



Q4 2022

Search & Reddit Content Ideation™

**The Best Content to Create For the
Road Cycling Audience Based On Their
Reddit & Organic Search Behaviour**

SEARCH

REDDIT

Key Takeaways

Top ranking searches and topic categories for Road Cycling on Google Search and Reddit between Jan. 2021 to Oct. 2022:

Keywords

- “Cycling” is the primary search term when compared to “road bike” or “racing bike”.
- Search interest spiked for cycling for a brief period during the months of July and August 2021, likely due to the 2021 Summer Olympics.
- When comparing July 2021 to July 2022, “cycling” as a search term decreased in popularity by 14%, in the United States.
- “Cycling” and “road bike” as search terms are most popular in the States of Vermont and Colorado.

Google Search

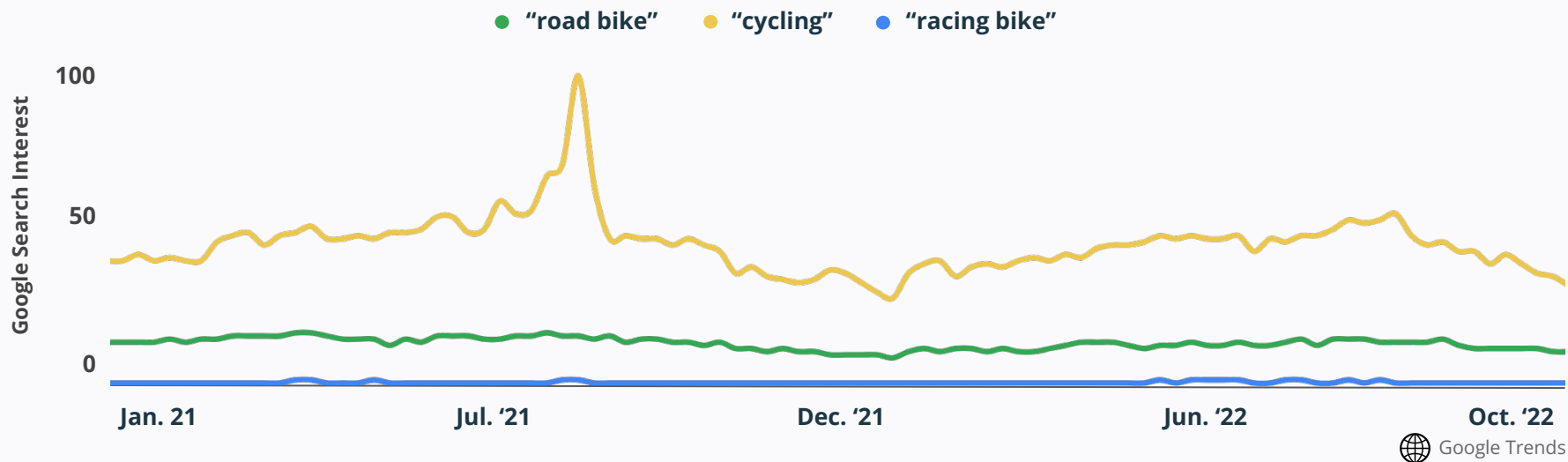
- Hardware, Health, and Guide related search queries are most popular for searches including the keyword “cycling” on Google, ranking at 37%, 25%, and 18% of share interest respectively.
- Hardware driven searches focused on value centered topics and specific bike parts such as “road bike for beginners”, “which road bike is best?”, and “are road bike tires tubeless?” indicating that these customers are early in their consideration life-cycle and looking to understand more.
- Health-related search queries focused on road cycling’s impact with searches such as “what cycling does to your body” and “which cycling is good for weight loss”, suggesting that customers are interested in a more active lifestyle and want to use road cycling to achieve that.
- Within “guide” based search queries, 30% of search interest focused on queries looking for advice on how to improve their riding ability, such as “cycling for beginners” and entry level advice for riders just starting out.
- Riders who are new to road cycling search for topics that help them get started in guide based searches.

Reddit

- On Reddit, the most popular content topics were “community”, “hardware”, and riding”, taking 41%, 34%, and 24% of share interest respectively.
- Within “community” category, “humour” focused threads, where members poke fun at stereotypes, took 41% of interest share.
- Within the “hardware” and “riding” categories, “bike parts” and “ride photos” ranked highest with 28% and 35% of interest share, respectively.

