

Task -3

SEO STRATEGY PLAN DOCUMENT

Brand Name: Allen Solly

Introduction to SEO Strategy

Objective:

To enhance the online visibility of Allen Solly through an effective SEO strategy that drives traffic, increases brand awareness, and improves conversion rates.

Scope:

This plan includes keyword research, on-page optimization, backlink strategies, and technical SEO practices.

Keyword Strategy

Steps:

1. Conduct keyword research using tools like Google Keyword Planner, Ubersuggest, or SEMrush.
2. Identify high-volume and low-competition keywords relevant to Allen Solly's fashion products.
3. Target long-tail keywords such as:
 - "Buy formal shirts for men Allen Solly"
 - "Trendy women's office wear Allen Solly"
4. Map keywords to appropriate landing pages.

Goal:

Improve ranking for brand-related and category-specific keywords.

On-Page Optimization

Key Actions:

- Optimize title tags, meta descriptions, and headers (H1, H2, etc.) - Add ALT tags to images.
- Include internal linking structure.
- Use clean URL structure (e.g., www.allensolly.com/mens-shirts) - Implement schema markup for products.

Content Plan:

- Publish regular blogs featuring keywords: e.g., "Top 5 Allen Solly Styles for Summer 2025".

Backlink Building Strategy

Tactics:

- Reach out to fashion bloggers and influencers for collaborations.
- Submit guest posts to lifestyle and fashion websites.
- Share content in fashion-related forums and communities.
- Engage in PR campaigns to get featured in media outlets.

Tools:

- Ahrefs, BuzzSumo, or Moz for backlink tracking.

Technical SEO

Steps to Implement:

- Ensure mobile-friendliness of the Allen Solly website.
- Optimize page loading speed using tools like Google Page Speed Insights.
- Fix crawl errors and broken links.
- Set up and submit XML sitemap.
- Ensure SSL Certificate for HTTPS security.

SEO Checklist for Implementation

Checklist:

- ☐ Perform comprehensive keyword research.
- ☐ Optimize all on-page elements.
- ☐ Publish SEO-friendly blog content weekly.
- ☐ Build 5+ backlinks/month.
- ☐ Audit technical SEO every month.
- ☐ Monitor performance using Google Analytics & Google Search Console.

Deliverables:

- SEO Strategy Plan Document
- Monthly Implementation Checklist