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TASK -1 BRAND AUDITING

WEBSITE AUDIT: SEO &

REGION

Traffic & Engagement

Total visits

Sep 2024 - Nov 2024 Worldwide

10.29M

↓ -22.2% from last month

Device distribution

Sep 2024 - Nov 2024 Worldwide



Desktop 13.05%
Mobile Web 86.95%

Global rank

#20,966

Country rank

India

#1,619

Industry rank

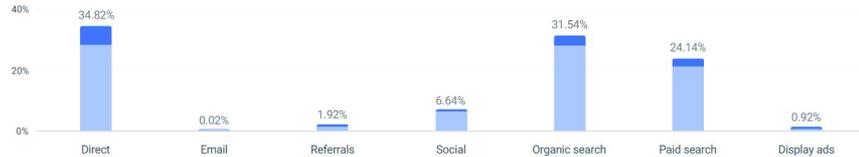
Furniture

#35

Marketing Channels

Channels overview

Sep 2024 - Nov 2024 Worldwide All traffic



See full overview

Engagement overview

Sep 2024 - Nov 2024 Worldwide All Traffic

Monthly visits	3.432M	Deduplicated audience	BETA UPGRADE	Pages / Visit	4.18
Monthly Unique Visitors	1.746M	Visit Duration	00:02:09	Bounce Rate	28.57%

See trends over time

Audience Interests

Sep 2024 - Nov 2024 (3 Months)

Worldwide

All traffic

Read a guide

Browsing habits of visitors to wakefit.co

All Industries

wakefit.co

Industry Distribution	Percentage
Computers Electronics and Technology > Computers Electronic...	7.50%
Computers Electronics and Technology > Programming and Dev...	7.26%
Finance > Finance - Other	5.49%
Finance > Investing	4.96%
Home and Garden > Furniture	4.63%
Others	70.17%

Topics Distribution



Cross-Visitation
The average percentage of visitors who browsed both this website and the analyzed website on the same day

Search...

Engagement overview 📄

📅 Sep 2024 - Nov 2024 🌐 Worldwide 📄 All Traffic

📅 Monthly visits 📄	3.432M	👤 Deduplicated audience 📄 BETA UPGRADE	📄 Pages / Visit 📄	4.18
👤 Monthly Unique Visitors 📄	1.746M	🕒 Visit Duration 📄	📄 Bounce Rate 📄	28.57%

[See trends over time](#)

Monthly visits 📅 Nov 2024 📄 Desktop

Your site declined ↓ 23.32% while the competitive set declined ↓ 9.41%

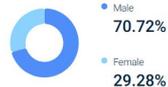
pepperfry.com	563.5K
wakefit.co (you)	365.2K
nilkamalfurniture.com	117.9K
duroflexworld.com	53.2K
mysleepyhead.com	39.6K

Pages per visit 📅 Nov 2024 📄 Desktop

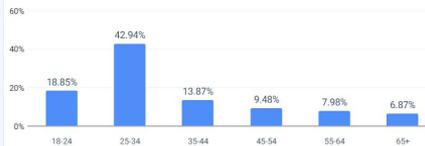
Your site declined ↓ 1.33% while the competitive set grew ↑ 8.63%

wakefit.co (you)	9.91
pepperfry.com	6.7
duroflexworld.com	5.38
mysleepyhead.com	5.01
nilkamalfurniture.com	4.68

Gender Distribution 📄 + 📄 Export Excel



Age Distribution 📄 + 📄 Export Excel



Leaderboard 📅 Nov 2024 📄 Desktop

This month, your Organic Search traffic declined 34% while the competitive set declined 15%

Domain	Traffic Share	↓ MoM Change
duroflexworld.com	6.63%	↑ 0.01%
pepperfry.com	50.72%	↓ 14.97%
nilkamalfurniture.com	11.75%	↓ 17.66%
2 other competitors		
wakefit.co (YOU)	27.01%	↓ 33.56%

[🔗 See full leaderboard](#)

STRENGTHS & WEAKNESS

STRENGTHS

User-Friendly Navigation: Clear categorization of products and easy access to major sections like mattresses, furniture, and accessories.

