

Unlocking Organic Growth for Wayfair.com

Driving measurable revenue through scalable SEO strategy.



Goal

Goal: Increase high-intent organic traffic & conversions for furniture and décor.



Dual Focus

Focus: Dual-focus on Discovery (informational/non-brand) + Transactional (commercial) keywords.



Holistic Approach

Approach: Technical excellence, content authority, and UX-led conversion.



Market & Opportunity Snapshot

Competitive Landscape

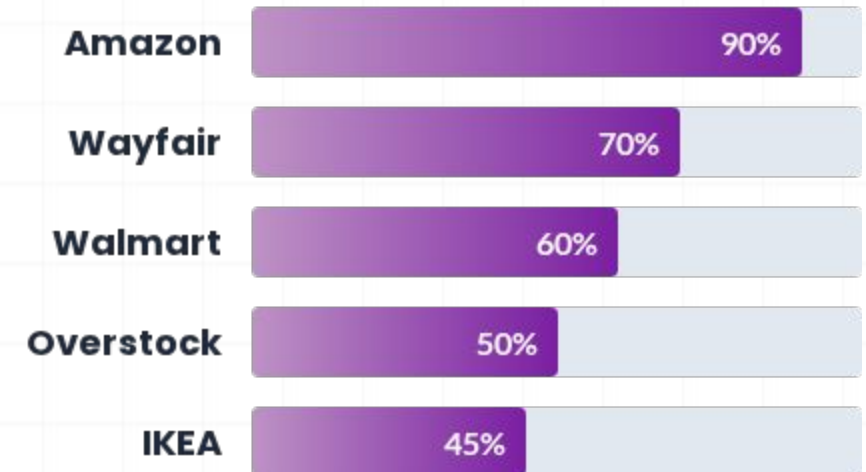
SERP environment is dominated by visual results, aggregators, and ads.

Wayfair's opportunity lies in capturing high-intent, long-tail queries and owning the informational-to-transactional user journey.

Top Opportunity Areas:

- **Technical & On-page Excellence:** crawling & indexing, mobile Core Web Vitals (JS bloat, slow LCP), schema markup, internal linking.
- **Content Authority:** Establish E-E-A-T Authority by validating product claims with Subject Matter Experts (SMEs), create transparent 'Quality Guides,' and consolidate high-value content to build immediate trust and topical depth.
- **Clicks to Conversions:** Integrate SEO/CRO insights and GA4 data to A/B test on-page experience, moving focus from traffic to full-funnel conversion and revenue attribution.

Simulated Visibility



Opportunity → Strengthen informational & commercial intent clusters while improving UX performance.

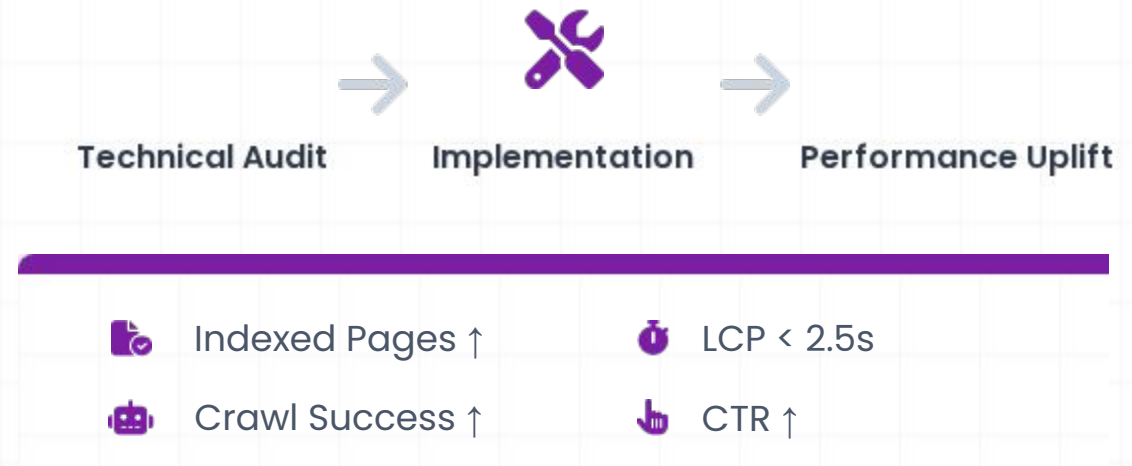
Pillar 1: Technical & On-Page Excellence

Optimize Crawl, Speed & Architecture

- ✓ **Crawl Efficiency:** Streamlined technical cleanup to enhance crawl efficiency, consolidate authority, and strengthen ranking signals sitewide.
- ✓ **Page Speed:** Immediately address render-blocking CSS and 27+ seconds of main-thread work caused by large JS bundles and unoptimized third-party scripts (GTM, Signifyd) to drastically reduce LCP and improve TBT.
- ✓ **Schema Markup:** Update Product schema for all top-performing SKUs to dominate SERP real estate.
- ✓ **Internal Linking:** Build semantic, intent-based internal links between “Ideas & Advice” and product pages to surface richer answers for both organic search and AI discovery.

