**SEO Strategy**

1.**Define Your Target Audience**

* Who are they? Demographics like age, gender, income level, and geographic
* locations can help inform your SEO strategy.

2.**Keyword strategy**

1. Use google to search frequently used keywords.
2. Note down seed keywords.
3. Make a list of important seed keywords.
4. Use tools like Google keyword planner,SEM Rush for keyword research.

3. **On-page SEO checklist**

Include keywords in your URL, title tags and description tags.

● Keep titles within 60 characters and descriptions within 160 characters.

● Ensure all the meta tags (title, description, robots), alt tags, and canonical tags are

properly optimised.

● Maintain keyword prominence (in title, description, headings, subheading, and alt tags).

● Maintain keyword density (in body text).

● Use responsive design for the website.

● Create a structured family of web pages (optimally and appropriately interconnected

web pages).

● Ensure nothing is duplicate and there are no broken links.

4.**OFF-page SEO checklist**

Aim to increase as many helpful links as possible.

● Avoid increasing the number of unhelpful links.

● Ensure the backlinks to your website don’t have a “nofollow” tag attached to them.

● Optimise the anchor text.

5.**Technical SEO checklist**

1. Keyword optimization within titles, meta descriptions, headings, and content.
2. Improve website structure and navigation.
3. Optimize image alt tags and internal linking.

6**.Backlink building strategy**

Backlinks are REALLY important. They increase your site’s domain

authority, helping your content rank better on Google.

Use OFF-page SEO for increasing backlinks.

1. Directory submission sites
2. Article submission sites
3. Blog submissions sites
4. Pdf submission sites
5. Image submission sites
6. Social signals
7. Video submission sites