

Part 1: Developing a Persona



User Persona: Architects - developing design or remodeling projects

Gender: Male

Age: 32

Education: College Educated

Income: Extra disposable income - Actively buy branded products

Interest Affinities: Interior Design - Interior Remodeling - Creation of spaces

Primary Discovery Methods: Pinterest – LinkedIn – Google - Instagram

Location: Santiago de Chile Metropolitan Region, Chile

Concerns: Wants to ensure that he is getting just the best products (Design, Brand, Price, Materials). He already knows what he wants as soon as he enters either the store or website, but he can also change of opinion only if he finds a better product.

Other Info: Either Single or married, likely to draw or paint.

Mateo is designer who is trying to create new spaces for his clients, It wants to offer different environments and spaces to the people who visit these places, always under an aura of elegance and modernity always trying to obtain the best products so that they combine aesthetically, in addition to offering the best quality and durability. Naturally, it always tries to be updated with the latest in design and architecture, seeing that it is a trend and making it your own, giving it a personal touch. He likes to share his work with his colleagues as well as being interested in the work of third parties thus obtaining a different perspective for future projects.

Part 2: Keyword Research

Keywords highlighted in blue - top keywords that we need to focus on.

Keyword	Category	Avg. monthly searches
ceramicas	Materials	40500
porcelanato	Materials	33100
ceramica piso	Materials	18100
ceramica exterior	Materials	12100
ceramica para cocina	Materials	8100
ceramica para el piso	Materials	6600
ceramica muro	Materials	4400
instalacion pisos flotantes	Design	4400
ceramicas piso exterior	Materials	3600
ceramica de piso	Materials	2900
ceramica s	Materials	2400
ceramicos	Materials	2400
madera porcelanato	Materials	2400
oferta en porcelanato	Materials on Sale	2400
madera tipos de ceramica para piso	Materials	1900
piso ceramica color madera	Materials	1900
piso con porcelanato	Materials	1900
piso para cocina	Materials	1900
tipos de porcelanato para pisos	Types of materials	1900
ceramica oferta	Materials on Sale	1600
ceramicos tipo madera	Materials	1600
porcelanato tipo madera	Materials	1600
baño porcelanato	Materials	1300
ceramica para exterior piso	Materials	1300

Key drivers for keyword choice:

- 1) Search volume, and search trends
- 2) Competitiveness
- 3) Opportunity to enhance website navigation and content
- 4) Fill content gaps

Part 3: Conducting a Competitive Analysis

Phase 1: Competitive Keyword Research

1. Ceramics
 - <https://www.easy.cl/tienda/categoria/ceramicas>
 - <https://www.sodimac.cl/sodimac-cl/category/scat922339/ceramicas/>
 - <https://www.limatco.cl/index.php?cPath=703>
 - <https://cordillera.cl/>
 - <https://www.construmart.cl/tiendaonline/webapp/ceramicas-y-revestimientos/103>
2. Porcelanato
 - <https://www.easy.cl/tienda/categoria/porcelanatos>
 - <https://www.sodimac.cl/sodimac-cl/category/scat991120/porcelanatos/>
 - <https://www.mk.cl/pisos-y-muros/porcelanatos>
 - <https://chc.cl/categoria-producto/porcelanatos-ceramicas/>
 - <https://www.construmart.cl/tiendaonline/webapp/ceramicas-y-revestimientos/porcelanatos-gres-y-piedras/porcelanato/103-720-962>
3. Instalacion Pisos Flotantes
 - <https://www.sodimac.cl/sodimac-cl/content/a100003/Instalacion-de-Pisos-Flotantes>
 - <https://www.yapo.cl/paginas/servicios/instalacion-de-piso-flotante>
 - <https://www.pisosmanriquez.cl/index.php/es/pisos-flotantes>
 - <https://listado.mercadolibre.cl/instalacion-de-piso-flotante-1500-m2#!messageGeolocation>
 - <https://pisomaestro.cl/>
4. Ceramica para cocina
 - <https://www.sodimac.cl/sodimac-cl/category/cat4850116/ceramicas-para-cocina/>
 - <https://www.atika.cl/tienda/cocinas/revestimientos-cocinas/ceramica-para-muro-revestimientos-cocinas/>
 - https://www.easy.cl/tienda/categoria/ceramicas?cur_page=1&cur_view=grid
 - <https://www.homecenter.com.co/homecenter-co/guias-de-compra/ceramica-para-cocinas>
 - <https://ar.pinterest.com/lucylin79/cocina-cer%C3%A1micas/>

Reasons for selectin these keywords:

Ceramicas: Generic term, this seems to be one of the most sold products in each store

Porcelanato: Specific in terms of materials, Generic Term

Instalacion Pisos Flotantes: Specif in terms of details, a service instead of a product

Ceramica para cocina: Popular Request, Almost all competitors have content around this term

