

**NATIONAL UNIVERSITY OF MODERN LANGUAGES**  
**ISLAMABAD**



**Digital Marketing(Project report)**

**Premium Hoodies**

**Submitted to**

Ms. Saher Andleeb

**Submitted By**

Adeel Naeem ,Syed Qasim Ali,Muhammad Khizer Baig,Haris Nawaz  
(BSAI-(146,161,156,158))

Junaid Asif,Ahtsham Mehmood,Muhammad Asad,Khurram Mushtaq  
(BSAI-(144,131,153,166))

**Submission Date:** March 15, 2025

Primary keyword: Premium Hoodies  
Keyword Planner

Discover new keywords

Start with keywords

Start with a website

Enter products or services closely related to your business

Q premium hoodies X

+ Add another keyword

English (default) Pakistan

Enter a site to filter unrelated keywords

https://

Get results

Try not to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business

[Learn more](#)

Using your site will filter out services, products, or brands that you don't offer

Searching:

Keyword Planner

Plan from Mar 15, 2025, 2 PM, GMT+05:00

Keyword ideas

Forecast

Saved keywords

Negative keywords

Q premium hoodies

Pakistan

English

Google

Mar 2024 – Feb 2025

Download keyword ideas

Broaden your search:

+ hoodies

+ sweatshirts

+ clothing

+ premium t shirt

+ premium shirt

+ premium apparel

+ premium jacket

Refine keywords

23 concepts excluded

Y

Exclude adult ideas

Add filter

Showing 76 of 141 keyword ideas

Columns

Keyword view

| <input type="checkbox"/> Keyword          | ↓ Avg. monthly searches | Three month change | YoY change | Competition | Ad impression share | Top of page bid (low range) | Top of page bid (high range) | Account status |
|---|-------------------------|--------------------|------------|-------------|---------------------|-----------------------------|------------------------------|----------------|
| Keywords you provided                     |                         |                    |            |             |                     |                             |                              |                |
| <input type="checkbox"/> premium hoodi... | 10 – 100                | 0%                 | 0%         | Low         | –                   | –                           | –                            |                |
| Keyword ideas                             |                         |                    |            |             |                     |                             |                              |                |
| <input type="checkbox"/> premium custo... | 10 – 100                | -100%              | 0%         | –           | –                   | –                           | –                            |                |
| <input type="checkbox"/> premium blank... | 10 – 100                | 0%                 | 0%         | –           | –                   | –                           | –                            |                |
| <input type="checkbox"/> custom premiu... | 10 – 100                | -100%              | 0%         | –           | –                   | –                           | –                            |                |
| <input type="checkbox"/> men's premium... | 10 – 100                | 0%                 | 0%         | Low         | –                   | –                           | –                            |                |

## Competitors:

The screenshot shows a Bing search results page for the query 'premium hoodies'. The page displays several search results, including a sponsored link for Gap® Sweats and a result for Silay.co. The Gap® result includes a 'Shop Now' button and a description: 'Sponsored Try Our Worry-Free Pickup Services. Buy Online & Pickup at Your Favorite Gap® Store. Refresh Your Closet This Spring With A Great Selection Of Designs For All.' The Silay.co result includes a link to 'Buy Premium Hoodies for Men Online in Pakistan' and a description: 'Discover Premium Hoodies made from 330+ GSM fabric. Shop Silay's finest for warmth and elevate your wardrobe today!'. Below the search results, there is a section titled 'Images of Premium Hoodies' with a grid of images. On the right side, there are related searches for 'premium hoodie brands', 'unisex premium hoodie printful', 'premium hoodies for men', 'high end luxury hoodies', and 'best luxury hoodies 2022'. The Windows taskbar at the bottom shows the time as 3:14 PM on 3/15/2025.

Microsoft Bing

primeum hoodies

ALL COPILOT IMAGES VIDEOS MAPS NEWS MORE TOOLS

About 38,400 results

gap.com  
https://www.gap.com › shop › sweats

Shop Now

Gap® Sweats | Shop Gap® Sweats | Buy Online, Pickup In-Store

Sponsored Try Our Worry-Free Pickup Services. Buy Online & Pickup at Your Favorite Gap® Store.  
Refresh Your Closet This Spring With A Great Selection Of Designs For All.

