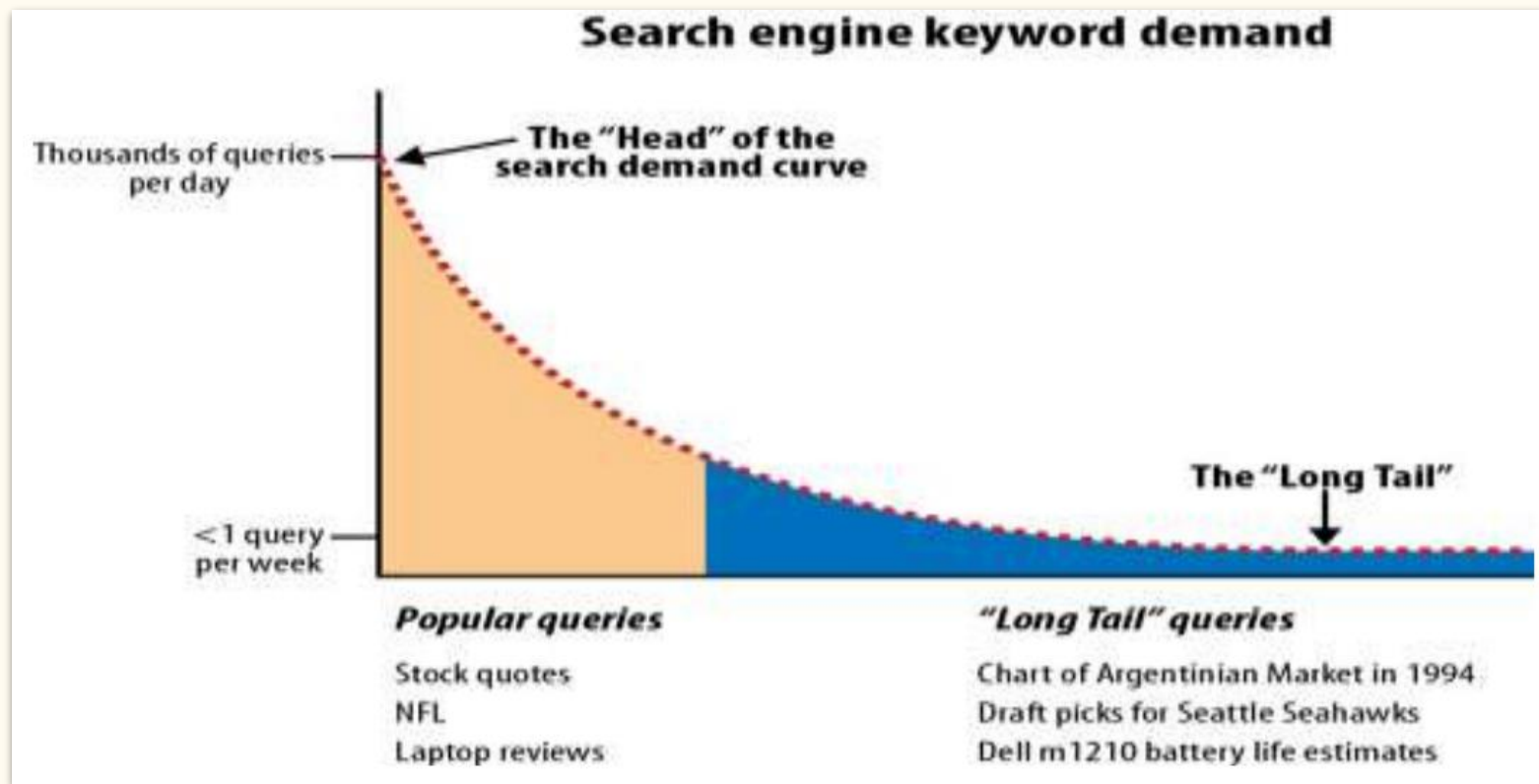# Unit - 3

Keyword Research and Tracking
Results

The Theory Behind Keyword Research

- High-return activities
- Enables you to predict shifts in demand, respond to changing market conditions
- Make some hypotheses, test, and iterate—the classic web marketing formula.
- Thinking Strategically
  - Understand types of customer
  - User types the way they like
  - User searches for festivals, events and any information that is important.
- Understanding the Long Tail of the Keyword Demand Curve
  - It is wonderful to deal with keywords that have 5,000 searches per day, or even 500 searches per day, but in reality these —popular‖ search terms may actually comprise less than 30% of the overall searches performed on the Web.
  - The remaining 70% lie in what's commonly called the —long tail‖ of search.

