Q1 2023　　　　　　Web Content Opportunity Analysis™

Web Content Opportunities For the Mountain Bike Audience in Q1 2023

OWNED CHANNELS　　**CONTENT & MESSAGING**

ORGANIC SEARCH & SEO

Key Takeaways

Top web content opportunities in Q1 2023 for the Mountain Bike Audience include:

Opportunities

Dropper Post: This web content topic generated 7.5K in organic traffic through service pdfs educating readers.

Wheels: This web content topic generated 6.6K in organic traffic with collection breakdowns featuring images and text.

Pedals: This web content topic generated 5.5K in organic traffic with content-rich pages featuring media reviews & images.

Over–Saturated

Forks: This web content topic generated 24K in organic traffic with content-rich pages and suspension theory resources.

Chainline: This web content topic generated 11K in organic traffic with keywords ranking from questions about the product.

Derailleur: This web content topic generated 10.4K in organic traffic with the content ranking from media-focused collection pages.

Ignore

Components: This web content topic generated 3.5K in organic traffic with service hubs and pdfs that answer questions.

Chain Ring: This web content topic generated 3K in organic traffic ranking from "this vs that" and competitor queries.

Rear Suspension: This web content topic generated 2.5K in organic traffic with content such as service pdfs.

Avoid

Brakes: This web content topic generated 3.2K in organic traffic with dedicated media pages.
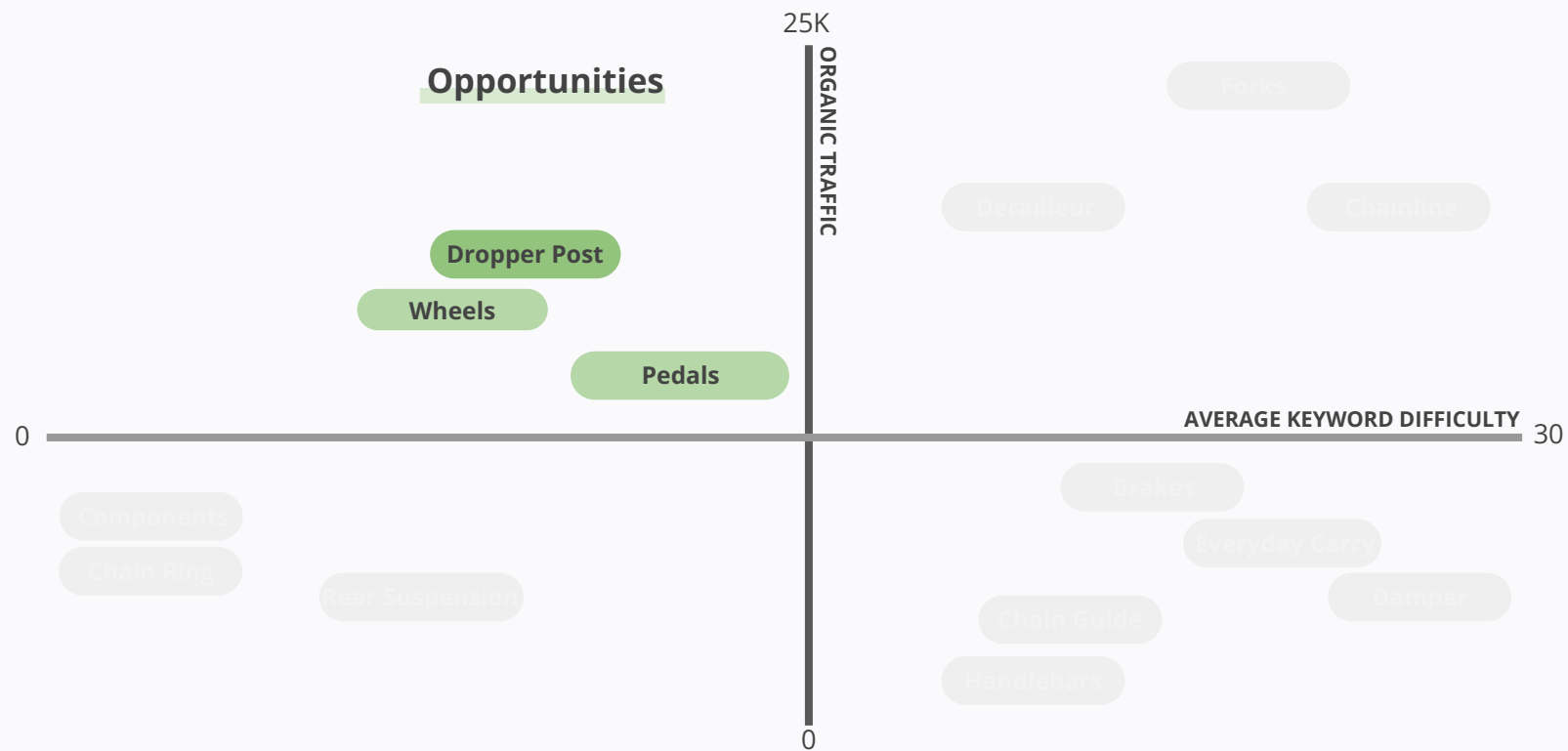
Everyday Carry: This web content topic generated 3K in organic traffic ranking for people looking for EDC tools and kits.

Damper: This web content topic generated 2.6K in organic traffic with content pages directing to service hubs to answer questions.

