# Keyword Research

I will be using the website for Mario's Pizzeria & Ristorante for my research assignment. For reference, here is the link: https://mariospizzaabq.com/

For this project I will be using these tools:

- Google Keyword Planner
- Moz Keyword Research

After learning what the client does on their website, I performed simple keyword research for the following: "pizza" "mario's pizza and restaurant" "italian restaurant" "catering"

The following are screenshots of my research and I have highlighted the keywords that I would suggest for the client to include in their content so that they can rank for those terms on the Search Engine Results Page (SERP).

Although there are still a lot of monthly searches, I would pick "pizza restaurant" and "pizza places near me" since those are low competition, and the client can have a higher ranking on the SERP. I also searched their name "mario's pizza and restaurant" and I did see other keywords that would be useful to improve on their page: "mario's pizza & pasta menu" and "mario's pizza delivery". They do have pretty low bids for "mario's pizza" and "mario's pizza delivery" with relatively low searches. These would be keywords I would try to include more on the website.

Other keywords like "mario's pizza & pasta menu" and "mario's pizza delivery" were found when I also searched for them using the name "mario's pizza and restaurant". These keywords would benefit on both the home page and the menu page by including them more frequently.

The searches and bids for the keywords "mario's pizza" and "mario's pizza delivery" are quite low. Since they provide delivery services themselves and through other delivery apps, I would include that more in those same pages.

(*Screenshots from Google Keyword Planner*):

| | Keyword | ↓ | Avg. monthly searches | Competition | Top of page bid (low range) | Top of page bid (high range) |
|---|---|---|---|---|---|---|
| ☐ | pizza near me | | 10K – 100K | Low | $1.00 | $3.00 |
| ☐ | pizza places near me | | 1K – 10K | Low | $1.22 | $3.00 |
| ☐ | pizza restaurant | | 1K – 10K | Low | – | – |
| ☐ | pizzeria | | 100 – 1K | Low | – | – |
| ☐ | pizza open near me | | 100 – 1K | Low | $1.34 | $3.20 |
| ☐ | pizza restaurant near me | | 100 – 1K | Low | $1.03 | $1.61 |
| ☐ | pizza near | | 100 – 1K | Low | $1.07 | $2.88 |

word ideas

| | Avg. monthly searches | Competition | Top of page bid (low) | Top of page bid (high) |
|---|---|---|---|---|
| marios delivery | 10 – 100 | Low | $0.87 | $4.39 |
| mario's pizza | 1K – 10K | Low | $0.75 | $3.01 |
| mario's pizza delivery | 10 – 100 | Medium | $0.60 | $1.85 |
| mario's pizza menu | 100 – 1K | Low | $0.09 | $1.08 |

words you provided

| | Avg. monthly searches | Competition | | |
|---|---|---|---|---|
| mario's pizza and restaurant | 10 – 100 | Low | – | – |

| Keyword | Avg. monthly searches | Competition |
|---|---|---|
| mario's pizza & pasta menu | 10 – 100 | Low |
| mario's pizza & restaurant menu | 10 – 100 | – |
| mario's pizza & pasta | 10 – 100 | – |
| mario's pizza locations | 10 – 100 | Low |
| mario's kitchen menu | 0 – 10 | – |
| mario's pizza shop menu | 0 – 10 | – |
| mario's pizza phone number | 10 – 100 | Low |

Although the keyword, "Italian restaurant", receives many searches, they can use it in their written content so the SERP will recognize that they specialize in that cuisine. I would suggest writing content about the variety of Italian cuisine they serve so that it will optimize that specific page.

The "catering" keyword is another useful word to use since they offer that service as well. However, as catering is a separate service, I would suggest making a new web page specifically for it. As seen from the screenshots below, there are low searches for the keywords "best italian catering" "italian food party trays" "catering food". Their organic search ranking would improve if they had a separate website using these phrases.

(*Screenshots from Google Keyword Planner*):



I also used Moz Keyword Research for the following keywords: "italian restaurant" "catering" "authentic italian" "italian food"

The results indicated that the client would benefit from adding visitor reviews and testimonials as it would highlight the word "best" ("best italian food" "best restaurants albuquerque") and improve their search results ranking. The keyword "best italian food albuquerque" is a good example as this has low search results.
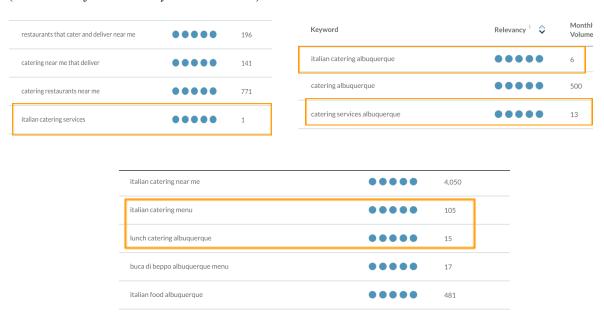
*(Screenshots from Moz Keyword Research)*:

| Keyword | | Volume |
|---|---|---|
| best italian restaurants in albuquerque | ●●●●● | 322 |
| healthy restaurants in albuquerque | ●●●●● | 163 |
| farm to table restaurant albuquerque | ●●●●● | 73 |
| romantic restaurants albuquerque | ●●●●● | 163 |
| best italian food albuquerque | ●●●●● | 17 |

| Keyword | Relevancy | Monthly Volume |
|---|---|---|
| authentic italian restaurant albuquerque | ●●●●● | Data not available |
| italian restaurants in albuquerque | ●●●●● | 1,118 |
| lunch downtown albuquerque | ●●●●● | 16 |
| best restaurants in albuquerque | ●●●●● | 4,950 |

The keyword "catering" resulted in useful keywords ("Italian catering services" "catering near me that deliver" "italian catering albuquerque" "italian catering near me" "italian catering menu") to use in a web page focusing on catering related content.

A web page utilizing these long tail keywords would benefit as the client could rank higher on the SERP.

*(Screenshots from Moz Keyword Research)*:

| Keyword | | Volume |
|---|---|---|
| restaurants that cater and deliver near me | ●●●●● | 196 |
| catering near me that deliver | ●●●●● | 141 |
| catering restaurants near me | ●●●●● | 771 |
| italian catering services | ●●●●● | 1 |

| Keyword | Relevancy | Monthly Volume |
|---|---|---|
| italian catering albuquerque | ●●●●● | 6 |
| catering albuquerque | ●●●●● | 500 |
| catering services albuquerque | ●●●●● | 13 |

| | | |
|---|---|---|
| italian catering near me | ●●●●● | 4,050 |
| italian catering menu | ●●●●● | 105 |
| lunch catering albuquerque | ●●●●● | 15 |
| buca di beppo albuquerque menu | ●●●●● | 17 |
| italian food albuquerque | ●●●●● | 481 |

## Final Results

Overall I found many useful long tail keywords that the client could utilize to raise the visibility of their website in the search results. I'd advise them to focus on developing a separate web page that details their catering services and what they provide. The web page should feature unique, relevant content that emphasizes those keywords. It would benefit them long term.