

THE STATUS BUREAU

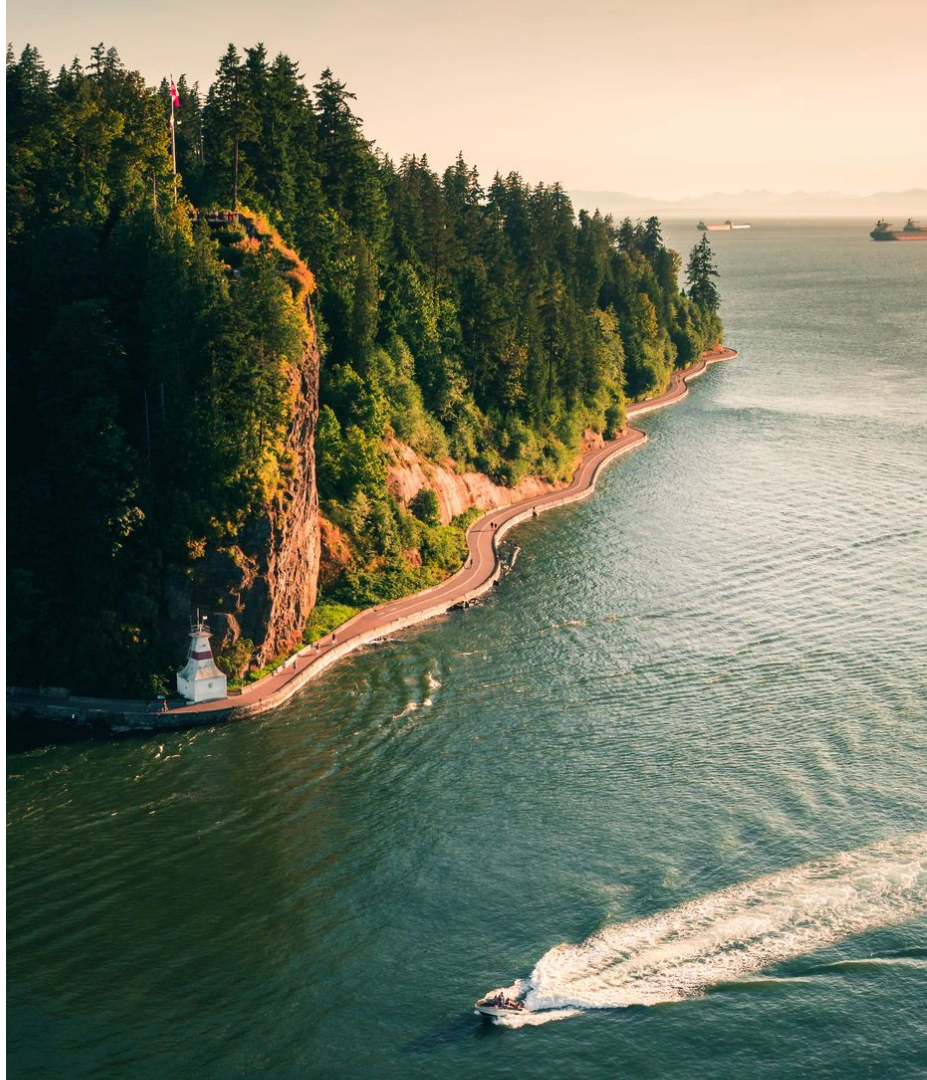
*Top Vancouver  
Keywords*

MAY 2021

# *Introduction*

In order to help explain our work and how we think about SEO, we have compiled a list of the top keywords that have the word “Vancouver” in them. This will help explain:

- Keyword by popularity
- Keyword by difficulty
- Keyword language



# Top 10 Vancouver Keywords

KEYWORD	DIFFICULTY OUT OF 100	MONTHLY SEARCHES ON GOOGLE (CANADA)	MONTHLY SEARCHES ON GOOGLE (GLOBAL)	AD CLICK COST
craigslist vancouver	19	626,000	650,000	\$3.00
vancouver weather	29	534,000	582,000	\$0.20
weather vancouver	35	224,000	241,000	\$0.20
vancouver canucks	67	178,000	233,000	\$1.90
vancouver	96	148,000	838,000	\$1.60
vancouver sun	31	114,000	128,000	\$1.00
vancouver news	70	104,000	112,000	\$1.30
vancouver craigslist	19	87,000	92,000	\$4.50
ctv news vancouver	15	62,000	65,000	\$1.20
ctv vancouver	13	42,000	43,000	\$0.80

The top ten keywords that mention “vancouver”.

**Keyword** is the word or phrase that people type on Google to find what they are looking for.

**Difficulty** is the difficulty score to rank in the top 10 results for that keyword.

**Monthly Searches on Google (Canada)** are the number of times per month that Canadians will use that keyword on Google.

**Monthly Searches on Google (Global)** are the number of times per month that anyone in the world will use that keyword on Google.

