



Natural Search Report for brookmiller.co.uk

www.sayu.co.uk

This report provides an in-depth analysis of the websites most visible in natural search in the UK for the most important keywords in the Wheelchair Accessible Vehicles Sector

It includes data relating to the number of searches made each month together with a ranking of the top websites in each segment

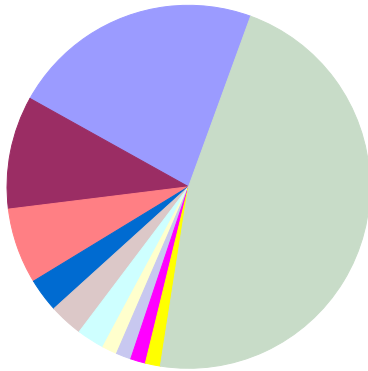
Segments Covered

Wheelchair Accessible Vehicles

Wheelchair Accessible Vehicles

This report looks at searches for keywords related to Wheelchair Accessible Vehicles. The total volume of searches in this sector is estimated at approximately 329,350 per month.

Figure 1. Estimated Monthly Searches for "Wheelchair Accessible Vehicles" and Related Keywords



	Keyword	Search Volume	% of Total Searches
	mobility cars	74,000	22.5%
	volkswagen caravelle	33,100	10.1%
	vauxhall vivaro	22,200	6.7%
	motability scheme	9,900	3.0%
	volkswagen caddy maxi	9,900	3.0%
	disability car	8,100	2.5%
	wheelchair accessible vehicles	4,400	1.3%
	transportation model	4,400	1.3%
	volkswagen transporter t6	4,400	1.3%
	what is mobility	4,400	1.3%
	Others	154,550	46.9%

The main terms in this sector account for 53% of the total search volume, however 47% of searches are for other longer tail terms. Whilst the biggest volume terms are significant, it is important to ensure your website is optimised for the bulk of searches which are found in this long tail of search terms used. Good keyword research will identify secondary terms that offer good potential clicks but are far less competitive and therefore represent significant opportunities for success.

