

Case Study: SEO for luxury Watch Sales Optimization

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Imagine you are the SEO expert hired to optimize a luxury watch buy back website.

Task: Develop a strategy to optimize our website for selling luxury watches, targeting keywords like "Best place to sell my watch" and "Sell luxury watch".

Questions:

1. What keyword research and analysis approach would you take to identify relevant keywords and assess search intent and competition? (Tip: use your previous case study and explain the steps you took to achieve your SEO content creation goal)
2. How would you optimize our website content, meta tags, and structured data to improve search engine visibility and drive conversions, and explain in details the metrics you would use to track and measure progress making sure the strategy is effective (e.g., organic traffic, conversion rates, revenue growth)?

Submission Details: Deadline: Submit all materials by 10:00 PM noon Singapore time