<div align="center">**SEO Keyword Research & Analysis for EnterpriseCarShare.com**</div>

The keywords/phrase I think will drive the most traffic: "student car rental"

The page I'll be

optimizing:https://www.enterprisecarshare.com/us/en/programs/university.html

Content Focus for Keyphrase Optimization: I chose the university page

(https://www.enterprisecarshare.com/us/en/programs/university.html) of

EnterpriseCarShare.com to optimize because of the university partnerships Enterprise has are

unique. Car sharing is a relatively new concept that has been adopted by larger cities and now is

spreading to university campuses. College students aren't wanting to have to pay for tuition and

parking so optimizing this page to make it more findable on search engines could increase

conversions.

The content on this page includes rental fees for the cars on the campus along with the

benefits and requirements for signing up. Further down it has additional information for the

parents of the students such as what they need to do if their student is under 21 and explains how

there are no fuel fees along with no car payments. Just under that, there is a "Faculty & Staff"

section alongside an "Administration" section. In these sections, it talks about the alternative

transportation that Enterprise CarShare provides for not only the students but for the employees

of the universities.

This content may be the best because college students are always looking to cut costs and

if that's by selling their car and looking into car sharing we want to be at the top of the list when

they search for car sharing on their campus. By ranking first for this page, it opens more

possibilities for memberships. The more traffic we get the more possibility for new members. The ZipCar page that is most similar to our Universities page is its university page, https://www.zipcar.com/universities.

Keyphrases Considered: When I was searching for key phrases for the university page I read all the content to see what was on the page and what we could capitalize on. These are the words and phrases that stood out to me when learning about the university program.

Phrase 1: Student car rental

Monthly Volume: 480 searches/month

General Search Trend: steady

Phrase 2: Car rental for college students

Monthly Volume: 260 searches/month

General Search Trend: steady

Phrase 3: transportation alternatives

Monthly Volume: 1,600 searches/month

General Search Trend: rising

I used SEMrush's Keyword Magic tool to narrow it down to find those phrases by finding important themes in the content of the University page. The first phrase that I noticed was about car rental. I thought this was suspicious because when I think of car sharing I don't think of car rental. After reading the page I realized that these concepts are similar. I searched "university car rentals" in the SEMrush tool. That's when "student car rental" showed on the page with a decent volume trend and a steady uptick in trend. Secondly, the other phrase that had a solid showing was "car rentals for college students." This, much like the other, was interesting to me because of the association of carsharing and rental cars. Lastly, a phrase that stuck out to me was in the "Faculty & Staff" section. The content talked about "alternative transportation" when referring to the car-sharing program and I found that interesting so I searched that phrase into SEMrush and found the third prase "transportation alternatives." This phrase is still on a high trend accorded to SEMrush and it has a large number of monthly searches.

