

## Part One

The target audience for the GOYOUTH Under Desk Treadmill is considered to be parents who have moved from hybrid work to fully working from home. These parents send their kids off to school every morning and then head straight to their home office. They sit—more or less—for eight consecutive hours, unless they take bathroom or food breaks. The issue they are facing, then, is low blood circulation and possible back and hip pain due to the sedentary lifestyle of working from home full time.

This audience is specifically parents who have school-age children, as, if they had toddlers at home, they would be spending more time running after those children and wouldn't be needing the Under Desk Treadmill because they're getting some movement in their day. These parents are also likely around the age of 40.

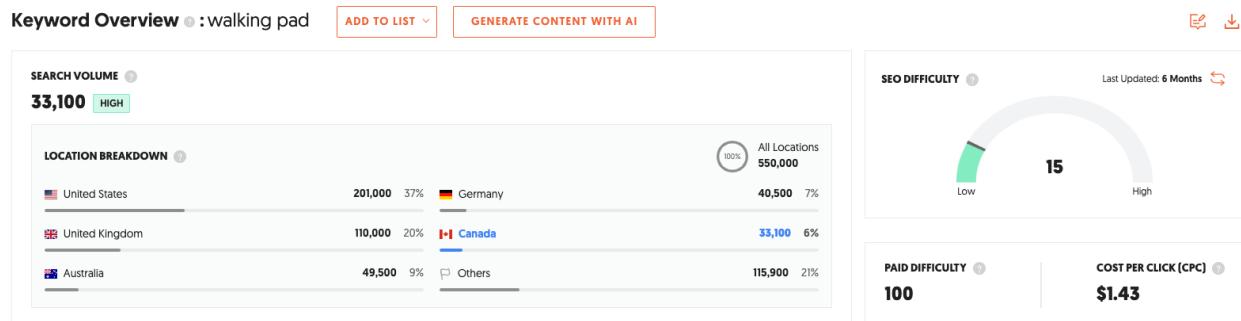
A seasonal consideration might be if it's wintertime and these Canadian parents cannot go out for walks on their lunch breaks because it's cold and snowy outside. They cannot necessarily make it to the gym if they have to be at their home desk all day and will be too busy being parents after their nine to five to go after work.

This audience would consider questions such as:

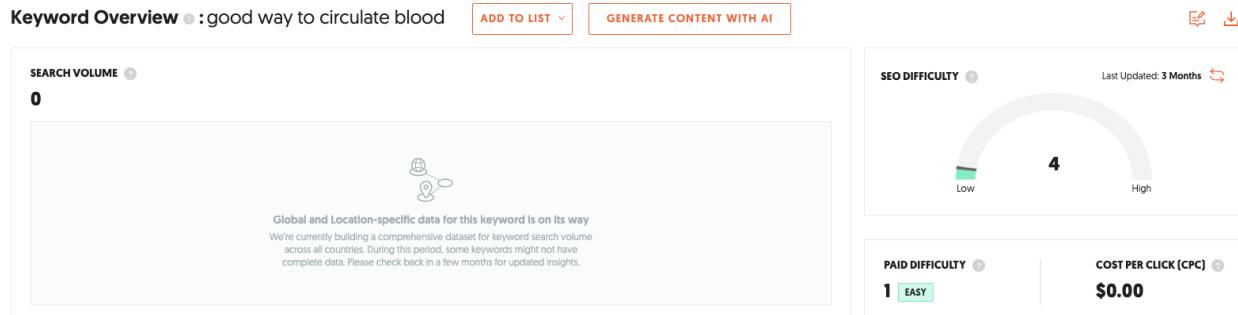
1. How do I get exercise at home?
2. How do I stay healthy while working from home?
3. Is sitting for too long bad for my blood circulation?
4. Is sitting for a long time bad for my health?
5. Does walking increase blood circulation?
6. Does working from home increase back and hip pain?

