

Keyword Analysis and Usage

If you want to get the most from your advertising on The Farming Forum (or any other platform), then you need to look at what keywords you want to target and the frequency of their use. This information allows you to segment the content and the audience you are trying to reach. This process is an evolution as you need to understand the way farmers talk, the words they use and the way that relates to your business. You then need to understand the frequency of their use on the platform you are going to advertise on. In this section we have listed just some of the section and the keywords we have modeled and how relevant they are to a category and how many adverts are available next to each one.

We have been using a basic natural language processing model to organise, group and categorise content on The Farming Forum for the past 2 years. There are now just over 1000 words modelled and these give advertisers a list to choose from to provide industry leading targeting. The list is also growing and new advertisers have new

words they are interested in and these are then added to the model. We only just realised that we hadn't modelled "JCB", so expect to see that in the top 20 next year.

Here are the top 20 keywords we have modelled from 2022:

Keyword	Position	Impressions	Keyword	Position	Impressions
dairy	1	40,099,019	Fendt	11	25,015,961
wheat	2	35,332,514	Seed	12	24,945,626
sheep	3	34,505,018	Deere	13	24,442,720
barley	4	31,314,957	Drilling	14	24,234,735
silage	5	28,538,787	Carbon	15	23,970,552
calf	6	27,602,183	Grassland	16	23,867,086
maize	7	26,944,206	Health	17	23,230,436
market	8	26,789,395	Fertiliser	18	22,589,833
pickup	9	26,634,787	Defra	19	21,757,056
lambling	10	26,313,868	Beet	20	20,694,706

The detail however is where things get interesting. Most customers buy between 250,000 and 1 million adverts a year from us. Thus, selecting the right keywords is critical. There is no point picking the word wheat, when it is used too frequently for a campaign of 400,000 adverts. You need to pick words that are used more precisely.

To make it easier, we have created a number of sections, with some of the keywords available. Giving a size of market for each keyword on The Farming Forum. Please remember that threads can contain multiple keywords,

thus there is always competition between categories and thus we have given an indication of the number of adverts available for a category.

To get a really accurate forecast we need to run a query containing multiple keywords at the same time. This is called an inventory forecast and look like below for a set period of time (this one is for the 1st December 2022 to 28th February 2023 for the keywords, "GPS" and "RTK" in the UK.

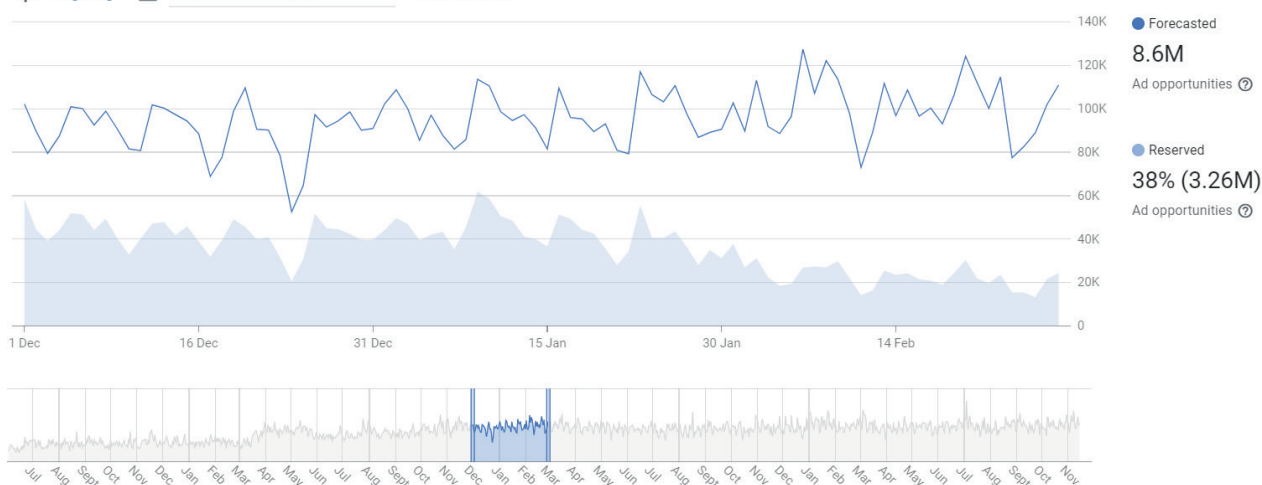
Traffic forecast

 [Explore traffic data](#) 

 Targeting

 1 Dec 2022 - 28 Feb 2023

[Download CSV](#)



Traffic Forecast for the words "GPS" and "RTK" in the UK for the months of December, January and February.