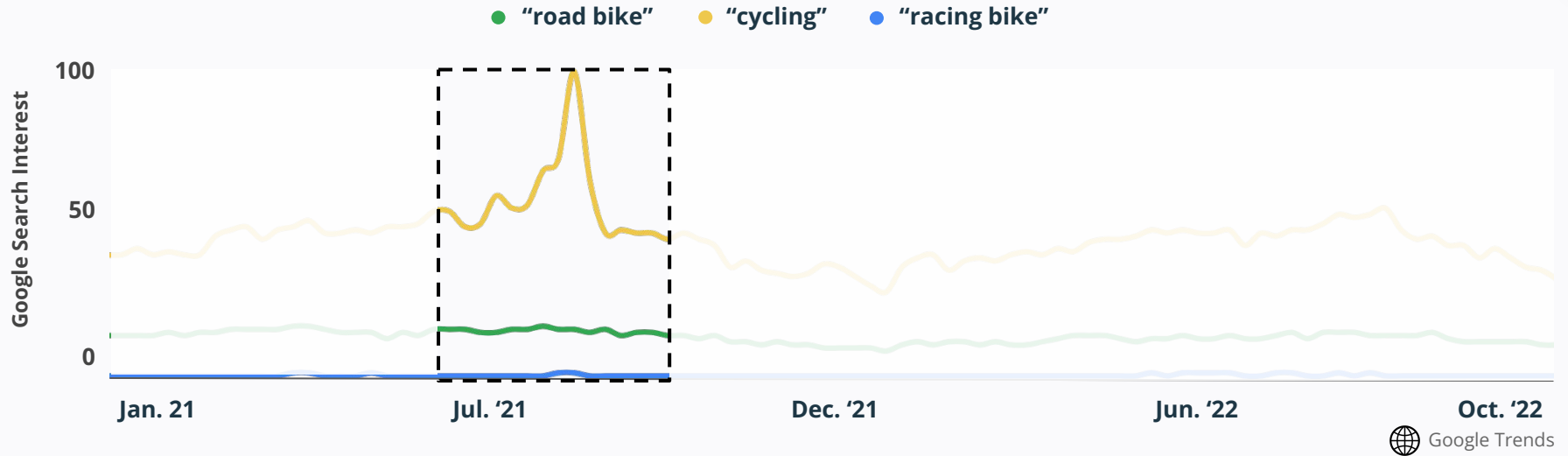
Google Search

Amongst Road Cycling related search terms, "cycling" dominated in comparison to the alternative wordings "road bike" and "racing bike".



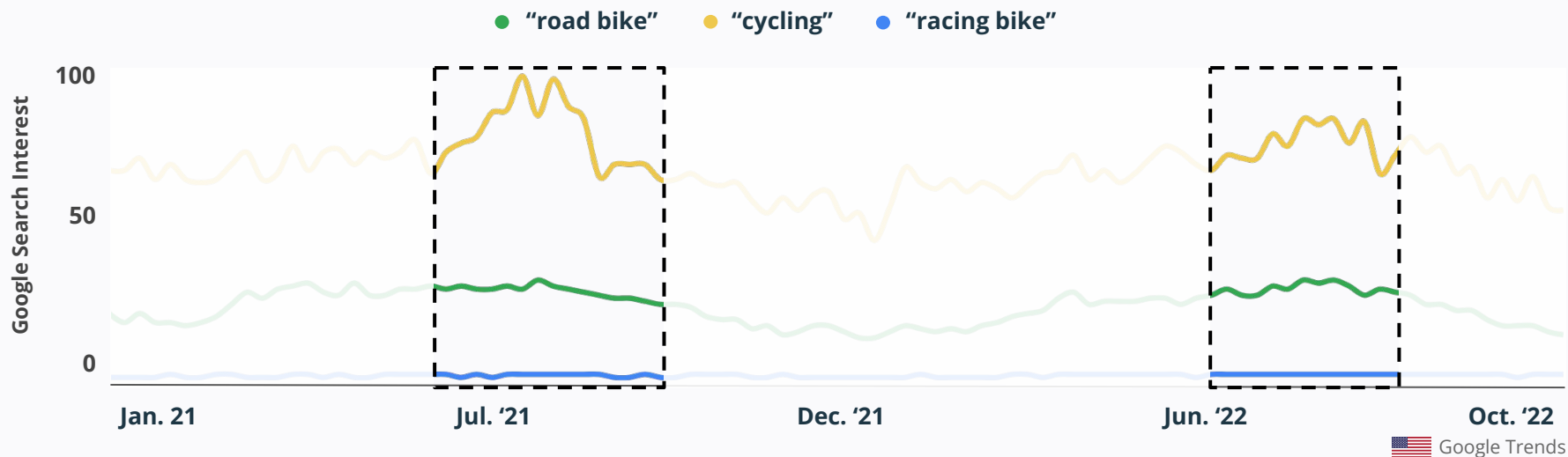
The time frame used for the analysis was Jan. 1, 2021 - Oct. 31, 2022. With a Geography of **world wide**.

Cycling related search terms had a seasonal spike during the months of July 2021 and August 2021, likely due to the 2021 Tokyo Summer games being hosted in those months.



The time frame used for the analysis was Jan. 1, 2021 - Oct. 31, 2022. With a Geography of **world wide**.