Chain Guide: This web content topic generated 2K in organic traffic with keywords ranking for competitor products and search queries.

Handlebars: This web content topic generated 1.9K in organic traffic with a focus on mixed-media pages demonstrating the benefits of a product.
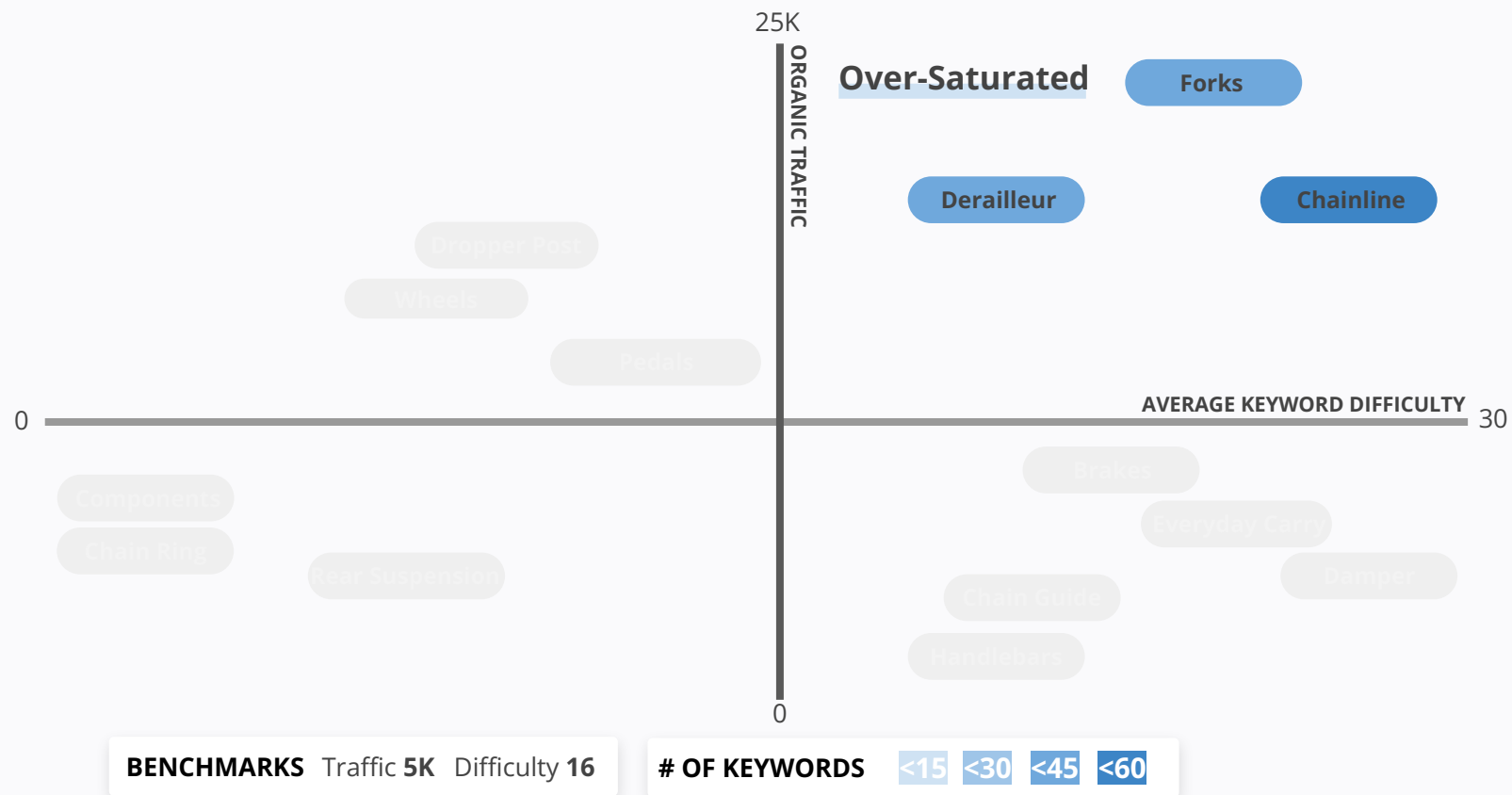
Pedals, Dropper Post, and **Wheels** are web content topic **opportunities**, generating high organic traffic with the lowest keyword difficulty.
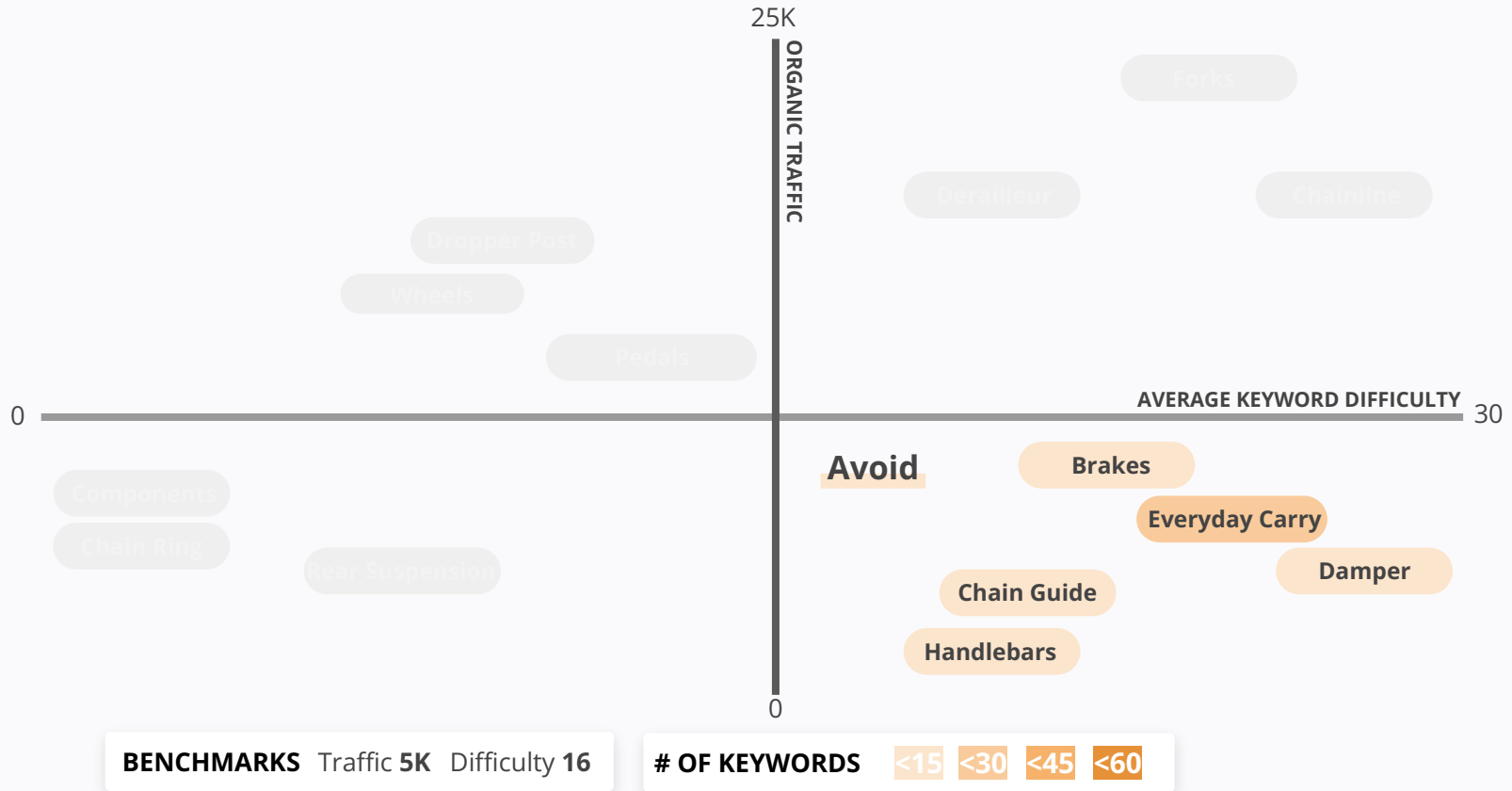
Opportunities

