



# Chile Mojo

## Key Phrase Analysis Report

*Recommendations on words and phrases that will maximise your websites traffic.*



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## 1 What is Key Phrase Analysis?

Key Phrase analysis is about getting search engines to send more traffic to your website. It is part of the Search Engine Optimisation (SEO) process.

Search Engines scan your website pages to find out what you are talking about. If the words on your page match the words someone types in a search engine, then you have a chance of showing up in their search results.

Another major factor is in how competitive your website is. Well respected and established websites are more competitive than new and unknown websites. The more competitive websites tend to show up higher in search results.

This report is about identifying the best words and phrases that you should use in your website. Phrases, that will improve your chances of showing up high in search results, and therefore get more visitors.



## 2 Conclusion

This report advises you to:

- Include “Adelaide” at the end of most page titles
- Include “Magill Rd, Adelaide, South Australia, SA, Australia” to the footer of every page
- Reference “Adelaide” and “Magill Rd” where possible without compromising readability

Write your websites copy with reference to the phrase mentioned in the Phrases section. However, always remember that the human visitor is number one. Make sure your copy is still compelling and readable.

Ensure your page titles relate to each page of your website, and that they include the key phrases identified in this report ([Attract visitors through Page Titles](#)).

Your home page is the most influential with search engines. You should try and use as many of the top key phrases as possible within this page.

Read through the phrase lists. You may find new ideas for your business. These phrases represent what people are looking for. Phrases are placed higher up if there is less competition, so these phrases represent good potential markets to enter.



### 3 The Market

The understanding of a client and their market is important in deciding how relevant key phrases are. Here is my understanding of the client and market in question.

Chile Mojo is a small shop on Magill Rd in Adelaide, South Australia. It specialises in authentic Mexican food and stocks cooking ingredients, recipe books, spices, utensils and various Mexican decorations. They also boast Australia's largest hot sauce selection!

Address: 381 Magill Road, St. Morris SA 5068

Phone: 08-8333 1931

Email: [info@chilemojo.com.au](mailto:info@chilemojo.com.au)

Website: <http://chilemojo.com.au/>

Owners: Morgen Britt and Joel Adams



## 4 Phrases

The results from this report are taken from the analysis of 1000s of phrases, which are related to your business and market area.

7 different sets of data are gathered, including information on search frequency and competition. Then 14 formulas are applied to this data to prioritise the phrases. The ones with the most potential to provide results for your website are included in this report.

Our formulas are extended versions of standard SEO formulas. Unique to ours, is that we take into account the relevance of a phrase and the current competitiveness of the businesses website. This way we focus on phrases that have the best potential to generate relevant visitors to your website.

Once the data is gathered, manual analysis is performed to determine the best phrases to use, and when. This report contains those conclusions.

All data is provided in a separate Excel spreadsheet.



## 4.1 The Top Scoring Phrases

Top phrases are decided by many factors including:

- How often people search using the phrase
- The phrases relevance to your market
- The number of websites competing to do well with the phrase
- How much advertising competition there is for the phrase
- How competitive your website is

The ideal phrase is searched for many times but has little competition. As competition rises, your ability to compete becomes more important in deciding if a phrase is worth targeting. As your website is very new, it is not too competitive, so the results here are skewed towards phrases with less competition.

- |                           |                       |
|---------------------------|-----------------------|
| 1. hot peppers            | 21. tomatillos        |
| 2. chillie                | 22. salsa brava       |
| 3. chillis                | 23. chilli            |
| 4. chilie                 | 24. tomato salsa      |
| 5. chilis                 | 25. hottest sauce     |
| 6. habanero               | 26. mexican sombrero  |
| 7. jalapeno               | 27. chili peppers     |
| 8. mexican cantina        | 28. authentic mexican |
| 9. fajitas                | 29. recipe guacamole  |
| 10. tamales               | 30. mexican salsa     |
| 11. beans refried         | 31. pinata party      |
| 12. tomatillo             | 32. salsa verde       |
| 13. dave's insanity sauce | 33. mega death sauce  |
| 14. chili recipe          | 34. franks hot sauce  |
| 15. tortas                | 35. avocado salsa     |
| 16. chili                 | 36. chili recipes     |
| 17. hot sauce             | 37. habanero sauce    |
| 18. mango salsa           | 38. naga chilli       |
| 19. guacamole mexican     | 39. chili con carne   |
| 20. picante               | 40. tortilla factory  |



