



Q1 2023

Search & Reddit Content Ideation™

**The Best Content to Create for the
Mountain Biking Audience Based on
Their Reddit & Organic Search
Behaviour**

Search

Reddit

Key Takeaways

Top ranking searches and topic categories for Mountain Biking on Google Search and Reddit between Jan. 2021 to Dec. 2022:

Keywords

- In the United States, “mtb” still leads as the favored search term but had a sharp spike in July 2021, and July 2022.
- Globally, “mtb” related search terms spiked during April 2021 and May 2021, likely due to the 2021 UCI MTB World Cup hosted at that time, but when comparing the months YoY, search interest has decreased -25%.
- In the US, “mtb” still leads as the favoured search term but had a sharp spike in July 2021, and July 2022. This could be due in part to the 2021 Olympics being held at that time.

Google Search

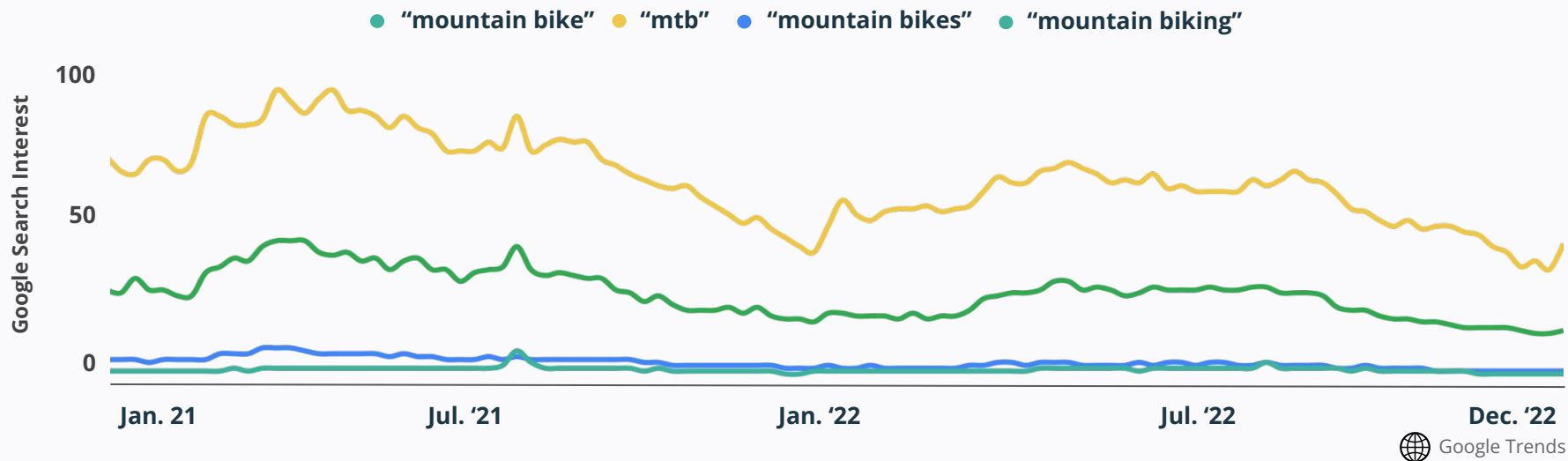
- The most popular questions being asked on Google about mountain bikes are related to guides, hardware, gear, location, purchasing, and health.
- “Guides”, “comparison” and “bike frames” search queries occupied the majority of searches with 41%, 22%, and 11% respectively. Comparison queries focused on questions asking “which mtb is best?” while bike frame queries looked for information on specific styles of mountain bikes, such as hardtails.
- Within “Hardware” based searches, “drivetrain”, “tires”, and “brakes” related queries occupied the majority of interest at 60%.
- Within “General Info” based searches, riders who are new to Mountain Biking search for broader types of content that help them access quick and cursory information.

Reddit

- The most popular questions being asked on Reddit about Mountain Bikes are related to Community, Riding, Hardware, and Gear.
- “Community” topics were dominated by “Bike Share” (28%) and “New Bike Day” (22%) related content.
- “Riding” topics were lead by “POV” (34%) and “Fails & Crashes” (25%). Threads of this nature focus heavily on sharing video-based content of them riding or other focused videos of overcoming features like jumps, drops, and technical features.