Trust-Building Elements: Highlights customer reviews, offers free shipping and installation, and displays a risk-free trial for mattresses.

Responsive Design: The site adapts well across devices, ensuring a smooth browsing experience.

SEO Focus: The website is rich with key phrases related to sleep products and furniture, improving discoverability

WEAKNESS

Cluttered Layout: While informative, some areas feel too packed with information, which may overwhelm users.

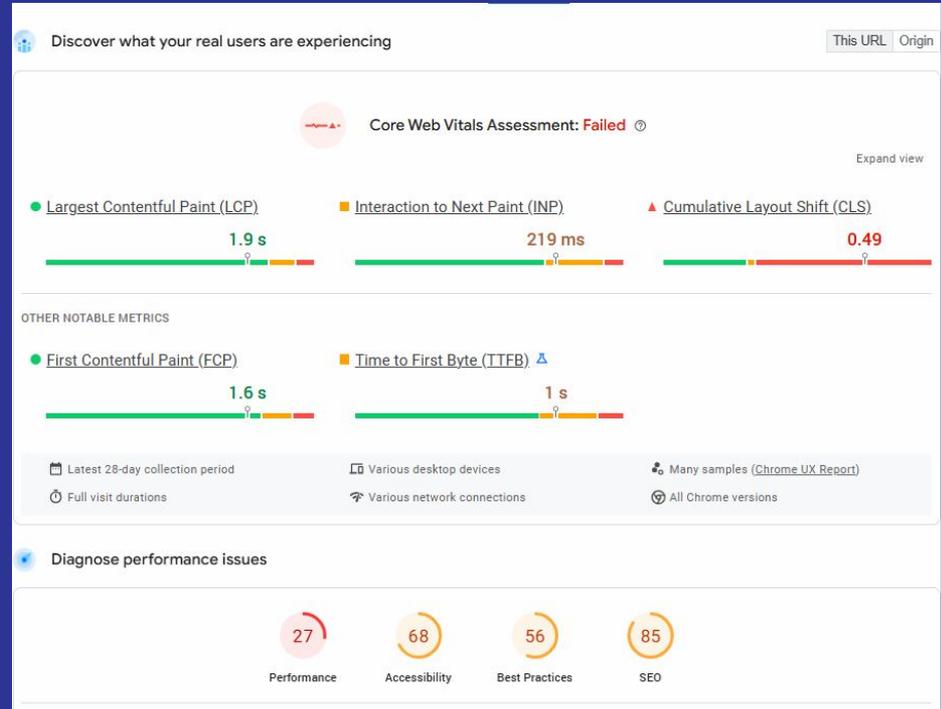
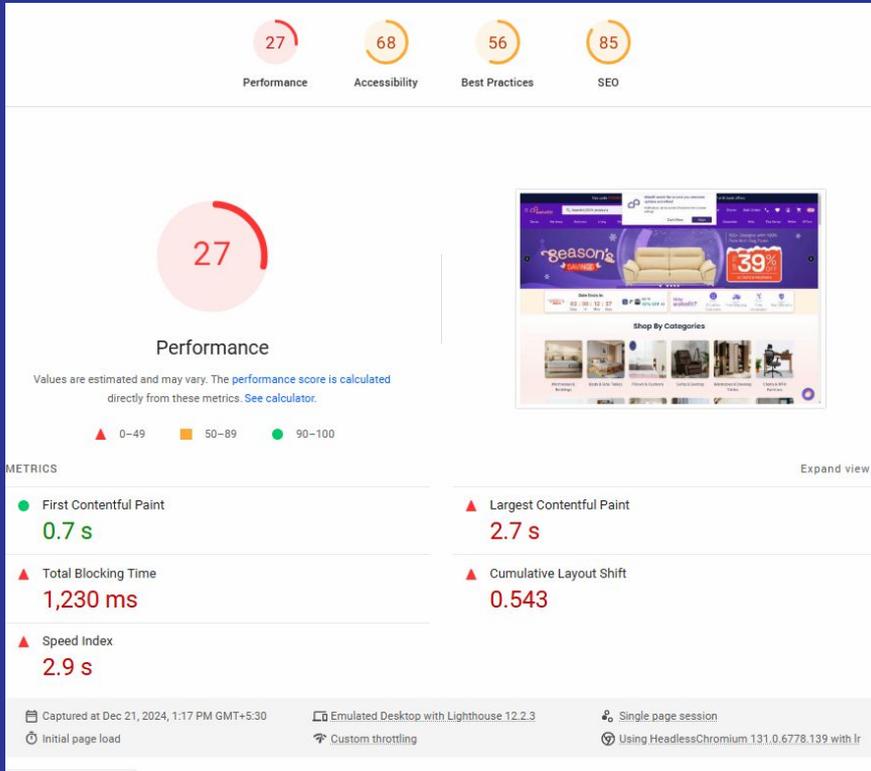
Limited Content Depth: More detailed product guides and comparisons could improve decision-making.

