



# Keywords Research and Analysis Report

for

<https://eracamps.com/>



## ● Work Summary

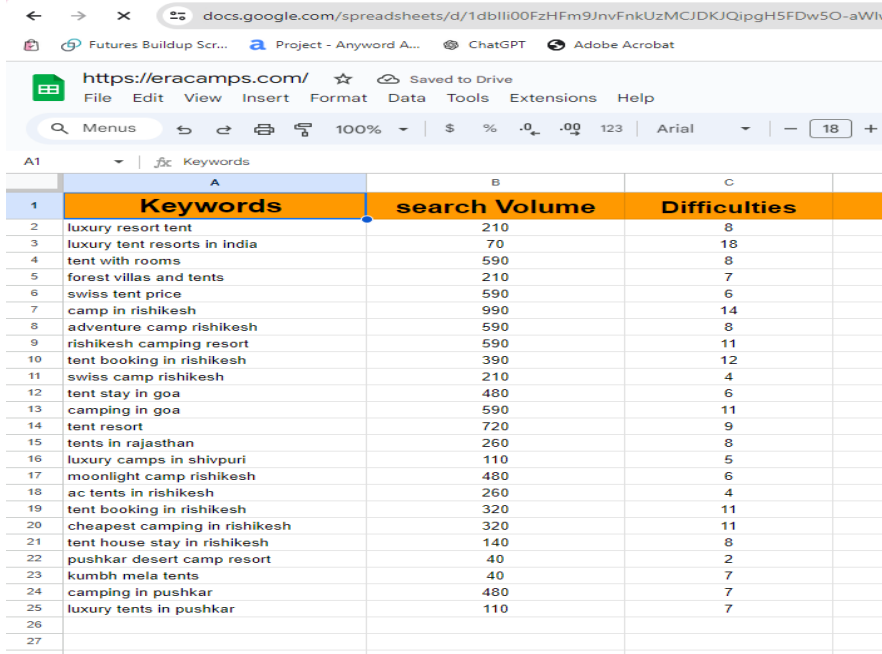
### Off Page Summary:

- Keyword Research Analysis
- Primary and Secondary Keywords Analysis
- Topic cluster strategy for website content



# ● Keyword Research Analysis

**Importance:** We have identified 25 keywords for the website. All of them have moderate to high search volumes, and the difficulty levels are quite low. Click in the link below.



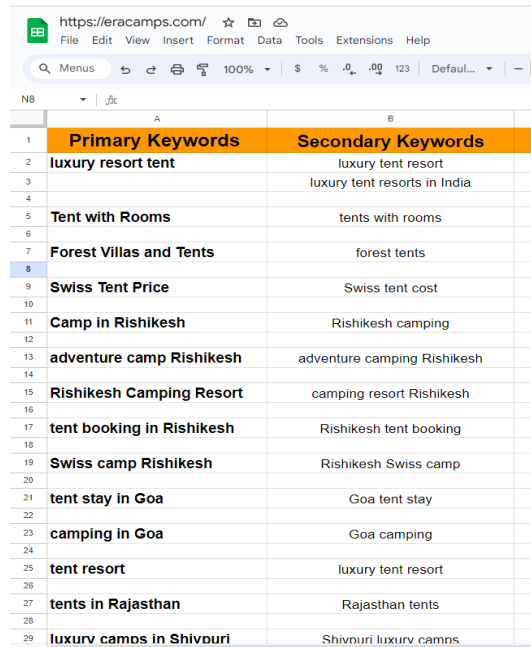
Keywords	search Volume	Difficulties
luxury resort tent	210	8
luxury tent resorts in india	70	18
tent with rooms	590	8
forest villas and tents	210	7
swiss tent price	590	6
camp in rishikesh	990	14
adventure camp rishikesh	590	8
rishikesh camping resort	590	11
tent booking in rishikesh	390	12
swiss camp rishikesh	210	4
tent stay in goa	480	6
camping in goa	590	11
tent resort	720	9
tents in rajasthan	260	8
luxury camps in shivpuri	110	5
moonlight camp rishikesh	480	6
ac tents in rishikesh	260	4
tent booking in rishikesh	320	11
cheapest camping in rishikesh	320	11
tent house stay in rishikesh	140	8
pushkar desert camp resort	40	2
kumbh mela tents	40	7
camping in pushkar	480	7
luxury tents in pushkar	110	7

<https://docs.google.com/spreadsheets/d/1dblli00FzHFm9JnvFnkUzMCJDKJQipgH5FDw5O-aWlv/edit?usp=sharing>

luxury resort tent
luxury tent resorts in india
tent with rooms
forest villas and tents
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adventure camp rishikesh
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swiss camp rishikesh
tent stay in goa
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tent resort
tents in rajasthan
luxury camps in shivpuri
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ac tents in rishikesh
tent booking in rishikesh
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tent house stay in rishikesh
pushkar desert camp resort
kumbh mela tents
camping in pushkar
luxury tents in pushkar

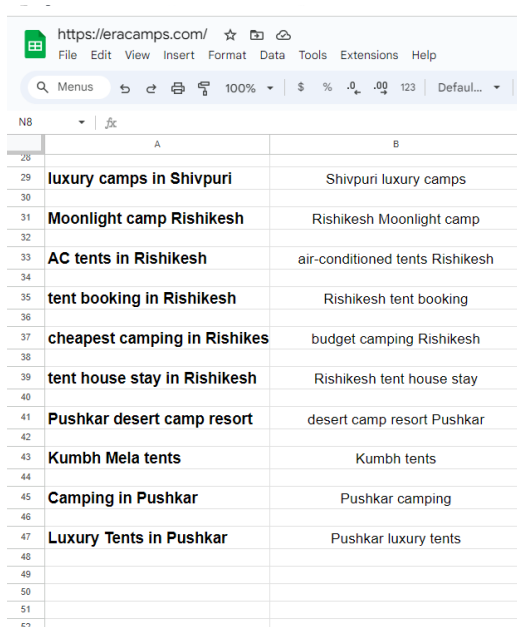
# ● Keyword Research Analysis

**Importance:** We have recommended the 25 keywords along with primary and secondary keywords. Click in the link below.



The screenshot shows a Google Sheet with two columns: 'Primary Keywords' and 'Secondary Keywords'. The data is as follows:

Primary Keywords	Secondary Keywords
luxury resort tent	luxury tent resort luxury tent resorts in India
Tent with Rooms	tents with rooms
Forest Villas and Tents	forest tents
Swiss Tent Price	Swiss tent cost
Camp in Rishikesh	Rishikesh camping
adventure camp Rishikesh	adventure camping Rishikesh
Rishikesh Camping Resort	camping resort Rishikesh
tent booking in Rishikesh	Rishikesh tent booking
Swiss camp Rishikesh	Rishikesh Swiss camp
tent stay in Goa	Goa tent stay
camping in Goa	Goa camping
tent resort	luxury tent resort
tents in Rajasthan	Rajasthan tents
luxury camps in Shivpuri	Shivpuri luxury camps



The screenshot shows a Google Sheet with two columns: 'Primary Keywords' and 'Secondary Keywords'. The data is as follows:

Primary Keywords	Secondary Keywords
luxury camps in Shivpuri	Shivpuri luxury camps
Moonlight camp Rishikesh	Rishikesh Moonlight camp
AC tents in Rishikesh	air-conditioned tents Rishikesh
tent booking in Rishikesh	Rishikesh tent booking
cheapest camping in Rishikesh	budget camping Rishikesh
tent house stay in Rishikesh	Rishikesh tent house stay
Pushkar desert camp resort	desert camp resort Pushkar
Kumbh Mela tents	Kumbh tents
Camping in Pushkar	Pushkar camping
Luxury Tents in Pushkar	Pushkar luxury tents

<https://docs.google.com/spreadsheets/d/1dblli00FzHFm9JnvFnkUzMCJDKJQipgH5FDw5O-aWlw/edit?usp=sharing>

# ● Keyword cluster strategy for website content

**Importance:** To effectively incorporate these keywords into our website's content, we can implement the following strategy:

## **Optimize Existing Content:**

**Homepage:** Incorporate primary keywords like "luxury resort tent," "luxury tent resorts in India," and "tent resort" naturally into the homepage content.

**About Us:** Highlight keywords such as "forest villas and tents" and "luxury camps in Shivpuri" to enhance the descriptive text about our offerings.

# ● Keyword cluster strategy for website content

**Importance:** To effectively incorporate these keywords into our website's content, we can implement the following strategy:

## **Create Dedicated Landing Pages:**

**Rishikesh Camping:** Develop a dedicated page for camping in Rishikesh, using keywords like "camp in Rishikesh," "adventure camp Rishikesh," "Rishikesh camping resort," "tent booking in Rishikesh," "Swiss camp Rishikesh," "AC tents in Rishikesh," "cheapest camping in Rishikesh," "tent house stay in Rishikesh," and "moonlight camp Rishikesh."

**Goa Camping:** Create a page focusing on camping in Goa, using keywords such as "tent stay in Goa" and "camping in Goa."

**Pushkar Camping:** Build a page for Pushkar camping experiences, incorporating "tents in Rajasthan," "Pushkar desert camp resort," "camping in Pushkar," and "luxury tents in Pushkar."

# ● Keyword cluster strategy for website content

**Importance:** To effectively incorporate these keywords into our website's content, we can implement the following strategy:

## **Blog Content:**

Write detailed blog posts about each specific keyword topic, ensuring to use the keywords in titles, headings, and throughout the content.

Examples:

"The Ultimate Guide to Luxury Tent Resorts in India"

"Exploring the Forest Villas and Tents: A Unique Experience"

"Top Adventure Camps in Rishikesh for Thrill-Seekers"

# ● Keyword cluster strategy for website content

**Importance:** To effectively incorporate these keywords into our website's content, we can implement the following strategy:

## **SEO-Friendly Descriptions:**

For product and service pages, use keywords such as "Swiss tent price," "tent with rooms," and "AC tents in Rishikesh" in product descriptions and service listings.

Ensure meta descriptions, image alt texts, and title tags include relevant keywords.

## **Internal Linking:**

Use keywords as anchor text for internal links to relevant pages and blog posts to improve navigation and SEO.

Example: On the Rishikesh camping page, link to the blog post "Top Adventure Camps in Rishikesh for Thrill-Seekers."



# ● Keyword cluster strategy for website content

**Importance:** To effectively incorporate these keywords into our website's content, we can implement the following strategy:

## **User-Generated Content:**

Encourage customers to leave reviews and testimonials using keywords. This can help in organically incorporating keywords into the site.

Example: "Our stay at the luxury resort tent was unforgettable!"

## **Local SEO:**

Ensure local SEO practices by including keywords like "luxury tent resorts in India" and location-specific keywords like "Rishikesh camping resort" and "camping in Goa" in Google My Business and other local listings.

# ● Keyword cluster strategy for website content

**Importance:** To effectively incorporate these keywords into our website's content, we can implement the following strategy:

## **Social Media Integration:**

Share blog posts, landing pages, and special offers on social media, using relevant keywords as hashtags and in post descriptions.

By strategically incorporating these keywords into various parts of our website, we can enhance our SEO performance, attract more visitors, and improve our search engine rankings.



**Thank You**