



CAREERTU × PARISA WANG

SEO Content Overview



Agenda

- Content Gap & Opportunity
- SEO content plan

Content Gap & Opportunity

Content performing of Parisa Wang's website

Site	Ranking Keywords	Top Positions	Page Authority	Domain Authority
● https://www.parisawang.com/	103	8 keywords in #1-3 5 keywords in #4-10	31	33

- High content relevance to keywords:
 - Total ranking keywords: 103
 - Page 1 keywords: 13 (3 non-branded keywords: bracelet bag(s), <https://badbags.com/collections/the-originals>)
- Low page authority and domain authority
 - Page authority: 31
 - Domain authority: 33
- Error: 404 Page Not Found (page link: keyword ranking #14, #15, #16)
- Relatively low page speed
 - Desktop homepage loading speed: 1.4 seconds
 - Mobile homepage loading speed: 3 seconds

Content Gap & Opportunity

- Keywords by site (top rank #1-#10 on Google search first page)

Keyword	Min Volume	Max Volume	Difficulty	https://www.parisawang.com/ en-US Top Rank	https://www.parisawang.com/ en-US Top Ranking URL
parisa wang	501	850	30		1 https://www.parisawang.com/
parisa wang allured bucket bag	11	50	12		1 https://www.parisawang.com/products/allured-bucket-bag
parisa wang belt bag	11	50	17		1 https://www.parisawang.com/products/addicted-belt-bag
addicted belt bag olive green parisa wang	0	10	11		1 https://www.parisawang.com/products/addicted-belt-bag-1
addicted satchel parisa wang	0	10	13		1 https://www.parisawang.com/products/addicted-bracelet-bag-1
parisawang	0	10	35		1 https://www.parisawang.com/
https www.parisanydc.com	0	10	31		1 https://www.parisawang.com/
parisa nyc	0	10	36		1 https://www.parisawang.com/
bracelet bag	11	50	37		4 https://www.parisawang.com/products/addicted-bracelet-bag
bracelet bags	11	50	38		5 https://www.parisawang.com/products/addicted-bracelet-bag
wang shipping	0	10	24		6 https://www.parisawang.com/pages/customer-care
https badbags.com collections the-originals	0	10	28		7 https://www.parisawang.com/
parisa	851	1700	40		10 https://www.parisawang.com/

Content Gap & Opportunity

- Keywords by site (rank #10-#20 on Google search second page)

Keyword	Min Volume	Max Volume	Difficulty	https://www.parisawang.com/ en-US Top Rank	https://www.parisawang.com/ en-US Top Ranking URL
pvc bucket	11	50	36		13 https://www.parisawang.com/products/addicted-bucket-bag-1
acrylic bucket bag	0	10	38		14 https://www.parisawang.com/products/addicted-bracelet-bag-acrylic
sachel like bucket	0	10	47		15 https://www.parisawang.com/products/addicted-bucket-bag-2
mini bucket	101	200	45		16 https://www.parisawang.com/products/copy-of-addicted-bucket-bag-1
key chain purse	101	200	43		16 https://www.parisawang.com/products/addicted-coin-purse-key-chain-special
satchel like bucket	0	10	48		16 https://www.parisawang.com/products/addicted-bucket-bag-2
belt tote bag	0	10	35		16 https://www.parisawang.com/collections/all
what backpack do celebrities wear	0	10	41		17 https://www.parisawang.com/blogs/news
pvc stylish bags	0	10	48		17 https://www.parisawang.com/products/addicted-bucket-bag-1
bucket vs tote	0	10	27		18 https://www.parisawang.com/products/addicted-bucket-tote
marie claire new handbag brands	0	10	30		18 https://www.parisawang.com/blogs/news
kickstarter precede	0	10	38		19 https://www.parisawang.com/blogs/news/113370758-when-fashion-meets-rc
reformation lookbook	11	50	38		20 https://www.parisawang.com/products/reformation-exclusive-special
best yahoho shoulder bags	0	10	31		20 https://www.parisawang.com/blogs/news

Content Gap & Opportunity

Content Performing Overview

- PARISA WANG is doing a well-performing content on
 - Product page
 - Articles and blog posts
 - Photo and visual galleries, videos
 - Social media platforms
- But there are still some opportunities and potentials to reach to optimize the website and content, so that after the customers had some knowledge and built a basic brand awareness of PARISA WANG, we need to guarantee they can have a satisfied customer journey from awareness to consideration to purchase and finally loyalty.

