CigarPriceScout SEO & Pricing Analysis

Executive Summary

Buyers are overpaying $35–$51 per box because lowest-cost retailers are invisible in Google search. Analysis of 25 top-searched cigars confirms affiliates dominate visibility. Case study: Romeo y Julieta 1875 Churchill demonstrates the gap between visible and invisible retailers. PriceScout levels the playing field by surfacing the lowest-cost boxes.
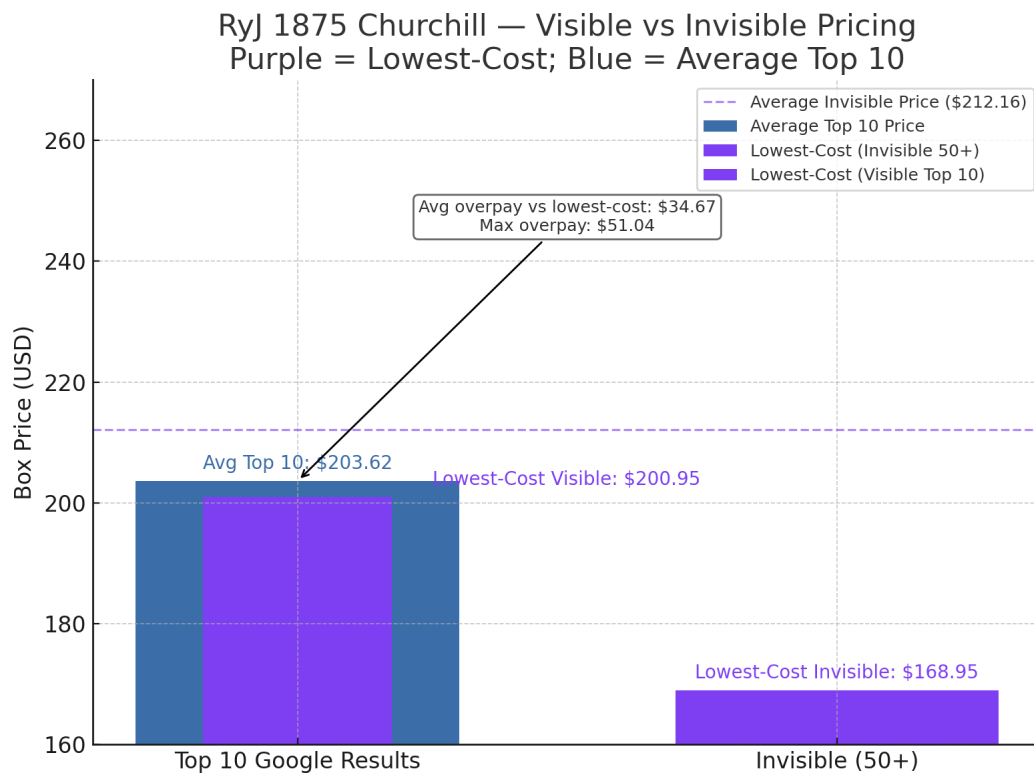
Methodology

• Data collection: SerpAPI, top 50 Google results for 25 most-searched cigars. • Outputs: per_cigar_top.csv, retailer_rank_matrix.csv, retailer_summary.csv. • Metrics: Coverage (how many cigars a retailer appears for), Avg Rank, Visibility Score. • Pricing data: Manually collected for RyJ Churchill (25-ct). • Analysis: Overlay of SEO performance with retailer pricing to quantify consumer overpay.

SEO Leaderboard (25 Cigars)

Retailer	Coverage	Avg Rank	Visibility Score
CigarCountry	20/25	3.6	13.7
Cigars International	20/25	5.0	8.3
Best Cigar Prices	12/25	3.6	6.3
JR Cigars	17/25	5.9	4.6
Holts	10/25	5.5	3.0

Case Study: Romeo y Julieta 1875 Churchill

Why chosen: Among the most popular cigars online; strong proof-of-concept. Overlay chart illustrates: • Blue bar = Average Top 10 ($203.62). • Purple overlay = Lowest-Cost (Visible Top 10) ($200.95). • Purple bar = Lowest-Cost (Invisible 50+) ($168.95). Findings: • Even the cheapest visible option is $32 more expensive than the lowest-cost invisible option. • Average overpay: $34.67 | Maximum overpay: $51.04. • Affiliates dominate visibility, while cheaper retailers remain buried.

RyJ 1875 Churchill — Visible vs Invisible Pricing
Purple = Lowest-Cost; Blue = Average Top 10

Legend:
- Average Invisible Price ($212.16)
- Average Top 10 Price
- Lowest-Cost (Invisible 50+)
- Lowest-Cost (Visible Top 10)

Avg overpay vs lowest-cost: $34.67
Max overpay: $51.04

Avg Top 10: $203.62
Lowest-Cost Visible: $200.95
Lowest-Cost Invisible: $168.95

Conclusions

Google SEO ≠ cheapest price. Affiliates dominate visibility but not value. Smaller retailers can win on PriceScout by surfacing their pricing directly. PriceScout provides transparent comparisons to redirect buyers toward true lowest-cost options.