

46 & Spruce On-Page SEO Recommendations

With 46 & Spruce selling at individual and wholesale quantities, there are a variety of items to consider when it comes to the on-page SEO to ensure no current traffic is lost while adding value with new terms. The non-wholesale term typically has higher search volume than the wholesale version of the term, so we want to keep the url's the same to garner the most organic traffic.

*Since the site will technically still sell at individual quantity level, we don't want to eradicate current rankings and traffic. However, if the site ever changes to sell **exclusively** at wholesale quantities, we would then want to change all of the url's using wholesale terminology and put 301 redirects in place.*

We will focus on updating other page elements with a wholesale keyword term to allow relevancy for both the individual keyword term and wholesale version. This is what your listed competitors appear to be doing as well. With that in mind, I recommend the below:

Site Overall

- Add "Wholesale Headquarters" to header
- Add banners with wholesale volume discounts
- Update About Us page to include wholesale/bulk terminology and new vision
- Consider displaying price/unit on product page for wholesale pricing

New Categories

Create new pages and add non-wholesale target keywords to the following on-page elements:

- Url
- Category description

Add wholesale version of keyword term and add to following page elements:

- Page titles (If different than H1)
- Meta titles & meta descriptions
- Category descriptions (I did this for you)
- Heading tags (H1, H2, H3)
- Alt tags on images
- Breadcrumbs, but not url
- Category description

Existing Categories

Add wholesale term to following page elements:

- Page titles (If different than H1)
- Meta titles & meta descriptions
- Category descriptions (I did this for you)
- Heading tags (H1, H2, H3)
- Alt tags on images
- Breadcrumbs, but not url

Removed Categories

With the adjustment to 46 & Spruce's target audience, some categories may no longer make sense. If you choose to delete any categories or subcategories, be sure to put a 301 redirect in place to a new destination url.

In the future, if you ever change the url to use a wholesale term, a 301 redirect must be put into place as well. If this does not occur, Google will have to reindex your site from scratch and 46 & Spruce will lose out on valuable organic traffic.

Character Count Guidelines

If the character count in the meta info is too long, it will be cut off in Google Search Results affecting click-through rate. If the meta info is too short, you may be missing out on opportunities to create relevancy and market the category page. Here's a quick and easy guide for character counts:

Meta Titles: Under 60 characters

Meta Descriptions: Under 158 characters

Alt Tags: Under 16 words