Client Logo

Keyword Research & Opportunities

Prepared For

www.client-website.com

On

Add Date

By

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CONTENTS

INTRODUCTION

This report presents keyword research that was carried out to identify organic search traffic opportunities for <mark>Client</mark>. This includes the presentation of a possible menu structure and product categories for the <mark>Client</mark> website.

We will also discuss the overall digital marketing opportunities available.

KEYWORD ANALYSIS

INTRODUCTION

As highlighted in our Competitor Analysis and Insights report, search plays a very important role in driving traffic to all your competitors.

This table shows the website traffic share driven from the search engines:

Competitor 1	26.75%
Competitor 2	34.92%
Competitor 3	75.36%
Competitor 4	28.28%
Competitor 5	77.44%

THE KEYWORD BRIEF

<mark>Client</mark> provided us an extremely comprehensive spreadsheet of keywords, so the challenge for the keyword research was not finding the keywords but arranging groups of related words into potential pages and categories for the website.

Screenshot of the <mark>Client</mark> provided spreadsheet:

	A	B	C	D	E	F	G
1	Product	Keywords	Ave Mthly Searches	Content Category	Competition	Ave Mthly Searches	
2	Cloud hosting		880			20	
3			480			1300	
4			480			90	
5			390			70	
6			320			70	
7			320			70	
8			320				
9			260				
10			260				
11			260				
12			210				
13			170				
14			170				
15			170				
16			170				
17			140				
18			140				
19			140				
20			140				
21			110				
22			110				
23			110				
24			110				
25			110				
26			90				
27			90				
28			90				
29			90				
30			90				
31			90				
32			90				
33			70				
34			70				
35			70				

Overview | Customer Segments | **Products** | Solutions | Vertical | Competition | Competitor Analysis | ...

Ready   100%

FINDINGS

Existing client.com keywords

Our analysis of Google Search Console data for the ==Client== website, shows that branded queries in the search engines drive the majority of clicks to the website. Top keywords over the past three months according to clicks from the search engines as recorded by Google Search Console:

Queries	Clicks	Position
	310	1
	76	1.1
	49	1.3
	36	1.6
	32	1.2
	24	1
	24	1.4
	24	1
	19	4.7
	12	1.6
	11	6
	10	1.6
	8	5.3
	7	3.3
	6	1.3
	6	3.9
	6	2.8
	6	2.8
	5	2.2
	5	1
	5	8.6

There is therefore a good opportunity for ==Client== to drive traffic from a much broader range of queries on the search engines.

New keyword research

On Google there is a large number of monthly searches for a wide range of services that Client **provides. As previously mentioned, the challenge of this keyword research is to not find relevant keywords, but short listing the most valuable keywords to target on pages of the website.**

Relating to the keyword groups found, suggested main keyword categories and pages are listed below:

- ~~Cloud Hosting~~ ~~Hybrid Cloud, Private Cloud, Public Cloud, VMware cloud, PCI Compliant Cloud, Multi Cloud~~ and more…

- ~~Cloud Consulting~~ ~~Cloud Architect, AWS Consultants, Azure Consultants, Google Cloud Consultant~~

- ~~Managed Services~~ ~~Managed Cloud, Cloud Migration~~ and more…

- ~~Dedicated Hosting~~ ~~Private server~~

- ~~Data Centres and Colocation~~ ~~Colocation, Sydney, Canberra~~ and more…

- **Sector Solutions**: Health, Financial Services, Education, Professionals, E Commerce, SaaS, Gaming, Automotive, Digital Agency, SaaS, Automotive, Automotive

Keyword Groups and Search Volumes

To effectively target keywords on a website it is important to map out the keywords that are to be targeted by specific pages.

Keyword research can also inform the main categories of the website and menu structure.

Over the page, we suggest keywords for the home page (yellow), category pages (green), sub category pages (blue).

