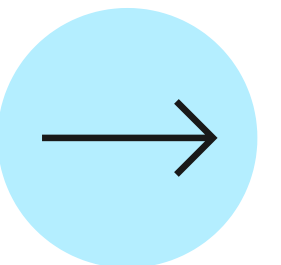

How "Swyft Home" Strengthens Search Visibility Through Technical SEO



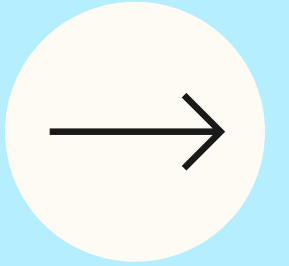


OVERVIEW

Swyft Home is a strong example of how effective technical SEO can support both search engine performance and user experience.

While customers enjoy a fast and seamless shopping journey, several technical optimizations behind the scenes help search engines efficiently crawl, index, and understand the website.

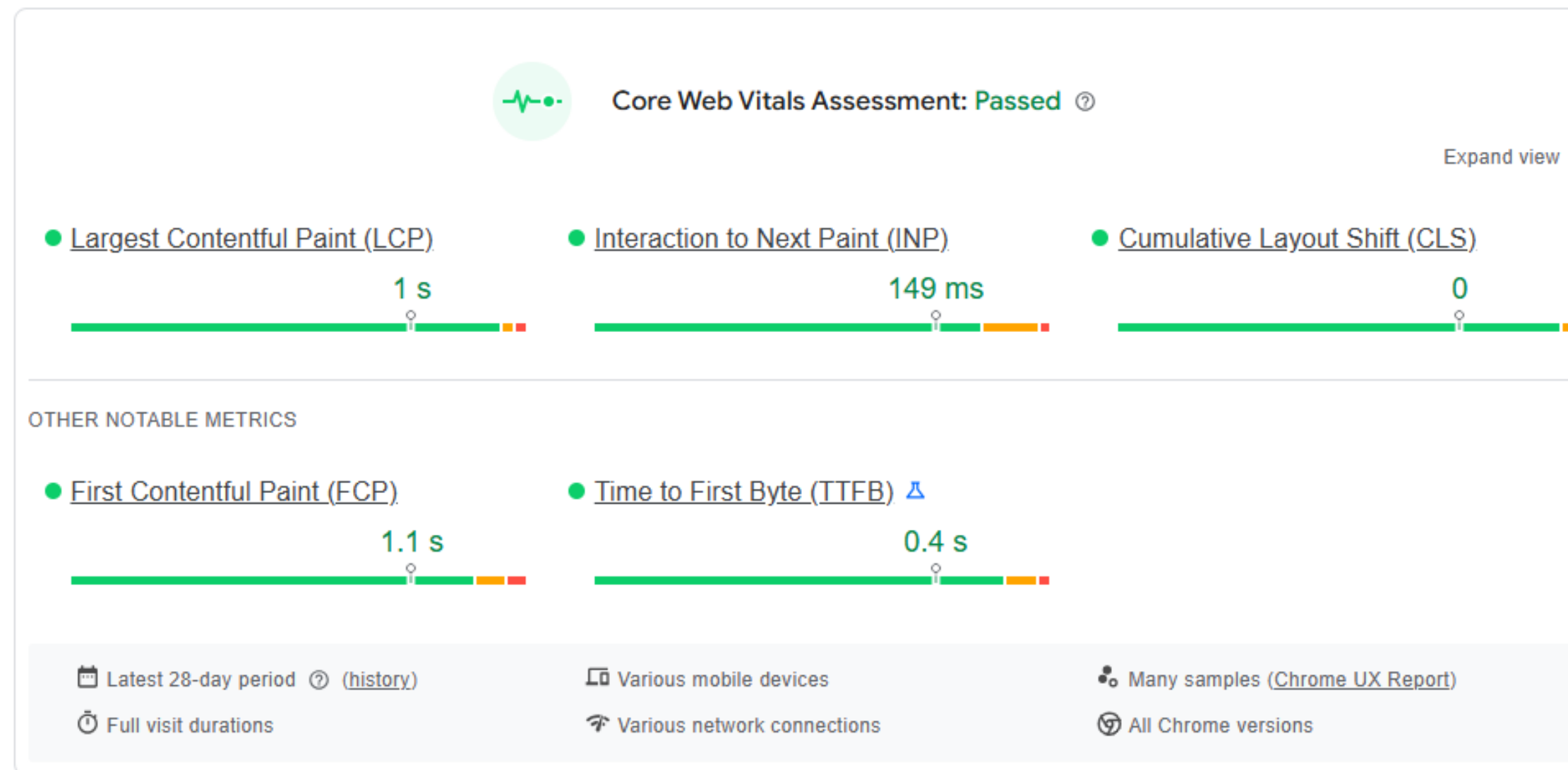




PROCESS



FAST, USER-FRIENDLY PERFORMANCE



Website speed is a critical ranking factor, especially for e-commerce businesses.



FAST, USER-FRIENDLY PERFORMANCE

Swyft performs well in Google PageSpeed Insights, delivering a fast, responsive experience across desktop and mobile devices. Faster page loading reduces bounce rates, improves user engagement, and supports stronger search performance.

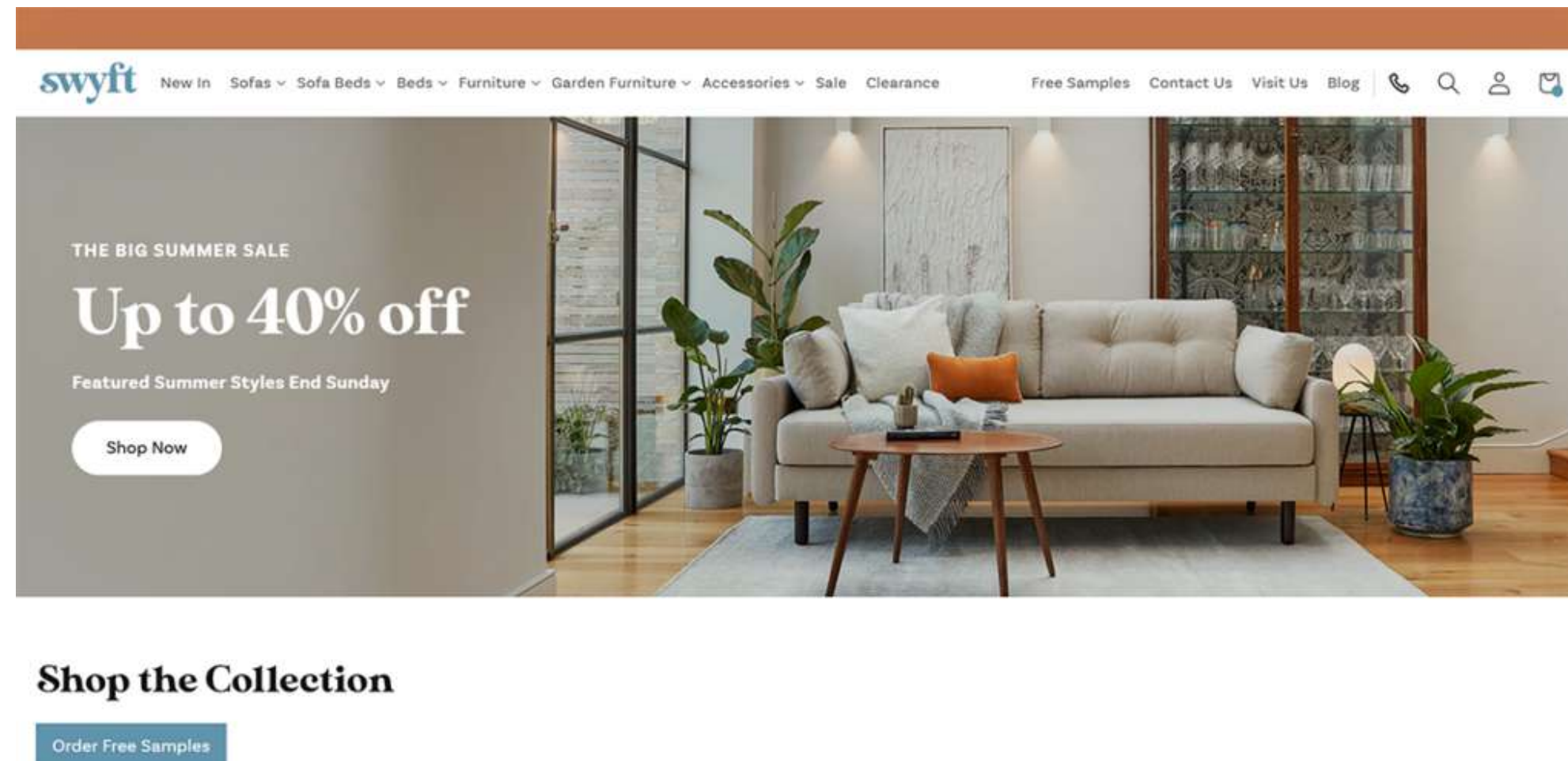
Key benefits include:

