

Premium Report for target.com

Keyword Ranking and SEO Analysis
Generated: August 17, 2025 9:12 am EDT

RankCheck Pro Score

This is a summary of SEO, which is a weighted blend of Technical, Local SEO, SERP Features, and Competitor Pressure. Lower competition and higher ownership of SERP (Search Engine Results Pages) features (local packs) help your score.



57%

Overall SEO Score

Component	Weight	Score
Technical Health	40%	N/A
Link Strength	20%	91%
Local SEO (Ownership)	15%	0%
Competitor Pressure	15%	70%
SERP Features (Snippets)	10%	N/A

ⓘ If a component is not applicable (e.g., no Local Packs or no Featured Snippets appear), its weight is redistributed across the others.

Website Info

Title	Target : Expect More. Pay Less.
Meta Description	Shop Target online and in-store for everything from groceries and essentials to clothing and electronics. Choose contactless pickup or delivery today.
H1	Homepage
URL	https://www.target.com/
HTTP	200
Internal links	104
External links	0
Images	58
Fetches	2025-08-17 14:13:54 EDT
ETV:	\$3,313,912.94
Total Traffic Value:	\$2,897,100.56

Estimated Traffic Value (ETV) is estimated from search volume x CTR curve; Value = ETV x CPC.

Home Page Screen Shot

Ship to 08223Somers Point

Target Circle™Target Circle™ CardTarget Circle 360™Registry & Wish ListWeekly AdFind Stores

CategoriesDealsNew & featuredPickup & delivery

What can we help you find?

Account

Campus style from \$5

Get top picks for day & night today with same-day delivery.

Finish your campus checklist

\$12.00

Hair Headwrap with Cuffs Set 3pc - Wild...

Add to cart

\$35.00

Women's Freda Convertible Clog...

Add to cart

Highly rated

\$14.99

reg \$29.99 Sale

2-Port Wall Charger with 6' Lightning to USB-C...

Add to cart

\$40.00

Twin/Twin Extra Long Box Stitch Puffer...

Add to cart

\$20.00

Women's Lace Trim

Add to cart

Is this content relevant to you? [Update Preferences](#)

Save on your college haul

Save

on tablets, speakers, headphones & more

Up to 35% off

kitchen items*

20% off

bath accessories*

COLLEGE DEALS

More move-in deals

AI Analysis & Recommendations

Generated: 2025-08-17 14:26:28 EDT

Executive Summary

Target.com is performing well in high-volume keywords like "stores near me" and "athome," indicating strong local and niche product visibility. However, the site struggles with technical SEO, particularly thin content, which is a critical area to address.

- Strong ranking for "stores near me" and "athome" keywords.
- Opportunity to improve rankings for "calculators" and "nintendo switch 2" with targeted content.
- Technical SEO issues, such as thin content, need urgent attention.
- Local SEO presence is weak, with no owned local packs.
- Competitors like nintendo.com and bestbuy.com are strong in overlapping keywords.

Quick Keyword Wins (High Impact, Low Effort)

- **"Calculators" (Rank 12):** Create a comprehensive guide or comparison page.
HOW-TO TAKE ACTION: Develop detailed content with internal links to related products. Use H2 headings for different calculator types.
- **"Nintendo Switch 2" (Rank 7):** Enhance product pages with detailed specs and FAQs.
HOW-TO TAKE ACTION: Add a FAQ section and optimize product descriptions with target keywords.
- **"Black Friday Deal" (Rank 5):** Create a dedicated landing page for Black Friday promotions.
HOW-TO TAKE ACTION: Use engaging CTAs and highlight exclusive deals. Link from the homepage and relevant category pages.

Featured Snippet Plays

- **"Nintendo Switch 2":** Create a concise 40–60 word summary on the product page.
HOW-TO TAKE ACTION: Add a summary section at the top of the page with key features and benefits.
- **"Dutch Bros":** Publish a comparison table of popular coffee chains.
HOW-TO TAKE ACTION: Use structured data and ensure the table is easily readable and informative.

Content Opportunities

- **"Switch 2 vs. Nintendo Switch Two":** Comparison article.
HOW-TO TAKE ACTION: Outline differences, use bullet points, and link to product pages.
- **"Starbucks Near Me":** Guide to finding the best coffee shops.
HOW-TO TAKE ACTION: Include a map, user reviews, and link to related local content.
- **"Rooms to Go":** Furniture buying guide.
HOW-TO TAKE ACTION: Structure with sections on different furniture types, include

images, and CTAs to shop.