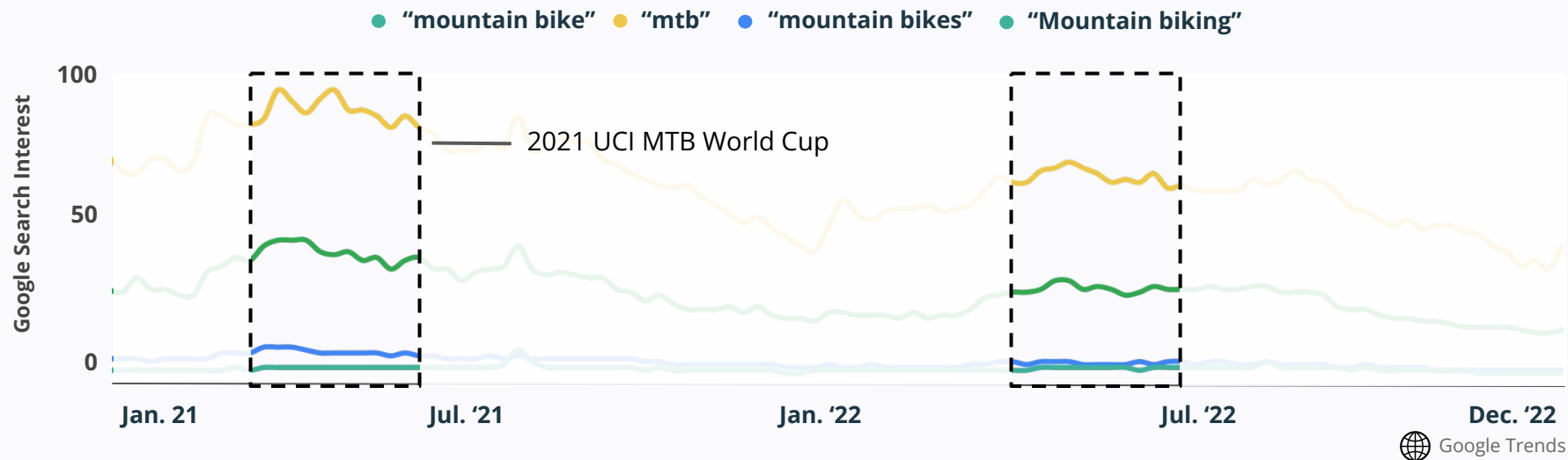
Google Search

Amongst Mountain Biking related search terms, "mtb" leads in comparison to the alternative phrases "mountain bike", "mountain bikes", and "mountain biking".



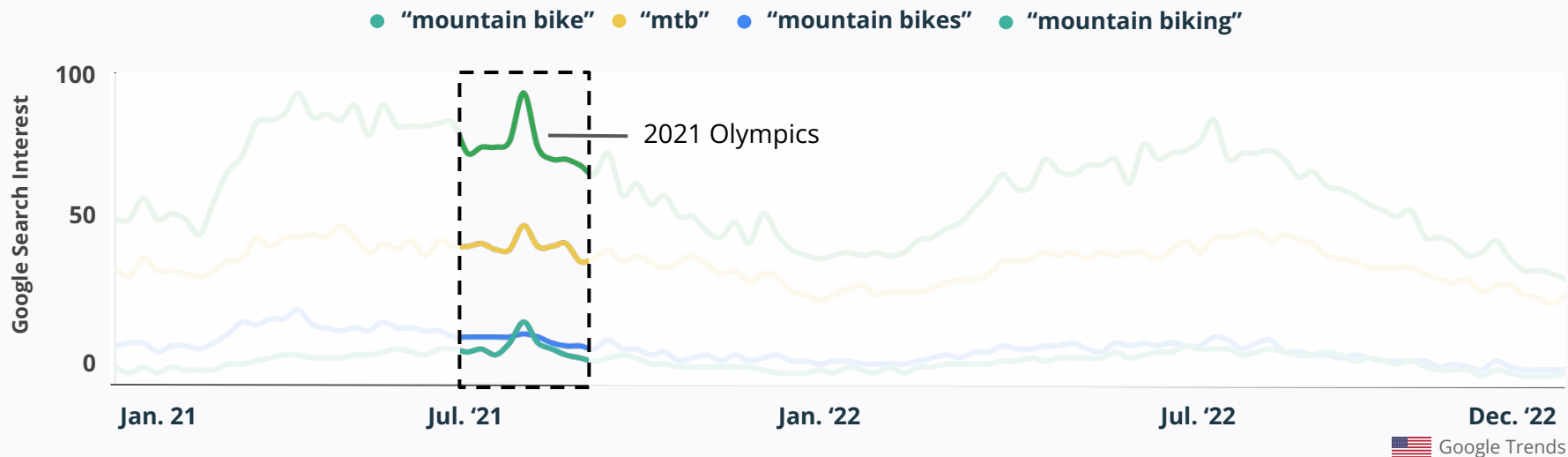
The time frame used for the analysis was Jan. 1, 2021 - Dec. 31, 2022. With a Geography of **world wide**.

“MTB” related search terms had a spike during the months of April 2021 and May 2021, likely due to the 2021 [UCI Mountain Biking World Cup](#) hosted at that time. When comparing April and May YoY from 2021 to 2022, overall search interest has **decreased** -25%.