- Faster page load times
- Improved Core Web Vitals
- Better mobile usability
- Enhanced shopping experience



CLEAN SITE ARCHITECTURE

This multi-channel visibility strengthens the brand's overall digital presence.



For example, category URLs such as 2-seater sofas immediately communicate the page topic and product category. This descriptive structure improves crawlability, strengthens keyword relevance, and makes website navigation more intuitive.



CLEAN SITE ARCHITECTURE

Advantages of an Organized Website Structure:

- Improves website crawlability.
- Enhances user navigation.
- Strengthens keyword relevance.
- Supports better search rankings.
- Creates a clear URL structure.
- Improves overall user experience.



PROPER CANONICALIZATION

The website implements canonical tags across its product pages to indicate the preferred version of each URL.

```
1<!doctype html>
2<html class="js" lang="en">
3  <head>
4    <script id="pandectes-rules">
5      /* PANDECTES-GDPR: DO NOT MODIFY AUTO GENERATED CODE OF THIS SCRIPT */
6
7      window.PandectesSettings = {"store":{"id":87565992271,"plan":"premium","theme":"Swyft-25/production","primaryLocale":"en","adminMode":false,"headless":false,"storefrontRootDomain":"","checkoutRootDomain":"","
8
9      !function(){{"use strict";window.PandectesRules=window.PandectesRules||{},window.PandectesRules.manualBlacklist={1:[],2:[],4:[]},window.PandectesRules.blacklistedIFrames={1:[],2:[],4:[]},window.PandectesRu
10
11    </script>
12    <meta charset="utf-8">
13    <meta http-equiv="X-UA-Compatible" content="IE=edge">
14    <meta name="viewport" content="width=device-width,initial-scale=1,viewport-fit=cover">
15
16    <meta name="theme-color" content="">
17
18
19
20
21<link rel="canonical" href="https://swyfthome.com/collections/2-seater-sofas"><link rel="icon" type="image/png" href="//swyfthome.com/cdn/shop/files/favicon-32x32.png?crop=center&height=32&v=1738496870&width=32">
22  2 Seater Sofas
23  &ndash; Swyft</title>
24
25
26  <meta name="description" content="Find your perfect sofa with our collection of 2 seater sofas. Ideal for smaller spaces or those who want to pair with a larger sofa setup. ">
27
28
29
30
31<meta property="og:site_name" content="Swyft">
32<meta property="og:url" content="https://swyfthome.com/collections/2-seater-sofas">
33<meta property="og:title" content="2 Seater Sofas">
34<meta property="og:type" content="website">
35<meta property="og:description" content="Find your perfect sofa with our collection of 2 seater sofas. Ideal for smaller spaces or those who want to pair with a larger sofa setup. ">
36
37<meta property="og:image" content="http://swyfthome.com/cdn/shop/collections/2seat-m3-shadow-linen-darkgrey.png?v=1750848717">
38<meta property="og:image:secure_url" content="https://swyfthome.com/cdn/shop/collections/2seat-m3-shadow-linen-darkgrey.png?v=1750848717">
39<meta property="og:image:width" content="1500">
40<meta property="og:image:height" content="377"><meta name="twitter:card" content="summary_large_image">
```



