

• SEO ON PAGE •

Morplan.com website requires optimizing meta tags on almost every page.

Optimization of meta tags:

- Title: Many pages have no title and the url appears.
- Description: No Description on any page, or it is too short.
- H1, H2, H3: The Home and the Categories don't have H1.
- Alt: Images of products have the label Alt empty.
- Missing optimized text in products' categories.

Web architecture: it is not optimized, and there isn't a logical and semantic order in the content structure (friendly URL).

WPO: Optimize images to reduce weight and decrease loading time.

Geolocation: Morplan markets in two countries, UK and Ireland. The website is not directed to any of them by the tag href lang.

Schema Code: Schema Code is not implemented anywhere on the website.

Blog: The blog is being used badly on SEO web strategy because it is poorly linked from the homepage and it has not much content.

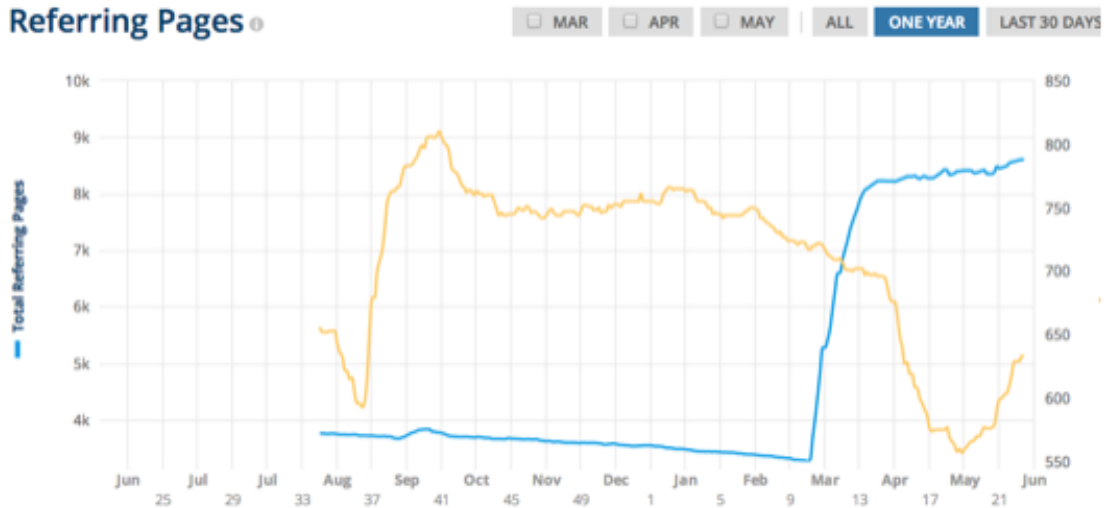
SUGGESTIONS TO IMPROVE

- Optimization of meta tags oriented to keywords in a relevant volume of searches.
- Development and implementation of a web-optimized architecture for e-commerce: flat architecture + breadcrumbs.
- Implementation for UK and Ireland with the href-lang tag if necessary.
- Implementation of the schema code for products, reviews, prices, offers.
- Development of a blog to get the positioning of words long tail.



