

## **Spyfu.com Keyword Analysis for Kelston Marketing**

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Kelston Marketing is a SEO first marketing agency in Southlake, Texas. Kelston's products include: "Strategy, Re-Branding, Copywriting, Tone of Voice, Logo Design, Business Naming, Brand Style Guidelines, Website Design , Graphic Design, Brand Programming , Signage, Sales Assets, Strategy, Organic Social Media, Ideation and Search Engine Optimization". (Kelston - Brand Development and Marketing Studio —Kelston | Marketing and Branding Studio in Southlake, TX, n.d.) Kelston strengths in the market include: branding/web optimization (niche focus) where it places emphasis as the award-winning 2020 founder, Stephanie Cross has strengths in those areas.

Cross had 15+ years working with luxury/lifestyle brands such as Michael Kors and The Luxury Collection among others. The clients for Kelston range in industry from interior design, hospitality, food/beverage, hotel, and consumer brand industries. The target market for Kelston would be entrepreneurs, or CEOs of mid-large sized companies. The age range of the clients is between 24 and 38-years-old. Kelston targets both DFW and clients nationally. Kelston can help by offering marketing services to entrepreneurs/ mid-large sized company CEO's who may want to free time to travel, or work on other business aspects as Kelston steps in to handle marketing. Kelston uses social that reflects travel, luxury, lifestyle images, hotels, and often has a clean/minimalist look.

## **Kelston Marketing Keyword Selection from Spyfu & ChatGPT Results**

Digging into keywords for Kelston Marketing, an examined list of keywords was generated by ChatGPT and identified through [SpyFu.com](https://www.spyfu.com). Using keywords from this list in a keyword search campaign will help optimize the Kelston Marketing website.

### **1. Branding Studio**

**Relevance:** With both the founder Stephanie Cross, and Kelston having a strong background in branding this keyword is good for helping with end-to-end services, not just design, to make people realize Kelston helps from strategy to execution.

### **2. Web Design Agency**

**Relevance:** Kelston offering “Website Design” in its services, Web Design Agency, can help with brands looking to revamp their new online presence. This keyword phrase can target both national and local searches.

### **3. Luxury Branding**

**Relevance:** As Kelston targets both lifestyle and luxury using Luxury Branding can help Kelston niche out from competitors. This also helps reach the target market in realizing Kelston offers premium services.

### **4. Brand Strategy**

**Relevance:** On the homepage under “Good Design by Good People” on the Kelston website you can quickly see Kelston is all about branding. It’s easy to see with two sections containing listed services dedicated to it “Brand Development/Brand Experience”, before seeing “Marketing”. This keyword targets those in the decision making process. (Kelston - Brand Development and Marketing Studio —Kelston | Marketing and Branding Studio in Southlake, TX, n.d.)

### **5. Copywriting Agency**

**Relevance:** The keyword Copywriting Agency is good as it emphasizes the importance of persuasion, brand messaging, marketing campaigns and storytelling. This keyword also is inclusive of one of Kelston's services. It is a versatile keyword for both DFW and nationally.

## **6. Visual Identity**

**Relevance:** This is good for reflecting Kelston's ability to do logo creation, typography, color palettes, branding and design. It can reflect ideas of a memorable look and can target those looking for brand makeovers.

## **7. Signage and Wayfinding Design**

**Relevance:** This is a less obvious service on the Kelston website so using this keyword phrase can help to bring attention to the variety of services Kelston offers. This can also attract brands such as hotels, event spaces, and those who may not be reached right away with just digital marketing.

## **8. Strategic Marketing Planning**

**Relevance:** This keyword phrase targets those looking to increase their ROI. It is more geared towards the entrepreneur or CEO decision makers. This shows a bigger overall organizational structure than just marketing blindly.

## **9. Social Media Consulting**

**Relevance:** This search phrase can help with those looking to increase their social media presence in a productive way. This can help attract small purchases with entrepreneurs/ mid-large sized businesses which may lead to larger full brand packages. It also helps those looking for social content that aligns with their brands messaging.

## **10. SEO Services Agency**

**Relevance:** SEO is Kelston’s big push aiming to get results paid may not accomplish.

Using this keyword phrase gets direct to the point and avoid negative targeting with businesses looking for PPC with Kelston. This helps Kelston attract the organic clients it is looking for.

## Kelston’s Keyword Analysis Based on Spyfu

Kelston doesn’t currently run any PPC for the brand. While Kelston may not offer a PPC service for its clients it would be good for Kelston to run some PPC alongside the organic efforts. This is a list looking into the recommended keywords using Spyfu.

