



Research about Types of keywords

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Research Paper

In **SEO** (*Search Engine Optimization*), keywords refer to the words or phrases that people use to search for information or content online. These keywords are the foundation of SEO and are used to optimize a website's content so that it ranks higher in search engine results pages (SERPs). So it is very important to know well what is the types of Keyword which can use for SEO & how they work and their combination

Keyword types have been identified and studied by **SEO professionals**, **digital marketers**, and **search engine companies** like *Google, Bing, and Yahoo*. These experts have conducted extensive research and analysis to understand how people search for information online and how keywords can be used to optimize content for search engines.

So there have many types of keyword which we can use for SEO, Below, I explain 6 important types of keywords which is used for **SEO**.

Short-tail Keywords

A short-tail keyword, also known as a *head keyword*, is a search term consisting of one or two words that are broad and general in nature. These types of keywords are highly competitive, have high search volume, and can be difficult to rank for in search engines. While short-tail keywords have high search volume and can bring a lot of traffic to a website, they are also highly competitive so that can be challenging to rank for in search engines. Again we can say easily that using short tail keyword, there have huge problem and very difficult to rank website or content.

Here some important example of Short tail keyword:

- Mobile shop – This keyword could refer to all shop which sell or service mobiles.
- Shoes - This is a very broad and generic keyword that could refer to any type of footwear, such as sneakers, boots, sandals, etc.
- Cars - This keyword could refer to any type of car, from compact cars to sports cars.
- Insurance - This keyword could refer to any type of insurance, such as health insurance, home insurance or life insurance.
- Food - This keyword could refer to any type of food-related search, such as recipes, restaurants, or food delivery services.

Convenience to using Short tail Keywords:

Short-tail keywords can provide several benefits for a website's SEO and digital marketing efforts. Here are some of the benefits of using short-tail keywords:

1. Short-tail keywords often have high search volume, which means they are frequently searched by users. Using these keywords in your content can increase your website's visibility and bring more traffic to your site.
2. Ranking for short-tail keywords can provide a competitive advantage over your competitors. Since these keywords are highly competitive, ranking well for them can help you establish yourself as a leader in your industry and attract more traffic to your website.

3. Short-tail keywords can attract more clicks and higher click-through rates (CTR) since they have a broad appeal and are more likely to match the user's search intent.

Disadvantage to using Short tail Keywords:

1. Short-tail keywords are often highly competitive, which means that it can be challenging to rank for them in search engines. It can take a lot of time, effort, and resources to achieve a high ranking for these keywords.

2. Short-tail keywords are often very broad and general in nature, which means that they may not match the specific search intent of the user. This can lead to lower conversion rates, as users may not find exactly what they are looking for on your website.

3. Short-tail keywords are often used in *pay-per-click* (PPC) advertising campaigns, which can be expensive due to high competition. The high *cost-per-click* can quickly add up and reduce the **ROI** (Return on Investment) of your **PPC** (Pay per click) campaigns.

Overall, it's important to carefully consider the advantages and disadvantages of short-tail keywords and use a combination of short-tail in SEO and digital marketing strategy to achieve the best results.

Long-tail Keywords

A long-tail keyword is a specific search phrase consisting of three or more words. These keywords are typically more targeted and less competitive than short-tail keywords. Long-tail keywords are often used to optimize content for specific search queries and to attract more targeted traffic to a website. Long-tail keywords can be very effective in driving targeted traffic to a website, as they are more specific and less competitive. By optimizing content for long-tail keywords, businesses can attract users who are more likely to convert into customers or take other desired actions on their website.

Here some important example of Long tail keyword:

- "best pizza restaurants in New York City for families" - This long-tail keyword targets families who are looking for the best pizza restaurants in New York City.
- "how to start a successful blog in 2022" - This long-tail keyword targets individuals who want to start a blog and need tips and guidance for doing so.
- "best online coding courses for beginners in Python" - This long-tail keyword targets individuals who are beginners to coding and want to learn Python.
- "top 10 affordable protein sources for bodybuilders" - This long-tail keyword targets bodybuilders who are looking for affordable sources of protein.
- "Xiaomi redmi note 12 official price" - This long tail keywords targets those audience who are looking information or buy mobile phone of the brand of Xiaomi.