Table 1. Most Visible Websites in the Wheelchair Accessible Vehicles Sector

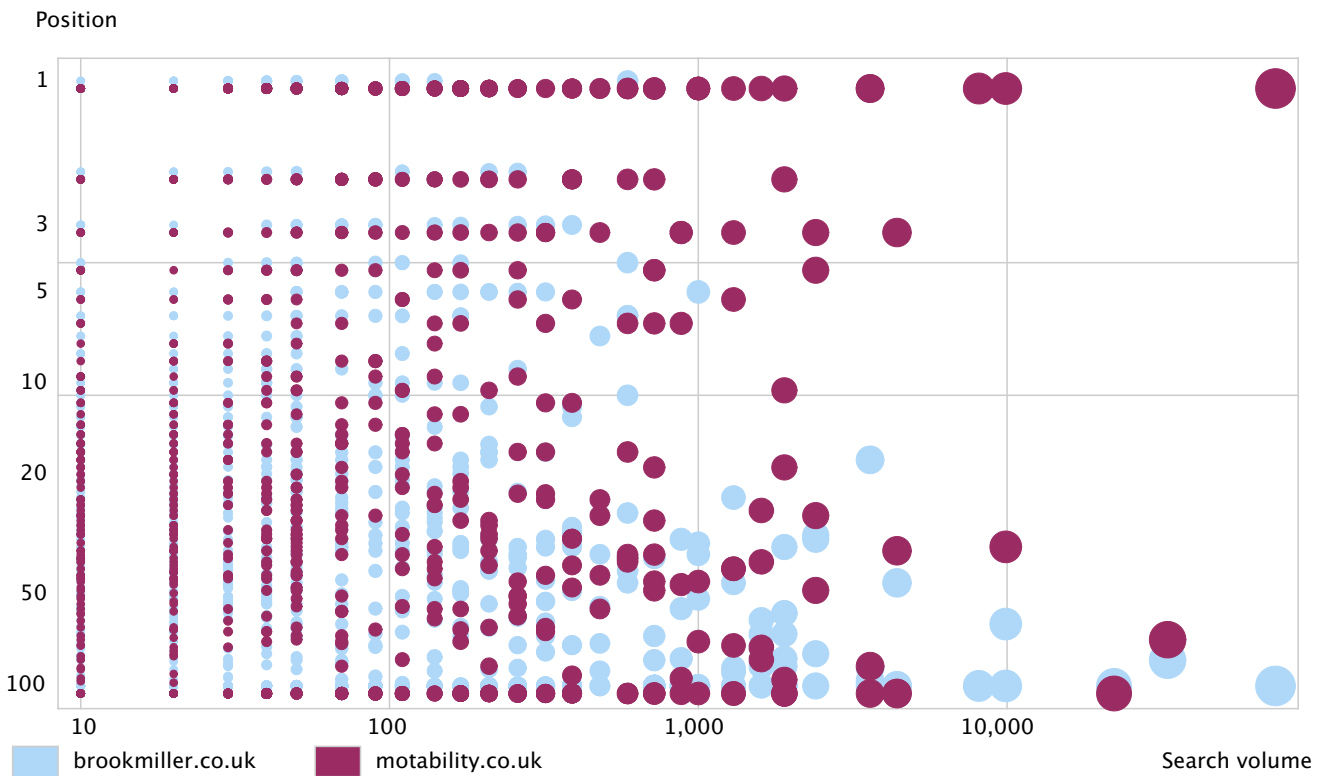
	Domain	High Visibility		Low Visibility		No Visibility	
		Volume	%	Volume	%	Volume	%
1	motability.co.uk	148,180	45.0	14,750	4.5	166,420	50.5
2	volkswagen-vans.co.uk	81,680	24.8	3,450	1.0	244,220	74.2
3	gumtree.com	40,140	12.2	92,010	27.9	197,200	59.9
4	raccars.co.uk	35,300	10.7	25,230	7.7	268,820	81.6
5	alliedmobility.com	31,020	9.4	30,860	9.4	267,470	81.2
6	gmcoachwork.co.uk	25,870	7.9	11,840	3.6	291,640	88.6
7	autotrader.co.uk	24,580	7.5	74,840	22.7	229,930	69.8
8	vauxhall.co.uk	23,290	7.1	3,190	1.0	302,870	92.0
9	ebay.co.uk	16,970	5.2	47,500	14.4	264,880	80.4
10	citizensadvice.org.uk	16,520	5.0	99,920	30.3	212,910	64.6
21	brookmiller.co.uk	4,640	1.4	9,370	2.8	315,340	95.7

Table 1 above displays the sites with the best visibility across a wide range of searches based on an analysis of 1,046 keywords.

High visibility shows the volume of searches for which the domain appears in position 1–3, low visibility shows the volume of searches in positions 4–10, and no visibility gives search volume of terms for which the domain does not appear on the first page. If the domain did not appear in the top 100 results it is shown as at position 101.

The most visible site in this sector is motability.co.uk appearing in top 3 positions in Google for 45% of all searches. Second is volkswagen-vans.co.uk which appears in top 3 positions for 25% of all searches. brookmiller.co.uk appears in the top 3 for 1% of all searches.

Figure 2. Comparing Positions – motability.co.uk vs. brookmiller.co.uk



The 'scatter graph' above gives an overall impression of the relative strengths of motability.co.uk and brookmiller.co.uk. Each dot on the chart represents a keyword. The size of the dot represents the search volume for that keyword. Any keyword where the domain was not found in the top 100 results is displayed as position 101.

Table 2 below shows keywords grouped in various positions. Keywords in positions 1–3 will get the highest click through rates. Keywords 4–10 will give some exposure and clicks and should be analysed in detail to establish which of these could be worked upon to push them into top 3 positions. Keywords in positions 11–100 represent opportunity keywords, being seen as within in the top 100 results quite often from millions of results. Each of these should be evaluated to see which ones have the best potential for improvement in position.

