

## **Action Plan for Crackers Shop in Sivakasi – SEO & Digital Marketing Strategy**

### **Client Overview:**

**Business:** Crackers Shop (Wholesale & Retail)

**Location:** Sivakasi

### **Target Audience:**

- Retail customers (Diwali, New Year, weddings)
- Wholesale buyers (distributors, event organizers)

**Competitors:** <https://www.crackersshope.com/>, <https://kannan crackers.in/>, <https://goatcrackers.com/>

## **Phase 1: Website Development & Optimization**

### **1. Website Creation (E-commerce Focused)**

**Platform:** WooCommerce (WordPress)

#### **Key Pages:**

1. Homepage (Showcase bestsellers, offers, festive discounts)
2. Product Categories (Sparklers, Rockets, Flower Pots, Gift Boxes, etc.)
3. Wholesale Inquiry Form
4. About Us (Highlight Sivakasi's cracker heritage)
5. Blog (Festival trends, safety tips, cracker types)
6. Contact (Google Maps, WhatsApp, Call-to-Action)

## **If Example format**

### **Must-Have Features:**

- Secure Payment Gateway (Razorpay, Paytm)
- COD Option
- Bulk Order Discounts
- SEO-friendly URLs & Schema Markup

### **2. Keyword Research & Selection**

#### **Primary Keywords:**

Online Crackers Sivakasi
Best online crackers shop in Sivakasi
Wholesale crackers in Sivakasi
Pattasu Shop in Sivakasi
Crackers wholesale manufacturers in Sivakasi

#### **Long-Tail Keywords:**

Buy Diwali crackers online Sivakasi
Cheap wholesale pattasu Sivakasi
Best cracker deals in Sivakasi 2024
Safe crackers for weddings Sivakasi
Online pattasu kadai in Sivakasi with delivery

#### **Competitor Keywords (From Reference Sites):**

Premium quality crackers Sivakasi
Eco-friendly fireworks Sivakasi
Crackers shop near me

## **Tech 2: On-Page SEO & Content Strategy**

### **1. On-Page Optimization**

Title Tags & Meta Descriptions

Header Tags

Image Optimization (Alt tags: Sivakasi Diwali Crackers Wholesale)

Internal Linking (Connect blogs to product pages)

Schema Markup (Product, Local Business, FAQ)

### **2. Content Marketing (Blog Posts)**

Top 10 Diwali Crackers to Buy in Sivakasi 2025

Wholesale vs Retail Crackers – Which is Best for Your Event?

Eco-Friendly Crackers – A Safe Choice for Kids

How to Identify Premium Quality Pattasu in Sivakasi?

## **Tech 3: Off-Page SEO & Local Listings**

### **1. Local SEO (Google My Business & Maps)**

- Claim & Optimize GMB Listing

- Add Keywords in Business Description
- Get Reviews from Wholesale Buyers
- Post Regular Updates (Festive Offers, New Stock)

## **2. Backlink Building**

- Local Business listings, bookmarks, etc
- Local Business Directories (JustDial, Sulekha)
- Forum Engagement (Quora: Where to buy crackers in Sivakasi?)

## **3. Social Media & Paid Ads**

- Facebook & Instagram Ads (Target Diwali, New Year shoppers)
- YouTube Shorts (Cracker unboxing, safety demos)
- WhatsApp Marketing (Bulk order inquiries)

## **Phase 4: Performance Tracking & Scaling**

- Google Analytics & Search Console (Track rankings, traffic)
- Monthly SEO Reports (Keyword rankings, conversions)
- A/B Testing (Landing pages, ad copies)

Expected Results (6-12 Months):

- ✓ ☐ Top 3 rankings for Online Crackers Sivakasi
- ✓ ☐ 30%+ increase in organic traffic
- ✓ ☐ Higher wholesale inquiries via website

I Have mentioned competitor website and most used common keywords with search volume and difficulty

<b>SI No</b>	<b>Keywords</b>	<b>Search volume</b>	<b>Keywords Difficulty</b>
1	Online Crackers Sivakasi	4400	37
2	Best Online Crackers Shop in Sivakasi		
3	Crackers Wholesale Manufacturers in Sivakasi		
4	Best Online Crackers Sivakasi Shop		
5	Wholesale Crackers in Sivakasi	390	33
6	Wholesale Pattasu in Sivakasi		
7	Pattasu Shop in Sivakasi		
8	Online Pattasu Kadai in Sivakasi		
9	Buy Crackers Online in Sivakasi		
10	Best Deals on Crackers Sivakasi		
11	Diwali Crackers Online Sivakasi	10	20
12	Sivakasi Crackers Online Shopping		
13	Best Wholesale Crackers Suppliers in Sivakasi		
14	Affordable Crackers Online Sivakasi		
15	Fireworks Wholesale Distributors Sivakasi		
16	patakhe	27100	33
17	book crackers online	210	10