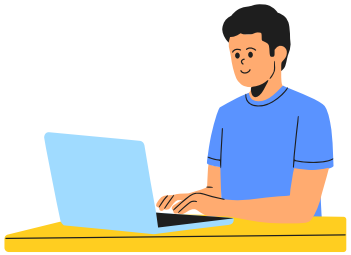
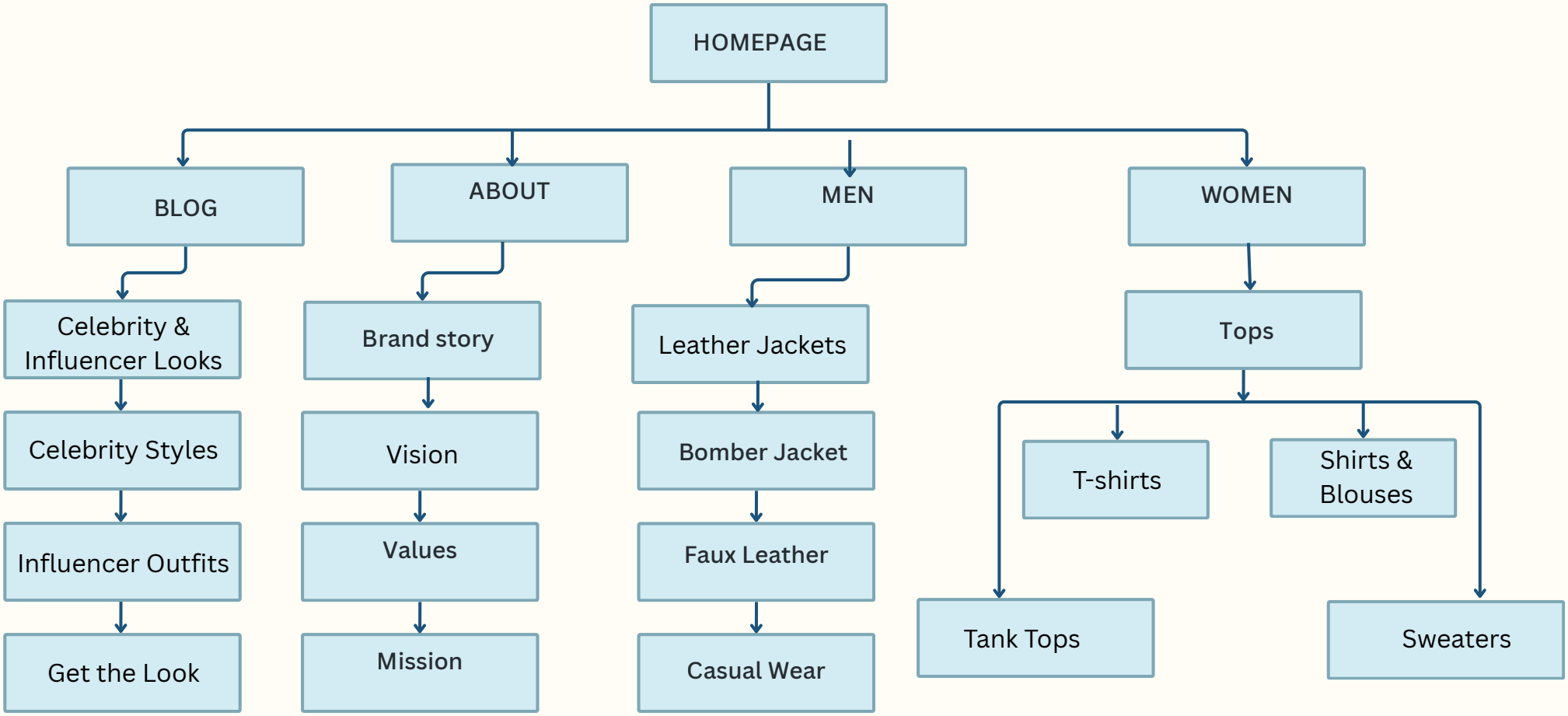
FARHAN KHAN

Flinkit SEO Power Play: Buy fashion product online



Step 1 :website structure

VOLSTAN&CO... FLOW CHART



Step 2 :- Come up with the Topic Ideas

Blog page

VOLSTAN&CO...

