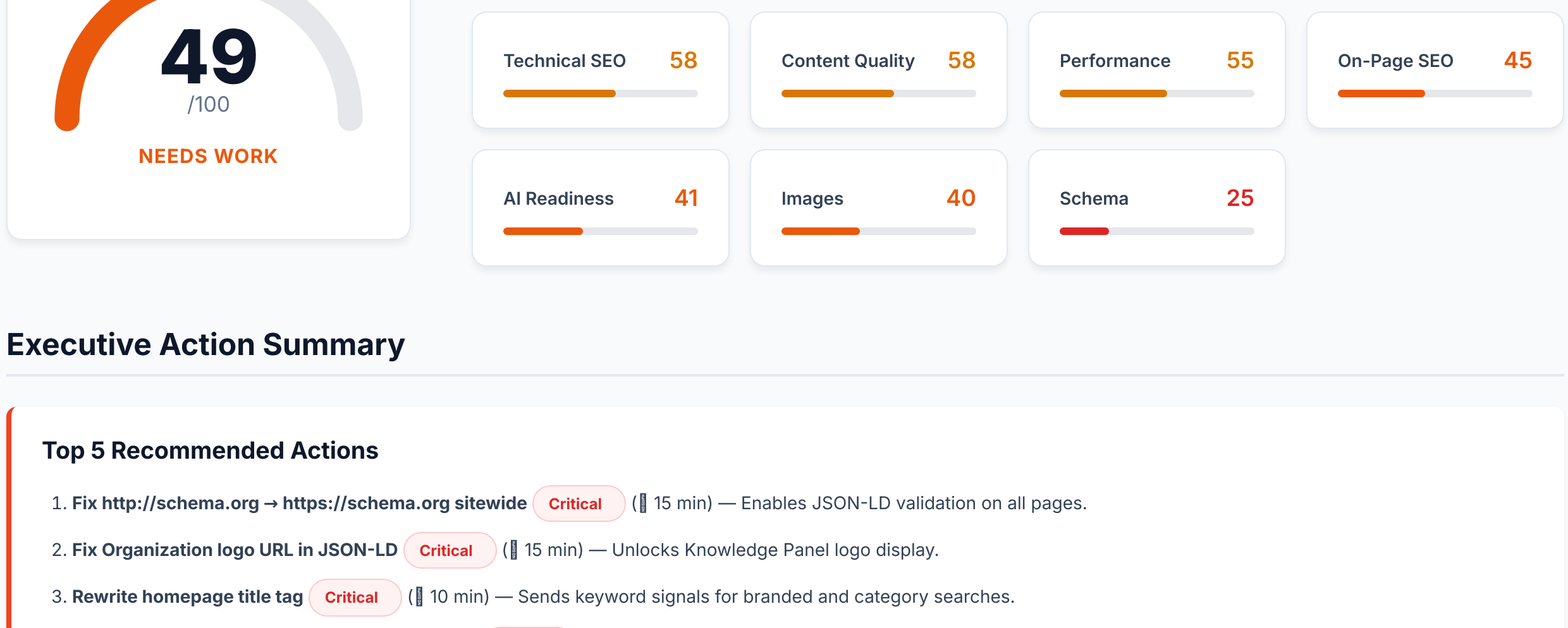


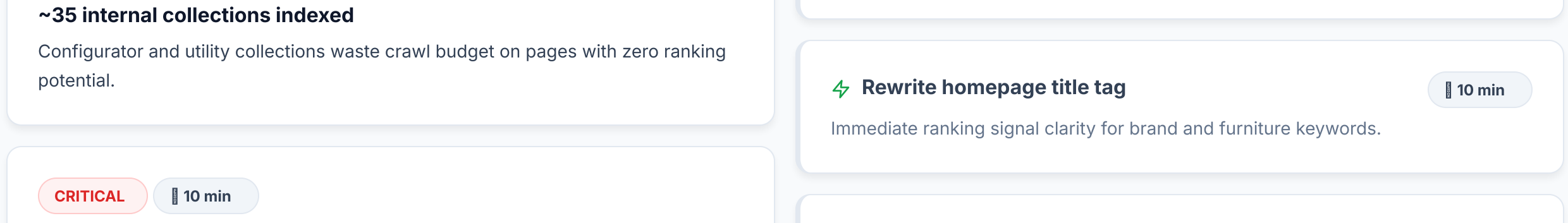


Executive Action Summary

Top 5 Recommended Actions

- Fix <http://schema.org> → <https://schema.org> **Critical** (⏱ 15 min) — Enables JSON-LD validation on all pages.
- Fix Organization logo URL in JSON-LD **Critical** (⏱ 15 min) — Unlocks Knowledge Panel logo display.
- Rewrite homepage title tag **Critical** (⏱ 10 min) — Sends keyword signals for branded and category searches.
- Noindex internal utility collections (~35 pages) **Critical** (⏱ 45 min) — Concentrates Google's crawl on rankable pages.
- Create [/pages/about](#) **Critical** (⏱ 3-4 hours) — Strengthens trust signals for E-E-A-T and AI Search visibility.

Priority focus: schema integrity, crawl budget cleanup, on-page keyword targeting, core E-E-A-T trust signals.



This roadmap resolves technical blockers that limit search engine crawling, restores structured data integrity for rich results, and strengthens essential trust signals required for competitive visibility.

Top 5 Critical Issues

CRITICAL

⏱ 15 min

Schema broken [sidebar](#)
Every JSON-LD block uses <http://schema.org> and Organization logo is malformed.

CRITICAL

⏱ 45 min

~35 internal collections indexed
Configurator and utility collections waste crawl budget on pages with zero ranking potential.

CRITICAL

⏱ 10 min

Homepage title "NestCraft"
Zero keywords present in the most powerful on-page ranking signal.

CRITICAL

⏱ 3-4 hours

[/pages/about](#) returns 404
Absence of a page explaining who runs the site is a direct E-E-A-T trustworthiness failure.

CRITICAL

⏱ 20 min

Product brand field shows OEM
Google Shopping associates products with RIZE/KUKA instead of NestCraft.

Top 5 Quick Wins

⚡ Fix <http://> → <https://> in JSON-LD

⏱ 15 min

Unlocks schema validation across all pages for rich results.

⚡ Fix Organization logo URL

⏱ 15 min

Enables Knowledge Panel logo display for brand searches.

⚡ Rewrite homepage title tag

⏱ 10 min

Immediate ranking signal clarity for brand and furniture keywords.

⚡ Noindex test blog

⏱ 5 min

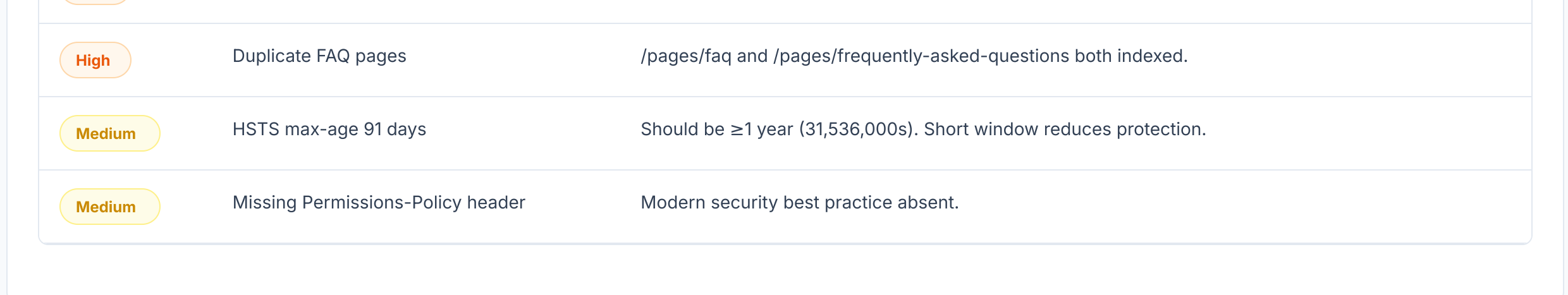
Removes [/blogs/faq](#)-test content from Google's index immediately.

