**-CODTECH INTERNSHIP – TASK 3**

**Search Engine Optimization (SEO) Strategy**

**Brand Chosen:** Glowify (Natural Skincare Brand)

**INTRODUCTION:**

Glowify is a skincare brand focused on natural, affordable, and sustainable beauty products for young adults and professionals. The SEO strategy aims to boost its online visibility, attract targeted organic traffic, and convert leads into loyal customers.

**1. Keyword Strategy**

Primary Keywords:

* natural skincare
* glow cream
* face serum for women
* chemical-free moisturizer

Secondary Keywords:

* skincare routine for glowing skin
* organic face mask
* daily moisturizer for dry skin

Long-Tail Keywords:

* best affordable skincare products for glowing skin
* how to build a skincare routine with Glowify products

**2. Backlink Strategy**

* Collaborate with skincare bloggers for guest posts and product reviews.
* Submit blogs to beauty-focused platforms and directories.
* Partner with YouTube beauty influencers for product demos.
* Conduct skincare webinars and promote them through high-authority websites.

**3. Technical SEO**

* Mobile-optimized website with fast loading speed (< 3 sec).
* Compress and tag all product images with descriptive alt text.
* Use HTTPS for security and trust.
* Add structured data/schema for products, reviews, and blogs.
* Submit sitemap.xml and configure robots.txt.
* Regularly audit site via Google Search Console and fix crawl errors.

**4. Implementation Checklist**

✅ Keyword research using tools like Ubersuggest, Google Keyword Planner

✅ Metadata and headers updated with target keywords

✅ Alt tags and compressed images uploaded

✅ Mobile responsiveness verified using PageSpeed Insights

✅ Guest post outreach initiated

✅ Sitemap submitted to Google