

Keyword Report #754: Best Affordable Sleeping Bag

Primary Product: Affordable Sleeping Bag

No one likes shivering through the early morning hours, so a reliable sleeping bag is a must for any trip.



Page: [CLICK HERE](#)

Primary price: \$19.78 - \$349.97

Primary keyword to target: Best Affordable Sleeping Bag

Other keywords to target (non-primary): Best Affordable Backpacking Sleeping Bag, Best Affordable Cold Weather Sleeping Bag

Keyword Difficulty (KD) scores for the Primary Keyword:

Keyword	Ahrefs KD	Semrush KD
Best Affordable Sleeping Bag	1 (easy)	35% (possible)
Best Affordable Backpacking Sleeping Bag	1 (easy)	17% (easy)
Best Affordable Cold Weather Sleeping Bag	N/A	N/A

Exact Keyword search volumes for the Primary Keyword:

Keyword	Ahrefs Search Volume	Semrush Search Volume
Best Affordable Sleeping Bag	200	140
Best Affordable Backpacking Sleeping Bag	30	50
Best Affordable Cold Weather Sleeping Bag	0-10	20

Google Keyword Planner validation that search volumes are accurate:

Keyword (by relevance)	Avg. monthly searches
<u>best affordable sleeping bag</u>	100 – 1K
<u>best affordable backpacking sleeping bag</u>	100 – 1K
<u>best affordable cold weather sleeping bag</u>	10 – 100

Competition Analysis for this keyword:

"Best Affordable Sleeping Bag"

Website	Domain strength (based on Ahrefs AR score)	Content Length	Comments
http://www.backpacker.com/gear-reviews/the-5-best-budget-sleeping-bags/	27.6K – Strong	380 words	Short article on a strong site Title: The 5 Best Budget Sleeping Bags You may be able to outrank this with a quality long review article. Very good chances to outrank this one.
http://www.outdoorgearlab.com/topics/camping-and-hiking/best-camping-sleeping-bag	58.6K – Strong	5478	Long article on a strong site Title: The 6 Best Camping Sleeping Bags of 2024 Can only be outranked if you create a longer quality post. Great article to use as a reference.
http://www.rei.com/learn/expert-advice/best-budget-sleeping-bags.html	3.3K – Strong	3597 words	Long article on a strong site Title: The Best Budget Sleeping Bags of 2023: Tested You may be able to outrank this with a quality long review article. Great article to use as a reference.
http://www.reddit.com/r/Ultralight/comments/1291yts/compact_sleeping_bag_on_a_budget/	46 – Strong	N/A	Reddit Very good chances to outrank this one.
http://www.youtube.com/watch?v=qdB3X3OBGms	4 – Strong	N/A	YouTube video Title: What is the BEST BUDGET SLEEPING BAG?? 4 Budget Sleeping Bags Tested and Reviewed

http://www.topfirearmreviews.com/post/best-budget-sleeping-bags	33.7M - Extremely Weak	5705 words	Long article review on an extremely weak site. Title: I Tested And Ranked The Best Budget Sleeping Bags In 2024 Can be outranked with a quality article. Good opportunity!
http://www.youtube.com/watch?v=accxUhU_U6s	4 - Strong	N/A	YouTube video Title: You're Spending Too Much Money On Sleeping Bags!
http://www.amazon.com/cheap-sleeping-bags/s?k=cheap+sleeping+bags	27 - Strong	N/A	Amazon Product Listing
http://rokslide.com/forums/threads/lightweight-budget-sleeping-bag.181679/	1.2M - Weak	N/A	Forum Very good chances to outrank this one.
http://diamondsleepingbags.com/index.php/home-diamond-sleeping-bags/best-budget-sleeping-bags/	108.7M - Extremely Weak	2486 words	Medium article review on an extremely weak site. Title: Best budget sleeping bags This can be outranked with a nice quality review! Very good chances to outrank this one.

