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**Course: Web Development [SEO]**

**SEO Strategy Development on -** [**https://www.muvez.co/**](https://www.muvez.co/)

* **Introduction**:

Muvez footwear slipper shoes were featured in shark tank season 11. Main aim of the site is to make a shoe which have a slipper like thing at bottom which is detachable and can be also used as slippers without removing shoes.

So, I made an audit report and according to that report site is doing good in most areas but can really do more better in some fields like URL structure and duplication of content, meta descriptions and titles. So, lets have a small discussion about the same.

**ON – Page SEO**

* **Site Performance:**

1. Optimize Images:

Compress and resize images to reduce file sizes without compromising quality. Use modern image formats like Webp and consider lazy loading images to defer loading until they come into the user's viewport.

1. Minimize HTTP Requests:

Reduce the number of elements on a page, such as scripts, stylesheets, and images, to minimize HTTP requests. This can significantly improve load times.

1. Enable Browser Caching:

Utilize browser caching to store static files on a user's device temporarily. This reduces the need to download resources on subsequent visits, improving load times.

1. Optimize CSS and JavaScript:

Minify and concatenate CSS and JavaScript files to reduce their size. Consider asynchronous loading for non-essential scripts to prevent blocking page rendering.

1. Use a Content Delivery Network (CDN):

Implement a CDN to distribute your website's static content across multiple servers globally. This helps reduce latency and accelerates content delivery to users.

1. Implement Accelerated Mobile Pages (AMP):

Consider implementing Google's AMP, a framework that simplifies and speeds up the loading of mobile web pages. AMP pages are designed for optimal performance on mobile devices.

1. Reduce Server Response Time:

Optimize server-side performance to minimize the time it takes for the server to respond to requests. Consider server upgrades, caching strategies, and content delivery optimizations.

* **Usage Of Duplicate Meta Tags, Title, and Content:**
  1. Implement Proper Canonicalization:

Use canonical tags to indicate the preferred version of a page when duplicate content exists. This helps search engines understand the authoritative page and consolidate ranking signals.

* 1. Ensure Unique Title Tags:

Craft unique and descriptive title tags for each page, incorporating relevant keywords. Avoid using generic or boilerplate titles across multiple pages.

* 1. Create Unique Meta Descriptions:

Write unique meta descriptions for each page, summarizing the content and encouraging clicks. Avoid using the same meta description across multiple pages.

* 1. Content Differentiation:

Ensure that the content on each page is unique and provides value. Avoid duplicating large blocks of content across multiple pages.

* 1. Dynamic Content Optimization:

If your site relies on dynamically generated content, implement techniques such as AJAX crawling or use the fragment identifier to ensure search engines can crawl and index dynamic content.

* 1. Educate Content Creators:

If multiple contributors create content, provide clear guidelines on the importance of unique titles, meta tags, and content. Educate them on SEO best practices.

* **404 Page Not Found:**
  1. Analyze 404 Errors:

Analyze website analytics to understand user behavior and identify pages that users are trying to access but result in 404 errors. Examine backlink profiles to identify external links pointing to non-existent pages. Consider implementing 301 redirects for valuable backlinks.

* 1. Create Custom 404 Pages:

Create custom 404 error pages that are user-friendly, provide helpful information, and guide users to relevant sections of your website. Add navigation links on the custom 404 page to help users easily find their way back to other parts of your site.

* 1. Implement 301 Redirects:

Set up 301 redirects from obsolete or deleted pages to relevant, existing pages to preserve SEO value and maintain a seamless user experience.

* 1. Regularly Monitor and Update:

Establish a routine for regularly checking and addressing 404 errors. Use automated tools or scheduled manual checks to ensure prompt identification and resolution. Regularly review and update your 301 redirects, especially after website redesigns, structural changes, or content updates.

* **Broken Links:**
  1. Prioritize Critical Pages:

Prioritize checking and fixing broken links on critical pages, such as the homepage, popular landing pages, and key conversion pages.

* 1. Fix Internal Broken Links:

Fix broken internal links by updating URLs to valid and current destinations. Ensure that links within your content, navigation menus, and footer are functional. If a page has been moved or deleted, set up 301 redirects to guide users and search engines to the new location or a relevant alternative.

* 1. Fix External Broken Links:

If you discover broken links pointing to your site from external sources, reach out to the webmasters of those sites and request an update or correction. If the linked content has been moved or replaced, consider implementing 301 redirects to ensure a seamless transition for users and preserve SEO value.

