

LB Scope and Analysis - www.furnituretraditions.net

Given below are our suggested keywords, which have good proportion of Search Count and Competition. Also mentioned is the number of links required for each keyword.

SL	Monthly Searches	Keywords	Keyword Type	Competition	Links Recommended
1	4400	King size sleigh bed	3 - Focused	2260	300
2	2900	Solid oak bedroom furniture	3 - Focused	2210	300
3	2400	Bedroom sets for sale	2 - High Potential	682	150
4	480	Contemporary oak bedroom furniture	2 - High Potential	551	150

Total Links: 900

We have done a short analysis of landing pages suggesting how they are suitable for the keywords and how they can be optimized further.

Keyword: King size sleigh bed

Landing Page: <http://www.furnituretraditions.com/Bedroom-Sets-Suites/Sleigh-Beds.php>

1. Landing page is well suited for the keyword.
2. Though page is having sufficient content, but the keywords are not included in the content. So it is better to include the keywords in content and highlight them in Bold or Italics. Also HTML Markups H1 and H4 need to be used to boost up the page rank.
3. Keyword should be included in page Title and Meta Description.
4. Images related to the keyword can be included in the page and also those images can be optimized with ALT text to give more relevance to the page.

Keyword: Solid oak bedroom furniture

Landing Page: <http://www.furnituretraditions.com/Furniture-Features-Benefits.php>

1. This page is the most relevant page for the keyword and it has the PR of 3.
2. The keyword, as such is not included in the content of the page, but it relates to the content of the page. It appears in the Title tags of the page also and in Meta tags (not exactly in the same sequence)
3. Keyword can be included in the H1 tag whose text can be altered from “Features and benefits” to “Features and Benefits of Oak Bedroom Furniture”.
4. The keyword should be included in page text as well as Image Alt Text to give it more appealing look.

Keyword: Bedroom sets for sale

Landing Page: <http://www.furnituretraditions.com/Bedroom-Sets-Suites/Bedroom-Sets.php>

1. The web page has the PR of 3 for the keywords and the competition for the keywords is also not very high.

2. Keywords should be included in Title tag and HTML Markups (H2, H4, Bold, Italics) etc as these tags help to attract the visitors to the site and also increase the relevance of the site, making it more appealing.

Keyword: Contemporary oak bedroom furniture

Landing Page: <http://www.furnituretraditions.com/Bedroom-Groups.php>

1. The keywords are present in the page content (although not in the same sequence).
2. Keywords should be included in Title, Meta Description, and Page content. HTML Markups (H1-H3, Bold, Italics) etc need to be added as these tags not only help human readers read the content, they also help search engine spiders better understand the content on a page and what is most important. It is generally a good idea to use heading tags to help signal the search engines, what the web page is about.
3. Images can be used in the content, containing the keywords and those images can also be optimized with ALT text so as to give more relevance to the page.