THE LATEST

At **VOLSTAN**, we believe that clothing should do more than cover you — it should express who you are. Our mission is simple: to help you wear style, not just clothes.

We create clean, confident, and comfortable pieces that fit your lifestyle. Whether you're out in the city or just being yourself, VOLSTAN gives you the style to stand out.

We design with purpose. We create with passion. We dress the bol

Reviews

★★★★★

I couldn't be happier with my purchase. The quality is outstanding, and the attention to detail is impressive. I'll definitely be back for more!

— ALI AFZAL

★★★★☆

Amazing quality! It's rare to find something that checks all the boxes, but this did. I'll be recommending it to everyone I know!

— sidharth parmar

★★★★☆

From start to finish, the process was seamless. It's better than I imagined, and the customer support was incredibly responsive and friendly.

— *ABHAY*

★★★★★

I couldn't be happier with my purchase. The quality is outstanding, and the attention to detail is impressive. I'll definitely be back for more!

— *Aya Nakamura*

BLOG

VOLSTAN WEAR A FUTUERSTIC CLOTHING BRAND

VOLSTAN is a high-concept clothing brand that fuses futuristic design, advanced materials, and minimalist streetwear into a singular fashion identity. Inspired by cyberpunk aesthetics and the clean geometry of modern architecture, VOLSTAN pieces are engineered, not just designed — featuring smart textiles, LED-embedded seams, and armor-like silhouettes that blend form with function

Brand Identity Highlights:

"Wear the Future."
Style Signature: Sleek monochrome palettes, angular tailoring, reflective surfaces, and neon-accented contours.
Target Audience: Urban futurists, techwear enthusiasts, and forward-thinkers who see clothing as part of their interface with the world.

PRODUCT PAGE

VOLSTAN&Co...

order tracking

(169)

volstan&co.. Leather jackets - Black , Burgundy , Green , Beige & Brown | GEN Z

₹4,999.00 ~~₹7,999~~

Upgrade your wardrobe with the Volstan&co.. Leather Jacket, available in Black, Burgundy, Green, Beige, and Brown. Designed for style, comfort, and durability, this jacket is the perfect choice for men looking for a trendy, affordable, and premium-quality Volstan leather jacket in India.

19,424, people viewed this product

Size: S

Size guide

S | M | L | XL | XXL

Colour:

Beige | Black | Brown | Burgundy | Green

Clear

QTY

– 1 +

ADD TO BASKET

Add to wishlist | Compare | Ask a question

Guarantee Safe & Secure Checkout

PhonePe | Google Pay | GoKwik | Paytm | BHIM UPI

PRODUCT DETAILS

Grey solid leather jacket Has a stand collar , 4 pockets , 1 inside pocket , Has a zip closure , Long sleeves , Straight hemline , Polyester lining

Size & Fit

Size worn by the model: M
Chest: 38"
Height: 5'11"

Material & Care

BASE: 100% Polyester
COATING: Polyurethane
LINING: 100% Polyester
Dry Clean Only

RATINGS

4.5 ★

117 Verified Buyers

5 ★	80
4 ★	29
3 ★	1
2 ★	1
1 ★	6

WHAT CUSTOMERS SAID

Fit — **Just Right (54%)**

Length — **Just Right (60%)**

Thickness — **Medium (70%)**

View Details

Specifications

Sleeve Length: Long Sleeves	Type: Leather Jacket
Collar: Stand Collar	Length: Regular
Closure: Zip	Lining Fabric: Polyester
Number of Pockets: 5	Hemline: Straight

See More

PRODUCT CATEGRY

Browse by:

Men’s

Leather Jeckets

Shoes
Sweaters & Knits
kurta
Pants
sale

Filter by :

