



HubDo Keyword Plan

Summary

This service includes a comprehensive keyword research offering a categorised list of recommended target keywords for the business.

1. Keyword Plan Slide Presentation
2. Global and Local Search Volume and Competition Data
3. Competitor Keyword Analysis
4. Keyword Targeting Strategy and Recommendations

Product Description

This research includes a full review the client's website, data review of Google tools such as Google Analytics, Search Console, review of Competitors, the KEI, Local Ranking, Search Data etc. It will also give guidance to understanding the effectiveness, competition and search numbers for each keyword. There will be a minimum of 30 keywords included in our Keyword Plan.

How To Order

Pre-sales (For New Consultants)

1. Contact HubDo via our Contact form
2. Await confirmation from our GCOE team

Order Confirmation

1. Accept our invitation to use Basecamp for our service communications
2. Add a new client item under the "Project & Deals" to-do list in Basecamp
3. Address the job information with our Global Services Manager and our Controller to process your order
4. Fill out the necessary information needed by HubDo to do understand the business [through this intake brief](#).

Sample Report



About Keyword Research

Relevant keyword selection is essential for a business looking to capitalise on online leads and sales. Keywords define the standing of a website in Google and can make or break a business' online strategy.

When doing keyword research, we have three categories that cover most web search queries: informational, navigational, and transactional.

- **Informational Queries** – Queries that cover a broad topic (e.g. marketing audit or website audit) for which there may be thousands of relevant results.
- **Navigational Queries** – Queries that seek a single website or web page of a single entity (e.g. search marketing audit, social media audit).
- **Transactional Queries** – Queries that reflect the intent of the user to perform a particular action (eg. digital marketing audit quote, digital marketing audit template)



Analysis & Recommendations

- Based on the keyword chart, massage and wellness centre related keywords are competitive for the website.
- Keywords related to cabins and wellness products should be targeted on relevant subpages to be able to keep up with the competitors

Our recommendation for this category is to use any of the following keywords:

