

# Ben Homer

Shropshire · Craft and Artisan · Woodworking

Ben Homer – Wood. Ben's sculptural pieces are mainly influenced by living and working in Shropshire, Herefordshire and Worcestershire – apple and pear country.

## AVF headline

An established local artisan whose digital footprint is currently missing due to a broken directory link.

## Key strengths

- Local brand recognition in Shropshire
- Niche craft specialization (Treen)
- Association with Made in Shropshire brand

## AVF field readout

Structured qualitative signal captured against the WBREI master schema.

### Visual identity

Logo quality	—
Visual coherence	—
Typography	—
Colour system	—
Photo quality	—
Photo volume	low
Video presence	none

### Story & brand

Story content	low
Heritage depth	moderate
Mission clarity	low
Authenticity type	artisan
Local identity	strong

### Commerce & digital maturity

Business model	maker
Conversion readiness	low
Journey clarity	low
Digital maturity	low
Primary strength	local_network_association
Primary gap	missing_web_presence
Digital character	traditional_craftsman

## SEO posture

<b>Local SEO strength</b>	low
<b>Keyword opportunities</b>	wood treen shropshire, handmade bowls, ben homer woodturning
<b>Content gap</b>	complete_site_presence

### Network position

<b>Cluster type</b>	artisan_guild
<b>Events / touchpoints</b>	artisan_fairs
<b>Ecosystem role</b>	maker

### Opportunity signals

Ranked interventions surfaced by AVF analysis. Higher impact order = greater expected uplift.

Signal	Type	Impact	Order
Lack of independent digital domain or social links	conversion	high	4
Specialist wood treen product focus	authenticity	medium	3
Affiliated with Made in Shropshire artisan network	network	medium	2
Original profile page is yielding a 404 error	visibility	high	1

### Analyst notes

The listing page for this maker is currently returning a 404 error on the directory host, resulting in a loss of specific contact and social media data.

#### METHODOLOGY

The AVF Digital Audit combines three layers: structured AVF fields (visual, story, commerce, SEO, network) scored against the WBREI master schema; Semrush organic search intelligence when a snapshot is available; and Otterly.ai AI-search visibility data when a snapshot is available. Sections appear only when the underlying data has been captured.