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Prof. Lu

MKT 3620

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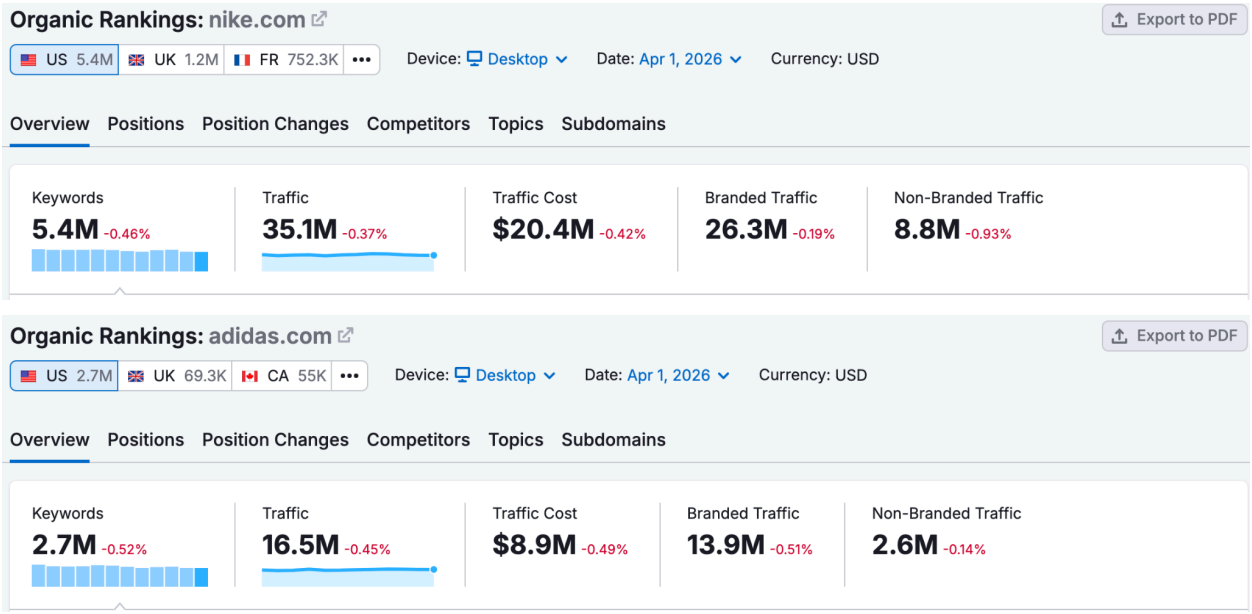
Group Assignment 2

SECTION A:

1. (Serena) **Organic Research Overview**



2. (Sara) **Keyword Analysis**

Nike Homepage Keywords (nike.com)

Keyword	**Type**
Nike	Branded
Nike shoes	Branded + Product
Nike sneakers	Product

Nike running shoes	Product
Nike Air Force 1	Product-specific
Nike Air Max	Product-specific
Nike Sportswear	Category
Nike Mens Clothing	Category
Nike Womens Activewear	Category
Nike official store	Navigational

Adidas Homepage Keywords (adidas.com/us)

Keyword	**Type**
Adidas	Branded
Adidas shoes	Branded + Product
Adidas sneakers	Product
Adidas running shoes	Product
Adidas Ultraboost	Product-specific
Adidas Sambas	Product-specific
Adidas clothing	Category
Adidas mens apparel	Category
Adidas womens activewear	Category
Adidas official store	Category

- Both brands rely heavily on branded keywords (high intent users)
- **Nike** leans more into performance and innovation keywords
- **Adidas** leans more into lifestyle and fashion-driven keywords

Nike Categories

1. **Running** https://www.nike.com/w/running-shoes-37v7jzy7ok
2. **Basketball** https://www.nike.com/w/basketball-shoes-3glsmzy7ok
3. **Men's Clothing** https://www.nike.com/w/mens-clothing-6ymx6znik1

Adidas Categories

1. **Shoes** https://www.adidas.com/us/shoes
2. **Running** https://www.adidas.com/us/running
3. **Men** https://www.adidas.com/us/men

3. (Lauren) **Title and Meta Description Comparison**
Top 3 pages according to ChatGPT:

1. Adidas kids (closest to 6)
2. Nike's men's page
3. Adidas's men's page

All prompts and full answers listed here:
https://chatgpt.com/share/69d06dea-c6e0-8332-a3ef-9c2097c07ebf

ChatGPT Nike homepage and product pages analysis:

Keyword Effectiveness & Search Intent Analysis (Nike Homepage)

✅ Final Answer

- **Search Intent:** Navigational
- **Keyword Effectiveness Score: 0–3**
- **Reason:** The page only includes a brand keyword ("Nike"), lacks relevant product keywords, does not meet transactional search intent, and has no call-to-action, resulting in low keyword effectiveness.