Any of the sales team can do an inventory forecast for you. Forecasts are based on previous traffic from the past 3 years and patterns in the advertising. You can see the dip on Christmas day, for instance. We can do forecasts using your specific keyword set, regional requirements and audience segmentation. Please get in touch if you would like a specific forecast done for your marketing campaign. They are a very useful tool to help you size the market you are advertising to.

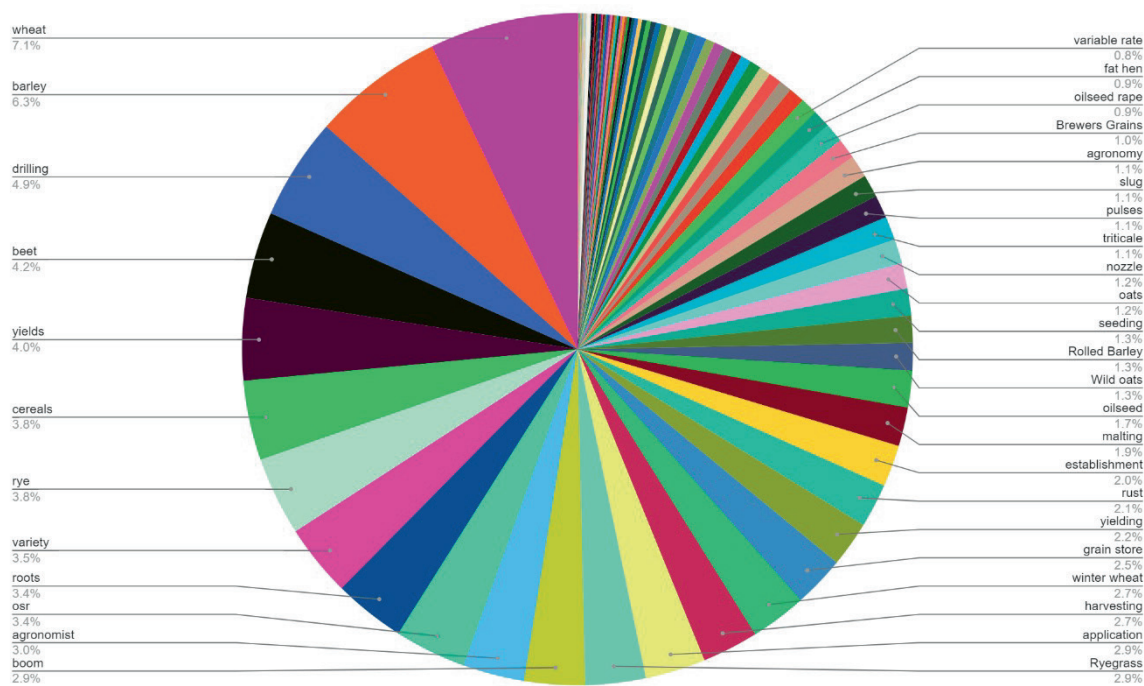
We have modelled the following categories:

Category	%	Category	%	Category	%
Animal Feed	0.07%	General	4.73%	Pigs	0.88%
Animal Health	2.98%	GPS	0.96%	Potato	1.41%
Arable	19.20%	horticulture	0.10%	Poultry	0.16%
Banking	1.04%	Infrastructure	0.04%	Quadbike	0.67%
Beef	4.18%	Insurance	0.24%	Regen Ag	4.92%
Buying Group	0.03%	Livestock	13.15%	Software	0.21%
Combine	0.31%	Machinery	11.33%	Spraying	1.21%
Crop Protection	4.68%	Organic	0.64%	Tractor	7.56%
Dairy	2.89%	Organisation	3.29%	Tyres	1.59%
Diversification	1.05%	Pickup	2.22%	Variety	1.96%
Fertiliser	4.21%	Pigs	0.88%	Weather	2.03%
Fuel	0.14%				

Note that 1% in this table equates to about 4 million adverts available.

