KEYWORD RESEARCH REPORT

E-commerce *keyword* research

Search demand, intent, price bands and country comparison for a women's fashion print-on-demand store.

Sample report built from our own store's data

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Store analysed	Data pulled	Edition
Maiden Bloom (Shopify)	**September to October 2026**	**6 November 2026**

EXECUTIVE SUMMARY

Five opportunities worth acting on

What the data says Maiden Bloom should do first, and what to stop doing.

40	25	2,200	54,850
keywords scored for volume, CPC, competition and intent	country and language markets compared	Google Shopping listings read for price bands	monthly US searches across 17 set and co-ord keywords

1

Sets are the biggest buy-ready pool, and demand is still climbing

"skirt set" draws 12,100 US searches a month at $0.82 per click, "two piece skirt set" 8,100 at $0.73. "skirt set" searches rose from 8,100 in Dec 2025 to 18,100 in the Mar to Aug 2026 months. The 17 set keywords together add up to 54,850 searches a month.

2

Dark floral dresses peak in spring, so listings must be ready by February

"dark floral dress" is 6,600 searches a month at $0.79, but it swings from 2,900 in December to 9,900 in March and April. That is 3.4x between trough and peak.

3

"celestial dress" is an intent trap

"celestial dress" looks attractive at 2,900 searches, but in our visual review of 24 Google Shopping results for the celestial lane, 9 were bridal or prom gowns. Adding "printed" or "maxi" targets the casual shopper this product is for.

4

The UK searches co-ords 3x as much as the US, at a lower click cost

"co ord set": 18,100 UK searches a month at $0.52 against 5,400 in the US at $0.77. Across the whole 16-term basket the UK is 47,590 searches at a $0.63 weighted CPC, against $0.93 in the US.

5

Local-language terms are 2x to 6x cheaper per click

Germany "zweiteiler damen": 18,100 searches at $0.49. France "ensemble femme": 18,100 at $0.29. Poland "komplet damski": 18,100 at $0.25. Spain "conjunto mujer" costs $0.15 a click against $0.99 for the US "matching set".

The bottom line. Lead with sets, time the dresses for spring, fix the celestial wording, and open the UK before any other market. The pages that follow show the data behind each move and the exact title and tag changes.

METHOD

From a seed list to a ranked keyword universe

Every figure in this report comes from one of four pulls, run in September and October 2026.

1

Seed

42 keywords from the store's product lines (dresses, sets, blazers) plus the terms shoppers use for the same pieces. Two exact duplicates removed, 40 kept.

2

Demand

Google Ads keyword data via an SEO data API: monthly searches, cost per click, competition, and 12 months of history for seasonality.

3

Price bands

Google Shopping results for 19 queries (2,200 listings): 25th percentile, median and 75th percentile prices.

4

Markets

The same basket repeated in 25 country and language markets, with local-language terms for non-English markets.

How to read the columns

Volume / mo	Average monthly Google searches in the United States, rounded by Google.
CPC	Average cost per click in US dollars if you advertise on the term. A proxy for how commercial the term is.
Competition	Google Ads advertiser competition, 0 to 100. Nearly every fashion term is saturated (39 of 40 are rated High), so CPC separates terms better than this column does.
Intent	**Buy-ready**: product type plus a clear attribute ("skirt set"). **Style-led**: aesthetic words, browsing mindset ("witchy dress"). **Mixed**: results mix two audiences. **Broad**: head terms too general to win.
Fit	Our judgement of how close the term is to the store's catalogue: Core, Adjacent or Broad.

Priority score (0 to 100)

Score = value index × fit weight *where value index = volume ÷ CPC, log-scaled to 5–100; fit = 1.0 core, 0.8 adjacent, 0.55 broad*

The score rewards terms with many searches per dollar of click cost, then discounts terms that are far from what the store actually sells. It is a ranking aid, not a forecast: a broad term like "maxi skirt" (74,000 searches) scores mid-table because shoppers searching it are not yet looking for a printed, designer piece.

What this does not cover. Volumes are Google estimates, rounded; they show relative size, not guaranteed traffic. Prices are retail list prices seen in Google Shopping, not sales.

KEYWORD UNIVERSE, 1 TO 20

The top 20 keywords, ranked by priority score

Sets and co-ords dominate the top of the list: six of the top ten keywords.