### 1. Branding Studio

This is a good keyword entering the essentially “free traffic” territory – without much competition and having a moderate search volume this is worth targeting. (OpenAI, 2025). Difficulty Score: 35.

#### Google Provided Data

EXPAND

Cost Per Click	\$0.00
Monthly Cost	\$0.00
Search Volume	480

### 2. Web Design Agency

The search volume is significantly higher for this keyword. With a higher cost per click this reflects high buyer intent. It is a very competitive market but has a high search healthy volume of 2,400 of monthly searches. This is a high value opportunity in paid and organic strategies. People looking for this keyword are likely looking to hire. This is high potential in terms of ROI and targeting priority. (OpenAI, 2025). Difficulty: 69

## Google Provided Data

EXPAND

Cost Per Click	\$10.91
Monthly Cost	\$9,449
Search Volume	2,400

### 3. Luxury Branding

This is a high volume low-cost opportunity. This would be more of an informational keyword as it has a low CPC. Searchers may be looking more for ideas than actually looking for services. As this aligns with Kelston's brand this would be a great keyword to target. (OpenAI, 2025) Difficulty: 18

## Google Provided Data

EXPAND

Cost Per Click	\$0.55
Monthly Cost	\$6.60
Search Volume	12,100

### 4. Branding Strategy

This is a good balance keyword. The CPC is \$6.32 which is in the mid-high level meaning it may have a good ROI. There is likely moderate competition. It also has a strong search volume of 5,400 per month. Advertisers are spending a fair amount here per month with a \$1,432 average per month. (OpenAI, 2025) Difficulty: 41

## Google Provided Data

EXPAND

Cost Per Click	\$6.32
Monthly Cost	\$1,432
Search Volume	5,400

### 5. Copywriting Services

This keyword phrase has a moderately high CPC, decent ad spend and a quality traffic number. This is likely a lead quality focus as it has a lower search volume and higher CPC. There are likely serious buyers and not casual lookers. As this could be strong

prospects for conversion this would be a good keyword phrase to target for Kelston.

(OpenAI, 2025) Difficulty: 19

#### Google Provided Data

EXPAND

Cost Per Click	\$6.91
Monthly Cost	\$1,371
Search Volume	600

## 6. Visual Identity

This is a good keyword for Kelston as it is not over saturated with monthly costs for an advertising budget. The monthly search volume of 720 is a solid number and CPC is mid-range. This keyword offers balanced opportunity and could be used to reach mid-funnel prospects. People searching are likely looking for solutions. (OpenAI, 2025) Difficulty: 63

#### Google Provided Data

EXPAND

Cost Per Click	\$4.24
Monthly Cost	\$795
Search Volume	720

## 7. Signage and Wayfinding Design

This is a very long tail high-intent keyword phrase. It is very specific so while having less traffic will bring better leads offering a service some may not even have realized Kelston offered. Biggest push should be on using this in organic. (OpenAI, 2025) Difficulty: 18

#### Google Provided Data

EXPAND

Cost Per Click	\$5.09
Monthly Cost	\$20.70
Search Volume	50

## 8. Strategic Marketing Planning

This keyword offers a good combination of buyer intent and manageable competition, making it great for both PPC and SEO. Searchers are likely in the decision stage. Likely

high ROI with CPC of \$8.16. High demand with Search Volume of 1,900 per month.

(OpenAI, 2025) Difficulty: 26

#### Google Provided Data

EXPAND

Cost Per Click	\$8.16
Monthly Cost	\$253
Search Volume	1,900

## 9. Social Media Consulting

This is a solid mid-tier keyword phrase that does not require a huge budget, with it marked at a budget of \$439 per month. It can be used as a scalable opportunity. This would be good to test ROI for Kelston. This would be good to target someone in the buying phase. (OpenAI, 2025) Difficulty: 27

#### Google Provided Data

EXPAND

Cost Per Click	\$5.38
Monthly Cost	\$439
Search Volume	2,900

## 10. SEO Services Agency

This keyword is a moderate-volume, high intent opportunity for Kelston. Searchers using this keyword are likely looking for specific services, which can lead to a high conversion rate despite lower traffic numbers. The keyword likely matches a precise need, so those who find Kelston from this search will feel it's a direct match to their problem. (OpenAI, 2025) Difficulty: 29

#### Google Provided Data

EXPAND

Cost Per Click	\$5.42
Monthly Cost	\$5.70
Search Volume	480

## Competition Analysis

**For my organic competitors:**



1. [Ranknowmarketing.com](https://ranknowmarketing.com)
2. [Tradition.agency](https://tradition.agency)
3. [Thinkcre8tive.com](https://thinkcre8tive.com)

