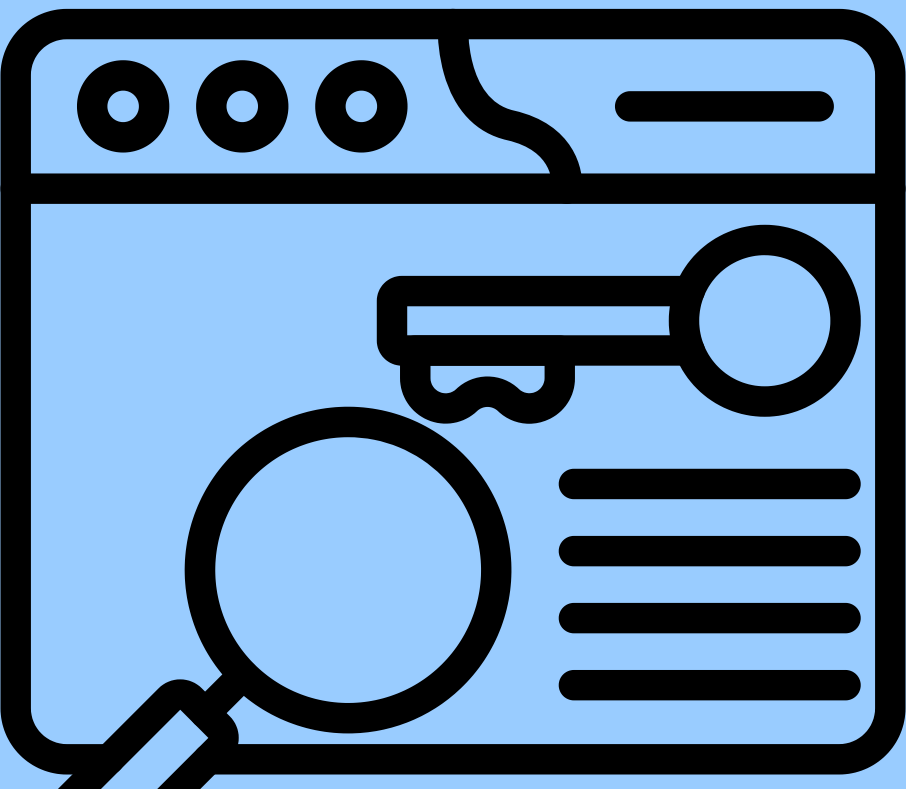
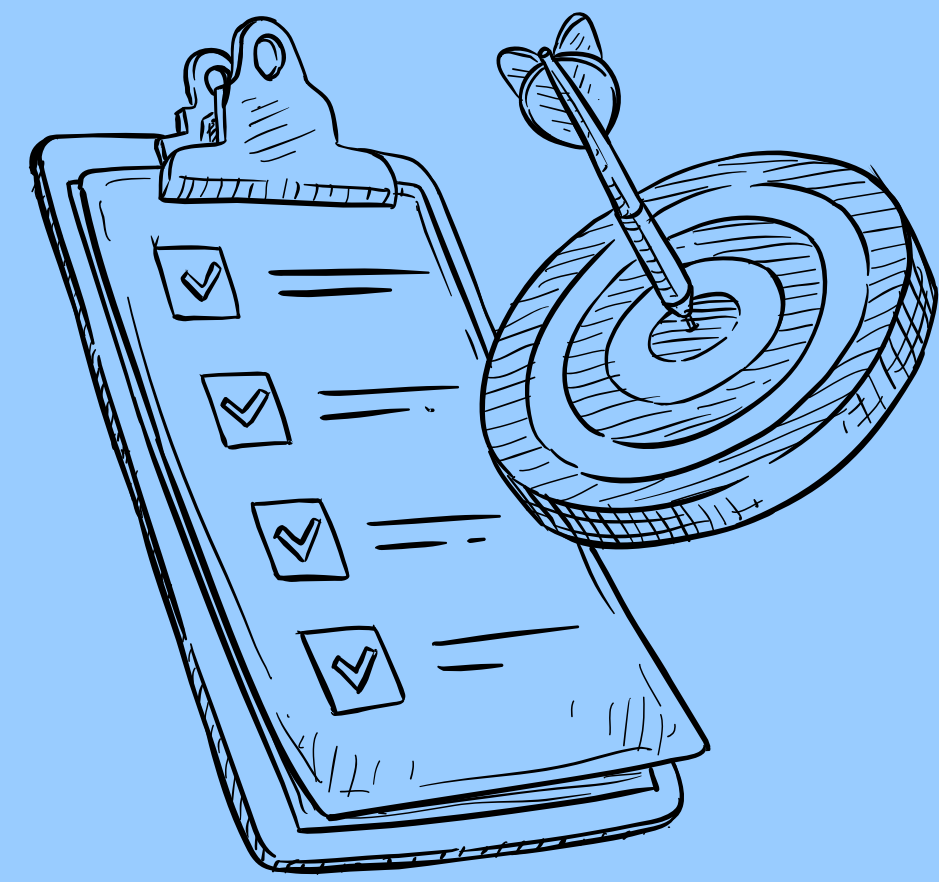