Convenience to using Long tail Keywords:

There are several conveniences to using long-tail keywords, including:

1. Long-tail keywords are more specific and targeted than short-tail keywords, which means that they attract users who are looking for more specific information or solutions to their problems. By targeting these users with long-tail keywords, businesses can attract more qualified traffic to their website.
2. Long-tail keywords have lower competition than short-tail keywords, which means that it's easier for businesses to rank for them in search engines. This can help businesses attract more traffic to their website and increase their visibility online.
3. Long-tail keywords are often less expensive to target in paid advertising campaigns, such as Google Ads, than short-tail keywords. This means that businesses can save money on their advertising budget by targeting long-tail keywords.
4. By focusing on long-tail keywords, businesses can create more specific and targeted content that meets the needs of their audience. This can help improve the quality of their content and provide more value to their users.

Overall, using long-tail keywords can help businesses attract more targeted traffic to their website, increase their visibility online, and improve their conversion rates.

Disadvantage to using Long tail Keywords:

While there are many benefits to using long-tail keywords, there are also some potential disadvantages to consider, including:

1. Long-tail keywords have lower search volumes than short-tail keywords, which means that businesses may not attract as much traffic to their website by targeting them. However, the traffic that is attracted by long-tail keywords is often more targeted and more likely to convert.

2. Long-tail keywords can be very specific, which means that businesses may have difficulty identifying relevant keywords to target. It can be time-consuming to research and identify long-tail keywords that are both relevant and have sufficient search volume.

3. Because long-tail keywords are more specific, businesses may need to create more content to target them effectively. This can be challenging for businesses with limited resources or budgets. Long-tail keywords can be influenced by constantly changing trends, which means that businesses need to stay up-to-date on the latest industry developments and consumer behavior to ensure that they are targeting the right keywords.

Overall, while there are some potential drawbacks to using long-tail keywords, they are still a valuable tool for businesses to attract more targeted traffic to their website and improve their search engine rankings. By balancing the benefits and drawbacks, businesses can determine the best approach to using long-tail keywords in their SEO strategy.

Branded keywords

A branded keyword is a specific term or phrase that includes a brand name or trademark. These keywords are used in digital marketing to drive targeted traffic to a company's website or online presence when users search for their brand. For example, if a user searches for "Bata Shoes," the term "Bata" would be considered a branded keyword. Similarly, a user searching for "Sultan's Dines" or "Amazon Prime membership" would also be using branded keywords. Using branded keywords in marketing campaigns is an effective way to target users who are already familiar with a brand and its products or services. This can result in higher click-through rates, improved brand recognition, and increased sales.

Here are few more examples of branded keywords :

- "Coca-Cola"- A soft drink brand
- "Apple iPhone"- A mobile company
- "PUMA"- A sports apparel and footwear brand
- "BMW X5"- Luxury Car Brand
- "Aroong"- A clothing brand

Using branded keywords in marketing campaigns or website rank issue is an effective way to target users who are already familiar with a brand and its products or services. This can result in higher click-through rates, improved brand recognition, and increased sales and overall branding their product and their website or social media market policy.

Convenience to using Branded Keywords:

There are several conveniences to using branded keywords in digital marketing campaigns or SEO in website or content including:

1. Branded keywords attract highly targeted traffic to a website. Users searching for specific brand names are already familiar with the brand and are more likely to be interested in the products or services being offered. This can result in higher conversion rates and better return on investment.

2. Using branded keywords can give companies a competitive advantage in the search engine results pages (SERPs). By ranking higher for branded keywords, companies can push down competitors and control more of the search real estate for their brand.

3. Branded keywords can help companies protect their brand reputation by controlling the messaging and content that users see when searching for their brand. By using branded keywords in their online campaigns, companies can ensure that users are directed to accurate and positive information about their brand.

4. Branded keywords can help improve brand recognition and increase brand awareness. When users repeatedly see a brand name in search results and online ads, they become more familiar with the brand and are more likely to remember it in the future.

Overall, using branded keywords can help companies drive targeted traffic, improve brand recognition, gain a competitive advantage, and protect their brand reputation.

