

SEO Audit Report

Of

DMDESIGN
KITCHENS, BEDROOMS & BATHROOMS

By



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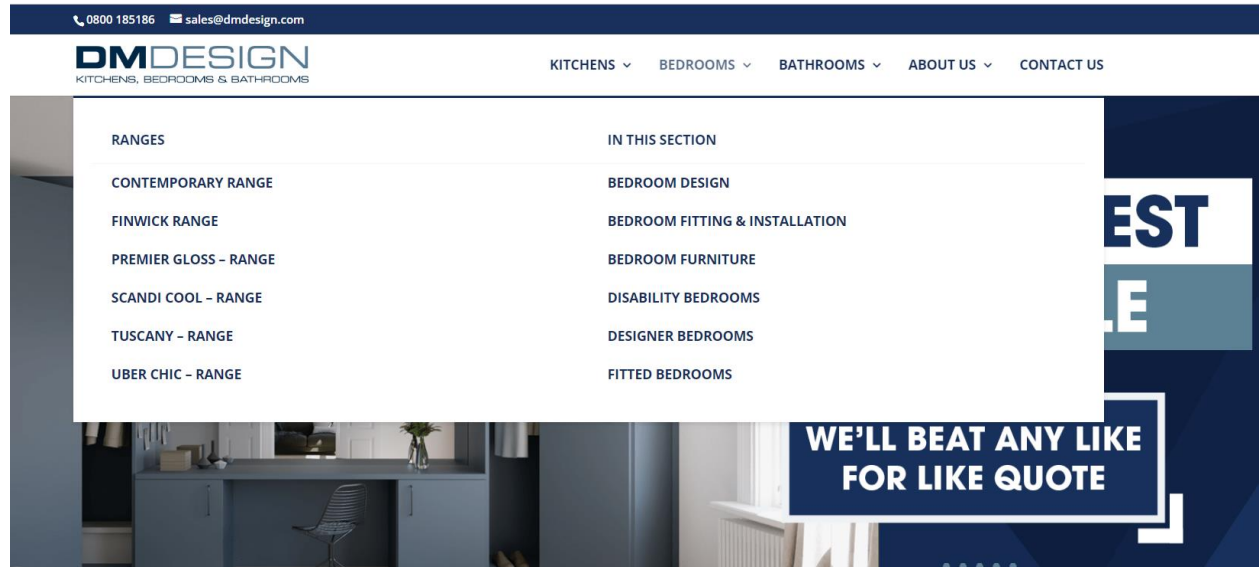
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On-Page SEO Analysis

1.1 Website Structure

The website Structure is good users can easily navigate from one page to another without any confusion, it is a good practice to categorize the content and then sub-categories like you have on the navigation Menu: KITCHENS - BEDROOMS - BATHROOMS



1.2 Title Tags

Overall, the title tags across the website appear to be in good shape. There are no apparent errors, and they are neither too long nor too short. However, it is recommended to optimize a few specific title tags to further enhance their effectiveness. The following pages would benefit from some optimization:

- "Finwick Bedroom" - Consider adding more descriptive and targeted keywords to make the title tag more informative and optimized for search queries.
- "Design Appointment" - To improve visibility and attract relevant traffic, incorporating specific keywords related to the design services offered would be beneficial.
- "Fenwick Kitchen Range" - Enhance the title tag by including additional keywords or specifics about the kitchen range to make it more compelling and optimized.
- "Showroom Appointment" - Similar to the "Design Appointment" title tag, consider incorporating relevant keywords or descriptive phrases to enhance its optimization.
- "Home Appointment" - Add more context to the title tag by including keywords that specify the type of appointment or service offered, thus making it more informative and optimized.

By optimizing these title tags with relevant keywords and compelling phrases, we can improve the visibility of these pages in search engine results and attract more relevant traffic to the website.

