

K. M. Wade

Research | Content | Copy | Strategy

BRAND **Competitor content research** **Milestone 4** **URL**

Version control

1. First draft — submitted hidden — reviewed by hidden
2. Second draft — submitted hidden — reviewed by hidden
3. Third draft — submitted hidden — reviewed by hidden
4. Final version — submitted hidden — approved by hidden

Copyright © K. M. Wade until full payment is made

Contents

Here's what's included in this document:

1. Introduction

This contains information that may be useful if this document is given to someone else to review

2. Project details

This summarises the information you provided about what you want this project to deliver. It also includes details that I have volunteered and an '**Important Information**' section.

3. Deliverables

This contains your actual deliverables.

Introduction

This deliverables deck contains competitor research for one blog post. Only a sample is included in this pdf — real research sets contain more information

Author details:

This content was written by Kelly Wade, a content writer, copywriter and digital marketing strategist based near Canberra, Australia. Kelly specialises in helping businesses tell their unique stories, connect with their target audiences and prove their authority and leadership in their industries. In short, she produces awesome information, sales content and marketing copy aimed at helping businesses grow.



If you would like to get in touch with Kelly, her contact details are as follows:

Email: kelly@kmwade.com
Phone: [+61 439 367 421](tel:+61439367421)
Website: kmwade.com

She can also be contacted via an online call (using Zoom, Skype, Google Hangouts etc.)

Project details

Project brief

This project is to research appropriate and valuable keywords for a blog post about ‘how to choose a meal kit delivery service’.

The idea is to develop a short piece of cornerstone content (around 1000 words) that can be linked to from many other blog posts and which then links out to the service providers in our directory.

Background

Hidden for privacy reasons

Objective

The aim of this piece of content is to help pain-aware prospects (who have decided to use meal kit delivery services) choose which specific service or services they’re going to rely on.

By doing this, we hope to provide lots of value to our existing website users and attract more search traffic to our website which we can then funnel to landing pages of each individual service provider. This will bring us more advertiser revenue.

We know we’ve got stiff competition in this space so we want to target long-tail keywords rather than going for the really popular big-ticket keywords.

Target audiences

The following groups in the US and Australia are the target audiences for this blog post

1. Families that have a lot going on and just don't have time to cook meals from scratch when they've got so many after school commitments etc. But they don't want to switch to buying takeaway meals all the time because they're expensive and unhealthy.
2. Busy young professionals who are sick of shopping in supermarkets where they can never buy just the quantity of ingredients they need for just themselves.
3. Vegetarians from both of the above groups

Deliverable — Competitor content research

Keyword to rank for: Which meal delivery service is best

Competitor 1 — CNET

Status: CNET is a very strong competitor with an excellent domain score, huge amounts of organic traffic and nearly 62 million backlinks. However, food is not its primary focus (in fact it's far from it).

SERPs position for that keyword: 1 (US)

URL: <https://www.cnet.com/news/the-best-meal-kit-delivery-services-in-2019-blue-apron-home-chef-sun-basket/>

Value of the piece of content to the brand: Not in the top 100 pieces of content that drive traffic to the website

Title: The best meal kit delivery services of 2019

Headings:

1. Home Chef
 - + Best for big appetites
2. Blue Apron
 - + Best intro to meal kit delivery
3. Sun Basket
 - + Best for organic lovers
4. EveryPlate
 - + Best for those on a budget
5. Dinner lay
 - + Best for simple meal prep
6. Plated
 - + Best for Top Chef aficionados
7. Gobble

- + Best for those committed to actually cooking but who have no time
- 8. Freshly
 - + Best for those who crave home cooking but don't actually cook
- 9. Green Chef
 - + Best for those who are following a specific diet plan
- 10. HelloFresh
 - + Best for those with designer food allergies

Missing topics:

- + What to look for in a meal delivery service
- + How to choose the right meal delivery service
- + Ready-made meals vs. meal kits
- + Meal delivery services for specific needs (e.g. large families, vegetarians)

Opportunities for improvement: This content is just a list of meal delivery services with a short review of each. A better piece of content would include one or more lists but would also provide advice on what to look for in a service and how to choose a service for specific needs. There should also be a discussion about whether to choose ready-made meals or meal kits.

Competitor 2 — epicurious

Status: epicurious is a very strong competitor. It has a high domain score, though not as high as CNET's, huge amounts of organic traffic and over 8 million backlinks. Importantly, the brand specialises in food.

