



# Furniture - Unlocking market opportunities through SEO

— StrategiQ market insights

StrategiQ

AMIN  
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# Introduction

The SEO landscape for the furniture industry is dominated by major retailers such as Ikea, DFS and Dunelm along with a variety of niche retailers.

As a result, success in this vertical requires an understanding of the unique selling propositions of these leading retailers, but also the SEO techniques which go beyond basic keyword optimisation.

This analysis will explore how to effectively understand the behavioural traits within the market as well as how the leading players leverage technical SEO, content market and local SEO to enhance online visibility and drive consumer engagement.



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# Introduction

## 01 Understanding User Behaviour

Learn about 10 distinct furniture shopping behaviour groups and their search patterns.

## 02 SEO Techniques

Discover effective SEO tactics used by top furniture retailers to enhance visibility and engagement.

## 03 Content Optimisation

Explore how high-quality, keyword-rich content can drive traffic and improve search rankings.

## 04 Local and Delivery Searches

Learn strategies for optimising for local searches and delivery-related keywords to capture more targeted traffic.

## 05 Importance of Visual Content

Understand the role of visual content in capturing search intent for inspiration and ideas.

## 06 Technical SEO Insights

Gain insights into technical SEO practices that improve site performance and user experience.

## 07 Competitive Analysis

See how major retailers like Ikea and niche players dominate search results through tailored SEO strategies.

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# SEO performance depends on 3 activity pillars

## Tech

- ◆ Coherent, logical structure
- ◆ Easy and efficient to crawl
- ◆ Quick to load
- ◆ Mobile friendly
- ◆ Seen identically by search engine and user

## Content

- ◆ High Quality Content
- ◆ Answers needs of users
- ◆ Content intent reflects lifespan of your customer
- ◆ Ideally written by verifiable authority

## Links

- ◆ Authoritative sites
- ◆ Relevant within niche
- ◆ Quality over quantity
- ◆ Free from spam
- ◆ No detectable footprint

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# The analysis

We have analysed the behaviour of users searching for generic (non-brand) keywords within the furniture market.

This data has been taken from an analysis of

# 100,000 keywords

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# The analysis

SEO keyword data shows customers exhibit 10 behaviour types, searching for:

## 01 Specific furniture items

13.2M monthly searches

## 02 Sizes of furniture

3.9M monthly searches

## 03 Furniture for a particular room

3M monthly searches

## 04 Furniture of a certain colour

2.4M monthly searches

## 05 Furniture of a certain material

1.7M monthly searches

## 06 Price features, finance or deals

550K monthly searches

## 07 Inspiration and ideas

530K monthly searches

## 08 Retailers locations

250K monthly searches

## 09 Answers to questions

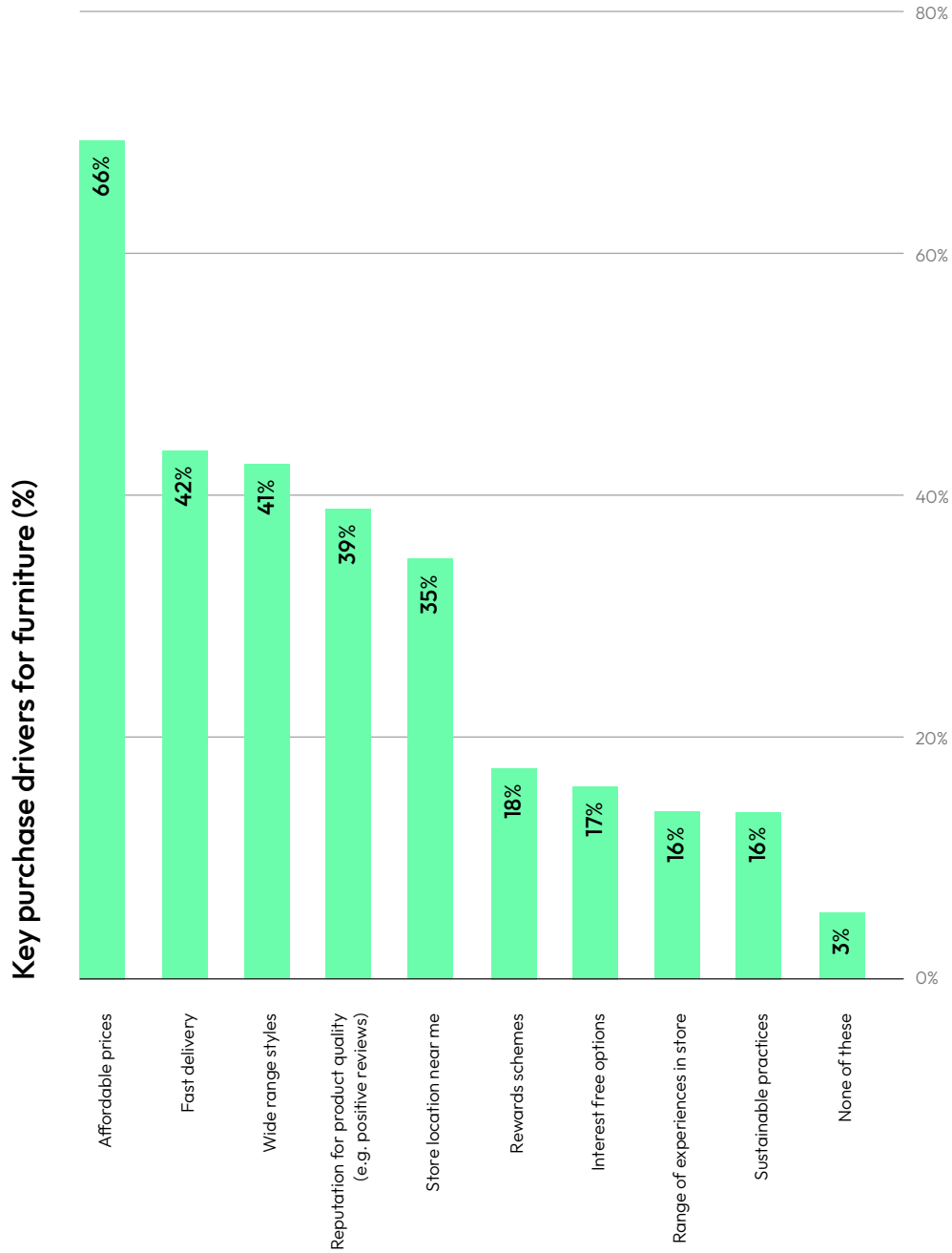
140K monthly searches

## 10 Options for delivery

25K monthly searches



# This SEO data aligns with customers' key purchase drivers



Data source: Mintel - internet users aged 16+ who have bought furniture in the last 12 months





# The analysis

Post-covid, search volume for individual keywords has declined, however types of keyword search have diversified.

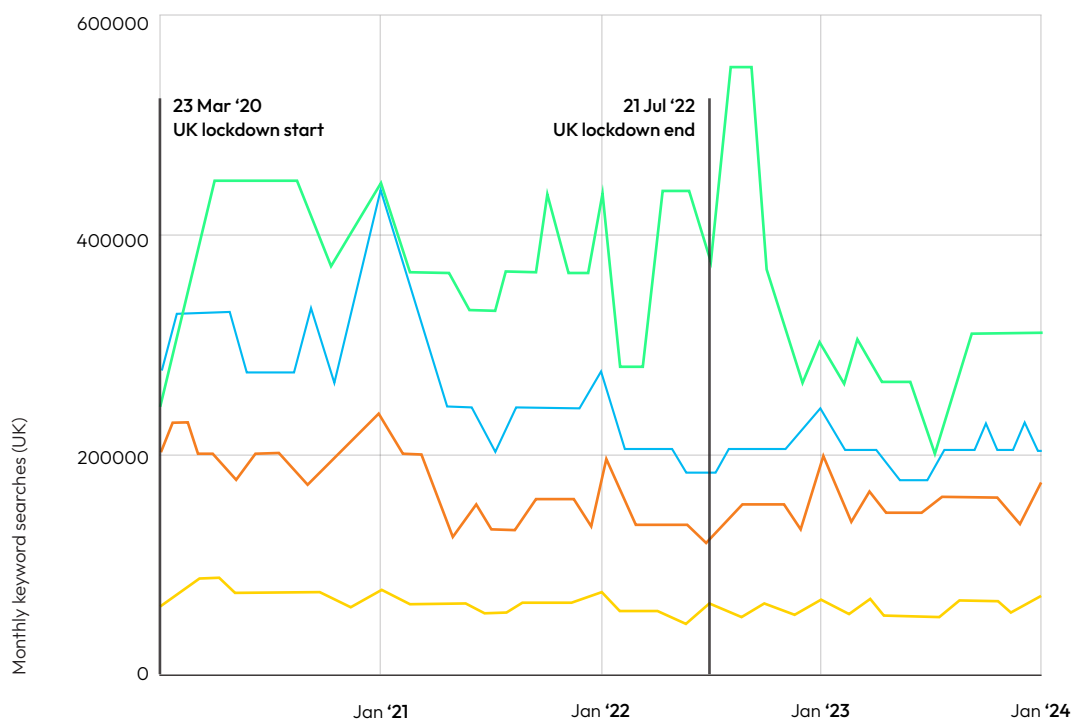
Whilst demand for furniture initially surged during covid as people sought to improve their living spaces, search volume around popular terms has seen a declining trend over time. Searches for 'sofas' initially spiked following the July 2021 lockdown lift, however failed to return to initial levels.

The shift to online shopping has been a major trend with retailers needing to focus on their online marketing channels as a mean of attracting and retaining customers.

Economic uncertainty may affect consumer confidence and spending on high ticket items, meaning that competition in this space will likely heighten as retailer compete over a market which is more price conscious.

## Monthly searches for popular furniture items

◆ Beds    ◆ Double beds    ◆ Furniture    ◆ Sofa





Looking at the top  
**1000 keywords**  
for each of these  
**behaviour groups**  
allows us to see  
which retailers are  
the **most visible** in  
Google search

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# Searches for particular furniture items

\_Top 1000 keywords analysis

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# Searches for particular furniture items:

Keyword examples: Searches per year (Google UK)

|                      |         |
|----------------------|---------|
| Dining <b>chairs</b> | 528,000 |
|----------------------|---------|

|                     |         |
|---------------------|---------|
| Dining <b>table</b> | 504,000 |
|---------------------|---------|

|                    |         |
|--------------------|---------|
| Office <b>desk</b> | 168,000 |
|--------------------|---------|

|                      |         |
|----------------------|---------|
| Garden <b>tables</b> | 107,000 |
|----------------------|---------|

|                     |        |
|---------------------|--------|
| Bedroom <b>rugs</b> | 28,000 |
|---------------------|--------|

|                        |        |
|------------------------|--------|
| Hallway <b>cabinet</b> | 22,000 |
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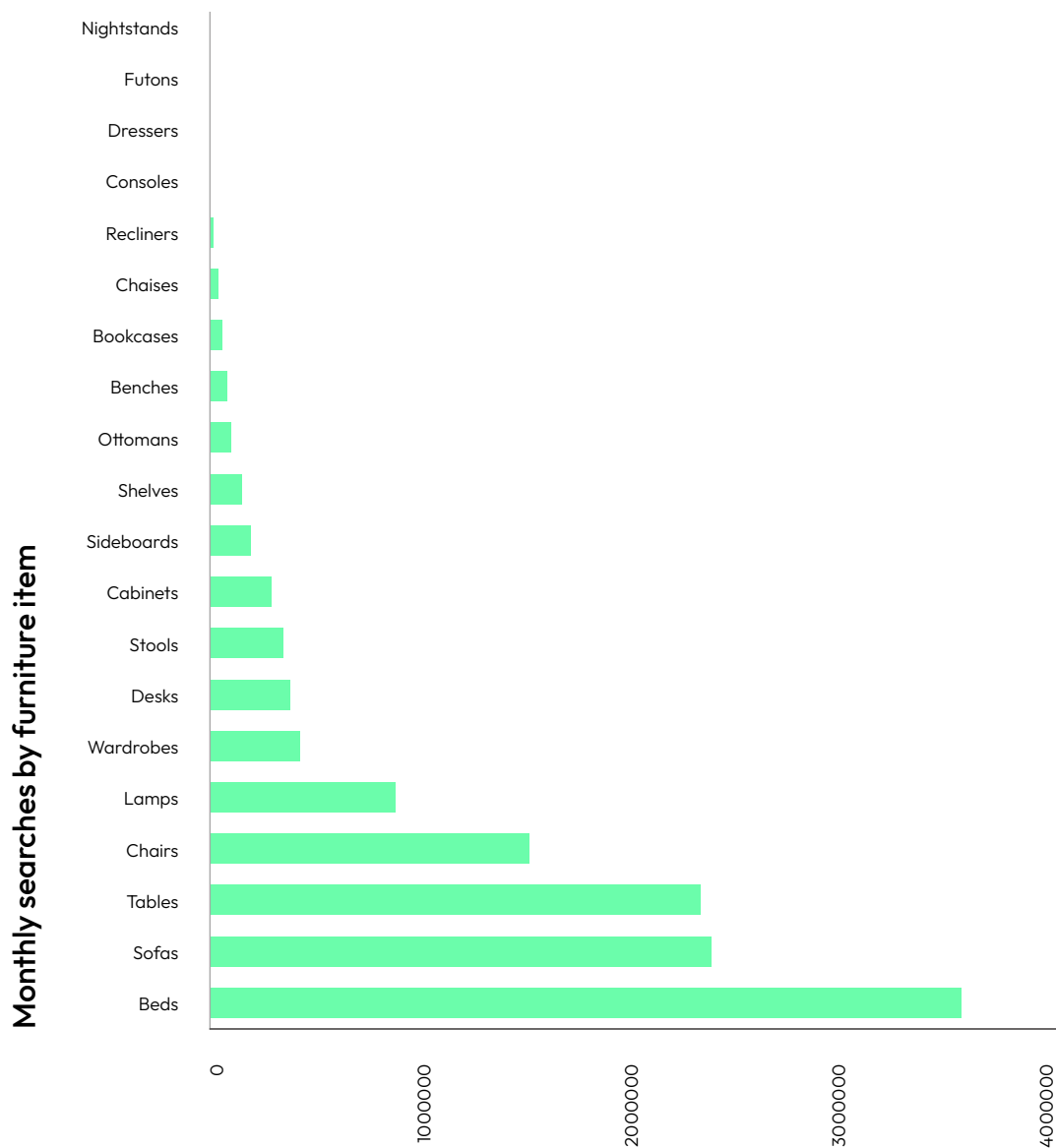
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# The analysis

Beds, sofas & tables make up **66%** of all furniture item searches

Out of the 13.2 million monthly searches for furniture items, beds, tables, and chairs together constitute 8.6 million. In addition to these, chairs also contribute significant search volume. With 1.6 million searches being done each month, this represents 12% of the total furniture searches.