URLs:

<https://www.dmdesign.com/bedrooms/finwick-range/>
<https://www.dmdesign.com/design-appointment/>
<https://www.dmdesign.com/kitchens/fenwick-range/>
<https://www.dmdesign.com/design-appointment/showroom/>
<https://www.dmdesign.com/design-appointment/home/>

1.3 Meta Descriptions

I found meta descriptions on 9 pages but out of those 9 it is crucial to add meta on below mentioned pages

<https://www.dmdesign.com/bedrooms/finwick-range/>
<https://www.dmdesign.com/design-appointment/>
<https://www.dmdesign.com/kitchens/loxley-range/>
<https://www.dmdesign.com/kitchens/fenwick-range/>
<https://www.dmdesign.com/design-appointment/showroom/>
<https://www.dmdesign.com/design-appointment/home/>

By adding meta descriptions to these pages, we can enhance the visibility of the website in search engine results and provide potential visitors with compelling snippets that encourage click-throughs and engagement.

1.4 Heading Tags

I found main heading tags commonly known as H1s' used more than once on 26 pages which is really a bad practice, One page was there with no H1 but pages with multiple H1 are a lot

<https://www.dmdesign.com/bathroom-fitting-and-installation-services/>
<https://www.dmdesign.com/bedroom-fitting-and-installation-services/>
<https://www.dmdesign.com/>
<https://www.dmdesign.com/bathrooms/qube-range/>
<https://www.dmdesign.com/bathrooms/rose-range/>
<https://www.dmdesign.com/bathrooms/dale-range/>
<https://www.dmdesign.com/bathrooms/emma-range/>
<https://www.dmdesign.com/bedrooms/finwick-range/>
<https://www.dmdesign.com/bedrooms/scandi-cool-range/>
<https://www.dmdesign.com/bedrooms/contemporary-range/>
<https://www.dmdesign.com/bedrooms/premier-gloss-range/>
<https://www.dmdesign.com/bedrooms/uber-chic-range/>
<https://www.dmdesign.com/bedrooms/tuscany-bedroom-range/>
<https://www.dmdesign.com/kitchens/loxley-range/>
<https://www.dmdesign.com/kitchens/fenwick-range/>
<https://www.dmdesign.com/kitchens/luzzi-range/>
<https://www.dmdesign.com/kitchens/premier-gloss-range/>
<https://www.dmdesign.com/kitchens/tuscany-range/>

<https://www.dmdesign.com/kitchens/greenwich-range/>
<https://www.dmdesign.com/kitchens/premier-matt-range/>
<https://www.dmdesign.com/kitchens/hampton-range/>
<https://www.dmdesign.com/kitchen-fitting-and-installation-services/>
<https://www.dmdesign.com/bathrooms/>
<https://www.dmdesign.com/bedrooms/>
<https://www.dmdesign.com/kitchens/>
<https://www.dmdesign.com/kitchens/appliances/>

1.5 URL Structure

The overall URL structure of the site is clean, The URLs are designed in a way that is logical, concise, and descriptive, which is beneficial for both search engines and users.

1.6 Image Optimization

Out of the 164 images on the website, a significant number, specifically 143 images, are lacking alt text. Image alt text is an important element for both search engine optimization and accessibility.

For example, for the above image, we can add details like this:

- **Image Title:** "DM Design: Premier Matt Kitchen Range - Stylish and Functional"
- **ALT Text:** "Stylish and functional Premier Matt Kitchen Range showcased on DM Design website"
- **Caption:** "Discover the elegance and functionality of our Premier Matt Kitchen Range on DM Design"
- **Description:** "Discover the stylish and functional Premier Matt Kitchen Range on DM Design's website.

Elevate your kitchen with sleek matte finishes and innovative storage solutions. Explore the collection today!"



1.7 Mobile-Friendliness

After manual analysis and utilizing Google's mobile-friendly testing tool (<https://search.google.com/test/mobile-friendly>), it has been determined that the website is mobile-friendly. This means that the website is designed and optimized to provide a seamless user experience across various mobile devices.

The screenshot shows a browser window with the title "Mobile-Friendly Test" and the URL "https://www.dmdesign.com/". Below the browser window, the "Test results" section displays a green checkmark and the text "Page is usable on mobile". A sub-message states "This page is easy to use on a mobile device. [Learn more](#)". A button labeled "VIEW TESTED PAGE" is visible. Under the "Details" section, a "Crawl" status is shown with a green checkmark and the text "Crawled successfully on May 23, 2023, 8:39:06 PM". The "Additional resources" section includes a link to "Monitor mobile friendliness for your entire site" and a button for "GO TO SEARCH CONSOLE". A "SHARE" button is located in the top right corner of the test results area.

