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Git 435 Fall B 2023



SEARCH ENGINE OPTIMIZATION



FINDING KEYWORDS WAS MY FIRST STEP AFTER BREAKING DOWN THE INSTRUCTIONS. FOR STARTERS, I CONDUCTED THE ABOVE SEARCH TO EXAMINE THE "PEOPLE ALSO ASK" SECTION. THE PURPOSE OF THIS SEARCH WAS TO EXAMINE LONG-TAIL KEYWORDS RELATED TO HAIR LOSS. THE FOLLOWING ARE THE QUESTIONS I DEVELOPED FROM THIS SEARCH:

IS IT POSSIBLE TO REGROW MY HAIR?

BEST HAIR TREATMENT FOR THINNING HAIR?

WHAT CAUSE HAIR LOSS?

CAN MY BALD SPOT REGROW HAIR?

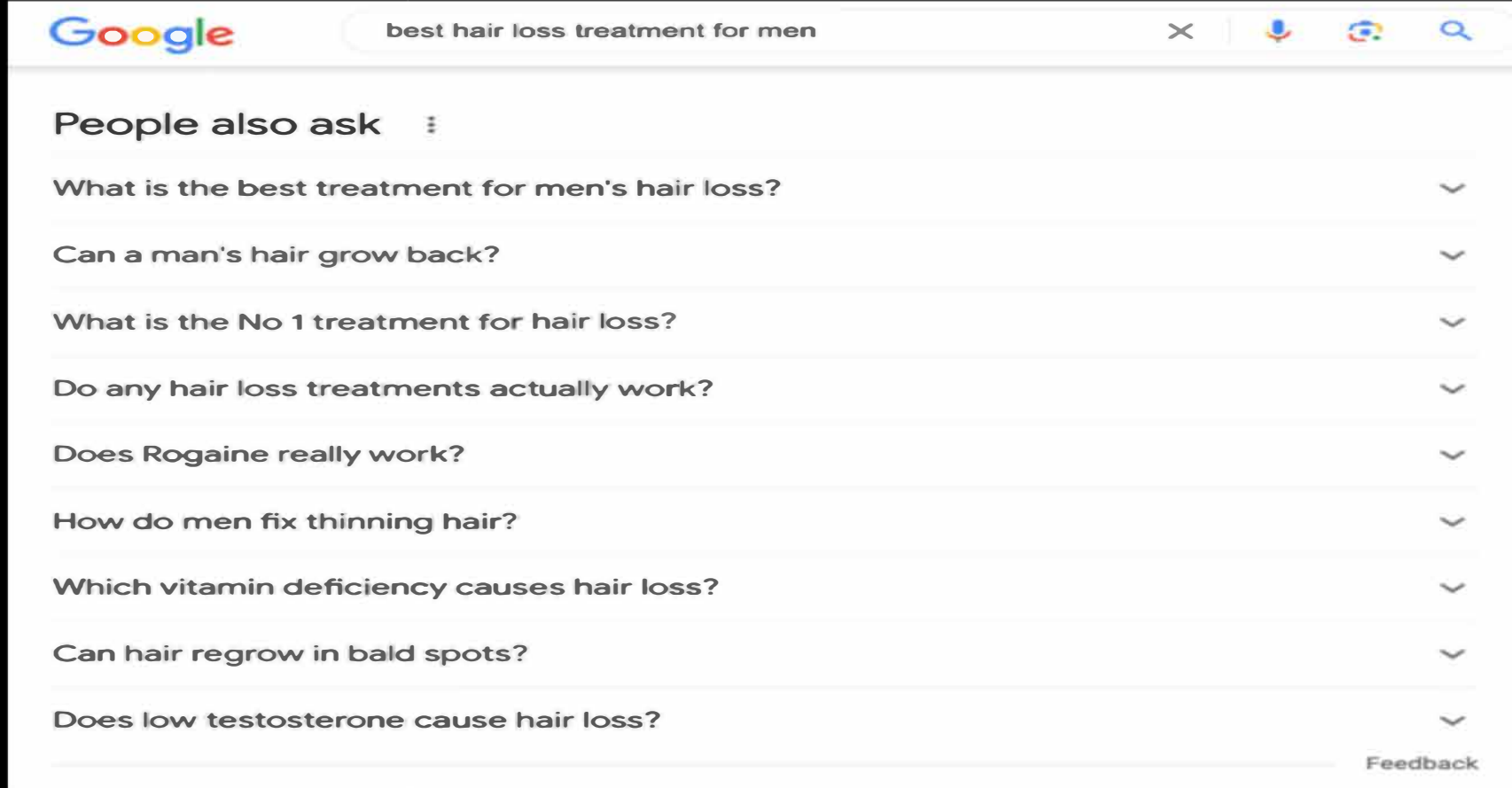


FIGURE 1 SCREENSHOT OF GOOGLE'S SERP FOR BEST HAIR LOSS TREATMENT FOR MEN



THE SAME SEARCH HAD ANOTHER “PEOPLE ALSO ASK” SECTION AND A “RELATED SEARCHES” SECTION. AGAIN, I KNOW THESE SECTIONS ON GOOGLE’S SEARCH RESULTS PAGE SERP, ARE RELEVANT TO MY TOPIC BECAUSE THEY’RE ON THE FRONT PAGE. ALSO, IT’S GOOGLE WAY OFF TELLING USERS WHAT OTHERS ARE SEARCHING RELATED TO MY SEARCH.

THEREFORE, I DEVELOPED THE FOLLOWING LONG-TAIL KEYWORDS BASED ON THOSE TWO SECTIONS.

HAIR LOSS SHAMPOO THAT WORKS.

MALE THINNING HAIR REGROWTH

LEADING CAUSES OF HAIR LOSS

CAN I REVERSE MY HAIR LOSS?