Objectives

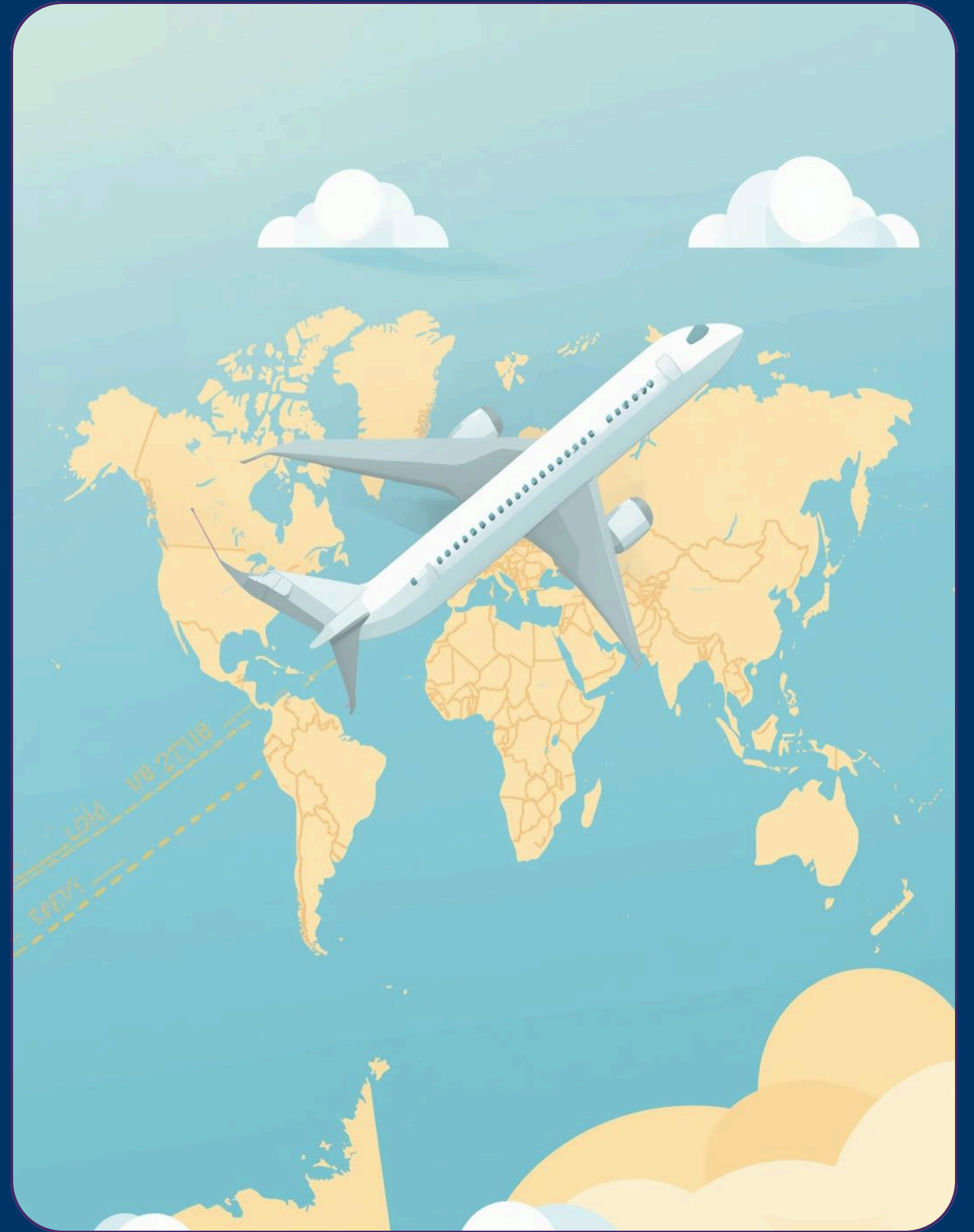
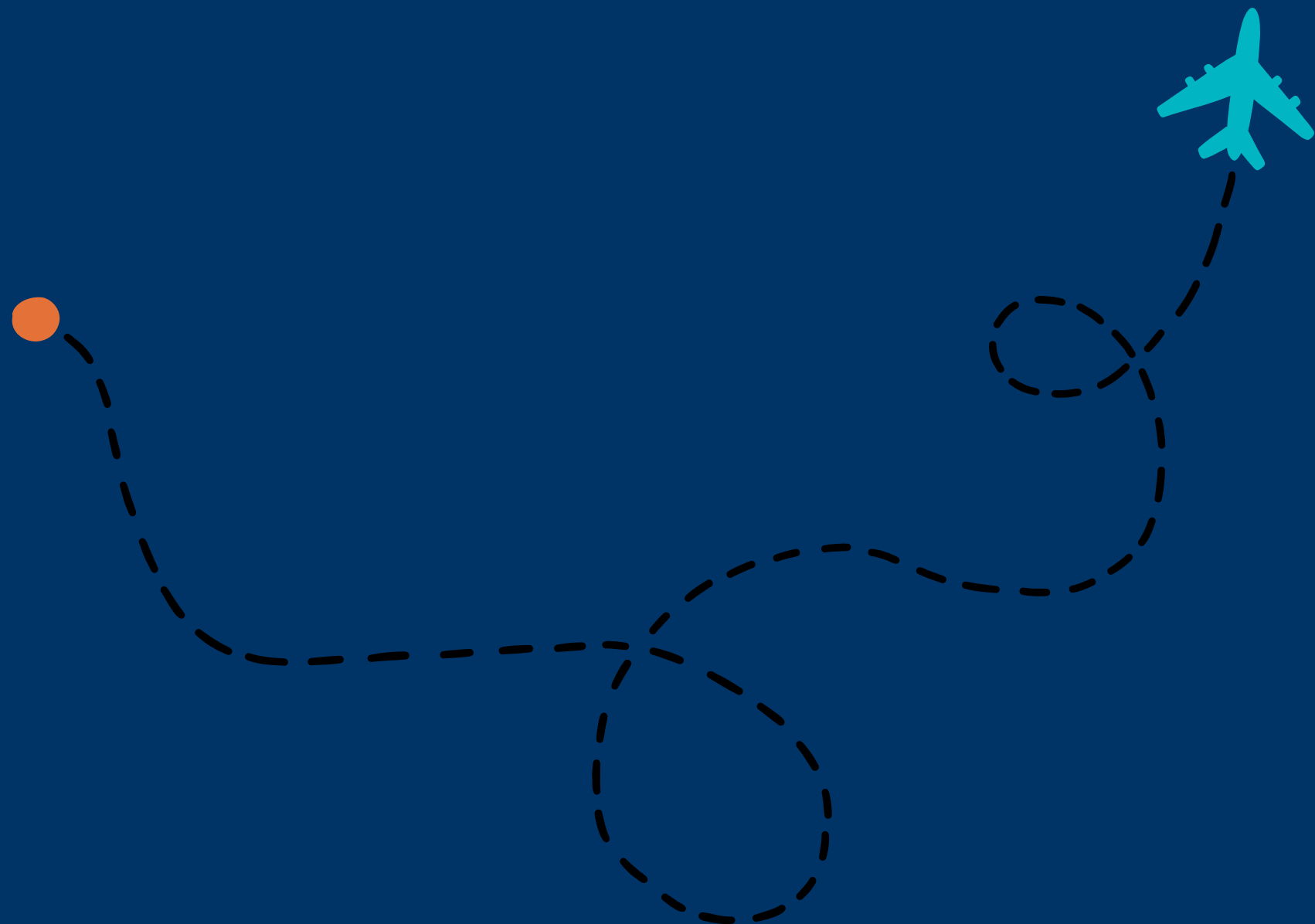
To gain hands on experience in keyword research

To analyze keywords based on search volume, competition, and intent.

