

## Part 1: Developing a Personales

*Estimated Time: 2-3 Hours*

*For any SEO Optimization Plan you have to understand your target audience or buyer. In this part, you will need to develop a target user or buyer persona. You need to be able to answer the following questions about a target user or buyer that most closely resembles the average online visitor to your website:*

- *What gender is your target user likely to be?*
- *What age is your target user likely to be?*
- *What level of education might your target user have?*
- *What other topics might your target user be interested in?*
- *What are the primary ways your target users will discover your site? Social media, referrals from other websites, etc.*
- *Is your target user likely to be local to a specific area? If so, which area? Does this impact the words they might use when searching for your product or services, and if so, how?*
- *What issues or problems are they trying to solve?*
- *What other information can you supply or infer about your target audience?*
- *Write a short paragraph of a minimum of 150 words describing your persona and include an image that best resembles this buyer persona. Your paragraph should include the answers you found throughout your research.*

*Remember: Some sites that may be useful to your search include social media sites, like Facebook or Twitter, or sites that show website statistics, such as SimilarWeb, Alexa, Quantcast, or other research studies found online like Forrester Research.*

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- In regard to the buyer persona of the target demographic, they will most likely be Female
  - The average age group is expected to be 20-30. It is mainly targeting any females that are interested in jewelry, but specifically targeting those who have interest in independent creators' jewelry.
  - While purchasing jewelry isn't restricted to a specific education level, I would expect the average demographic to have graduated from university.
  - The target group would be interested in fashion, design, and accessories.
  - The primary ways the manager would expect to get customers is through social media, particularly using Pinterest, Instagram and Facebook.
  - I believe the manager wants to be targeting people all over the world, hence the use of social media. However, considering the price range of each product, they might want to think more carefully about what kind of design fits which region. This would give them a better idea of what countries to target. This would definitely impact the words used, since if they are targeting in a foreign country where English isn't the first language, they might think about using more simple English for their copy.

- They are trying to solve the issue of 'trying on' accessories and seeing how it looks on the consumer's skin before making the purchase.
- Based from my understanding, I think the buyer persona is specifically a young female that is open to purchasing creative, original jewelry that is created by independent designers. This would mean they would range in the 20-25 years of age, mainly because girls in this age are less concerned with name brand and more about what looks pretty – although this is a generalization. This is targeted for those females that want to express their individuality.

## Part 2: Performing Keyword Research

*Estimated Time: 3-5 Hours*

*For this part, you will need to perform thorough research on keywords, splitting up your keywords into specific topic areas. Think about how you can make the research process easier by concentrating on frequently used words and phrases with potential keywords like the textbook example presented in the lectures.*

*Be sure to:*

- *Come up with a minimum of 25 keywords through your discovery.*
- *Split up the keywords into at least 3 themed groups for easier organization in an Excel file.*
- *Create a fourth group for long-tail queries related to questions the users might ask. Look for a minimum of three keywords around the “where”, “what”, “why”, and “how” keywords.*
- *Include transactional and informational keywords.*
- *Highlight at least 10 keywords that you may recommend based on competitiveness and where the keywords are within the buyer’s journey.*
- *Make notes about why you chose the keywords you did, as you will be required to present your findings in a final assignment. (Recommended)*

*Remember: The notes you make about the keywords could be as simple as a word describing the type of keyword it is (ie. “informational”) or a note describing what page the keyword might perform best on (ie. “possibly homepage”).*

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Keywords:

- 1. Contemporary jewelry**
- 2. Contemporary jewellery**
3. Contemporary design jewelry
- 4. Contemporary designer jewelry**
5. Augmented reality jewelry
6. Independent jewelry designers
7. Jewelry designer
- 8. Contemporary designer rings**
- 9. Designer jewelry bracelet**
10. Contemporary designer earrings
11. New jewellery design
12. Womens designer jewelry
13. Womens designer jewellery
14. Fine jewellery designers
- 15. Unique jewelry**
16. Modern jewellery design

