

Keyword Research Report- Luxury Handbags(USA)

Prepared For :- Luxury Handbags user(USA)

Date : 18th March 2025

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Industry : Luxury Fashion & Accessories

This report provides a comprehensive keyword research analysis for the luxury handbags niche, specifically targeting the USA market. The research includes high-performing keywords, search volume insights, competition analysis, and strategic keyword opportunities to enhance SEO performance.

For further details, please refer to the complete keyword research file.



1. Overview

This keyword research report focuses on Luxury Handbags in the USA market. The analysis includes search volume, keyword difficulty, CPC, competition, and search intent to help optimize the client's website for organic search and paid campaigns.

2. Keyword Clustering

To prioritize keywords effectively, they are grouped into three main categories:

Priority 1: High Volume, Low Competition (Easier to Rank)						
SL	Keyword	Search Volume	Keyword Difficulties	Competition	CPC	Search Intent
1	luxury handbags brand	18,100	9	Low	\$1.26	Transactional
2	luxury handbags for women	4,400	11	Low	\$1.68	Transactional
3	top luxury handbags brands	18,100	9	Low	\$1.26	Transactional
4	designer luxury handbags	4,400	11	Low	\$1.68	Transactional
5	luxury handbags women	1,900	12	Low	\$5.19	Transactional
6	affordable luxury handbags	4400	11	Low	\$1.68	Transactional
7	resale luxury handbags	18100	9	Low	\$1.26	Transactional
8	pink luxury handbags	4400	11	Low	\$1.68	Transactional
9	imitation luxury handbags	1900	12	Low	\$5.19	Transactional
10	where to sell luxury handbags	1600	13	Low	\$1.20	Transactional
11	popular ladies handbags brands	18,100	9	Low	\$1.26	Transactional
12	luxury evening handbags	18,100	9	Low	\$1.26	Transactional
13	mid range luxury handbags	880	8	Low	\$0.71	Transactional
14	luxury handbags wholesale	880	9	Low	\$1.68	Transactional
15	luxury handbags us	880	7	Low	\$1.24	Transactional
Priority 2: Medium Competition & CPC (Great for Paid Ads & SEO Growth)						
SL	Keyword	Search Volume	Keyword Difficulties	Competition	CPC	Search Intent
1	luxury handbags small	4,400	37	Medium	\$0.94	Transactional

2	luxury briefcase for men	2,400	35	Medium	\$2.51	Transactional
3	men's luxury bag brands	1,600	36	Medium	\$1.90	Transactional
4	luxury handbags for ladies	1,300	36	Medium	\$1.01	Transactional
5	luxury handbags sale	1,300	15	Low	\$0.82	Transactional
6	high end luxury handbags	4400	13	Low	\$0.97	Transactional
7	cheap luxury handbags	4400	13	Low	\$1.07	Transactional
8	white luxury handbags	3600	45	Medium	\$1.82	Transactional
9	vegan luxury handbags	3600	36	Medium	\$1.77	Transactional
10	leather luxury handbags	2900	44	Medium	\$0.96	Transactional
11	vintage luxury handbags	2900	44	Medium	\$1.41	Transactional
12	luxury handbags for work	2400	17	Low	\$1.38	Transactional
13	luxury handbags pre owned	2400	44	Medium	\$1.12	Transactional
14	women's luxury handbags	1900	44	Medium	\$1.34	Transactional
15	buy luxury handbags	1600	27	Low	\$5.39	Transactional
16	best luxury handbags brands	1300	44	Medium	\$1	Transactional
17	classic luxury handbags	1000	44	Medium	\$1.55	Transactional
18	popular luxury handbags	1000	44	Medium	\$1.10	Transactional
19	luxury hobo handbags	1,300	17	Low	\$1.30	Transactional
20	luxury handbags for moms	590	36	Medium	\$1.56	Transactional
21	luxury handbags brands list	880	44	Medium	\$1.20	Transactional
22	luxury luggage for men	590	36	Medium	\$5.24	Transactional
23	luxury handbags near me	590	25	Low	\$1.49	Transactional
24	quiet luxury handbags	590	36	Medium	\$1.56	Transactional
25	luxury handbags under 500	880	44	Medium	\$1.34	Transactional
26	non leather luxury handbags	880	44	Medium	\$2.03	Transactional
27	luxury handbags for sale	880	44	Medium	\$1.20	Transactional
28	preloved luxury handbags	590	36	Medium	\$1.56	Transactional
29	pre loved luxury handbags	480	43	Medium	\$1.24	Transactional

