

Dynamic Keyword Research Report For The Aromatic Candle Company LLC

Product: Aromatic candles

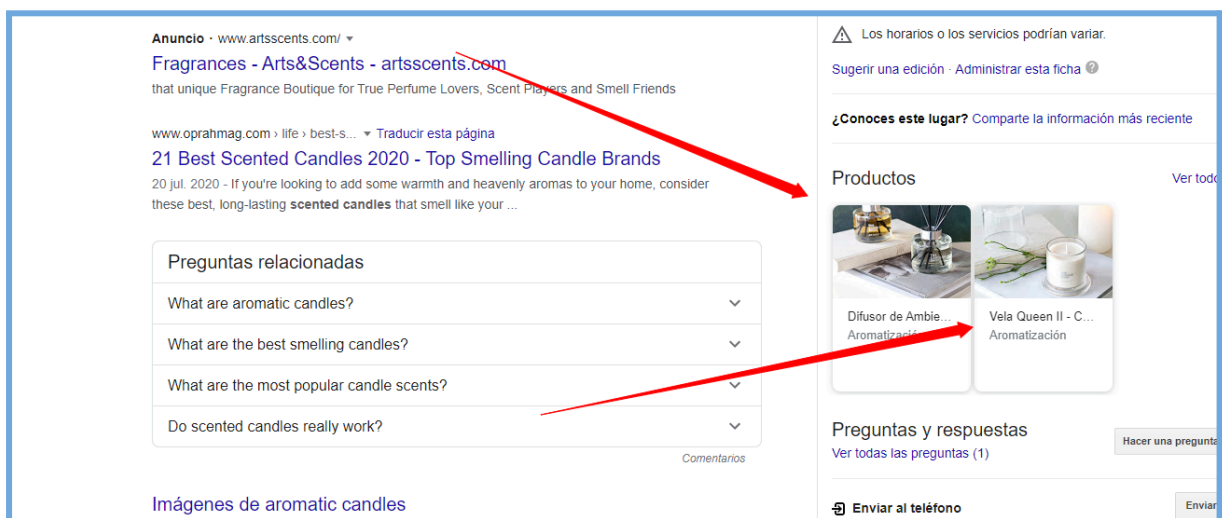
Main Keyword: Aromatic candles

Monthly Search Volume: U.S 1.3k

Observation: "Aromatic candles" was selected as the top keyword, as it provides the best chance of conversion based on its number of monthly searches and keyword difficulty.

1. Analysis of SERPs and Content Type

The main keyword shows a clear sales opportunity based on the study of SERPs. Despite having a low search volume, it is a keyword that offers a possibility of conversion.

