Your name: Himani Dave



1. Pick an organization or business:

Walmart

1. What is the companies main URL?

https://www.walmart.com/

1. What five search terms (words or phrases) to describe what your business does?
2. Retail
3. Hypermarket
4. Discount Department Stores
5. Grocery Stores
6. Neighborhood Market
7. What matters to your business?  
     
   Maximum sales of products, customer satisfaction, to maintain the top spot for the biggest retail chain of stores in the world.
8. What do your customers talk about? What are they interested in?  
     
   Retail Shopping, low prices, easy accessibility, fresh groceries
9. What are three search terms people would use to reach your site?  
   Walmart, retail store, grocery store
10. What search term could be entered to accidently reach your site?  
    Lowest price store
11. Who are your top three competitors?  
    Target

Amazon

Costco

1. What keywords would people use to reach your competitors websites?  
   target, target coupons, amazon, online shopping, Costco, Costco photo, Costco home
2. What keywords would you like to “capture” so they can be used to send traffic to your site?

Fresh grocery, low prices, retail store