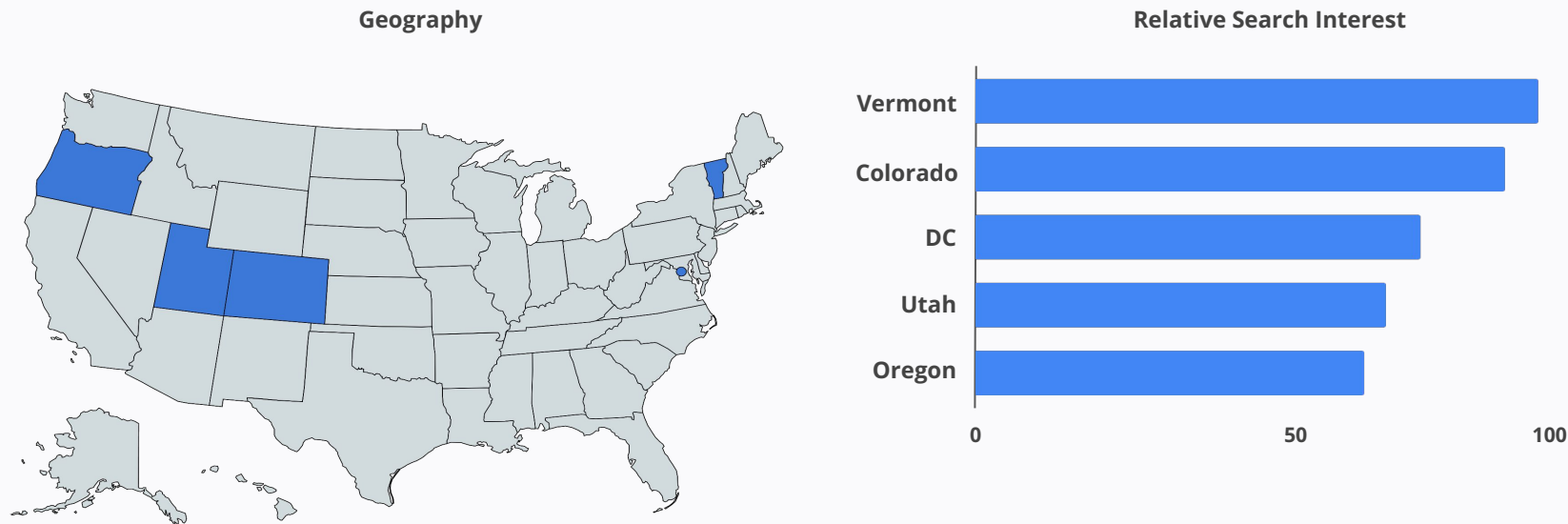
In the **United States**, when comparing the same search terms as the previous slide, **"Cycling"** still leads as the favoured search term but search term popularity from July 2021 to July 2022 **decreased** by 14%.*



The time frame used for the analysis was Jan. 1, 2021 - Oct. 31, 2022. With a Geography of **United States**.

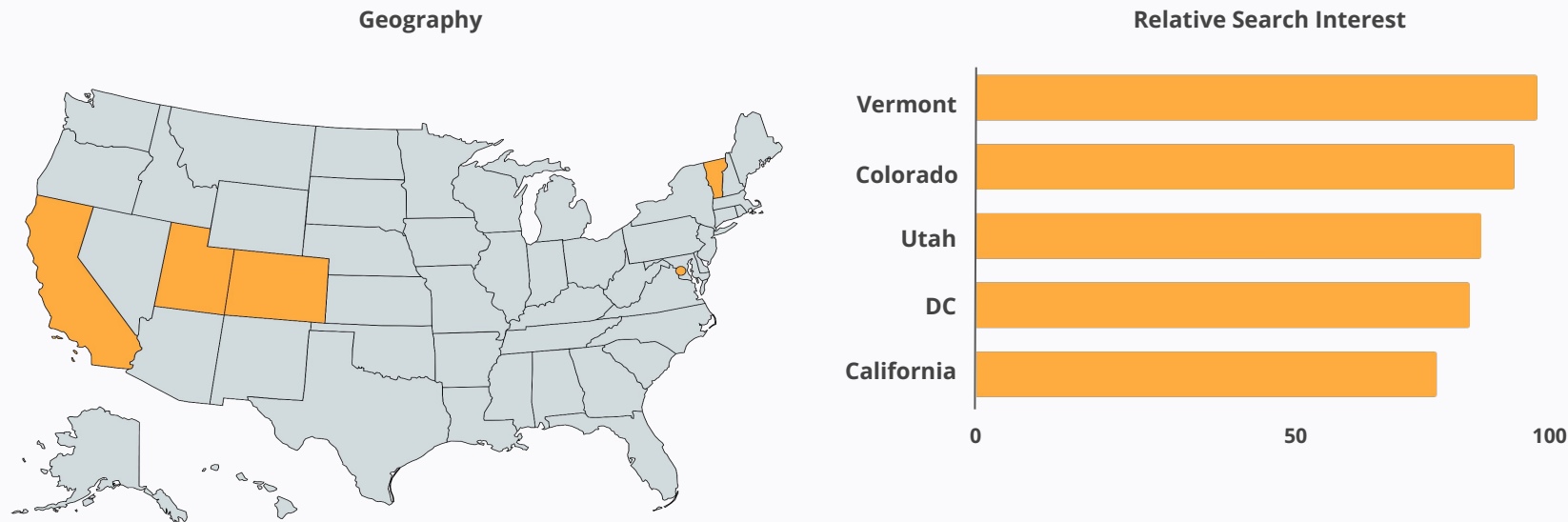
Within the **United States** from January 2021 to October 2022, “**Cycling**” as a search term was most popular in the states of Vermont and Colorado.

