

SEARCH, CONTENT & SALES AUDIT

Western Trading Post

EST. 1877 · CASA GRANDE & WICKENBURG, ARIZONA

Where the demand is — and how to capture it.

westerntradingpost.com

A complete review of organic search, technical health, content strategy, competitive position, AI-search visibility, and the path from traffic to consignments and sales — built on live Ahrefs data and a fresh crawl of the site.



OVERALL SEO & GROWTH SCORE

Today: 49/100 12-month target: 82+/100

Strong brand & niche authority sitting on an under-built technical and content foundation. The ceiling is high — and proven.

~2,100
organic visits / mo

25,565
peak month (Nov 2024)

5,747
auction lots in 2024

72,000
monthly searches in one untapped term

A heritage brand under-served by its own website

Western Trading Post is one of the most **authentic brands in the American-West collectibles market** — founded in 1877, family-owned, handling **5,747 auction lots in 2024** across two Arizona galleries. That authenticity shows up in search: the site already ranks **#1 for dozens of maker and collectible terms** (Billy Klapper spurs and bits, antique spurs, Garcia spurs, concho belts) and carries a Google Knowledge Panel.

But the website is leaving most of its opportunity on the table. Organic traffic sits at roughly **2,100 visits a month** — essentially flat for three years — while direct competitors in Native American jewelry pull **10,000–25,000**. The site ranks for ~534 keywords; those competitors rank for 1,600–3,800. The gap isn't authority or product. It's **technical foundation, on-page structure, and a content engine that isn't being run**.

The proof that this works is already in the data: when collector interest in Billy Klapper's work surged in late 2024, WTP's existing pages captured **25,565 organic visits in a single month** — more than 12× a normal month. The demand is real and the brand can rank. The job is to build the foundation so this happens on purpose, every month, across every category.

25

DOMAIN RATING (DR)

0

JSON-LD SCHEMA ITEMS SITEWIDE

40+

AI / IMAGE CRAWLERS BLOCKED IN ROBOTS.TXT

Scorecard component	Weight	Performance	Score
Technical SEO & Crawlability HTTPS and a clean BigCommerce build, but the XML sitemap isn't discoverable and the robots file throttles key crawlers.	18%		55
On-Page & Structured Data Empty homepage H1, an over-length title, a broken About URL, and zero schema markup sitewide.	16%		45
Content & Keyword Coverage Excellent niche authority on spurs & makers, but only ~534 keywords vs. competitors' 1,500–3,800. Category pages are thin.	18%		50
Authority / Backlinks DR 25 with strong homepage links, but ~73% referring-domain decay and equity trapped on the homepage.	14%		50
Local SEO Knowledge Panel + reviews exist, but only one of two locations has structured NAP and there's no LocalBusiness schema.	12%		55
AI Search Readiness robots.txt blocks every major AI & image crawler while AI Overviews appear on dozens of WTP's own keywords.	12%		25
Conversion / Sales Enablement Healthy lead flow and ads, but corrupted attribution, no trust schema, and under-used valuation funnels for sellers.	10%		60

Five moves that matter most this month

High impact, low-to-medium effort. None of these require redesigning the site — they unlock demand that already exists.

CRITICAL 1 · Stop blocking AI & image crawlers

Effort: Low

The robots.txt actively blocks Google-Extended, GPTBot, OAI-SearchBot, ClaudeBot, PerplexityBot, Applebot, Google's image/video crawlers and Facebook's preview bot — while AI Overviews and image packs appear on dozens of WTP's own search terms. **You are opting out of the fastest-growing discovery channels and your own social link previews.**

CRITICAL 2 · Make the sitemap discoverable + add structured data

Effort: Low

A valid sitemap exists at /xmlsitemap.php but /sitemap.xml returns 404 and robots.txt never references it. Add the Sitemap: line and ship Organization, LocalBusiness, Product/Offer and AuctionEvent schema (currently **zero schema exists**) to win rich results and AI citations.

HIGH 3 · Fix the homepage H1 & category content

Effort: Low

The homepage H1 is **empty**. Category pages (squash blossom, concho belts, bolos, turquoise) have good titles but **no descriptive content and no collection schema** — which is why they rank #7 instead of #1 for terms with **5,000+ searches and a difficulty of zero**.