Google Trends Analysis:
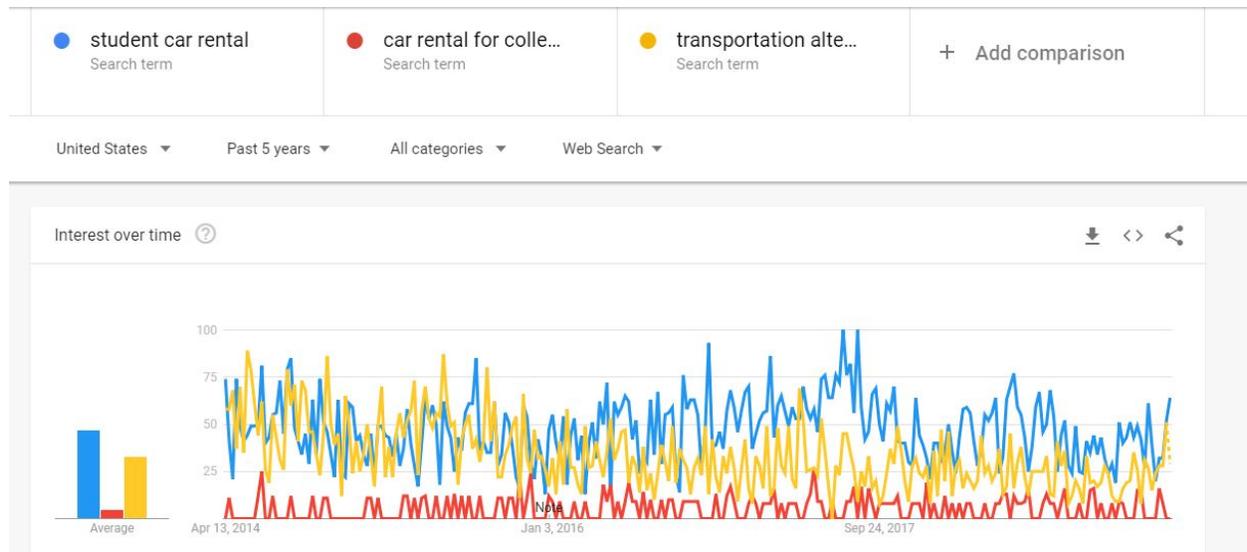
Here is a closer cropped version of the five-year trends chart. Refer to the first chart for the legend of which word is which color.
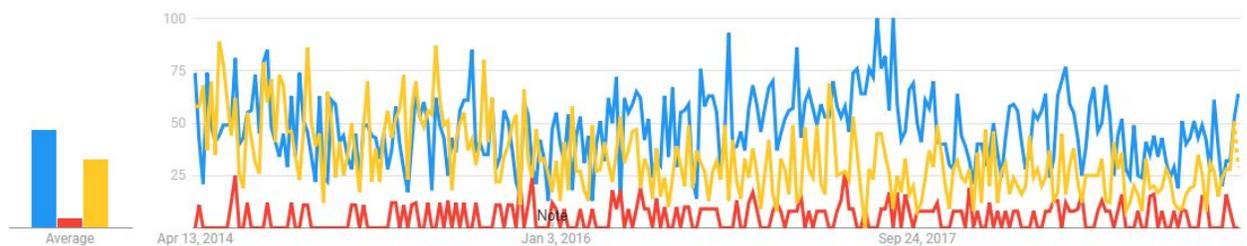
I was intrigued once I saw the results from the Google Trends five-year data. "Car rental for college students" was never as large of a trend as I thought. While it is the lowest in volume according to SEMrush, the trend chart next to the volume lead me to believe it was at once and still was, a popular search option. After seeing this, I automatically eliminated "car rental for college students" from consideration. I believe the results were this way because the scope of the search keywords was too narrow.

The next thing I noticed was the starting similarities between the blue and yellow keywords. The two phrases follow the same type of trend path for the first three years. I find that interesting because I don't think that "student car rental" and "transportation alternatives" have followed the same path. Since 2014, people have been trying to conserve energy, cut costs and find other ways to help the environment, so "transportation alternatives" could include more than just cars.
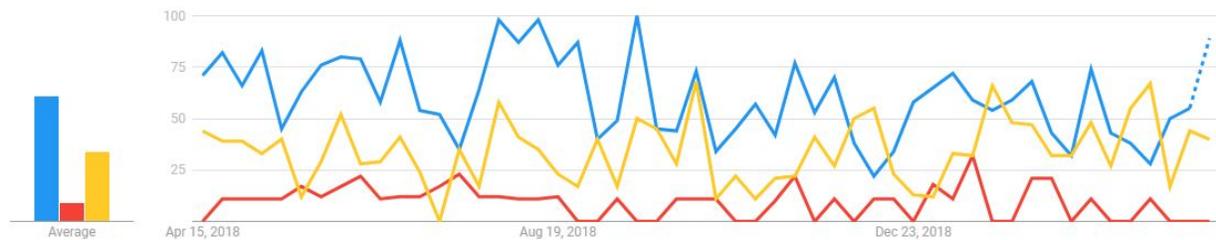
When I zoomed into the past year that was when I made my decision. As you can see from the chart above, the blue has higher peaks and follows a more rising trend path. The other part that I noticed was the projected trend. While the yellow is moving on a downtrend, the blue seems to be skyrocketing in future searches. One thing that may affect the trend results is the start of the school year. As you can see in the above chart. The months of August and September were some of the highest in trends for "college car rental" meaning people are searching for that more when they are going to school.

Keyword Ranking Analysis:

	Enterprise CarShare	**ZipCar**
student car rental	N/A	13
car rental for college students	2	6
transportation alternatives	N/A	N/A

This chart shows the SERP ranking performance for Enterprise CarShare for these three keywords along with the SERP performance from the competitor, ZipCar. The chart shows that currently, ZipCar sits higher than us in "student car rental" and we don't register in the top 10 pages for a result. We already have a high ranking in "car rental for college students" so that doesn't need to be addressed. Lastly, there is no ranking for either company with "transportation alternatives." While this is a broad term, other types of transportation must be showing on the results instead of car sharing companies. Because of the differential between 13 and not being in the top 100 results, I chose to take on "student car rental." It has lots of room for improvement while the potential to take conversions away from the competitor.