Opportunity: Look for influencers in these areas to amplify and support the Road cycling community. Additionally, support or sponsor popular circuits that are popular on Strava or similar apps.



States highlighted with the most concentrated colors indicate the highest interest.

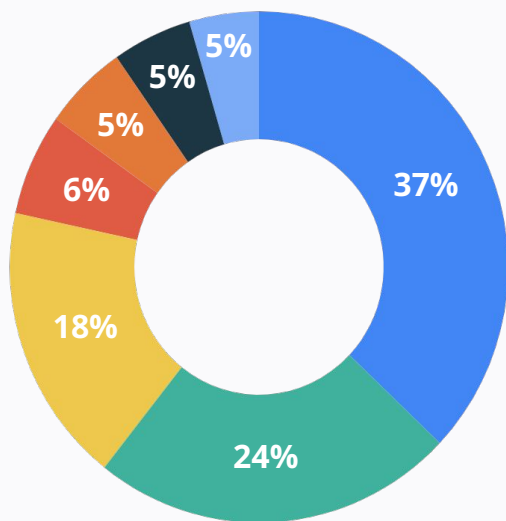
Although far less popular than “cycling”, within the **United States** from January 2021 to October 2022, “**Road bike**” as a search term was most popular in the states of Vermont and Colorado.



States highlighted with the most concentrated colors indicate the highest interest.

The most popular questions being asked on **Google** about road bikes are related to **hardware, health, guide, gear, location, purchasing** and **social**.

Macro Topics



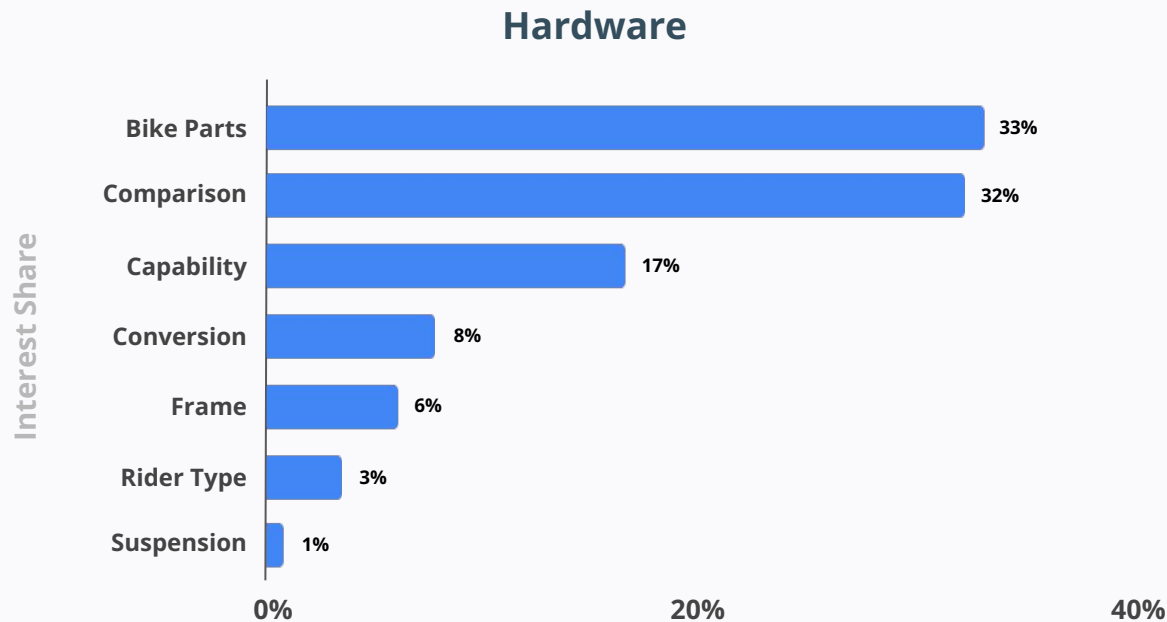
Breakdown

- **Hardware:** Topics and searches that relate to different bike parts, frame capability, and other modifications.
- **Health:** Searches that relate to varying aspects of a rider's health and the impact road cycling has on it.
- **Guide:** Specific searches looking for information on getting started, comparisons, and general information.
- **Gear:** Topics and searches that focus on different pieces of rider gear and helpful tech.
- **Location:** Searches that are looking for details on local or specific riding locations or circuits.
- **Purchasing:** Pricing and sales-focused searches on specific items and where to purchase them.
- **Social:** Searches looking for information on various events, other riders, and trends in road cycling.



