Social to search — 212 questions

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3 months of comments · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **The keywords come from the brand's comments, not from a generator.** They are the words its customers actually use.

What the comments say

Topic	Occurrences over 3 months	Rank
How to store the products	**212**	**1st**
Price	148	2nd
Stockists	96	3rd
Ingredients	74	4th

What it's worth in search

Phrasing	Monthly searches	Brand page

Closest to topic no. 1	**1,900**	**None**

> **212 answers written by hand on social, to a question nobody can find on the brand's site.**

What is proposed, in order

Step	Volume	Expected effect
A landing page	1	Answers it once and for all
Keywords taken from comments	15	The customers' words, not a tool's
Ads pointing to the page	4	Extends reach beyond social
Comment replies linking to the page	—	**The same answer works twice**

The loop: comments feed the keywords, the page reduces repetitive comments, and the time saved in moderation goes back into editorial.

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