Maintaining a mobile-friendly website not only enhances user satisfaction but also contributes to improved search engine rankings, as search engines like Google prioritize mobile-friendly sites in their mobile search results.

1.8 Page Load Speed

According to the analysis done using the website <https://pagespeed.web.dev/>, your website currently has a performance score of 40 out of 100. This score indicates that there is room for improvement in terms of how fast your pages load.

The screenshot shows the PageSpeed Insights interface. At the top, it says "PageSpeed Insights" and includes "Copy Link" and "Docs" buttons. Below this, there are filters for "Mobile" and "Desktop", and options for "Latest 28-day collection period", "Full visit durations", "Various mobile devices", "Various network connections", "Many samples (Chrome UX Report)", and "All Chrome versions". A section titled "Diagnose performance issues" shows four metrics: Performance (40), Accessibility (79), Best Practices (100), and SEO (89). The Performance metric is highlighted with a large red circle containing the number 40. Below this, a detailed view of the Performance score shows a red circle with "40" and a legend: "Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator." The legend indicates that scores are categorized as 0-49 (red), 50-89 (orange), and 90-100 (green). A small thumbnail of the website being analyzed is shown on the right.

To improve your website's page load speed, it is recommended to take steps to optimize it. This could include things like optimizing images and reducing their file sizes, minimizing the use of unnecessary scripts or plugins, and optimizing the code and structure of your website. The goal is to increase your performance score to at least 80, but the higher the score, the better the performance.

Off-Page SEO Analysis

2.1 Backlink Profile

After analyzing the website's backlink profile using the Semrush SEO tool, it has been observed that there is a good number of sites linking to your website. However, it appears that there are also several backlinks from Russian sources. To maintain better search rankings and ensure the quality of your backlink profile, it is recommended to disavow these Russian backlinks.

Additionally, it is advisable to focus on acquiring backlinks from other authoritative websites. While having a diverse backlink profile is important, obtaining backlinks from reputable and authoritative sites related to your specific service pages, rather than just the homepage, can have a positive impact on your search engine results page (SERP) rankings. This strategy can help improve the visibility and authority of individual service pages, increasing their chances of ranking higher in search results.


2.2 Social Media Presence

Based on the search engine results page (SERP) analysis, the social media presence of dmddesign appears to be good. The brand's Facebook, Instagram, YouTube, and potentially other social media accounts were found in the SERP. Having a presence on multiple social media platforms is beneficial as it allows for broader audience reach and engagement opportunities.


"dmddesign.com"

Volume: 0/mo | CPC: \$0.00 | Competition: 0 ★


dmddesign.com: 32 (5.9%). Check out these other domains:

 LinkedIn
<https://uk.linkedin.com/company/dm-design-kitchens...>

DM Design Kitchens, Bedrooms Bathrooms
 MOZ DA: 99/100 (+1%) Ref Dom: 163.69K Ref Links: 53.71M Spam Score: 1% [Show backlinks](#)
 Search traffic (us): 0/mo (website: 423.40K/mo) - Keywords (us): 0 (website: 176.93K)
 We have 1000s of kitchens, bedrooms and bathrooms on offer at affordable prices. The choice is endless. Website: <http://www.dmddesign.com>.