Content Gap & Opportunity

Parisa Wang's Strengths

- Product page
 - Product description: overviews, details, dimensions, ways to wear
 - Product reviews: rating stars, customer reviews and comments (verified buyers)
 - Product care and repairs
 - Sustainability: eco-friendly brand image
- Articles
 - “IN THE NEWS”: collection of featured press from BAZAAR, ELLE, VOGUE, Yahoo posts (blogs and magazines)
- Photo and visual galleries
 - Influencers and celebrities
- Videos
 - Previous campaign creative assets (Thanksgiving and Black Friday)
 - Promotion videos (influencers and models)

OVERVIEW DETAILS DIMENSIONS WAYS TO WEAR

The iconic Addicted bracelet bag, with its unique wine-bottle shaped silhouette of gentle curves, is the perfect complement of ease and sophistication. Inspired by the phrase “Wear your heart on your sleeve,” this elegant design is best worn with its distinct ring buckle looped around your wrist for a bold jewelry feel. It also has a detachable shoulder strap so it can be worn as a crossbody, making it perfect day in, night out.



My summer favorite bag!

Got this bag as a collaboration gift, and I totally fell in love with it!! I'm very obsessed with its asymmetric signature ring buckle, croc-embossed calfskin leather exterior, and the adjustable shoulder strap! Amazing design! Highly recommend!



VOGUE



WHO WHAT WEAR



POPSUGAR FASHION



Content Gap & Opportunity

- Parisa Wang vs. Competitors (Staud clothing, Cuyana, Dagnedover, Senreve)

Site	Ranking Keywords	Top Positions	Page Authority	Domain Authority
● https://www.parisawang.com/	103	8 keywords in #1-3 5 keywords in #4-10	31	33
● https://staud.clothing/	763	56 keywords in #1-3 32 keywords in #4-10	43	55
● https://www.cuyana.com/	6.2k	328 keywords in #1-3 623 keywords in #4-10	51	60
● https://www.dagnedover.com/	2.9k	157 keywords in #1-3 131 keywords in #4-10	45	53
● https://www.senreve.com/	755	42 keywords in #1-3 64 keywords in #4-10	40	47

Table 1: PW and Competitors Content Performance Overview

Sites	Shared Keywords
● https://www.parisawang.com/	103
● https://www.dagnedover.com/	2.9k
● https://www.senreve.com/	755
● https://www.cuyana.com/	6.2k
● https://staud.clothing/	763

Table 2: Shared Keywords Overview

Content Gap & Opportunity

Parisa Wang's Weaknesses (website page)

- Lowest score of page authority and domain authority among four competitors
- Least number of ranking and top-ranking keywords among four competitors
- Fewest shared keywords with competitors

Parisa Wang's Weaknesses (website content)

- Lack of section “Best Seller/Popular Product”
- Lack of section “Gifts (for her/him/kids, gift card, featured shops, business gifts)”
- No category classification (causal, business formal, fashion, vacation)
- More care information (different care methods for different products)
- More social media platform (Facebook, Instagram, Pinterest, Weibo)
- No price discovery (products under \$200, price range)
- No language and currency transformation

Content Gap & Opportunity

Parisa Wang's opportunities (website page)

- Increase keywords targeting
 - Target: 150 ranking keywords
- Find out 404 not found page and fix the error
- Acquire more backlinks from influential websites and blogs

Parisa Wang's opportunities (website content)

- “Best seller” Section
 - Customers perceive this information as recommendation of current fashion trend
- Interactive tools and content: Best bag for you
 - Website can automatically match the best bag for customers as they enter their preferences, demands, clothing styles, statures, etc.
 - Visual fitting room

Content Gap & Opportunity

Parisa Wang's opportunities (website content)

