

🔍 Search modules...

💻 FON Dashboard NEW
📝 Modules (Test) 15 ▼
📄 Reports

📦 Councils ▼
☰ Playbooks

📱 Brand: Hallo Collar (hallocollar.com) ▼
✚ Add Brand
ID: a250264d...
Signal Prioritize

"What search demand are we missing?"

Council: SEO Visibility & Demand

Confidence: Medium

Supporting: Strategic Intelligence

Risk if Wrong: Medium

Data: ➡ Ahrefs Q DataForSEO
View
Playbook:
Keyword Gap & Visibility Playbook ↗
Executive View
Classic View
Configuration

Keyword Gap & Visibility

50 opportunities
Clear Cache
Refresh
Export CSV
Council: 🔍 SEO Visibility & Demand
Playbook: 📋 keyword_gap_analysis
Data Source: Ahrefs

Quick Wins: ⚡ 31 identified
Total Value: ">\$3.334.570/mo


KWG_QUICK_WIN

→ Action Recommended
Medium Confidence
Decision pending

55% Confidence MEDIUM

Act + validate with first-party data
Directionally correct but verify with internal metrics.
How to use: Cross-reference with your own data before major budget moves.

Confidence = data quality + pattern stability + forecast reliability

Capture quick win keywords (low difficulty, high volume) - prioritize these for immediate impact

⚡ Priority Actions

high Target low-KD, high-volume keywords first

high Create optimized landing pages

medium Add internal links from existing content

🚫 When NOT to Act

- Do not sacrifice quality for speed
- Do not ignore user intent even for easy keywords

⚠ Risks

- Data completeness is below optimal - recommendations may need validation

📋 Action Guardrails

✓ DO

- DO prioritize keywords with KD < 30 and volume > 1000
- DO create high-quality content even for easy keywords
- DO track quick win performance weekly

X DO NOT

- DO NOT sacrifice content quality for quick wins
- DO NOT ignore search intent

✓ Resolved
Override Decision


#1 Priority This Quarter

If you can only do one thing → do this
\$39K
potential value

"chain link fence installation cost"

96

Priority Score

Why this? Top priority because: \$39,480 potential value, low competition (KD 3), quick win opportunity, direct revenue impact, high purchase intent

2100

Volume/mo

3

Difficulty

HIGH

Impact

Weeks

Time to Value

Transactional Intent

Conversion Stage

Direct Revenue

Hide execution plan ^

Execution Steps

- 1 Create conversion-focused landing page targeting "chain link fence installation cost"
- 2 Include clear value proposition and primary CTA above fold
- 3 Add social proof (reviews, testimonials, trust badges)
- 4 Implement structured data (Product, FAQ, Review schema)
- 5 Build 5-10 internal links from related category/product pages
- 6 Set up conversion tracking and A/B test headline variants

Dependencies

- Ensure landing page has optimized conversion path
Effort: medium

Team Required

SEO Content Design Dev

Why this asset type? High purchase intent requires dedicated conversion-focused landing page

How to Interpret This Data

What this means

- Competitors are capturing **intent you are not**
- SEO may reduce future **paid dependency**
- Opportunity size is **relative**, not guaranteed
- Quick Wins (⚡) are low-difficulty, high-volume keywords

What this does NOT mean

- "Build content for every keyword"
- "SEO will replace paid"
- "This is guaranteed revenue"
- "All gaps are winnable"

Deprioritization Rules

Do **not** pursue gaps when:

- CPC exists but organic clicks are suppressed (ads dominate SERP)
- SERP is dominated by marketplaces or Google properties
- Brand authority is insufficient for near-term capture

→ *Flag these as: "Cover via paid or defer"*

Missed Keywords

50



Missed Value

\$3.334.570/mo



Visibility Score

1939%



Avg Difficulty

23



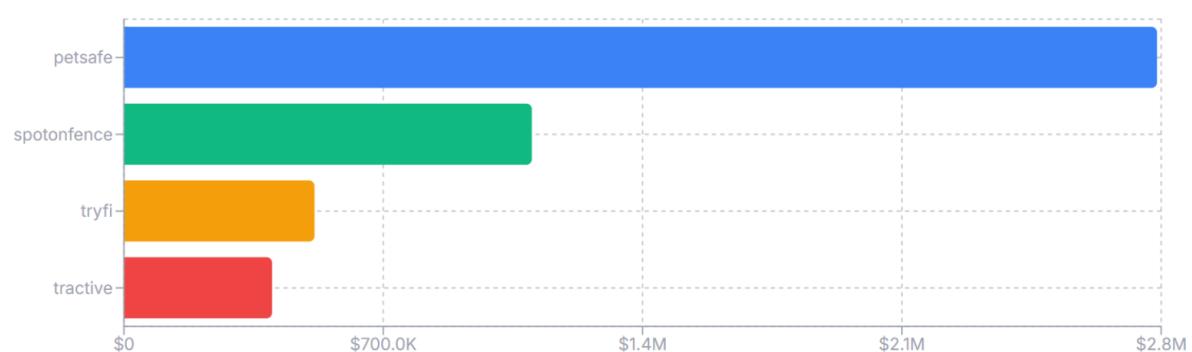
Competitor Value Breakdown

4 competitors

Hide ^

Missed Traffic Value by Competitor

How much search value each competitor is capturing that you're missing



petsafe.com: \$2.8M (36 KWs) spotonfence.com: \$1.1M (16 KWs) tryfi.com: \$514.5K (9 KWs)

tractive.com: \$400.0K (5 KWs)