Disadvantage to using Branded Keywords:

While there are several advantages to using branded keywords in digital marketing campaigns, there are also some potential disadvantages to consider:

1. Branded keywords only reach users who are already familiar with a brand or actively searching for that brand. This means that companies may miss out on potential customers who are not yet aware of the brand or are searching for similar products or services using different keywords.

2. Branded keywords are often highly competitive, as multiple companies may be bidding on the same keywords. This can drive up the cost of advertising and make it more difficult for companies to rank higher in the search results for their branded keywords.

3. Using branded keywords relies heavily on a company's brand reputation. If a brand has a negative reputation or is relatively unknown, users may not be as likely to click on ads or search results for that brand.

Overall, while using branded keywords can be a valuable strategy for digital marketing, companies should also be aware of the potential limitations and challenges that come with relying too heavily on branded keywords. It's important to balance the use of branded keywords with other marketing strategies to reach a broader audience and maximize the effectiveness of your campaigns.

Product keywords

Product keywords are words or phrases used in online advertising campaigns to promote a specific product or service. They are often used in search engine marketing (SEM) campaigns or in e-commerce platforms like Amazon or Daraz to help customers find relevant products based on their search queries.

Here are some common examples of product keywords:

- Apex running shoes - this is a product keyword that specifies a particular brand and type of product.
- Organic baby food - this is a product keyword that specifies a type of product and highlights a feature that many customers might be looking for.
- Gaming Earpots - this is a product keyword that highlights a specific feature or benefit of a product.
- Portable phone charger - this is a product keyword that specifies a type of product and highlights a use case that many customers might be interested in.
- Blue silk Shirt - this is a product keyword that specifies a particular color and type of clothing item, which could help customers find the exact product they're looking for.

Using product keywords can help businesses target their advertising campaigns more effectively and reach customers who are actively searching for their products.

Convenience to using Product Keywords:

There are several conveniences to using **Product Keywords** in digital marketing campaigns or SEO in website or content including:

1. Branded keywords help customers recognize your brand and associate it with the products or services you offer. This can help to build brand awareness and establish your business as a leader in your industry.
2. Branded keywords often have a higher click-through rate than non-branded keywords because customers are already familiar with your brand and may be more likely to click on your ads or search results
3. Customers who are searching for your brand or branded products are often more likely to convert into paying customers because they have a higher level of trust in your brand and may be more likely to make a purchase.
4. By using branded keywords, you can ensure that your brand is being presented in a positive light and that customers are finding accurate information about your products or services.

Overall, using branded keywords can help to strengthen your brand and improve the effectiveness of your marketing and advertising efforts.

There have also conversion new or my customer's relative whom are connected with my customer. So there have huge benefit to gain customer and click my product and my product site. That's very advantageous for my site or product e-commerce site.

Disadvantage to using Product Keywords:

There are several disadvantages to using product keywords, including:

1. Focusing too much on product-specific keywords may limit your reach to only those who are already familiar with the product. This can prevent you from reaching a broader audience who may be interested in your product but are not yet aware of it.

2. Product-specific keywords often have a high level of competition, making it difficult to rank for those keywords. This can lead to higher costs for paid advertising and require more resources to achieve high search engine rankings.

3. Product keywords may have limited long-term value, as the popularity of a product can change over time, and new products can quickly become outdated. This means that the effort and resources put into optimizing for product-specific keywords may not provide a long-term return on investment.

4. Focusing solely on product keywords can make it difficult to build a strong brand identity. By neglecting more general keywords that relate to your industry or niche, you may miss out on opportunities to establish your brand as an authority in your field.

Overall, while product-specific keywords can be useful for targeting customers who are already familiar with your products, it's important to balance this with a broader strategy that includes more general keywords and focuses on building a strong brand identity.

Location-based keywords or Geo-targeted Keywords

Location-based keywords, also known as geo-targeted keywords, are search terms that include a specific location. They are used to target audiences in a particular geographic region and can be a powerful tool for local businesses looking to attract customers in their area. By using location-based keywords, businesses can target customers who are most likely to be interested in their products or services based on their location. This can help to increase website traffic, generate leads, and ultimately drive more sales for the business.

