



# Search Behavior Analysis: *Hands-Free Breast Pumps*

March 2024

# Agenda



## Recommendation Summary:

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## Keyword Research + Consumer Journey:

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## Consumer Language Insights:

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## Recommendation Summary

Priority	Recommendation	Description/Reason	Slide
High	Prioritize <i>wearable, hands free, and portable + breast pump</i> keywords over <i>semi-wearable</i>	<i>Wearable, hands free, and portable</i> searches have higher search volumes	13 – 14
High	Target product keywords in metadata, body copy, and product names	Targeted keywords provide context to web crawlers and help pages rank for relevant search terms	All
High	Optimize existing breast pump articles	Optimizing existing content refreshes indexation and may improve page rankings for targeted queries	26
Medium	Add comparison chart to breast pump category page	Targets the consumer research journey and increases page value	25
Medium	Create net new breast pump articles	New articles target consumer support searches and establish Philips as a search matter expert for priority keywords	26
Low	Add FAQs to breast pump PDPs	Targets consumer support queries and lowers product page bounce rates	23



# Keywords + Consumer Journey



- Willow's Gen 3 breast pump ranks for all 3 top funnel searches
- Brands rank best for the longtail *wearable & hands free + breast pump* searches
- Brands rank with PDPs, catalogue & home pages

## breast pump

49.5K monthly searches

URL
1. <a href="https://aeroflowbreastpumps.com/breast-pumps/aeroflowbreastpumps.com">https://aeroflowbreastpumps.com/breast-pumps/aeroflowbreastpumps.com</a>
2. <a href="https://www.target.com/c/breast-pumps-accessories-breastfeeding-nursing-feeding-baby/-/N-5xtkp">https://www.target.com/c/breast-pumps-accessories-breastfeeding-nursing-feeding-baby/-/N-5xtkp</a> <a href="https://www.target.com">target.com</a>
3. <a href="https://thebreastpumpstore.com/collections/all">https://thebreastpumpstore.com/collections/all</a> <a href="https://thebreastpumpstore.com">thebreastpumpstore.com</a>
4. <a href="https://www.amazon.com/Breast-Pumps/b?ie=UTF8&amp;node=166786011">https://www.amazon.com/Breast-Pumps/b?ie=UTF8&amp;node=166786011</a> <a href="https://www.amazon.com">amazon.com</a>
5. <a href="https://www.fda.gov/consumers/consumer-updates/what-know-when-buying-or-using-breast-pump">https://www.fda.gov/consumers/consumer-updates/what-know-when-buying-or-using-breast-pump</a> <a href="https://www.fda.gov">fda.gov</a>
6. <a href="https://www.wicbreastfeeding.fns.usda.gov/finding-breast-pump">https://www.wicbreastfeeding.fns.usda.gov/finding-breast-pump</a> <a href="https://www.wicbreastfeeding.fns.usda.gov">usda.gov</a>
7. <a href="https://www.breastpumps.com/">https://www.breastpumps.com/</a> <a href="https://www.breastpumps.com">breastpumps.com</a>
8. <a href="https://shop.onewillow.com/products/the-willow-pump-gen-3">https://shop.onewillow.com/products/the-willow-pump-gen-3</a> <a href="https://shop.onewillow.com">onewillow.com</a>
9. <a href="https://www.marchofdimes.org/find-support/topics/parenthood/using-breast-pump">https://www.marchofdimes.org/find-support/topics/parenthood/using-breast-pump</a> <a href="https://www.marchofdimes.org">marchofdimes.org</a>
10. <a href="https://www.washingtonpost.com/technology/interactive/2024/new-breast-pumps-wearable-insurance...">https://www.washingtonpost.com/technology/interactive/2024/new-breast-pumps-wearable-insurance...</a> <a href="https://www.washingtonpost.com">washingtonpost.com</a>

## wearable breast pump

12.1K monthly searches

URL
1. <a href="https://shop.onewillow.com/products/the-willow-pump-gen-3">https://shop.onewillow.com/products/the-willow-pump-gen-3</a> <a href="https://shop.onewillow.com">onewillow.com</a>
2. <a href="https://nymag.com/strategist/article/best-wearable-breast-pumps.html">https://nymag.com/strategist/article/best-wearable-breast-pumps.html</a> <a href="https://nymag.com">nymag.com</a>
3. <a href="https://lansinoh.com/pages/discreet-dua-aeroflow">https://lansinoh.com/pages/discreet-dua-aeroflow</a> <a href="https://lansinoh.com">lansinoh.com</a>
4. <a href="https://www.amazon.com/Onlyeah-Wearable-Electric-Portable-Painless/dp/B0C6F9JBWQ">https://www.amazon.com/Onlyeah-Wearable-Electric-Portable-Painless/dp/B0C6F9JBWQ</a> <a href="https://www.amazon.com">amazon.com</a>
5. <a href="https://www.nytimes.com/wirecutter/reviews/best-wearable-breast-pumps/">https://www.nytimes.com/wirecutter/reviews/best-wearable-breast-pumps/</a> <a href="https://www.nytimes.com">nytimes.com</a>
6. <a href="https://time.com/shopping/article/best-wearable-breast-pumps/">https://time.com/shopping/article/best-wearable-breast-pumps/</a> <a href="https://time.com">time.com</a>
7. <a href="https://www.elvie.com/en-us/shop/elvie-pump">https://www.elvie.com/en-us/shop/elvie-pump</a> <a href="https://www.elvie.com">elvie.com</a>
8. <a href="https://shop.onewillow.com/products/willow-go-pump-kit">https://shop.onewillow.com/products/willow-go-pump-kit</a> <a href="https://shop.onewillow.com">onewillow.com</a>
9. <a href="https://zomee.com/">https://zomee.com/</a> <a href="https://zomee.com">zomee.com</a>
10. <a href="https://www.whattoexpect.com/baby-products/nursing-feeding/wireless-breast-pumps">https://www.whattoexpect.com/baby-products/nursing-feeding/wireless-breast-pumps</a> <a href="https://www.whattoexpect.com">whattoexpect.com</a>

