# SEM Analysis for makemejedi.com - Comprehensive Report

**Date: June 5, 2025**

## 🎯 Analysis Overview

**Target Domain**: makemejedi.com  
**Focus**: Search Engine Marketing (SEM) & Keyword Opportunities  
**Goal**: Identify keyword gaps, expansion opportunities, and search marketing potential  
**Excludes**: Technical SEO, Link Building, Domain Authority metrics

## 🔑 PRIMARY SEM ANALYSIS PROMPT

**Copy and paste this comprehensive prompt into your MCP-enabled AI assistant:**

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 business that they could target.  
  
4. \*\*Search Volume Trends\*\*: Analyze seasonal patterns and trends for their main keywords over the past 12 months.  
  
5. \*\*PPC Keyword Opportunities\*\*: Identify keywords with high commercial intent perfect for paid search campaigns.  
  
6. \*\*Long-tail Expansion\*\*: Discover specific long-tail keyword variations and related terms.  
  
7. \*\*Content Marketing Keywords\*\*: Find question-based and informational keywords for content strategy.  
  
Please focus exclusively on keyword research, search marketing opportunities, and competitive keyword intelligence. Exclude technical SEO factors, backlinks, and domain authority metrics.

## 🎯 SPECIFIC SEM FOCUS AREAS FOR MAKEMEJEDI.COM

### 1. 💎 Keyword Gap Discovery

**Goal**: Find immediate opportunities to capture competitor traffic in the Star Wars/Jedi niche

**Prompt**: “Using DataForSEO MCP, identify the top 20 keywords that makemejedi.com’s competitors are ranking for but they are not. Focus on Star Wars, Jedi, custom portrait, and character creation keywords with good search volume and commercial intent.”

### 2. 📈 High-Value Keyword Mining

**Goal**: Discover achievable high-traffic keyword targets in the entertainment/custom art space

**Prompt**: “Using DataForSEO MCP, find keywords related to makemejedi.com’s business (Star Wars portraits, Jedi characters, custom artwork) with search volume above 1,000 monthly searches and keyword difficulty below 40.”

### 3. 🔄 Keyword Expansion Strategy

**Goal**: Expand keyword portfolio with specific, targeted terms around Star Wars themes

**Prompt**: “Using DataForSEO MCP, take makemejedi.com’s top 5 performing keywords and find 10 related long-tail variations for each one, focusing on Star Wars character creation, Jedi portraits, and custom artwork themes.”

### 4. 💰 Commercial Intent Keywords

**Goal**: Find keywords perfect for PPC campaigns and conversion in the custom art market

**Prompt**: “Using DataForSEO MCP, identify keywords with high commercial intent (buy, purchase, custom, order, commission) related to makemejedi.com’s Star Wars portrait and character creation services.”

### 5. 📊 Seasonal Keyword Opportunities

**Goal**: Plan quarterly campaigns around Star Wars trends and movie releases

**Prompt**: “Using DataForSEO MCP, analyze search volume trends for makemejedi.com’s keywords to identify seasonal opportunities, including Star Wars movie releases, May 4th (Star Wars Day), and holiday gift seasons.”

### 6. 🎪 Brand vs Non-Brand Analysis

**Goal**: Reduce dependency on brand searches and expand market reach in the Star Wars niche

**Prompt**: “Using DataForSEO MCP, analyze the ratio of branded vs non-branded keyword traffic for makemejedi.com and identify opportunities to expand non-branded reach in the Star Wars and custom portrait markets.”

### 7. 🎬 Entertainment & Pop Culture Keywords

**Goal**: Capture broader entertainment and pop culture search traffic

**Prompt**: “Using DataForSEO MCP, identify keywords related to Star Wars, sci-fi, pop culture portraits, and character art that makemejedi.com could target to expand beyond their core Jedi focus.”

### 8. 🎁 Gift & Occasion Keywords

**Goal**: Target gift-giving occasions and special events

**Prompt**: “Using DataForSEO MCP, find keywords related to Star Wars gifts, custom portrait gifts, birthday presents, and special occasion artwork that align with makemejedi.com’s services.”

## 🚀 QUICK START COMMANDS

1. Copy the **PRIMARY SEM ANALYSIS PROMPT** above
2. Paste it into your MCP-enabled AI assistant (Cursor/Claude Desktop)
3. Review the results and use specific focus area prompts for deeper analysis
4. Use findings to plan content calendar and PPC campaigns

## 💡 SEM STRATEGY WORKFLOW FOR MAKEMEJEDI.COM

1. **Start** with the primary comprehensive analysis
2. **Identify** top 3 keyword gap opportunities in the Star Wars niche
3. **Research** search volume and competition for new targets
4. **Plan** content creation around high-value Star Wars and custom art keywords
5. **Set up** PPC campaigns for commercial intent keywords (custom portraits, commissions)
6. **Monitor** performance and iterate monthly, especially around Star Wars events

## 🎯 SUCCESS METRICS TO TRACK

* 📈 New keyword rankings achieved in Star Wars and custom art niches
* 🔍 Increase in organic search visibility for character creation terms
* 💰 PPC campaign performance for custom portrait keywords
* 📊 Content engagement for Star Wars-themed pages
* 🎪 Reduction in cost-per-click through better targeting
* 🔄 Expansion of keyword portfolio beyond core Jedi terms

## 🎬 INDUSTRY-SPECIFIC KEYWORD CATEGORIES

### Star Wars & Sci-Fi Keywords

* Jedi character creation
* Star Wars custom portraits
* Lightsaber artwork
* Force-themed designs
* Galactic character art

### Custom Art & Portrait Keywords

* Personalized Star Wars art
* Custom character drawings
* Digital portrait commissions
* Fantasy character creation
* Sci-fi artwork services

### Gift & Occasion Keywords

* Star Wars birthday gifts
* Custom portrait presents
* Personalized artwork gifts
* Unique Star Wars merchandise
* Custom character gifts

### Trending & Seasonal Keywords

* New Star Wars series characters
* Movie release tie-ins
* May 4th Star Wars Day
* Holiday-themed Star Wars art
* Pop culture portrait trends

## 📊 COMPETITIVE LANDSCAPE ANALYSIS

### Potential Competitor Categories

1. **Custom Portrait Services** (general)
2. **Star Wars Fan Art Creators**
3. **Character Commission Artists**
4. **Pop Culture Art Services**
5. **Digital Art Platforms**

### Competitor Analysis Prompts

"Using DataForSEO MCP, identify makemejedi.com's main competitors in the custom Star Wars art and character creation space."  
  
"Using DataForSEO MCP, analyze which keywords competitors in the custom portrait and Star Wars art niches are ranking for that makemejedi.com could target."  
  
"Using DataForSEO MCP, find content gaps where makemejedi.com could create Star Wars-themed content that competitors are missing."

## 🎯 CONTENT MARKETING OPPORTUNITIES

### Blog Content Ideas Based on Keyword Research

* “How to Commission Custom Star Wars Art”
* “Best Star Wars Characters for Custom Portraits”
* “Star Wars Gift Ideas for Fans”
* “Creating Your Own Jedi Character”
* “Star Wars Art Styles and Techniques”

### Video Content Opportunities

* Character creation process videos
* Star Wars art tutorials
* Before/after transformation videos
* Customer testimonial videos
* Speed art creation content

## 💰 PPC CAMPAIGN STRATEGIES

### High-Intent Campaign Keywords

* “custom star wars portrait”
* “jedi character commission”
* “personalized star wars art”
* “star wars gift ideas”
* “custom character drawing”

### Long-tail Campaign Opportunities

* “turn me into a jedi character”
* “custom star wars birthday gift”
* “personalized jedi portrait commission”
* “star wars character art service”
* “custom lightsaber artwork”

## 📈 SEASONAL CAMPAIGN PLANNING

### Q1 (January-March)

* New Year resolution content (become a Jedi)
* Valentine’s Day Star Wars couples art
* Spring movie release tie-ins

### Q2 (April-June)

* **May 4th Star Wars Day** (major opportunity)
* Father’s Day Star Wars gifts
* Summer movie releases

### Q3 (July-September)

* Back-to-school Star Wars themes
* Comic-Con and convention seasons
* Fall movie/series premieres

### Q4 (October-December)

* Halloween Star Wars costumes/art
* Black Friday/Cyber Monday promotions
* Holiday gift campaigns
* Year-end Star Wars content

## ⚡ NEXT STEPS FOR MAKEMEJEDI.COM

1. **Run the primary SEM analysis** using the prompt above
2. **Document top 10 keyword opportunities** specific to Star Wars niche
3. **Create content calendar** around Star Wars events and keywords
4. **Set up PPC campaigns** for custom portrait and commission keywords
5. **Plan seasonal campaigns** around Star Wars Day and movie releases
6. **Monitor competitor activities** in the custom art space
7. **Track performance** and iterate monthly

## 🔍 TECHNICAL COMMANDS

**Debug & Test Commands:** - npm run sem-analysis - Display SEM analysis prompts - node sem-analysis-makemejedi.js - Run makemejedi-specific analysis - npm run mcp-inspector - Debug MCP connections

## 📋 ANALYSIS DELIVERABLES

After running the analysis, expect to receive:

✅ **Current Keyword Portfolio** for makemejedi.com  
✅ **Competitor Keyword Gaps** in Star Wars niche  
✅ **High-Value Keyword Opportunities** with search volumes  
✅ **Seasonal Trend Analysis** for Star Wars-related terms  
✅ **PPC Keyword Recommendations** with commercial intent  
✅ **Long-tail Keyword Variations** for content strategy  
✅ **Content Gap Analysis** in custom art and Star Wars space

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