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MCO437: Audience Acquisition and Engagement

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Module 5: Hands-on Assignment: SpyFu

Please log-in to SpyFu and conduct a keyword analysis of the site <https://www.embracepetinsurance.com/> (Links to an external site.) and its competition. Based on your analysis, please answer the following questions and upload your response as Word or PDF:

1. What are some of the most valuable organic keywords for your site?

Based on the Organic Ranking History, the top 5 most valuable keywords:

Keyword	Cost Per Click	Est. Click Value/Mo
Neutered dogs	\$0.78	\$10,844.34
Golden retrievers	\$0.51	\$19,558.79
Golden retriever	\$0.50	\$19,011.72
Golden doodle	\$0.51	\$19,011.72
Puppy golden retrievers	\$0.56	\$9,353.31

2. Which organic keyword has the most search volume?

I was not sure if this answer was supposed be of the organic ranking history keywords, but I looked under Kombat tab after selecting to see all organic keywords. The organic keyword with the most search volume is "French bulldog dog" and variations of "French Bulldog". This keyword and its variations have one million in search volume. To find this, I had to export the data to CSV and open in Excel in order to filter the columns.

3. Do you see any long tail keywords? If yes, please list them.

Long tail keywords which I have found are:

1. a dog shaking himself. could it have another meaning besides just shaking water of its coat
2. ask a vet what can you give a dog to calm them down when they are extremely afraid of storms
3. boxer dog growls at other dogs....will be good with a female puppy??
4. does store bought pork need to be frozen before fed to dogs raw
5. labrador retrievers, german shepherd, golden retriever, boxer, poodle, rottweiler
6. mom keeps shaking and whining after puppies have gone to new homes

4. Which organic keywords have high ranking difficulty?

The organic keywords that I have found on the spreadsheet, each having an SEO Difficulty of 97, from the exporting of data under Top Keywords in the organic column are:

Assurance.com free phone
site pet
website pet

5. Name the two top organic competitors of your brand.

The two top organic competitors to our brand are:
gopetplan.com
petmd.com

6. Name the two top paid competitors of your brand.

The two top paid competitors of our brand are:
petinsurance.com
top10petinsurancereviews.com

7. Which brand has more monthly clicks for its top organic keywords? Yours or competitors?

The competitor petmd.com had more monthly clicks, beating out our brand embracepetinsurance.com

8. What are the estimated monthly SEO clicks for your brand?

The estimated monthly SEO clicks for embracepetinsurance.com is 1.89 million.

9. What is the estimated monthly SEO clicks value for your brand?

The estimated monthly SEO clicks value for embracepetinsurance.com is \$1.13 million.

10. How many organic keywords for your brand are ranking in the top ten, on the first page of any Google search?

519 organic keyword for our brand are ranking the in the top ten, on the first page of any Google search.

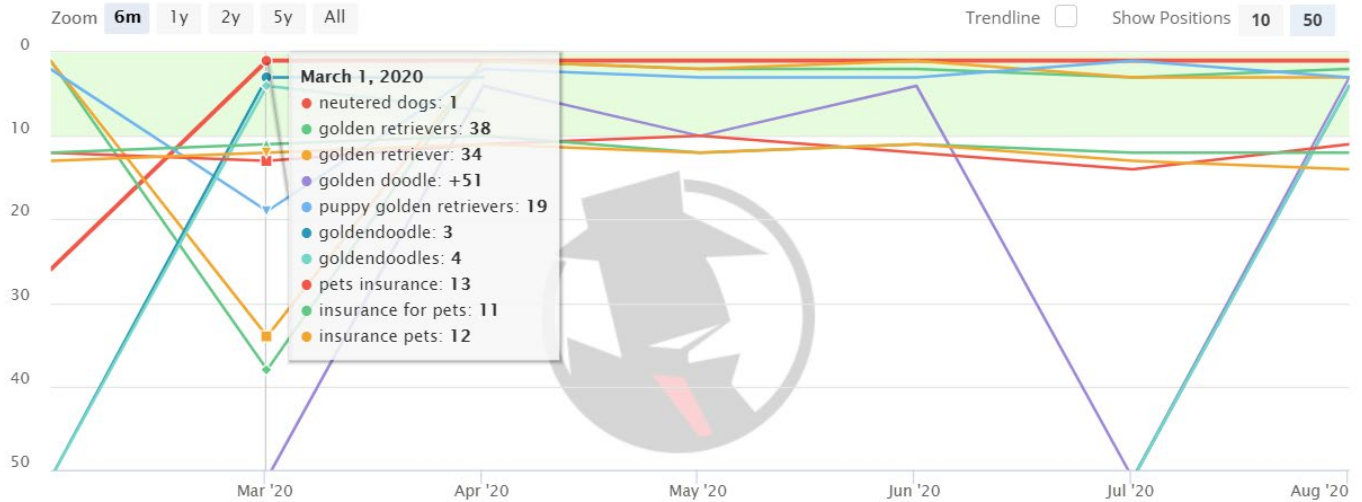
11. How many keywords are shared between you and your competitors? [Hint: look at the pie chart].

