

Keyword Research & Competitor Analysis Task

Group-based in-lecture case

Your client:

Company name: Your preference, based on one of the given scenarios (See p.3). You can choose an existing company or suggest a fictional one.

Digital Presence: Eshop

Location: Anywhere

Language: **English**

Products:

Identify one or more products or services of your selected business scenario.

Your Task:

Keyword Research & Competitor analysis for one of the client's products

PART A – Keyword Research and Topic formation

Processes:

- Use Google Trends to see search trends about the product
- Use Tools to analyze keywords search volume and SEO difficulty
- Decide on list of top 5 -10 keywords and match searcher intent* (also explain their type long-short-mid tailed)
- Find LSI** keywords (manually in Google or using tools)
- Create one or more topics around the product.
- Organize in xls sheet

→Submit to Forum

PART B – Competitor analysis for the selected (e.g., five) keywords-keyphrases

Processes:

- Find the top SEO competitors for the selected product and keywords (e.g., top 3)
- Identify valuable keywords that your competitors rank for
- In an xls sheet note the competitor's keywords/synonyms in their meta (see p.32 in slides)
- Visit their webpage to 'analyse' their SEO strategy
- Use BrowseSEO to examine their strong SEO features in terms of links

→ Submit to Forum

Note: Use <https://seranking.com/google-location-changer.html> to set the search Location

Use Browser Incognito Mode

*Searcher intent

Type of intent	People want to...
informational intent	find information on a specific topic
navigational intent	access a specific website by entering the term in a search engine (branded keywords)
commercial intent	do research before making a purchase (asking for sales/offers/etc)
transactional intent	buy something, after doing their commercial intent searches (use the word 'buy' or branded keywords and 'buy')

**LSI (Latent Semantic Indexing) Keywords are conceptually related terms that search engines use to deeply understand content on a webpage.

! LSI Keywords are NOT synonyms. Instead, they're terms that are closely tied to your target keyword.

Case Studies

1. Dog training (Location specific)
2. Vet clinic (Location specific)
3. Pet accessories
4. Organic oils
5. Pregnancy clothes
6. Nursery furniture
7. Baby care products
8. Kids shoes
9. Wooden toys
10. Robotics for kids
11. Restaurant/Pizza/Caffe
8. Fashion/Beauty
9. Travel agency
10. Hotel
11. Food supplement
12. Online Courses
13. Web development firm & hosting provider
14. Christmas ornament
15. Online jewelry store
16. Rent a car
17. Spa center
18. Conference rooms