Keyword Effectiveness & Search Intent Analysis (Nike Men's Page)

✅ Final Answer

- **Search Intent:** Transactional

- **Keyword Effectiveness Score: 4–6**
- **Reason:** The page includes multiple relevant and targeted keywords (men's shoes, clothing, accessories), aligns well with transactional intent, and meets character limits. However, it lacks strong call-to-action language and high-intent keywords like "shop," preventing a perfect score.

Keyword Effectiveness & Search Intent Analysis (Nike Women's Page)

✅ Final Answer

- **Search Intent:** Transactional
- **Keyword Effectiveness Score: 4–6**
- **Reason:** The page includes multiple relevant and targeted keywords (women's shoes, clothing, accessories), aligns with transactional intent, and meets character limits. However, it lacks strong call-to-action language and high-intent keyword variations, preventing a perfect score.

Keyword Effectiveness & Search Intent Analysis (Nike Kids Page)

✅ Final Answer

- **Search Intent:** Transactional
- **Keyword Effectiveness Score: 0–3**
- **Reason:** While the page includes multiple relevant keywords, it suffers from poor optimization, including a duplicated title tag, weak keyword usage in the meta description, lack of strong call-to-action language, and unclear transactional focus, resulting in a low score.

ChatGPT Adidas homepage and product pages analysis:

Keyword Effectiveness & Search Intent Analysis for adidas Homepage

✅ Final Answer

- **Search Intent:** Transactional (with slight informational elements)
- **Keyword Effectiveness Score: 4–6**

- **Reason:** Includes multiple relevant keywords, meets character limits, and aligns with user intent, but lacks strong transactional language and specific keyword targeting.

Keyword Effectiveness & Search Intent Analysis (adidas Men's Page)

✅ Final Answer

- **Search Intent:** Transactional
- **Keyword Effectiveness Score:** 4–6
- **Reason:** The page uses multiple relevant and specific keywords (men's sneakers, activewear), aligns well with transactional intent, and meets character limits. However, it lacks strong call-to-action language and broader keyword variation, preventing a top score.

Keyword Effectiveness & Search Intent Analysis (adidas Women's Page)

✅ Final Answer

- **Search Intent:** Transactional
- **Keyword Effectiveness Score: 4–6**
- **Reason:** The page includes multiple relevant and targeted keywords (women's sneakers, activewear), meets character limits, and aligns with transactional intent. However, it lacks strong call-to-action language and keyword diversity, preventing a top score.

Keyword Effectiveness & Search Intent Analysis (adidas Kids Page)

✅ Final Answer

- **Search Intent:** Transactional
- **Keyword Effectiveness Score: 4–6**
- **Reason:** The page includes multiple relevant keywords, clearly meets transactional intent with a strong CTA ("Shop"), and aligns well with page content. However, the title is somewhat generic and lacks more specific keyword variations, preventing a perfect score.

