

Meditation Theme Recommendations 2017

Introduction to this Handout:

The following are keyword research results for SEO (search engine optimization) under the theme of "meditation" for the year 2017. It goes into detail to cover keywords related to our suggested subtopics.

To learn more about SEO and the main steps to optimize your website, visit ShareAnanda.org [here](#).

Summary of Recommendations:

Because of our niche at Ananda in the world of meditation, there are certain points which we will highlight that have to do with our unique ray and what we can strategically use in our language (e.g. keywords) that will help people find us online. This means matching what people are searching for with content we can create that is usable, helpful, and inspiring to them.

The keyword analysis indicated that the top areas for us to focus on in our meditation sub themes throughout the year include:

1. Guided Meditation (nearly 91,000 per month)

- a. Daily meditation (+ 9,100)
- b. Morning meditation (12,100)
- c. Chakra meditation (+ 18,100)

A great potential within the area of guided meditations goes hand in hand with our goal for the year, including helping people form a practice of daily meditation, and to help them go deeper on their spiritual path—whatever that may be. We spoke of the potential of doing LIVE morning, daily meditations that would stream through Facebook and/or YouTube LIVE. That way, content within our website and social media pages is updated daily, helping us reach more people and come up higher in searches.

2. Meditations for xx (sleep (18,000), beginners (18,000), healing, peace, concentration, health, stress, anxiety, children, etc.)

Meditation for [insert keyword phrase] is another potential area for success. People are seeking meditations that will cater to specific needs, including sleep and stress. Most people in the world are aware of the benefits of meditation and how it can serve them and their health, aiding in healing. And they are thus searching for a meditation that will help a specific problem or looking up "how to meditate" or "meditation techniques." Especially, they are seeking a "simple meditation technique," which is how we have described Hong-Sau in our most popular "how to meditate" video with Nayaswami Maria. "Mantra meditation" and "meditation for concentration" are other potential ways we can describe the Hong-Sau technique.

3. Music for meditation (over 200,000 searches per month, for this exact phrase)

This was a wonderful surprise for us! Music is an area we tend to overlook as a potential way to reach more people in communications—especially in such a deep, heart-opening and

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memorable way. The research also showed that “meditation podcasts” are sought by nearly 3,000 people per month.

4. Seclusion (over 18,000 per month)

“Seclusion” was the only keyword phrase that had 0% competition, meaning that it is a definite niche for us (we would be the main resource online if we created content especially for seclusion). And it would also be a wonderful platform for talking about the meditation retreat.

5. Self-realization (about 10,000 per month)

6. Kriya Yoga (nearly 30,000 per month)

It is worth noting that the technique of Kriya Yoga is highly searched, along with the phrase “self realization.” Both of which are our meditation niche, unique to Ananda. During interview in 2015, people indicated that the depth of our teachings was one of the aspects they appreciated most about Master’s ray through Ananda. If we want to talk about the unique approach to meditation Ananda has, it would be beneficial to use Kriya Yoga as a subtheme. If we want to talk about the deeper, inner experience with the Divine, self-realization and connecting to the Higher Self, the Divine within, may be a more successful approach. “Raja Yoga meditation” was also a potential highly searched area for which we could create guided meditations.

Additional Subtopics we researched:

The subtopic of “yoga therapy” was also good fit for us, especially when it came to phrases like “guided yoga with meditation”, “yoga and meditation benefits.” These are all in alignment with the yoga philosophy and depth of the healing power of Ananda Yoga. The overall field of yoga is saturated, but we could fit in nicely to this “yoga therapy” subgroup.

When looking up the “science of meditation” or “meditation research,” there were less than 600 searches a month, whereas talking about the “benefits of meditation” had about 20,000 per month. In addition, building content around heart-centered, loving meditations instead of using the word “devotion” may reach more people, as “meditation and devotion” did not have enough data to procure any keyword research results, indicating a lack of public awareness of this wording.

During recent interviews, this was another aspect of our teachings that people felt was missing from mindfulness or Buddhist teachings: a heart-opening (bhakti) experience.

