

→ **SEO & KEYWORD RESEARCH FOR MOTHER DAIRY**

This milestone focuses on improving Mother Dairy's search engine visibility through a SEO audit, keyword research, and on-page optimization strategies.

1. SEO AUDIT

A. Website Performance Analysis

Check page speed and mobile responsiveness.

Identify broken links and crawl errors using Google Search Console.

Analyze meta tags, headings, alt texts, and URL structures.

B. Technical SEO Issues

- **Page Speed:** Optimize image compression, caching, and minification.
- **Mobile Optimization:** Ensure smooth navigation and fast load times on mobile.
- **Schema Markup:** Implement structured data for product listings and reviews.
- **Indexing & Crawlability:** Ensure proper sitemap submission to Google.

2. KEYWORD RESEARCH

▶ 1. Research Objectives

- ▶ The goal is to improve **organic visibility, attract relevant traffic, and boost conversions** for Mother Dairy's products. This involves finding keywords that align with **customer search intent, seasonal trends, and competitor strategies**.

▶ 2. Brainstorming Seed Keywords

- ▶ Start with general terms like "**Mother Dairy milk,**" "**fresh paneer,**" "**best dairy products,**" and "**buy dairy online.**" These broad keywords form the base for deeper research.

▶ 3. Utilizing Keyword Research Tools

- ▶ Using tools like **SEMrush, Moz, and Google Keyword Planner**, we identify **high-volume, relevant, and low-competition keywords**. We also track **search trends and related queries**.

Free & Paid Keyword Research Tools for SEO

◆ Free Keyword Research Tools:

- 1 **Google Keyword Planner** – Find search volume & competition.
- 2 **Google Search Console** – Check which keywords drive traffic.
- 3 **AnswerThePublic** – Get long-tail keyword ideas.
- 4 **Ubersuggest (Limited Free Searches)** – Discover keyword difficulty.
- 5 **Keyword.io** – Generate keyword suggestions.
- 6 **Google Trends** – Track trending search terms.
- 7 **WordStream Free Keyword Tool** – Basic keyword insights.

Paid Keyword Research Tools:

- 1 **SEMrush (\$129.95/month)** – Comprehensive keyword research & competitor analysis.
- 2 **Ahrefs (\$99/month)** – Backlink analysis & keyword research.
- 3 **Moz Keyword Explorer (\$99/month)** – Keyword difficulty & SERP analysis.
- 4 **Ubersuggest Pro (\$29/month)** – Affordable alternative for keyword insights.
- 5 **KWFinder (\$49/month)** – Best for finding low-competition long-tail keywords.
- 6 **SpyFu (\$39/month)** – Competitor keyword tracking & PPC insights.
- 7 **Serpstat (\$69/month)** – All-in-one SEO tool for keyword research.

3. ON-PAGE OPTIMIZATION STRATEGY

▶ A. Meta Title & Description Optimization

▶ Example for the Homepage:

- Title: Buy Fresh & Pure Dairy Products | Mother Dairy India
- Meta Description: Shop high-quality milk, ghee, paneer, butter & more from Mother Dairy. 100% fresh, pure & trusted by millions.

▶ B. URL Optimization

Best practices:

- Use **short, keyword-rich URLs** (e.g., motherdairy.com/fresh-paneer-online)
- Avoid unnecessary parameters (?id=1234)