The total of keywords shared between embracepetinsurance.com and its competitors are as follows:

Between embracepetinsurance.com and petmd.com: 5,196
Between embracepetinsurance.com and gopetplan.com: 940
Between embracepetinsurance.com and both competitors: 630

12. Which organic keyword for your brand has ranked highest in the past 6 months?

The organic keyword for our brand that has ranked the highest in the past 6 months is neutered dogs, ranked at number one.



13. What do you assess about your brand’s SEO from the ‘Keyword gainers and losers’ section?

The keywords gainers and losers’ section shows which keywords our brand needs to consider including and not including in future posts/links/etc.

Keyword Gainers and Losers

Improved Ranks: **6,386**

Newly Ranked Keywords: **599**

Lost Ranks: **4,304**

Keyword Rank Gains

Keyword Rank Losses

Keyword	Rank (Change) ^	Keyword	Rank (Change) ^
puggles	1 (24 ↑)	puppy golden retrievers	3 (2 ↓)
puggle	1 (26 ↑)	neuter dog	3 (2 ↓)
golden retrievers	2 (1 ↑)	puppies golden retriever	5 (2 ↓)
cat declawing	2 (26 ↑)	insurance for dogs	9 (6 ↓)
pets insurance	11 (3 ↑)	insure pet	47 (39 ↓)

VIEW ALL >

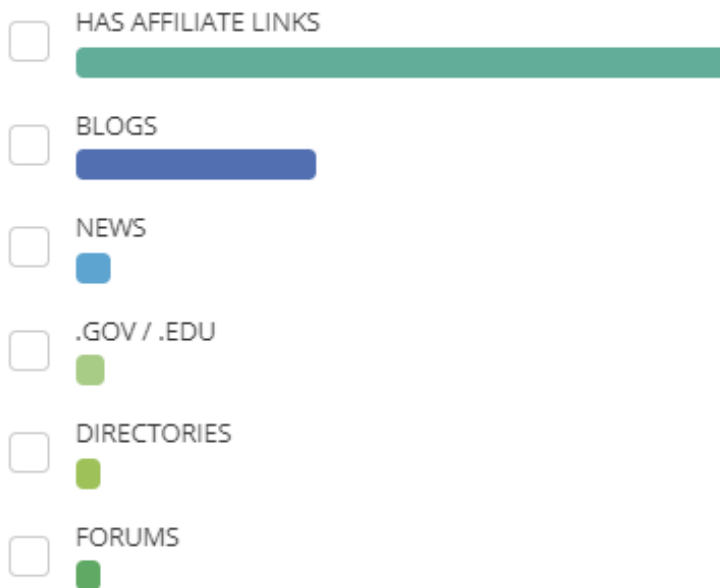
VIEW ALL >

14. What are the main sources for Inbound links of your brand?

The main sources for inbound links of embracepetinsurance.com comes from affiliate links.



Backlink Types?