Continue

Search engine keyword demand

Thousands of queries per day

The "Head" of the search demand curve

<1 query per week

The "Long Tail"

Popular queries

Stock quotes
NFL
Laptop reviews

"Long Tail" queries

Chart of Argentinian Market in 1994
Draft picks for Seattle Seahawks
Dell m1210 battery life estimates

Traditional Approaches: Domain Expertise, Site Content Analysis

1. Produce a list of key one- to three-word phrases that describe your products/services.
2. Use synonyms that your customers might use for those products and services.
3. Create taxonomy of all the areas of focus in your industry.
4. Broaden your list by thinking of higher-level terms
5. Review your existing site
6. List all your various brand terms.
7. Create Categories
8. Think like Customers
9. Use 3rd Party Tools for creating research.

Continue

- Include Competitive Analysis
  - Review your competitors' websites
  - Record what no branded terms they use for their business
  - Read any articles they have written that are published on sites
  - Observe what the media may have had to say about them.
- Keyword Research Tools
- Blog search counts
- Related Terms (Search Similar Data in all search engines)
- Common usage and phrase combinations (Wildchar in searches)
- Frequency of recent usage

Keyword Research Tools

- Google's Adwords Keyword Tool
  - What the Traffic Estimator provides
    - Broad match
    - Exact match
    - Phrase match
  - Where the tools get their data?
    - Google Search Query Database
- Microsoft adCenter Keyword Generation Tool
  - Where it gets its data:
    - Bing Search Query Database
- Word tracker
  - Keyword research tool
  - Related keywords

Continue

- Keyword Discovery
  - Seasonal search trends
  - Where it gets its data
    - Trellian derives its keyword data primarily from aggregated Historical Global data purchased from ISPs
- Google Trends
  - How it is useful
- Experian Hitwise
  - Where it gets its data?
  - From combination of ISP data partnerships and opt-in panels.
- ComScore Search Planner
  - Where it gets its data?
    - ComScore monitors the behavior of approximately 2 million users.

Determining Keyword Value/Potential ROI

- Estimating Value, Relevance, and Conversion Rates
- Determining keyword value
- Identifying relevant keywords
- Determining conversion rates
- Testing Ad Campaign Runs and Third-Party Search Data
- Using Landing Page Optimization

Leveraging the Long Tail of Keyword Demand

- Extracting Terms from Relevant Web Pages
- Identifying Long-Tail Patterns
  - Approximately 48% begin with the brand name and end with digital camera
  - Approximately 35% are ordered brand, model name, model number, megapixel, digital camera
  - Approximately 22.5% are ordered brand, megapixel, model name, digital camera.
  - A whopping 60% follow the overall pattern of brand, model name, and digital camera.

Consumer comments on nikon 5.1 mp coolpix l3 digital camera
- New nikon coolpix p3 8 1 mp digital camera memory
- Nikon 3 2 mp coolpix digital camera
- Nikon 51 mp coolpix s1 digital camera and cradle
- Nikon 6 mp coolpix digital camera
- Nikon 7 1 mp coolpix 7900 digital camera
- Nikon 81 mp coolpix 8800 digital camera
- Nikon coolpix 4800 4 mp digital camera
- Nikon coolpix 5200 51 mp digital camera
- Nikon coolpix 5400 51 mp digital camera
- Nikon coolpix 6.0 mp digital camera
- Nikon coolpix 8700 8mp 8x zoom digital camera 8 mp
- Nikon coolpix l2 6.0 mp digital camera
- Nikon coolpix l3 6 mp digital camera usa warranty
- Nikon coolpix p2 51 mp digital camera
- Best buy Sony cyber shot DSC t7 51 mp digital camera
- Brand new Sony cyber shot dsc h1 51 mp digital camera
- Camera digital Sony cyber shot 51 mp
- Sony - cyber shot 10.1 mp digital cameras
- Sony - cyber shot 6.0 mp digital cameras
- Sony 5 mp cyber shot DSC t9 digital camera
- Sony 72 mp cyber shot DSC p200 digital camera information
- Sony 72 mp cyber shot DSC w7 digital camera