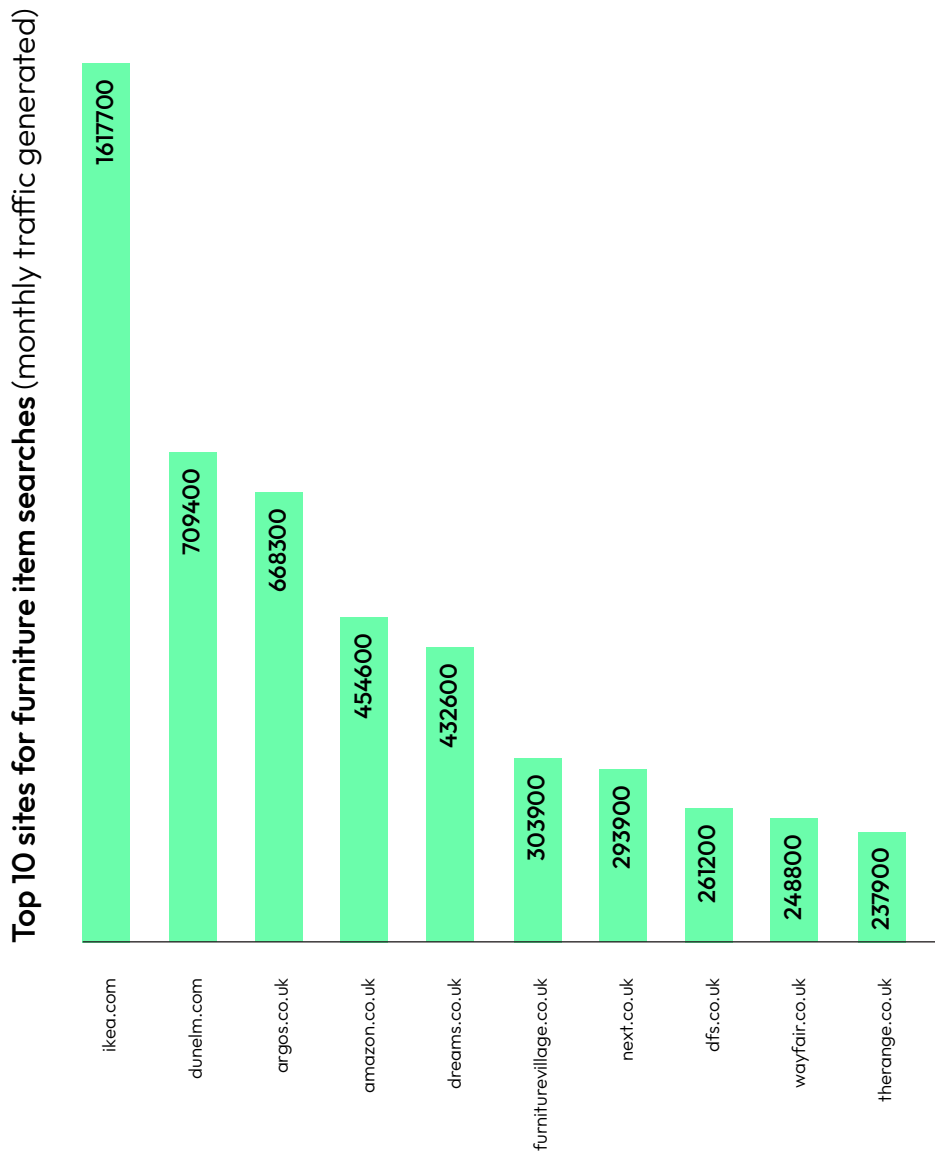


# The analysis

Ikea dominates for searches of particular furniture items, with 1.6M visits per month from organic search.

Ikea's dominance reflects the extensive array of furniture products offered across its range range.

Other notable traffic drivers are specialist suppliers such as Dreams (beds) as well as DFS and Sofology (Sofas) where product ranges will be limited to specific types. Retailers of broader homeware and clothing such as Next and Argos also perform well in this space, despite dilution from non-furniture related products.





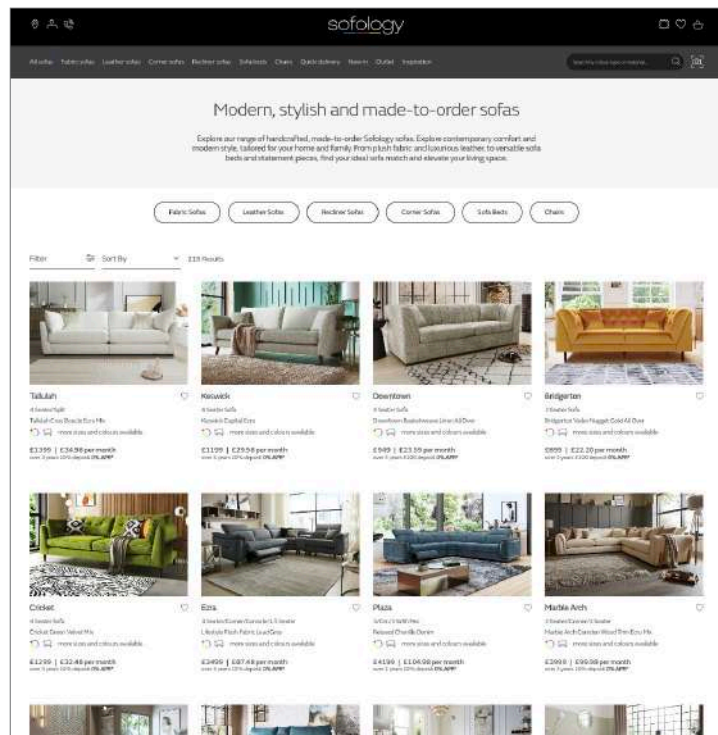
# Product list pages perform well in this niche

## Features we like:

- ◆ Page title and <h1> header optimised for head terms
- ◆ Keyword rich sales copy below <h1> header which also links to a sofa beds buying guide
- ◆ Additional quick links in above the fold content to product category variations deeper within the site architecture (2 seater sofa beds, 3 seater sofa beds, etc)
- ◆ Clear filter and sort functionality
- ◆ Clear unique product imagery
- ◆ Price and payment options clearly visible below product imagery
- ◆ Additional keyword rich content above footer
- ◆ Footer content also links to a space saving guid
- ◆ Image carousel with links to UGC photos

## Features we don't like:

- ◆ Large page file size may be slow to download
- ◆ Render blocking resources exist
- ◆ Lack of schema





# SEO targeting “furniture items” searches

## Optimisation checklist

### Optimise PLP titles and <h1> headers

Primary targeted keywords should reflect the item of furniture searched for (e.g. “sofa beds”, “dining tables”)

### Optimised PLP page copy

Include keyword-rich sales copy below the <h1> header, linking to relevant buying guides.

### Contextual linking

Add quick links above the fold to popular category variations (e.g. “2 seater sofa beds”).

### Provide filtering functionality

Implement clear filter and sort functionality to enhance user experience and enable discovery of all products.

### Use high quality imagery

Use unique, high-quality product imagery to attract and retain visitors.

### Clear pricing

Display price and payment options clearly below product images for transparency.

### Leverage footer content

Link footer content to add further relevance and to link to relevant buying guides (e.g. space saving guide).

### Incorporate UGC content

Incorporate an image carousel with UGC photos to boost engagement.

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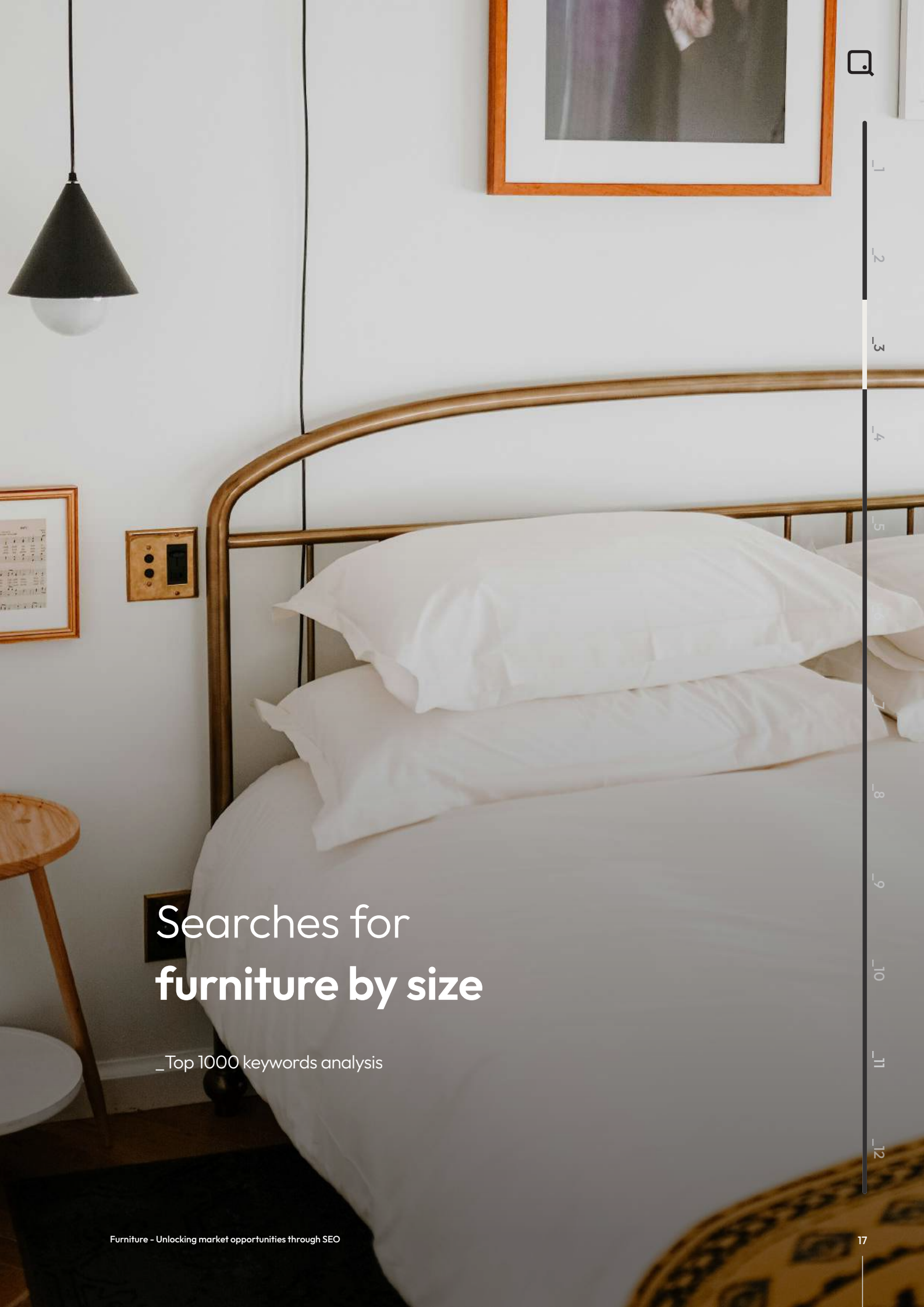
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# Searches for **furniture by size**

\_Top 1000 keywords analysis



# Searches for furniture by size:

Keyword examples: Searches per year (Google UK)

|                           |         |
|---------------------------|---------|
| <b>Double</b> bed         | 912,000 |
| <b>King size</b> mattress | 396,000 |
| <b>Single</b> beds        | 168,000 |
| <b>Large</b> mirror       | 144,000 |
| <b>Narrow</b> side table  | 48,000  |
| <b>Small</b> rug          | 22,000  |

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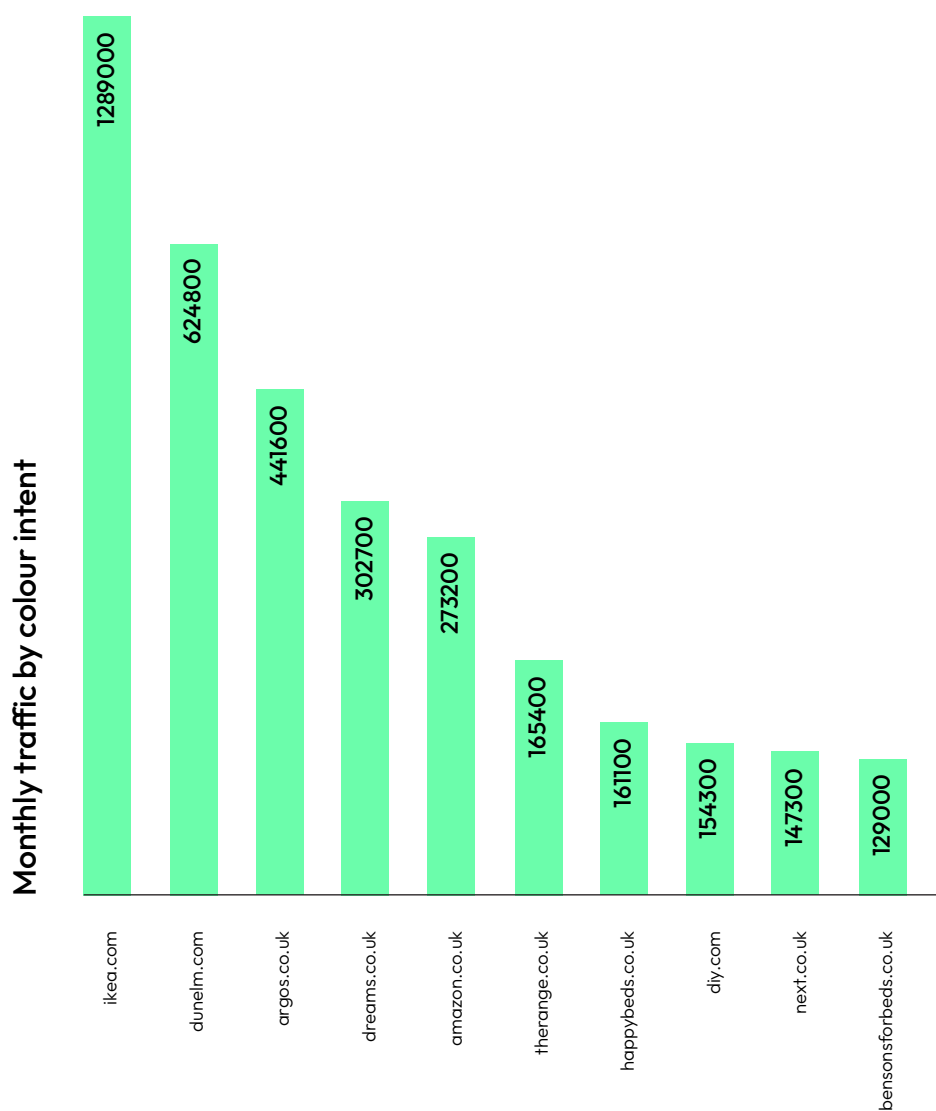
# The analysis

Specialist bed retailers commonly attract the greatest traffic for 'size' searches, reflecting particular customer needs.

Specialist bed retailers unsurprisingly excel here due to the variety of product sizes available which meet the specific needs of the customer base.

Notably, Dreams captures 20% of the traffic among the top ten retailers focused on this category, which includes other prominent high street bed stores.

General homeware retailers like IKEA and Argos continue to show strong performance in this segment as well.