HIGH 4 · Run the content flywheel you already own

Effort: Medium

Every auction lot is raw material. Turn maker/type lots into evergreen valuation & identification guides (proven: your Klapper pages rank #1), and capture **“what's it worth” sellers** — the highest-value visitors, because they become consignors.

MEDIUM 5 · Clean up attribution & tracking

Effort: Low

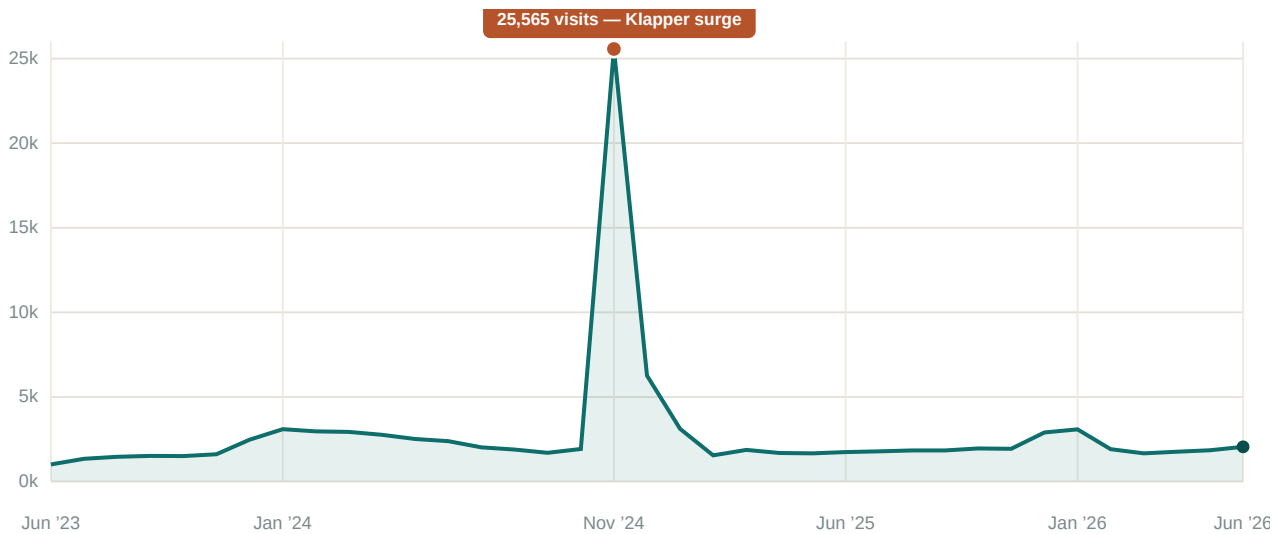
Internal links to the auction subdomain still carry UTM tags, which corrupts analytics and fragments link equity. Fix this so you can actually measure which content drives leads and bids.

Bottom line

The brand, the inventory, and the demand are all here. With the foundation fixed and the content engine running, a realistic 12-month path is **3–5× organic traffic (toward 6,000–10,000 visits/mo)** and a measurable lift in both **buyer sessions and consignor leads** — the two things that drive auction revenue. You've already seen 25,565 in a month; the goal is to make that the floor, not a fluke.

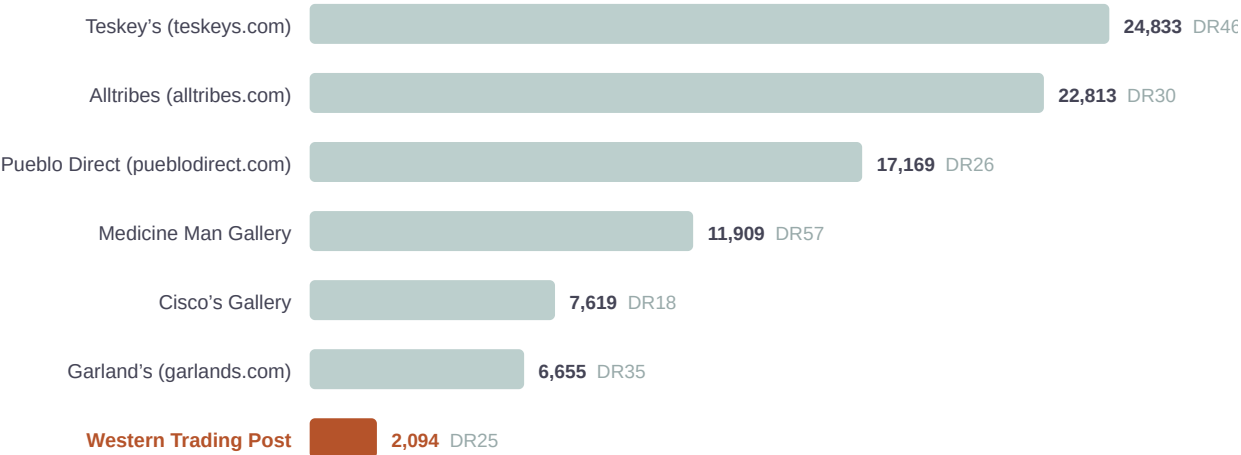
You’ve already proven the ceiling. Now build to it.