Local SEO Actions

- **Improve Local Pack Presence:** Optimize Google Business Profile (GBP).
HOW-TO TAKE ACTION: Ensure NAP consistency, encourage customer reviews, and create service-area pages.

Technical Fixes (Priority)

- **Thin Content:** Increase word count on underperforming pages.
HOW-TO TAKE ACTION: Add detailed product descriptions and user guides. Test by checking word count improvements.

Authority Building (Link Acquisition)

- **Guest Posts on Tech Blogs:** Target sites discussing gaming and electronics.
HOW-TO TAKE ACTION: Pitch articles on "Nintendo Switch 2" and link back to product pages.
- **Partnership with Local Bloggers:** Focus on lifestyle and home decor for "athome."
HOW-TO TAKE ACTION: Offer product reviews or giveaways to secure backlinks.

Competitor Moves

- **Nintendo.com:** Create exclusive content around "Switch 2" features.
HOW-TO TAKE ACTION: Develop unique insights or interviews with industry experts.
- **Bestbuy.com:** Enhance product comparison pages.
HOW-TO TAKE ACTION: Use detailed specs and customer reviews to differentiate.
- **Gamestop.com:** Focus on user-generated content.
HOW-TO TAKE ACTION: Encourage reviews and community discussions on product pages.

30/60/90-Day Plan

- **30 Days:** Address thin content issues, optimize for "calculators" and "nintendo switch 2."
- **60 Days:** Launch Black Friday landing page, improve local SEO presence.
- **90 Days:** Execute link-building strategies, publish new content opportunities.

Technical Health

These 15 technical aspects of your website are important as they can cause your website to not show up on search engines. Our guide explains them more, but you might need help from a website designer to fix these.

15 checks total Pass 9 (60%) - Good Soft Fail 5 (33%) - These items need attention
Fail 1 (7%) - Look at these immediately

Score: 0/100

Fetches: Aug 17, 2025 2:14 pm EDT

#	Check	Status	Details
1	HTTP / URL	Pass	200 • https://www.target.com/
2	HTTPS	Pass	Secure
3	Broken Links	Pass	None detected
4	Render-Blocking CSS/JS	Soft	Defer JS / inline critical CSS
5	H1 Usage	Pass	1 H1 tags found
6	Image Alt Text	Soft	Some images missing alt
7	Core Web Vitals	Soft	LCP 1,176ms • FID 176ms • TTI 1,156ms
8	Canonical URL	Pass	Canonical matches
9	Redirects	Pass	Direct 200
10	JavaScript Dependency	Pass	Content present in HTML
11	robots.txt Crawl	Pass	Crawl allowed
12	Indexability	Pass	Indexable
13	Responsive Design	Soft	Add <meta name=\"viewport\">

#	Check	Status	Details
14	Word Count	Fail	294 words (thin content)
15	DNS TTL	Soft	TTL < 1 day

Quick Keyword Wins (Rank 4–15, KD ≤ 25)

Quick Keyword Wins are low-hanging fruit — keywords that are close to ranking higher and can bring fast results with a little focused effort. The ranking can be improved and the Keyword Difficulty is low. This could be a great place to start. If you don't have good pages or blog posts about these keywords, go create this content.

Keyword	Rank	SV	CPC (\$)	KD	ETV	Value (\$)
switch 2	4	1,220,000	0.37	22	118,706.00	43,921.22
slacks	14	1,000,000	3.76	19	11,300.00	42,488.00
nintendo switch 2	7	1,830,000	0.27	22	85,827.00	23,173.29
straight talk	11	1,220,000	1.35	19	13,786.00	18,611.10
nintendo switch two	8	1,830,000	0.27	19	61,854.00	16,700.58
switch2	14	1,220,000	0.37	16	11,102.00	4,107.74

ⓘ **SV:** Search Volume | **CPC:** Cost Per Click (if buying ads) | **KD:** Keyword Difficulty | **ETV:** Estimated Traffic Value | **Value:** A blended CTR curve and CPC

Top Keyword Opportunities

The Opportunity Score combines volume, KD, and current rank to surface the best bets. Higher score means faster gains with less work. Tip: 80–100 = jump on these, 60–79 = good targets, under 60 = longer plays. And there might be some keywords here you don't want to spend energy to rank for if they have no real value, so use your judgement.