Including results for **premium hoodies**.  
Do you want results only for **primeum hoodies**?

silay.co  
https://silay.co

Buy Premium Hoodies for Men Online in Pakistan

Discover Premium Hoodies made from 330+ GSM fabric. Shop Silay's finest for warmth and elevate your wardrobe today!

Images of Premium Hoodies  
bing.com › images

Related searches for premium hoodies

- premium hoodie brands
- unisex premium hoodie printful
- premium hoodies for men
- high end luxury hoodies
- best luxury hoodies 2022

## CSV File:

The screenshot shows an Excel spreadsheet titled 'Keyword Stats 2025-03-15 at 14\_37\_13'. The spreadsheet contains a table with columns for Keyword, Currency, Avg. mont, Three month, YoY chang, Competition, and Competition (indexed value). The data is organized into rows, with the first row being a header. The table lists various keywords related to hoodies and their associated metrics. The Windows taskbar at the bottom shows the time as 2:58 PM on 3/15/2025.

| Keyword                   | Currency | Avg. mont | Three month | YoY chang | Competition | Competition (indexed value) |
|---------------------------|----------|-----------|-------------|-----------|-------------|-----------------------------|
| premium hoodies           | pk       | 50        | 0%          | 0%        | Low         | 10                          |
| premium custom hoodies    | pk       | 50        | -100%       | 0%        | Unknown     |                             |
| premium blank hoodies     | pk       | 50        | 0%          | 0%        | Unknown     |                             |
| custom premium hoodies    | pk       | 50        | -100%       | 0%        | Unknown     |                             |
| men's premium hoodie      | pk       | 50        | 0%          | 0%        | Low         | 7                           |
| premium black hoodie      | pk       | 50        | -100%       | 0%        | Unknown     |                             |
| premium mens hoodie       | pk       | 50        | 0%          | Low       |             | 14                          |
| premium zip up hoodie     | pk       | 50        | 0%          | 0%        | Unknown     |                             |
| lane seven sweatshirt     | pk       | 50        | -100%       | -100%     | Unknown     |                             |
| premium sweatshirt        | pk       | 50        | 0%          | 0%        | Low         | 10                          |
| premium heavyweight ho    | pk       | 50        | 0%          | 0%        | Unknown     |                             |
| hoodie premium            | pk       | 50        | 0%          | 0%        | Low         | 10                          |
| premium hoodie mens       | pk       | 50        | -100%       | -100%     | Unknown     |                             |
| lane 7 apparel premium pi | pk       | 0         | 0%          | 0%        | Unknown     |                             |
| premium core hooded zip   | pk       | --        | --          | --        | Unknown     |                             |
| premium quality hoodies   | pk       | 50        | 0%          | 0%        | Medium      | 57                          |
| premium crewneck sweat    | pk       | 50        | 0%          | 0%        | Unknown     |                             |
| premium zip hoodie        | pk       | 50        | --          | --        | High        | 71                          |
| lane seven premium hood   | pk       | 50        | -100%       | 0%        | Unknown     |                             |
| premium full zip hoodie   | pk       | 0         | 0%          | 0%        | Unknown     |                             |

PROJECT REPORT

File Home Insert Page Layout Formulas Data Review View Tell me what you want to do...

From Access From Web From Text Get External Data Show Queries From Table Recent Sources Get & Transform Refresh All Edit Links Connections Sort & Filter Filter Clear Reapply Advanced Text to Columns Data Validation Data Tools Manage Data Model What-If Analysis Forecast Sheet Forecast Outline

