

UNLEAVABLES

SEARCH ENGINE OPTIMIZATIONS

CONTENT PLANNING AND EXECUTION

THEME : CAT



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UNLEAVABLES

Unleavables is an e-commerce Brand which is focusing on their unique Designs for their audiences. The main objective is to drive traffic to the website which can lead to conversions, targeting people who want something unique which showcases their passion or what they love.

USP'S

Unisex T-Shirts & Hoodies

100% Cotton

220 GSM Bio-Washed Fabric

Sustainable Clothing



T-SHIRT



HOODIE

BRAND BRIEF



- Unleavables aims to become a go-to destination for quirky, relatable, and statement-making casual wear.
- By fusing creativity with comfort, the brand's mission is to provide customers with unique oversized T-shirts and hoodies that express personality, humor, and individuality.
- The tone is playful, witty, and relatable, making wearers feel like they're wearing more than just clothes, they're wearing their personalities



BUSINESS OBJECTIVE

- Brand Awareness and building a community of fashion enthusiasts who see Unleavables as more than just a clothing brand.
- Positioning as a top choice for creative theme based casual wear, in the oversized T-shirt and hoodie categories.
- Increase in Organic Traffic which will generate Revenue.

STAGE OF THE CUSTOMER ACQUISITION FUNNEL

Awareness & Consideration – This blog caters to users in the early stages of their buying journey, helping them learn about different cat breeds before they make a pet adoption decision.

TARGET AUDIENCE

- **Pet Owners & Adopters – Individuals researching breeds to find the perfect cat for their home, Cat meme lovers, pet influencers, and those who showcase their pets online.**
- **Young Professionals & Millennials – Urban dwellers who treat pets as companions and love stylish, quirky apparel.**



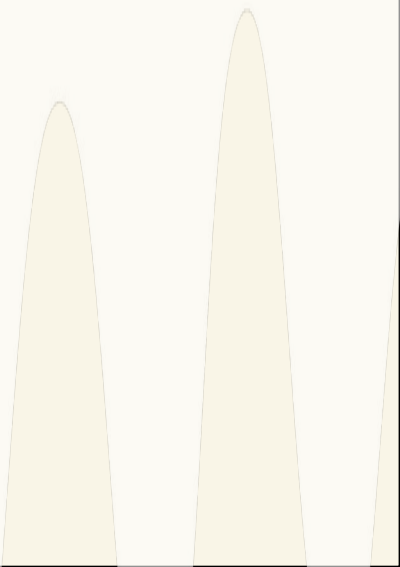
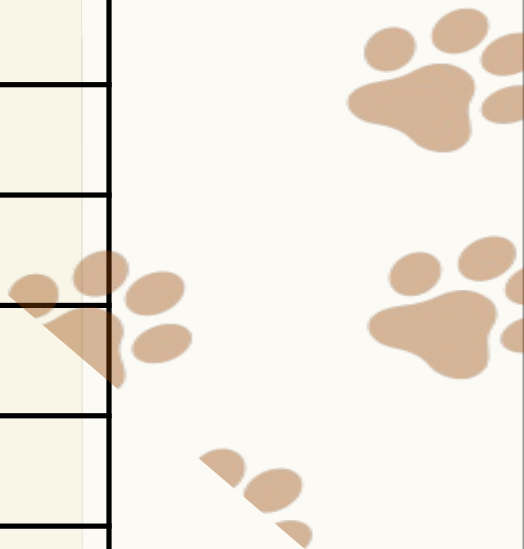
COMPETITOR ANALYSIS

BRAND OBJECTIVE	CLUSTER	TOP RANKING KEYWORDS	MONTHLY ORGANIC TRAFFIC	DOMAIN AUTHORITY
 Pop culture-themed merchandise licensed products (Marvel, DC, Friends). Focus on fandom-based t-shirts, hoodies, and accessories.	Top wear Bottom wear Sneakers	souled store, souled store t shirts for men, souled store t-shirt	821.1K	46
 Casual, quirky, youth-centric apparel bold prints and humorous designs Offers t-shirts, joggers, and hoodies.	Top wear Bottom wear Footwear	bewakoof, bewakoof oversize t-shirts, bewakoof hoodies	932.4k	72
 Affordable, trendy streetwear Includes customizable clothing options. casual t-shirts and hoodies	Top wear Bottom wear	beyoungster, beyoung tshirt, beyoung hoodies	513.3k	32



SEED KEYWORDS

SEED KEYWORDS	AVG. MONTHLY SEARCH	SOURCES
cat friendly home	50	competitor-purina
Cat Behaviors	500	google auto suggest
Cat Toys	50000	google auto suggest
cat breeds	50000	google auto suggest
Cat Allergies	5000	people also search for
cat training	500	google auto suggest
cat diet	500	google auto suggest
cat care	500	answer the public
cat diseases	5000	google auto suggest
cat scratch	5000	answer the public
cats cry	5000	answer the public
cat purr	5000	answer the public
why cats vomit	500	people also ask
which cat is the best for home	-	people also ask
cat care products	500	people also search for



BLOG TOPIC IDEAS

A Quick Guide to Cat Breeds
Top 10 Most Popular Cat Breeds in 2025
The History of Cat Breeds

BLOG TOPIC RESEARCH





BLOG TOPIC SELECTION

A Quick Guide to Cat Breeds

<https://docs.google.com/document/d/18goqKfv5SE9HOXGL-lxqCqm9cvHYbwPr3iWZKJq0Rqc/edit?tab=t.0>

REASON FOR SELECTION

This topic aligns well with Unleaveables brand identity and business objectives by targeting cat lovers, a key segment of our audience. Since our brand offers quirky, passion-driven T-shirts and hoodies for cat lovers, creating engaging and informative content about cat breeds helps us attract and educate potential customers who are passionate about felines.