25K

ORGANIC TRAFFIC

Forks

Derailleur

Chainline

Dropper Post

Wheels

Pedals

AVERAGE KEYWORD DIFFICULTY

0   30

Brakes

Components

Everyday Carry

Chain Ring

Campaign

Rear Suspension

Chain Guide

Handlebars

0

BENCHMARKS Traffic **5K** Difficulty **16**   **# OF KEYWORDS** <15 <30 <45 <60

3

Over-saturated web content topics in the Mountain Bike Audience in Q1 2023 include:

25K

ORGANIC TRAFFIC

Over-Saturated

Forks

Derailleur

Chainline

Dropper Post

Wheels

Pedals

0   AVERAGE KEYWORD DIFFICULTY   30

Components

Brakes

Chain Ring

Everyday Carry

Rear Suspension

Dampind

Chain Guide

Handlebars

0

BENCHMARKS Traffic **5K** Difficulty **16**

 # OF KEYWORDS <15 <30 <45 <60

Web content topics to **avoid** in the Mountain Bike Audience in Q1 2023 include:

25K

ORGANIC TRAFFIC

Forks

Derailleur

Chainline

Dropper Post

Wheels

Pedals

0 ———————————————————————————————— AVERAGE KEYWORD DIFFICULTY ———————— 30

Avoid

Brakes

Everyday Carry

Damper

Components

Chain Ring

Rear Suspension

Chain Guide

Handlebars

0

BENCHMARKS Traffic **5K** Difficulty **16**

 # OF KEYWORDS <15 <30 <45 <60

Web content topics to **ignore** in the Mountain Bike Audience in Q1 2023 include:
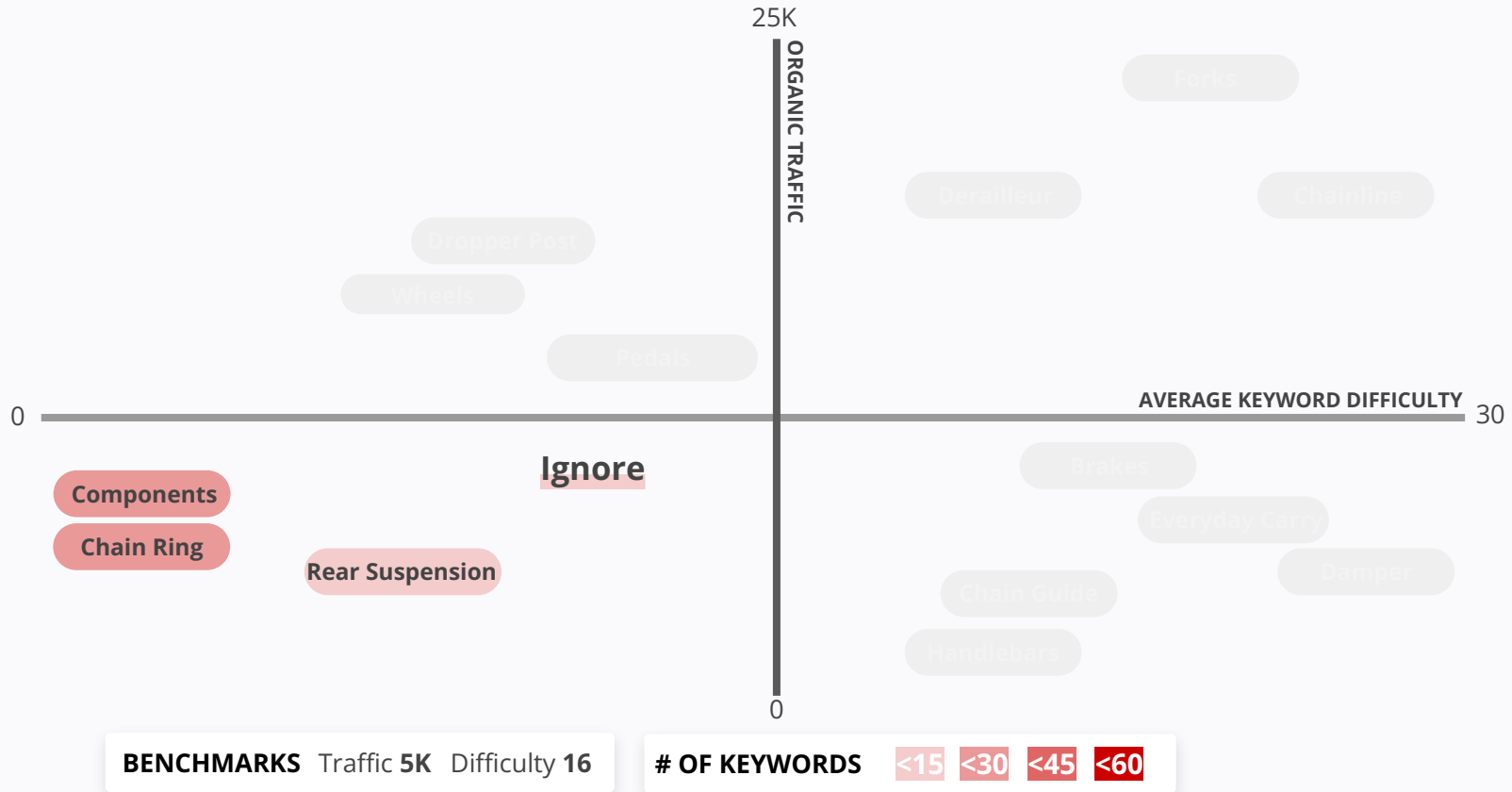
25K

ORGANIC TRAFFIC

Forks

Derailleur

Chainline

Dropper Post

Wheels

Pedals

AVERAGE KEYWORD DIFFICULTY

0 — 30

Ignore

Brakes

Components

Everyday Carry

Chain Ring

Dampers

Rear Suspension

Chain Guide

Handlebars

0

BENCHMARKS Traffic **5K** Difficulty **16**

 # OF KEYWORDS <15 <30 <45 <60

Dropper Post

This web content topic generated 7.5K in organic traffic with an average keyword difficulty of 12.

Google Search Interest
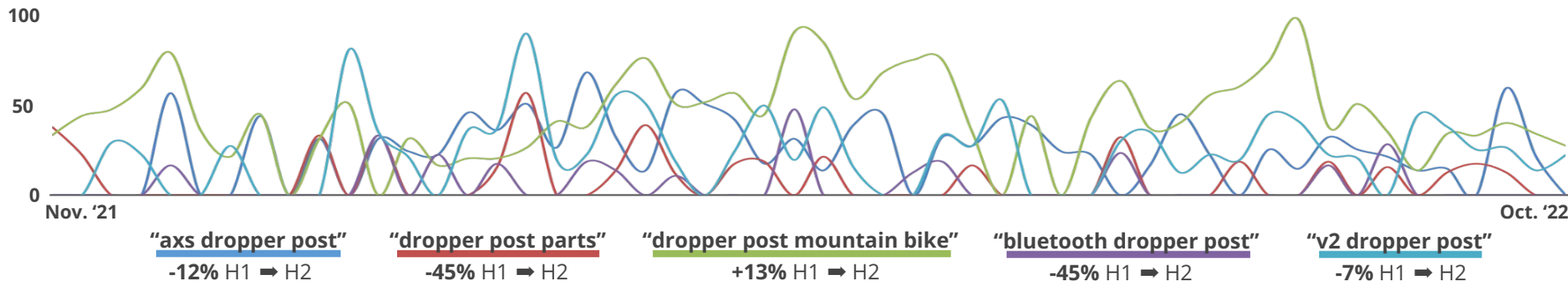
100

50

0

Nov. '21   Oct. '22

"axs dropper post"
-12% H1 ➡ H2

"dropper post parts"
-45% H1 ➡ H2

"dropper post mountain bike"
+13% H1 ➡ H2

"bluetooth dropper post"
-45% H1 ➡ H2

"v2 dropper post"
-7% H1 ➡ H2

H2 & H3 Section Headings

Of content across the internet ranking for mtb wheel content, the following headings are used.