- Category classification of bags
 - Classify the bags into different styles and functions, based on the production materials and design (casual, business formal, fashion, vacation)
- Detailed bag care information
 - Different materials, leather, and texture should have different care methods
- Social media platform accessibility
 - Weibo: significant customer base in Asia (Taiwan, China, Hongkong) where Weibo is commonly used
- Gifts (for Her)
 - Provide gift choices to boyfriend, husband, and friend with gift message and wrapping service
- Language and currency
 - Language choice (Chinese, Korean, Japanese) accompany with local currency conversion

SEO Content Plan

Target Keywords (branded)	Why did you choose this keyword?
Parisa wang	Top traffic earner (ranking: #1; monthly volume: 501-850; difficulty: 30)
Parisa wang allured bucket bag	ranking: #1; monthly volume: 11-50; difficulty: 12
Parisa wang belt bag	ranking: #1; monthly volume: 11-50; difficulty: 17
Parisa NYC	ranking: #1; monthly volume: 0-10; difficulty: 36
Parisa Wang Sale	relevance: 5 star; monthly volume: 0-10
Parisa Wang reviews	relevance: 5 star; monthly volume: 11-50

SEO Content Plan

Target keywords (non-branded)	Why did you choose this keyword?
bracelet bag(s)	non-brand keyword ranking: #4; monthly volume: 11-50; difficulty: 37
pvc bucket (striking distance keyword)	non-brand keyword ranking: #13; monthly volume: 11-50; difficulty: 36
mini bucket and key chain purse (striking distance keyword)	non-brand keyword ranking: #16; monthly volume: 101-200; difficulty: 45 and 43
belt tote bag (striking distance keyword)	non-brand keyword ranking: #16; monthly volume: 0-10; difficulty: 35
purseblog (striking distance keyword)	non-brand keyword ranking: #21; monthly volume: 1.7k-2.9k; difficulty: 55
non-boring bag/must-have bag/hottest bag brand	keywords that Parisa Wang was mentioned in the news/featured press
Cyber Monday Fashion/new ways to wear/fashion trend/best look/holiday gift	keywords in the backlinks that Parisa Wang receive
ideal shape/polished and sophisticated vibe/day to night events	keywords mentioned and shared by Parisa Wang's followers and fans
confidence/unique/airport style	Influencers' and celebrities' focus point
Luxury goods/waterproofing/tote bag/bag for women	Trending in searches (Google Trends)  CAREERTU × PARISA WANG

SEO Content Plan

Greatest potential Keywords

Striking distance keywords: keywords ranking #10-#20 and appear in 2nd page on Google Search results are the most potential keywords

- **pvc bucket:** keyword ranking #13 with monthly volume 11-50 and difficulty 36
- **mini bucket and key chain purse:** keyword ranking #16 with monthly volume 101-200 and difficulty 45 and 43
- **belt tote bag:** keyword ranking #16 with monthly volume 0-10, but difficulty level is only 35, which means it is less difficult for Parisa Wang to rank higher than current competitors on the first page than those with higher monthly volume and keyword ranking

SEO Content Plan

Greatest potential Keywords

Keywords in the backlinks: 185 unique external linking domains

- **Black Friday Sales (key promotional moments):** 4 linking domains with domain authority of 95 (use this score to compare Parisa Wang's likelihood to rank above that of competitors)
- **New ways to wear:** 15 linking domains with DA of 90
- **Cyber Monday Fashion:** 26 linking domains with DA of 85
- **Fashion, beauty sales and deals:** 23 linking domains with DA of 85

SEO Content Plan

Content ideas	Format
<p>Parisa Wang brought 2020 fashion trends of must-have bags. Combination of the potential words that appear in backlinks and frequently mentioned words in featured press and articles, so that increase the opportunity of higher ranking when customers either search for fashion 2020 or bags</p>	<ul style="list-style-type: none">- Press and News Release- Blog post
<p>2020 New Look: Cyber Monday guides you how to wear with best belt tote bag! Cyber Monday and Black Friday sales is an attractive point and pain point for most of customers; customers are also interested in how to have a best and fashion look from clothes to bag matches (influencers' and celebrities' guide)</p>	<ul style="list-style-type: none">- How-to guide- PR- Blog posts- Interactive content- Video
<p>Day to night stylish bucket and purse: a gift for women. Most women are pursuing multifunctional bag which can serve them both in professional works and dating. It can also be a guideline for boyfriend or husband who want to choose gift for her. These potential keywords come from followers' mention and share, also the backlink content</p>	<ul style="list-style-type: none">- PR- Blog post- Video