Here are some examples of location-based keywords:

- "coffee shops near Fatullah": This keyword is used to target customers who are searching for coffee shops in their immediate vicinity. It's a great example of how businesses can use location-based keywords to target local audiences who are looking for something specific.
- "auto repair in Savar": This keyword is used by auto repair shops in Savar to target customers who are in need of automotive services in the area. By incorporating this keyword into their website content auto repair shops can improve their chances of being found by potential customers who are looking for auto repair services in Savar.
- "grocery stores in Rampura": is the most valuable example to understand location based keyword. This keyword is used by grocery stores in Rampura to target customers who are looking for grocery options in the city. By using this keyword, grocery stores can improve their chances of being found by potential customers who are looking for local grocery options.

By incorporating these types of keywords into their website content can increase their visibility to local audiences and improve their chances of generating leads and sales.

Convenience to using Location-based Keywords:

There are several advantages to using location-based keywords, including:

1. Location-based keywords allow businesses to target a specific audience in a particular geographic region. This means that businesses can focus their marketing efforts on customers who are more likely to be interested in their products or services.
2. By using location-based keywords, businesses can increase their visibility in local search results. This makes it easier for potential customers to find them when searching for products or services in their area.
3. By using location-based keywords, businesses can gain a competitive advantage over other businesses that are not targeting local audiences. This can help them stand out in crowded markets and attract more customers to their business.
4. Location-based keywords are often less expensive than generic keywords since they target a smaller audience. This means that businesses can save money on their marketing efforts while still reaching the right customers.

Overall, location-based keywords can be a powerful tool for businesses looking to attract customers in their area. They can help increase visibility, improve conversion rates, and provide a cost-effective way to target local audiences.

Disadvantage to using Location-based Keywords:

While location-based keywords can be beneficial for businesses, there are also some potential disadvantages to consider:

1. Location-based keywords may limit a business's reach since they only target customers in a specific geographic region. This can be a disadvantage for businesses that want to expand their customer base beyond their local area.

2. If a business wants to expand to multiple locations or regions, it can be challenging to scale their location-based keyword strategy. Each region may require different keywords and targeting strategies, which can increase the complexity and cost of the marketing campaign.

3. Just like with product keywords, businesses targeting local customers with location-based keywords can face stiff competition from other companies using similar strategies. This can make it more difficult to stand out and attract customers.

4. Location-based keywords are focused on a particular geographic region, which means that businesses may not have the flexibility to target different types of customers or products. This can limit the overall reach of a business's marketing efforts.

Overall, while location-based keywords can be effective for businesses targeting local customers, it's important to consider the potential drawbacks and weigh the costs and benefits before incorporating them into a marketing strategy.

LSI keywords

LSI (Latent Semantic Indexing) keywords are words or phrases that are closely related to a primary keyword or topic. These keywords help search engines to understand the context and meaning of the content on a webpage. These LSI keywords are related to the primary keywords and provide additional context and meaning to the content. By using LSI keywords, businesses can help search engines understand the topic of their content, improve their rankings in search results, and attract more targeted traffic to their website.

Here are some common examples of LSI keywords:

Primary Keyword	LSI Keywords
"Smartphone"	"Mobile device", "Android", "iPhone", "Cellphone", "Mobile apps"
"Digital Marketing"	"Social Media Marketing", "Email Marketing", "Search Engine Optimization", "Content Marketing"
"Fashion"	"Clothing", "Accessories", "Style", "Designer brands", "Fashion trends"
"Coffee"	"Caffeine", "Coffee Beans", "Espresso", "Latte", "Coffee Shop"
"Healthy Recipes"	"Clean Eating", "Whole Foods", "Plant-Based Recipes", "Gluten-Free Recipes"

Convenience to using LSI (Latent Semantic Indexing) Keywords:

Using LSI (Latent Semantic Indexing) keywords can provide several conveniences for businesses:

1. Incorporating LSI keywords into content can help search engines understand the context and relevance of the content, which can improve the chances of the content ranking higher in search results.
2. LSI keywords can help attract more targeted traffic to a website by providing more context and relevance to the content. This can help businesses reach their desired audience and increase the chances of converting leads into sales.
3. Using LSI keywords can improve the user experience by providing more relevant and valuable content to users. This can help keep users engaged and increase the chances of them returning to the website in the future.
4. LSI keywords can help businesses expand their keyword coverage and reach a wider audience. By incorporating related keywords into their content, businesses can reach people who may be searching for related topics, but not necessarily using the exact same keyword.
5. Using LSI keywords can help businesses diversify their content and provide more value to their audience. By including related topics in their content, businesses can provide more comprehensive and useful information, which can help establish their authority and credibility in their industry.

