**Nike.com SEO Strategy**

**1. Keyword Strategy**

**A. Research & Targeting**

1. **Branded Keywords**
   * Nike shoes, Nike sneakers, Nike apparel, Nike running shoes
2. **Non-Branded Keywords**
   * Best running shoes, high-performance sneakers, basketball shoes for men
3. **Long-Tail Keywords**
   * Best Nike running shoes for marathons, Nike Air Max for gym workouts
4. **Competitor Keywords**
   * Analyze competitors like Adidas, Puma, and Under Armour for keyword gaps
5. **Local SEO Keywords**
   * "Nike stores near me," "Nike outlet in [city]"

**B. Optimization Strategy**

1. **On-Page Optimization**
   * Include primary keywords in title tags, meta descriptions, and headings
   * Optimize image alt text with keywords
   * Ensure keyword density remains natural
2. **Content Strategy**
   * Publish blogs on sports gear, training tips, and product comparisons
   * Create interactive content such as quizzes (e.g., "Find Your Perfect Running Shoe")
   * Develop pillar pages for major product categories

**2. Backlink Building Strategy**

**A. High-Quality Backlinks**

1. **Guest Blogging & Collaborations**
   * Partner with fitness blogs, sports websites, and influencers
   * Contribute articles to high-authority platforms
2. **Brand Mentions & PR**
   * Leverage Nike’s presence in sports news & media for natural link-building
   * Launch campaigns that generate buzz (e.g., sustainability initiatives, athlete endorsements)
3. **E-Commerce & Product Reviews**
   * Get featured on review sites and comparison blogs
   * Encourage customer testimonials with links
4. **Broken Link Building**
   * Identify broken links on sports/fitness sites and offer Nike content as replacements

**B. Internal Linking**

1. **Optimize site structure**
   * Link between relevant product pages and blogs
   * Use breadcrumbs for better navigation

**3. Technical SEO**

**A. Website Performance Optimization**

1. **Page Speed Improvement**
   * Compress images
   * Implement lazy loading for images and videos
   * Use a Content Delivery Network (CDN)
2. **Mobile-Friendliness**
   * Ensure a responsive design
   * Optimize mobile page speed

**B. Crawlability & Indexing**

1. **XML Sitemaps & Robots.txt**
   * Submit updated sitemaps to Google Search Console
   * Ensure proper robots.txt configuration
2. **Schema Markup**
   * Add structured data for product pages, reviews, and FAQs

**C. Security & Accessibility**

1. **HTTPS Implementation**
   * Ensure all pages are secure with SSL
2. **Core Web Vitals Optimization**
   * Improve Largest Contentful Paint (LCP), First Input Delay (FID), and Cumulative Layout Shift (CLS)

**4. SEO Monitoring & Analytics**

1. **Google Search Console & Analytics**
   * Track keyword rankings, click-through rates (CTR), and bounce rates
2. **SEO Tools**
   * Use Ahrefs, SEMrush, and Screaming Frog for audits and tracking
3. **Regular Audits**
   * Perform monthly site audits to fix broken links, duplicate content, and performance issues