Whitney Henry

Intro to Web Publishing 20303-02

Prof. Jacquie Lamer

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SEO Keyword Research & Analysis for EnterpriseCarhare.com

The keywords/phrase I think will drive the most traffic: *"car rental app"*

The page I'll be optimizing: https://www.enterprisecarshare.com/us/en/mobile-app.html

RESEARCH

Content Focus for Keyphrase Optimization

- **Explanation:** Choosing a specific page to target for this analysis/research proved difficult right from the bat. While I knew it would be far easier to work with the University, Business, or How It Works page, I wanted to challenge myself with a page that has a lot less information on it, but a decent amount of potential traffic that could be coming through it. So, as a result of that, I chose to optimize the Enterprise CarShare Mobile App page (https://www.enterprisecarshare.com/us/en/mobile-app.html).

   The Enterprise CarShare Mobile App page is relatively simple. Above the fold upon loading the page, you see "Enterprise CarShare mobile app" followed by two download links, each respectively for different phone operating systems (Android and iOS). There is also a shot of a busy road in the background, covered mainly by the aforementioned text/buttons and a graphic that previews the Enterprise CarShare app. When you scroll down, there is a brief section with little infographics mentioning mobile reservations, geolocation, and fuel receipts, and then the page is closed out with another opportunity to download the app in question.

I think that many consumers these days (including me) expect companies to have a mobile presence. Like social media, it's nice to have an individualized application interface solely made for the company – sometimes, online sites can lack in the area of mobile responsiveness. But that's not the point – the point is that now more than ever, consumers are looking for mobile apps to utilize in order to make their potential interactions with a company easier. And where do they go to look for information like this? You can probably guess – Google. When I want to see if a company has an app, sometimes the App Store takes too long to load – so, I search these things on Google. And I'm sure there are many people like me who do this, so the potential traffic of consumers looking for a car sharing app could be redirected to our website if we optimize this page with my chosen keyphrase.

Keyphrases Considered

- **Phrase 1:** car sharing app

    o **Monthly Volume:** 1,600

    o **General Search Trend:** steady/up

- **Phrase 2:** mobile car rental

    o **Monthly Volume:** 260

    o **General Search Trend:** up

- **Phrase 3:** car rental app

    o **Monthly Volume:** 12,100

    o **General Search Trend:** up

- **Explanation:** Mobile apps are a pretty simple concept, so finding three different keyphrases that would drive traffic to the mobile app page that weren't already ranked

was difficult – but not impossible. To begin to figure out SEMrush's Keyword Magic Tool, I started to type in keywords like ride share, car sharing, car share, and the likes. When I put in car share, I looked down to the related keywords and saw one that caught my eye – "car sharing app." So, I searched that one next and found that it had an upward trend (see **Figure 1**), as well as a pretty decent volume. Plus, it's something I would personally search when looking for something like that, so I chose that as my first keyphrase.

Choosing the next two keyphrases was a bit more difficult. Enterprise CarShare's mobile app page ranked well for most of the generic phrases such as car share mobile app, app for car share, and the likes. But, I noticed one word that did show up on the competing website quite a few times – rental. And when I went to Google for suggestive type, I started typing in "car rentals app" and related key phrases - through that, I found that "mobile car rental." Although a bit mediocre in volume, this keyphrase seemed to have an upward trend (which is something that I discuss in the next section in more depth). Google suggestions is also how I found my final keyphrase – "car rental app." Like "mobile car rental," this keyphrase seemed to have an upward trend, and the biggest monthly volume of the trio. I'd finally found my three keyphrases (see **Figure 1** for SEMrush listings) – now, it was time to check and see if the Google trends matched up to their Keyword Magic Tool counterpart.

