

Objectives	To drive sales
Metrics	Rankings, traffic, conversions
Call to Action	Shop now, buy now
Target Audience	People looking for high quality backpacks that are waterproof, versatile and sustainable
Tone of Voice¹	Informational, conversational
Competitor Pages	See competitor products
Competitor Differentiation	Product pages will be longer, in depth and targeted to relevant keywords. KW: sustainable backpacks - https://rokalondon.com/collections/backpacks - https://www.lefrik.com/?srsltid=AfmBOoqlQODx-DX8a6m-pCMX5JBsFn0e_RVHfs1jEm9TsWJYZMlick2a - https://www.sustainablejungle.com/sustainable-backpacks/ KW: stylish backpacks - https://www.johnlewis.com/browse/sport-leisure/suitcases-bags-accessories/backpacks/-/N-et6 - https://www.telegraph.co.uk/recommended/leisure/travel/best-backpacks/ - https://www.amazon.co.uk/Stylish-Backpack/s?k=Stylish+Backpack KW: outdoor backpack - https://www.gooutdoors.co.uk/walking/equipment/rucksacks/ - https://theoutdoorscompany.co.uk/product-category/bags/backpacks/ - https://www.cotswoldoutdoor.com/c/rucksacks.html
Benefits²³	See 'Key Features' section
URL	https://groundtruth.global/collections/backpacks
Title / H1	Sustainable Stylish Backpacks for Outdoors

¹ [Tone of Voice Guidance](#)

² [Elements of Value Interactive Graphic - Bain & Company Insights](#)

³ [Explore the B2B Elements of Value - Bain & Company Interactive Graphic](#)

Title Tag⁴	<i>Outdoor Backpacks Sustainable Urban Bags Rainproof</i>
Meta Description	<i>See GROUNDTRUTH's range of outdoor backpacks. Our stylish bags are rainproof and are ideal for exploring the world. Sustainable backpacks with 10-year warranty.</i>
Keywords⁵	<i>outdoor backpack</i> <i>outdoor bag</i> <i>rainproof backpack</i> <i>stylish backpacks</i> <i>sustainable backpacks</i> <i>urban backpack</i> <i>eco friendly backpack</i> <i>modern backpack</i>
Search Intent⁶	<i>Transactional</i>
Internal Links⁷	<i>Other relevant products</i>
Word Count	<i>500-700</i>
FAQs	<i>Check search result or common asked questions about each product type</i>
Heading Structure⁸	
<H1> Sustainable Stylish Backpacks for Outdoors Our award-winning, multifunctional backpacks are crafted for urban life and outdoor adventures. Made from weatherproof materials, built to keep everything safe and dry whether you're navigating the city or exploring the great outdoors. Crafted from our 100% recycled materials, our stylish backpacks are an eco friendly choice for your daily adventures. With unmatched durability and a 10-year warranty, they offer the perfect combination of sustainability, style and versatility, no matter where the journey takes you.	

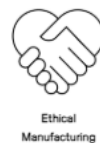
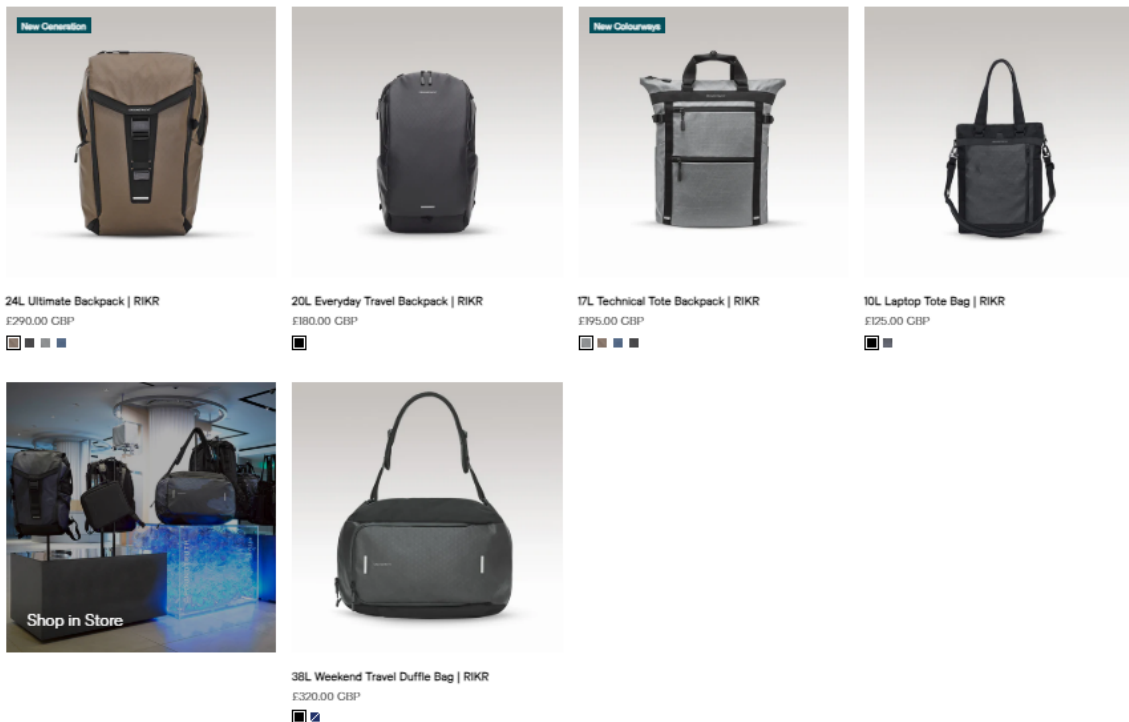
⁴ [How to Write Metadata](#)