HAIR LOSS TREATMENT 2023

REGROW THINNING HAIR

GET **hims**
Hair Loss Treatments

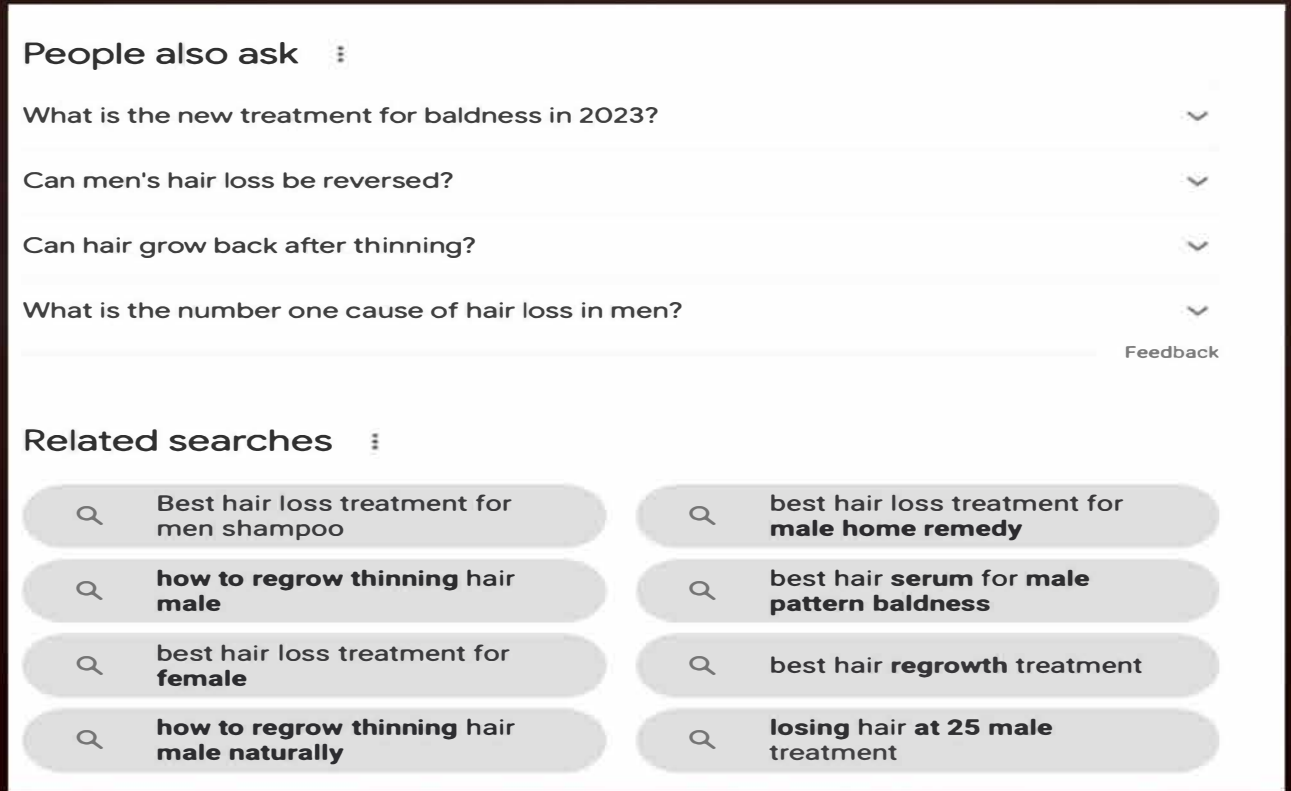



FIGURE 2 SCREENSHOT OF GOOGLE'S SERP SHOWING "PEOPLE ALSO ASK" AND "RELATED SEARCHES."

THE FOLLOWING IS FROM THE SAME SEARCH. GOOGLE FEATURED A BUYING GUIDE FOR HAIR LOSS TREATMENT. NOTABLY, GOOGLE BOLD RELEVANT KEYWORDS IN EACH SEARCH RESULT; THEREFORE, THEY WILL BE IN MY NEXT LIST OFF KEYWORDS.



13 Best Hair Loss Treatments for Men 2023


What is the **best treatment** for **male hair loss**? There is evidence that **treatments** such as minoxidil and finasteride can reduce the amount of hair a person loses.
[Medication](#) · [Laser treatment](#) · [OTC therapies](#) · [Causes](#)



Good Housekeeping
<https://www.goodhousekeeping.com/beauty-products>

10 Best Hair Growth Products for Men

Aug 3, 2023 — Our **top picks**: ; **Best Overall Hair Growth Product for Men**. **Men's** Rogaine 5% Minoxidil Foam (Three-Month Supply) ; **Best Value Hair Growth Product** ...
[Our Top Picks](#) · [What Causes Hair Loss In Men...](#) · [Can Men Regrow Hair...](#)



WebMD
<https://www.webmd.com/.../Hair Loss/Slideshows>

Men's Hair Loss: Treatments and Solutions


Apr 26, 2022 — There's no **cure for male-pattern baldness**, but some medications can slow it down. Minoxidil is an FDA-approved, over-the-counter **treatment** you ...
[Hair Loss Myths Busted](#) · [Keep The Hair You Have](#) · [Male-Pattern Baldness: What...](#)

Buying guide: Hair Loss Treatments

Brands: What is the best FDA approved hair loss treatment? ▾

Types: What are the different types of hair loss treatment? ▾


Ingredients: What is the main ingredient in hair loss treatment? ▾



Mayo Clinic
<https://www.mayoclinic.org/drc-20372932>

Hair loss - Diagnosis and treatment

Finasteride (Propecia). This is a prescription drug for **men**. You take it daily as a pill. Many **men** taking finasteride experience a slowing of **hair loss**, and ...
[Treatment](#) · [Medication](#) · [Preparing For Your...](#)



Innerbody
<https://www.innerbody.com/best-hair-loss-treatmen...>

The Best Hair Loss Treatment for Men [2023]

Aug 9, 2023 — Finasteride + minoxidil is undeniably the **best choice** for **men** experiencing global **hair loss**. The **treatments** work together to help stop hairline ...