* 1. Utilize Broken Link Checker Tools:

Use online broken link checker tools to automate the process of identifying broken links. Schedule regular checks to catch issues early.

* 1. Regularly Review Reports:

Periodically review reports in Google Analytics and Webmaster Tools to catch and address any new instances of broken links.

* **Keyword Research:**
  1. Stay Informed About Industry Trends:

Stay updated on industry news, trends, and emerging topics. Industry changes can introduce new keywords or alter the popularity of existing ones. Engage in industry forums and discussions to understand the language and terminology used by your target audience. This can reveal valuable keyword insights.

* 1. Leverage Long-Tail Keywords:

Explore opportunities for long-tail keywords that reflect specific user queries. Long-tail keywords can be less competitive and highly targeted. With the increasing use of voice search, monitor conversational search queries and adapt your keyword strategy to match natural language patterns.

* 1. Optimize for Local Search:

If applicable, regularly optimize keywords for local search. This includes using location-specific keywords, updating business information, and obtaining local reviews.

* 1. Use Seasonal and Trending Keywords:

Adjust your keyword strategy based on seasonal trends. Integrate keywords related to holidays, events, or seasonal demands.

* 1. Document and Organize Keywords:

Maintain a well-organized document or spreadsheet that lists your target keywords, their performance metrics, and the dates of the last update.

**OFF – Page SEO**

* **Improving Backlinks:**
  1. Create High-Quality, Shareable Content:

Develop content that is relevant, high-quality, and valuable to your target audience. Include visuals, infographics, videos, and other multimedia elements to make your content more shareable. Ensure your content is original and provides a unique perspective or valuable insights.

* 1. Implement a Guest Posting Strategy:

Identify reputable websites in your niche that accept guest contributions. Pitch unique and valuable content ideas to these sites. Include a bio with a link back to your website. Adhere to guest posting guidelines and ensure your content aligns with the host site's audience.

* 1. Engage in Broken Link Building:

Use tools to identify broken links on authoritative websites in your niche. Create content that addresses the topic of the broken link. Reach out to the website owner, informing them of the broken link and suggesting your content as a replacement.

* 1. Diversify Anchor Text:

Diversify anchor text to make it appear natural to search engines. Ensure that anchor text is relevant to the linked content.

* 1. Create Linkable Assets:

Develop linkable assets such as infographics, visual guides, or comprehensive industry reports. Create interactive content, quizzes, or tools that can attract links.

* 1. Measure and Analyze Backlink Performance:

Utilize analytics tools to measure the performance of your backlinks. Analyze the success of your link-building campaigns and adjust strategies based on performance.

* **URL Structure:**
  1. Understand and Document Existing Parameters:

Use tools like Screaming Frog or Google Search Console to audit your website's URL structure and identify existing parameters. Create a comprehensive list documenting the parameters used in your URLs. Understand their purpose and how they contribute to the functionality of your site.

* 1. Implement URL Rewriting and Clean URLs:

Identify and remove unnecessary parameters that do not significantly contribute to user experience or content differentiation. Replace generic parameter names with descriptive keywords that reflect the content or purpose of the page. This improves both user understanding and SEO.

* 1. Establish Consistent URL Structure:

Define and enforce a standardized URL format across your website. This consistency aids user navigation and search engine understanding. If applicable, include relevant categories or folders in your URL structure to provide a clear hierarchy and improve organization.

* 1. Implement Canonicalization for Parameter Variations:

Implement canonical tags on pages with parameter variations to indicate the preferred version of the URL. This helps prevent duplicate content issues. In Google Search Console, configure parameter handling settings to guide search engines on how to treat specific parameters.

* 1. Monitor and Test:

Regularly monitor your website for potential issues related to URL parameters. Use tools like Google Search Console, analytics data, and website crawlers to identify any unexpected behavior.

* **Conclusion:**

Concluding it, this was my SEO strategy for Muvez Footwear's website which aims to optimize on-page, off-page, and technical aspects. Recommendations include improving site performance, addressing duplicate content issues, and implementing effective 404 error and broken link solutions. The strategy emphasizes high-quality content creation, diverse backlink building, and a meticulous approach to URL structure enhancement for better search engine visibility and user experience. Hope after taking all these into consideration their site performs well.