SEO Plan

# Goals

The goal of this SEO plan is to attract more customers to the site with the potential for them to purchase products from the store. The storeowner would like to create a web presence to reach a larger customer base that extends beyond her Facebook friends. Higher traffic is a potential yield for more revenue for the company, which would lead to more products offered on the site.

# Search Queries

Jewelry

Organic jewelry

Custom jewelry

Rings

Necklaces

Earrings

Jewelry design

Women’s jewelry

Unique jewelry

Handmade jewelry

Customized jewelry

Handcrafted jewelry

Handmade rings

Handmade necklaces

Handmade earrings

Ladies jewelry

One-of-a-kind jewelry

Bone jewelry

Custom organic jewelry made from bones

Organic bone jewelry

# Keyword Analysis

## Custom Organic jewelry made from bones

Top search result: painfulpleasures.com

Very lengthy description in the meta tag, multiple keywords and phrases in meta tag, canonical URL in page head.

Second search result: <https://www.buddhajewelryorganics.com/>

Description could be more lengthy and descriptive. Missing keywords in meta tag. Good use of Open Graph tags for Facebook and Twitter.

# Competition

<https://www.bmamodified.com/>

<https://store.painfulpleasures.com/>

<https://www.buddhajewelryorganics.com/>

<http://www.organicjewelry.com/hornandbone.html>

<http://www.mayajewelry.com/>

<http://bandaruorganics.com/>

# Recommendations

* Adequate and lengthy description in meta tag
* Multiple keywords and phrases in meta tag
* Canonical URL in head tag
* Open Graph tags for Facebook and Twitter