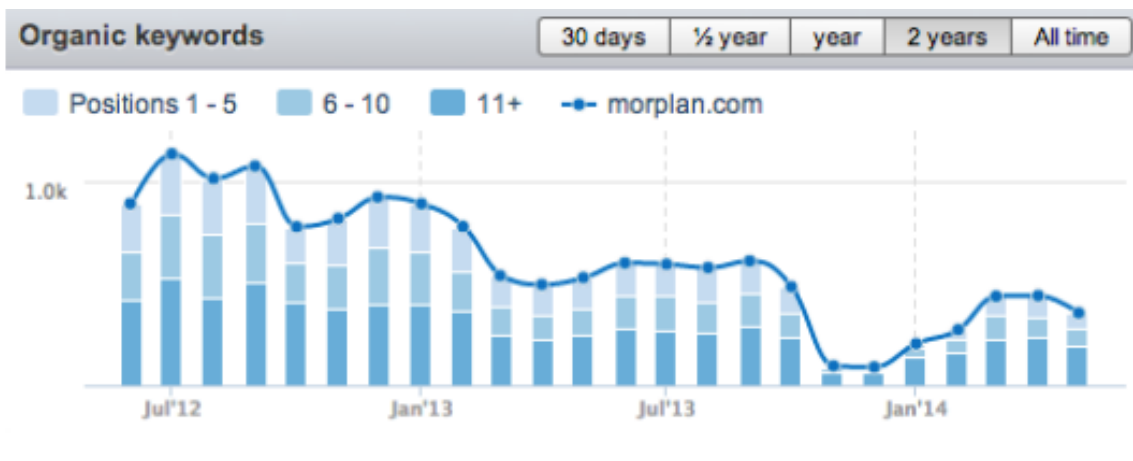
• **SEO OFF PAGE** •

Profile backlinks is correct and gives enough authority and strength to the page. We have detected a sudden links rise in March 2014. We have to be careful and try that Google does not detect these radical changes as artificial links and penalizes the web.



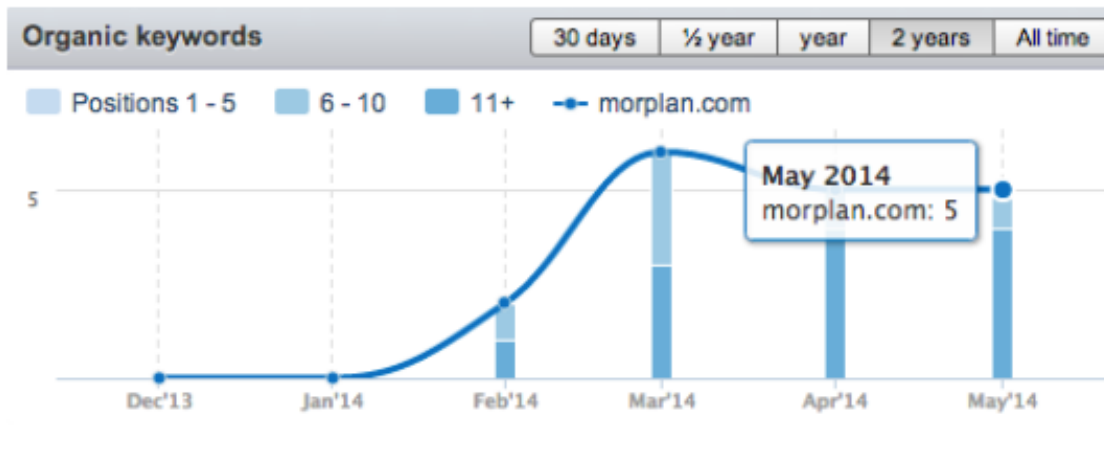
POSITIONING

Both organic traffic as positioned words gave a slump in November 2013 and gradually has been gaining back to March 2014. Starting this month both visits as keywords are driving down again.



Month	Nº Keywords
October 2013	485
Noviembre 2013	95
Diciembre 2013	89
Enero 2014	204
Febrero 2014	273
Marzo 2014	438
Abril 2014	441
Mayo 2014	354

Also, as mentioned before, if the web is also focused to position in Ireland, today its visibility in the Google search engine (Google.ie) is zero as it is currently positioning by only 5 words.



Respect to the organic traffic, it has been recorded a significant decline in the same dates as the loss of keywords. Although it went up from the beginning of 2014, the trend of the traffic is decreasing.



COMPETITORS

The online competitors are those who, in addition to matching the same keywords for which position, they must offer the same services for e-commerce that morplan.com. In this case the closest competitors are:

1. Equipashop.com

The website equipashop.com has nowadays 141 positioned keywords, 65 of them match with those of morplan.com.

2. Theretailfactory.co.uk

The website theretailfactory.co.uk has nowadays 43 positioned keywords, 20 of them match with those of morplan.com.

3. Shopfittingsuppliesonline.com

The website shopfittingsuppliesonline.com has nowadays 38 positioned keywords, but only 8 of them match with those of morplan.com.

4. E-shopfittings.co.uk

The website e-shopfittings.co.uk has 234 positioned keywords, 76 of them match with those of morplan.com.

5. Shopfittings-ltd.co.uk

The website shopfittings-ltd.co.uk has 157 positioned keywords, 51 of them match with those of morplan.com.

6. Displaysense.co.uk

This site is, within the commercial furniture industry, the best positioning, with the highest

number of keywords. The web has 1023 positioned keywords, 138 of them match with those of morplan.com.