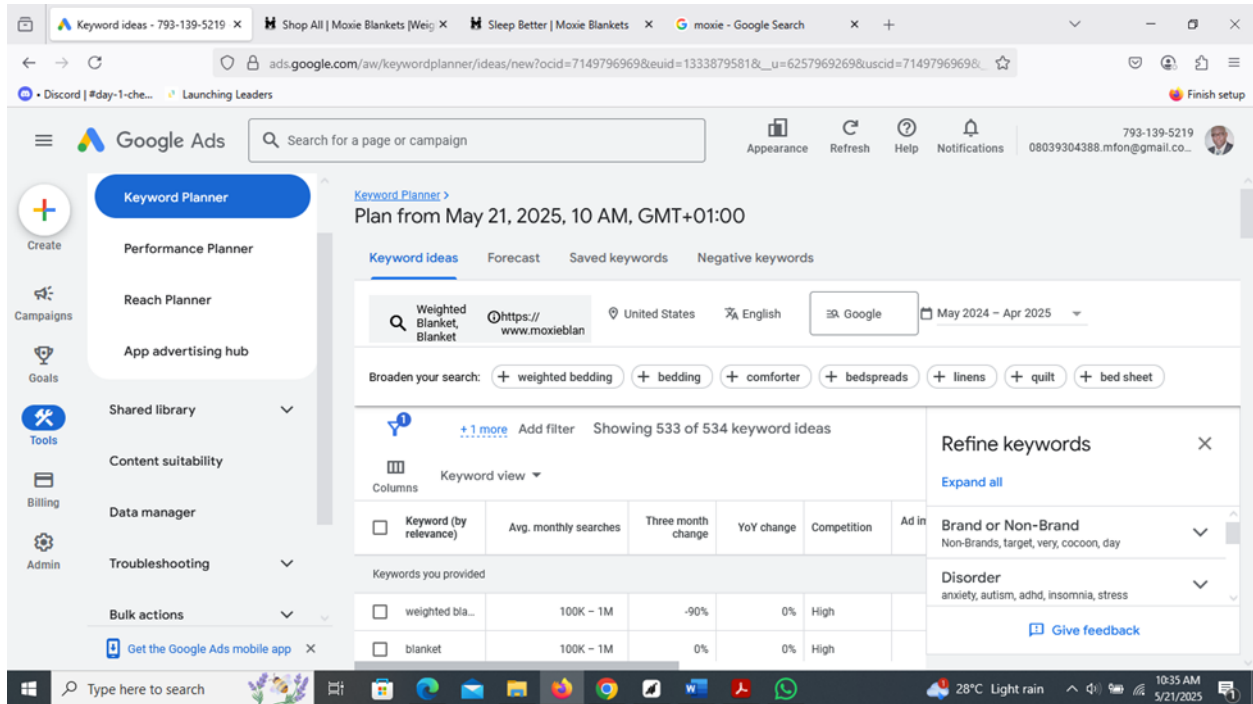✅ **Screenshot 0: Google Ads – Competitive Landscape**

Keyword Context: General search for "weighted blanket"

Observation: Multiple top brands using **Google Ads** to appear on high-value terms.

Insights:

- The presence of **multiple paid listings** confirms this is a **high-commercial intent keyword category.**

- Brands like Gravity, Baloo, and Luna are actively bidding on these keywords.

**Implication for MoxieBlankets.com:**

- You're competing with established brands with ad budgets.

- Solely relying on organic traffic will limit visibility unless highly optimized.

Recommendations:

- Begin a **targeted Google Ads campaign** for long-tail variations like:
  - "cooling weighted blanket for summer"
  - "weighted blanket for anxiety adults"

- Use **product schema markup** to appear in Google Shopping results.