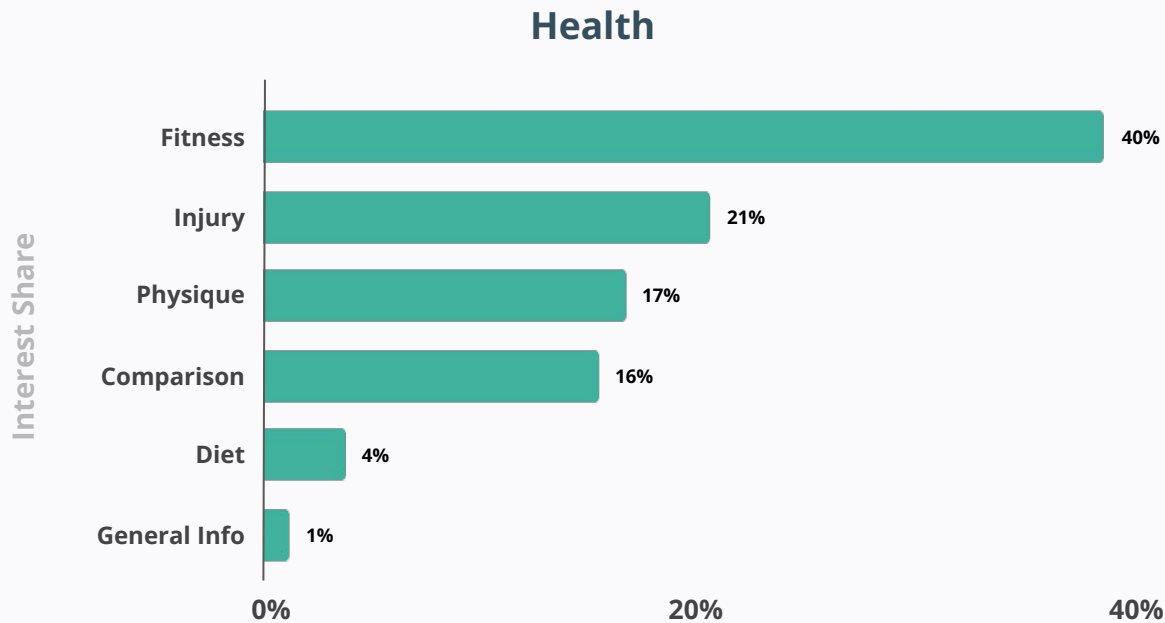
Within “**hardware**”, “**bike parts**” and “**comparison**” based search queries occupied the majority of searches with 33% and 32%, respectively.

Opportunity: Hardware based searches often look for parts and follow the process of comparison through price point and capability. Therefore, try creating content to show comparisons for each bike part in order to reduce decision fatigue among prospective customers.

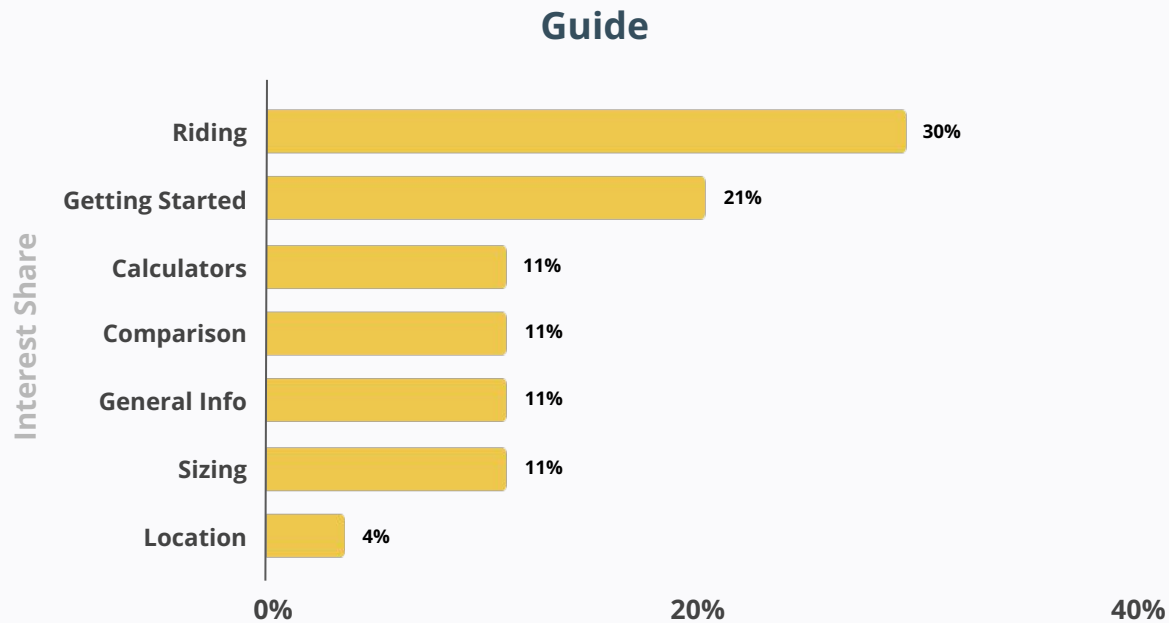


Within “**health**” based searches, “**fitness**” related queries occupied the majority of interest at 40%. Users heavily focus on the impact that road cycling may have on their body..