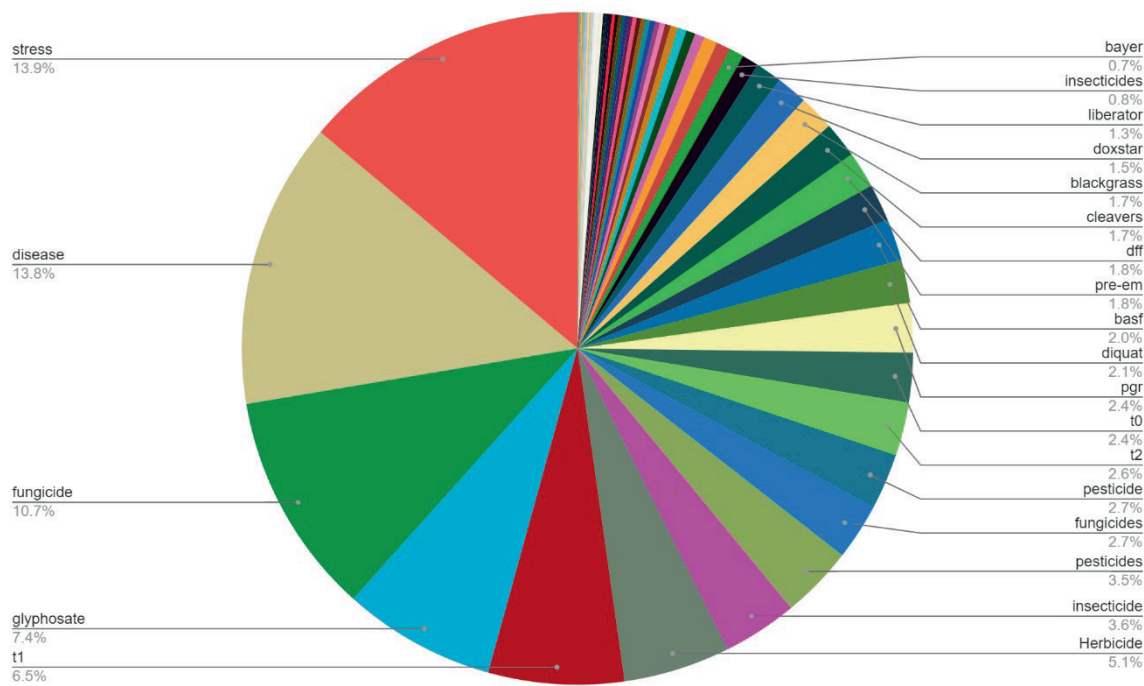
Arable

Number of adverts available per year = 77 million (1% equates to roughly 750,000 adverts available)



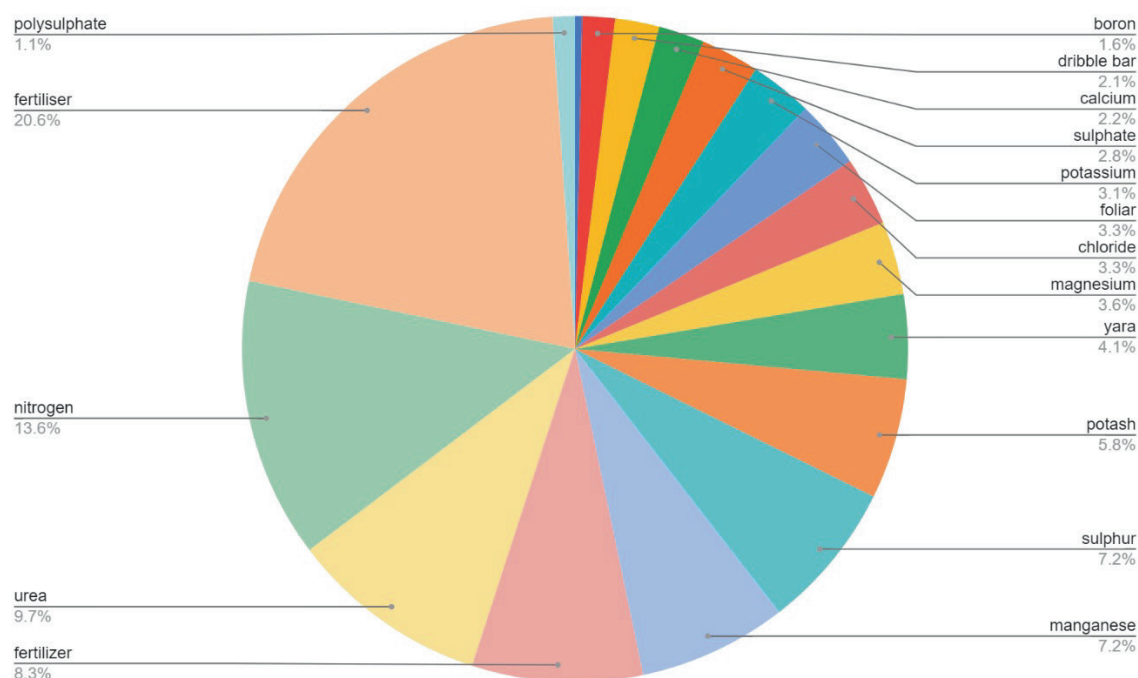
Crop Protection

We have modelled Crop Protection separately to Arable, although it is generally a subsection. Number of adverts available per year = 18.7 million (1% equates to roughly 200,000 adverts available)