Additionally, the topic has high search volume and is aligned with an informational intent, making it an excellent choice for organic traffic growth. People searching for cat breeds are likely enthusiastic cat owners or potential pet parents, which fits well with our target audience. By capturing their interest with valuable content, we can drive brand awareness and website visits while subtly integrating our products into the discussion.

PRIMARY SECONDARY KEYWORDS

Keywords	Avg. monthly searches	Competition	Intent	Shortlisting	Primary/secondary
different cat breeds	5000	Low	informational	Y	Secondary
cat breeds	50000	Low	informational	Y	Primary
maine coon cat	50000	Low	informational	Y	secondary
bengal cat	50000	Low	informational	Y	secondary
british shorthair	50000	Low	informational	Y	secondary
ragdoll cat	50000	Low	informational	Y	secondary
siamese cat	50000	Low	informational	Y	secondary
himalayan cat	50000	Low	informational	Y	secondary
sphynx cat	50000	Low	informational	Y	secondary
siberian cat	50000	Low	informational	Y	secondary
munchkin cat	50000	Low	informational	Y	secondary
American Bobtail	5000	Low	informational	Y	secondary
Popular cat breeds	500	Low	informational	Y	Secondary

KEY PERFORMANCE INDICATORS

IMPRESSIONS

AVERAGE POSITION

CLICKS

AVERAGE CTR





ChatGPT PROMPT

Write a blog post for me. where my target audience is people who are looking for information on cat breeds. Write the blog on the topic - A quick guide to cat breeds. Below is a list of primary and secondary keywords that needs to be included in this blog post.

Primary keyword - cat breeds, Secondary keywords - different cat breeds, maine coon cat, bengal cat, british shorthair, ragdoll cat, siamese cat, himalayan cat, sphynx cat, siberian cat, munchkin cat, American Bobtail . Create a blog post around 1000 words including the given keywords in it. write an optimised url, title , meta description and H1 and create 3 H2 headlines for the given blog, create 9 h3 tags for all the names of cat breeds, all cat breed names should be in h3 with info about them under them .meta title should have primary keyword in the start, meta description should have secondary keyword, H1 should have primary keywords, , add a summary in the last with summarizing the content and take the context of the summary towards our interlinking page

META ELEMENTS OPTIMIZATION

URL

<https://blog.unleavables.com/cat-breeds>

META TITLE

Cat Breeds: Explore Popular Different Cat

Breeds Discover various cat breeds like Maine Coon,

META DESCRIPTION

Bengal, British Shorthair, Ragdoll,

Siamese, Himalayan, Sphynx, Siberian, and

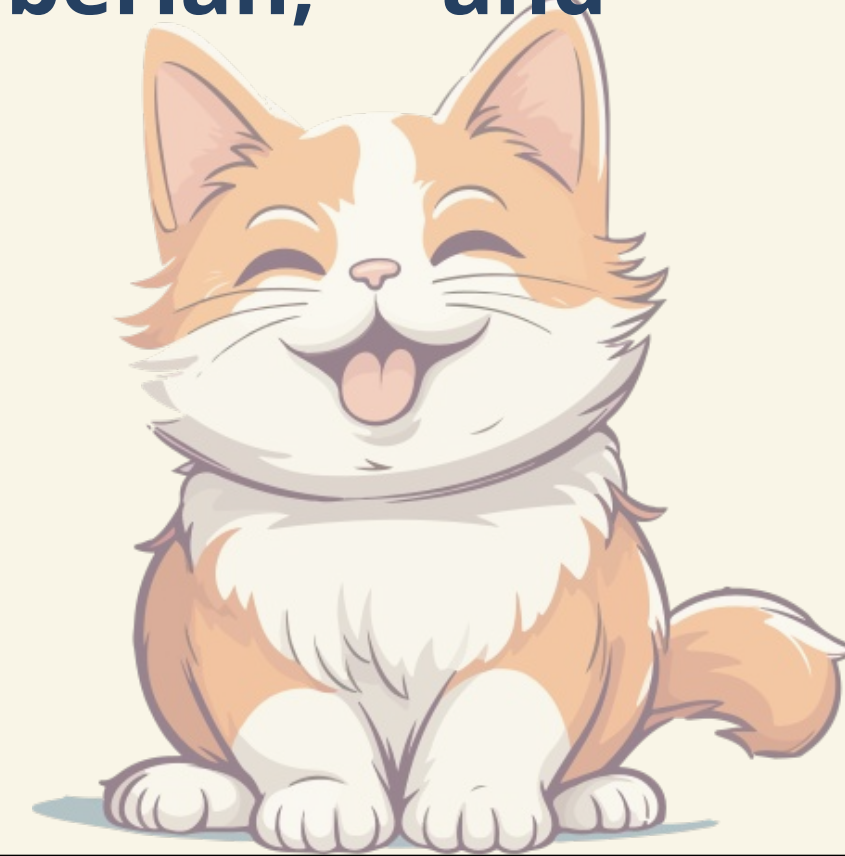
H1

Munchkin cats.