⚡ Remove duplicate [gtag/js](#) instances

⏱ 30 min

Eliminates ~330KB redundant download per page load.

Score Projection Roadmap



Category Deep-Dives

Technical SEO

58/100

⌵

Crawlability55

Indexability60

Security70

URL Structure80

Positive Signals

HTTP to HTTPS redirect works correctly (single hop, no chains)

Canonical tags correctly implemented on all tested pages

HTTP/2 enabled with Cloudflare CDN active

Shopify Liquid = SSR (content in initial HTML)

Findings

Severity	Issue	Detail
Critical	~35 internal collections indexed	Configurator, promo-group, related-products collections in sitemap with no noindex.
High	/policies/ disallowed in robots.txt	Privacy, Terms, Refund pages uncrawlable — hurts trust signals.
High	og:image uses HTTP	Social shares show insecure content warning.
High	Duplicate FAQ pages	/pages/faq and /pages/frequently-asked-questions both indexed.
Medium	HSTS max-age 91 days	Should be ≥1 year (31,536,000s). Short window reduces protection.
Medium	Missing Permissions-Policy header	Modern security best practice absent.

Content Quality & E-E-A-T

Experience62

Expertise55

Authority48

Trust60

Content Quality by Page

Page	Words (est.)	Score	Top Issue
/ (Homepage)	~420	52	Below minimum length, weak H1, no trust block
/pages/about	0	0	Page does not exist (404 Error)
/collections/beds	~250	44	Thin editorial content, no FAQ
/collections/sofas	~150	38	Critically thin, near-zero editorial text
/products/the-bed-frame	~900	63	Good content, schema errors, no review data
/products/the-sofa-2-9	~1,000	68	Strongest product page, wrong title tag
/blogs/news	~150	28	No meta desc, no editorial intro, low cadence
.../bethany-brill (Blog)	~1,391	72	Best content, weak title/meta, no visible author

Trust Signal Audit

Signal	Status	Notes
Warranty information	Partial	Referenced in FAQ, not in schema or prominent text
Founder/team names	Partial	Tony Rotman appears on 1 page only
Founded date	No	"Over a decade ago" only — not specific
Review count (rendered)	No	Yotpo renders client-side, invisible to crawlers
AggregateRating schema	No	Missing from all product schemas
Author bylines on blog	No	Schema has author name but page does not render it

On-Page SEO

Findings

Severity	Issue	Detail
Critical	Homepage title tag	"NestCraft" — 9 chars. Should be ~60 chars with brand + keywords.
High	Collection page titles	Generic Shopify defaults — not keyword-optimized.
High	Product page H1s	Duplicate/triple H1 tags sidebar .
High	Blog post title tags	Not optimized for discovery — personal names as titles.
Medium	Internal linking strategy	Collection pages lack cross-links to related collections.

Schema / Structured Data

This section evaluates the integrity of JSON-LD data. Errors here prevent search engines from displaying rich snippets (star ratings, price, availability).

Schema Inventory by Page

Page	Schema Types Found	Missing	Status
/	Organization, WebSite, SearchAction	LocalBusiness	Invalid
/collections/beds	ItemList, Organization	BreadcrumbList	Errors
/products/the-bed-frame	Product, Organization	BreadcrumbList, AggregateRating	Invalid
/blogs/news/bethany-brill	Article, Organization	—	Errors
/pages/faq	Organization	FAQPage	Missing

Critical Code Fixes

CURRENT (BROKEN) - ORGANIZATION

```
{  "@context": "http://schema.org",  "type": "Organization",  "name": "NestCraft",  "logo": "https://files/LG00-B.svg",  "url": "https://nestcraft.com"}
```

