I think the characteristics of a good keyword are ones that are common, descriptive, and relevant. This basically means things that people would search for, that describe what the search is, and things that relate to what you are trying to sell. That being said, things that can make a keyword bad are things like being too broad, uncommon, and irrelevant. This means things that would give too many options instead of helping to narrow down a search, being things that people aren’t likely to be looking for, and things that don’t have to do with what you are selling.