Hide ^

Keyword Clusters by Opportunity

50 keywords grouped

Keyword Clusters by Opportunity

Keywords grouped by intent and opportunity type for easier prioritization

Quick Wins 31 keywords

\$2.3M ▾

High Value 7 keywords

\$640K ▲

Avg Difficulty: 39 Total Value: \$640K

gps dog collar	Vol: 15.000 KD: 33	\$218K
wireless dog fence	Vol: 13.000 KD: 30	\$124K
electric fence for dogs	Vol: 11.000 KD: 48	\$69K
dog fence	Vol: 11.000 KD: 45	\$66K
gps tracker	Vol: 11.000 KD: 33	\$62K

Other Opportunities 11 keywords

\$376K ▾

Brand Adjacent 1 keywords

\$37K ▾

Top Keyword Opportunities (50 keywords • sorted by estimated value)

31 Quick Wins

Keyword	Volume	CPC	Difficulty	Est. Value	Exec Priority	Context	Action
chain link fence installation cost	2100	\$188.00	3	\$39.480	96	Trans BOF Direct	New
cat litter box	38.000	\$63.00	10	\$239.400	94	Info MOF Indirect	Mid-Funnel
litter box	40.000	\$48.00	12	\$192.000	94	Info MOF Indirect	Collection/Category
automatic cat litter box	18.000	\$83.00	11	\$149.400	94	Info MOF Indirect	Mid-Funnel
invisible fence for dogs	10.000	\$125.00	6	\$125.000	94	Info MOF Indirect	Collection/Category
dog car seat	25.000	\$33.00	3	\$82.500	94	Info MOF Indirect	Mid-Funnel
stainless steel cat water fountain	8100	\$68.00	4	\$55.080	94	Info MOF Indirect	Mid-Funnel
crystal cat litter	5500	\$79.00	2	\$43.450	93	Info MOF Indirect	Mid-Funnel
heated outdoor cat house	8800	\$45.00	8	\$39.600	93	Info MOF Indirect	Mid-Funnel
best wireless dog fence	2300	\$164.00	12	\$37.720	93	Comm MOF Indirect	Mid-Funnel

collier gps chat	7700	\$45.00	3	\$34.650	93		
kitty litter box	5300	\$65.00	16	\$34.450	93		
terrier	57.000	\$6.00	12	\$34.200	93		
gentle leader	9600	\$35.00	5	\$33.600	93		
auto cat litter box	3900	\$83.00	12	\$32.370	93		
best dog collars	6100	\$52.00	11	\$31.720	93		
automatic kitty litter box	3800	\$80.00	11	\$30.400	93		
water fountain for cats	5100	\$58.00	5	\$29.580	93		
best invisible dog fence	1300	\$193.00	6	\$25.090	93		
exotic shorthair	19.000	\$12.00	18	\$22.800	93		
customized dog collars	3200	\$71.00	5	\$22.720	93		
dog door	3700	\$61.00	1	\$22.570	93		
dog collar with name plate	3300	\$68.00	1	\$22.440	93		
self cleaning litter box	50.000	\$68.00	21	\$340.000	90		
cat water fountain	43.000	\$52.00	20	\$223.600	90		
gps dog fence	9500	\$153.00	20	\$145.350	90		
best gps dog collar	2700	\$182.00	26	\$49.140	89		
self cleaning cat litter box	7200	\$68.00	20	\$48.960	89		
litterbox	7500	\$48.00	26	\$36.000	89		

auto litter box	3700	\$87.00	20	\$32.190	89		
litter box for cats	4600	\$56.00	24	\$25.760	89		
wireless dog fence	13.000	\$95.00	30	\$123.500	76		
gps tracker	11.000	\$56.00	33	\$61.600	76		
gps collars for dogs	2900	\$176.00	33	\$51.040	76		
gps dog collar fence	1900	\$197.00	39	\$37.430	75		
underground dog fence	2200	\$123.00	35	\$27.060	75		
dog training collar	4000	\$60.00	36	\$24.000	75		
gps dog collar	15.000	\$145.00	33	\$217.500	74		
electric fence for dogs	11.000	\$63.00	48	\$69.300	72		
dog fence	11.000	\$60.00	45	\$66.000	72		
dog gps tracker	5900	\$79.00	42	\$46.610	71		
wireless fence for dogs	2900	\$95.00	44	\$27.550	71		
spoton login	1900	\$246.00	50	\$46.740	62		
dog ramp	13.000	\$39.00	50	\$50.700	61		
dog ramp for bed	9200	\$47.00	50	\$43.240	60		
dog mom gifts	8000	\$51.00	50	\$40.800	60		
fi nano	1500	\$239.00	50	\$35.850	60		
doggy door	10.000	\$34.00	50	\$34.000	60		
how is an easy walk harness correctly attached	900	\$299.00	50	\$26.910	60		

Attributed



Indirect

halo dog fence

2800

\$84.00

50

\$23.520

60

Info

MOF

Indirect

Mid-Funnel

With Full Access

- Real-time competitor keyword monitoring
- Automated opportunity scoring & prioritization
- Content gap recommendations with ROI estimates
- Weekly keyword movement alerts
- Integration with content calendar

Was this analysis helpful?



DEBUG OFF