## hands free breast pump

12.1K monthly searches

URL
1. <a href="https://nymag.com/strategist/article/best-wearable-breast-pumps.html">https://nymag.com/strategist/article/best-wearable-breast-pumps.html</a> <a href="https://nymag.com">nymag.com</a>
2. <a href="https://shop.onewillow.com/products/the-willow-pump-gen-3">https://shop.onewillow.com/products/the-willow-pump-gen-3</a> <a href="https://shop.onewillow.com">onewillow.com</a>
3. <a href="https://zomee.com/">https://zomee.com/</a> <a href="https://zomee.com">zomee.com</a>
4. <a href="https://www.amazon.com/Onlyeah-Wearable-Electric-Portable-Painless/dp/B0C6F9JBWQ">https://www.amazon.com/Onlyeah-Wearable-Electric-Portable-Painless/dp/B0C6F9JBWQ</a> <a href="https://www.amazon.com">amazon.com</a>
5. <a href="https://aeroflowbreastpumps.com/shop-all/hands-free-pumping">https://aeroflowbreastpumps.com/shop-all/hands-free-pumping</a> <a href="https://aeroflowbreastpumps.com">aeroflowbreastpumps.com</a>
6. <a href="https://www.whattoexpect.com/baby-products/nursing-feeding/wireless-breast-pumps/">https://www.whattoexpect.com/baby-products/nursing-feeding/wireless-breast-pumps/</a> <a href="https://www.whattoexpect.com">whattoexpect.com</a>
7. <a href="https://www.elvie.com/en-us/shop/elvie-pump">https://www.elvie.com/en-us/shop/elvie-pump</a> <a href="https://www.elvie.com">elvie.com</a>
8. <a href="https://time.com/shopping/article/best-wearable-breast-pumps/">https://time.com/shopping/article/best-wearable-breast-pumps/</a> <a href="https://time.com">time.com</a>
9. <a href="https://www.amazon.com/Medela-MaxFlow-Electric-Portable-Breastpump/dp/B086TBFZV">https://www.amazon.com/Medela-MaxFlow-Electric-Portable-Breastpump/dp/B086TBFZV</a> <a href="https://www.amazon.com">amazon.com</a>
10. <a href="https://bellababy-med.com/collections/breast-pump">https://bellababy-med.com/collections/breast-pump</a> <a href="https://bellababy-med.com">bellababy-med.com</a>

The 1<sup>st</sup> stage of the research journey looks at...

- How breast pumps work
- Breast pump benefits
- Pumping vs. breastfeeding
- Which breast pumps fit their needs

## What Is a Breast Pump?

Keyword	Searches	Rank
how do breast pumps work	170	N/A
what is a breast pump	170	N/A
what is a wearable breast pump	20	N/A
what is a hands free breast pump	10	N/A

## Do I Need a Breast Pump?

Keyword	Searches	Rank
how to choose a breast pump	390	44
breast pump vs breastfeeding	320	N/A
baby not emptying breast should i pump	260	N/A
is pumping the same as breast feeding	210	N/A
does the hospital give you a breast pump	110	N/A
do i need a breast pump	70	N/A
do i need a wearable breast pump	20	N/A
would you buy a used breast pump	10	N/A

## Pros + Cons

Keyword	Searches	Rank
disadvantages of pumping breast milk	720	N/A
benefits of pumping breast milk	170	N/A
does breast pumping hurt	170	N/A
are wearable breast pumps worth it	50	N/A
are wearable breast pumps safe	20	N/A
pros and cons of wearable breast pump	20	N/A

## Needs

Keyword	Searches	Rank
best breast pump for large breasts	590	55
best breast pump for working moms	590	N/A
best breast pump for first time moms	320	N/A
best wearable breast pump for large breasts	260	N/A
best breast pump for low supply	170	68
best hands free breast pump for large breasts	140	N/A
best in bra breast pump	90	N/A
best breast pump for small breasts	70	71
best wearable breast pump for working moms	40	N/A
best wearable breast pump for low supply	20	N/A
best wearable breast pump for small breasts	20	N/A

Once consumers decide a breast pump is right for them, they look at..