PROPER CANONICALIZATION

This helps:

- Prevent duplicate content issues.
- Consolidate ranking signals.
- Improve indexing efficiency.
- Ensure search engines prioritize the correct pages.

Proper canonicalization is particularly valuable for e-commerce sites with product variations and filtered URLs.



STRUCTURED DATA IMPLEMENTATION

```
720 </script><script src="//swyftthome.com/cdn/shop/t/646/assets/divide-buy.js?v=1553109169v8824282WU217688259b4" defer="defer"></script>
721 <script>
722   window.divide_buy = {
723     instalment_data : [{ "key": "6", "min_value": "250.00", "max_value": "6000.00", "value": "250.00", "interest_rate": "0", "is_ibc": 0 }, { "key": "9", "min_value": "250.00", "max_value": "6000.00", "value": "250.00", "i
724     representative_apr : Number(9.9),
725     soft_search_api_url: "https://api.dividebuy.co.uk/api/get-softsearch-key",
726     soft_search_base_url: "https://softsearch.dividebuy.co.uk",
727     retailer_domain: "swyft-2025.myshopify.com",
728     currency : "GBP",
729     currency_symbol : "£"
730   }
731 </script><script src="//swyftthome.com/cdn/shop/t/646/assets/free-sample-product-info.js?v=15176173754012921081773233524" defer="defer"></script>
732 <script>
733   window.free_sample_product = {
734     swatch_box_product_url: '/products/swatch-request',
735   };
736 </script><script type="text/javascript" src="//widget.trustpilot.com/bootstrap/v5/tp.widget.bootstrap.min.js" defer></script><script type="application/ld+json">
737 {
738   "@context": "https://schema.org",
739   "@type": "BreadcrumbList",
740   "@id": "https://swyftthome.com/products/model-10-2-seater-sofa#breadcrumb",
741   "itemListElement": [
742     {
743       "@type": "ListItem",
744       "position": 1,
745       "name": "Home",
746       "item": "https://swyftthome.com/"
747     }, {
748       "@type": "ListItem",
749       "position": 2,
750       "name": "Model 10 2-Seater Sofa",
751       "item": "https://swyftthome.com/products/model-10-2-seater-sofa"
752     }
753   ]
754 }
755 </script><script type="application/json" data-delivery-messages>
756 {
757   "stock_message": {
758     "in_stock": "In Stock",
759     "available_stock": "${stock} available"
760   }
761 }
```

Swyft enhances its product pages with structured data, including Product Schema and Breadcrumb Schema.