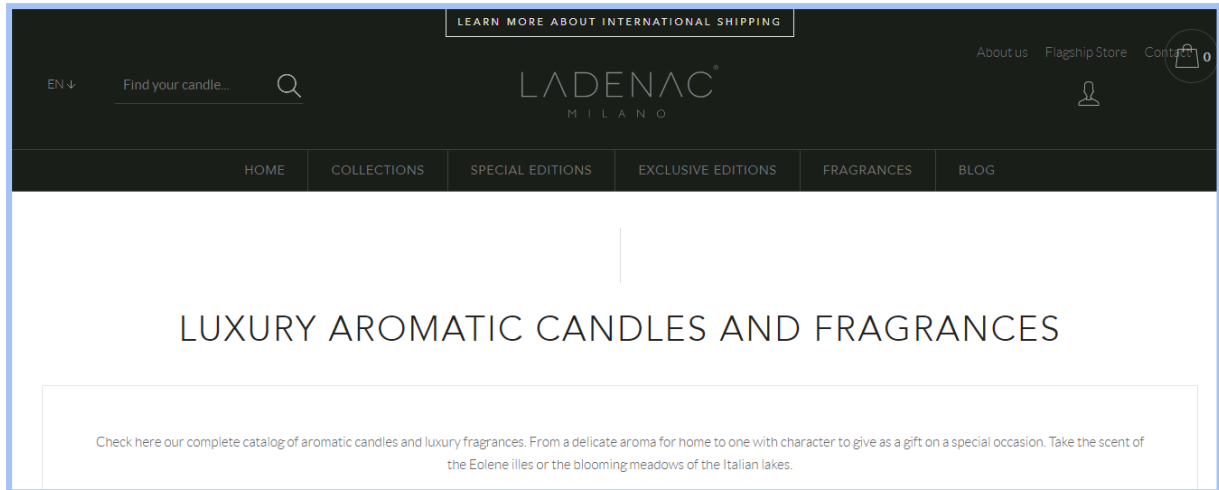


The screenshot displays a Google search result for 'Aromatic candles'. On the left, there is an advertisement for 'Fragrances - Arts&Scents - artsscents.com' with a red arrow pointing to the title. Below the ad is a featured snippet titled '21 Best Scented Candles 2020 - Top Smelling Candle Brands' with a red arrow pointing to the text. To the right of the snippet is a 'Preguntas relacionadas' (Related questions) section with four questions and dropdown arrows. At the bottom left, there is a link for 'Imágenes de aromatic candles'. On the right side of the SERP, there is a 'Productos' (Products) section with two product cards: 'Difusor de Ambie... Aromatización' and 'Vela Queen II - C... Aromatización', with a red arrow pointing to the first product card. Below the products is a 'Preguntas y respuestas' (Questions and answers) section with a link to 'Ver todas las preguntas (1)'. At the bottom right, there is a 'Enviar al teléfono' (Send to phone) button.

The first impression of the SERP shows ads being displayed as well as products. This is a clear indicator that Google considers our main keyword as “Transactional. This means that the user intent behind this keyword is precisely **purchasing aromatic candles**.

2. Analysis of Main Competitors

1. Ledenac



URL: <https://www.ladenac.com/luxury-aromatic-candle-shop?page=5>

Domain Authority: 54

Page Authority: 17

Number of domains that refer to the page: 4 [see here](#)

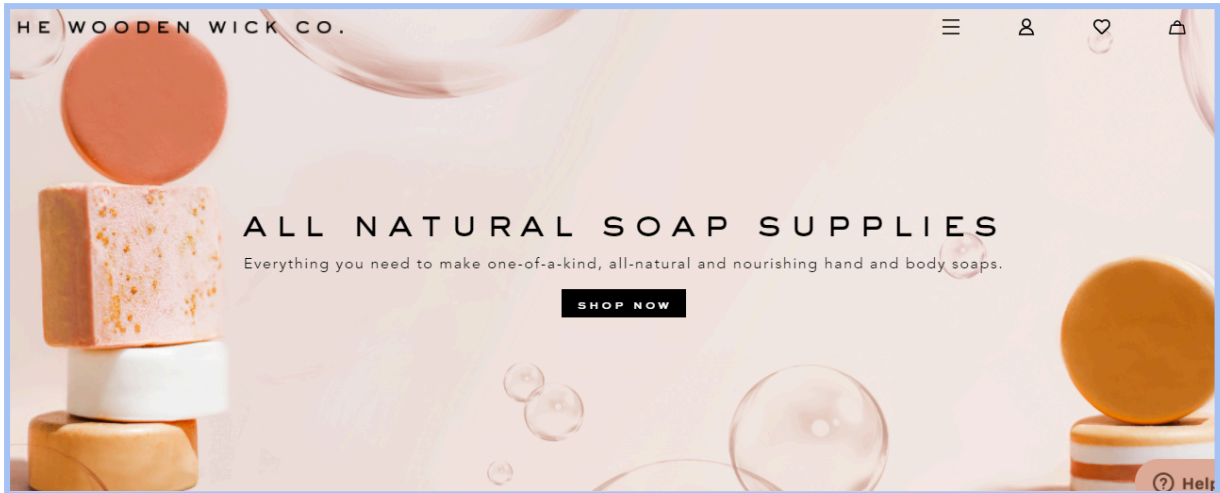
Number of Keywords: 39 [View](#)

