

Fantasia



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Digital Curtain Collection



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STAY TIMELESS WITH EVERGREEN STYLE,
EMBRACE THE **Trends**

Curtains do more than just dress a window they define a space, add character, and bring that cozy, finished feel to any room. At **Munshi Digital**, we bring you premium quality fabrics and thoughtfully sized curtains designed to elevate your interior and create a soothing, stylish atmosphere you'll love to come home to.



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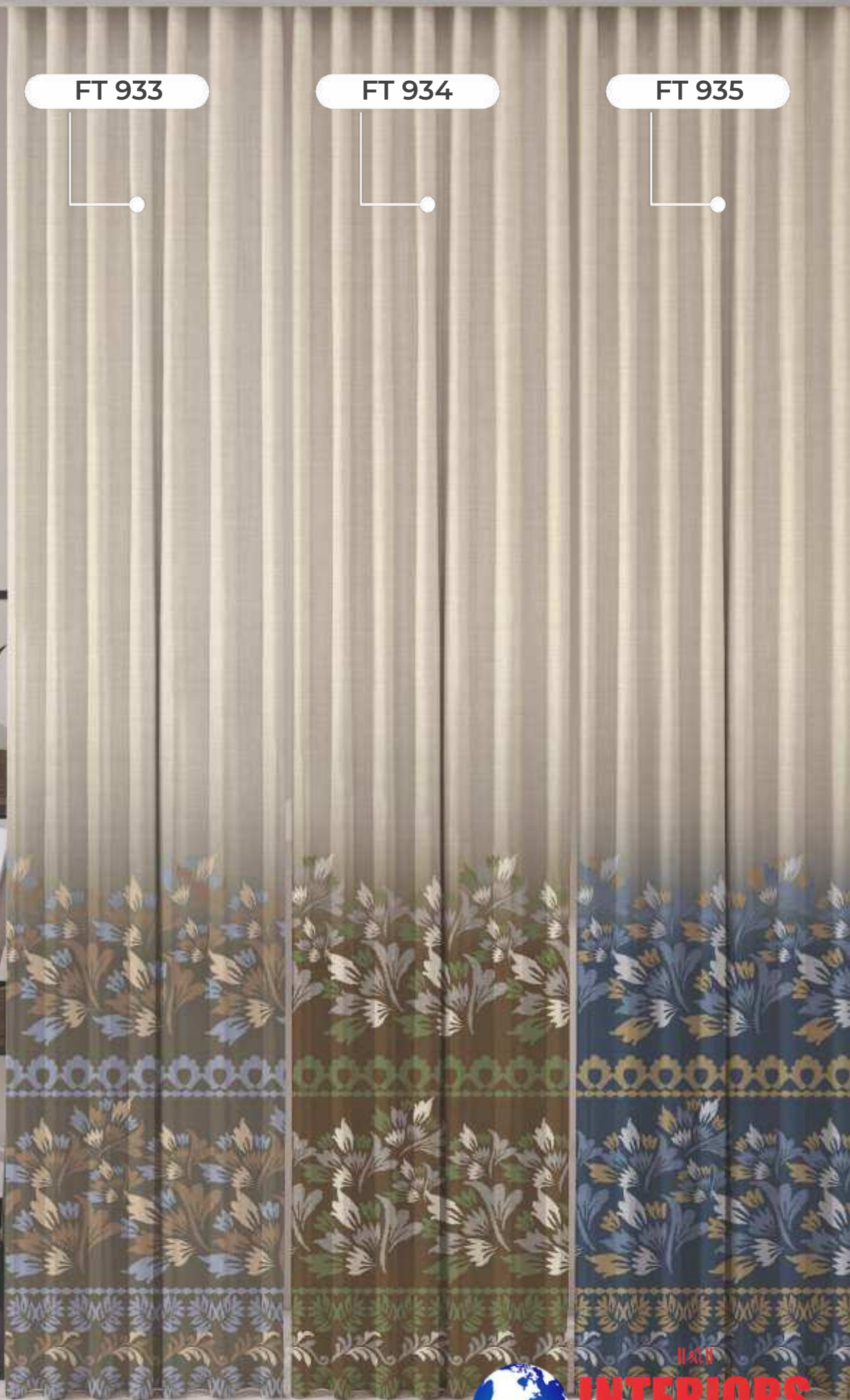
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Strategy

