



# Brecha de palabras clave

Entre un competidor y tu mismo

En este informe se analizan las palabras en común con respecto a las tuyas y a las de tu competidor

Brecha de palabras clave: Descripción de comparativa

zara.com (tú): Dominio raíz | Tipo de palabra clave: Palabras clave orgánicas  
elcorteingles.es : Dominio raíz | Tipo de palabra clave: Palabras clave orgánicas

Brecha de palabras clave: Principales oportunidades zara.com

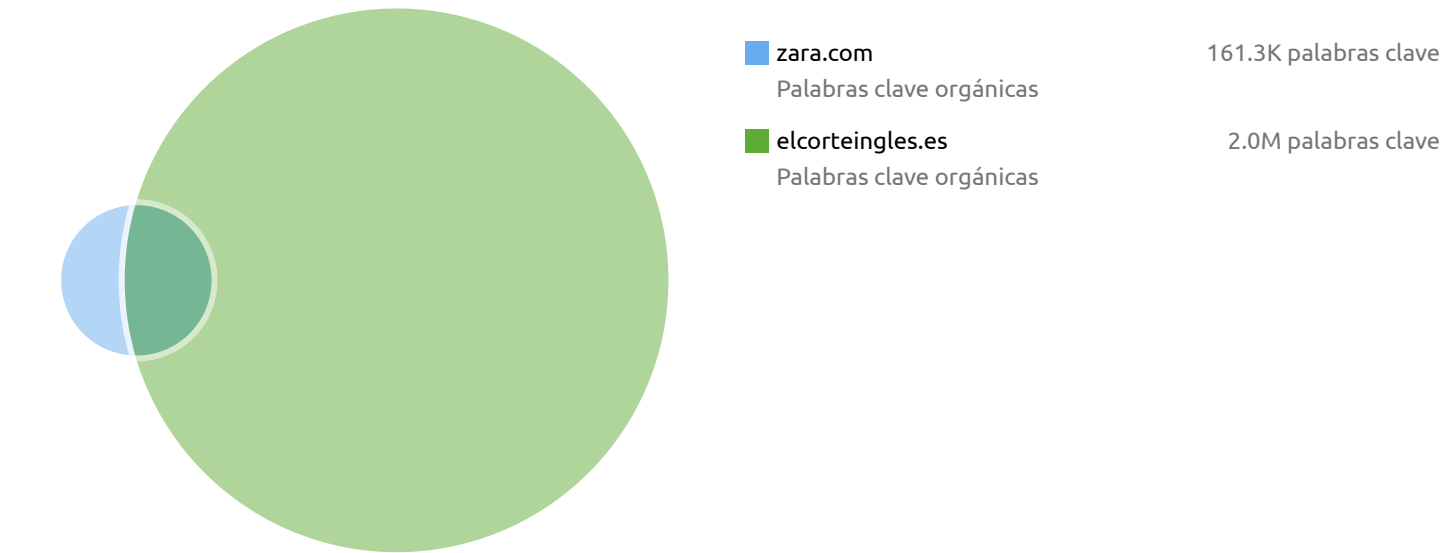
Alcance del proyecto: zara.com(tú): Domain | Base de datos: ES | Dispositivo: Desktop | Fecha: Enero 2022

**i** Palabras clave perdidas — palabras clave para las cuales Tu dominio no tiene posiciones pero tus competidores sí. Palabras clave débiles — aquellas palabras clave para las que Tu dominio posiciona más bajo que cualquiera de sus competidores.

| Palabras clave faltantes | Volumen    | Palabras clave débiles | Volumen |
|--------------------------|------------|------------------------|---------|
| el mundo                 | 16,600,000 | patrulla canina        | 450,000 |
| el corte ingles          | 9,140,000  | halloween              | 301,000 |
| real madrid              | 3,350,000  | tienda                 | 201,000 |
| chaturbate               | 2,740,000  | flores                 | 165,000 |
| correos                  | 2,740,000  | mickey mouse           | 165,000 |

Brecha de palabras clave: Superposición de palabras clave

Alcance del proyecto: 2 objetivos | Base de datos: ES | Dispositivo: Desktop | Fecha: Enero 2022