30	designer handbags women	480	17	Low	\$4.03	Transactional
31	luxury bag logo	880	25	Low	\$1.09	Transactional
32	luxury brands from usa	590	36	Medium	\$0.87	Transactional

Priority 3: High Competition, Brand-Focused (Long-Term Strategy)

SL	Keyword	Search Volume	Keyword Difficulties	Competition	CPC	Search Intent
1	chanel handbags	40,500	61	High	US\$3.29	Transactional
2	chanel bags and prices	18,100	18	Low	US\$0.82	Commercial
3	chanel handbags tote	18,100	49	Medium	US\$0.54	Transactional
4	chanel bags white	14,800	48	Medium	US\$0.63	Commercial
5	chanel handbags mini	12,100	47	Medium	US\$0.55	Transactional
6	chanel handbags red	8,100	2	Low	US\$1.11	Transactional
7	chanel handbags women	8,100	46	Medium	US\$1.05	Commercial
8	louis vuitton handbags	40,500	73	High	US\$1.10	Commercial
9	louis vuitton purse ladies	49,500	4	Low	US\$0.35	Transactional
10	louis vuitton handbags men	40,500	48	Medium	US\$0.40	Commercial
11	louis vuitton bag women	40,500	46	Medium	US\$1.15	Commercial
12	louis vuitton handbags man	33,100	68	High	US\$0.29	Commercial
13	louis vuitton wallet women	33,100	45	Medium	US\$0.30	Commercial
14	louis vuitton handbags denim	27,100	44	Medium	US\$0.90	Transactional
15	louis vuitton handbags pink	27,100	44	Medium	US\$0.35	Commercial
16	prada handbags	18,100	54	High	US\$2.55	Transactional
17	prada handbags crossbody	27,100	52	High	US\$1.09	Transactional
18	gucci handbags women	40,500	44	Medium	US\$0.81	Transactional
19	gucci handbags shoulder	18,100	49	Medium	US\$0.68	Transactional
20	gucci handbags red	8,100	46	Medium	US\$1.55	Transactional
21	gucci handbags white	8,100	46	Medium	US\$1.69	Transactional

3. Competitor Analysis

To understand market competition, we analyzed leading websites ranking for top keywords

Competitor	Domain Authority (DA)	Top Ranking Pages	Backlink Count	Strengths	Weaknesses
Nordstrom	85	/handbags	5,000+	Strong branding, extensive product listings	Limited blog content
Louis Vuitton	92	/luxury-handbags	10,000+	Authority site, exclusive keywords	Highly competitive space
Gucci	89	/handbags	8,000+	Strong domain authority, high CPC potential	High cost for PPC ads
Pre-owned Store	70	/resale-luxury-handbags	3,500+	Niche targeting, resale market advantage	Limited reach in premium market

Competitor SEO Strategy Observations

- ✔ High DA competitors dominate with **brand authority & backlinks.
- ✔ Resale & niche keywords have lower competition.
- ✔ Gaps in blog content** provide opportunities for ranking with informational content.

4. Content Strategy Recommendations

To boost organic traffic, we recommend optimizing for both **transactional and informational** keywords:

A. Transactional Pages Optimization:

- ✔ Product Descriptions : Improve keyword density & add buyer intent phrases.
- ✔ **Category Pages : Optimize metadata, internal linking, and schema markup.
- ✔ **Structured Data : Implement schema markup for enhanced SERP visibility.

B. Informational Content Strategy:

- ✔ Recommended Blog Topics:
 - How to Spot Authentic vs. Fake Luxury Handbags"
 - The Best Affordable Luxury Handbag Brands in 2024"
 - Luxury Handbag Investment: Which Brands Hold Value?"
- ✔ Internal Linking : Guide users from blog posts to product pages.

End of Report

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