Price +

Color +

Brand +

Reset all filter

Men’s LeatherJeckets

Best selling | 10

Showing 1 to 6 of 699 items

< 1 / 3 >

Zara Men's Leather Effect Biker Jacket

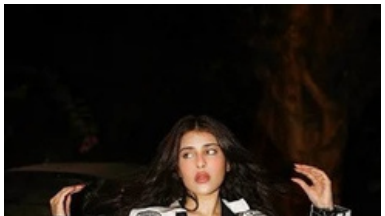
₹5,950

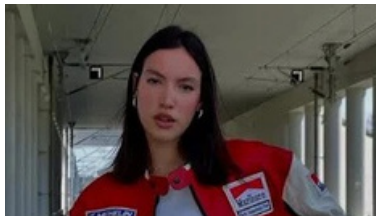
Highlander Men's Solid Leather Jacket

₹2,336

Grand Prix Brad Pitt F1 APX GP Racing Leather Jacket

₹13,672.57





Step 3:- Content Structure

CONTENT STRUCTUE OF BLOG PAGE IN HTML CODE

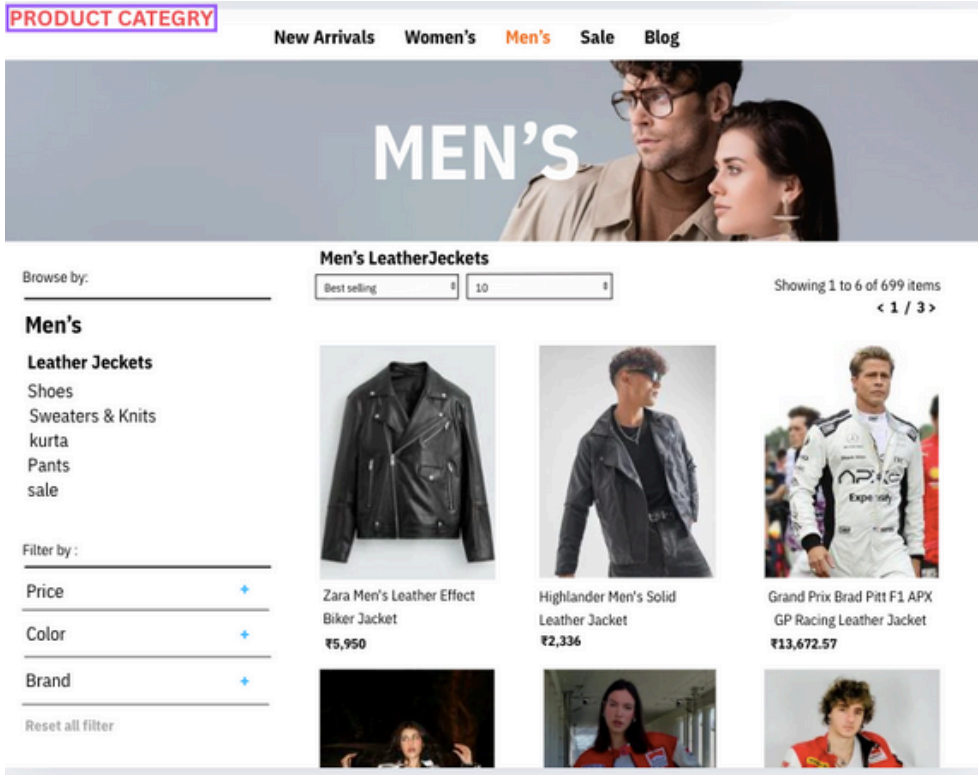
```
<<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <title>VOLSTAN WEAR – A Futuristic Clothing Brand</title>
</head>
<body>

<h1>BLOG</h1>

<h2>VOLSTAN&Co.</h2>

<img src="volstan-brand.jpg" alt="Volstan Futuristic Clothing Brand" width="100%">

<h3>VOLSTAN WEAR A FUTURISTIC CLOTHING BRAND</h3>
<p>
VOLSTAN is a visionary fashion brand redefining modern style through futuristic design, advanced fabrics, and minimalist streetwear.
Inspired by cyberpunk culture and the sleek lines of modern architecture, VOLSTAN pieces combine smart textiles, LED-embedded seams,
and refined silhouettes that merge comfort with technology.
</p>

<h4>Brand Identity Highlights:</h4>

<h5>“Wear the Future.”</h5>
<p>
Each VOLSTAN outfit expresses innovation — sleek monochrome tones, angular tailoring, and reflective surfaces that create a sharp, forward-looking aesthetic.
</p>

<h6>Target Audience:</h6>
<p>
Urban innovators, techwear enthusiasts, and individuals who see fashion as an evolution of technology and expression.
</p>

</body>
</html>
```