"Smoothness and Functionality"

"Ease of Setup"   "Dropper Post Travel"

"How to Choose a Dropper Seatpost"

"Frequently Asked Questions About Dropper Posts"

"Dropper post buyer's guide: what to look for"

Keywords

"v2 dropper post"
"axs dropper post stack height"
"dropper post parts"
"we are one dropper"
"dropper post mtb"
"low profile dropper post"
"dropper post shim"
"bluetooth dropper post"
"attach dropper remote"

Common SERP Features

⭐ reviews   🔗 site links   🖼 image

❓ faq   ▶ video   📋 people also ask

Questions Asked

how to adjust dropper post height?
how to measure dropper post?
how to install a dropper post?
how do dropper posts work?

Dropper Post

This topic is dominated by searchers looking to understand the purpose and use of a dropper post.

How...

💎how to bleed a rockshox reverb stealth dropper post?

💎how to install pnw loam dropper post?

💎how to install a dropper post without internal routing?

how to adjust dropper post height?

how to measure dropper post?

how to install a dropper post?

how do dropper posts work?

how to remove dropper post?

What...

what is a dropper seat post?

what is a dropper post on mountain bike?

what is a dropper post on a bike?

what is a dropper post mountain bike?

what is a dropper post on a bicycle?

💎These questions have low keyword difficulty and low existing search results

TL;DR Dropper Post Question Trends

Competitor products are present in hidden gem queries - note the benefits of your product in comparison. Other questions indicate a need for resources addressing product adjustments & education.

Competitors

It's important to develop content that addresses the root question while including your brand and noting gaps in competitor products to organically rank for their names.

Adjustment & Installation

People want to know the easiest and best way to install or identify the best product for them. Build a unique piece of content like a worksheet that takes them through the steps.

Education

There is an opportunity to educate prospective mountain bikers about the different elements of a strong bike. People are trying to understand what role specific elements play in the overall setup of the bike which can be great in a visual medium such as a YouTube video.

Dropper Post

Content leaders for dropper posts are PDF manuals for measuring and a collection information page.

Traffic **1K** | Click to view
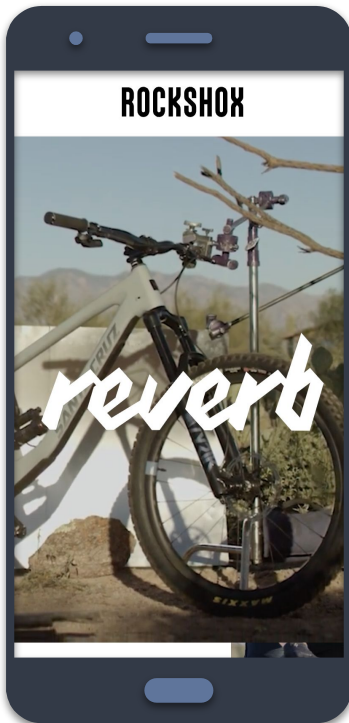
Traffic **372** | Click to view

Search Volume
This topic sees a max search volume of 2K.

Search Trends
From November 2021 to October 2022, **"dropper post mountain bike" (+13%)** is seeing search interest increases from the first half to the second half of the period. Find a way to connect the functionality of your technology with the product in your content.

Search Attributes
89% of searches included queries focusing on simple "dropper post" keywords with 11% searching for manuals or guides.

Industry Topic Trends
In an industry analysis featuring content outside of chosen competitors, content with **1K-2K** words saw **+30%** more average engagement. Profiles on how a road biker used a Fox Dropper Post in a UCI competition generated over 14K shares across 6 articles.

Content Tactics
Rockshox generated organic traffic through a **PDF guide** whose content ranks organically, acting as **a worksheet** to identify how to "find the seatpost length that fits your bike frame".
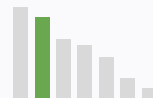
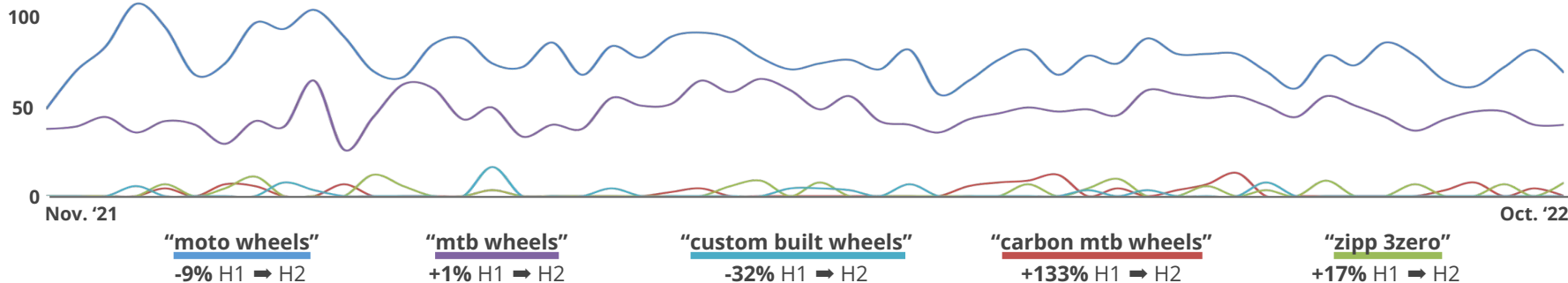# Wheels

This web content topic generated 6.6K in organic traffic with an average keyword difficulty of 10.

