

Project 2 / SEO Keyword research:

Since we were not coding articles for the site but creating a media campaign for it, i used keyword research in a different way to the one you usually do when setting up a site, i used the click volume in searches related to breda to find out what were people interested in, in the city of breda, which were the favorite activities to do, or what were the places people visited in the city.

To do this i went to ahrefs.com, an SEO tool, and looked up the keyword breda, this way i saw all the different things people in breda were interested in, combining this with a search in tiktok, i had a broad idea of what the locals in breda liked, and what to promote in our campaign videos about the city so that other locals could also enjoy.

Breda SEO research:

Currently the internet is the main place where people search for what they want, as well as the best data base available, doing some SEO research we can find out what people are the most interested in, in breda, that way being able to tailor our marketing strategies to those wants and needs.

Top Keywords Breda:

Filtered SEO Keyword Data for Breda Events Website

Keyword	KD	Volume	Updated
breda	67	52K	about 21 hours
pathe breda	12	34K	about 7 hours
kinopolis breda	1	30K	1 day
nac breda	27	25K	about 14 hours
restaurant breda	6.7	6.7K	about 8 hours
bioscoop breda	6.6	6.6K	about 11 hours
breda weather	NA	2.9k	23 minutes
hotel breda	4.3	4.3K	21 minutes
kabonk breda	NA	3.5k	4 days
ice rink breda	3.3	3.3K	about 2 hours
breepark breda	3.3	3.3K	about 20 hours
all you can eat breda	NA	2.2K	26 march
holland casino breda	3.0	3.0K	about 16 hours

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hotel breda	4.3	4.3K	21 minutes
kabonk breda	NA	3.5k	4 days
sushi breda	2.8	2.8K	about 14 hours
taxi breda	2.8	2.8K	about 14 hours
restaurants breda	2.6	2.6K	about 12 hours
breda live	2.5	2.5K	about 3 hours
escape room breda	2.3	2.3K	5 days
parkeren breda	2.0	2.0K	about 7 hours
reptielenhuis breda	NA	2.5k	8 days
streetfood club breda	NA	6.4K	about 11 hours
holy moly breda	NA	3.8k	2 days

source: <https://ahrefs.com/>

Possible places to display:

Cafes:

- Kamu cafe.
- Jack and Jacky's.

Bars:

- The Tiger club.
- De Botanist.
- The Boathouse breda.

Restaurants:

- The streetfood club.
- Sip First.
- Kimino.

Parks:

- Park Valkenberg.

- Mastboos (technically forest).

Other:

- Echt brood: bread shop.
- Reptielenhuis De Aarde: Reptile Zoo
- Kabonk Breda.
- IJsbaan Breda: Ice Rink.

IDEA KEYWORDS:

Core Keywords

- Events in Breda
- Things to do in Breda
- Breda attractions
- Breda city guide
- Visit Breda

Event-Specific Keywords

- Breda Jazz Festival
- Breda Art Festival
- Kingsday Breda
- Breda Carnaval
- Flower parade Breda

Seasonal Keywords

- Winter activities in Breda
- Summer in Breda
- Christmas markets in Breda
- Spring events Breda

Niche Keywords

- Breda castle tours
- Breda brewery tours
- Historic walks in Breda
- Breda nightlife

- Family-friendly activities in Breda

Long-tail Keywords

- What to do in Breda this weekend
- Best places to eat in Breda for tourists
- Guide to Breda's historical sites
- Outdoor activities for families in Breda

Commercial Intent Keywords

- Breda event tickets
- Breda hotels and accommodations
- Breda dining reservations
- Breda travel packages
- Rent a bike in Breda

Local SEO Keywords

- Breda city center events
- Things to do in Ginneken, Breda
- Valkenberg park picnics
- Dining near Grote Kerk Breda