

EINNALAB

# SEO & GEO Optimization Report

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Ranking Strategy for 'Deer Placenta' Keywords  
USA & Worldwide

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# 1. Executive Summary

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EINNALAB's homepage has strong technical schema (7 types, best in the market) and a decent backlink profile, but critical on-page SEO gaps are preventing the site from ranking for high-value "deer placenta" keywords. This report identifies specific issues across all 12 homepage sections and provides actionable recommendations to close these gaps without requiring design or layout changes.

## Primary Issues Identified

- **CRITICAL:** H1 tag does not contain "deer placenta" - The primary heading uses "GEL316 Softgel Encapsulation Technology" which has zero search volume compared to core product keywords.
- **CRITICAL:** Zero body copy on the product section - No product description paragraph exists anywhere on the product page, providing Google with no text to index for product-related queries.
- **CRITICAL:** 66+ images with generic/empty alt text - 83% of all images on the page use empty, generic, or identical alt attributes, severely limiting image search visibility.
- **CRITICAL:** Zero internal links between sections - No section links to any other section, blog post, or supporting page, preventing link equity flow and reducing crawl depth.
- **CRITICAL:** Target keywords appear zero times in Sections 8-12 - Over half the page makes no mention of the product or any target keywords, representing massive wasted indexing opportunity.
- **CRITICAL:** Canonical URL points to test page - The canonical tag references /product-2-test/ instead of the production URL, which may be causing Google to deprioritize or ignore the page entirely.

## Current Strengths

- **OK:** Best schema in market - 7 schema types implemented (Organization, WebSite, WebPage, BreadcrumbList, Product, FAQPage, LocalBusiness). No competitor comes close.
- **OK:** 9 certifications - Includes HSA, FDA, GMP, ISO, HACCP, Halal, Fernmark, and more.
- **OK:** 4.9/5 rating with dynamic review integration via Product schema.
- **OK:** Blogging system already in place - Multiple indexed posts exist and can be leveraged for internal linking.
- **OK:** Decent backlink profile - Existing authority can be amplified with on-page fixes.

**Bottom Line:** EINNALAB has built the technical foundation (schema, certs, reviews) that most competitors lack. The missing piece is on-page content optimization. The fixes in this report are primarily text additions and HTML attribute corrections - no design changes are required. Implementing the top 8 priorities alone should produce measurable ranking improvements within 4-8 weeks.

## 2. Keyword Gap Analysis

The table below maps all primary and secondary target keywords against their current usage on the EINNALAB homepage, how competitors are using them, and the priority level for optimization. Keywords marked "Critical" represent the highest-volume terms where EINNALAB has zero or near-zero on-page presence despite strong commercial intent.

| Target Keyword                    | Current Usage on Page     | Competitor Usage                           | Priority             |
|-----------------------------------|---------------------------|--------------------------------------------|----------------------|
| "deer placenta"                   | In title H2 + schema only | Universal across competitors               | Critical             |
| "deer placenta supplement"        | Zero usage                | High across competitors                    | Critical             |
| "deer placenta benefits"          | Zero usage                | High (CellLabs, VitaLibrary, Dragon Herbs) | Critical             |
| "deer placenta 30000mg"           | In title + schema         | EINNALAB dominates                         | Maintain             |
| "best deer placenta supplement"   | Zero usage                | High in comparison pages                   | High                 |
| "deer placenta capsules"          | Zero usage                | Medium                                     | High                 |
| "deer placenta for skin"          | Zero usage                | Very High (all competitors)                | High                 |
| "deer placenta anti-aging"        | Zero usage                | High                                       | High                 |
| "deer placenta New Zealand"       | Zero usage in text        | Medium                                     | High                 |
| "deer placenta Singapore"         | Zero usage in text        | Low (niche advantage)                      | Medium               |
| "deer placenta for women"         | Zero usage                | Medium                                     | Medium               |
| "deer placenta collagen"          | Zero usage                | Medium-High                                | Medium               |
| "deer placenta growth factors"    | Zero usage                | Medium                                     | Medium               |
| "deer placenta dosage"            | Zero usage                | Medium                                     | Medium               |
| "deer placenta side effects"      | Zero usage                | Medium                                     | Medium (blog exists) |
| "deer placenta vs sheep placenta" | Zero usage                | Medium                                     | Medium (blog exists) |

