



OSIRIS ORGANICS

Keyword Research Presentation

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Purpose

The primary goal of <https://osirisorganics.com> is to sell CBD health products to consumers within the United States, with the added goal of educating the community on the various uses of CBD for health and wellness purposes.

Osiris Organics makes money through the sale of CBD products. These sales take place largely through the web site, with a product line featuring soft-gel pills, tincture oils, tattoo aftercare creams, and pet treats, among others.

The goal of this keyword research project is to demonstrate the power of search engines, and the opportunity for Osiris Organics to optimize its web site and offerings with search terms that customers are already using to increase product sales and website traffic.

Customer Journey Funnel

These are steps that a typical customer would take in learning about and eventually considering purchasing Osiris Organics products.

AWARENESS

Learning about health and wellness Seeking information about taking care of tattoos
Inquiring about CBD generally Looking for natural medicine and pain relief

CONSIDERATION

Learning about the benefits of CBD Defining Broad Spectrum CBD
Looking for reviews of CBD oils Asking if CBD is usable for pets

CONVERSION

Buying CBD products
Leaving reviews
Looking for specific CBD remedies

Awareness Keywords

Keyword	Search Volume	SEO Difficulty	Distribution of Click Results Between SEO, Paid, and No Clicks
cbd	550,000	68	232,906 : 6,689 : 310,405
after tattoo care	49,500	44	20,625 : 825 : 28,050
natural medicine	40,500	35	13,255 : 0 : 27,245
osiris	90,500	60	23,255 : 775 : 66,470
wellness	49,500	47	12,228 : 1,467 : 35,804



Keyword Analysis - Awareness

These keywords were initially imagined in the customer journey as customers learning about CBD, organic/natural health and wellness, and some of the broad uses for CBD within products, especially ones offered and highlighted by Osiris Organics already.

As we can see from the chart, we have keywords that have immense reach within the USA, such as “cbd” at a 550,000/month search volume. Given that Osiris Organics is a relatively young company with a loyal customer base of slightly over 800,000 customers, ranking within these broad-reaching keywords would be beneficial to business growth. The challenge, however, is that the SEO difficulty of keywords such as “cbd” and “osiris” is higher than would be initially desirable.

Ranking within “after tattoo care”, “natural medicine”, and “wellness” would take less effort and could bear more fruit than competing in the other keywords. Regardless, the value in ranking within keywords with such great search volume should not be underestimated. This can be achieved through utilizing osirisorganics.com’s blog and learning premises, as well as improving HTML Title Tags and Meta Descriptions.

Consideration Keywords

Keyword	Search Volume	SEO Difficulty	Distribution of Click Results Between SEO, Paid, and No Clicks
benefits of cbd oil	49,500	20	29,621: 0 : 19,747
cbd benefits	40,500	48	2,840 : 448 : 11,511
cbd for pets	9,900	46	6,600 : 0 : 3,300
broad spectrum cbd	2,900	44	1,684 : 47 : 1,169
cbd oil review	18,100	20	7,757 : 0 : 10,343

Keyword Analysis - Consideration

The keywords in the “Consideration” section are targeted towards individuals’ curiosity about CBD and its uses, working under the assumption that potential customers are already familiar with Osiris Organics and/or similar companies and the industry as a whole.

osirisorganics.com already features product reviews on its landing page. We can see that “cbd oil review” features a desirable search volume, SEO difficulty, and click results. Additionally, “benefits of cbd oil” has terrific click results, complemented by a higher search volume and lower SEO difficulty. These would be two keyword phrases that Osiris Organics could swiftly apply to osirisorganics.com, particularly in the reviews on the landing page as well as including more of the phrase in product pages and blog posts. We can see that the more phrase-like “benefits of cbd oil” ranks higher than “cbd benefits” in almost all measurables, which is an important aspect to note as they could bear different results.

We can see a general theme of relatively high search volume coupled with manageable SEO difficulty throughout.

Conversion Keywords

Keyword	Search Volume	SEO Difficulty	Distribution of Click Results Between SEO, Paid, and No Clicks
cbd cream for pain	4,400	36	1,865 : 191 : 2,343
cbd pills	14,800	53	4,154 : 2,077 : 8,568
cbd dog treats	33,100	46	18,564 : 350 : 14,186
topical cbd	5,400	49	3,052 : 0 : 2,348
cbd balm	6,600	50	2,496 : 1,109 : 2,995



Keyword Analysis - Conversion

Conversion keywords are all about customers purchasing, downloading, or otherwise interacting with your product offerings. Pursuant to this, our targeted conversion keywords all feature CBD products offered by Osiris Organics, or that are otherwise like Osiris Organics products.

These keywords are more generally focused on products, instead of featuring “buy cbd pills” which has a search volume of 0, we used “cbd pills” which features a search volume of 14,800. Of particular interest is “cbd dog treats”, with a 33,100 search volume, 18,561 click results, and a 46 search difficulty. Osiris Organics refers to its products, which are in fact CBD Dog Treats, as “CBD **Pet Treats”. That simple adjustment, with some HTML description updates, can drastically change the way Osiris Organics presents itself to potential customers.**

As a young, growing company, it is important for Osiris Organics to rank well in these more general keywords because it will help grow the brand and promote sales of Osiris Organics products, increasing its market share and profitability.

Conclusion

With these changes, Osiris Organics can rank within search results and reach customers you haven't before considered.

Thank you for listening!



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