HOME PAGE

	Searches	CPC
cloud services	880	$25.58
cloud services providers	140	$46.28
cloud solutions	210	$13.43
cloud technology	210	$7.93
australian cloud providers	140	$21.55
cloud providers	110	$22.44

Category 1

CLOUD HOSTING (green)

	Searches	CPC
cloud hosting	**390**	**$29.59**
cloud server	**390**	**$30.32**
cloud hosting australia	210	$18.93
cloud hosting services	**70**	**$29.95**
cloud server hosting	**40**	**$34.80**
cloud hosting providers	20	$30.43
cloud hosting plans	10	$28.62

Hybrid Cloud

	Searches	CPC
hybrid cloud	**320**	**$34.02**
what is a hybrid cloud	50	$41.53
hybrid cloud solutions	**30**	**$35.45**
hybrid cloud solution	30	$35.45
hybrid cloud computing	30	$0.00
hybrid cloud model	20	$51.62
hybrid cloud aws	20	$20.07

Private Cloud

	Searches	CPC
private cloud	**260**	**$142.00**
private cloud vs public cloud	90	$38.45
public vs private cloud	70	$51.99
what is a private cloud	50	$0.00
virtual private cloud	40	$6.41
private cloud hosting providers	10	$63.13
private cloud solutions	10	$51.21

Public Cloud

	Searches	CPC
public cloud	140	$17.07
public cloud providers	20	$0.00
public cloud providers	20	$0.00
public cloud hosting	10	$0.00
public cloud solution	10	$0.00
public cloud solutions	10	$0.00
public cloud companies	10	$0.00

VMware Cloud

	Searches	CPC
vmware cloud	**110**	**$16.28**
vmware cloud on aws	30	$0.00
vmware vcloud	30	$0.00
vmware cloud services	10	$24.89
vmware cloud air	10	$16.60
vmware cloud hosting	10	$15.87
vmware cloud management	10	$11.43

PCI Compliant Cloud

	Searches	CPC
pci compliant cloud	**10**	**$0.00**
pci compliant cloud hosting	10	$0.00
pci compliant host	10	$0.00
pci compliant hosting	10	$0.00
pci compliant cloud hosting	10	$0.00
pci compliant host	10	$0.00
pci compliant hosting	10	$0.00

Multi Cloud (blue)

	Searches	CPC
multicloud	**110**	**$33.92**
multi cloud	70	$12.79
multi cloud provider	10	$0.00
multi tenant cloud security	10	$0.00
multi cloud security	10	$0.00
multi tenant cloud architecture	10	$0.00
multi cloud deployment	10	$0.00
multi cloud management	10	$0.00

AWS Hosting

	Searches	CPC
aws hosting	**210**	**$6.77**
aws server	170	$8.84
aws solution	40	$7.70
aws solutions	40	$7.70
aws hosting australia	20	$5.70
aws server	20	$8.84
aws hosting server	10	$0.00

Azure Hosting

	Searches	CPC
azure australia	90	$7.03
microsoft azure australia	90	$4.65
azure server	70	$5.15
azure server	70	$5.15
azure hosting	**50**	**$5.22**
azure hosting australia	10	$0.00
azure provider	10	$12.16

Google Cloud Platform

	Searches	CPC
gcp australia	90	$3.23
google cloud platform australia	90	$52.95
gcp solution	**10**	**$0.00**
gcp solutions	10	$0.00
gcp company	10	$0.00
google cloud platform hosting	10	$0.00

Key - Category page (green) Sub- categories (blue) Services Page (grey)

Category 2

CLOUD CONSULTING

	Searches	CPC
	70	**$52.48**
	70	**$52.50**
	70	$52.50
	50	$10.25
	50	$10.25
	20	$0.00
	10	$9.00

Cloud Architect

	Searches	CPC
	320	**$10.73**

AWS Consultants

	Searches	CPC
	40	$19.06
	30	$22.12
	30	**$22.12**
	10	$0.00
	10	$0.00

Azure Consultants

	Searches	CPC
	260	$0.00
	260	$0.00
	210	**$16.27**
	10	$0.00
	10	$0.00
	10	$0.00

Google Cloud Consultant

	Searches	CPC
	10	**$0.00**
	10	$0.00
	10	$0.00
	10	$0.00

Key

Category page (green) Sub- categories (blue)

Category 3

MANAGED SERVICES

	Searches	CPC
managed hosting australia	90	$41.10
managed hosting	30	$68.82
managed hosting service	20	$24.94
	10	$0.00
	10	$0.00
	10	$0.00

Managed Cloud

	Searches	CPC
	70	$26.59
	70	$26.51
	50	$0.00
	10	$26.59
	10	$0.00
	10	$0.00

Cloud Migration

	Searches	CPC
cloud migration	140	$25.69
migration consultant	140	$1.74
	20	$0.00
	20	$0.00
	10	$10.74
	10	$0.00

DEDICATED HOSTING

	Searches	CPC
dedicated server	720	$24.41
dedicated server australia	390	$24.52
dedicated host servers	140	$37.18
	110	$23.74
	110	$23.74
	110	$13.83
	30	$37.18

Private Server

	Searches	CPC
private server	210	$6.89
private host	10	$16.96
private hosting	10	$16.96
private hosting server	10	$0.00

There are significant opportunities to add additional pages in this section, this would form part keyword research Phase 2.

