

# Search Engine Optimization (SEO)

## Keyword Research

Relevant keywords were identified related to books, genres, and the bookstore's offerings. Used tools like Google Keyword Planner, SEMrush and Spyfu to find keywords with high search volume and low competition.

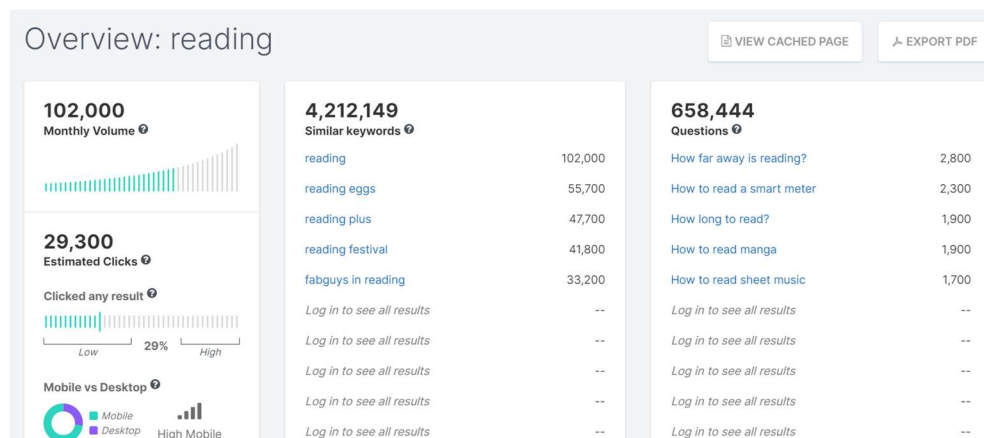
When analyzing the keywords, focus was put on long-tail keywords specific to the bookstore, such as "best fantasy novels," "rare book collection," or "children's picture books" and on broad keywords, such as "reading", "thriller", "crime" and "drama". However, Google Keyword Planner provided statistics shows, that the broad keywords have more monthly searches and lower competition.

Here is the list of keywords with higher monthly searches and low competition, as provided by Google Keyword Planner:

Keyword	Avg. monthly searches	Competition
<b>reading</b>	500000	Low
<b>drama cool</b>	500000	Low
<b>dramacools</b>	500000	Low
<b>thriller</b>	50000	Low
<b>crime</b>	50000	Low
<b>drama</b>	50000	Low
spotify audiobooks	50000	Low
unforgotten	50000	Low
broadchurch	50000	Low
kdrama	50000	Low
line of duty	50000	Low
the thief his wife and the canoe	50000	Low
doctor foster	50000	Low
michael jackson thriller	50000	Low
madam secretary	50000	Low
doctor stranger	50000	Low
itv drama	50000	Low
song hye kyo	50000	Low
walter presents	50000	Low
crash landing on you	50000	Low
crime series	50000	Low
bbc drama	50000	Low
crime tv series	50000	Low
new dramas on tv	50000	Low
kin tv series	50000	Low

park hyung sik	50000	Low
larkrise to candleford	50000	Low
drama online	50000	Low
99 homes	50000	Low
last tango in halifax	50000	Low
audio book in spotify	50000	Low
woo do hwan	50000	Low
ahn hyo seop	50000	Low
bbc silent witness	50000	Low
gyeongseong creature	50000	Low
happy valley tv series	50000	Low
holby city	50000	Low
kim ji won	50000	Low
kin irish tv series	50000	Low
kissasians	50000	Low
lee do hyun	50000	Low
myasian tv	50000	Low
shin hye sun	50000	Low
the whole truth 2016	50000	Low
zhao lusi	50000	Low

Here is what Spyfu provides regarding top keywords:



Overview: drama cool

VIEW CACHED PAGE

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8,500

Monthly Volume



7,200

Estimated Clicks



Mobile vs Desktop



1,172

Similar keywords

drama cool	8,500
cool drama	600
angel's choice drama cool	140
drama cool squid game	115
rss link for drama cool	90
Log in to see all results	--
Log in to see all results	--
Log in to see all results	--
Log in to see all results	--
Log in to see all results	--