Keyword	Opportunity Score	Rank	SV	CPC (\$)	KD	ETV	Value (\$)
switch2	97	14	1,220,000	0.37	16	11,102.00	4,107.74
nintendo switch 2	96	7	1,830,000	0.27	22	85,827.00	23,173.29
nintendo switch two	96	8	1,830,000	0.27	19	61,854.00	16,700.58
switch 2	96	4	1,220,000	0.37	22	118,706.00	43,921.22
straight talk	96	11	1,220,000	1.35	19	13,786.00	18,611.10
slacks	96	14	1,000,000	3.76	19	11,300.00	42,488.00
dutch bros	95	11	2,240,000	0.60	27	57,344.00	34,406.40
cheesecake factory	94	19	2,740,000	0.16	29	15,344.00	2,455.04
athome	94	4	1,830,000	0.12	32	120,597.00	14,471.64
airpod	94	12	1,500,000	0.63	29	38,400.00	24,192.00
the cheesecake factory	94	19	1,500,000	0.38	30	6,450.00	2,451.00
dutch bros coffee	93	16	1,220,000	1.70	35	13,786.00	23,436.20
office depot	92	15	2,740,000	0.17	40	15,344.00	2,608.48
rooms to go	92	9	1,220,000	1.03	40	52,068.38	53,630.43
cricket wireless	92	15	1,220,000	3.18	41	11,102.00	35,304.36

ⓘ Opportunity Score favors low KD, ranks in striking distance (4–20), and useful search volume.

Suggested Content Clusters

Create content or modify existing content, making sure it contains this cluster of keywords. You could also create these as separate articles that all link to each other for maximum impact.

Stores Near

Estimated cluster traffic: 810,000.00

- stores near me (Rank 3, KD 83)

Use this as a pillar page + 3–5 supporting articles.

Store Near

Estimated cluster traffic: 486,500.00

- store near me (Rank 6, KD 95)

Use this as a pillar page + 3–5 supporting articles.

Stores

Estimated cluster traffic: 443,880.00

- stores (Rank 3, KD 100)

Use this as a pillar page + 3–5 supporting articles.

Calculators

Estimated cluster traffic: 185,640.00

- calculators (Rank 12, KD 72)

Use this as a pillar page + 3–5 supporting articles.

Nintendo Switch

Estimated cluster traffic: 147,681.00

- nintendo switch 2 (Rank 7, KD 22)
- nintendo switch two (Rank 8, KD 19)

Use this as a pillar page + 3–5 supporting articles.

Athome

Estimated cluster traffic: 120,597.00

- athome (Rank 4, KD 32)

Use this as a pillar page + 3–5 supporting articles.

Authority & Link Profile

Snapshot of referring domains, backlink mix, and anchor text. These aren't authority scores, but they reflect how strong your link profile is (how many sites link to yours and what kind of links they are).

Referring Domains	29,276
Total Backlinks	1,066,390
Follow / Nofollow	84% follow 16% nofollow
.gov/.edu Ref Domains	0

Top Anchors

[Target](#)[Target.com Store](#)[Target Deals](#)[View Registry](#)

Top Linked Pages/Domains

Domain	Links
xonecole.com	190,155
retailking.com	40,662
stealherstyle.net	35,960
homegardenshopdaily.com	31,004
registryfinder.com	25,754
beanybux.com	23,886
abodecamp.com	10,444
bigmoods.com	8,666
commonsensewithmoney.com	5,857
anderic.com	3,484

Tip: A healthy profile trends toward a natural anchor mix and steady growth in referring domains.

