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303 – Introduction to Web Publishing

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Gillette Venus SEO Keyword Research

Competitive Keyword Chart

Keywords	Ranking Difficulty	Searches / Month	Additional if Ranked No. 1	Google Trends, 5-Year	My site has content that aligns
"Page 1"					
gillette venus women	69	90	29		
gillette for women	74	1,900	608		
gillette venus	70	8,100	2,592		
gillette products online	67	10	3		
gillette usa	72	70	22		

"Almost There"

devine venus	55	0	-		
venus com	70	644	206		
gillette hair care	71	10	3		
female shaving products	71	40	13		
shaving supplies for women	76	10	3		

"Pages 2-5"

women venus	68	1,300	416		
devine venus	55	0	-		
venus free sample	46	10	3		
women s shaver	72	0.65	0		
women s razors	79	9.36	3		

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"Most Valuable"

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bikini trim	70	22,200	7,104		
hair ingrown	77	246,000	78,720		
razor burn	73	90,500	28,960	down	yes
disposable razors	71	22,200	7,104		
shaving men	74	60,500	19,360		

"Ranking History"

disposable razors	71	271,000	86,720	down	yes
gillette hair care	71	10	3		
how to stop hair growth	72	3,600	1,152		
venus.com	64	495,000	158,400		
used razor blade container	58	50	16		

"Page 1"

razor monthly	75	390	125		
subscription razors	78	1,300	416		
online shave	79	70	22		

shaving delivery	66	30	10		
razor new	74	40	13		

"Almost There"

-

online razor clubs	76	90	29		
female razors	66	1,600	512	up	yes
razors.com	45	43.2	14		
razor blades for women	72	4,400	1,408	up	yes
razor a month club	75	260	83		

"Pages 2-5"

hair club reviews	74	2,400	768		
shaver kits	72	18,100	5,792	down	yes
razors for hair	73	8,100	2,592		
online razor clubs	76	90	29		
female razors	77	1,600	512		

"Most Valuable"

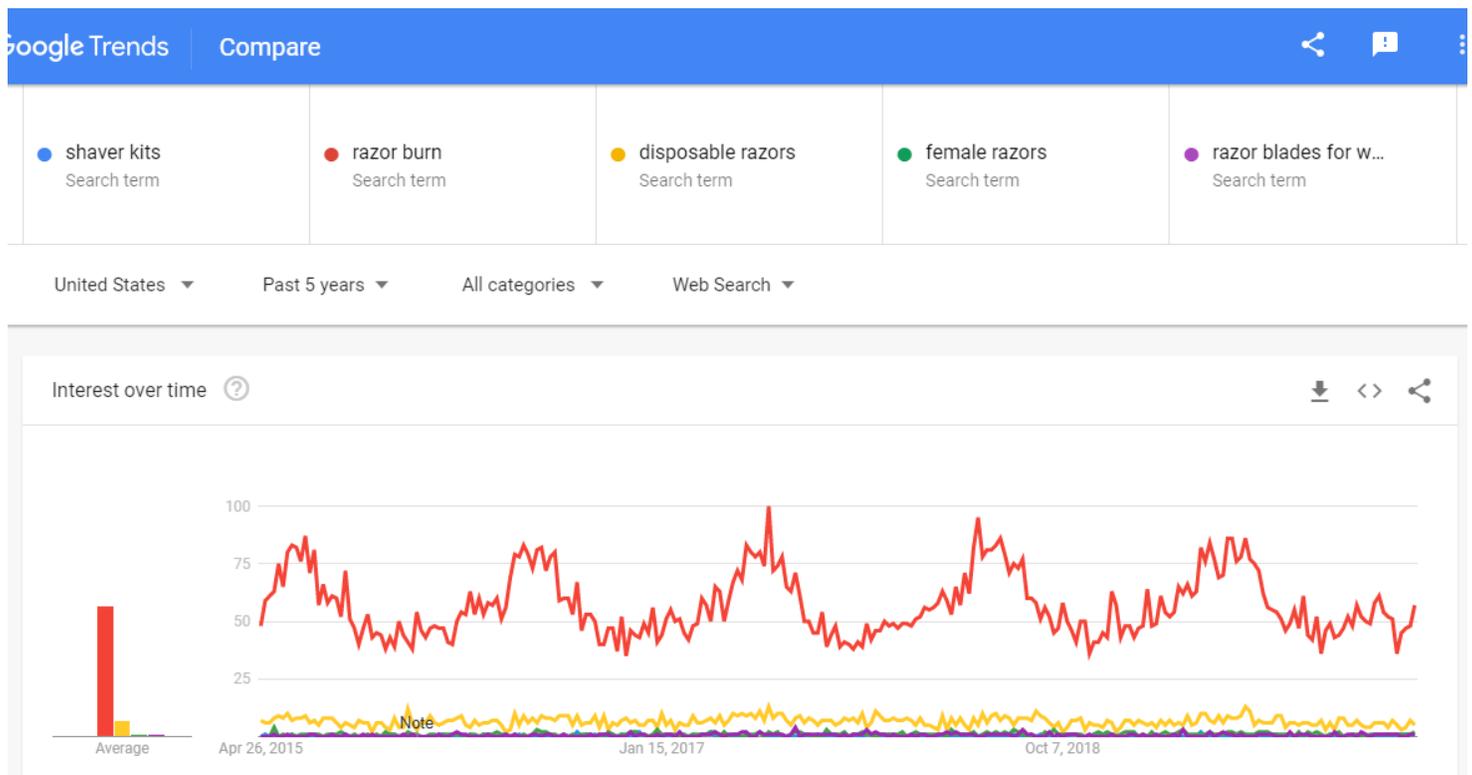
razors	74	301,000	96,320		
razor	73	301,000	96,320		
womens razor	77	110,000	35,200		
billie	77	33,100	10,592		
womens razors	72	110,000	35,200		