Organic traffic, 36 months — flat baseline, one explosive proof point



Monthly organic visits (Ahrefs). The baseline has hovered near ~2,000/mo for three years. In November 2024, surging collector interest in Billy Klapper's spurs & bits sent existing WTP pages to **25,565 visits** — proof that the brand can rank and the audience is huge when content meets demand.

Competitors capture 3–12× your organic traffic in the same niches



Estimated monthly organic visits & Domain Rating (Ahrefs). These aren't bigger brands — several have a **lower DR than WTP**. They simply publish more category and guide content and rank for 1,600–3,800 keywords vs. WTP's ~534.

Read it together: the demand exists (chart 1) and rivals are eating it (chart 2). The constraint is not the brand — it's an unbuilt foundation and an idle content engine. Everything in this report attacks that gap.

Seven dimensions, scored

Each dimension is weighted into the overall 49/100. Green = leverage it; red = fix it. Full methodology in the appendix.

Technical SEO & Crawlability55/100

WORKING HTTPS, fast BigCommerce stack, clean URL slugs, valid sitemap file exists.

COSTING YOU /sitemap.xml 404s with no robots directive; crawl budget wasted on 93 zero-traffic pages.

On-Page & Structured Data45/100

WORKING Category titles & meta descriptions are well-written and keyword-aware.

COSTING YOU Empty homepage H1, 72-char title, broken /about/ URL, and zero schema markup anywhere.

Content & Keyword Coverage50/100

WORKING #1 rankings on maker/spur terms; blog guides over-perform their link profile.

COSTING YOU Only ~534 keywords; category & jewelry topics are thin or missing entirely.

Authority / Backlinks50/100

WORKING DR 25, 297 referring domains to the homepage, real press (FOX10) & AI citations.

COSTING YOU ~73% of all-time referring domains lost; deep pages have 0–1 links each.

Local SEO55/100

WORKING Knowledge Panel present, review signals, recognizable brand searches.

COSTING YOU Only 1 of 2 locations has structured NAP; no LocalBusiness schema; 3 unverified phone numbers.

AI Search Readiness25/100

WORKING Already cited by Grokipedia; AI Overviews trigger on many WTP terms.

COSTING YOU robots.txt blocks every major AI crawler — you are invisible to ChatGPT, Perplexity & AI Overviews by choice.

Conversion / Sales Enablement60/100

WORKING Active consignor lead form, branded ads, monthly auction cadence.

COSTING YOU UTM-corrupted analytics, no trust or rich-result schema, weak 'sell-to-us' capture.

