

Checklist for Building a Fashion SEO Campaign



Ready to create your fashion SEO campaign? Use this checklist to make sure you don't miss anything:

Conduct comprehensive keyword research

- Find relevant keywords that focus on fashion trends.
- Consider the customer intent of each keyword.
- Choose keywords with a balance of higher search volume and lower keyword difficulty.

Optimize your site for mobile

- Run a mobile site test to identify any mobile performance issues.
- Ensure your ecommerce site has a mobile responsive design.
- Research and target voice search-friendly SEO keywords.
- Optimize page load speed.
- Optimize images for mobile.
- Optimize title tags and meta descriptions for mobile.
- Make sure text content is accessible.

Create shareable content

- Build a content strategy with an emphasis on shareable content.
- Create a variety of content focused on fashion trends.
- Include visuals — both images and short-form video content.

Optimize product pages

- Write detailed product descriptions that include SEO keywords.
- Include information in the product descriptions that paints a picture of what it feels like to use the products.
- Choose high-quality images that show all the best traits of your product.
- Include SEO keywords in image alt-text and file names.

Leverage influencers and UGC

- Find micro-influencers in your fashion niche that you'd like to partner with on a campaign.
- Reach out to these influencers with a specific idea of how they can collaborate with you.
- Encourage customers to create content showcasing your products.
- Share the UGC across your social media and email channels.
- Get backlinks to product pages.
- Review campaign results and tweak your strategy moving forward.

Create seasonal SEO campaigns

- Identify seasonal opportunities for your fashion brand.
- Conduct keyword research to find SEO search terms related to seasonal items.
- Create optimized content focused on seasonal items.