

# SEO Marketing

*Naimah Thomas Art*

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# Naimah Thomas art Case Study.

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## About the Project

Naimah Thomas is a visual artist, art therapist, whose work explores the intersections of art and mental health, primarily in communities of color.

Naimah's work includes digital illustrations, as well as works on paper canvas, and bristol using acrylic, pen/ink and watercolor.

## SEO Objectives

Naimah Thomas Art needs SEO efforts in order to improve traffic and organic visibility. Below the objectives:

- Improve website structure.
- Improve traffic from organic search.
- Improve ranking for main keywords.
- Build brand awareness.

## SEO Strategy

- Develop an integrated site-wide keyword strategy.
- Website structure refinement.
- Combined content outreach and social media sharing to increase brand traffic.





Site



<https://naimahthomasart.com>

Ranking Keywords

1

**Top ranking keywords**

- Keyword : thomas arts
- Difficulty: 48
- Monthly volume: 0

Page Authority

14

Domain Authority

12




# Naimah Thomas art SERP Analysis

10 Organic results on page one.

## 1 Naimah Thomas Art & Design <https://naimahthomasart.com/>


Page Authority: 14   
Linking RDs To Page: 6

Domain Authority: 12   
Linking RDs To Root Domain: 8

Page Score:  73

## 2 About Me - Naimah Thomas Art <https://naimahthomasart.com/pages/about-me>


Page Authority: 8   
Linking RDs To Page: 0

Domain Authority: 12   
Linking RDs To Root Domain: 8

Page Score:  73

## 3 Products - Naimah Thomas Art <https://naimahthomasart.com/collections/all>


Page Authority: 10   
Linking RDs To Page: 1

Domain Authority: 12   
Linking RDs To Root Domain: 8

Page Score:  73

## 4 Naimah Thomas, Chicago based artist original art <https://naimahthomasart.com/collections/art>


Page Authority: 8   
Linking RDs To Page: 0

Domain Authority: 12   
Linking RDs To Root Domain: 8

Page Score:  73

## 5 Prints - Naimah Thomas Art <https://naimahthomasart.com/collections/prints>


Page Authority: 8   
Linking RDs To Page: 0

Domain Authority: 12   
Linking RDs To Root Domain: 8

Page Score:  73

## 6 All Products - Naimah Thomas Art <https://naimahthomasart.com/collections/all-products>

Page Authority: 8   
Linking RDs To Page: 0

Domain Authority: 12   
Linking RDs To Root Domain: 8

Page Score:  73



# Naimah Thomas art

## SERP Analysis

10 Organic results on page one.

7	Collections - Naimah Thomas Art <a href="https://naimahthomasart.com/collections">https://naimahthomasart.com/collections</a>	Page Authority: 8	Domain Authority: 12	Page Score: 73
		Linking RDs To Page: 0	Linking RDs To Root Domain: 8	
8	Artist CV - Naimah Thomas Art <a href="https://naimahthomasart.com/pages/artist-cv">https://naimahthomasart.com/pages/artist-cv</a>	Page Authority: 8	Domain Authority: 12	Page Score: 73
		Linking RDs To Page: 0	Linking RDs To Root Domain: 8	
9	Clothing & Accessories - Naimah Thomas Art <a href="https://naimahthomasart.com/collections/clothing-accessories">https://naimahthomasart.com/collections/clothing-accessories</a>	Page Authority: 8	Domain Authority: 12	Page Score: 73
		Linking RDs To Page: 0	Linking RDs To Root Domain: 8	
10	Meet the artists behind the powerful Black Lives Matter artwork ... <a href="https://naimahthomasart.com/blogs/news/meet-the-artists-behind-the-powerful-black-lives-matter-artwork-being-shared-a...">https://naimahthomasart.com/blogs/news/meet-the-artists-behind-the-powerful-black-lives-matter-artwork-being-shared-a...</a>	Page Authority: 8	Domain Authority: 12	Page Score: 72
		Linking RDs To Page: 0	Linking RDs To Root Domain: 8	