**Key Finding:** Of 16 target keywords, EINNALAB has meaningful on-page presence for only 2 ("deer placenta" in H2/schema and "deer placenta 30000mg" in title/schema). The remaining 14 keywords have zero text-based usage on the page. This represents the single largest SEO gap and the highest-impact area for improvement.

## 3. Technical SEO Fixes (Section-by-Section)

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This section provides a detailed audit of every major section on the EINNALAB homepage, identifying specific technical SEO issues that need to be fixed. Items are tagged as CRITICAL (blocking ranking), FIX (impacting ranking), or OK (working correctly).

### Section 1: Hero

- **FIX:** H1 "GEL316 Softgel Encapsulation Technology" does NOT contain "deer placenta" - The most important heading on the entire page uses branded technology terminology with zero search volume. Must be changed to include the primary keyword.
- **FIX:** Background image is delivered via CSS background-image property. CSS backgrounds are invisible to search crawlers and cannot carry alt text.
- **FIX:** Zero internal links in this section.
- **OK:** Schema implementation (Organization, WebSite, WebPage, BreadcrumbList) is excellent and correctly structured.

### Section 2: Product

- **CRITICAL:** Zero body copy - No product description paragraph exists at all. This is the most important section for SEO and it contains no indexable product text beyond the product name.
- **CRITICAL:** Canonical URL points to /product-2-test/ (test page). This signals to Google that the canonical version of this page is a test URL, potentially causing the production page to be deindexed or deprioritized.
- **CRITICAL:** Duplicate canonical tags found on lines 6 and 9 of the HTML. Multiple canonical tags create ambiguity for crawlers.
- **CRITICAL:** 5 thumbnail images have empty alt="" text. Product thumbnails are critical for image search.
- **FIX:** Product name is H2, not H1. Search engines weigh H1 more heavily.
- **FIX:** Zero internal links from this section to supporting pages (FAQ, blog, shipping).
- **FIX:** og:title meta tag says "Product 2 Test" - this will display in social media shares.
- **OK:** Product + FAQPage schema with dynamic review aggregation is strong and well-implemented.

### Section 3: Science

- **FIX:** H3 tags are too generic ("Science", "Concentration", "Source"). Should include keywords like "Deer Placenta Science", "30,000mg Concentration".
- **FIX:** Alt text on images is generic ("Science Detail", "Concentration Detail"). Should describe the actual content.
- **FIX:** Tab content is hidden by default via CSS/JS. Google may devalue content that requires user interaction to reveal.
- **FIX:** Only 2 FAQ items. Should be expanded to 6+ to increase content depth and target long-tail queries.
- **FIX:** No mention of "New Zealand" in the Source tab despite the tab being specifically about raw material sourcing.

### Section 4: Comparison

- **FIX:** Comparison table is built with <div> elements instead of semantic <table> elements. Search engines better understand and may feature snippet comparison data from proper tables.
- **FIX:** Collapsible rows are hidden by default, potentially devalued by Google.
- **FIX:** Only 2 of 4 H3 tags contain "deer placenta". All comparison headings should include the keyword.

## Section 5: Ingredients

- **CRITICAL:** H1 reads "Simplify Your Daily Supplement Routine With One Formula" - This is the second H1 on the page and contains zero product keywords. Should reference "deer placenta" or "14 active ingredients".
- **FIX:** Hero paragraph does not mention "deer placenta" at all.
- **FIX:** Flip card back-face content (ingredient details) may not be indexed by Google.