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

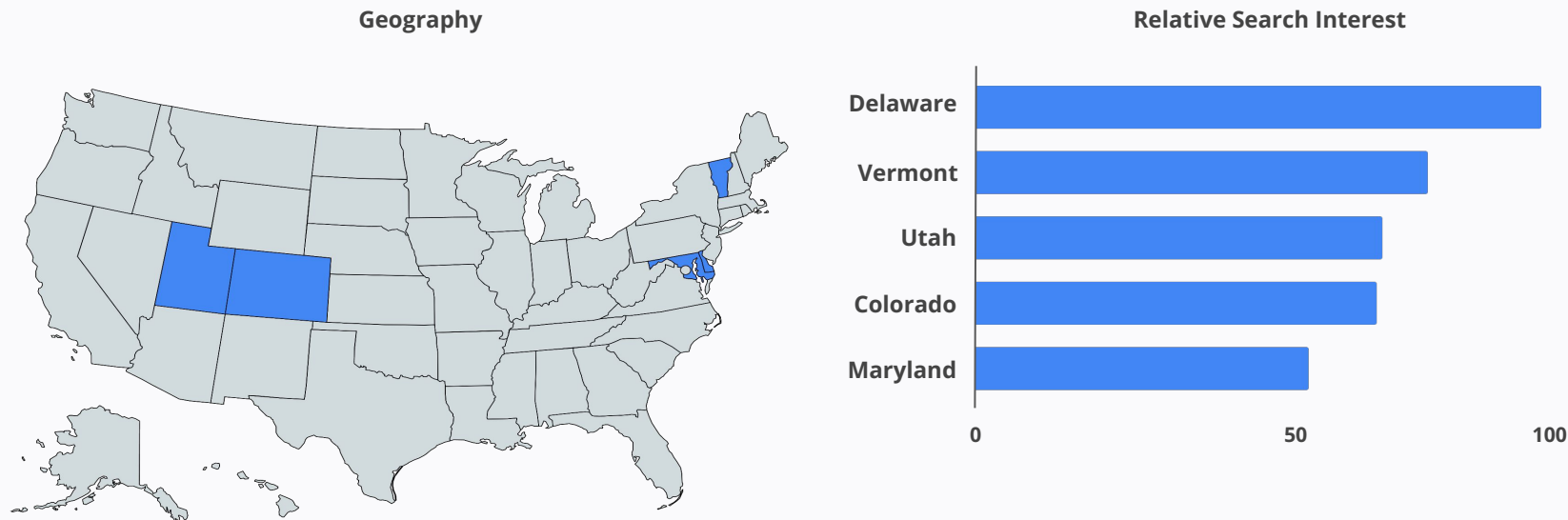
In the **United States**, when comparing the same search terms, “**mtb**” still leads as the favoured search term but had a sharp spike in July 2021, and July 2022. This could be due in part to the 2021 Olympics being held at that time.



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

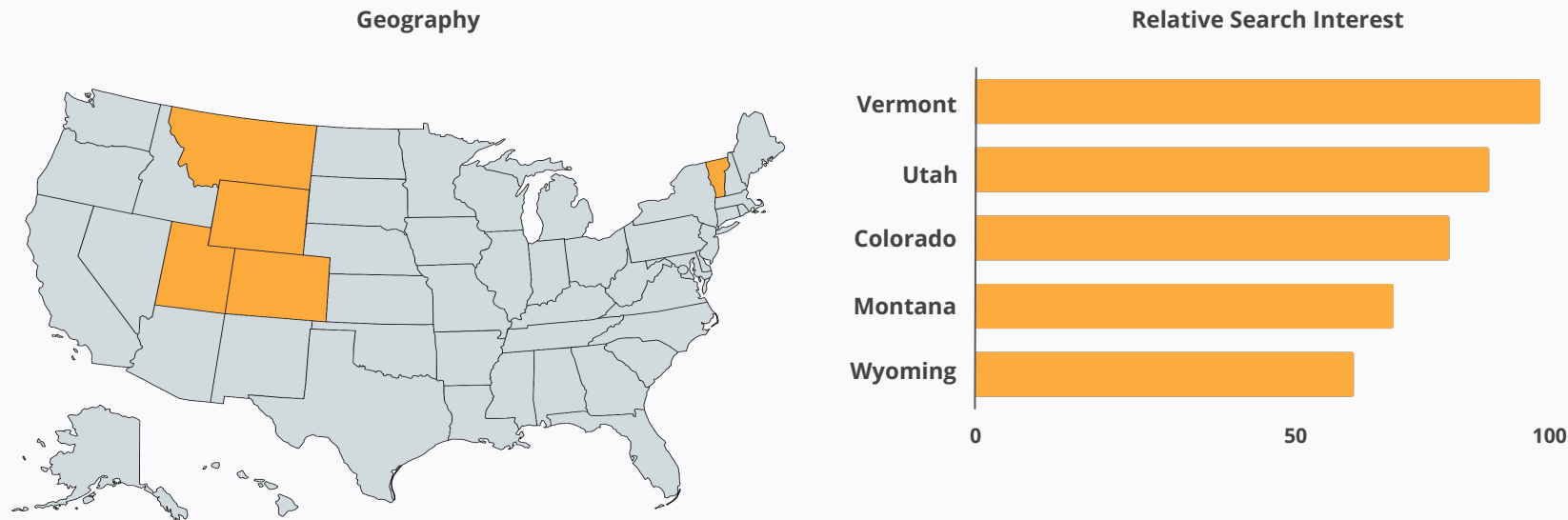
Within the **United States** from January 2021 to December 2022, “**mtb**” as a search term was most popular in the states of Delaware and Vermont.

