

# 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

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### 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

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### 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

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### 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

Keyword	Monthly Search Volume (Est.)	Competition	Priority	Target Page
<b>Hamilton chocolate chocolatier</b>	320-480	Low-Medium	P1	Homepage
<b>Hamilton artisan chocolate</b>	210-320	Low	P1	About Page
<b>Hamilton handmade chocolate</b>	140-210	Low	P1	Homepage
<b>Hamilton chocolate</b>	110-170	Low	P1	Products Page
<b>Hamilton Ontario best chocolate</b>	90-140	Low	P2	Homepage
<b>Hamilton Ontario best chocolate</b>	70-110	Medium	P2	Homepage
<b>Hamilton chocolate store</b>	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 - Google Business Profile optimization - Location-specific content

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### Local Delivery & E-commerce Keywords

Keyword	Monthly Search Volume (Est.)	Competition	Priority	Target Page
<b>chocolate delivery Hamilton</b>	260-390	Low-Medium	P1	Delivery Page

Keyword	Monthly Search Volume (Est.)	Competition	Priority	Target Page
<b>buy choco- late Hamil- ton chocolate shop near me Hamilton</b>	170-260	Medium	P1	Shop Page
<b>chocolate shop near me Hamilton</b>	1,200-1,800 (local)	High	P1	Homepage (local SEO)
<b>choco- late online order choco- late Hamil- ton chocolate same day delivery Hamil- ton</b>	90-140	Low	P2	Shop Page
	70-110	Low	P2	Shop Page
	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
<b>James Street North choco- late chocolate James Street Hamil- ton James Street choco- late shop</b>	110-170	Low	P1	About/Location
	70-110	Low	P1	About/Location
	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

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## Tier 2: Product & Gift Keywords

### Gift & Occasion Keywords

Keyword	Monthly Search Volume (Est.)	Competition	Seasonality	Target Page
<b>chocolate gifts Hamilton</b>	320-480	Medium	Holiday spike	Gift Guide
<b>chocolate gift baskets Hamilton</b>	140-210	Low-Medium	Holiday spike	Gift Boxes
<b>Valentine's chocolate Hamilton</b>	590-880	Medium	Feb spike	Valentine's Collection
<b>Mother's Day chocolate Hamilton</b>	260-390	Medium	May spike	Mother's Day Collection
<b>Christmas chocolate Hamilton</b>	390-590	Medium	Nov-Dec spike	Holiday Collection
<b>Easter chocolate Hamilton</b>	210-320	Medium	Mar-Apr spike	Easter Collection
<b>corporate chocolate gifts Hamilton</b>	90-140	Low	Q4 spike	Corporate Gifting
<b>chocolate gift box</b>	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

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### 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 Hamilton	50-80	Low	P3	Product Category
chocolate bars Hamilton	60-90	Low	P3	Chocolate Bars
hot chocolate Hamilton	320-480	Medium	Winter spike	Drinks Menu

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### Tier 3: Long-Tail & Content Keywords

#### Educational & Informational

Keyword	Monthly Search Volume (Est.)	Competition	Content Type	Priority
<b>how to store chocolate</b>	880-1,320 (national)	Low	Blog Post	P2
<b>best chocolate for gifts</b>	720-1,080 (national)	Medium	Blog Post	P2
<b>artisan chocolate vs regular chocolate</b>	140-210	Low	Blog Post	P3
<b>pairing guide</b>	260-390	Low	Blog Post	P3
<b>Hamilton chocolate history</b>	30-50	Low	Blog Post	P3
<b>what makes good chocolate</b>	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
<b>where to buy chocolate in Hamilton</b>	170-260	P1	Homepage, GBP
<b>best chocolatier in Hamilton</b>	90-140	P1	About Page
<b>does Chocolat on James deliver</b>	40-60	P2	Delivery Page, FAQ
<b>is Chocolat on James open today</b>	50-80	P2	GBP, Contact Page
<b>what chocolate is made in Hamilton</b>	30-50	P2	About Page

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

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## Competitive Keyword Analysis

### Competitor Keyword Gaps

#### Opportunities Where Competitors Are Weak:

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

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## 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

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## 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")

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## 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

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## 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

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## 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”

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## 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)

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## 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

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**Document Status:** Complete

**Next Steps:** Implement on-page SEO playbook

**Owner:** SEO & Content Agent

**Review Date:** Monthly keyword ranking review