



STRATEGY / EXECUTION / REAL RESULTS

STRATEGY REPORT

Shunnarah Flooring

Search, Local & AI Visibility Plan

 HOMEWOOD / BIRMINGHAM, ALABAMA

From Visibility to More Qualified Opportunities.

A focused, data-driven plan to fix what's holding you back, strengthen your online presence, and build a steady flow of high-quality opportunities for your business.



VIEW YOUR RESULTS



<https://www.findyouredge.dev/shunnarah-flooring>



FIX

WHAT'S LEAKING



BUILD

ON WHAT WORKS



CREATE

LASTING GROWTH

SEPTEMBER 2026

FLOORING BUSINESSES
GROW STRONGER HERE

BEAUTIFUL
SPACES.
BRIGHTER
OPPORTUNITIES.

PREPARED BY

RepConnect.ai

PEOPLE. STRATEGY. GROWTH.

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LET'S BUILD
WHAT'S NEXT
TOGETHER.

A strong local business needs a stronger digital system.

The audits point to a practical sequence: fix the lead path, make measurement trustworthy, clean the technical foundation, sharpen the pages that sell flooring, then scale what produces qualified opportunities.

70%

Semrush Site Health

81%

AI Search Health

62

Mobile performance

208

URLs crawled

THE THREE MOVES

01 FIX

Repair the broken booking route and QA forms, calls, appointments, CTAs, and ad destinations.

02 BUILD

Create stronger Birmingham/Homewood service pages, decision content, and real project proof.

03 SCALE

Use GBP, organic search, and paid search to amplify the pages and offers that convert.

THE POSITION TO OWN

Owner-led service · Homewood showroom · In-stock inventory · Local project proof

That story should become visible across the website, Google Business Profile, ads, project pages, social content, and customer touchpoints.

Don't pay to send people into a broken path.

The clearest conversion issue in the supplied audit is the homepage booking route. Step 3 points to a 404 URL while the live booking destination is working.

CURRENT	LIVE DESTINATION
/book-consultation HTTP 404	/book-appointment HTTP 200

CONVERSION QA

- Relink the homepage booking step to the live appointment route and 301 the old path.
- Test header, footer, cards, forms, mobile CTAs, phone links, and every ad destination.
- Separate form submissions, appointment bookings, click-to-call, and qualified calls in reporting.
- Verify source attribution before increasing paid traffic.

TECHNICAL CLEANUP

19	14	9	15
broken internal links	4XX pages	sitemap errors	duplicate meta descriptions

Also review 8 duplicate-content pages, 8 pages that could not be crawled, 4 broken canonicals, and the 84 image 403 findings. The latter should be validated before changing assets because the audit notes they may reflect crawler/CDN/WAF denial.

Build around the questions that happen before the sale.

The supplied keyword universe contains 33 terms and 337K raw monthly volume. Because the total is not de-duplicated and the supplied locale/date are not stated, treat it as directional demand—not a Birmingham traffic forecast.

33

keywords

337K

raw monthly volume

110.7K

raw volume at KD ≤30

44.4%

near-me demand

PRIORITY CLUSTERS

Local / near me	High commercial intent	flooring near me · flooring stores near me
Carpet	Clear service intent	carpet installation · carpet installers near me
Hardwood	High-value service + decision intent	installation price · refinishing · repair
Tile	Local installation demand	tile installers near me · tile installation
LVP / laminate	Product + comparison intent	waterproof laminate · installation cost
Care / education	Lower-difficulty entry points	grout care · wood-floor cleaning

MARKET VALIDATION NOTE

The supplied SERP/competitor evidence included Washington-market results. It is useful as a content/UX reference, but it should not be treated as the Birmingham competitive set. Birmingham/Homewood validation should happen before major SEO or paid-search expansion.

Make Shunnarah easier to understand — and harder to forget.

The competitor review shows different proof systems: scale, design, legacy, hardwood specialization, content, and service systems. The opportunity is to make Shunnarah's own proof more visible rather than simply copying competitors.

THE SHUNNARAH STORY

OWNER-LED SERVICE · HOMEWOOD SHOWROOM IN-STOCK INVENTORY · LOCAL PROJECT PROOF

Turn those claims into evidence: real project photos, materials used, neighborhood/service context, problem → solution → outcome, customer proof where permission exists, showroom/in-stock content, and concise answers to pricing, installation, maintenance, and material questions.

Observed competitor emphasis	What to learn
Scale + design	Show breadth without losing local personality.
Process + breadth	Make the buying/installation process easy to understand.
Legacy + showroom	Use physical presence as trust evidence.
Hardwood specialization	Own expertise with specific proof.
Content ecosystem	Answer decision questions before the customer asks.
Service system	Make reviews, process, and local proof work together.

One page. One meaningful buying question.

The recommended architecture connects discovery, service pages, local proof, and decision content so the website behaves like a sales system rather than a collection of pages.

