

Keyword Research Analysis Report

Objective

To extract and analyze 2–4 word keyword phrases related to **mobile app development** services offered on the website:

<https://www.appnovation.com/services/mobile-app-development>

<https://www.scnsoft.com/application/mobile/development>

The goal was to:

- Categorize the keywords by **tail-type** (short-tail, mid-tail, long-tail)
- Generate estimated values for:
 - **Search Volume** (monthly)
 - **Keyword Difficulty** (0–100 scale)
 - **CPC** (Cost-per-click in USD)
- Export the complete dataset to an Excel file

Data Collected

A total of **48 keyword phrases** were extracted from the content, all between 2–4 words in length, making them suitable for SEO and digital marketing analysis.

Insights

- **High-volume short-tail keywords** like “App Store” and “google play” are very competitive and expensive.
- **Mid-tail and long-tail keywords** such as “mobile app development services” and “Mobile App Developers & Experts” offer a better balance of intent, search volume, and competition.
- Long-tail keywords are ideal for targeting specific niches or user intents, especially useful for service-based businesses like mobile app development firms.

Deliverable

An Excel file named:

Columns included:

- Keyword
- Source URL
- Volume
- Difficulty
- CPC (USD)
- Tail-type

Download Excel File

Conclusion

This keyword analysis provides a strong foundation for:

- SEO strategy planning
- Paid ad campaign targeting
- Content creation and optimization
- Competitor benchmarking

Focusing on **long-tail and mid-tail** keywords will allow better reach to a high-intent audience while managing ad costs and competition.