# 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 (25-ct)

* 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.

## 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.