Key

Category page (green) Sub- categories (blue)

Category 4 - Locations

DATA CENTRES AND COLOCATION / **LOCATION**

	Searches	CPC
data centre australia	**320**	**$18.34**
data centre australia	320	$18.34
data centre services	**30**	**$33.36**
data centre company	20	$23.77
data centre companies	20	$0.00
data centre providers	10	$12.53
data centre consultant	10	$0.00

Sydney

	Searches	CPC
sydney data centre	**390**	**$35.05**
data centre sydney	390	$15.16
sydney data centre	390	$15.16
colocation sydney	**110**	**$11.68**

Canberra

	Searches	CPC
data centre canberra	**390**	**$11.13**
colocation canberra	0	$0.00

Perth

	Searches	CPC
brisbane data centre	140	$8.16
colocation brisbane	0	$0.00

Colocation

	Searches	CPC
colocation	880	$5.66
colocation australia	**110**	**$22.02**
colo australia	30	$16.96
colocation server	30	$12.00
colocation servers	30	$12.00
colocation host	20	$3.78

Melbourne

	Searches	CPC
melbourne data centre	**260**	**$7.13**
colocation melbourne	0	$0.00

Brisbane

	Searches	CPC
brisbane data centre	140	$8.16
colocation brisbane	0	$0.00

Location 1, Location 2 and Location 3 have been included, just to show there are searches.

Key

Category page (green) Sub- categories (blue)

Category 5 – Sectors

SECTOR SOLUTIONS

Health

	Searches	CPC
	40	$9.68
	30	$0.00
	10	$0.00
	10	$0.00
	10	$0.00
	10	$0.00

Financial Services

	Searches	CPC
	40	$0.00
	10	$9.62
	0	$0.00
	0	$0.00
	0	$0.00

Education

	Searches	CPC
	50	$0.00
	10	$0.00
	10	$0.00
	10	$0.00
	10	$0.00
	10	$0.00

Professionals

	Searches	CPC
	10	$0.00
	10	$0.00
	0	$0.00

E Commerce

	Searches	CPC
	110	$39.62
	90	$0.00
	90	$32.74
	70	$0.00
	10	$0.00

SaaS

	Searches	CPC
	10	$0.00
	10	$0.00
	10	$0.00
	10	$0.00
	0	$0.00
	0	$0.00

Gaming

	Searches	CPC
	480	$6.57
	100	$5.10
	100	$6.57
	20	$0.00
	0	$0.00

Automotive

	Searches	CPC
	10	$0.00
	10	$0.00
	10	$0.00

Digital Agency

	Searches	CPC
	10	$0.00
	10	$0.00
	10	$0.00
	0	$0.00

SaaS

	Searches	CPC
	10	$0.00
	0	$0.00
	0	$0.00
	0	$0.00
	0	$0.00
	0	$0.00

Automotive

	Searches	CPC
	20	$0.00
	10	$0.00
	10	$0.00
	10	$4.93
	0	$0.00
	0	$0.00

Automotive

	Searches	CPC
	10	$0.00
	10	$0.01
	10	$0.02
	0	$0.03
	0	$0.04
	0	$0.05

Key

Category page (green) Sub- categories (blue)

