

Searchmetrics Data Services

A case study illustrating advanced and exclusive services for Searchmetrics partners

Task

The agency partner is working for a large mobile operator in the US. The collaboration has been highly successful for several years and the client is happy with the services provided, which include a successful website relaunch and improved performance in mobile search results. Now the question was: how to increase business with an existing client by providing additional digital services?

Idea

The company described is offering services in different market segments. Currently, there is no company dominating all market segments. Here, big data is expected to explore the wider picture to identify existing weaknesses and valuable opportunities for further business growth. A comparative analysis should reveal unexplored topics and niches that are currently owned by competitors. To cover these topics, additional resources for consulting and content production are required.

Approach

To narrow down this wide amount of data, the complete stack was segmented into different pieces. As a result, the following questions were addressed:

1. What is the market and who are the market players?
2. What are the common topics and for which of them could the client's visibility be improved?
3. Which additional terms and topics would be helpful to include in this analysis in order to reveal further opportunities to drive market expansion?

Execution

The Searchmetrics Suite Market Insights and the Research Cloud provide hundreds of thousands of keyword rankings for every single competitor. The huge amount of data involved pushed the usual reporting methods to their limit. To run a comprehensive analysis, advanced methods had to be used. For this report, data from 7 domains with a total sum of 587,219 rows was considered and managed. All keyword-related data was merged into a unique keyword stack to enable sorting and filtering according to various variables, such as common rankings and search volume. Adjustable parameters helped to identify the most relevant topics and their growth potentials.

Result

#	Keyword	Search Volume	# Ranking Domains	www.att.com	www.boostmobile.com	www.metropcs.com	www.sprint.com	www.t-mobile.com	www.verizonwireless.com	www.virginmobileusa.com
1	phone plans	9405	7	8	15	7	24	4	6	21
2	no contract iphone	3686	7	33	5	29	20	18	10	17
3	wireless plans	1676	7	5	30	8	20	12	2	39
4	mobile phone plans	1305	7	8	14	7	19	4	6	18
5	cell phone plan	1123	7	8	43	7	20	6	4	24
6	unlimited cell phone plans	1099	7	5	12	2	8	1	14	13
7	mobile phone deals	845	7	24	12	42	22	3	14	16
8	mobile plans	829	7	8	6	3	19	1	5	15
9	phone plan	823	7	8	11	5	23	3	4	21
10	unlimited phone plans	815	7	5	4	2	8	1	13	9
11	phone plans with unlimited data	797	7	4	6	3	12	1	9	15
12	best unlimited cell phone plans	796	7	9	36	18	12	6	15	39
13	cell phone plans with unlimited data	792	7	4	8	3	11	1	7	14
14	cellphone plans	698	7	8	18	6	22	2	4	13
15	unlimited data cell phone plans	626	7	3	8	4	14	2	9	13
16	phone service plans	489	7	7	28	4	23	6	8	29
17	unlimited talk and text plans	464	7	4	15	1	22	3	6	19
18	smart phone plans	443	7	6	31	8	17	2	1	34
19	mobile deals	409	7	14	7	45	16	1	10	48
20	free smartphones no contract	396	7	6	9	7	38	2	15	27
...										
122115	lg the v phone	1	2						12	8
122116	cell phone software lg	1	2						13	14
122117	mobile text send	1	2						17	16
122118	which mobile broadband pay as you go	1	2						18	2
122119	pay as you go laptop broadband	1	2						3	4
122120	prepaid internet mobil	1	2						4	2
122121	broadband usb pay as you go	1	2						4	1
122122	usb broadband cards	1	2						6	9
122123	lg phone software upgrade	1	2						7	12

The result list

The result list contained 122,123 relevant (at least 2 ranking domains) keywords across three different market segments. The data was used to suggest activities to improve the client's content performance to produce better rankings.

Conclusion

Usually, a report of this scope takes at least 1 day (or more likely 2) of work, plus around 13.6 million additional credits for the data export. Through Searchmetrics' partner services program, the agency partner saved at least one work day of its time and budget, and was able to offer a valuable package creating more value and gaining more visits and/or sales.

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