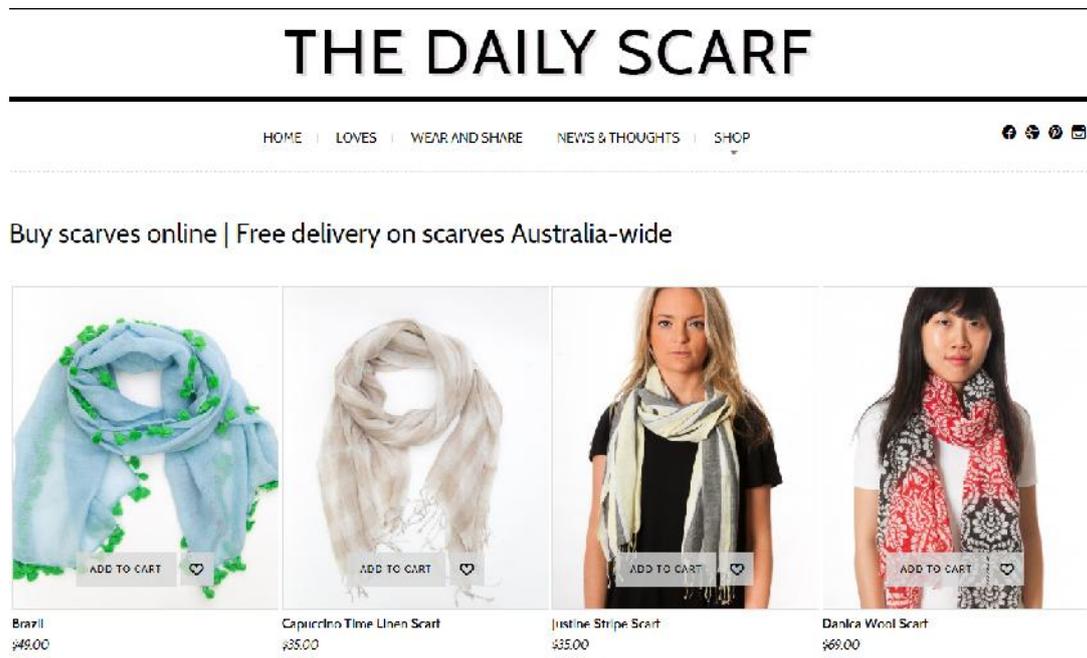


Example of SEO-specific copywriting that weaves keywords required by the digital agency into natural sounding copy.



Homepage <https://thedailyscarf.com/>

Keywords: scarves Australia, buy scarves online, scarves online, ladies scarves

Buy scarves online | Free delivery on scarves Australia-wide

Find beautiful ladies scarves from around the world - for all occasions and seasons

Be it a year-round personal fashion statement or a cosy companion in the chilly months, there's something magical about the touch, feel and look of a gorgeous scarf.

Why buy scarves at the Daily Scarf?

We comb the far reaches of the globe to bring you a wide and wonderful range of exquisite, affordable ladies scarves and sarongs - created by artisans and scarf designers across Asia, India and Europe.

Explore our mélange of fun and fashionable scarves. You can buy online in patterns, colours, materials and sizes to suit your personal tastes and needs.

Whether you're new to the delights of wearing a scarf, in search of a unique gift for a lucky someone, or a long-time devotee for whom scarves are not simply an accessory, but one of life's necessities, there's a gorgeous The Daily Scarf waiting for you.

Why wear a scarf?

The selection of ladies scarves you'll find on The Daily Scarf can:

- transform the simplest outfit into high fashion
- add a pop of colour to your personal style
- perfectly complement casual, business and evening wear
- be tied and draped in so many ways and places
- keep you chic and comfortable through every season.

We want to make sure your experience buying scarves online is fun, informative and simple. So you have access to:

- super-easy shopping and checkout
- handy tips on ways to wear scarves
- scarf fashion updates and insights
- communities of excited scarf lovers.

So rather than be wondering, "Why wear a scarf?", we hope you'll be thinking, "How have I lived without scarves for so long?!"

Fast shipping on all scarves Australia and world wide

We know what it's like. When you spot, muse over and pick out a scarf or sarong (or three!) that you adore, you want to feel, wear and show it off asap!

So we aim to have your package on the road, or in the air, within 24 hours. We deliver around the world. And if you're in Australia, shipping is free.

Summer Scarves

<https://thedailyscarf.com/product-category/summer-scarves/>

Keywords: summer scarves, summer scarf

Playful summer scarves - vivacious, practical and chic

Spice up your warm weather fashion - everywhere from the beach to the boardroom

When spring and summer arrive, plush winter scarves love to curl up and hibernate in the bottom drawer. That's when it's time for their lighter, brighter and more versatile siblings to come out and play. Take a look at our colourful range of summer scarves that include vibrant and fun linen scarves, silk scarves and cotton scarves.

Not only will they keep you looking and feeling cool at the beach, summer festivals and social events - and add pizzazz and style to your business attire - they'll keep you warm enough if ever balmy days turn to chilly nights.

So make haste while the sun shines and grab a stunning summer scarf today!

Why wear a summer scarf?

When you add bold, beautiful and brilliant summer scarves to your wardrobe of savvy fashion, you can effortlessly refresh, revitalise and glamorise any look, for any occasion, without investing in a whole new outfit.

With florals, pastels, bold and block colours to choose from there's something to mix, match with and complement all personal tastes and styles of clothing.

How to wear a summer scarf

Summer scarves are generally lighter and thinner than winter scarves, which makes them more versatile and pliable. There are so many ways to wear them, depending on your outfit and the look you're going for - fun and relaxed, elegant and sophisticated or something in between.

