'Item Authentication' SEO Analysis

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I used SEMRush to assess the keyword "item authentication" in terms of its strength in search engine optimization, along with examining the other phrases I was provided. I also looked at additional keywords related to this topic, though "brand enforcement" was the only strong one.

"Item authentication" turned out to be the second-weakest of all the search terms I assessed. No keyword using "item" as an adjective scored higher than 70 in search volume. If it is absolutely necessary to use the word "item," it would be better to use "item verification," but I wouldn't recommend choosing any term that includes "item."

"Brand protection" is clearly the term people are searching the most, especially in the U.S. It is the best choice in terms of search engine optimization, however, "protection" has a different meaning than "authentication" or "verification." As such, "product authentication" may be worth considering, because of its relatively high global volume and its low keyword difficulty. "Cryptographic authentication" also has relatively high global volume, but both have very little search volume in the United States.

Keyword	Global Volume*	U.S. Volume*	Keyword Difficulty†	Results (in Millions)
brand protection	4,900	2,900	48	4,900
brand enforcement	4,100	110	45	209
cryptographic authentication	1,800	30	66	28
product authentication	1,700	70	15	2,100
product verification	1,700	40	39	349
anti-counterfeiting	1,600	140	33	8
brand verification	1,100	40	66	384
product protection	800	140	55	6,800
brand authentication	410	70	28	136
item verification	70	10	32	8,200
item authentication	20	20	42	138
item anti-counterfeiting	n/a	n/a	36	8

Volume = average number of searches per month.

Analysis and Recommendations
- Brand protection: For the retail industry, brand protection is the most commonly used term with strong search volumes. But this term is not suitable for a horizontal solution name.
- Cryptographic authentication: This term offers differentiation within the name (cryptographic instead of another method for authentication) and is applicable across industries.

'Cryptographic Authentication' SEO Analysis

Keyword	Global Volume*	U.S. Volume*	Keyword Difficulty†	Results (in Millions)
Authentication Service	1,500	390	62	183
Authentication System	1,000	260	69	243
Product Authentication Service	430	20	10	205
Cloud Authentication Service	310	50	35	219
Authentication Cloud Service	250	0	50	255
Cryptographic Authentication Service	n/a	n/a	24	17
Tag Authentication Service	n/a	n/a	20	118
RFID Authentication Service	n/a	n/a	19	4

* Volume = average number of searches per month.
† Ranking in search results is easier for keywords with lower difficulty scores.

Nick's analysis:
"In my assessment, of the ones you've already looked at, "Authentication Service" is by far the winner. Its SEO metrics are strongest, with 1,500 global volume compared to the 310 that "Cloud Authentication Service" has. The latter's keyword difficulty is less, but I don't think it makes up for it.

I looked around for some other options, too, but nothing is really jumping out. "Authentication System" has around the same metrics as "Authentication Service," though slightly lower. "