Potential Traffic:

	Monthly Search Volume	Number of Additional Monthly Visits if Ranked No. 1	Current Average Monthly Traffic	Potential Monthly Traffic
student car rental	480	624		28,524
car rental for college students	260	330	27,900	28,230
transportation alternatives	1,600	2,080		29,980

Above is a chart showing current traffic and how much potential traffic my keyphrases might drive to the site. To figure out the "Number of Additional Monthly Visits if Ranked No. 1," I took the search volume and added 30 percent to it. I calculated an increase of 30 percent because that is the average click-through rate when your page is ranked 1 in SERP. Automatically, "transportation alternatives" would gross much more visits than the other two combined. Since this phrase did not rate on either carsharing site's SERP results, I found that this traffic metric would be difficult to achieve. Car rental is a nice happy medium between the two other volumes.

Ultimate Keyphrase Choice: "student car rental"

I chose this phrase for a multitude of different reasons. First, when investigating for keywords, I noticed the search volume on this keyword was not incredibly high like "transportation alternatives" and wasn't as low as "car rentals for college students." Because of this, I believed that the volume would be enough to garner more conversions and gain more. Secondly, when it comes to the SERP, Enterprise wasn't in the top 100 of results but the

competitor ZipCar was. Because of this, I thought if we could get a higher SERP performance it would increase traffic driving up conversations for us taking away conversations from ZipCar. Lastly, while the amount of traffic that "transportation alternatives" could provide is tempting, the conservative and more promising results come from "student car rental."

HTML: Implication of the Keyphrase Choice.

1. **Title Tags**

   Current Tags:

   EnterpriseCarShare.com Title Tag for University Car Sharing: <title>University Car Sharing and Hourly Car Rental</title>

   ZipCar.com Title Tag for University Car Sharing: <title>Universities | Zip Car</title>

   Recommended New Title Tag for EnterpriseCarShare.com:

   <title>Student Car Rental - Enterprise CarShare</title>

   Explanation: A title tag is an HTML element that says the title of a page. The title tags are displayed on SERPs as the clickable headline for the page. These are important for usability, SEO, and social sharing. This is how the title tag looks in a SERP:

Currently, our title tag is way too long. No one is going to search that exactly. For ZipCar, its tag is short and sweet and more than likely produces results. The title tag needs to be relevant to the content on the page and searchable. So I think my proposed tag completes both of those requirements needed.

2. Description Meta Tag

Current Meta Tags:

EnterpriseCarShare.com Meta Description Tag for University Car Sharing:

<meta name="description" content="Our college and university car-sharing programs allow you to enjoy the freedoms of a car without owning one. Simply reserve a car near you, pay by the hour"

ZipCar.com Meta Description Tag for University Car Sharing:

<meta name="description" content="Bring Zipcar to your university. Bring self-service cars to your campus. Zipcar enables students, faculty, and staff to drive on-demand, while reducing congestion"

Recommended New Meta Tags for EnterpriseCarShare.com

<meta name="description" content="Our car-sharing program allow students to enjoy a car without owning one. Students can rent a car near them, pay by the hour or by the day. The choice is theirs"

Explanation: Meta tags are previews of text that describe content on a page. The meta tags aren't on the page itself but in the code. Here is what my meta tag would look like in a Google listing with my proposed title tag: The
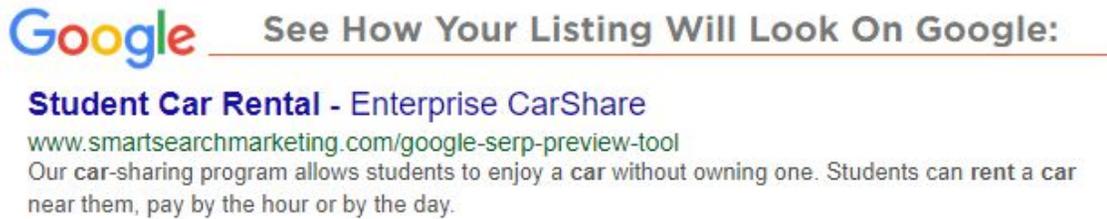
The current meta tag was cut off and didn't fit into the entire 160 character limit. The difference between ours and ZipCar's is ZipCar adds a lot more keywords that are associated with carsharing than we do. Although its result comes up after ours, it has more searchable keywords. The current meta tag for us looks like the start of a paragraph. What I have done is altered it to give more information to the student searching for the proper car rental in college. By having the different pay types in there it will draw the visitor to the site to learn more about the programs and pricing.