Table 2. Keywords Grouped by Position

Domain	SERP Position	1–3	4–10	11–20	21–30	31–50	51–100	> 100
motability.co.uk	Keywords	327	111	119	92	112	72	213
	Volume Index	45%	4%	3%	3%	10%	15%	19%
volkswagen-vans.co.uk	Keywords	154	29	17	8	20	38	780
	Volume Index	25%	1%	0%	3%	0%	1%	70%
gumtree.com	Keywords	101	270	141	63	63	85	323
	Volume Index	12%	28%	8%	4%	2%	2%	42%
raccars.co.uk	Keywords	25	66	26	21	21	45	842
	Volume Index	11%	8%	0%	0%	8%	2%	71%
alliedmobility.com	Keywords	196	192	124	40	60	54	380
	Volume Index	9%	9%	27%	1%	9%	5%	39%
brookmiller.co.uk	Keywords	66	117	107	98	176	166	316
	Volume Index	1%	3%	3%	2%	10%	26%	55%

The "Volume Index" complements the raw positions by reflecting how "important" the keywords are. A keyword in position 1 with 50,000 searches per month will deliver more clicks than one with 100 searches per month. If a domain has a high volume index and low number of keywords it means that their visibility (and likely clicks) are coming from a small pool of "big" keywords. This can represent a threat because if any of those words moves down in the rankings it will have a major effect on clicks. The ideal situation is a high number of keywords and a high Volume Index.

Table 3 below shows positions being achieved by brookmiller.co.uk for selected keywords. Any blanks in the position column means the domain was not found in the top 100 results. A more extensive list can be found in Appendix II

Table 3. Keywords List for "brookmiller.co.uk"

Keyword	Search Volume Exact	Position	URL
mobility cars	74,000		
volkswagen caravelle	33,100	83	/vehicle-price-list/volkswagen-caravelle...ve-from-wheelchair-prices
vauxhall vivaro	22,200		
motability scheme	9,900		
volkswagen caddy maxi	9,900	63	/wheelchair-accessible-vehicles/volkswagen-caddy-maxi-life
disability car	8,100		
volkswagen transporter t6	4,400		
wheelchair accessible vehicles	4,400	46	wheelchair-accessible-vehicles
what is mobility	4,400		
transportation model	4,400		

Competitor Analysis by Keyword

The following tables show a more detailed analysis of the competitors for selected keywords. There are more than 200 factors that affect ranking so these represent only a small sample. They are however generally considered to be some of the most important variables.

Domain Age – Generally older domains are more 'trusted' by search engines.

Keyword in Domain – Is the keyword in the domain name? Although Google recently stated that they were reducing the importance of this, having a keyword specific domain is still seen as relevant.

Keyword in the Title Tag – The title tag is the small snippet that appears at the top of your browser when you visit a web page. A well optimised site would almost certainly have relevant keywords in the META title tag.

Links All – This is a count of all of the links pointing to your website. In basic terms a search engine counts a link as a vote for your site and they are seen as crucial to achieving top ranking.

Links Unique – This shows links from unique domains i.e. if you have 10 links from one domain it is counted as one. Our research shows that links from unique domains provide a better indicator of ranking.

Links to Page – The above measurements show links to all pages on the website. This shows the number of links only to the page listed.

Note: In the URL column if you see /.. in the url, hover over for the full link. Link data is supplied by www.majesticseo.com.

Table 4. Competitor Analysis for the Keyword "mobility cars"

Pos	URL	Domain Age	Keyword in Domain	Keyword in Title Tag	Links All	Links Unique	Links to Page
1	motability.co.uk/..	1996	no	no	339,192	3,052	10
2	motability.co.uk/..	1996	no	no	339,192	3,052	0
3	motability.co.uk	1996	no	no	339,192	3,052	373
4	evanshalshaw.com/..	2001 05 10tz	no	no	274,250	2,602	0
5	carbuyer.co.uk/..	2007	no	no	90,815	3,557	2
6	arnoldclark.com/..	1997 10 24tz	no	no	632,346	2,101	5
7	lookers.co.uk/..	1997	no	no	685,259	3,084	55
8	citizensadvice.org.uk/..	1999	no	no	2,382,547	27,144	25
9	mercedes-benz.co.uk/..	1996	no	no	243,424	2,837	2
10	carwow.co.uk/..	2011	no	no	47,101	2,802	6
101	brookmiller.co.uk	2001	no	no	8,048	157	1

