GANPAT UNIVERSITY
U. V. PATEL COLLEGE OF ENGINEERING

2CEIT78PE5
SEO (SEARCH ENGINE OPTIMIZATION)

UNIT 2

SEO RESEARCH & ANALYSIS

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Unit 2- Contents

- Market research
- Keyword research and analysis
- Competitor website analysis
- SWOT (Strengths, Weaknesses, Opportunities, and Threats analysis)of website
- Tools

Unit 2- SEO Research & Analysis

☐ Why is Market Research Important for SEO?

Market research often captures data on demographics, customer values, market trends, competitive landscape, and effective mediums.

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□ SEO is all about optimizing your website to better meet the needs of your customers, with improved rankings coming from doing so. Market research helps you to <u>understand the exact needs of your customers</u> so you're able to address them. If you are able to identify what your customers want from you then you can target the best keywords and write relevant content that genuinely helps your prospects.

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When you conduct a market analysis, you learn the following:

- Who are my potential customers?

- What are my customers' shopping and buying habits?

- How large is my target market?

- How much are potential customers willing to pay?

- Who is my competition?

- What are my competitors' strengths and weaknesses?

- **Industry Based Market Research.**

In order for us to continue to produce high quality and relevant work that is effective for you, we conduct regular research into the SEO industry. Through this research, we aim to keep up to date with any emerging trends, related news and industry dynamics, so that we can adapt our work and use a more thorough and current approach.

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We then use this research within our work, tailoring blogs and various different pieces of content to what we find. This allows us to rank higher for more relevant and current topics within the industry, but it also means that everything we do has a significant purpose and is designed especially to have a positive impact on your website.

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□ **Competitor Based Market Research.**

Market research into the competitors of a business is a key part of our Search Engine Optimisation service, allowing you to see whether you rank higher than them, and if not, why not? When conducting market research into your competitors, we ask ourselves a series of questions to increase the effectiveness of our research:

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1. What do our competitors do?

2. Does what they do have a positive impact?

3. How can we tailor it to our clients?

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- **Where can you find the query?**
  Google
  Answerthepublic
  Quora
  Social media

- Ex: IELTS, Chocolate recipe

Keywords research and analysis

□ **Keywords:**

Keywords are **ideas and topics that define what your content is about.** In terms of SEO, they're the words and phrases that searchers enter into search engines, also called "search queries."

Blog: You can read

https://intigress.com/blog/seo/seo-keywords

https://blog.alexa.com/types-of-keywords/

Keywords research and analysis

Keywords research and analysis

- Industry & Business Specific SEO Keywords
  - Market Segment Keywords
  - Customer-defining Keywords
  - Product Keywords
  - Competitor Keywords
  - Geo-targeted Keywords

- Buyer Intent Keywords
  - Informational Keywords
  - Navigational Keywords
  - Transactional Keywords