

TASK - 3

1. STRATEGIC SEO PLAN OVERVIEW

Objective:-

Improve organic visibility, increase website traffic, and boost keyword rankings to support conversions and business growth.

2. KEYWORD STRATEGY

Primary Keywords – core product/service terms (e.g., “luxury trench coat”)

Secondary Keywords – related terms (e.g., “best waterproof jackets for winter”)

Long-Tail Keywords – high intent (e.g., “where to buy sustainable designer coats”)

Branded Keywords – e.g., “Burberry trench coat sizing”

3. BACKLINK BUILDING STRATEGY

Content-Driven Link Building :-

- ✓ Publish high-value resources (e.g., “Ultimate Guide to Sustainable Fashion”)
- ✓ Create shareable infographics, data visualizations, and fashion studies

Guest Posting :-

- ✓ Contribute to relevant industry blogs (e.g., Highsnobiety, Fashion Beans)
- ✓ Include contextual backlinks to relevant content on your site
- ✓ Influencer Collaboration for Link Mentions*
- ✓ Partner with fashion influencers and request links to your website in their blog content