Table 5. Competitor Analysis for the Keyword "volkswagen caravelle"

Pos	URL	Domain Age	Keyword in Domain	Keyword in Title Tag	Links All	Links Unique	Links to Page
1	volkswagen-vans.co.uk/..	1999	no	no	576,697	1,632	9
2	volkswagen-vans.co.uk/..	1999	no	yes	266	42	1
3	raccars.co.uk/..	2013	no	yes	468,807	277	0
4	autocar.co.uk/..	1997	no	yes	4,218,050	19,520	9
5	autotrader.co.uk/..	1996	no	no	3,064,825	13,509	1
6	exchangeandmart.co.uk/..	1996	no	yes	2,044,659	2,098	1
7	theaa.com/..	1997 02 28tz	no	yes	3,234,311	21,377	1
8	carcraft.co.uk/..	1998	no	yes	4,517	739	1
9	whatcar.com/..	1998 04 30tz	no	yes	1,640,243	6,995	0
10	gumtree.com/..	1997 06 19tz	no	yes	1,207,651	22,827	1
83	brookmiller.co.uk/..	2001	no	yes	8,049	150	0

Table 6. Competitor Analysis for the Keyword "vauxhall vivaro"

Pos	URL	Domain Age	Keyword in Domain	Keyword in Title Tag	Links All	Links Unique	Links to Page
1	vauxhall.co.uk/..	1996	no	no	514,605	4,700	27
2	vauxhall.co.uk/..	1996	no	yes	514,605	4,700	0
3	gumtree.com/..	1997 06 19tz	no	yes	1,207,651	22,827	2
4	theaa.com/..	1997 02 28tz	no	yes	3,234,311	21,377	2
5	networkq.co.uk/..	1996	no	yes	13,515	166	3
6	motors.co.uk/..	1996	no	yes	4,313,940	2,230	0
7	evanshalshaw.com/..	2001 05 10tz	no	yes	274,250	2,602	1
8	autotrader.co.uk/..	1996	no	no	3,064,825	13,509	1
9	vanmonster.com/..	2003 12 19tz	no	yes	328,839	703	0
10	cargurus.co.uk/..	2006	no	yes	228,967	349	1
101	brookmiller.co.uk	2001	no	no	8,048	157	1

Table 7. Competitor Analysis for the Keyword "motability scheme"

Pos	URL	Domain Age	Keyword in Domain	Keyword in Title Tag	Links All	Links Unique	Links to Page
1	motability.co.uk	1996	no	yes	339,192	3,052	373
2	motability.org.uk/..	2008	no	yes	29,081	131	0
3	citizensadvice.org.uk/..	1999	no	no	2,382,547	27,144	25
4	volkswagen.co.uk/..	1996	no	no	295,096	5,845	2
5	evanshalshaw.com/..	2001 05 10tz	no	no	274,250	2,602	0
6	toyota.co.uk/..	1996	no	yes	163,477	3,702	2
7	nidirect.gov.uk/..	2003	no	yes	1,331,297	10,440	5
8	ford.co.uk/..	1996	no	yes	3,272,983	6,043	20
9	mercedes-benz.co.uk/..	1996	no	no	243,424	2,837	2
10	www.gov.uk/..		no	no	146,294,765	345,101	182
101	brookmiller.co.uk	2001	no	no	8,048	157	1

Table 8. Competitor Analysis for the Keyword "volkswagen caddy maxi"