## Section 6: Certifications

- **FIX:** All certification detail text is locked inside JavaScript modals. Non-JS crawlers (including Google in some cases) cannot access this content.
- **FIX:** 9 certification logo images use generic alt text ("HSA Logo", "FDA Logo"). Should be descriptive: "EINNALAB HSA Registered Deer Placenta Supplement".
- **FIX:** user-scalable=no in viewport meta tag. Google penalizes sites that prevent mobile zoom.
- **FIX:** Zero mentions of "deer placenta" in the entire certifications section.

## Section 8: Customer Stories

- **CRITICAL:** ALL 42 images use identical alt="Customer Story". This is a massive missed opportunity. Each image should have unique, descriptive alt text mentioning the product.
- **FIX:** No written testimonials or customer quotes accompany the photos.
- **FIX:** No text connects the customer photos to the deer placenta product.

## Section 9: Brand Marquee

- **FIX:** Zero headings and zero text content in this section.
- **FIX:** All 24 brand images use identical alt="Partner Brand".

## Section 10: Standards

- **CRITICAL:** Zero mentions of "deer placenta" across all 8 cards despite containing 200+ words of text. This is quality content that could easily include keywords naturally.
- **FIX:** All 8 H2 headings are generic corporate language with no keyword relevance.
- **FIX:** Background images delivered via CSS are invisible to crawlers.

## Section 11: Contact

- **FIX:** H2 "Get in Touch" contains no keywords. Should reference the brand or product.
- **FIX:** Form fields have no <label> elements. Accessible forms are favored by search engines.
- **FIX:** No visible NAP (Name, Address, Phone). NAP consistency is critical for local SEO.

## Section 12: Footer

- **FIX:** Logo src points to reputifly3.sg-host.com (staging domain). All assets should reference the production domain.
- **FIX:** Only 3 footer links (legal pages only). Missing: Product, Blog, FAQ, About, Shipping, Contact.
- **FIX:** No keyword-rich text paragraph in footer.
- **FIX:** LocalBusiness schema image URL also points to staging domain.

## 4. Image Alt Text Audit

Image alt text is a critical on-page SEO signal, especially for product-related searches. The audit below shows that 83% of all images on the EINNALAB homepage have empty, generic, or duplicated alt text. Fixing these is one of the highest-impact, lowest-effort improvements available.

| Section                      | Total Images | Empty / Generic Alt | Action Required             |
|------------------------------|--------------|---------------------|-----------------------------|
| Section 1 (Hero)             | 0 (CSS bg)   | N/A                 | Add <img> fallback with alt |
| Section 2 (Product)          | 8            | 5 empty, 1 generic  | Fix 6 images                |
| Section 3 (Science)          | 6            | 6 generic           | Fix all 6 images            |
| Section 4 (Comparison)       | 4            | 2 generic           | Fix 2 images                |
| Section 5 (Ingredients)      | 15           | 1 generic           | Fix 1 image                 |
| Section 6 (Certifications)   | 10           | 10 generic          | Fix all 10 images           |
| Section 8 (Customer Stories) | 42           | 42 identical        | Fix all 42 images           |
| Section 9 (Brand Marquee)    | 24           | 24 identical        | Fix all 24 images           |
| Section 10 (Standards)       | 0 (CSS bg)   | N/A                 | Convert to <img> tags       |
| Section 11 (Contact)         | 0            | N/A                 | N/A                         |
| Section 12 (Footer)          | 1            | 0 issues            | Improve 1 image             |
| TOTAL                        | 110 images   | 91 need fixes       | 83% require attention       |

**Recommendation:** Each image alt text should be unique, descriptive, and include relevant keywords where natural. Example: Instead of alt="Customer Story", use alt="EINNALAB deer placenta customer - skin health results after 3 months". Instead of alt="Partner Brand", use the actual brand name: alt="HSA Health Sciences Authority certification for EINNALAB".

## 5. Content Addition Recommendations

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The following recommendations are **text additions only** - no design or layout changes are required. Each recommendation targets specific keyword gaps identified in Section 2 and can be implemented within existing page sections.