Brecha de palabras clave: Detalles de todas las palabras clave (66.3K Palabras clave exclusivas)

Alcance del proyecto: zara.com(tú): Domain | Base de datos: ES | Dispositivo: Desktop | Fecha: Enero 2022 | Moneda: USD

**i** Palabras clave exclusivas - palabras por las que clasifica Tu dominio pero no los de los competidores.

Tipo de intención: **I** Informativo **N** De navegación **C** Comercial **T** Transaccional

| Palabra clave              | Intención | zara.com | elcorteingles.es | Volumen ▼ | KD% | CPC(USD) | Comp. | Resultados |
|----------------------------|-----------|----------|------------------|-----------|-----|----------|-------|------------|
| zara                       | N         | 1        | -                | 4,090,000 | 72  | 0.47     | 0     | 76         |
| canarias 7                 | N         | 48       | -                | 1,500,000 | 49  | 0.34     | 0     | 64         |
| zara home                  | C N       | 86       | -                | 1,000,000 | 49  | 0.35     | 0     | 1.6B       |
| zara mujer                 | N T       | 1        | -                | 550,000   | 63  | 0.33     | 0.4   | 73         |
| iniciar sesion             | I         | 49       | -                | 135,000   | 81  | 0.72     | 0     | 53.5M      |
| msn españa                 | N         | 22       | -                | 110,000   | 56  | 0.25     | 0     | 51         |
| niñas tenerife última hora | I         | 59       | -                | 110,000   | 39  | 0.34     | 0.01  | 70         |
| zara online                | N         | 1        | -                | 110,000   | 48  | 0.51     | 0.31  | 67         |
| escorpio                   | I         | 46       | -                | 90,500    | 62  | 0.49     | 0     | 10.7M      |
| nude                       | C         | 27       | -                | 90,500    | 31  | 0.36     | 0     | 3.0B       |
| rosa                       | I         | 85       | -                | 90,500    | 66  | 0.35     | 0.55  | 2.3B       |
| tigre                      | I         | 88       | -                | 90,500    | 50  | 0.19     | 0.11  | 145.0M     |
| zara rebajas               | N         | 1        | -                | 90,500    | 38  | 0.28     | 0.86  | 78         |
| mujer hoy                  | N         | 49       | -                | 74,000    | 39  | 0.02     | 0.04  | 96         |
| soft català                | I N       | 39       | -                | 74,000    | 58  | 0.00     | 0     | 53         |
| ultima hora niñas tenerife | I         | 59       | -                | 74,000    | 37  | 0.34     | 0.01  | 69         |
| zara canarias              | N         | 1        | -                | 74,000    | 49  | 0.78     | 0     | 86         |
| chat madrid                | I         | 52       | -                | 60,500    | 34  | 0.35     | 0.03  | 151.0M     |
| deportivo                  | C         | 58       | -                | 60,500    | 62  | 0.33     | 0.1   | 1.8B       |
| españa suecia              | I         | 72       | -                | 60,500    | 48  | 0.00     | 0     | 62.4M      |
| llamas                     | I         | 76       | -                | 60,500    | 53  | 0.45     | 0.03  | 57.8M      |
| mango kids                 | N         | 69       | -                | 60,500    | 38  | 0.28     | 0.93  | 1.9B       |
| piercing                   | C         | 66       | -                | 60,500    | 30  | 0.35     | 0.35  | 417.0M     |
| tu manga online            | I         | 90       | -                | 60,500    | 29  | 0.00     | 0     | 1.3B       |
| acciones nio               | I         | 99       | -                | 49,500    | 44  | 1.45     | 0.01  | 10.8M      |