CONTENT STRUCTUE OF PRODUCT PAGE IN HTML CODE

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <title>VOLSTAN&Co. Leather Jackets – Product Page</title>
</head>
<body>

<h1>PRODUCT PAGE</h1>
<h2>VOLSTAN&Co.</h2>
<h3>Leather Jackets – Black, Burgundy, Green, Beige & Brown | GEN Z</h3>

<h4>₹4,999.00 <del>₹7,999.00</del></h4>
<h5>⭐ 4.7 (169 Reviews)</h5>

<h6>Description:</h6>
<p>Upgrade your wardrobe with VOLSTAN&Co. Leather Jacket, crafted for style, comfort, and durability —
 perfect for every modern man.</p>

<h6>Sizes:</h6>
<p>S, M, L, XL, XXL</p>

<h6>Colours:</h6>
<p>Black, Burgundy, Green, Beige, Brown</p>

<p><strong>19,424</strong> people viewed this product</p>
<p>Safe Checkout: PhonePe | Google Pay | GoKwik | Paytm | UPI</p>

</body>
</html>
```

CONTENT STRUCTUE OF PRODUCT CATEORY PAGE IN HTML CODE

```
<section class="product-category-page">
 <!-- Main Heading -->
 <h1>Men's Leather Jackets</h1>

 <!-- Intro Section -->
 <h2>Shop the Latest Collection of Men's Leather Jackets</h2>
 <p>
  Discover premium <strong>leather jackets for men</strong> that combine timeless style, comfort, and durability.
  From classic biker jackets to modern streetwear looks, find your perfect piece for every season.
 </p>

 <!-- Filter Section -->
 <h3>Filter by</h3>
 <h4>Price</h4>
 <p>Explore jackets starting from budget-friendly to premium designer collections under ₹15,000.</p>

 <h4>Color</h4>
 <p>Choose your favorite shades — black, brown, burgundy, green, and more.</p>

 <h4>Brand</h4>
 <p>Browse trusted brands like <strong>Zara</strong>, <strong>Highlander</strong>, and <strong>Volstan&Co</strong>.</p>

 <!-- Product Listing Section -->
 <h2>Best-Selling Men's Leather Jackets</h2>

 <h3>Zara Men's Leather Effect Biker Jacket</h3>
 <p>Classic biker design with a sleek leather finish — perfect for an edgy yet polished look. Price: ₹5,950.</p>

 <h3>Highlander Men's Solid Leather Jacket</h3>
 <p>Simple, stylish, and comfortable. Ideal for everyday casual wear. Price: ₹2,336.</p>

 <h3>Grand Prix Brad Pitt F1 Racing Leather Jacket</h3>
 <p>Premium racing-inspired jacket for men who love bold fashion statements. Price: ₹13,672.57.</p>

 <!-- Additional Info Section -->
 <h2>Why Choose Our Leather Jackets?</h2>
 <ul>
  <li>Crafted with high-quality materials for durability.</li>
  <li>Comfortable fit and stylish design for all occasions.</li>
  <li>Available in multiple colors, brands, and sizes.</li>
 </ul>