#	KEYWORD	CLUSTER	VOLUME / MO	CPC	COMPETITION	INTENT	PRIORITY SCORE
1	**skirt set**	Sets and co-ords	12,100	$0.82	High 100	Buy-ready	75
2	**two piece skirt set**	Sets and co-ords	8,100	$0.73	High 100	Buy-ready	71
3	**top and skirt set**	Sets and co-ords	8,100	$0.90	High 100	Buy-ready	68
4	**dark floral dress**	Floral dresses	6,600	$0.79	High 100	Buy-ready	67
5	**co ord sets**	Sets and co-ords	5,400	$0.77	High 100	Buy-ready	65
6	**co ord set women**	Sets and co-ords	4,400	$0.65	High 100	Buy-ready	64
7	**witchy dress**	Aesthetic dresses	5,400	$1.03	High 100	Style-led	61
8	**black blazer dress**	Layering pieces	4,400	$0.81	High 100	Buy-ready	61
9	**celestial dress**	Aesthetic dresses	2,900	$0.74	High 100	Mixed	57
10	**matching skirt set**	Sets and co-ords	3,600	$0.87	High 100	Buy-ready	57
11	**tapestry jacket**	Layering pieces	2,400	$0.61	High 100	Buy-ready	57
12	**maxi skirt**	Broad head terms	74,000	$0.87	High 100	Broad	55
13	**sweater and skirt set**	Sets and co-ords	6,600	$0.84	High 100	Buy-ready	53
14	**two piece dress set**	Sets and co-ords	2,400	$0.80	High 100	Buy-ready	53
15	**blazer and skirt set**	Sets and co-ords	1,900	$0.70	High 100	Buy-ready	52
16	**cottagecore dress**	Aesthetic dresses	5,400	$0.80	High 100	Style-led	51
17	**long sleeve floral maxi dress**	Floral dresses	1,900	$0.91	High 100	Buy-ready	48
18	**kaftan**	Broad head terms	40,500	$1.23	High 100	Broad	48
19	**floral maxi skirt**	Skirts	4,400	$0.95	High 100	Buy-ready	47
20	**floral cardigan**	Layering pieces	2,900	$0.85	High 100	Buy-ready	44

KEYWORD UNIVERSE, 21 TO 40

The long tail and the terms to treat with care

Lower scores are not “bad”: several niche terms are cheap, specific and good as tags or secondary keywords.

#	KEYWORD	CLUSTER	VOLUME / MO	CPC	COMPETITION	INTENT	PRIORITY SCORE
21	**floral blazer**	Layering pieces	**1,600**	$0.99	High 100	Buy-ready	44
22	**whimsigoth dress**	Aesthetic dresses	**1,000**	$0.81	High 100	Style-led	40
23	**dark floral maxi dress**	Floral dresses	**1,000**	$0.90	High 100	Buy-ready	39
24	**dark floral midi dress**	Floral dresses	**880**	$0.92	High 100	Buy-ready	37
25	**vintage floral dress**	Floral dresses	**1,000**	$0.63	High 100	Style-led	35
26	**satin skirt set**	Sets and co-ords	**720**	$0.71	High 100	Buy-ready	30
27	**floral slip dress**	Floral dresses	**720**	$0.79	High 100	Buy-ready	29
28	**dark floral skirt**	Skirts	**720**	$0.79	High 100	Buy-ready	29
29	**floral skirt set**	Sets and co-ords	**390**	$0.77	High 100	Buy-ready	28
30	**witchy skirt**	Skirts	**720**	$1.00	High 100	Style-led	26
31	**dark academia dress**	Aesthetic dresses	**720**	$1.16	High 100	Style-led	25
32	**printed co ord set**	Sets and co-ords	**110**	$0.38	High 98	Buy-ready	20
33	**cardigan and skirt set**	Sets and co-ords	**260**	$0.70	High 100	Buy-ready	19
34	**celestial skirt**	Skirts	**170**	$0.61	High 100	Style-led	16
35	**boho skirt set**	Sets and co-ords	**260**	$0.93	High 100	Buy-ready	16
36	**floral co ord set**	Sets and co-ords	**140**	$0.70	Medium 45	Buy-ready	15
37	**moody floral dress**	Floral dresses	**110**	$0.67	High 100	Style-led	12
38	**kimono set**	Sets and co-ords	**260**	$1.37	High 100	Buy-ready	11
39	**gothic floral dress**	Floral dresses	**140**	$1.31	High 100	Style-led	6
40	**matching cardigan set**	Sets and co-ords	**110**	$1.11	High 100	Buy-ready	4

INTENT CLUSTERS

Where the searches actually are

The 40 keywords fall into six clusters. Sets and co-ords hold more than all dress terms combined.