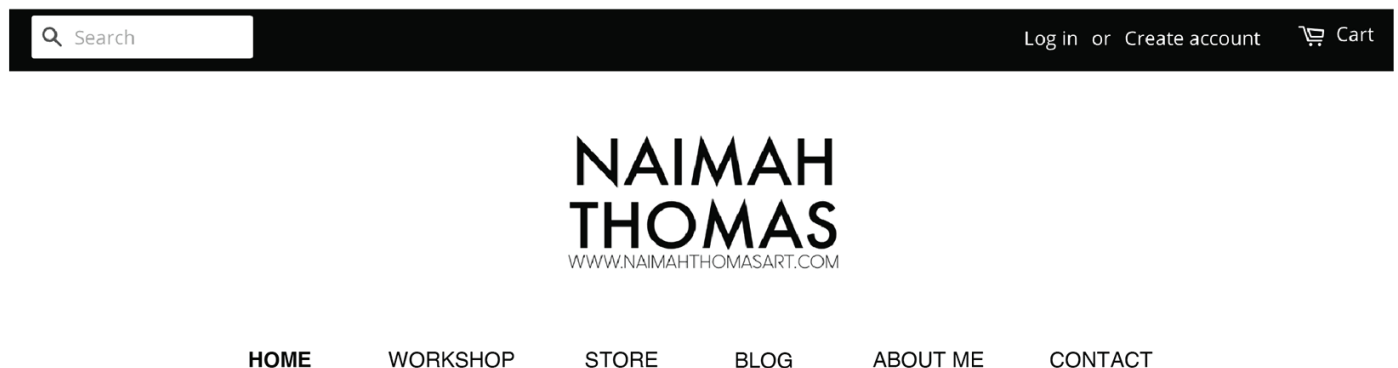
# Naimah Thomas art Website Structure

## Current website structure



## Website structure recommendation

To reach the project objectives, my recommendation is to redefine the website structure. Portfolio, Shop, Community art, News & Event will no be longer part of the structure. Below the new suggestion:





# Naimah Thomas art

## Keywords



	Keywords allocated to pages
	Keywords allocated to content

ID	Section	Concept	Keywords	Monthly Local Searches
1	HOME	BLACK ART THERAPY	what is art therapy	1700
2	HOME	BLACK ART THERAPY	types of art therapy	500
3	HOME	BLACK ART THERAPY	art therapy articles	200
4	HOME	BLACK ART THERAPY	art therapy activities	850
5	HOME	BLACK ART THERAPY	art therapy benefits	500
6	HOME	BLACK ART THERAPY	art therapy activities for adults	500
7	HOME	BLACK ART THERAPY	art therapy for children	850
8	HOME	BLACK ART THERAPY	art therapy ideas	1700
9	HOME	BLACK ART THERAPY	art therapy excercises	371
10	HOME	BLACK ART THERAPY	art therapy books	298
11	HOME	BLACK ART THERAPY	what does an art therapist do	470
12	HOME	BLACK VISUAL ARTIST	black visual artist	50
13	HOME	BLACK VISUAL ARTIST	black painters	1700
14	HOME	BLACK VISUAL ARTIST	black artist	4300
15	HOME	BLACK VISUAL ARTIST	contemporary african american artist	850
16	HOME	BLACK VISUAL ARTIST	famous visual artist	850
17	HOME	BLACK VISUAL ARTIST	black artist paintings	500
18	WORKSHOP	ART THERAPY WORKSHOP	art therapy workshops	263
19	WORKSHOP	ART THERAPY WORKSHOP	art therapy training workshops	218
20	WORKSHOP	ART THERAPY WORKSHOP	art therapy online	92
21	WORKSHOP	ART THERAPY WORKSHOP	art therapy training	521
22	WORKSHOP	ART THERAPY WORKSHOP	art therapy	24000
23	WORKSHOP	ART THERAPY WORKSHOP	free art therapy classes	55
24	WORKSHOP	ART THERAPY WORKSHOP	expressive arts therapy	1173
25	STORE	BLACK ARTWORK ILLUSTRATION	black art paintings	850
26	STORE	BLACK ARTWORK ILLUSTRATION	black art pictures	850
27	STORE	BLACK ARTWORK ILLUSTRATION	black art canvas	500
28	STORE	BLACK ARTWORK ILLUSTRATION	black artwork	1700
29	STORE	BLACK ARTWORK ILLUSTRATION	african american canvas art	500
30	STORE	BLACK ARTWORK ILLUSTRATION	black art	1700

