

Active Keyword Research Report For The Aromatic Candle Company LLC

Product: Aromatic candles

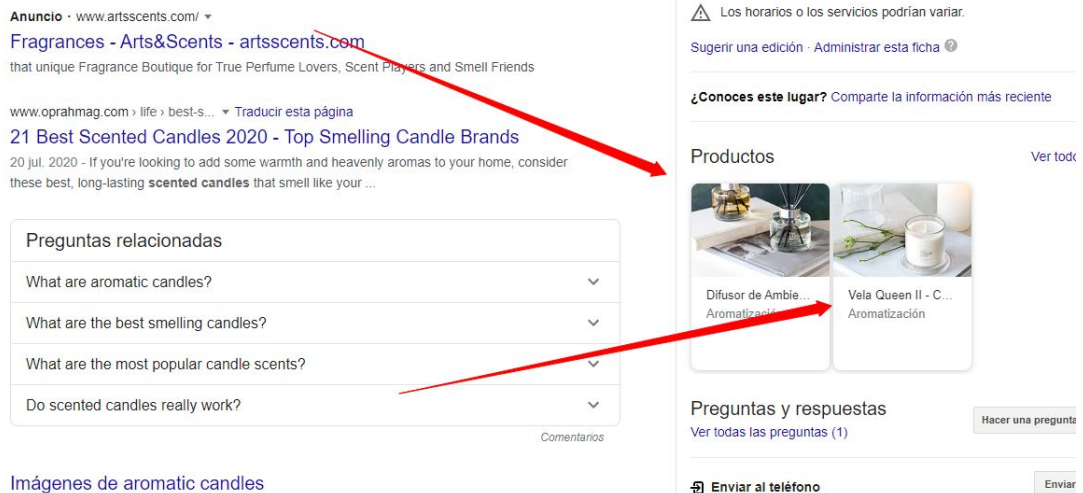
Main Keyword: Aromatic candles

Monthly Search Volume: U.S 1.3k

Observation: "Aromatic candles" was determined as the top keyword, as it provides the best chance of conversion based on its number of monthly searches and difficulty in ranking. Also because it is the only word that offers significant search volume.

1. Analysis of SERPs and Content Type

The keyword has been determined to offer a sales opportunity based on the study of SERPs. Despite having a low search volume, it is a keyword that represents a possibility of conversion.



The screenshot displays a Google search results page for the keyword "aromatic candles". On the left, there is a list of "Preguntas relacionadas" (related questions) with expandable dropdown menus:

- What are aromatic candles?
- What are the best smelling candles?
- What are the most popular candle scents?
- Do scented candles really work?

Below the questions is a link for "Imágenes de aromatic candles". On the right, there is a "Productos" (Products) section showing two items:

- Difusor de Ambiente Aromatización
- Vela Queen II - C... Aromatización

Red arrows indicate the relationship between the search results and the product images. One arrow points from the "21 Best Scented Candles 2020" article to the product images, and another points from the "Do scented candles really work?" question to the same product images.

The fact of seeing other products in the images when performing the search indicates that Google finds products for sale relevant. That is why it should be optimized for "Aromatic candles".

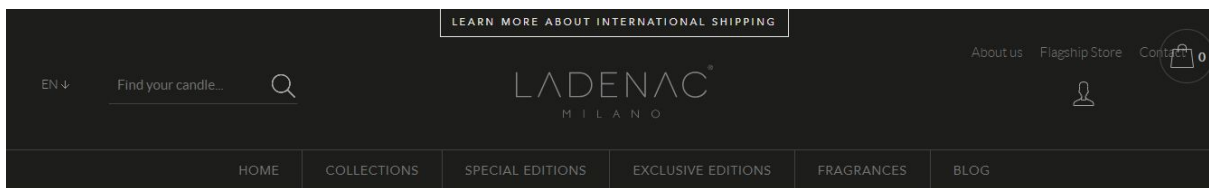
Conclusion:

“Aromatic candles” is not an easy product to market through Google alone. The main keyword offers a limited number of searches.

However, this does not mean that the product cannot be successfully marketed through Google. The callsign and analysis of competitors and SERPs indicate that an inbound marketing strategy will be necessary to attack different keywords where readers are likely to make a purchase.

2. Analysis of Main Competitors

1. Ledenac



LUXURY AROMATIC CANDLES AND FRAGRANCES

Check here our complete catalog of aromatic candles and luxury fragrances. From a delicate aroma for home to one with character to give as a gift on a special occasion. Take the scent of the Eolene illes or the blooming meadows of the Italian lakes.

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](#)

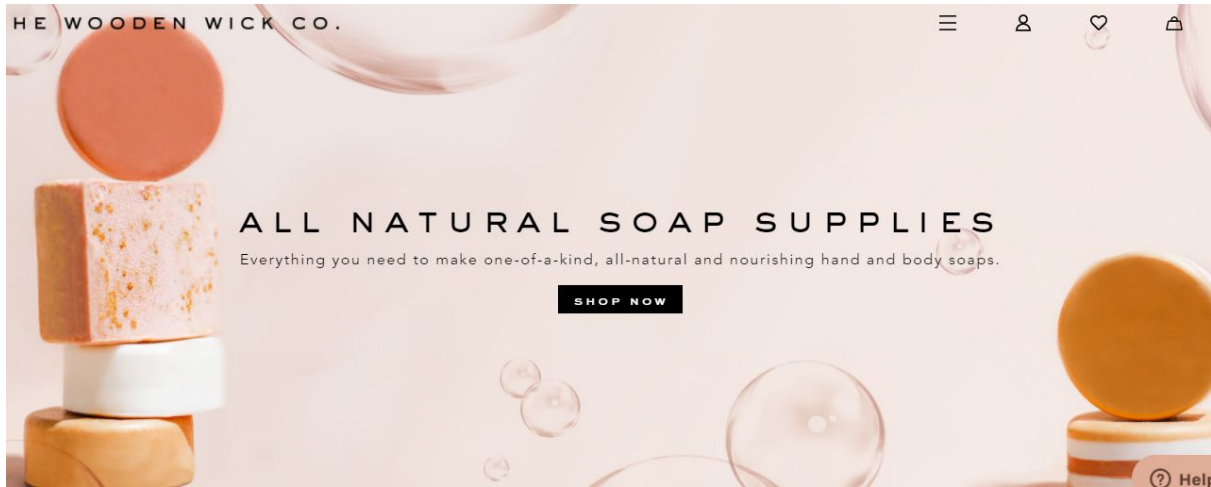
Number of Keywords: 39 [View](#)

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=Cj0KCQjw1qL6BRCmARIsADV9Jtb4jglbJ3nbqxPNI5qcaknP kQvwDJHlptCPHiObAsS3-04KUYdfV_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 Landing Page of Aromatic Candles

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

- Create a landing page that offers a very detailed description of the product with benefits, advantages and everything relevant.
- Include a minimum of 1000 words.
- Get between 4 and 10 backlinks with the anchor text: "aromatic candles" or "scent candles"

- Include a FAQ section
- Include 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.

Fetches relevant keywords found through manual analysis + Relevant Keywords main competitors are using + Keywords already generating impressions or Google search console

Main keyword: Aromatic candles
Monthly searches: 1.3k

Keywords:

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,

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

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:

Fetches relevant keywords found through manual analysis + Relevant Keywords main competitors are using + Keywords already generating impressions or Google search console

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Keywords:

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,

votivo aromatic candle, yankee candle aromatic orange and evergreen, accents 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

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