

# Bedner's

## SEO On-Site Optimization Guide

*On-site SEO improvements work with content and social media to provide a strong SEO foundation that creates ongoing traffic. To optimize your website for target keywords, you must optimize the below elements of your web page.*

On-Page Factors:

- Meta titles & meta descriptions
- Category descriptions
- Heading tags (H1, H2, H3)
- Alt tags on images
- Breadcrumbs

## Specific Page Suggestions

### Home Page

<https://www.bednersgreenhouse.com/>

<b>URL Suggestions:</b>	<i>None</i>
<b>Category Description:</b>	Old: N/A  New: N/A
<b>Meta Description:</b>	Old: Bedner's is a farm, garden center, and landscape business located in McDonald, offering a large plant selection, gardening supplies, bulk and bagged soils & mulch, landscape services and workshops.

	New: Discover Bedner's Farm and Greenhouse offering a large plant selection, gardening supplies and vast online selection today!
<b>Meta Title:</b>	<i>Bedner's Farm &amp; Greenhouse   Farm, Garden Center &amp; Landscaping   McDonald, PA</i>
<b>Add Keyword to H2:</b>	Old: Not Found  New: Bedner's Greenhouse
<b>Semantically Related Keywords:</b>	<i>Bedner's Greenhouse, Pittsburgh Greenhouse</i>
<b>Suggested Related Blog Topics:</b>	5 Family Fall Activities at a Local Pittsburgh Greenhouse

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## Category Page

<https://shopbedners.com/collections/houseplants>

<b>URL Suggestions:</b>	<i>None</i>
<b>Category Description:</b>	Old: None  New: Whether you are a <b>houseplant</b> expert or just looking for a quick home decor update, Bedner's offers a wide array of houseplants.  Houseplants are a fun way to upgrade your space. It can be as simple as adding a few

	<p>new <i>houseplants</i> to end tables, window sills or front and center in your entryway. Not only are houseplants decorative, they can be easy to care for too!</p> <p>From <a href="#"><u>Macho Floor Ferns</u></a> to <a href="#"><u>Monstera Deliciosa Pertussum</u></a>, browse low light houseplants, easy care indoor plants and more! No matter what your style, Bedner's is your <i>houseplant</i> hub. Don't miss our pickup and delivery options daily.</p>
<b>Meta Description:</b>	<p>Old: Not Found</p> <p>New: Shop Bedner's large online selection of popular houseplants. Discover houseplant variations that are easy to care for and are ideal for your home or office.</p>
<b>Meta Title:</b>	<i>Houseplants - Bedner's Greenhouse</i>
<b>Add Keyword to H2:</b>	<p>Old: Not Found</p> <p>New: "Discover Top Houseplant Options at Bedner's"</p>
<b>Semantically Related Keywords:</b>	<i>Indoor plants, low light houseplants</i>
<b>Suggested Related Blog Topics:</b>	5 Easy-to-Care-For Indoor Plants, 3 Low Light Houseplants that Transform Your Space.

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## Category Page

<https://shopbedners.com/collections/perennials>

<b>URL Suggestions:</b>	<i>None</i>
<b>Category Description:</b>	<p>Old: Perennials come back each year and continue to grow. At Bedner's, we grow three greenhouses full of a huge selection of perennials, including multiple crops through the season to ensure a continuous, fresh supply from spring to fall.</p> <p>New: <b>Perennials</b> are the gift that keeps on giving. Coming back year after year, Bedner's offers 100's of <i>perennials</i> for your garden or landscape project.</p> <p>Taking your garden landscape to the next level is simple with Bedner's <i>perennials</i>. Shop these high quality and colorful varieties that will bloom year after year.</p> <p>From <u><a href="#">Achillea</a></u> to <u><a href="#">Rudbeckia</a></u>, browse a wide variety of <i>perennials</i> flowers including shade <i>perennials</i> and more!</p>

<b>Meta Description:</b>	<p>Old: Perennials come back each year and continue to grow. At Bedner's, we grow three greenhouses full of a huge selection of perennials, including multiple crops through the season to ensure a continuous, fresh supply from spring to fall.</p> <p>New: Shop Bedner's large online selection of popular perennials. Discover perennial variations that will bloom year after year.</p>
<b>Meta Title:</b>	<i>Perennials – Bedner's Greenhouse</i>
<b>Add Keyword to H2:</b>	<p>Old: Not Found</p> <p>New: "Discover Top Perennial Options at Bedner's"</p>
<b>Semantically Related Keywords:</b>	<i>Shade perennials, perennial flowers</i>
<b>Suggested Related Blog Topics:</b>	4 Colorful Shade Perennial Varieties You Need This Year, What are Perennial Flowers?

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## Category Page

<https://shopbedners.com/collections/soils-mulch>

<b>URL Suggestions:</b>	Change to "mulch-and-soil"
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<p><b>Category Description:</b></p>	<p>Old: Bedner's has you covered no matter what your soil needs may be. We have a wide selection of soil variations including potting mixes, top soil and premium grade mulches. We also offer specific use soils for orchids, vegetables and succulent style plants.</p> <p>New: Stock up on Bedner's <b>mulch and soil</b> options this season. Offering a wide variety of soil variations from top soil to premium grade options, we are a hub for all of your landscape needs.</p> <p>Whether you are looking for specific-use soils for orchids, vegetables or succulents, or are looking for a basic <u>top soil</u>, Bedner's has you covered.</p> <p>Discover our garden bed covering options like bagged <u>black mulch</u> or <u>bulk shredded mulch</u> for larger landscaping projects. Check out our delivery and pickup options today!</p>
<p><b>Meta Description:</b></p>	<p>Old: Bedner's has you covered no matter what your soil needs may be. We have a wide selection of soil variations including potting mixes, top soil and premium grade mulches. We also offer specific use soils for</p>

	<p>orchids, vegetables and succulent style plants.</p> <p>New: Shop Bedner's large online selection of mulch and soil varieties for all of your landscaping needs.</p>
<b>Meta Title:</b>	<i>Mulch + Soil – Bedner's Greenhouse</i>
<b>Add Keyword to H2:</b>	<p>Old: Not Found</p> <p>New: "Discover Mulch and Soil at Bedner's"</p>
<b>Semantically Related Keywords:</b>	<i>Black mulch, top soil</i>
<b>Suggested Related Blog Topics:</b>	How Much Mulch is Enough?, 3 Mulch Replacement Ideas

## Overall Site Suggestions

Page Load Speed Improvement Ideas:

<https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fwww.bednersgreenhouse.com%2F>

- Tools to adjust image size:
  - Github: <https://github.com/google/guetzli>
  - Pngquant: <https://pngquant.org>

## What's Next?

To follow up on the on-site work, I'd suggest blog and content posts to be created linking to these pages and vice versa to help further the results of optimizations. I am able to create this content for you or this info can be passed along to your internal content writer. Once these are created, feature these pages on social media for external links and increased traffic.



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