Keyword Stats 2025-03-15 at 14.37.13 - Excel (Product Activation Failed)

|    | A                         | B   | C  | D     | E     | F       | G  | H | I | J | K | L | M | N | O | P | Q | R |
|----|---------------------------|-----|----|-------|-------|---------|----|---|---|---|---|---|---|---|---|---|---|---|
| 22 | lane seven premium hoodie | prk | 50 | -100% | 0%    | Unknown |    |   |   |   |   |   |   |   |   |   |   |   |
| 23 | premium full zip hoodie   | prk | 0  | 0%    | 0%    | Unknown |    |   |   |   |   |   |   |   |   |   |   |   |
| 24 | men's premium sweatshirt  | prk | 50 | 0%    | ==    | High    | 86 |   |   |   |   |   |   |   |   |   |   |   |
| 25 | women's premium hoodie    | prk | 50 | -100% | 0%    | Unknown |    |   |   |   |   |   |   |   |   |   |   |   |
| 26 | premium hoodies for men   | prk | 50 | 0%    | ==    | Medium  | 64 |   |   |   |   |   |   |   |   |   |   |   |
| 27 | lane seven ls14004        | prk | 0  | 0%    | 0%    | Unknown |    |   |   |   |   |   |   |   |   |   |   |   |
| 28 | black premium hoodie      | prk | 50 | 0%    | 0%    | Low     | 0  |   |   |   |   |   |   |   |   |   |   |   |
| 29 | best premium hoodies      | prk | 50 | ==    | ==    | Low     | 0  |   |   |   |   |   |   |   |   |   |   |   |
| 30 | premium grey hoodie       | prk | 50 | 0%    | 0%    | Unknown |    |   |   |   |   |   |   |   |   |   |   |   |
| 31 | essential premium heavy   | prk | -- | --    | --    | Unknown |    |   |   |   |   |   |   |   |   |   |   |   |
| 32 | lane 7 apparel premium    | prk | 0  | 0%    | 0%    | Unknown |    |   |   |   |   |   |   |   |   |   |   |   |
| 33 | premium pullover hoodie   | prk | 50 | ==    | ==    | Low     | 0  |   |   |   |   |   |   |   |   |   |   |   |
| 34 | blank premium hoodies     | prk | 50 | 0%    | 0%    | Unknown |    |   |   |   |   |   |   |   |   |   |   |   |
| 35 | premium cotton hoodie     | prk | 50 | 0%    | -100% | Unknown |    |   |   |   |   |   |   |   |   |   |   |   |
| 36 | custom hoodie premium     | prk | 50 | -100% | 0%    | Unknown |    |   |   |   |   |   |   |   |   |   |   |   |
| 37 | premium core hooded sweat | prk | -- | --    | --    | Unknown |    |   |   |   |   |   |   |   |   |   |   |   |
| 38 | premium core hoodie       | prk | 0  | 0%    | 0%    | Unknown |    |   |   |   |   |   |   |   |   |   |   |   |
| 39 | lane 7 premium pullover   | prk | -- | --    | --    | Unknown |    |   |   |   |   |   |   |   |   |   |   |   |
| 40 | sweatshirt premium        | prk | 50 | 0%    | 0%    | Unknown |    |   |   |   |   |   |   |   |   |   |   |   |
| 41 | premium pullover          | prk | 50 | -100% | 0%    | Unknown |    |   |   |   |   |   |   |   |   |   |   |   |
| 42 | premium plain hoodies     | prk | 50 | ==    | ==    | Low     | 0  |   |   |   |   |   |   |   |   |   |   |   |
| 43 | premium white hoodie      | prk | 50 | -100% | 0%    | Unknown |    |   |   |   |   |   |   |   |   |   |   |   |
| 44 | premium hoodies men       | prk | 50 | -100% | -100% | Unknown |    |   |   |   |   |   |   |   |   |   |   |   |

Ready

19°C Cloudy 2:38 PM 3/15/2025

### Final Keywords:

KeyWord Stats 2025-03-15 at 14\_37\_13 - Excel (Product Activation Failed)

FileHomeInsertPage LayoutFormulasDataReviewViewTell me what you want to do...