Page	Title tag	Meta description	Main Keywords	Page	Title tag	Meta description	Main Keywords
Nike Homepage	Nike. Just Do It. Nike.com	Inspiring the world's athletes, Nike delivers innovative products, experiences and services.	Nike, Nike.com, athletes, products **(0-3) Nike**	Adidas Homepage	Sneakers and Activewear | adidas US	Explore adidas sneakers for sports and daily wear. From versatile activewear to sporting goods and accessories for all ages and all levels.	Sneakers, activewear, sports, daily wear, versatile activewear, sporting goods, sporting accessories **(4-6) sneakers activewear sporting goods accessories adidas (brand keyword)**
Nike Product Category 1-Men	Men's Shoes, Clothing & Accessories. Nike.com	Discover the latest men's lifestyle and activewear from Nike. Browse new footwear and apparel for all levels of activity.	Men's lifestyle, men's activewear, Nike, footwear, apparel, shoes, clothing, accessories, Nike.com, activity **(4-6) men's shoes men's clothing accessories activewear footwear apparel Nike (brand keyword)**	Adidas Product Category 1-Men	Men's Sneakers and Activewear | adidas US	The gym calls. Gear up for your workout with the latest men's sneakers and activewear. Enjoy the distraction-free comfort of purpose-built training gear.	Men's sneakers, Men's activewear, Adidas US, training gear, comfort gear **(4-6) men's sneakers men's activewear training gear / workout gear adidas (brand keyword)**
Nike Product Category 2-Women	Women's Shoes, Clothing & Accessories. Nike.com	Explore the latest styles and innovations from Nike Women, featuring the hottest shoes, clothing, gear and accessories for every level of activity.	Women's, shoes, Women's clothing, Women's accessories, hottest styles, gear, activity, Nike.com **(4-6) women's shoes women's clothing accessories gear Nike (brand keyword)**	Adidas Product Category 2-Women	Women's Sneakers and Activewear | adidas US	Inspire your next workout with the latest in women's sneakers and activewear. Discover the distraction-free comfort of purpose-built workout wear.	Women's sneakers, Women's activewear, Adidas US, workout wear **(4-6) women's sneakers women's activewear workout wear / workout gear adidas (brand keyword)**
Nike Product Category 3-Kids	Nike Kids Shoes, Clothing, and Accessories. Nike.com . Nike.com	Your one-stop resource for kid-focused shoes, gear, content, and expert advice. Free delivery and returns.	Nike, Kids shoes, Kids clothing, Kids accessories, Nike.com, kids content, free delivery, free returns **(0-3) kids shoes kids clothing accessories gear Nike (brand keyword)**	Adidas Product Category 3	Kids' Shoes and Clothes | adidas US	Outfit your young athlete with the latest in kids' sneakers and activewear. Shop t-shirts, shoes, track jackets and hoodies for busy kids of all ages.	Kids' Shoes, Kids' clothes, Adidas US, young athlete, t-shirts, track jackets, hoodies **(4-6) kids' shoes kids' clothes kids' sneakers kids' activewear t-shirts, hoodies, track jackets (supporting keywords)**

Bolded text under "**Main Keywords**" is suggested by ChatGPT.

4. (Uqba) **On-page SEO Analysis**

The on-page SEO elements of Nike and Adidas were evaluated by reviewing image alt tags, anchor text, and URL structure. These elements help search engines understand website content and improve user experience. Strong on-page SEO includes clear descriptions, keyword-focused links, and simple URLs.

Nike uses alt tags on product images, but many of them are short and focus mostly on product names. While this still supports accessibility and search visibility, the descriptions could be improved by including more specific keywords related to the product type. Adding more detail would help Nike improve its image search performance.

Adidas also uses alt tags across its website, and many of them include clearer product descriptions. These tags often identify the item and category, which helps search engines better understand the content. However, some descriptions are still brief and could benefit from additional keywords. Overall, Adidas performs slightly better in this area because its image descriptions are more detailed.

Nike uses simple anchor text such as “Men,” “Women,” and “Shoes,” which makes navigation clear and easy for users. However, these labels are broad and not always keyword-specific. Adidas uses more descriptive anchor text, such as “Soccer Must-Haves” and “Warm-Weather Training,” which better explains the page content and supports SEO.

Nike also uses short and clean URLs that are easy to read and understand. Adidas uses keyword-rich URLs as well, but some are longer and slightly more complex. Overall, both websites demonstrate strong on-page SEO, but Adidas performs slightly better in keyword usage, while Nike performs better in maintaining simple URL structures.

5. (Omar) **Navigation Structure Analysis**

The navigation structures of Nike and Adidas were analyzed by examining their menus, category organization, and internal linking. A well-structured navigation system is essential for SEO because it helps search engines crawl the website efficiently and allows users to easily find relevant content. According to the assignment guidelines, effective navigation should use clear keywords, be logical, and provide easy access to important pages.