CLUSTER	MONTHLY SEARCHES (US)	AVG CPC
Sets and co-ords 17 keywords	54,850	$0.80
Aesthetic dresses 5 keywords	15,420	$0.89
Floral dresses 8 keywords	12,350	$0.82
Layering pieces 4 keywords	11,300	$0.80
Skirts 4 keywords	6,010	$0.93
Broad head terms 2 keywords	114,500 (off scale)	$1.00

What each cluster means for the store

Sets and co-ords	The largest buy-ready pool. Shoppers know the format they want (skirt set, co-ord, matching set) before they pick a print.
Aesthetic dresses	Style-led searches (witchy, whimsigoth, cottagecore). Large but browsing-oriented: strongest when a listing speaks the style's language.
Floral dresses	The store's core. Smaller per term, but specific and high intent: "dark floral dress" and its maxi, midi and long-sleeve variants.
Layering pieces	The layering pieces that make a set premium. "black blazer dress" and "tapestry jacket" are the standouts.
Skirts	Useful as add-on and cross-sell terms, rarely the first search.
Broad head terms	"maxi skirt" (74,000) and "kaftan" (40,500). Too general to win; useful only to size the category.

Reading the chart. Bars show combined monthly US searches of the keywords in each cluster. The grey bar is two head terms that would flatten the scale, so it is drawn at full width and marked off scale. CPC is volume-weighted.

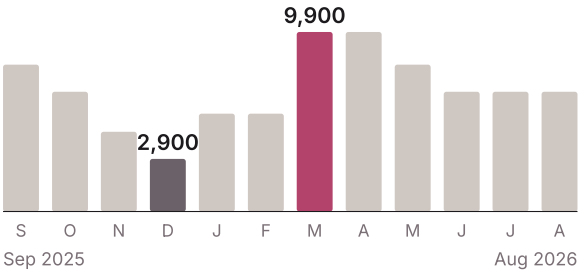
TIMING

Demand moves with the calendar

Twelve months of search history (Sep 2025 to Aug 2026) show when to publish, when to push and when to rest budget.

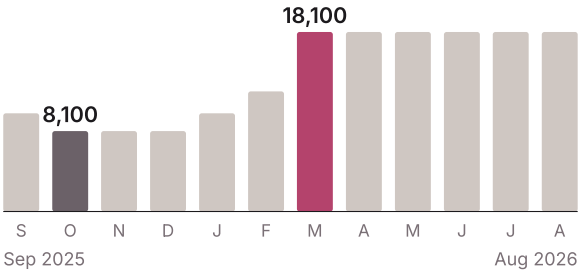
dark floral dress

Trough 2,900 in December, peak 9,900 in March and April: 3.4x.



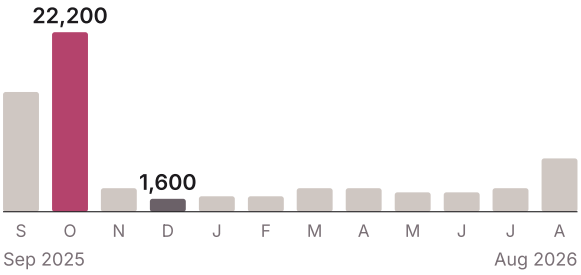
skirt set

From 8,100 in Oct to Dec to 18,100 from March: demand has more than doubled and held.



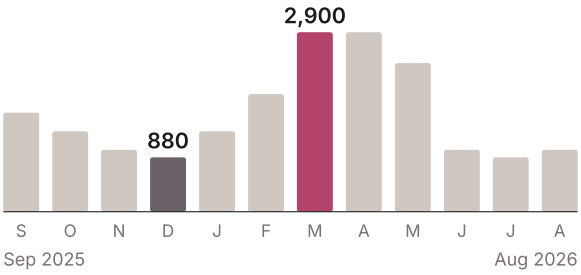
witchy dress

A Halloween keyword: 22,200 in October, 2,900 in November. Plan a short, sharp campaign.



floral blazer

Spring layer: 2,900 in March and April, 880 in December and July.



