

## The Badgers Den – Homepage SEO Critique vs Target Keywords

### 1. Primary Keyword Group: 'Barber Market Harborough' / 'Barbers in Market Harborough'

Current Issue:

The homepage does not clearly mention:

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

These only appear in the footer address, limiting ranking potential.

Google evaluates:

- H1
- Title tag
- First 150 words
- Keyword prominence
- Location relevance

The current above-the-fold content is brand positioning focused, not search intent focused.

Recommended Fix:

H1 example:

Premium Barbers in Market Harborough | The Badgers Den

Opening paragraph example:

The Badgers Den is a premium barber shop in Market Harborough offering men's haircuts, skin fades, beard trims, facials, and grooming treatments in a relaxed lounge-style setting.

### 2. Haircut Keyword Group

Likely Target Keywords:

- Men's haircut Market Harborough
- Skin fade Market Harborough
- Barber near me
- Best barber Market Harborough

Current Issue:

Only “Fresh fades” is mentioned once. There is no reinforcement of haircut-related keywords.

Required Addition:

Create a dedicated section such as:

Men’s Haircuts & Skin Fades in Market Harbourough

Include:

- Skin fades
- Modern men’s cuts
- Classic barbering
- Beard trims
- Restyles

Minimum 300–400 words to strengthen ranking signals.

### 3. Beard & Grooming Keywords

Likely Target Keywords:

- Beard trim Market Harbourough
- Beard shaping
- Beard grooming
- Hot towel shave

Current Issue:

“Get your beard shaped” appears once. This is insufficient for ranking.

Required Addition:

Add a section:

Beard Trims & Traditional Hot Towel Shaves

Explain:

- Beard sculpting
- Line-ups
- Razor finishes
- Conditioning treatments

Include “Market Harbourough” naturally within the content.

#### 4. Male Grooming & Treatment Keywords

##### Target Keywords:

- Men's facials
- Men's manicure
- Men's pedicure
- Male grooming Market Harborough

##### Current Issue:

Lifestyle language such as "tidy nails" and "facials" is used instead of search-aligned terminology.

##### Recommended Changes:

Replace lifestyle phrases with explicit service keywords such as:

- Men's manicures and pedicures in Market Harborough
- Professional men's facials designed for male skin types

Google prioritises explicit keyword clarity.

#### 5. Membership Keywords

##### Likely Targets:

- Barber membership
- Haircut membership
- Grooming membership
- Subscription barber

The membership section is conversion-strong but light on SEO.

##### Add:

- Barber membership in Market Harborough
- Monthly haircut membership
- Men's grooming subscription

#### 6. Local SEO Signals

##### Current Issue:

Location appears primarily in the footer.

To rank locally, the homepage should include:

- Market Harborough in H1
- Market Harborough in subheadings
- 5-8 natural mentions in body copy
- References to nearby areas (Desborough, Kibworth, Foxton etc.)
- Embedded Google Map
- LocalBusiness schema markup

## 7. Structural SEO Weakness

Current Structure:

Brand → Vibe → Lifestyle → Services → Membership

Recommended SEO Structure:

H1 – Barbers in Market Harborough

Intro paragraph

Section: Men's Haircuts

Section: Beard Trims

Section: Male Grooming Treatments

Section: Membership

Section: Why Choose Us

Section: FAQ

Section: Local Area

Missing:

- FAQ section (major ranking opportunity)
- Detailed service blocks
- Strong local relevance section

## 8. Competitive Comparison

Typical Ranking Competitor Strengths:

- Primary keyword in H1
- 1000+ word homepage
- Detailed service pages
- FAQ schema
- Strong local repetition
- Structured internal linking

Current Homepage:

- Brand strong
- SEO targeting weak

- Thin keyword depth
- Limited local optimisation

#### Immediate Action Plan

1. Rewrite H1 with primary keyword
2. Add 800–1200 words of structured SEO content
3. Add detailed sections for Haircuts, Beard, Grooming, Membership
4. Add FAQ block (6–8 questions)
5. Increase Market Harborough mentions naturally
6. Add internal links to service pages
7. Implement LocalBusiness schema
8. Optimise title tag properly