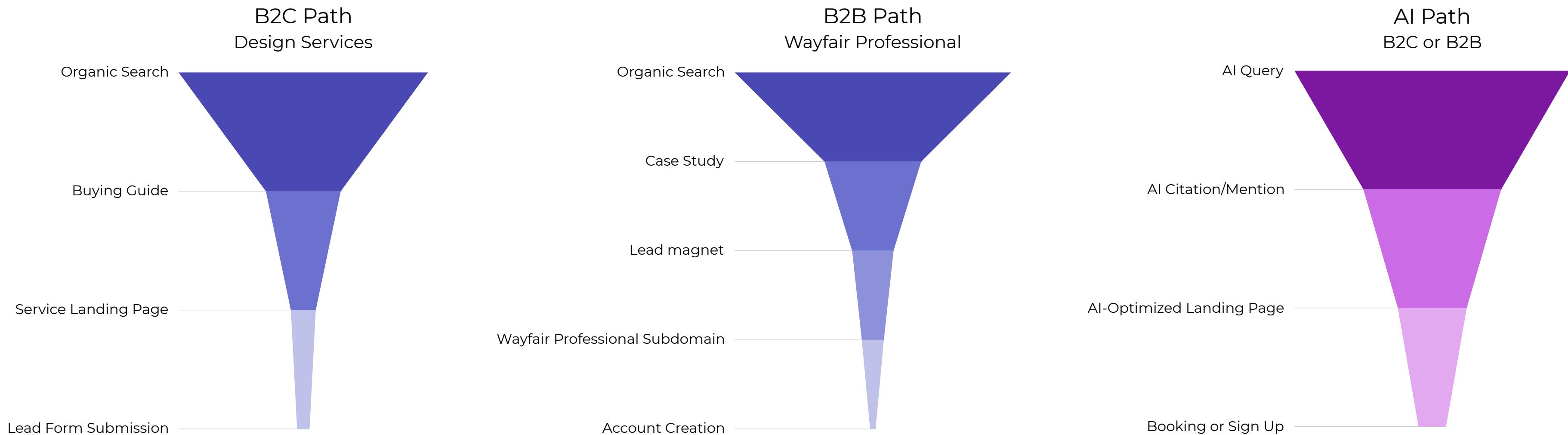
The IKEA search results page for 'coffee tables' features a clean and organized layout. The SEO text 'With different styles to match your seating and furniture, our coffee tables keep everything you like to have close by. Choose amongst our many coffee tables with storage, or if you're looking for a specific modern look, these coffee tables will complement your living room design perfectly.' is prominently displayed at the top. The product grid is well-organized with clear filtering options at the top. A large green arrow points from the IKEA page back to the Wayfair page.

- In competitor example, filters are unobtrusive and clean
- SEO text content at top of page for search engine priority
- (Sitewide) Clean nav menu featuring all major elements
- Sitewide UI/UX enhancements will improve engagement metrics, conversion rate, and search performance
 - A/B testing to ensure successful implementation

Inbound Lead Generation

Optimizing to Convert

- Natural lift expected from increased organic traffic
- Optimize landing pages for [Design Services](#) and [Wayfair Professional](#) to increase conversion
 - Give greater priority within site architecture and navigation
 - Add interactive elements to pages using both original ideas and competitive analysis
- Conversion-focused blog content around design services
- GEO Content Strategy gives pages more visibility to high-converting AI users



The Bottom Line

- Standard and Accelerated price options: \$15,000/month vs. \$20,000/month
- 12-month contract
 - Months 1-2 SEO Foundation
 - Months 3-6 Launch Landing Pages and Advanced Content
 - Months 7-12 Refine and Adapt Tactics
 - Monthly Reports + Quarterly Business Reviews

