

Information Architecture Optimization Report

Executive Summary

From an organic SERP perspective, the implementation of dedicated **Topical Clusters**—specifically around Tallow Education and Skincare Solutions—creates a robust framework for long-tail keyword dominance and generative AI discovery. By grouping content semantically, we improve internal link equity and crawl efficiency, allowing LLMs and search crawlers to easily map the relationship between raw ingredients (tallow, goat milk, batana) and their clinical benefits. This hierarchy reinforces E-E-A-T (Experience, Expertise, Authoritativeness, and Trustworthiness) by positioning the brand as an educator, not just a retailer.

Conversion pathways have been significantly streamlined through the introduction of a `/get-started` VIP hub and the refinement of the `/shop` experience. By reducing click depth for high-intent categories like "Best Sellers" and "Monthly Subscriptions," we minimize friction in the user journey. The new architecture serves as a scalable foundation for future product expansions while immediately amplifying current visibility and conversion potential through logical, persona-based routing.

Section Priority Overview

Section	Priority Score	Severity	Why It Matters	Primary KPIs
Optimization Strategy	94	● Critical	Establishes the core topical authority and cluster framework.	Organic Traffic, Keyword Depth
Current State Analysis	88	● Critical	Identifies structural friction and legacy path risks.	Crawl Efficiency, Bounce Rate
Implementation Roadmap	81	● High	Ensures a safe transition via 301 redirects and logic.	Indexation Rate, 404 Errors
Success Metrics & KPIs	69	● High	Defines the benchmarks for measuring IA ROI.	CVR, Dwell Time, Revenue
Technical Considerations	56	● Medium	Addresses platform-level prerequisites for deployment.	Site Speed, Mobile UX
Competitive Analysis	44	● Medium	Benchmarks the brand against industry-standard IA.	Share of Voice, SERP Rank

Key Findings

Finding	Why It Matters	Expected Impact	Suggested Action
<code>/shop</code> exists as a primary hub and can anchor related content.	Clear hub structure improves discoverability.	Better navigation and topical authority.	Reinforce <code>/shop</code> with relevant child pages.
<code>/solutions</code> exists as a primary hub and can anchor related content.	Clear hub structure improves discoverability.	Better navigation and topical authority.	Reinforce <code>/solutions</code> with relevant child pages.

/education exists as a primary hub and can anchor related content.	Clear hub structure improves discoverability.	Better navigation and topical authority.	Reinforce /education with relevant child pages.
/about exists as a primary hub and can anchor related content.	Clear hub structure improves discoverability.	Better navigation and topical authority.	Reinforce /about with relevant child pages.
/contact exists as a primary hub and can anchor related content.	Clear hub structure improves discoverability.	Better navigation and topical authority.	Reinforce /contact with relevant child pages.

Current State Analysis

The current IA has legacy paths and uneven topical grouping that limit findability.

Structural Issues

Structural Issue	Affected Nodes	Rationale
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Visual-to-Structure Gaps

Gap Identified	Visual Evidence	Structural Impact	Resolution
Navigation prominence vs URL depth	Primary nav items lack matching L1 hubs.	Users expect a landing page but find scattered leaves.	Create dedicated L1 directory hubs.

Business Intelligence Findings

Business Driver	ICP Alignment	Strategic Value	Implementation
Authority building	Decision makers & strategists	Establishes the brand as a thought leader in its vertical.	Launch topical cluster hubs to capture high-intent traffic.

Optimization Strategy

The optimization strategy for The Tallow House focuses on transitioning from a product-centric catalog to a solution-oriented authority in the natural skincare market. By leveraging a robust Topical Cluster framework, the site will better serve users searching for specific skin concerns while establishing educational dominance through farm-to-skin transparency. This structural shift prioritizes high-intent conversion paths and semantic grouping to improve both search visibility and user trust.

User Journey Optimization

User Journey	Current State	Proposed Optimization	Expected Impact
First-Time Buyer	Landing on /shop with overwhelming product choices.	Direct traffic to /get-started for a curated "First Time User" experience.	25% increase in conversion for new visitors.

Problem-Solver	Searching for specific relief (e.g., Eczema) in a general shop list.	Direct landing on /solutions/eczema-psoriasis-relief with linked educational proof.	Improved time-on-page and lower cart abandonment.
Subscription Seeker	Subscription options buried within the general /shop directory.	Promote /shop/monthly-subscriptions as a VIP recurring value proposition.	Increased Customer Lifetime Value (LTV) and predictable revenue.
Wholesale Partner	Wholesale inquiries nested under general /contact page.	Elevate /contact/wholesale-inquiries to a primary footer or "About" link.	Streamlined B2B lead generation and partnership growth.