Competitor Benchmark

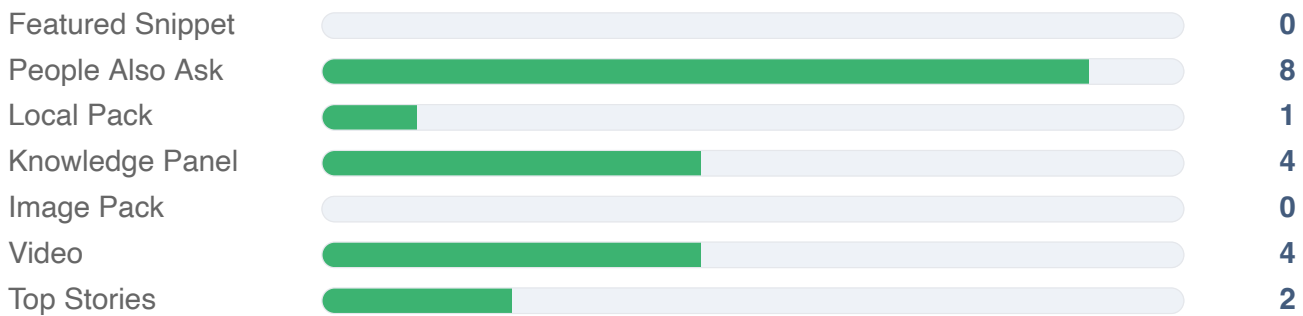
These domains most often rank on the same SERPs (Search Engine Results Pages) as your selected keywords. You are competing with these websites on these keywords. This shows you where you're at.



Competitor	Shared Keywords	% of Your Keywords	Example Keywords
nintendo.com	3	30.00%	switch 2 nintendo switch 2 nintendo switch two
youtube.com	3	30.00%	switch 2 nintendo switch 2 nintendo switch two
en.wikipedia.org	3	30.00%	switch 2 nintendo switch 2 dutch bros
gamestop.com	2	20.00%	switch 2 nintendo switch two
bestbuy.com	2	20.00%	switch 2 nintendo switch two

SERP Feature Opportunities

We scanned your key SERPs for features like Featured Snippets, PAA (People Also Ask), Local Pack, and more. If you don't own them yet, these are great opportunities for traffic boosts. Create pages that answer these topics succinctly. Make the title of the article the exact phrase and provide a very good and concise answer with no fluff right at the top. Then, expand on that content.



Summary: 9 SERPs checked — FS: 0 | PAA: 8 | Local: 1 | KP: 4 | Images: 0 | Video: 4 | News: 2
I You own 0 featured snippets.

Keyword	Features Found	Your Rank	Own Snippet?	Opportunity	SERP
stores	People Also Ask	5	No	—	
	Video				
ulta	Knowledge Panel	8	No	—	
	People Also Ask				
	Top Stories				
nintendo switch 2	Knowledge Panel	—	No	Answer PAA	
	People Also Ask				
nintendo switch two	Knowledge Panel	—	No	Answer PAA	
	People Also Ask				
	Video				
dutch bros	Knowledge Panel	—	No	Answer PAA	
	People Also Ask				
	Top Stories				
starbucks near me	Local Pack	—	No	Answer PAA	
	People Also Ask				
ipads	People Also Ask	—	No	Answer PAA	
	Video				

Keyword	Features Found	Your Rank	Own Snippet?	Opportunity	SERP
tirtir	People Also Ask Video	—	No	Answer PAA	
calculators	—	—	No	—	

Tip: If you're ranking for keywords that relate loosely to your business, then that might be a good sign that your domain has some authority. Take those as wins.

Local SEO

We checked your key SERPs for a Local Pack and whether your site shows up there. If you don't have a local brand, this might not apply to your website.



Summary: 9 SERPs checked — Local Pack present on 3 (33.3%) — You appear in 0 (0%) of those.

Keyword	Local Pack?	You In Local Pack?	Top Listings (name • rating • reviews)
dutch bros	Yes	No	
starbucks near me	Yes	No	
rooms to go	Yes	No	
calculators	No	No	
nintendo switch 2	No	No	
ipads	No	No	
black friday deal	No	No	
ulta	No	No	
tirtir	No	No	

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Full Keyword List (Up to 100 Keywords)

This is sorted by rank by default, but click on the headings to sort by different columns to find opportunities. For example, sort by Search Volume to see the most searches your website shows up for. Sorting by the lowest KD shows you some potentially good keywords to target if there's enough volume.