# The analysis

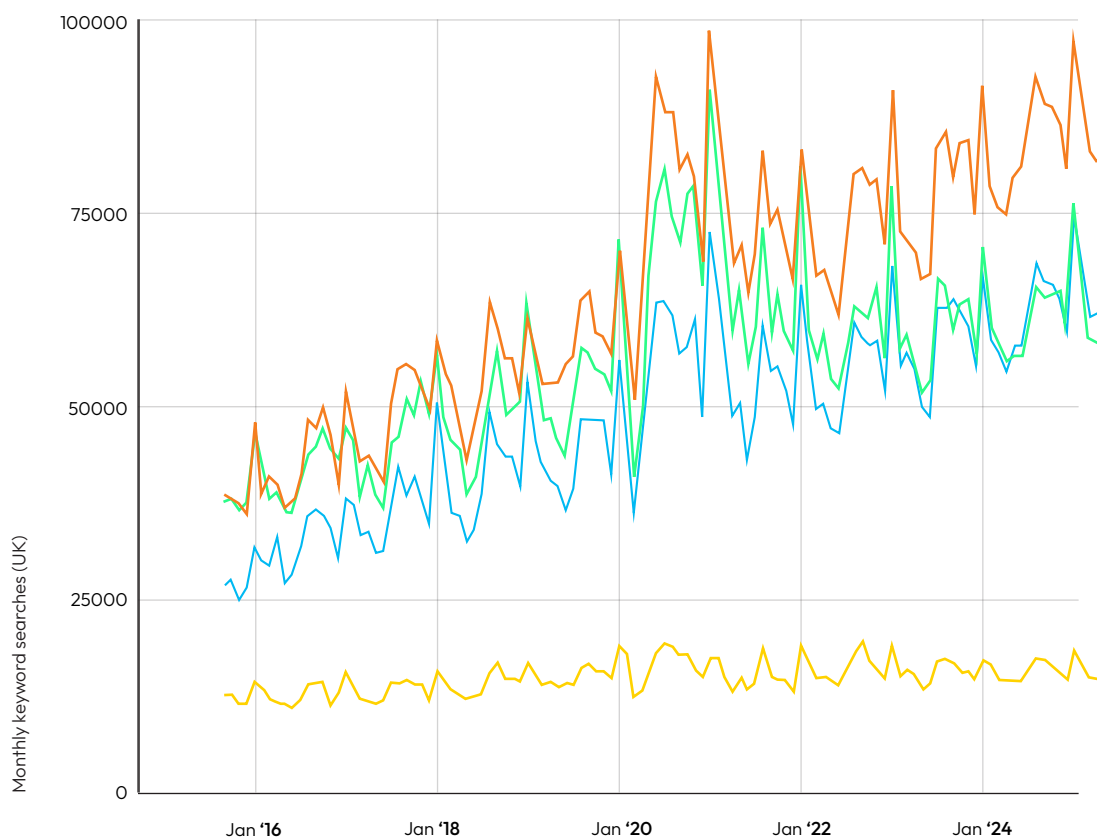
## 'Size' keyword interest (Jan 2016 to date)

Demand for beds of all sizes has seen a steady rise in the last 8 years, with the exception of 'queen size beds' where interest has remained relatively low.

Covid was also a catalyst for interest in purchasing a new bed, with an increase in search volume seen from March 2020.

### Monthly searches for 'size'

◆ Single bed    ◆ Double beds    ◆ Queen size bed    ◆ King bed





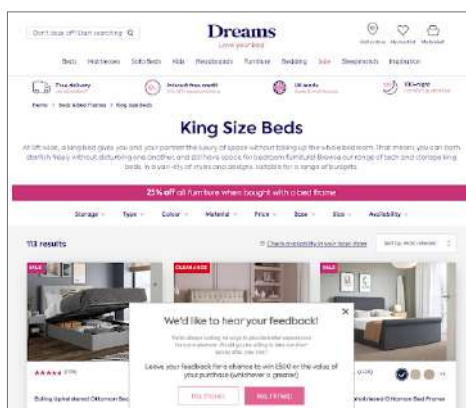
# Guide content and PLPs optimised for size keywords perform well

## Guide content features we like:

- ◆ Page title and <h1> header optimised most relevant keywords
- ◆ Comprehensive, well written content which answers questions about the full range of product sizes available
- ◆ Additional content curated in the form of tabular data as well as imagery. This content has potential to be visible in featured snippets and image carousels in search results. These are search features which occupy larger areas of real estate on the page
- ◆ Use of article schema

## PLP features we like:

- ◆ Page title and header optimised for important 'size' keywords
- ◆ Supporting page copy below <h1> contains keyword variations
- ◆ Frequently asked questions are answered in footer content which has been suitably formatted
- ◆ Internal links in footer content which makes use of exact match anchor text to link to pages deeper within the site





# SEO targeting “furniture items” searches

## Guide Content

### Optimisation checklist

#### Optimise titles and headers

Use most relevant size-related keywords.

#### Write comprehensive content

Answer questions about all product sizes.

#### Use tabular data

Curate content in tables for featured snippet potential.

#### Incorporate images

Include images to appear in search image carousels.

#### Implement article schema

Use schema to enhance search visibility.

#### Add keyword-rich subheadings

Include size keywords in subheadings.

#### Provide detailed comparisons

Compare different sizes with pros and cons.

#### Link to relevant products

Connect guide to product pages with exact match text.

#### Update content regularly

Keep information current and relevant.

#### Use engaging format

Break up content with bullet points and short paragraphs.

## PLP Page

### Optimisation checklist

#### Optimise titles and headers

Use important size keywords.

#### Include supporting page copy

Add keyword variations below the <h1>.

#### Answer FAQs in footer

Format footer to address common questions.

#### Link internally

Use exact match anchor text for deeper links.

#### Use high-quality imagery

Include clear, size-relevant product images.

#### Display clear pricing

Show prices and payment options prominently.

#### Implement filter options

Allow users to filter by size easily.

#### Highlight bestsellers

Feature popular sizes prominently.

#### Use breadcrumb navigation

Improve user experience and SEO.

#### Add reviews and ratings

Display customer feedback for size-related products.

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# Searches for **furniture by room**

\_Top 1000 keywords analysis



# Searches for furniture by room:

Keyword examples: Searches per year (Google UK)

|                      |         |
|----------------------|---------|
| <b>Dining</b> chairs | 528,000 |
|----------------------|---------|

|                     |         |
|---------------------|---------|
| <b>Garden</b> table | 384,000 |
|---------------------|---------|

|                    |         |
|--------------------|---------|
| <b>Office</b> desk | 168,000 |
|--------------------|---------|

|                               |        |
|-------------------------------|--------|
| <b>Bedroom</b> furniture sets | 94,000 |
|-------------------------------|--------|

|                       |        |
|-----------------------|--------|
| <b>Kitchen</b> stools | 86,000 |
|-----------------------|--------|

|                     |        |
|---------------------|--------|
| <b>Bedroom</b> rugs | 28,000 |
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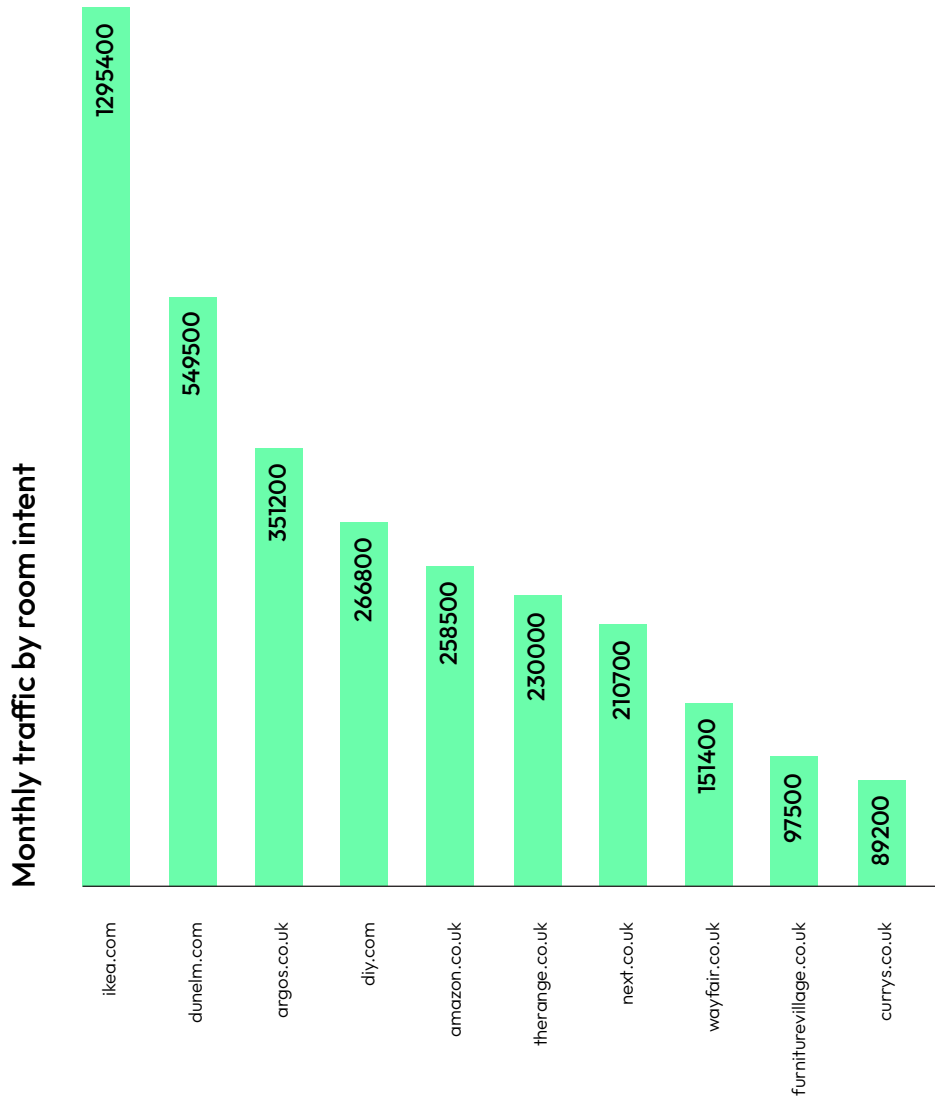
# The analysis

Ikea capitalise on high demand for room based searches.

Customers looking to refurbish entire rooms are highly likely to perform keyword searches which reflect this intent.

This behaviour is reflected in the organic targeting done by retailers in this section who are well known high street brands.

Whilst all perform well, Ikea are far in front as they capture over a third of the available traffic received by the top 10 retailers in this intent grouping.





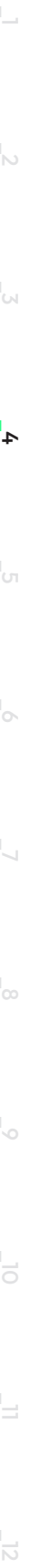
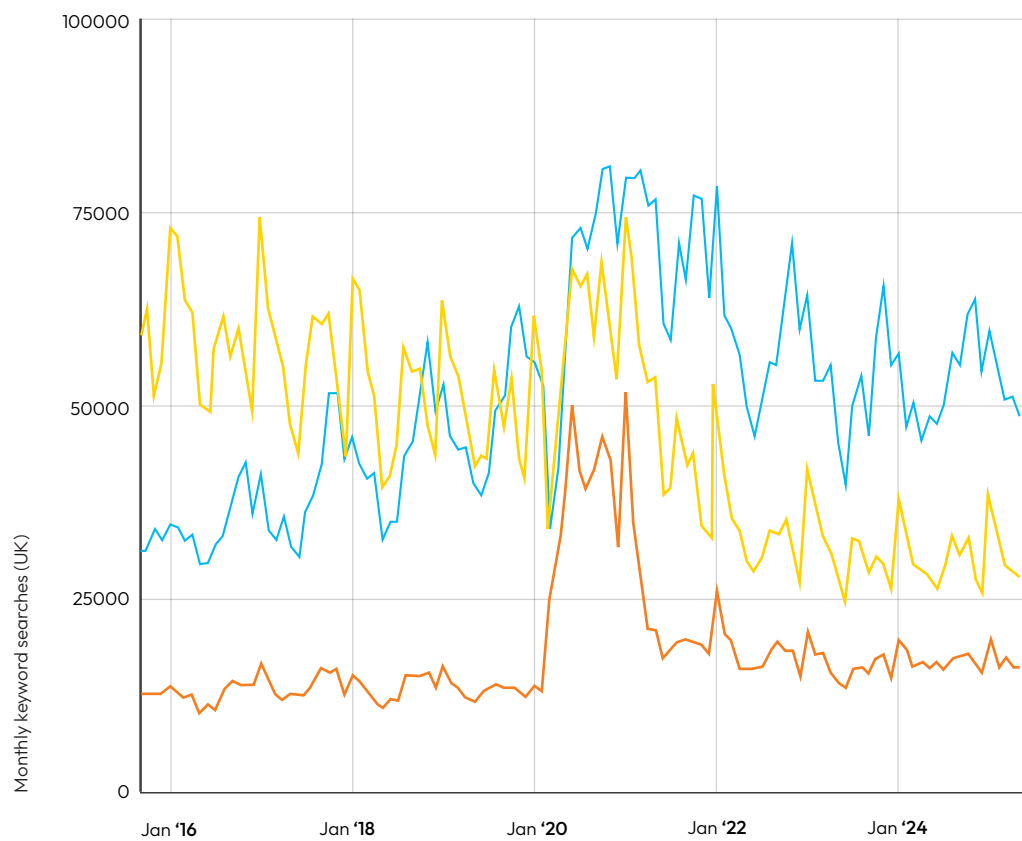
# The analysis

## 'Room' keyword interest (Jan 2016 to date)

Over the past 8 years, interest in 'dining chairs' and 'office desks' has grown, while demand for 'bedroom furniture' has declined. COVID significantly boosted searches for all these terms, with a sharp increase in demand starting in March 2020.

### Monthly searches for 'room'

◆ Dining chairs    ◆ Office desk    ◆ Bedroom furniture





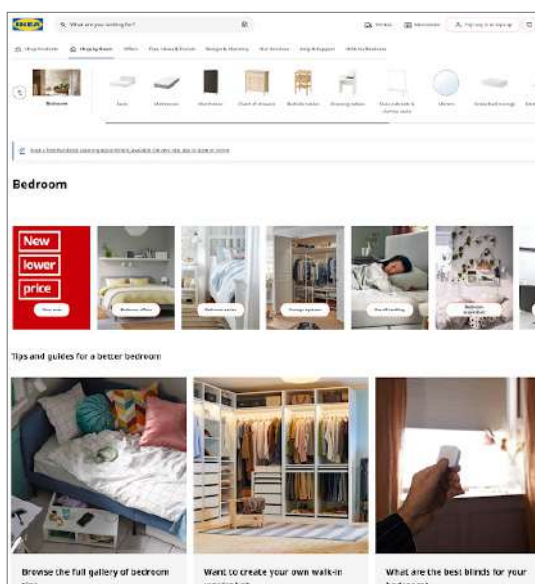
# PLPs themed for room specific furniture are highly visible in this space

## Features we like:

- ◆ Hero content features additional image links to specific furniture items which will be popular for this particular room
- ◆ Calls to action link to specific areas of interest for bedroom furniture: offers, storage systems, bedding, bedding inspiration, etc. This increases user engagement and gives Google more reason to think the page is meeting customer needs.
- ◆ Use of breadcrumb schema. This will improve the likelihood of sitelinks appearing in search results, which will contribute to higher CTRs.

## Features we don't like:

- ◆ <h1> header not optimised as well as page title, missing potential to rank for diverse keywords.
- ◆ Improperly sized images which are larger than the size at which they are rendered. This results in image content which may slow down page load speed.





