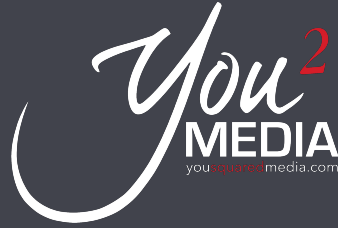


April 2021



BLOG KEYWORD RESEARCH


texascrownclubwhisky.com

Summary

- Increasing utilization of long-tail keywords for blog writing will be the most fruitful keyword strategy, due to “whisky” and other similar keywords having such high volume and CPC.
- Utilizing Google Search Console to obtain long-tails, as well as locating external broken links to create combative content for.
- Increasing Backlinks by publishing to more content syndication networks specific to whisky and recipes (when relevant).

Top Keywords

Top Organic Keywords *i*

Keyword	Pos.	Diff.	Volume	Traffic % 
texas crown club whiskey ▼	20 → 20	0	260	< 0.01
texas crown canadian whiskey ▼	24 → 24	0	20	< 0.01
texas crown ▼	66 → 49	↑ 17	880	< 0.01
texas crown whiskey ▼	38 → 38	0	720	< 0.01
texas crown club ▼	32 → 32	0	260	< 0.01

Organic Keywords

No	Keywords	Volume	Position	Est. Visits	URL	SEO Difficulty
1	texas crown	880	88	0	http://texascrownclubwhisky.com/	48
2	texas crown whiskey	590	43	0	http://texascrownclubwhisky.com/age-gate	43
3	texas crown club	320	17	1	http://texascrownclubwhisky.com/	44
4	texas crown club whisky	210	47	0	http://texascrownclubwhisky.com/contact-us	36
5	where to buy texas crown whiskey	10	66	0	http://texascrownclubwhisky.com/whisky-or-whiskey-does-it-matter	27
6	whisky cheese sauce	10	81	0	http://texascrownclubwhisky.com/whisky-and-bacon-mac-and-cheese	28
7	texas crown alcohol content	10	53	0	http://texascrownclubwhisky.com/terms-and-conditions	18
8	where is texas crown whiskey made	10	45	0	http://texascrownclubwhisky.com/whisky-or-whiskey-does-it-matter	7

Keyword Insights

Keyword Overview: whisky

SEARCH VOLUME [?]

74,000 HIGH

SEO DIFFICULTY [?]

68

PAID DIFFICULTY [?]

99

COST PER CLICK (CPC) [?]

\$1.08

KEYWORD [?]	TREND [?]	VOLUME [?]	CPC [?]	PD [?]	SD [?]
whisky	 	74,000	\$1.08	99	68
whisky sour	 	165,000	\$1.63	12	77
whisky glasses	 	110,000	\$1.26	99	70
whisky cake	 	60,500	\$1.96	1	73
whisky myers	 	49,500	\$0.70	4	34
whisky sour recipe	 	40,500	\$1.65	20	75
whisky japanese	 	40,500	\$0.79	99	60

Long-Tail Keywords

Keyword	Volume	Number of Results
is it whiskey or whisky	320	86600000
why use a decanter for whisky	320	6860000
does whisky have gluten	170	16200000
does whisky have sugar	170	24900000
what's the difference between whisky and bourbon	170	53500000
is whisky keto	110	2380000
what's the difference between bourbon and whisky	110	49800000
what's the difference between whiskey and whisky	110	145000000
how do you drink bourbon whisky	90	37800000
how does whisky taste like	90	37100000
what to mix in whisky	90	0
how much water add to whisky	70	53400000

Blog Topic Summary

- Create more topics surrounding the dietary facts of whisky, e.g. “does whisky have gluten?”, “Does whisky have sugar?”, “Is whisky keto?”, etc.
- Create more whisky recipe blogs, specifically around a season/event or dietary choice, e.g. “low-sugar whisky cocktails”, “keto whisky cocktails”, “whisky cocktails for baseball watch parties”, “Whisky cocktails for people who don’t like whisky”, etc.
- Create more whisky how-to’s and trivia posts, e.g. “What does barrel-aging whisky do?”, “History of Whisky”, etc.

Blog Topic Suggestions

- Dietary:
 - Is whisky keto?
 - Does whisky have sugar?
 - Does whisky have gluten?
- Recipes:
 - Low-sugar whisky cocktails
 - Keto whisky cocktails
 - Low calorie whisky cocktails
 - Whisky party punch recipes
- Whisky How-to's/Trivia:
 - What does barrel-aging do to whisky?
 - History of Whisky
 - How to start liking whisky
- Events/Seasonal:
 - Superbowl Party Whisky cocktails
 - World Series Watch Party Whisky Cocktails
 - Whisky cocktails for parties
 - Universally liked whisky cocktails
 - Whisky Christmas Cocktails
 - Whisky Halloween Cocktails
- Whisky How-to's (recipes):
 - Whisky cocktails for people who don't like whisky
 - Whisky cocktails for whisky noobs