Word Count: 1253 words

Number of backlinks DM+30 needed to overcome competitor page authority: 7

Observations: Ledenac is a large eCommerce that offers a varied amount of aromatic candles. They have a low page authority, which facilitates the possibility of outranking them. They do not have much content in text form. The fact that they are at the top indicates that Google finds the **specifications and details of the product relevant to users.**

2. The Wooden Wick Co.



URL:

https://woodenwick.com/?gclid=Cj0KCCQjw1qL6BRCmARIsADV9Jtb4jg1bJ3nbqxPNi5qcaKnPkQvwDJHlptCPHiObAsS3-04KUYdfV_kaAkeqEALw_wcB

Domain Authority: 48

Page Authority: 12

Number of domains that refer to the page: 17

Number of Keywords: 32 [View](#)

Word Count: 822 words

Number of backlinks DM+30 needed to overcome competitor page authority: 21

Observations: Like Ledanac, The Wooden Wick Co. is an eCommerce with a large number of aromatic candles. They have low page authority, but they do have great domain authority.



Strategy for an Aromatic Candles Product Page

Based on the SERPs and competitor analysis, the following steps are recommended for content creation:

- Create a product page that offers a detailed description of the product with benefits, advantages, and other relevant aspects.
- Include a minimum of 1000 words.
- Get between 4 and 10 backlinks with the anchor text: "aromatic candles" or "scent candles"
- Include a FAQs section
- Include optimized CTAs



Keyword Research

The following is the total of keywords to include for the product aromatic candles. For effective use of keywords, you must use all of them in the content at least once. The same word should not be used more than 4 times on the page.

Main keyword: Aromatic candles
Monthly searches: 1.3k

Keywords found through manual keyword research:

Vainilla aromatic candles, strawberry aromatic candles, chocolate aromatic candles, how much do aromatic candles cost, what are aromatic candles, aromatic candles scented candles, best aromatic candles, haven aromatics candles, aromatic scented candles, bolsius aromatic candles, clinique aromatics candle, clinique aromatics candle set, clinique aromatics elixir candle, Vainilla aromatic candles, strawberry aromatic candles, chocolate aromatic candles, how much do aromatic candles cost, what are aromatic candles, aromatic candles scented candles,

Keywords main competitors are using:

votivo aromatic candle, yankee candle aromatic orange and evergreen, acscents aromatics fine candles, amphora aromatics candles, aromatic candle jars, aromatic candle lamp, aromatic candle zara home, aromatics elixir candle, amphora aromatics candles, aromatic candle jars, aromatic candle lamp, aromatic candle zara home, aromatics elixir candle, amphora aromatics candles, aromatic candle jars, aromatic candle lamp, aromatic candle zara home, aromatics elixir candle

Keywords already generating impressions or Google search console:

aromatics elixir candle, amphora aromatics candles, aromatic candle jars, aromatic candle lamp, aromatic candle zara home, aromatics elixir candle, amphora aromatics candles, aromatic candle jars, aromatic candle lamp, aromatic candle zara home, aromatics elixir candle

Type of Content and Heading Distribution

Aromatic Candles

Main keyword: "Aromatic Candles"

Total keywords:

Keywords that require presence in subtitles (H2 and H3)

It is recommended to use the following keywords in H subtitles within the page:

H1: Aromatic candles, H2: what are aromatic candles, H2:strawberry aromatic candles, H2: how much do aromatic candles cost, H3: chocolate aromatic candles, H3: Vanilla aromatic candles

Type of content to create:

It is recommended to create a landing page with several sections whose main subtitles H2 and H3 are the keywords that appear in the box above. This landing page should be focused on two main things.

1. Provide value to the user
2. A clear description of the product

To provide value, it is recommended to develop the sections: "what are aromatic candles?", "benefits of aromatic candles", and "how much do aromatic candles cost?". This type of content is relevant to Google.

Additionally, all the information about the aromatic candles you sell must be provided in a detailed way. Sections such as benefits, characteristics, advantages, mode of use,



composition, etc. will be of great value to build this landing page. The concept is to promote the product not only by mentioning what it is but also by providing valuable information to the reader on how to take advantage of it.