|                   |     |    |   |        |     |      |      |        |
|-------------------|-----|----|---|--------|-----|------|------|--------|
| bob marley        | I T | 50 | - | 49,500 | 56  | 0.55 | 0.01 | 128.0M |
| chat barcelona    | C   | 72 | - | 49,500 | 30  | 0.38 | 0.04 | 101.0M |
| horoscopo leo     | I   | 23 | - | 49,500 | 57  | 0.52 | 0.02 | 78     |
| look              | I N | 30 | - | 49,500 | 55  | 0.42 | 0.01 | 5.7B   |
| piso              | C   | 64 | - | 49,500 | 71  | 0.10 | 0.36 | 1.9B   |
| textura           | N   | 30 | - | 49,500 | 58  | 0.23 | 0.18 | 119.0M |
| warner            | N   | 94 | - | 49,500 | 69  | 0.15 | 0.1  | 230.0M |
| affinity card     | N   | 31 | - | 40,500 | 34  | 0.57 | 0.02 | 61.0M  |
| com               | I   | 48 | - | 40,500 | 100 | 0.20 | 0.62 | 25.3B  |
| cómo              | I   | 99 | - | 40,500 | 54  | 0.26 | 0    | 1.4B   |
| honduras          | I   | 86 | - | 40,500 | 67  | 0.00 | 0    | 3.0B   |
| horoscopo acuario | I   | 19 | - | 40,500 | 56  | 0.49 | 0.03 | 67     |
| lo                | I   | 50 | - | 40,500 | 52  | 0.24 | 0.53 | 4.6B   |
| mango online      | N   | 96 | - | 40,500 | 42  | 0.74 | 1    | 1.9B   |
| naruto shippuden  | I T | 39 | - | 40,500 | 56  | 0.89 | 0.06 | 112.0M |
| zaful             | N   | 72 | - | 40,500 | 41  | 1.27 | 0.92 | 75     |
| calaveras         | I   | 80 | - | 33,100 | 45  | 0.07 | 0.4  | 19.5M  |
| darth vader       | I   | 34 | - | 33,100 | 60  | 0.26 | 0.38 | 61.2M  |
| eroski online     | N   | 93 | - | 33,100 | 49  | 1.47 | 0.06 | 4.4M   |
| h&m españa        | N   | 87 | - | 33,100 | 49  | 0.46 | 0.54 | 97     |
| h&m mujer         | N   | 35 | - | 33,100 | 49  | 0.27 | 0.88 | 42     |
| h&m rebajas       | N   | 81 | - | 33,100 | 67  | 0.34 | 0.96 | 89     |
| horoscopo virgo   | I   | 22 | - | 33,100 | 46  | 0.44 | 0.05 | 81     |
| lateral           | N   | 67 | - | 33,100 | 45  | 0.22 | 0    | 339.0M |
| man               | N   | 31 | - | 33,100 | 64  | 0.27 | 0.01 | 5.2B   |
| zara españa       | N   | 1  | - | 33,100 | 47  | 0.53 | 0.24 | 57     |

|                       |     |    |   |        |    |      |      |        |
|-----------------------|-----|----|---|--------|----|------|------|--------|
| color                 | I   | 96 | - | 27,100 | 59 | 0.33 | 0.05 | 11.5B  |
| españa georgia        | I   | 66 | - | 27,100 | 46 | 0.00 | 0    | 91     |
| españa kosovo         | I   | 71 | - | 27,100 | 45 | 0.00 | 0    | 37.5M  |
| la tienda home        | N   | 75 | - | 27,100 | 48 | 0.27 | 0.51 | 2.1B   |
| manga online          | C I | 26 | - | 27,100 | 33 | 1.34 | 0.01 | 2.0B   |
| nio acciones          | I   | 95 | - | 27,100 | 38 | 1.42 | 0.01 | 6.0M   |
| trx                   | I   | 69 | - | 27,100 | 54 | 0.86 | 1    | 105.0M |
| acciones inditex      | I   | 71 | - | 22,200 | 54 | 0.74 | 0.02 | 82     |
| atelier               | N   | 36 | - | 22,200 | 39 | 0.42 | 0.07 | 2.0B   |
| bebê reborn           | C   | 79 | - | 22,200 | 36 | 0.14 | 0.99 | 80     |
| bugs bunny            | I T | 12 | - | 22,200 | 34 | 0.00 | 0.09 | 51.5M  |
| cactus                | I   | 93 | - | 22,200 | 41 | 0.16 | 0.78 | 1.4B   |
| horoscopo capricornio | I   | 17 | - | 22,200 | 46 | 0.62 | 0.04 | 91     |
| horoscopo sagitario   | I   | 14 | - | 22,200 | 51 | 0.56 | 0.06 | 84     |
| inditex bolsa         | I   | 69 | - | 22,200 | 54 | 0.51 | 0.02 | 100    |
| info menorca          | N   | 38 | - | 22,200 | 51 | 1.77 | 0    | 11.2M  |
| kate moss             | I   | 34 | - | 22,200 | 43 | 0.00 | 0    | 67.0M  |
| lefties canarias      | N   | 42 | - | 22,200 | 30 | 0.74 | 0.21 | 61     |
| mango man             | N   | 61 | - | 22,200 | 27 | 1.21 | 0.73 | 67     |
| marta ortega          | I   | 82 | - | 22,200 | 42 | 0.00 | 0.01 | 22.2M  |
| pink                  | T   | 37 | - | 22,200 | 61 | 0.35 | 0.08 | 6.9B   |
| polka dots            | I   | 25 | - | 22,200 | 29 | 0.49 | 0.01 | 83.0M  |
| shop                  | I   | 19 | - | 22,200 | 73 | 0.66 | 0    | 13.5B  |
| skyline               | C   | 59 | - | 22,200 | 55 | 0.18 | 0.02 | 2.2B   |
| sur in english        | N   | 57 | - | 22,200 | 35 | 0.00 | 0    | 80     |
| tie                   | I   | 23 | - | 22,200 | 41 | 0.63 | 0.05 | 4.1B   |