## 4.2 The Top Scoring Words

Sometimes, individual words are repeatedly used in search phrases. The individual phrases might not rate at the top, but the cumulative effect can make the words used important. This is a list of the most commonly used words:

- |               |                 |
|---------------|-----------------|
| 1. chili      | 26. beans       |
| 2. mexican    | 27. burrito     |
| 3. peppers    | 28. chilis      |
| 4. restaurant | 29. spicy       |
| 5. fiesta     | 30. tacos       |
| 6. sauce      | 31. salsa       |
| 7. hot        | 32. galletas    |
| 8. gifts      | 33. cocinar     |
| 9. pepper     | 34. rice        |
| 10. vestidos  | 35. mexicanos   |
| 11. chilli    | 36. molinos     |
| 12. recipe    | 37. jalapeno    |
| 13. pollo     | 38. guacamole   |
| 14. fiestas   | 39. picante     |
| 15. eventos   | 40. tortillas   |
| 16. arroz     | 41. dulces      |
| 17. food      | 42. recetas     |
| 18. tortilla  | 43. cocina      |
| 19. tortas    | 44. pescado     |
| 20. party     | 45. pasteles    |
| 21. recipes   | 46. restaurants |
| 22. comidas   | 47. cremas      |
| 23. cocinas   | 48. chilly      |
| 24. birthday  | 49. tamales     |
| 25. mexicanas | 50. carnes      |



### 4.3 Localisation Phrases

As the business is localised, I would recommend that the website constantly re-enforces the location of the business. The relevant phrases are:

- Magill Rd
- Adelaide
- South Australia
- SA
- Australia

The simplest way to do this is by including an address in the footer.

I would also recommend including “Adelaide” or “Magill Rd” at the end of most page titles.

And, use these phrase your in content where possible, but don’t compromise on readability. The human visitor always comes first.

Related Articles: [Attract visitors through Page Titles](#), [Local Website Marketing](#)

### 4.4 Chile Phrases

Many of the top phrases are related to chilis and variations in the spelling. Here are the phrases that will be most effective:

- |                 |                     |
|-----------------|---------------------|
| 1. hot peppers  | 11. chili peppers   |
| 2. chillie      | 12. chili recipes   |
| 3. chillis      | 13. naga chilli     |
| 4. chilie       | 14. chilli festival |
| 5. chilis       | 15. pepper chilli   |
| 6. habanero     | 16. hot chilli      |
| 7. jalapeno     | 17. chillies        |
| 8. chili recipe | 18. habanero chilli |
| 9. chilli       | 19. chillies        |
| 10. chilli      | 20. chile pepper    |

Some things of note:

- “Hot Peppers” is searched for a lot. Would make a good title for a page.
- There are many spellings, try and use them all. Maybe write a little article about it.
- People search for particular types of chillis, so its worth listing them.
- When you can, also add the word “pepper”.
- There’s a Chilli festival each year in Fremantle, Perth. Maybe worth a visit!



## 4.5 Cooking Phrases

Mexican cooking gets quite a few searches. Here are the best ones:

1. fajitas
2. tamales
3. beans refried
4. tomatillo
5. tortas
6. mango salsa
7. guacamole Mexican
8. tomatillos
9. salsa brava
10. tomato salsa
11. recipe guacamole
12. salsa verde
13. avocado salsa
14. chili con carne
15. tortilla factory
16. galletas
17. corn tortilla
18. mexican taco
19. corn salsa
20. avocado dip

Some things of note:

- Salsa and its variants are popular
- Requesting recipes is common. Providing recipes online is a good way to write about your produce.



## 4.6 Hot Hot Hot Phrases

Here are the best phrases related to your hot sauces:

1. dave's insanity sauce
2. hot sauce
3. picante
4. hottest sauce
5. mega death sauce
6. franks hot sauce
7. habanero sauce
8. spicy sauce
9. habanero hot sauce
10. franks red hot sauce

Some things of note:

- Searches on brand names are popular, so list them.
- Habanero seems to be the chile of choice.