### Priority 1: Add Product Description (Section 2)

Add 150-300 words of keyword-rich product description below the product title in Section 2. This is the single most impactful content addition as the product section currently has zero body copy.

- **Must mention:** deer placenta supplement, 30,000mg concentration, 100:1 extraction ratio
- 14 active ingredients, New Zealand sourced deer placenta, softgel capsules
- EINNALAB Singapore, GEL316 technology
- **Target keywords:** "deer placenta supplement", "deer placenta 30000mg", "deer placenta capsules"

### Priority 2: Add "What is Deer Placenta?" Section

Every top-ranking competitor has an educational section explaining what deer placenta is and why it is beneficial. EINNALAB is the only major brand without this content. Add 200-300 words as an introductory educational block.

- **Target keywords:** "what is deer placenta", "deer placenta benefits", "deer placenta supplement"
- Cover: origin, bioactive compounds (growth factors, amino acids, peptides), historical use
- Position EINNALAB as authoritative source of information

### Priority 3: Add Benefit-Specific Headings

Add H2/H3 sections with 100-150 words each, targeting specific benefit keywords:

- **"Skin Health & Anti-Aging Support"** - targets: deer placenta for skin, deer placenta anti-aging
- **"Immune System & Cellular Wellness"** - targets: deer placenta benefits, cellular health
- **"Hormonal Balance & Women's Health"** - targets: deer placenta for women
- **"Energy & Vitality"** - targets: deer placenta supplement benefits

### Priority 4: Expand FAQ to Consumer-Intent Questions

Current FAQs focus on regulatory compliance. Add 7 new consumer-intent FAQ questions to target long-tail search queries and qualify for Google's People Also Ask feature:

- "What are the benefits of deer placenta supplements?"
- "How long does it take to see results from deer placenta?"
- "Is deer placenta safe to take daily?"
- "What's the difference between deer placenta and sheep placenta?"
- "Can I take deer placenta during pregnancy?"
- "What makes 30,000mg concentration better?"
- "How is EINNALAB different from other deer placenta brands?"

### Priority 5: Add Scientific Citations



Competitors cite between 5 and 25 published studies. EINNALAB currently cites zero. Adding 3-5 references to published research strengthens E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) signals and provides Google with evidence of authoritative content.

- Target: Published research on placental extract benefits
- Bioactive compound analysis and nutritional composition studies
- Growth factor research relevant to skin health and cellular regeneration

## Priority 6: Add Visible Dosage & Safety Information

Dosage information is currently only in schema (invisible to users). Add visible on-page text:

*"Take 1-2 softgels daily with food and water. Contains Fish and Soy. Store in a cool, dry place. Consult a healthcare professional before use."*

## Priority 7: Add Footer Keyword Text

Add a brief keyword-rich paragraph to the footer section:

*"EINNALAB is a Singapore-based nutraceutical company specializing in premium deer placenta supplements sourced from New Zealand. Our flagship Deer Placenta 30,000mg capsules feature GEL316 softgel technology with 14 active ingredients."*

## 6. Competitor Comparison

The table below compares EINNALAB against the four primary competitors in the deer placenta supplement market. EINNALAB leads in technical implementation (schema, certifications) but trails significantly in on-page content, visible dosage information, and review volume.

| Feature               | EINNALAB     | Cervidor        | Dragon Herbs | CellLabs | Enzerger    |
|-----------------------|--------------|-----------------|--------------|----------|-------------|
| Schema Types          | 7 (best)     | 2               | 2            | 2        | 2           |
| Certifications        | 9            | 1 (Fernmark)    | 2            | 0        | 1 (UMF)     |
| Review Count          | 12           | 3               | 30           | 0        | 299         |
| Scientific Citations  | 0            | 0               | 0            | 7        | 0           |
| Word Count            | ~2,500-3,200 | ~1,200          | ~2,200       | ~2,400   | ~600        |
| "deer placenta" in H1 | No           | Yes             | Yes          | N/A      | Yes         |
| Benefits Section      | No           | Minimal         | Yes          | Yes      | Yes         |
| Dosage Visible        | Schema only  | Yes             | Yes          | Yes      | Yes         |
| Multi-market          | Schema only  | Shopify regions | No           | No       | 5 languages |

