

Keyword Data from Insolroll

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How we use this data:

- We make sure to use the most popular version of any particular keyword. For example, “motorized shades” is searched 2400 times per month in the US on Google, and “motorized window shades” is searched 1000 times. Generally, we use the first version because it’s a closer match to what people are searching for.
- We use Google Search Console (free) to monitor how we’re ranking for different keywords. Creating a Google Search Console account can help you monitor which keywords are generating impressions or traffic (clicks) to your website -- this information is no longer available in Google Analytics.
- Even though a lot of these keywords are very competitive (i.e., there are a lot of companies competing for visibility in organic search results), we find that local companies can rank very well locally even for competitive keywords. This is because Google knows that these types of search queries are frequently from people looking for local solutions. Many of the search results for these keywords will include combinations of large, national companies (big box stores) and small, local companies.
- We try to make sure that each of our pages has a unique [title](#) and [meta description](#), and whenever possible we use relevant, high-demand keywords in these elements (as long as it sounds natural and not forced).

A note on the data:

- This information comes from the Google AdWords keyword tool.
- The “average Google searches per month” number is an average per month over the last 4 years, but many of these keywords have seasonal trends. For example, searches for “patio shades” start to increase in April and decrease in August each year, but searches for “blinds” are more consistent year round.
- Singular and plural versions of keywords are combined. For example, there’s no distinction made between ‘roller shade’ and ‘roller shades.’
- There is some overlay between each category of keywords. For example, “solar shades” is listed under both “shades” and “sun/solar.”



Blinds

Keyword	Average Google Searches per Month (US)
blinds	110000
motorized blinds	4400
blinds and shades	2400
motorized window blinds	480
large window blinds	390
automatic window blinds	390
energy efficient blinds	260
electric window blinds	210
fabric window blinds	170
outdoor blinds and shades	170
colored blinds for windows	170
electric blinds for windows	140
outdoor roller blinds	140
commercial window blinds	110
solar blinds for windows	90
office window blinds	90
exterior window blinds	90
heat blocking blinds	90
blinds for triangular windows	90
angled window blinds	70
trapezoid window blinds	70
outdoor sun blinds	70
blinds for angled windows	70
motorized blackout blinds	70
outside window blinds	70
commercial blinds and shades	50
outside porch blinds	50
blind solutions	50
cost of motorized blinds	50
decorative window blinds	50



Shades

Keyword	Average Google Searches per Month (US)
window shades	27100
roller shades	14800
blackout shades	12100
sun shade	12100
solar shades	8100
cellular shades	8100
patio shades	5400
outdoor shades	5400
motorized shades	2400
blackout roller shades	2400
blinds and shades	2400
patio sun shades	1900
sun shade fabric	1300
sun shades for patios	1300
outdoor window shades	1000
fabric roller shades	1000
motorized window shades	1000
outdoor roller shades	880
exterior shades	880
outdoor patio shades	880
backyard shade	880
blackout window shades	880
shade screen	880
exterior window shades	720
outdoor solar shades	720
window sun shades	590
exterior sun shades	590
fabric window shades	590
outdoor roll up shades	590
electric window shades	590
motorized roller shades	590
exterior roller shades	480



solar window shades	480
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Screens

Keyword	Average Google Searches per Month (US)
solar screens	6600
sun screen fabric	1300
solar window screens	1000
insect screen	880
bug screen	880
shade screen	880
window sun screens	720
mosquito screen	720
solar screens for windows	590
retractable patio screens	590
patio sun screens	480
solar screen material	390
screen shade	390
solar screen shades	320
solar screen fabric	320
window solar screens	320
screen fabric	320
roll down screens	260
patio shade screen	260
retractable porch screens	260
exterior solar screens	210
outdoor folding screen	210
window shade screens	140
dark window screens	140
shade screen for patio	140
exterior solar window screens	110
do solar screens work	110
shade screens for windows	110
mosquito screen for patio	110
blackout window screen	110
outdoor shades for screened porch	110
patio bug screen	90
retractable insect screens	90



Sun/Solar

Keyword	Average Google Searches per Month (US)
sun shade	12100
solar shades	8100
solar screens	6600
patio sun shades	1900
sun shade fabric	1300
sun screen fabric	1300
sun shades for patios	1300
solar window screens	1000
window sun screens	720
outdoor solar shades	720
window sun shades	590
solar screens for windows	590
exterior sun shades	590
solar window shades	480
solar shades for windows	480
exterior solar shades	480
sun shades for windows	480
patio sun screens	480
solar roller shades	480
commercial solar	480
solar screen material	390
solar screen shades	320
solar screen fabric	320
solar shade fabric	320
window solar screens	320
motorized solar shades	260
sun shades patio	260
exterior solar screens	210
solar sun shade	210
deck sun shades	210
motorized sun shades	140
outside sun shades	140
sun block fabric	140



Roller

Keyword	Average Google Searches per Month (US)
roller shades	14800
blackout roller shades	2400
fabric roller shades	1000
outdoor roller shades	880
outdoor roll up shades	590
motorized roller shades	590
exterior roller shades	480
solar roller shades	480
custom roller shades	480
roller shades blackout	390
roll up patio shades	320
roll down screens	260
dual roller shades	210
patio roller shades	210
decorative roller shades	210
exterior roll up shades	210
lutron roller shades	210
double roller shades	170
printed roller shades	170
commercial roller shades	140
outdoor roll down shades	140
outdoor roller blinds	140
electric roller shades	110
insulated roller shades	110
outdoor rolling shades	90
roll up screens for patio	90
rolling shades outdoor	70
roll up porch screen	70
automatic roller shades	70
extra wide roller shades	70
roll down shades outdoor	50
roller shade manufacturers	50
outside roller shades	50



Patio/Exterior

Keyword	Average Google Searches per Month (US)
patio shades	5400
outdoor shades	5400
patio sun shades	1900
sun shades for patios	1300
outdoor window shades	1000
outdoor roller shades	880
exterior shades	880
outdoor patio shades	880
exterior window shades	720
outdoor solar shades	720
exterior sun shades	590
retractable patio screens	590
outdoor roll up shades	590
exterior roller shades	480
exterior solar shades	480
patio sun screens	480
outdoor shade fabric	480
roll up patio shades	320
outdoor privacy shades	320
sun shades patio	260
patio shade screen	260
exterior solar screens	210
patio roller shades	210
exterior window treatments	210
deck sun shades	210
exterior porch shades	210
exterior roll up shades	210
outdoor folding screen	210
motorized outdoor shades	170
outdoor blinds and shades	170
outdoor roll down shades	140
shade patio	140
shade screen for patio	140



Motorized

Keyword	Average Google Searches per Month (US)
motorized blinds	4400
motorized shades	2400
motorized window shades	1000
motorized roller shades	590
motorized window blinds	480
auto window shades	480
motorized skylight shades	480
motorized solar shades	260
motorized window treatments	260
motorized outdoor shades	170
home automation switches	170
motorized sun shades	140
motorized shades cost	140
motorized solar system	110
automated window shades	90
motorized exterior shades	90
motorized patio shades	90
motorized window coverings	90
motorized window shade	90
shade motor	70
automatic roller shades	70
automatic shades for windows	70
diy motorized shades	70
motorized blackout blinds	70
outdoor motorized shades	70
cost of motorized blinds	50
motorized exterior solar shades	50
motorized window shades cost	50
motorized blackout shades with side channels	40
exterior window shades motorized	40
exterior motorized shades	40
automated window treatments	40
motorized outdoor screens	40