## 4.7 Other Phrases

Here are the best phrases related Mexican things in general. They may inspire ideas:

1. mexican cantina
2. mexican sombrero
3. authentic Mexican
4. pinata party
5. mexican imports
6. tortilla press
7. mexican party decorations
8. mexican cookbook
9. mexican dishes
10. mexican fancy dress
11. best Mexican
12. chilli plants
13. mexican blankets
14. mexican theme
15. mexican party ideas
16. mexican ponchos
17. mexican café
18. mexican wholesale
19. mexican delivery
20. mexican party supplies

Some things of note:

- It's worth using the word "authentic".
- Promote providing Mexican party stuff including catering



## 5 Current Ranking

The website showed up in the top 100 results for the following search phrases:

Search Phrase	Search Engine Result Position (SERP)
chile mojo adelaide	1
chili mojo	1
chile mojo	1
chilie	6
mexico food	7
adelaide chilli	46
australia chilli	48

This is not surprising, as it is currently just a splash page. Your positions for “chilie” and “mexico food” are due to your entry in Google Maps, when people search around Adelaide. Good work.



## 6 Competition

While collecting key phrase data, we also collected the websites which show in search results (top 100) for those phrases. They are your competitors or potential opportunities for affiliation and advertising.

A full list of websites is on the second worksheet of the analysis spreadsheet. Here are some summaries of the top websites related to your market.

Websites are ordered by result positioning, frequency and search relevance.

Your website came 691 out of 18615 websites discovered. Here's the top 50:

1. en.wikipedia.org
2. maps.google.com.au
3. images.google.com.au
4. fiesta.outspark.com
5. restaurant.org.au
6. jasmin.com.au
7. montezumas.com.au
8. wishlist.com.au
9. embellish.com.au
10. pepperhomeloans.com.au
11. taste.com.au
12. saucebarandgrill.com
13. chilis.com
14. eatability.com.au
15. mexicanfood.about.com
16. cuisine.com.au
17. spanish-fiestas.com
18. www1.hilton.com
19. pollo.sourceforge.net
20. tacobill.com.au
21. eventosav.com
22. ford.com.au
23. fiestamexican.com.au
24. chillisurfboards.com
25. giftsaustralia.com.au
26. chocolatebean.com
27. zapatas.com.au
28. gauchos.com.au
29. en.wiktionary.org
30. noteslog.com
31. edressme.net
32. redhotchilipeppers.com
33. yourrestaurants.com.au
34. allrecipes.com
35. executiveflowers.com.au
36. gifts.com.au
37. accorhotels.com
38. bestrestaurants.com.au
39. recetascomidas.com
40. mexicana.com
41. tradewindsfruit.com
42. allrecipes.com.au
43. thebirthdayparty.com.au
44. sceptre.com.au
45. moonlight.com.au
46. geographia.com
47. urbancow.com.au
48. promgirl.net
49. myhomecooking.net
50. myspace.com



## 7 Pay-Per-Click Recommendations

Pay-Per-Click systems like Google's AdWords are advertising systems based on chosen phrases. The choice of these phrases is very important as some can end up being very expensive and others may not generate any sales.

### 7.1 Tail End Targeting

A common believe is that it is best to find phrases that catch a user at the tail end of their purchasing process. I.e. they find your website when they are about to buy.

With this in mind it is best to use phrases that are more specific, such as actual brand names. Or just use phrases with more words, which narrow down the focus of a search.

Using more specific phrases also tends to reduce the cost of advertising. Price is based on how much competition there is for a phrase, and more specific phrases tend to be less competitive.

More specific phrases tend to result in fewer clicks, so a campaign should include many of these specific phrases in order to build up the traffic levels.

A campaign with many specific phrases should result in a cheaper campaign with a higher conversion rate, thus optimising your Return On Investment (ROI).

### 7.2 Regional Targeting

It is possible to restrict who sees your adverts based on where they live. Controlling this means you can limit advertise to people living in placed that are likely to be interested in your services.

Because of the localness of your market I would recommend having two or three campaigns, each of which targets an expanding region:

- South Australia
- Australia
- World?

You can also regionally limit who sees your adverts by the search phrase used. You do this by requiring the search phrases to contain a local place name. e.g. "Adelaide", "SA", "South Australia", "Australia".

For the campaigns that cover broader regions, this is a good idea, as it filters out people who are looking somewhere else. You won't have many results if you pay for Americans looking for "hot sauce" but, you will do well if they are searching for "south Australian hot sauce".

Regional advertising often result in a cheaper click costs, while increasing conversion rates.