

SEO PORTFOLIO

SEO Specialist

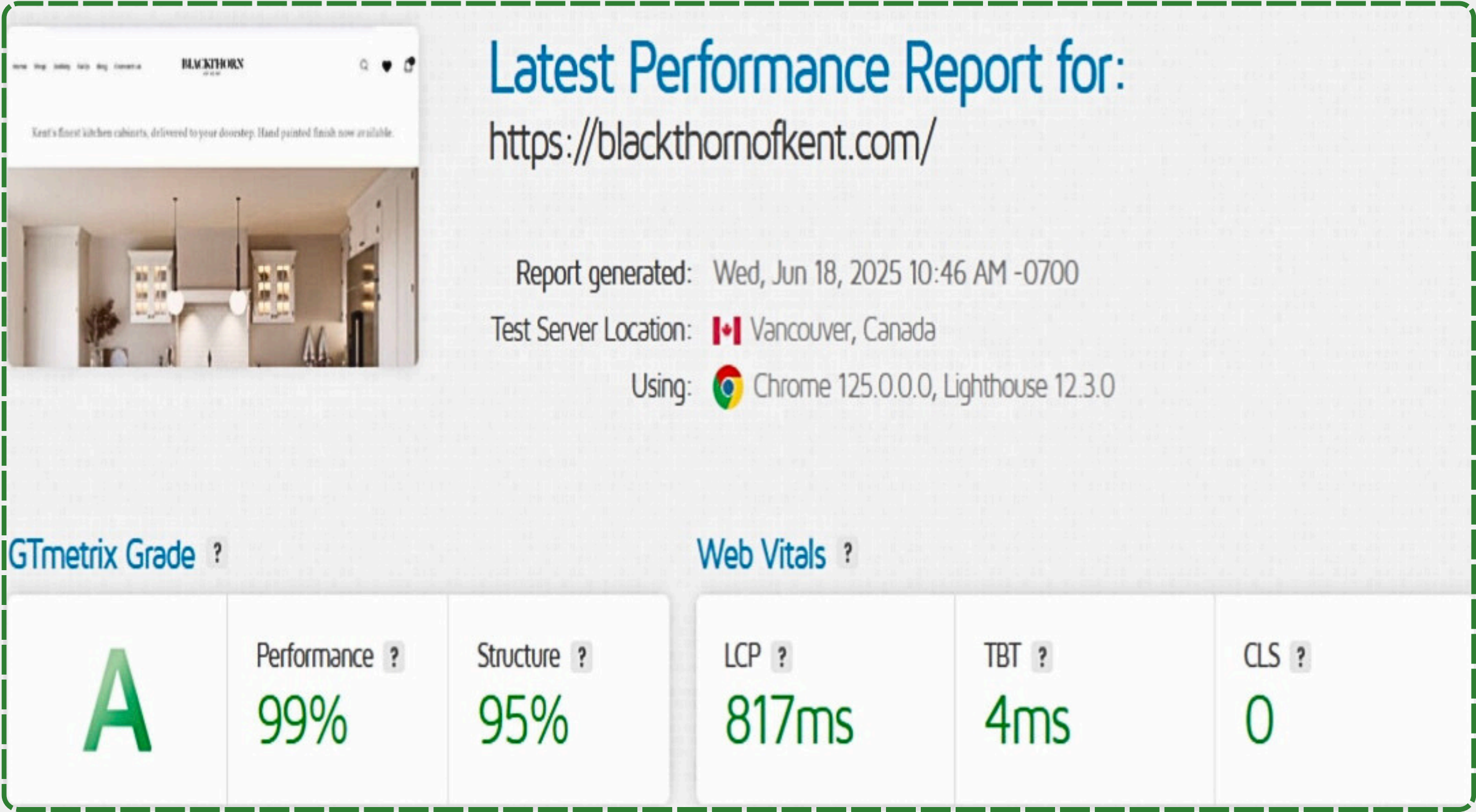
By Muhammad Umar

MONTHLY REPORTS OF

BLACKTHORN

OF KENT

The performance report for the website blackthornofkent.com shows excellent results.



The results confirm the site delivers a smooth user experience with quick load times and minimal delays.

The website received an A grade overall, with a 99% performance score and 95% structure score. These metrics demonstrate the website is functioning at an optimal level with no significant performance issues.

Web Vitals ?

Largest Contentful Paint ?

870ms

Total Blocking Time ?

22ms

Cumulative Layout Shift ?

0.02

The site scored top marks with fast loading, quick response, and perfect visuals, earning straight A's in performance tests.

Chrome/Lighthouse tests confirm it delivers flawless speed and user experience.

Latest Performance Report for:

<https://blackthornofkent.com/>

Report generated:

Tue, Jul 1, 2025 1:19 PM -0700

Test Server Location:

 Vancouver, Canada

Using:

 Chrome 125.0.0.0, Lighthouse 12.3.0

GTmetrix Grade ?

A

Performance ?

99%

Structure ?

95%

SUMMARY OF COMPLETED SEO TASKS

TECHNICAL SEO FIXES

Broken Internal Links Resolved

01.