Opportunity: Create content that focuses on beginner-friendly ride circuits that help riders understand the impact of elevation and trail access. Another possible addition is focusing on particular cities and posting content specific to that area to help beginner riders know where to start.



Within **“guide”** based searches, riders who are new to road cycling search for topics that help them get started and how to improve their riding ability, occupying 21% and 30% of interest share, respectively.



When analyzing search intent within each category, **“hardware”** related queries tend to focus on specific parts of the bike or the capability of particular frames. In contrast **“health”** and **“guide”** related searches leaned towards opinions, embedded in informative long-form content.

***Opportunity:** When creating content, have a clear understanding of how you want to structure it, whether bite size or long-form and start gearing each piece of content towards these categories. I.e. “Cycling Fitness 101: The Health Benefits of a Cycling Lifestyle”*

Hardware

- are road bike tires tubeless
- can road bike go on gravel
- can road bike to gravel
- how road bike frames are measured
- what road bike tyres are best
- road bike for beginners
- which road bike is best

Health

- what cycling does to your body
- when cycling knee pain
- when cycling creatine
- where does cycling burn fat
- which cycling is good for weight loss
- will cycling reduce belly fat
- cycling can lose weight

Guide

- cycling where to start
- road bike is uncomfortable
- why cycling is good
- cycling for beginners
- cycling to steps conversion
- which road bike is best for me
- how to choose a road bike



“gear”, “location”, “purchasing”, and “social” related searches were used less frequently and were typically more specific, focussing on a particular item or topic such as cycling shoes, location-based searches or how to find sales.

Opportunity: Aggregate this information into guides like “What To Know When Buying Your First Road Bike” and ensure these topics are covered.

Gear

- what cycling shoes do the pros wear
- which cycling shoes to buy
- which cycling gloves
- why cycling bibs

Location

- cycling near me
- cycling near me classes
- cycling near here
- where to road bike near me

Purchasing

- when are road bikes on sale
- where to buy road bike
- which road bike brand is the best
- which road bike to buy

Social

- what cycling race is today
- where are cycling world championships
- who won cycling olympics 2021
- cycling is life

**“Gear”, “Location”, “Purchasing”, and “Social” each individually represent <6% of total content ideas from Google, therefore results in few content suggestions.

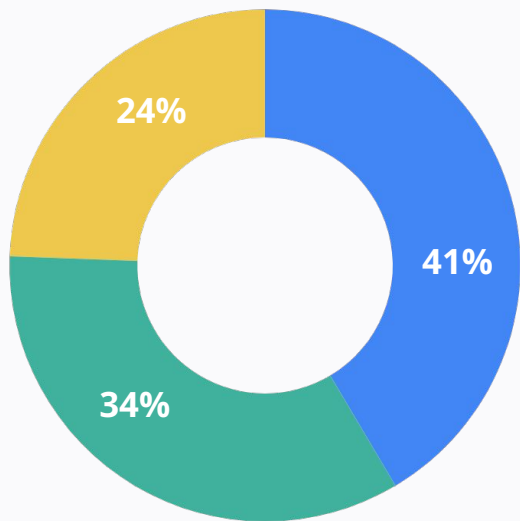
*Results are an aggregation of data from Google Trends and other data querying services.



Reddit

The most popular topics on **Reddit** about road bikes are related to **Community**, **Hardware**, and **Riding**.