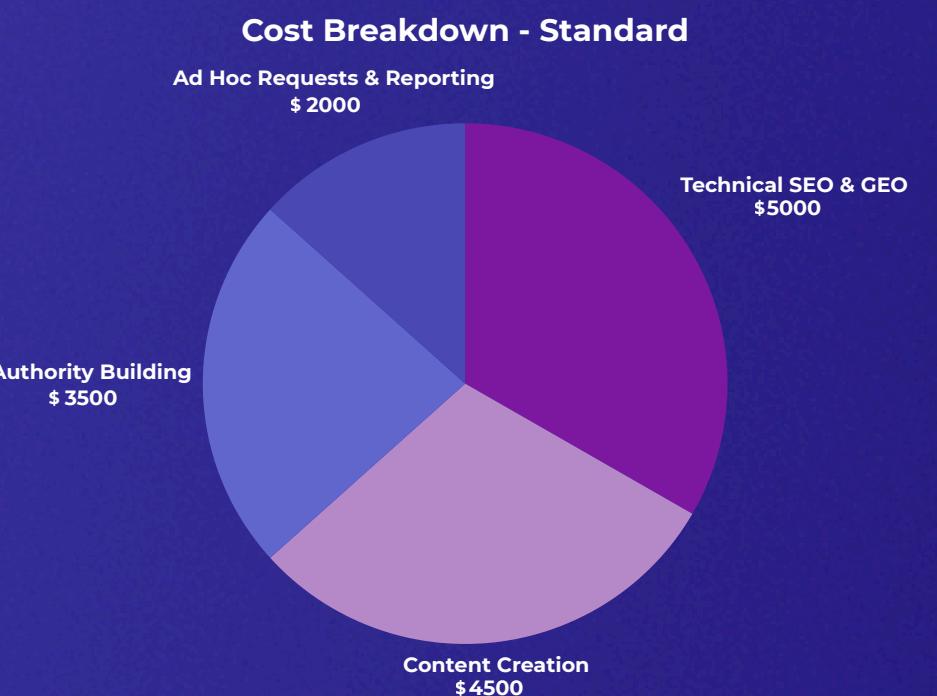
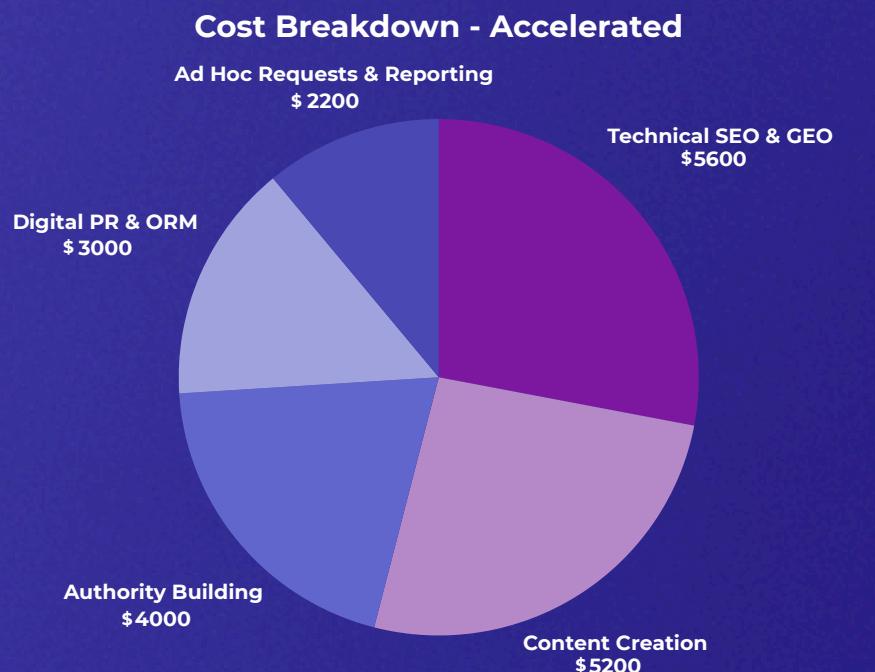
+ 40%
Lead Submissions

+ 20%
Conversion

+ 35%
Organic Traffic

+ 25%
Share of Voice
(Organic & AI)

Scope, Pricing, Timeline, & Goals



Project Goals

After 12 months
Accelerated Plan