Continue

- ## Editorial Content Strategies for Long-Tail Targeting
  - One of the most difficult aspects of capturing traffic from the long tail of search is creating relevant, targeted content

1 ☑ canon digital camera (search)	2,582	698,000	39.8	0.004
2 ☑ canon digital cameras (search)	564	1,350,000	2.39	0.000
3 ☑ canon digital camera reviews (search)	392	21,000	88.0	0.019
4 ☑ canon digital camera in vietnam (search)	288	10	27,600	28.8
5 ☑ compare canon digital cameras (search)	244	1,220	180	0.201
6 ☑ canon digital camera accessories (search)	117	8,950	6.42	0.013
7 ☑ canon digital camera software (search)	115	2,800	8.45	0.041
8 ☑ canon digital camera windows 7 screen fix (search)	105	0	–	–
9 ☑ canon digital camera lens (search)	100	4,820	3.59	0.021
0 ☑ cheap canon digital cameras (search)	95	6,390	10.4	0.015

Continue

- User-Generated Content Strategies for Long-Tail Targeting
- To make UGC work, you need one or more of the following
  - Significant existing daily site traffic.
  - A way to generate a lot of buzz to generate site traffic.
 - Compelling supporting content

The Opportunities in Vertical Search

- Existence is from the beginning.
- Data is from Experian Hitwise as of May 2006.
- Integration Image search is a boost.
- Universal Search and Blended Search
  - In May 2017, Google announced Universal Search, which integrated vertical search results into main web results
- The Opportunity Unleashed
  - Applications such as Google Maps, Yahoo! Local, and Bing Maps have introduced disruptive technology to local directory information by mashing up maps with directory listings, reviews/ratings, satellite images, and 3-D modeling—all tied together with keyword search relevancy.

Rank	Name	Share
1	Google	79.98%
2	Google Image Search	9.54%
3	Google Mail	5.51%
4	Google News	1.49%
5	Google Maps	0.82%
6	Froogle	0.46%
7	Google Video Search	0.46%
8	Google Groups	0.43%
9	Google Scholar	0.27%
10	Google Book Search	0.25%
11	Google Earth	0.22%
12	Google Desktop Search	0.18%
13	Google Directory	0.10%
14	Google Answers	0.09%
15	Google AdWords	0.07%
16	Google Local	0.05%
17	Google Finance	0.03%
18	Google Calendar	0.01%
19	Google Talk	0.01%
20	Google Labs	0.01%

Continue

- Search engine local management portals
  - Google Places
  - Yahoo Local
  - Bing Local Listing Center
  - Business Name
  - Address
  - Description
  - Additional local info guides
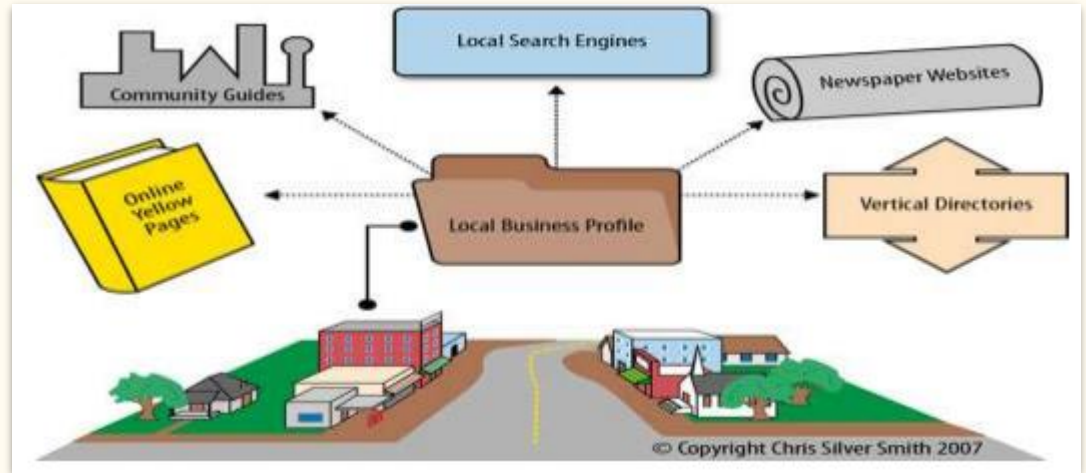
Optimizing for Local Search