# Brands drive traffic with landing pages that act as a one stop shop for inspiration and design

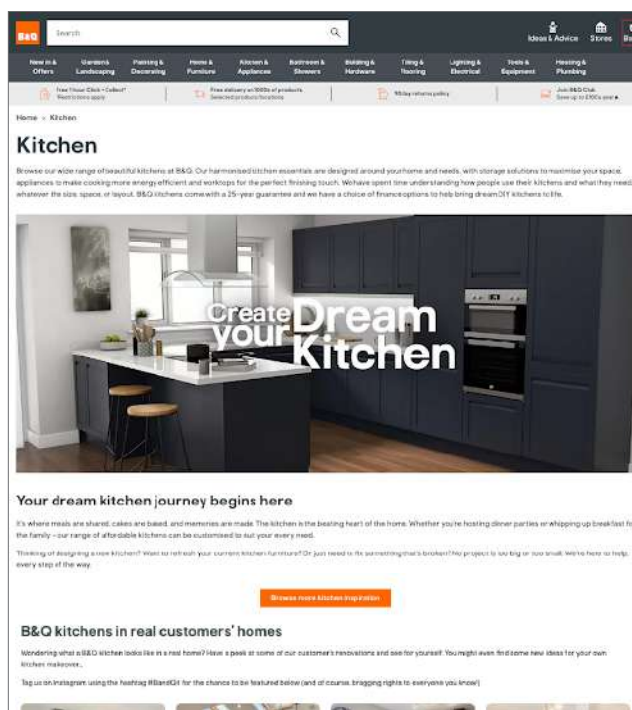
## Features we like:

- ◆ Landing page clearly laid out to meet needs of the user
- ◆ Content keyword targeting includes mentions of “inspiration” and “design”
- ◆ Extensive, clear internal linking from main content to individual PLPs
- ◆ Links to guide content relating to “trends” and “ideas”
- ◆ Clear, crisp imagery which includes photos of installations from customers homes
- ◆ Prominent CTAs for tools and appointment bookings
- ◆ Common questions relating to finance and deliver answered in page content

## Features we don't like:

- ◆ <h1> could be optimised for more diverse set of keywords reflecting customer need

# B&Q





# SEO targeting “room” searches

## Guide Content

### Optimisation checklist

#### Optimise titles and headers

Use titles and headers targeted for “ideas” and “inspiration” relating to a particular room.

#### Write comprehensive content

Provide comprehensive guides and ideas for the specific room.

#### Use high-quality, relevant images

Feature inspirational images related to the room.

#### Include keyword-rich subheadings

Use room-specific keyword variations in subheadings to improve content relevance.

#### Implement article schema

Use schema to enhance search visibility.

#### Provide internal links

Link to relevant PLPs, PDPs and other guides within the content.

#### Encourage user-generated content

Feature customer photos and reviews to build trust and engagement.

#### Use clear calls to action

Direct users to related products or further reading.

#### Optimise page speed

Ensure images and other elements are properly sized for fast load times. Make use of lazy loading of image elements where appropriate.

## PLP Page

### Optimisation checklist

#### Optimise titles and headers

Ensure both are optimised for room specific keywords.

#### Use hero content effectively

Feature image links to popular items for the room.

#### Include clear calls to action

Link to specific areas of interest (e.g., offers, storage, bedding).

#### Implement breadcrumb schema

Enhance chances of sitelinks appearing in search results.

#### Optimise image sizes

Use properly sized images to avoid slowing down page load speed.

#### Create comprehensive landing pages

Act as a one-stop shop for room inspiration and design.

#### Add keyword-rich content

Include room-specific keywords throughout the page.

#### Use high-quality, relevant imagery

Feature images that reflect the room's theme.

#### Link to related guides and products

Connect to relevant guides and product pages to improve user experience.

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# Searches for **furniture by colour**

\_ Top 1000 keywords analysis



# Searches for furniture by colour:

Keyword examples: Searches per year (Google UK)

|                               |         |
|-------------------------------|---------|
| <b>White</b> chest of drawers | 144,000 |
|-------------------------------|---------|

|                   |         |
|-------------------|---------|
| <b>Green</b> sofa | 103,200 |
|-------------------|---------|

|                 |        |
|-----------------|--------|
| <b>Grey</b> bed | 62,400 |
|-----------------|--------|

|                          |        |
|--------------------------|--------|
| <b>Cream</b> corner sofa | 45,600 |
|--------------------------|--------|

|                               |        |
|-------------------------------|--------|
| <b>Grey</b> living room ideas | 36,000 |
|-------------------------------|--------|

|                           |        |
|---------------------------|--------|
| <b>Blue</b> dining chairs | 24,000 |
|---------------------------|--------|

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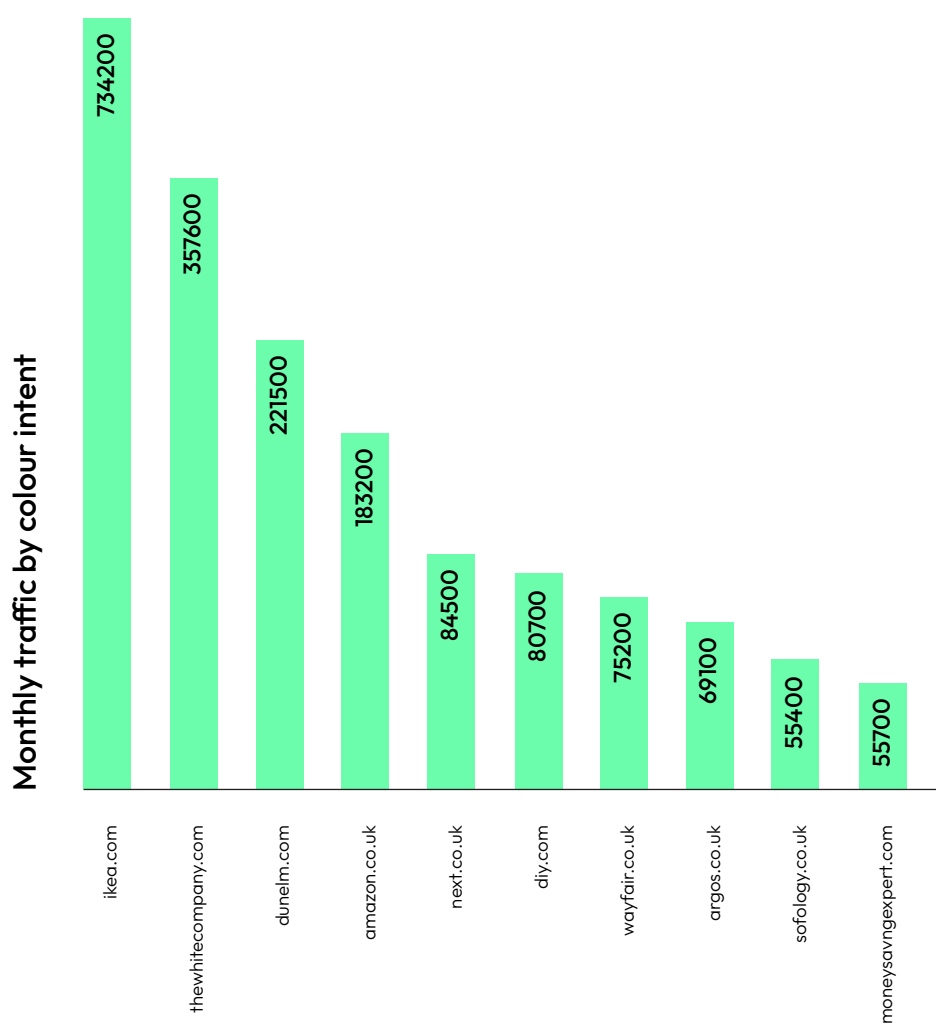
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# The analysis

Ikea dominate for colour, with search results populated with a mix of high street and online-only retailers.

Whilst Ikea again take the majority share with 50% of all clicks attracted by the top 10 retailers, the wider space is occupied by a healthy mix of well known high street retailers, online only brands and specialist retailers such as Sofology.







# The analysis

White, grey and black are in - making up over 50% of all monthly colour based searches

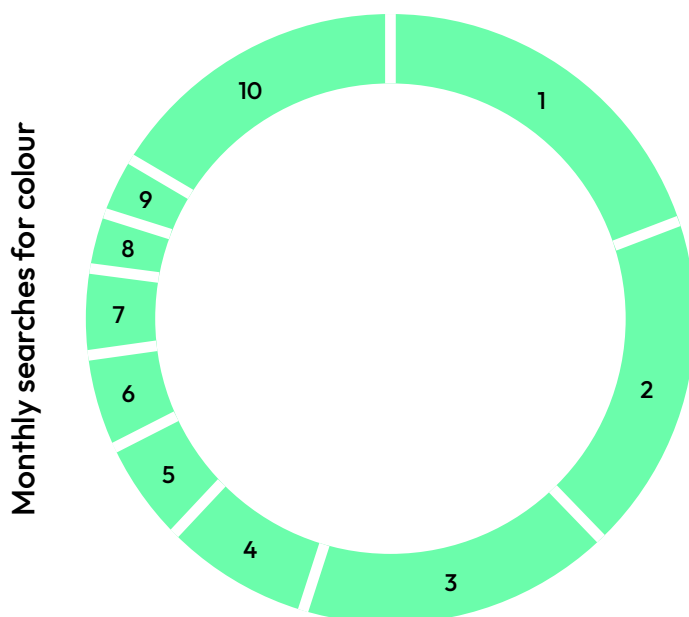
White is the most popular colour, accounting for 20.4% of all searches. This indicates that neutral, light colours are in high demand - likely because they are versatile and can fit into a variety of home decor styles.

Grey and black are also popular, showing that neutral, monochromatic colour schemes are also appealing. This is likely as they are perceived as modern, sleek and easy to coordinate.

Lower search tendencies for brighter colours indicates that shoppers may view these as risky choices, or bolder choices which are harder to integrate into existing home furnishings.

## Monthly searches for 'colour'

- |                 |                              |                 |                 |
|-----------------|------------------------------|-----------------|-----------------|
| 1 White - 20.4% | 2 Grey - 17.4%               | 3 Black - 16.3% | 4 Green - 8.3%  |
| 5 Blue - 5.6%   | 6 Pink - 5%                  | 7 Cream - 4.6%  | 8 Orange - 3.1% |
| 9 Navy - 3%     | 10 All other colours - 16.3% |                 |                 |





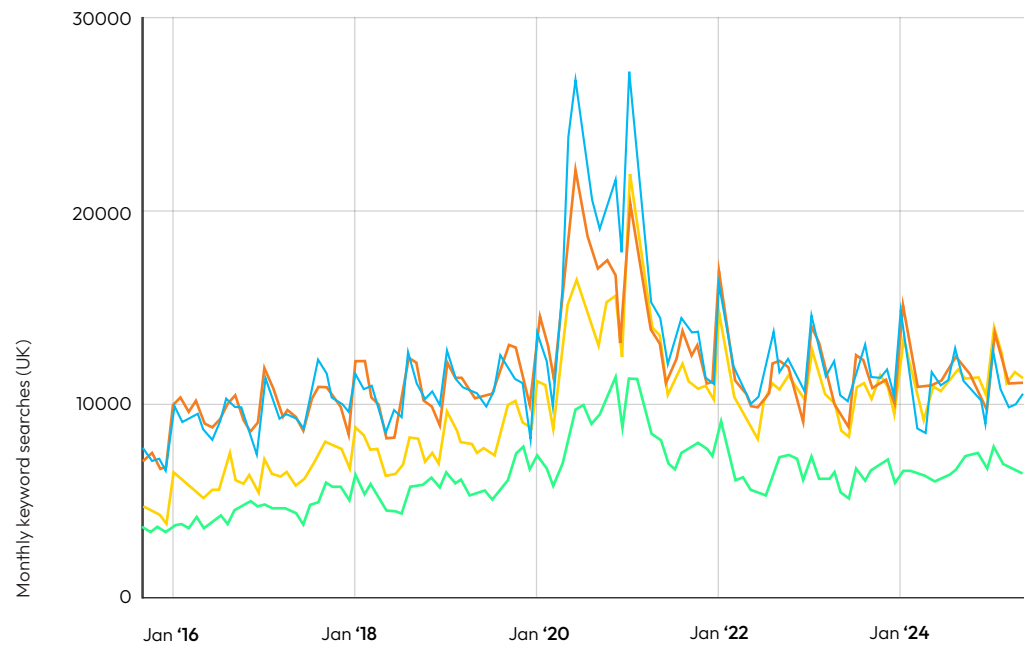
# The analysis

## 'Colour' keyword interest (Jan 2016 to date)

Over the past 8 years, demand for 'white' furniture has consistently grown. This trend was especially pronounced during COVID, with notable increases in purchases of white drawers and wardrobes.

### Monthly searches for 'colour'

◆ White chest of drawers    ◆ White wardrobe    ◆ White bedside table    ◆ White coffee table

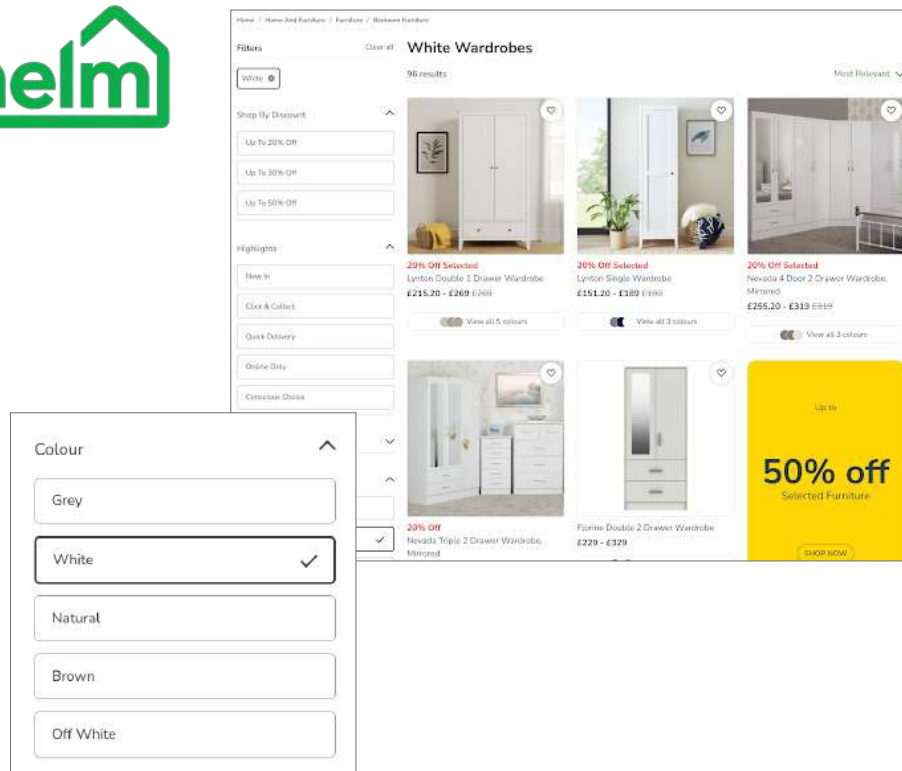




# Product list pages also perform well in this niche

## Features we like:

- ◆ Page title and <h1> header optimised for colour specific product range
- ◆ Product imagery which clearly matches the search intent
- ◆ Internal links from sidebar navigation to different product colour iterations
- ◆ Product colour variations also linked under product imagery
- ◆ Lazy loading of product imagery below the fold will benefit page load speed





# SEO targeting “colour” searches

## Optimisation checklist

### Optimise titles and headers

Use colour-specific keywords for page titles and <h1> headers.

### Use matching product imagery

Ensure images clearly match the colour search intent.

### Provide internal links

Include sidebar navigation links to other product colour iterations.

### Link colour variations

Use lazy loading for below-the-fold images to improve page speed.

### Implement lazy loading

Add colour-specific keywords in product descriptions.

