**Off-Page SEO Strategy for Toybox**

**Name:** Jiten Shreshtha  
**Url:** <https://toybox-jitenshreshthas-projects.vercel.app/>

**1. Backlink Building Plan**

**Target Websites:**

**- Parenting blogs**

* Pitch an article titled” How 3D-Printed Toys Help Kids Learn Faster”
* Contribute a guest post on educational toy trends.

**- STEM education portals**

* Offer a case study or printable activity.
* Request a feature in their monthly toy spotlight.

**- Toy review platforms**

* Submit your product for their review roundup.
* Send a sample toy (like your Infinity Cube) for hands-on-review

**Methods:**

**- Guest posting**

* **Article:** "5 Ways 3D-Printed Toys Boost Cognitive Development"
* **Where to pitch:** Medium publications or niche sites.

**- Collaborate with YouTubers for unboxing videos**

* **YouTube:** Send a toy for unboxing/review.
* **Instagram:** DM or email for a sponsored post.

**- Press releases for new product launches**

**2. Social Media Strategy**

**Platforms:**

**- Pinterest:**

* **Board:** “STEM Baking for kids”
* **Pin idea:** Cookie cutter designs + educational captions like “Learn Fractions While Baking!”

**- Instagram:**

* **Reel:** “Watch this infinity Cube fold endlessly-its more than a fidget!”
* **Carousel:** “Top 3 Brain Benefits of Playing with Our Magic Sword”

- **YouTube:**

* **Video:** “Design a Tank - Easy for Kids”
* **Playlist:** “30 Days of STEM with Toybox”

- **TikTok:**

* **Challenge:** #Magic Sword Adventure – kids show how they play pretend with your sword.
* **Behind-the-scenes:** Time-lapse of a toy bring 3D printed

**3. Local SEO**

**- Google Business Profile**

* Create one if you have a location. Include: NAP (Name, Address, Phone-number)

**- List on local directories:** "Best Educational Toy Stores in Kitchener"

**4. Content Marketing**

**- Guide**

* **Title:** “The Ultimate Guide to Fidget Toys for kids with ADHD”

**-** **Create infographic:** "How Roleplay Toys Like Swords & Shields Build Empathy and Confidence"

**- Video series:** "30 Days of STEM with Toybox"

**5. Partnerships**

**- Collaborate**

* **Schools:** Partner with local elementary schools or homeschool groups

**- Partner with organizations**

**- Join parenting forums**