Google Search Interest

100

50

0

Nov. '21   Oct. '22

"moto wheels"
-9% H1 ➡ H2

"mtb wheels"
+1% H1 ➡ H2

"custom built wheels"
-32% H1 ➡ H2

"carbon mtb wheels"
+133% H1 ➡ H2

"zipp 3zero"
+17% H1 ➡ H2

H2 & H3 Section Headings

Of content across the internet ranking for mtb wheel content, the following headings are used.

"Free Shipping over $50"

"[Brand] Proven Carbon Race Enduro 29 Wheelset"

"Best trail, all-mountain and enduro mountain bike wheelsets, as rated by our expert testers"

Keywords

"custom built mullet wheels"
"zipp moto wheels"
"carbon mtb wheel"
"zipp 3zero moto 29" "
"zipp 3zero moto 29 rim"
"zipp 3zero wheelset"
"mtb wheels"
"moto wheel"
"zipp 3zero specific"
"zipp 3zero colours"

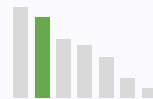## Common SERP Features

⭐ reviews   🔗 site links   🖼 image packs

📧 knowledge panel   ▶ video carousel

Questions Asked

are carbon wheels worth it mtb?
can any mtb wheel be made tubeless?
how much to build a mtb wheel?
how to align mtb wheels?
how to choose mtb wheels?

Wheels

This topic is dominated by SRAM's [zipp 3zero moto](#) wheel queries & questions about customizations.

Are...

💎are carbon mtb wheels worth it?

💎are carbon wheels worth it mtb?

Can...

can any mtb wheel be made tubeless?

How...

💎how to fix a buckled mtb wheel?

💎how to straighten mtb wheel?

how to align mtb wheels?

how to choose mtb wheels?

how to lace a mtb wheel?

What...

what are boost mtb wheels?

what is a boost mtb wheel?

💎These questions have low keyword difficulty and low existing search results

TL;DR Wheel Question Trends

Think about ways you can answer questions by creating content around the customization, functionality and maintenance of your products & their place in people's lives.

Customization

People are interested in how they can update their mountain bikes to be more suited to them through questions like "can any mtb wheel be made tubeless?".
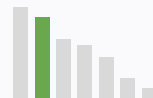
Fitting Needs

People want to know if the products they're searching for can be applied to their ideal usage of their bike, i.e. "are carbon mtb wheels worth it?"

Guidance

People need guidance towards the maintenance and upgrades surrounding their bikes and wheels, such as "how to fix a buckled mtb wheel?".

Wheels

The content leader for wheels is a collection page diving into imagery & information about the product.

Traffic **6.4K** | Click to view

Search Volume
This topic sees a max search volume of 1.9K.

Search Trends
From November 2021 to October 2022, **"carbon mtb wheels" (+113)** and **"zipp 3zero" (+17)** are seeing search interest increases from the first half to the second half of the period. Build content that pairs products with carbon elements or other complementary products.
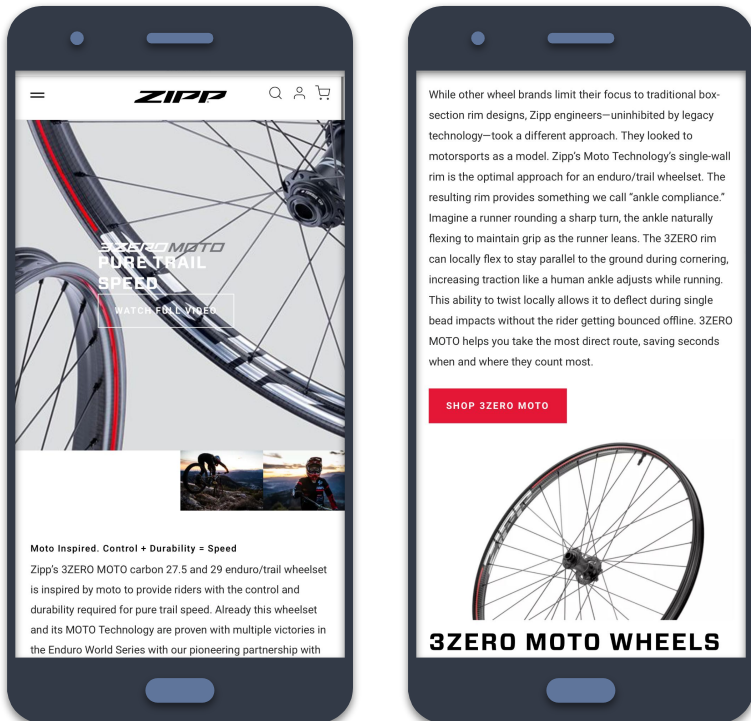
Search Attributes
38% of searches driving traffic to this topic included queries focusing on specs like wheel size "29 rim" or colour.