Pos	URL	Domain Age	Keyword in Domain	Keyword in Title Tag	Links All	Links Unique	Links to Page
1	volkswagen-vans.co.uk/..	1999	no	no	576,697	1,632	1
2	autotrader.co.uk/..	1996	no	no	3,064,825	13,509	1
3	motors.co.uk/..	1996	no	yes	4,313,940	2,230	0
4	raccars.co.uk/..	2013	no	yes	468,807	277	1
5	carcraft.co.uk/..	1998	no	yes	4,517	739	1
6	gumtree.com/..	1997 06 19tz	no	no	1,207,651	22,827	1
7	ebay.co.uk/..	1998	no	no	113,112,342	93,664	1
8	desperateseller.co.uk/..	2001	no	yes	11,033	974	1
9	vanmonster.com/..	2003 12 19tz	no	yes	328,839	703	1
10	swanswaygarages.com/..	2005	no	yes	242,558	580	1
63	brookmiller.co.uk/..	2001	no	yes	8,049	150	2

Appendix I – Wheelchair Accessible Vehicles – Top 50 websites

Rank	domain	high visibility	%	low visibility	%	no visibility	%	domain age	domain ibl unique domains
1	motability.co.uk	148,180	45.0	14,750	4.5	166,420	50.5	1996	3,175
2	volkswagen-vans.co.uk	81,680	24.8	3,450	1.0	244,220	74.2	1999	1,692
3	gumtree.com	40,140	12.2	92,010	27.9	197,200	59.9	1997	24,373
4	raccars.co.uk	35,300	10.7	25,230	7.7	268,820	81.6	2013	372
5	alliedmobility.com	31,020	9.4	30,860	9.4	267,470	81.2	2008 10 07tz	587
6	gmcoachwork.co.uk	25,870	7.9	11,840	3.6	291,640	88.6	2000	282
7	autotrader.co.uk	24,580	7.5	74,840	22.7	229,930	69.8	Before 1996	16,307
8	vauxhall.co.uk	23,290	7.1	3,190	1.0	302,870	92.0	Before 1996	5,297
9	ebay.co.uk	16,970	5.2	47,500	14.4	264,880	80.4	1998	123,203
10	citizensadvice.org.uk	16,520	5.0	99,920	30.3	212,910	64.6	1999	27,474
11	motability.org.uk	15,470	4.7	2,310	0.7	311,570	94.6	2008	134
12	ridc.org.uk	13,470	4.1	7,240	2.2	308,640	93.7	2017	1,528
13	carbuyer.co.uk	10,590	3.2	94,560	28.7	224,200	68.1	2007	6,114
14	autocar.co.uk	10,570	3.2	36,120	11.0	282,660	85.8	1997	20,519
15	motors.co.uk	10,260	3.1	41,100	12.5	277,990	84.4	Before 1996	2,978
16	whatcar.com	8,120	2.5	44,380	13.5	276,850	84.1	1998 04 30tz	8,492
17	leightonvans.co.uk	8,380	2.5	6,380	1.9	314,590	95.5	2015	37
18	mobilityworks.com	6,430	2.0	12,390	3.8	310,530	94.3	2000 06 01tz	2,029
19	steeringdevelopments.co.uk	6,410	1.9	3,100	0.9	319,840	97.1	2000	178
20	newsnow.co.uk	5,580	1.7	27,700	8.4	296,070	89.9	1997	9,438
21	wikipedia.org	5,420	1.6	27,170	8.2	296,760	90.1	2001 01 13tz	4,276,074
22	brookmiller.co.uk	4,640	1.4	9,370	2.8	315,340	95.7	2001	157
23	theramppeople.co.uk	4,420	1.3	880	0.3	324,050	98.4	2007	426
24	study.com	4,400	1.3	0	0.0	324,950	98.7	1995 08 16tz	33,718
25	thefreedictionary.com	4,400	1.3	0	0.0	324,950	98.7	2003 06 05tz	93,364
26	vahvafitness.com	4,400	1.3	0	0.0	324,950	98.7	2015	240
27	slideshare.net	4,400	1.3	0	0.0	324,950	98.7	2006 04 04tz	465,841
28	oxforddictionaries.com	4,400	1.3	0	0.0	324,950	98.7	2000 07 31tz	53,429
29	volkswagen.co.uk	4,010	1.2	22,370	6.8	302,970	92.0	1996	6,103
30	coachbuiltgb.co.uk	3,950	1.2	2,270	0.7	323,130	98.1	2009	74
31	carcraft.co.uk	3,730	1.1	47,470	14.4	278,150	84.5	1998	787
32	fmccars.co.uk	3,330	1.0	13,420	4.1	312,600	94.9	2008	25
33	autochair.co.uk	3,230	1.0	8,440	2.6	317,680	96.5	1998	454
34	www.fiorella.ws	3,060	0.9	80	0.0	326,210	99.0	--	350
35	lookers.co.uk	2,760	0.8	96,240	29.2	230,350	69.9	1997	3,110
36	brotherwood.com	2,570	0.8	17,640	5.4	309,140	93.9	1999 02 15tz	538
37	rsmotorhomes.com	2,680	0.8	2,180	0.7	324,490	98.5	2014 06 19tz	136
38	completecareshop.co.uk	2,490	0.8	1,670	0.5	325,190	98.7	2009	2,024
39	blvd.com	2,380	0.7	7,540	2.3	319,430	97.0	1995	966
40	jeffgosling.co.uk	2,340	0.7	6,000	1.8	321,010	97.5	2000	137
41	youtube.com	2,340	0.7	4,020	1.2	322,990	98.1	2005 02 15tz	15,847,602
42	mobilitynationwide.co.uk	1,950	0.6	11,770	3.6	315,630	95.8	2004	141
43	entitledto.co.uk	1,930	0.6	4,260	1.3	323,160	98.1	2000	2,490
44	portaramp.co.uk	1,880	0.6	70	0.0	327,400	99.4	1999	66
45	themobilityaidscentre.co.uk	1,900	0.6	40	0.0	327,410	99.4	2000	247
46	autoexpress.co.uk	1,590	0.5	20,190	6.1	307,570	93.4	Before 1996	21,188
47	whichmobilitycar.co.uk	1,600	0.5	2,820	0.9	324,930	98.7	2010	636
48	nirvanamobility.co.uk	1,530	0.5	3,120	0.9	324,700	98.6	2012	14
49	drivingmobility.org.uk	1,500	0.5	890	0.3	326,960	99.3	2013	181
50	disabled-world.com	1,690	0.5	20	0.0	327,640	99.5	2004 03 15tz	8,799

