

## **Data-Driven Content and Positioning**

### **Searches that I used:**

- “Sam Smith” is a common keyword for music to listen to during work or finding information about tours and schedules.
- “Dating app” is a rare keyword for finding a dating app as a new user or looking for alternatives.

### **Volume of search traffic:**

The volume between the two searches had a dramatic difference. For the “common” keyword search, “Sam Smith” the volume per month is currently at 183,000 searches and 75,800 estimated clicks, while “dating app” is only at 16,400 searches and 7,600 estimated clicks. Due to the high volume, “Sam Smith” has a significantly lower percent of clicks equivalent to 3% of searches while “dating app” has a medium click rate of 46%. A low rate of clicks is explained by a variety of options of the content for the keyword “Sam Smith” in which a searcher requires a more specific keyword to get to the desired page, while “dating app” brings more clicks.

### **“Dating app”**

#### **Suggested Terms & Findings and Analysis For Most/Least Popular Items:**

For “Dating app,” I quickly found that searchers miss out on the variety of keyword opportunities based solely on the total volume of searches. Some similar keywords are “dating apps” (*109k searches*), “best dating apps” (*104k searches*), “Facebook dating app” (*30.7k searches*), “best free dating apps” (*30.6k searches*), and “gay dating apps” (*21.2k searches*). Interestingly, all of them have an established cost per place (CPC) ranging from \$1.93 to \$5.97 (SpyFu, “dating app”).

I found it very interesting that the “Facebook dating app” keyword has a very large number of searches compared to more popular and established dating apps, such as “hinge dating app” (*8.8k searches*) or “bumble dating app” (*7.3k searches*). The Facebook dating app was added 2019 (Nuñez, 2019) as a new feature that all Facebook customers can use within the app. What is Facebook doing that makes the app stand out as compared to other applications? When we analyze searches that are similar to Facebook’s, we see questions such as “How do i get the dating app off of facebook?” and “How to disable facebook dating app” which suggest that it’s more desired to be deleted rather than other dating apps because it was automatically added as a possible feature to every Facebook account. Many people who are in a relationship were not interested in keeping the feature enabled. Looking over all of the high search volumes, we see a consistently high KD of the high 80s - high 90s which points to the fact that it will be hard to get visible on the search unless you are a very established webpage. When you go to lower search volumes, it usually indicated a more detailed search for a different specific background or nationality. For example, “asian dating app” (*1.8k searches*) or “christian dating app” (*1.2k searches*) but they still have a similar high KD for us to consider entering the market. With that said,

there is high interest in free apps, and if you use more specific search keywords, it can bring more interest to your page. “Totally free dating apps” with 1.1k volume of searches and 31 KD and “completely free dating apps” with the same volume and 53 KD are great keywords to look into. They have a relatively large search volume of a few thousand together but have a lower KD to be able to compete for the first Google results page. Additionally, I saw a lot of interest in Reddit reviews for different apps that have a very small KD and a nice volume point. Keywords such as “best dating apps reddit” (*1.6k searches*) have KD of 7 and “the league dating app reddit” (*1.4k searches*) with a KD of 16. Both are a great representation of how marketing a dating app on Reddit can bring valuable traction to the app.

### **Audience:**

The audience of the keyword “dating app” is young and single people who are looking for a free and great experience on the app and still are searching for the one to use. This means they recently decided to give online dating a shot or reached an appropriate age. With similar keyword searches, you can tell that many are looking for a tailored experience with a specific culture/religion/nationality. Due to the specific wording “app” on the keyword and a younger demographic, it is no surprise that it’s a High Mobile keyword. Additionally, there’s a large pool of LGBTQ+ communities that are looking for an online dating experience. I want to stress that these users are probably very new to dating online or looking for alternatives to their previous experience. With competitors such as “tinder” with a keyword volume of over a million, it’s a very difficult place to reach the audience unless you provide that specific experience that giants like Tinder or Bumble are lacking.

### **Positioning the Product:**

To conclude the above analysis, I would position my app marketing toward specific demographics and try to create a community around that one experience. Due to a high search for a keyword “gay dating app” and a fairly high rating for “lesbian dating app” we see a high interest on these searches, demonstrating there is a place in the market to create an app branded for the LGBTQ+ community. When you search for “lgbtq dating app” some of the top searches do not even relate to the topic, suggesting there’s an opportunity to market your app to be desirable for that specific demographic. Additionally, with a high value of different Commercial Investigation searches on reviews on Reddit for various of specific apps and “best dating apps”, it is valuable to create posts on Reddit regarding your app to bring a high value of interest into the product. For messaging on this channel, it has to be positioned as the best free application for LGBTQ+ dating community.