MENU

Below find our suggested ideas for a menu structure based on the most popular search queries:
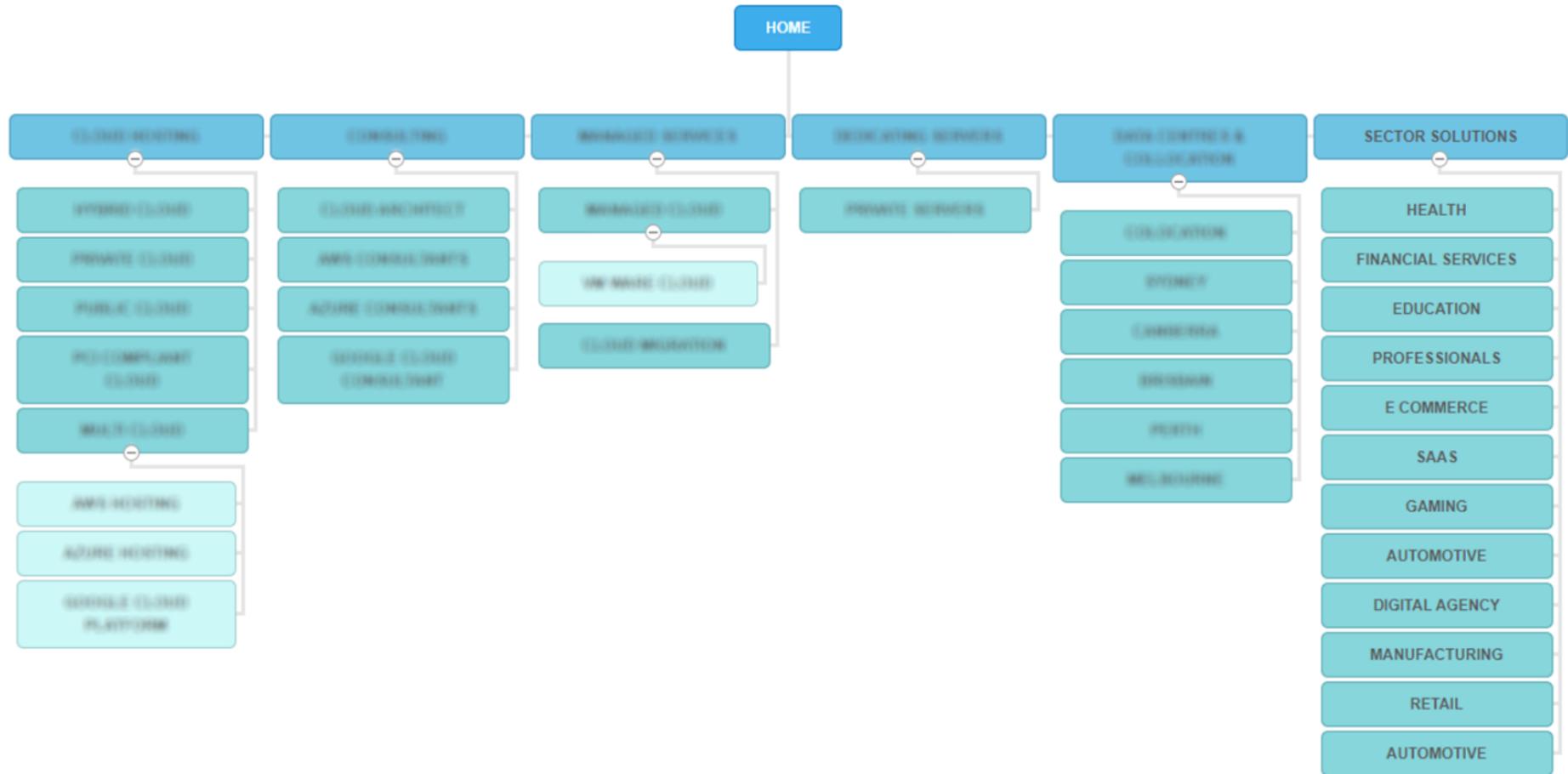
Further keyword research is required to further group and categories relevant and commercially viable keywords.

OPPORTUNITIES

Our analysis of six key competitors has shown various common elements for each brand, which may help to define marketing opportunities for ==Client==:

- **Search Engine Optimisation (SEO)**

  All competitors analysed receive a good proportion of their website traffic from search, and most of this comes from organic search. In this market, SEO appears to be a key driver of website visitors.

  This is consistent with our keyword research that indicates a large number of relevant Google searches for ==keyword==.

- **Paid Search**

  Our research indicated a relatively low use of paid search by the competitors analysed (except ==Competitor 1==). However paid search is highly prevalent in this market as some of the keywords have high cost per click (CPC) values. A high CPC indicates good levels of competition between companies when bidding for keywords; for example, '==*keyword 1*==' has a CPC value of $46.28, thus a high commercial value for this term.