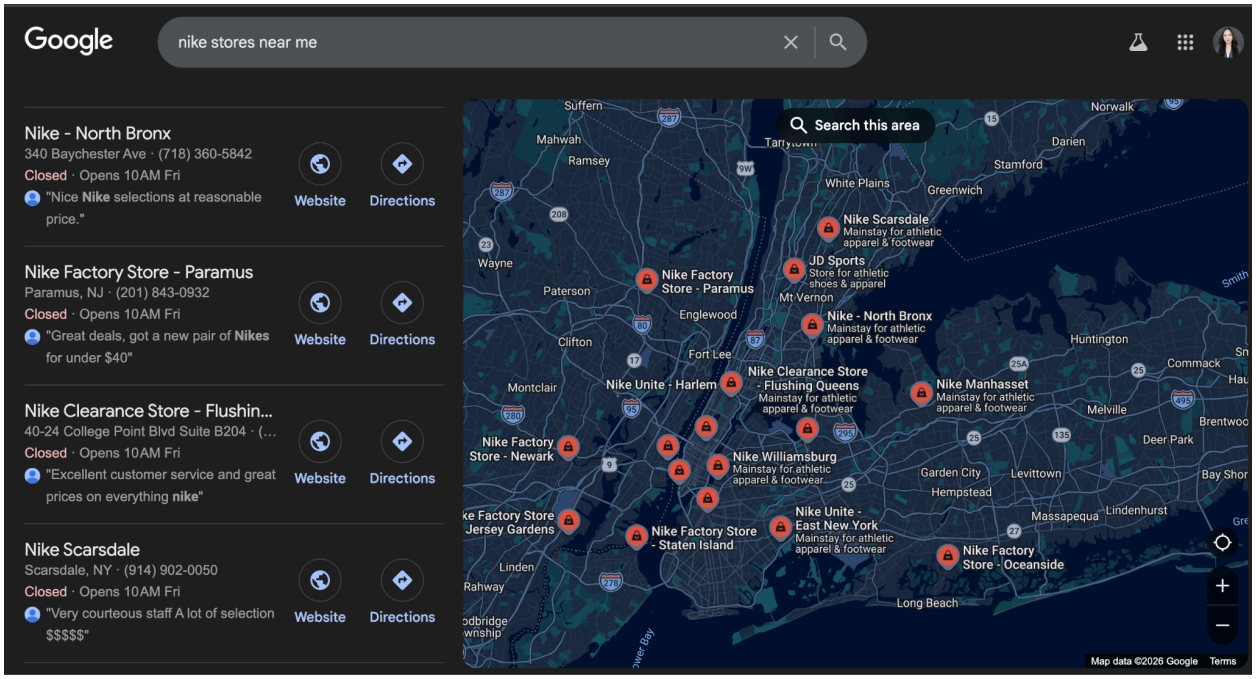
Nike has a very user-friendly and SEO-optimized navigation layout. In addition to subcategories like "Running Shoes" and "Basketball Shoes," the website employs distinct, keyword-rich categories like "Men," "Women," "Kids," "Shoes," and "Clothing." By directly reflecting popular search phrases, these labels enhance keyword relevancy and aid search engines in comprehending the hierarchy of information. Additionally, Nike's mega menu

