**TASK 3**

**SEARCH ENGINE OPTIMIZATION STRATEGY**

**1. Keyword Strategy**

**Goals:**

* Target high-intent, relevant keywords
* Improve organic visibility and conversion
* Align with user search behavior

**Actions:**

**A. Keyword Research**

* Use tools like Ahrefs, SEMrush, Google Keyword Planner
* Focus on:
  + Short-tail (head) keywords
  + Long-tail keywords
  + LSI (Latent Semantic Indexing) keywords

**B. Competitor Analysis**

* Identify competitor keywords and gaps
* Benchmark using Ahrefs/SEMrush competitive reports

**C. Keyword Categorization**

* Group keywords by:
  + Search Intent (Informational, Navigational, Transactional)
  + Page Type (Blog, Product, Category, FAQ)

**D. Content Mapping**

* Assign keywords to appropriate landing pages
* Create new content for keyword gaps

**E. Optimization**

* Place primary keywords in:
  + Title Tag
  + H1
  + Meta Description
  + URL Slug
  + First 100 words
  + Image ALT tags

### 2. ****Backlink Building Strategy****

#### Goals:

* Build authority and trust
* Improve rankings and referral traffic

#### Actions:

**A. Competitor Backlink Analysis**

* Identify where competitors are getting links
* Use tools like Ahrefs, Moz, Majestic

**B. High-Quality Link Opportunities**

* Resource pages
* Industry-specific directories
* Niche forums and communities
* Broken link building

**C. Outreach and PR**

* Build relationships with bloggers and journalists
* Create and pitch link-worthy assets (e.g., infographics, original research)

**D. Guest Posting**

* Target reputable, niche-relevant websites
* Ensure content quality and contextual relevance

**E. Internal Linking**

* Improve crawlability and page authority distribution
* Use descriptive anchor text

### 3. ****Technical SEO****

#### Goals:

* Ensure website is crawlable, indexable, and fast
* Eliminate technical barriers to ranking

#### Actions:

**A. Website Audit**

* Use Screaming Frog, Google Search Console, and Sitebulb

**B. Site Architecture**

* Implement a clear URL hierarchy
* Use breadcrumb navigation
* Ensure internal linking is logical and efficient

**C. Mobile Optimization**

* Ensure responsive design
* Test using Google's Mobile-Friendly Test

**D. Page Speed Optimization**

* Compress images (use WebP)
* Use lazy loading
* Enable browser caching, minify CSS/JS
* Use a CDN (e.g., Cloudflare)

**E. Indexation & Crawl Budget**

* Optimize robots.txt and sitemap.xml
* Use “noindex” where appropriate (e.g., thank you pages, admin pages)

**F. Structured Data (Schema Markup)**

* Implement JSON-LD for:
  + Articles
  + Products
  + Reviews
  + FAQs
* Use Google’s Rich Results Test

**G. Core Web Vitals**

* Optimize for LCP, FID, and CLS metrics
* Monitor via Google Search Console and PageSpeed Insights

**H. HTTPS & Security**

* Secure site with SSL
* Fix mixed content issues

SEO Implementation Checklist

Keyword Strategy Checklist

Perform keyword research

Analyze competitor keywords

Categorize and map keywords to content

Optimize on-page elements

Track keyword rankings (use SERP tools)

Backlink Building Checklist

Audit competitor backlinks

Identify 20+ link opportunities

Create linkable content assets

Send outreach emails (3–5 per week)

Write guest posts

Monitor new backlinks monthly

Technical SEO Checklist

Run a full technical audit

Fix broken links (404s)

Ensure proper redirects (301, not 302)

Submit sitemap to Google Search Console

Optimize mobile performance

Improve load times and CWV scores

Add structured data

Enable HTTPS site-wide

Set up and monitor GSC & GA4