

Long-Tail Headings — Keywords from the Feature Set

Reviewing Ascend's confirmed features against the keyword data surfaced new **low-competition long-tail** terms we can rank for. Same rules apply: long-tail first, only six high-competition words kept (AI, Men, Looksmax, haircut, beard, grooming), nothing that needs surgery. Data from 5 competitor exports · 659 keywords.

TRAFFIC

0–100.

40+ High

20–39 Med

<20 Low

COMPETITION

0–100, lower better.

≤35 Low

36–55 Med

56–70 High

>70 V.High

New keyword opportunities unlocked by the features

APP FEATURE	KEYWORD	TRAFFIC	COMPETITION	WHERE TO USE IT
Actionable recommendations	advice	5–6 · Low	22–33 Low	Subtitle ✓ NEW — "hair / grooming advice"
AI analysis · Hair category	hair analysis	24 · Med	30 Low	Subtitle ✓ NEW — "ai hair analysis"
Actionable recommendations	recommendations	5 · Low	26 Low	Keyword field — "style recommendations"
Hairstyle matched to face shape	face shape haircut	17 · Low	60 High	Rotation candidate — signature feature
Hairstyle matched to face shape	face shape	33 · Med	78 V.High	Description / screenshots
AI Coach	ai coach	14 · Low	66 High	Description
Five-category scorecard	face score	14 · Low	52 Med	Keyword field (optional)

The two wins: **advice** and **hair analysis** are both low-competition, map directly to real features, and fit inside a heading — so they go into the Subtitle options below. **face shape** is the app's signature hook but sits at high competition, so it earns its place in the description and screenshots, with "face shape haircut" (comp 60) held as a post-launch rotation candidate.

Updated long-tail heading combinations

COMBINATION A · RECOMMENDED — BEST FLOW

TITLE

Ascend: AI Face Scan for Men

28 / 30

SUBTITLE

Skin, Haircut & Grooming Tips

29 / 30

KEYWORD	FIELD	TRAFFIC	COMPETITION	ROLE
face scan	Title	31 · Med	39 Med	Anchor
ai · men	Title	75 / 26	99 / 82	Positioning
skin · haircut	Subtitle	34 / 41	53 / 75	Softmax areas
grooming tips	Subtitle	5 · Low	35 Low	Anchor

Reads: “AI face scan for men — skin, haircut & grooming tips.” Balanced softmax coverage; two low-comp anchors (face scan 39, grooming tips 35).

COMBINATION B · RECOMMENDATIONS-LED NEW

TITLE

Ascend: Face Analysis for Men

29 / 30

SUBTITLE

AI Hair & Grooming Advice

25 / 30

KEYWORD	FIELD	TRAFFIC	COMPETITION	ROLE
face analysis	Title	20 · Med	41 Med	Anchor · exact function
men	Title	26 · Med	82 V.High	Positioning · USP
ai	Subtitle	75 · High	99 V.High	Positioning
hair advice	Subtitle	6 · Low	33 Low	Anchor NEW
grooming	Subtitle	5 · Low	52 Med	Softmax · forms "grooming advice"

Reads: “Face analysis for men — AI hair & grooming advice.” Uses the **advice** term from the app's recommendations engine; anchors on face analysis (41) + hair advice (33).

KEYWORD	FIELD	TRAFFIC	COMPETITION	ROLE
face scan	Title	31 · Med	39 Med	Anchor
men	Title	26 · Med	82 V.High	Positioning · USP
ai hair analysis	Subtitle	24 · Med	30 Low	Anchor NEW
grooming	Subtitle	5 · Low	52 Med	Softmax · allowed-high-comp

Reads: “Face scan for men — AI hair analysis & grooming.” **ai hair analysis** (comp 30) is the strongest new anchor — best traffic among the sub-30 terms, and it maps straight to the AI scorecard's Hair category.

Recommendation: keep **Combination A** as the primary (best natural flow, broad softmax coverage). Lead with **Combination C** if the priority is the single most winnable anchor — **ai hair analysis** at competition 30 is the lowest-competition, highest-relevance new term the feature set gave us. Both fully respect the rules: long-tail first, only the six kept high-comp words, nothing surgical.

Held for creative, not headings: **face shape** (comp 78) and **AI Coach** (comp 66) are strong, on-feature hooks but too competitive for a heading — they belong in the description and screenshot captions, where they help conversion rather than ranking. Revisit **face shape haircut** (comp 60) as a Keyword-field rotation once Ascend has traction.

Ascend ASO · New keyword opportunities from the feature set. Traffic = search volume, Competition = ranking difficulty, both 0–100 (max/min across 5 competitor exports). “ai hair analysis” and “hair advice” ranks are the measured phrase-level values. Character counts verified against Apple’s 30-character heading limits.