 Facebook
<https://www.facebook.com/.../DM Design>

DM Design
 MOZ DA: 96/100 (+0%) Ref Dom: 50.93M Ref Links: 83.11B Spam Score: 1% [Show backlinks](#)
 Search traffic (us): 0/mo (website: 780.24M/mo) - Keywords (us): 0 (website: 38.31M)
[dmddesign.com/contact-us](https://www.dmddesign.com/contact-us). [โพสต์ที่ปักหมุดไว้](#). DM Design. 27 ม.ค. 2565 · [ดู](#). [ดู](#). Visit our showroom! - Come visit our stunning showroom in Cumbernauld

 Pinterest UK
<https://www.pinterest.co.uk/DMDesignKitchen>

DM DESIGN (DMDesignKitchen) - Profile
 MOZ DA: 92/100 (+0%) Ref Dom: 236.65K Ref Links: 475.53M Spam Score: 6% [Show backlinks](#)
 Search traffic (us): 0/mo (website: 2.45M/mo) - Keywords (us): 0 (website: 526.90K)
[dmddesign.com](https://www.dmddesign.com). ; Opens a new tab. . DM Design is a family run UK company offering luxury fitted kitchens, bathrooms & bedrooms. Sharing with you...

Maintaining active and well-managed social media accounts can greatly contribute to brand visibility, customer engagement, and building an online community. It provides platforms to share content, interact with followers, showcase products or services, and strengthen brand identity.

To further enhance the social media presence, it is recommended to regularly update the social media accounts with high-quality and engaging content, respond to comments and messages promptly, and leverage social media marketing strategies such as running targeted campaigns or collaborating with influencers in the industry.

By actively utilizing and managing these social media accounts, dmddesign can maximize its social media presence, increase brand awareness, and foster meaningful connections with its target audience.

Technical SEO Analysis

3.1 XML Sitemap & Robots.txt

XML Sitemap was working fine which is a good practice

An XML sitemap helps search engines understand the structure and organization of your website, making it easier for them to crawl and index your pages.

To ensure that your XML sitemap is added to Google Search Console (GSC) for better performance, you can follow these steps:

- Sign in to your Google Search Console account.
- Select your website property.
- Locate the "Sitemaps" section in the GSC dashboard.
- If your XML sitemap is already added and functioning correctly, you should see it listed there. If not, proceed to the next step.
- Click on the "Add/Test Sitemap" button.
- Enter the URL of your XML sitemap in the provided field (e.g., "https://www.example.com/sitemap.xml").
- Click on the "Submit" or "Add" button to add your XML sitemap to Google Search Console.
- Google will now process your sitemap and provide information about any errors or issues that need attention. Be sure to address any identified problems to ensure optimal performance.

By adding your XML sitemap to Google Search Console, you allow Google to access and understand your website's structure more effectively.

A valid Robots.txt file was found for the website.

This Robots.txt file provides instructions to search engine crawlers on how to access and interact with the website's content.

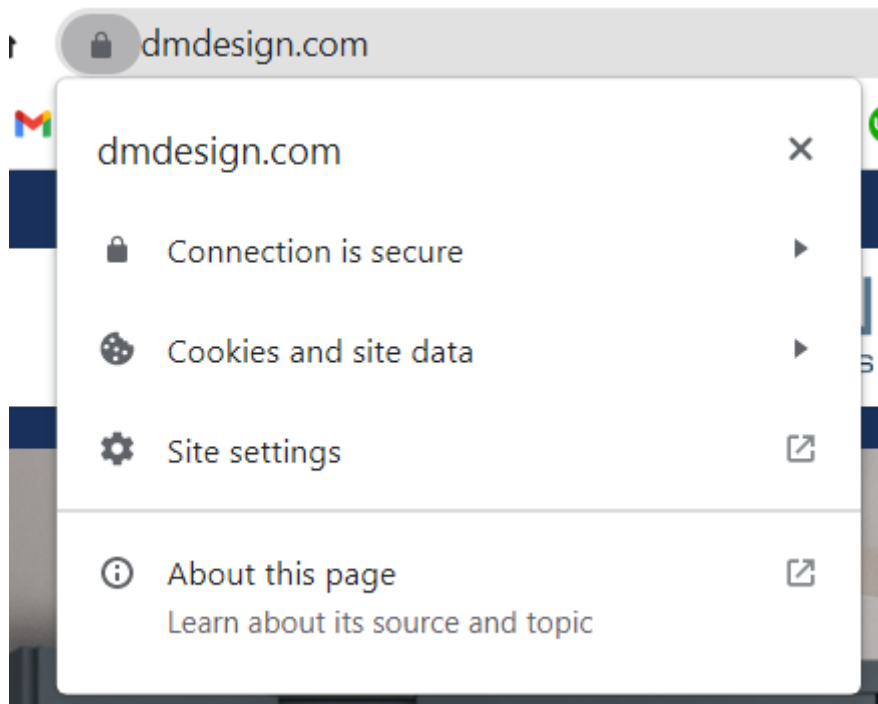
3.2 Site Indexing

By analyzing the website using the command "site:https://www.dmdesign.com/", I found that approximately 97 pages are indexed, which is a positive sign. However, to improve search engine rankings, it is important to focus on content strategy and develop topical authority.