### **“Sam Smith”**

#### **Suggested Terms & Findings and Analysis For Most/Least Popular Items:**

Due to a large search volume, the keyword “Sam Smith” has a significant number of similar keywords that are popular among searches. Even though the keyword is very vague and brings up tons of options from songs, to tickets, to gossip about their personal life, “Sam Smith”

has 9 times larger volume (Graph 1) than the next closest similar keyword search. Additionally, with a KD of 98, it is impossible to get to the first page in Google with that keyword. The most popular similar keywords are “sam smith tour” (*19.7k searches*), “sam smith stay with me” (*18k searches*), “is sam smith gay?” (*17.5k searches*), and “sam smith songs” only at the fifth place (*16.1K searches*). The top 4 items have extremely high KDs (from 80-98), however, the fifth one is lower with “only” 68 KD. It is still considered an extremely difficult score to pass to the first page, but a more reasonable space if you have an established website and audience (SpyFu, “sam smith”).

In the middle-high volume of searches we can find the combination of keyword “sam smith” and some of their popular songs. These searches lay in the middle of suggestions with the volume of highs of 15k for the most popular song “sam smith dancing with a stranger” but significantly drops to a lower 3k -2k average with less popular songs. Sam Smith is a great artist, and I would assume that tickets for their shows would have a high volume of searches; however, the search “sam smith tickets” has a dramatically lower volume of only 1.4k. It shows that people who search for them at the moment are more interested in listening to songs for entertainment or hearing gossip about their personal life. Additionally, searches prefer to purchase tickets through the official website due to a high volume search “sam smith tour” rather than looking for tickets elsewhere. “Sam smith tickets” keyword brings up pages such as “ticketmaster.com” or “seat-geek.com” along with Smith’s official website but using the keyword “sam smith tour” will bring you to the official page “samsmithworld.com” as the first choice. Additionally, some of the most popular pages besides the official website are “Wikipedia” and “YouTube” which reflect in keyword searches due to an interest in artist’s personal facts and their music.

### **Audience:**

Based on the analysis above, “Sam Smith” is a keyword for a young adult/gen Z audience that is passionate about the artist’s music, their background, and looking to attend their tours. Besides a large volume of similar keywords being targeted towards specific songs people are listening to, they also appear to be interested in their personal life, such as “sam smith diet” and “is sam smith gay?”. To dig more into the provided data, we see many song-specific searches that appear largely through the desktop search, and more personal related keywords are searched through mobile. For example, the keyword “sam smith sock shoes adidas” has a search volume of 420 with a mobile search percent of 97%, but a keyword like “sam smith - stay with me” has only 7% mobile and the rest are the desktop searches (Graph 2). This can be because people tend to use Youtube as a primary resource for listening to music on the desktop, while using other applications for music on mobile (such as Spotify or Apple Music) (Jansen, 2020). But when searchers have a personal question, they tend to use mobile. This can also point to the fact that many younger millennials or Gen Z’s use mobile as their primary device, and Sam Smith tends to be popular among that age group. But overall it’s pretty even between mobile vs desktop with the keyword “Sam Smith” of 56% to 44%.

### **Positioning the Product:**

To position your product around the keyword “Sam Smith,” merchandise is not the place to market. People do not seem to be interested in this topic based on searches and rather concentrate on their music and tours. The “Sam smith” keyword has one of the highest possible keyword difficulties and I recommend staying away from marketing your page with any Sam Smith material due to extremely slim opportunities to enter the market as one of the top searches. Although they are very popular, searchers tend to trust the official artist’s page, YouTube, and Yahoo for the content they are desiring. Looking closer at some potential room for the product, it should be around “lyrics” pages. So, if you have a website that provides lyrics for popular musicians, that can be a potential room with KD of 68 for a keyword “sam smith lyrics” and concentrate on mobile users due to higher interest in informational searches among young adults and Gen Z. Your message can concentrate on lyrics specifically for the song “Too good at goodbyes” with a keyword “sam smith too good at goodbyes lyrics” since it has the highest volume of 3k searches. But again, I would highly recommend not to pursue this keyword to improve your marketing.

### **Bibliography:**

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Núñez, M. (2019, September 05). This is how facebook dating works. Retrieved February 14, 2021, from <https://www.forbes.com/sites/mnunez/2019/09/05/this-is-how-facebook-dating-works/?sh=51b29fbb432a>

## “Dating app” Appendix

Graph 1.1

Total Keywords: 53,407 Total Volume: 2.35M

<input type="checkbox"/> Keyword	Volume	KD	CPC		
<input type="checkbox"/> dating apps	109k	98	\$2.48	ADD	...
<input type="checkbox"/> best dating apps	104k	97	\$1.93	ADD	...
<input type="checkbox"/> Facebook dating app	30.7k	98	\$3.54	ADD	...
<input type="checkbox"/> best free dating apps	30.6k	98	\$5.97	ADD	...
<input type="checkbox"/> gay dating apps	21.2k	95	\$2.64	ADD	...
<input type="checkbox"/> dating app	16.4k	99	\$2.44	ADD	...
<input type="checkbox"/> free dating apps	14.7k	98	\$1.94	ADD	...