"Ranking History"

free womens razor	74	11	4		
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female head shaving	70	1,600	512		
nickel free razor blades	60	50	16		
buy hair razor	75	10	3		
razors per month	79	10	3		

Top 5 Key Phrases in Google Trends



My Top Keyword Choice

My top keyword choice for gillettevenus.com to optimize their site for is “razor burn”. I chose this keyword phrase based off of many different criteria from the charts above. The main reasons I chose this phrase was because of the additional clicks gillettevenus.com would get if

ranked number one, the high number of clicks per month and the fact that it is relevant to information on gillettevenus.com.

This phrase found in the SpyFu category “Most Valuable” for gillettevenus.com. Other phrases in this category also had to do with skin care like “bikini trim” and “hair ingrown”. This one I thought would be good for gillettevenus.com to optimize for because of the content they already have on their site. One article on their site that is specific to “razor burn” is “What Causes Razor Rashes and Bumps and How to Prevent Them”, which can be insightful for anyone looking for information on “razor burn”. The site also carries a lot of products that can prevent razor burn, such as their Extra Smooth Razorblades or their Extra Smooth Starter Kit. By driving consumers to their site who are already interested in “razor burn”, they may be able to drive a sale from it as well.

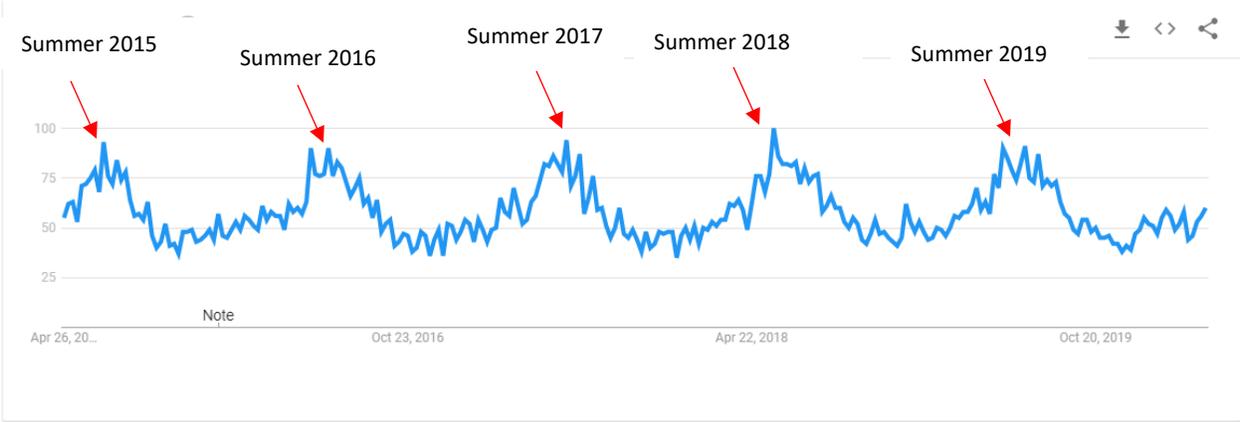
The phrase “razor burn” has a ranking difficulty of 73 (out of 100). I took this into consideration when picking a phrase and found that this was on the high end of the other phrases I was considering. I still feel that this is an attainable phrase to optimize for. There were also phrases with higher ranking difficulties on the list, but I did not feel they were worth the time of gillettevenus.com to be considered. A lot of the other phrases that I was considering that had a lower ranking difficulty had a much lower number of searches per month. The payoff of ranking difficulty against the amount of clicks per month seemed to be worth it for gillettevenus.com.