Content strategy involves creating high-quality, relevant, and engaging content that aligns with your target audience's interests and needs. This can include blog posts, articles, guides, videos, and more. By consistently producing valuable content, you can attract organic traffic, build credibility, and establish your website as an authoritative source in your industry.

3.3 Website Security

The website has a valid SSL certificate, which indicates that it is using the HTTPS protocol and provides a secure connection between the user's browser and the website's server. This ensures that data transmitted between the user and the website remains encrypted and protected from potential eavesdropping or tampering.



Furthermore, an online Website Security Test conducted via ImmuniWeb confirms that the website has been analyzed for security vulnerabilities and is deemed secure. This is an essential aspect of maintaining a safe and trustworthy online presence.

3.4 404 Error Pages

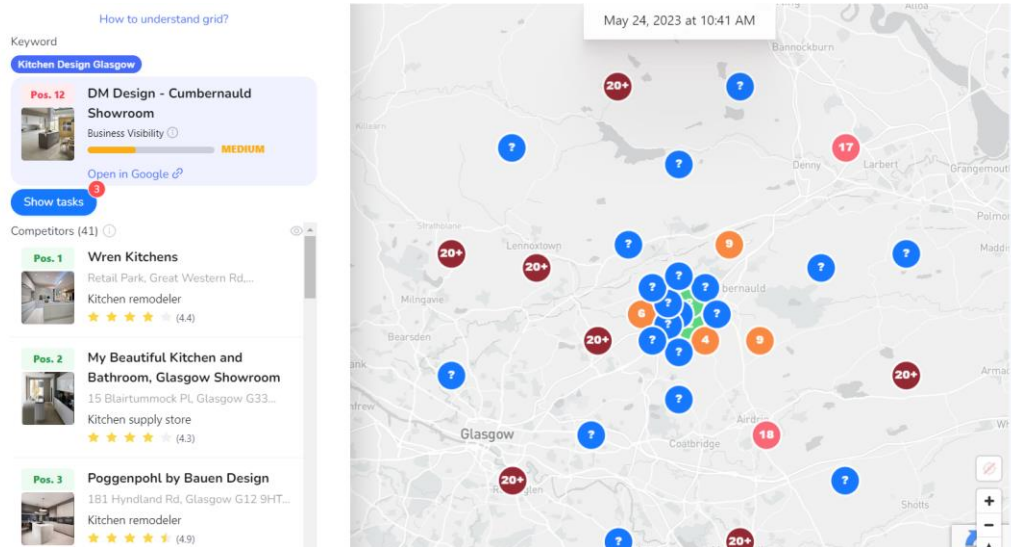
I came across a broken URL:

"https://94283c657f9b45e98a03dc39f4403e1a.js.ubembed.com/". It appears to be located somewhere in the header of the website. This broken URL can result in 404 error pages, indicating that the requested page or resource is not found.

Local SEO Analysis

4.1 Google My Business

Upon analyzing the DM Design - Cumbernauld Showroom local listing on Google My Business (GMB), I found that the business is currently ranking at an average position of 12. This indicates that there is room for improvement in terms of local search visibility.



Additionally, the reviews for the listing are not favorable, with a rating of 3.3 out of 5.0 based on 144 Google reviews. Online reviews play a significant role in influencing consumer perception and can impact the ranking and credibility of a business listing.