SEO Overlap: Some product pages share similar titles and descriptions, which could potentially dilute their SEO performance.

slow loading time on certain pages, which could negatively impact user experience and SEO rankings.

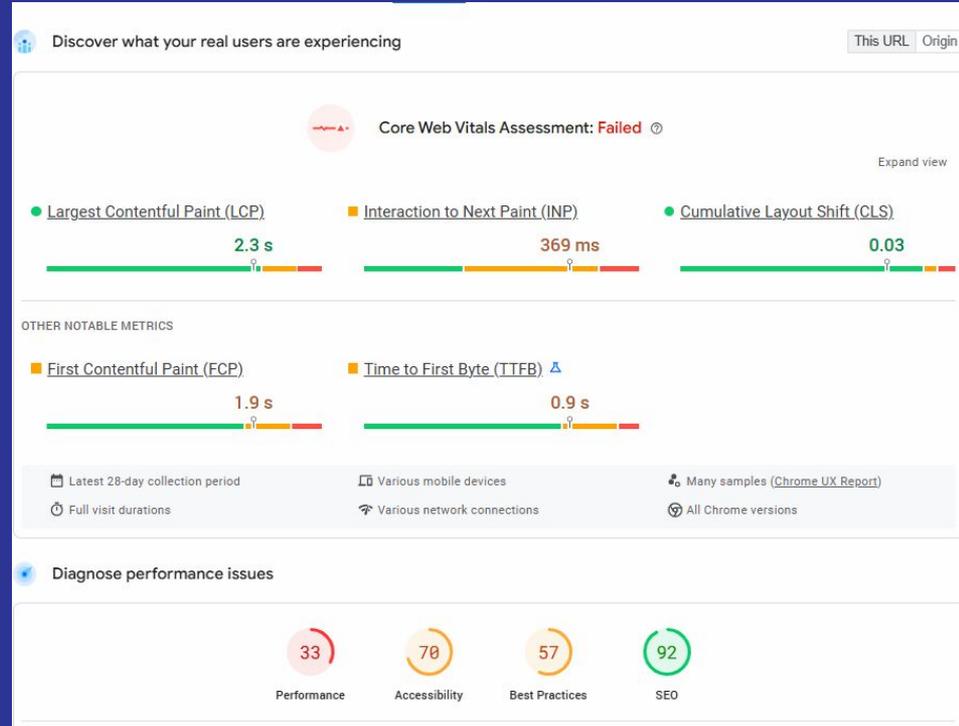
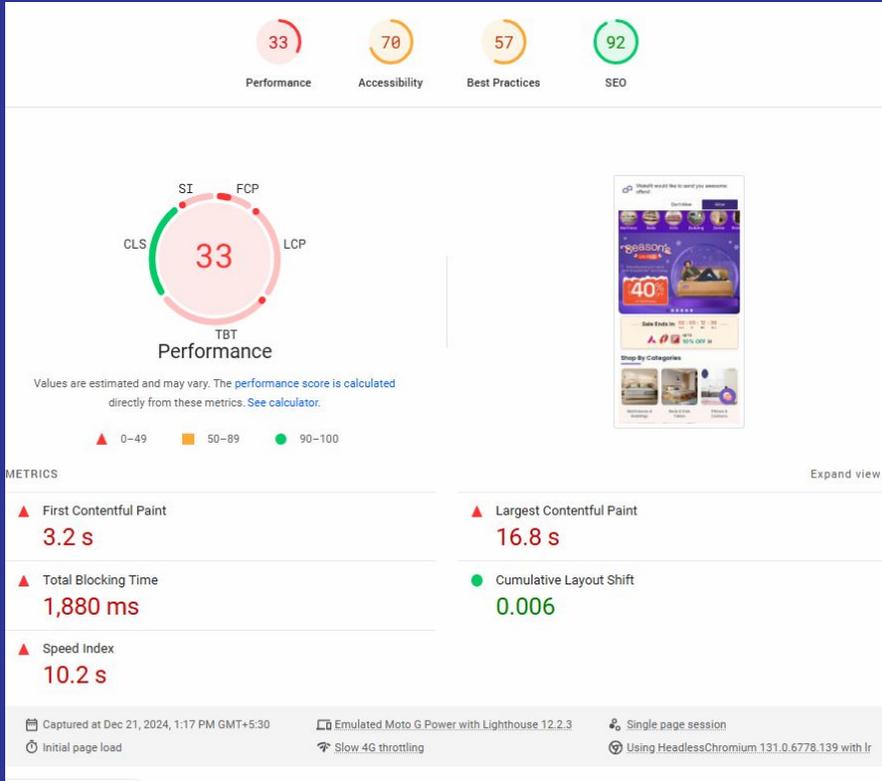
PAGE LOAD AND WEBSITE PERFORMANCE

