CASE STUDY · B2B E-COMMERCE KEYWORDS

A 278-Keyword Map for a European Lab Supply Store

A laboratory consumables shop selling across Europe needed to know how scientists and lab buyers actually search. The research turned five product lines into a keyword map built around size, type, brand compatibility and use case.

278
keywords researched for the European market

5
product families mapped

97%
with keyword difficulty 10 or below

19
keyword clusters ready to become category and filter pages

Client
Lab supplies e-commerce, Europe (anonymized)

Market
Europe

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THE APPROACH

Organized the way lab buyers search

Lab buyers rarely search for a generic product. They search for an exact size, a vent type, a compatible brand or a specific test. So each product family was broken into the same buying dimensions.

Product family	Clusters	Example keyword
Petri dishes	General · size · vent type · use case · long-tail	petri dish for urine culture
Rack towers	General · brand · tube size · use case · long-tail	laboratory rack tower
Tips in rack	General · brand compatibility · use case	pipette tips in rack
Micropipette tips	General · brand compatibility · use case	micropipette tips
Cuvettes	General · material and type · use case	cuvettes for spectrophotometry

Low-competition, buyer-ready opportunities

Keyword	Monthly volume	Difficulty
petri dishes for sale	200	5
petri dish suppliers	200	13
petri dish for microbiology experiments	150	5
best petri dishes for bacterial culture	100	0
cuvettes for sale	100	0
120mm x 120mm petri dishes for antibiogram	70	0

How the map turns into pages

Category and filter pages

Size, vent type and material clusters map to product filters and collection pages, so each spec search lands on the right products.

Use-case landing pages

Searches like "petri dish for blood agar" or "cuvettes for protein analysis" become pages that speak to a specific lab task.

Brand compatibility

Tip and rack searches tied to pipette brands become compatibility pages, a common question for buyers.

Fast wins in a niche

Volumes are modest, as in most B2B niches, but almost no competition means pages can rank quickly and reach buyers ready to order.

Client withheld. Volumes and difficulty from Semrush for European databases.