The foundation is throttling everything above it

CRITICAL T1 · robots.txt blocks AI, image, video & social crawlers		Effort Low	Impact High
EVIDENCE	The live robots.txt applies a crawl-delay and disallow rules to 40+ crawler agents, including: Google-Extended, GPTBot, OAI-SearchBot, ChatGPT-User, ClaudeBot, Claude-Web, anthropic-ai, PerplexityBot, Applebot-Extended, Amazonbot, Bytespider, CCBot, Meta-ExternalAgent, GoogleOther, GoogleOther-Image, GoogleOther-Video, YouBot, facebookexternalhit, FacebookBot.		
WHY IT MATTERS	AI Overviews appear on dozens of WTP's ranking terms and AI search (ChatGPT, Perplexity) is now a primary research channel for collectibles. Blocking GoogleOther-Image also suppresses Google Images — critical for a visual, photo-rich catalog. Blocking facebookexternalhit strips the thumbnail/title from every link shared to Facebook & Instagram, undercutting the social reach the auctions depend on.		
THE FIX	Remove the AI/image/social disallows (keep only admin, cart, checkout & account paths). This does not affect core Googlebot rankings. Re-allow Google-Extended, GPTBot, OAI-SearchBot, ClaudeBot, PerplexityBot, Applebot-Extended, GoogleOther-Image/Video and facebookexternalhit.		
CRITICAL T2 · XML sitemap is undiscoverable & no structured data exists		Effort Low	Impact High
EVIDENCE	/sitemap.xml → 404. A valid sitemap index does exist at /xmlsitemap.php (pages, products, categories, brands, news) but robots.txt contains no Sitemap: directive , so engines aren't pointed to it. Separately, the homepage and category pages return zero JSON-LD (only a BreadcrumbList on categories).		
WHY IT MATTERS	Hundreds of product & lot pages rely on crawl discovery alone. And with no Organization, LocalBusiness, Product/Offer, or AuctionEvent schema, WTP forfeits rich results (price, availability, ratings, event dates) and the structured facts AI engines prefer to cite.		
THE FIX	Add Sitemap: https://westerntradingpost.com/xmlsitemap.php to robots.txt and 301 /sitemap.xml → the index. Submit in Search Console & Bing. Ship a schema layer: Organization + LocalBusiness (both stores), Product/Offer on shop items, AuctionEvent on auctions, BreadcrumbList sitewide, FAQPage on guides.		
MEDIUM T3 · Crawl budget & index bloat		Effort Low	Impact Medium
EVIDENCE	93 indexed pages currently earn zero organic traffic — largely sold lots and thin pages. Internal links to the auction subdomain still carry UTM parameters (2 of 5 on the homepage).		
WHY IT MATTERS	Sold-lot pages dilute crawl focus, and UTM-tagged internal links reset analytics sessions (direct/organic visitors mislabeled as referral) and fragment link equity.		
THE FIX	Decide a sold-lot policy (keep + 'sold' schema for valuation SEO, or noindex thin ones). Strip UTM from all internal links — reserve UTM for email, ads & external partners only.		

Small on-page gaps, large ranking cost

HIGH		O1 · Homepage H1 is empty; heading structure is weak	Effort Low	Impact High
EVIDENCE	The homepage renders an empty <h1> ; the only H2s are “New Products” and “Footer Start”. The title tag is 72 characters (truncates in search) and contains no geography.			
THE FIX	Set a keyword + geo H1, e.g. “ <i>Western & Native American Auctions & Antiques — Arizona</i> ”; tighten the title to <60 chars with ‘Wickenburg, AZ’; add descriptive H2s mapped to top categories.			
HIGH		O2 · Category pages rank #7 for zero-difficulty head terms	Effort Medium	Impact High
EVIDENCE	/shop/squash-blossom-necklaces/ has a strong title & meta but no on-page intro copy and only BreadcrumbList schema — yet “squash blossom necklace” is 5,500 searches/mo at difficulty 0 . The same pattern repeats across Concho Belts, Bolos and Turquoise.			
WHY IT MATTERS	A few hundred words of genuine expertise + collection schema + internal links is usually the difference between #7 and #1–3 on these zero-difficulty terms — each worth hundreds of visits/mo.			
THE FIX	Add 350–600 words of buyer/collector content to each priority category, ItemList/CollectionPage schema, and contextual links from related blog guides.			
MEDIUM		O3 · About page redirects to a broken ‘old’ URL; image alt gaps	Effort Low	Impact Medium
EVIDENCE	/about/ 301-redirects to /old_about-us/ (a botched-migration slug) with a generic “About Western Trading Post” title and empty H1. 9 of 22 homepage images (41%) have empty alt text.			
WHY IT MATTERS	The About page is a top trust & entity-authority page (it feeds the Knowledge Panel). Missing alt text loses Google Images traffic for a visual catalog and hurts accessibility.			
THE FIX	Restore a clean /about/ URL with a descriptive title, keyword H1 and the 1877 founding story; write descriptive alt text on all catalog & brand images.			
Already improved since the May review: the homepage now shows upcoming auction dates (June 22, July 8) rather than stale past dates — good. Keep it dynamic so it never regresses.				

