# Luna Digital - Keyword Research Strategy

## Executive Summary

Comprehensive keyword research and SEO strategy for Luna Digital encompassing primary target keywords, content opportunities, and search visibility optimisation.

## Research Methodology

### Keyword Research Tools and Sources

* \*\*Primary Tools\*\*: [SEO platforms used for keyword analysis]
* \*\*Search Console Data\*\*: [Existing performance and search query analysis]
* \*\*Competitor Analysis\*\*: [Competitor keyword targeting and performance]
* \*\*Customer Language\*\*: [Terms and phrases used by target audience]
* \*\*Industry Research\*\*: [Sector-specific terminology and trending topics]

### Analysis Framework

* \*\*Search Volume Analysis\*\*: [Monthly search volume and trend data]
* \*\*Competition Assessment\*\*: [Keyword difficulty and competitive landscape]
* \*\*Search Intent Classification\*\*: [User intent behind search queries]
* \*\*Commercial Value\*\*: [Business relevance and conversion potential]
* \*\*Ranking Opportunity\*\*: [Realistic ranking potential and timeline]

## Primary Keyword Strategy

### High-Priority Target Keywords

| Keyword | Search Volume | Competition | Search Intent | Business Value | Current Rank | Target Rank |

|---------|---------------|-------------|---------------|----------------|--------------|-------------|

| [Primary Keyword 1] | [Volume] | [High/Med/Low] | [Intent Type] | [High/Med/Low] | [Current] | [Target] |

| [Primary Keyword 2] | [Volume] | [High/Med/Low] | [Intent Type] | [High/Med/Low] | [Current] | [Target] |

| [Primary Keyword 3] | [Volume] | [High/Med/Low] | [Intent Type] | [High/Med/Low] | [Current] | [Target] |

### Secondary Target Keywords

| Keyword | Search Volume | Competition | Search Intent | Business Value | Priority |

|---------|---------------|-------------|---------------|----------------|----------|

| [Secondary Keyword 1] | [Volume] | [Competition] | [Intent] | [Value] | [High/Med/Low] |

| [Secondary Keyword 2] | [Volume] | [Competition] | [Intent] | [Value] | [High/Med/Low] |

| [Secondary Keyword 3] | [Volume] | [Competition] | [Intent] | [Value] | [High/Med/Low] |

## Search Intent Analysis

### Informational Keywords

\*\*Purpose\*\*: Users seeking information and education

\*\*Examples\*\*: [List of informational search terms]

\*\*Content Strategy\*\*: Educational content, guides, and explanatory articles

\*\*Page Types\*\*: Blog posts, FAQ pages, educational resources

### Navigational Keywords

\*\*Purpose\*\*: Users looking for specific website or company

\*\*Examples\*\*: [Brand-related and company-specific terms]

\*\*Content Strategy\*\*: Brand awareness and direct navigation optimisation

\*\*Page Types\*\*: Homepage, about page, contact information

### Commercial Investigation Keywords

\*\*Purpose\*\*: Users researching solutions before purchasing

\*\*Examples\*\*: [Comparison and evaluation search terms]

\*\*Content Strategy\*\*: Comparison content, case studies, and service explanations

\*\*Page Types\*\*: Service pages, comparison articles, case studies

### Transactional Keywords

\*\*Purpose\*\*: Users ready to make a purchase or contact decision

\*\*Examples\*\*: [Action-oriented and conversion search terms]

\*\*Content Strategy\*\*: Clear value propositions and conversion optimisation

\*\*Page Types\*\*: Service pages, contact pages, consultation requests

## Long-Tail Keyword Opportunities

### High-Value Long-Tail Keywords

* \*\*[Specific long-tail phrase 1]\*\*: [Search volume, competition, opportunity description]
* \*\*[Specific long-tail phrase 2]\*\*: [Search volume, competition, opportunity description]
* \*\*[Specific long-tail phrase 3]\*\*: [Search volume, competition, opportunity description]

### Question-Based Keywords

* \*\*"How to [relevant topic]?"\*\*: [Volume and opportunity analysis]
* \*\*"What is [relevant topic]?"\*\*: [Volume and opportunity analysis]
* \*\*"Why [relevant topic]?"\*\*: [Volume and opportunity analysis]

### Location-Based Keywords

* \*\*[Service] + [Location]\*\*: [Local search opportunity analysis]
* \*\*[Service] + "near me"\*\*: [Proximity search optimisation]
* \*\*[Location] + [Industry term]\*\*: [Geographic targeting opportunities]

## Competitive Keyword Analysis

### Competitor Keyword Performance

**Competitor 1: [Company Name]**

* \*\*Top Performing Keywords\*\*: [List of their best-ranking keywords]
* \*\*Keyword Gaps\*\*: [Keywords they rank for that we don't target]
* \*\*Opportunity Assessment\*\*: [Keywords we could compete for]

**Competitor 2: [Company Name]**

* \*\*Top Performing Keywords\*\*: [Their primary keyword targets]
* \*\*Content Strategy\*\*: [How they're targeting these keywords]
* \*\*Differentiation Opportunities\*\*: [How we can approach differently]

### Keyword Gap Analysis

* \*\*Untapped Opportunities\*\*: [Keywords competitors aren't targeting]
* \*\*Underserved Markets\*\*: [Search terms with limited quality content]
* \*\*Emerging Trends\*\*: [New keywords gaining search volume]