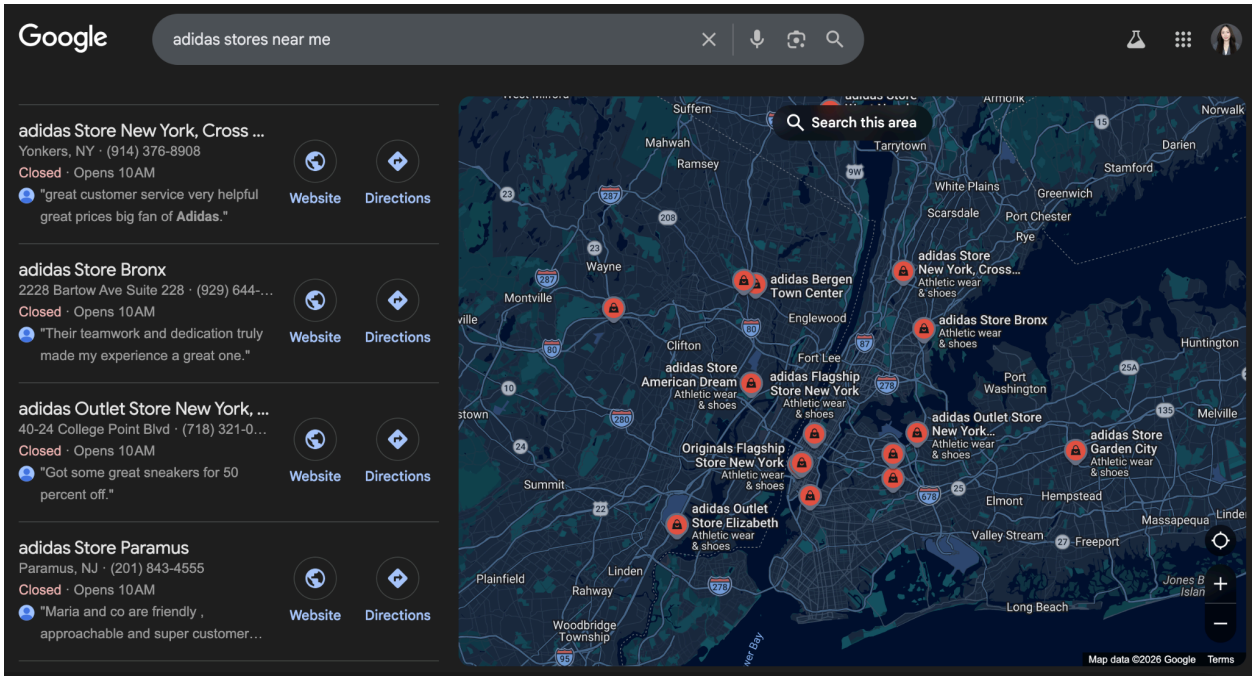
improves crawlability and usability by being well-organized and enabling customers to access product categories with just one or two clicks.

Although it is marginally less optimized than Nike's, Adidas likewise boasts a robust navigation system. Adidas employs similar primary categories, such as "Men," "Women," and "Kids," although some of its subdivision labels are more general or brand-focused than keyword-focused. Adidas, for instance, occasionally prioritizes product lines or collections over popular search terms. Although the navigation still offers a nice user experience, this may make it significantly less useful for SEO.

Because it combines a clear hierarchy, effective keyword utilization, and easy accessibility, Nike's navigation layout is often superior for SEO. Both visitors and search engines can easily comprehend and traverse the website because of its navigation, which closely matches search intent. Adidas does well, but it might go better by utilizing more labels that are designed for keywords and streamlining some of the navigation.

6. (Serena) **Local content listings**





When searching "Nike stores near me," Nike shows up at the top of the Google Local Pack with many store locations across NYC and nearby areas. The map shows a lot of stores spread out, which means Nike has strong local visibility. The listings also include helpful details like store hours, directions, and customer reviews. In comparison, Adidas also shows up with several store locations, but there are fewer stores overall and they are more grouped in certain areas. While Adidas still has a good presence, it is not as spread out as Nike. Overall, Nike has stronger local visibility and more store coverage compared to Adidas.

SECTION B:

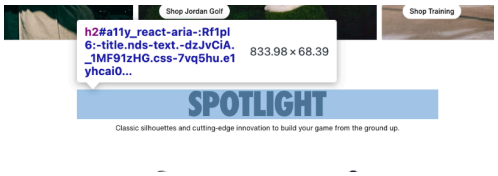
Excel link: Exhibit 2.3 Group 2 MKT 3620.xlsx

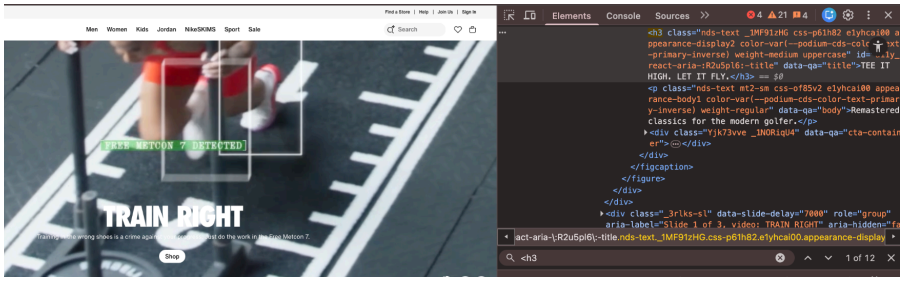
SNO	Keyword	Search volume	Category Page	Justification
1	fitness shorts	654k	Shorts	High search volume, strong demand
2	training hoodie	500k	Hoodies	Relevant category, strong search interest
3	adidas shoes	201k	Shoes	Very high search volume, core product
4	Adidas leggings	150k	Pants	Popular product, strong demand
5	Adidas sports bra	120k	Undergarments	Similar to pants but slightly less popular
6	adidas slides	33.1k	Slides	Popular product, strong demand
7	adidas backpack	22.2k	Accessories	Relevant accessory, consistent search volume
8	adidas mexico jersey	8.1k	Jerseys & Gear	High relevance, strong search demand
9	oasis adidas merch	1.6k	Merch	Niche and long-tail keyword
10	adidas collab	1k	Collab	relatively niche apparell