FIGURE 3 SCREENSHOT OF GOOGLE'S SERP FOR BEST HAIR LOSS TREATMENT FOR MEN

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Hair Loss Treatments

LOOKING AT THE QUESTIONS AND BOLD KEYWORDS ON *GOOGLE SERP* IS IMPORTANT BECAUSE THEY HELP THOSE COMPANIES REACH THE FIRST PAGE. SUBSEQUENTLY, THIS LIST ALSO GIVES INSIGHTS INTO *HIMS* COMPETITORS.

INGREDIENTS THAT PROMOTE HAIR GROWTH

MINOXIDIL IS BEST FOR NEW HAIR LOSS.

FDA-APPROVED HAIR LOSS MEDICATIONS

WHAT IS THE BEST HAIR LOSS TREATMENT FOR MEN?

MALE PATTERN BALDNESS

HAIR LOSS PRODUCTS

LOW-COST HAIR GROWTH MEDS

TOP 5 HAIR LOSS TREATMENTS FOR MEN

MEN'S HAIR LOSS PREVENTION

MEN'S HAIR CARE

AMERICA'S #1 HAIR DOCTORS

TREAT HAIR LOSS

HAIR LOSS TREATMENT

BEST TREATMENT FOR MALE HAIR LOSS?

HAIR REGROWTH REVIEWS

BEST VALUE HAIR GROWTH PRODUCT

WHAT CAUSES HAIR LOSS IN MEN?

CAN MEN REGROW HAIR?

HAIR LOSS MYTHS BUSTED

KEEP THE HAIR YOU HAVE

MALE-PATTERN BALDNESS

TYPES OF MALE HAIR LOSS

TRACTION ALOPECIA FOR HAIR LOSS

NON-SURGICAL HAIR LOSS TREATMENT

#1 BEST SELLER FOR HAIR LOSS

HAIR LOSS PLANS

HAIR GROWTH SPRAY





FIGURE 3 GOOGLE'S SERP HIGHLIGHTING SHOWING BUYING GUIDE : HAIR LOSS TRTREATMENTS

NEXT, I RANDOMLY INPUT FROM THE PREVIOUSLY LONG-TAIL KEYWORD LIST INTO GOOGLE TRENDS TO UNDERSTAND INTEREST OVER TIME.

I COMPARED THE FOLLOWING KEYWORDS:

HAIR LOSS, TREATMENT. - (HIGH INTEREST)

HAIR LOSS SHAMPOO - (HIGH INTEREST)

HAIR LOSS, PRODUCTS - (LOW INTEREST)

I USED THE SORT FEATURE TO EXAMINE INTEREST OVER TIME FOR THOSE THREE KEYWORDS. FOR EXAMPLE, I LOOKED AT THE PAST 90 DAYS, 12 MONTHS, AND FIVE YEARS. ALSO, SORTED BY WEB SEARCH, GOOGLE SHOPPING, AND YOUTUBE SEARCH TO EXAMINE THE INTEREST OVER TIME. I AM CONFIDENT THOSE THREE KEYWORDS ARE GOOD LONG KEYWORDS BECAUSE OF THE BALANCE OF THE INTEREST. FOR EXAMPLE, THE HIGH INTEREST KEYWORDS MAY BE COMPLETIVE, WHILE THE LOW INTEREST KEYWORDS ARE NOT. MEANING THE LOW INTEREST KEYWORDS ARE MORE LIKELY TO RANK ON THE SERP PAGE, BUT PEOPLE AREN'T SEARCHING FOR THEM OFTEN. MOREOVER, THE BALANCE IS ESSENTIAL FOR EXPOSURE ON BOTH LEVELS OF KEYWORDS.