### Use high-quality images

Feature high-quality images that accurately display the product colour

### Create filter options

Allow users to filter products by colour.

### Show customer reviews

Display reviews and ratings that mention the product colour.

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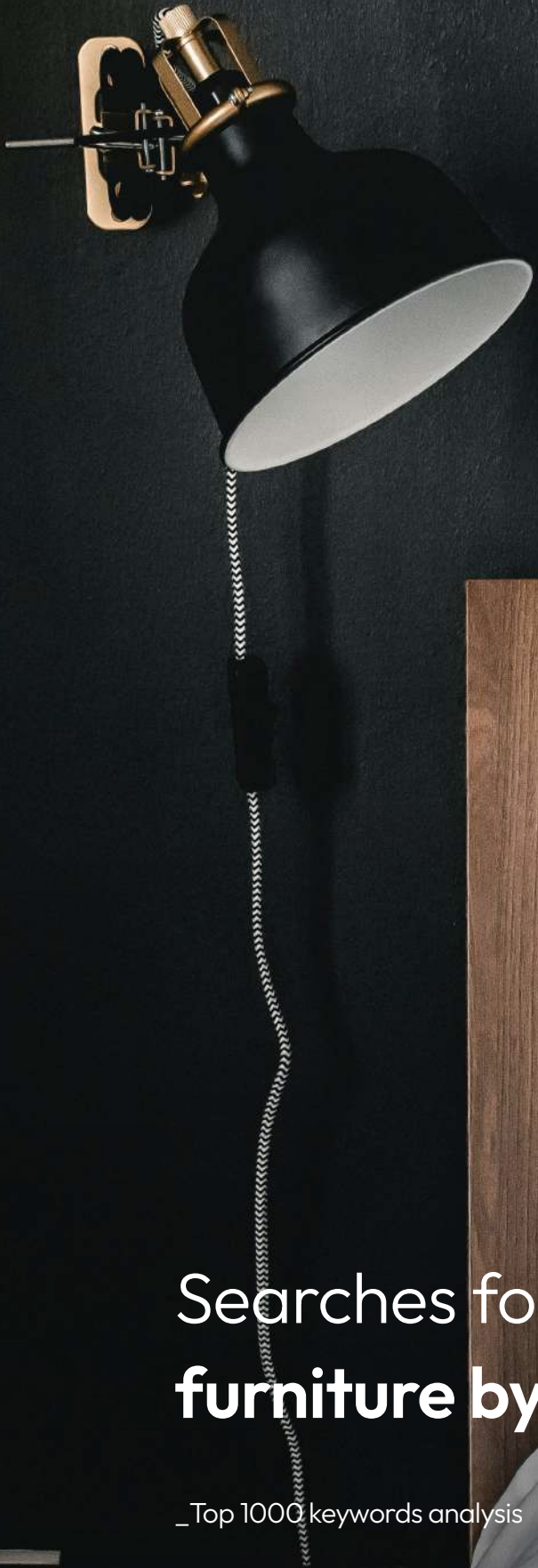
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# Searches for **furniture by material**

\_Top 1000 keywords analysis



# Searches for furniture by material:

Keyword examples: Searches per year (Google UK)

|                     |         |
|---------------------|---------|
| <b>Leather</b> sofa | 120,000 |
|---------------------|---------|

|                           |         |
|---------------------------|---------|
| <b>Glass</b> coffee table | 100,800 |
|---------------------------|---------|

|                      |        |
|----------------------|--------|
| <b>Oak</b> sideboard | 79,200 |
|----------------------|--------|

|                    |        |
|--------------------|--------|
| <b>Velvet</b> sofa | 52,800 |
|--------------------|--------|

|                            |        |
|----------------------------|--------|
| <b>Wooden</b> coffee table | 49,200 |
|----------------------------|--------|

|                       |        |
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| <b>Rattan</b> drawers | 25,200 |
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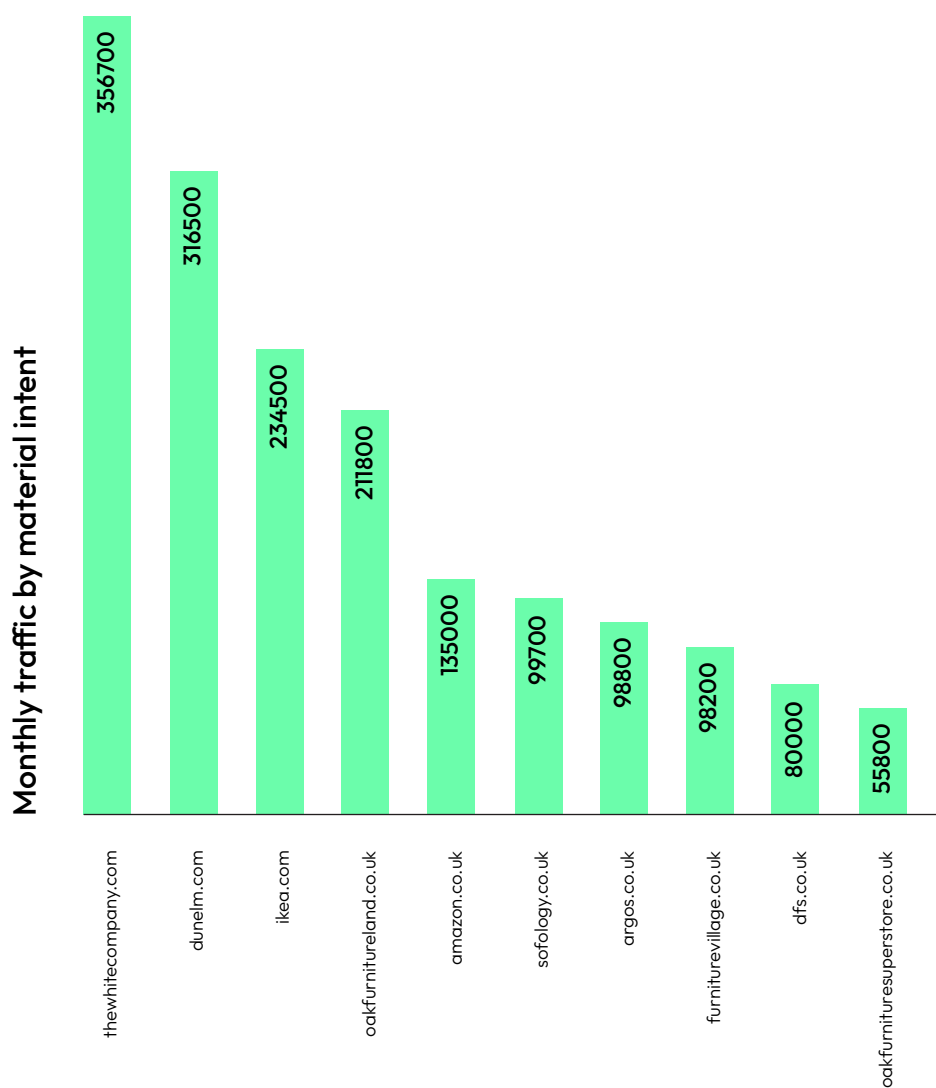
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# The analysis

Specialist ‘material’ focussed retailers commonly feature in a niche where oak proves a popular choice.

It is unsurprising to see Oak Furniture Land and Oak Furniture Superstore feature prominently within a furniture niche where customers have a specific aesthetic in mind. This reflects current trends and the enduring popularity of oak furniture. Ikea demonstrate less visibility within this intent niche, however still outperform other high street retailers.

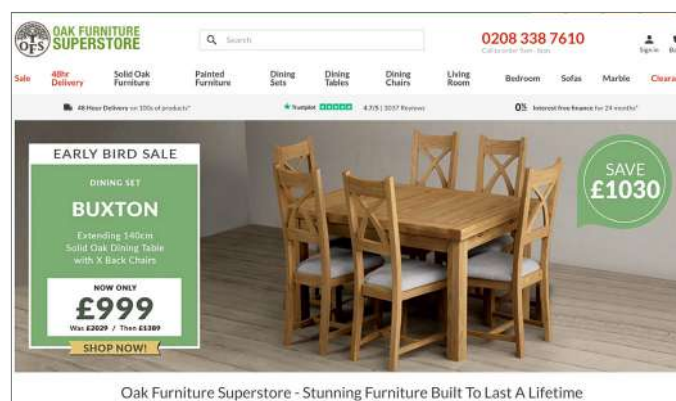
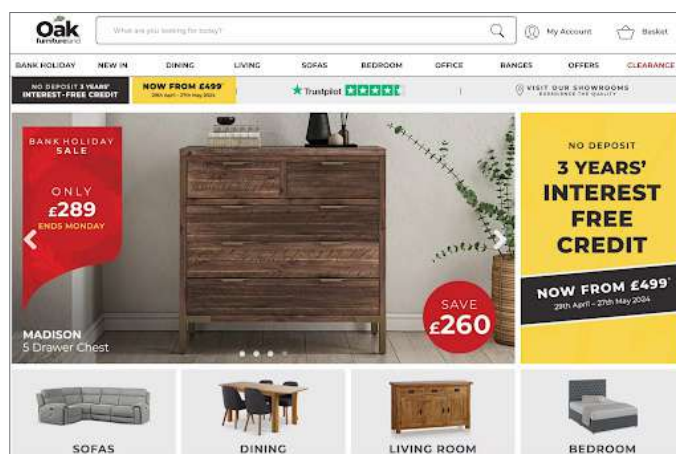




# Specialist wood furniture retailers dominate searches for specific materials

## Features we like:

- ◆ Keyword rankings ability of Oak Furniture Land and Oak Furniture Store will be helped hugely by their keyword rich domain names which are a significant indicator of relevance.
- ◆ This will be especially beneficial as all site URLs will contain a mention of 'oak' and 'furniture'.
- ◆ On page content will naturally demand that it is populated with 'oak' variations of content descriptions and sales copy.







# SEO targeting “material” searches

## Homepage / PLP / PDP - Optimisation checklist

|   |  |
|---|--|
| <b>Optimise titles and headers</b>        | Use material-specific keywords for page titles and <h1> headers.           |
| <b>Include material-specific keywords</b> | Populate on-page content with variations of the material keyword.          |
| <b>Create dedicated landing pages</b>     | Develop landing pages focused on each specific material type.              |
| <b>Use high-quality material images</b>   | Feature images that clearly show the material’s texture and colour.        |
| <b>Link to material variations</b>        | Provide links to product variations of different materials.                |
| <b>Implement structured data</b>          | Use schema markup to highlight material information.                       |
| <b>Highlight material benefits</b>        | Detail the benefits and qualities of the material in descriptions.         |
| <b>Showcase expert content</b>            | Include content from experts about the material’s durability and style.    |
| <b>Leverage internal linking</b>          | Connect to other relevant material-specific guide content within the site. |

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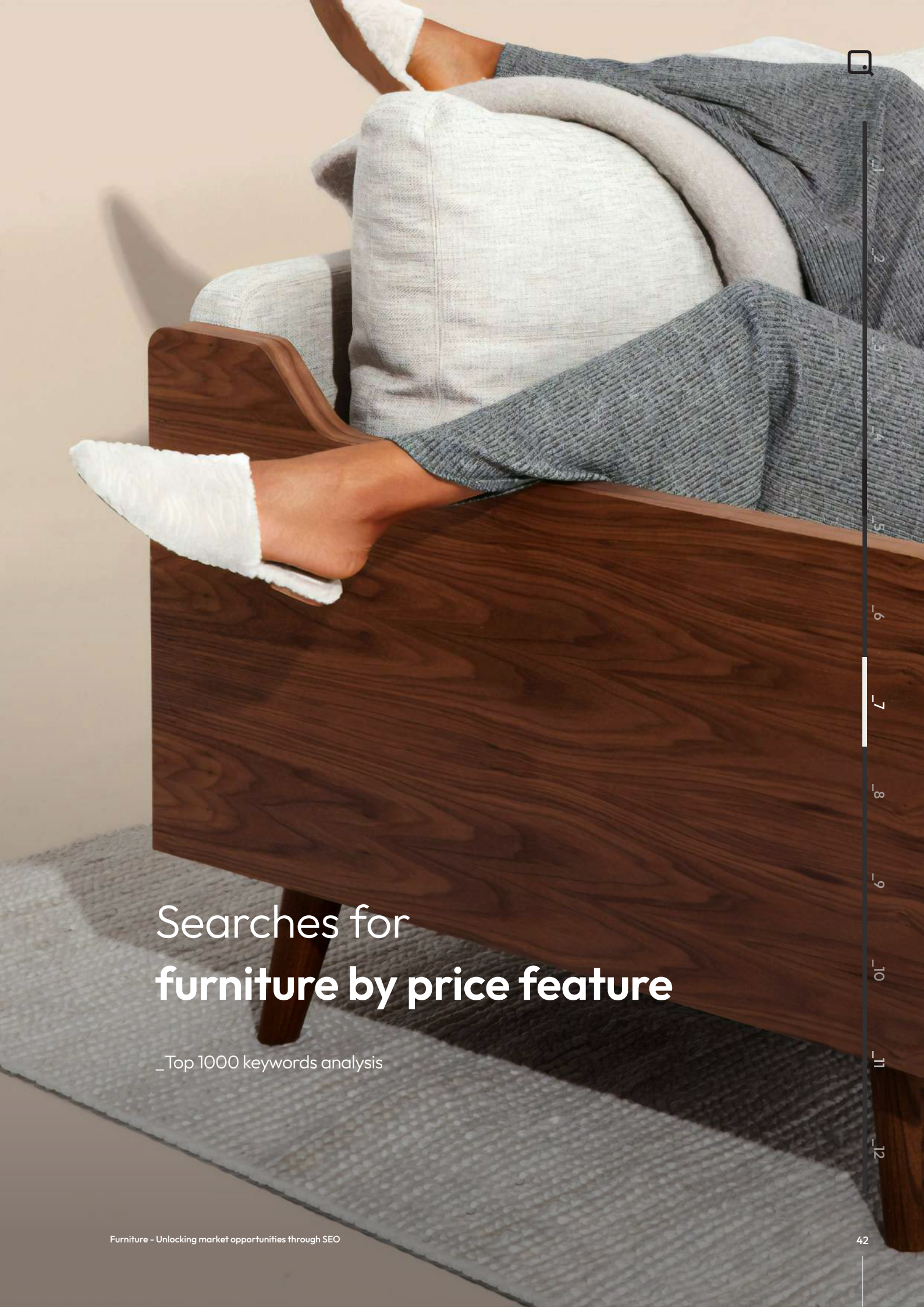
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# Searches for **furniture by price feature**

\_ Top 1000 keywords analysis



# Searches for furniture by price feature:

Keyword examples: Searches per year (Google UK)

|                             |         |
|-----------------------------|---------|
| Sofa <b>sale</b>            | 120,000 |
| Double mattress <b>sale</b> | 34,800  |
| <b>Cheap</b> furniture UK   | 22,800  |
| Sofas <b>on finance</b>     | 20,400  |
| Beds <b>on finance</b>      | 15,600  |
| <b>Discount</b> beds        | 9,600   |