28

Questions

Is drama cool safe to watch free videos?	90
Is drama cool safe to watch?	90
Are you human too full episode drama cool?	46
How to act cool for drama	46
What and what a cool summer drama?	-
Log in to see all results	--
Log in to see all results	--
Log in to see all results	--
Log in to see all results	--
Log in to see all results	--

Overview: thriller

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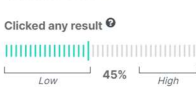
12,500

Monthly Volume



5,600

Estimated Clicks



Mobile vs Desktop



Paid clicks



106,641

Similar keywords

thriller	12,500
thriller movies	11,200
best thriller movies	10,300
best psychological thrillers	9,800
psychological thrillers	5,600
Log in to see all results	--
Log in to see all results	--
Log in to see all results	--
Log in to see all results	--
Log in to see all results	--

View All >

3,700

Questions

What remains: the killer is watching . . . in this sl...	510
What is a thriller?	460
How to create thriller makeup	380
What is replacing thriller at the lyric theatre?	320
When is cheapest to see thriller?	230
Log in to see all results	--
Log in to see all results	--
Log in to see all results	--
Log in to see all results	--
Log in to see all results	--

View All >

Overview: crime

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12,300

Monthly Volume



4,400

Estimated Clicks



Mobile vs Desktop



Paid clicks



1,320,051

Similar keywords

hull daily mail crime news	16,900
crime and punishment	15,100
crime	12,300
american crime story	10,700
stacy wilson bus crime scene	10,300
Log in to see all results	--
Log in to see all results	--
Log in to see all results	--
Log in to see all results	--
Log in to see all results	--

View All >

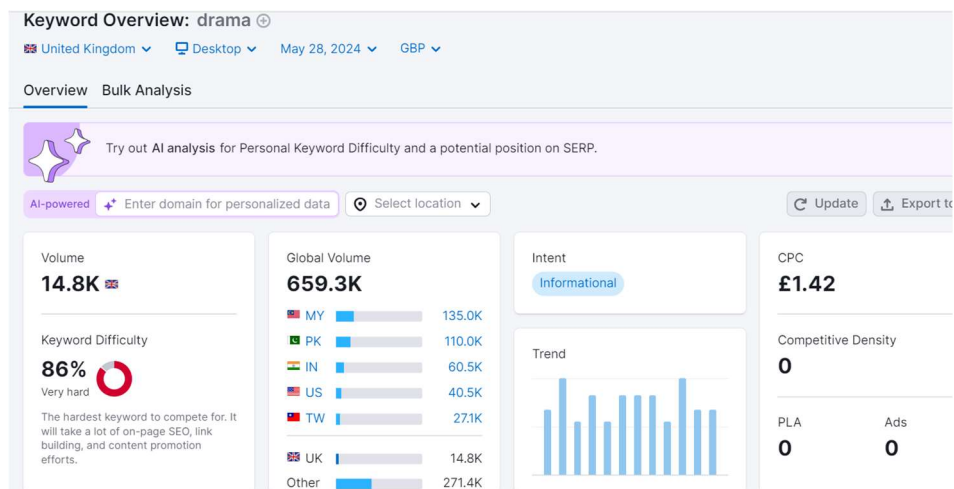
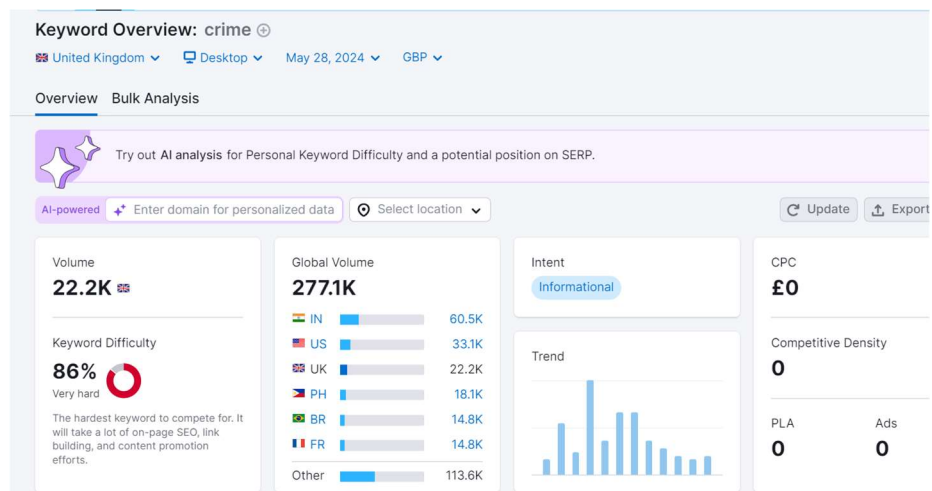
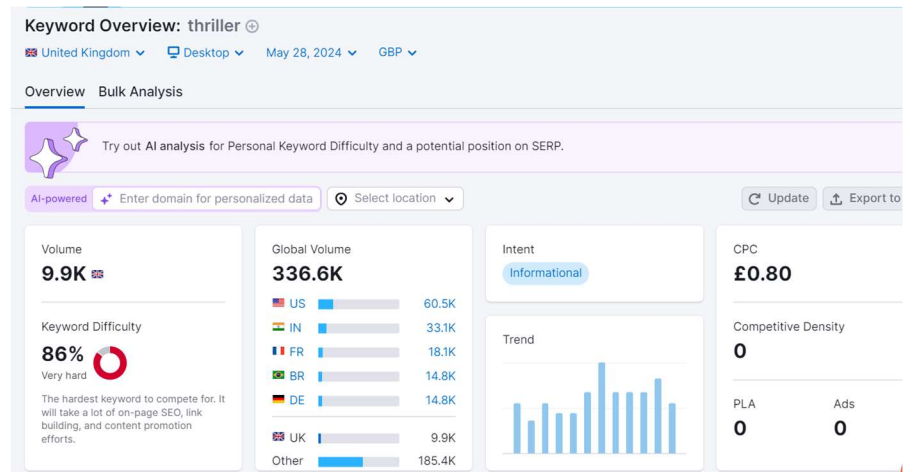
149,329