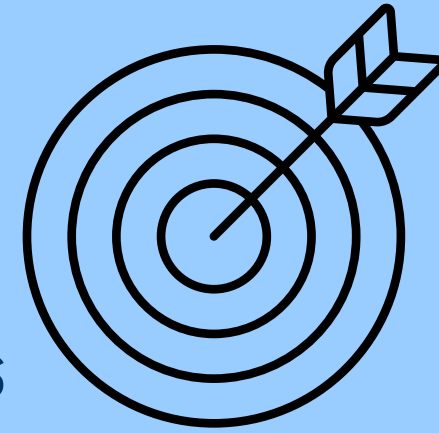
To create a keyword master list for SEO and content strategy



MakeMyTrip (Travel Industry)



Target Audience



Understanding Travelers' Needs and Preferences

MakeMyTrip targets domestic and international travelers including families, budget travelers, solo travelers, and corporate professionals. The audience primarily looks for affordable flights, hotel deals, and holiday packages.



Target Audience Analysis

Understanding the travelers' needs and preferences

Audience Type

Domestic & international travelers
Budget travelers
Family vacation planners
Corporate travelers

Demographics

Age: 18–55 years

Location: India (Primary), Global (Secondary)

Income: Middle to high income

Pain Points

Cheap flight tickets

Hotel deals

Easy travel booking

Last-minute travel options

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Keyword Planner


Performance Planner

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Keyword Planner >

Plan from Jan 3, 2026, 9 pm, GMT+05:30

Keyword ideas Forecast Saved keywords Negative keywords

trip planner, vacation planning India English Google Dec 2024 - Nov 2025

- Broaden your search:
- + planner
 - + trip planning tool
 - + vacation
 - + travel guides
 - + journey planner
 - + trip log
 - + cruise planner

Refine keywords

Exclude adult ideas X Add filter Showing 789 of 798 keyword ideas Columns Keyword view

| <input type="checkbox"/> | Keyword (by relevance) | Avg. monthly searches | Three month change | YoY change | Competition | Ad impression share | Top of page bid (low range) | Top of page bid (high range) | Account Status |
|--------------------------|------------------------|-----------------------|--------------------|------------|-------------|---------------------|-----------------------------|------------------------------|----------------|
|--------------------------|------------------------|-----------------------|--------------------|------------|-------------|---------------------|-----------------------------|------------------------------|----------------|

Keywords that you provided

| | | | | | | | | | |
|--------------------------|-----------------|------------|----|----|--------|---|-------|--------|--|
| <input type="checkbox"/> | trip planner | 10K - 100K | 0% | 0% | Medium | - | ₹3.36 | ₹20.34 | |
| <input type="checkbox"/> | vacation pla... | 100 - 1K | 0% | 0% | Low | - | ₹6.76 | ₹37.01 | |

Keyword ideas

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trip planner, vacation planning | India | English | Google | Dec 2024 - Nov 2025

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|--------------------------|------------------------|-----------------------|--------------------|------------|-------------|---------------------|-----------------------------|------------------------------|----------------|
|--------------------------|------------------------|-----------------------|--------------------|------------|-------------|---------------------|-----------------------------|------------------------------|----------------|

Keyword ideas

| | | | | | | | | | |
|--------------------------|-------------------|----------|----|------|--------|---|--------|---------|--|
| <input type="checkbox"/> | road trip plan... | 100 - 1K | 0% | 0% | Low | - | ₹3.61 | ₹95.71 | |
| <input type="checkbox"/> | best route pl... | 10 - 100 | 0% | 0% | Low | - | ₹13.53 | ₹150.18 | |
| <input type="checkbox"/> | holiday plann... | 1K - 10K | 0% | -90% | Low | - | ₹6.70 | ₹32.03 | |
| <input type="checkbox"/> | route planning | 1K - 10K | 0% | 0% | Low | - | ₹14.43 | ₹90.19 | |
| <input type="checkbox"/> | plan my trip | 1K - 10K | 0% | 0% | Medium | - | ₹2.22 | ₹27.12 | |

