**Off-Page SEO Strategy for The Woobles**

**Backlink Strategy**

To boost The Woobles’ visibility and authority online, we’re building a strong backlink strategy rooted in authentic relationships with the crafting and DIY community. Instead of chasing random links, we’ll focus on connecting with creators who already speak our language.

We’re reaching out to well-loved crochet bloggers and influencers—think *Repeat Crafter Me*, *All About Ami*, and *Moogly Blog*. These are the kind of places our audience already trusts. Through guest posts, reviews, or even crochet-along tutorials featuring Woobles kits, we’ll earn backlinks that not only drive traffic but also build credibility in a space that matters.

We’ll also submit our kits to curated handmade and DIY directories like *Handmadeology*, *IndieMade*, and *Blogarama*. These platforms cater directly to people looking for gift ideas, crafts, and creative hobbies—exactly where we want to be seen.

Another smart move? We’ll be scanning for broken links on popular DIY blogs using tools like Ahrefs. If we spot a dead link to an old crochet tutorial or craft kit, we’ll offer our own updated resource as a replacement—helping both the site owner and ourselves.

We’re not stopping there. Through platforms like *HARO (Help A Reporter Out)*, we’ll connect with journalists writing stories about crafting, small businesses, or wellness. If a piece touches on mindful hobbies or post-pandemic creativity, The Woobles is the perfect fit. And with a focus on mental wellness, we’ll also reach out to university craft clubs and wellness centers to be featured on .edu resource pages—ideal for high-authority backlinks.

To round it all out, we’re teaming up with YouTube creators who love reviewing and demonstrating craft kits. These videos will include links to our website, creating a rich web of backlinks from trusted sources. Within the next three months, we’re aiming to build at least 30 high-quality backlinks from niche blogs, directories, and relevant media platforms.

**Social Media Engagement Strategy**

For The Woobles, social media isn’t just about promotion—it’s about creating a community that loves to share, learn, and celebrate their crochet wins.

We’re putting a lot of love into our Instagram presence, with daily content that’s cute, creative, and totally shareable. Think behind-the-scenes Reels of in-progress Woobles, fun stop-motion animations, and shoutouts to real customers who post their creations. We’ll also host weekly hashtag challenges like #MyWooble or #WobbleAlong, encouraging followers to show off their work—and bringing their friends into the Woobles world, too.

Over on TikTok, we’ll keep things light and fun with short videos that mix tutorials, funny crochet moments (like “when your stitch slips at the final row 😱”), and collabs with micro-influencers in both crafting and mental wellness. It’s the perfect platform to connect with a younger, creative crowd.

Pinterest is where we’ll focus on evergreen visibility. Each of our kits will get its own pin with keyword-rich alt text, and we’ll organize boards like “Easy Crochet Kits,” “Mindful Crafting,” and “Cute Animal Patterns.” These pins stick around and get indexed by Google, helping with long-term search visibility.

On Facebook, we’re planning live crochet-along events, sneak peeks of upcoming bundles, and engaging posts that link back to our blog—whether it’s tips on yarn types or stories about how crafting helps with mindfulness. These Facebook Lives will later be edited and shared on YouTube for longer tutorials, unboxings, and creator interviews—great content with staying power.

Community participation is also a big part of our strategy. We’ll be active on Reddit threads like *r/crochet* and *r/DIY*, and we’ll answer relevant questions on Quora, offering helpful advice and softly pointing people to our blog or kits when it makes sense. No spam—just value.

Lastly, we’ll tie it all together with a friendly, consistent email newsletter. Each edition will spotlight a “Wooble of the Month,” round up our best social content, link to fresh blog posts, and give subscribers a sneak peek at upcoming products.