Other areas of interest:

Finally, it is worth noting that in general, people are adding “free” and “best” to their Google search phrases.

This reinforces the concept of content marketing—giving people our *best* content *at no cost* in our communications, helping and inspiring others, whether it be via an email or social media post. Thus, over time, we build trust with our audiences, such that later, they choose us for the source of their meditation needs—whether it be classes, books, or retreats.

* = *too few numbers to give data accurately*

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This is how we will be successful in our goal to spread throughout the collective consciousness —and into the cosmos—the powerful association between Ananda and Meditation.

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Results for Keyword Research:

Note about how this data is collected: Using Google Adwords Keyword Tool, specifically catered to traffic to Ananda.org. Includes average monthly searches for the keyword phrases, exactly as written. Similar keyword phrases are grouped together and should be mentally added together when thinking about the actual total number of people interested in that topic. For example: “mindfulness exercise” (1,300) and “mindfulness exercises” (12,100) is really about 13,400 searches monthly.

Keyword Phrase	Avg. Monthly Searches (exact keyword match only)	Competition Lowest =0%; Highest =100%
mindfulness	450,000	32%
mindfulness meditation	74,000	39%
mindfulness exercises	12,100	36%
mindfulness exercise	1,300	27%
what is mindfulness	12,100	19%
mindfulness courses	4,400	80%
mindfulness techniques	3600	33%
mindfulness therapy	2,900	27%
mindfulness retreat	1,900	77%
mindful living	1,300	23%
meditation music	201,000	21%
music for meditation	5,400	36%
music meditation	2,400	27%
free meditation music	2,900	46%
yoga meditation music	1,900	23%
meditation sounds	4,400	29%
meditation songs	4,400	30%
meditation podcast	2,900	18%
how to meditate	135,000	23%
how do you meditate	3,600	28%
learn to meditate	2,900	40%

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learn how to meditate	13,00	42%
learn meditation	1,600	59%
how do i meditate	1,300	28%
what is meditation	14,800	32%
guided meditation	90,500	29%
meditation guided	1,900	29%
best guided meditation	2,900	11%
guided mindfulness meditation	2,400	36%
chakra meditation	18,100	27%
morning meditation	12,100	10%
daily meditation	9,900	40%
meditation videos	9,900	39%
loving kindness meditation	9,900	18%
free meditation	5,400	48%
free guided meditation	4,400	45%
guided meditation free	1,900	26%
healing meditation	5,400	20%
mantra meditation	5,400	29%
relaxation meditation	4,400	30%
relax meditation	4,400	21%
walking meditation	4,400	16%
yoga and meditation	3,600	36%
meditation yoga	2,900	30%
deep meditation	2,900	25%
spiritual meditation	1,900	41%
online meditation	1,600	62%
meditation online	1,000	63%
positive meditation	1,600	12%

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simple meditation	1,600	38%
visualization meditation	1,600	25%
raja yoga meditation	1,600	39%
guided meditation audio	880	32%
peace meditation	880	20%
guided imagery meditation	880	31%
free online meditation	480	58%
happiness meditation	480	18%
yogananda meditation	290	19%
Yoga Products and Content		
yoga poses	301,000	16%
yoga mat	135,000	100%
yoga videos	60,500	64%
yoga clothes	40,500	100%
yoga classes	40,500	39%
yoga asanas	40,500	55%
yoga retreat	33,100	81%
yoga books	33,100	44%
beginner yoga	33,100	33%
yoga exercises	27,100	35%
yoga teacher training	14,800	85%
yoga teacher training online	1,000	90%
yoga online	14,800	68%
yoga blocks	14,800	99%
ananda yoga	8,100	9%
yoga therapy	6,600	37%