**Key Takeaway:** EINNALAB has the strongest technical foundation in the market but is the only major competitor missing a benefits section, visible dosage information, and the primary keyword in the H1 tag. The gap is not in technology but in basic on-page content. Closing these specific gaps will position EINNALAB to leverage its existing technical advantages for ranking dominance.

## 7. GEO Targeting Recommendations

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EINNALAB operates across multiple geographic markets. Currently, geographic targeting exists only in schema markup (LocalBusiness). Visible on-page signals and technical hreflang implementation are needed to compete in each market.

### Singapore (Home Market)

- Add visible "Singapore-based" text on the page (currently only in schema, not visible to users).
- Add NAP (Name, Address, Phone) in footer for local SEO consistency.
- Ensure Google Business Profile data matches LocalBusiness schema exactly.
- **Target keywords:** "deer placenta Singapore", "deer placenta supplement Singapore"

### USA (Growth Market)

- Add hreflang="en-us" tag to signal US-targeted content.
- Create USA-specific landing page or content section highlighting FDA facility registration.
- **Target keywords:** "deer placenta supplement USA", "buy deer placenta USA"
- Leverage FDA facility registration as a visible trust signal (currently only in certifications modal).

### Asia-Pacific

- Add hreflang tags for en-sg, en-my, en-ph.
- Consider multi-language pages (Chinese, Malay, Filipino) for broader market penetration.
- Target regional keywords specific to each market.

### Europe (Slovakia, Hungary)

- Add hreflang tags for sk and hu.
- Leverage exclusive distributor relationships as content differentiator.
- Target European supplement compliance keywords to build trust in regulated markets.

## 8. Internal Linking Strategy

**Current state: ZERO internal links across all homepage sections.** Internal linking is a fundamental SEO signal that distributes page authority, helps crawlers discover content, and establishes topical relevance. The complete absence of internal links is a significant ranking handicap.

### Recommended Internal Links

The following links should be added within existing text content. No design changes are required - these are hyperlinks added to existing words and phrases.

| From Section    | Link To                                 | Anchor Text Context              |
|-----------------|-----------------------------------------|----------------------------------|
| Science section | Blog posts about deer placenta benefits | Within existing science copy     |
| Product section | FAQ page                                | Within product description (new) |
| Product section | Shipping information                    | Within product description (new) |
| FAQ answers     | Relevant blog posts                     | Within answer text               |
| Footer          | Shop / Product page                     | New footer navigation link       |
| Footer          | About / Company page                    | New footer navigation link       |
| Footer          | FAQ page                                | New footer navigation link       |
| Footer          | Blog index                              | New footer navigation link       |
| Footer          | Shipping page                           | New footer navigation link       |
| Footer          | Contact page                            | New footer navigation link       |

### Blog Posts to Cross-Link from Landing Page

EINNALAB already has indexed blog posts that should be linked from the homepage. Each of these represents an opportunity to pass authority and signal topical depth:

- /what-is-deer-placenta-supplement/
- /deer-placenta-supplement-side-effects/
- /sheep-placenta-vs-deer-placenta-supplement-review/
- /top-10-deer-placenta-benefits-for-women-you-didnt-know/
- /benefits-of-lycopene-oil/
- /benefits-of-aloe-vera/

**Important:** All blog posts should also link back to the homepage/product page to create a strong internal linking loop that reinforces topical authority for "deer placenta" terms.

