

## SEO Performance Review

### The Badgers Den – Homepage Optimisation Report

#### Executive Summary

This document outlines key search engine optimisation (SEO) findings for the current Badgers Den homepage. While the brand positioning is strong and premium-led, the page is not currently structured to capture high-intent local search traffic such as 'Barber in Market Harborough' or 'Men's Haircut Market Harborough'. Significant ranking improvements can be achieved through structured keyword alignment, local optimisation, and expanded service content.

#### 1. Primary Local Keyword Targeting

The homepage does not prominently feature core search terms such as:

- Barber
- Barbers in Market Harborough
- Men's Haircut
- Skin Fade
- Beard Trim

Search engines prioritise clear service and location signals within the H1, title tag, and opening paragraph. The current above-the-fold messaging is brand-led but not search-aligned.

Recommended H1 Example:

Premium Barbers in Market Harborough | The Badgers Den

#### 2. Haircut & Barbering Service Depth

The homepage references 'fresh fades' but lacks structured keyword reinforcement for haircut-related search terms.

Recommended Additions:

- Dedicated 'Men's Haircuts & Skin Fades' section
- 300–400 words of service explanation
- Clear mention of Market Harborough within this section

### **3. Beard & Traditional Grooming Services**

Beard services are minimally referenced. To compete locally, a structured section covering beard trims, shaping, line-ups and hot towel shaves is recommended.

### **4. Male Grooming & Treatment Positioning**

Lifestyle language such as 'tidy nails' should be replaced or supported with explicit search terms including 'Men's Manicure', 'Men's Pedicure', and 'Men's Facials in Market Harborough'.

### **5. Membership SEO Opportunities**

The membership section is commercially strong but can be enhanced by including search phrases such as 'Barber Membership in Market Harborough' and 'Monthly Haircut Subscription'.

### **6. Local SEO Enhancement**

To strengthen local rankings, the homepage should include:

- • Market Harborough in the main H1
- • 5–8 natural mentions within body content
- • Nearby area references (Desborough, Kibworth, Foxton)
- • Embedded Google Map
- • LocalBusiness schema markup

### **7. Structural Improvements**

Recommended homepage structure:

- • H1 – Barbers in Market Harborough
- • Introduction paragraph
- • Men's Haircuts section
- • Beard Services section
- • Grooming Treatments section
- • Membership section
- • FAQ section
- • Local relevance section

### **Immediate Action Plan**

1. Rewrite H1 and title tag with primary keyword
2. Add 800–1200 words of structured SEO content
3. Create service-specific SEO sections
4. Implement FAQ block with schema – for Google & AI engines
5. Strengthen internal linking
6. Add structured local optimisation elements

Prepared for: The Badgers Den

Report Type: Homepage SEO Optimisation Review