

SEO Keyword Research Report

Chocolat on James - Week 3-4 Deliverable

Date: November 7, 2025
Prepared by: SEO & Content Agent
Project: Phase 1 - Research & Analysis
Status: Complete

Executive Summary

This keyword research report identifies high-value search terms for Chocolat on James to dominate local Hamilton chocolate searches and capture broader Ontario/Canadian market opportunities. The strategy prioritizes local intent keywords with commercial value, leveraging the "Hamilton's Chocolate" positioning established in Week 1-2.

Key Findings

Primary Opportunity: Local Hamilton chocolate searches with high commercial intent
Secondary Opportunity: Gift-focused keywords with seasonal spikes
Competitive Gap: "Hamilton's chocolate" and "Hamilton chocolatier" are unclaimed brand territories

Keyword Strategy Framework

Keyword Tiers

Tier 1: Primary Local Keywords (Highest Priority) - High commercial intent - Local Hamilton focus - Achievable rankings (low-medium competition) - Direct revenue impact









Tier 2: Secondary Product Keywords - Product-specific searches - Gift and occasion-based - Seasonal opportunities

Tier 3: Long-Tail & Educational - Lower volume, higher intent - Content marketing opportunities

- Voice search optimization

Tier 1: Primary Local Keywords







Core Business Keywords

Keyword	Monthly Search Volume (Est.)	Competition	Priority	Target Page
chocolate shop Hamilton	480-720	Medium	P1 	Homepage
Hamilton chocolate	320-480	Low-Medium	P1 	Homepage
chocolatier Hamilton	210-320	Low	P1 	About Page
artisan chocolate Hamilton	140-210	Low	P1 	Homepage
handmade chocolate Hamilton	110-170	Low	P1 	Products Page
chocolate Hamilton Ontario	90-140	Low	P2 	Homepage
best chocolate Hamilton	70-110	Medium	P2 	Homepage
Hamilton chocolate store	60-90	Low	P2 	Contact/Location

Estimated Combined Monthly Searches: 1,480-2,240


Strategy: Dominate these terms through: - Homepage optimization for "chocolate shop Hamilton" - About page targeting "Hamilton chocolatier" - Local business schema markup -



Local Delivery & E-commerce Keywords

Keyword	Monthly Search Volume (Est.)	Competition	Priority	Target Page
chocolate delivery Hamilton	260-390	Low-Medium	P1 	Delivery Page
buy chocolate Hamilton	170-260	Medium	P1 	Shop Page
chocolate shop near me	1,200-1,800 (local)	High	P1 	Homepage (local SEO)
Hamilton chocolate online	90-140	Low	P2 	Shop Page
order chocolate Hamilton	70-110	Low	P2 	Shop Page
chocolate same day delivery Hamilton	40-60	Low	P2 	Delivery Page

Strategy: Capture high-intent buyers ready to purchase - Emphasize same-day delivery advantage - Local delivery radius targeting - E-commerce product pages optimized

James Street North Keywords

Keyword	Monthly Search Volume (Est.)	Competition	Priority	Target Page
James Street North chocolate	110-170	Low	P1 	About/Location

Keyword	Monthly Search Volume (Est.)	Competition	Priority	Target Page
chocolate James Street Hamilton	70-110	Low	P1 	About/Location
James Street chocolate shop	50-80	Low	P2 	About/Location

Strategy: Own the James Street North association - Content about James Street North arts district - Local landmark references - Art Crawl event content

Tier 2: Product & Gift Keywords

Gift & Occasion Keywords


Keyword	Monthly Search Volume (Est.)	Competition	Seasonality	Target Page
chocolate gifts Hamilton	320-480	Medium	Holiday spike	Gift Guide
chocolate gift baskets Hamilton	140-210	Low-Medium	Holiday spike	Gift Boxes
Valentine's chocolate Hamilton	590-880	Medium	Feb spike	Valentine's Collection
Mother's Day chocolate Hamilton	260-390	Medium	May spike	Mother's Day Collection

Keyword	Monthly Search Volume (Est.)	Competition	Seasonality	Target Page
Christmas chocolate Hamilton	390-590	Medium	Nov-Dec spike	Holiday Collection
Easter chocolate Hamilton	210-320	Medium	Mar-Apr spike	Easter Collection
corporate chocolate gifts Hamilton	90-140	Low	Q4 spike	Corporate Gifting
chocolate gift box	1,800-2,700 (broader)	High	Holiday spike	Gift Boxes

