



## Marketing Analysis

JNTWebDesigns, Inc.

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### Introduction

The purpose of our market analysis report is to inform you about key aspects of online marketing and search engine optimization (SEO) to increase search engine ranking (SER). In this report we will look at your competitors in the more prominent search engines and see how your site compares using various keyword phrases. We will also analyze your sites keyword phrase density and . Lastly we will examine your sites link popularity to see how many sites are linking back to yours.

Please review this report and understand it fully, so that you benefit from its finding. If you have any questions or comments, please feel free to call us at 601-519-8072 or email [info@jntwebdesigns.com](mailto:info@jntwebdesigns.com)

## Competition

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Through analyzing your competition, you can get a unique perspective on how you can improve your SER.

	<b>Google</b>	<b>MSN</b>
initial j christian jewelry	jewelrybynet.com rjsh.com silverenchantments.com <a href="#">whnd (7)</a>	jewelrybynet.com silverenchantments.com j30ad.com applesofgold.com
jesus jewelry	jewelrybasket.com jewelrybynet.com applefielddirect.com christianbook.com	anyreligiousjewelry.com jewelrybynet.com jesusjewelryshop.com jewelrybasket.com
hallelujah tees	hallelujahtees.com zazzle.com <a href="#">whnd(6)</a>	
christian jewelry	christianexpressionsuperstore.com adifferentdirection.com/ kellystreasure.com/ christianjewelry.com/ kingdomwear.com/	www.c28.com/jewelry.asp www.christianbook.com/jewelry christianfishjewelry.com jewelry4christians.com christianexpressionsuperstore.com

## Keyword Analysis

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Keyword: Christian Jewelry

- 1 of the word appears in text link(s)
- **Does Not** appear in bold text
- **Does Not** appear in header text
- **Does Not** appear in document title
- **Does Not** appear in meta description
- **Does Not** appear in meta keywords

Keyword: initial j christian jewelry

- 2 of the words appears in text link(s)
- **Does Not** appear in bold text
- **Does Not** appear in header text
- **Does Not** appear in document title
- **Does Not** appear in meta description
- **Does Not** appear in meta keywords

Keyword: hallelujah tees

- **Does Not** appears in text link(s)
- **Does Not** appear in bold text
- **Does Not** appear in header text

- **Does Not** appear in document title
- **Does Not** appear in meta description
- **Does Not** appear in meta keywords

Keywords: jesus jewelry

- **Does Not** appears in text link(s)
- **Does Not** appear in bold text
- **Does Not** appear in header text
- **Does Not** appear in document title
- **Does Not** appear in meta description
- **Does Not** appear in meta keywords

## Keyword Search Statistics

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This section shows how many times a specific keyword phrase was searched for during a specific month and the average times searched during a one month period.

	<u>Nov. Searches</u>	<u>Avg. Search</u>
christian jewelry	33,100	40,500
christian silver jewelry	1,000	1,000
chrisitan jewelry wholesale	1,300	2,900
jesus jewelry	5,400	3,600

## Site Keyword Content

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Search engines analyze a sites content in order to rank it for search results. By seeing what words appear the most on a page and/or site, it gives them a feel of what the site is targeting. You want your keywords to appear more within your content, building keyword density. An optimum keyword density is between 3 – 9%.

<u>Word</u>	<u>Count (375 unique words)</u>	<u>%</u>
shirts	11	3.48%
sleeve	9	2.95%
designs	8	2.68
wear	8	
name	8	
long	7	2.41%
jesus	7	
jewelry	5	1.88%
christian	3	1.35%

### **Keyword Analysis of competitors**

[www.christianexpressionssuperstore.com](http://www.christianexpressionssuperstore.com) (528 unique words) christian 34/6.98%

[www.jelerybynet.com](http://www.jelerybynet.com) (2244) jewelry 79/4.07%

## Possible Alternative Keyword Suggestions

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charm religious christian gold  
child christian jewelry  
christian bracelets  
christian cross jewelry  
christian earrings  
christian fish jewelry  
christian gifts  
christian jewelry cross necklaces  
christian jewelry gift  
christian jewelry manufacturer  
christian jewelry store  
christian jewlery  
christian necklaces  
christian rings  
christian shop  
christianjewelry  
contemporary christian jewelry  
inspirational bracelets  
inspirational christian jewelry  
inspirational gifts  
inspirational ideas  
inspirational jewelry  
jewelry christian  
religious jewelry  
religious medals  
religious store  
shop christian gift  
spiritual jewelry  
sterling christian jewelry  
sterling silver christian jewelry  
sterling silver jewelry  
unique christian jewelry  
unique jewelry  
unique sterling silver jewelry  
unique sterling silver christian jewelry  
wholesale christian jewelry

## Site Link Popularity

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Many search engines give importance to the number of **relevant sites** that link back to yours. By relevant we mean sites that are relevant to the type of target audience and viewer you are trying to capture.

	<u>Number of Links</u>
<b>Google</b>	0
<b>Alta Vista</b>	3
<b>MSN</b>	0
<b>All The Web</b>	2
<b>Yahoo</b>	0

## Link Popularity of competitors

	<b>Google</b>	<b>Alta Vista</b>	<b>MSN</b>	<b>All The Web</b>	<b>Yahoo</b>
christianexpress...	107	802	0	461	5621
jewelrybynet.com	0	2900	0	89	7618
jewelrybasket.com	0	5	0	5	5

## Report Conclusion

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It appears the WearHisNameDesigns website has gotten a solid start in the search engine rankings, ranking in the top 10 on major search engines for several keyword phrases. The three most prominent competitors appear to be christianexpressionsuperstore.com, [www.jewelrybynet.com](http://www.jewelrybynet.com) and [www.jewelrybasket.com](http://www.jewelrybasket.com). If you can rival these sites in keyword density and link popularity then you can improve SER and increase traffic to your website.

The first step in SEO that we suggest is to work on meta tags, including titles, descriptions and keywords. Most typically this can be done through your shopping cart software. Many times you can change these on a per product basis as well. Also take a look at your content and try to increase keyword density, using keywords in bold text, in a text link and in header tags.

You may increase link popularity by finding online business directories and placing your information there. Any time you register on a forum, be sure to place your website in your account details, as well as your forum signature (as long as it does not violate the forum rules). You can also subscribe to product feeds (Google has a feeds service for free). This will help increase SER as Google and other give precedence to sites with a higher link popularity.

Typically, increasing search engine ranking can take some time and effort, a good SER does not happen over night. And once you get listed higher, you must work to maintain your position. Changing up your content from time-to-time helps tremendously, as it shows the search engines that your site is active. Creating a blog to interact with your visitors is another helpful way to increase return visitors and also increase content as well as keyword density. Allow visitors to sign up for a newsletter and be sure to send out mailings, ezines and/or electronic newsletters on a regular basis.

One of the most important marketing strategies that many people overlook is putting your website address on all of your marketing materials and advertising medias, such as business cards, post cards, flyers, phone book ads, etc.

**Note:** You can track statistics at [www.wearhisnamedesigns.com/cpanel](http://www.wearhisnamedesigns.com/cpanel) and checking Awstats (under logs). This will give you details on number of visitors, search engine referrals, keyword search phrases, percentage of visitors that bookmark your site and more valuable information.