CutCopyFormat Painter

Clipboard

Calibri11

B

I

U

Font

Wrap Text

Merge & Center

Alignment

General

\$ % & #

Number

Conditional Formatting

Format as Table

Cell Styles

Styles

Insert

Delete

Format

Cells

AutoSum

Fill

Clear

Editing

Sort & Filter

Find & Select

Editing

C3

Avg. monthly searches

|    | A                                    | B        | C                     | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R |
|----|--------------------------------------|----------|-----------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1  | Keyword Stats 2025-03-15 at 14_37_13 |          |                       |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 2  | March 1, 2024 - February 28, 2025    |          |                       |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 3  | Keyword                              | Currency | Avg. monthly searches |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 4  | premium hoodies                      | pkr      | 50                    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 5  | premium custom hoodies               | pkr      | 50                    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 6  | premium blank hoodies                | pkr      | 50                    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 7  | custom premium hoodies               | pkr      | 50                    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 8  | men's premium hoodie                 | pkr      | 50                    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 9  | premium black hoodie                 | pkr      | 50                    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 10 | premium mens hoodie                  | pkr      | 50                    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 11 | premium zip up hoodie                | pkr      | 50                    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 12 | lane seven sweatshirt                | pkr      | 50                    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 13 | premium sweatshirt                   | pkr      | 50                    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 14 | premium heavyweight hoodie           | pkr      | 50                    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 15 | hoodie premium                       | pkr      | 50                    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 16 | premium hoodie mens                  | pkr      | 50                    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 17 | premium quality hoodies              | pkr      | 50                    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 18 | premium crewneck sweatshirt          | pkr      | 50                    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 19 | premium zip hoodie                   | pkr      | 50                    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 20 | lane seven premium hoodie            | pkr      | 50                    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 22 | men's premium sweatshirt             | pkr      | 50                    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 23 | women's premium hoodie               | pkr      | 50                    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| 24 | premium hoodies for men              | pkr      | 50                    |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |

KeyWord Stats 2025-03-15 at 14\_37\_13

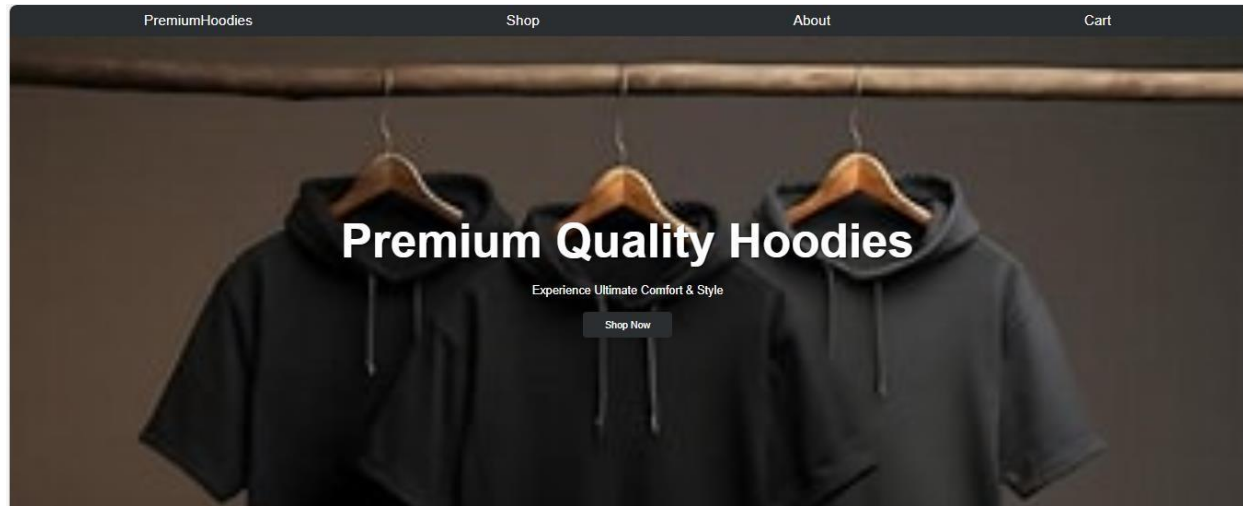
Ready 44 of 74 records found

3:25 PM

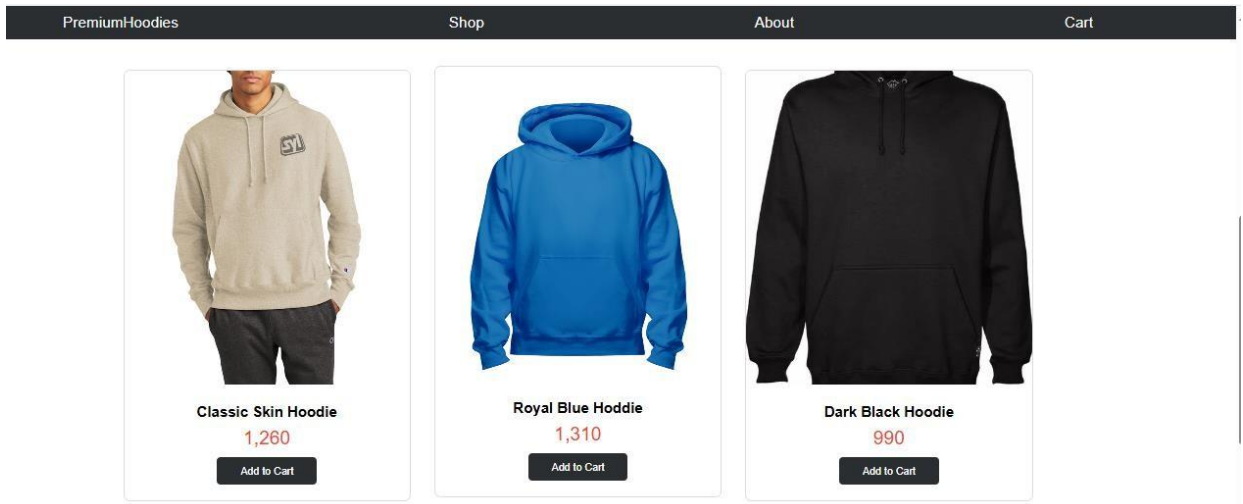
3/15/2025

## Adding Pages

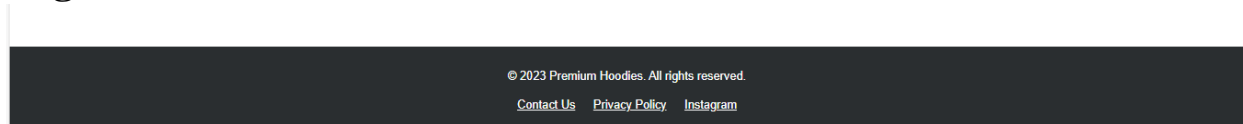
### Page1:



### Page2:



### Page3:





## On Page SEO

### 1. TITLE TAG OPTIMIZATION:

```
<meta charset="UTF-8">
<meta name="viewport" content="width=device-width, initial-scale=1.0">
<title>Premium Hoodies Store</title>
```

### 2. KEYWORD OPTIMIZATION IN HEADINGS:

```
<meta name="viewport" content="width=device-width, initial-scale=1.0">
<title>Premium Hoodies Store</title>
```

### 3. IMAGE OPTIMIZATION (ALT TEXT):

```
<section class="products">
  <div class="product-card">
    
    <div class="product-info">
      <h3>Classic Skin Hoodie</h3>
      <p class="price">1,260</p>
      <button class="btn">Add to Cart</button>
    </div>
  </div>

  <div class="product-card">
    
    <div class="product-info">
      <h3>Royal Blue Hoddie</h3>
      <p class="price">1,310</p>
      <button class="btn">Add to Cart</button>
    </div>
  </div>

  <div class="product-card">
    
    <div class="product-info">
      <h3>Dark Black Hoodie</h3>
      <p class="price">990</p>
      <button class="btn">Add to Cart</button>
    </div>
  </div>
</section>
```

#### 4.SOCIAL MEDIA ENGAGE:

```
<footer>
  <p>© 2023 Premium Hoodies. All rights reserved.</p>
  <div style="margin-top: 20px;">
    <a href="#" style="color: white; margin: 0 10px;">Contact Us</a>
    <a href="#" style="color: white; margin: 0 10px;">Privacy Policy</a>
    <a href="#" style="color: white; margin: 0 10px;">Instagram</a>
  </div>
</footer>

</body>
</html>
```

#### 5.MOBILE-FRIENDLY & FAST LOADING:

```
d>
<meta charset="UTF-8">
<meta name="viewport" content="width=device-width, initial-scale=1.0">
```

The End