17. Modern silver jewellery
18. Contemporary silver jewellery
- 19. Modern jewelry**
- 20. Unusual jewellery**
21. Modern ring designs
22. Modern jewellery online
23. Modern earrings
24. Contemporary ring designs
25. Modern gold jewelry
- 26. Personalized jewelry**
- 27. Diamond earrings**
- 28. Sterling silver rings**
- 29. Silver earrings**
- 30. Jewellery design**

I chose these keywords specifically upon doing a keyword search and comparing Search volume and CPC. The keywords that are bolded demonstrate the most searched keywords out of the group. It shows a level of competitiveness, but also gives me a good idea on what to refer to. You can see this from the screenshots below.

Search	CPC	PPC	KD
engagement rings	1,229,508	\$4.60	100
diamond earrings	111,068	\$2.20	100
sterling silver rings	33,177	\$1.24	100
personalized jewelry	27,100	\$1.43	100
turquoise jewelry	22,188	\$1.14	100
silver earrings	22,159	\$0.77	100
jewellery design	18,100	\$0.31	60
silver bracelet	12,113	\$0.91	100
vintage style engagement rings	6,627	\$2.37	100

  

Search	CPC	PPC	KD
jewelry designer	1,975	\$0.27	52
earrings	300,683	\$0.61	90
jewelry	817,778	\$0.86	62
necklace	301,829	\$0.62	91
bracelet	301,829	\$0.87	89
designer jewellery	14,850	\$1.56	100
fine jewelry	9,907	\$2.50	100
designer rings	6,627	\$1.42	99
designer jewelry brands	2,400	\$1.66	100

From there, all you need to do is input the keyword “where to buy” into any of the bolded keywords like so:

1. Where to buy Modern jewelry
2. Where to buy Unusual jewellery
3. Where to buy Personalized jewelry
4. Where to buy Diamond earrings
5. Where to buy Sterling silver rings

### **Part 3: Conducting a Competitive Analysis**

*Performing keyword research is not enough if you want to ensure your SEO campaign is successful. We must also carefully analyze and select the keywords that are most likely to help the website perform well in search. For this part of the milestone, you will need to perform a competitive keyword search (Phase 1) as well as do some research on your competition (Phase 2). So keep in mind that there are two phases to this part.*

#### *Phase 1: Competitive Keyword Research*

*Estimated Time: 3-5 Hours*

*Perform a competitive analysis on the keywords you feel the website has the best chance of ranking for. Choose the keywords you feel will give you a good sense of the competition in the various themed areas you selected. For this assignment, perform competitive analysis on a minimum of four keywords. When you have successfully performed your research, list your top competitors in order of strongest to weakest for each keyword you selected. For each keyword you chose to analyze, be sure to include:*

*The top four organic competitors listed on page one, plus the 10th or last competitor on page one should be listed.*

*Write a short explanation (2-3 sentences) describing why this keyword was chosen for analysis.*

*Remember: Your keywords need to be differentiated enough so as not to compete with one another.*

#### *Phase 2: Evaluating Competition*

*Estimated Time – 5- 6 hours*

*After analyzing the competitive landscape of your chosen keywords, it's time to look closely at the competitors you selected for each keyword to uncover opportunities for your site. Using the methods we discussed on evaluating our competition, examine your competitors' sites and look at the pages that are ranking well and what elements on their pages are well-optimized. For each competitor listed in each keyword, you should be analyzing the following:*

- Is it their homepage that is ranking for the chosen keyword, or a more specific page?*
- Is the title tag of the ranking page optimized?*
- Does the page have appropriate heading tags, and are they optimized?*
- Rate the content of the page, and give it a score based on how well you feel the content is written, the length of the content and the incorporation of keywords into the content.*
- Does the page include additional resources, or is it just text and image based?*
- It's also helpful to note down any domain related trust and authority metrics. You can use your preferred tool for this.*

*Remember: Once you have analyzed these elements, consider how you may be able to use these insights to develop specific strategies for your site.*

## Phase 1)

The chosen 4 keywords are as follows:

Keywords	Competitors
<b>Contemporary jewelry</b>	<a href="https://www.etsy.com/market/contemporary_jewelry">https://www.etsy.com/market/contemporary_jewelry</a> <a href="https://www.1stdibs.com/jewelry/style/contemporary/">https://www.1stdibs.com/jewelry/style/contemporary/</a> <a href="https://moracollection.com/">https://moracollection.com/</a> <a href="https://www.macys.com/shop/jewelry-watches/contemporary-jewelry?id=42041">https://www.macys.com/shop/jewelry-watches/contemporary-jewelry?id=42041</a>
	<p>The reason this keyword was chosen for analysis is because it is what defines the main business model of the website. The entire shop is based around contemporary designer jewelry, which in itself is a niche market. Thus, I thought this would be a good keyword to look at.</p>
<b>Contemporary jewellery</b>	<a href="https://www.notonthehighstreet.com/jewellery/contemporary-jewellery">https://www.notonthehighstreet.com/jewellery/contemporary-jewellery</a> <a href="https://matthewcalvin.com/">https://matthewcalvin.com/</a> <a href="https://www.obellery.com/">https://www.obellery.com/</a> <a href="https://victoriasewart.com/">https://victoriasewart.com/</a>
	<p>This keyword is quite similar to the one above, however, considering that people spell the word jewellery differently depending on where they are from, I figured this might hit different target groups. Thus, upon searching this on Google, as expected, different top results came up. It may be the same meaning, but spelling can make a difference in the results that come up, and leading competitors. This way, you can make the inference on what keyword is more popular.</p>
<b>Unique jewelry</b>	<a href="https://www.anthropologie.com/sale-jewelry">https://www.anthropologie.com/sale-jewelry</a> <a href="https://www.modcloth.com/shop/jewelry">https://www.modcloth.com/shop/jewelry</a> <a href="https://www.thegrommet.com/collections/jewelry">https://www.thegrommet.com/collections/jewelry</a> <a href="https://www.novica.com/jewelry">https://www.novica.com/jewelry</a>
	<p>This keyword refers to the unique element of contemporary designed jewelry. While it does have a different feel than what the website might be advertising, most independent designers have pride in the idea that their jewelry is unique. Thus, I figured this might be a bit less competitive.</p>
<b>contemporary handmade jewelry</b>	<a href="https://paolocostagli.com/collections/brillante-contemporary-jewelry-designs">https://paolocostagli.com/collections/brillante-contemporary-jewelry-designs</a> <a href="https://boulderartsandcrafts.com/product-category/artist/carla-caruso/">https://boulderartsandcrafts.com/product-category/artist/carla-caruso/</a> <a href="https://www.artfulhome.com/art-jewelry.html">https://www.artfulhome.com/art-jewelry.html</a> <a href="https://judithbright.com/">https://judithbright.com/</a>

	<p>This keyword is similar to the first two, with the exception of being a bit more specific to 'handmade.' The first two keywords don't necessarily specify the search toward independent designers. However, with the additional handmade keyword, it might be better to target.</p>
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## Phase 2)

<a href="https://www.1stdibs.com/jewelry/style/contemporary/">https://www.1stdibs.com/jewelry/style/contemporary/</a>	<ul style="list-style-type: none"> <li>- A specific page is ranking as high - for the keyword entered.</li> <li>- The title tag is optimized well.</li> <li>- Yes, the header tags are optimized very well.</li> <li>- I would say the content rates 5/5. It is very clean and easy on the eyes.</li> <li>- Yes, there are plenty of links, images for the user to navigate through.</li> </ul>
<a href="https://www.macys.com/shop/jewelry-watches/contemporary-jewelry?id=42041">https://www.macys.com/shop/jewelry-watches/contemporary-jewelry?id=42041</a>	<ul style="list-style-type: none"> <li>- A specific page is ranking as high - for the keyword entered.</li> <li>- The title tag is optimized well.</li> <li>- Yes, the header tags are optimized very well.</li> <li>- I would say the content rates 3/5. It is clean but there are too many advertisements in the way. It feels cluttered.</li> <li>- Yes, there are plenty of links, images for the user to navigate through.</li> </ul>
<a href="https://www.etsy.com/market/contemporary_jewelry">https://www.etsy.com/market/contemporary_jewelry</a>	<ul style="list-style-type: none"> <li>- A specific page is ranking as high - for the keyword entered.</li> <li>- The title tag is optimized well.</li> <li>- Yes, the header tags are optimized very well.</li> <li>- I would say the content rates 5/5. It is well organized and allows the</li> </ul>