Keyword Master List

MakeMyTrip



| Keyword | Search Volume | Competition | Search Intent |
|------------------------------|---------------|-------------|---------------|
| Flight booking | 500K | High | Transactional |
| Cheap flights | 450K | High | Transactional |
| Hotel booking | 400K | High | Transactional |
| MakeMyTrip flights | 300K | Medium | Navigational |
| Holiday packages | 250K | Medium | Commercial |
| India | 200K | High | Transactional |
| international flight booking | | | |

Search Intent Analysis

Most keywords fall under transactional and commercial intent, indicating strong booking-driven searches.

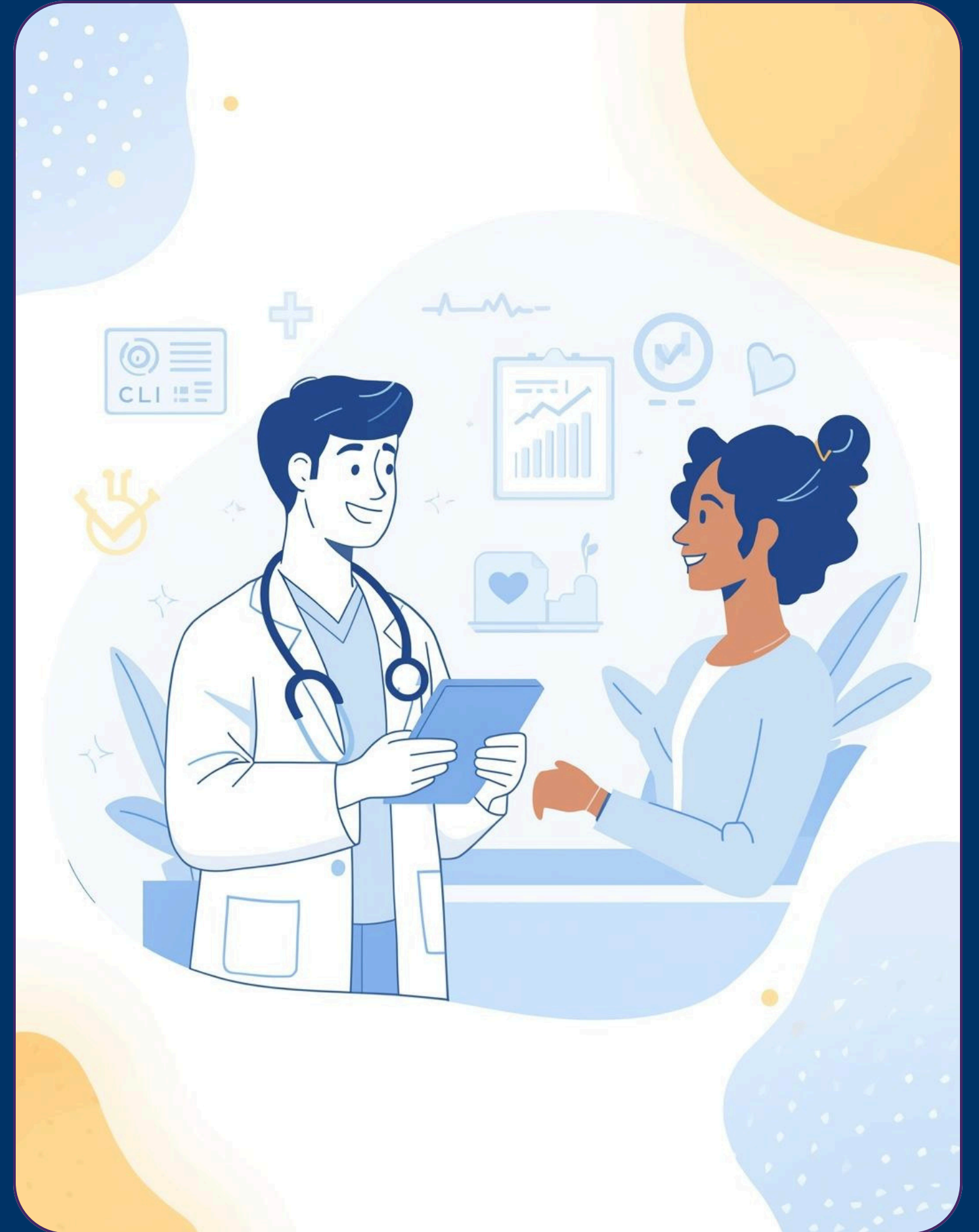
Competitor Analysis

Major competitors include Goibibo, Yatra, and Cleartrip. These competitors focus heavily on high-volume keywords, leaving opportunities in long-tail travel queries.



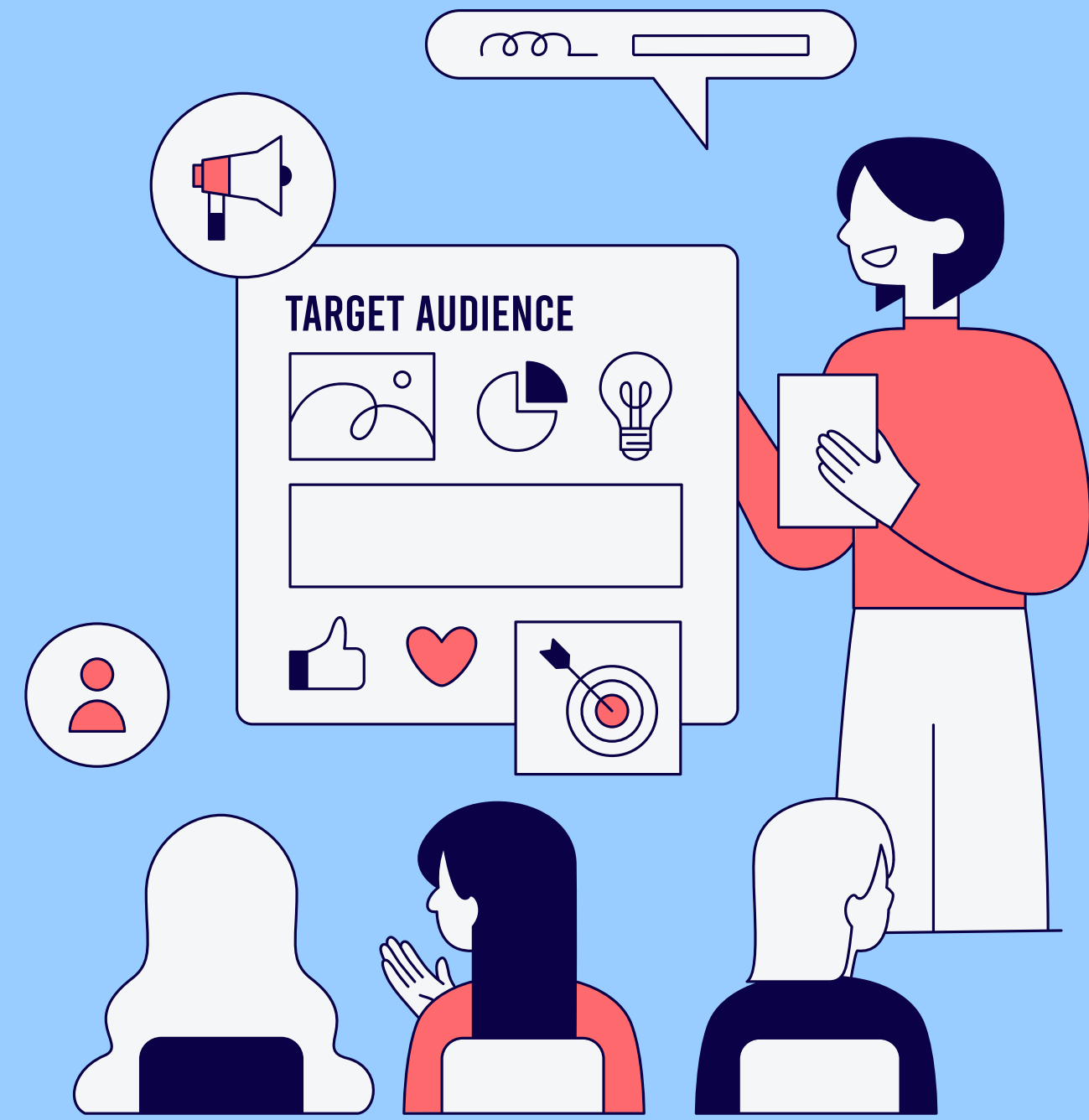


Healthline (Health & Wellness Industry)



