

Executive Summary for CEO – Keyword & SEO Positioning Analysis

Prepared for: Moxie Blankets Revive – Website & E-commerce Optimization Project

Prepared by: Ekpenyong Mfon

Date: May 2025

Purpose of Analysis

This report evaluates the competitiveness of high-value search keywords relevant to Moxie Blankets, using data extracted from Ahrefs keyword difficulty dashboards and SERP insights. The objective is to identify SEO opportunities and assess where and how our products can effectively rank in search engines, particularly Google.

Key Findings

1. High Commercial Intent Keywords:

Terms such as “*weighted blanket for sleep*”, “*cooling weighted blanket for summer*”, and “*therapy blanket*” show significant monthly search volume (1.1K–1.4K+) and strong purchase intent. However, most of these keywords fall into a **moderate to hard competition range**, with **Keyword Difficulty (KD)** between **36–59**.

2. SERP Difficulty (SD):

- SD is a technical SEO metric that estimates **how difficult it is to rank on Google’s first page** for a given keyword, based on the **authority and backlink profiles of the top-ranking pages**.
- For most of our target keywords, SD is **moderate to high**, indicating we’re competing with well-established sites like Healthline, Sleep Foundation, and UCLA Health.

3. Underutilized Niche Opportunities:

- Keywords like “*weighted blanket for kids*” and “*weighted blanket for adults with anxiety*” show **moderate competition** and **high intent**, offering strong entry points for organic ranking.
- These terms are not currently well represented on our product collection page, which limits visibility.

4. High Paid Ad Activity:

- Google Ads dominate the top of the search results for most of the core keywords, indicating a **competitive and monetized search environment**.
- Brands are investing in paid visibility, which increases the importance of both **SEO** and **smart SEM (search engine marketing)** strategies.

Strategic Implications

- Moxie Blankets must strengthen its **organic search positioning** by:
 - Integrating targeted keywords into product titles, descriptions, and on-page SEO content.
 - Publishing **high-quality content (blog/FAQ pages)** focused on sleep improvement, anxiety relief, and seasonal usage (e.g., summer cooling).
 - Building **relevant backlinks** from trusted sites in the wellness, parenting, and sleep health niches.
- Given the high SD and ad activity, we also recommend **targeted Google Ads** for long-tail keywords to gain immediate visibility while organic traffic grows.

Recommended Next Steps

Action	Timeline	Owner
Integrate long-tail keywords into product listings	Week 1	Web Content Team
Launch blog content strategy (5 posts)	Weeks 1-2	SEO & Content Lead
Create dedicated landing pages for Kids & Therapy categories	Week 2	Web Dev + Content
Begin backlink outreach to parenting and sleep wellness blogs	Ongoing	SEO Outreach Team
Test Google Ads for top-converting keywords	Week 3	Paid Media Lead

Success Metrics to Track

- Keyword rankings (weekly)
- Organic traffic growth
- Conversion rates from SEO landing pages
- Cost per conversion for paid keyword campaigns