What to do with it

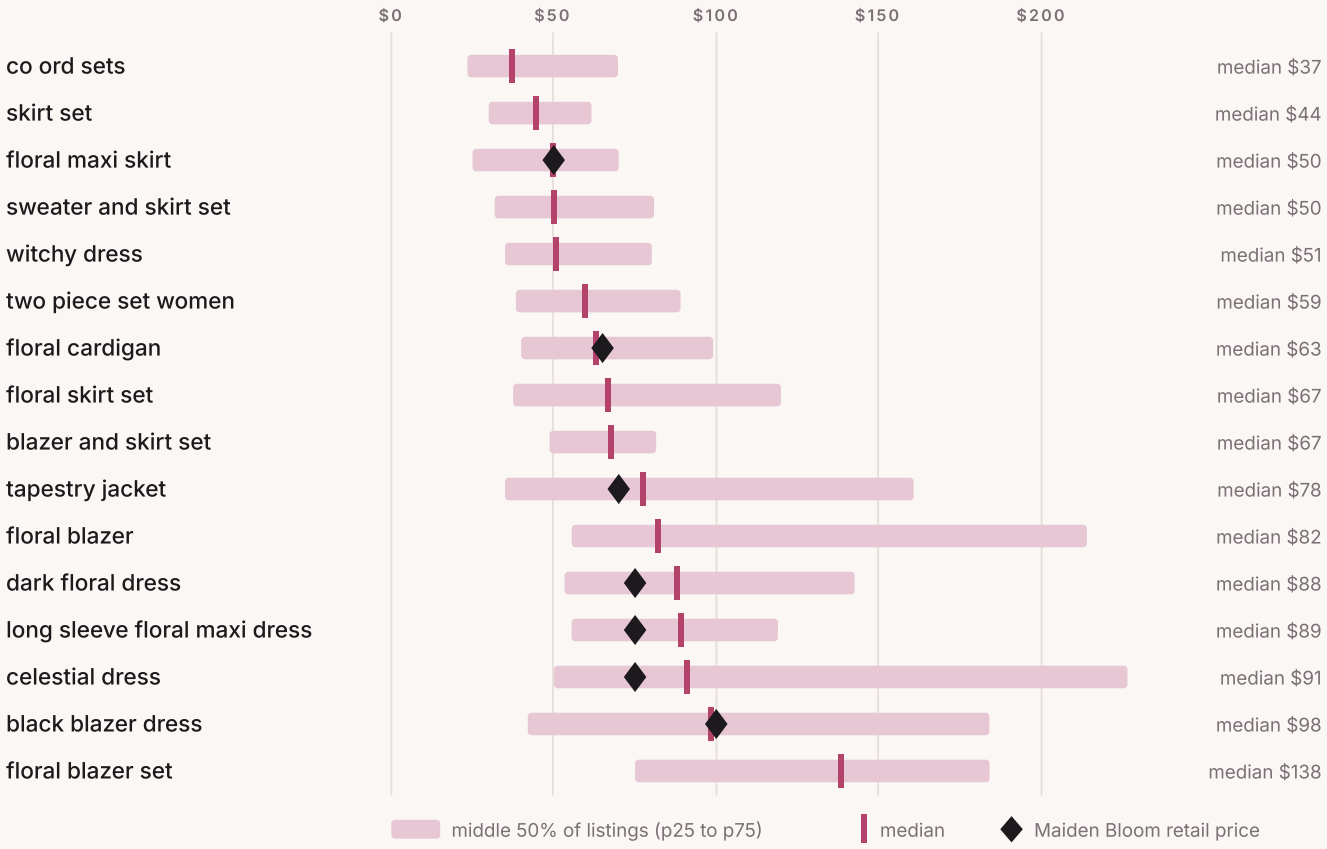
Publish before the peak, not during it. Dark floral and blazer listings need to be live and indexed by early February to catch the March to April rise. Sets can run all year. Treat “witchy dress” as an October-only campaign and do not read a November drop as failure.