⁵ [Keyword Research Guidance](#)

⁶ [Search Intent in SEO](#)

⁷ [Internal Linking Best Practices](#)

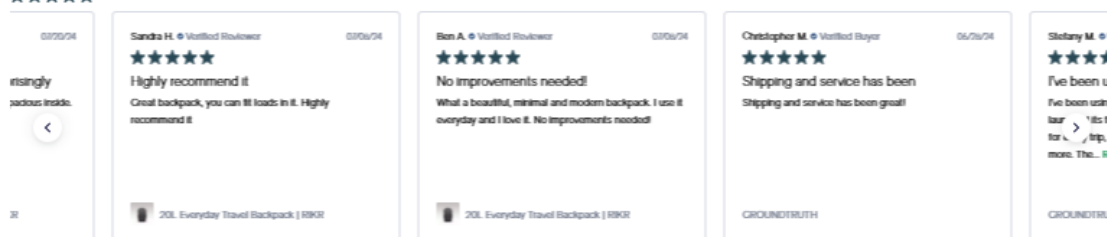
⁸ [Optimising Content Guide \(Headings Section\)](#)



Customer Reviews

★★★★★ 317 reviews

[See all reviews here](#)



<H2>Backpack FAQs

<H3> How to choose the best backpack for you?

When deciding what backpack to purchase, you should firstly consider the size of it. You need to think about what you're going to use it for and how much you will need to carry in it.

If you're using it for commuting you'll want a backpack between 10L to 20L. If you're carrying a laptop, then it's a good idea to have a laptop compartment too in order to keep it safe. [Our 17L Technical Tote Backpack](#) is perfect for people on the move who want a bag for travelling to and from work. It also has easily accessible exterior pockets

For those wanting a backpack for travelling, you might want a slightly larger backpack. Our [20L Everyday Travel Backpack](#) is the perfect urban backpack that you can also take on outdoor adventures.

If you want to ensure everything stays dry when it rains, a weatherproof backpack is a must. All our backpacks are weatherproof so you have peace of mind on rainy days.

<H3> How are your backpacks sustainable?

Our backpacks are made from 100% recycled materials. Every part of our RIKR range of backpacks are made from sustainable materials from the stylish body although the way through to the threads that hold it all together. Even the zips are sustainably made.

<H3> How are your backpacks ethically made?

We only work with bluesign®-certified and Global Recycled Standard manufacturers meaning all our backpacks are ethically made, using suitable materials.

<H3>Are your backpacks eco friendly?

Yes, every GROUNDTRUTH product is eco friendly. We care about our planet and do everything we can to reduce our impact so everything is carbon neutral. We even offer a carbon negative option at the checkout so you can reduce your carbon footprint too. An eco-friendly backpack is made from sustainable, recycled, or biodegradable materials.

<H3>Are recycled textiles strong?

Absolutely! Recycled textiles can be incredibly strong. We use advanced recycling techniques to ensure our materials are not only eco-friendly but also resilient and durable for everyday use. The construction and weaves we choose ensures the highest level of durability and strength. Our main body textiles are constructed with a ballistic weave, meaning the yarn is twisted as it is weaved, giving an extra layer of strength.

<H3>Are your backpacks vegan?

All GROUNDTRUTH products are 100% vegan, we do not use any type of animal products in our materials.

<H3>What are urban backpacks?

Urban backpacks are designed for daily use. They are ideal for commuting to work, travel and for university. They are made from durable material so they can hold essential items

without the material coming apart. A quality urban backpack will also be water-resistant to protect everything on rainy days.

<H3> Rucksack vs Backpack. What's the difference?

Rucksacks and backpacks are essentially the same thing. The main difference is a rucksack is designed to carry more things and is often used to describe hiking bags. The "standard" rucksacks fall within the 20-40 liter capacity. Our [24L Ultimate Backpack](#) is ideal if you're after a large modern bag for hiking and traveling.

<H3> Why are some bags called rucksacks?

The name rucksack originated from the German word "rücken" which means "back" and "sack". Rucksack has become a popular term to describe bags and is frequently used today, especially when describing outdoor backpacks.

<H3> What to look for in a modern backpack?

When shopping for modern backpacks, the first thing people are going to notice is the style of it. You want the backpack to look stylish but it cannot sacrifice functionality. It should still be able to fit the things you need to carry. A modern backpack should be comfortable to carry around. Modern backpacks should also be environmentally friendly and made from sustainable materials.

<H3> Do your backpacks come with a warranty?

We design our products to last, and this is why we offer a comprehensive 10 year warranty on all our products.

This warranty covers any manufacturing defects, ensuring our customers receive the best quality and service. If we determine the issue is covered, we will repair it and send it back to you free of charge. If the product is damaged beyond repair, we will replace it for you.

For more details, please visit our [warranty policy page](#).

