Search Engine Optimization (SEO) Strategy Plan

# 1. Keyword Strategy

Objective: Target the right search terms to improve visibility and drive organic traffic.

## a. Keyword Research:

- Use tools like Google Keyword Planner, Ubersuggest, or SEMrush.  
- Identify a mix of primary, long-tail, and LSI (Latent Semantic Indexing) keywords.  
- Examples:  
 • Primary: 'premium coffee in Delhi'  
 • Long-tail: 'best artisan coffee near Connaught Place'  
 • LSI: 'organic brew', 'handcrafted coffee'

## b. Content Mapping:

- Map targeted keywords to each webpage such as Homepage, About, Services, Blog.

## c. Content Strategy:

- Weekly blogs targeting specific keyword clusters.  
- Example Blog Topics:  
 • 'Top 5 Coffee Brewing Methods at Home'  
 • 'Why Cold Brew is Trending in India'  
 • 'Health Benefits of Drinking Fresh Brewed Coffee'

# 2. Backlink Building

Objective: Increase domain authority by getting high-quality backlinks.

## a. Backlink Sources:

- Guest posts on niche blogs  
- Local business directories (e.g., JustDial, Sulekha)  
- Influencer collaborations  
- Brand mentions via PR campaigns

## b. Outreach Strategy:

- Create email templates for backlink outreach  
- Offer guest post ideas, interviews, and mutual promotion  
- Track emails, responses, and successful backlinks

## c. Anchor Text Strategy:

- Use a mix of branded, exact match, and generic anchor texts  
- Avoid over-optimization

# 3. Technical SEO

Objective: Ensure the website is crawlable, indexable, and optimized for performance.

- Mobile responsiveness: Use responsive design  
- Site speed: Optimize loading times (<2.5 seconds)  
- HTTPS security: Use SSL certificates  
- Create and submit XML sitemap and robots.txt  
- Use structured data markup (Schema.org)  
- Fix broken links and redirects  
- Use canonical tags to avoid duplicate content