Rose bar = peak month, dark bar = lowest month. Source: Google Ads monthly search history, US.

PRICE BANDS

What Google Shopping shows shoppers

The middle 50% of listings for 19 queries (2,200 listings; 16 shown), with Maiden Bloom's retail price where a product maps to the query.



Three takeaways

Dresses carry the price. "dark floral dress" has a median of $88 against $44 for "skirt set". A $74.99 dress sits inside the band, below the median.

Blazers have the widest spread. The middle half of "floral blazer" listings runs from $55 to $214. Mass-market and designer share one results page, so a clear print, fabric and photo story decides the click.

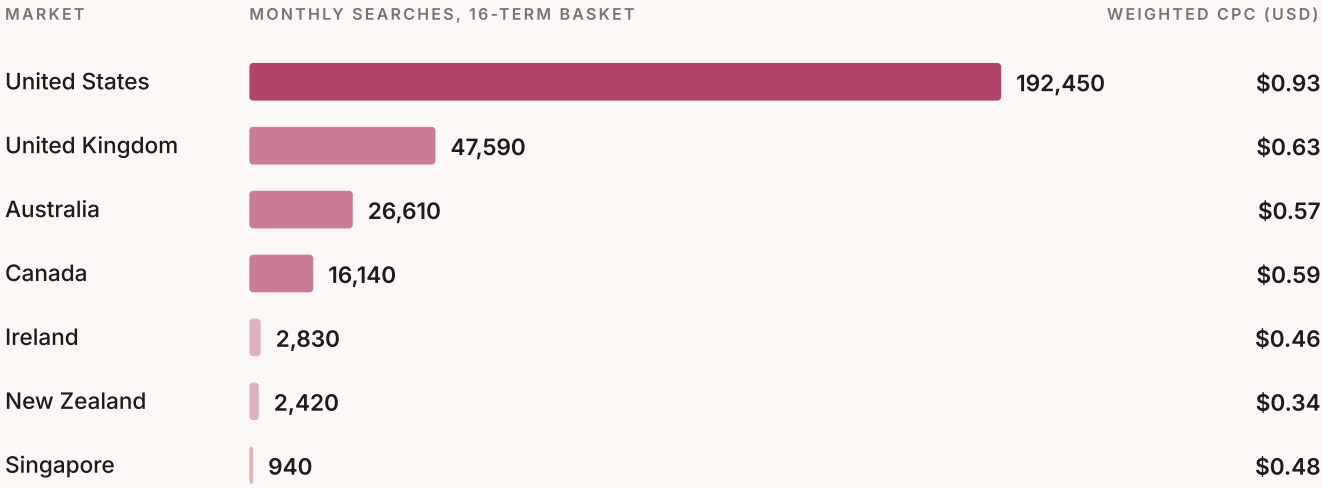
Check before you list. A price outside the middle band is not wrong, but it needs a reason shoppers can see in the photos: print, fabric or a full set.

COUNTRY COMPARISON

Demand and click cost, by country

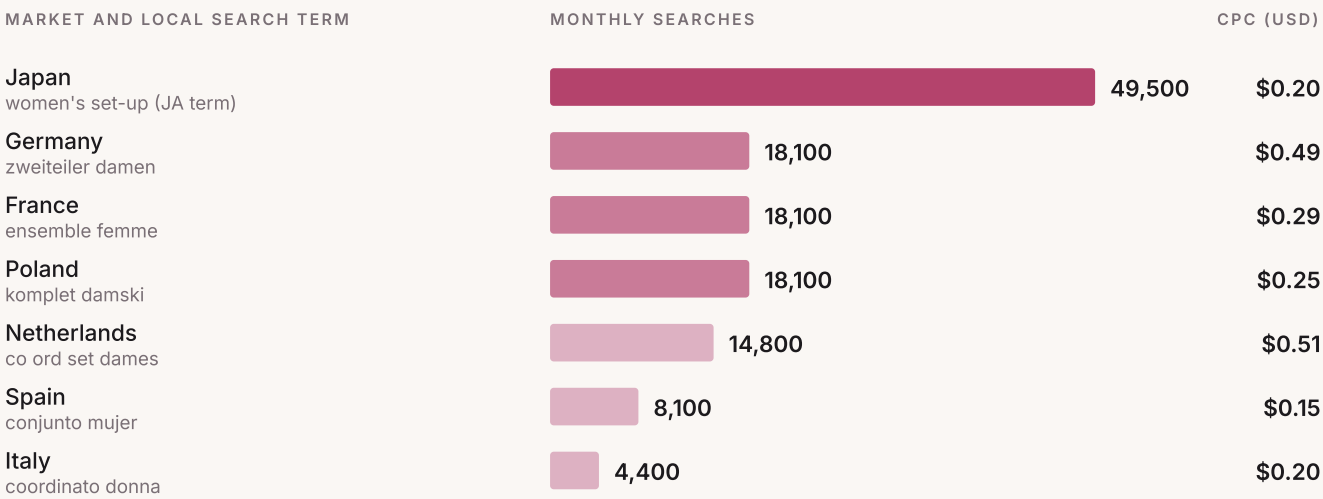
A 16-term basket of dress, set and blazer searches, repeated per market. Local-language terms shown separately.