Keyword ⇅		Volume ⇅	Trend	Keyword ⇅		Volume ⇅	Trend	Keyword ⇅		Volume ⇅	Trend
car sharing app	☰₊	1,600		mobile car rental	☰₊	260		car rental app	☰₊	12,100	

Figure 1. SEMrush listings of my three considered keyphrases

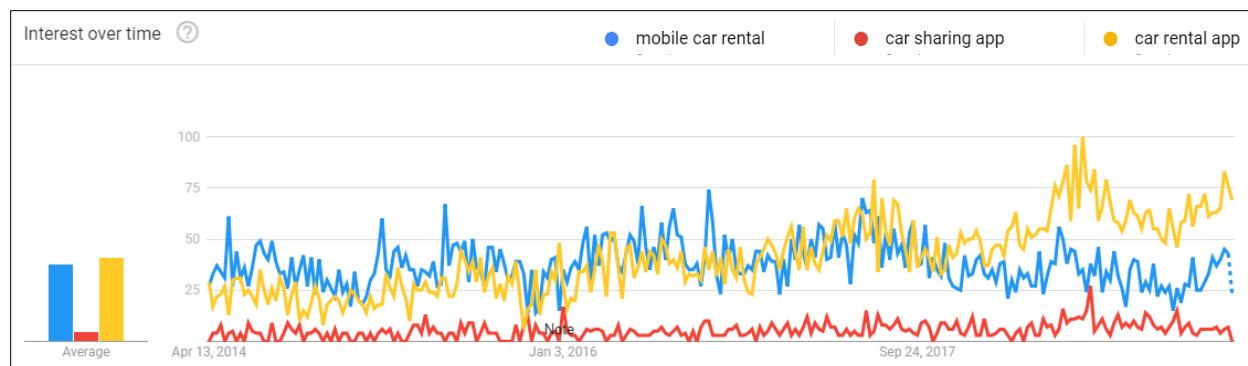**Google Trends Analysis**

Figure 2. Google Trends chart of interest over time for the three keyphrases

- **Explanation:** As **Figure 2** shows above, SEMrush was somewhat close for all of their trend displays. "Car sharing app" was far steadier than SEMrush suggested, while "car rental app" had much more of an upward trend than initially suggested. Meanwhile, "mobile car rental" was the most accurate of the three, having sporadic rises and falls to add up to a very slight upward trend. At a quick glance, "mobile car rental" and "car sharing app" appear to have the steadiest interest of the trio, while "car rental app" by far has had the biggest increase in interest over the last 5 years.

    These trend lines are actually Google search data that is ranked on a scale of 0-100 for popularity, with 100 being peak popularity throughout the 5 years shown. So, "car rental app" set the standard for this set, hitting the peak around the last half of July 2018. And said phrase ended up being the most searched of the three by the end of the 5-year time period, rising from 29/100 popularity to almost 70/100. This shows a lot of promise in terms of driving traffic, especially if the trend continues to rise at the rate that it is compared to the other two.

    Speaking of the other two, they didn't have nearly as much of a rise over the 5 years as "car rental app" did. "Mobile car rental" only rose from 27 to 43, while "car

sharing app" went from 0 to 7, then right back down to 0. So, these two don't show as much promise in terms of driving traffic to the website – while I'm not seeing search volume in this section, it's still clear that "car rental app" garners more interest than the other two sections by far.

Keyword Ranking Analysis

Keyword/Phrase	EnterpriseCarshare.com	ZipCar.com
Car rental app	88	40
Mobile car rental	63	37
Car sharing app	32	10

Figure 3. Keyword rankings between competitors Enterprise CarShare and ZipCar

- **Explanation:** First off, I want to start by saying that I had a couple of my keyphrases that wavered wildly in ranking while I was researching. One moment, there would be no data, then suddenly it was 45th, then it would be 11th. But I think I finally got it all to work and used the search from Tuesday, April 9th at 12:30 pm as my go-to for rankings – if it wasn't working, then my information for this paper could possibly be seriously skewed. But, we'll hope for the best, and I'll work with what I wrote down at that time!

    At first glance, it's very obvious that ZipCar has a better handle on SERP ranking performance than Enterprise CarShare. All of their rankings for my chosen keyphrases are at or within 40 results of the top ranking, while Enterprise CarShare ended up only having one keyphrase that ranked within that range. It seems that "car sharing app" was easier for the two competitors to rank higher, Enterprise CarShare coming in at 32 while ZipCar came in at 10. "Mobile car rental" was a bit more difficult for the two of them, Enterprise CarShare coming in at 63 while ZipCar was only 26 spots higher than that at 37.

