



Glo Sun and Shades

KEYWORD RESEARCH AND ANALYSIS

<http://www.glosunandshades.com/>

2/13/2018

SUMMARY

This is a **Keyword Research & Analysis** document for <http://www.glosunandshades.com/>.

The figures mentioned in this document represent the latest information from search engines, pertaining to the client's website and niche, as of **2/13/2018**.

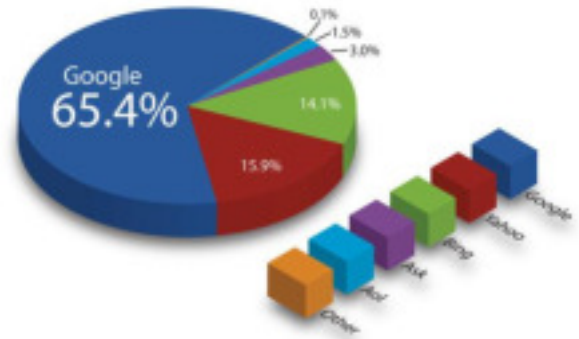
Keep in mind that Search Engine Optimization is an ongoing process and statistical data can frequently change on a weekly and/or monthly basis.

WHY CONDUCT KEYWORD RESEARCH

Conducting Keyword Research is one of the first and most vital steps towards building an online presence and bringing the right audience to your website. It ensures that your site is ranking competitively in the search engines for the ***right*** keywords.

Ranking for the right keywords is essential to a website's commercial success. Targeting singular words like **fashion** or **health** is counterproductive as such terms are too broad and focusing on them will never yield positive results.

The main focus should be on targeting keywords that will not only bring traffic to your website, but also bring conversions.



KEYWORD RESEARCH & ANALYSIS FOR Glo Sun and Shades

Based on our analysis, we have come up with the following keyword suggestions for your website. Taking into account the search terms and their average monthly searches, it is our opinion that your site can rank well for the keywords mentioned below.

#	Search Terms	Average Monthly Searches (USA)	PPC Competition
Your SUGGESTIONS			
1	tanning salon muskegon	-	-
2	tanning places in muskegon	-	-
3	tanning locally	-	-

#	Search Terms	Average Monthly Searches (USA)	PPC Competition
Our SUGGESTIONS			
4	sunless tanning	1K – 10K	High
5	tanning bed	10K – 100K	High
6	indoor tanning	100 – 1K	Medium
7	tanning salons near you	100 – 1K	Low
8	sun tanning beds	100 – 1K	High
9	tanning specials	100 – 1K	Low
10	tanning salons muskegon	10 – 100	Low
11	spray tan muskegon	–	–
12	spray tan near muskegon	–	–
13	best spray tan muskegon	–	–
14	sun tanning beds muskegon	–	–
15	sunless spray tan muskegon	–	–
16	indoor tanning salon muskegon	–	–
17	indoor tanning packages	–	–
18	indoor tanning muskegon	–	–
19	tanning beds muskegon	–	–
20	sun tanning muskegon	–	–
21	sunless tanning muskegon	–	–
22	tanning salons near home	–	–
23	tanning salons near work	–	–

Long Tail Keywords for Blogs:

In addition to the above mentioned keywords, we have also come up with the following long-tail keywords that we can utilize for your blog. Long tail keywords are less competitive and are easier to rank high in search engines. We highly recommended making use of both standard and long tail keywords to boost your online reach and presence.

#	Search Terms
24	does sunless tanning look natural
25	where is a tanning salon near me

What's Next?

Once you approve this document, our team will immediately begin working on a comprehensive Website Audit Report for your website. This report will comprise of numerous SEO tests and their analysis. These tests will reflect an accurate picture of how Google views your website in its current state. The report will also make specific recommendations geared towards bringing improved rankings and traffic to [Glo Sun and Shades](#).

END OF REPORT