



Towel Manufacturer's Association of Pakistan

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Members of the Association

SUBJECT: **SEO REPORT ON BEDSPREADS**

Dear Members,

In continuation to our previous e-mail on SEO Report on Towels, we are furnishing below another SEO Report on Bedspreads based on “US Market”.

Bedspreads

Related keywords

Similar search keyword	Search volume per month in USA
Bedspread	60,500
Bedspread king size	22,200
Bedspread Chenile	22,200
Bedspread queen size	12,000

These are high volume keywords and have high competition in search, if you are using these keywords in your site, it will take some time for your website to rank on top position

Low to medium competition keywords

keyword	Competition level
bedding sets	Medium
Cotton bedspread	Medium
Twin bedding set	Low
Velvet bedspread	Low

Informational long tail keywords which can bring more visitors to your website

1. How to use bedspread
2. How to make bedspread
3. How to fold bedspread
4. How to clean bedspread
5. How to wash bedspread

If you add a blog to your website with above informational keywords which are providing a solution to users, this will result in more traffic to your website and will have higher transactional results

Top 15 regions of USA with highest search in bedspread – DATA of past 12 months

Region	bedspread: (8/11/18 - 8/11/19)
Vermont	100
Arkansas	65
North Dakota	56
West Virginia	53
Rhode Island	50
Alaska	50
Nevada	45
Maine	43
Minnesota	42
Utah	41
Louisiana	40
Alabama	36
Missouri	36
Arizona	36
North Carolina	34

Buyers buying pattern

- High search months
- Mid-August to 1st week of September
- Start of November to mid of November
- Mid of December to first week of Jan
- March to April

While planning your digital campaign, make sure to include these regions in your advertisement impressions, above pattern is drawn from Google

In order to avail the receipt of above report you have to upgrade your website so that buyers may approach you hassle free

Thanks & Regards

M. Muzzammil Husain
Secretary General



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