The highest ranking one is:

Backlink	Domain Monthly Organic Clicks
http://newbridgevets.vetstreet.com/links.html	7.2M

15. What is the top AdWords buy Recommendations for your brand?

There is a three-way tie for the top AdWords buy recommendations for our brand:

term	impressionsPerMonth
best pets insurance	18100
which pet insurance is best	18100
pet insurance best	18100

16. List the keywords for your brand that 'just made it' to the first page?

The keywords for our brand that 'just made it' to the first page as listed from the downloaded spreadsheet of data (These were all ranked #1 in the data):

golden retriever
golden retriever rescue colorado
cataract surgery for dogs
puggle information
puggle dogs
puggle breed
puggles
puggle temperament
puggles dog
puggle dog breed
puggle
dogs puggles
puggle puggle
puggle info
how long do goldendoodles live
cat claw removal
great dane health
toy goldendoodle lifespan
golden retriever breeders
calories for dogs
dog neuter age

Based on the webpage using the results posted:
 Keywords that Just Made the First Page

Keyword	Rank (Change)	
puggles	1 (24 ↑)	<input type="button" value="ADD"/>
puggle	1 (26 ↑)	<input type="button" value="ADD"/>
cat declawing	2 (26 ↑)	<input type="button" value="ADD"/>
declawing cats	2 (28 ↑)	<input type="button" value="ADD"/>
declawing cat	2 (31 ↑)	<input type="button" value="ADD"/>

[VIEW ALL "JUST MADE" KEYWORDS >](#)

Keywords That Just Made the First Page ▼

<input type="checkbox"/> Keyword	Rank (Change)
<input type="checkbox"/> indy cataract surgery for dogs embracepetinsurance.com/health/cataracts	2 (New)
<input type="checkbox"/> dog skin rash hair loss embracepetinsurance.com/health/folliculitis	3 (New)
<input type="checkbox"/> Malignant fibrous histiocytoma embracepetinsurance.com/health/histiocytoma	6 (New)
<input type="checkbox"/> +how +much +does +dog +eye +surgery +c... embracepetinsurance.com/health/cataracts	3 (New)
<input type="checkbox"/> skin eruptions on dogs embracepetinsurance.com/health/folliculitis	5 (New)
<input type="checkbox"/> patches dog embracepetinsurance.com/health/folliculitis	8 (New)
<input type="checkbox"/> canine skin lesions embracepetinsurance.com/health/folliculitis	8 (New)
<input type="checkbox"/> cheap old pet parasite test doctor embracepetinsurance.com/health/giardiasis	3 (New)
<input type="checkbox"/> affordable pet parasite test doctor embracepetinsurance.com/health/giardiasis	4 (New)
<input type="checkbox"/> soloxine tablets embracepetinsurance.com/health/hypothyroidis...	8 (New)

17. List the keywords for your brand that are 'Almost there' to the first page?

From the webpage, not the downloaded spreadsheet data, the keywords for our brand that are 'Almost There' to the first page are (The first ten listed in rank 11):

Almost There Keywords

Keyword	Rank (Change) ^
pets insurance	11 (3 ↑)
pet insurances	11 (2 ↑)
insurance for pets	12 (0 =)
insurance pets	14 (1 ↓)
breeds dog	14 (2 ↓)

