

# PP05 RJW ARTSTUFF

## Web Marketing

### Search Engine Optimisation (SEO) Keyword Considerations

#### RJW ARTSTUFF:

Online e-comm portal to shop *original artwork and illustration products* from UK [tradigital artist](#), RJW.

Main **product** proposition of the site offers a range of top quality, printed original artworks and garments at affordable prices, comprising of items from initial **ARTWORK** and **ARTWEAR** categories:

- **ARTWORK:** Limited edition prints and canvas art
- **ARTWEAR:** Custom art printed garments - hoodies, t-shirts & caps

A secondary **service** proposition offers *custom original [tradigital art](#) and artist commissions* by RJW at a competitive rate. To access this service, users will be taken to the site's **Contact** page, where they will be able to complete a simple **Hire RJW** form to start a **custom project** enquiry.

GENERAL TOPICS		
original artist prints	custom art garments	illustrator for hire
BRAINDUMPS		
Art, prints, canvas, poster Canvas art Cool custom canvas art Buy original art online Buy tradigital art online Buy original stretched canvas art Buy artist limited edition prints Original custom art prints	Shirts, hoodie, cap, t-shirt Printed t-shirts Custom art t-shirts Back printed hoodies Custom printed caps Buy original art t-shirts online Quality original art/wear for sale Buy cool original art hoodies online	Artist, illustrator, commission, hire Commission illustration Tradigital art Tradigital artist Hire tradigital artist Custom art commissions Pet portraits Hire talented illustrator
GOOGLE SEARCH RELEVANT RETURNS		
Digital art prints Stretched canvas wall art Local artists paintings for sale Limited edition art	Graphic hoodies Custom art tee Independent artist t-shirts (30m)	Digital artist commissions Tradigital fine arts (only 22.5k...) Bachelor of tradigital fine arts (80k!)
INITIAL FINALS (Considering relevance/authority/volume)		
Original artist prints Limited edition art Digital art prints Cool custom canvas art	Printed t-shirt Graphic hoodies Custom art garments Original artwear	Tradigital art Commission illustration Custom art

**Vast, competitive fields w. many big players - going niche short(-er!) tail & a couple of more popular long-tail**