English-language markets



The basket excludes the broad head term “maxi dress”. CPC is volume-weighted across the basket.

Best local-language term in each market



Each bar is the single best volume-for-cost term in that market. Ads cost converted to US dollars.

The pattern. In these seven markets the best local term costs $0.15 to $0.51 a click, against a $0.93 weighted CPC for the US basket. Shoppers who search in their own language face fewer advertisers, so a small, translated test listing is cheap to run.

COUNTRY COMPARISON, CONTINUED

Same keyword, five markets

Monthly searches with CPC underneath. Darker rose means more searches.

Keyword	US	UK	AU	CA	IE
two piece set women	18,100 $1.02	3,600 $0.69	720 $0.56	1,300 $0.58	110 $0.38
matching set	60,500 $0.99	2,900 $0.77	9,900 $0.65	5,400 $0.65	260 $0.55
co ord set	5,400 $0.77	18,100 $0.52	4,400 $0.47	1,600 $0.39	1,300 $0.45
floral maxi dress	27,100 $0.88	6,600 $0.66	4,400 $0.48	1,600 $0.49	260 $0.57
dark floral dress	6,600 $0.79	1,900 $0.66	880 $0.47	590 $0.51	110 $0.27
gothic dress	18,100 $0.98	4,400 $0.82	1,300 $0.75	1,300 $0.77	170 $0.45
whimsigoth	18,100 $0.91	2,400 $0.66	1,000 $0.53	1,600 $0.56	170 $0.26
cottagecore dress	5,400 $0.80	880 $0.66	590 $0.49	590 $0.68	50 $0.92
witchy dress	5,400 $1.03	1,000 $0.74	390 $0.86	390 $0.65	70 $0.88
celestial dress	2,900 $0.74	1,000 $0.55	260 $0.45	170 $0.41	50 $0.42
boho maxi dress	14,800 $0.91	1,900 $0.61	1,600 $0.64	720 $0.56	110 $0.41
floral blazer	1,600 $0.99	480 $0.56	140 $0.57	170 $0.51	30 $0.77

Market reading

Start with the US and UK

The US is 4x the UK in basket volume, but the UK is cheaper per click and searches by different words. Use “co-ord set” for the UK, “matching set” for the US.

Canada and Australia are second-wave

Canada’s basket is 16,140 searches, Australia’s 26,610. Australia’s “matching set” term is 9,900 at $0.65.

> Ireland, New Zealand and Singapore are too small to justify separate campaigns (2,830, 2,420 and 940 searches for the whole basket); serve them from the English listings you already have.

LISTING OPTIMISATION

Titles and tags, before and after

From an audit of 18 blazer-and-dress bundle listings: 3 rated STAR, 11 STRONG, 4 CAUTION.

DARK FLORAL SET (DF-B01)

BEFORE Dark Floral Classic Matching Set - Blazer + Midi Dress | Dark Floral — 68 chars

AFTER **Dark Floral Two Piece Set Women - Blazer & Midi Dress Matching Outfit** — 69 chars

Dropped the internal word “Classic”; the niche term and the format term (Dark Floral, Two Piece Set Women) now sit inside the first 31 characters.

BLACK FLORAL VARIANT (DF-B02)

BEFORE Dark Floral Rose Matching Set - Blazer + Midi Dress | Dark Floral — 65 chars

AFTER **Black Floral Two Piece Set - Blazer and Midi Dress Matching Outfit** — 66 chars

Sibling listing uses “black floral” so the two products capture different searches instead of competing with each other.

