**Keyword Research Report**

**Project Title: Comprehensive SEO Audit & Optimization for Organic Traffic Growth**

**Website:** [**www.gofrugal.com**](https://www.gofrugal.com)

**1. Targeted Keywords**

The following table lists targeted keywords identified for GoFrugal, focusing on high search volume and low competition:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Keyword | Search Volume | Competition | Relevance | Current Rank | Opportunity |
| "ERP software" | 12,100 | High | High | 5 | Maintain/improve ranking |
| "inventory management software" | 4,400 | Medium | High | 8 | Focus on content depth |
| "business management software" | 2,900 | Low | High | 15 | Target with new content |
| "cloud ERP" | 1,600 | Medium | High | 20 | Optimize existing pages |
| "best accounting software" | 3,600 | Medium | Medium | 25 | Create comparison content |
| "inventory tracking systems" | 1,000 | Low | Medium | Not ranked | Develop dedicated content |
| "ERP solutions for small businesses" | 800 | Low | High | Not ranked | New landing page opportunity |
| "project management software" | 2,200 | Medium | Medium | Not ranked | Blog posts and guides |

**2. Competitive Analysis**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Competitor | Top Keywords | Estimated Monthly Traffic | Domain Authority | Backlink Profile |
| Competitor A | "business management software," | 15,000 | 50 | 1,200 backlinks (high quality) |
| Competitor B | "ERP for small businesses," | 10,000 | 45 | 900 backlinks (medium quality) |
| Competitor C | "inventory management software," | 8,000 | 40 | 800 backlinks (high quality) |

**Insights**

* **Competitor A** ranks well for high-traffic keywords by maintaining a robust backlink profile and producing high-quality content.
* **Competitor B** leverages social media effectively, engaging with users and sharing valuable resources, driving traffic to their site.
* **Competitor C** focuses on detailed guides and case studies that enhance credibility and authority in their niche.

**3. Keyword Opportunities**

* **Long-Tail Keywords**: Targeting long-tail keywords such as "best ERP solutions for retail businesses" can attract highly relevant traffic with lower competition.
* **Content Gaps**: Several keywords show opportunities where GoFrugal is not currently ranking but have significant search volume.
* **Localized Keywords**: Consider creating content targeting geographic locations to capture regional interest (e.g., "ERP software in India").