 <!-- Closing CTA -->
 <h3>Find Your Perfect Leather Jacket Today</h3>
 <p>
  Upgrade your wardrobe with our latest <strong>men's leather jacket</strong> collection.
  Shop now and get exclusive deals on premium designs.
 </p>
</section>
```



Step 4:- Competitive Analysis

Competitors:

SNITCH

Myntra

Oragnic Traffic:

1.14 M	**11.33 M**	**41.96 M**

Top 3 keywords website ranking for:

SNITCH

KEYWORDS	VOLUME	KD%	INTENT
SNITCH	550,000	–	NAVIGATIONAL (N)
SHIRT SIZE CHART	33,100	–	COMMERCIAL / INFORMATIONAL (C / I)
SNITCH CO IN	6,600	–	TRANSACTIONAL / NAVIGATIONAL (T / N)

KEYWORDS	VOLUME	KD%	INTENT
AJIO	1,300,000	NOT FOUND (PUBLIC)	NAVIGATIONAL (N)
AJIO ONLINE SHOPPING	50,000	NOT FOUND (PUBLIC)	NAVIGATIONAL / TRANSACTIONAL (N / T
TOPS FOR WOMEN	166,000	NOT FOUND (PUBLIC)	COMMERCIAL / TRANSACTIONAL (C / T)

Myntra

KEYWORDS	VOLUME	KD%	INTENT
MYNTRA	9,140,000	MEDIUM / HIGH	NAVIGATIONAL / BRANDED
MYNTRA SALE	301,000	MODERATE	TRANSACTIONAL / COMMERCIAL
LEHENGA	201,000	MODERATE TO HIGH	COMMERCIAL / TRANSACTIONAL

Top ranking pages of the website:

SNITCH

[Shirts category page]

[Snitch Luxe]

[Shirts + T-shirts]

[Women Best Sellers]

[Women's Dresses]

[Men's Shirts]

Myntra

[Home / Main page]

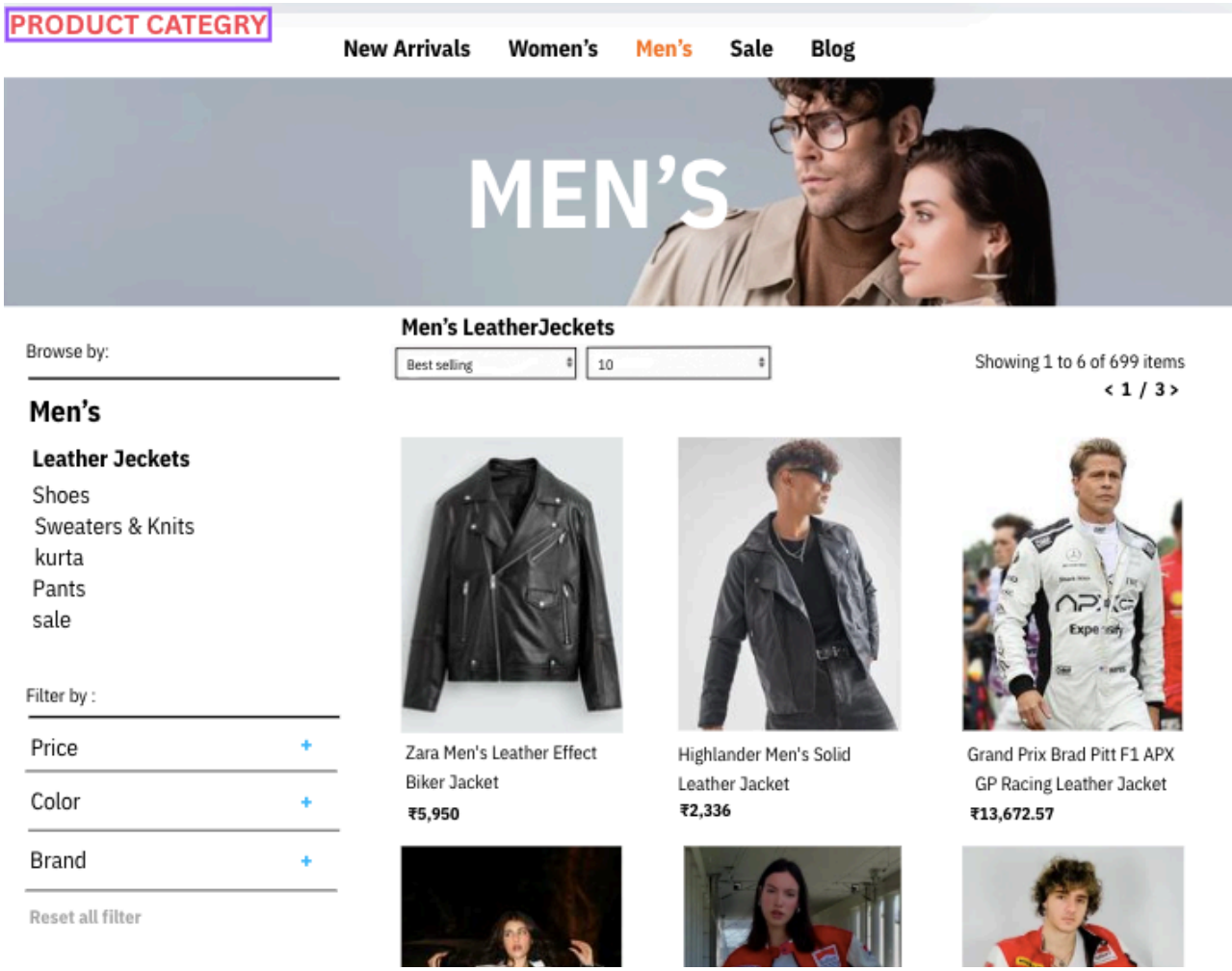
[Women Kurtas / Kurtis / Suits]

[Indian Clothing]

Step 5 : Keyword Research

CATEGORY PAGE KEYWORD

KEYWORDS	VOLUME	KD%	INTENT
MEN'S FASHION	33,100	–	NAVIGATIONAL (N)
MEN'S CLOTHING	29,000	–	COMMERCIAL / INFORMATIONAL (C / I)
MEN'S WEAR	16,600	–	TRANSACTIONAL / NAVIGATIONAL (T / N)
MEN'S LEATHER JACKETS	25,450	–	NAVIGATIONAL (N)