RECOMMENDED FIX - ORGANIZATION

```
{  "@context": "https://schema.org",  "type": "Organization",  "name": "NestCraft",  "url": "https://nestcraft.com",  "logo": {    "type": "ImageObject",    "url": "https://nestcraft.com/cdn/shop/files/LG00-B.svg",    "width": 200,    "height": 60  },  "sameAs": [    "https://www.instagram.com/nestcraftco",    "https://www.facebook.com/nestcraftco",    "https://www.pinterest.com/nestcraftco"  ]}
```

Performance (Core Web Vitals)

Field data represents real Chrome users (75th percentile). Lab data simulates a low-end device on a 4G connection.

Core Web Vitals by Page (Real Users)

Page	LCP	INP	CLS	TTFB	Status
/ (mobile)	1.61s	149ms	0.08	388ms	All PASS
/ (desktop)	1.57s	70ms	0.01	316ms	All PASS
/collections/beds (mobile)	1.13s	121ms	0.00	292ms	All PASS
/collections/beds (desktop)	874ms	65ms	0.12	204ms	CLS FAIL

Third-Party Script Audit

Script	Issue	Recommended Fix
gtag/js	3 instances loading (~330KB redundant)	Remove 2 duplicate instances, use single GTM container
Kustomer + Gorgias	Both chat vendors loading simultaneously	Remove inactive one completely
Lucky Orange / Heap	No user-facing value on initial render	Delay until onload + 2s

AI Search Readiness (GEO)

Evaluates how easily AI engines (ChatGPT, Claude, Perplexity, Google AI Overviews) can crawl and cite site content.

AI Crawler Access

Allowed (Implicit)

llms.txt File

Missing (404)

Platform Candidacy

Platform	Score	Key Gap
Google AI Overviews	22/100	JS-rendered content not indexed reliably
ChatGPT	30/100	Relies on third-party press rather than site data
Perplexity	18/100	Real-time crawl hits JS wall on key pages
Bing Copilot	28/100	Limited JS rendering capabilities

Key AI Visibility Blockers

- JavaScript-only rendering:** 11 of 14 key content pages return JS blocks instead of HTML prose to crawlers.
- Missing alt text:** Direct barrier to establishing brand entity context for LLMs.
- No FAQPage schema:** Despite 80+ Q&A pairs existing, they are not structured for easy AI extraction.

Sitemap Architecture

Check	Status	Notes
XML format validity	PASS	All 4 sitemaps are well-formed XML
Non-200 URLs	FAIL	/pages/about returns 404
Stale/bulk lastmod dates	FAIL	90/126 blog posts share exact same date
Internal/utility pages in sitemap	FAIL	13 pages and 38 utility collections are exposed

Market & Competitive Data

Source: DataForSEO (live data, 2026-03-31)

Est. Monthly Traffic
253,579

Keywords Ranked
10,697

Keywords in Top 3
710

Page 2 Opportunities
1,462

Top Ranked Keywords

#	Keyword	Position	Volume	Est. Traffic Value
1	bed and bed frame	86	246,000	517
2	bed and frame	34	246,000	566
3	bed and frame queen	#21	246,000	1,255
4	bedframe	40	246,000	517
5	couch and sectional	#20	246,000	1,255
6	frame for queen mattress	#13	246,000	3,690
7	mattress frame for queen	25	246,000	812
8	bed king frame	38	201,000	422

Competitors (Shared Keywords)

Competitor	Keyword Overlap	Est. Traffic (Shared)	Avg. Position
amazon.com	9,267	1,433,171	11.7
wayfair.com	8,818	381,068	17.0
youtube.com	10,276	64,317	30.0 (Content overlap)

Full Action Plan

CRITICAL — Fix This Week (6 items • ~2 hours total)

☐

1 Fix <http://schema.org> → <https://schema.org>

⏱ 15 min

Impact: Schema score from 25 → ~40
Outcome: Unlocks eligibility for rich results by enabling correct JSON-LD validation.

