

# KEYWORD RESEARCH

Crocheted Goods	Hand Made Gifts	Irish	Learn to Crochet
Short Tail Key Words			
<del>Traditional</del>	<del>Traditional</del>	Quality	Upskill
Soft	Original	<del>Reliable</del>	Hobby
<del>Warm</del>	Local	<del>Artistic</del>	Learn crocheting
Blanket	Hand made	Local	Wool crafting
Hat	<del>Unique</del>	<del>Tradition</del>	
Scarf		Irish Wool	
Wool			
Long Tail Key Words			
Buy crocheted hats/scarves for children	Buy unique gift	Buy local Irish gift	What is required for learning to crochet?
Buy crocheted baby blanket	Buy hand made gift	Shop for Irish products	How do I crochet a hat/blanket/scarf?
Buy soft and warm hat/scarf/blanket.	Original gift ideas		How do I learn how to crochet?
	<del>What is a traditional gift?</del> Removed as option because this primarily returns anniversary gifts on Google.		Make your own wool clothing
Google Autocomplete/Related Searches/People Also Ask Results			
What size is a child's crochet hat?	Buy unique gift online	Unique gifts Ireland	What do I need to know before learning to crochet?
Buy handmade crochet hat	Thoughtful handmade gifts	What is a uniquely Irish gift?	Where should I start when learning to crochet?
What is the price of a small baby blanket	What are some really cool gift ideas?		How do I crochet a hat/blanket/scarf easy?
Stylish winter hats for ladies			Wool stitching patterns

# CONTENT PLANNING

Learning Page	
What do your users need?	The users require a short description of what services are provided by the learning page as well as visually stimulating examples.
What information and features can you provide to meet those needs?	Images, examples, descriptions.
How can you make the information easy to understand?	Use plain English without spelling mistakes or grammatical errors, try to get keywords into descriptions, use headed paragraphs, include images and clear step by step instructions.
How can you demonstrate expertise, authoritativeness and trustworthiness in your content?	In description, reference experience and passion for teaching crochet as a skill, include links to in depth articles/websites, Irish wool suppliers, FAQ modal.
Would there be other pages within your own site you could link to from your chosen page?	Yes, there will be links in the menu and possibly links within descriptions back to store.
Are there opportunities to link back to external websites that already rank highly on Google?	There are options to link back to sources that give a more in depth history or informational content on crochet. There are also options to link to quality Irish wool providers.
How can you help users discover other relevant parts of your web application?	Links back to relevant parts of the site within description text as appropriate, prompts to do same, button to access the shop.

# MARKETING STRATEGY

Learning Page	
Who are your users?	The expected users would primarily be females with time on their hands and an interest in learning a new skill or buying hand crafted crocheted goods.
Which online platforms would you find lots of your users?	This kind of business is suited to a strong social media media presence, especially where photos, videos and stories form a large part of the particular platform.
Would your users use social media? If yes, which platforms do you think you would find them on?	Yes, they would use Instagram and Facebook.
What do your users need? Could you meet that need with useful content? If yes, how could you best deliver that content to them?	Users need inspiration to create and direction to quality products. Social media posts and email marketing showcasing learning options would satisfy the former. For the latter, email and subscriptions would play a more important role.
Would your business run sales or offer discounts? How do you think your users would most like to hear about these offers?	The business will run offers at select times. The most effective means of connecting these to customers would be via email newsletters primarily with some offers in social media, albeit at a lesser frequency.
What are the goals of your business? Which marketing strategies would offer the best ways to meet those goals?	The goals of the business are to offer customers an engaging way to learn crocheting and also to be able to buy crocheted products or gift sets from the online shop.
Would your business have a budget to spend on advertising? Or would it need to work with free or low cost options to market itself?	This would be very limited if at all and may be considered as the business grows in popularity.