



# Keywords Research PROJECT

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# Project Overview

A keyword research mock project designed to execute Keyword Research skills which is one of the most crucial skills to obtain success upon all search platforms. This particular project is done for Sustainable Fashion E-Commerce. Demonstrating which keywords a fashion e-commerce should consider when creating content and Ads for their brand and its products. Attention to detail as this is a demo project just to display the usage of Keyword Research Tools.

# Methodology

- **Identifying the top digital competitors:** Finding who ranks for my desired keywords, not just who sells similar products.
- **Plugged in a demo brand and competitors' URLs:** Used a tool to see what keywords everyone ranks for.
- **Analyzed the "Missing" keywords report:** Created the list of keywords the competitors bid for.
- **Prioritized the best keywords:** Looking for the "missing" keywords that have high volume and low to medium competition.
- **Created suitable Keywords to fill the gap:** Developed a table in this presentation to demonstrate my key findings.

# Tools Used

- **Google Keyword Planner**
- **Ubersuggest**
- **Semrush**
- **Google Search for popular searches on a Keyword**
- **Google Maps for review analysis of competitors**

# Keywords Table

Keywords	Intent	Type	Volume(mon thly)	CPC	Competition	User Funnel Stage
sustainable fashion brands	Commercial	Long-tail	2,000-3,500	\$2.80 - \$5.50	High	Consideration
ethical clothing online	Transactional	Long-tail	1,500-2,500	\$2.00 - \$4.00	Medium	Consideration to Conversion
buy organic cotton t-shirt	Transactional	Long-tail	1,500-2,500	\$1.50 - \$3.00	High	Conversion
affordable eco-friendly brands	Commercial	Long-tail	1,000-1,800	\$2.00 - \$3.50	Medium	Consideration
how to find my clothing style	Informational	Long-tail	1,500-2,500	\$0.75 - \$1.25	Low	Awareness
sustainable loungewear	Commercial	Long-tail	1,800-2,800	\$1.80 - \$3.20	Medium	Consideration

# Key Suggestions

- Find your competitors' missing keywords for your brand.
- Prioritize keywords that have high volume and low competition.
- Create new product pages to rank for key transactional terms.
- Write blog posts to capture informational keyword traffic.
- Monitor competitor activity regularly to find new opportunities.

# **Thank You**

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