Step 3

Build your SW-Content Map

kw	Rank	URL	Action	Priority
Zair	#2	Zairan	List building	High
Ves	#4	Zairanfor	Brand amplification	Mid

Step 4

Break down the SEO efforts into discrete projects w/ ETA and people assigned, ordered by expected ROI

Project	Priority	Value (Weeks)	Assigned	ETA
Homepage link building	High	High (4wks)	Frank	March 30

Step 5

Build a reporting/measurement system that shows progress and ties source/gains to clear metrics

Tactic	Metric 1
Rank for top 3 competitor corporate websites	Rank Search Volume Traffic Conversions Retention

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Step 3

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Ves	#4	Zairanfor	Brand amplification	Mid

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Homepage link building	High	High (4wks)	Frank	March 30

Step 5

Build a reporting/measurement system that shows progress and ties revenue/gains to clear metrics

Tactic	Metric
Rank for top 3 competitor comparison metrics	Rank Search volume Traffic Conversions Retention

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Strategy

Step 3

Build your SW-Content Map

kw	Rank	URL	Action	Priority
Zair	#2	Zairan	List building	High
Ves	#4	Zairanfor	Brand amplification	Mid

Step 4

Break down the SEO efforts into discrete projects w/ ETA and people assigned, ordered by expected ROI

Project	Priority	Value (Weeks)	Assigned	ETA
Homepage link building	High	High (4wks)	Frank	March 30

Step 5

Build a reporting/measurement system that shows progress and ties revenue/gains to clear metrics

Tactic	Metric
Rank for top 3 competitive corporate searches	Rank Search volume Traffic Conversions Retention

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Build your SW-Content Map

kw	Rank	URL	Action	Priority
Zair	#2	Zair.com	List building	High
Ves	#4	Zair.com	Lead generation	Med

Step 4

Break down the SEO efforts into discrete projects w/ ETA and people assigned, ordered by expected ROI

Project	Priority	Value (Weeks)	Assigned	ETA
Homepage link building	High	High (4wks)	Frank	March 30

Step 5

Build a reporting/measurement system that shows progress and ties source/gains to clear metrics

Tactic	Metric
Rank for top 3 competitor corporate websites	Rank Search Volume Traffic Conversions Retention

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Strategy

Step 3

Build your KW+Content Map

KW	Rank	URL	Action	Priority
Zair	#2	Zairan	List building	High
Ves	#4	Zairan	Brand amplification	Mid

Step 4

Break down the SEO efforts into discrete projects w/ ETA and people assigned, ordered by expected ROI

Project	Priority	Value (Weeks)	Assigned	ETA
Homepage link building	High	High (4wks)	Frank	March 30

Step 5

Build a reporting/measurement system that shows progress and ties revenue/goals to clear metrics

Tactic	Metric
Rank for top 3 competitor comparison metrics	Rank Search volume Traffic Conversions Retention

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Build your Win+Content Map

Win	Risk	Cost	Action	Priority
Zair	8.2	Zairum	List building	High
Ves	8.9	Zairum	Brand amplification	Mid

Step 4

Break down the SEO efforts into discrete projects w/ ETAs and people assigned, ordered by expected ROI

Project	Priority	Value (Weeks)	Assigned	ETA
Homepage link building	High	High (4wks)	Frank	March 30

Step 5

Build a reporting/measurement system that shows progress and ties source/goals to clear metrics

Tactic	Metric
Rank for top 3 complete corporate search	Rank Search volume Traffic Conversions Retention



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Step 3

Build your KW-Content Map

KW	Rank	URL	Action	Priority
Zair	#2	Zairan	List building	High
Ves	#4	Zairanfor	Brand amplification	Mid

Step 4

Break down the SEO efforts into discrete projects w/ ETA and people assigned, ordered by expected ROI

Project	Priority	Value (Weeks)	Assigned	ETA
Homepage link building	High	High (4wks)	Frank	March 30

Step 5

Build a reporting/measurement system that shows progress and time source/gains to show metrics

Tactic	Metric
Rank for top 3 competitor corporate websites	Rank Search Volume Traffic Conversions Retention



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