# SEM Analysis Script for turnedyellow.com

**Date: June 5, 2025**

## 🎯 Target Analysis

* **Domain**: turnedyellow.com
* **Focus**: Search Engine Marketing & Keyword Opportunities
* **Goal**: Identify keyword gaps and expansion opportunities

## 🔑 PRIMARY SEM ANALYSIS PROMPT

**Copy and paste this into your MCP-enabled AI assistant:**

Using DataForSEO MCP, perform a comprehensive SEM analysis of turnedyellow.com focusing on:  
  
1. \*\*Current Keyword Performance\*\*: What keywords is turnedyellow.com currently ranking for and which ones drive the most traffic?  
  
2. \*\*Keyword Gap Analysis\*\*: What high-value keywords are competitors ranking for that turnedyellow.com is missing?  
  
3. \*\*New Keyword Opportunities\*\*: Find high-volume, low-competition keywords related to their business that they could target.  
  
4. \*\*Search Volume Trends\*\*: Analyze seasonal patterns and trends for their main keywords over the past 12 months.  
  
5. \*\*PPC Keyword Opportunities\*\*: Identify keywords with high commercial intent perfect for paid search campaigns.  
  
6. \*\*Long-tail Expansion\*\*: Discover specific long-tail keyword variations and related terms.  
  
7. \*\*Content Marketing Keywords\*\*: Find question-based and informational keywords for content strategy.  
  
Please focus exclusively on keyword research, search marketing opportunities, and competitive keyword intelligence. Exclude technical SEO factors, backlinks, and domain authority metrics.

## 🎯 SPECIFIC SEM FOCUS AREAS

### 1. 💎 Keyword Gap Discovery

**Goal**: Find immediate opportunities to capture competitor traffic

**Prompt**: “Using DataForSEO MCP, identify the top 20 keywords that turnedyellow.com’s competitors are ranking for but they are not. Focus on keywords with good search volume and commercial intent.”

### 2. 📈 High-Value Keyword Mining

**Goal**: Discover achievable high-traffic keyword targets

**Prompt**: “Using DataForSEO MCP, find keywords related to turnedyellow.com’s business with search volume above 1,000 monthly searches and keyword difficulty below 40.”

### 3. 🔄 Keyword Expansion Strategy

**Goal**: Expand keyword portfolio with specific, targeted terms

**Prompt**: “Using DataForSEO MCP, take turnedyellow.com’s top 5 performing keywords and find 10 related long-tail variations for each one.”

### 4. 💰 Commercial Intent Keywords

**Goal**: Find keywords perfect for PPC campaigns and conversion

**Prompt**: “Using DataForSEO MCP, identify keywords with high commercial intent (buy, purchase, best, review, compare) related to turnedyellow.com’s industry.”

### 5. 📊 Seasonal Keyword Opportunities

**Goal**: Plan quarterly campaigns around search trends

**Prompt**: “Using DataForSEO MCP, analyze search volume trends for turnedyellow.com’s keywords to identify seasonal opportunities and campaign timing.”

### 6. 🎪 Brand vs Non-Brand Analysis

**Goal**: Reduce dependency on brand searches and expand market reach

**Prompt**: “Using DataForSEO MCP, analyze the ratio of branded vs non-branded keyword traffic for turnedyellow.com and identify opportunities to expand non-branded reach.”

## 🚀 QUICK START COMMANDS

1. Copy the **PRIMARY SEM ANALYSIS PROMPT** above
2. Paste it into your MCP-enabled AI assistant (Cursor/Claude Desktop)
3. Review the results and use specific focus area prompts for deeper analysis
4. Use findings to plan content calendar and PPC campaigns

## 💡 SEM STRATEGY WORKFLOW

1. Start with the primary comprehensive analysis
2. Identify top 3 keyword gap opportunities
3. Research search volume and competition for new targets
4. Plan content creation around high-value keywords
5. Set up PPC campaigns for commercial intent keywords
6. Monitor performance and iterate monthly

## 🎯 SUCCESS METRICS TO TRACK

* 📈 New keyword rankings achieved
* 🔍 Increase in organic search visibility
* 💰 PPC campaign performance for new keywords
* 📊 Content engagement for keyword-targeted pages
* 🎪 Reduction in cost-per-click through better targeting
* 🔄 Expansion of keyword portfolio size

## ⚡ NEXT STEPS

1. Run the primary SEM analysis prompt
2. Document top 10 keyword opportunities
3. Create content calendar around new keywords
4. Set up PPC campaigns for commercial keywords
5. Schedule monthly keyword performance reviews

## 🔍 Technical Commands

**Debug & Test Commands:** - npm run analyze-turnedyellow - Run original analysis - node sem-analysis-turnedyellow.js - Run this SEM-focused analysis - npm run sem-analysis - Display SEM analysis prompts

**Generated on**: June 5, 2025  
**Focus**: Search Engine Marketing (SEM) for turnedyellow.com  
**Excludes**: Technical SEO, Link Building, Domain Authority