How Qatalys Uncovered Technical Debt, Missed Demand, and Authority Gaps for a UK Furniture Ecommerce Brand

Ecommerce SEO Audit Case Study

Anonymous UK Furniture Brand

Qatalys

OVERVIEW

A UK-based ecommerce brand in the solid wood and home interiors niche approached Qatalys to understand why organic visibility wasn't growing despite strong category demand.

The brand had:

- 22K+ monthly visits
- 531 top-3 ranking keywords
- 2.3K backlinks across 677 referring domains

However, performance had plateaued. Mobile speed was declining, important pages were under-optimized, internal linking was weak, and the backlink profile carried significant risk.

Qatalys performed a full technical, on-page, off-page, and keyword opportunity audit to map out the barriers holding back growth.

22K+ monthly visits

531 top-3 keywords

2.3K backlinks

677 referring domains

1. TECHNICAL SEO BREAKDOWN

1.1 Site Health & Core Issues

The website's health score showed multiple high-impact issues affecting crawlability and user experience.

Key findings:

- Broken homepage blog link leading to a 404
- Poor mobile LCP (14.9s) and Speed Index 18.2s
- 21,311 unminified JS/CSS instances
- 685 uncompressed pages
- Invalid structured data on product pages
- 69 product pages requiring 3+ clicks to reach
- 93 pages with only one internal link
- 34 URLs with unnecessary parameters

These issues collectively slowed down the site, wasted crawl budget, and weakened ranking potential on mobile-first indexing.

2. ON-PAGE SEO & CONTENT STRUCTURE ISSUES

2.1 Duplicate & Missing Metadata

Pages lacked consistent metadata, content depth, and structured headings.

- 49 duplicate meta descriptions
- 5 duplicate title tags
- 5 duplicate content pages
- 1,356 pages with low text-to-HTML ratio
- 893 pages with duplicate H1 and title tag
- 31 title tags too long
- 4 title tags too short
- 9 missing H1 tags
- 14 pages with multiple H1s

These patterns suggest auto-generated templates and thin content, limiting search engine understanding and lowering relevance for high-commercial keywords.

3. OFF-PAGE SEO WEAKNESSES

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3.1 Backlink Quality & Distribution

- ▶ 38% toxic backlinks
- ▶ 67% backlinks image-based
- ▶ Only 4% UK-based referring domains
- ▶ 93% of referring domains have DA 0-20

Low-quality and irrelevant backlinks significantly reduced trust signals and topical authority.

3.2 Weak Anchor Text Strategy

- ▶ Over-reliance on brand/domain anchors
- ▶ Generic product names
- ▶ Non-contextual terms

Very few keyword-rich anchors existed-limiting authority for category-level terms like oak doors, oak shelves, oak flooring, etc.

4. LOCAL SEO OBSERVATIONS

GBP profile exists but lacks complete optimization, fresh posts, and citation consistency.

Local relevance is critical for searches like oak doors near me or oak flooring UK.

Strengthening GBP and building UK local citations can directly improve local commercial visibility.
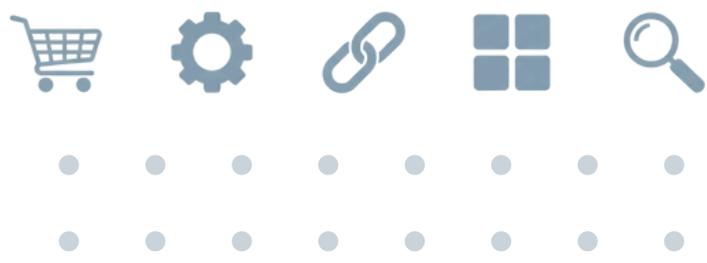
5. KEYWORD PERFORMANCE & EXPANSION POTENTIAL

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5.1 Current Keyword Snapshot

- 4,200 total organic keywords
- 1,347 keywords in positions 21-50
- 531 keywords in top 3
- 510 keywords in positions 51-100
- 588 keywords in positions 4-10
- 55% informational, 39.7% transactional
- 473 keywords on page 2

This showed healthy breadth but insufficient commercial depth.

5.2 Missed High-Intent Opportunities

The site was not ranking or ranking weakly for core keyword opportunities like - Oak doors, Internal oak doors, Oak flooring, Engineered oak flooring

These carry significant UK search demand and commercial value but require optimized category pages, supporting blog content, and stronger authority signals.

6. GROWTH OPPORTUNITIES IDENTIFIED BY QATALYS

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6.1 Technical Stabilization

- Minify all JS/CSS and enable compression

- Fix homepage broken link

- Remove unnecessary parameters

- Repair structured data for rich result eligibility

- Strengthen internal linking to reduce deep page access

- Improve mobile LCP and Serve responsive images

6.2 On-Page Depth & Relevance

- Rewrite title tags and meta descriptions

- Build consistent heading hierarchy

- Add meaningful copy to thin category pages

- Add alt text to images and improve template structure

- Reduce duplicate content

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6.3 Authority & Trust Building

> Disavow toxic backlinks

> Diversify anchor text strategy

> Build UK-focused, context-rich editorial backlinks

> Prioritize high DA, home-improvement niche websites

6.4 Content Expansion

Use informational + commercial hybrid content to move keywords from positions 21-50 into top 10 by:

> Producing care/maintenance guides

> Interlinking every post to relevant product and category pages

> Creating comparison guides (e.g., oak vs pine doors)

> Building educational posts (e.g., solid vs engineered oak flooring)

6.5 Local SEO Optimization

- Update and enrich GBP
- Build UK citations
- Add new photos, posts, products

7. HOW QATALYS APPROACHES GROWTH FOR ECOMMERCE BRANDS

" Qatalys have played a crucial role in supporting the delivery and execution of our ecommerce solutions.

They provide our agency with dedicated developers who operate as an extension of our own team.

This partnership has helped us scale our project capacity, accelerate delivery timelines, and maintain a high standard of technical quality as we grow.

-Head of Business Growth,
Leading UK Ecommerce Platform

This audit reflects Qatalys' Growth Services approach:

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⚙️	Technical excellence: Fixing crawl waste, speed, and indexing
📄	Content intelligence: Strengthening product/category depth
🔗	Authority building: High-quality links, UK relevance, and disavow strategy
📊	Search demand capture: Mapping and winning high-intent keywords
🎯	Commercial alignment: Helping ecommerce brands turn SEO into revenue, not just rankings

We don't stop at identifying issues - we build a clear, actionable 90-day and 180-day roadmap that moves brands from stagnation to scalable, predictable growth.

8. ROADMAP DELIVERED

Phase 1 - Fix the Foundation

Critical technical corrections, speed optimization, structural clean-up.

Phase 2 - Strengthen Relevance

Metadata overhaul, content expansion, internal linking, structured data fixes.

Phase 3 - Scale Authority & Conversion

UK-focused backlink strategy, blog content strategy, conversion-focused UX refinements.

UNLOCK YOUR ECOMMERCE GROWTH POTENTIAL

This audit revealed critical blockers holding back visibility, crawl efficiency, authority, and revenue performance.

With a structured approach across technical fixes, content depth, on - page relevance, and clean authority building, Qatalys helps ecommerce brands unlock sustainable search growth - turning scattered SEO issues into long-term competitive advantage.

Ready to accelerate your ecommerce growth?

Qatalys builds 90-day and 180-day roadmaps that drive predictable, scalable results.

Book a Growth Strategy Session

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