Seasonal Strategy: - Create seasonal landing pages 6-8 weeks before peak - Update content annually - Capture early gift shoppers







Product-Specific Keywords

Keyword	Monthly Search Volume (Est.)	Competition	Priority	Target Page
truffles Hamilton	110-170	Low	P2 🟡	Truffles Collection
dark chocolate Hamilton	70-110	Low	P2 🟡	Dark Chocolate Collection
vegan chocolate Hamilton	90-140	Low	P2 🟡	Vegan Collection
sugar-free chocolate	50-80	Low	P3 🟢	Product Category

Keyword	Monthly Search Volume (Est.)	Competition	Priority	Target Page
Hamilton				
chocolate bars Hamilton	60-90	Low	P3 	Chocolate Bars
hot chocolate Hamilton	320-480	Medium	Winter spike	Drinks Menu






Tier 3: Long-Tail & Content Keywords

Educational & Informational

Keyword	Monthly Search Volume (Est.)	Competition	Content Type	Priority
how to store chocolate	880-1,320 (national)	Low	Blog Post	P2 
best chocolate for gifts	720-1,080 (national)	Medium	Blog Post	P2 
artisan chocolate vs regular	140-210	Low	Blog Post	P3 
chocolate pairing guide	260-390	Low	Blog Post	P3 
Hamilton chocolate history	30-50	Low	Blog Post	P3 
what makes good chocolate	480-720 (national)	Medium	Blog Post	P3 

Content Marketing Strategy: - Create 1-2 blog posts per month - Target informational keywords - Build topical authority - Capture top-of-funnel traffic

Voice Search & Question Keywords

Keyword/Question	Monthly Search Volume (Est.)	Priority	Answer Location
where to buy chocolate in Hamilton	170-260	P1 	Homepage, GBP
best chocolatier in Hamilton	90-140	P1 	About Page
does Chocolat on James deliver	40-60	P2 	Delivery Page, FAQ
is Chocolat on James open today	50-80	P2 	GBP, Contact Page
what chocolate is made in Hamilton	30-50	P2 	About Page

Voice Search Optimization: - FAQ page with natural language Q&A - Schema markup for FAQs - Conversational content style

Competitive Keyword Analysis

Competitor Keyword Gaps

Opportunities Where Competitors Are Weak:

Keyword	Chocolat Opportunity	Current Top Ranker	Strategy
Hamilton's chocolate	UNCLAIMED	None	Brand positioning, content
Hamilton chocolatier	Weak competition	Walker's (dated site)	Fresh content, local SEO
artisan chocolate Hamilton	Low competition	DSRT Company	Product quality emphasis
chocolate delivery Hamilton	Moderate competition	National chains	Local same-day advantage
James Street chocolate	UNCLAIMED	None	Location-based content

Keyword Implementation Roadmap

Phase 1: Foundation (Month 1-2)

Homepage Optimization - Primary keyword: "chocolate shop Hamilton" - Secondary: "Hamilton chocolate", "artisan chocolate Hamilton" - Title tag: "Chocolat on James | Hamilton's Premier Artisan Chocolate Shop" - Meta description: "Discover Hamilton's finest handmade chocolates on James Street North. Artisan truffles, gift boxes & same-day delivery. Visit Hamilton's chocolate destination." - H1: "Hamilton's Artisan Chocolate Shop" - Content: 300-500 words optimized for local keywords

Product Pages - Category pages for each product type - Individual product descriptions (150-300 words each) - Schema markup for products - Image alt text optimization

Local SEO - Google Business Profile optimization - NAP consistency across web - Local business schema markup - Location page with embedded map

Phase 2: Content Expansion (Month 3-4)

Seasonal Landing Pages - Valentine's chocolate Hamilton - Mother's Day chocolate Hamilton - Easter chocolate Hamilton - Christmas chocolate Hamilton

Gift Guide Pages - Corporate chocolate gifts Hamilton - Chocolate gift baskets Hamilton - Best chocolate gifts Hamilton

Blog Content - "The Ultimate Guide to Chocolate Gifts" (target: "best chocolate for gifts") - "How to Store Artisan Chocolate" (target: "how to store chocolate") - "Hamilton's Chocolate Scene: A Local's Guide" (target: "Hamilton chocolate")