1. (Serena) **Evaluate Header Tags (H1, H2, H3, etc.)**

Nike:

h1.nds-text._1ZsY6zh2.css-11pxkb
a.e1yhcai00.appearance-title3.colo
r-primary.weigh...
175 × 0
Find a Store

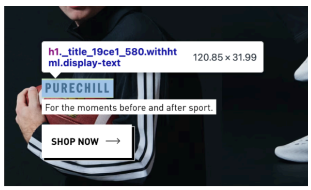

Shop Jordan Golf
Shop Training
h2#a11y_react-aria-:Rf1pl
6:-title.nds-text.-dzJvCiA.
_1MF91zHG.css-7vq5hu.e1
yhcai0...
833.98 × 68.39
SPOTLIGHT
Classic silhouettes and cutting-edge innovation to build your game from the ground up.

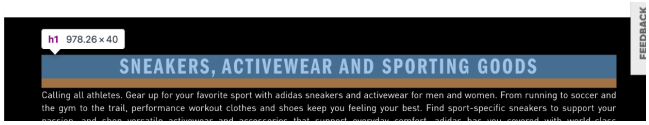

Men
Women
Kids
Jordan
NikeSKIMS
Sport
Sale
FREE METCON 7 DETECTED
TRAIN RIGHT
Shop
Elements
Console
Sources
<h3 class="nds-text _1MF91zHG css-p61h82 e1yhcai00 a
ppearance-display2 color-var(--podium-cds-colo
-primary-inverse) weight-medium uppercase" id="a11y_
react-aria-:R2u5pl6:-title" data-qa="title">TEE IT
HIGH. LET IT FLY.</h3> == $0
<p class="nds-text mt2-sm css-of85v2 e1yhcai00 appea
rance-body1 color-var(--podium-cds-color-text-primar
y-inverse) weight-regular" data-qa="body">Remastered
classics for the modern golfer.</p>
<div class="Yjk73vve _1NORiqU4" data-qa="cta-contain
er">...

</figcaption>
</figure>

<div class="_3rlks-sl" data-slide-delay="7000" role="group"
aria-label="Slide 1 of 3, video: TRAIN RIGHT" aria-hidden="fa
act-aria-\:R2u5pl6\:-title.nds-text._1MF91zHG.css-p61h82.e1yhcai00.appearance-display
<h3
1 of 12

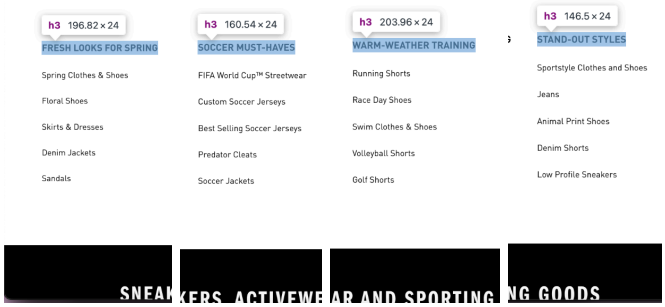
Adidas:


h1._title_19ce1_580.withht
ml.display-text
120.85 × 31.99
PURECHILL
For the moments before and after sport.
SHOP NOW


h1 978.26 × 40
SNEAKERS, ACTIVEWEAR AND SPORTING GOODS
FEEDBACK
Calling all athletes. Gear up for your favorite sport with adidas sneakers and activewear for men and women. From running to soccer and
the gym to the trail, performance workout clothes and shoes keep you feeling your best. Find sport-specific sneakers to support your