A Quick Guide to Cat Breeds

H2

- What is a cat breed?
- Different types of cat breeds



META ELEMENTS OPTIMIZATION



H3



ALT TAGS

- maine coon cat
- bengal cat
- british shorthair
- ragdoll cat
- siamese cat
- himalayan cat
- sphynx cat
- siberian cat
- munchkin cat
- "Bengal Cat with spotted coat resembling a miniature leopard"
- "British Shorthair cat with plush coat and round face"



WEBSITE TECHNICAL AUDIT

	PROBLEM	SUGGESTION
Robots Meta Tag	The problm is that there is no robot meta tag due to which all pages will be crawled and idexed by google.	Add robot meta tag so that we can control the indexation and passing of link juice to external pages accordingly.
Rich Snippets	There are no rich snippets present in it	Add product and review structured snippet with having the ratings.
Page Speed	Mobile-68 Desktop-100 Passed for both	For desktop it is perfect and for mobile we can work on few things such as, LCP loaded in 7.3seconds or 7260ms, remove unused js. This will help to improve the

GUEST POST FOR BACKLINK

Guest Posting Opportunities	Domain Authority	Traffic	Spam Score
https://www.catster.com/cat-breeds/	80	645.7K	1%
https://www.petmd.com/	74	10.5M	1%
https://www.meowingtons.com/	54	20.7K	1%

LINK INSERTION

Link Insertion Opportunities	Domain Authority	Traffic	Spam Score
https://cats.com/reviews/best-canned-cat-food	58	887.1K	1%
https://www.rover.com/blog/why-do-cats-sleep-on-you/	81	3.2M	1%





EMAIL PITCH FOR GUEST POST

Subject: Request for Guest Post Opportunity

Dear Pangolia,

I hope you're doing well! I recently came across Catster and absolutely loved your content on Why Do Cats Cry at Night? 8 Vet-Reviewed Reasons. Your insightful posts truly resonate with cat lovers, and I'd love to contribute to your fantastic platform.

I'm reaching out on behalf of Unleaveables, an e-commerce brand offering quirky, passion-driven T-shirts and hoodies. Our collections cater to various interests, including cat lovers, coffee enthusiasts, dog lovers, and travel enthusiasts. Our apparel is made from 100% cotton, 220 GSM bio-washed fabric, ensuring comfort and sustainability.

Since your blog already offers valuable insights on cat breeds, I'd love to contribute a guest post that adds even more value to your audience. Here are a few topic ideas that might interest your readers:

A Quick Guide to Cat Breeds "

"Which Cat Breed Matches Your Personality? A Fun Guide for Cat Lovers"

"The Evolution of Domestic Cat Breeds: A Fascinating Journey"

The article will be well-researched, engaging, and tailored to your readers, ensuring it aligns with your blog's style and audience preferences.

Would you be open to discussing this opportunity further? I'd be happy to share an outline or make adjustments based on your preferences. Looking forward to your thoughts!

Best regards,

NSSM

Unleaveables

kraftshalagrp9@gmail.com

[illegible]

Expected Monthly Growth Plan			
Page	Targeted keywords	Targeted keywords search volume	Current Rank
<u>A Quick Guide to Cat Breeds</u>	cat breeds	50000	100
	maine coon cat	50000	100
	bengal cat	50000	100
	british shorthair	50000	100
	ragdoll cat	50000	100
	siamese cat	50000	100
	himalayan cat	50000	100
	sphynx cat	50000	100
	siberian cat	50000	100
	munchkin cat	50000	100
	American Bobtail	5000	100
	Popular cat breeds	500	100

Month 1			
Expected Rank	Expected CTR	Expected traffic	Increase in traffic
50	0.10%	50	50
50	0.10%	50	50
50	0.10%	50	50
50	0.10%	50	50
50	0.10%	50	50
50	0.10%	50	50
50	0.10%	50	50
50	0.10%	50	50
50	0.10%	50	50
50	0.10%	50	50
50	0.10%	5	5
50	0.10%	1	1

[illegible]

Month 3			
Expected Rank	Expected CTR	Expected traffic	Increase in traffic
18	0.25%	125	25
18	0.25%	125	25
18	0.25%	125	25
18	0.25%	125	25
18	0.25%	125	25
18	0.25%	125	25
18	0.25%	125	25
18	0.25%	125	25
18	0.25%	125	25
18	0.25%	125	25
18	0.25%	13	3
18	0.25%	1	0



THANK YOU