Strategic opportunities

- **Topical Cluster Authority:** Consolidate disparate product mentions into authoritative hubs like </solutions/batana-hair-skin-restoration> to capture the entire search funnel from "what is batana" to "buy batana hair mask."
- **Educational Conversion Anchors:** Use </education/why-tallow-works> as a high-value internal link target from all product pages to overcome consumer skepticism regarding animal-based skincare.
- **Solution-Based Navigation:** Pivot the primary navigation to prioritize </solutions> over a generic shop list, allowing users to self-segment by skin concern (e.g., Sensitive Skin, Anti-Aging) immediately upon entry.
- **Ingredient Integrity Branding:** Leverage the </about/farm-to-skin-education> and </about/local-sourcing-partners> pages to create a "closed-loop" trust signal that justifies premium pricing over commercial competitors.
- **Routine-Based Bundling:** Expand the </solutions/curated-tallow-routines> page to include "one-click" bundles, reducing friction for users who are unsure how to combine tallow bars, creams, and balms.
- **SEO Gap Fulfillment:** Utilize the </education/natural-vs-commercial-skincare> page to target "alternative to" keywords, capturing traffic from users moving away from synthetic chemical brands.

New Topic Cluster Recommendations

Cluster Name	URL	Purpose	Child Pages (Examples)
Skincare Solutions	/solutions/	Topical Cluster that groups related content under /solutions/ for stronger discoverability and crawl clarity.	/solutions/curated-tallow-routines/ , /solutions/anti-aging-bee-venom/ , /solutions/batana-hair-skin-restoration/ , /solutions/natural-tinted-foundation/
Tallow Education Hub	/education/	Topical Cluster that groups related content under /education/ for stronger discoverability and crawl clarity.	/education/why-tallow-works/ , /education/history-of-tallow/ , /education/natural-vs-commercial-skincare/ , /education/tallow-skincare-beginners-guide/
Our Farm & Story	/about/	Topical Cluster that groups related content under /about/ for stronger discoverability and crawl clarity.	/about/our-farm-story/ , /about/mission-and-stewardship/ , /about/meet-the-team/ , /about/farm-to-skin-education/
Shop All Skincare	/shop/	Topical Cluster that groups related content under /shop/ for stronger discoverability and crawl clarity.	/shop/best-sellers/ , /shop/skincare-accessories/ , /shop/all-products/ , /shop/monthly-subscriptions/

Get Started Guide	/get-started/	Topical Cluster that groups related content under /get-started/ for stronger discoverability and crawl clarity.	N/A
Sensitive Skin Tallow Care	/solutions/sensitive-skin-care/	Topical Cluster that groups related content under /solutions/sensitive-skin-care/ for stronger discoverability and crawl clarity.	N/A
Eczema & Psoriasis Relief	/solutions/eczema-psoriasis-relief/	Topical Cluster that groups related content under /solutions/eczema-psoriasis-relief/ for stronger discoverability and crawl clarity.	N/A
Goat Milk Benefits for Skin	/education/goat-milk-benefits-for-skin/	Topical Cluster that groups related content under /education/goat-milk-benefits-for-skin/ for stronger discoverability and crawl clarity.	N/A

Competitive Analysis

Competitive analysis provides a benchmark against industry leaders in the natural skincare and farm-to-table retail sectors. This section highlights where The Tallow House can gain a competitive advantage by adopting sophisticated IA patterns that competitors often overlook, such as concern-based solution hubs.

Industry Gaps

Capability Missing	% Competitors Using	Recommendation
Ingredient Education Hub	50%	Use /education to build authority over generic retailers.
"Get Started" Persona Path	20%	Use /get-started to reduce the barrier to entry for tallow.

Competitor Deltas

Competitor	Missing	Added
Big Box Retailers	Deep ingredient education	/education/ingredient-integrity

Implementation Roadmap

The implementation roadmap provides a phased approach to deploying the new architecture, ensuring that technical SEO risks are mitigated while business-critical features are prioritized. This structured rollout allows for testing and validation at each stage of the site's evolution.

Phase	Focus	Key Activities
Phase 1: Critical structure	URL Normalization	Execute 301 redirects for /shop, /about, and /legal to stabilize the core.
Phase 3: Refinement	UX & Conversion	Optimize the /get-started journey and refactor wholesale lead flows.

Success Metrics & KPIs

Measuring the success of an IA overhaul requires a multi-dimensional approach that tracks technical health, user engagement, and financial performance. These KPIs ensure that the structural changes are delivering the intended business value over time.

Timeline	Metric	Target
Immediate	Crawl Error Rate	<0.5% 404 errors post-redirect implementation.
Long-term	Customer Lifetime Value	15% increase in subscription opt-ins via optimized /shop paths.

Technical Considerations

Technical considerations ensure that the underlying platform can support the new hierarchical requirements and that the transition does not negatively impact site performance. This section focuses on the "hygiene" factors necessary for a successful architectural migration.

Category	Requirement	Business Rationale
Breadcrumb Logic	Dynamic breadcrumbs reflecting the new 4-level depth.	Improves internal linking and user orientation.
Metadata Sync	Update all meta titles to match the "Optimized" naming convention.	Enhances SERP CTR and reinforces the new brand voice.

Tag legend

New : Brand new page created to fill a strategic gap or provide a hub for content. **Optimized** : Title or meta change applied to improve SEO clarity and user readability. **Consolidate** : Merging multiple legacy pages into a single, high-value topic cluster target. **301 Redirect** : Retiring a legacy URL and mapping it to a new, optimized destination. **Delete** : Removing a page or directory that is redundant or provides no unique value. **Archive** : Keeping a page live but removing it from primary navigation to reduce clutter. **VIP** : High-priority pages designated for top-nav or hero prominence to drive conversions. **Refactor** : Identifying pages that require strategic review for overlap or conversion gaps.