**Ad Click Cost** is the amount you are likely to spend on Google Search Ads in order to get a click.

# *Vancouver Retail Keywords*

KEYWORD	DIFFICULTY OUT OF 100	MONTHLY SEARCHES ON GOOGLE (CANADA)	MONTHLY SEARCHES ON GOOGLE (GLOBAL)	AD CLICK COST
mec vancouver	7	15,000	16,000	\$0.10
costco vancouver	3	14,000	17,000	\$1.10
best buy vancouver	6	10,000	11,000	\$0.45
home depot vancouver	5	9,700	11,000	\$0.15
walmart vancouver	5	9,300	12,000	\$0.30
canadian tire vancouver	26	7,800	8,000	\$0.10
staples vancouver	1	6,200	6,300	\$0.40
ikea vancouver	3	6,000	6,900	\$0.09
rona north vancouver	0	5,000	5,100	\$1.30
canadian tire north vancouver	0	4,900	4,900	\$0.20

The top 10 keywords that mention a store.

In true Vancouver fashion, MEC is the number one retail query.

# Vancouver Tourism Keywords

KEYWORD	DIFFICULTY OUT OF 100	MONTHLY SEARCHES ON GOOGLE (CANADA)	MONTHLY SEARCHES ON GOOGLE (GLOBAL)	AD CLICK COST
airbnb vancouver	5	12,000	17,000	\$0.15
things to do in vancouver	33	8,100	15,000	\$0.90
vancouver art gallery	22	7,800	10,000	\$0.70
vancouver hotels	40	5,100	13,000	\$4.00
vancouver zoo	5	5,100	5,700	\$0.70
flights to vancouver	10	4,200	11,000	\$1.50
car rental vancouver	22	4,200	8,000	\$2.00
toronto to vancouver flights	3	4,200	4,800	\$1.40
hotel vancouver	60	3,200	5,400	\$3.50
greater vancouver zoo	7	3,100	3,100	\$1.60

The top 10 keywords that indicate a visitor.

Vancouver sees approximately [11 million visitors per year](#), so it's worth a look at what people google.

# *Vancouver Real Estate Keywords*

KEYWORD	DIFFICULTY OUT OF 100	MONTHLY SEARCHES ON GOOGLE (CANADA)	MONTHLY SEARCHES ON GOOGLE (GLOBAL)	AD CLICK COST
vancouver real estate	51	17,000	25,000	\$1.30
real estate vancouver	51	6,700	7,800	\$0.90
mls vancouver	40	6,100	6,400	\$0.60
rew vancouver	0	5,600	5,600	\$1.10
vancouver housing market	18	5,500	6,100	\$1.70
apartments for rent vancouver	40	4,100	5,200	\$0.45
rew north vancouver	0	2,200	2,200	\$1.50

The top 7 keywords that include a real estate term.

Vancouver has been a booming and competitive real estate market for well over a decade, so it's a popular category worth examination.

# *Vancouver News Keywords*

KEYWORD	DIFFICULTY OUT OF 100	MONTHLY SEARCHES ON GOOGLE (CANADA)	MONTHLY SEARCHES ON GOOGLE (GLOBAL)	AD CLICK COST
vancouver sun	31	114,000	128,000	\$1.00
vancouver news	70	104,000	112,000	\$1.30
ctv news vancouver	15	62,000	65,000	\$1.20
ctv vancouver	13	42,000	43,000	\$0.80
cbc vancouver	11	32,000	33,000	\$2.50
news vancouver	76	32,000	32,000	\$1.90
global news vancouver	39	23,000	24,000	\$1.80
cbc news vancouver	3	19,000	21,000	\$1.60
daily hive vancouver	6	17,000	17,000	\$4.00
vancouver canucks news	10	16,000	16,000	\$0.60

The top 10 keywords for Vancouver news.

The Vancouver Sun appears to be the undisputed champion only because there's a single keyword for that publication. CTV has two keywords that nearly equal the Sun when combined.

# *Vancouver Sports Keywords*

KEYWORD	DIFFICULTY OUT OF 100	MONTHLY SEARCHES ON GOOGLE (CANADA)	MONTHLY SEARCHES ON GOOGLE (GLOBAL)	AD CLICK COST
vancouver canucks	67	178,000	233,000	\$1.90
vancouver canucks news	10	16,000	16,000	\$0.60
vancouver grizzlies	6	6,100	20,000	\$0.40
vancouver whitecaps	52	5,700	18,000	\$0.80
vancouver canucks schedule	5	5,400	6,200	\$0.25
vancouver canucks roster	12	3,500	5,700	\$1.50

The top 7 keywords that include a sports team.

Although they left Vancouver in 2001, The Vancouver Grizzlies seem to be searched for more than the current soccer club Vancouver Whitecaps FC. In reality, people simply use the phrase “Whitecaps” on its own, which is searched for 11,000 times per month.



# *Let's Chat!*

Need us to look at some keywords?

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