Desktop



PAGE LOAD AND WEBSITE PERFORMANCE

Mobile



RECOMMENDATIONS

SEO

1. **Meta Tags:** Ensure unique meta descriptions and titles for each page, including relevant keywords without keyword stuffing.
2. **Headings:** Use clear, hierarchical headings (H1, H2, H3) to improve readability and SEO. Ensure each page focuses on a primary keyword.
3. **Content Optimization:** Add more detailed product descriptions, FAQs, and blog content to target long-tail keywords.

RECOMMENDATIONS

Design Enhancements

1. Simplify navigation and reduce visual clutter.
2. Add more interactive elements like product comparisons or quizzes to increase engagement and conversions.

RECOMMENDATIONS

Technical Issues

1. Improve page load speed by optimizing images, leveraging browser caching, and minimizing JavaScript.
2. Fix broken links and ensure mobile responsiveness to boost user experience and SEO.

TASK -2 WEBSITE CREATION



Dual Comfort Mattress

[Shop Now](#)



About Us

Wakefit, established in 2015, is a pioneer in the home and sleep solutions industry, dedicated to improving the quality of life through thoughtfully designed, high-quality, and affordable products. The company offers an extensive range of solutions including mattresses, pillows, beds, sofas, ergonomic furniture, and home essentials, each crafted to bring comfort, functionality, and style into your living space.

At Wakefit, the journey begins with understanding the needs of modern consumers. From sleep science to home ergonomics, every product is backed by research, innovation, and sustainable practices. The brand takes pride in using premium materials and advanced manufacturing techniques to ensure durability, comfort, and long-term satisfaction.

What sets Wakefit apart is its unwavering commitment to delivering exceptional value. The company operates on a direct-to-consumer model, cutting out middlemen to offer high-quality products at accessible prices. With a strong focus on customer feedback, Wakefit consistently evolves its offerings to meet changing demands and preferences.

Wakefit's portfolio includes industry-leading sleep solutions such as memory foam mattresses designed to provide optimal support and comfort. Their range of home furniture, including modular sofas, work-from-home setups, and storage solutions, is designed to cater to the aesthetics and functionality of modern households.

Over the years, Wakefit has gained the trust of millions of customers across India. The brand's customer-centric approach is complemented by seamless online shopping experiences, free home delivery, generous trial periods, and excellent after-sales support.

Contact Us

A contact form allows users to easily send messages, inquiries, or feedback to a website owner or business.

Please Fill The Below Form

Name *

First

Last

Email

Submit

Blogs



UNCATEGORIZED

Why Is Very Good Cribs Are Essential for Your Baby IN 2025?

By Wakefit143 • December 24, 2024

Wondering why a cribs are Essential for



UNCATEGORIZED

How can an Orthopedic mattress help you with back pain?