The demand is sitting in plain sight

WTP ranks for ~534 keywords; competitors rank for 1,600–3,800. The gap is concentrated in **category & collector terms with high volume and near-zero difficulty** — searches WTP is uniquely qualified to win but hasn’t built pages for. The table below is the priority target list, with current position and the specific move for each.

Target keyword	Volume/mo	Difficulty	Where WTP is now	Move
bolo tie	72,000	0	Not ranking (only ‘bolo clasp’ #8)	Build a Bolos category guide + product schema
native american jewelry	6,100	54	Not in top 100	Hub page + internal links from blog cluster
squash blossom necklace	5,500	0	#7 (category page)	Add 400–600w intro + ItemList schema
concho belt	5,100	0	#1 blog / weak category	Merge authority into category page
online auction	4,600	82	#5 (auction subdomain)	Reinforce with ‘western/estate auction’ long-tail
turquoise ring	4,700	3	Not ranking	Turquoise jewelry category + mine guides
western art	4,300	1	Not ranking	Art category page + cowboy-artist guides
what are antique weapons	3,000	5	#17 (blog)	Expand & re-optimize the firearms guide
navajo rug	1,600	6	Weak	Textiles category + weaving guide
billy klapper spurs	1,100	0	#3	Consolidate Klapper cluster → #1
colt serial numbers by year	1,000	11	#6 (blog)	Expand the SAA Colt reference guide
zuni jewelry	700	1	Weak	Maker/tribe guide + category
lander blue turquoise	700	0	#13	Dedicated turquoise-mine guide
antique firearms	800	27	Weak	Pillar guide linking auction lots

Source: Ahrefs Keywords Explorer & Site Explorer (US), June 20, 2026. Difficulty is Ahrefs KD (0–100).

111,200

COMBINED MONTHLY SEARCHES IN THIS TARGET SET

9

OF 14 TARGETS HAVE DIFFICULTY ≤ 11 (VERY WINNABLE)

72,000

SEARCHES/MO FOR ‘BOLO TIE’ ALONE — KD 0, YOU HAVE THE CATEGORY

The single biggest miss

WTP has a **Bolos category** and sells bolo ties, yet doesn't rank for **“bolo tie” (72,000 searches/mo, difficulty 0)** — only for “bolo clasp” at #8. A proper Bolos pillar (history, how to wear, makers, materials) + product schema is the highest-leverage single page on the site.

Two engines: collector authority & the seller funnel

1 • Maker & type “authority clusters”

WTP already owns maker terms because it handles the real objects. Systematize it: one authoritative **hub guide** per maker/type, interlinked with the product & auction lots that prove expertise. This is exactly what drove the Klapper surge — do it on purpose across the catalog.

Spurs & bits makers

Billy Klapper, E. & G.S. Garcia, Crockett, Kelly Bros., Blanchard, Tom Johnson. Identification, markings, value ranges → link live & sold lots.

Turquoise & jewelry

Lander Blue, Royston & mine guides; squash blossom, concho, bolo, Zuni vs. Navajo. Pair each guide with its shop category.

Firearms & Western

SAA Colt serial dating, antique firearms, Bowie knives, saddles (parade, Mexican, Ted Flowers). High-intent collector queries.

Each already shows traction: “what are antique weapons” (3,000/mo) sits at #17, “colt serial numbers by year” (1,000/mo) at #6, “lander blue turquoise” (700/mo) at #13 — all one solid guide away from page one.