Implementation Flow

Execute foundational technical fixes (Page Speed, Schema, Crawlability) as the prerequisite step to unlock maximum ranking impact from the strategic content roadmap.



Technical Audit → Implementation → Performance Uplift

Pillar 2: Build E-E-A-T & Content Authority

Content Improvements:



Integrate Authority: Move expert "SEO copy" higher on category pages to serve user intent first, not just crawlers.



Humanize the Brand: Feature expert designers and merchandisers in content and create prominent author bio pages to build real-world expertise.



Launch 'Material & Quality' Guides: Build trust by creating transparent, expert-written guides on product materials (e.g., "Solid Wood vs. Veneer") and sourcing standards.



Refresh & Consolidate: Audit and refresh top-of-funnel content to ensure 100% accuracy, remove outdated advice, and consolidate thin or competing articles.

Content Actions:

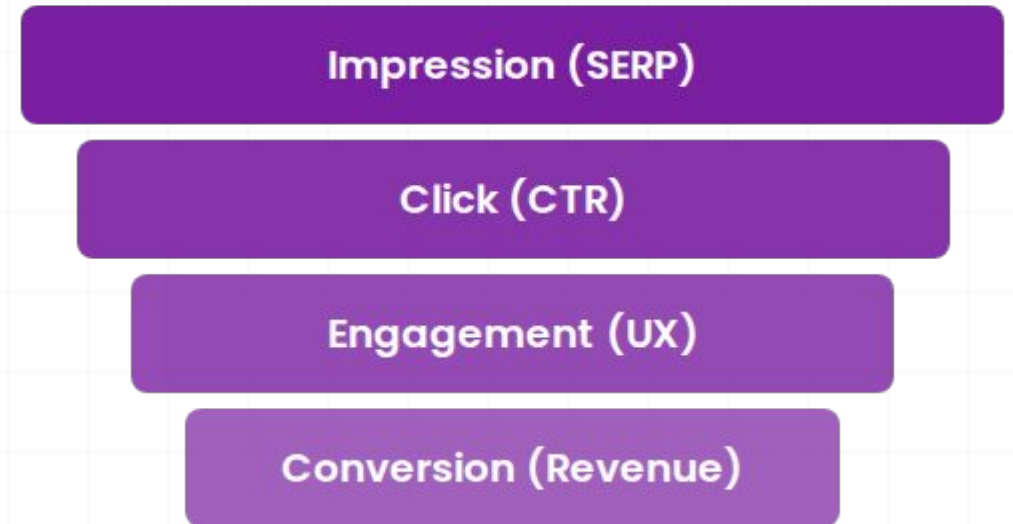
- **Enhance High-Value Commercial Pages:** Prioritize the top-performing Category Landing Pages (CLPs) for E-E-A-T integration by moving authoritative content above the fold and citing specific expert guides for product claims.
- **Establish a Core Expertise Hub:** Launch a dedicated Material & Quality Guide content hub to serve as the single source of truth for product knowledge, ensuring this content is marked up with E-E-A-T structured data.
- **Validate Authorship and Credibility:** Identify internal Subject Matter Experts (SMEs), create verifiable Author Profile Pages for them, and formally assign authorship to all buying guides and instructional content.
- **Audit and Consolidate Existing Assets:** Execute a comprehensive audit of all top-of-funnel content (blogs, idea galleries) to refresh outdated information and merge thin or cannibalizing articles via 301 redirects.

Pillar 3: Clicks to Conversions

Optimize the User Funnel

- ✓ **SEO + CRO Integration:** A/B test titles, CTAs, and benefit-first meta descriptions to improve click-through-rate.
- ✓ **UX Enhancements:** Leverage CRO and use website analysis and user data (heatmaps) to A/B test on-page elements—like CTAs, trust signals, and filters—to continuously improve conversion rates.
- ✓ **Attribution & Reporting:** Link GA4 + GSC data in a custom dashboard to move beyond rankings and track true revenue attribution.

From Impression to Conversion



Key Metrics to Track

- 📈 Organic Revenue & AOV
- 📈 Conversion Rate per Category
- 📈 Visibility vs. CTR Trendline

Technical Audit → Content Roadmap → Execution Sprints → Ongoing Optimization