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Research | Content | Copy | Strategy

BRAND
SEO Keyword research
Milestone 2
URL

Version control

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2. Second draft — N/A
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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. Using this document
   This provides important information about how to work with this document to review your deliverable.

3. Revisions
   This contains helpful guidance on how to get the most out of the revisions process.

4. 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.

5. Deliverables
   This contains your actual deliverables.

Introduction

This deliverables deck contains keyword research for one blog post.

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.

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

Using this document

This document includes:

1. Raw search data for the search terms that are relevant to your project. Below you'll find a glossary to help you understand this raw data.
2. An analysis of the value of the suggested keywords. Based on this analysis, I have suggested a primary keyword for your project along with several secondary keywords.

These keywords are intended to be used together in the single piece of content described in your briefing. Using these keywords in a different project or modifying the keyword list may result in reduced search traffic.

Please consult this article if you are unsure how to use each type of keyword.

Glossary

Primary keyword: This is the main search term you should aim to rank for.

Secondary keywords: These are other search terms you can aim to rank for and which can improve your chances of ranking for your primary keyword. You might scatter these throughout your piece of content, or you might target selected keywords through specific sections of your content.

Search volume: The average number of searches for that keyword in a month.

Difficulty: This is how hard it is to rank in the top 10 organic spots in the SERPs for the keyword.

Value: This is an indication of how valuable your competitors think the keyword is based on how much competition there is for paid ads for that keyword

Cost per click: This is how much it would cost you per click, on average, if you were to target the keyword with paid ads instead of SEO.

Number of backlinks to aim for: A backlink is a link from another website that points to your content. This value is the number of backlinks you should aim for if you have an average domain score. If you've got a low domain score you should aim for more backlinks. Conversely, if you've got a high domain score, you may not need to spend time getting as many links.

The number of backlinks listed next to your primary keyword is the baseline number of backlinks that should give good results for your entire article. Where a secondary keyword has a higher range listed, you may choose to instead aim for that number of backlinks if that keyword is particularly valuable.

Revisions

Your input helps guide my work. I might not get everything right on the first try but that's all part of the creative process. Our work together can (and will) be iterative so I really value your feedback.

How can you give me effective feedback? The magic happens when your insights and expertise unite with mine. You and I are well-versed in our own worlds, so here's how we can get the best out of both and get the results we're both after.

Feedback Methods

To make this process as smooth as possible, there are a few ways you can provide feedback:

+ If you would like to request changes to specific sections of this deliverable, adding 'comments' to the document using the comments tool is the best way to do this. If you're not sure how to use the comments feature, there's a great tutorial here: (Word) https://youtu.be/ag-jZot8pRc (Google Docs) https://youtu.be/xhC46d9lzBo.
+ If you would like to request general changes you can make a note in the relevant Plutio task or send me an email with a few dot points about the amendments. Alternatively, you can record an audio file of you describing your feedback and email that if you prefer to talk rather than write.

Please avoid sending amendments in a PDF document, as a scanned handwritten image or by making changes in the document without tracked changes switched on.

Helpful feedback - tips

+ **Be honest.** If you don't like something, please let me know. You won't hurt my feelings. Handling feedback is part of my job.

- +**Be specific.** Point out exactly what isn't working for you and why. Be as detailed as possible.
- +**Ask why.** If you aren't sure why I've made a certain choice, please ask. I'm happy to explain. Everything I do for your project has a purpose.
- +**Refer to your goals.** Always relate your comments to your end objective.
- +**Relate to your audience.** Ultimately, your project needs to be tailored to your target audience. So when providing feedback, it'd be great if you could include how your comment will help better serve that audience.

Examples

- +Good — "That wording doesn't capture the main benefit we're trying to communicate."
- +Good — "We don't use contractions in our copy."
- +Good — "We've previously found that this keyword doesn't resonate with our target audience. Is there an alternative that could provide a similar level of value?"
- +Less helpful — "Change this word. Write another sentence." (This doesn't tell me why I need to make the change so it makes it hard for me to make an effective amendment.) A good alternative might be — "We have data indicating that this word doesn't resonate with our audience. Choose an alternative." Or "This is a key point that we want to emphasise. Expand on it with another sentence." Or "Our audience needs more information about this to understand it. Explain it a bit more with an extra sentence."

Other things to know

- +Sometimes I'm going to ask why. This will help us get on the same page and find the best outcome.
- +The final deadline will be influenced by the timeframe within which you provide feedback. In our Agreement I specified a timeframe for providing feedback that is likely to fit well with your deliverables timeframe. I do this so we can both be certain about when a deliverable is complete. If you need longer, *that's absolutely fine* just please let me know. This will enable me

to set aside enough time in my schedule to give your amend-
ments the attention they deserve.

+Remember, we're in this together. Feedback can be challeng-
ing, but when we work collaboratively, we can produce some-
thing truly valuable for your business.

If you have any questions or concerns, please let me know.

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

SEO keyword research

US search data

Keyword type	Keyword	Search volume	Difficulty	Value	Cost per click	Number of backlinks to aim for	Notes
Primary	Which meal delivery service is best	320	Easy	High	$8.45	20-30	This keyword has the highest monthly search volume by a fair margin and is easy to target while still being high value.
Secondary	Which home meal delivery service is best	50	Easy	High	$10.91	20-30	I recommend having separate sections for ready-made meals and meal kits. Include this keyword in the relevant section's text and level 2 heading.
Secondary	Which meal kit delivery service is best	20	Easy	Very high	$11.82	20-30	I recommend having separate sections for ready-made meals and meal kits. Include this keyword in the relevant section's text and level 2 heading.
Secondary	Meal kits for families	170	Easy	Very high	$5.11	30-40	This keyword would work well as another level 2 heading.
Secondary	Meal kits for large families	70	Easy	Very high	$5.81	5-10	This keyword would work well as a level 3 heading within the above section.
Secondary	Meal kits for one person	170	Easy	Very high	$4.77	10-20	This keyword would work well as another level 2 heading.
Secondary	Best meal delivery service for vegetarians	140	Easy	Very high	$11.32	80-90	This keyword would work well as another level 2 heading but you could also include it in level 3 subheadings within the above categories. If you would particularly like to rank for this keyword, I recommend you aim for 80-90 backlinks to the article rather than the 20-30 recommended for the primary keyword.

Australian search data

Keyword type	Keyword	Search volume	Difficulty	Value	Cost per click	Number of backlinks to aim for	Notes
Primary	Which meal delivery service is best	10	Easy	Moderate	$0.00	50-60	This topic is not as popular in Australia (especially as meal delivery services are still fairly now here) but it is growing in popularity. Non-SEO promotion of this piece of content will be even more important for your Australian market.
Secondary	Which home meal delivery service is best	10	Easy	Low	$0.00	20-30	
Secondary	Which meal kit delivery service is best	10	Easy	Low	$0.00	30-40	
Secondary	Meal kits for families	20	Easy	Moderate	$3.96	60-70	
Secondary	Meal kits for large families	10	Easy	Low	$0.00	5-10	
Secondary	Meal kits for one person	10	Easy	Moderate	$0.00	20-30	
Secondary	Best meal delivery service for vegetarians	10	Easy	High	$4.28	20-30	This is the highest value keyword for the Australian market but it doesn't make sense as the primary keyword for this topic. You might consider a separate blog post about how to choose the best meal delivery service for vegetarians.