2 • The seller funnel — where SEO becomes auction revenue

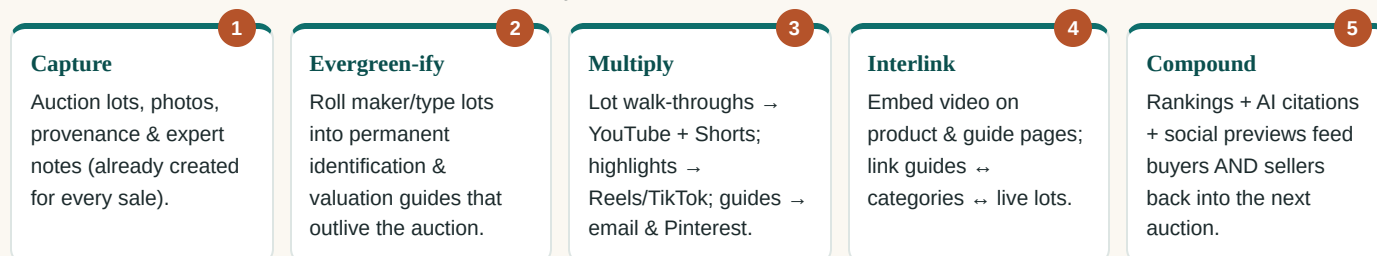
The highest-value visitor isn’t a buyer — it’s a **seller** with a collection, because they become a consignor. Josh’s reports already show the consignor form converting (67 qualified leads in two weeks). SEO can feed that funnel directly by owning **valuation intent**:

- › “[maker] spurs value”, “what are my [item] worth”, “sell antique [turquoise/firearms/spurs]” — build valuation & “sell to us / consign” pages for each major category.
- › Use **sold-lot results** as proof: “recently sold for \$X” ranges build trust and rank for value queries (e.g. “garcia spurs value” — already #2).
- › Put a **consignment CTA + form** on every category, guide and sold-lot page — not just the Consign tab.

Why this matters for sales: a buyer drives one transaction; a consignor fills an *entire future auction*. Owning valuation search is the most direct line from organic traffic to gross merchandise value.

You produce world-class content every month — then waste it

WTP catalogs **5,747 lots a year** — each professionally photographed, researched and described by genuine experts. Today that effort largely disappears once an auction closes. The fix is a repeatable flywheel that turns each lot into durable, rankable, shareable assets across every channel.



What to repurpose into what

- › **Lot photos** → optimized product images + Google Images + Pinterest (visual-search collectors).
- › **Catalog descriptions** → category intros + maker guides + FAQ schema.
- › **Auctioneer/expert commentary** → “Collectors Corner” videos + blog posts.
- › **Hammer prices** → valuation guides & “what it sold for” trust content.

Why it compounds

Video already appears in WTP's SERP features & Knowledge Panel, and the blog out-ranks its link profile — signals that **more structured content will rank fast**.

Unblock the AI/social crawlers (Finding T1) first, or this content can't be cited by ChatGPT/Perplexity or preview correctly on Facebook — you'd be repurposing into a locked room.

Cadence that's realistic

Two evergreen guides + one lot-walkthrough video + the matching social/email per **monthly auction** compounds into 24–36 durable assets a year — using content you're *already* creating for the sale.

A solid brand link profile that's quietly eroding

25

DOMAIN RATING

398

LIVE REFERRING DOMAINS

~73%

OF ALL-TIME REF. DOMAINS NOW
LOST (1,475 → 398)

WTP's authority is real but **concentrated and decaying**. The homepage holds 297 of 398 referring domains, while product, category and blog pages — the pages that need to rank — have **0–1 links each**. Referring domains have fallen from a peak of ~1,475 to 398, a sign of natural link rot that isn't being replaced.

Strengths to build on

- ✓ Genuine press: **FOX10 Phoenix** (DR 77) and auction networks (Proxibid, Invaluable).
- ✓ Already cited by **Grokopedia** (AI knowledge base) — proof AI engines want this content if allowed in.
- ✓ Directory & marketplace footprint (Yellow Pages, D&B, auction aggregators).

What to fix

- › **Distribute equity:** link from the strong homepage & About into priority categories and guides.
- › **Earn deep links:** the maker/turquoise guides are linkable assets — pitch to Western/collector media & museums.
- › **Disavow review:** a handful of spam domains (e.g. za.com, rank-your.site) are flagged toxic — monitor and disavow if needed.
- › **Reclaim lost links:** audit the 1,000+ dropped referring domains for recoverable mentions.

Context: at DR 25, WTP already out-ranks several higher-DR competitors on niche terms — proof that **relevance & content depth beat raw authority here**. Links accelerate the plan; they aren't the blocker.

Two galleries, one of them invisible to local search

WTP operates physical galleries in **Wickenburg** and **Casa Grande**, AZ, and has a brand Knowledge Panel — a strong base. But the second location is structurally missing, and there's no local schema to anchor either one.

