

Part 1: Developing a Persona



Name: Mr Azad

Gender: Male

Age: 35 Years

Level of Education: University Degree

The primary way of Connect: Website

Specific Area: Dhaka, Bangladesh

Impact of Area on searched words: No Impact

Problem trying to solve: Wants to buy daily grocery online

Preferable keywords: Best online grocery, online free delivery grocery

Mr Azad is a mid-aged bank officer. Due to heavy load of work, currently, it has become almost impossible to buy his daily grocery from the market every day. Mr Azad is finding a trustworthy online grocery service. Free Home Delivery will be similar to the cherry on the cake. He is also searching for a site which is rich in product collection. He loves to pick his product from a variety of product. Mr Azad will be ordering his groceries using his mobile phone from the website or app of the online store. He may pay the bill with the help of a credit/debit card or online payment system as well.

Part 2: Performing Keyword Research

Online Shopping:

1. Online grocery
2. Online grocery Dhaka
3. Best Online Grocery Dhaka
4. Online Store
5. Best Online Store
6. Best Online Store Dhaka
7. Best Online grocery store
8. Best online grocery store Dhaka

Free Delivery:

1. Free delivery online grocery
2. Free delivery online grocery Dhaka
3. Fast free delivery grocery Dhaka

Shopping:

1. Online Shopping
2. Online shopping Dhaka
3. Best online grocery shopping
4. Best Online shopping Dhaka

Long Tail Queries:

1. Where to buy online grocery
2. What is the best online grocery store
3. How to buy grocery online
4. Where to get free delivery for grocery
5. Where to buy bedsheets online
6. Where to buy baby dolls online
7. Where to buy curtains online
8. Where to buy a swimming costume online
9. Where to buy hand sanitizers online
10. Where to find home decorators
11. Where to buy a mask online

Best 10 Keywords:

No.	Keywords	Explanation
1	Best Online Grocery Dhaka	Localization & matches with the business concept
2	Best Online Store Dhaka	Localization & matches with the business concept
3	Best online grocery store Dhaka	Localization & matches with the business concept
4	Free delivery online grocery Dhaka	Localization & matches with their prime service fast free delivery
5	Best Online shopping Dhaka	Localization & matches with the business concept
6	Where to buy online grocery	Instructive. People love to search with the question
7	Where to buy bedsheets online Dhaka	Bed Sheets are their popular product
8	Where to buy hand sanitizers online	Hand Sanitizers are their popular product
9	Fast free delivery grocery Dhaka	Localization & matches with their prime service fast free delivery
10	Where to buy a swimming costume online	Swimming Costumes are their popular product

Part 3: Conducting a Competitive Analysis

Phase 1: Competitive Keyword Research

Keywords	Explanation	Position	Company	Link
Where to buy bedsheets online Dhaka	Bed Sheets are their popular product	1	Daraz	Bed Sheet Price In Bangladesh - Buy Bed Cover Online
		2	Othoba	Buy Bed Sheet & Pillow Cover Online at Low Prices
		3	Bagdooom	Bed Sheet Price in Bangladesh Buy Online Bed Cover - Moshari
		4	Jadroo	Bed Sheet and Cover Price in BD
		10	Right Choice	Bedsheets: Buy BedSheets Online at Best Prices in Bangladesh
Best online grocery store Dhaka	Localization & matches with the business concept	1	Shwapno	Shwapno Online Grocery Shopping & FREE Delivery in Dhaka
		2	ChalDal	Chaldal 🍌 Online Grocery Shopping and Delivery in Dhaka Buy fresh food items, personal care, baby products and more
		3	Othoba	Food & Grocery: Online Grocery Shopping in Banglades
		4	Jogaan	https://jogaan.com/
		10	Jadroo	Best Online Supermarket in Bangladesh
Where to buy a swimming costume online	Swimming Costumes are their popular product	1	Jadroo	https://www.jadroo.com/sports-fitness/swimming-costume
		2	Shadmart	https://www.shadmart.com/index.php
		3	Daraz	https://www.daraz.com.bd/swimwear-beachwear/
		4	Manobika	https://www.manobika.com/product-tag/swimming-costume-in-bangladesh/
		10	Zivame	https://www.zivame.com/swim-beach.html
Fast free delivery grocery Dhaka	Localization & matches with their prime service fast free delivery	1	Jogaan	https://jogaan.com/
		2	Chaldal	https://chaldal.com/
		3	Deshiz	https://deshiz.com/online-grocery-shops-bangladesh/
		4	FoodPanda	https://www.foodpanda.com.bd/city/dhaka
		10	Daraz	https://www.daraz.com.bd/grocers-shop/

