

project-wide SEO instruction sheet for Sharma Space

Below is the **project-wide SEO instruction sheet** that every AI agent, developer, copy-writer, and designer working on the new **Sharma Space** website **MUST** follow. It encodes 2025-ready best practices, Google’s latest core-update rules, and interior-design-specific tactics for Bangalore-centred growth while still scaling to nearby-city and pan-India searches.

0. Governing Principles

- Helpful-First** – Publish only original, experience-backed content (project photos, cost data, design insights). No thin or purely AI-generated filler; violating Google’s March 2024 “Helpful Content”-into-core update risks site-wide ranking loss. ([seobotai.com](#))
- E-E-A-T Everywhere** – Every page must demonstrate *Experience, Expertise, Authoritativeness, Trust*: real author by-lines + credentials, client proof, accurate facts, and external citations.
- CWV Gatekeeping** – Block any deploy whose **LCP > 2.5 s, CLS > 0.10, INP > 200 ms** on mobile. Integrate Google CWV API in CI/CD; fail builds on regression. ([seobotai.com](#), [monovm.com](#))
- Mobile-First** – All layouts tested on 360 × 640 viewport; content parity required.
- Local-First** – Bangalore & suburb intent outrank global; never remove geo modifiers from titles or body copy when present.

1. Keyword & Content Directives

Tier	Usage Rule	Sample Target	Placement
Tier-A (City)	Must appear once in , H1, URL slug, first 100 words, and one image <code>alt</code> .	“interior designers in bangalore”	<code>/interior-designers-bangalore</code>
Tier-B (Neighbourhood)	Use in dedicated H2 + paragraph; group by page section or separate landing pages.	“interior designers in Whitefield”	<code>/locations/whitefield</code>
Tier-C (Service)	Use in H2/H3 and meta description; may be shared across pages.	“modular kitchen design”, “wardrobe design”	<code>/services/modular-kitchens</code>

- Always add one **FAQ** for each Tier-B/C keyword and mark it up with FAQPage schema.

- Maintain a **bi-weekly blog calendar** (2 posts/month) that alternates:
 - Week 1 – Bangalore trend/guide
 - Week 3 – Case study / pan-India design topic
- Each post: 800–1 600 words, unique images, one snippet-ready 40-60-word answer block, at least three internal links and one authoritative outbound citation.

2. Page-Level SEO Checklist (applies to every public URL)

Element	Mandatory Rule
<title>	≤ 60 chars; start with primary keyword + benefit (“Interior Designers in Bangalore
Meta description	≤ 155 chars; include USP + CTA; unique per page.
H1	Exactly one; mirrors core keyword.
H2-H6	Logical outline; no skipped levels.
Slug	Lowercase, hyphen-separated; include main keyword (/about-bangalore-interior-design-firm).
Images	WebP/AVIF via next/image ; explicit width & height ; descriptive alt with keyword variation and no stop-word stuffing.
Structured data	JSON-LD only. Minimum set: BreadcrumbList + WebSite. Add Article schema on blogs, LocalBusiness on Contact/footer, Product or Service where relevant, FAQ on FAQ blocks, Review where testimonial displayed. Validate via Rich Results Test.
Internal links	Add at least one contextual anchor to parent , sibling , and child pages; keep click-depth ≤ 3.
External links	Allowed only to high-authority design / gov / edu / news domains; open in new tab; rel="noopener".
Canonical	Self-canonical on all ordinary pages; cross-canonical only for legitimate alternates (e.g., paginated series).
Accessibility	WCAG 2.2 AA: focus states, aria-labels for icon-only buttons, text contrast ≥ 4.5:1.

3. Technical SEO & Next.js Build Rules

Rendering & Routing

1. **SSR/SSG** for all static or semi-static pages (Home, Services, Blog posts) to ship full HTML.
2. Use **ISR (revalidate)** for dynamic Portfolio pages (update on publish, not every request).
3. **15 KB per JS chunk** budget; if exceeded, split further.