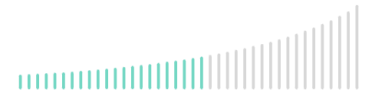
Graph 1.2

Total Keywords: 53,407 Total Volume: 2.35M

<input type="checkbox"/> Keyword	Volume	KD	CPC		
<input checked="" type="checkbox"/> best dating apps reddit	1.6k	7	-	ADD	...
<input type="checkbox"/> international dating apps	1.6k	98	\$7.02	ADD	...
<input type="checkbox"/> lesbian dating app	1.6k	95	-	ADD	...
<input type="checkbox"/> gay dating app	1.5k	98	\$0.70	ADD	...
<input type="checkbox"/> best gay dating apps 2019	1.5k	-	\$1.22	ADD	...
<input checked="" type="checkbox"/> the league dating app reddit	1.4k	16	-	ADD	...

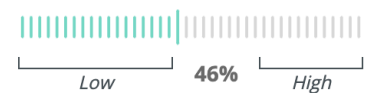
Graph 2

**16,400**  
Monthly Volume ?



**7,600**  
Estimated Clicks ?

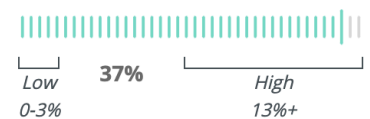
Clicked any result ?



Mobile vs Desktop ?



Paid clicks ?



Difficulty ?