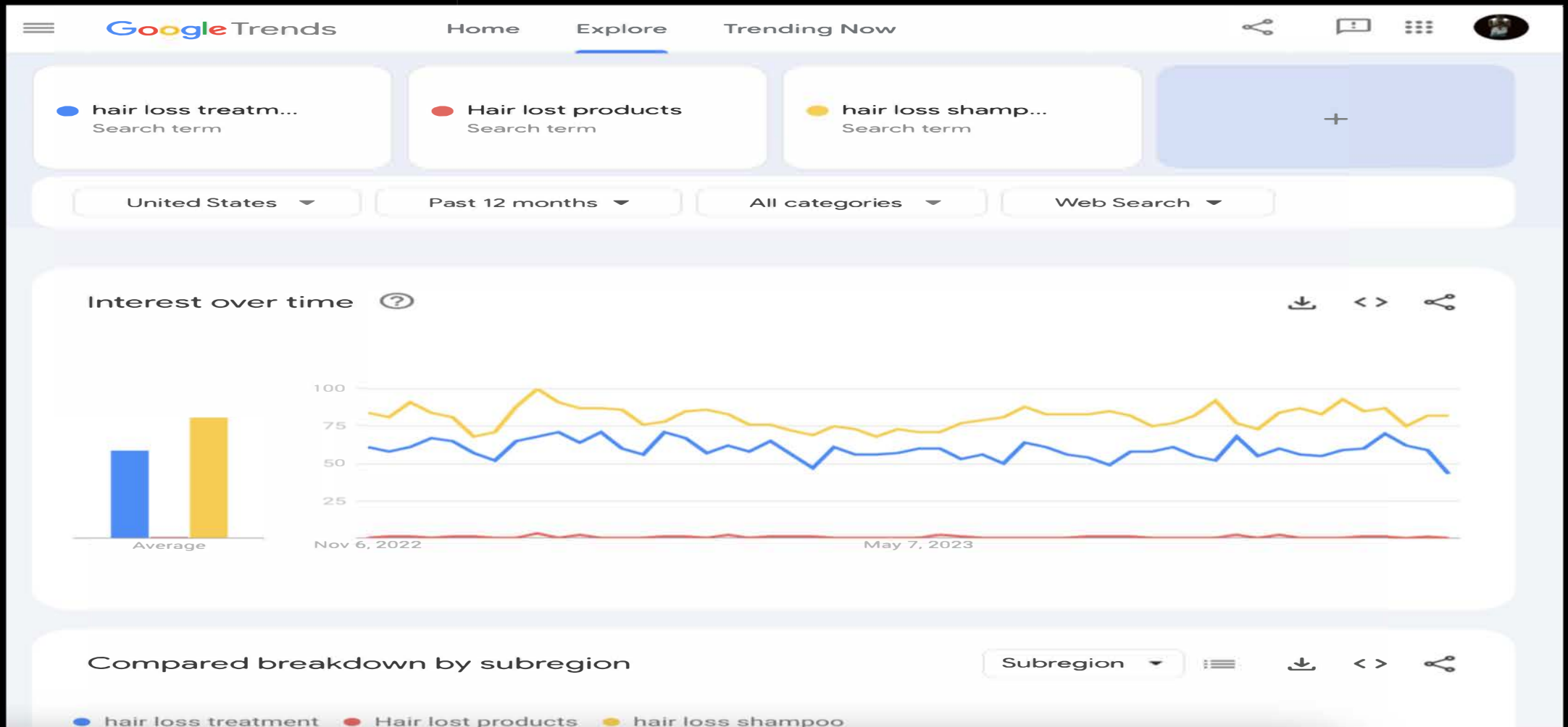


FIGURE 4 SHOW INTEREST OVER TIME FOR WEB SEARCHES OVER THE PAST TWELVE MONTHS

SELECTING MENU THAN HAIR ON HIMS.COM

MAKE GREAT LONG TAIL KEYWORDS BECAUSE THEY ARE LITERALLY ON THEIR SITE.

EXPLORE

ABOUT HIMS HAIR

HAIR LOSS TREATMENT

GET SUPPORT FOR

RECEDING HAIRLINE

OVERALL THINNING

THINNING AT THE CROWN

HAIR LOSS TREATMENTS

FINASTERIDE & MINOXIDIL SPRAY RX

ORAL FINASTERIDE RX

HAIR POWER PACK

HAIR CARE

DANDRUFF DETOX SHAMPOO

THICK FIX SHAMPOO

THICK FIX CONDITIONER

BIOTIN GUMMIES

MAX VOLUME SHAMPOO

MAX VOLUME SHAMPOO CONDITIONER

MAX VOLUME SHAMPOO

MAX VOLUME CONDITIONER

MINOXIDIL FOAM

MINOXIDIL SERUM

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NEXT I CHECKED THE FOLLOWING KEYWORDS IN GOOGLE TRENDS.

MINOXIDIL FOAM

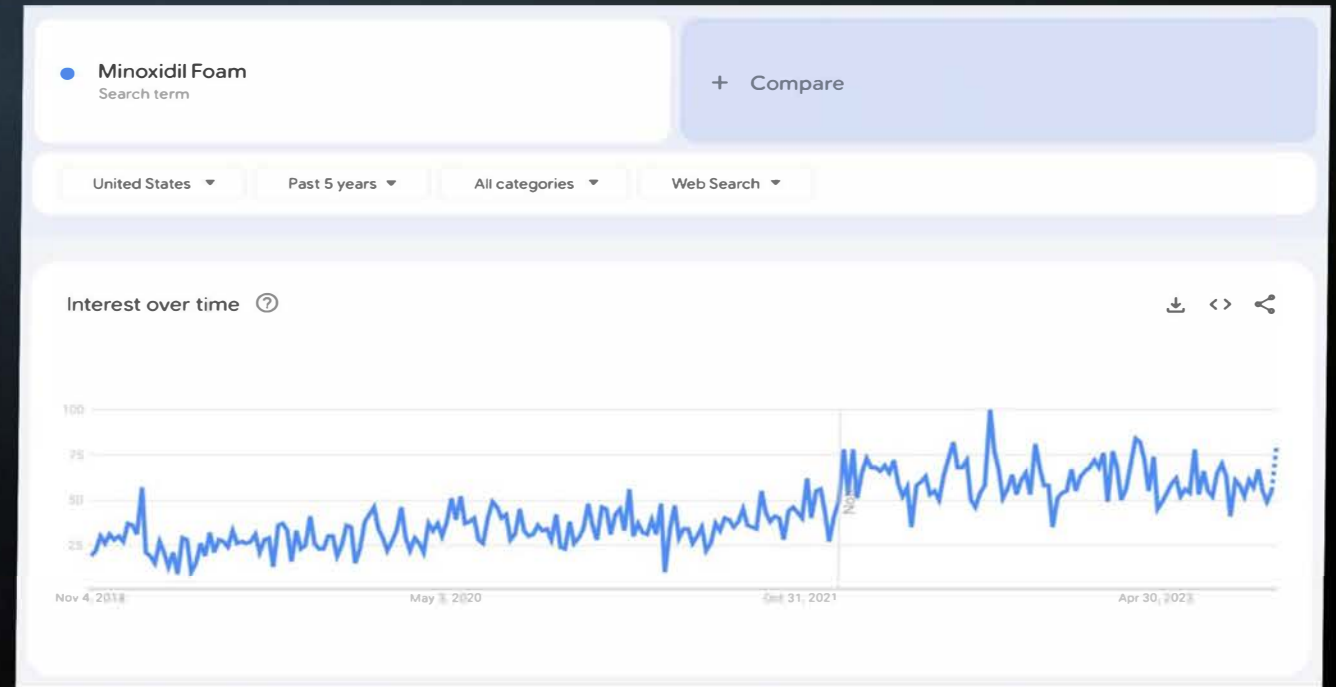


FIGURE 5 SHOW INTEREST OVER TIME FOR MINOXIDIL FOAM

NEXT I CHECKED THE FOLLOWING KEYWORDS IN GOOGLE TRENDS.