Industry Topic Trends
In an industry analysis featuring content outside of the chosen competitors, content with **1K-2K** words saw **+310%** more average engagement. Articles such as a review on 36" wheels and carbon trail mtb wheels have seen 747 and 539 engagements respectively.

Content Tactics
Top organic traffic in this topic is generated by a **"series"**, or collection **breakdown** page, from SRAM about the 3zero moto wheel. The page features imagery, technology explanations & warranty guarantees.
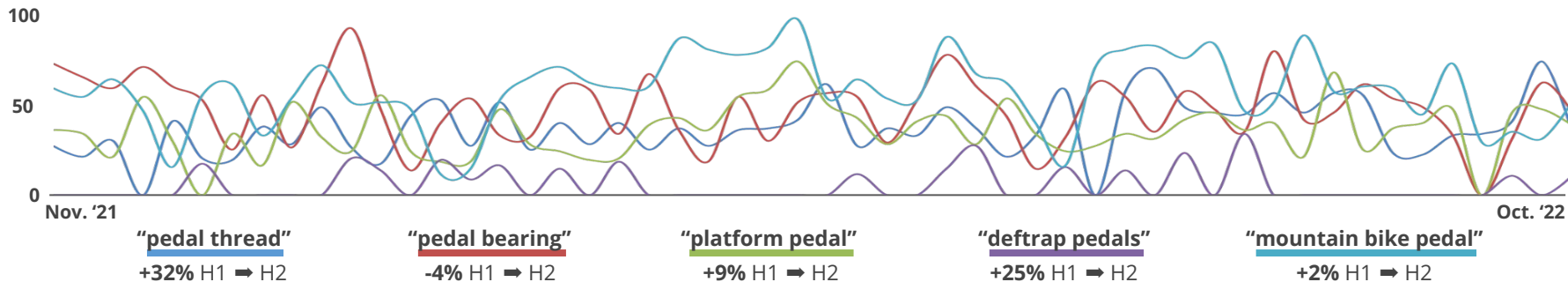
Pedal

This web content topic generated 5.5K in organic traffic with an average keyword difficulty of 15.

Google Search Interest

100

50

0

Nov. '21   Oct. '22

"pedal thread"
+32% H1 ➡ H2

"pedal bearing"
-4% H1 ➡ H2

"platform pedal"
+9% H1 ➡ H2

"deftrap pedals"
+25% H1 ➡ H2

"mountain bike pedal"
+2% H1 ➡ H2

H2 & H3 Section Headings

Of content across the internet ranking for mtb wheel content, the following headings are used.

"Flat or clipless pedals?"   "Platform size"

"Mud Shedding Ability"   "Release angle"

"Pedals for clipless trail, enduro, or downhill"

"So... Are Bike Pedals Universal?"

"Identifying your pedal axle type"

"Ease of Entry"   "Ease of Exit"

Keywords

"deftrap pedal"
"tmac pedals"
"t mag pedals"
"crank with many pedal threads at various lengths"
"black cat denttonic pedal"
"aluminum pedal bearing rebuild kit"
"race face atlas pedals"
"tmax pedal"

Common SERP Features

⭐ reviews   🖼 image   ▶ video   🎓 knowledge panel

Questions Asked

are all mtb pedals universal?

how to change pedals on mtb?

how to choose mtb pedals?

how to clip in and out of mtb pedals?

Pedal

This topic is dominated by searchers looking to find the right pedals for their desired usage.

Are...

💎 are all mtb pedals universal?

How...

how to change pedals on mtb?

how to choose mtb pedals?

how to clip in and out of mtb pedals?

how to install mtb pedals?

how to loosen mtb pedals?

how to pedal efficiently mtb?

What...

💎 what are the best mtb flat pedals?

💎 what are the best mtb pedals?

💎 what mtb shoes for flat pedals?

💎 These questions have low keyword difficulty and low existing search results

TL;DR Pedal Question Trends

One page for it all. When it comes to gear, searchers want to know the general usage, application and reviews of the product. Build a page similar to Deity's discussed here to check off all the questions being asked in one place.

Universality

Reach customers who may not be ready to take the full plunge into the mtb world but are looking for alternatives that can work across biking disciplines in the meantime.
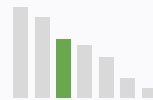
How to...

Down to the detail, people want to treat their gear correctly and are asking very specific 'how to' questions about installing, loosening, clipping in & out and choosing pedals.

Purpose

People want to know what product will fill the gap they're looking for. Whether looking for shoes to fit a specific pedal or what the best pedals are in general— use reviews and suggestions to guide searchers in the right direction.

Pedal
Content leaders for pedals are content-rich information pages with a variety of images, text and reviews.

DIVE INTO THE DETAILS.

DEEP 1.5mm CONCAVE PROFILE

Traffic **2K** | Click to view

What a statement the TMAC pedal has become! A beautiful marriage between rider feedback and designer experience, the TMAC Signature Tyler McCaul MTB Pedal truly is "Your Dream Pedal". With over two years of development, including multiple molds, prototypes and months of real world testing, the proof is in the end result. One of the most concave designs on the market today, the control and contact delivered by the TMAC pedal is unmatched. Rated as one of the top 2 best pedals on the market by VitalMTB with countless rave reviews and endless rider testimonials, we are incredibly proud to prove that rider feedback, dedication to perfection and freedom to take a risk are the recipe for brilliance! Not only does the TMAC pedal give you precise control, but with a non-offset design you have more contact with the pedal with equal weight distribution in front and back of the pedal spindle. This non-offset design allowed us to make a pedal that feels like the largest pedal ever made at a mere 110mm x 105mm footprint. The machining detail alone makes this MTB pedal a work of art and we guarantee you'll be blown away with the feel and performance of these pedals.