- Review content & consumer opinions
- How different styles & brands compare
- Insurance options
- Costs

## Compare

Keyword	Searches	Rank
breast pump brands	720	N/A
breast pump comparison	480	27
types of breast pumps	390	74
manual vs electric breast pump	260	N/A
wearable pump comparison	140	N/A
wearable breast pump vs regular	70	N/A
wearable vs electric breast pump	30	N/A

## Reviews

Keyword	Searches	Rank
best breast pump	18,100	9
best hands free breast pump	9,900	N/A
best wearable breast pump	8,100	N/A
best portable breast pump	2,400	N/A
best manual breast pump	1,900	24
best electric breast pump	1,300	N/A
best wireless breast pump	1,000	N/A
best cordless breast pump	480	75

## Insurance

Keyword	Searches	Rank
breast pump through insurance	27,100	52
how to get a breast pump through insurance	1,900	46
hands free breast pump through insurance	480	60
dme breast pump	260	N/A
free breast pump no insurance	260	N/A
how many breast pumps will insurance cover	210	52
wearable breast pump through insurance	210	N/A
when to order breast pump from insurance	140	28
where to get breast pump through insurance	140	28
types of breast pumps covered by insurance	40	N/A

## Cost

Keyword	Searches	Rank
breast pump affordable	210	N/A
breast pump price	210	88
best affordable wearable breast pump	140	N/A
best affordable hands free breast pump	90	N/A

When consumers are ready to buy, they search by...

- Product features & materials
- The type of breast pump
- Sales & where to buy

## Features + Materials

Keyword	Searches	Rank
wireless breast pump	3,600	60
silicone breast pump	590	N/A
closed system breast pump	260	N/A
quiet breast pump	210	92
glass breast pump	140	47
rechargeable breast pump	140	61
battery powered breast pump	110	75
bluetooth breast pump	90	N/A
breast pump suction	70	N/A
quiet wearable breast pump	70	N/A
wearable silicone breast pump	20	N/A
leak proof wearable breast pump	20	N/A
smart wearable breast pump	20	N/A

## Types

Keyword	Searches	Rank
manual breast pump	6,600	24
portable breast pump	5,400	22
electric breast pump	4,400	30
cordless breast pump	1,600	77
double electric breast pump	880	21
wearable electric breast pump	320	N/A
hands free electric breast pump	320	N/A

## Shopping

Keyword	Searches	Rank
breast pump near me	1,600	N/A
order breast pump	260	N/A
when to order breast pump	260	N/A
breast pump for sale	210	74
breast pump store	170	N/A
where to buy breast pump	170	37
black friday breast pump deals	90	N/A
breast pump online	70	65
wearable breast pump near me	50	70

After buying a breast pump, consumers look to buy...

- Pump flanges that fit
- Breast milk storage
- Breast pump bags
- Replacement parts

## How To Pick a Flange Size

Keyword	Searches	Rank
breast pump flange size	1,600	N/A
breast pump flange fit	720	N/A
how to measure nipple for breast pump	480	N/A
breast pump flange size chart	320	N/A
how should breast pump flanges fit	70	N/A
what size breast pump flange do I need	70	N/A

## Storage

Keyword	Searches	Rank
breast pump to bag	880	N/A
how long is breast milk good for after pumping	880	N/A
how to store breast milk after pumping	390	N/A
breast pump bottles	170	N/A
breast pump cups	170	93
breast pump storage bags	170	88

## Accessories + Replacements

Keyword	Searches	Rank
<b>Insurance</b>		
breast pump accessories through insurance	30	38
does insurance cover breast pump replacement parts	30	39
<b>Bags</b>		
breast pump bag	2,900	N/A
breast pump bag with cooler	480	N/A
breast pump bag for work	170	N/A
<b>Parts</b>		
breast pump flange	1,600	82
breast pump parts	1,000	N/A
breast pump accessories	390	N/A
breast pump valves	210	N/A
breast pump replacement parts	170	76
breast pump membranes	110	N/A
breast pump car adapter	70	N/A

Product support queries look for...

- Breast pump manuals & tutorials
- How to sterilize pumps
- Troubleshooting
- Sustainability opportunities

## Use

Keyword	Searches	Rank
how to pump breast milk	1,000	N/A
how to use breast pump	720	51
how to use manual breast pump	590	N/A
breast pump video	480	N/A
how to use electric breast pump	110	41
breast pump tutorial	90	42
how to use wearable breast pump	30	N/A

## Sustainability

Keyword	Searches	Rank
donate breast pump	720	N/A
what to do with old breast pump	480	N/A
where to donate breast pump	480	N/A
recycle breast pump	140	83

## Maintenance

Keyword	Searches	Rank
<b>Sterilize + Clean</b>		
how to sterilize breast pump parts	590	N/A
how to clean breast pump	390	72
breast pump mold	140	N/A
do breast pumps need to be dry before use	140	N/A
do you need to sterilize breast pump after each use	110	N/A
how to clean wearable breast pump	20	N/A
<b>Troubleshooting</b>		
how often to replace breast pump parts	210	75
do breast pumps expire	90	68
breast pump recall	90	63
breast pump not working	70	90

Editorial opportunities include...