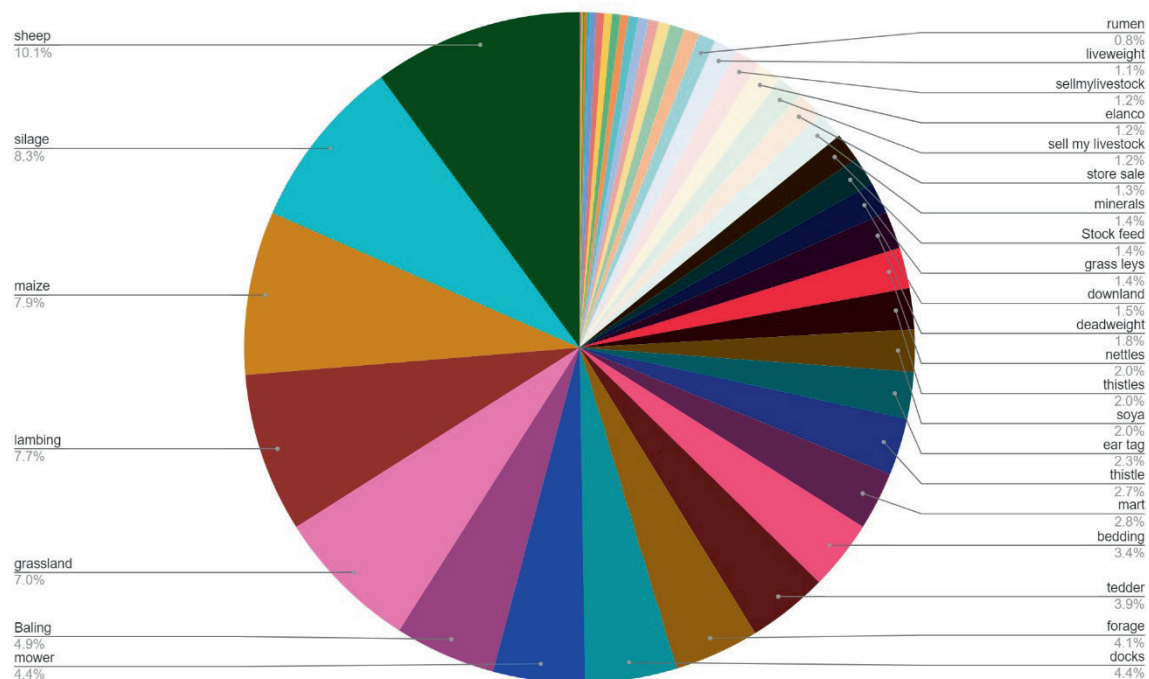
Fertiliser Market

Number of adverts available per year = 16.8 million (1% equates to roughly 170,000 adverts available)