The screenshot shows the Google My Business listing for DM Design - Cumbernauld Showroom. The listing includes the following information:

- Business Name:** DM Design - Cumbernauld Showroom
- Address:** 1 Deerdykes Pl, Cumbernauld, Glasgow
- Rating:** 3.3 stars (144 reviews)
- Reviews:**
 - Kathryn Farrow:** 2 reviews · 1 photo · 3 months ago. Rating: 1 star. Review: "Avoid this company at all costs! After 4 years the laminate detached from the doors and they blamed a faulty batch provided by an external contractor. They provided replacements but wanted to charge us for fitting - we did it ourselves as ... More"
 - Sarah Gordon:** 1 review · 4 weeks ago. Rating: 1 star. Review: "I would strongly advise against using DM Designs for any home renovation projects. They completely ruined my house and made a mess of everything. They ordered the wrong materials for the project, which led to delays and cost me more money ... More"

To address these issues and improve rankings on GMB, I recommend implementing the following strategies:

- Citations: Get listed on reputable local directories and industry-specific websites for consistent and authoritative business information.

- **Reviews:** Encourage satisfied customers to leave positive reviews on your GMB listing and respond to feedback promptly and courteously.
- **Map Embeds:** Embed your Google Maps location on relevant websites to enhance visibility and authority.
- Use your business Name Address Phone Website NAPW on all the videos that you publish, It will help rank the local map pack.

For this, we can set up a GMB backlinks campaign + some reviews that will help to gain rankings.

Keyword Analysis

After analyzing the data from Google Search Console (GSC) and Semrush, it is evident that brand searches for your website are performing well. However, when it comes to individual pages, the site is not achieving the desired level of performance.

Specifically, the page "THE KITCHEN SHOWROOM GLASGOW" that was shared in our conversation has the potential to drive significant traffic if optimized effectively. Currently, it is ranking in the 12th position on average.

Top queries ↑	Vol	CPC	Comp	Trend	↓ Clicks	Impressions	Position
kitchen showrooms glasgow ★	590	\$1.46	0.27		3	931	12.7
kitchen showroom glasgow ★	480	\$1.49	0.34		2	280	12.6
kitchen showrooms ★	14,800	\$1.26	0.54		1	190	36.1
kitchen showrooms in glasgow ★	590	\$1.46	0.27		1	106	13
kitchen showroom hillington ★	110	\$0.93	0.57		0	175	50.1
kitchen showrooms glasgow-govan ★	0	\$0.00	0		0	125	17.2
kitchen design showroom ★	590	\$1.32	0.29		0	123	59.7
kitchen remodel showrooms ★	170	\$2.24	0.51		0	121	36.2

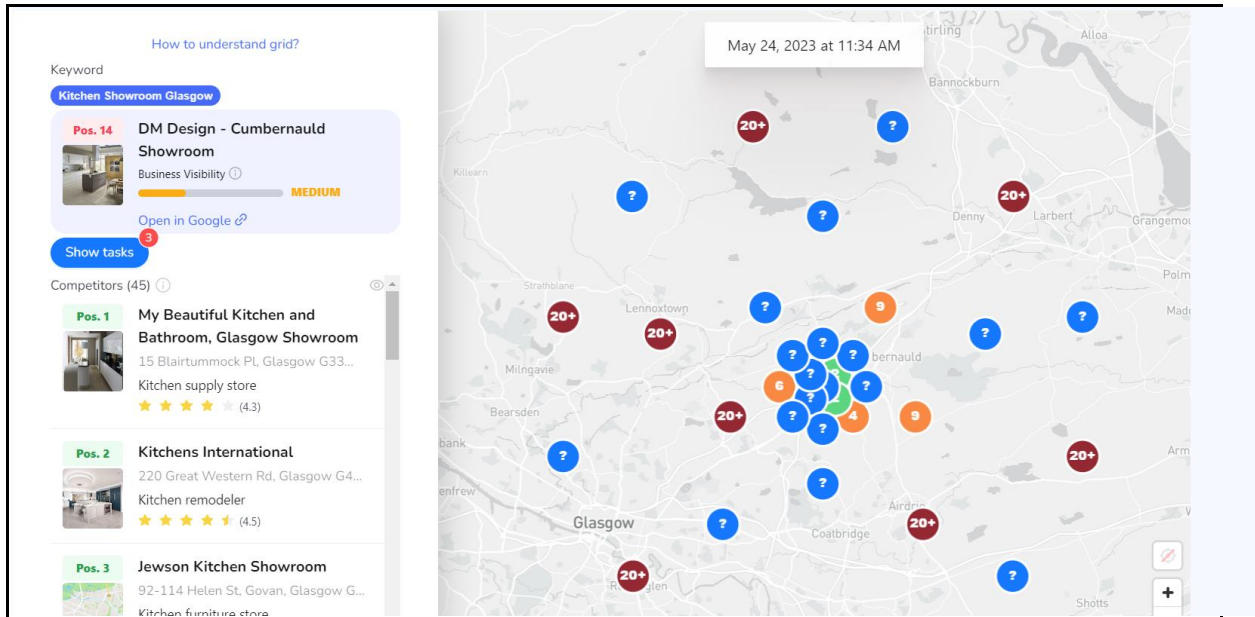
One area for improvement is the content on the page. Currently, there are only 219 words of content in the body, which is insufficient for optimal optimization. By adding more relevant and valuable content that aligns with the intent of the page, you can potentially attract more traffic and generate more business opportunities.