- Pumping tips
- Breast care & health
- Traveling with breast pumps

## Pumping Tips

Keyword	Searches	Rank
breast feeding when to pump	1,300	N/A
breast pumping schedule	1,000	N/A
how long to pump breast milk	1,000	N/A
how often to pump breast milk	1,000	N/A
dangers of using breast pump to induce labor	720	N/A
when to start breast pumping	720	N/A
breast pumping tips	590	N/A
how do you increase breast milk production while pumping	590	75
breast feels full but no milk when pumping	320	N/A
how to stop breast pumping	320	N/A
how to sit when pumping breast milk	210	N/A
breast pumping at work	170	N/A
breast pumping laws	110	N/A
how long after pumping do breasts refill	110	N/A
can you breast pump while pregnant	70	N/A
what is power pumping breast milk	70	N/A

## Breast Care

Keyword	Searches	Rank
signs of breast tissue damage from pumping	1,300	N/A
breast pain after pumping	390	N/A
blood in breast milk while pumping	260	N/A
how to massage breast while pumping	210	N/A
how to relieve breast pain after pumping	210	N/A
breast still hard after pumping	170	74
breasts not responding to pump anymore	170	N/A
only one breast produces milk when pumping	170	N/A

## Travel

Keyword	Searches	Rank
travel breast pump	320	16
tsa breast pump	260	N/A
flying with breast pump	140	N/A
can you put breast pump in checked luggage	50	N/A
does a breast pump count as a carry on	40	N/A
tsa breast pump regulations	10	N/A



# Consumer Language Insights

*Wearable, portable and hands free* terms are more popular than *semi-wearable*

- *Semi-wearable breast pump* search volume is too low for keyword tracking

Keyword	Monthly Searches
wearable breast pump	12,100
hands free breast pump	12,100
semi-wearable breast pump	Not enough data

- BUT *semi-wearable breast pump* results do appear in Search



**Recommendation:**

Use *semi-wearable breast pump in body copy* instead of metadata. Low volume and competition means Philips would likely rank for the term, but for less traffic than high-volume priority keywords.

**Top 10 Results for *semi wearable breast pump***

URL
1. <a href="https://www.reddit.com/r/HumansPumpingMilk/comments/1b35pvb/first_time_mom_choosing_a_breast_pump/">https://www.reddit.com/r/HumansPumpingMilk/comments/1b35pvb/first_time_mom_choosing_a_breast_pump/</a> <a href="https://www.reddit.com">reddit.com</a>
2. <a href="https://www.reddit.com/r/NewParents/comments/w478xn/having_a_hard_time_finding_time_to_pump/">https://www.reddit.com/r/NewParents/comments/w478xn/having_a_hard_time_finding_time_to_pump/</a> <a href="https://www.reddit.com">reddit.com</a>
3. <a href="https://dl.acm.org/doi/fullHtml/10.1145/3544548.3581411">https://dl.acm.org/doi/fullHtml/10.1145/3544548.3581411</a> <a href="https://dl.acm.org">acm.org</a>
4. <a href="https://www.researchgate.net/publication/370202702_Invisibility_or_Visibility_in_Intimate_Care_at_the_Workplace_Examining_the_Use_of_Breast_Pumps">https://www.researchgate.net/publication/370202702_Invisibility_or_Visibility_in_Intimate_Care_at_the_Workplace_Examining_the_Use_of_Breast_Pumps</a> <a href="https://www.researchgate.net">researchgate.net</a>
5. <a href="https://dl.acm.org/doi/pdf/10.1145/3544548.3581411">https://dl.acm.org/doi/pdf/10.1145/3544548.3581411</a> <a href="https://dl.acm.org">acm.org</a>
6. <a href="https://www.media.mit.edu/Search/?page=150&amp;filter=all&amp;start_year=1979&amp;end_year=2021&amp;groups=%5B%5D&amp;projects=%5B%5D&amp;people=%5B%5D&amp;tags=%5B%5D">https://www.media.mit.edu/Search/?page=150&amp;filter=all&amp;start_year=1979&amp;end_year=2021&amp;groups=%5B%5D&amp;projects=%5B%5D&amp;people=%5B%5D&amp;tags=%5B%5D</a> <a href="https://www.media.mit.edu">mit.edu</a>
7. <a href="https://www.media.mit.edu/Search/?page=215&amp;filter=all&amp;start_year=1979&amp;end_year=2022&amp;groups=%5B%5D&amp;projects=%5B%5D&amp;people=%5B%5D&amp;tags=%5B%5D">https://www.media.mit.edu/Search/?page=215&amp;filter=all&amp;start_year=1979&amp;end_year=2022&amp;groups=%5B%5D&amp;projects=%5B%5D&amp;people=%5B%5D&amp;tags=%5B%5D</a> <a href="https://www.media.mit.edu">mit.edu</a>
8. <a href="https://doras.dcu.ie/19310/1/PhD_thesis_VFC.pdf">https://doras.dcu.ie/19310/1/PhD_thesis_VFC.pdf</a> <a href="https://doras.dcu.ie">dcu.ie</a>
9. <a href="https://www.sanborstvoedingszorg.nl/consult/kolfconsult">https://www.sanborstvoedingszorg.nl/consult/kolfconsult</a> <a href="https://www.sanborstvoedingszorg.nl">sanborstvoedingszorg.nl</a>
10. <a href="https://spie.org/documents/ConferencesExhibitions/Programs/2024/SPIE-Photonics-West-2024-Technical-Program.pdf">https://spie.org/documents/ConferencesExhibitions/Programs/2024/SPIE-Photonics-West-2024-Technical-Program.pdf</a> <a href="https://spie.org">spie.org</a>

← r/HumansPumpingMilk • 25 days ago
1

**First Time Mom Choosing A Breast Pump!**

I am a first time mother with a baby due in June 2024, and I'm feeling a little overwhelmed with the pump choices - should I go with something portable or plug in the wall as my primary pump? Planning on working from home after my maternity leave is over. Hoping to pump for the first 6 months to year, depending on how things go. My husband and I also love to travel and take road trips around our state, hence why I am leaning toward something more portable. But I worry it won't be as effective. Would the Spectra SG Portable be ok to use as a primary pump?

