# SEM Agency Brief: makemejedi.com

**Date: June 5, 2025**  
**Prepared for: SEM Agency Partner**  
**Client: makemejedi.com**

## 📋 EXECUTIVE SUMMARY

**Business**: Star Wars Custom Art & Character Creation Service  
**Domain**: makemejedi.com  
**Primary Service**: Transform customers into Jedi characters through custom digital art  
**Target Market**: Star Wars fans, gift buyers, custom art enthusiasts  
**Campaign Objective**: Increase qualified leads and conversions for custom portrait services

## 🎯 BUSINESS OVERVIEW

### Core Services

* **Custom Jedi Character Creation**: Transform photos into Jedi characters
* **Star Wars Portrait Art**: Personalized Star Wars-themed artwork
* **Digital Art Commissions**: Custom character designs and illustrations
* **Gift Services**: Star Wars-themed presents and special occasion art

### Target Audience

* **Primary**: Star Wars fans aged 25-45
* **Secondary**: Gift buyers seeking unique presents
* **Tertiary**: Custom art enthusiasts and collectors
* **Geographic**: English-speaking markets (US, UK, Canada, Australia)

### Unique Value Proposition

* Original “Turn Me Into a Jedi” concept
* High-quality custom digital art
* Star Wars niche specialization
* Gift-ready presentation options

## 🔍 CURRENT SEM ANALYSIS REQUIREMENTS

### Priority Analysis Areas

1. **Keyword Gap Analysis**: Identify competitor keywords we’re missing
2. **Search Volume Assessment**: Analyze seasonal trends and Star Wars event patterns
3. **Commercial Intent Mapping**: Find high-converting keyword opportunities
4. **Competitive Intelligence**: Understand competitor strategies in custom art space
5. **Long-tail Opportunities**: Discover specific, targeted keyword variations

### Analysis Prompt for Agency Use

Using DataForSEO MCP, perform a comprehensive SEM analysis of makemejedi.com focusing on:  
  
1. Current Keyword Performance: What keywords is makemejedi.com currently ranking for and which ones drive the most traffic?  
  
2. Keyword Gap Analysis: What high-value keywords are competitors ranking for that makemejedi.com is missing?  
  
3. New Keyword Opportunities: Find high-volume, low-competition keywords related to their Star Wars custom art business that they could target.  
  
4. Search Volume Trends: Analyze seasonal patterns and trends for their main keywords over the past 12 months, including Star Wars events.  
  
5. PPC Keyword Opportunities: Identify keywords with high commercial intent perfect for paid search campaigns in the custom art space.  
  
6. Long-tail Expansion: Discover specific long-tail keyword variations and related terms around Star Wars and character creation.  
  
7. Content Marketing Keywords: Find question-based and informational keywords for Star Wars content strategy.  
  
Focus exclusively on keyword research, search marketing opportunities, and competitive keyword intelligence. Exclude technical SEO factors, backlinks, and domain authority metrics.

## 🎯 RECOMMENDED CAMPAIGN STRUCTURE

### Campaign 1: Brand Awareness

**Objective**: Increase brand recognition in Star Wars community - **Keywords**: “makemejedi”, “turn me into jedi”, “jedi character creator” - **Match Types**: Exact, Phrase - **Budget Allocation**: 20%

### Campaign 2: High-Intent Services

**Objective**: Capture users ready to purchase custom art - **Keywords**: “custom star wars portrait”, “jedi character commission”, “personalized star wars art” - **Match Types**: Exact, Phrase, Modified Broad - **Budget Allocation**: 40%

### Campaign 3: Gift & Occasions

**Objective**: Target gift buyers and special occasions - **Keywords**: “star wars birthday gift”, “custom portrait gift”, “unique star wars present” - **Match Types**: Phrase, Modified Broad - **Budget Allocation**: 25%

### Campaign 4: Long-tail & Discovery

**Objective**: Capture specific, lower-competition searches - **Keywords**: “turn me into a jedi character”, “custom lightsaber artwork”, “star wars character art service” - **Match Types**: Modified Broad, Broad - **Budget Allocation**: 15%

## 📈 SEASONAL CAMPAIGN STRATEGY

### Q1 (January-March)

**Focus**: New Year resolutions, Valentine’s Day - **Keywords**: “become a jedi”, “star wars valentine gift”, “jedi resolution” - **Budget Increase**: +15% in February - **Special Promotions**: Valentine’s couples portraits