Worryingly enough, the phrase with the most interest shown in the Google Trends graph is also the phrase that performed the worst out of the trio – "car rental app" clocked in at 88 on the ranking list, while ZipCar was still at 40. That is a bit distressing – the phrase with the highest potential for pulling in traffic is simultaneously the lowest ranked out of the three chosen keyphrases. On top of that, ZipCar is miles ahead of Enterprise CarShare in the rankings. However, the rankings being as low as they are for all of the three keyphrases could be viewed as a challenge instead of an obstacle – I'll discuss this more in a later section (**Ultimate Keyphrase Choice**).

Potential Traffic

Keyword/Phrase	Monthly Search Volume	Number of Additional Monthly Visits if Ranked No. 1	Current Average Monthly Traffic	Potential Monthly Traffic
Car rental app	12,100	3,630		177,205
Car sharing app	1,600	480	173,575	174,055
Mobile car rental	260	78		173,653

Figure 4. Potential monthly traffic for Enterprise CarShare if each keyphrase is implemented

- **Explanation: Figure 4**, sorted by amount of monthly search volume, shows the potential traffic that each keyphrase could garner if each of them were implemented on the Mobile App page. In this hypothetical situation of each individual keyphrase being implemented, let's say that the website ranked number 1 as a result of the changes. The CTR on first rankings is only around 30% - this means only 30% of users will click through on the first ranking (in this case, Enterprise CarShare). Which means, as an example, if you have a monthly search volume of 1,000 on a keyphrase, only 300 of those searchers will potentially show up to the top-ranked website itself.

As shown above, "mobile car rental" only had a monthly search volume of 260 on SEMrush. When calculating in the 30% CTR, that means this keyphrase would only generate around 78 more click-through instances a month for Enterprise CarShare, which isn't exactly the most desirable. "Car sharing app" does a bit better – after all is said and done, it could bring in an additional 480 visitors a month, bringing the average monthly traffic to 174,055. The phrase that does the best in this area is "car rental app." With a monthly search volume of 12,100, this keyphrase could amass around 3,630 additional visitors to the website per month. This brings Enterprise CarShare's average monthly traffic up to 177,205. That comes in at 3,150 more visits than "car sharing app," and a staggering 3,552 more visits than "mobile car rental." This puts "car rental app" at the forefront of the three in regards to potential traffic.

Ultimate Keyphrase Choice: *"car rental app"*

- **Explanation:** After all of my research for finding the best keyphrases to optimize Enterprise CarShare's Mobile App page, my conclusion is that "car rental app" is the optimal phrase for bringing traffic in. This phrase admittedly performed poorly in regards to ranking, coming in at 88th – because of this, optimizing this webpage will present quite a challenge, but it is by no means impossible. And if the page is ideally optimized, that's 3,630 additional visitors a month for Enterprise CarShare. That isn't a bad number at all in comparison to the other two, who just didn't have a lot of monthly search volume.

    When you look at the three keyphrases, a monthly volume of 12,100 may seem a bit lofty paired with a ranking of 88th, but one has to remember that 12,100 isn't nearly that much compared to the more mainstream searches. The phrase "enterprise car share" alone pulls in a monthly search volume of roughly 27,100. So, 12,100 is an attainable

amount of volume to work with in the grand scheme of things. Plus, look at the Google Trend line for "car rental app" – in the last 5 years, it has raised substantially, proving that interest is growing, so that 12,100 could easily become more in the future, even if it's only by a little bit.

