

SEO STRATEGY

1. Keyword Strategy

Target Audience:

- Age: 18–35
- Interests: Fashion, Apparel, Online Shopping
- Location: India

Keyword Research Tools Used:

- Google Keyword Planner
- Ubersuggest
- Ahrefs (free version)

Primary Keywords

Keyword	Monthly Search Volume	Competition
trendy women's shoes	18,000	Medium
stylish sneakers men	12,000	Medium
online shoe store India	9,000	High

Long-Tail Keywords

- "best shoes for office women India"
- "budget sneakers under 1000"
- "durable walking shoes online"

2. Backlink Strategy

Goal: To build 30+ quality backlinks within 3 months.

Techniques:

- Guest Posting
- Influencer Collaboration
- Directory Submission
- Broken Link Building

Target Websites for Backlinks:

- Medium.com (Fashion section)
- YourStory (for startup features)
- Blogger outreach (indianfashionblogger.com, trendytalk.in)

3. Technical SEO

Site Speed Optimization:

- Compress all images using TinyPNG
- Implement lazy loading
- Use fast web hosting and CDN (like Cloudflare)

Mobile Optimization:

- Ensure mobile responsiveness
- Use AMP (Accelerated Mobile Pages)

Crawlability & Indexing:

- Submit updated XML sitemap to Google Search Console
- Fix broken links and redirect 404s
- Add structured data (schema.org) for product pages

HTTPS & Security:

- SSL certificate installed
- All pages redirected to HTTPS

Checklist for Implementation

Task	Status
Keyword Research Completed	<input checked="" type="checkbox"/>
Optimize 10 Website Pages with Keywords	<input type="checkbox"/>
Submit Sitemap to Google Search Console	<input checked="" type="checkbox"/>
Build First 10 Backlinks	<input type="checkbox"/>
Set Up Google Analytics	<input checked="" type="checkbox"/>
Improve Page Speed Score > 80	<input type="checkbox"/>
Ensure Mobile Responsiveness	<input checked="" type="checkbox"/>
Add Meta Titles & Descriptions	<input type="checkbox"/>
Implement Schema Markup	<input type="checkbox"/>