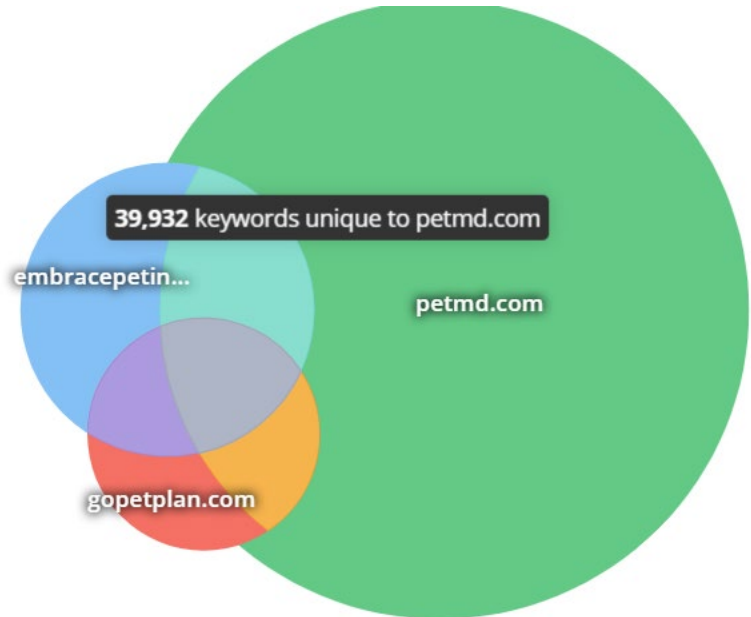
[VIEW ALL "ALMOST" KEYWORDS >](#)

Almost There Keywords ▼

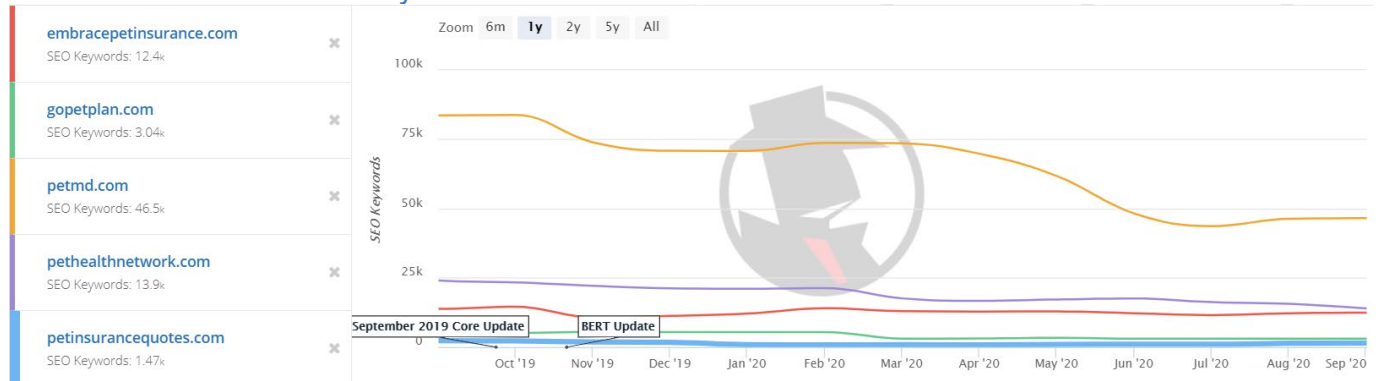
<input type="checkbox"/> Keyword	Rank (Change) ^
<input type="checkbox"/> vet insurance quote embracepetinsurance.com	11 (1 ↓)
<input type="checkbox"/> quote for pet insurance embracepetinsurance.com	11 (1 ↑)
<input type="checkbox"/> pet insurances embracepetinsurance.com	11 (2 ↑)
<input type="checkbox"/> petplan insurance embracepetinsurance.com	11 (0 =)
<input type="checkbox"/> vet health insurance embracepetinsurance.com	11 (1 ↑)
<input type="checkbox"/> us pet insurance embracepetinsurance.com	11 (21 ↑)
<input type="checkbox"/> insurance pet quote embracepetinsurance.com	11 (1 ↑)
<input type="checkbox"/> dog insurance usa embracepetinsurance.com	11 (2 ↓)
<input type="checkbox"/> what insurance is accepted by vets near me embracepetinsurance.com	11 (5 ↓)
<input type="checkbox"/> for pet insurance embracepetinsurance.com	11 (1 ↓)

18. From this data, are you winning or losing the battle with your competitor? On what information do you base this conclusion?

