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**Keyword competitiveness varies based on the region. For this general guide, we will be using all of Canada as the region. Keywords with high monthly searches and low competition are the most optimal keywords.*

Renovations & Home Improvements

Construction

Keyword	Monthly Searches	Competition
1. Contractor	○ 1K – 10K	○ Low
2. Basement	○ 1K – 10K	○ Low
3. Lumber	○ 1K – 10K	○ Medium
4. Handyman	○ 1K – 10K	○ Medium
5. Renovation contractor	○ 100 – 1K	○ Medium
6. Renovation company	○ 100 – 1K	○ Medium

Products

Keyword	Monthly Searches	Competition
1. Shingles	○ 10K – 100K	○ Low
2. Blinds	○ 1K – 10K	○ High
3. Kitchen countertops	○ 1K – 10K	○ High
4. Curtains	○ 1K – 10K	○ High
5. Kitchen cabinets	○ 1K – 10K	○ High
6. Water heater	○ 100 – 1K	○ High

Specialties

Keyword	Monthly Searches	Competition
1. Interior design	○ 1K – 10K	Medium
2. Painter	○ 1K – 10K	Medium
3. Metal roofing	○ 1K – 10K	○ High
4. Window coverings	○ 1K – 10K	○ High

5. Vinyl Siding	○ 1K – 10K	○ High
6. Kitchen Design	○ 1K – 10K	○ High

Maintenance/General

Keyword	Monthly Searches	Competition
1. Insulation	○ 1K – 10K	○ Low
2. Home Improvement	○ 1K – 10K	○ Low
3. Plumber	○ 1K – 10K	○ Medium
4. Gutter cleaning	○ 1K – 10K	○ High
5. Bathroom renovations	○ 1K – 10K	○ High
6. kitchen renovation	○ 100 – 1K	○ High