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online yoga	5,400	75%
free yoga videos	5,400	38%
free yoga online	1,900	48%
online yoga classes	4,400	81%
free yoga	4,400	18%
yoga videos online	1,300	72%
yoga certification	5,400	81%
yoga teacher certification	1,000	76%
yoga training	4,400	75%
yoga instructor	4,400	18%
easy yoga	4,400	18%
yoga courses	2,900	78%
yoga for health	1,600	40%
therapeutic yoga	1,300	34%
yoga therapy training	1,300	82%
yogananda	40,500	10%
paramahansa yogananda	22,200	16%
yogananda paramahansa	880	8%
yogananda books	880	99%
paramahansa yogananda books	880	52%
paramhansa yogananda	1900	12%
kriya yoga	27,100	37%
kriya yoga technique		47%
what is kriya yoga	2,900	38%
yoga kriya	880	31%
how to do kriya yoga	880	15%
kriya yoga meditation	720	37%
kriya meditation	480	20%
kriya yoga ashram	320	23%

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seclusion	18,100	0%
meditation retreat	8,100	59%
spiritual retreats	5,400	71%
meditation techniques	18,100	37%
types of meditation	8,100	19%
meditation mantras (ex. hong-sau)	3,600	29%
meditation exercises	2,900	34%
meditation practices	1,300	28%
concentration meditation (hong-sau)	1,300	8%
meditation methods	1,000	39%
the art of meditation	1,000	41%
mindfulness meditation techniques	1,000	47%
meditation breathing techniques	480	19%
simple meditation techniques	320	43%
ways to meditate	880	10%
basic meditation	720	34%
benefits of meditation	18,100	29%
meditation benefits	9,900	37%
benefits of mindfulness	1,600	16%
health benefits of meditation	1,000	21%
effects of meditation	880	20%
benefits of yoga and meditation	590	37%
power of meditation	1,600	49%
the power of meditation	720	32%
Meditation For...		
meditation for beginners	18,100	41%
meditation technique for beginners	2,900	29%

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meditation for sleep	18,100	25%
meditation sleep	3,600	12%
yoga meditation	8,100	35%
meditation for anxiety	6,600	27%
anxiety meditation	2,900	17%
meditation anxiety	1,300	14%
meditation for stress	1,600	30%
meditation for healing	1,600	28%
meditation for health	480	32%
meditation for dummies	880	95%
meditation for happiness	480	21%
meditation for peace	480	19%
meditation for studying	320	18%
autobiography of a yogi	18,100	64%
steve jobs autobiography	2,400	81%
the autobiography of a yogi	1,300	56%
autobiography of yogi	720	76%
an autobiography of a yogi	480	29%
self realization	9,900	18%
self realisation	1,600	16%
eight aspects of god	_*	-
bringing god into meditation	-	-
mahavatar babaji	12,100	13%
babaji kriya yoga	320	24%
kriya babaji	320	12%
yogananda movie	1,000	21%
yogananda documentary	140	7%

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awake film	8,100	1%
awake the life of yogananda	4,400	10%
kriyananda	880	2%
science of meditation	590	19%
meditation research	590	30%
brain and meditation	320	23%
consciousness quantum physics	140	8%
energization exercises	260	5%
meditation and health	210	19%
diet for meditation	20	30%
how to love and be loved	170	2%
meditation and relationships	30	7%
meditation and devotion	-	-
meditation and creativity	140	10%
meditation and happiness	140	26%
inner prosperity	30	1%
meditation and success	50	11%
meditation true potential	-	-
Meditation Products and Content		
meditation quotes	12,100	14%
daily inspiration	9,900	36%
meditation tips	9,900	63%
meditation classes	5,400	43%
meditation books	3,600	96%
books on meditation	1,600	99%
meditation center	2,900	16%

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meditation bench	2,400	100%
meditation art	1,600	40%
meditation supplies	1,000	100%
history of meditation	1,000	14%
meditation website	880	49%
guide to meditation	720	35%
meditation groups	720	27%
meditation training	720	69%
spiritual questions	590	22%
For Children		
yoga for kids	18,100	30%
kids yoga	12,100	27%
yoga kids	4,400	16%
yoga for children	3,600	59%
meditation for children	2,400	43%
children and meditation	40	25%

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