### Q2 (April-June) - **PRIORITY QUARTER**

**Focus**: May 4th Star Wars Day, Father’s Day - **Keywords**: “may the 4th gift”, “star wars day present”, “father’s day star wars” - **Budget Increase**: +50% in May - **Special Promotions**: Star Wars Day campaigns

### Q3 (July-September)

**Focus**: Comic-Con season, back-to-school - **Keywords**: “comic con art”, “star wars convention”, “back to school star wars” - **Budget Increase**: +20% during major conventions - **Special Promotions**: Convention-themed artwork

### Q4 (October-December)

**Focus**: Halloween, Black Friday, Holiday gifts - **Keywords**: “star wars halloween”, “black friday art”, “christmas star wars gift” - **Budget Increase**: +40% November-December - **Special Promotions**: Holiday gift packages

## 💰 KEYWORD CATEGORIES & BIDDING STRATEGY

### Tier 1: High-Intent Commercial (High Bids)

* “custom star wars portrait” - $3.00-5.00 CPC
* “jedi character commission” - $2.50-4.00 CPC
* “personalized star wars art” - $2.00-3.50 CPC
* “star wars portrait artist” - $2.00-3.00 CPC

### Tier 2: Service-Related (Medium Bids)

* “turn me into jedi” - $1.50-2.50 CPC
* “custom character drawing” - $1.00-2.00 CPC
* “star wars artwork commission” - $1.50-2.50 CPC
* “digital portrait artist” - $1.00-2.00 CPC

### Tier 3: Gift & Occasion (Medium Bids)

* “star wars birthday gift” - $1.00-2.00 CPC
* “unique star wars present” - $1.00-1.75 CPC
* “custom portrait gift” - $1.25-2.25 CPC
* “star wars fan gift” - $0.75-1.50 CPC

### Tier 4: Long-tail & Discovery (Low Bids)

* “how to become a jedi character” - $0.50-1.00 CPC
* “star wars character creator online” - $0.75-1.25 CPC
* “jedi portrait maker” - $0.50-1.00 CPC
* “star wars art styles” - $0.25-0.75 CPC

## 🎨 AD COPY RECOMMENDATIONS

### Headline Variations

* “Transform Into a Jedi Character”
* “Custom Star Wars Portraits”
* “Turn Yourself Into a Jedi”
* “Personalized Star Wars Art”
* “Professional Jedi Character Art”
* “Unique Star Wars Gifts”

### Description Lines

* “Professional digital artists create your custom Jedi character”
* “High-quality Star Wars portraits perfect for gifts”
* “Transform any photo into amazing Jedi artwork”
* “Unique Star Wars art for fans and collectors”
* “Fast turnaround, satisfaction guaranteed”
* “Perfect for birthdays, holidays, and special occasions”

### Call-to-Action Options

* “Get Your Jedi Portrait”
* “Commission Your Art”
* “Start Your Transformation”
* “Order Custom Portrait”
* “Create Jedi Character”
* “Get Quote Today”

## 🎯 LANDING PAGE OPTIMIZATION

### Primary Landing Pages Needed

1. **Homepage**: General Jedi transformation service
2. **Custom Portraits**: Detailed service information
3. **Gift Page**: Gift-focused messaging and packages
4. **Gallery**: Portfolio of completed work
5. **Pricing**: Clear pricing structure

### Conversion Elements Required

* **Clear Value Proposition**: “Transform into a Jedi”
* **Portfolio Gallery**: Examples of completed work
* **Pricing Transparency**: Clear package options
* **Trust Signals**: Customer testimonials, guarantees
* **Easy Ordering**: Simple commission process
* **Gift Options**: Gift certificates, special packaging

## 📊 TRACKING & MEASUREMENT

### Primary KPIs

* **Cost Per Lead (CPL)**: Target <$25
* **Conversion Rate**: Target >3%
* **Return on Ad Spend (ROAS)**: Target >4:1
* **Average Order Value (AOV)**: Track and optimize
* **Customer Lifetime Value (CLV)**: Long-term tracking

### Conversion Tracking Setup

* **Primary Goal**: Commission inquiry form submissions
* **Secondary Goals**: Email signups, gallery views
* **E-commerce Tracking**: Order completions and values
* **Phone Tracking**: Call conversions from ads
* **Offline Conversions**: Manual order imports

### Attribution Model

* **Recommended**: Data-driven attribution
* **Fallback**: Last-click attribution
* **Cross-device**: Enable for comprehensive tracking

## 🏆 COMPETITIVE LANDSCAPE

### Direct Competitors

1. **Custom Portrait Services** (general market)
2. **Star Wars Fan Art Creators** (niche specialists)
3. **Character Commission Artists** (service-based)
4. **Pop Culture Art Services** (broader entertainment)

### Competitive Analysis Requirements

* **Keyword Gap Analysis**: What keywords are competitors ranking for?
* **Ad Copy Analysis**: What messaging strategies are working?
* **Landing Page Review**: Best practices in custom art space
* **Pricing Intelligence**: Market rate analysis
* **Seasonal Patterns**: When do competitors increase spend?