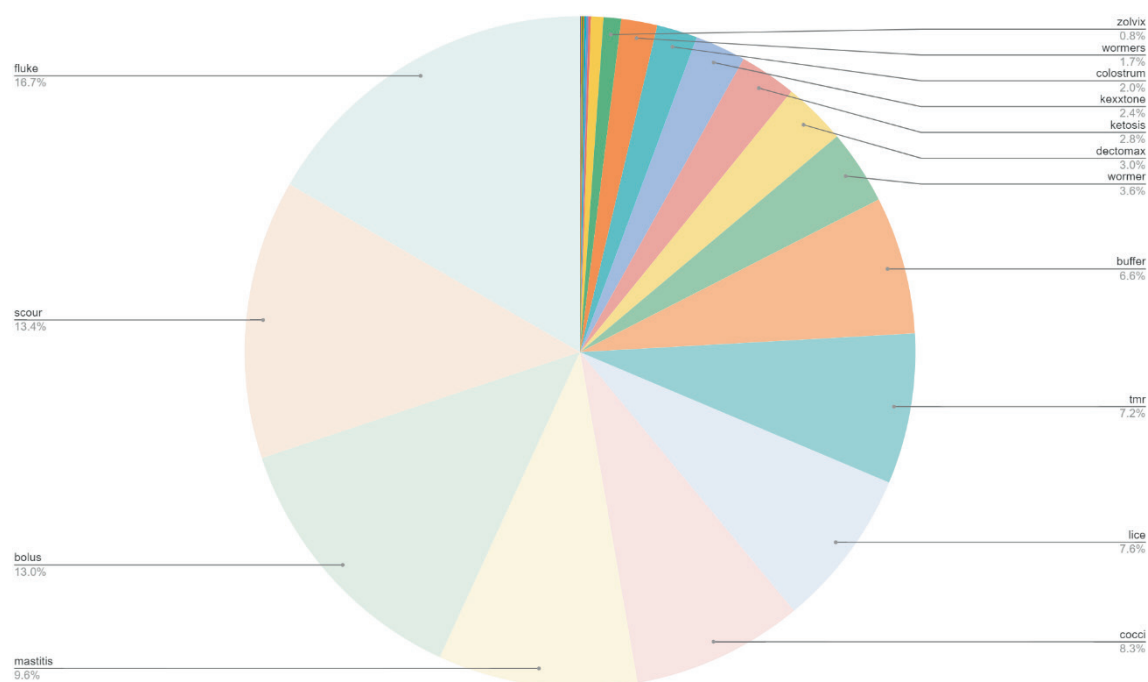
Livestock

Number of adverts available per year = 53 million (1% equates to roughly 500,000 adverts available)



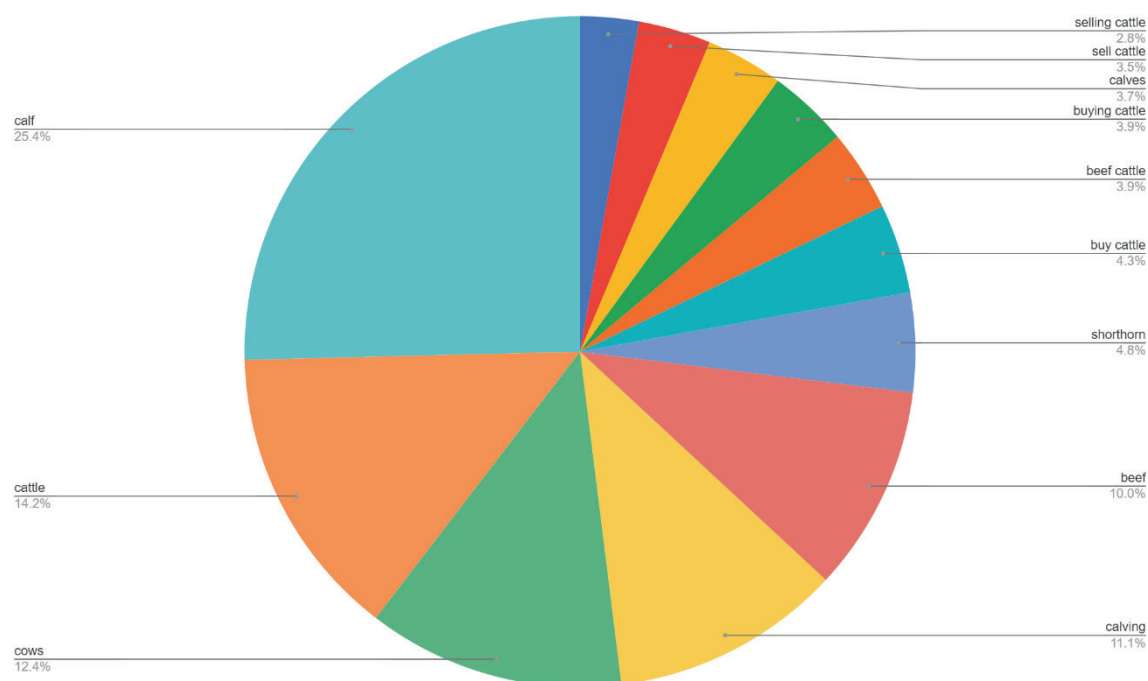
Animal Health

Number of adverts available per year = 12 million (1% equates to roughly 120,000 adverts available)