By Wakefit143 • December 24, 2024

Back pain is a common issue for many

Why Is Very Good Cribs Are Essential for Your Baby IN 2025?

By Wakefit143 • December 24, 2024

Wondering why a cribs are Essential for your baby is important?

Cribs are crucial for several reasons.

Firstly, it provides a safe and secure sleeping environment for infants, with high sides or railings to prevent them from falling out or getting trapped. This ensures their safety and gives you, the parent, peace of mind.

Secondly, cribs for your baby promote healthy sleep habits by offering a comfortable and dedicated space for babies to rest. It allows parents to establish a sleep routine.

Before we set out to find the best wooden cribs for your baby, let's sort one thing out: the difference between cribs and cradles.



How can an Orthopedic mattress help you with back pain?

By Wakefit143 • December 24, 2024



Back pain is a common issue for many people, and choosing the right mattress for back pain can

TASK -3

**KEYWORD RESEARCH AND SEO
IMPLEMENTATION**

HOME PAGE KEYWORDS APPLIED IN SEO

IMPLEMENTATION

Keyword	Average Monthly Search Volume	Competition Level
wakefit memory foam mattress	10000	High
wakefit orthopedic mattress	8000	High
wakefit mattress India	5000	Medium
wakefit mattress sale	3000	Medium
wakefit mattress king size	2500	Medium
wakefit mattress queen size	2000	Medium
wakefit mattress for back pain	1500	High
wakefit mattress review India	1200	Medium
wakefit hybrid mattress India	1000	Medium
wakefit mattress offers	800	Medium

PRODUCT PAGE KEYWORDS APPLIED IN SEO

IMPLEMENTATION

KEYWORDS	AVERAGE MONTHLY SEARCHES	COMPETITION LEVEL
Wakefit	368,000	high
Wakefit mattress	110,000	high
Study table	550,000	high
Sofa set	450,000	high
Bean bag	165,000	high

ON PAGE SEO IMPLEMENTATION ON 2 PRODUCT PAGES

http://wakefit.byethost6.com/2024...

How can an **Orthopedic matt...**

Back pain is a common issue for many people, and choosing the right mattress for back pain can make all the difference. **Orthopedic mattresses** are...

Edit Snippet

Focus Keyword  

- ★ Orthopedic mattress ✕
- wakefit mattress india ✕
- wakefit mattress sale ✕
- wakefit orthopedic mattress ✕

Want more? [Upgrade today to the PRO](#) version.

This post is Pillar Content 

http://wakefit.byethost6.com/202...

Why Is Very Good **Cribs Are ...**

Wondering why a Cribs are Essential for your Baby This optimizes the use of space in your nursery and keeps essential items within reach.

Edit Snippet

Focus Keyword  

- ★ Cribs Are Essential for Your Bab
- wakefit mattress ✕
- wakefit mattress india ✕
- wakefit mattress sale ✕
- wake ✕

Want more? [Upgrade today to the PRO](#) version.

This post is Pillar Content 

Basic SEO 

- ✓ Hurray! You're using Focus Keyword in the SEO Title. 

81 / 100  15 / 100  Save

Rank Math  ✕

★ Cribs Are Essential for Your Baby

Example: Rank Math SEO

Want more? [Upgrade today to the PRO](#) version.

This post is Pillar Content 

Basic SEO 

- ✓ Hurray! You're using Focus Keyword in the SEO Title. 
- ✓ Focus Keyword used inside SEO Meta Description. 
- ✓ Focus Keyword used in the URL. 
- ✓ Focus Keyword appears in the first 10% of the content. 
- ✓ Focus Keyword found in the content. 
- ⚠ Content is 1091 words long. Good job! 

ROBOTS TXT

```
User-agent: *  
Disallow: /wp-content/uploads/wc-logs/  
Disallow: /wp-content/uploads/woocommerce_transient_files/  
Disallow: /wp-content/uploads/woocommerce_uploads/  
Disallow: /wp-admin/  
Allow: /wp-admin/admin-ajax.php  
  
Sitemap: http://wakefit.byethost6.com/sitemap_index.xml
```

RECOMMENDED BACKLINKS



THANK YOU