GOTHIC FLORAL SET (DF-B04)

BEFORE Dark Floral Noir Matching Set - Blazer + Midi Dress | Dark Floral — 65 chars

AFTER **Gothic Floral Two Piece Set Women - Blazer & Midi Dress Matching** — 64 chars

“Noir” is a brand word nobody searches. “Gothic” bridges dark-floral and whimsigoth shoppers.

WHIMSIGOTH SET (WG-B01)

BEFORE Whimsigoth Midnight Matching Set - Blazer + Midi Dress | Whimsigoth — 67 chars

AFTER **Gothic Moth Moon Two Piece Set - Blazer & Dress Matching Women** — 62 chars

Standalone “whimsigoth” is a style word, not a product. Lead with the broader audience, keep the visual hooks (moth, moon).

CELESTIAL SET (CL-B01)

BEFORE Celestial Midnight Matching Set - Blazer + Midi Dress | Celestial — 65 chars

AFTER **Celestial Two Piece Set Women - Moon Stars Blazer & Dress Matching** — 66 chars

Format keyword added up front. Flagged CAUTION in the audit: prove demand on marketplace listings before paying for clicks.

Struck-through text is beyond the first 60 characters, where Google typically cuts a title. Character counts include spaces.

Tag set for the dark floral set

two piece skirt set 8,100 · dark floral dress 6,600 · co ord set women 4,400 · blazer and skirt set 1,900 · matching skirt set 3,600 · witchy dress 5,400 · cottagecore dress 5,400 · gothic floral dress 140 · whimsigoth dress 1,000 · floral blazer 1,600 · black blazer dress 4,400

Number after each tag = monthly US searches. Tags are kept short because marketplaces cap their length (Etsy: 13 tags, 20 characters each).

PRIORITY ACTIONS

What to do, in order

Seven moves, ranked by impact per hour of work.

1	**Rewrite titles around the format keyword** Lead with “two piece set women”, “skirt set” or “matching set” inside the first 40 characters; drop internal names (“Classic”, “Noir”).	THIS WEEK
2	**Stage dark floral and blazer listings for February** Live and indexed before the March to April peak (9,900 searches for “dark floral dress”).	BY END JAN
3	**Cover the full set vocabulary** Spread “two piece skirt set” (8,100), “top and skirt set” (8,100) and “matching skirt set” (3,600) across the titles and tags of the set listings.	30 DAYS
4	**Fix the celestial intent trap** Use “printed” or “maxi” with “celestial dress” so listings meet casual shoppers, not bridal ones (9 of 24 results in the lane review were gowns).	30 DAYS
5	**Open the UK with UK words** “co ord set”: 18,100 UK searches at $0.52. Needs its own title and tags, not a copy of the US listing.	NEXT QUARTER
6	**Test one local-language market** Germany “zweiteiler damen” (18,100, $0.49) or France “ensemble femme” (18,100, $0.29). One market, one month, then decide.	NEXT QUARTER
7	**Re-pull the data each quarter** Volumes and CPC move: “dark floral dress” ranged from 2,900 to 9,900 searches within one year. Compare pulls, do not assume.	QUARTERLY

Appendix: data sources

Keyword demand. Google Ads keyword data retrieved through an SEO data API: average monthly searches, cost per click, advertiser competition, top-of-page bid range and 12 months of history. Pulled September and October 2026.

Price bands. Google Shopping result sets for 19 queries, up to 120 listings each; 25th percentile, median and 75th percentile prices.

Country comparison. The same basket pulled for 25 country and language combinations. Local-language terms were chosen for non-English markets. Ads costs converted at approximate October 2026 rates.

Search results review. Manual review of the first 24 Google Shopping results for five lanes (celestial, dark floral maxi, dark floral midi, blazers and jackets, blazer and skirt sets) for silhouette, print, photography and price.

Listing audit. March 2026 audit of 18 blazer-and-dress bundle titles for keyword fit and length.

Retail prices. Maiden Bloom’s own retail prices; no cost data is shown.

Prepared by Gergely Racz · LeadFlow Automation · leadflowautomation.net. Sample report built from our own store’s data.