Phase 2: Evaluating Competition

Our main competitors are:

<https://www.sodimac.cl/sodimac-cl/>

<https://www.easy.cl/tienda/>

<https://cordillera.cl/>

Ceramicas

- <https://www.easy.cl/tienda/categoria/ceramicas>
 - This is a product category page
 - The title tag is optimized
 - Heading Tags Optimized
 - Only pictures, no content
 - Any trust and authority metrics listed social media links
- <https://www.sodimac.cl/sodimac-cl/category/scat922339/ceramicas/>
 - This is a product category page
 - The title tag is optimized
 - Heading Tags Optimized
 - Only pictures, no content
 - Any trust and authority metrics listed social media links
- <https://www.limatco.cl/index.php?cPath=703>
 - This is a product category page
 - No Metadescription
 - The title tag is optimized
 - Heading Tags Optimized
 - Only pictures, no content
- <https://cordillera.cl/>
 - This is a product category page
 - No Metadescription
 - The title tag is optimized
 - Heading Tags Optimized
 - Only pictures, no content
- <https://www.construmart.cl/tiendaonline/webapp/ceramicas-y-revestimientos/103>
 - This is a product category page

- No Metadescription
- The title tag is optimized
- Heading Tags Optimized
- Only pictures, no content

Porcelanato

- <https://www.easy.cl/tienda/categoria/porcelanatos>
 - This is a product category page
 - No Metadescription
 - The title tag is not optimized
 - Heading Tags not Optimized
 - Only pictures, no content
- <https://www.sodimac.cl/sodimac-cl/category/scat991120/porcelanatos/>
 - This is a product category page
 - The title tag is optimized
 - Heading Tags Optimized
 - Only pictures, no content
 - Any trust and authority metrics listed social media links
- <https://www.mk.cl/pisos-y-muros/porcelanatos>
 - Long charging time
 - No metadescription
 - This is a product category page
 - The title tag is optimized
 - Heading Tags Optimized
 - Only pictures, no content
- <https://chc.cl/categoria-producto/porcelanatos-ceramicas/>
 - This is a product category page
 - The title tag is not optimized
 - No metadescription
 - Heading Tags Optimized
 - Only pictures, no content
- <https://www.construmart.cl/tiendaonline/webapp/ceramicas-y-revestimientos/porcelanatos-gres-y-piedras/porcelanato/103-720-962>
 - This is a product category page
 - The title tag is optimized
 - Heading Tags Optimized
 - No Metadescription
 - Only pictures, no content

Instalacion Pisos Flotantes

- <https://www.sodimac.cl/sodimac-cl/content/a100003/Instalacion-de-Pisos-Flotantes>
 - This is a product category page
 - The title tag is optimized
 - Heading Tags Optimized
 - Optimized Metadescription
 - Only pictures, no content

- <https://www.yapo.cl/paginas/servicios/instalacion-de-piso-flotante>
 - This is a product category page
 - The title tag is optimized
 - Heading Tags Optimized
 - Optimized Metadescription
 - Pictures and content
 - Long charging time
- <https://www.pisosmanriquez.cl/index.php/es/pisos-flotantes>
 - This is a product category page
 - No Metadescription
 - The title tag is optimized
 - Heading Tags Optimized
 - Optimized Metadescription
 - Only pictures, No content
 - Long charging time
- <https://listado.mercadolibre.cl/instalacion-de-piso-flotante-1500-m2#!messageGeolocation>
 - This is a product category page
 - The title tag is not optimized
 - Heading Tags Optimized
 - Optimized Metadescription
 - Only pictures, No content
- <https://pisomaestro.cl/>
 - This is a product category page
 - The title tag is optimized
 - Heading Tags Optimized
 - Optimized Metadescription
 - Only pictures, No content

Ceramica para cocina

- <https://www.sodimac.cl/sodimac-cl/category/cat4850116/ceramicas-para-cocina/>
 - This is a product category page
 - The title tag is optimized
 - Heading Tags Optimized
 - Optimized Meta description
 - Only pictures, No content
- <https://www.atika.cl/tienda/cocinas/revestimientos-cocinas/ceramica-para-muro-revestimientos-cocinas/>
 - This is a product category page
 - The title tag is not optimized
 - Heading Tags Optimized
 - Optimized Metadescription
 - Only pictures, No content
- https://www.easy.cl/tienda/categoria/ceramicas?cur_page=1&cur_view=grid
 - This is a product category page
 - The title tag is not optimized

- Heading Tags Optimized
- Optimized Metadescription
- Only pictures, No content
- <https://www.homecenter.com.co/homecenter-co/guias-de-compra/ceramica-para-cocinas>
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 - Only pictures, No content
- <https://ar.pinterest.com/lucylin79/cocina-cer%C3%A1micos/>
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 - Optimized Metadescription
 - Only pictures, No content