- Have your page title, $<h1>$ tags
- The home page and/or Contact Us page should have the main location's basic listing information.
- Place differentiating information on each store's pages, including, for example, items such as a map, hours of operation, brand names of products carried, product photos,
- Be aware of your proximity to your city's centroid
- Proximity works the same way for zip codes.
- Develop external links pointing to your website
- Add a blog map
- add photos of celebrities who have visited.

Optimizing for Image Search

- Subtle reputation management
- Shopping via image search results
- Increased chances of showing up in Universal/Blended Search results
- Empowering others to promote you
- Image Optimization Tips
  - Make sure the image filename or img src string contains your primary keyword.
  - Always use the image alt attribute.
  - Use good-quality pictures.
  - Do not save images as graphics files with embedded thumbnails.
  - Don't store the image in a sidebar column with your ads.
  - Don't Display other site's images.

Optimizing for Product Search

- Google Product Search is less popular than some of the other Google-owned properties.
- Product search optimization
  - Pricing must match exactly
  - Create descriptive, accurate item titles.
  - Use long-tail terms in your titles
  - Seller ratings play a big role in rankings in Google.
  - Product ratings are also important.
  - Always include product images.
  - Google converts images to 90×90 pixels to display thumbnail
  - Ensure that the product is sized as large as possible in the picture.
  - Make sure the products appear clearly

Optimizing for News, Blog, and Feed Search

- RSS Feed Optimization
  - RSS feeds can be used for reporting upon or announcing.
  - RSS feeds can also be used for reporting upon or announcing
    - News alerts, your latest specials, clearance items upcoming events, new stock arrivals, new articles, new tools and resources, search results, a book's revision history
  - Consider multiple feeds
  - Make it easy to subscribe.
- Blog Optimization
  - Blogs are great publishing platforms for those who want to write articles on a regular basis.
  - Structural blog optimizations
    - Blogs usually offer the ability to categorize each post.
    - Rewrite your URL to contain keywords, and to use hyphens as word separators.
    - Overcome 301 redirects.

Continue

- Optimizing your anchor text.
  - Anchor text is just as important in blogging as it is in general SEO.
  - Make the post's title a link to the permalink page.
  - Use a tool such as Open Site Explorer to see whos is linking to your page.
- Sticky posts
  - Sticky posts are a way to add content that always shows up first on a page of your blog.
- Author profile pages
  - If you have a multi-author blog, another smart tactic is to create author profile pages.
- Links remain critical
  - Obtaining links and managing your link juice remain critical activities.

Continue

- News Search Optimization
  - Most people are so conditioned to the fact that Google is the dominant provider of search that few of them realize that the king of news search engines is Yahoo! News.
  - Optimizing for news search
    - The news search engines are looking for content that is in the form of either a news story or a feature story.
    - News sites are looking for news sources, not individual news pieces.
  - Submission details
    - Google News has some more specific requirements than Yahoo! News
      - All news stories should appear at a static URL
      - Create a GoogleNewsSitemap
      - Keep all content in standard HTML
      - Publish content on a regular basis.

Others: Mobile, Video/Multimedia Search

- Mobile Search
  - Common considerations for a mobile site
    - Create a small, lightweight, fast-loading site (
    - Use the XHTML Basic 1.1 DOCTYPE.
    - Use UTF-8 character encoding.
    - Avoid use of Flash media interfaces/content because these do not render on most phones.
    - Check that your mobile-friendly URLs' DTD(Document Type Definition) declarations are in an appropriate mobile format.
    - Speed up your page load times by reducing DNS lookups.
  - Mobile SEO tools for creating mobile-ready sites
    - MoFuse: Costs $7.95 per month
    - Mippin: Free tool for mobile site creation
    - Mobilize by Mippin Word Press Plugin: Free Word Press plug-in for creating a mobile version of your blog.
    - MobiSiteGalore: Offers mobile site conversion for unlimited pages for $225 per year