Screenshot 1: Keyword – "Weighted Blanket for Sleep"
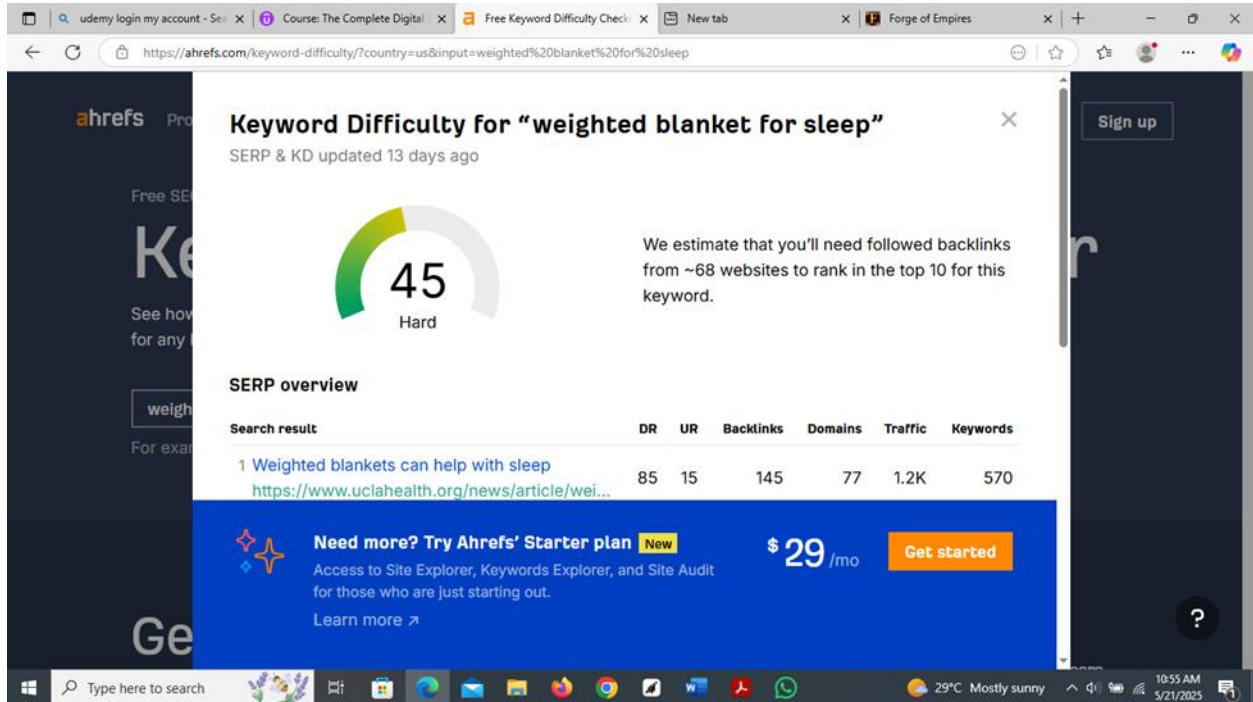
Keyword: *weighted blanket for sleep*
KD: 45 (*Hard*)
Monthly Traffic: ~1.2K
Referring Domains Needed: ~68
Top URL: uclahealth.org (DR 85+)

Insights:

- Mid-to-high difficulty.

- Dominated by **trusted medical sites** and **high authority health blogs**.

- Strong mix of **informational + transactional intent**.

Implication for MoxieBlankets.com:

- Your product collection page alone is unlikely to rank.

- However, you can still compete via **supporting content and internal linking.**
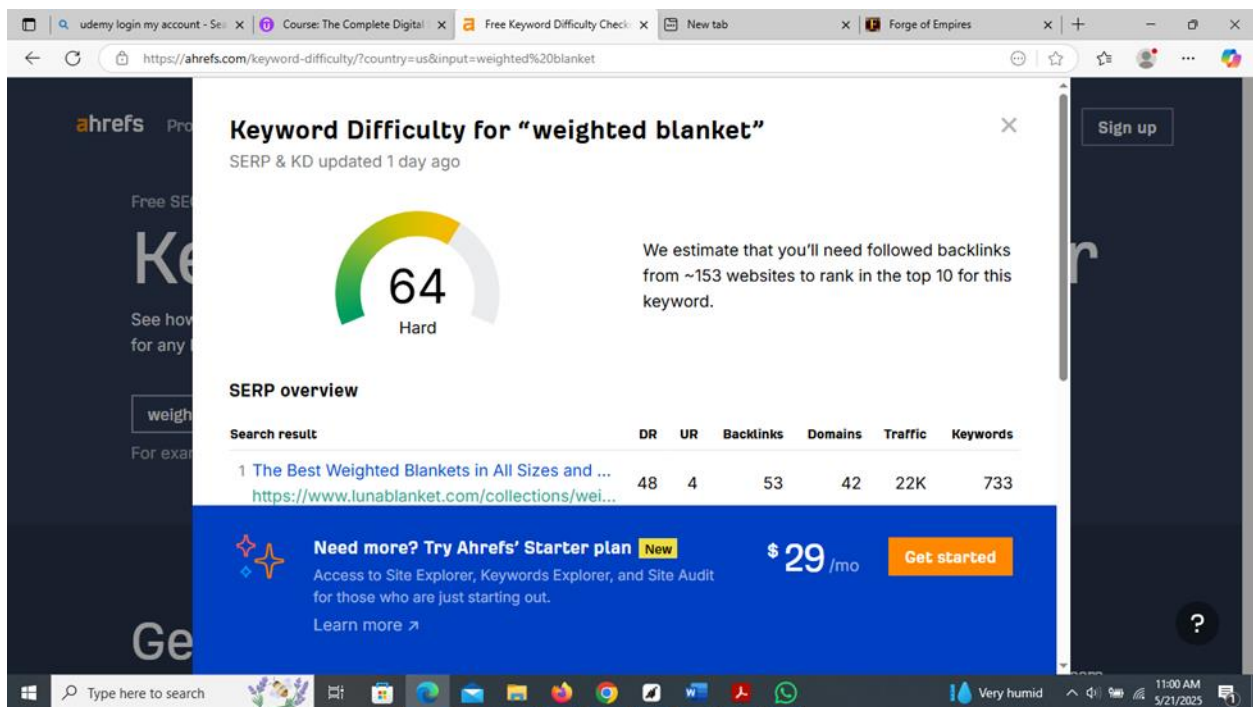
Recommendations:

- Publish a **supporting blog post**:

"How Weighted Blankets Improve Sleep Quality"

- Internally link this blog post to product pages.

- Use keywords like "sleep blanket," "deep sleep," and "restful night" in descriptions.

Screenshot 2: Keyword – "Weighted Blanket" (Generic Term)

Keyword: *weighted blanket*
KD: 59 (*Hard*)
Monthly Traffic: 10.2K+
Top URL: Healthline
Backlinks (Top Result): 312
Ranking Keywords: 2,034

Insights:

- Extremely competitive.

- Dominated by high DR content publishers with 300+ backlinks.

- Broad, non-specific term that captures both buyers and information seekers.

Implication for MoxieBlankets.com:

- Competing for this head term is **not cost-effective** unless brand authority increases significantly.

- However, you can **rank for long-tail versions**.

Recommendations:

- Focus on longer variations such as:

    - "best weighted blanket for hot sleepers"

    - "cooling weighted blanket for adults"

- Optimize product pages and collection filters around those phrases.

-

Screenshot 3: Keyword – "Children Blanket / Weighted Blanket for Kids"
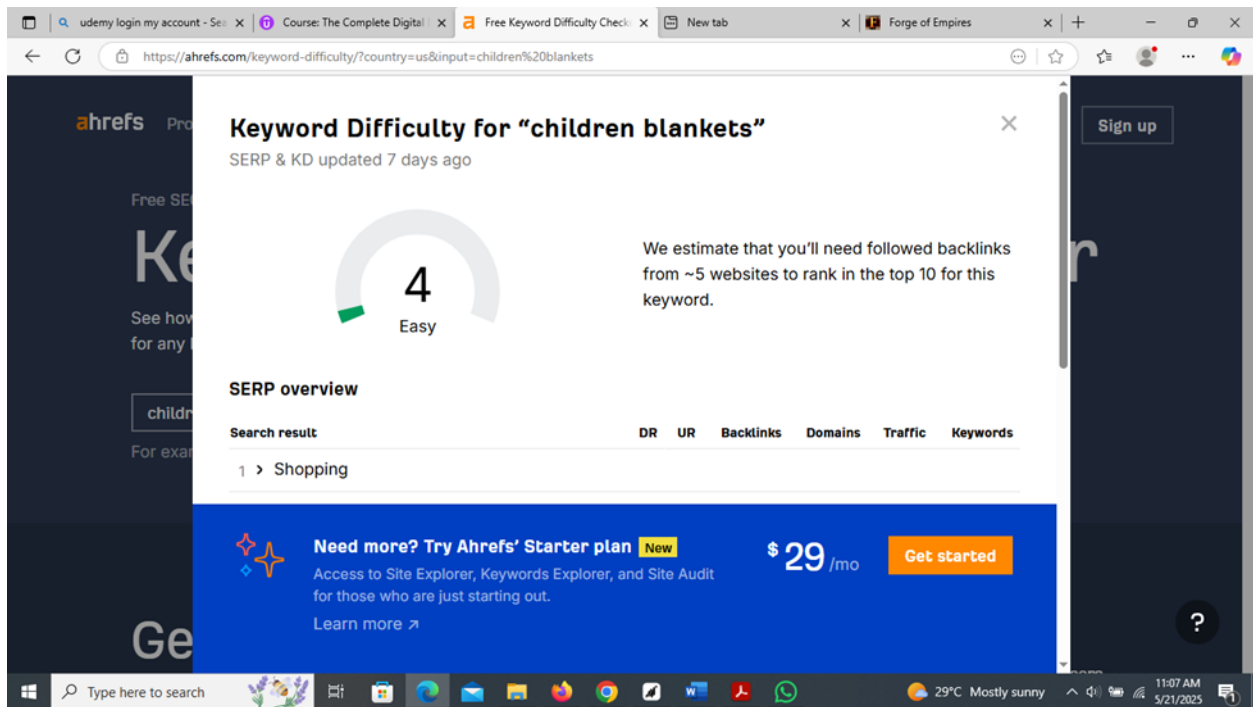
Keyword: *weighted blanket for kids / children blanket*
KD: ~38 (*Moderate*)
Top Domains: Parenting blogs, autism resources, smaller product sites

Insights:

- Lower competition niche.