Opportunity: Look for influencers in these areas to amplify and support the Mountain Biking community. Additionally, support or sponsor local organizations that host tournaments, races, or take responsibility for trail building and maintenance.



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

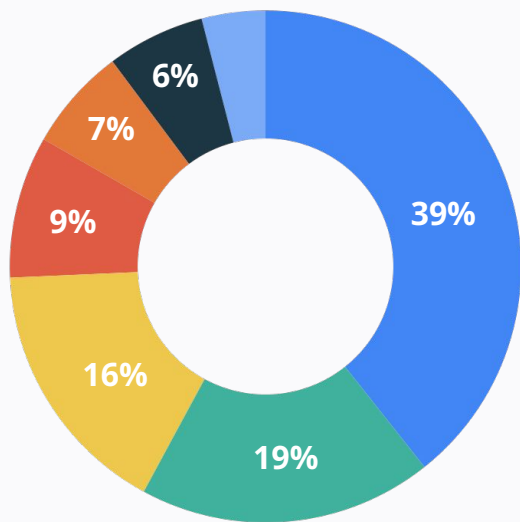
Although less popular than “mtb”, within the **United States** from January 2021 to December 2022, “**mountain biking**” as a search term is most popular in the states of Vermont and Utah.



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

The most popular questions being asked on Google about mountain bikes are related to **guides**, **hardware**, **general info**, **gear**, **location**, **purchasing** and **health**.

Macro Topics*



Breakdown

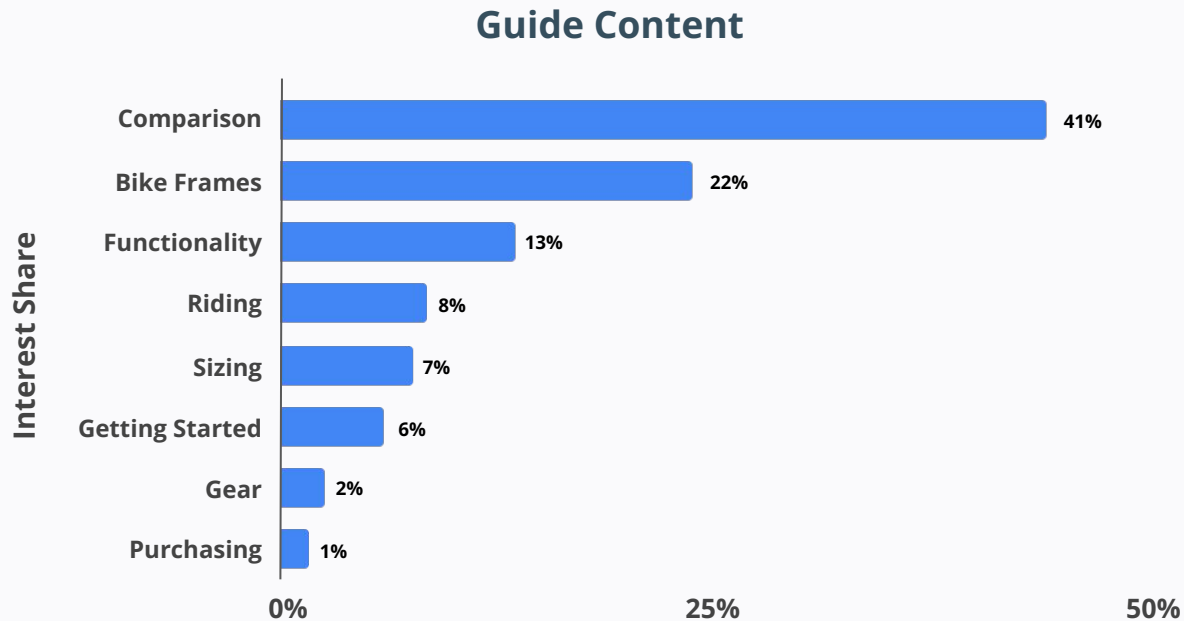
- **Guides:** Specific searches looking for information on getting started, comparisons, and content designed to teach.
- **Hardware:** Topics and searches that relate to different bike parts, frame capability, and specific components of mountain bikes.
- **General info:** Broad keyword searches looking for information across a variety of topics without being too specific.
- **Gear:** Topics and searches that focus on different pieces of rider gear and helpful technology.
- **Location:** Searches that are looking for details on local or specific riding locations or trails.
- **Purchasing:** Pricing and sales focused searches on specific items and where to purchase them.
- **Health:** Searches that relate to varying aspects of a riders health and the impact road cycling has on it.