## 9. Blogging Strategy Recommendations

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EINNALAB already has a functional blogging system with multiple indexed posts. This is a significant advantage that most competitors lack. The following additional blog topics are recommended to capture informational and comparison search intent that the product page alone cannot target.

| Blog Topic                                         | Search Intent     | Target Keywords                                      |
|----------------------------------------------------|-------------------|------------------------------------------------------|
| "What is deer placenta? Complete guide"            | Informational     | "what is deer placenta", "deer placenta benefits"    |
| "Deer placenta vs collagen supplements"            | Comparison        | "deer placenta collagen", "placenta vs collagen"     |
| "How deer placenta supports skin health"           | Benefit-specific  | "deer placenta for skin", "deer placenta anti-aging" |
| "Deer placenta for men vs women"                   | Audience-specific | "deer placenta for women", "deer placenta for men"   |
| "5 things to look for when buying deer placenta"   | Buyer's guide     | "best deer placenta supplement", "how to choose"     |
| "EINNALAB deer placenta results: customer stories" | Social proof      | "EINNALAB reviews", "deer placenta results"          |
| "How 30,000mg concentration compares"              | Differentiation   | "deer placenta 30000mg", "deer placenta dosage"      |

**Note:** Each blog post should include internal links back to the product page and relevant FAQ sections. Blog posts serve as supporting content that builds topical authority and captures long-tail traffic that the homepage cannot rank for alone.

## 10. Implementation Priority Checklist

The following checklist ranks all recommended actions by impact and urgency. Items marked CRITICAL should be addressed immediately as they may be actively preventing the page from ranking. Items 1-3 alone should produce measurable ranking improvements within 4-8 weeks of implementation.

| #  | Action Item                                             | Priority | Effort  |
|----|---------------------------------------------------------|----------|---------|
| 1  | Fix canonical URL (remove /product-2-test/)             | Critical | 5 min   |
| 2  | Fix H1 to include "deer placenta"                       | Critical | 5 min   |
| 3  | Add product description paragraph (150-300 words)       | Critical | 1-2 hrs |
| 4  | Fix 91 image alt texts across all sections              | High     | 3-4 hrs |
| 5  | Add consumer-intent FAQ questions (7 new)               | High     | 2-3 hrs |
| 6  | Add internal links to blog posts from landing page      | High     | 1 hr    |
| 7  | Add "What is Deer Placenta?" educational section        | High     | 2-3 hrs |
| 8  | Add benefit-specific H2/H3 sections (4 sections)        | High     | 3-4 hrs |
| 9  | Add scientific citations (3-5 references)               | Medium   | 2-3 hrs |
| 10 | Add hreflang tags for multi-market targeting            | Medium   | 1 hr    |
| 11 | Add visible NAP in footer                               | Medium   | 30 min  |
| 12 | Add footer keyword paragraph + extra nav links          | Medium   | 1 hr    |
| 13 | Make certification details visible (not just JS modals) | Medium   | 2-3 hrs |
| 14 | Fix staging domain URLs (reputify3.sg-host.com)         | Medium   | 30 min  |
| 15 | Remove user-scalable=no from viewport meta              | Low      | 5 min   |
| 16 | Convert comparison divs to semantic <table>             | Low      | 2-3 hrs |
| 17 | Push review collection (12 to 100+)                     | Ongoing  | Ongoing |
| 18 | Create new blog posts targeting keyword gaps            | Ongoing  | Ongoing |

**Estimated Total Effort:** The top 8 items (Critical + High priority) require approximately 13-18 hours of implementation work. Medium priority items add another 7-9 hours. Ongoing items (review collection, blogging) should be scheduled as recurring monthly activities.

### Expected Impact Timeline:

- **Week 1-2:** Implement items 1-3 (Critical fixes). Google should begin re-evaluating the page.
- **Week 2-4:** Implement items 4-8 (High priority). Expanded content signals topical depth.
- **Week 4-8:** First measurable ranking improvements for primary keywords.
- **Month 2-3:** Implement Medium priority items. Begin blog content calendar.
- **Month 3-6:** Sustained improvement as new content is indexed and internal links mature.