<div align="center">

HTML: IMPLEMENTATION OF KEYPHRASE CHOICE

</div>

Title Tags

- **Current Tags:**

    o **EnterpriseCarShare.com Title Tag for Mobile App page:**

    `<title>Enterprise CarShare Mobile App</title>`

    o **ZipCar.com Title Tag for Mobile App page:**

    `<title>Mobile | Zipcar</title>`

- **Recommended New Title Tags for EnterpriseCarshare.com:**

    `<title>Mobile Car Rental App | Enterprise CarShare</title>`

- **Explanation:**

Figure 5. How Enterprise CarShare's Mobile App page appears in a SERP. The title is boxed in by red to indicate what displays to users when searched

Title tags are probably the most important tag out of all HTML tags – this is a tag that appears in multiple prominent places, such as the browser tab, social share tools, and SERPs. So, it's a pretty crucial tag to search engine optimization success. In fact, on the Periodic Table of SEO Success Factors, title tags clock in at a +3, being of the highest importance in the HTML subsection (it is a smaller section of On-The-Page SEO). But

title tags have to be good to drive traffic – they need to be a clickable, clever phrase while still staying concise and to the point. Titles that teeter on the edge of being long can be too daunting, while short, one-word titles may not sufficiently contain keywords that are relevant to the page contents/topics.

I want to begin my own explanation by briefly saying why I elected to keep "mobile" in the title – Enterprise CarShare is most likely also trying to optimize for other phrases including the word "mobile," which is very pertinent to the page itself. I didn't want to eliminate a keyword that directly relates to the page contents. So, I decided that the best title for the page in regards to optimizing for this phrase/content would be "Mobile Car Rental App | Enterprise CarShare" (see **Figure 5** on previous page). It contains all of the keywords in the keyphrase, just in a very slightly different order. Though it's not necessarily a call-to-action title, it still indicates a specific action that this app is made for and stays relevant to the topic at hand.

ZipCar's title isn't nearly as long or descriptive as the title I have chosen for Enterprise CarShare's Mobile App page. But, it's clear that ZipCar isn't also doing the best in regards to ranking for this phrase – it comes in at 40, so it wouldn't hurt for them to optimize their title either. Their higher ranking could definitely be attributed to the fact that they also have a significantly higher monthly traffic income, so then it definitely stands to reason that they should implement a more optimal title than just "Mobile | ZipCar."

Description Meta Tag

- **Current Meta Tags:**

  - **EnterpriseCarShare.com Meta Description Tag for Mobile App page:**

    ```
    <meta name="description" content="Make an hourly car rental
    ```

```
reservation, find the nearest car sharing location and much more

right on your phone.">
```

- o **ZipCar.com Meta Description Tag for Mobile App page:**

```
ZipCar.com does not currently employ a meta description tag for

their Mobile App page. So, here is the description that Google

pulls from the page for them – "Unlock wheels around the world

with the Zipcar mobile app. apps store badge ... Find and reserve

Zipcars near you instantly through your app. Update or

cancel ..."
```

- **Recommended New Meta Tags for EnterpriseCarshare.com:**

```
<meta name="description" content="Charter a vehicle by the hour, locate

the nearest car sharing station, and much, much more all from our

mobile car rental app."
```
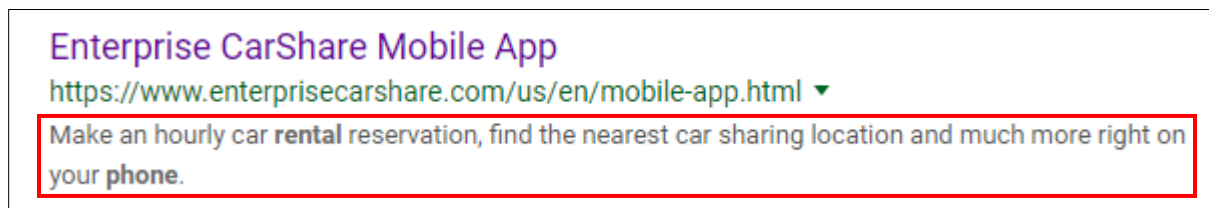
- **Explanation:**

Figure 6. How Enterprise CarShare's Mobile App page appears in a SERP. The description is boxed in by red to indicate what displays to users when searched

Meta description tags, although not quite as important as title tags, still serve an important role in search engine optimization. On the Periodic Table of SEO Success Factors, it comes in at the second most important ranking in HTML factors (+2), right after title tags. Description tags appear in social share tools and SERPs just like the title tags, so it's crucial to make sure that the content included in the tag itself is relevant to what the pages entail. At the same time, the description needs to be similar to the title tag – clever, not too lengthy, and it needs to include the optimal keyphrase as well.