SEO Content Plan

Content Optimization

- Include the most potential keywords in Parisa Wang's title tag, URL, meta description and main content
 - Simple and clear URL
 - Make sure 3 to 5 times keywords mention in the main content
- Optimize the title with incorporating keywords for better Click Through Rate (CTR)
- Format the content for readability
 - Easy to catch up customers' attention (based on their pain point)
 - Accurate and relevant words
 - Delete irrelevant and redundant words
- Use image alt text
 - Should include keywords
- Organic content generation with including detailed description on product and campaign pages

SEO Content Plan

Content Promotion

Publish on the website

- New bag's introduction and detailed information on product page
- Customer reviews (UGC)
- Introduction of collaboration story
- Key words and images



PR/Media

- Collect email or contact information of influential media, websites, and female influencers (large number of followers, high social cognition and authority in fashion filed)
- Reach out them one-by-one through email
- Method: showing them our recent published PR, and ask them whether they can read that and publish on their websites
- Influencers post the bag with keywords and image to show their feminism and women power

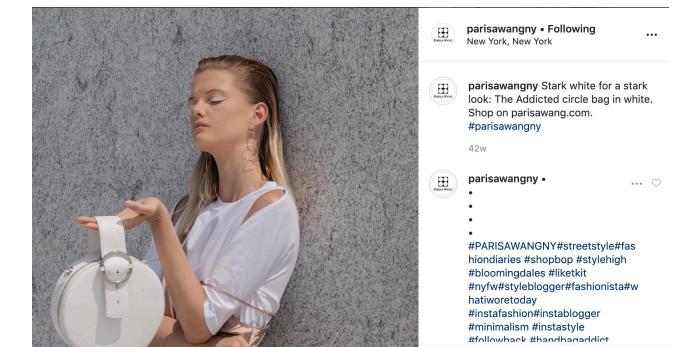


Reach out to influencers



Social media

- Social media channel : Facebook, Instagram, Pinterest, Weibo
- Organic posts, images, videos
- Create hashtag and keywords contents to allow customers view other users' posts and reviews in hashtag community



Measure success

Key Metrics

	Tool	Metrics
Traffic Generation	Google Analytics Google Search Console	Organic traffic by page category Referral traffic Brand/non-brand clicks
Engagement/Conversion	Google Analytics	Bounce rate Conversion rate Exit rate Time on site
Keyword Ranking	Google Search Console 3 rd Party Tracking Tool: Moz, Answerthepublic	Non-brand keywords ranking Keywords by category
Backlinks	Google Search Console 3 rd Party Tracking Tool: Moz, Ahrefs, Screaming Frog Spider	# of backlinks # of linking domains
Brand Awareness	Google Trends	Brand searches



