SEO Strategy

1. Keyword Strategy

Goal: Identify high-impact keywords to improve visibility and rank in search results.

Research Tools: Google Keyword Planner, Ubersuggest, SEMrush

Steps:
- Identify seed keywords based on niche
- Use tools to find long-tail keywords
- Analyze competitors' top-ranking keywords
- Categorize keywords (Informational, Navigational, Transactional)
- Choose keywords based on search volume, competition, and relevance

Example for a skincare brand website:

Type	Keyword	Search Volume	Difficulty
Informational	Benefits of aloe vera	22,000	Low
Navigational	Herbaglow website	1,200	Low
Transactional	Buy natural face serum	5,500	Medium

2. Backlink Building

Goal: Increase website authority and ranking through high-quality backlinks.

Techniques:
- Guest blogging on niche sites
- Create shareable infographics or resources
- Contact influencers or bloggers for link exchange
- List your site in industry directories
- Use HARO (Help A Reporter Out) for media links

Example Activities:
- Write a guest post on "Top Skincare Trends" and link back to your product page
- Partner with a health blog to review your product with a do-follow backlink

3. Technical SEO

Goal: Improve website structure and performance for better crawling and indexing.

Checklist:
- Mobile-friendly design (use Google Mobile-Friendly Test)
- Optimize site speed (via tools like GTmetrix)
- Use HTTPS (SSL certificate)
- Submit XML sitemap to Google Search Console
- Fix broken links
- Use proper URL structure: www.example.com/natural-face-serum

Strategic SEO Plan Document (Summary)

- Define the target audience
- Select primary and secondary keywords
- List 10 high-authority websites for backlinks
- Identify 5 key technical fixes required
- Set goals (e.g., Increase organic traffic by 30% in 3 months)

SEO Implementation Checklist

Task	Status
Keyword research completed	☐
Meta titles and descriptions added	☐
High-quality backlinks built	☐
Technical errors fixed	☐
Mobile optimization complete	☐
Sitemap submitted	☐
Google Analytics and GSC setup	☐
Blog post published (SEO optimized)	☐