  ==Client== has been active with PPC marketing, currently generating over 15% of website traffic from paid search. We would recommend continuing, though with A tightly controlled PPC campaign to maximise efficiently and reduce wasted clicks from low converting keywords.

  We therefore recommend a review of existing PPC campaigns, and relevant website landing pages to assess how their efficiency could be improved.

- **Brand Awareness**

  Over 20% of ==Client== traffic is direct, and your competitors enjoy good levels too.

  You both also enjoy high levels of branded search engine queries driving web traffic. This indicates high levels of brand development so that visitors either go directly to without the need to search or use Google to type in their brand name across the industry.

- Social Media

  Due to the technical nature of the market place, the use of social media to drive website traffic is relatively low, however <mark>Competitor</mark> drive over 7% of their traffic from social media, and primarily Reddit. However, carefully planned use of social media should be considered to help build brand awareness and develop potential customer relationships.

- Social Media Ads

  As an agency, we have seen great results in the past 12 months from Facebook and LinkedIn ads for B2B companies like <mark>Client</mark>. Whilst this has been in the UK and not Australia, this form of traffic generation should be considered.

- Email Marketing

  <mark>Client</mark> receives less than 1% of its website traffic from email marketing. Apart from <mark>Competitor</mark>, all your competitors also appear to drive less than 5% of their traffic from email marketing, which is surprising. Well-crafted relevant email messages to you followers however can be very effective for building trust with your audience, so carefully timed email campaigns and product announcements should be therefore considered as part of the marketing mix.

- Partner Referrals

  <mark>Client</mark> receives 3% of its website traffic from referring websites. Typically, your competitors drove less than 10% of their traffic from referrals from partner websites. Websites such as technology and other relevant sites should be considered for partner relationships to promote traffic referrals.

CONCLUSIONS

Our analysis of how your competitors are driving traffic to their websites along with our detailed keyword research has helped to clarify a number of opportunities for improving the visibility of Client. Some of the important areas to focus on include:

- **Website Technical SEO and Optimisation**

  Our research shows that there are a high number of Google searches for Client services, presenting an opportunity to generate high levels of search engine traffic. In order to achieve this, the technical issues found in our accompanying 'Website Analysis and Recommendations' report should be addressed, and further keyword research is required to further group and categories relevant, and commercially viable keywords. The website should also be optimised in line with this keyword research.

- **Website Conversion Rate Optimisation**

  User experience and visitor conversation rates play a large role in a website success. The website should be optimised to improve conversation rates, as discussed in the accompanying 'CRO Analysis and Recommendations' report.

- **Build Authority with Link Building**

  As highlighted in both the 'Website Analysis and Reccomendations' report and 'Competitor Analysis and Insights', Client is lagging behind its competitors in terms of quality links for other websites. To be able to compete for the highest value keywords, a sustained link building will be required to improve website authority.

- **Complement link building with partnerships**

  Partnerships with other organisations can help the website drive more traffic and build links, which also helps search engine rankings. These may include partners and vendors, or any other website where there is a logical link to your services. This will help develop relationships with Client existing offline contacts, attract a broader site audience and build great links, which will help with search engine optimisation.

- **Develop brand awareness**

  It in unsurprising in an industry which where reliability, service and security are the key elements, that brand awareness drives a significant level of online traffic. Consider further developing your brand awareness, possibly via your government and healthcare credentials.

- **Complement your PR activity with endorsements**

  Associations are very powerful, so if you can secure the backing of an individual or group that is influential among your target market, you will create a stronger sense of urgency and desirability to possess your services. Consider how you can attract endorsements from some of the existing high-profile clients you already have. Getting their public endorsement could greatly help with all marketing and PR activities.

- **Develop your social media presence**

  Creating a strong presence on social media can be another excellent way of building ==Client== following. This could include a presence on sites such as LinkedIn, Twitter, You Tube and Facebook. Social media could also be a way of showing off the human side to the business and enhance trust with potential customers.

- **Build an email database and create carefully crafted email campaigns**

  Email is often cited by marketers as one of the most cost-effective forms of marketing. Email campaigns can be used to keep ==Client== subscribers engaged with technology updates, new services and special offers.

- **PR to niche publications**

  ==Client== good profile provides a great opportunity for articles and endorsements in relevant technology publications and websites. There needs to be