These all are covered by my insurance: Spectra S1 Plus, Spectra S2, Spectra S9, Spectra Synergy Gold, Spectra SG Portable, Willow 3.0, Willow Go, Elvie Double Breast Pump, Elvie Stride, Medela Freestyle, Medela Pisa Breast Pump Bag and Kit, Motif Duo, Lansinoh Signature Pro, and Lansinoh Smart Pump 3.0z

What brand and model of pump worked best for you?

← r/NewParents • 2 yr. ago
2

**Having a hard time finding time to pump**

Advice Needed

The title says it all. I'm having a hard time finding the time to pump. My 3 week old is currently bottle fed my breast milk 99% of the time (sometimes she will latch and breastfeed).

I have been trying to pump at least every 3 hours, but I feel like I just don't have enough time in the day to do it. I feel like by the time I change baby, feed her, and get her settled back to sleep I'm already behind on my pumping schedule. Then if I put in a full pumping session I have to clean the parts so they are dry by the time the next session comes up. At that point I can forget about sleeping because my baby is ready to eat again by the time I'm done with everything, or she's awake because she's incredibly fussy at night.

## CONSUMER LANGUAGE: Hands-free

*Hands-free breast pump & portable breast pump* act as a catch-all for wearable / semi-wearable pumps


- *Hands free breast pump* (12K searches) is more popular than *portable breast pump* (5K searches)
- Both semi-wearable and wearable pumps appear on Page 1 for *hands-free* and *portable* searches



### Recommendation:


Use both *hands free* and *portable* keywords in metadata

## REVIEWS



**Medela Freestyle Hands-Free Breast Pump**

~~\$350~~ now 29% off \$250




**Willow Go Wearable Breast Pump**

~~\$350~~ now 15% off \$299

Page 1 reviews feature wearable and semi-wearable pumps.

Body copy and headers target *hands-free*, *wearable* and *portable* keywords

## RETAIL & PDP



**Willow® 3.0 Wearable Breast Pump**

~~\$499.99~~ **\$374.99**

Willow 3.0 is the only wearable breast pump that's 100% leak-proof in any position — making it possible to pump whenever, wherever. It's fully in-bra with no bulky motor. [Read more](#)

Select pump size [What's my size?](#)

[ADD TO BAG](#)



MiniO Breast Pump - E19

★★★★★ 19 reviews

~~\$49.99~~ **\$39.99** Save \$10.00

Pocket Breast Pump - E21

★★★★★ 21 reviews

**\$69.99**

Wearable pumps rank for Page 1 product pages except for Bella Baby's catalogue page, which shows both pump types

This is due to Bella Baby targeting *hands-free* for both pump types

### When comparing wearable & semi-wearable pumps, consumers look at...

1. **Cost:** Semi-wearable is more affordable
2. **Suction Strength:** Semi-wearable is stronger
3. **Use:** Wearable should be a secondary pump only
4. **Visibility:** Completely hidden or are tubes okay?
5. **Noise levels:** Which is quieter?
6. **Insurance:** Semi-wearable is more likely to qualify
7. **Battery:** How long it lasts? Needs recharged?

Remember, the difference between the “wearable” and “portable” pumps are 2 key factors:

1. **Wearables shouldn't be used as a primary pump** for *most women*, Portables many times can.
2. Wearables are completely inside the bra (no tubing or collection chambers separate from pump), whereas Portables typically have the small pump motor separate from the collection chamber (connected with tubing).

**Source:** <https://www.karingforpostpartum.com/blog/portable-pump-comparison>

## WIRED

Most **wearable breast pumps cost a considerable amount more** than portable options. They're a great choice if you'll be pumping daily and want the ability to easily move around while you pump, whether to do chores or work at a computer. They're also **a little more private**, as the pumps sit entirely inside of a bra. If you are likely to interface with other people while you pump, you might appreciate not having any bottles sticking out of your bra.

If you're not pumping regularly and don't mind being stationary, then you don't need a wearable pump. If you're bad at remembering to charge your gear, you should choose a portable pump instead of a wearable, especially since **you can charge portable pumps as you use them**. No need to deal with a depleted pump.

**Source:** <https://www.wired.com/story/how-to-buy-a-breast-pump/>



# Competitor Performance

## COMPETITOR PERFORMANCE

Willow is Philips' top Search competitor for breast pumps

- All 3 have **non-brand breast pump articles**. Elvie and Willow link to articles via top navigation
- Competitors **use *wearable breast pump* and *hands free breast pump*** in metadata and product names
- Body copy uses popular feature keywords: *quietest breast pump*, *smart breast pump*, *insurance*

### Recommendation:

- **Target *wearable* and *hands free* keywords** in metadata
- **Use product feature keywords** in body copy

## PHILIPS AVENT

Keyword	Searches	Rank
breast pump	49,500	64
wearable breast pump	12,100	N/A
hands free breast pump	12,100	N/A
philips avent breast pump	590	1
philips avent double electric breast pump	480	1
avent manual breast pump	210	2
philips avent electric breast pump	90	1
avent wearable breast pump	20	1