Schema / Structured Data

Steps:

- In Shopify Admin, edit Theme code.
- Search for `http://schema.org` in all Liquid templates.
- Replace with `https://schema.org`.
- Save and test with Google Rich Results Test.

☐

2 Fix Organization logo URL in JSON-LD

⏱ 15 min

Impact: Schema score from 25 → ~42
Outcome: Allows search engines to recognize the brand entity and display the logo in Knowledge Panels.

Schema / Structured Data

Steps:

- Locate Organization JSON-LD in theme.
- Replace broken `"https://files/LG00-B.svg"` with the absolute CDN URL.

☐

3 Fix brand name in Product schema

⏱ 20 min

Impact: Schema score from 25 → ~38
Outcome: Ensures Google Shopping correctly associates products with NestCraft, rather than OEM partners.

Schema / Structured Data

Steps:

- In product JSON-LD block, replace `{{ product.vendor }}` with hardcoded `"NestCraft"`.

☐

4 Noindex internal utility collections

⏱ 45 min

Impact: Tech SEO score from 58 → ~68
Outcome: Improves crawl efficiency across key product pages by removing ~35 low-value URLs.

Technical SEO

Steps:

- Identify configurator, promo, and switch collection handles.
- Add logic to `collection.liquid` to output a `noindex` meta tag for these specific handles.

☐

5 Rewrite homepage title tag

⏱ 10 min

Impact: On-Page score from 45 → ~58
Outcome: Captures organic search intent for primary furniture categories directly at the root domain.

On-Page SEO

Steps:

- In Shopify Admin, navigate to Preferences.
- Change "NestCraft" to a descriptive 60-character title incorporating core products.

☐

6 Noindex test blog

⏱ 5 min

Impact: Tech SEO score +1
Outcome: Prevents non-production content from appearing in search results.

Technical SEO

Steps:

- Set `/blogs/faq-test` to Draft or add a noindex tag to its template.

HIGH — Fix Within 2 Weeks (9 items • ~17.5 hours total)

☐

7 Fix sofa/TOO product price in schema

⏱ 2 hours

Impact: Schema score from 25 → ~45
Outcome: Prevents Google from suppressing Shopping rich results due to zero-price flags on configurable variants.

Schema / Structured Data

☐

8 Add BreadcrumbList schema

⏱ 2 hours

Impact: Schema score from 25 → ~50
Outcome: Clarifies site architecture for crawlers and improves click-through rate with structured SERP display.

Schema / Structured Data

☐

9 Remove duplicate [gtag/js](#) instances

⏱ 30 min

Impact: Performance score from 55 → ~62
Outcome: Frees main thread execution time by preventing ~330KB of redundant script downloads.

Performance

☐

10 Create [/pages/about](#)

⏱ 4 hours

Impact: Content score from 58 → ~68
Outcome: Establishes core E-E-A-T trustworthiness by providing clear information about website operators.

Content Quality

LOW — Backlog (13 items)

Includes CLS investigation, Wikipedia presence building, and Server-Side Rendering (SSR) for blog contents to improve AI visibility.

Recommended Next Steps

- Fix critical schema issues first. Changing <http://> to <https://> in templates is a 15-minute change that unblocks all structured data processing.
- Resolve indexing bloat. Adding noindex to utility collections immediately recovers crawl budget for core product pages.
- Improve foundational trust. Building out the About page provides the necessary context for both Google's E-E-A-T guidelines and emerging AI systems.

This roadmap provides a sequenced approach that can be handed directly to your Shopify development resource or internal technical team. Early wins are designed to require minimal code while unlocking maximum structural clarity.

Appendices: Tech Stack & Social

Technology Stack

Platform	Shopify (Shop ID: 46217068706)
Theme	Custom "Easy Chair Launch" (petite-vue)
CDN	Cloudflare
Analytics	GTM, Heap, Lucky Orange
Apps	Yotpo (Reviews), Gorgias (Chat), Klaviyo (Email), Klarna (Payments)

Social Profiles

- Instagram
- Facebook
- Pinterest
- Twitter/X