## **Keyword Strategy (What people search on Google)**

**Goal:** Use the right words that your customers type into search engines.

**Keywords**

boAt Airdopes

best boAt earbuds

boAt Airdopes under 2000

boAt Airdopes review

boAt Airdopes vs Realme Buds

**Use Long-Tail Keywords**

best boAt Airdopes for gym

boAt Airdopes with noise cancellation

boAt Airdopes battery life comparison

**Place Keywords Naturally**

* + In titles, headings (H1, H2), meta descriptions, image alt text, and body content.

**Create SEO Blogs**

* + **Example blog titles**:  
    - "Top 5 boAt Airdopes You Can Buy in 2025"
    - "boAt Airdopes Buying Guide: Features to Know"
    - "Comparison: boAt Airdopes vs OnePlus Buds"

## **Backlink Building (Get links from other websites)**

**Goal:** Boost your site’s authority by getting links from trusted websites.

* + **Guest Posting:**
  + Write articles for tech blogs or lifestyle websites. Include a link back to your site.
  + **Product Reviews & Influencers:**
  + Send Airdopes to tech bloggers or YouTubers in exchange for honest reviews with backlinks.
* **Directory Listings:**
  + List your site on Indian electronics directories or shopping-related directories.
* **Broken Link Building:**
  + Find broken links on tech blogs and offer your page as a replacement.
* **Build Shareable Content:**
  + Infographics like “Evolution of boAt Airdopes” or “How to Choose Your Airdopes” people love linking to visuals.

## **Technical SEO (Fix backend issues for better rankings)**

**Goal:** Make your site easy for search engines to crawl, understand, and index.

### **Checklist:**

* **Mobile-Friendly Design:**
  + Most users shop on mobile. Use responsive design and fast-loading pages.
* **Fast Loading Speed:**
  + Compress images.
  + Use a good hosting provider.
  + Use caching plugins (if on WordPress).
* **Secure Website (HTTPS):**
  + Always use an SSL certificate.
* **Fix Crawl Errors:**
  + Use Google Search Console to find and fix broken links or indexing issues.

* **Create XML Sitemap and Robots.txt:**
  + Submit your sitemap to Google via Search Console.
  + Use Robots.txt to guide search engine bots.
* **Structured Data (Schema Markup):**
  + Add rich snippets like product reviews, star ratings, price, and availability for better click-through.