*Macro Topics are an aggregation of Searches classified into different categories of search intention.
Results are an aggregation of data from Google Trends and other data querying services.



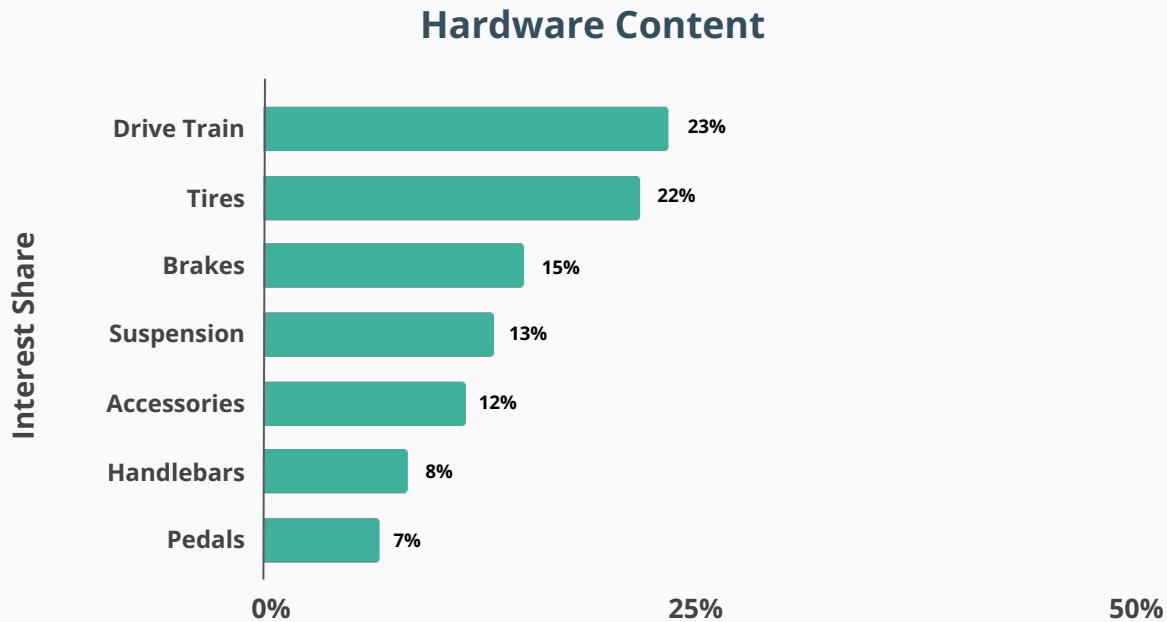
Within **“Guides”**: **“comparison”** and **“bike frames”** driven search queries occupied the majority of searches with 41% and 22% respectively. Comparison queries focused on questions asking “which mtb is best?” while bike frame queries looked for information on specific styles of mountain bikes, such as hardtails.

***Opportunity:** Guide-based searches often are looking for direct comparisons across all portions of mountain bikes, and are garner higher level of interest when both sides are discussed. Good examples of this are 3rd party websites conduct comparisons and structure it as blog content.*