Phase 2: Evaluating Competition

Keyword	Position	Company	Link	Homepage	Optimized Title Tag	Optimized H1	Content Quality	Resources
Where to buy bedsheets online Dhaka	1	Daraz	Bed Sheet Price In Bangladesh - Buy Bed Cover Online	No	No	Yes	High	Text & Images
	2	Othoba	Buy Bed Sheet & Pillow Cover Online at Low Prices	No	No	Yes	High	Text & Images
	3	Bagdooom	Bed Sheet Price in Bangladesh Buy Online Bed Cover - Moshari	No	No	Yes	Medium	Text & Images
	4	Jadroo	Bed Sheet and Cover Price in BD	No	Yes	Yes	Medium	Text & Images
	10	Right Choice	Bedsheets: Buy BedSheets Online at Best Prices in Bangladesh	No	Yes	Yes	Low	Text & Images
Best online grocery store Dhaka	1	Shwapno	Shwapno Online Grocery Shopping & FREE Delivery in Dhaka	Yes	Yes	Yes	High	Text & Images & Videos
	2	ChalDal	Chaldal 🍌 Online Grocery Shopping and Delivery in Dhaka Buy fresh food items, personal care, baby products and more	Yes	No	Yes	High	Text & Images & Videos
	3	Othoba	Food & Grocery: Online Grocery Shopping in Banglades	Yes	Yes	Yes	High	Text & Images
	4	Jogaan	Jogaan Online Grocery Shop in Dhaka Daily, Weekly and Monthly Grocery Bazaar	Yes	Yes	Yes	Medium	Text & Images
	10	Jadroo	Best Online Supermarket in Bangladesh	Yes	Yes	Yes	Low	Text & Images
Where to buy a swimming costume online	1	Jadroo	Swimming Costume Product Available in Bangladesh	No	Yes	Yes	High	Text & Images
	2	Shadmart	https://www.shadmart.com/index.php	No	No	Yes	Medium	Text & Images
	3	Daraz	Shop swimwear items online in BD - Best price	No	Yes	Yes	Medium	Text & Images
	4	Manobika	Swimming costume in Bangladesh Undergarments Online Shop & Store in Bangladesh Online Shopping bd	No	Yes	Yes	Low	Text & Images
	10	Zivame	Swimming Costume - Buy Swimwear for Women Online	No	Yes	Yes	Low	Text & Images
Fast free delivery grocery Dhaka	1	Jogaan	Jogaan Online Grocery Shop in Dhaka Daily, Weekly and Monthly Grocery Bazaar	Yes	No	Yes	High	Text & Images
	2	Chaldal	Chaldal 🍌 Online Grocery Shopping and Delivery in Dhaka Buy fresh food items, personal care, baby products and more	Yes	No	Yes	High	Text & Images
	3	Deshiz	The 9 Best Online Grocery Shops In Bangladesh • Deshiz	No	Yes	Yes	Medium	Text & Images
	4	FoodPan	Food delivery in Dhaka and	Yes	No	Yes	Medium	Text &

		da	grocery delivery with					Images
	10	Daraz	Online Grocery Shopping In Bangladesh With Home Delivery	No	No	Yes	Low	Text & Images