Target Audience

Healthline targets health-conscious individuals seeking reliable medical information, fitness advice, and wellness tips.



Target Audience Analysis



Audience Type

Health-conscious individuals
Patients researching symptoms
Fitness & nutrition seekers

Demographics

Age: 18-60+
Global audience
Gender: All

Pain Points

Reliable health information
Symptom explanation
Diet & nutrition guidance

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Keyword Planner

Performance Planner

Reach Planner

Keyword Planner >
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fitness, gym, weightloss, healthy meal | https://www | India | English | Google | Dec 2024 - Nov 2025

Broaden your search: + full body workout + body workout + dance workout + fitness equipment + healthy foods + healthy lifestyle + healthy eats

Refine keywords

Exclude adult ideas x Add filter 2,281 keyword ideas available Columns Keyword view

| <input type="checkbox"/> Keyword (by relevance) | Avg. monthly searches | Three month change | YoY change | Competition | Ad impression share | Top of page bid (low range) | Top of page bid (high range) | Account Status |
|---|-----------------------|--------------------|------------|-------------|---------------------|-----------------------------|------------------------------|----------------|
|---|-----------------------|--------------------|------------|-------------|---------------------|-----------------------------|------------------------------|----------------|

Keywords that you provided

| | | | | | | | | |
|---------------------------------------|------------|------|------|--------|---|--------|--------|--|
| <input type="checkbox"/> fitness | 10K - 100K | 0% | 0% | Low | - | ₹9.69 | ₹75.13 | |
| <input type="checkbox"/> gym | 100K - 1M | 0% | -90% | Low | - | ₹8.79 | ₹48.71 | |
| <input type="checkbox"/> weightloss | 100K - 1M | -90% | -90% | Medium | - | ₹19.96 | ₹76.04 | |
| <input type="checkbox"/> healthy meal | 1K - 10K | 0% | 0% | Low | - | ₹10.93 | ₹56.34 | |

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|---|-----------------------|--------------------|------------|-------------|---------------------|-----------------------------|------------------------------|----------------|
| <input type="checkbox"/> weight loss s... | 1K - 10K | 0% | 0% | Medium | - | ₹33.66 | ₹145.12 | |
| <input type="checkbox"/> weight loss p... | 1K - 10K | 0% | 0% | Low | - | ₹31.27 | ₹133.04 | |
| <input type="checkbox"/> best weight l... | 100 - 1K | 0% | 0% | High | - | ₹30.87 | ₹135.47 | |
| <input type="checkbox"/> weight loss s... | 1K - 10K | 0% | 0% | High | - | ₹1.11 | ₹39.83 | |

Seed Keywords

Symptoms of diabetes
Weight loss tips
Healthy diet
Mental health
Anxiety symptoms



Keyword Master List Healthline



| Keyword | Search Volume | Competition | Search Intent |
|----------------------|---------------|-------------|---------------|
| Symptoms of diabetes | 550k | High | Informational |
| Weight loss tips | 500k | High | Informational |
| Healthy diet plan | 420k | High | Informational |
| Anxiety symptoms | 380k | High | Informational |
| Fitness tips at home | 200k | Medium | Informational |

Search Intent Analysis

The keywords are primarily informational, focusing on educating users and building trust.

Competitor Analysis

Key competitors include WebMD, Mayo Clinic, and Medical News Today. Healthline can target long-tail, condition-specific queries to gain visibility.



Conclusion

This project demonstrates effective keyword research strategies for two distinct industries. The keywords are prioritized based on relevance, competition, and user intent, helping build a strong SEO and content foundation.



Thank You