|                                 |     |    |   |        |    |      |      |        |
|---------------------------------|-----|----|---|--------|----|------|------|--------|
| ultimas noticias niñas tenerife | I   | 52 | - | 22,200 | 39 | 0.00 | 0    | 62     |
| chat gratis españa              | I   | 54 | - | 18,100 | 46 | 0.45 | 0.1  | 62.7M  |
| corte de pelo rizado a capas    | I   | 87 | - | 18,100 | 31 | 0.00 | 0.03 | 97     |
| crochet                         | I   | 36 | - | 18,100 | 40 | 0.31 | 0.43 | 1.5B   |
| el confi                        | I N | 40 | - | 18,100 | 45 | 0.00 | 0    | 71     |
| escarabajo                      | I   | 64 | - | 18,100 | 32 | 0.75 | 0.13 | 10.1M  |
| horoscopo libra hoy             | I   | 67 | - | 18,100 | 55 | 0.65 | 0.04 | 78     |
| kiabi niña                      | N T | 27 | - | 18,100 | 27 | 0.26 | 1    | 32     |
| lagartija                       | I   | 60 | - | 18,100 | 41 | 0.00 | 0.03 | 5.2M   |
| metropolis center               | N   | 81 | - | 18,100 | 35 | 0.00 | 0    | 79     |
| mi usal                         | N T | 68 | - | 18,100 | 39 | 0.00 | 0    | 75     |
| niñas tenerife ultima hora      | I   | 53 | - | 18,100 | 36 | 0.00 | 0    | 70     |
| nuevo                           | I   | 65 | - | 18,100 | 82 | 0.38 | 0.35 | 2.3B   |
| outlet mango                    | N   | 75 | - | 18,100 | 36 | 0.33 | 0.35 | 92     |
| pico                            | I   | 48 | - | 18,100 | 55 | 2.03 | 0.08 | 2.1B   |
| sunset                          | I   | 30 | - | 18,100 | 40 | 0.93 | 0.01 | 674.0M |
| zar                             | N   | 1  | - | 18,100 | 56 | 0.61 | 0    | 221.0M |
| zara barcelona                  | N   | 1  | - | 18,100 | 36 | 0.38 | 0.07 | 22.3M  |
| araña                           | I   | 66 | - | 14,800 | 62 | 0.22 | 0.26 | 111.0M |
| arnes                           | I   | 93 | - | 14,800 | 36 | 0.17 | 0.47 | 19.3M  |
| bandana                         | I   | 29 | - | 14,800 | 34 | 0.25 | 0.89 | 128.0M |
| beige                           | I   | 54 | - | 14,800 | 41 | 0.27 | 0.42 | 2.2B   |
| boots                           | N   | 50 | - | 14,800 | 81 | 0.33 | 0.44 | 2.6B   |