Conclusion:

- Easy keyword
- Low competition
- Popular product
- Most sites are pretty weak
- You can outrank most domains with a proper review of 3,500+ words
- Good search volume
- Great commission opportunity 💰
- You should have a good chance of ranking on the first page 

Suggested strategy:

- Publish a very high quality article – **Best Affordable Sleeping Bag**
- Create an attractive **SEO Title and Meta description** with the main keyword
- **Title ideas:** Check out the titles I have included in the table below
- Make the post above **3,500 words**
- In the **page description** and in **the page title**, add the word "**Best**"
- Link from the post several times to the products you are going to be promoting via your affiliate link – **There are a few different options from both brands on Amazon and Walmart, go for most popular products from top ranking articles**
- To make your article even more comprehensive you could add a section **about the manufacturing company**
- The top ranking articles have reviewed between 5 to 10 products. **You could review 10 or even more products.** Some title ideas for this keyword type: Top 10 Best Review/Top 15 Best Review etc..
- Here are 2 good articles to use as an example:
<https://www.outdoorgearlab.com/topics/camping-and-hiking/best-camping-sleeping-bag>
👉 Some of the product aspects and information ideas that you could include in your article to make it super complete:
 - Value
 - Warmth
 - Comfort
 - Features
 - Packed Size

👉 You could make a table reviewing both products features – check out this example:

					
	ALPS OutdoorZ Redwood	TETON Sports Polara 3-in-1	REI Co-op Siesta Hooded 20	Big Agnes Echo Park 20	The North Face Wawona Bed 20
Awards					
Price	\$170 List	\$130 List \$115.03 at Amazon	\$139 List \$139.00 at REI	\$199.95 at REI	Check Price at REI
Overall Score	 84	 82	 80	 79	 75
Star Rating	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Pros	Warm, large, rugged, comfortable, built to last	Very warm, well-crafted, tons of features, soft and cozy, adjusts well to different temperature ranges	Warm, lightweight, large hood, water-resistance, machine washable, great comfort features, reasonably priced mostly recycled materials	Huge hood, very roomy foot box, sheet-like interior lining, tons of added features, built-in sleeping pad sleeves, storage bag included	Wide, liner topped with fleece, water-resistant, great zippers
Cons	Large packed size, heavier than many bags, not water-resistant	Grabby liner, may be confining to larger body types	Narrow design, polyester shell easily snags, hood doesn't evenly cinch	Stubborn zippers, odd shape, sleeping pad required, back side is not water-resistant	Weak zipper baffle, small interior pocket
Bottom Line	The cotton canvas shell and flannel liner stuffed with synthetic insulation give this bag a soft, weighted, and cozy warm feel	This bag is warm, soft, and has lots of features and configuration options to adapt to varying climates	A versatile hooded option that can keep you warm at night without weighing you, or your wallet, down	A very unique bag with tons of features, a wide-body design, and comfortable materials	A stylish take on a traditional camping bag that is built to last

<https://www.rei.com/learn/expert-advice/best-budget-sleeping-bags.html>

👉 You could make a table reviewing both products features – check out this example:

- **Best All-Around Budget Sleeping Bag:** [Kelty Cosmic 20](#)
- **Most Eco-Friendly Budget Sleeping Bag:** [The North Face Eco Trail Synthetic 20](#)
- **Best Budget Sleeping Bag for Car Camping:** [Exped MegaSleep 25/40](#)
- **Best Budget Sleeping Bag for Side Sleepers:** NEMO Tempo 20 ([Women's](#), [men's](#))
- **Best Value Budget Sleeping Bag:** [REI Co-op Trailbreak 20](#)

👉 Some of the product aspects and information ideas that you could include in your article to make it super complete:

- Weight and Size
- Type of Insulation

- Shape
- Temperature Rating
- Methodology

- **You may want to promote products by using one of or both strategies:**

- 👉 Create a comparison table of the Best Affordable Sleeping Bag
- 👉 Pick one or more models and review them in your article

- **You could add** Pinterest posts, Instagram images, Youtube videos
- **Here are most popular FAQ:**

What is a good cheap sleeping bag?