Traffic **1.1K** | Click to view

Search Volume
This topic sees a max search volume of 1.6K.

Search Trends
From November 2021 to October 2022, **"pedal threads" (+32%)** and Deity's **"deftrap pedals" (+25%)** are seeing search interest increases from the first half to the second half of the period. Incorporate information about pedal thread usage in your content.
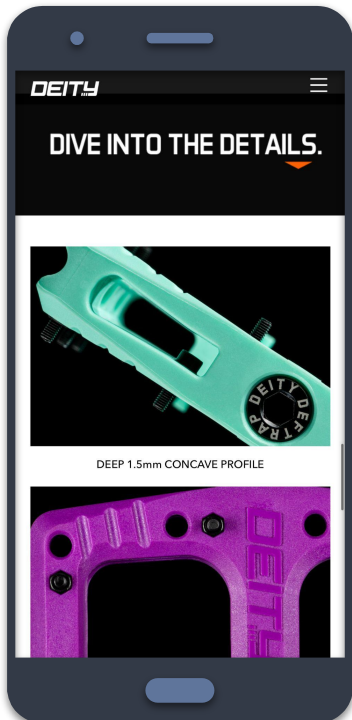
Search Attributes
81% of searches included queries focusing on specific pedal product keywords with 19% searching for questions like "best cheap pedals".
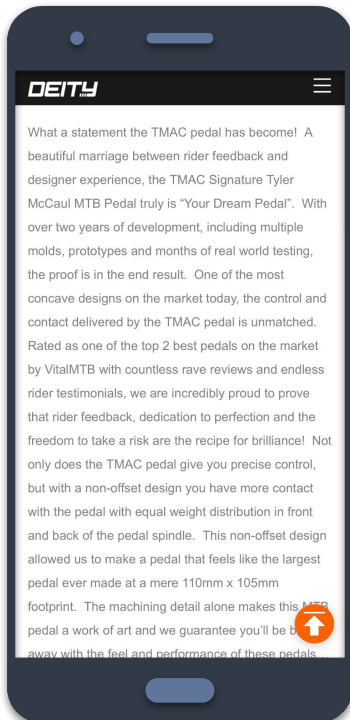
Industry Topic Trends
In an industry analysis featuring content outside of chosen competitors, content with **1K-2K** words saw **+371%** more average engagement. The written content about the mtb community seems to strike a chord with viewers, seeing shares of up to 950 and 926.

Content Tactics
Deity is seeing success in **content-rich** pages that feature a combination of images, products, reviews and text about a product line. These pages take viewers through colorways, specs and visuals to make all options & information accessible. A "**scroll to top**" arrow is placed in the bottom right to improve user experience.

Organic Content & Research Gaps

Keyword Gap

Keywords that all brands in the competitive set rank for except for you.

Keyword	Search Volume	Keyword Difficulty	# of Results	Intents
35mm stem	260	24	8.5M	commercial
35mm mtb stem	260	27	2M	commercial
bar rise mtb	210	36	5.4M	informational
stem spacers	170	21	8.6M	commercial
35mm stem mtb	110	28	2.2M	commercial
carbon fiber handlebar	90	22	6.5M	informational
carbon fiber handle bars	70	24	4M	transactional
💎bronze mtb pedals	50	7	81	transactional
35mm vs 50mm stem	50	8	1.2M	informational
mountain bike 35mm stem	50	25	2.7M	transactional
💎35mm riser bars	40	16	833K	commercial

💎These keywords have low keyword difficulty and low existing search results

Backlink Gap

Backlinks that all brands in the competitive set have for except for you.

Website	Domain AScore*	# of Competitor Backlinked Pages	Monthly Visits
bti-usa.com	58	8	52.4K
ridelikeaninja.com	27	6	42.9K
bikebros.ca	23	4	24.5K
nocturn9x.space	18	22	22.7K
akmalbikepark.blogspot.com	15	46	n/a
bravendeavors.com	14	4	382
mountainbikenut.com	9	11	3.2K

*Domain Authority Score is Authority Score is a metric used to measure overall quality of domain and influence on SEO.
It is based on the number of backlinks, referring domains, organic search traffic, and other data.

How the Web Content Opportunity Analysis™ Methodology Works
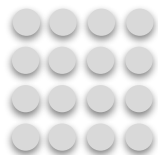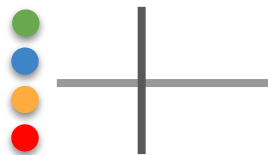
1

Measure & Categorize Keywords

Identify 500+ non-branded keywords driving the most traffic and volume for competitors.

2

Identify Web Content Topics

Sort keywords into web content topics that are driving the most traffic and rankings with the audience.

3

Measure The Benchmark

Identify topics performing above or under an average benchmark based on organic traffic generation and keyword difficulty.

4

Identify & Rank Opportunities

Identify web content whitespace opportunities (and topics to avoid), based on the data.