

# Lab 7 : Keyword Research

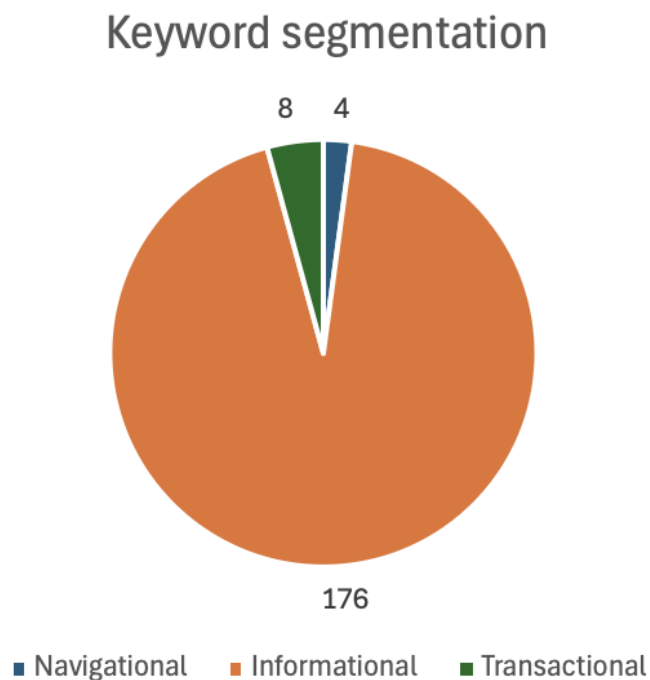
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For the first three companies analyzed in our project, we used the tool “AnswerThePublic” which allows us to extract 30 keywords. For the following three, we used “Ubersuggest”. (Provided with this PDF is an excel file which contains the queries we found through the different tools. Since we can’t copy and paste the keywords in the free version of Ubersuggest, we counted the results from the website and used these results to produce graphs. So, the keywords don’t all appear in the Excel document.) The extractions were performed on the 2nd of April 2025.

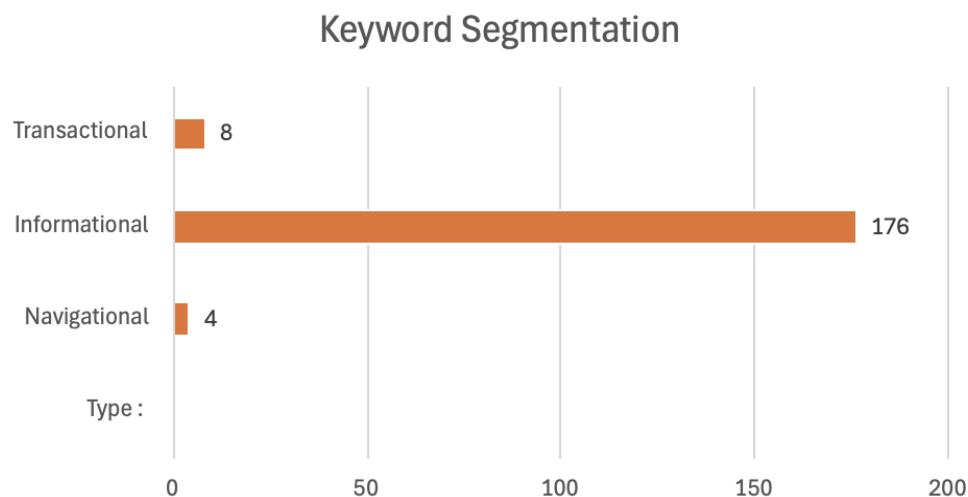
Since each website gives us a limit of 3 search per day, we have settled to only include the first 6 companies in our search, which are the following :

1. **Apple** (<https://www.apple.com>)
2. **Samsung** (<https://www.samsung.com>)
3. **Huawei** (<https://www.huawei.com>)
4. **Xiaomi** (<https://www.mi.com>)
5. **Google (Pixel)** (<https://store.google.com>)
6. **OnePlus** (<https://www.oneplus.com>)

Here is the result of the keyword segmentation :



The chart illustrates the distribution of keywords into three categories: Navigational, Informational, and Transactional. The majority of keywords (176) are categorized as Informational, indicating that most searches are aimed at finding information on a specific topic. Navigational keywords (8) represent a small fraction, suggesting that few searches are directed towards accessing a specific website or page. Finally, Transactional keywords (4) make up an even smaller portion, reflecting that only a limited number of searches are focused on purchasing actions or transactions. This suggests that the primary intent of users is informational rather than transactional or navigational (we'll come back on this later).



The distribution of keywords can vary from one company to another. For example, companies with strong brand recognition like Apple may have a higher number of navigational keywords, as users are directly searching for their websites or specific pages. Therefore, while the overall trend in the chart is Informational intent, the keyword distribution can change based on the nature of the company and its target audience.

Note : Classifying search queries into categories like navigational, informational, and transactional can be tricky because many searches aren't clear-cut. Take the example of searches for "huawei watch gt 2" or "huawei p60 pro." These could be seen as people wanting to buy these products (transactional), but they might just be looking to learn more about them (informational). It's not always obvious what the searcher's intent is. In the case of such queries, we always decided to classify them as "informational", because it might not be the case that they are always transactional (they probably aren't), but it's also probably not the case that they never are. However, it's hard to tell, and we have to make a choice. It explains why the type of keyword is heavily skewed towards informational.

This falsifies our analysis because we could end up thinking that more people are just looking for information when, in reality, a good number of them might be ready to buy, but their intention is misclassified. There is nothing we can really do against such bias in this kind of analysis because the classification of keywords is subject to interpretation.