The main thing that caught my attention of this phrase was the searches per month. “Razor burn” get searched an average of 90,500 times every month. This was one of the larger searches per month for a phrase that both gillettevenus.com and mybillie.com see. There are some that are larger, but I felt that “razor burn” made the most sense for gillettevenus.com to pursue. Most people who search this may not be looking for a razor, but after reading about razor

burn on gillettevenus.com, they may be interested in their products. By educating on the product, gillettevenus.com can also turn that education in to sales.

If gillettevenus.com could rank as number one for razor burn they would gain an average of 28,960 clicks per month. This is calculated by taking the number of clicks per month and multiplying by 32%. The 32% represents the number of clicks the first result on the page receives. An addition almost 30,000 clicks per month could drive a lot of traffic and sales for gillettevenus.com. These users may explore the many different products and articles gillettevenus.com has regarding “razor burn”. Increasing the number of clicks per month as much as possible will be the most beneficial for gillettevenus.com in the long run.

Google Trends showed that the phrase “razor burn” has been very up and down over the past 5 years, but since the beginning of 2020 it has decreased. Every year during the summer months the searches for “razor burn” go up. This is mainly for the months of May, June and July that there is a sudden peak in searches. This is most likely because more people are wearing shorts and swimsuits which may cause them to shave more often. Google Trends also showed that there is search interest in this topic in 48 out of the 50 states. Most of the states with a higher interest were also in the Midwest. I thought the most interest would be for the states with warm beaches, California and Florida, for people who have to shave more year round.



The main value content on gillettevenus.com that aligns to “razor burn” is their shaving tips articles and their products that tackle razor burn. When you search razor burn on the site a lot of the products from their Extra Smooth line come up, [click here](#) to go to Extra Smooth razor. Even though they come up in the search I could not find anything in the product description or info that said anything about “razor burn”. Optimizing these products to show what they help with, like razor burn, is a way that gillettevenus.com could drive more traffic to the product from this keyword search. For the Shaving Tips articles that gillettevenus.com offers there are many that include razor burn information. One of them is [“How to Choose the Best Razor for Women”](#), which has a whole section dedicated to razors for sensitive skin. The first line of that section reads, “If you have sensitive skin, your risk of developing razor burn, rashes and irritation is higher, so how you shave and the tools you use matter.” This article can already be used to optimize for “razor burn”. There is also an article titled, [“Why You Should Never Share Your Razor”](#), which states that a reason you shouldn’t share your razor is because it could cause razor burn. Optimizing more articles like this and improving the ones already on the site could improve gillettevenus.com’s rank.

The reason phrases from gillettevenus.com from the “Page 1” category were not used is because with those phrases we are already on the first page. Optimizing for these phrases would not be the best use of time because there is not much room to improve the ranking. I also did not choose any key phrases from mybillie.com’s “Page 1” category. This was because most of their “Page 1” phrases had low searches per month or were not very relevant to gillettevenus.com. Choosing phrases to optimize from “Page 1” is mainly only beneficial when you are choosing from a competitor’s results that get a lot of searches per month.

Overall, I think that the “razor burn” key phrase has the most potential to drive traffic to gillettevenus.com due to the different areas of the website that can be optimized for it.

An online version of this paper can be found on my personal website hiremadisonbenda.com.