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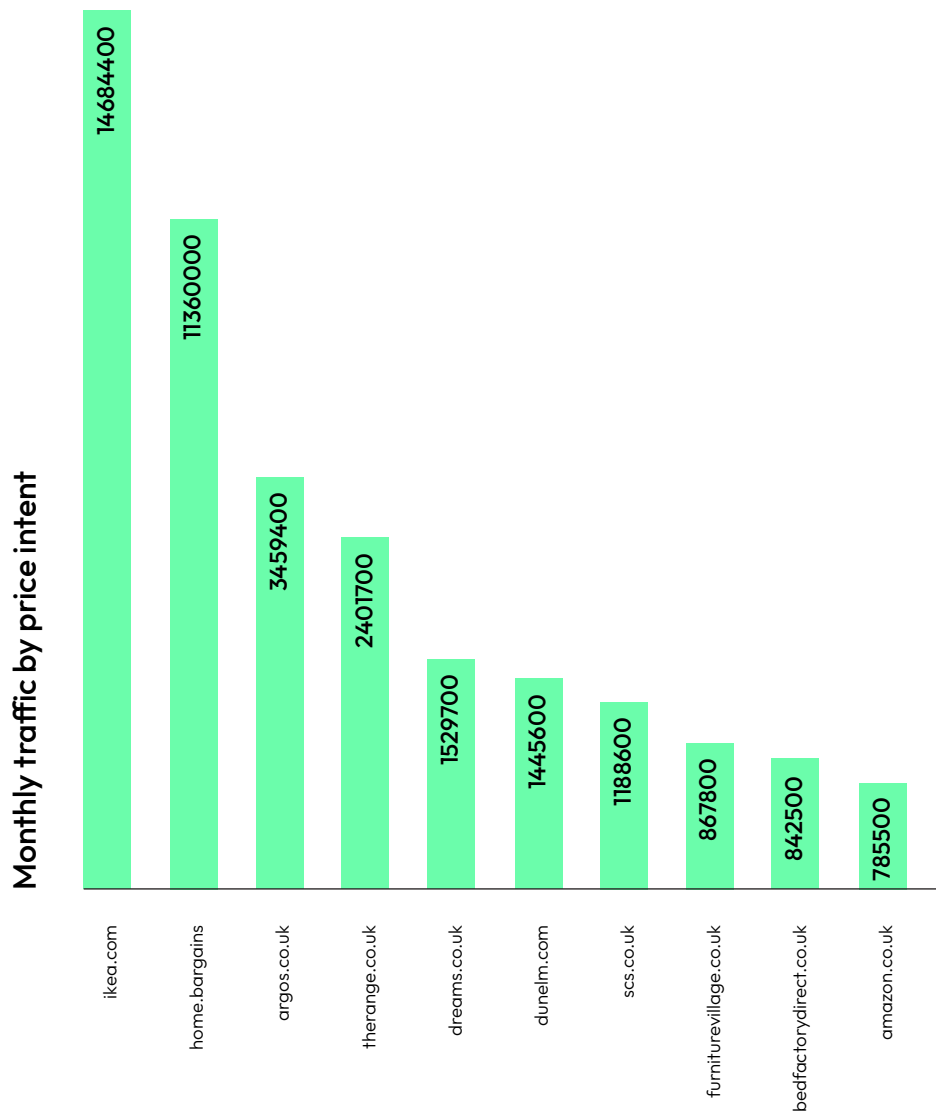


# The analysis

Ikea performs best due to size and site authority. Home Bargains also a top performer by virtue of its branding.

Customers seeking by price point will regularly search for 'bargains' which is why Home Bargains feature heavily in this intent bracket. This site is able to rank by virtue of it's branding and the ranking equity inherent in having a related domain name.

Ikea once again perform strongly here. Despite not overtly targeting 'sale' in their on page copy, they are able to rank for a wide variety of keywords which include this keyword due to the size and authority carried by the domain.





# SEO targeting “price” searches

## Optimisation checklist

|   |   |
|---|---|
| <b>Create dedicated “price” landing pages</b> | Develop pages specifically for discounts, sales, and financing options.                               |
| <b>Include keyword-rich content</b>           | Add copy that incorporates terms like “discount”, “sale”, “cheap”, and “finance” throughout the page. |
| <b>Highlight offers prominently</b>           | Feature current sales and discounts in prominent areas above the fold on the homepage.                |
| <b>Use structured data for offers</b>         | Implement offer schema to enhance visibility in search results.                                       |
| <b>Display financing options clearly</b>      | Provide detailed information on finance options and eligibility.                                      |
| <b>Add call-to-action buttons</b>             | Use strong CTAs like “Shop Sale”, “Get Discount”, and “Apply for Finance” to encourage clicks.        |
| <b>Create promotional banners</b>             | Use banners to highlight ongoing sales and special offers.  |
| <b>Utilise internal linking</b>               | Link to sale and discount pages from other relevant pages on the site.                                |
| <b>Incorporate customer reviews</b>           | Feature reviews that mention the value and affordability of products to build trust.                  |

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# Searches for furniture inspiration and ideas

\_Top 1000 keywords analysis



# Searches for furniture inspiration and ideas:

Keyword examples: Searches per year (Google UK)

|                      |         |
|----------------------|---------|
| Bedroom <b>ideas</b> | 348,000 |
|----------------------|---------|

|                            |         |
|----------------------------|---------|
| Small bedroom <b>ideas</b> | 112,800 |
|----------------------------|---------|

|                            |        |
|----------------------------|--------|
| Kitchen diner <b>ideas</b> | 30,000 |
|----------------------------|--------|

|                               |        |
|-------------------------------|--------|
| Cosy living room <b>ideas</b> | 18,000 |
|-------------------------------|--------|

|                           |        |
|---------------------------|--------|
| Sitting room <b>ideas</b> | 10,800 |
|---------------------------|--------|

|                                 |       |
|---------------------------------|-------|
| Modern home office <b>ideas</b> | 8,400 |
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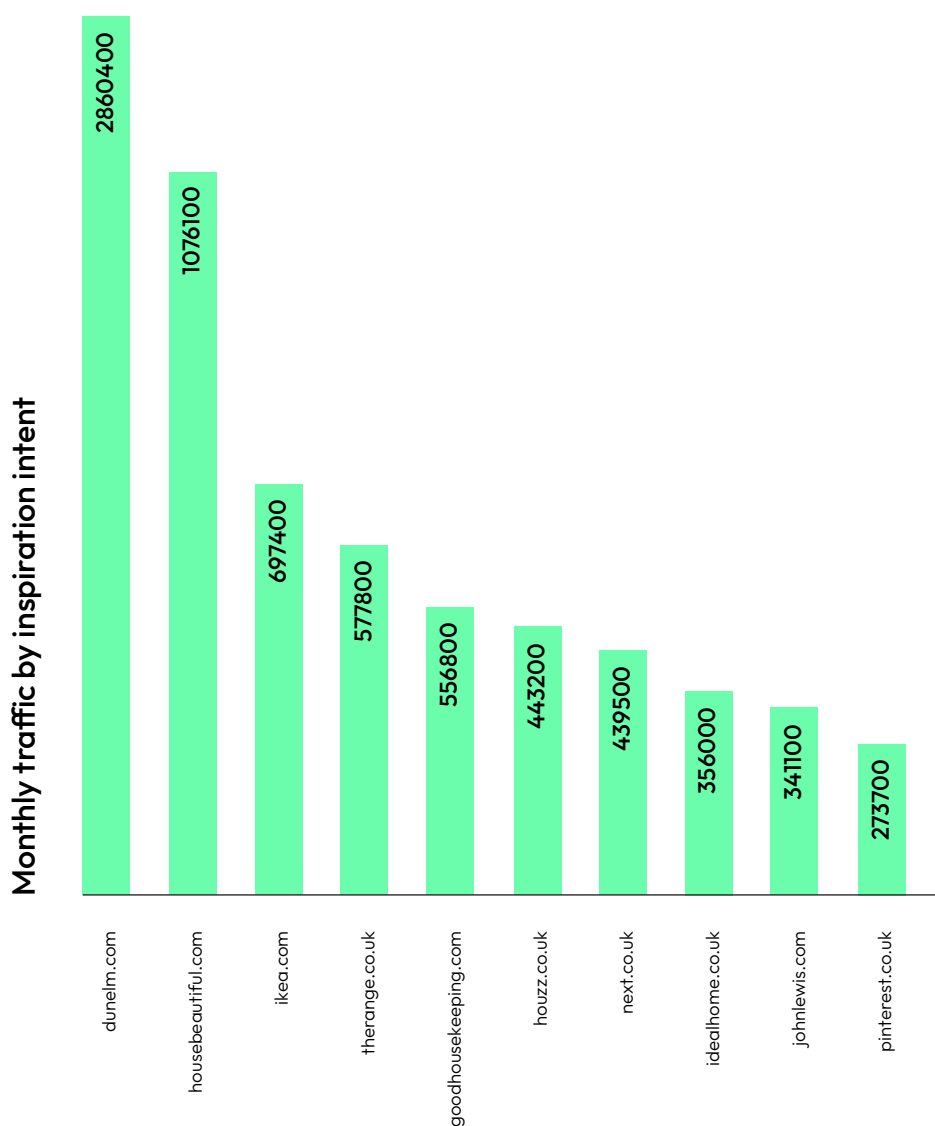


# The analysis

'Inspiration' keyword searches have less commercial intent, rewarding sites which are lifestyle oriented.

Customers seeking by price point will regularly search for 'bargains' which is why Home Bargains feature heavily in this intent bracket. This site is able to rank by virtue of it's branding and the ranking equity inherent in having a related domain name.

Ikea once again perform strongly here. Despite not overtly targeting 'sale' in their on page copy, they are able to rank for a wide variety of keywords which include this keyword due to the size and authority carried by the domain.



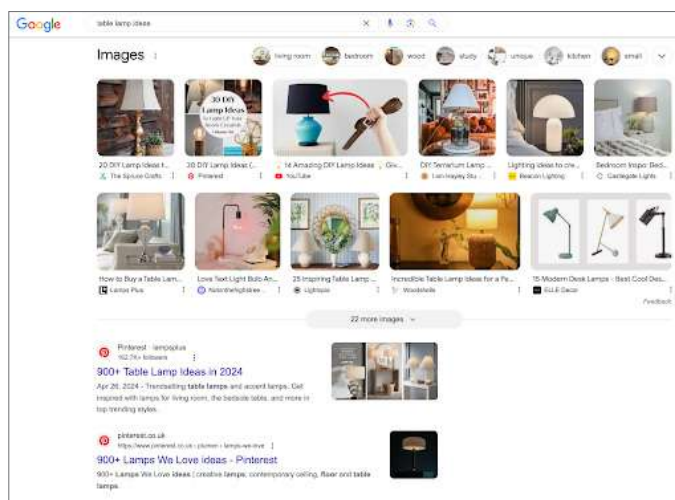




# 'Ideas' searches commonly return search results which prominently display images

## Features we like:

- ◆ Google understand that users will want visual results for searches relating to 'ideas' and 'inspiration'.
- ◆ As a result, prominent organic results are populated with images from a variety of sources.
- ◆ Pinterest also feature regularly in these search results.
- ◆ As a result, click through rates from organic search can be diminished due to article content being featured below the fold.
- ◆ It is still possible to rank well for informative article content which is highly visual in nature.



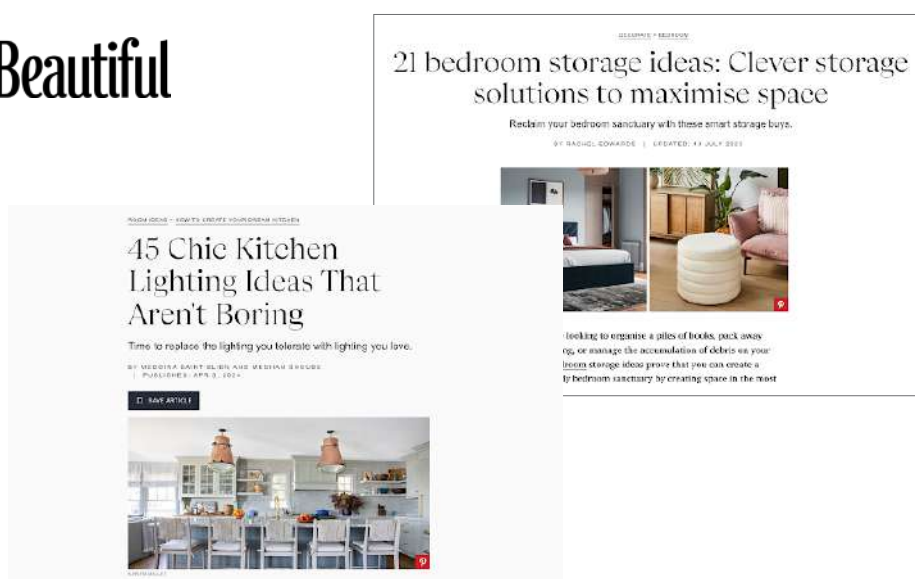


# HouseBeautiful targets a diverse range of inspiration keywords, using over 130 excellent image rich articles

## Features we like:

- ◆ Article content is highly visual in nature, with plenty of excellent photography. This will meet the needs of the user who are expecting visual inspiration content.
- ◆ These articles enable targeting of a wide range of keywords on a diverse subject matter
- ◆ Articles include a mention of the author with a link to a dedicated page with their biography
- ◆ Articles are refreshed regularly, with an indication within the article of when it was last updated
- ◆ Use of article schema
- ◆ Use of ItemList schema where useful for individual image list items with descriptions
- ◆ This content format could easily be replicated by any ecommerce retailer within a dedicated 'inspiration' content hub

## HouseBeautiful





# SEO targeting “inspiration” searches

## Optimisation checklist

|   |   |
|---|---|
| <b>Create visual-rich content</b>         | Develop highly visual articles with excellent photography to meet user expectations.          |
| <b>Optimise titles and headers</b>        | Use keywords like “furniture ideas” and “room inspiration” in page titles and <h1> headers.   |
| <b>Optimise images for search</b>         | Use descriptive file names and alt text for all images to improve image search rankings.      |
| <b>Feature author bios</b>                | Include author mentions with links to dedicated biography pages to build credibility.         |
| <b>Implement article schema</b>           | Use schema markup to enhance search visibility and provide structured data to Google.         |
| <b>Use ItemList schema</b>                | Implement schema for individual image list items with descriptions to improve search results. |
| <b>Refresh content regularly</b>          | Update articles frequently and seasonally, indicate the last update date within the content.  |
| <b>Target a diverse range of keywords</b> | Create articles covering a wide variety of inspiration topics to capture more search queries. |
| <b>Incorporate customer reviews</b>       | Feature reviews that mention the value and affordability of products to build trust.          |
| <b>Use Pinterest integration</b>          | Leverage Pinterest by integrating shareable images to increase reach and engagement.          |

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# Searches by location

\_ Top 1000 keywords analysis

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# Searches by location:

