

# **SEO Technical Specification for BurnFatAndFeast.com**

## **1. Project Goal**

Increase organic traffic from the USA, improve the website's visibility in search engines (Google), and boost conversions to drive sales of weight loss, healthy eating, and fitness-related products or services.

## **2. Initial Data**

Website domain: <https://burnfatandfeast.com>

Target Audience:

Residents of the USA interested in a healthy lifestyle, weight loss, fitness, diets, and proper nutrition.

Age: 25-55 years old.

Gender: Primarily women, but also men.

Geographic Targeting: USA (nationwide reach, with a possible focus on major cities such as New York, Los Angeles, Chicago, Houston, etc.).

## **3. SEO Tasks**

### Website Audit

Conduct a technical audit (page speed, mobile responsiveness, indexing issues, errors, etc.).

Perform an SEO audit (current optimization analysis, site structure, meta tags, headers, etc.).

Analyze the top 10 competitors in the USA based on target keywords.

### Website Optimization

Fix technical issues (broken links, duplicate pages, robots.txt and sitemap.xml errors).

Optimize website loading speed, especially for mobile devices.

Ensure proper indexing of website pages.

Improve site structure (user-friendly navigation, SEO-friendly URLs, breadcrumbs).

### Content Strategy

Audit the existing content.

Optimize meta tags (title, description, H1-H6) for key pages.

Create high-quality content (articles, reviews, guides) based on relevant search queries in English.

Add LSI keywords (Latent Semantic Indexing) to improve search relevance.

### Keyword Research

Compile a semantic core (list of targeted English keywords).

Example keywords:

"how to burn fat fast"

"healthy meal plans for weight loss"

"best diets for fat loss"

"fitness tips for beginners"

"how to lose belly fat"

Cluster keywords by website pages.

Select low- and mid-volume search queries for ranking improvements.

#### Off-Page SEO (Link Building Strategy)

Develop a backlink acquisition strategy.

Identify high-authority US websites for link placements.

Ensure compliance with Google's safe link-building guidelines to avoid penalties.

#### Local SEO (if applicable)

Optimize the site for local search (if services or products are location-based).

Add the website to Google My Business (if there is a physical office or location).

Manage reviews and ratings on US platforms (Yelp, Trustpilot, etc.).

#### Analytics & Reporting

Set up Google Analytics and Google Search Console.

Track keyword rankings and website performance.

Provide monthly reports on traffic, rankings, and conversion rates.

### **4. Key Performance Indicators (KPI)**

Increase organic traffic from the USA by 100% within 5 months.

Improve rankings for key search terms (Top 10, Top 5, Top 3).

Enhance user engagement metrics (reduce bounce rate, increase session duration).

### **5. Project Timeline**

Audit & Analysis: 2 weeks.

Website Optimization: 1 month.

Content Strategy Implementation: 3 months.

Ongoing support & adjustments: 6+ months.

### **6. Budget**

Define the budget for SEO activities (content creation, backlinks, analytical tools, etc.).

## **7. Additional Requirements**

Use only White Hat SEO techniques.

All changes must be approved by the website owner.

Ensure data confidentiality.

Consider cultural and linguistic aspects of the US audience.

## **8. Example Keywords for Promotion**

Informational Keywords:

"how to lose weight fast"

"best exercises to burn fat"

"healthy eating tips"

"how to create a meal plan for weight loss"

Commercial Keywords:

"buy meal plans for weight loss"

"best fat-burning supplements"

"online fitness coaching"

"weight loss programs near me"

Local Keywords (if applicable):

"fitness trainers in New York"

"weight loss programs in Los Angeles"

"healthy meal delivery in Chicago"