SEO STRATEGY FOR ONLINE SHOPPING WEBSITE (INDIA)

# 1. Keyword Strategy

A. Keyword Research:  
- Use tools like Google Keyword Planner, Ubersuggest, and Ahrefs (free version).  
- Focus on transactional and product-focused keywords like:  
 - "buy [product] online India"  
 - "best deals on [product]"  
 - "cheap [category] online shopping India"  
  
B. Keyword Mapping:  
- Homepage: General brand and category keywords (e.g., online shopping India, buy electronics online).  
- Category Pages: Category-specific keywords (e.g., buy smartphones online, fashion for women India).  
- Product Pages: Product-specific keywords (e.g., iPhone 15 online India, Levi’s jeans buy online).  
  
C. Content Strategy:  
- Weekly blog posts around seasonal trends (e.g., "Top 10 Diwali Offers", "Best Summer Fashion 2025").  
- Buying guides and comparisons to target long-tail queries.  
- Include FAQs, reviews, and how-to content.

# 2. Backlink Building Strategy

A. Competitor Analysis:  
- Analyze Flipkart, Amazon India, Myntra using Ahrefs or Ubersuggest.  
- Look for blogs or websites linking to their product/content pages.  
  
B. Link Building Tactics:  
- Guest blog on Indian fashion/lifestyle/tech blogs.  
- Submit site to Indian shopping directories and forums.  
- Run influencer collaborations for mentions and backlinks.  
- Use HARO (Help a Reporter Out) to get press mentions.  
  
C. Content Promotion:  
- Share blog posts on WhatsApp groups, Facebook groups, and Indian subreddits.  
- Run giveaways with backlinks as entry criteria.

# 3. Technical SEO

A. Site Structure:  
- Use flat, clean hierarchy (Home > Category > Subcategory > Product).  
- Enable breadcrumbs for better UX and crawlability.  
  
B. Mobile Optimization:  
- Mobile-first responsive design is a MUST for Indian traffic.  
- Test pages on Google's Mobile-Friendly Test.  
  
C. Speed Optimization:  
- Use image compression (WebP), lazy loading, CDN.  
- Host locally or on a fast server with cache policies.  
  
D. Indexing and Crawlability:  
- Generate & submit XML sitemap in Google Search Console.  
- Avoid duplicate content using canonical URLs.  
- Use structured data (schema.org) for product, reviews, offers.  
  
E. Security & Accessibility:  
- Enable HTTPS (SSL certificate).  
- Make site accessible (alt tags, semantic HTML).

# 4. Implementation Checklist

|  |  |  |
| --- | --- | --- |
| Task | Description | Status |
| Keyword Research | Identify Indian shopping-related keywords | ☐ |
| Keyword Mapping | Assign keywords to category/product pages | ☐ |
| Content Calendar | Plan blogs and guides for 3 months | ☐ |
| On-Page SEO | Optimize meta titles, H1s, images | ☐ |
| Internal Linking | Link products to guides and blogs | ☐ |
| Backlink Targets | List 50 Indian blogs/directories | ☐ |
| Guest Posts | Publish 5 Indian guest blog posts | ☐ |
| Technical Audit | Use Screaming Frog/SEO Site Checkup | ☐ |
| Speed Optimization | Enable CDN, lazy load, minify | ☐ |
| Mobile Optimization | Ensure responsive design | ☐ |
| Submit Sitemap | To Google/Bing | ☐ |
| Schema Markup | Add product/review schema | ☐ |
| Track KPIs | Setup GA4 & Search Console | ☐ |