# Naimah Thomas art

## Site content optimization

### KEYWORD ALLOCATION

	Primary keyword
	Second keyword

Page Level	Page	Recommended URL	Keywords	Monthly Local Searches	Recommended Headline	Page Title	CHAR. <65	Meta Description	CHAR. <155
0	Home	<a href="https://naimahthomasart.com">https://naimahthomasart.com</a>	Black Artist	4300	Discover Black Artists in Chicago   Black Painter in	Famous visual artis   Black artist paintings	44	Discover black artists in Chicago. Find out famous visual artists. Visual artist and Art Therapist.	99
			black painters	1700					
			famous visual artist	850					
			black artist paintings	500					
1	Home	<a href="https://naimahthomasart.com">https://naimahthomasart.com</a>	what is art therapy	1700	What is art therapy?   Art therapy ideas	Art therapy activities   Art therapy for children	50	What is art therapy?. Discover new art therapy ideas to do at home. Healing through art.	90
			art therapy ideas	1700					
			art therapy activities	850					
			art therapy for children	850					
			art therapy benefits	500					
1	Workshop	<a href="https://naimahthomasart.com/workshop">https://naimahthomasart.com/workshop</a>	art therapy	24000	Art therapy   Expressive art therapy	Art therapy training   Art therapy workshops	44	Use creative process to explore your feelings through art therapy. Art therapy workshops.	89
			expressive art therapy	1173					
			art therapy training	521					
			art therapy workshops	263					
1	Store	<a href="https://naimahthomasart.com/store">https://naimahthomasart.com/store</a>	black artwork	1700	Blac artwork   Black art	Black art paintings   Black art picures	39	Black artwork, black art. Naimah Thomas shows you a different way to see art through art therapy.	98
			black art	1700					
			black art paintings	850					
			black art pictures	850					



# Naimah Thomas art

## Inbound Links

Current inbound links for [naimahthomasart.com](https://naimahthomasart.com)

<input type="checkbox"/>	URL	Anchor Text <sup>i</sup>	PA <sup>i</sup> ▼	DA <sup>i</sup> ▼	Linking Domains <sup>i</sup> ▼	Spam Score <sup>i</sup> ▼	More Info
<input type="checkbox"/>	Miss Chatelaine <a href="https://joy.org.au/...misschatelaine/feed/pod">joy.org.au/...misschatelaine/feed/pod</a>	"naimah thomas"	33	51	5	1%	
<input type="checkbox"/>	Fighting Injustice One Cup at a Time - 1... <a href="https://blog.lacolombe.com/...2020/07/08/fi">blog.lacolombe.com/...2020/07/08/fi</a>	"website"	32	62	2	3%	
<input type="checkbox"/>	Miss Chatelaine <a href="https://joy.org.au/...misschatelaine/feed/pod">joy.org.au/...misschatelaine/feed/pod</a>	"naimah thomas"	30	51	2	1%	
<input type="checkbox"/>	Somebody's beloved – Show #174 (part... <a href="https://joy.org.au/...misschatelaine/2020/11/">joy.org.au/...misschatelaine/2020/11/</a>	"naimah thomas"	29	51	1	1%	
<input type="checkbox"/>	June 4, 2020 <a href="https://www.naylornetwork.com/...artt-nwl/">www.naylornetwork.com/...artt-nwl/</a>	"naimah thomas"	28	49	0	--	
<input type="checkbox"/>	Arts & Makers Virtual Marketplace – R... <a href="https://rebuild-foundation.org/...arts-makers">rebuild-foundation.org/...arts-makers</a>	"naimah thomas art design"	25	51	1	1%	
<input type="checkbox"/>	Decarcerate Now: A Virtual Quilt - For ... <a href="https://www.forthepeoplecollective.org/...de">www.forthepeoplecollective.org/...de</a>	"naimah thomas"	22	32	4	2%	
<input type="checkbox"/>	Decarcerate Now: A Virtual Quilt - For ... <a href="https://www.forthepeoplecollective.org/...de">www.forthepeoplecollective.org/...de</a>	"naimah thomas"	22	32	4	2%	
	<b>via redirect</b>						
<input type="checkbox"/>	Find Talents <a href="https://www.illustratorhub.com/find-talents">www.illustratorhub.com/find-talents</a>	"portfolio"	15	13	3	8%	
<input type="checkbox"/>	Find Talents <a href="https://www.illustratorhub.com/...find-talent">www.illustratorhub.com/...find-talent</a>	"portfolio"	10	13	0	8%	
<input type="checkbox"/>	Queer.Archive.Work (@QueerWork) I... <a href="https://www.twiblu.com/twiuser/QueerWork">www.twiblu.com/twiuser/QueerWork</a>	"https://naimahthomasart.c..."	9	8	0	15%	
	<b>nofollow</b>						
<input type="checkbox"/>	Artists – Create Protest <a href="https://createprotest.com/pages/artists">createprotest.com/pages/artists</a>	"website"	1	1	0	4%	

# Naimah Thomas art

## Backlink Recommendation

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A backlink is a link that comes from another website to yours, our recommendations are:

- Get "Best X" List Mentions
- Reach Out to Journalists
- Publish Ultimate Guides
- Use Images to Earn Links & Mentions

Suggested sites to backlink to:

- [aaihs.org](http://aaihs.org)
- [itachicago.org](http://itachicago.org)
- [psicologytoday.com](http://psicologytoday.com)
- [art-therapist.org](http://art-therapist.org)
- [ipaintmymind.org](http://ipaintmymind.org)
- [chicagoreader.com](http://chicagoreader.com)
- [illinoisarttherapist.org](http://illinoisarttherapist.org)