What Enterprise CarShare had in its meta description tag was passable to an extent. After all, the ZipCar Mobile App page didn't even have a description tag. But when it comes to including the keywords I chose for optimization, Enterprise CarShare didn't quite make it. In fact, it didn't even mention an app, which is what the entire page is about – it just makes vague mention of using your phone for it, which could easily mean just using the mobile site (see **Figure 6** on previous page). So, I reworded the description a bit to include all of the keywords in succession. This way, the optimal phrase will appear in SERPs for those 12,100 monthly searchers and potential 3,630 click-through users.

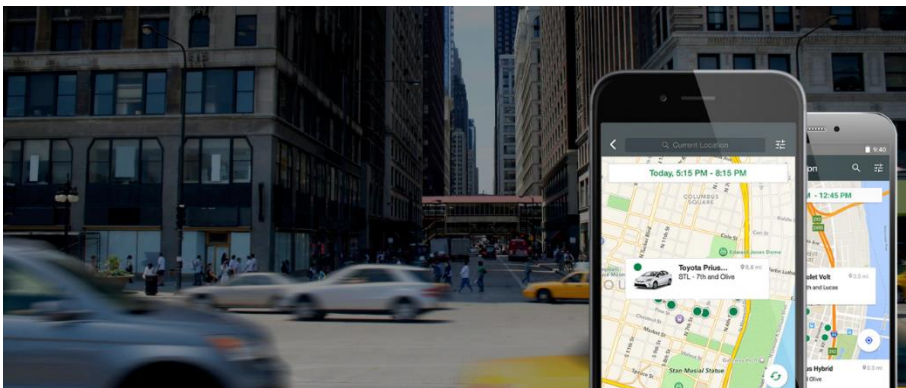**Image ALT Text**

- **EnterpriseCarshare.com Image Tag Details:**

Figure 7. Enterprise CarShare's Mobile App Page banner image

Image file name = "2.0-hero-app_desktop.png"

Alt text = N/A

- **Recommendation to Improve EnterpriseCarshare.com image name and ALT Text:**

  Image name recommendation = "2.0-hero-app_desktop.png"

  Alt text recommendation = "Preview image of Enterprise's car rental app capabilities, such as location finder."

- **Explanation:** ALT tags are not nearly as impactful as title or description tags, but still play a crucial part in search engine optimization. Robots and algorithms like the Google

ranking algorithm can not visually interpret an image. So, images on websites are reliant

on names and ALT tags to describe what is being depicted. This way, there is also an

added boost to optimization, provided that your keyphrase of choice is included in the tag

itself for the algorithm to pick up on.

The reason I've kept the image name the same is because my recommendations

for the title and description tag have already put "car rental app" on the page twice. If I

were to add this image name into the mix with the ALT tag on top of it, Google could

quickly and easily penalize my page for stuffing the keyphrase too much. An

overabundance of the same phrase in multiple places could quickly drop my ranking even

lower, which is something that no SEO person wants. So, I settled to just change the ALT

tag to include it, seeing as there was no ALT tag available for this photo in the first place.

I think it could benefit from the description I gave above based on that alone – but since

it's not coupled with an extremely similar name, it also won't go over the line of excess

for usage of my chosen keyphrase.

Works Cited

Search Engine Land, and Column Five. "The Periodic Table of SEO Success Factors." Copyright

Third Door Media, 2017.

Tools Utilized

SEMrush's Keyword Magic Tool for keyword decisions and volume:

https://www.semrush.com/analytics/seomagic/lists

Google Trends for interest trends: https://trends.google.com/trends/?geo=US

Search Engine Reports for rankings: https://searchenginereports.net/