Which brand sleeping bag is best?

Do cheap sleeping bags work?

What is the best sleeping bag for summer camping?

Do I really need sleeping bag?

Why are sleeping bags so expensive?

What is the German brand of sleeping bags?

What are the 5 types of sleeping bags?

What sleeping bags do Navy Seals use?

- Make the post super comprehensive by adding extra sections that other posts may have missed such as **frequently asked questions**, warranty, money back, specifications, shipping costs, pros and cons
- **Create a catchy SEO Title** – Check out what the competition has done:

The 5 Best Budget Sleeping Bags

<https://www.backpacker.com/gear-reviews/the-5-best-budget-slee>

The 6 Best Camping Sleeping Bags of 2024

<https://www.outdoorgearlab.com/topics/camping-and-hiking/best-g-bag> ▼

The Best Budget Sleeping Bags of 2023: Tested

<https://www.rei.com/learn/expert-advice/best-budget-sleeping-ba>

Compact sleeping bag on a budget | r/Ultralight

https://www.reddit.com/r/Ultralight/comments/1291yts/compact_s_a_budget/ ▼

4 Budget Sleeping Bags Tested and Reviewed - YouTube

<https://www.youtube.com/watch?v=qdB3X3OBGms> ▼

I Tested And Ranked The Best Budget Sleeping Bags In ...

<https://www.toptirearmreviews.com/post/best-budget-sleeping-ba>

You're Spending Too Much Money On Sleeping Bags!

https://www.youtube.com/watch?v=accx0hU_U0s ▼

Cheap Sleeping Bags

<https://www.amazon.com/cheap-sleeping-bags/s?k=cheap+sleep>

Lightweight Budget Sleeping Bag

<https://rokslide.com/forums/threads/lightweight-budget-sleeping-b>

Diamond sleeping bags - Best budget sleeping bags

<https://diamondsleepingbags.com/index.php/home-diamond-slee>
[budget-sleeping-bags/](https://diamondsleepingbags.com/index.php/home-diamond-slee) ▼

The TRUTH About Expensive Sleeping Bags! - YouTube

<https://www.youtube.com/watch?v=2x80DV-KD2s> ▼

Related searches from Google USA – Make sure to include some of this info and keywords in the article as subtopics, or mentioning it somewhere.

	REI Sleeping Bag	▼
	Kelty sleeping bags	▼
	Warmest sleeping bag	▼

Feedback

 Best affordable sleeping bag for adults	 rei co-op siesta hooded 20 sleeping bag
 Best affordable sleeping bag for backpacking	 best backpacking sleeping bag
 best sleeping bag	 best budget sleeping bag reddit
 best sleeping bags for camping cold weather	 winter sleeping bag

Keywords to explore, maybe add some to your article or create new articles!

Keyword (by relevance)	Avg. monthly searches
cheap sleeping bags	1K – 10K
best budget sleeping bag	100 – 1K
best budget backpacking sleeping bag	100 – 1K
best budget ultralight sleeping bag	10 – 100
best budget down sleeping bag	10 – 100
inexpensive sleeping bags	1K – 10K
cheap down sleeping bag	10 – 100
affordable sleeping bags	10 – 100
cheap lightweight sleeping bag	10 – 100
affordable backpacking sleeping bag	10 – 100
best budget lightweight sleeping bag	10 – 100
cheap ultralight sleeping bag	100 – 1K
best budget cold weather sleeping bag	10 – 100

You can promote this product using the following Affiliate programs:

	3%	Sign up	Product search page
	4%	Sign up	Product search page
	5%-8%	Sign up	Product search page
	2%	Sign up	Product search page
	5%-7%	Sign up	Product search page

Content ideas for your posts where you can consider this offer:

What is the most affordable 0 degree sleeping bag?