- Issue: The "View Our Shop" anchor link was either broken or improperly referenced, affecting user navigation and crawl paths.
- Fix: The anchor was corrected to ensure it links to the correct section or page, improving internal linking structure and SEO signals.

VIEWPORT & MOBILE RESPONSIVENESS FIX

- Issue: Users on mobile experienced layout shifting due to incorrect viewport settings and non-responsive design elements.
- Fix: CSS and meta viewport tags were corrected to provide a consistent experience on all screen sizes, improving Core Web Vitals scores like Cumulative Layout Shift (CLS).

SLUG OPTIMIZATION

- Issue: Some URLs were overly long, included stop words, or were not keyword-friendly.
- Fix: Slugs were rewritten to be shorter, cleaner, and include target keywords (e.g./oak-furniture, /kitchen-design), helping improve indexability and CTR in search results.

GOOGLE MAPS FIX ON CONTACT PAGE

- Issue: The Google Maps embed was previously blocked due to either permissions, API issues, or script blocking.
- Fix: Updated API key and re-embedded a responsive, working version of Google Maps to ensure local SEO signals are visible and customers can easily locate the shop.

02.

PERFORMANCE OPTIMIZATION

Image Optimization

What was done:

- Compressed large PNG/JPEG images without compromising quality.
- Added SEO-friendly alt tags for each image using keywords like “bespoke oak furniture” or “handcrafted kitchen units”.
- Implemented responsive image handling (width auto-scaling) for better load time across devices.

JAVASCRIPT & CSS CLEANUP

What was done:

- Minified large JS and CSS files.
- Deferred non-critical JS (like carousels and animations) to load after page render.
- This led to faster page load speed and better PageSpeed Insights and GTmetrix scores.

03.

ON-PAGE SEO

Meta Title & Meta Description Optimization

What was done:

- Rewrote page titles to include main keywords + branding (e.g. “Bespoke Oak Furniture | Blackthorn of Kent”).
- Rewrote descriptions to be engaging and keyword-optimized, which helps increase click-through rates (CTR) from search engine results.

KEYWORD RESEARCH & COMPETITOR ANALYSIS

What was done:

- Researched high-volume, low-difficulty keywords from competitors such as *oak furniture land*, *kitchen companies*, *bespoke kitchens*.
- Identified content gaps and keyword opportunities not yet targeted on the site.
- These insights form the foundation for new landing pages and blog content.

SEO TASKS WITH DETAILED STRATEGY

■ Content Creation Based on Keyword Strategy

Goal: Attract more organic traffic by targeting specific, low-competition, high-volume keywords.

Tasks:

Create service pages for:

- "Bespoke Kitchens in Kent"
- "Oak Furniture Delivery UK"
- "Custom Dining Furniture"

Create supporting blog content:

- "Top 5 Benefits of Handmade Oak Furniture"
- "How to Choose the Right Kitchen Layout"
- "Bespoke vs Modular Kitchens: Which is Better?"

Benefit: Targets both short-tail and long-tail search queries to drive qualified traffic.

■ Local SEO Enhancement

Goal: Strengthen visibility for location-based searches.

Tasks:

- Set up and optimize Google Business Profile (if not done).
- Create local service pages:
e.g., "Oak Furniture in Canterbury", "Kitchen Design Kent", etc.
- Embed Google Maps + structured data (schema) for local business.

Benefit: Increases chances of appearing in "near me" and local pack searches.

SEO TASKS WITH DETAILED STRATEGY

■ Structured Data (Schema Markup) Implementation

Goal: Improve SERP appearance (rich snippets).

Tasks:

Add JSON-LD schema for:

- @type: LocalBusiness
- @type: Product (for key furniture pieces)
- @type: FAQPage (if FAQs are added)

Benefit: Enhances CTR by enabling review stars, business hours, and availability snippets.

■ Internal Linking Strategy

Goal: Improve page authority distribution and help search engines crawl better.

Tasks:

- Link between service pages and blog content.
- Use keyword-rich anchor texts (e.g. "bespoke oak kitchen units").
- Create a sitemap-style "Our Services" page that links to all offerings.

Benefit: Boosts SEO signals and time-on-site metrics.

SEO TASKS WITH DETAILED STRATEGY

■ Monthly Rank & Performance Monitoring

Goal: Track SEO progress and refine strategy.

Tasks:

- Set up tools: Google Search Console, Google Analytics 4, SERPWatcher, or Ahrefs Rank Tracker.
- Monitor keyword position changes.
- Analyze bounce rates and conversion rates by page.

Benefit: Enables data-driven SEO adjustments.

■ Conversion Rate Optimization (CRO)

Goal: Increase leads/sales from existing traffic.

Tasks:

- Add clearer Calls to Action (CTAs) like “Get a Free Quote” or “Visit Our Workshop”.
- Use trust elements: testimonials, logos, awards, “handmade in the UK” badges.
- Add newsletter sign-up or enquiry form with incentives.

Benefit: Higher ROI from organic traffic.

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