Keyword examples: Searches per year (Google UK)

|                                 |         |
|---------------------------------|---------|
| Furniture stores <b>near me</b> | 300,000 |
|---------------------------------|---------|

|                               |        |
|-------------------------------|--------|
| Lighting shops <b>near me</b> | 84,000 |
|-------------------------------|--------|

|                      |        |
|----------------------|--------|
| Sofas <b>near me</b> | 28,800 |
|----------------------|--------|

|                           |        |
|---------------------------|--------|
| Bed stores <b>near me</b> | 21,600 |
|---------------------------|--------|

|                           |       |
|---------------------------|-------|
| Cheap beds <b>near me</b> | 8,400 |
|---------------------------|-------|

|                         |       |
|-------------------------|-------|
| Rug shop <b>near me</b> | 4,800 |
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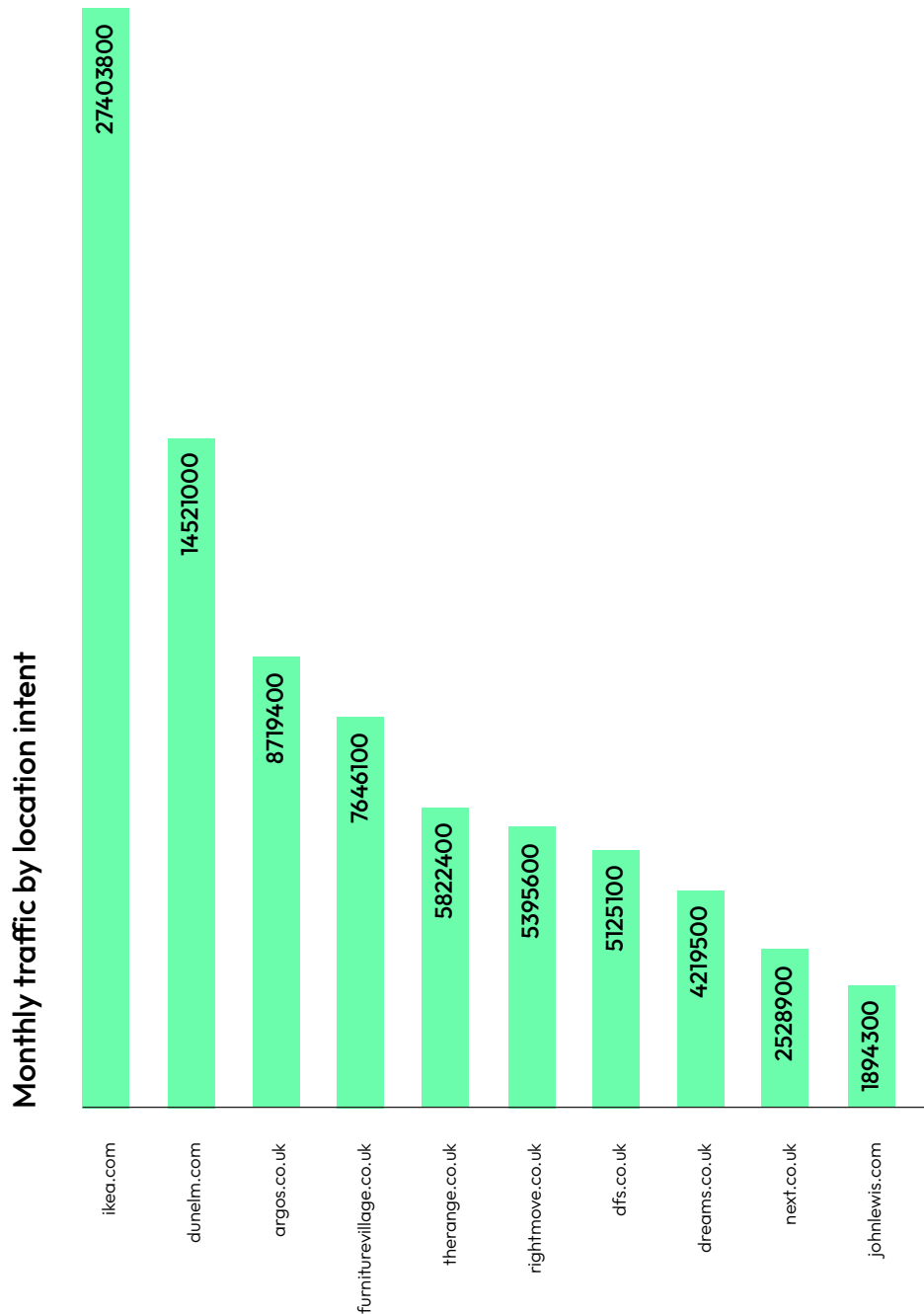
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# The analysis

Ikea leads for customers seeking products 'near me'

Ikea again benefits from the breadth of their product range, the strength of their domain combined with coverage allowed by their 20+ UK superstores. There are over 1000 iterations of products being searched for where users include a mention of 'near me' or a particular UK town. Other retailers benefit from this behaviour, however Ikea is by far the most dominant.

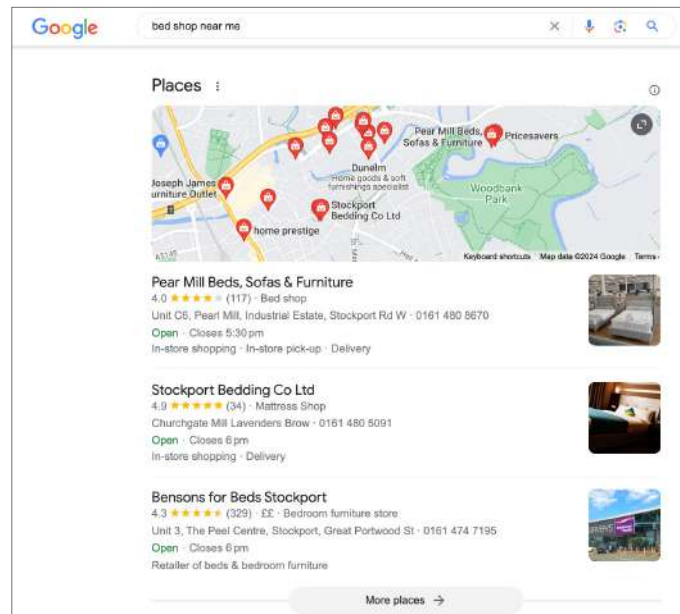




# ‘Near me’ searches surface Places/Maps results populated with Google My Business data

It is expected large brands will be optimised for local searches as there are numerous advantages:

- ◆ Increased visibility in local search results
- ◆ Outlet for useful business information (address, opening hours, contact information, photos)
- ◆ Source for curation and response to customer reviews
- ◆ Valuable source of insights for how customers are finding and interacting with the business listing
- ◆ Helps to establish and support the business as a legitimate, trustworthy local entity





# SEO targeting “location” searches

## Optimisation checklist

|  |   |
|--|---|
| <b>Optimise Google My Business listing</b> | Ensure accurate business information (address, hours, contact details) is up to date.                   |
| <b>Create dedicated location pages</b>     | Develop pages for each store location with detailed information and local keywords.                     |
| <b>Use location-specific keywords</b>      | Include keywords like specific town names in titles and headers for pages relating to individual shops. |
| <b>Incorporate local schema markup</b>     | Use structured data to highlight location-specific details.   |
| <b>Collect and respond to reviews</b>      | Engage with customer reviews to build trust and improve local rankings.                                 |
| <b>Add local images and videos</b>         | Feature photos and videos of the store and local events to enhance listings.                            |
| <b>Include local backlinks</b>             | Get links from local businesses, newspapers, and publications to boost local SEO.                       |
| <b>Utilise local social media</b>          | Engage with the local community on social media platforms.  |
| <b>Optimise for mobile search</b>          | Ensure the site is mobile-friendly as local searches are often conducted on mobile devices.             |
| <b>Update content regularly</b>            | Keep location pages and business listings current with new information and promotions.                  |

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# Searches for answers to questions / pain points

\_Top 1000 keywords analysis



# Searches for answers to questions / pain points:

Keyword examples: Searches per year (Google UK)

**How wide** is a double bed      48,000

**How long** is a single bed      16,800

**How to** clean sofa      14,400

**How to** choose a mattress      10,800

**What is** an accent chair      3,600

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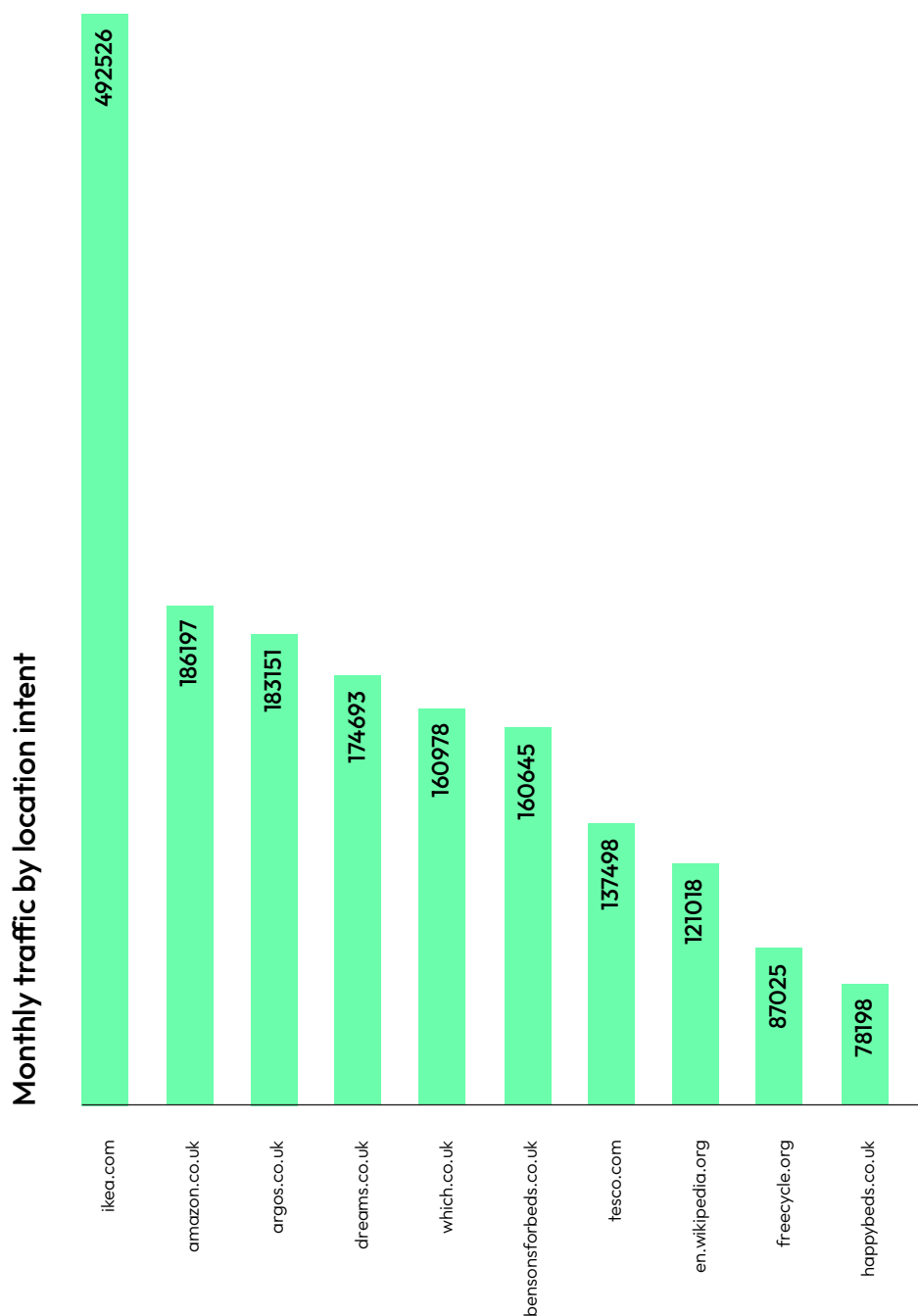
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# The analysis

Ikea provides the greatest consideration for questions asked by customers

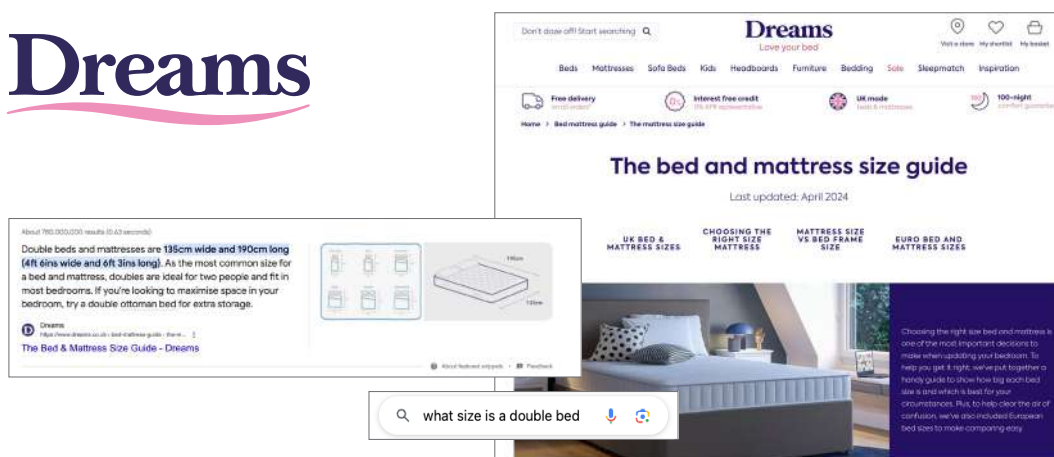




# Optimising furniture guide content can boost visibility for related keywords which often trigger featured snippets

- ◆ Customers often research furniture purchases extensively online before buying.
- ◆ Providing detailed, informative buying guides can help customers make more informed decisions, building trust in the retailer.
- ◆ Featured snippets in Google search results are prime real estate that can drive significant traffic to a retailer's website thanks to an enhanced click through rate.
- ◆ Furniture is a considered purchase with a longer buying cycle compared to many other retail products.
- ◆ Appearing in featured snippets with helpful, educational content can keep the retailer top-of-mind throughout the customer's research and decision-making process.