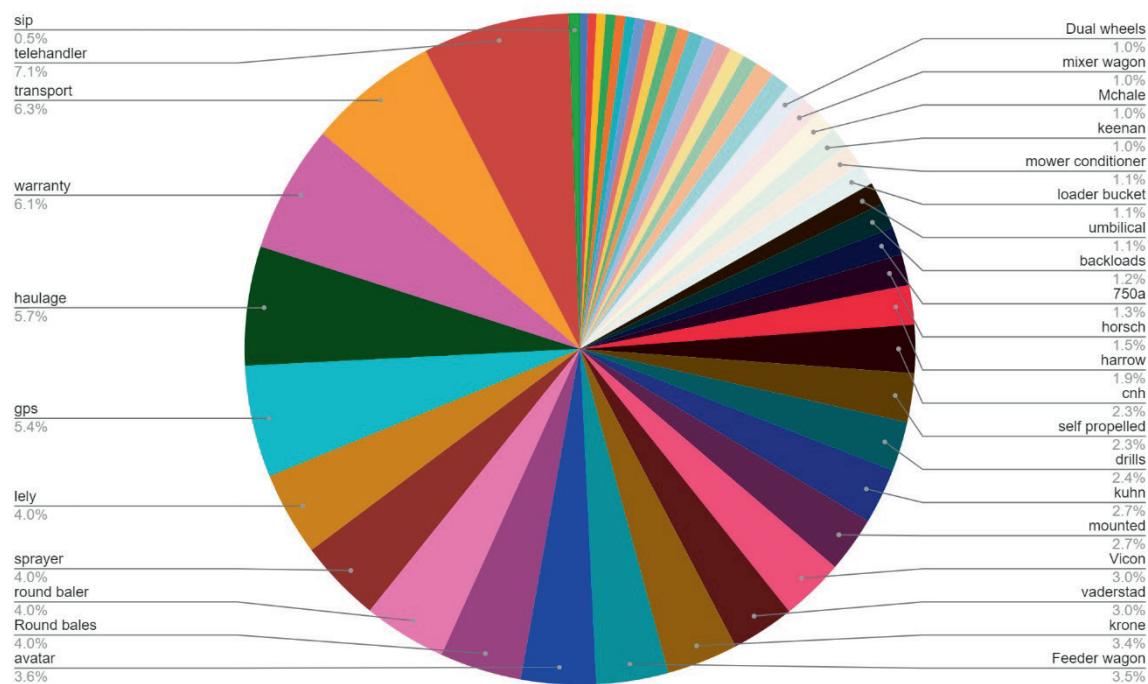
Beef

Number of adverts available per year = 17 million (1% equates to roughly 170,000 adverts available)



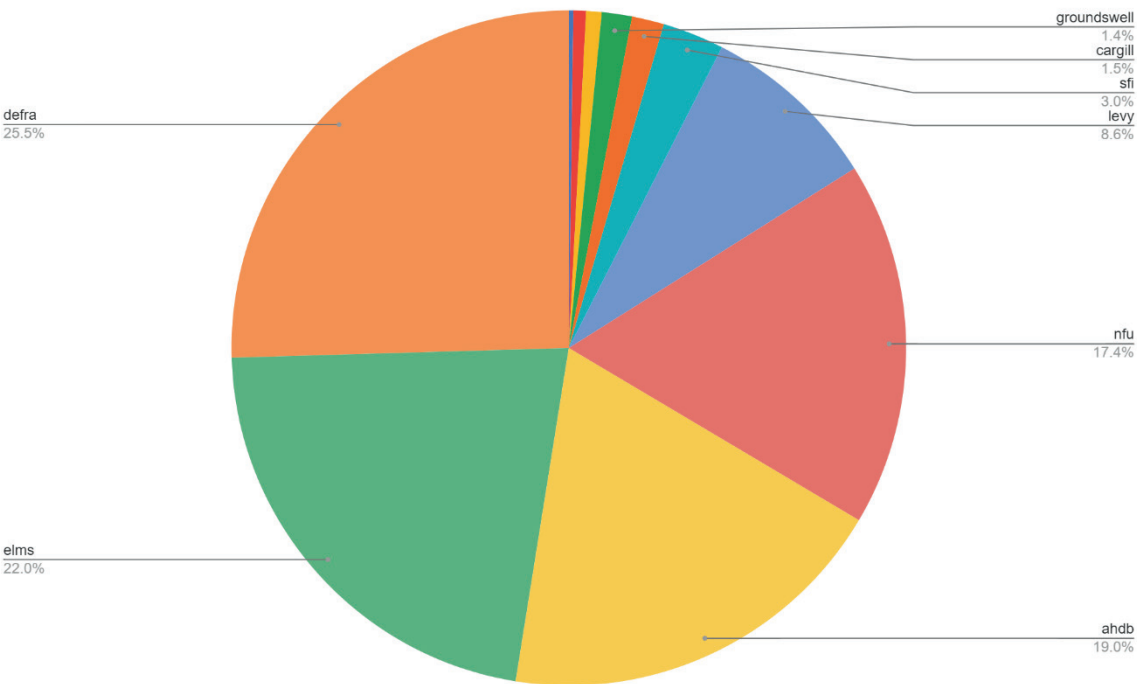
Machinery

Number of adverts available per year = 45 million (1% equates to roughly 450,000 adverts available)