Disadvantage to using LSI (Latent Semantic Indexing) Keywords:

There are few disadvantages to using LSI (Latent Semantic Indexing) keywords, but here are a few potential concerns:

1. Overusing LSI keywords in content can be seen as an attempt to manipulate search engines and can actually harm search engine rankings. It's important to use LSI keywords naturally and organically within the content to avoid over-optimization.

2. Like with any type of keyword, using LSI keywords excessively can lead to keyword stuffing, which is frowned upon by search engines and can result in penalties.

3. While LSI keywords can help search engines understand the context and relevance of content, using irrelevant LSI keywords can lead to confusion and negatively impact search engine rankings.

4. If the LSI keywords chosen are not accurate or relevant to the content, it can harm the user experience and lead to a higher bounce rate.

5. Focusing too heavily on incorporating LSI keywords into content can result in unnatural or awkwardly written content, which can harm the user experience and lead to lower engagement.

Overall, the potential disadvantages to using LSI keywords can be avoided by using them naturally and accurately within the context of the content. By focusing on creating high-quality content that provides value to the audience, businesses can use LSI keywords to enhance the user experience and improve search engine rankings without negatively impacting the content itself.

In conclusion, using a combination of SEO keywords, including primary keywords, location-based keywords, and LSI keywords, can help improve a website's search engine rankings and attract more targeted traffic. By incorporating keywords naturally and organically into high-quality content, businesses can provide value to their audience and establish their authority and credibility in their industry. It's important to avoid over-optimization, keyword stuffing, and inaccuracies in keyword research to ensure a positive user experience and maintain search engine rankings. Overall, a strategic and well-executed SEO keyword strategy can help businesses achieve their online marketing goals and succeed in their industry. Last of all, if we make a good combination of all keyword in our website or all business source, it provide us a pure and best results to get our goal.

THE END

Reference(source):

1.Indeed(website)

2.Youtube

3.Google content(unknown)

Research 5 keywords for each types of Those SEO Keywords

Primary Keyword : Smartphone accessories

Primary Keyword : Smartphone accessories

Name of Keyword	Search Volume(Monthly)
Short-tail Keyword	
headphone phone	673,000
phone case	90,500
phone holders	74,000
Waterproof pouch	90,500
screen protectors	60,500

Reference: <https://tools.wordstream.com/>

Primary Keyword : Smartphone accessories

Name of Keyword	Search Volume(Monthly)
Long-tail Keyword	
phone cases for samsung	9,050
cell phone accessories store	2352
what is smartphone line access	622
phone covers for travel	1004
high-capacity portable chargers	800

Reference: <https://analytics.moz.com/>

Primary Keyword : Smartphone accessories

Name of Keyword	Search Volume(Monthly)
Branded Keyword	
latest iphone model	2700
iphone 7 charger	1035
iphone xs phone case	1237
leather iphone case	1259
iphone 6 best buy	1417

Reference: <https://analytics.moz.com/>

Primary Keyword : Smartphone accessories

Name of Keyword	Search Volume(Monthly)
Product Keyword	
cell phone cases	11,100
zagg screen protectors	11,100
earpot accessories	1557
phone bluetooth	810
iphone aux cord	798

Reference: <https://analytics.moz.com/>

Primary Keyword : Smartphone accessories

Name of Keyword	Search Volume(Monthly)
Location-based Keyword	
mobile accessories bd	140
mobile accessories importer in bangladesh	220
mobile accessories in bangladesh	110
mobile accessories wholesale in bd	20
mobile accessories price in bd	30

Reference: <https://app.neilpatel.com/>

Primary Keyword : Smartphone accessories

Name of Keyword	Search Volume(Monthly)
LSI(Latent Semantic Indexing) Keyword	
mobile phones	6500
mobile accessories	500
cell phone accessories online	110
best power bank uses	1700
Wireless earbuds to uses	700

Reference: <https://analytics.moz.com/>