

Category Descriptions

Client: Yoobi

Focus: SEO rich

Season: Spring 2015

Writing

Explore the depths of your written creativity with one of our twister crayons, mini markers or colored pencils. Reading a novel or studying for a big test? Our jumbo highlighters will help you to remember the important facts. The basic writing essentials like no. 2 pencils are available as well as super bright glitter gel pens to color your world. (Or #ColorYourWorld)

SEO keywords: Writing essentials, no. 2 pencils, colored pencils, color your world, specific product names (twister crayons, glitter gel pens, jumbo highlighters).

Arts & Crafts

With endless creative possibilities, find arts & crafts supplies like jumbo triangle crayons, glue sticks, stencils & stickers, or a colorful & crafty kids bundle which includes a little bit of everything. Paint kits for beginners as well as the Van Gogh inspired tools are available as well for DIY at home arts & crafts projects and activities.

SEO keywords: arts & crafts supplies, paint kits for beginners, DIY at home, arts & crafts project, jumbo triangle crayons, colorful & crafty kids bundle, Van Gogh inspired.

Desk Accessories

Spice up your personal space with cute desk accessories that will catch your eye. Decorate our magnetic photo frames with patterned decorative tape & capture a moment in time. A brightly colored clock, tape dispenser or magnetic paperclip holder makes a great desk statement piece and keeps your organized at the same time. Give your students a pat on the back with a variety of teacher supplies like reward stickers and stamps of approval for grading and gifts.

SEO keywords: cute desk accessories, magnetic photo frames, patterned decorative tape, magnetic paperclip holder, desk statement piece, reward stickers, stamps of approval.

Notebooks

Notebooks, composition books and journals are available for all your writing needs. Notebook designs range from solid colors to printed patterns, now featuring a new line curated by Usher and featuring exclusive designs by artist Jonni Cheatwood, we're "mixing street smarts with school smarts." Stay organized with a 1 inch binder, color coordinated dividers, three hole punched zip cases for your utensils and folders with prongs for loose paper that needs a home.

SEO Keywords: Writing needs, notebook designs, mixing street smarts with school smarts, curated by Usher, organized, composition books, journals, zip cases, folders with prongs, 1 inch binder, artist Jonni Cheatwood.

Office Supplies

A successful office is equipped with the essentials: tape dispenser & correction tape for fix it fun, pens, pencils and highlighters. Go on an office supply haul and utilize a blank white board or a weekly white board planner for all your appointments. A mini office supply kit includes a miniature version of the basics and fits in your bag for on-the-go trips.

SEO keywords: office supply haul, office supply kit, on-the-go, fix it fun.

Back To School Essentials

So many pieces go into being fully equipped for the first day. Back to school shopping cool pencil cases, uniquely designed backpacks and lunch bags, cute school supplies like squishy pencil grips, composition books, and a new line of notebooks, binders and zip cases curated by Usher and featuring exclusive designs but artist Jonni Cheatwood, mixing street smarts with school smarts. Don't forget a new stylish watch to stay on time, patterned shoelaces to pump up your kicks and comfortable earbuds for downtime and studying!

SEO keywords: back to school shopping, college school supplies, stationary, cool pencil cases & backpacks, composition book, cute school supplies, comfortable earbuds, artist Jonni Cheatwood, Usher, mixing street smarts with school smarts, pump up your kicks.

Locker Accessories

Add some color and organization to your locker with decorative & magnetic push pins and vibrant picture frames that stick to the inside of your locker with ease. Cute locker accessories like magnetic mirrors and fuzzy zip pockets keep your belongings secure and you ready with random touch ups. Keep a mini supply kit for emergencies and a magnetic whiteboard planner to keep up with your daily download.

SEO keywords: decorative & magnetic push pins, cute locker accessories, fuzz zip pockets, mini supply kit, your daily download

Organization

Tie up loose ends and stay organized with colorful Yoobi dividers, 1 inch binders and folders. Store all your belongs in one of our various styles of backpacks and keep your loose leaf documents together in an idea holder, also known as a two pocket folder or two level desk set tray. Our ID wallets keep your cards snug while a magnetic paperclip holder prevents them from straying away. Don't forget your next appointment or test with our white board planner, conveniently equipped with a magnetic backing to fit in your locker, along with your mini supply kit with the basics just in case.

SEO keywords: 1 inch binder, Yoobi, idea holders, desk set tray, mini supply kit.

Electronics

Various styles of cute earbuds and headphones are available both online and at Yoobi @ Target. Track time with a stylishly designed Yoobi watch and keep a clock by your bedside or in your office to stay accountable.

SEO keywords: Target, cute earbuds and headphone. Yoobi @ Target.

Backpacks & Lunchpacks

Stay ahead of the pack with one of our new unique styles of backpacks and lunchbags. With ample pocket space for all your cute school supplies like Yoobi folders, composition books, jumbo erasers, and lunchtime snacks, there's a place for everything when you need it. Do your back to school shopping right with a custom luggage tag and don't forget to personalize your pack with the included name tag!

SEO keywords: Ahead of the pack, cute school supplies, back to school shopping, custom luggage tag.

Pencil Cases

Fuzzy pencil cases, magnetic zip pockets and mini backpacks are here to hold your mechanical pencils, glue sticks, highlighters and color pens. Stick them in your Yoobi backpack or attach to your locker for easy access when needed. This is a cool school supply to have when the creative bug comes to play.

SEO keywords: mechanical pencils, fuzzy pencil case, glue sticks highlighters, color pens, cool school supply, Yoobi

Party Supplies

Take your party up a notch with cute arts & craft supplies like animal patterned decorative tape, glitter glue, watercolor paint kits, washable markers and jumbo crayons. Our cool wrapping is perfect for special occasions or maybe a gift bag with Yoobi tissue paper and a customized crossword puzzle message greeting card is more your style. Either way, get wrapped up in the creativity and let it run wild.

SEO keywords: cute arts & craft supplies, watercolor paint kits, glitter glue, jumbo crayons, cool wrapping paper, gift bags, greeting cards, Yoobi, tissue paper, washable markers.

Fun Stuff

Cool shaped elastic bands, polka dot shoelaces, multicolored stamp rollers and decorative tape are some fun school supplies to have and to hold. Use our cute shaped magnets and picture frames to save the memories and animal sticky notes to remember what you've forgotten. Keep all your keys together with one of our pom pom keychains and have a ball with it too, literally.

SEO keyword: elastic bands, stamp rollers, fun school supplies, pom pom keychain