Questions

What is crime?	1,800
According to the british crime survey, approxi...	1,300
What is hate crime?	1,200
What percentageof murder crime is solved in ...	1,100
What is white collar crime?	1,100
Log in to see all results	--
Log in to see all results	--
Log in to see all results	--
Log in to see all results	--
Log in to see all results	--

View All >





Almost all selected keywords are hard to compete for. They will take a lot of on-page SEO, link building and content promotion efforts. While “drama cool” is categorized as a competitive keyword to rank for.

## On-Page SEO

**Title Tag:** [Thrilling Drama Reads | In Black & White Bookstore](#)

**Meta Description:** “Discover captivating stories at In Black & White Bookstore in the UK. From chilling thrillers to vibrant drama. Join our cool book club!”

**Headers:**

- “A Haven for Book Lovers: Exploring the Cozy Corners of Bookstores”
- “Page-Turners: Unraveling the Mystery in Thriller Novels”
- “The Drama of Words: A Literary Exploration”

**Image Alt Text:** Add descriptive alt text to images, including relevant keywords (reading, thriller, crime, drama)

## Technical SEO

**Clean URL Structure**

- [www.inblackandwhite.co.uk](http://www.inblackandwhite.co.uk)
- [www.inblackandwhite.co.uk/thriller](http://www.inblackandwhite.co.uk/thriller)
- [www.inblackandwhite.co.uk/crime](http://www.inblackandwhite.co.uk/crime)
- [www.inblackandwhite.co.uk/drama](http://www.inblackandwhite.co.uk/drama)

**Fast Load Times:** Optimize images, use browser caching, and minimize server response time.

**Mobile-Friendly Design:** create a website for mobile devices.

**XML Sitemap:** Create an XML sitemap and submit it to search engines (e.g., Google Search Console).

**Robots.txt:** Use a robots.txt file to control which pages search engines can crawl.

## Link Building

To build backlinks to the In Black & White Bookstore page apply the following strategies:

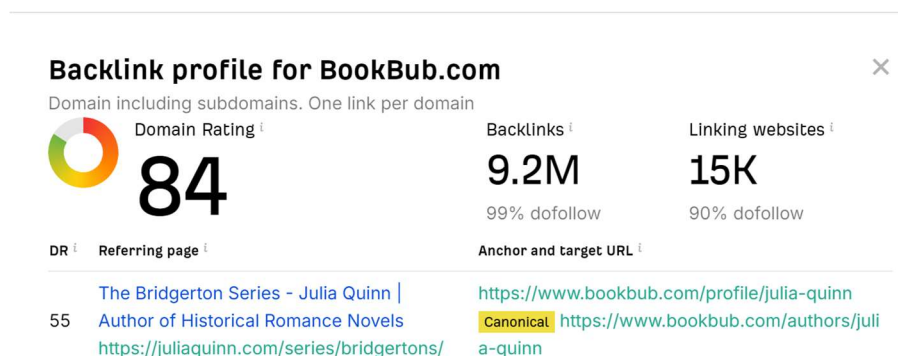
- Create high-quality and engaging content. This is the most effective and organic way to get backlinks for the page. Create different types of content, such as page posts, infographics, videos, podcasts, ebooks, case studies, etc.
- Guest post on other websites. Writing an article for another website in our niche and including a link to the page in your author bio or within the article.

This way, we can expose our page to a new and relevant audience, as well as get a backlink from a high-authority website.

- Reach out to other websites: This is a proactive and direct way to get backlinks for our page. Contacting other websites via email, social media, or other channels.
- Use social media platforms: This is a simple and easy way to get backlinks for our page. This way, can increase page's visibility, traffic, and social signals, which can also boost page's ranking on SERPs.

**BookBub** is a book discovery service, that was created to help readers find new books and authors. The company features free and discounted ebooks selected by its editorial team, as well as book recommendations, updates from authors, and articles about books.

Rating provided by Ahrefs.com backlink checker:



**The Booksellers Association** is a membership organisation for all booksellers in the UK & Ireland, representing over 95% of bookshops. The Booksellers Association exists to support, advise and work with its members to create excellent products and services for booksellers.

Rating provided by Ahrefs.com backlink checker:

## Backlink profile for www.booksellers.org.uk

Domain including subdomains. One link per domain



Backlinks <sup>i</sup>

122K

99% dofollow

Linking websites <sup>i</sup>

992

81% dofollow

DR <sup>i</sup> Referring page <sup>i</sup>

Anchor and target URL <sup>i</sup>

29 [Times Table Grid - 1-12 Times Tables \(Display\) - WordUnited](https://wordunited.com/free-resources/times-table-grid/)  
<https://wordunited.com/free-resources/times-table-grid/>

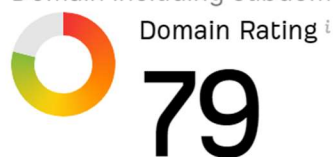
[Book Sellers Book Sellers](https://www.booksellers.org.uk/)  
<https://www.booksellers.org.uk/>

**Smart Blogger** is one of the world's largest sites dedicated to writing and blogging. With one of the most well-known and respected blogs on the web, plus best-in-class courses and training materials taught by a talented team of experienced instructors, Smart Blogger is a go-to resource for writers, bloggers, marketers, and entrepreneurs looking to up their game.

Rating provided by Ahrefs.com backlink checker:

## Backlink profile for https://smartblogger.com/

Domain including subdomains. One link per domain



Backlinks <sup>i</sup>

69K

81% dofollow

Linking websites <sup>i</sup>

7.9K

80% dofollow

DR <sup>i</sup> Referring page <sup>i</sup>

Anchor and target URL <sup>i</sup>

91 [The Complete Guide to Affiliate Marketing](https://neilpatel.com/what-is-affiliate-marketing/)  
<https://neilpatel.com/what-is-affiliate-marketing/>

[How to Write an E-Book: 21 Dumb Mistakes to Avoid in 2023](https://smartblogger.com/ebook-mistakes/)  
<https://smartblogger.com/ebook-mistakes/>