Continue

- Video Search Optimization
  - Put it everywhere. Exposure is king.
  - Use social bookmarking tools.
  - Offer the option to embed your video in other people's sites.
  - End the video with a —send to a friend option.
  - These are video search engines that require or allow you to upload your videos to them.
    - YouTube, AOL Video, MySpace, Revver, Metacafe, Vimeo, Flickr, Dailymotion, Yahoo! Video
  - Also, make sure you keep your videos from getting too large.
  - Make sure you include the word video on a regular basis throughout any metadata
  - Pick a preferred format, such as .mov, .avi, or .wmv.
  - Give your video a keyword-rich but catchy title.
  - Make good use of thumbnails to help users decide which videos to watch.
  - Allow users to rate your video.
  - Use keywords in the filename and URL.

Why Measuring Success Is Essential to the SEO Process

- Understanding Baseline
  - Quantifying organic search traffic by search engine and keyword
  - Quantifying a baseline of the major keywords that are driving traffic by search engine
  - Quantifying a breakout of what sections are getting the current organic search traffic by search engine and keyword
  - Quantifying data on conversions broken down by search engine and keyword
  - Identifying poorly performing pages
  - Identifying the best-performing pages (in terms of traffic and conversions)
  - Tracking search engine crawler activity on the site
  - Determining the number of indexed pages
  - Determining whether the indexed pages are getting search traffic
  - Determining whether best-selling product pages are indexed and getting search traffic
  - Identifying 404 error pages and external sites linking to these pages

Continue

- The Tracking Cycle: Produce, Launch, Measure, Refine
  - Define an SEO campaign and set goals
  - Discuss your strategy.
  - Establish a baseline.
  - Proceed with your project.
- Using Analytics as a Business Case for SEO
  - Include a variety of metrics in a business case, such as:
    - Revenue
    - Lead generation Margin
    - Branding value Reach
    - Other action triggers (newsletter sign-ups, contact requests, demo requests, accepting a free trial, viewing a specific piece of content, etc.)
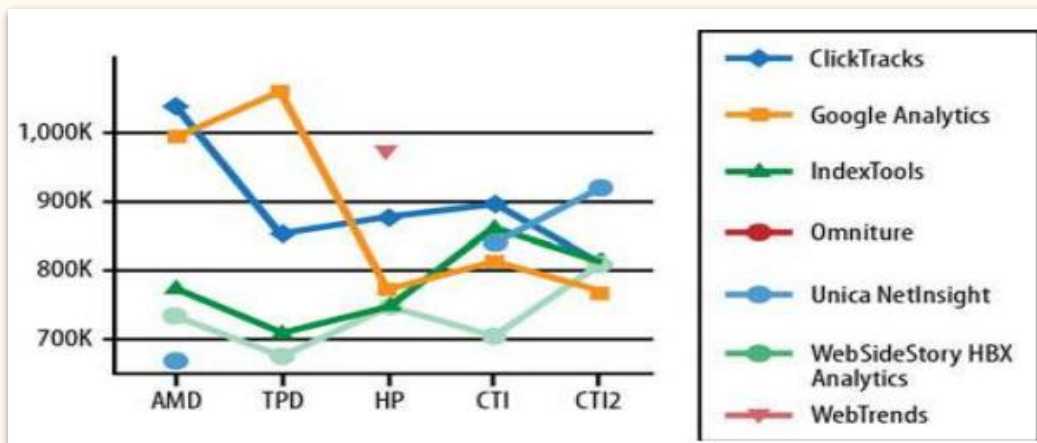
Measuring Search Traffic

- Basic Overview
  - Best-known options
    - Google Analytics, Woopra, Clicky, Piwik, Yahoo! Web Analytics ,Web trends
- Selecting the Right Analytics Package:
  - Log File Tracking
    - JavaScript Tools Issues
      - Users who don't have JavaScript enabled
      - Media types beyond HTML
      - Partial requests (incomplete page loads and load errors)
    - Key advantages of JavaScript tracking include the following
      - Tracks outgoing link requests
      - Tracks events that don't involve HTML requests, such as playing a video
      - Records visitors' screen resolutions

Continue

- The table compares seven different analytics packages.
- On the AMD site, the lowest reporting package
- Than HBX shows a little less than 750,000 unique visitors
- (Click Tracks) shows about 1,050,000 unique visitors during the same period—almost 50% more!

