SEO Strategy Blueprint for Hostique
(Indore Launch Phase)

www.hostique.travel

Ⓐ On-Page SEO

1. Key Pages to Optimize:

- Homepage

- Property listing pages (one per location)

- About Us

- Contact Us

- Blog

- FAQs

- Corporate Stays (B2B)

2. Primary Keywords (High Intent + Location Based):

- Premium studio apartments in Indore

- Luxury homestays in Indore

- Fully furnished apartments Indore

- Boutique stays in Indore

- Monthly rental studio apartments Indore

- Best places to stay in Saket Nagar / Anoop Nagar / Vijay Nagar / etc.

- Airbnb alternatives Indore

- Hostels for professionals Indore (alternative long-tail)

3. Long-Tail & Semantic Keywords:

- Stay near Bombay Hospital Indore

- Studio apartments for rent in New Palasia

- Short stay apartments in Indore

- Couple-friendly studio apartments Indore

- Digital nomad stays Indore

- Pet-friendly premium homestays Indore

4. On-Page Optimization Checklist:

- Meta Titles & Descriptions (with location, stay type, value prop)

- Header Tags (H1 with keywords, H2/H3 for semantic structuring)

- Keyword-rich alt-text for images

- Fast-loading mobile-first pages

- Internal linking (blog ↔ homepage ↔ listings)

- Property schema markup

- FAQs with schema markup (targeting voice & snippet search)

Ⓑ Off-Page SEO (Backlink Building)

1. Targeted Backlink Opportunities:

- Travel blogs and micro-influencers

- Indore-based bloggers / regional sites

- Guest posts on India travel forums (Tripoto, Trawell, Holidify)

- Travel directories (Thrillophilia, Little Black Book)

- Local news / lifestyle portals (free/paid PRs)

- "Top 10 places to stay in Indore" blogs

2. Anchor Text Strategy:

- Branded: Hostique premium stays

- Generic: Click here / visit the website

- Location + niche: studio apartments in Vijay Nagar, homestay near Old Palasia, etc.

3. Social Bookmarking:

- Quora answers (targeted questions)

- Reddit threads on India Travel & Airbnb hacks

- Pinterest Boards (for property visuals)

- Medium posts (stylized travel writeups)

Ⓖ Local SEO (Google Business Profile Focus)

1. GMB Setup for All 9 Locations:
Each should be verified with:

- Local name tag: "Hostique – Studio Apartments in [Area Name]"

- Unique descriptions mentioning the locality

- Photos of interiors, exteriors, street view

- CTA buttons: "Book Now" or "Message"

- Local keywords and 3 hashtags in each post

2. Local Keywords to Use:

- Stay in Saket Nagar Indore

- Short-term rental near Scheme No. 54

- Homestay near Bombay Hospital

- Couple-friendly apartments Anoop Nagar

- Working professional rooms in Mahalaxmi Nagar

3. Review Strategy:

- Ask all guests to leave reviews (mention location in their text)

- Add Q&A content to each GMB page (like: "Do you offer long-term stays in New Palasia?")

Ⓓ Blog Content Strategy (with Keyword Focus)

Blog Title	Keywords Highlighted
"9 Best Areas to Stay in Indore for Business & Leisure Travelers"	best areas to stay in Indore, studio apartments Indore, Vijay Nagar homestays
"Hostique vs Hotels: Why Studio Apartments Are the Smart Choice"	premium studio apartments Indore, Airbnb alternative Indore
"Working Remotely from Indore? Here's Why Hostique is Ideal"	digital nomad Indore, remote work stay Indore
"Weekend Getaways in Indore: Where to Stay, Eat, and Explore"	couple-friendly stays Indore, weekend stays Indore
"Moving to Indore Temporarily? Furnished Monthly Rentals by Hostique"	monthly rental Indore, furnished apartments Indore
"Corporate Stays Redefined: Hostique for Business Travelers"	B2B corporate stay Indore, short stay for executives Indore
"Property Spotlight: Inside Our Saket Nagar Studio Apartment"	Saket Nagar apartment Indore, homestay Saket Nagar

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Ⓔ Suggested Pages or Micro Landing Pages

Create SEO-friendly pages for each of the 9 localities:

- URL: `hostique.travel/stay/saket-nagar-indore`

- Each with:

  - Description of the locality

- ○ Why Hostique is the best stay option there

  - ○ Google Map embed

  - ○ Local attractions / cafes nearby

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❻ KPIs & Timeline (Initial 90 Days)

KPI	Target	Timeline
GMB profiles created & verified	9	Week 1–2
GMB reviews per listing	15+ per location	By Day 45
Property pages with optimized on-page SEO	9	Week 3
Blogs published	6–8	Within 60 days
Backlinks (DA 30+)	25+	Within 60 days
Average website traffic from organic	800–1000/month	By Day 60–75
Top 10 rankings on local keywords (e.g., "Stay near Bombay Hospital Indore")	5–6 terms	By Day 75–90
Bounce rate on website	Below 45%	Ongoing
Instagram traffic from search/discovery	300+ monthly	By Day 60