

The following factors were considered to have impact on the click count of particular keyword:

A. Impression

Intuitively, even though the CTR is high for a particular keyword, the keyword won't create much exposure if the impression is low.

B. Position of the link

The following table was obtained from the analysis of the SEO Query Performance Data from 01 Dec 2020 to 16 Apr 2021:

Average Position	Total Impression	Total Click	Average CTR
1-2	22466	6481	28.85%
2-3	18281	3724	20.37%
3-4	21110	3208	15.20%
4-5	22481	2434	10.83%
5-6	16835	1716	10.19%
6-7	37517	2335	6.22%
7-8	46091	2284	4.96%
8-9	23891	992	4.15%
9-10	22040	606	2.75%
>10	71182	1278	1.80%
Grand Total	301894	25058	8.30%

We can see that the lower the average position, the higher the CTR. In particular for links with average position > 10 (i.e. not landing in the first page of the search result), the chance of being clicked is very low.

- The target keywords that would create more impression and exposure in Google Organic Search should satisfy the following criteria:
 - Relevant to the business
 - High impression
 - High average position (Not in top 3, average position >3)
 - Low CTR

For keywords that have low CTR in SEM, it means that the click rate remains low even when the link was shown at the top. At such, we would exclude those keywords from our target.

The identified 10 keywords are:

Keywords	Impressions	Clicks	CTR	Average Position
contact lens	6728	477	7%	4.1
one day acuvue	5436	34	1%	32.3
acuvue define	3664	66	2%	7.6
coopervision	3232	32	1%	9.8
one day acuvue define	3229	55	2%	14.3

freshkon	2555	142	6%	13.2
candy magic	1993	83	4%	8.1
colour con	1898	55	3%	6.0
define con	1315	26	2%	7.9
散光度數換算	1304	48	4%	7.4

2. Analyzing the SEM Performance data of the same period, we have identified 10 Keywords that could create more short-term exposure by SEM as follows:

A. Significant increase in both impressions and clicks with SEM comparing with SEO

Keywords	Impressions in Organic Search	Impressions with SEM	Impressions Difference	Clicks in Organic Search	Clicks with SEM	Clicks Difference
隱形眼鏡	3311	25635	+22324	100	1073	+973
contactlens	226	5208	+4982	21	264	+243
眼 con	87	4232	+4145	1	195	+194
1 day lenses	1	2282	+2281	0	159	+159
散光 colour con	165	1479	+1314	4	143	+139

B. High impressions and clicks with SEM but no impression in organic search

Keywords	Impressions with SEM	Clicks with SEM
散光片	3325	263
日拋	3235	147
contact lens shop	2269	124
日拋 隱形眼鏡	2451	115
daily contact lens	1497	101

- C. In addition to the above 10 Keywords, we would also like to suggest “母親節” as an temporary keyword as the number of clicks in SEM recently (From 01-19 Apr 2021) rank higher than most of the other suggestions.