Rank: 1-3 4-10 11+

KD (Keyword Difficulty): Easy ≤20 Moderate 21-40 Hard >40

Keyword ▲▼	Rank ▲	Search Volume ▲▼	CPC (\$) ▲▼	KD ▲▼	ETV ▲▼	Value (\$) ▲
stores near me	3	5,000,000	0.95	83	810,000.00	769,499.99
stores	3	2,740,000	0.89	100	443,880.00	395,053.19
athome	4	1,830,000	0.12	32	120,597.00	14,471.64
switch 2	4	1,220,000	0.37	22	118,706.00	43,921.22
black friday deal	5	1,000,000	1.93	61	46,900.00	90,517.00
store near me	6	5,000,000	0.95	95	486,500.00	462,174.99
nintendo switch 2	7	1,830,000	0.27	22	85,827.00	23,173.29
nintendo switch two	8	1,830,000	0.27	19	61,854.00	16,700.58
ipads	8	1,500,000	1.25	43	50,700.00	63,375.00
rooms to go	9	1,220,000	1.03	40	52,068.38	53,630.43
clothing store near me	10	1,220,000	0.99	100	31,232.00	30,919.68
dutch bros	11	2,240,000	0.60	27	57,344.00	34,406.40
deals	11	1,500,000	1.38	66	16,950.00	23,391.00
ipad	11	1,500,000	1.25	53	38,400.00	48,000.00
straight talk	11	1,220,000	1.35	19	13,786.00	18,611.10
calculators	12	20,400,000	0.82	72	185,640.00	152,224.80

Keyword ▲▼	Rank ▲	Search Volume ▲▼	CPC (\$) ▲▼	KD ▲▼	ETV ▲▼	Value (\$) ▲
ulta	12	5,000,000	0.16	67	45,500.00	7,280.00
airpod	12	1,500,000	0.63	29	38,400.00	24,192.00
jobs for hire near me	14	2,240,000	2.03	100	16,800.00	34,104.00
switch2	14	1,220,000	0.37	16	11,102.00	4,107.74
slacks	14	1,000,000	3.76	19	11,300.00	42,488.00
starbucks near me	15	9,140,000	0.27	43	53,926.00	14,560.02
office depot	15	2,740,000	0.17	40	15,344.00	2,608.48
groceries	15	1,500,000	1.34	57	22,500.00	30,150.00
cricket wireless	15	1,220,000	3.18	41	11,102.00	35,304.36
clothing stores near me	16	1,220,000	0.99	100	7,198.00	7,126.02
dutch bros coffee	16	1,220,000	1.70	35	13,786.00	23,436.20
lego	18	2,240,000	0.23	83	10,738.56	2,469.87
cheesecake factory	19	2,740,000	0.16	29	15,344.00	2,455.04
the cheesecake factory	19	1,500,000	0.38	30	6,450.00	2,451.00
store	21	2,740,000	0.89	100	11,782.00	10,485.98
jobs that are hiring near me	21	2,240,000	2.03	79	6,048.00	12,277.44
furniture store	22	1,000,000	4.03	81	4,300.00	17,329.00
grocery	24	1,500,000	1.34	87	4,950.00	6,633.00
footballs	24	1,220,000	0.62	0	2,928.00	1,815.36
furniture superstore	24	1,000,000	4.03	0	2,700.00	10,881.00

Keyword ▲▼	Rank ▲	Search Volume ▲▼	CPC (\$) ▲▼	KD ▲▼	ETV ▲▼	Value (\$) ▲
playstation 5	24	1,000,000	0.55	51	2,700.00	1,485.00
shoe	28	1,000,000	0.64	100	2,100.00	1,344.00
tirtir	30	20,400,000	0.58	7	42,840.00	24,847.20
winn-dixie	30	1,000,000	0.37	38	2,100.00	777.00
crate and barrel	31	1,500,000	0.50	54	3,150.00	1,575.00
arcos	31	1,220,000	0.81	50	2,562.00	2,075.22
basketballs	31	1,220,000	0.52	14	2,562.00	1,332.24
job postings near me	32	4,090,000	1.35	100	8,589.00	11,595.15
home goods	32	1,830,000	1.03	47	3,843.00	3,958.29
pizza hut near me	35	1,500,000	0.35	36	3,150.00	1,102.50
airpods	35	1,500,000	0.63	49	3,150.00	1,984.50
hoka shoes	35	1,000,000	0.89	8	2,100.00	1,869.00
nfl jersey	35	1,000,000	1.59	30	2,100.00	3,339.00
sheets	36	1,500,000	5.65	68	3,150.00	17,797.50
deal	37	1,500,000	1.38	50	3,150.00	4,347.00
uninterruptible power supply	38	6,120,000	0.69	45	12,852.00	8,867.88
converses	38	1,220,000	0.19	31	2,562.00	486.78
dunkin donuts	39	5,000,000	0.13	92	10,500.00	1,365.00
pandora	39	4,090,000	0.21	78	8,589.00	1,803.69
homegood	40	1,830,000	1.03	49	3,843.00	3,958.29
whole foods	41	3,350,000	0.35	44	7,035.00	2,462.25