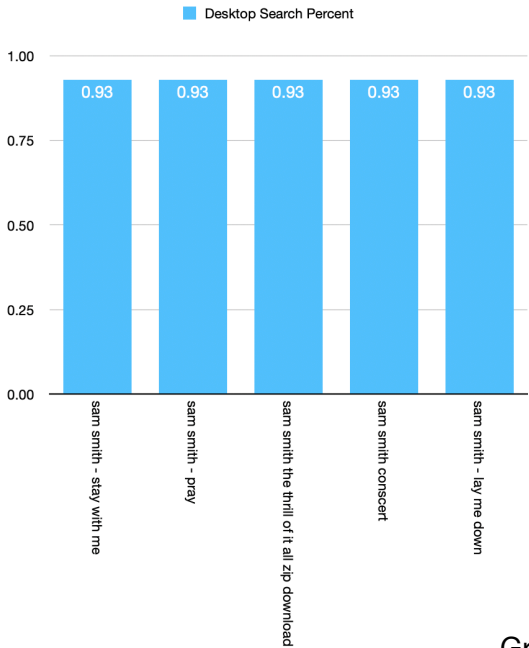
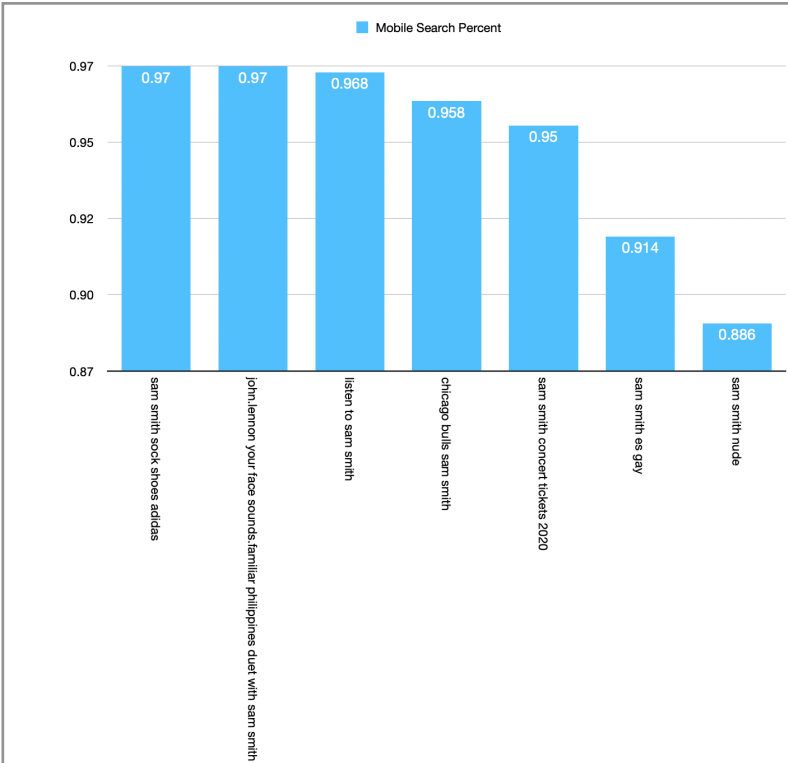
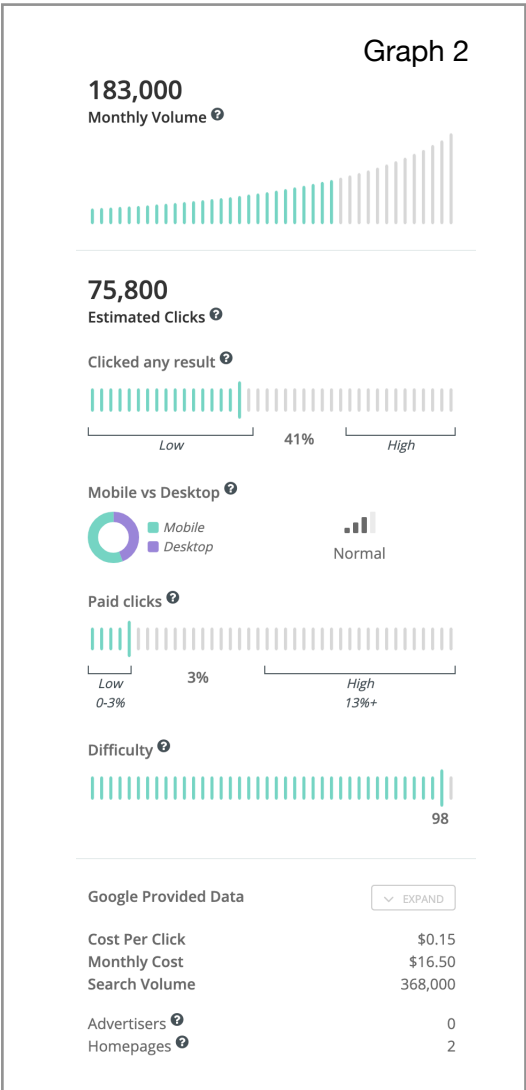
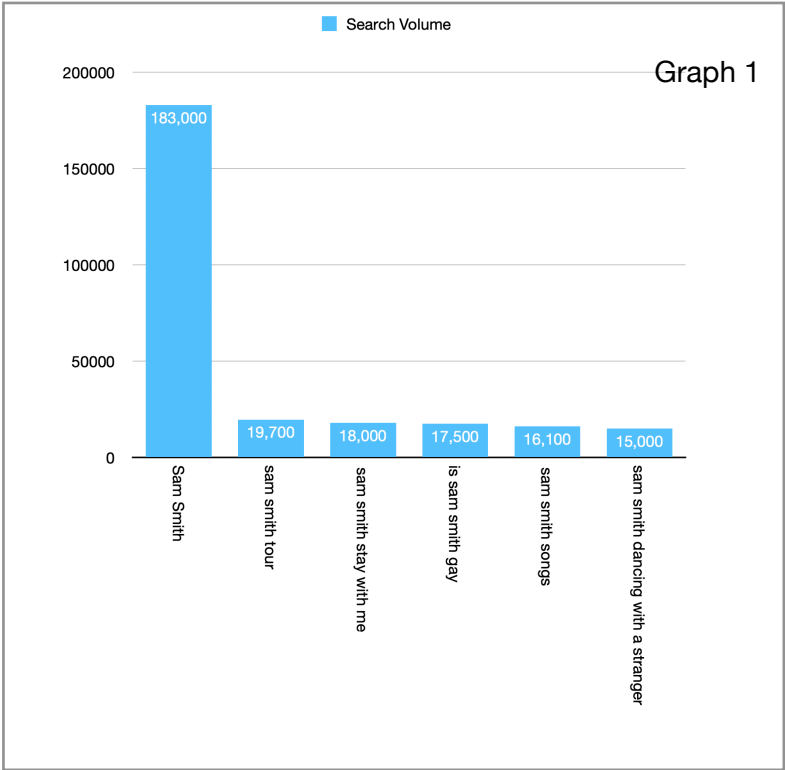


Graph 3

**279**  
Questions ?

How do i get the dating app off of facebook?	220
How to disable facebook dating app	125
How to disable the dating app on facebook	110
When will facebook dating app be available?	100
Does facebook have a dating app?	100

Sam Smith” Appendix



Graph 3