PREMIUM MEN'S LEATHER JACKETS	11,059	–	COMMERCIAL / INFORMATIONAL (C / I)
RACING LEATHER JACKETS	22,390	–	TRANSACTIONAL / NAVIGATIONAL (T / N)
AFFORDABLE LEATHER JACKETS FOR MEN	14,500	–	TRANSACTIONAL / NAVIGATIONAL (T / N)



BLOG PAGE KEYWORD

KEYWORDS	VOLUME	KD%	INTENT
VOLSTAN&CO	534	–	NAVIGATIONAL (N)
VOLSTAN WEAR	323	–	COMMERCIAL / INFORMATIONAL (C / I)
FUTURISTIC CLOTHING BRAND	6738	–	TRANSACTIONAL / NAVIGATIONAL (T / N)
SMART TEXTILES	10,543	–	NAVIGATIONAL (N)
FUTURISTIC STREETWEAR	1303	–	COMMERCIAL / INFORMATIONAL (C / I)
TECHWEAR FASHION	122	–	TRANSACTIONAL / NAVIGATIONAL (T / N)
INNOVATIVE FASHION BRAND	127	–	TRANSACTIONAL / NAVIGATIONAL (T / N)

BLOG

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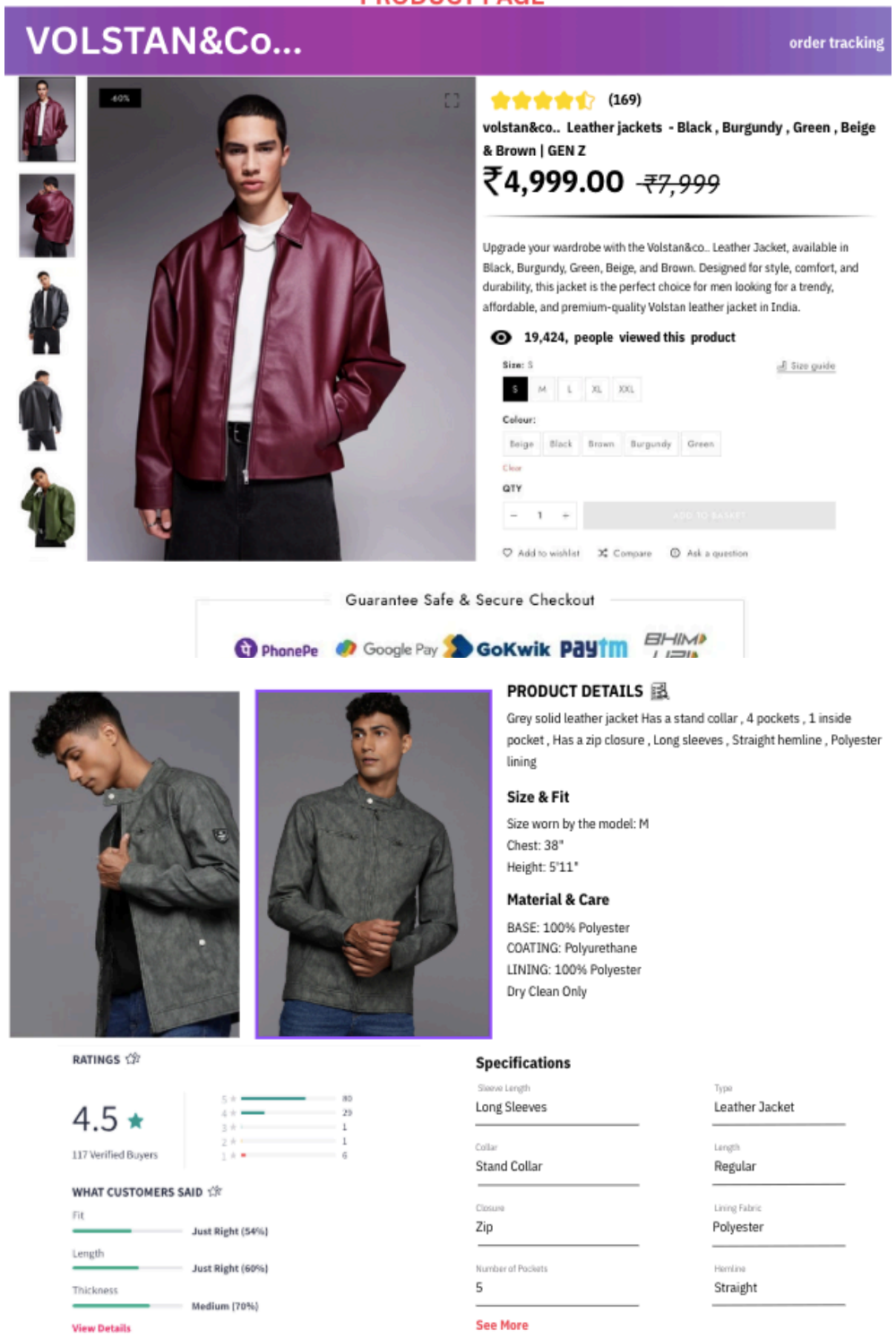
PRODUCT PAGE KEYWORD

KEYWORDS	VOLUME	KD%	INTENT
VOLSTAN&CO LEATHER JACKET	10 – 200	–	NAVIGATIONAL (N)
MEN'S LEATHER JACKET	5,000 – 50,000	–	COMMERCIAL / INFORMATIONAL (C / I)
BURGUNDY LEATHER JACKET	500 – 5,000	–	NAVIGATIONAL (N)
WINTER LEATHER JACKET	1,000 – 10,000	–	TRANSACTIONAL / NAVIGATIONAL (T / N)
CLASSIC LEATHER JACKET DESIGN	200 – 2,000	–	TRANSACTIONAL / NAVIGATIONAL (T / N)
BEST MEN'S LEATHER JACKETS UNDER ₹5000	300 – 3,000	–	COMMERCIAL / INFORMATIONAL (C / I)
CASUAL LEATHER JACKET FOR MEN	500 – 5,000	–	TRANSACTIONAL / NAVIGATIONAL (T / N)

PRODUCT PAGE



Step 6 : On-page Elements

HOMEPAGE

META TITLE → INCLUDE BRAND + USP "VOLSTAN&CO." | 10-MINUTE GROCERY DELIVERY ONLINE
META DESCRIPTION → SHORT, KEYWORD- T-SHIRT (150–160 CHARACTERS)
H1 TAG → HIGHLIGHT MAIN KEYWORD
INTERNAL LINKING → LINK TO TOP CATEGORIES (T-SHIRT , JEANSE , JACKETS)