Gaps

- › **Casa Grande** is named on the About page but absent from the footer NAP — no address, no phone, no local landing page.
- › **No LocalBusiness schema** for either location (hours, geo, price range, sameAs).
- › Three phone numbers (call / text / gallery) with no clear primary — risks citation inconsistency vs. Google Business Profile.
- › Brand confusion: people search “western trading post **sedona**” & “casa grande” — intent you should own with location pages.

The fix

- ✓ Create dedicated /wickenburg and /casa-grande location pages with full NAP, hours, map, and LocalBusiness schema.
- ✓ Claim/optimize a Google Business Profile per location; set one consistent primary phone.
- ✓ Add both addresses to the footer; align NAP across all directories.
- ✓ Seed local reviews and post auctions to each GBP as events.

Why it pays: local packs already trigger on terms like “western auction” and “western trading”. Two optimized locations double WTP's shots at the map pack — and bring in walk-in gallery & consignment traffic that pure e-commerce SEO misses.

The most damaging setting on the site — and the easiest to fix

This is the lowest score in the audit (**25/100**) for one reason: WTP is **deliberately blocking every major AI and image crawler** in robots.txt, at the exact moment those channels are becoming primary discovery for collectors.

What's blocked right now

```
User-agent: Google-Extended | GPTBot | OAI-SearchBot | ChatGPT-User | ClaudeBot | PerplexityBot |
Applebot-Extended | GoogleOther-Image | facebookexternalhit ...
Crawl-delay: 10
Disallow: /
```

The contradiction

- › **AI Overviews already appear** on dozens of WTP's ranking terms (turquoise ID, spurs, firearms, auction reserves) — but Google-Extended is blocked, so WTP can't be the cited source.
- › **ChatGPT & Perplexity** can't read the site (GPTBot, OAI-SearchBot, PerplexityBot blocked) — competitors get cited instead.
- › **Google Images** is throttled (GoogleOther-Image) — a visual catalog's biggest free channel.
- › **Facebook/Instagram link previews** are broken (facebookexternalhit) — hurting the social reach the auctions rely on.

The fix (one file, big upside)

- ✓ Remove the AI/image/social Disallow rules; keep only admin/cart/checkout/account.
- ✓ Ship the schema layer (T2) so AI engines have structured facts to quote.
- ✓ Publish the maker/valuation guides — the exact Q&A format AI answers pull from.
- ✓ Track AI referrals & Knowledge Panel coverage as a KPI.

Proof it's wanted: despite the blocks, WTP is **already cited by Grokipedia**. Open the doors and add structure, and WTP becomes the default cited authority for Western & Native American collectibles across AI search.

Turning the traffic into bids & consignments

More traffic only matters if it converts. WTP’s funnel works (the consignor form pulled ~67 qualified leads in two weeks per the latest report) but it’s under-instrumented and under-optimized for the two outcomes that drive revenue: **buyers who bid** and **sellers who consign**.

Leaks & gaps

- › **Broken attribution:** UTM tags on internal links mislabel organic/direct visitors as referral — you can’t see what content drives leads.
- › **No trust schema:** missing Product/Offer, AggregateRating & AuctionEvent means no star ratings, prices or event dates in search — lower click-through.
- › **Seller capture is buried** in a single nav tab instead of on every relevant page.
- › **Email list (“Join Our Lists”)** isn’t surfaced contextually on guides & lots where intent peaks.

Conversion plays

- ✓ Fix UTM & set up GA4 goals for “register to bid”, consignment form, and newsletter.
- ✓ Add AuctionEvent + Product/Offer schema for rich results & bid CTAs in search.
- ✓ Put “Sell / Consign with us” CTAs on every category, guide & sold-lot page.
- ✓ Add “Get notified of the next [turquoise / spurs / firearms] auction” email capture by category.
- ✓ Show social proof (5,747 lots/yr, since 1877, reviews) near every CTA.

Funnel stage	Primary metric	SEO/CRO lever
Discover	Organic sessions	Category + maker guides, AI/image crawlers unblocked
Engage	Lot & guide views	Internal links, video embeds, related lots
Convert — Buyer	Bidder registrations	AuctionEvent schema, bid CTAs, email alerts
Convert — Seller	Consignment leads	Valuation pages + consign CTA everywhere

Sequenced for impact — foundation first, then the engine

Impact badges are green = high. Most Phase 1 items are low-effort, high-impact — do them now.