- Parents, especially those with sensory-sensitive children, form the target audience.

- Opportunity for emotional marketing and trust-building.

Implication for MoxieBlankets.com:

- Strong opportunity to **create a dedicated product category or landing page**.

- Potential for ranking quickly due to lower competition and specific user intent.

Recommendations:

- Launch a **product line for kids** with smaller weights and sensory-safe materials.

- Add keyword-rich copy:

"Safe, soft, and calming weighted blanket for children and toddlers"

- Build backlinks from **parenting forums** and **special needs resources**.

Screenshot 4: Keyword – "Therapy Blanket"
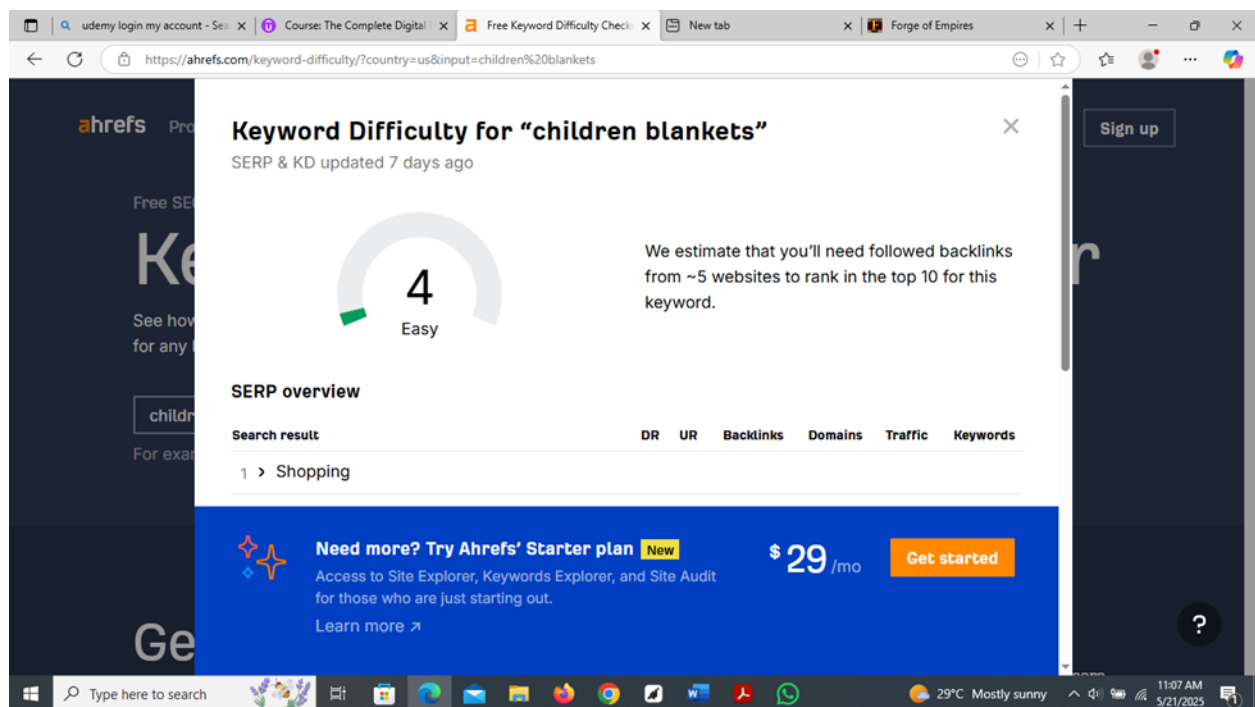
Keyword: *therapy blanket*
KD: ~38
Monthly Traffic: ~780
Top Result: Medical News Today

Insights:

- Moderate keyword difficulty with **high psychological association** (anxiety, PTSD, autism).

- Often used by health-conscious consumers or caregivers.

Implication for MoxieBlankets.com:

- This is a **brand positioning opportunity**: Moxie isn't just a comfort product—it's therapy.

- Can appeal to audiences with **emotional pain points**, including stress, insomnia, and anxiety.

Recommendations:

- Add the phrase "therapy blanket" to product tags, titles, and descriptions.

- Write a **blog post or FAQ**:

"What is a Therapy Blanket? Benefits for Sleep, Anxiety & Mental Wellness"

- Include **real testimonials** from users who use the product therapeutically