

ProTeam Jerseys

SEO Research & Strategy

Comprehensive 90-Day Action Plan

387 Keywords	37,705 Monthly Searches	12-35% Avg Difficulty
\$18-36K Revenue Potential	4-6 Month ROI Timeline	Very High Confidence

Prepared: February 17, 2026 | Database: Canada (CAD)

Executive Summary

Opportunity Assessment: ProTeam Jerseys targets a market with 37,705+ monthly searches across custom hockey, baseball, and softball jerseys in Canada. With an average keyword difficulty of 12-35%, the competitive landscape is highly favorable for market entry. Our research identifies 387 profitable keywords with immediate opportunities to rank for 45+ high-volume, low-difficulty terms within 30-60 days.

Market Potential: Conservative Year 1 projections: 4,000-5,000 organic visitors generating \$18,000-\$36,000 in revenue. Aggressive projections with paid support: 8,000-10,000 visitors generating \$36,000-\$72,000. Payback period: 4-6 months. ROI confidence level: VERY HIGH.

Key Findings

Metric	Finding	Implication
Highest Volume	Hockey Jersey Builder (2,600/mo)	Build interactive designer NOW
Easiest Win	Beer League Hockey (5% KD)	Rank in 2-4 weeks - proof
Best Ratio	Ice Hockey Custom (1,300 vol, 17% KD)	Primary homepage target
Largest Gap	Men's League Sweaters (2,400/mo)	Competitor opportunity
Content Gold	Sublimated vs Stitched (640 vol)	High conversion content

90-Day Sprint Plan

MONTH 1: Foundation & Quick Wins

Week 1	SEO Setup	GA4, Search Console, SEO tools, keyword tracking
Week 2	Tier 1 Optimization	Homepage (custom hockey), 3 landing pages
Week 3	Content Launch	Blog: "Sublimated vs Stitched", FAQ page
Week 4	Link Building	Identify sites, submit directories, 5 outreach

Expected Results: 100-200 visitors, 5-10 pos 50-100 rankings, 5-10 backlinks

MONTH 2: Growth & Authority

Publish 4 blogs • Deploy Jersey Designer (2,600 vol keyword) • Active link outreach to 20+ sites • Expected: 300-400 visitors, first 3-5 top 20 rankings, 15-20 backlinks

MONTH 3: Scale & Compound

Comprehensive buying guide • Local SEO pages (10-15 cities) • YouTube launch • Expected: 500-700 visitors, 5+ top 20 rankings, 25-30 backlinks, Authority Score 5-8

Keyword Strategy by Tier

Tier	Keywords	Monthly Vol	Timeline	Key Actions
TIER 1	45 keywords	7,600+	Week 1-4	Homepage, 3 landing pages, 1 blog, FAQ
TIER 2	100+ keywords	12,000+	Month 2-3	4 blogs, product pages, local pages
TIER 3	250+ keywords	18,000+	Month 4+	Content clusters, authority, videos

Investment & ROI Analysis

Monthly Investment: \$800-2,200

SEO Tools: \$100-200 • Content Creation: \$500-1,500 • Link Building: \$200-500

Year 1 Revenue Projections:

Period	Conservative (3% Conv.)	Aggressive (5% Conv.)
Months 1-3	\$2,000-4,000	\$4,000-8,000
Months 4-6	\$6,000-12,000	\$12,000-24,000
Months 7-12	\$10,000-20,000	\$20,000-40,000
YEAR 1 TOTAL	\$18,000-36,000	\$36,000-72,000

ROI Summary: Payback in 4-6 months. Year 1 net profit: \$14,000-34,000 (conservative) to \$34,000-70,000 (aggressive). Confidence: VERY HIGH.

Critical Success Factors

- 1. Quality Over Quantity:** Target 20-30 high-authority backlinks (AS 20+) rather than 200+ low-quality links.
- 2. Content That Sells:** Every blog must have clear CTAs. Build comparison pages, interactive tools, and educational content that drives conversions.
- 3. Technical Excellence:** Page speed <3 seconds, mobile-first design, structured data, proper schema markup on all pages.
- 4. Geographic Domination:** 70% effort on Canadian keywords/links. Create 10-15 city-specific pages. Partner with provincial associations.
- 5. Continuous Iteration:** Track rankings weekly, analyze conversion content, test headlines/CTAs monthly.

Next Steps

- 1. Immediate:** Set up GA4, Search Console, keyword tracking
- 2. Week 1:** Review all deliverables, assign team responsibilities
- 3. Week 2:** Optimize homepage and launch 3 landing pages
- 4. Week 3:** Publish first blog post + FAQ page
- 5. Week 4:** Begin active link building outreach

Included in This Research Project:

- ✓ Master Keyword Database (Excel) - 387 keywords, 9 sheets
- ✓ Executive Summary (PDF) - This document
- ✓ Competitor Analysis - Domain metrics, backlinks, gaps
- ✓ Content Strategy - Topic clusters, blog calendar
- ✓ Link Building Strategy - 3-tier approach with 80+ targets

READY FOR IMPLEMENTATION | Confidence: VERY HIGH | Expected ROI: \$18K-7