**SEO OPTIMIZATION STRATEGY**

**1. Keywords**

* **"Mysore Silk Saree Online"**
* **"Authentic Mysore Silk Saree"**
* **"Handwoven Silk Sarees India"**

**2. SEO-Optimized Meta Title & Meta Description**

**Meta Title:**  
Buy Authentic Mysore Silk Saree Online | Luxury Handwoven Sarees from India

**Meta Description:**  
Discover the elegance of authentic Mysore Silk Sarees – handwoven by skilled artisans in India. Shop online for premium quality silk sarees with worldwide delivery.

**3. SEO Practices Applied in the Landing Page**

1. **Relevant Headings (H1, H2)** – Product name in H1, sub-sections in H2 for keyword hierarchy.
2. **Alt Text for Images** – Product image has descriptive alt text (“Mysore Silk Saree”) to help with image search ranking.
3. **Mobile-Friendly Design** – Responsive layout ensures good performance in Google’s mobile-first indexing.

**4. Blog or Video Content Ideas to Boost Organic Traffic**

1. **Blog:** *"How to Identify an Authentic Mysore Silk Saree – A Buyer’s Guide"*
2. **Video:** *"Behind the Loom – The Making of a Mysore Silk Saree"*