STRUCTURED DATA IMPLEMENTATION

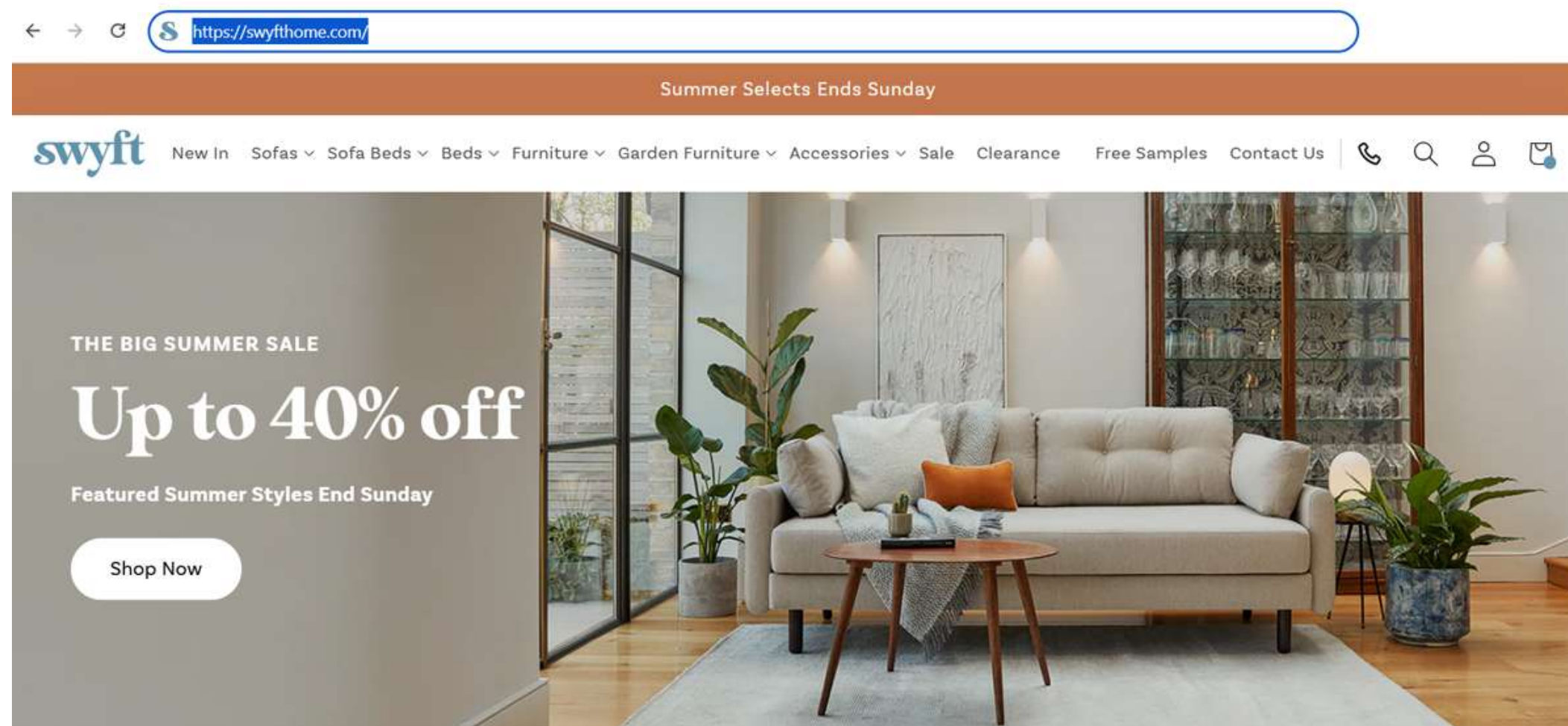
These structured data types help search engines better interpret page content and improve eligibility for enhanced search features such as rich results.

Benefits include:

- Better understanding of product information.
- Improved search result presentation.
- Clearer website hierarchy through breadcrumb navigation



SECURITY AND TRUST



Swyft enhances its product pages with structured data, including Product Schema and Breadcrumb Schema.



SECURITY AND TRUST

Swyft uses HTTPS across its entire website, ensuring secure browsing and protecting customer information during online transactions.

HTTPS provides several SEO and user experience advantages:

- Secure data transmission.
- Increased customer trust.
- Improved browser security indicators.
- A recognized Google ranking signal.





WHY IT WORKS

Swyft Home's technical SEO strategy focuses on executing the fundamentals consistently.

Fast page performance, a crawlable site architecture, canonical tags, structured data, and secure browsing work together to create a strong technical foundation that supports both higher search visibility and an excellent customer experience.



KEY TAKEAWAYS

- Fast page speed and strong Core Web Vitals
- Clean, search-friendly URL structure
- Proper canonical tag implementation
- Product and breadcrumb structured data
- Secure HTTPS across the website
- Strong technical foundation for sustainable SEO growth