LOCAL HUB	Flooring in Birmingham · Flooring in Homewood
MATERIAL HUBS	Hardwood · Carpet · Tile · LVP / Laminate
SERVICE HUBS	Installation · Refinishing · Repair
PROJECT PROOF	Birmingham/Homewood case studies
DECISION GUIDES	Cost · waterproofing · basement flooring · maintenance

HIGHEST-VALUE UPGRADES

- Birmingham / Homewood flooring
- Carpet installation
- Hardwood installation
- Hardwood refinishing / repair
- Tile installation
- LVP / laminate
- Hardwood installation price + refinishing/resurfacing cost guides

INTERNAL LINKING MODEL

Material hubs → service pages → local project proof → decision guides → back to commercially valuable service pages.
Use descriptive anchors and reduce unnecessary redirect hops.

Make the business unmistakable everywhere.

The marketing audit shows an active Google Business Profile and positive reputation, alongside inconsistent listings that need cleanup. The goal is not “more directories.” It is one consistent business entity across the web.

GOOGLE BUSINESS PROFILE

Audit categories, services/products, appointment URL, website URL, hours, service areas, photos and Q&A.; Keep project photos and review activity fresh.

CITATIONS

Correct name/address/phone conflicts. Clean existing listings before creating more. Prioritize trusted local and industry platforms.

REVIEWS

The marketing audit reports 91% reputation performance, with 44% of analyzed reviews having replies. Build a repeatable response process.

ENTITY CONSISTENCY

- Choose one canonical business name, address, and phone number.
- Align website footer, contact page, schema, GBP, and citations.
- Remove conflicting phone/template references.
- Keep service-area claims consistent with real coverage.

Use paid search and AI visibility as multipliers.

The foundation comes first. Once booking, forms, calls, attribution, Birmingham targeting, and landing pages are verified, paid search can become a controlled acquisition layer.

CAMPAIGN	DESTINATION	MEASURE
Local / Showroom	Birmingham/Homewood flooring	Calls + forms + appointments
Carpet / Installation	Dedicated service page	Qualified calls + forms
Hardwood	Install / refinish / repair	Qualified calls + forms
Tile / LVP	Dedicated material/service pages	Qualified lead actions
Commercial	Commercial-specific page	Qualified lead actions

AI VISIBILITY

The technical audit reports 81% AI Search Health and no tracked AI bots blocked. The practical opportunity is not “AI-only content.” It is more useful, factual, locally specific first-party information that search systems can understand and cite.

- Real project evidence and local context.
- Clear answers to pricing, material, installation, care, and comparison questions.
- Consistent business/entity data and structured data matching visible content.
- Strong information architecture and internal links.

Fix → Build → Optimize → Scale.

A simple operating rhythm keeps the work focused and gives the dealer a clear view of what happens first.

MONTH 01	FOUNDATION	Booking route · conversion QA · technical cleanup · NAP consistency · GBP + citations · tracking · priority page rewrites
MONTH 02	BUILD	Service/local clusters · decision content · project case studies · internal links · authority relationships · controlled Ads launch
MONTH 03	OPTIMIZE	Re-crawl · improve pages gaining traction · GBP/citation cleanup · qualified-lead analysis · CRO · scale validated winners

MONTH 1 GATE

Do not aggressively increase paid spend until the booking path, forms, calls, attribution, NAP, and Birmingham targeting have been QA'd.

MONTH 2 PRODUCTION

- 4–6 substantial service/local page upgrades
- 2–4 decision/supporting pieces
- 2+ local project case studies
- A controlled set of quality citations and relevant authority outreach

Measure the business outcome, not just the traffic.

The dashboard should connect visibility to actions: what people saw, what they did, and which channels produced qualified opportunities.

CONVERSION	Appointments · forms · calls · qualified calls
TECHNICAL	404/403 validation · sitemap/canonical health · crawl/index health · mobile performance
LOCAL	NAP consistency · GBP completeness · reviews · photos · calls · directions · website actions
ORGANIC	Impressions · CTR · priority visibility · pages moving through positions 4–20
CONTENT	Service/local page performance · project proof · decision guides · internal links
AUTHORITY	Relevant referring domains · manufacturers · associations · local partnerships
PAID	Qualified conversions · search-term quality · landing-page behavior · economics
AI	Citation-worthy pages · factual consistency · first-party proof · observable AI presence

“The goal is not simply more traffic; it is more trustworthy measurement, stronger local visibility, and more qualified opportunities.”

Prepared for Shunnarah Flooring

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[VIEW THE LIVE RESULTS →](#)

SOURCE NOTE

This executive report consolidates the supplied RepConnect marketing audit, Semrush/SEO competitor and keyword analysis, and 90-day digital growth plan. Audit snapshots are dated September 2026. Keyword volumes are directional and the supplied SERP evidence includes a geography-validation caveat.