Keyword	Search Volume Exact	Position	URL
mobility cars	74,000		
volkswagen caravelle	33,100	83	/vehicle-price-list/volkswagen-caravelle...ve-from-wheelchair-prices
vauxhall vivaro	22,200		
motability scheme	9,900		
volkswagen caddy maxi	9,900	63	/wheelchair-accessible-vehicles/volkswagen-caddy-maxi-life
disability car	8,100		
volkswagen transporter t6	4,400		
wheelchair accessible vehicles	4,400	46	wheelchair-accessible-vehicles
what is mobility	4,400		
transportation model	4,400		
motability car scheme	3,600		
wheelchair van	3,600	97	best-new-wheelchair-accessible-vehicles
t6 transporter	3,600	88	all-new-volkswagen-t6-transporter-shuttle-caravelle
hand controls for cars	3,600	18	hand-controls-for-disabled-drivers
vw caddy maxi life	2,400	79	/wheelchair-accessible-vehicles/volkswagen-caddy-maxi-life
vw caddy life	2,400		
wheelchair accessible van	2,400	32	best-new-wheelchair-accessible-vehicles
wheelchair car	2,400	33	wheelchair-accessible-vehicles
mobility vehicles	1,900	58	/
disability shop	1,900		
wheelchair accessible cars	1,900	68	wheelchair-accessible-vehicles
wheelchair vans	1,900		
wheelchair lift for car	1,900	82	best-new-wheelchair-accessible-vehicles
wheelchair lift for van	1,900	35	best-new-wheelchair-accessible-vehicles
transporter caravelle	1,900	58	all-new-volkswagen-t6-transporter-shuttle-caravelle
handicap van	1,900	87	best-new-wheelchair-accessible-vehicles
used vw transporter	1,900		
motability uk	1,600	87	/
vw t6 caravelle	1,600	61	all-new-volkswagen-t6-transporter-shuttle-caravelle
wheelchair ramps for cars	1,600		
t6 caravelle	1,600	68	all-new-volkswagen-t6-transporter-shuttle-caravelle
caddy maxi life	1,600	75	/wheelchair-accessible-vehicles/volkswagen-caddy-maxi-life
mobility disability	1,300		
mobility transportation	1,300		
vw transporter shuttle	1,300	88	all-new-volkswagen-t6-transporter-shuttle-caravelle
vw caravelle t6	1,300	91	all-new-volkswagen-t6-transporter-shuttle-caravelle
volkswagen caddy life	1,300		
vw transporter van	1,300		
disabled vehicle	1,300	46	essential-tips-for-buying-used-disabled-vans
wheelchair accessible vans	1,300	24	best-new-wheelchair-accessible-vehicles
mobility car rules	1,000		
mobility vans	1,000	5	best-new-wheelchair-accessible-vehicles
motability automatic cars	1,000		
wheelchair accessible vehicles for sale	1,000	37	wheelchair-accessible-vehicles
wheelchair ramp for van	1,000	52	tips-for-making-your-old-minivan-wheelchair-accessible
high rate mobility	1,000		
used wheelchair accessible vehicles for sale	1,000	34	used-wheelchair-accessible-vehicles
mobility cars for sale	880	33	used-wheelchair-accessible-vehicles
wheelchair ramps for vans	880	56	best-new-wheelchair-accessible-vehicles
wheelchair lifts for vans	880		
handicap accessible vans	880	82	best-new-wheelchair-accessible-vehicles
left foot accelerator	880		
best motability cars	880		
mobility cars uk	720	83	/
mobility allowance car	720		