**Dreams**





# SEO targeting “questions” searches

## Optimisation checklist

|   |  |
|---|--|
| <b>Create comprehensive buying guides</b>             | Develop detailed, informative guides that address common customer questions and concerns.              |
| <b>Target question-based keywords</b>                 | Include keywords that reflect common queries (e.g., “how to choose a sofa”).                           |
| <b>Include step-by-step guides</b>                    | Break down processes into steps to improve clarity and snippet potential.                              |
| <b>Optimise for featured snippets</b>                 | Use clear, concise answers to common questions in headings and paragraphs.                             |
| <b>Utilise bullet points and lists</b>                | Format content with lists for better readability and snippet optimisation.                             |
| <b>Provide FAQ content, but do not use FAQ schema</b> | Google now only shows FAQ results for health related and government websites.                          |
| <b>Provide comparison charts</b>                      | Offer visual comparisons of products to help customers make informed decisions.                        |
| <b>Incorporate user-generated content</b>             | Feature customer reviews and Q&A sections to address common concerns.                                  |
| <b>Regularly update content</b>                       | Keep guides and articles current to maintain relevance and accuracy.                                   |
| <b>Use internal linking</b>                           | Connect guides to relevant product pages and other informational content for a better user experience. |

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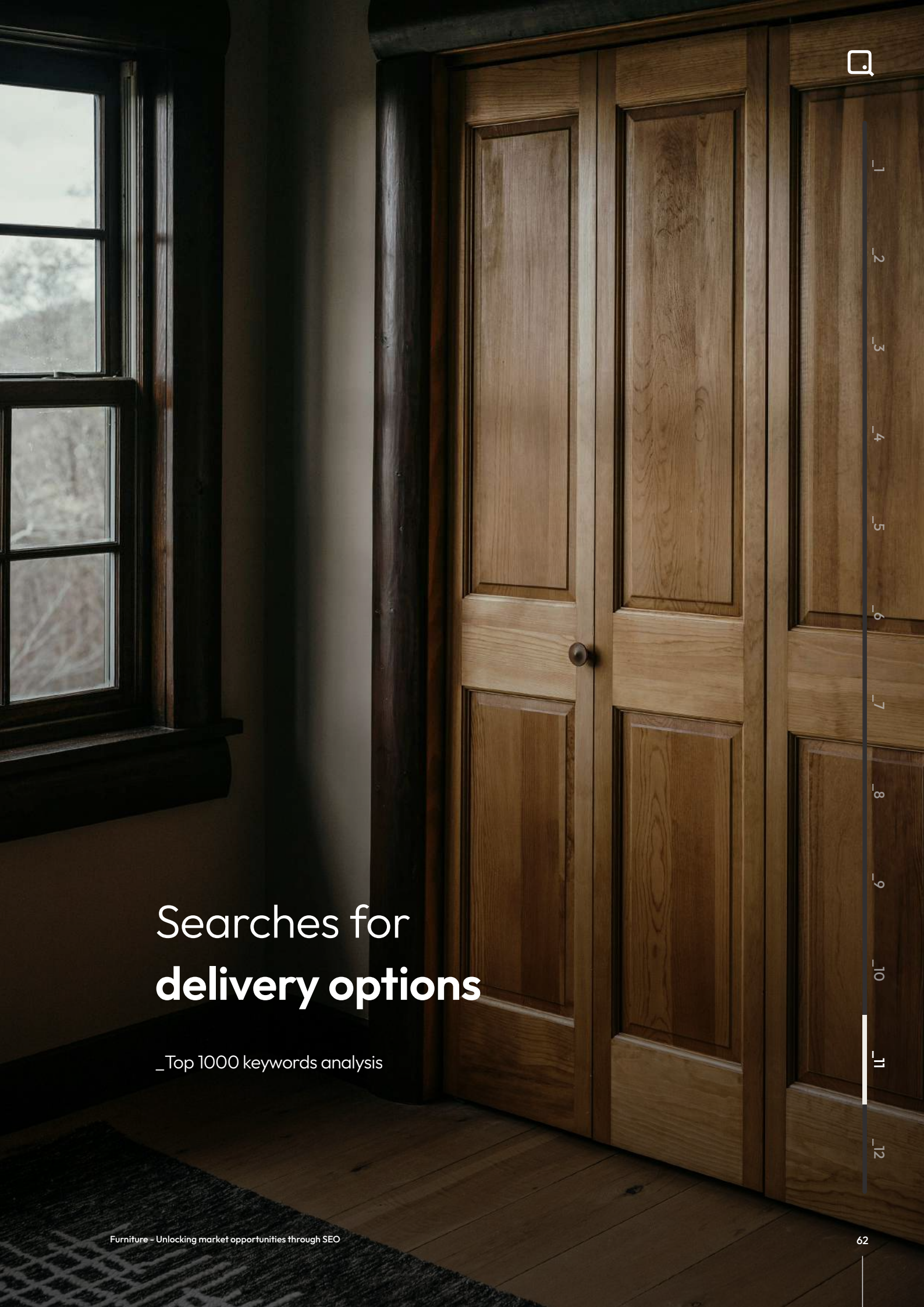
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# Searches for **delivery options**

\_Top 1000 keywords analysis

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# Searches for delivery options:

Keyword examples: Searches per year (Google UK)

|                      |        |
|----------------------|--------|
| Quick delivery sofas | 21,600 |
|----------------------|--------|

|                       |       |
|-----------------------|-------|
| Next day bed delivery | 5,400 |
|-----------------------|-------|

|                                 |       |
|---------------------------------|-------|
| Wardrobes assembled on delivery | 1,200 |
|---------------------------------|-------|

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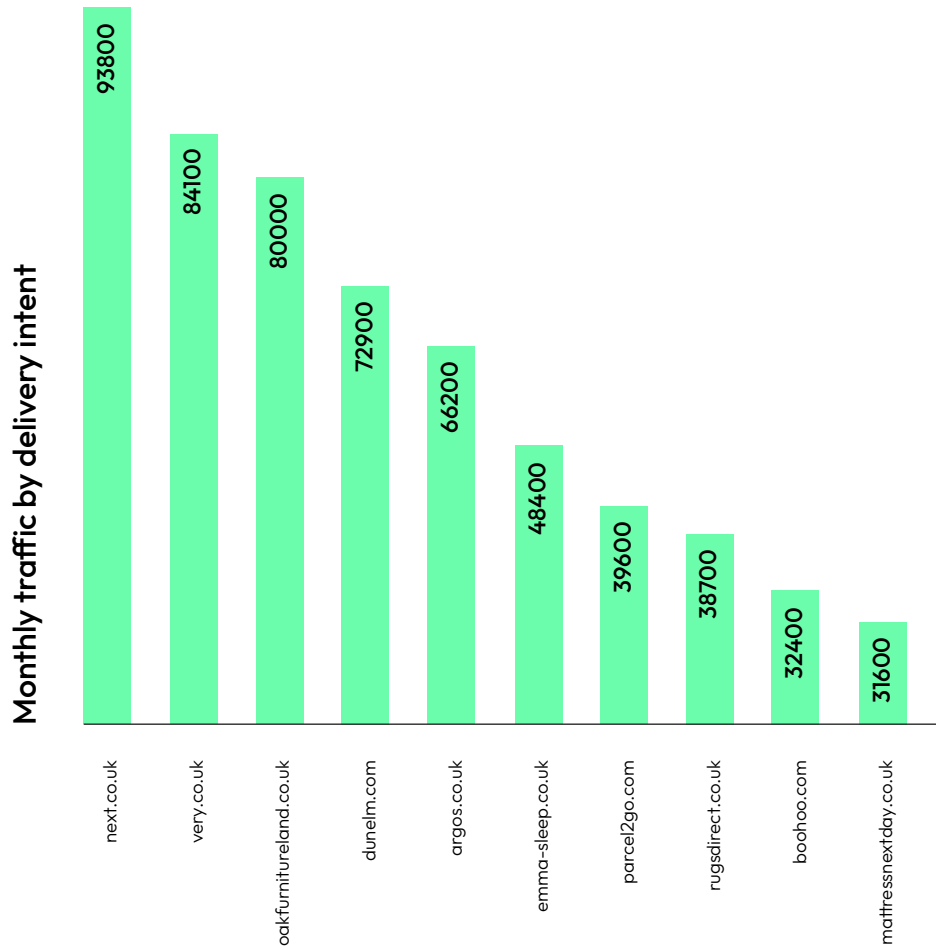
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# The analysis

All retailers provide content relating to delivery options, with Next being the most comprehensive.







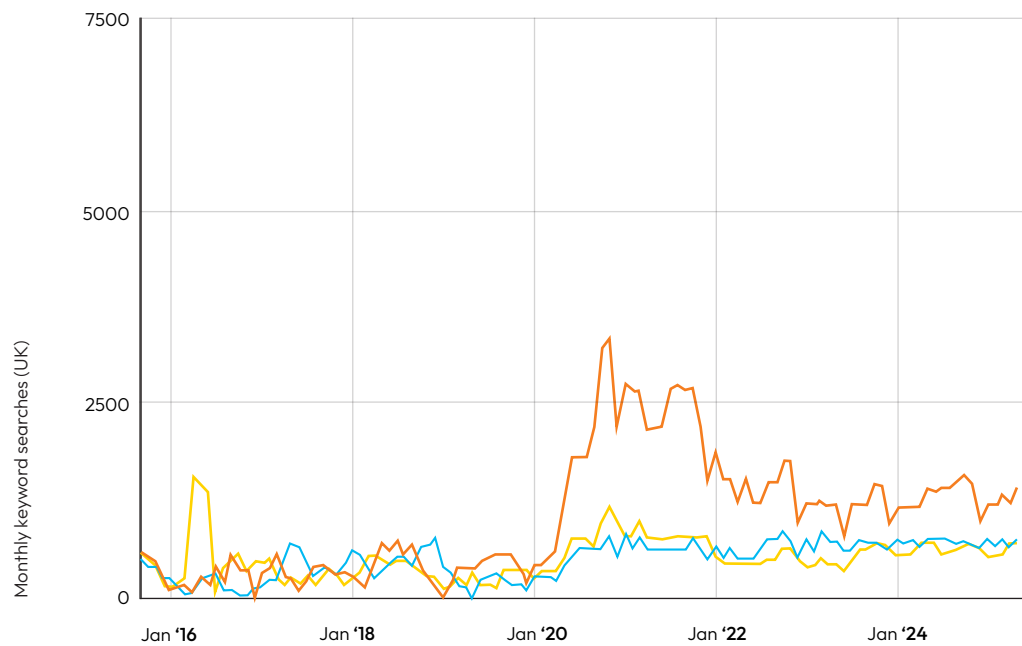
# The analysis

## 'Delivery' keyword interest (Jan 2016 to date)

During COVID, demand for 'delivery' surged and has remained strong post-pandemic. This shift has established a new norm where customers expect delivery to be a standard part of their purchase experience. Customers now actively seek retailers that provide flexible and affordable delivery services.

### Monthly searches for 'delivery'

- ◆ Furniture delivery service
- ◆ Quick delivery sofas
- ◆ Sofa next day delivery





# Customers search for local, fast, and cost-efficient delivery services

Ikea have a dedicated delivery page which provides a range of delivery services options, all of which are accompanied with detailed information about pricing and delivery.

- Local shipping and convenience is an important requirement for customers as keyword searches frequently seek delivery searches which are “near me”. Customers prefer nearby delivery services to potentially reduce delivery time and costs.
- Customers value quick turnaround time for receiving their purchases as we commonly see variations of searches for services which offer “next day”, “same day” or “quick” delivery.
- Cost of delivery is a recurring theme. We see that “free furniture delivery” is a frequently searched term, indicating that customers are associated with delivery services. Offering free delivery (or an incentivised discounted delivery) may well be a significant attraction point for customers.
- Showcasing delivery services in a clear, yet detailed page will help to provide detailed information about the types of delivery services offered, emphasising reliability and convenience. This will help to build trust with customers who are looking for dependable delivery options.




|   |   |
|---|---|
| <p><b>Standard delivery</b></p> <ul style="list-style-type: none"> <li>• Small parcel delivery (under 15KG) - Free for orders over £60, £5 for all other orders*</li> <li>• Large parcel delivery (from 15KG up to 100KG) - £30</li> </ul> <p><b>Express delivery</b> (Next day+1 delivery for orders placed before 2 p.m.)</p> <ul style="list-style-type: none"> <li>• Small parcel delivery - £7</li> <li>• Large parcel delivery - £14</li> </ul> <p><small>*For weight restrictions on parcel sizes, please refer to IKEA.</small></p> | <p><b>Standard delivery</b> (Delivered within 3 - 30 days to your room(s) of choice)**</p> <ul style="list-style-type: none"> <li>• 0-150KG - £25 (Max 25kg per box)</li> <li>• 150KG and above - £40</li> </ul> <p><b>Express delivery</b> (Delivered within 1 - 3 days to your room(s) of choice)**</p> <ul style="list-style-type: none"> <li>• 0-150KG - £30</li> <li>• 150KG and above - £45</li> </ul> <p><small>**For weight restrictions, please refer to IKEA.<br/>** Lead times only according to availability. You can find what lead times are available for you in the checkout.</small></p> |
|   | <p><b>Additional delivery options available in store only</b></p> <p><b>Delivery Service via Taskrabbit*</b></p> <ul style="list-style-type: none"> <li>• Same day delivery service ** £39</li> <li>• Selected time delivery service ** £49</li> </ul> <p><small>*This is an in-store only service available at IKEA Birmingham, Ipswich, Lincoln, Lissade, Merton and Woking.<br/>** Please check Customer to post availability. Products on stock only and subject to delivery times only.</small></p>  |



# Optimising content to promote local, fast, cost-effective delivery


Ikea have a dedicated delivery page which provides a range of delivery services options, all of which are accompanied with detailed information about pricing and delivery.

- ◆ To optimise on-page content for the identified trends, focus on incorporating keywords related to local delivery, speed, and cost efficiency.
- ◆ Use headings and subheadings like “Quick Delivery Sofas,” “Same Day Furniture Delivery,” and “Free Furniture Delivery” to capture search intent.
- ◆ Highlight the availability of local delivery options by including geo-specific terms. Emphasize the speed of delivery with phrases like “fast delivery” and “next day delivery.” Ensure cost efficiency by promoting free delivery offers prominently.

 Marks & Spencer  
<https://www.marksandspencer.com> › Furniture

### 7 Day Delivery Furniture

Create an inspiring new space with our **7-day delivery furniture** range. Tables, cabinets and sideboards feature alongside modern beds, at M&S.



 Argos  
<https://www.argos.co.uk> › bedroom-furniture-next-day-...

### Results for bedroom furniture next day delivery

Get set for bedroom furniture **next day delivery** at Argos. Same Day delivery 7 days a week, or fast store collection.

 Oak Furniture Land  
<https://www.oakfurnitureland.co.uk> › Living › Sofas

### 7-Day Delivery on Sofas

Fast Delivery on Sofas. 7-Day Delivery on Sofas. GET READY TO LOUNGE IN STYLE. FROM £450. All our sofas come with a lifetime frame ...





# SEO targeting “delivery” searches

## Optimisation checklist

|  |   |
|--|---|
| <b>Create dedicated delivery pages</b>   | Develop pages that detail all delivery options, including local, same-day, and free delivery.                       |
| <b>Optimise titles and headers</b>       | Use delivery-specific keywords relating to services you offer (e.g., “quick delivery”, “next day delivery”).        |
| <b>Highlight speed in headings</b>       | Use headings like “Fast Delivery”, “Next Day Delivery”, and “Same Day Delivery” to capture search intent.           |
| <b>Promote free delivery offers</b>      | Feature free delivery prominently in titles, headers, and content to attract cost-conscious customers.              |
| <b>Use structured data markup</b>        | Implement schema to enhance visibility for delivery-related searches.   |
| <b>Add detailed delivery information</b> | Include comprehensive details on delivery times, costs, and processes to build trust.                               |
| <b>Feature customer reviews</b>          | Display reviews that mention quick and reliable delivery to build credibility.                                      |
| <b>Utilise internal linking</b>          | Link delivery pages to relevant product pages to improve user experience and SEO.                                   |
| <b>Optimise for mobile search</b>        | Ensure delivery information is easily accessible on mobile devices, as many local searches are conducted on mobile. |

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# How can an agency help you?

\_Top 1000 keywords analysis



# Partnering with an agency for SEO success

Partnering with an SEO agency addresses expertise, resource, and data challenges, boosting visibility and conversions.

In house marketing teams experience common pain points when seeking to improve SEO performance:

## Limited expertise in advanced SEO

- ◆ Insufficient knowledge of advanced technical SEO practices
- ◆ Inadequate skills in comprehensive keyword research and analysis
- ◆ Challenges in optimising content for search engines and user intent
- ◆ Limited expertise in developing effective link-building strategies

## Insufficient resources

- ◆ Lack of dedicated SEO staff for ongoing tasks
- ◆ Limited budget for SEO tools and software
- ◆ Insufficient time to keep up with SEO updates
- ◆ Inadequate capacity for regular content creation and updates

## Keeping up with algorithm changes

- ◆ Difficulty tracking frequent algorithm updates
- ◆ Limited knowledge of latest SEO best practices
- ◆ Struggle to adapt strategies to new changes
- ◆ Inadequate tools to monitor algorithm impacts

## Analysing and interpreting SEO data

- ◆ Difficulty understanding complex SEO metrics
- ◆ Limited expertise in data-driven decision making
- ◆ Challenges in identifying actionable insights
- ◆ Inadequate tools for comprehensive SEO analysis



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