



B2B卫生巾行业推广调研

David Peng semb2b.com

目录

竞价竞争对手调研

SEO竞争对手调研

关键词推广表调研

潜在推广空间预告

01

竞争对手调研

现有竞价竞争对手情况

Google sanitary napkins manufacturers

全部 图片 新闻 地图 视频 更多 设置 工具

找到约 4,160,000 条结果 (用时 0.66 秒)

Sanitary Pads Manufacturers | High Production Capacity

www.shuyacare.net Sanitary_Pad

World-Class Production Equipment, 600 million Sheets of Sanitary Pads Annually. State Owned Enterprise, Founded in 1985. Passed ISO14000, FDA, CE, etc. Quote Now.

Anion Sanitary Napkin

Functional Anion Chip
High Tech Function

High Capacity

600 Million Sheets Pads Annually
1.2 Billion Sheets of Panty Liners

The New & Improved Libresse | Sanitary pads and pantyliners

www.libresse.com.my/

Fits all types of women. See why Libresse's Ngam-Ngam Fit is for you! Quick Absorption.

Bobotissue.com | Sanitary Napkins Supplier | Low Prices

www.bobotissue.com/ +86 138 2803 1039

We Offer A Full Line Of Disposable Paper Tissues In A Variety Of Styles And Materials.

Padeve Herbal Sanitary Pads | Cooling & Refreshing

www.padeve.com/

Padeve is a Singapore brand of herbal sanitary pad & pantyliners. Shop now.

Sanitary Napkins at Best Price in India - IndiaMART

<https://dir.indiamart.com> > ... > Sanitary Pad > 翻译此页

Find here online price details of companies selling Sanitary Napkins. Get info of suppliers, manufacturers, exporters, traders of Sanitary Napkins for buying in ...

在sanitary napkins manufacturers B端词上，目前要关注两大竞争对手 shuyacare.net 和bobotissue

这两个都突显了自己是工厂，而其他都没有

■ shuyacare.net和bobotissue的特点

- shuyacare.net展示的广告信息更多，其中包括附加链接的信息，更加匹配卫生巾厂商这一特征，同时，在广告语宣传上体现了其实力，产能，历史和具有竞争力的产品，负离子。并且shuyacare.net的排名更显著，说明广告质量得分更高，这有一部分是由于其出价更高的原因：排名第一位
- bobotissue的特点是突显了自己是工厂，与此同时表明了自己低价的特征，但在广告信息表达丰富和排名上落后于其竞争对手shuyacare.net

02

SEO竞争对手调研

■ 现有SEO竞争对手情况

- 平台对手:5个平台
- 企业对手:2个
- 总体来说在sanitary napkins manufacturer ,sanitary napkins suppliers 上平台占据绝大多数排名
- 厂商类词平台优势很大，因此关注于其他词看是否有空间
- 如果一个产品细分词平台很多说明空间较小，换词试试

Private label sanitary pads

private label sanitary pads English / United States

3 Keyword Ideas

SUGGESTIONS (3) | RELATED (1) | QUESTIONS (0) | PREPOSITIONS (0) | COMPARISONS (2)

KEYWORD	VOL	CPC	PD	SD
private label sanitary pads	10	\$0.00	1	5
white label sanitary pads	0	\$0.00	1	4
private label organic sanitary pads	0	-\$1.00	1	4

Keyword Overview: private label sanitary pads

The average web page that ranks in the top 10 has **6 backlinks** and a **domain score of 52**.

GOOGLE SERP	EST. VISITS	LINKS
1 cohitech.net/en/programa-de-marca-blanca/	3	0
2 drylocktechnologies.com/our-products/feminine-hygiene/	1	0
3 tradis.com/	0	61
4 thomasnet.com/products/feminine-care-products-96007059-1.html	0	0
5 ekowarehouse.com/product-tags/private-label-organic-sanitary-pads	0	0
6 alibaba.com/showroom/private-label-menstrual-pads.html	0	0
7 alibaba.com/showroom/organic-sanitary-pad-in-private-label.html	0	0
8 storebrands.com/more-comfortable-sustainable-private-brands-could-enliven-feminine-hygiene-...	0	0
9 hcp3.com/about.html	0	0
10 m.alibaba.com/showroom/sanitary-napkins+private+label.html	0	0

此词没有那么多平台
SEO优化空间大，与此
同时B2B特征明显，值
得优化。

03

关键词推广表

■ 推荐关键词搜索量全球

sanitary napkins manufacturers	CNY	480
sanitary pad making machine	CNY	880
pad making machine	CNY	390
sanitary napkin making machine	CNY	390
sanitary pads manufacturers	CNY	720
sanitary napkin manufacturing machine price	CNY	170
sanitary pad manufacturing machine	CNY	210
sanitary napkin manufacturing machine	CNY	140
sanitary pad making machine price	CNY	140
sanitary vending machine price	CNY	90
sanitary napkin factory	CNY	90
biodegradable sanitary pads making machine	CNY	90
mini sanitary napkin making machine	CNY	70
pad making machine price	CNY	70
whisper sanitary pads manufacturer	CNY	70
sanitary napkins production plant	CNY	70
sanitary napkin making machine price	CNY	70
fully automatic sanitary napkin making machine	CNY	50
pad manufacturing machine	CNY	70
napkin incinerator machine	CNY	50
whisper pads manufacturer company	CNY	50
herbal napkin making	CNY	40
sanitary pad making machine cost	CNY	40
napkin production	CNY	40
sanitary napkin brand manufacturers	CNY	40
sanitary pads suppliers	CNY	50

■ 上述关键词特点

- B端搜索特征明显即找厂商
- 也具备一定的搜索量

04

推广潜力预告

■ 谷歌推广评估

- 厂商词必有询盘
- SEO在行业平台占居首页不大时有空间
- 建议：卫生巾行业采购频率高，因此必有大量寻找厂商的B2B搜索行为词。
- 专注wholesale,suppliers,manufactures，必有询盘
- 同时SEO看搜索结果，专注长尾B端词，并且平台排名较少的词，作为优化目标
- 如private label sanitary pads



谢谢观看

s e m b 2 b . c o m