Appendix II – Keywords List

Keyword	Search Volume Exact	Position	URL
volkswagen transporter shuttle	720		
vw caddy 7 seater	720		
wheelchair vehicles	720		
which motability car	720		
wheelchair lifts for vehicles	720		
wheelchair accessible vans for sale	720	38	wheelchair-accessible-vehicles
transporter shuttle	720		
how to get a mobility car	720		
used mobility cars	720	69	used-wheelchair-accessible-vehicles
new motability cars	720		
new vw transporter	720		
new vauxhall vivaro	720		
fiat doblo 1.6 multijet	720	38	/used-wheelchair-accessible-vehicles/peu...lchair-accessible-vehicle
motability wav	590	27	wheelchair-accessible-vehicles
mobility van	590	6	best-new-wheelchair-accessible-vehicles
disability cars for sale	590	46	used-wheelchair-accessible-vehicles
wheelchair accessible rv	590	4	accessible-motorhomes
wheelchair cars for sale	590	38	used-wheelchair-accessible-vehicles
hand controls for driving	590	11	hand-controls-for-disabled-drivers
handicap accessible rv	590	6	accessible-motorhomes
used wheelchair accessible vehicles	590	42	used-wheelchair-accessible-vehicles
brook miller	590	1	/
swivel car seat for disabled	590	38	/adaptions/swivel-seats
volkswagen caddy maxi life	480	73	/wheelchair-accessible-vehicles/volkswagen-caddy-maxi-life
volkswagen caravelle t6	480	90	all-new-volkswagen-t6-transporter-shuttle-caravelle
disability car allowance	480		
wav cars	480	37	wheelchair-accessible-vehicles
hand controls for disabled drivers	480	7	hand-controls-for-disabled-drivers
access vehicle	480		
access cars	480	55	wheelchair-accessible-vehicles
motability eligibility	390		
vw transporter motability	390	32	/wheelchair-accessible-vehicles/volkswagen-transporter-centro
volkswagen shuttle	390	35	/wheelchair-accessible-vehicles/volkswagen-shuttle-centro
vehicle hand controls	390	12	hand-controls-for-disabled-drivers
disability car scheme	390		
disability camp	390		
wheelchair adapted vehicles	390	31	/
what is mobility allowance	390		
wheelchair van conversion	390	3	tips-for-making-your-old-minivan-wheelchair-accessible
wheelchair vehicle for sale	390	32	used-wheelchair-accessible-vehicles
how to apply for a mobility car	390		
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