

## SEO Review Report

### The Badgers Den – Membership Page Optimisation Analysis

#### Executive Summary

This document outlines key search engine optimisation (SEO) findings for the Membership page of The Badgers Den website. While the page is commercially strong and clearly communicates the value of the subscription model, it is not currently structured to capture high-intent local search traffic such as 'Barber Membership in Market Harborough' or related subscription-based grooming queries. Strategic keyword alignment, local reinforcement, and content expansion could significantly increase organic visibility and recurring revenue opportunities.

#### 1. Keyword Targeting Gaps

The page does not prominently feature key search terms including:

- Barber Membership in Market Harborough
- Monthly Haircut Subscription
- Men's Grooming Membership
- Haircut Subscription UK
- Barber Loyalty Programme

Without integration of these terms into headings and body copy, the page has limited ability to rank for membership-related searches.

#### 2. Local SEO Reinforcement

The page currently does not reinforce geographic relevance. To strengthen local search visibility, the content should reference Market Harborough naturally within headings and body copy, along with surrounding areas such as Desborough, Kibworth, and Foxton.

#### 3. Heading & Structural Optimisation

The current heading 'Memberships at The Den' is brand-led rather than search-led. For stronger visibility, the H1 should include service and location indicators.

Recommended examples:

- Barber Membership in Market Harborough
- Monthly Men's Grooming Subscriptions | The Badgers Den

#### 4. Content Depth & Search Intent Expansion

The page primarily presents pricing tiers and credit information. Search engines favour explanatory content that addresses user intent. To improve performance, the page should include:

- • Explanation of who the membership is ideal for
- • Comparison between membership and pay-as-you-go pricing
- • Typical grooming frequency recommendations
- • Benefits of subscription grooming for men

#### 5. FAQ & Structured Data Opportunities

Adding an FAQ section would increase search visibility and eligibility for enhanced search results.

Suggested questions:

- • Is a barber membership worth it?
- • How do haircut subscriptions work?
- • Do unused credits roll over?
- • How much can I save with a membership?
- • How often should men get a haircut?

#### 6. Internal Linking & Service Reinforcement

The page should link strategically to key service pages using keyword-rich anchor text, including:

- • Men's Haircuts in Market Harborough
- • Beard Trims and Hot Towel Shaves
- • Premium Grooming Treatments

#### Overall Performance Assessment

Commercial Clarity: Strong

Brand Positioning: Strong

Keyword Alignment: Limited

Local Optimisation: Minimal

Organic Ranking Potential (Current): Low

Organic Ranking Potential (Optimised): High

#### Recommended Action Plan

1. Optimise H1 with primary local membership keyword

2. Integrate subscription-related search terms naturally throughout content
3. Add 800–1200 words of structured explanatory content
4. Implement FAQ section with schema markup
5. Reinforce geographic relevance within body content
6. Strengthen internal linking to key service pages

Prepared for: The Badgers Den

Report Type: Membership Page SEO Review