Continue

- Valuable SEO Data in Web Analytics
  - Traffic by search engine
  - Traffic by keyword
  - Branded versus non branded traffic
  - Number of pages getting search traffic
  - Segmenting Search Traffic
  - Referring Sites
  - Using Analytics Dashboards
  - A Deeper Look at Action Tracking (SEO MOZ)
    - What types of actions should you be tracking on your site?
      - Products Click, Subscription Click, Forms Submissions, RSS Feeds, Sign Ups, Comments, Rating, Vote, Social Clicks

Continue

- Separating the Analytics Wheat from the Chaff
  - One of the big problems with web analytics is that there is so much data.
- Common analytics mistakes
  - Making a decision based on too small a sample size
  - Not recognizing when you have enough data
  - Working with biased data

Tying SEO to Conversion and ROI

- Sales/sales revenue
- Email/blog/newsletter subscriptions
- Sign-ups
- Downloads
- Contact forms and phone calls
- Visitors who share
- Visitors who link
- Visitors who publicize

Competitive & Diagnostic Search Metrics in SEO

- An SEO competitive analysis is a process that compares your website's SEO performance to your competitors'. It helps you identify your competitors' strengths and weaknesses, and learn what strategies are working for them. You can then use this information to improve your own SEO strategy.

- **Content**: What types of content are your competitors using?

- **Keywords**: What keywords are your competitors using?

- **Backlinks**: What types of backlinks are your competitors using?

- **On-page optimization**: How are your competitors optimizing their pages?

- **Technical SEO**: What technical SEO strategies are your competitors using?

Performance Indicators Long Tail SEO

Key performance indicators (KPIs) for Long Tail SEO include metrics like organic traffic from specific long-tail keywords, conversion rates from those targeted searches, and the proportion of non-brand search queries driving traffic, while future trends in SEO will heavily focus on mobile-first indexing, voice search optimization, user experience, and leveraging AI-powered content analysis to better understand user intent and target long-tail keywords effectively.

Organic Traffic from Long-Tail Keywords:
Monitor the amount of organic traffic coming from specific long-tail keywords you are targeting to assess the effectiveness of your strategy.

Conversion Rate from Long-Tail Keywords:
Track the conversion rate of visitors arriving through long-tail searches to measure the quality of traffic and potential for higher conversions.

Brand-to-Non-Brand Keyword Ratio:
Analyze the percentage of traffic coming from non-brand keywords compared to brand-related searches, indicating the reach of your long-tail strategy.

Continue.....

Landing Page Engagement Metrics:

Track metrics like time on page, bounce rate, and scroll depth on landing pages optimized for long-tail keywords to gauge user engagement.

Keyword Ranking Distribution:

Monitor the distribution of your rankings across a range of long-tail keywords to identify areas for improvement.

Future Trends in SEO

Mobile-First Indexing:
Prioritize mobile optimization as Google increasingly relies on the mobile version of a website for indexing and ranking.

Voice Search Optimization:
Adapt content to cater to natural language queries used in voice search, incorporating long-tail keywords and structured data.

User Experience (UX) Focus:
Emphasize website design and navigation to ensure a seamless user experience, impacting search engine ranking.

Continue.....

Featured Snippets:

Aim to secure featured snippets in search results by providing concise and informative answers to common queries.

AI-Powered Content Analysis:

Leverage AI tools to analyze user intent, identify relevant long-tail keywords, and optimize content for better search ranking.

Local SEO:

Strengthen local search presence by optimizing for location-specific keywords and Google My Business listings.

Continue.....

Schema Markup:

Implement structured data (schema markup) to enhance search engine understanding of your content and improve visibility.

Core Web Vitals:

Focus on optimizing website loading speed, interactivity, and visual stability to improve user experience and search ranking.