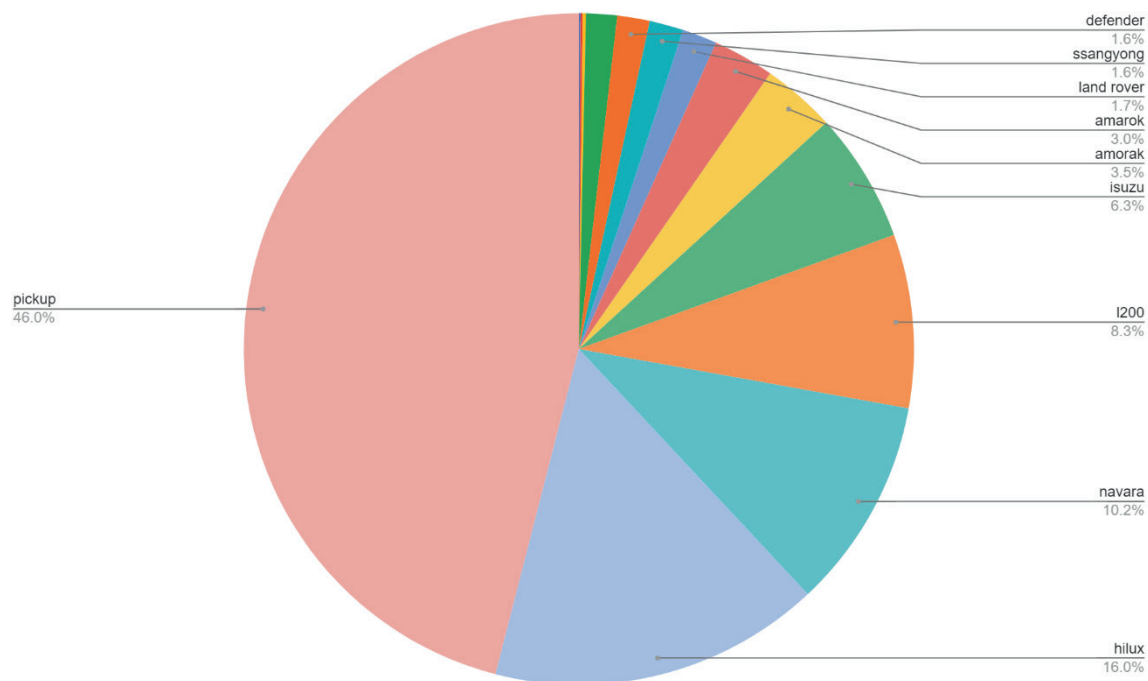
Organisation

Number of adverts available per year = 13 million (1% equates to roughly 130,000 adverts available)