Phase 1 · Days 0–30 — Unblock & instrument the foundation			
Action	Owner	Effort	Impact
Remove AI/image/social crawler blocks from robots.txt	Web/Dev	Low	High
Add Sitemap: directive + 301 /sitemap.xml → /xmlsitemap.php; submit to GSC/Bing	Web/Dev	Low	High
Ship Organization + LocalBusiness + Product/Offer + AuctionEvent schema	Web/Dev	Med	High
Fix homepage H1, title length, and restore clean /about/ URL	Web/Dev	Low	High
Strip UTM from internal links; set up GA4 goals (bid reg, consign, email)	Marketing	Low	High
Phase 2 · Days 30–60 — Win the zero-difficulty head terms			
Action	Owner	Effort	Impact
Build the Bolos pillar (72k/mo, KD 0) + product schema	Content	Med	High
Add 400–600w content + collection schema to squash blossom, concho, turquoise, spurs categories	Content	Med	High
Publish 3 maker/mine guides (Klapper, Garcia, Lander Blue turquoise)	Content	Med	High
Add descriptive alt text across catalog & brand images	Web/Dev	Low	Med
Launch Wickenburg & Casa Grande location pages + GBP optimization	Marketing	Med	Med
Phase 3 · Days 60–90 — Run the flywheel & the seller funnel			
Action	Owner	Effort	Impact
Stand up the per-auction repurposing cadence (2 guides + 1 video + social/email)	Content	Med	High
Build valuation / 'sell & consign' pages per category with CTAs sitewide	Content	Med	High
Expand firearms & Colt guides; interlink auction lots into hubs	Content	Med	Med
Link-earning outreach for guides; spam disavow review; reclaim lost links	Marketing	Med	Med
Establish monthly KPI dashboard (traffic, leads, bids, AI citations)	Marketing	Low	High

If nothing changes

Traffic stays ~2,000/mo, AI engines keep citing competitors, and the content created for 5,747 lots a year keeps evaporating after each auction.

If the plan runs

A realistic **3–5× organic growth** in 12 months, durable AI-search presence, and a measurable rise in bidder registrations and consignor leads — the inputs to auction revenue.

Methodology & supporting data

How the score is built

Weighted 0–100 across seven dimensions: Technical & Crawlability (18%), On-Page & Structured Data (16%), Content & Keyword Coverage (18%), Authority/Backlinks (14%), Local SEO (12%), AI Search Readiness (12%), Conversion/Sales (10%).

Weighted result: **49/100**. Target reflects achievable 12-month performance with the roadmap executed.

Data sources

- › Ahrefs API v3 — Site Explorer, Keywords Explorer, organic competitors (US), pulled June 20, 2026.
- › Live crawl of westerntradingpost.com & auction subdomain (June 20, 2026): robots.txt, sitemaps, on-page & schema.
- › Internal context: BlitzMetrics / Western Trading Post Basecamp updates (leads & ads).

Organic competitor landscape (Ahrefs, US)

Domain	Est. organic visits/mo	Domain Rating
Teskey's (teskeys.com)	24,833	46
Alltribes (alltribes.com)	22,813	30
Pueblo Direct (pueblodirect.com)	17,169	26
Medicine Man Gallery	11,909	57
Cisco's Gallery	7,619	18
Garland's (garlands.com)	6,655	35
Western Trading Post ← you	2,094	25

Top organic pages today (what's already working)

Page	Top keyword	Visits/mo	Pos.
Billy Klapper early spurs (product)	billy klapper spurs for sale	290	#1
Homepage	western trading post	260	#1
/shop/spurs/ (category)	antique spurs for sale	158	#1
Billy Klapper horse bit (product)	billy klapper bits for sale	154	#1
Billy Klapper personal spurs	billy klapper spurs	135	#3
auction.westerntradingpost.com	western trading post auction	94	#1
/shop/squash-blossom-necklaces/	vintage squash blossom necklace	65	#7
Blog: Do Reserves Help or Hurt	what is a reserve in an auction	59	#9
Blog: Turquoise Identification	how to identify raw turquoise	48	#5
Blog: Antique Firearms History	what are antique weapons	21	#17