BIOTIN GUMMIES

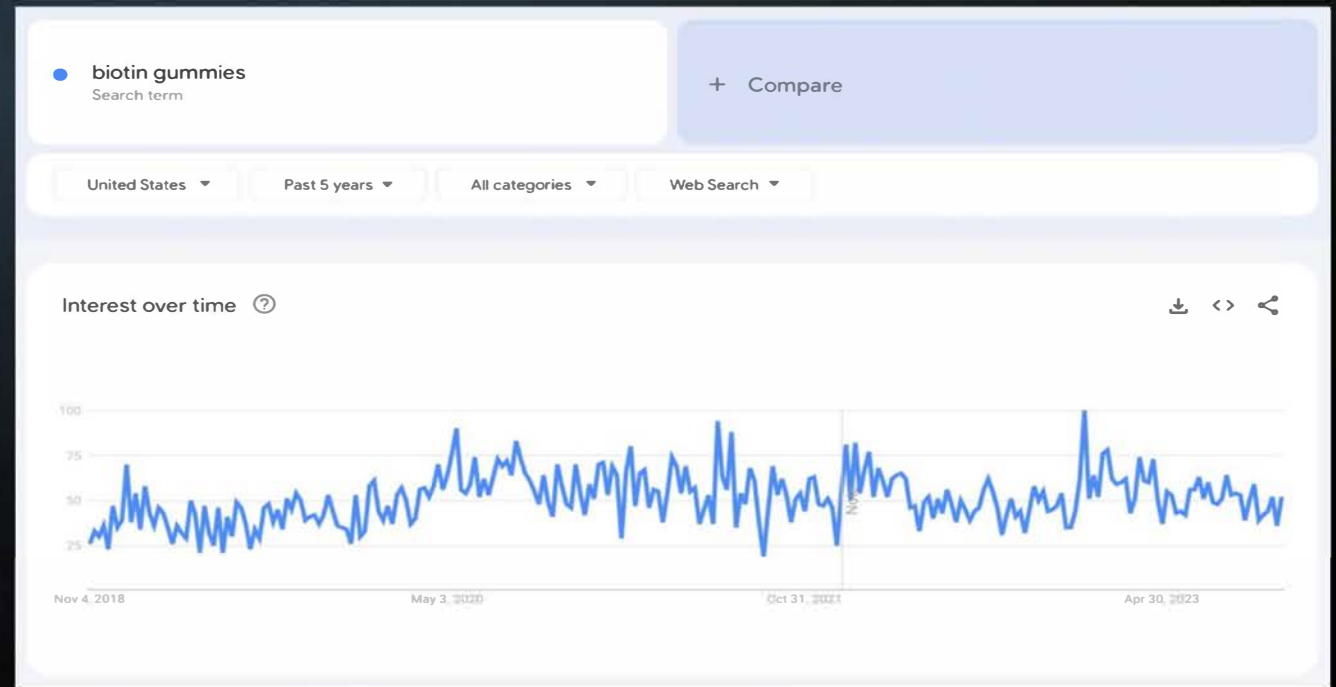


FIGURE 6 SHOW INTEREST OVER TIME FOR BIOTIN GUMMIES





Dandruff Detox Shampoo
Search term

+ Compare

United States ▼ Past day ▼ All categories ▼ Web Search ▼

Interest over time ?

The chart displays interest over time for the search term 'Dandruff Detox Shampoo' in the United States. The Y-axis represents interest level, ranging from 0 to 100. The X-axis shows time, with labels for Nov 2 at 9:00 AM, Nov 3 at 5:20 AM, Nov 3 at 1:12 PM, and Nov 3 at 11:00 PM. The chart shows a significant spike in interest on Nov 2 at 9:00 AM, reaching approximately 100. Interest then drops sharply and remains low throughout the day on Nov 3, with only minor fluctuations.

Time	Interest Level (approx.)
Nov 2 at 9:00 AM	100
Nov 3 at 5:20 AM	100
Nov 3 at 1:12 PM	100
Nov 3 at 11:00 PM	100

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NEXT, I VISITED [HTTP://LONGTAILGENERATOR.COM](http://longtailgenerator.com), AND USED THE PREVIOUS THREE KEYWORDS PLUS "HAIR REGROWTH" AS THE PRIMARY KEYWORDS. NOTABLY, I RECEIVE "HAIR REGROWTH" FROM THE TITLE OF HIMS HAIR TREATMENT PAGE. NEXT, I INPUTTED "ORAL MEDICATION AND TOPICAL FORMULA" AS THE DESCRIPTIVE KEYWORDS BECAUSE THEY ARE THE HIMS TREATMENT OPTIONS.

THE FOLLOWING ARE THE RESULTS FROM LONG-TAIL KEYWORD GENERATOR:



HAIR LOSS TREATMENTS

HAIR LOSS SHAMPOO

HAIR LOSS PRODUCTS

HAIR REGROWTH

ORAL MEDICATION HAIR LOSS TREATMENTS

HAIR LOSS TREATMENTS ORAL MEDICATION

ORAL MEDICATION HAIR LOSS SHAMPOO

HAIR LOSS SHAMPOO ORAL MEDICATION

ORAL MEDICATION HAIR LOSS PRODUCTS

HAIR LOSS PRODUCTS ORAL MEDICATION

ORAL MEDICATION HAIR REGROWTH

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THE FOLLOWING ARE THE RESULTS FROM LONG-TAIL KEYWORD GENERATOR:

*HAIR REGROWTH ORAL MEDICATION
TOPICAL FORMULA HAIR LOSS TREATMENTS
HAIR LOSS TREATMENTS TOPICAL FORMULA
TOPICAL FORMULA HAIR LOSS SHAMPOO
HAIR LOSS SHAMPOO TOPICAL FORMULA
TOPICAL FORMULA HAIR LOSS PRODUCTS
HAIR LOSS PRODUCTS TOPICAL FORMULA
TOPICAL FORMULA HAIR REGROWTH
HAIR REGROWTH TOPICAL FORMULA*

