**A STRATEGIC PLAN DOCUMENT SEO STRATEGY FOR A WEBSITE, COVERING KEYWORD STRATEGY, BACKLINK BUILDING, AND TECHNICAL SEO.**

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# Sample Website: www.greenleaforganics.com

# (Niche: Organic & Sustainable Products – Food, Beauty, Home) SEO STRATEGIC PLAN DOCUMENT

### 1. Keyword Strategy

A. Keyword Research

* Use tools: Google Keyword Planner, SEMrush, Ubersuggest
* Focus on:
* Primary Keywords: “organic skincare”, “natural cleaning products”, “sustainable home goods”
* Long-tail Keywords: “best organic face wash for oily skin”, “eco-friendly kitchen cleaner”
* Local Keywords: “organic food store in Mumbai”, “eco products India”

B. Keyword Mapping

* Home Page: Brand-focused, broad niche keywords

E.g., “GreenLeaf Organics – Organic Products in India”

* Category Pages: “Organic Skincare Products”, “Eco-Friendly Cleaning Supplies”
* Product Pages: Use specific long-tail keywords
* Blog: Target educational, how-to, and trending keywords

C. Content Strategy

* Create 4 blog posts/month targeting long-tail and informational keywords

Example topics:

“How to switch to a sustainable kitchen in 30 days”

“Top 10 benefits of using organic skincare”

### 2. Backlink Building

A. Competitor Analysis

* Use tools like Ahrefs or SEMrush to find where competitors are getting links.
* Identify blogs, magazines, and directories related to sustainability and lifestyle.

B. Backlink Tactics

* Guest Blogging: Write for sustainability blogs
* Linkable Assets: Create infographics, research articles (e.g., “The State of Organic Products in India 2025”)
* Broken Link Building: Reach out to sites linking to outdated/non-working links and offer your content as a replacement
* HARO (Help a Reporter Out): Contribute quotes to journalists in return for a backlink
* Product Reviews & Influencer Outreach: Send samples to eco-bloggers

### 3. Technical SEO

A. Site Performance

* Improve loading speed using tools like Google PageSpeed Insights or GTmetrix
* Compress images, enable lazy loading, minify CSS/JS

B. Mobile Optimization

* Ensure fully responsive design
* Use Google’s Mobile-Friendly Test tool

C. URL Structure

* Use clean, keyword-friendly URLs

✅ /organic-face-wash

❌ /product1234567

D. XML Sitemap & Robots.txt

* Submit sitemap to Google Search Console
* Ensure robots.txt allows crawling of key pages

E. Schema Markup

* Implement structured data for products, reviews, blog posts
* Use Schema.org or plugins like Yoast/Rank Math

F. Internal Linking

* Use contextual linking across blogs and product pages
* Highlight cornerstone content

G. Fix Crawl Errors

* Regularly check Google Search Console for errors
* Fix 404s, redirects, and broken internal links