Macro Topics



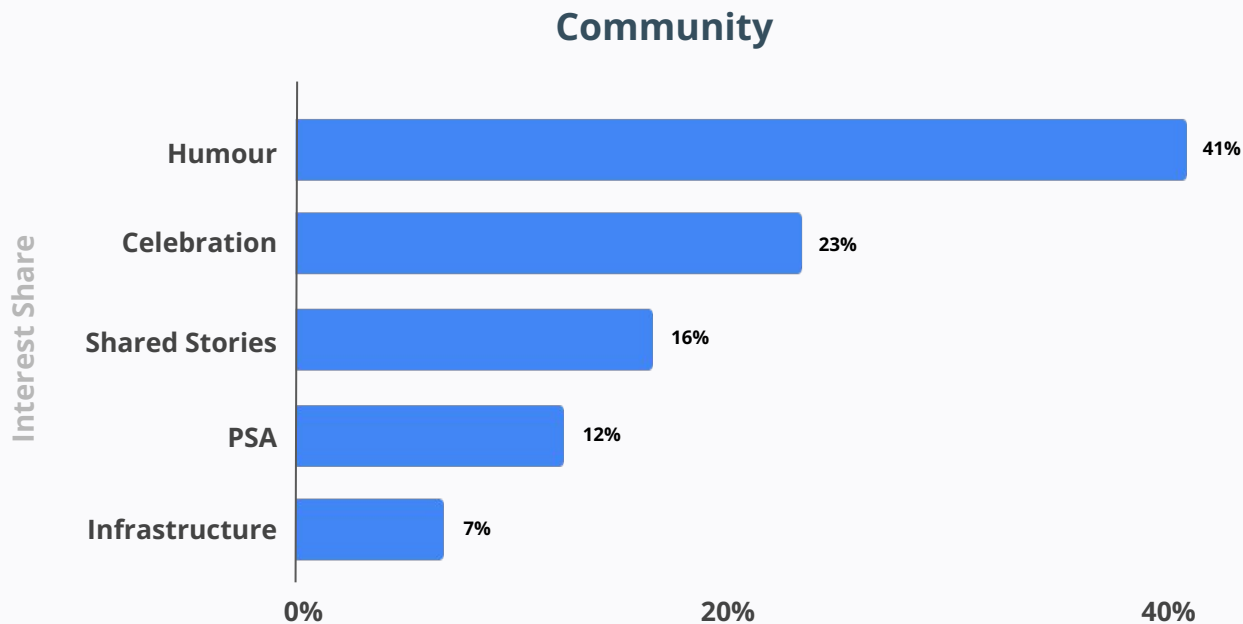
Breakdown

- **Community:** Topics and threads sharing the stories, humour, and achievements of different road cyclists.
- **Hardware:** Specific threads focused on sharing information about users new bikes, pricing on specific parts, and servicing.
- **Riding:** Photo and video rich threads where members share photos or videos of their ride(s), mapped out circuits, and helpful public service announcements pertinent to cycling.

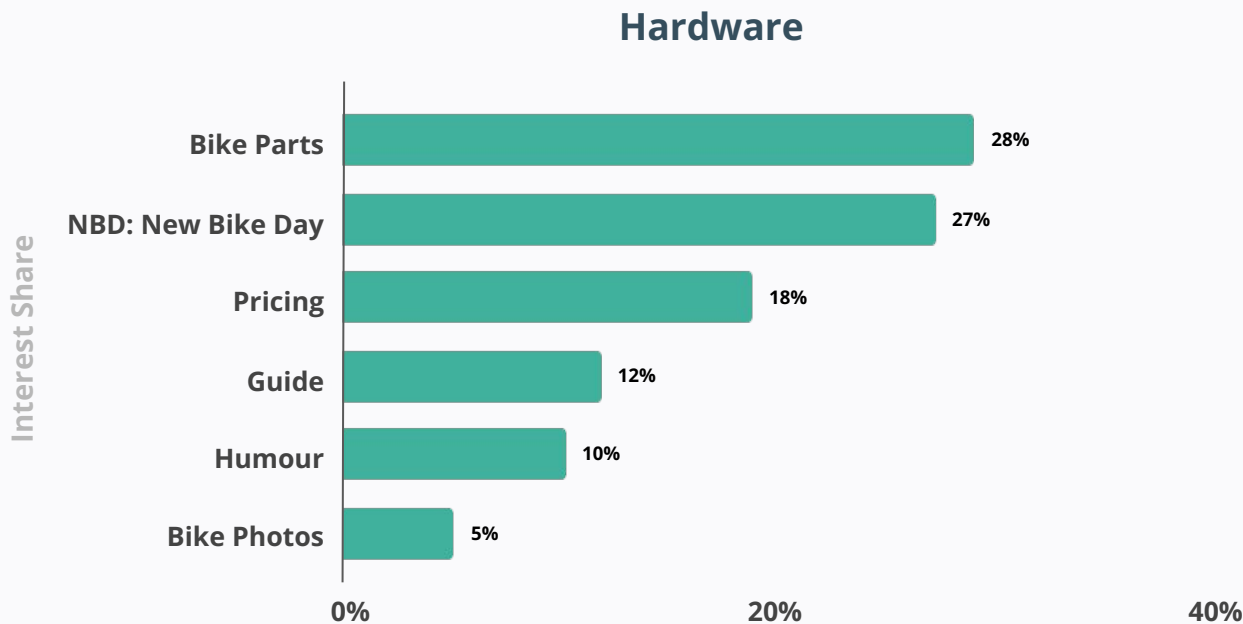


Within “**Community**” based topics, 41% of share interest was classified into “**humour**” related threads and “**celebration**” themed posts occupied 23%.