	<p>reader to navigate through the selection very easily.</p> <ul style="list-style-type: none"> <li>- Yes, there are plenty of links, images for the user to navigate through.</li> </ul>
<a href="https://moracollection.com/">https://moracollection.com/</a>	<ul style="list-style-type: none"> <li>- The ranking is at the home page.</li> <li>- The title tag is optimized well.</li> <li>- Yes, the header tags are optimized very well.</li> <li>- I would say the content rates 3/5. It is minimalistic, but almost too much to the point where it feels a bit empty.</li> <li>- Yes, there are plenty of links, images for the user to navigate through.</li> </ul>
<a href="https://www.notonthehighstreet.com/jewellery/contemporary-jewellery">https://www.notonthehighstreet.com/jewellery/contemporary-jewellery</a>	<ul style="list-style-type: none"> <li>- A specific page is ranking as high - for the keyword entered.</li> <li>- The title tag is optimized well.</li> <li>- Yes, the header tags are optimized very well.</li> <li>- I would say the content rates 4/5.</li> <li>- Yes, there are plenty of links and images.</li> </ul>
<a href="https://www.obellery.com/">https://www.obellery.com/</a>	<ul style="list-style-type: none"> <li>- The home page is what is ranked.</li> <li>- The title tag is optimized well.</li> <li>- Yes, the header tags are optimized very well.</li> <li>- I would say the content rates 5/5. This is exactly what I like in an e-commerce shop.</li> <li>- Yes, there are plenty of links and images, and content that is available for the user.</li> </ul>



<a href="https://victoriasewart.com/">https://victoriasewart.com/</a>	<ul style="list-style-type: none"> <li>- The home page is what is ranked.</li> <li>- The title tag is optimized well.</li> <li>- Yes, the header tags are optimized very well.</li> <li>- I would say the content rates 3/5. The design is a bit tacky in my opinion and unorganized.</li> <li>- There are a lot of images, but not balanced out well.</li> </ul>
<a href="https://matthewcalvin.com/">https://matthewcalvin.com/</a>	<ul style="list-style-type: none"> <li>- The home page is what is ranked.</li> <li>- The title tag is optimized well.</li> <li>- Yes, the header tags are optimized very well.</li> <li>- I would say the content rates 5/5. The design is very well made, clean and easy on the eyes. I would want to buy from here.</li> <li>- The images are beautifully aligned, and I think the pastel colors are great for females.</li> </ul>
<a href="https://www.thegrommet.com/collections/jewelry">https://www.thegrommet.com/collections/jewelry</a>	<ul style="list-style-type: none"> <li>- A specific page is ranking as high - for the keyword entered.</li> <li>- The title tag is optimized well.</li> <li>- Yes, the header tags are optimized very well.</li> <li>- I would say the content rates 4/5. The font doesnt match with the logo font, which shows a lacks of consistency.</li> <li>- Yes, there are plenty of links and images.</li> </ul>
<a href="https://www.anthropologie.com/sale-jewelry">https://www.anthropologie.com/sale-jewelry</a>	<ul style="list-style-type: none"> <li>- A specific page is ranking as high - for the</li> </ul>

	<p>keyword entered.</p> <ul style="list-style-type: none"><li>- The title tag is optimized well.</li><li>- Yes, the header tags are optimized very well.</li><li>- I would say the content rates 5/5. The font fits the logo, and the images are nice and big, consistent backdrop as well.</li><li>- Yes, there are plenty of links and images.</li></ul>
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