SERPs position for that keyword: 2 (US)

URL: <https://www.epicurious.com/expert-advice/every-meal-kit-delivery-service-in-america-article>

Value of the piece of content to the brand: Not in the top 100 pieces of content that drive organic traffic to the brand's website

Title: All the Best Meal Kit Delivery Services Available in America Right Now

Headings:

1. Sun Basket
2. Home Chef
3. EveryPlate
4. Amazon Fresh Meal Kits
5. HelloFresh
6. Freshly
7. Purple Carrot
8. Blue Apron
9. Martha and Marley Spoon
10. Sakara Life
11. Snap Kitchen
12. Dinnerly
13. Terra's Kitchen
14. FreshDirect
15. Green Chef
16. Gobble
17. Daily Harvest

Under each level 2 subheading, the page lists the following:

- + Cost/ minimum order
- + Average weekly meals
- + Sample meals
- + Availability

Missing topics:

- + What to look for in a meal delivery service
- + How to choose the right meal delivery service
- + Ready-made meals vs. meal kits
- + Meal delivery services for specific needs (e.g. large families, vegetarians)

Opportunities for improvement:

This content is just a list of meal delivery services with a short review of each. A better piece of content would include one or more lists but would also provide advice on what to look for in a service and how to choose a service for specific needs. There should also be a discussion about whether to choose ready-made meals or meal kits.

Competitor 3 — Choice

Status: Choice is a strong competitor with huge amounts of organic traffic and a high domain score. It has over 130,000 backlinks and specialises in helping people choose the right services and products for their needs. It does not specialise in food-related choices.

SERPs position for that keyword: 1 (US)

URL: <https://www.choice.com.au/food-and-drink/eating-out/fast-food/articles/gourmet-meal-delivery-services>

Value of the piece of content to the brand: Not in the top 100 pieces of content that drive organic traffic to their site

Title: Food box services compared: Dinnerly, HelloFresh, Marley Spoon and Pepper Leaf

Headings:

1. No time to shop?
2. Which food box delivery service is best?
3. Food box delivery services: what we tested
4. Food box vs prepared meal delivery services: what's the difference?
5. Food box delivery services — a user guide
6. Prepared meal delivery services — a user guide
7. Prepared meal delivery services compared
8. The cost of convenience
9. Feeding kids
10. What about weight loss?

Missing topics:

- +How to choose a meal delivery service for one person
- +Meal delivery services for specific needs (other than feeding kids and weight loss)

Opportunities for improvement:

This piece of content is more in-depth than the two US examples. It could be improved upon by the addition of some missing topics. The biggest opportunity would be in developing a better lay out. The piece of content is not particularly reader friendly and

appears to have been laid out purely with SEO in mind. Offering a better user experience could easily see your content outrank this piece.

Competitor 4 — Canstar

Status: Canstar is another strong competitor with a decent domain score and large amounts of organic monthly traffic. The website has more than 335,000 backlinks and specialises in rating products and services, but it doesn't specialise in ranking food-related products and services.

SERPs position for that keyword: 2 (AU)

URL: <https://www.canstarblue.com.au/stores-services/healthy-meal-delivery-services/>

Value of the piece of content to the brand: Not in the top 100

Title: Healthy Meal Delivery Services

Headings:

1. Most Satisfied Customers | Youfoodz
 - + Youfoodz delivers top spot in healthy meal delivery ratings
2. Best-Rated Meal Delivery
3. Meal delivery: Time vs Money
4. Should I use a healthy meal delivery service?
5. Best-Rated Healthy Meal Delivery Services
 - + YouFoodz
 - + Nourish'd
 - + Lite 'n' Easy
 - + HelloFresh
 - + Marley Spoon
 - + The Cook's Grocer
 - + Dinner Twist
6. Which healthy meal delivery service should I choose?
7. Frequently asked questions
 - + About this research
 - + Past ratings

Missing topics:

- + Best meal delivery services for special needs other than weight loss
- + Ready-made meals vs. meal kits
- + Things to look for when choosing a meal delivery service

Opportunities for improvement: This piece of content is more narrowly focussed. It is specifically about choosing a healthy meal delivery service. That it ranks second for the broader search term speaks to the quality of the article. This piece of content could be improved upon for your broader target keyword by covering other special needs and the topic more broadly. It is a good example of how you could cover each sub-topic — either in a single article or individual sub-articles.

Competitor content pieces 5-10 have been omitted from this sample

Competitor summary

K. M. Wade reviewed the top 10 competitors in each region and for each of the keywords you'd like to rank for. Based on this review, you can produce the best piece of content on your chosen topic by covering the following sub-topics in a logical order that makes reading easy and helps your audience find the information they're looking for:

- + The benefits of using meal delivery services
- + The benefits of choosing the right meal delivery service for your needs
- + How to choose the right meal delivery service
 - > What to look for in a meal delivery service
 - Best features
 - Things to avoid
 - > Ready-made meals vs. meal kits
 - > Best-rated meal delivery services
 - Best-rated meal delivery services overall

- Best value for money meal delivery services
 - Most convenient meal delivery services
 - Most sustainable/eco-friendly meal delivery services
- >How to choose the right meal delivery service for specific needs (e.g. families, big families, vegetarians, vegans, healthy eating, weight loss, keto diet, food allergies and/or intolerances)
- The best meal delivery services for each specific need