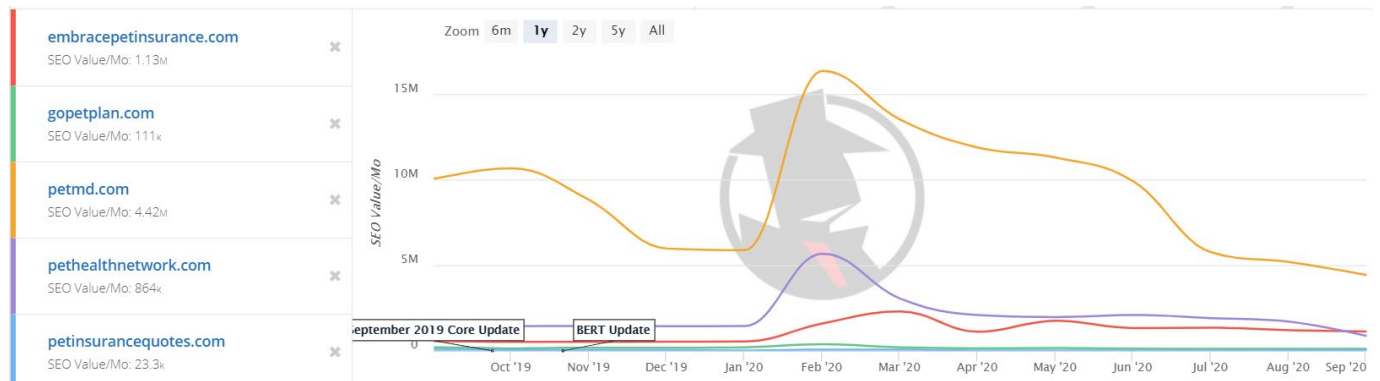
I believe that I am losing the battle with my competitor petmd.com. They use seven times more keywords, according to the piechart.



Their SEO Keywords are close to four times what our brand uses.



Their monthly value is higher. This is probably due to the additional keywords that are used.



19. What keywords would you try to optimize your site / blog posts based on this data?

The keywords I would try to optimize my site/blog with are the ones used by my largest competitor, petmd.com. These are the ranked 1 and 2 keywords used by petmd.com. I have already noted that a couple of them may already be used by my brand.:

Keyword	Rank (Change) [^]
labrador retriever petmd.com/dog/breeds/c_dg_labrador_retriever	1 (15 ↑)
poodle standard petmd.com/dog/breeds/c_dg_poodle-standard	1 (0 -)
appaloosas petmd.com/horse/breeds/c_hr_appaloosa	1 (0 -)
red eared sliders m.petmd.com/rc/red-eared-slider-trachemys-scr...	1 (0 -)
food for turtles petmd.com/reptile/nutrition/what-do-turtles-eat	1 (1 ↑)
dogs pet petmd.com/dog/top_tens/evr_dg_top_10_for_kids	1 (1 ↑)
grain free cat food petmd.com/cat/centers/nutrition/evr_ct_why-gr...	1 (0 -)
cat lost petmd.com/cat/pet-lover/how-can-cats-find-thei...	1 (1 ↑)
bulldog american petmd.com/dog/breeds/c_dg_american_bulldog	2 (8 ↑)
dogs house petmd.com/dog/care/does-my-dog-need-dog-ho...	2 (0 -)
dog house petmd.com/dog/care/does-my-dog-need-dog-ho...	2 (19 ↑)
flea eggs petmd.com/dog/conditions/infectious-parasitic/...	2 (0 -)
labrador retrievers petmd.com/dog/breeds/c_dg_labrador_retriever	2 (15 ↑)
dog flea and tick control petmd.com/dog/parasites/how-choose-safest-fl...	2 (41 ↑)

20. If you were the content / SEO manager, what recommendations would you have for the “losing” website’s editorial narrative and future content based on this data?

The “losing” website is petinsurancequotes.com. I would recommend that they use SpyFu to monitor and compare their SEO & optimization. Their content could be constructed more towards what consumers are searching for through the optimized keywords.

21. Include one meaningful data visual from your SpyFu analysis.

I really appreciate this pie chart for the Shared Organic Keywords. I feel the information towards the keywords used by my brand and my competitors would be useful in optimizing my blog/site.