By optimizing the content on the "THE KITCHEN SHOWROOM GLASGOW" page and ensuring it provides valuable information to users, you can enhance its potential to drive significant traffic and generate business opportunities.

Local Map Suggestions for the same page

Your business is not showing in the top 3 map pack listings, it is on 14 for the kitchen showroom in Glasgow

The keyword “**kitchen showroom Glasgow**” has around 1000+ searches monthly and if optimized properly for the website and GMB you can get more calls, more client visits, and more business.



For another keyword “ex display kitchens glasgow” your site is showing number 4 even though the page has only 77 words of written content, by adding more content and a few high-quality backlinks we can boost the site to top position

For another positional keyword “FITTED WARDROBES GLASGOW” the site is in 5th position

For this competitors has content as follows:

- Hendry-installations 1084 words
- Online-bedrooms.co.uk 506
- **Dmdesign only 199 words**

Recommendations

On-Page & Technical SEO

Errors/suggestions given in On-Page SEO Analysis part can be implemented at once and for future you need to make sure that you are using proper Title tags, meta descriptions, and other necessary stuff.

Work on Blog- Content marketing part

One area to focus on is your blog or content marketing. Right now, I couldn't find any blog posts on your website. Having a blog where you regularly publish relevant and high-quality content can benefit your search engine rankings in a few ways.

Firstly, it helps establish your website as an authority in your industry. When you consistently provide valuable and informative content, it shows that you know what you're talking about and can be trusted as a reliable source of information.

Secondly, having a blog allows you to target and attract more traffic from people searching for informational topics related to your business. For example, if you're in the kitchen and home improvement industry, you could write blog posts about kitchen design tips, organization ideas, or home renovation advice. By ranking well for these informational keywords, you can bring in more visitors to your site who may eventually become leads or make purchases.

We can discuss the content marketing part and believe me it works

Off-Page SEO

With a proper off-page strategy we can dominate in the Glasgow area for search results and map pack in a very efficient way.

All you have to do is to start with general backlinks from high authority sites, like Amazon, Apple, Britannica, Spotify, Google Podcasts, and Google play store, it will help to increase the authority of the site, and then you can start creating backlinks but make sure sites you are getting backlinks from are of low spam score and healthy.

To enhance your Google My Business (GMB) rankings, it's important to create more citations and links that include Name, Address, Phone Number, and Website (NAPW), as well as map embeds. also, you need to have a minimum of 40 positive reviews to achieve a minimum rating of 4.7, and after that will see a huge boom.

Conclusion

In conclusion, the site audit has provided valuable insights and recommendations for optimizing your website's performance and enhancing its visibility in search results. By addressing the identified issues and implementing the suggested improvements, you can significantly improve your website's user experience, search engine rankings, and overall online presence.

By implementing these recommendations and continuously monitoring and adapting your SEO strategies, you can position your website for long-term success, attract targeted organic traffic, and achieve your online business goals.

