TASK 3

SEO Strategy for Samsung

# 1. Objective of the SEO Strategy

The objective is to increase Samsung India’s organic visibility across search engines by implementing a data-driven SEO strategy. This includes keyword optimization, technical enhancements, and link-building to improve search engine rankings and drive traffic to Samsung’s official website.

# 2. Keyword Strategy

Keywords are categorized by intent:

* Transactional Keywords:

1. Buy Samsung Galaxy S25 Ultra
2. Samsung phone price in India
3. Samsung fridge offer

* Informational Keywords:

1. Samsung S25 vs S24 comparison
2. What is Samsung Knox?
3. How to use the SmartThings app

* Navigational Keywords:

1. Samsung official site
2. Samsung service center near me
3. Samsung login

# 3. Backlink Building Strategy

* Partner with tech review blogs for Samsung product coverage.
* Leverage PR campaigns to earn links from news portals during product launches.
* Create compelling infographics comparing devices, with embed code for sharing.
* Collaborate with top influencers and YouTubers to include website links in video descriptions.
* Submit Samsung’s CSR and innovation projects to .edu or .org domains for citations.

# 4. Technical SEO Enhancements

* Ensure fast page loading (under 2s) for mobile and desktop.
* Implement schema markup for products, FAQs, and reviews.
* Use canonical tags to avoid duplicate content from variants.
* Optimize images with alt text and compression (WebP format).
* Fix broken internal links and ensure proper URL structure (/galaxy-s25-ultra).
* Enable mobile-first indexing and responsive design across product pages.

# 5. Strategic Plan Summary

Timeline (3 Months):

Month 1: Keyword research, SEO audit, update meta tags & headers.

Month 2: Build 15+ backlinks from high-authority sites, publish 4 optimized blog posts.

Month 3: Technical fixes, image optimizations, and speed improvements.

# 6. Implementation Checklist

1. Keyword research completed using SEMrush / Ahrefs

2. On-page SEO implemented (title, meta, headings)

3. Mobile responsiveness tested

4. Schema markup added to key pages

5. Minimum 10 high-authority backlinks obtained

6. Blog content published with internal linking

7. Broken link audit complete

8. Google Search Console + GA4 integration done

# 7. Tools Used

* SEMRush – Keyword and backlink research
* Google Search Console – Performance & indexing
* Yoast SEO – On-page optimization (for blog CMS)
* Screaming Frog – Site audit and broken links
* GTMetrix – Page speed insights
* Ahrefs – Backlink monitoring

# 8. Final Note

This SEO strategy for Samsung aims to boost organic visibility, improve product discovery, and generate long-term traffic through consistent optimization, high-quality backlinks, and a technically sound website.