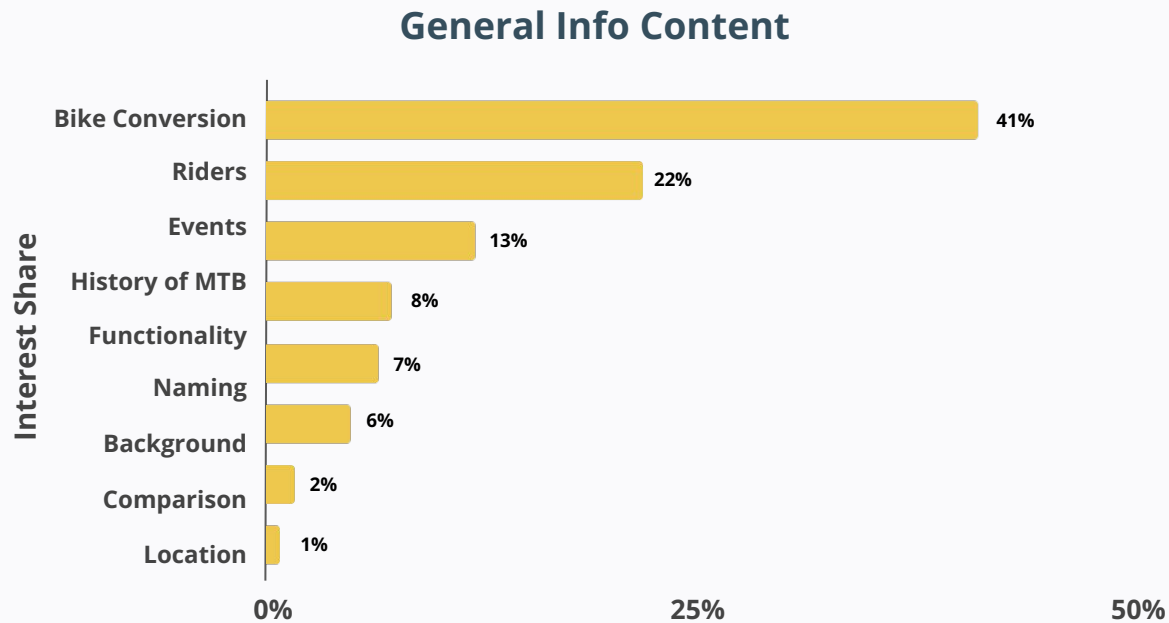
Within “**Hardware**” based searches, “**drivetrain**”, “**tires**”, and “**brakes**” related queries occupied the majority of interest at 60%. Drivetrain queries look for specific information like “mtb with gearbox” or “how mountain bike gears work”.

Opportunity: Given that there is a plethora of choices when it comes to Mountain Biking hardware, helping users build an understanding of what each part of the bike does and who manufactures those specific parts helps establish one as a thought leader in the mountain biking space.



Within “**general Info**” based searches, riders who are new to Mountain Biking search for broader types of content that help them access quick and cursory information around the capabilities of mountain biking and other adjacent topics like riders, and events.

What Are Bike Conversions?: Conversion kits exist as a means for riders to take a type of bike and convert it to fit the functionality of another. For example, E-Bike conversion kits, MTB to Gravel Bike conversion kits.



When analyzing search intent within each category, “**Guides**” related queries tend to focus on specific tips and advice for the progression of a rider. “**Hardware**” queries veer in a similar direction but look for explanations behind specific pieces of hardware, such as how suspension or brake pads function.

Opportunity: Mountain Biking has a notorious reputation for being dangerous and can result in new riders being intimidated in their progression. Creating content that outlines gear, riding styles, and trail types to improve a rider’s skill is another avenue to extend a brand into the position of a thought leader.

Guides

- mtb how to jump
- what mtb reach do i need
- what mtb should i buy quiz
- which mtb cycle is best
- mtb for beginners
- mtb for short riders
- mtb vs gravel bike

Hardware

- are mtb forks universal
- how mtb forks work
- which mtb brake pads
- mtb without suspension
- mtb without chain
- what mountain bike tires are best
- mountain bike will not shift gears

General Info

- can mtb be used for long rides
- what mtb stands for
- what mtb are made in usa
- van can mtb
- mtb for commuting
- mtb to gravel conversion
- why mountain bikes are the best



Although less in quantity*, **“gear”**, **“location”**, **“purchasing”**, and **“health”** related searches are largely kept to questions about mountain biking gear is worth the investment, looking for local trails, or bottom funnel purchasing styled queries.

Gear

- are mtb knee pads worth it
- are mtb shoes worth it
- what mtb helmet should i buy
- mtb where to mount gopro

Location

- where to mtb near me
- where to mtb in winter
- mtb near me
- where is mountain bike park

Purchasing

- will mtb prices drop
- when will mtb shortage end
- mtb for sale
- mtb for sale online

Health

- can mountain biking help lose weight
- will mountain biking get me in shape
- will mountain biking help my running
- why mountain biking is good for you

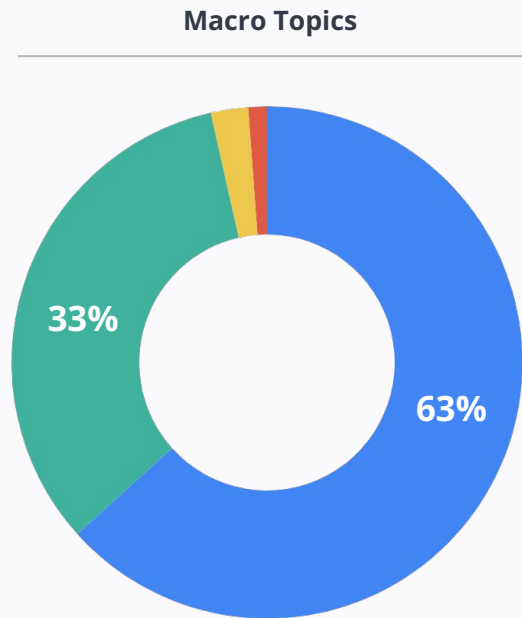
*“Gear”, “Location”, “Purchasing”, and “Health” each individually represent <20% of total search queries from Google, therefore results in fewer content suggestions.

