**COMPREHENSIVE SEO STRATEGY FOR VELOURA JEWELS**

SEO strategy for Veloura Jewels, covering keyword strategy, backlink building, and technical SEO — tailored for a South Indian-inspired jewelry brand:

**1. Keyword Strategy**

**A. Keyword Research**

Use tools like Google Keyword Planner, Ubersuggest, or Ahrefs to identify:

* Primary Keywords:
* "South Indian bridal jewelry"
* "Temple jewelry for weddings"
* "Handcrafted gold-plated jewelry"
* "Antique jewelry online India"
* Secondary Keywords:
* "Kemp stone necklace"
* "Mango mala designs"
* "Traditional Indian bangles"
* "Veloura jewels reviews"
* Long-Tail Keywords:
* "Buy South Indian jewelry online with free shipping"
* "Affordable handcrafted temple jewelry for brides"

**B. Keyword Mapping**

Map keywords to specific pages:

* Homepage → Brand and broad jewelry terms
* Category Pages → Specific styles (e.g., "Temple Necklaces", "Bridal Sets")
* Product Pages → Use specific, long-tail keywords + descriptors
* Blog Posts → Target informational keywords (e.g., “How to style temple jewelry for festivals”)

**C. Content Strategy**

Regular blog posting with keyword-rich titles:

* “Top 5 South Indian Bridal Looks with Temple Jewelry”
* “How to Take Care of Gold-Plated Jewelry”
* “Origin of Kemp Stones and Why They're Trending”

**2. Backlink Building**

**A. Content-Based Link Building**

* Create high-value content others want to link to:
* Infographics on jewelry types, wedding styling tips
* Guides: “South Indian Bridal Jewelry Styling 101”
* Use guest blogging on fashion, wedding, and lifestyle sites
* Contribute to blogs like WeddingWire, ShaadiSaga, POPxo, or niche fashion bloggers

**B. Influencer Outreach & Collaborations**

* Partner with fashion bloggers and bridal influencers
* Ask for back links from their blogs or YouTube video descriptions
* Provide discount codes or affiliate links

**C. Local SEO & Listings**

* Get listed on Indian business directories and wedding platforms:
* JustDial, Sulekha, WedMeGood, Shaadi.com
* Include your website URL

**D. Press Releases**

Share your brand story, new launches, or festive collections with jewelry and fashion publications:

* Vogue India, Femina, or niche regional publications

**3. Technical SEO**

**A. Website Structure**

* Clear site architecture: Homepage → Categories → Product Pages
* Use breadcrumb navigation
* Keep URLs short, readable, and keyword-rich

**B. Mobile Optimization**

* Ensure a fully responsive design — important for both SEO and shopping experience
* Use lazy loading for product images

**C. Site Speed**

* Compress images without losing quality (use WebP format)
* Minify CSS, JavaScript, and HTML
* Use a CDN (Content Delivery Network) for faster loading

**D. Indexing & Crawling**

* Submit an XML sitemap in Google Search Console
* Use robots.txt to prevent indexing of non-valuable pages (e.g., admin or cart pages)

**E. Structured Data (Schema Markup)**

Add schema for:

* Product (price, availability, ratings)
* Organization (brand info)
* Breadcrumbs
* Review markup for products and testimonials

**F. Security & User Trust**

* HTTPS encryption
* Ensure no broken links or 404 errors
* Implement clear return policy, shipping details, and contact information

Bonus: Tracking & Optimization

* Use Google Analytics + Google Search Console to track:
* Organic traffic
* Keyword rankings
* Bounce rate and conversions
* Run A/B tests for homepage banners, product descriptions, and CTAs
* Monthly audit using tools like Screaming Frog or SEMrush