# 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*