*"HAIR LOSS SHAMPOO" AND "HAIR LOSS TREATMENTS ORAL MEDICATION"
WOULD BE USED IN THE NEXT PHASE ON GOOGLE ADS.*

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GOOGLE ADS

HAIR LOSS TREATMENT

SEARCH RESULTS

BEST HAIR LOSS TREATMENT

HAIR GROWTH TREATMENT

HAIR THINNING TREATMENT

BEST HAIR LOSS TREATMENT FOR MALE

HAIR LOSS SPECIALIST NEAR ME

HAIR TREATMENT FOR HAIR LOSS

HAIR FALL SOLUTIONS

HAIR LOSS TREATMENT NEAR ME

HAIR LOSS CONSULTATION

BEST HAIR REGROWTH TREATMENT

HAIR LOSS SPECIALIST

BEST HAIR RESTORATION

GOOGLE TRENDS DIDN'T HAVE ENOUGH DATA FOR "HAIR LOSS CONSULTATION" BUT I LIKE THE KEYWORD BECAUSE IT SEEM LIKE ONLY PEOPLE WITH SERIOUS HAIR LOSS WILL SEARCH FOR CONSULTATIONS. I SEARCHED GOOGLE WITH THAT KEYWORD AND FOUND OUT HIMS IS THE 30TH LISTING AND IT'S SHOWING AS AN AD. THEREFORE, I WANT TO TARGET THIS KEYWORD TO GET HIMS TO RANK HIGHER WITHOUT RUNNING AN AD. I FEEL LIKE SHOWING HIGHER ON THE PAGE WITHOUT THE WORD AD NEXT TO IT BUILD TRUST FOR THE CUSTOMER AND INCREASE THE CLICK RATE.

GOOGLE ADS

HAIR LOSS TREATMENT

SEARCH RESULTS

BEST SHAMPOO FOR THINNING HAIR

BEST SHAMPOO FOR HAIR GROWTH

HAIR GROWTH SHAMPOO AND CONDITIONER

HAIR REGROWTH SHAMPOO

THINNING HAIR SHAMPOO

SHAMPOO AND CONDITIONER FOR HAIR LOSS

BEST SHAMPOO FOR HAIR GROWTH

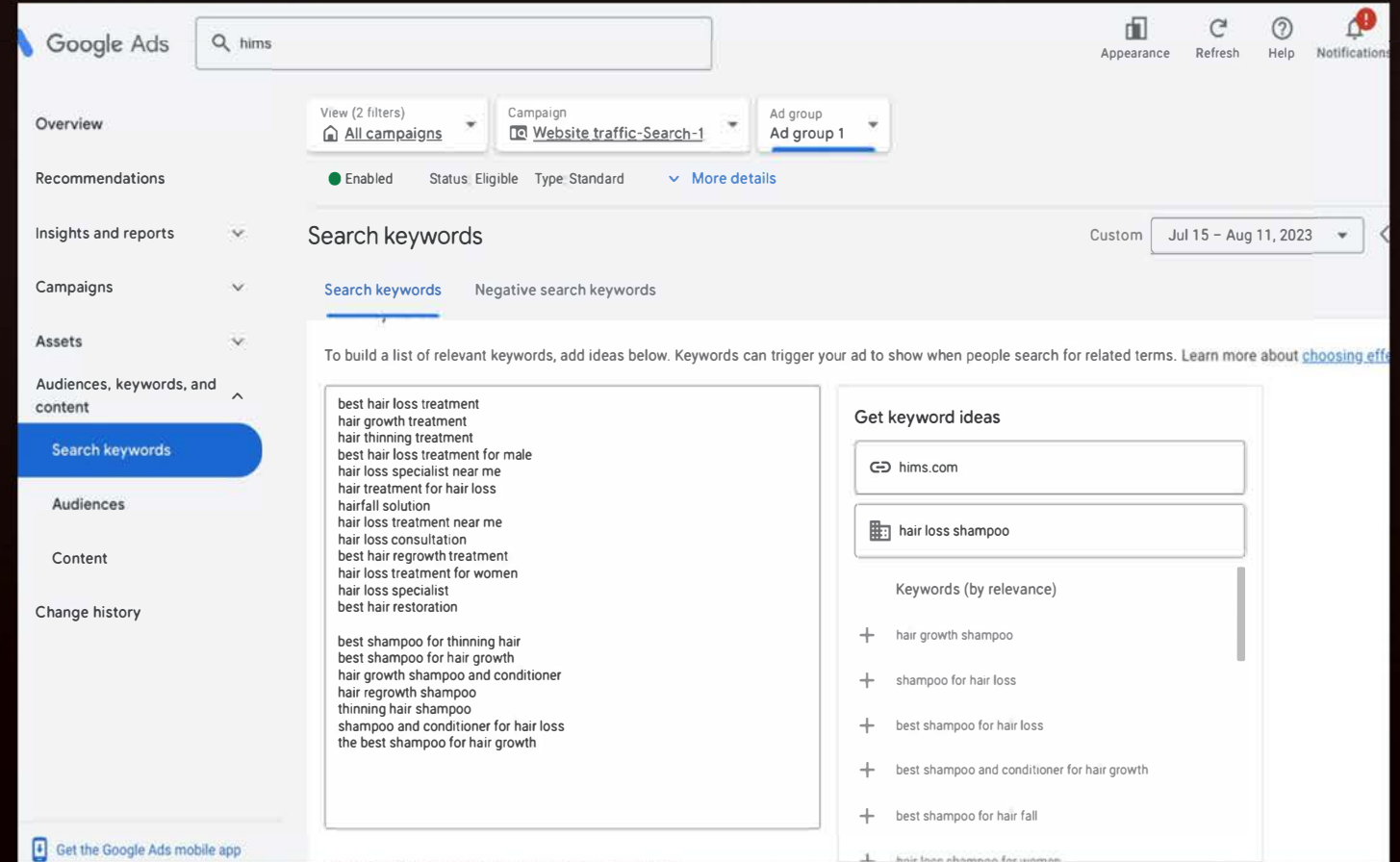


FIGURE 9: RESULTS FOR SEARCHING "HAIR LOSS SHAMPOO."