## elvie

Keyword	Searches	Rank
breast pump	49,500	36
elvie breast pump	18,100	1
wearable breast pump	12,100	5
hands free breast pump	12,100	8
elvie stride double electric breast pump	1,300	1
elvie wearable breast pump	1,000	1
elvie stride hands-free electric breast pump	720	1
elvie hands free breast pump	140	1

## #1 willow

Keyword	Searches	Rank
breast pump	49,500	8
willow breast pump	14,800	1
wearable breast pump	12,100	1
hands free breast pump	12,100	2
willow go breast pump	4,400	1
willow go wearable breast pump	720	1
willow wearable breast pump	720	1
willow hands free breast pump	90	1

## momcozy

Keyword	Searches	Rank
breast pump	49,500	77
wearable breast pump	12,100	10
hands free breast pump	12,100	40
momcozy breast pump	6,600	1
momcozy wearable breast pump	1,300	1
momcozy hands free breast pump	320	1
momcozy breast pump s12	170	1
momcozy v2 breast pump	10	1

## CONTENT OPPORTUNITIES: PDP pages

Target *wearable / hands free breast pump* and breast pump feature keywords in metadata and body copy

- Willow targets *wearable breast pump* in metadata & body copy

### **Title:**

Willow® 3.0 Wearable Breast Pump - 360° Mobility | Willow

### **Description:**

The Willow 3.0 wearable breast pump provides hospital-grade suction with 360° of leak-proof mobility. Shop our most mobile, app-connected breast pump yet.

- PDP body copy uses tangential keywords that focus on
  - Features: leak-proof, hospital-grade suction, breast milk storage
  - Insurance eligibility

Source: <https://shop.onewillow.com/products/the-willow-pump-gen-3>

**Closeout**

★★★★★ Read Reviews

## Willow® 3.0 Wearable Breast Pump

~~\$499.99~~ **\$374.99**

Willow 3.0 is the only **wearable breast pump** that's 100% leak-proof in any position — making it possible to pump whenever, wherever. It's fully in-bra with no bulky motor. [Read more](#)

Select pump size [What's my size?](#)

15mm 17mm 19mm

21mm **24mm** 27mm

**ADD TO BAG**

Free shipping on all pumps

**2 ways to pay with affirm**  
As low as \$46/mo for 12 months at 0% APR. [Prequalify now.](#)  
4 interest-free payments of \$138. [Learn more](#)

**Insurance & HSA/FSA**  
FSA/HSA reimbursements eligible  
Purchase with insurance coverage. [Verify eligibility](#)

### What to know about Willow 3.0?

- 100% leak-proof in any position**  
Built with a continuous latch so you can even pump laying down.
- Personalized hospital-grade suction**  
Adjusts to your body's natural rhythms for optimal milk output.
- Designed for breast milk storage options**  
Choose reusable **breast milk storage containers** or 100% spill-proof, ready-to-store **bags**.
- App connected and controlled pump**  
Control your pump and track output with the Willow **app** on your phone or Apple Watch.

## Add FAQs to the bottom of breast pump PDP pages

- Answer:
  - Product-specific questions  
E.g., How do I use Philips Avent hands-free breast pump?
  - Pump feature questions  
E.g., What do you mean by hospital grade suction strength?
- Link to relevant articles and support pages from FAQs that benefit from greater explanation  
E.g., Link from *How do I use breast pump?* question to the branded support page and a non-brand *How do I use a breast pump?* article

### Willow uses FAQs to add value to PDPs and improve user experience

FAQs	
How is Willow 360 different from Willow 3.0?	+
How is Willow 360 different from other wearable pumps?	+
What is Willow 360 Care?	+
How do I use the Willow 360 Pump?	+
What are the differences between Willow 360 and Willow Go?	+
Is Willow 360 covered by insurance?	+
Can I use my HSA/FSA on Willow 360?	+
Do you offer financing on Willow 360?	+
Do I need to use Milk Bags with Willow 360?	+
What does the Willow app do?	+
What can I do with the Willow app for Apple Watch?	+
Can I pump using my Apple Watch and leave my phone at home?	+
Does Willow 360 work with larger breast sizes?	+
Do I need a special bra for Willow 360?	+
What do you mean by hospital grade suction strength?	+

# Use anchor text to link to breast pump accessory & replacement pages

- Use anchor text that:
  - Describes destination page content
  - Matches existing search queries when possible


Willow uses anchor text in PDP body copy to link to related products, accessories, and product information

### What's included in the Willow 3.0 Pump Kit?

- 2 Willow 3.0 Pumps
- 2 [Flanges](#) (additional sizes sold separately)
- 2 [Flextubes™](#)
- 24 BPA-free [4 oz. Milk Bags](#)
- 2 Cleaning Brushes
- 1 [Charger](#)
- 1 year [warranty](#)

You can also shop [Willow 3.0 replacement parts](#) to keep your pump functioning at its best.