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



Reddit

The most popular questions being asked on **Reddit** about Mountain Bikes are related to **community** (63% of threads), **riding**, **hardware**, and **gear**.



Breakdown

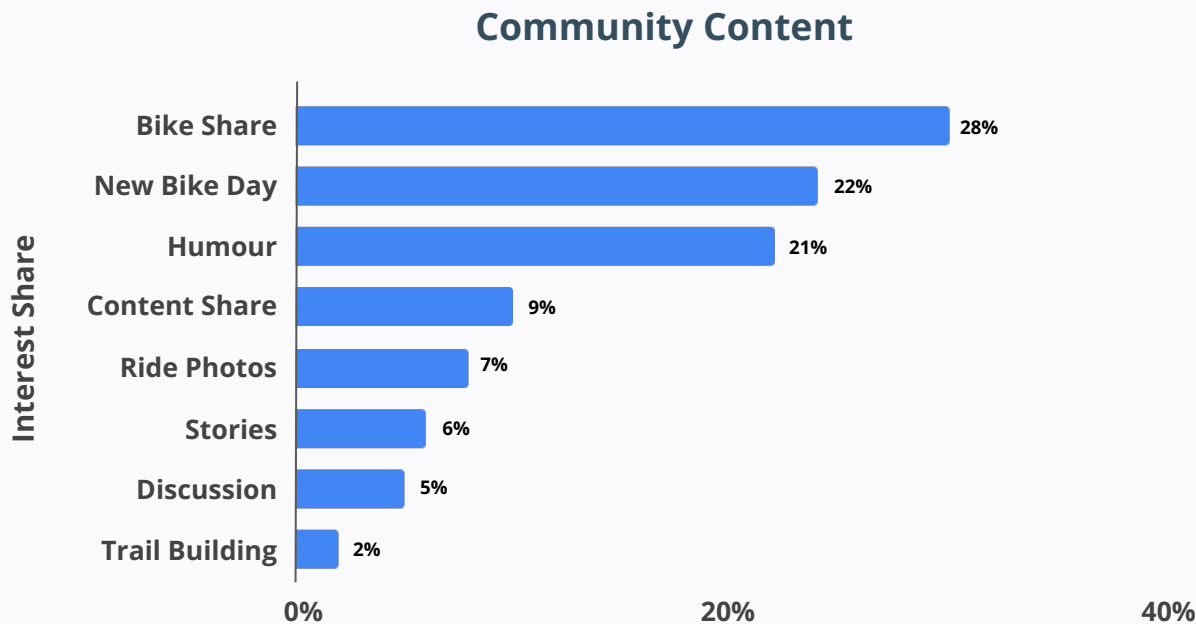
- **Community:** Topics and threads sharing the stories, humour, and achievements of different road cyclists.
- **Riding:** Photo and video rich threads where members share different portions of their ride(s), POV styled clips, and other videos where they overcome technical features.
- **Hardware:** Specific threads focused on sharing information about users new bikes, pricing on specific parts, and servicing.
- **Gear:** Topics and searches that focus on different pieces of rider gear and helpful technology.

Macro Topics are an aggregation of Searches classified into different categories of search intention.
Results are an aggregation of data from the aggregation of various subreddits.

