## SEO STRATEGY FOR SWADES

**✅ 1. Keyword Strategy**

* 1. **Core Focus Areas**
* Indian traditional artforms
* Artisan-made clothing
* Sustainable & slow fashion
* Handloom & handcrafted fashion
* Region-specific art (e.g., Kalamkari, Ajrakh, Banarasi, etc.)

**1.2 Keyword Clusters**

| **Cluster** | **Sample Keywords** | **Notes** |
| --- | --- | --- |
| **Brand & Product** | "Handcrafted Indian clothing", "Artisan made clothes India", "Buy traditional Indian dresses online" | Direct traffic and purchase intent |
| **Artform-Specific** | "Kalamkari kurta online", "Ajrakh print saree", "Banarasi dupatta handwoven" | Long-tail keywords with high conversion |
| **Cultural/Educational** | "What is Kalamkari art", "History of Indian handlooms", "Difference between handloom and powerloom" | Build authority and internal linking |
| **Sustainability** | "Slow fashion brands India", "Eco-friendly clothing India", "Sustainable ethnic wear" | Aligns with brand values and global search interest |
| **Local SEO (if applicable)** | "Artisan clothing store in [City]", "Buy Indian handloom near me" | If there’s a physical presence or workshops |

**1.3 Tools & Tips**

* Use **Google Keyword Planner**, **Ubersuggest**, **Ahrefs**, or **Semrush** for search volume & competition.
* Optimize for **long-tail, low competition** keywords for early wins.
* Integrate keywords naturally in product titles, meta descriptions, H1, alt tags, and blog content.

**✅ 2. Backlink Building**

**2.1 High-Authority Link Sources**

| **Method** | **Tactic** | **Example** |
| --- | --- | --- |
| **Guest Blogging** | Write on art, fashion, and sustainability blogs | Mindful Wardrobe, Fashion Revolution, The Better India |
| **PR Outreach** | Collaborate with journalists and bloggers for brand stories | Feature artisan stories, sustainability impact |
| **Influencer Collaborations** | Ask for blog features or backlinks in exchange for products | Ethical fashion influencers, cultural bloggers |
| **Directory Listings** | Submit to ethical brand directories | Ethical Unicorn, Good On You, Indie fashion directories |
| **Scholarship/**  **Resource Pages** | Partner with design or fashion colleges for a scholarship or resource guide | Build educational backlinks from .edu domains |

**2.2 Internal Linking**

* Link blog posts to relevant product pages.
* Use content clusters (e.g., “About Kalamkari” blog links to “Kalamkari Kurtas” category).
* Maintain a clean, shallow link architecture (no page more than 3 clicks from the homepage).

**✅ 3. Technical SEO**

**3.1 Website Structure**

| **Area** | **Best Practices** |
| --- | --- |
| **URL Structure** | Use clean, keyword-friendly URLs: /collections/banarasi-sarees |
| **Navigation** | Logical menu: Home → Categories → Artform → Product |
| **Mobile Optimization** | Responsive design (most fashion searches are mobile-first) |
| **Page Speed** | Compress images (WebP), use CDN, lazy load |
| **Secure Site (HTTPS)** | SSL certificate installed |
| **XML Sitemap & Robots.txt** | Submit to Google Search Console |

**3.2 On-Page Optimization**

| **Element** | **Implementation** |
| --- | --- |
| **Title Tags** | "Buy Handcrafted Kalamkari Kurtas Online |
| **Meta Descriptions** | Include keywords and a call-to-action |
| **Header Tags (H1, H2, H3)** | Use for structuring blog and product content |
| **Image Alt Text** | "Handwoven Banarasi Dupatta with Zari work" |
| **Schema Markup** | Use for product pages (ratings, price, availability) |

**3.3 Core Web Vitals**

* Optimize for **LCP (Largest Contentful Paint)**, **CLS (Cumulative Layout Shift)**, and **FID (First Input Delay)** using Google PageSpeed Insights and Lighthouse.

**✅ 4. Content Strategy (SEO-aligned)**

| **Content Type** | **Purpose** |
| --- | --- |
| **Blog** | Rank for educational & long-tail keywords |
| **Product Descriptions** | Inform + SEO value (include artform origin, making process) |
| **Artform Pages** | Dedicated SEO pages explaining each tradition |
| **Founder/Artisan Stories** | Build E-E-A-T (Experience, Expertise, Authoritativeness, Trust) |

**✅ 5. Analytics & Monitoring**

| **Tool** | **Use** |
| --- | --- |
| **Google Search Console** | Keyword rankings, indexing, issues |
| **Google Analytics 4** | Traffic, user behavior, conversion |
| **Ahrefs / Semrush** | Backlink profile, keyword opportunities |
| **Screaming Frog** | On-site SEO audits |
|  |  |

**✅ Final Tips**

* Post 1–2 SEO-optimized blogs every week
* Build relationships with cultural & sustainability writers
* Conduct quarterly technical SEO audits
* Keep an eye on Google’s **Helpful Content Updates** to ensure content stays people-focused