SCHEMA MARKUP → ORGANIZATON SCHEMA FOR BETTER VISIBILITY
MOBILE OPTIMIZATION → FAST, RESPONSIVE DESIGN FOR MOBILE USERS

CATEGORY PAGE

SEO-FRIENDLY URL → VOLSTAN.COM/CATEGORY/LEATHER JACKETS
H1 TAG → CATEGORY KEYWORD ("LEATHER JACKET")
META DESCRIPTION → UNIQUE DESCRIPTON PER CATEGORY
BREADCRUMBS → HELPS USERS AND CRAWLERS WITH NAVIGATION.
ALT TEXT ON IMAGES → E.G., "BURGUNDY LEATHER JACKETS"
INTERNAL LINKS → POINT TO RELATED CATEGORIES AND PRODUCT PAGES

PRODUCT PAGE

META TITLE → INCLUDE PRODUCT NAME ("BUY LEATHER JACKETS | VOLSTAN")
META DESCRIPTION → PRODUCT BENEFITS + KEYWORD
H1 TAG → PRODUCT NAME ("BLACK LEATHER JACKETS")
PRODUCT SCHEMA MARKUP → ADD PRICE, AVAILABILITY, REVIEWS
ALT TEXT → E.G., "DENIME JEANSE IN BACK COLOUR"
INTERNAL LINKING → LINK BACK TO CATEGORY & RELATED PRODUCTS

BLOG PAGE

META TITLE → KEYWORD-RICH & CLICKABLE ("BEST LEATHER JACKETS IN INDIAN MARKET")
META DESCRIPTION → SHORT PREVIEW WITH CTA.
H1 TAG → HIGHLIGHT MAIN KEYWORD
H2/H3 TAGS → SUBHEADINGS FOR BENEFITS, LISTS, FAQS
KEYWORD-OPTIMIZED CONTENT → NATURALLY ADD TARGET KEYWORDS.
INTERNAL LINKING → LINK TO CATEGORIES & PRODUCT PAGES..

STEP 7 : BLOG EXPLANATION

Title:

Men’s Leather Jackets – Timeless Style with a Modern Edge | Best Leather Jackets for Men

Meta Description:

Discover the timeless appeal of men’s leather jackets. Explore classic, biker, bomber, and western wear styles that combine durability, luxury, and modern aesthetics. Find the perfect jacket to elevate your wardrobe.

Focus Keywords:

men’s leather jackets, leather jackets for men, old money aesthetic, western wear, biker leather jacket, bomber jacket, modern men’s fashion

