**SEO keyword competition report**

**I. Site content analysis**

1.List of key one- to three- word phrases that describe Swapidy’s products/services based on Adwords:

* Swap online
* Swap phone(s)
* Trade
* Trade phone(s)
* Trade old phone(s)
* Trade electronics
* Trade computer(s)
* Trade old for new phone(s)
* Trade phone(s) online
* Sell phone(s)
* Buy phones(s)
* Sell and buy phones(s)
* Sell and buy electronic(s)
* Sell old phone(s) for new
* Sell galaxy buy iphone
* Sell iphone buy galaxy
* Sell ipad buy iphone
* Sell iphone buy ipad
* Buy sell online
* Upgrade phone
* Upgrade computer
* Upgrade online
* Discount phone
* Cheap phone
* Cheap electronics
* Exchange phone
* Exchange electronics
* Exchange iphone
* Exchange galaxy

2. Synonyms: Trade, Swap, Exchange, Upgrade

3. Taxonomy of people involved: Adam Ahmad, Pulkit Jaiswal

4. Higher level terms of which our products are a subset:

* Phones

iPhones

Galaxy

* Computers

1. MacBook

* Music Player

iPod

5. Subcategories of nodal list of products:

For iPhone/Galaxy: Factory unlocked, Verizon contract, AT&T contract, Sprint

For iPod: 3rd generation, 4th generation, 5th generation …

For phones/iPod: Memory space : 8,16,32,64 GB

6. Reverse psychology based analysis:

* Trade phone online
* Sell phone online
* Upgrade phone online
* Exchange phone online

7. Google Analytics SEO based query results: I activated it just now and it will start showing results in 24 hours.

**II. Competitive Analysis:**

1. Key phrases based on review of competitor’s websites:

Gazelle:

* ‘Sell your’
* iphone, ipad, mac
* get cash
* broken phones
* we buy

1. Nonbrand terms being used by Gazelle:

* What your device is worth
* Win a new iphone