## 🎁 FATHER’S DAY CAMPAIGN STRATEGY

### Campaign Overview

**Timing**: May 15 - June 15 (4-week campaign)  
**Peak Period**: June 8-15 (week before Father’s Day)  
**Budget Increase**: +30% during campaign period  
**Target Audience**: Gift buyers seeking unique Star Wars presents for dads

### Father’s Day Keyword Strategy

#### Tier 1: High-Intent Father’s Day Keywords (High Bids: $3.50-6.00 CPC)

* “father’s day star wars gift”
* “dad star wars portrait”
* “father’s day jedi gift”
* “star wars gift for dad”
* “custom star wars dad gift”
* “father’s day star wars art”

#### Tier 2: Gift-Focused Keywords (Medium Bids: $2.00-4.00 CPC)

* “unique father’s day gift”
* “personalized dad gift”
* “custom portrait father’s day”
* “star wars dad present”
* “father’s day art commission”
* “dad birthday star wars”

#### Tier 3: Long-tail Father’s Day Keywords (Low Bids: $1.00-2.50 CPC)

* “turn dad into jedi character”
* “father’s day star wars portrait commission”
* “custom jedi dad artwork”
* “star wars fan dad gift ideas”
* “personalized father’s day star wars”

### Father’s Day Ad Copy Variations

#### Headlines

* “Perfect Father’s Day Gift for Star Wars Dads”
* “Turn Dad Into a Jedi This Father’s Day”
* “Custom Star Wars Portrait for Dad”
* “Father’s Day Gift He’ll Never Forget”
* “Surprise Dad with Jedi Transformation”
* “Unique Star Wars Dad Gift”

#### Descriptions

* “Transform Dad into his favorite Jedi character. Professional custom art perfect for Father’s Day gifting.”
* “Give Dad the ultimate Star Wars experience. Custom Jedi portraits make unforgettable Father’s Day gifts.”
* “Surprise the Star Wars fan in your life. High-quality custom artwork delivered before Father’s Day.”
* “From photo to Jedi in days. Perfect Father’s Day gift for dads who love Star Wars.”

#### Father’s Day CTAs

* “Order Dad’s Jedi Portrait”
* “Get Father’s Day Gift”
* “Surprise Dad Today”
* “Commission Dad’s Art”
* “Create Dad’s Jedi Character”

### Landing Page Optimization for Father’s Day

#### Required Elements

* **Father’s Day Hero Banner**: “Perfect Gift for Star Wars Dads”
* **Gift Messaging**: Emphasize surprise and uniqueness
* **Delivery Timeline**: Clear Father’s Day delivery guarantees
* **Gift Packaging**: Special Father’s Day presentation options
* **Testimonials**: Focus on dad/family reactions
* **Urgency Elements**: “Order by [date] for Father’s Day delivery”

#### Gift-Specific Features

* **Gift Certificate Options**: For last-minute shoppers
* **Rush Delivery**: Express options for Father’s Day
* **Gift Message Cards**: Personalized Father’s Day messages
* **Preview Options**: Show dad what to expect
* **Family Package Deals**: Dad + family member portraits

### Father’s Day Campaign Timeline

#### Week 1 (May 15-21): Campaign Launch

* Launch Father’s Day keyword campaigns
* Implement Father’s Day ad copy
* Update landing pages with Father’s Day messaging
* Begin social media Father’s Day content

#### Week 2 (May 22-28): Optimization

* Analyze initial performance data
* Optimize bids for top-performing Father’s Day keywords
* A/B test Father’s Day ad variations
* Expand successful keyword themes

#### Week 3 (May 29-June 4): Scaling

* Increase budgets for profitable Father’s Day campaigns
* Add urgency messaging for delivery deadlines
* Launch remarketing campaigns to previous visitors
* Implement last-chance messaging

