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) | ☐ |