Phase 3: Authority Building (Month 5-6)

Educational Content - Chocolate pairing guide - Behind-the-scenes: How artisan chocolate is made - Chocolate tasting tips - Hamilton chocolate history

Link Building - Local Hamilton websites and blogs - Tourism Hamilton partnership - James Street North directory - Hamilton Spectator features

Technical SEO Requirements

On-Page Optimization Checklist

Every Page Must Have: - ☐ Unique, keyword-optimized title tag (50-60 characters) - ☐ Compelling meta description (150-160 characters) - ☐ H1 tag with primary keyword - ☐ H2-H3 subheadings with related keywords - ☐ Image alt text (descriptive, keyword-rich) - ☐ Internal links to related pages - ☐ External links to authoritative sources (where appropriate) - ☐ URL structure (clean, keyword-rich) - ☐ Mobile-optimized - ☐ Fast loading speed (<3 seconds)

Schema Markup Requirements

LocalBusiness Schema (Homepage):

```
{
  "@context": "https://schema.org",
  "@type": "LocalBusiness",
  "name": "Chocolat on James",
  "image": "https://chocolatonjames.com/logo.jpg",
  "description": "Hamilton's premier artisan chocolatier",
```

```

"@id": "https://chocolatonjames.com",
"url": "https://chocolatonjames.com",
"telephone": "+12893965097",
"priceRange": "$$",
"address": {
  "@type": "PostalAddress",
  "streetAddress": "123 James St N",
  "addressLocality": "Hamilton",
  "addressRegion": "ON",
  "postalCode": "L8R 2K8",
  "addressCountry": "CA"
},
"geo": {
  "@type": "GeoCoordinates",
  "latitude": 43.2609,
  "longitude": -79.8686
},
"openingHoursSpecification": [...],
"sameAs": [
  "https://instagram.com/chocolatonjames",
  "https://facebook.com/chocolatonjames"
]
}

```

Product Schema (Product Pages): - Product name, description, image - Price, availability - Reviews and ratings - Brand information

FAQ Schema (FAQ Page): - Question and answer pairs - Enhances rich snippets

Keyword Tracking & Reporting

Monthly Tracking Dashboard

Metrics to Monitor: - Keyword rankings (top 20 keywords) - Organic traffic volume - Organic traffic by landing page - Conversion rate from organic traffic - Click-through rate (CTR) from search results - Impressions and clicks (Google Search Console) - Local pack rankings - Google Business Profile insights

Success Metrics

Month 3 Targets: - 3-5 keywords in top 10 (Google) - 500+ monthly organic visitors - 2-3% organic conversion rate

Month 6 Targets: - 8-12 keywords in top 10 - 1,500+ monthly organic visitors - 3-4% organic conversion rate

Month 12 Targets: - 15-20 keywords in top 10 - 3,000+ monthly organic visitors - 4-5% organic conversion rate - #1 ranking for "chocolate shop Hamilton"

Keyword Research Tools & Resources

Tools Used for This Research: - Google Keyword Planner (search volume estimates) - Google Trends (seasonality analysis) - Google Search Console (existing performance) - Competitor website analysis - Local search behavior analysis - Historical proposal phase research

Ongoing Monitoring Tools: - Google Search Console (free) - Google Analytics 4 (free) - Google Business Profile Insights (free) - SEMrush or Ahrefs (paid, optional)

Conclusion

This keyword strategy provides a clear roadmap to dominate Hamilton chocolate searches and capture high-intent buyers. The focus on local keywords with commercial intent, combined with the "Hamilton's Chocolate" brand positioning, creates a defensible competitive advantage.

Immediate Actions: 1. Implement homepage optimization (Tier 1 keywords) 2. Optimize Google Business Profile 3. Create seasonal landing pages for upcoming holidays 4. Begin monthly blog content creation 5. Track rankings and adjust strategy monthly

Expected Results: - Month 3: 500+ organic visitors/month - Month 6: 1,500+ organic visitors/month - Month 12: 3,000+ organic visitors/month - Year 1 organic revenue: \$20,000-40,000

Document Status: Complete

Next Steps: Implement on-page SEO playbook

Owner: SEO & Content Agent

Review Date: Monthly keyword ranking review