HSA/FSA



★★★★★ Read Reviews

### Willow 360™ Spill-Proof Milk Bags (48-pack)

\$29.99

Our patented ready-to-store milk bags are 100% leak-proof and self-sealing so you can pump on-the-go in any position (running, bending over, or laying down). [Read more](#)

1 Pack - (48 Bags)


**ADD TO BAG - \$29.99**

Free shipping on orders over \$69

2 ways to pay with [affirm](#)  
[Learn more about payment options](#)

Insurance & HSA/FSA  
FSA/HSA reimbursements eligible

HSA/FSA



### Willow 360™ 3.0 Flange Set (2-pack)

\$29.99

Our breast pump flanges come in 3 sizes so you can find a fit that's comfortable and optimizes output. If you measure smaller than 21mm, choose our 24mm [Read more](#)

Select a size [What's my size?](#)

21mm 24mm 27mm

**ADD TO BAG - \$29.99**

Free shipping on orders over \$69

2 ways to pay with [affirm](#)  
[Learn more about payment options](#)

Insurance & HSA/FSA  
FSA/HSA reimbursements eligible

Add a Philips Avent breast pump comparison chart to the /breast-pumps-care page

- Compare features like:
  - Type of pump (wearable, portable, manual)
  - Suction power/levels
  - Flange size
  - Battery life
- Target *breast pump comparison* (480 searches) in chart title

Elvie and Bella Baby rank on Page 1 for *hands free breast pump* with category pages that include breast pump comparison charts

Parameters	Wearable Breast Pump	Wearable Breast Pump	Wearable Breast Pump	Double Breast Pump	MiniO Breast Pump	Pocket Breast Pump
<b>Series No. (Manual)</b>	W38	W40	W42	E15	E19	E21
<b>Suction Levels</b>	1 - 9 Level	1 - 9 Level	1 - 6 Level	1 - 9 Level	1 - 9 Level	1 - 9 Level
<b>Vacuum</b>	30 - 280 mmHg	30 - 280 mmHg	30 - 280 mmHg	18 - 360 mmHg	80 - 300 mmHg	80 - 300 mmHg
<b>Modes</b>	4 Modes	4 Modes	4 Modes	4 Modes	2 Modes	2 Modes
<b>Timing</b>	Yes	Yes	No	Yes	No	Yes
<b>Battery Life</b>	4 - 6 Sessions	4 - 6 Sessions	4 - 6 Sessions	4 - 6 Sessions	4 - 6 Sessions	4 - 6 Sessions
<b>Flange Size (mm)</b>	17mm ~ 28mm	21mm ~ 28mm	21mm ~ 28mm	21mm ~ 30mm	21mm ~ 30mm	21mm ~ 30mm
<b>Usage</b>	Wearable	Wearable	Wearable	Portable	Portable	Portable

# CONTENT OPPORTUNITIES: Article Content

Build non-brand breast pump articles using the searches below. Incorporate target keywords. See slides 6 – 11 for tangential keywords for use in article body copy.

## Optimize existing content

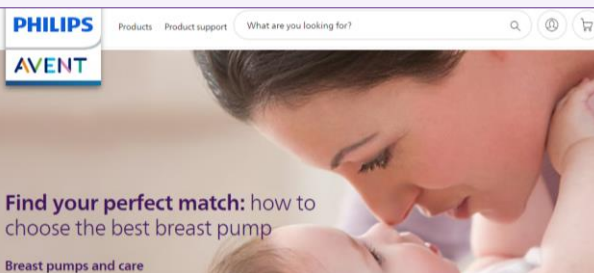
### \*How to choose a breast pump

Keyword	Searches
<b>how to choose a breast pump</b>	390
do i need a breast pump	70
best breast pump for working moms	590
best breast pump for first time moms	320

**Page 1: *how to choose a breast pump***

#5 AeroflowBreastPumps.com

#10 Medela.ca



<https://www.usa.philips.com/c-m-mo/breast-pumps-care/find-your-perfect-match>

**\*Add wearable and hands-free breast pumps to article copy**

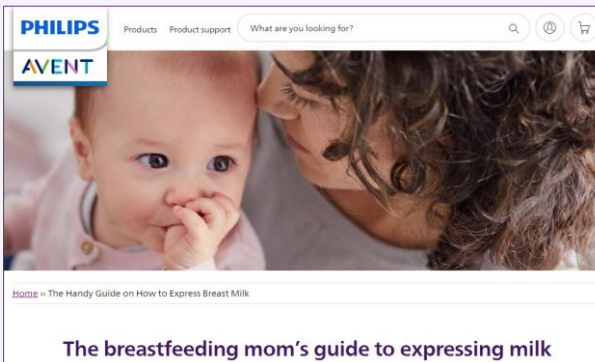
### Breast pumping tips

Keyword	Searches
breast pumping schedule	1,000
how long to pump breast milk	1,000
how often to pump breast milk	1,000
when to start breast pumping	720
<b>breast pumping tips</b>	590

**Page 1: *breast pumping tips***

#3 AeroflowBreastPumps.com

#4 Medela.co.uk



<https://www.usa.philips.com/c-e/mo/parents-guide/breastfeeding/the-handy-guide-on-how-to-express-breast-milk.html>

## Create net new content

### How to clean a breast pump

Keyword	Searches
how to sterilize breast pump parts	590
<b>how to clean breast pump</b>	390

**Page 1: *how to clean breast pump***

#6 Medela.in

#9 Medela.us

### How to use a breast pump

Keyword	Searches
<b>how to use breast pump</b>	720
how do breast pumps work	170
what is a breast pump	170