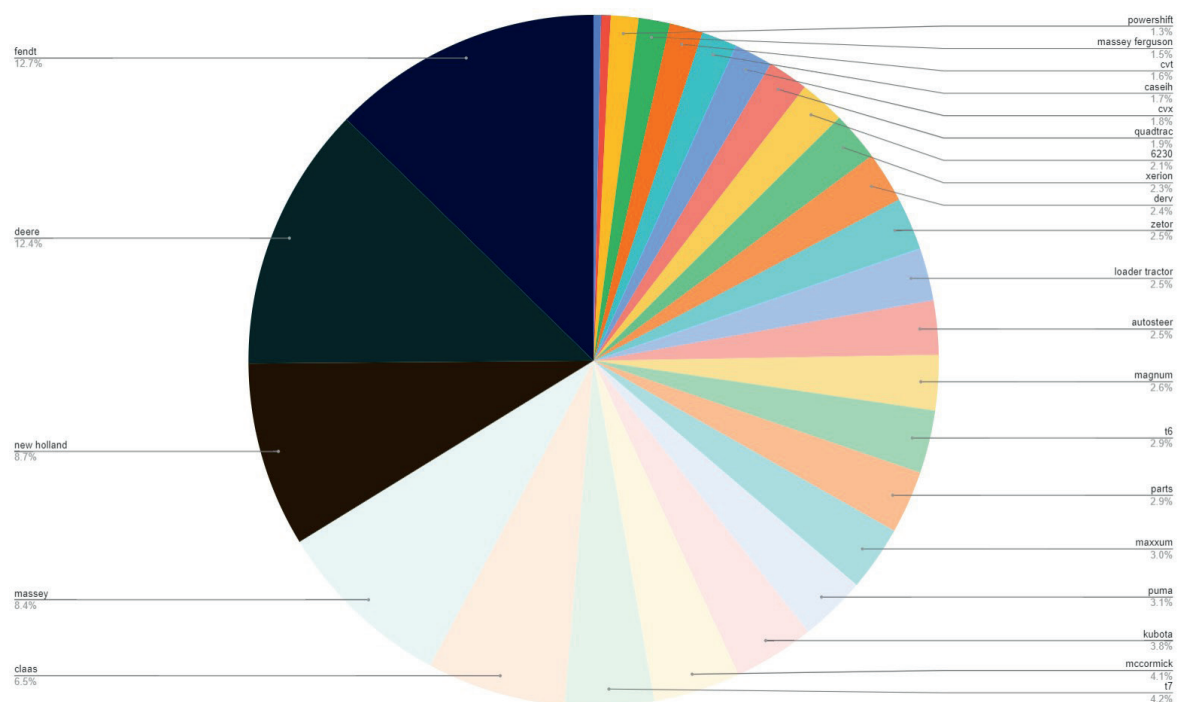
Pickup Trucks and Vehicles

Number of adverts available per year = 8.9 million (1% equates to roughly 89,000 adverts available)



Tractors

Number of adverts available per year = 160 million (1% equates to roughly 1.6 million adverts available)



Top 100 Keywords

Keyword	Sector	Impressions	Keyword	Sector	Impressions
dairy	Dairy	40,099,019	docks	Livestock	15,092,050
wheat	Arable	35,332,514	nfu	Organisations	14,909,968
sheep	Livestock	34,505,018	nitrogen	Fertiliser	14,889,088
barley	Arable	31,314,957	agronomist	Arable	14,641,629
silage	Livestock	28,538,787	organic	Organic	14,617,588
calf	Beef	27,602,183	boom	Arable	14,444,922
maize	Livestock	26,944,206	Ryegrass	Arable	14,381,301
market	General	26,789,395	application	Arable	14,372,212
pickup	pickup	26,634,787	continental	Tyres	14,103,520
lambling	Livestock	26,313,868	forage	Livestock	14,017,594
fendt	Tractor	25,015,961	flooding	Weather	14,001,150
seed	General	24,945,626	cover crop	Regen Ag	13,820,277
deere	Tractor	24,442,720	operator	General	13,684,983
drilling	Arable	24,234,735	cows	Beef	13,462,018
carbon	Regen Ag	23,970,552	harvesting	Arable	13,458,343
grassland	Livestock	23,867,086	tedder	Livestock	13,320,995
health	General	23,230,436	winter wheat	Arable	13,291,306
fertiliser	Fertiliser	22,589,833	fungicide	Arable	13,053,054
defra	Organisations	21,757,056	fluke	Animal Health	12,947,426
beet	Arable	20,694,706	claas	Tractor	12,833,867
telehandler	Machinery	20,394,104	rain gauge	Weather	12,604,047
milk	Dairy	20,164,352	varieties	Arable	12,585,265
analysis	General	20,041,957	compaction	Regen Ag	12,550,000
yields	Arable	19,579,432	grain store	Arable	12,251,579
cereals	Arable	18,905,878	calving	Beef	12,085,173
elms	Organisations	18,818,827	lely	Machinery	11,667,428
rye	Arable	18,782,647	sprayer	Machinery	11,547,644
drought	General	18,476,890	round baler	Machinery	11,544,560
transport	Machinery	18,203,938	performance	General	11,529,027
warranty	Machinery	17,731,168	bedding	Livestock	11,466,398
variety	Arable	17,208,331	Round bales	Machinery	11,427,091
potatoes	Arable	17,164,411	beef	Beef	10,829,545
roots	Arable	17,055,702	yielding	Arable	10,820,820
osr	Arable	17,046,275	urea	Fertiliser	10,603,669
new holland	Tractor	17,044,051	resilient	Regen Ag	10,505,289
spraying	Arable	16,938,593	rust	Arable	10,448,576
stress	Arable	16,916,232	scour	Animal Health	10,428,401
cover crops	Regen Ag	16,817,913	avatar	Machinery	10,357,129
disease	Arable	16,784,654	bolus	Animal Health	10,109,510
Baling	Livestock	16,741,997	Feeder wagon	Machinery	10,017,998
haulage	Machinery	16,553,749	krone	Machinery	9,933,142
massey	Tractor	16,485,155	establishment	Arable	9,887,637
ahdb	Organisations	16,240,790	mart	Livestock	9,662,160
pig	Pig	16,183,494	thistle	Livestock	9,361,271
potato	Arable	16,180,436	malting	Arable	9,293,714
gps	Machinery	15,518,625	hilux	pickup	9,248,612
caravan	Diversification	15,471,017	fertilizer	Fertiliser	9,082,077
cattle	Beef	15,436,262	glyphosate	Arable	8,969,864
milking	Dairy	15,100,729	satellite	GPS	8,939,723
mower	Livestock	15,094,818	vaderstad	Machinery	8,780,738