4. Permanent redirects: enforce trailing-slash consistency and HTTPS.

Performance & Assets

- `next/image` with automatic `srcset`; priority flag on hero images; `loading="lazy"` elsewhere.
- Pre-connect to fonts/CDNs; inline critical CSS only if < 6 KB.
- Enable HTTP/2 or HTTP/3 + Brotli compression on hosting.
- Implement service-worker caching of static assets ≥ 1 week.

Crawl & Index

- `robots.txt`: allow `/`, disallow `/admin`, `/api/*`; reference `sitemap.xml`.
- Auto-generate XML and HTML sitemaps on each build; ping Google & Bing.
- No orphan pages – enforce link from at least one high-authority internal page before deploy.

Security

- Force HTTPS; HSTS preload (`max-age=63072000; includeSubDomains; preload`).
- Set: `Content-Security-Policy`, `X-Frame-Options: DENY`, `Referrer-Policy: strict-origin`.

4. Local SEO Protocol

1. **NAP Consistency** – Use EXACT same Name, Address, Phone in footer, Contact page, schema, and Google Business Profile.
2. **LocalBusiness schema** fields required: `@id`, `name`, `address`, `telephone`, `geo`, `openingHoursSpecification`, `areaServed` (“Bangalore”, “Whitefield”, “Indiranagar”, etc.).
3. **Neighbourhood Hubs** – Create `/locations/[area]` pages for major suburbs; unique 300-word intro + one case study + CTA + map embed. No doorway content.
4. **GBP Care** – Upload ≥ 5 fresh project photos monthly; answer new Q&A weekly; seek at least 3 new Google reviews/month and respond to all reviews within 48 h.

5. Rich-Media & Zero-Click Optimisation

Element	Rule
Featured-snippet paragraph	40-60 words; plain sentence(s); near top with question heading.
Lists/Tables	Use <code>/</code> or <code><table></code> to target list/table snippets; concise.
FAQ blocks	3-6 Q&A; wrap in <code><details></code> for UX; JSON-LD FAQ schema.
Video	Host on YouTube + embed; add <code>VideoObject</code> schema; include captions and transcript on page.

Speakable (optional)	For key explainer pages, mark 2-3 short paragraphs with <code>SpeakableSpecification</code> for voice search.
----------------------	---

6. Link-Building & Digital PR

- **Content pillars:** publish data-driven design cost guides, local trend studies; pitch to Bangalore press & architecture magazines → backlinks.
- **Unlinked mentions:** run monthly Ahrefs alert; request do-follow link for every press mention.
- **Internal anchor style:** use descriptive anchors (“modular kitchen price guide”) – no “click here”.
- **Quarterly toxic-link audit** using GSC + Ahrefs; disavow spam domains if DR < 10 and irrelevant.

7. Analytics, Tracking & QA

Tool	Mandatory Configuration
Google Search Console	Production & staging properties; submit sitemap; fix coverage errors < 7 days.
GA-4	Enhanced measurement + scroll & outbound click events; define conversions for <i>consultation booked</i> and <i>contact form submit</i> .
Core Web Vitals API	Integrated into CI; break build on threshold fail.
Uptime & SSL monitor	60-second polling; email on failure.
Quarterly Content Audit	Identify outdated posts; consolidate cannibalising articles; refresh stats; prune thin content.

8. Content & Design Governance

1. **Image Rights** – Only original project photos or licensed stock; always attribute if required.
2. **Author Profiles** – Each post must have an `author` object: name, role, credentials, social link.
3. **Update Logs** – Add “Last updated” dateline to every evergreen page; update at least yearly.
4. **Tone & Voice** – Professional yet approachable; short sentences; avoid jargon; align with brand persona “Creative, Trustworthy, Bangalore-rooted”.
5. **Legal & Trust** – Visible Privacy Policy, Terms, and Cookies banner (non-intrusive).

STRICT COMPLIANCE

*Every AI-generated output (code, copy, image alt text, metadata, schema) **MUST** be validated against this checklist **before** merge or publication. The SEO lead reserves veto power on any deliverable that breaches even one guideline.*

Following these instructions guarantees that Sharma Space's new Next.js site launches with a **clean, fast, E-E-A-T-rich foundation** tuned for 2025 Google algorithms — maximising Bangalore visibility, nearby-city reach, and pan-India authority.