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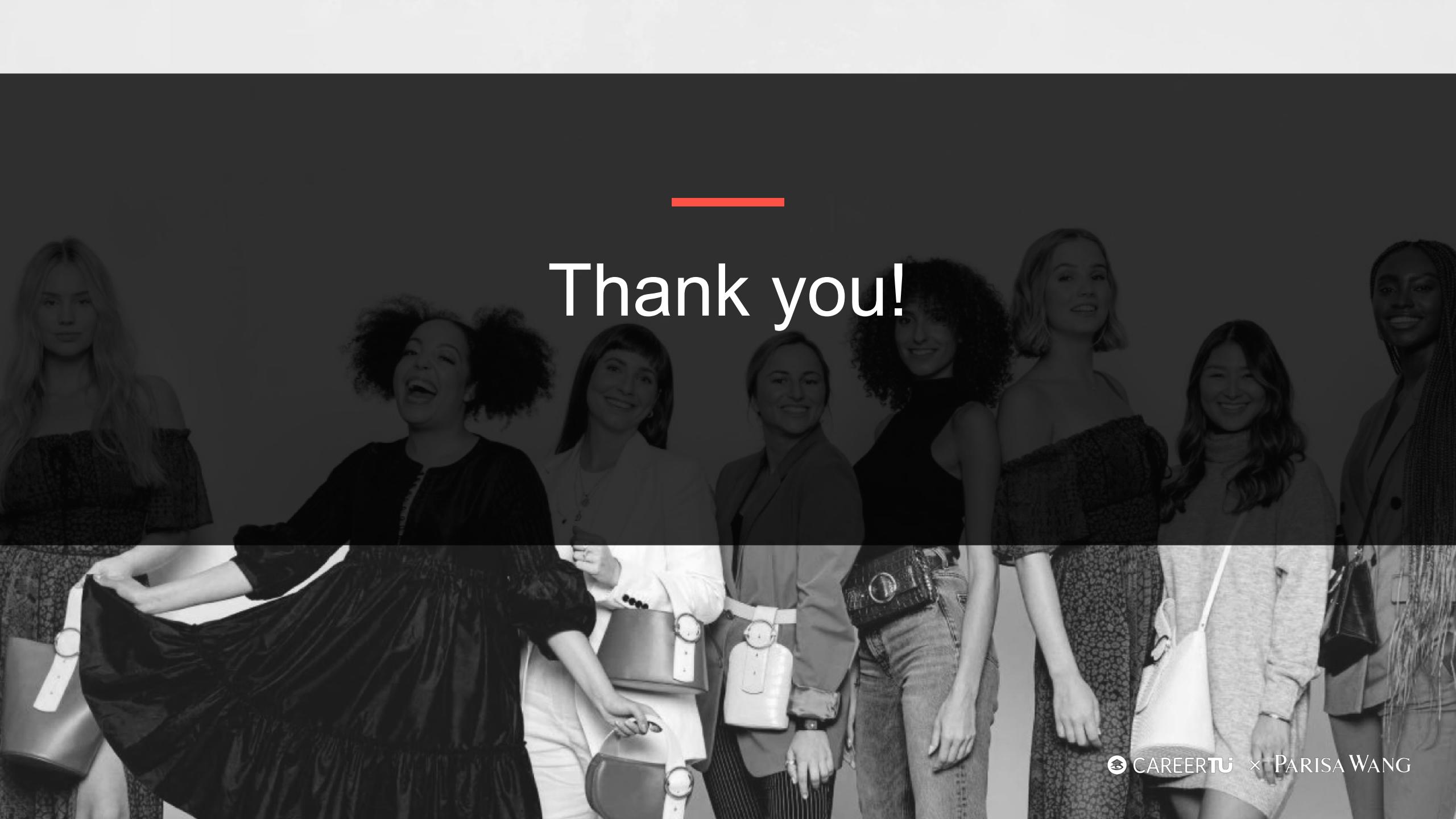
Site Audit

Technical Audit: Metadata

	Current Site Audit	Proposed Revision
Title tag	<u>PARISA WANG® Official Site The Original Bracelet Bag ...</u>	<u>PARISA WANG® Official Site Luxury & Fashion Bag For Women</u>
Alt-tag	No alt-tag	Add product name, e.g., Empower Women bag
Meta description	Discover PARISA WANG's Singular Handbags with Accessible Pricing. Designed for the modern women to wear heart on sleeve. Free Shipping & Easy Returns.	Discover PARISA WANG's Luxury & Fashion Handbags with Accessible Pricing. Designed for the modern women to wear heart on sleeve. Explore Addicted Bracelet Bag, Tote Bag, Backpacks... Free Shipping & Easy Returns.

Link Building

Website URL	Organic Search Traffic	Why do you think it is relevant to your campaign?
www.thezoereport.com/p/9-emerging-handbag-brands-nycs-stylish-women-cant-stop-wearing-13233115	127 (Source: Ahrefs)	High monthly search traffic
www.vanityfair.fr/mode/diaporama/ces-nouveaux-createurs-de-maroquinerie-a-suivre-sur-instagram/45535	88 (Source: Ahrefs)	Relatively high monthly search traffic and famous media contribute Parisa Wang's brand awareness
https://www.purseblog.com/	1.7k - 2.9k (Source: Moz)	High monthly search volume. Purseblog is a collection of bag and bag reviews blog, high CTR on this channel
https://www.elle.com/	N/A	A major and high authority media to reach a large amount of potential customers worldwide
https://www.dealmoon.com/en	N/A	An influential channel to attract and target customers in Asia, with collection of most popular and trendy brands and products



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Thank you!