GOOGLE ADS

HAIR LOSS TREATMENTS ORAL MEDICATION

SEARCH RESULTS

ONLINE DOCTOR PRESCRIPTION

GET PRESCRIPTION ONLINE.

ONLINE HEALTHCARE

TELEHEALTH VISIT

TELEHEALTH WEBSITE

ONLINE DOCTOR VISIT NO INSURANCE.

ONLINE DOCTOR VISIT PRESCRIPTION

TELE HEALTH SERVICES

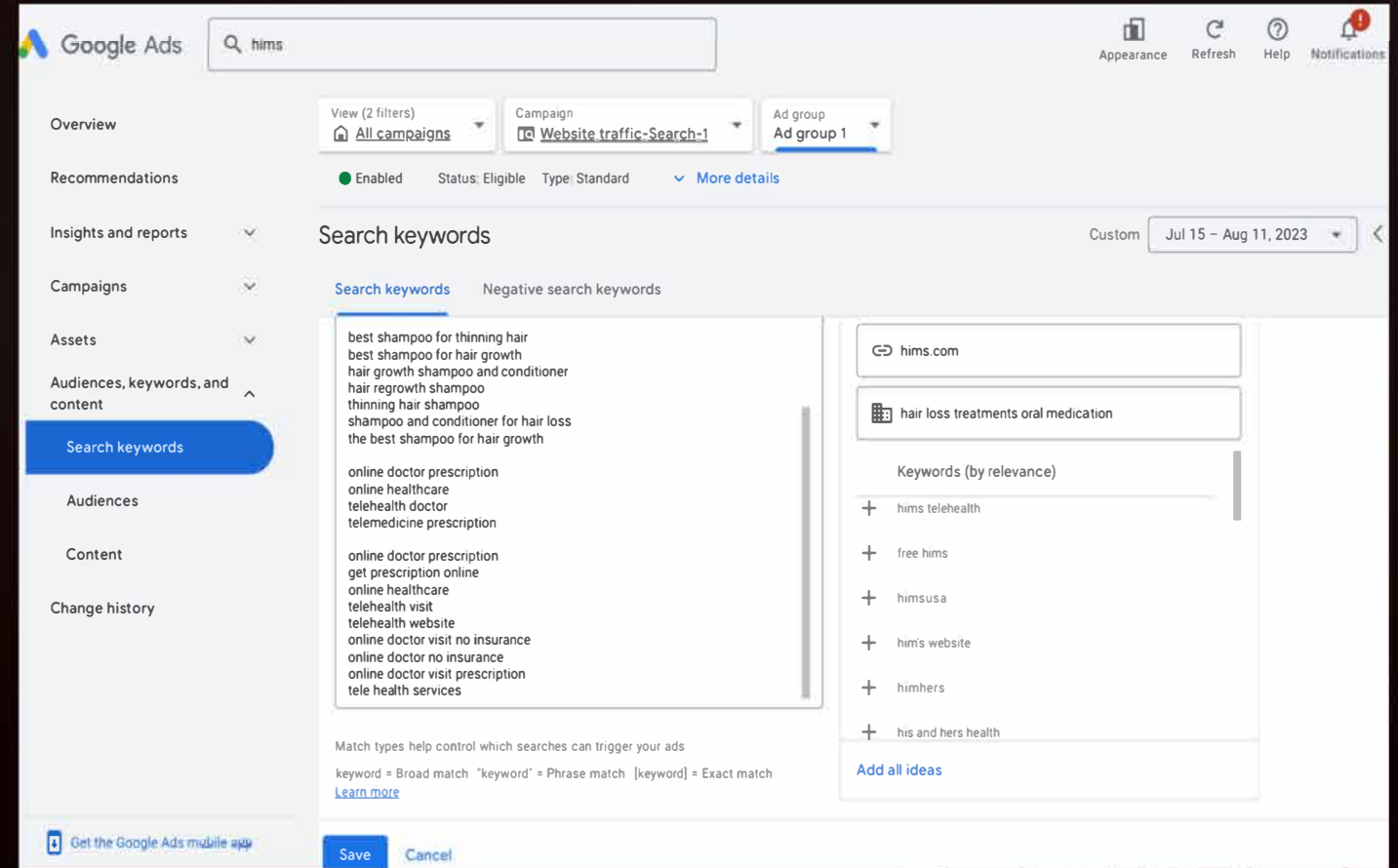


FIGURE 10: RESULTS FOR "HAIR LOSS TREATMENTS ORAL MEDICATIONS."

GOOGLE TRENDS DIDN'T HAVE ENOUGH DATA FOR "ONLINE DOCTOR VISIT NO INSURANCE," SO I DID A GOOGLE SEARCH FOR THAT KEYWORD AND DISCOVERED HIMS ISN'T ON THE FIRST PAGE. THEREFORE, I WILL USE THAT KEYWORD TO TARGET THE FIRST PAGE.

*FROM THE "HAIR LOSS TREATMENTS ORAL MEDICATION" SEARCH, THE KEYWORD
"ONLINE DDOCTOR VISIT NO INSURANCE" STOOD OUT AS AN IMPORTANT KEYWORD.*

*ONLINE DOCTOR PRESCRIPTION
GET PRESCRIPTION ONLINE.
ONLINE HEALTHCARE
TELEHEALTH VISIT
TELEHEALTH WEBSITE
ONLINE DOCTOR VISIT NO INSURANCE.
ONLINE DOCTOR VISIT PRESCRIPTION
TELE HEALTH SERVICES*