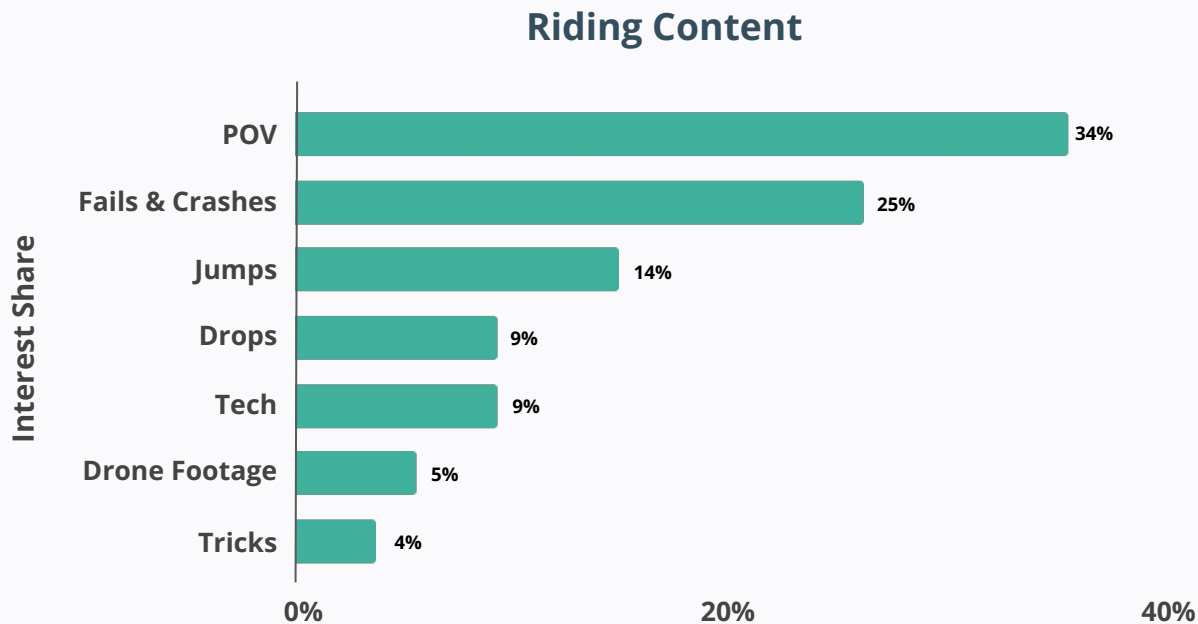


Within “**Community**” based topics, 28% of share interest was classified into “**Bike Share**” related threads and “**New Bike Day**” themed posts occupied 22%.

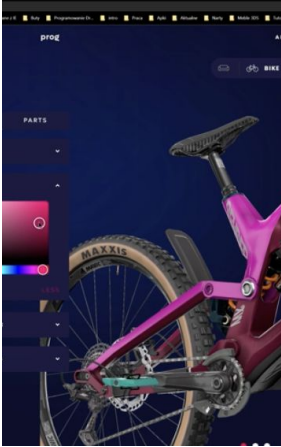




Opportunity: A core focus of community themed threads is sharing in the excitement around either finally purchasing or riding your new mountain bike. One way to engage users would be to have an accessible channel where it's encouraged to share the new bike a rider has purchased.



Within **“Riding”** based topics, **“POV”** and **“Fails & Crashes”** lead at 34%, 25% respectively. Threads of this nature focus heavily on sharing video based content of people riding or videos of overcoming features like jumps, drops, and technical features.








Community Content: Members of the subreddit post various topics involving humour such as memes, posed pictures of their bikes, and other interesting 3rd party content.

Bike Share	New Bike Day	Humour	Content Share	Ride Photos
				
Click to View	Click to View	Click to View	Click to View	Click to View
<div><div>↑</div><div>Up Votes</div><div>1.6K</div><div>Comments</div><div>138</div></div>	<div><div>↑</div><div>Up Votes</div><div>721</div><div>Comments</div><div>63</div></div>	<div><div>↑</div><div>Up Votes</div><div>726</div><div>Comments</div><div>63</div></div>	<div><div>↑</div><div>Up Votes</div><div>3.2K</div><div>Comments</div><div>301</div></div>	<div><div>↑</div><div>Up Votes</div><div>1.1K</div><div>Comments</div><div>103</div></div>



Riding Content: Active members post videos sharing their experiences in Mountain Biking alongside their achievements of successfully completing challenging features.

POV	Fails & Crashes	Jumps	Drops	Tech
				
Click to View	Click to View	Click to View	Click to View	Click to View
<div><div>↑ Up Votes</div><div>6.1K</div><div>Comments</div><div>363</div></div>	<div><div>↑ Up Votes</div><div>7K</div><div>Comments</div><div>294</div></div>	<div><div>↑ Up Votes</div><div>3K</div><div>Comments</div><div>196</div></div>	<div><div>↑ Up Votes</div><div>3.4K</div><div>Comments</div><div>259</div></div>	<div><div>↑ Up Votes</div><div>3.9K</div><div>Comments</div><div>204</div></div>



Top subreddit related
to Mountain Biking:



Top related subreddit categories:

Community



- [r/hardtailgang](#)
- [r/trailbuilding](#)

Riding



- [r/dirtjumping](#)
- [r/dhmtb](#)
- [r/xbiking](#)

Hardware



- [r/bikewrench](#)
- [r/whichbike](#)
- [r/mountainbikes](#)

Gear*



- [*r/bikepacking](#)

Top Subreddits:



*Most users look for MTB gear suggestions through r/MTB and not a dedicated subreddit resulting in few related subreddits..

