



Towel Manufacturer's Association of Pakistan

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Members of the Association

SUBJECT: SEO REPORT ON TOWELS

Dear Members,

Hope you will be fine and might have gone through our previous e-mail on “Digital Marketing Tools”.

We are furnishing below a SEO Report on Towels based on “US Markets” which is as under:-

Towels SEO Report

High competitive keywords

Keyword	Search volume per month USA
Towels	49,500
Towels beach	40,000
Towels rack	31,000
Towels bath	27,000
Towel microfiber	22,000
Towels sale	8,000

Medium to low competitive keywords

Keyword	Competition range	Search volume per month USA
Towel set	Medium	5,400
Towels for babies	Medium	5,400
Towels for hairs	Medium	3,600
Towels whole sale	Low	1,900
Towels hotels	Low	1,600
Towels linen	Low	1,000

High demand and online search months

- December 23rd to 30th December
- First two weeks of January
- May-June
- First week of July
- August –sept

Top 15 US regions with most search in online towel shopping

Region	towels: (8/11/18 - 8/11/19)
Delaware	100
Iowa	94
Rhode Island	79
North Dakota	78
Vermont	71
Maine	67
New York	66
Utah	65
New Hampshire	64
Colorado	62
Alabama	60
Maryland	59
Pennsylvania	59
West Virginia	58
Illinois	57

Above charts show which keywords your website should have to attract most traffic, using medium and low competition keywords will help your company to reach top position fast, high competitive keywords will take few months of SEO and on page optimization before your site starts getting organic traffic

Please make sure your online add shows in top regions mentioned above in months mentioned to attract more buyers

Get optimized pictures of your website and do off page optimization (backlinks) to get extra traffic

Trends to follow in towels business

#towels

#towelsets

#beachtowel

#bathtowels

#dishtowels

#beach

#hotels

Report by Adil Majeed

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Keeping in view above you have to upgrade your Website so that Buyers may contact you accordingly.

Thanks & Regards

M. Muzzammil Husain
Secretary General



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