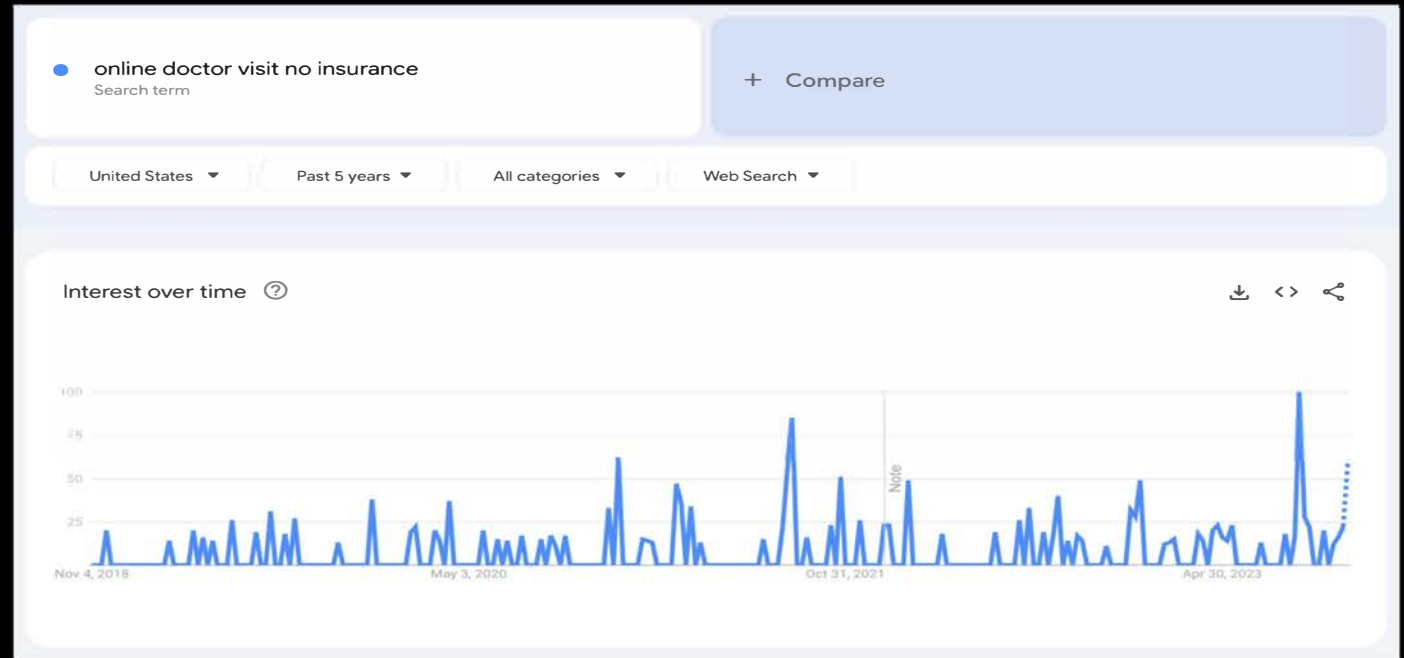


FIGURE 10: RESULTS FOR "ONLINE DOCTOR VISIT NO INSURANCE"

*"ONLINE DOCTOR VISIT NO INSURANCE," SHOWS GOOD INTEREST EVERY DAY AND OVER THE LAST FIVE YEARS.
THEREFORE, IT'S A GOOD KEYWORD FOR HIMS TO RANK ON THE FIRST PAGE.*



HUB AND SPOKES MODEL

QUESTION 1

WHY SHOULD I CHOOSE HIMS HAIR LOSS TREATMENT?

ANSWER

*CHOOSING HIMS GIVE YOU THE OPTIONS OF
TWO FDA APPROVED CLINICALLY PROVEN HAIR LOSS TREATMENTS*

KEYWORD

HAIR LOSS TREATMENT

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HUB AND SPOKES MODEL

QUESTION 2

BESIDES THE RX HAIR LOSS TREATMENTS,
WHAT OTHER HAIR LOSS PRODUCTS DO HIMS CARRY?

ANSWER

HIMS HAVE HAIR LOSS PRODUCTS SUCH AS,
SHAMPOOS, CONDITIONERS, GUMMIES;
PLUS, MINOXIDIL TO ACCOMPANY YOUR RX TREATMENT.

KEYWORD

HAIR LOSS PRODUCTS



HUB AND SPOKES MODEL

QUESTION 3

DO HIMS SELL HAIR LOSS SHAMPOO?

ANSWER

*YES, HIMS SELL DANDRUFF DETOX,
THICK FIX, AND MAX VOLUME, SHAMPOOS
ALONG WITH CONDITIONERS TO AID YOUR GROWTH WITH EVERY WASH.*

KEYWORD

HAIR LOSS SHAMPOO



HUB AND SPOKES MODEL

QUESTION 4

DO HIMS OFFER FREE HAIR LOSS CONSULTATIONS?

ANSWER

*YES, BESIDES YOUR FREE CONSULTATION,
HIMS PROVIDE PERSONALIZED TREATMENTS,
24/7 PROVIDERS ON-CALL,
AND ALL PRESCRIPTIONS COMES WITH FREE VIRTUAL FOLLOW-UP VISITS.*

KEYWORD

HAIR LOSS CONSULTATION



HUB AND SPOKES MODEL

QUESTION 5

DO HIMS OFFER FREE HAIR LOSS CONSULTATIONS?

ANSWER

YES, BESIDES YOUR FREE CONSULTATION, HIMS PROVIDE PERSONALIZED TREATMENTS, 24/7 PROVIDERS ON-CALL, AND ALL PRESCRIPTIONS COME WITH FREE VIRTUAL FOLLOW-UP VISITS.

KEYWORD

HAIR LOSS CONSULTATION



HUB AND SPOKES MODEL

QUESTION 6

DO HIMS OFFER ONLINE DOCTOR VISITS WITH NO INSURANCE?

ANSWER

*YES, ALL PRESCRIPTION MEMBERS CAN MESSAGE AN PROVIDER 24/7;
AND GET A ONLINE DOCTOR VISIT WITH NO INSURANCE.*

KEYWORD

ONLINE DOCTOR VISIT WITH NO INSURANCE

Bibliography:

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(<https://www.google.com>)