Keyword Research:

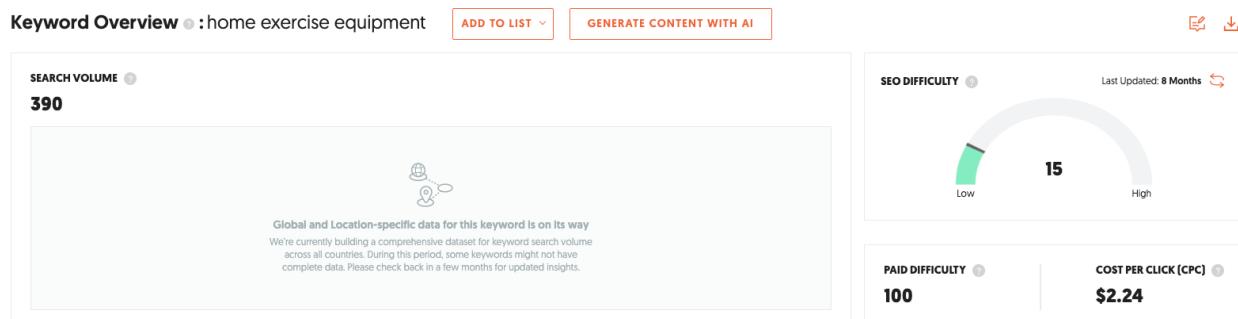
### Walking Pad



## Good way to circulate blood



## Home exercise equipment



Considering the above results, it would be less useful to use “walking pad” as a keyword, considering the product may be lost among others. Though not many people are using “home exercise equipment” and “good way to circulate blood” as much and it wouldn’t be exponentially helpful, this product would still be the one of the first few things that comes up when people type those words into their search engine.

## Part Two

Title (H1): Why You Should Be Walking While You Work from Home

Meta Description: Learn how to stay active when you're stuck at your home desk all day

Topic: Being active in a usually sedentary lifestyle to improve blood circulation and keep the heart pumping

Funnel Stage: Middle of the funnel, "Think"

Goal: Encourage parents to purchase the GOYOUTH Under Desk Treadmill to help them stay active while they're working from home

Audience: Parents of school age children who work from home full time

Primary Keyword: Home exercise equipment

Sub keywords: Walking pad, good way to circulate blood

## Part Three

<<Why You Should Be Walking While You Work from Home>>

<<Learn how to stay active when you're stuck at your home desk all day>>

<<In today's world, it's so easy to do everything you need to with the press of a button while sitting at your desk. This is exactly why so many positions in the workforce have moved from in-person work to hybrid work and now, officially, to full-time working from home.

As parents, you might not realize how little activity you're getting if your children are the ones doing all the running around and you're getting exhausted by watching them—especially when you've been mentally exhausted after a long nine-to-five shift in your home office. It's hard to realize when your blood isn't flowing the way it needs to be.

What you need is some exercise of your own. You need a [good way to circulate blood](#) and keep your heart pumping. Being active is the first step in making those office chair back and hip aches go away.

The work-from-home lifestyle doesn't have to be so rock-still with the GOYOUTH Under Desk Treadmill. This [walking pad](#) fits right underneath your desk, making it super easy to get some steps in while you're also filing that report or emailing that client. You don't have to feel guilty for having no time to go to the gym with the ability to walk for those eight hours of work literally right under your feet.

The GOYOUTH Under Desk Treadmill is equipped with a remote control, Bluetooth speaker and has a speed range from 0.5 to 6 km/h. Whatever your goals are, you can walk, jog or run on this treadmill and still be present at your desk. Not only can you adjust the speed, but you can also adjust the mode with the 12 different mode options on the treadmill.

Purchasing [home exercise equipment](#) doesn't have to be difficult or strenuous. You don't need massive machines that will clutter up your space and you definitely don't need to convert your kids' video game room into a home gym. The GOYOUTH Under Desk Treadmill is easy and compact enough that you can achieve your goals without going too broad.

The impact will not only be great for your heart and blood flow, but also for your back and hips, which can become stiff from the office chair sitting position. Take your all-day sitting and turn it into a healthy, active lifestyle that promotes better circulation and overall body wellness.

Now, your kids don't have to be the only ones who get all their steps in during the day. Working from home looks a lot better when you're no longer complaining of back aches and your joints have less pressure on them because you've walked the pain away.

The best part? You can still wear pyjama pants while in your meetings because the Under Desk Treadmill is the perfect form of [home exercise equipment](#) that will get you to your goal and feeling a whole lot better.>>