#### Week 4 (June 5-15): Final Push

* Maximum budget allocation to Father’s Day campaigns
* Heavy urgency messaging: “Last chance for Father’s Day delivery”
* Focus on gift certificates for last-minute shoppers
* Prepare transition to regular campaigns post-Father’s Day

### Father’s Day Budget Allocation

* **Total Campaign Budget Increase**: +30% during campaign period
* **Father’s Day Specific Keywords**: 50% of increased budget
* **Gift-Focused Campaigns**: 30% of increased budget
* **Remarketing to Previous Visitors**: 20% of increased budget

### Father’s Day Success Metrics

* **Lead Volume Target**: 25+ Father’s Day specific leads
* **Conversion Rate**: >4% for Father’s Day campaigns
* **Average Order Value**: Track gift package upgrades
* **Customer Satisfaction**: Post-Father’s Day feedback surveys

### Post-Father’s Day Analysis

* **Performance Review**: Analyze Father’s Day campaign effectiveness
* **Customer Feedback**: Gather testimonials and reviews
* **Retention Strategy**: Follow up for future gift occasions
* **Learnings Documentation**: Apply insights to future seasonal campaigns

## 🎬 CONTENT MARKETING INTEGRATION

### Blog Content Opportunities

* “How to Commission Custom Star Wars Art”
* “Best Star Wars Characters for Custom Portraits”
* “Star Wars Gift Guide for True Fans”
* “The Art of Creating Jedi Characters”
* “Star Wars Day: Celebrating with Custom Art”

### Video Content Strategy

* Character creation process videos
* Customer testimonial videos
* Before/after transformation reveals
* Artist interview content
* Speed art creation videos

## 🔧 TECHNICAL REQUIREMENTS

### Account Setup

* **Google Ads Account**: Properly structured campaigns
* **Google Analytics**: Enhanced e-commerce tracking
* **Google Tag Manager**: Conversion tracking setup
* **Call Tracking**: Phone number tracking
* **CRM Integration**: Lead management system

### Bid Management

* **Automated Bidding**: Target CPA or Target ROAS
* **Manual Oversight**: High-value keyword monitoring
* **Seasonal Adjustments**: Budget modifications for events
* **Dayparting**: Optimize for peak conversion hours
* **Geographic Targeting**: Focus on English-speaking markets

## 💡 OPTIMIZATION RECOMMENDATIONS

### Month 1: Foundation

* Set up proper campaign structure
* Implement conversion tracking
* Launch with conservative bids
* A/B test ad copy variations

### Month 2: Expansion

* Add negative keywords based on search terms
* Expand successful keyword themes
* Test new ad copy angles
* Optimize landing page elements

### Month 3: Scaling

* Increase budgets for profitable campaigns
* Add new keyword opportunities
* Test advanced bidding strategies
* Implement seasonal adjustments

### Ongoing: Optimization

* Weekly performance reviews
* Monthly keyword expansion
* Quarterly strategy adjustments
* Seasonal campaign planning

## 📞 AGENCY DELIVERABLES EXPECTED

### Weekly Reports

* Campaign performance metrics
* Keyword performance analysis
* Ad copy testing results
* Conversion tracking data
* Competitive intelligence updates

### Monthly Strategy Reviews

* Campaign optimization recommendations
* New keyword opportunities
* Seasonal planning adjustments
* Budget allocation reviews
* Landing page optimization suggestions

### Quarterly Business Reviews

* Overall performance assessment
* Market trend analysis
* Competitive landscape updates
* Strategic recommendations
* Growth opportunity identification

## 🎯 SUCCESS CRITERIA

### 90-Day Goals

* **Lead Volume**: 50+ qualified leads per month
* **Cost Per Lead**: Under $25
* **Conversion Rate**: Above 3%
* **ROAS**: Above 4:1

### 6-Month Goals

* **Market Share**: Establish presence in Star Wars custom art niche
* **Brand Recognition**: Increase branded search volume
* **Seasonal Performance**: Successful May 4th and holiday campaigns
* **Portfolio Growth**: Expand service offerings based on demand

**Contact Information**  
**Client**: makemejedi.com  
**Prepared**: June 5, 2025  
**Next Review**: Weekly performance calls  
**Emergency Contact**: Available for urgent optimizations

*This brief provides the foundation for immediate SEM campaign optimization. Agency should begin with keyword analysis using provided prompts and implement recommended campaign structure within first week.*