**Page 1: *how to use breast pump***

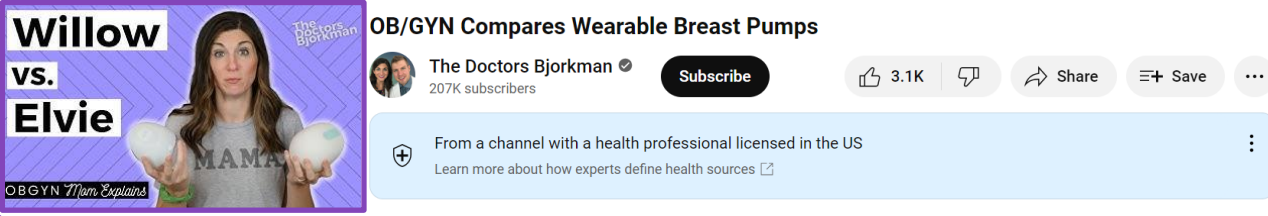
#3 Medela.co.uk

#4 AeroflowBreastPumps.com



# YouTube Content

# Top videos for *hands free* and *wearable* searches include reviews from professionals and moms



## Ranking videos do the following:

### Thumbnail:

- Show breast pump in thumbnail
- Include brand name, *breast pumps*, *top / best* in thumbnail text

### Metadata:

- Use branded terms and product keywords early in titles
- Add a description: Summarize video, use priority keywords, list timestamps
- Link to related videos, articles, and product pages in the description

### Timestamps:

- Add timestamps to break up video topics
- Target product, *pro/con*, and accessories keywords in chapter titles
- Most top videos are under 20 minutes and use 5+ timestamp chapters

308,185 views Premiered Dec 29, 2021

This week Dr. Sarah Bjorkman, a board-certified OB/GYN and new mom, reviews and compares the most popular wearable breast pumps – the Willow and the Elvie. She shares her knowledge about the benefits and challenges of using a wearable pump in addition to specific pros and cons for each device. Be sure to watch until the end to see her favorite and the one she uses herself.

Also check out our video to learn "Increase Your Milk Supply": • OB/GYN + Breastfeeding Mom Shares 4 Ti...

- 00:00 Intro
- 3:01 Pros and Cons of Wearable Pumps
- 3:40 Warning About Using Wearables
- 4:45 The Willow
- 13:07 The Elvie
- 16:48 My Favorite

\*\*Weekly pregnancy updates on Wednesdays! Look back to our own pregnancy journey and subscribe as we continue to cover everything from TTC, infertility, prenatal care, labor and delivery, best baby gear, your baby's week by week development, postpartum concerns, and other pregnancy tips and tricks!

Intro Music: A WAY FOR ME - Nicolai Heidlas by Chem Ocampo

### Chapters

[View all](#)

0:00	3:01	3:40	4:45	13:07
Intro	Pros and Cons of Wearable Pumps	Warning About Using Wearables	The Willow	The Elvie

### Transcript






Follow along using the transcript.

[Show transcript](#)






**The Doctors Bjorkman**  
207K subscribers

- Videos
- About
- Instagram

# Top 5 YouTube results for *wearable breast pumps*

	Channel	Title	Views	Length	Posted for	Description	Timestamps
1	 Willow vs. Elvie The Doctors Bjorkman	OB/GYN Compares <b>Wearable Breast Pumps</b>	31K	20:08	2 years	Included, Links present	Included
2	 Allison Tolman & Jessica Anderson New Little Life	<b>Wearable Breast Pumps</b>   Deep Dive with 2 BREAST PUMP EXPERTS	12K	36:26	4 months	Included, Links present	Included
3	 IBCLC REACTS New Little Life	Lactation Consultant REACTS to Top 3 <b>Breast Pumps for Working Moms</b>	47K	11:45	1 year	Included, Links present	Included
4	 Top 3 Breast Pumps for Working Moms New Little Life	Top 3 <b>BREAST PUMPS for WORKING MOMS</b>   Going back to work and breastfeeding	51K	8:26	3 years	Included, Links present	Included
5	 TOP 5 BEST WEARABLE BREAST PUMPS 2023 BR8 Future	<b>Best Wearable Breast Pumps 2023</b>   Best Hands Free Breast Pumps 2023	15K	8:21	9 months	Included, Links present	Included

## Top 5 YouTube results for *hands free breast pumps*

	Channel	Title	Views	Length	Posted for	Description	Timestamps
1	 Willow vs. Elvie	The Doctors Bjorkman OB/GYN Compares <b>Wearable Breast Pumps</b>	31K	20:08	2 years	Included, Links present	Included
2	 Willow vs Freemie vs Elvie	New Little Life <b>Willow vs Elvie vs Freemie   Hands-free breast pump comparison! What's the best wearable pump?</b>	68K	18:30	3 years	Included, Links present	Included
3	 TOP 5 BEST WEARABLE BREAST PUMPS 2023	Br8 Future <b>Best Wearable Breast Pumps 2023   Best Hands Free Breast Pumps 2023</b>	15K	8:21	9 months	Included, Links present	Included
4	 Medela USA	Medela USA Introducing the Freestyle™ <b>Hands-free Breast Pump</b>	15K	0:10	1 year	Links only	None
5	 MEDELA Hands-free Cups	New Little Life <b>Medela Flex Hands-Free Breast Pump REVIEW   New Cups from Medela!</b>	52K	12:31	1 year	Included, Links present	Included

# Next Steps



**Target breast pump keywords** in metadata & product titles



**Use anchor text** to link between pages



**Optimize & create breast pump articles**



**Add a comparison chart** to the breast pump category page



**Add FAQs** to breast pump PDPs



Thank you!