SHOP NOW
SHOP NOW
SHOP NOW
SHOP NOW
h2._heading--title_1282b_10
0
1106.25 × 40
FEEDBACK
SHOP FIFA WORLD CUP 26™

h2._newsletter__title_1fvd3_76 433.9 × 32
JOIN OUR ADICLUB & GET 15% OFF
SIGN UP FOR FREE



Nike's homepage uses header tags such as H1, H2, and H3, but they are not very keyword-focused. The H1 and H2 tags, like "Spotlight," are more focused on branding and do not clearly describe the page content. The H3 tags, such as "Train Right," are also promotional and do not include strong product-related keywords. In contrast, Adidas uses multiple H1, H2, and H3 tags across its homepage. While having multiple H1 tags is not ideal for SEO, Adidas includes more descriptive headings such as "Sneakers, Activewear and Sporting Goods" and category labels like "Soccer Must-Haves" and "Warm-Weather Training." These headings include relevant keywords and better describe the page content.

Overall, Adidas uses header tags more effectively than Nike because its headings are clearer and more keyword-focused, even though the structure is not perfectly optimized.

2. (Omar) **Evaluate Alt Tags (Images)**

> Keyword research was conducted using tools such as Semrush and Google Trends, along with support from generative AI. The focus was on identifying relevant keywords for Adidas, as it performs slightly weaker in organic search compared to Nike. Keywords were selected based on relevance, search volume, and competition. The final keyword selection aims to improve Adidas's visibility by targeting high-demand and strategically relevant search terms.

3. (Lauren) **Evaluate Anchor Text (Hyperlinks)**

Nike does better than Adidas on the homepage for keywords for search engine optimization. Based on inspection, within the first five anchor texts, Nike includes targeted keywords like "Converse" and "Jordan whereas Adidas focuses more on navigation with words like "Customer Info," "Store finder," and "gift cards." Nike's anchor texts are more brand-related and relevant when potential consumers go to search for products. This is tied to the brand awareness around Jordan and Converse shoes. Likewise, while Adidas optimized its homepage for navigation, it made it so that its keywords are not as useful to search engines. Therefore, Nike has more descriptive and relevant anchor text.

4. (Sara) **Evaluate URL Structure**

Nike URL Structure

- Clean & readable:
  Example: https://www.nike.com/w/running-shoes
- Keyword-rich: Includes important SEO terms like *running shoes*, *basketball shoes*
- Consistent structure: Uses **/w/** for category pages across the site
- Easy navigation: Users can quickly understand what the page contains
- The **/w/** folder is not very descriptive (doesn't add meaning for users or SEO)
- Some deeper pages can include extra parameters or filters, making URLs longer

Adidas URL Structure

- Very simple and intuitive:
  Example: https://www.adidas.com/us/shoes
- Highly readable: No unnecessary folders or symbols
- Strong keyword usage: Direct category terms like *shoes*, *running*, *men*
- Logical hierarchy: **/us/** clearly indicates region targeting
- Less category depth in URL (sometimes too broad, e.g., just "/shoes")
- Fewer keyword variations compared to Nike's more specific URLs

Both Nike and Adidas maintain clean and readable URL structures that effectively incorporate relevant keywords. Nike's URLs are slightly more descriptive and keyword-focused, which can improve SEO performance, while Adidas prioritizes simplicity and user-friendly navigation with shorter, more minimal URLs.

5. (Uqba) **Evaluate Navigation Structure**

The navigation structures of Nike and Adidas were analyzed by reviewing their menus, category organization, and internal linking. A strong navigation structure helps users find products easily and allows search engines to crawl the website more efficiently.

Nike has a clear and well-organized navigation system. Its main menu includes simple categories such as "Men," "Women," "Kids," "Shoes," and "Clothing." These labels reflect common search terms and make it easy for users to locate products. Nike also uses a mega menu that allows users to access subcategories like "Running Shoes" quickly, often within one or two clicks.

Adidas also has a strong navigation system with similar main categories. However, some sections focus more on collections or branding rather than common search terms. This can make the structure slightly more complex compared to Nike's simpler layout.

Overall, both Nike and Adidas have effective navigation structures, but Nike performs slightly better because its layout is simpler, more organized, and easier for users to follow.