## Content Keyword Mapping

### Homepage Keywords

\*\*Primary Target\*\*: [Main homepage keyword focus]

\*\*Secondary Keywords\*\*: [Supporting homepage keywords]

\*\*Search Intent\*\*: [Why users would search these terms]

\*\*Content Strategy\*\*: [How to incorporate keywords naturally]

### Service Page Keywords

\*\*Service 1 Keywords\*\*:

* Primary: [Main keyword for this service]
* Secondary: [Supporting keywords]
* Long-tail: [Specific service-related phrases]

\*\*Service 2 Keywords\*\*:

* Primary: [Main keyword for this service]
* Secondary: [Supporting keywords]
* Long-tail: [Specific service-related phrases]

### Blog Content Keywords

\*\*Educational Content\*\*:

* [Topic 1]: [Keyword cluster and search volume]
* [Topic 2]: [Keyword cluster and search volume]
* [Topic 3]: [Keyword cluster and search volume]

\*\*Problem-Solution Content\*\*:

* [Problem keyword]: [Search volume and content approach]
* [Solution keyword]: [Search volume and content approach]

## Keyword Implementation Strategy

### On-Page Optimisation

* \*\*Title Tags\*\*: [Keyword placement and optimisation guidelines]
* \*\*Meta Descriptions\*\*: [Keyword inclusion and call-to-action optimisation]
* \*\*Header Structure\*\*: [H1, H2, H3 keyword integration strategy]
* \*\*Content Integration\*\*: [Natural keyword inclusion and density guidelines]

### Content Creation Priorities

\*\*Month 1 Focus\*\*:

* [High-priority keyword content creation]
* [Quick-win keyword targeting]
* [Foundation content establishment]

\*\*Month 2-3 Focus\*\*:

* [Medium-competition keyword targeting]
* [Content cluster development]
* [Long-tail keyword expansion]

\*\*Month 4-6 Focus\*\*:

* [Competitive keyword targeting]
* [Authority building content]
* [Advanced SEO optimisation]

## Local SEO Keywords (if applicable)

### Geographic Modifiers

* \*\*Primary Location Terms\*\*: [City, region, area-specific keywords]
* \*\*Service + Location Combinations\*\*: [Service-specific local terms]
* \*\*"Near Me" Optimisation\*\*: [Proximity search targeting]

### Local Business Keywords

* \*\*Industry + Location\*\*: [Professional services in location]
* \*\*Location + Problem\*\*: [Local problem-solving searches]
* \*\*Reviews and Recommendations\*\*: [Local review-related searches]

## Keyword Performance Tracking

### Ranking Monitoring

* \*\*Primary Keywords\*\*: [Monthly ranking position tracking]
* \*\*Secondary Keywords\*\*: [Quarterly ranking assessment]
* \*\*Long-tail Keywords\*\*: [Performance trend monitoring]

### Traffic and Conversion Analysis

* \*\*Organic Traffic Growth\*\*: [Keyword-driven traffic increases]
* \*\*Conversion Tracking\*\*: [Keywords driving leads and conversions]
* \*\*ROI Assessment\*\*: [Revenue attribution to keyword performance]

### Competitive Monitoring

* \*\*Competitor Ranking Changes\*\*: [Tracking competitor keyword performance]
* \*\*Market Share Analysis\*\*: [Visibility share for target keywords]
* \*\*Opportunity Identification\*\*: [New keyword opportunities from competitor analysis]

## Implementation Timeline

### Phase 1: Foundation (Month 1)

* \*\*High-Priority Keywords\*\*: [Immediate keyword targeting implementation]
* \*\*Quick Wins\*\*: [Low-competition, high-value keyword optimisation]
* \*\*Technical Setup\*\*: [Keyword tracking and monitoring implementation]

### Phase 2: Expansion (Month 2-3)

* \*\*Content Development\*\*: [Keyword-focused content creation]
* \*\*Long-tail Targeting\*\*: [Specific phrase optimisation]
* \*\*Competitive Keywords\*\*: [Strategic competitive keyword targeting]

### Phase 3: Authority Building (Month 4-6)

* \*\*Difficult Keywords\*\*: [High-competition keyword targeting]
* \*\*Topic Clusters\*\*: [Comprehensive topic authority development]
* \*\*Link Building\*\*: [Authority development for keyword ranking improvement]

## Success Metrics and KPIs

### Ranking Improvements

* \*\*Target Keyword Rankings\*\*: [Specific position improvements for priority keywords]
* \*\*Keyword Visibility\*\*: [Overall search visibility increase]
* \*\*Featured Snippet Captures\*\*: [Rich snippet and featured content targeting]

### Traffic Growth

* \*\*Organic Traffic Increase\*\*: [Percentage growth in organic search traffic]
* \*\*Keyword-Driven Traffic\*\*: [Traffic attributable to target keywords]
* \*\*Long-tail Traffic Growth\*\*: [Increased traffic from long-tail keywords]

### Business Impact

* \*\*Lead Generation\*\*: [Conversion increase from keyword-targeted traffic]
* \*\*Revenue Attribution\*\*: [Business results from SEO keyword strategy]
* \*\*Market Position\*\*: [Industry authority and competitive positioning]

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\*Keyword Research Strategy completed: 30 September 2025\*

\*Client: Luna Digital\*

\*Strategic foundation for search visibility and organic traffic growth\*