Choose a summer scarf to:

- perfectly accessorise your favourite swimsuit
- bring to bloom a summer dress, t-shirt or tank top
- double as a beach towel when you travel
- tie from your handbag, or wear under a jacket.
- as a bandana for a splash of bohemian chick
- to cover up when modesty calls

What materials are summer scarves made of?

Our summer range are made of soft and feminine linen, silk and cotton.

Why are these the best for summer?

During harsh summer days, our summer scarves are more than eye-catching and versatile fashion accessories. They can double as protection from the searing Australian summer sun - and as a heroic wrap to defy the goosebump inducing office and shopping mall air conditioning.

Plus, these light materials help your skin to breath, avoid perspiring, heat rashes, etc. And 100% cotton is very gentle on even the most sensitive skin.

Easy to carry even when you're not wearing them

Even if you're not wearing your scarf they roll up neatly in your bag, to take anywhere - be it the beach, office or your next dreamy summer holiday.

And they make a beautiful gift for women of all ages.

Winter Scarves

<https://thedailyscarf.com/product-category/winter-scarves/>

Keywords: winter scarves, winter scarf

Winter scarves - wrap up in warm, luxurious style

Take a wander through our winter scarf wonderland

Whoever said winter was cold and dreary has obviously never been bundled in a soft, plush winter scarf from The Daily Scarf. Be it wool, silk-blend, cashmere, viscose, angora or polyester, our collection of winter scarves from countries as diverse as Italy, Mexico and Australia are the perfect way to keep snug and look stylish during the cold months.

Why wear a winter scarf?

Winter scarves are not just a godsend when the icy winds whip down the street, they complement a lot of different fashion styles and occasions.

Whether it's a catch-up with friend over coffee, a meeting at the office, or mingling at a semi-formal occasion, a winter scarf will always get admiring glances.

Winter scarves are always so popular because they:

- protect your neck as no winter coat ever can
- brighten up darker winter outfits with a pop of colour
- add elegance and sophistication to all your winter fashions
- can give your favourite outfits a refreshing makeover

And, of course, when bundled around you with a beautiful coat, gloves, jumper and boots, nothing feels so snug and warm!

How to choose a winter scarf

Winter scarves come in so many different styles, colours and materials. And, as we know, personal fashion is a very personal decision. However, there are some things you can do to ensure your winter scarves are the style icons of your winter wardrobe.

Body shape and patterns

Consider your body shape when it comes to scarf patterns. Thick horizontal lines can widen your body, while vertical patterns are slimming.

Body size and scarf thickness

Match to your body size to get the best look. If you're petite avoid chunky knit scarves. If you're a medium sized, look for medium thickness scarves. And if you're larger, thicker knits will look fantastic.

Scarf colours for different outfits

Both bright and neutral coloured scarves work a treat. Vivid pinks and reds and blues look amazing against neutral coloured clothes we often wear in the chilly months.

But that doesn't mean you should give the blacks, greys and browns of the scarf world the cold shoulder. They match just about every item of clothing in your wardrobe and are the perfect balance when you want your vibrant to be the one turning heads instead of your scarf.

Grab the perfect winter scarf for you

Here at The Daily Scarf you'll find winter scarves in wide selection of materials, colours and patterns.

From musty green tapestry and brown silk wool to vibrant Autumn pinks, red. blues chevron and tassels, we've got everything you need to be looking chic and feeling cosy this winter.

Sarongs

Keywords: sarong, sarongs, sarongs Australia, sarongs online

Elegant sarongs – versatile, vibrant and sexy

Rock a beautiful sarong all summer long from the beach to the restaurant to the bar

Stunning, stylish, flirty, fun - sarongs can create and transform your look in so many ways, all with the simple tie of a knot.

But there's no need to wait until your next Asian sojourn to find the perfect sarong - for yourself, or as a gift. The Daily Scarf team bring summer holiday bliss to your door with a fabulous collection of elegant, affordable sarongs online.

And we can deliver your sarongs Australia-wide, or anywhere in the world.

Why wear a sarong?

Whether you're on the beach, by the pool or out for dinner, wrapping yourself in a gorgeous, bright sarong makes you look and feel relaxed, confident and alluring.

And not only do sarongs perfectly accessorise your favourite bikini or swimsuit, they protect you from the harsh summer sun.

How to wear (and use) a sarong

Sarongs are so versatile that their multi-tasking skills turn other fashions accessory green with envy. You can use a sarong:

- to the beach and as a towel
- by the pool
- as a dress, during the day and night
- to lounge or work around the house
- to protect yourself in the sun
- to keep yourself warm in cool changes
- as a scarf all year round
- to carry belongings, or babies!

Different ways to tie a sarong

There are literally dozens of ways to tie your sarong. With some practice and experimentation you'll soon add many fun and fashionable looks to your collection of sarong style secrets. Here are just a few of our favourites:

- Skirt - tied or wrapped around your waist.
- One shoulder dress - tied in a double knot at the shoulder and waist

- Side slit dress - tied at front on top and stomach then twisted to side.
- Jumpsuit - tied at the back, one corner pulled up between your legs and knotted at the front.
- Halter dress - tie two top corners at the back of your neck, twist sarong at front and then tie the other ends at the middle of your back.

Wrap yourself in a burst of sarong colours

Choose elegant sarongs in colours as summery, fun and refreshing as the drinks we've named them after, such as Cranberry Soda Maroon, Strawberry Daquiri , Red, White & Blue Tequilla Sunrise, Blue Hawaii and more

Order your sarong online today

Whether it's a beautiful gift for yourself, someone else - or both - we can deliver your sarongs Australia-wide, or internationally.