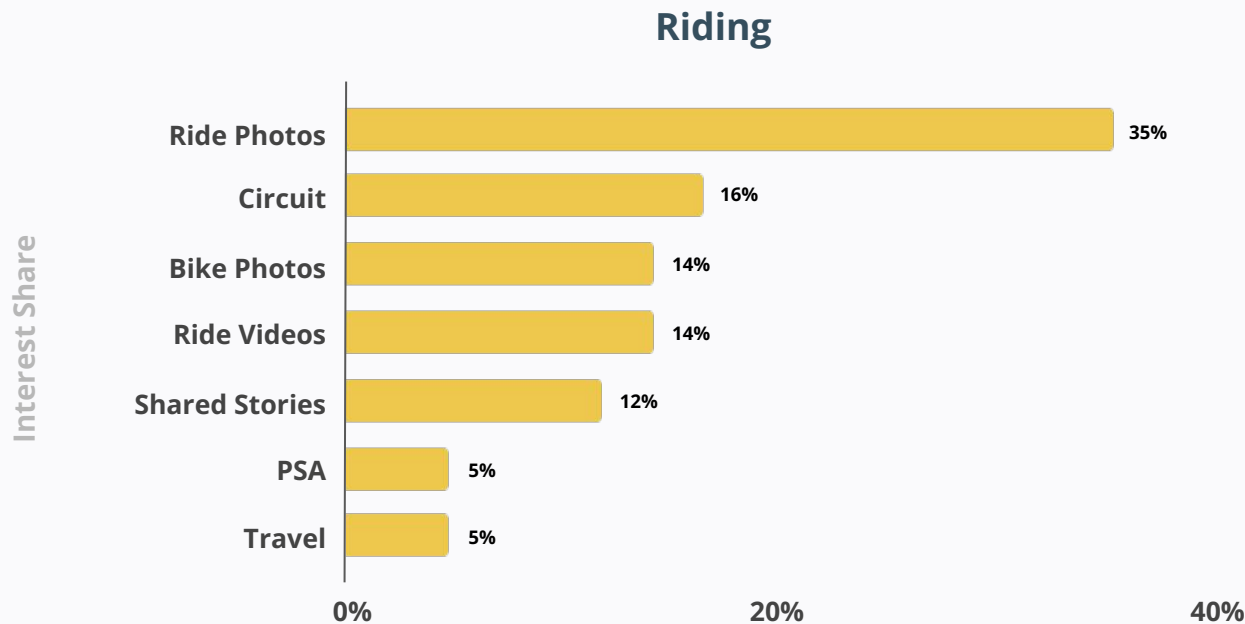
Opportunity: A core focus of community-themed threads is members sharing their experiences in different ways. One way to engage users would be to launch a campaign that highlights stories of riders and their achievements in road cycling.



Within “**Hardware**” based topics, “**bike parts**”, “**NBD: New bike day**”, and “**pricing**” lead at 28%, 27%, and 18% respectively. Hardware-themed threads are very focused on singular topics and often seek advice or feedback from community members.



“Riding” themed threads are entirely focused on highlighting aspects of subreddit members’ rides. This is seen in **“Ride Photos”** occupying 35% of thread topics. Other topics highlight screenshots of the circuit they took (16%) photos of rider videos (16%), and riders photo’s, (14%)



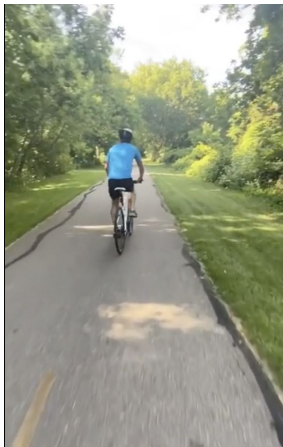
Humour: Members of the subreddit post various topics poking fun at common cyclist stereotypes, carelessness within bike infrastructure, and wholesome content.

Community

The different types of cyclists

Up Votes
4.7K

Comments
389



[Click to View](#)

Our new "bike lane".

Up Votes
3.8K

Comments
327



[Click to View](#)

Team Rwanda see snow for the first ever time.

Up Votes
3.3K

Comments
87



[Click to View](#)



Bike Parts: Active members post pictures and questions based around specific bike parts. In some cases, members seek advice on bike servicing and price comparisons.

Hardware

Weird flex: having tires from a country that hasn't existed for 30 years.

Up Votes
4.5K

Comments
115



[Click to View](#)

Made a saddle bag for my touring bike! Designed around the Brooks but also fits on non-brooks rails. Trying it out on a short tour this weekend

Up Votes
435

Comments
62



[Click to View](#)

Put on new rim fresh out of the box. FML.

Up Votes
379

Comments
111



[Click to View](#)



Ride Photos: A simple but consistent thread topic found across multiple cycling-focused subreddits was users posting highlights and interesting moments from their different rides.

Riding

California King

I live and work in Kazakhstan. On my ride today in the steppe I took a selfie with a camel.



Up Votes
2.8K

Comments
88

[Click to View](#)

Up Votes
1.4K

Comments
200



[Click to View](#)

Finished 6 week tour, swam in all Great Lakes and made it to the coast



Up Votes
527

Comments
20

[Click to View](#)



