**📑 SEO Strategy – EcoFriendly Products (Sample Brand)**

**1. Introduction 🌍**

EcoFriendly Products aims to increase its visibility on search engines and attract eco-conscious customers. A strong SEO strategy will help the brand drive organic traffic, build authority, and generate leads.

**2. Keyword Strategy 🔑**

Steps Taken:

1. Used free tools like Google Keyword Planner, Ubersuggest, and AnswerThePublic.

2. Identified high-volume, low-competition keywords.

3. Divided keywords into:

Primary Keywords (main focus for pages)

Secondary Keywords (supporting terms)

Long-Tail Keywords (specific search intent)

Example Keywords for the Brand:

Primary: eco-friendly products, sustainable living, zero waste lifestyle

Secondary: biodegradable packaging, reusable bottles, eco shopping tips

Long-Tail: best eco-friendly products in India, how to reduce plastic at home, eco-friendly travel essentials

**3. On-Page SEO Checklist 📋**

Optimize meta titles & descriptions with target keywords

Use H1, H2, H3 headings properly

Add alt text for all images

Maintain keyword density (1–2% naturally)

Internal linking between blogs & products

Add call-to-action (CTA) buttons for conversion

**4. Off-Page SEO (Backlink Strategy) 🔗**

Guest Posting: Write articles on sustainability blogs & link back

Influencer Outreach: Collaborate with eco-influencers

Directory Submissions: Submit website to eco-business directories

Social Sharing: Encourage UGC & shares on Instagram/LinkedIn

PR & News Features: Pitch eco-related success stories to media outlets

**5. Technical SEO ⚙**

Ensure mobile-friendly website (responsive design)

Improve page loading speed (compress images, use caching)

Submit XML Sitemap to Google Search Console

Fix broken links (404 errors)

Use HTTPS (SSL) for secure browsing

Schema Markup (for product pages & blogs)

**6. SEO Tools to Use 🛠**

Google Analytics → Track traffic & behavior

Google Search Console → Monitor indexing & performance

Yoast SEO / RankMath (WordPress) → On-page optimization

SEMRush / Ahrefs (Free Trials) → Competitor research

GTMetrix / PageSpeed Insights → Site speed check

**7. SEO Success Metrics 📊**

Organic traffic growth (visits/month)

Increase in keyword rankings (Top 10 Google results)

Bounce rate improvement

Domain Authority (DA) increase

Backlink count growth

Conversions from organic traffic