SEO Blog Paragraph (300 Words)

Men’s leather jackets have long stood as the ultimate symbol of timeless style and masculine confidence. From rugged biker leather jackets to refined bomber and racer styles, leather jackets for men remain a cornerstone of modern fashion. They blend durability, sophistication, and versatility — ideal for men who appreciate both functionality and flair. Whether you’re embracing the old money aesthetic with a sleek brown jacket or channeling western wear vibes with a distressed suede finish, a leather jacket instantly elevates your look. What makes these jackets truly special is their adaptability; pair them with jeans for a casual streetwear edge or layer over a turtleneck for a polished, refined ensemble.

Unlike most outerwear, genuine men’s leather jackets improve with age, developing a distinctive patina that adds character and charm. From the iconic biker jacket’s rebellious energy to the minimalist racer jacket’s clean lines, each design tells a story of individuality. In today’s fashion world, they bridge the gap between vintage appeal and modern trends, making them a must-have in every man’s wardrobe. When shopping, prioritize high-quality full-grain or top-grain leather and choose fits that enhance your physique without restricting movement. Proper care — such as regular conditioning and proper storage — ensures your jacket lasts for decades.

Stylish, durable, and effortlessly cool, men’s leather jackets continue to define men’s fashion with a timeless style and modern edge that never fades.

THANK

YOU