Keyword ▲▼	Rank ▲	Search Volume ▲▼	CPC (\$) ▲▼	KD ▲▼	ETV ▲▼	Value (\$) ▲	
bathandbodyworks	43	5,000,000	0.17	51	10,500.00	1,785.00	
dick's sporting goods	45	2,740,000	0.19	44	5,754.00	1,093.26	
job	45	1,830,000	1.95	97	3,843.00	7,493.85	
bath and bodyworks	46	5,000,000	0.17	51	10,500.00	1,785.00	
popmart	47	1,500,000	0.11	5	3,150.00	346.50	
fedex track	53	7,480,000	0.62	55	15,708.00	9,738.96	
pop mart	53	1,500,000	0.11	24	2,961.00	325.71	
dunkin	55	6,120,000	0.28	100	12,852.00	3,598.56	
kroger near me	56	1,830,000	0.68	63	3,843.00	2,613.24	
ashley's furniture	57	2,240,000	1.27	0	4,704.00	5,974.08	
baskin robbins	57	1,500,000	1.34	63	3,150.00	4,221.00	
kfc	59	5,000,000	0.12	79	10,500.00	1,260.00	
figs	60	1,220,000	0.25	56	2,562.00	640.50	
banana republic	61	1,500,000	0.36	70	3,150.00	1,134.00	
crocs	65	2,240,000	0.23	74	4,704.00	1,081.92	
connections game	65	1,220,000	2.96	48	2,562.00	7,583.52	
new balances	66	3,350,000	0.36	71	7,035.00	2,532.60	
mini crossword puzzle	67	2,740,000	1.60	48	5,754.00	9,206.40	
fabletics	67	1,220,000	0.23	51	2,562.00	589.26	
google laptop	72	1,220,000	0.85	81	2,562.00	2,177.70	
chewy	73	2,740,000	0.26	61	5,754.00	1,496.04	

Keyword ▲▼	Rank ▲	Search Volume ▲▼	CPC (\$) ▲▼	KD ▲▼	ETV ▲▼	Value (\$) ▲
coffees	74	13,600,000	0.92	16	28,560.00	26,275.20
home good	74	1,830,000	1.03	48	3,843.00	3,958.29
storage space near me	74	1,500,000	16.51	88	3,150.00	52,006.50
llbean	76	1,830,000	0.41	61	3,843.00	1,575.63
furniture store near me	77	1,220,000	4.42	61	2,562.00	11,324.04
joann's fabric	78	1,830,000	0.54	48	3,843.00	2,075.22
last of us game	78	1,220,000	1.09	29	2,562.00	2,792.58
carters	79	1,500,000	0.28	67	3,150.00	882.00
stanley cup	79	1,500,000	0.57	49	3,150.00	1,795.50
valentine's day	79	1,500,000	0.83	62	3,150.00	2,614.50
stop watch	80	1,220,000	0.77	36	2,562.00	1,972.74
circle k	81	3,350,000	0.59	72	7,035.00	4,150.65
liquor store	82	4,090,000	0.82	36	8,589.00	7,042.98
beetlejuice beetlejuice	82	3,350,000	0.44	41	7,035.00	3,095.40
grocery store near me	83	6,120,000	1.08	88	12,852.00	13,880.16
joann fabrics and crafts	84	1,830,000	0.54	23	3,843.00	2,075.22
storage places near me	87	1,500,000	16.51	88	3,150.00	52,006.50
jo-ann fabrics	89	1,830,000	0.54	14	3,843.00	2,075.22
shutterfly	89	1,500,000	0.60	64	3,150.00	1,890.00
at homes	93	1,830,000	0.12	48	3,843.00	461.16

Keyword ▲▼	Rank ▲	Search Volume ▲▼	CPC (\$) ▲▼	KD ▲▼	ETV ▲▼	Value (\$) ▲
lunches	94	1,830,000	0.98	13	3,843.00	3,766.14
meijer's	98	3,350,000	0.30	29	7,035.00	2,110.50

ⓘ Different tools calculate these slightly differently; treat this as a directional guide.