<input checked="" type="checkbox"/>	kelstonmarketing.com	-	-	75	1	\$4.21
<input checked="" type="checkbox"/>	ranknowmarketing.com		19	121	0	\$0.00
<input checked="" type="checkbox"/>	tradition.agency		16	56	2	\$0.00
<input checked="" type="checkbox"/>	thinkcre8tive.com		18	428	21	\$5.22k

### For my paid competitors:

1. [Searchbloom.com](https://searchbloom.com)
2. [Blackpropeller.com](https://blackpropeller.com)
3. [Rothmanppc.com](https://rothmanppc.com)

<input checked="" type="checkbox"/>	searchbloom.com	-	-	8	0	\$0.00
<input checked="" type="checkbox"/>	blackpropeller.com		1	2.79k	858	\$359k
<input checked="" type="checkbox"/>	rothmanppc.com		53	133	5	\$18.4k

### Competitive Advantages/ Disadvantage:

1. [Ranknowmarketing.com](https://ranknowmarketing.com)

ADV: Full service digital agency that offers both PPC and SEO. Lots of links and very bright CTA buttons (orange like Amazon).

DIS: Does not appear very aesthetically pleasing in design. Lacks nice visuals on the site. Colors appear bland. Generalist and less lifestyle focused.

2. [Tradition. Agency](https://tradition.agency)

ADV: Big emphasis on branding experience with emphasis on 50+ years verses Kelston's 15+ years. Emphasis on customer satisfaction. Kelston needs to pull together more reviews.

DIS: Many specialties which dilute the niche key component that Kelston does well on, especially in branding.

3. [Thinkcre8tive.com](http://Thinkcre8tive.com)

ADV: Full service agency with SEO, paid, social media, design, branding and more. High recognitions.

DIS: Focused on DFW and less nationally like Kelston. Less of a lifestyle focused story.

4. [Searchbloom.com](http://Searchbloom.com)

ADV: Focused on expert in SEO and PPC. Easy access to analysts with rapid response times.

DIS: Performance-focused and lacks visual identity which is important to branding. Kelston rocks in that visual identity

5. [Blackpropeller.com](http://Blackpropeller.com)

ADV: Full service PPC focus which helps niche out in paid.

DIS: Full service PPC which hurts in niching out in organic. Kelston focuses only on organic for clients so this will benefit Kelston. As Kelston works to get into PPC for their own brand may face some challenges with this competition.

6. [Rothmanppc.com](http://Rothmanppc.com)

ADV: Full service PPC focus on Google Ads.

DIS: Very bland website with only a Google Ad focus. As there are many PPC options out there this is niched out and missing opportunities in other areas.

## Competitor Paid Ads

SearchBloom.com

- Paid keywords: 4
- Monthly PPC: 300
- Monthly Google Ads Budget: \$201.73
- Ad Examples:

Clicks/Mo	Cost/Click	Coverage	«Prev Mo	N
			2025 Jan Feb Mar Apr May June July Aug	
0	\$3.51	8.33%	AD	

☐ Highlight Ad Copy
 [Screenshot](#)

### SEO / PPC / CRO & More

<https://www.searchbloom.com/>

Smarter And More Competent --- Searchbloom is a top- rated enterprise SEM agency on Clutch.co with a proven track record. Don't accept empty promises from other companies that need to bid on our brand name. Free SEO & PPC Analysis. Highlights: Free Consultation Available, Expert Available.

[Team](#) · [Careers](#) · [Schema Markup Generator](#) · [Cody Jensen](#) · [Ecommerce SEO Services](#)

*Ad Position: 1    Date: June 2024*

Blackpropeller.com

- Paid keywords: 202

- Monthly PPC: 340
- Monthly Google Ads Budget: \$2,336
- Ad Examples:

 Highlight Ad Copy

 Screenshot

### Award-Winning PPC Agency - No Excuses, Just Sky-High ROI

 <https://blackpropeller.com/ppc-agency/>

We Go Above And Beyond For Our Clients To Deliver Industry-Leading Results. Partner With A PPC Agency That Will Put In the Work That Others Won't.

[Paid Social](#) · [HubSpot Partner](#) · [Paid Search](#) · [Case Studies](#) · [SEO Services](#) · [Why BP?](#)

*Ad Position: 1    Date: October 2024*

### Sample PPC Ad for Steel City

- Headline: Luxury Brand and Design Agency
- First Line: Creative for Luxury and Lifestyle Brands
- Second Line: Branding 15+ Years. Free Initial Consultation .
- URL: <https://www.kelstonmarketing.com/services>

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