

# SEO Strategy for OtakuMart Website

## 1. Keyword Strategy

- Perform thorough keyword research focused on anime merchandise niche using tools like Google Keyword Planner, Ahrefs, or Ubersuggest.
- Primary keywords examples: "anime hoodies," "anime keychains," "buy anime posters online," "anime figurines."
- Secondary/Long-tail keywords: "best anime merchandise 2025," "affordable anime gifts," "anime cosplay accessories."
- Analyze competitor websites to identify valuable keywords they rank for.
- Organize keywords by user intent:
  - Informational: "history of anime," "top anime series."
  - Transactional: "buy anime hoodie online," "anime merchandise sale."
  - Navigational: "OtakuMart store," "OtakuMart products."

## 2. Backlink Building

- Identify relevant authoritative anime blogs, fan sites, and influencer pages for outreach.
- Create high-quality, shareable content like blog posts, infographics, and guides.
- Reach out to anime influencers and bloggers for guest posts and product reviews linking back to OtakuMart.
- Engage in anime forums and communities by sharing useful content and linking back organically.
- Promote new content through social media channels to encourage sharing and links.

## 3. Technical SEO

- Ensure mobile-friendliness with responsive web design.
- Improve site speed to load in under 3 seconds.
- Use HTTPS for secure browsing.
- Optimize site structure and navigation for easy crawling:
  - Logical URL hierarchy (e.g., /products/anime-hoodies)
  - Breadcrumb navigation.
- Implement structured data/schema markup for products, reviews, and blog posts.
- Optimize meta titles and descriptions with target keywords.
- Use alt tags for all images describing the product visually.
- Create and submit an XML sitemap and robots.txt to Google Search Console.
- Regularly audit and fix broken links and duplicate content issues.
- Enable canonical tags to avoid duplicate content problems.

## 4. SEO Implementation Checklist

- ☐ Keyword research and mapping
  - ☐ On-page SEO optimization for top landing pages
  - ☐ Meta titles and descriptions creation
  - ☐ Schema markup integration
  - ☐ Mobile responsiveness testing
  - ☐ Site speed optimization
  - ☐ XML sitemap and robots.txt submission
  - ☐ Backlink outreach and guest posting plan
  - ☐ Regular SEO audits and fixes
  - ☐ Analytics setup for monitoring traffic and keyword ranking
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