**Keyword Research – A necessity in digital marketing**

Keywords are the lifeline of any [digital marketing](https://pasinfotech.com/services/seo-and-digital-marketing/) activity. The main idea of digital marketing is to grab the attention of target audience through specific keywords and terms. Identifying the right keywords will help businesses and [digital marketers](https://pasinfotech.com/services/seo-and-digital-marketing/) to get their brands placed at the right space and get positive results from their search engine optimization (SEO) campaigns. Stuffing the right keywords is the core activity of a successful digital marketing campaign.

# What are keywords?

Before we move on to why [keyword research](https://pasinfotech.com/services/seo-and-digital-marketing/web-analytics/) is important, let’s shed some light on what keywords are. Keywords describes the [content](https://pasinfotech.com/services/seo-and-digital-marketing/content-marketings/)of a web page. They form part of a web page’s metadata and help search engines match a page with the suitable search query. When people search for the keywords or phrases that are relevant to your business’ products or [services](https://pasinfotech.com/services/), it helps you to come at the top of search engine result pages.

## [What is keyword research?](https://pasinfotech.com/services/seo-and-digital-marketing/)

[Keyword research](https://pasinfotech.com/services/seo-and-digital-marketing/) is the search for relevant keywords that many people are using during online searches and which are used by relatively smaller number of competitors. Your selection of keyword phrases should be targeted to the right kind of traffic that goes through your website as this traffic might convert into a customer in the future. Not using the right set of keywords will only attract traffic that will not serve your business bottom-line. Researching and identifying the right keywords will boost up your sales and will also lead to the success of your [digital marketing](https://pasinfotech.com/services/seo-and-digital-marketing/) plan.

# [Things to consider in a keyword research](https://pasinfotech.com/services/seo-and-digital-marketing/)

* Start making a list of initial keywords by making assumptions of what your target audience would type while making a search for the products or services that you are offering.
* Use paid or free keyword research tools that will help you sort from your initial list to identify which keyword has a good combination in terms of demand and relevance to search results.
* After shortlisting certain keywords, you can again refine your shortlist using keyword suggestion tool in your keyword research tool.
* Don’t forget to use long-tail keywords as they are longer and more specific phrases that visitors are more likely to use when they’re closer to a point-of-purchase or when they're using voice search. It also helps you draw better and focused traffic to your website.
* Use short-tail keywords wisely as it drives a lot of traffic to your website but is highly competitive as every business would be using these to attract audiences.

# [Importance of keyword research](https://pasinfotech.com/services/seo-and-digital-marketing/)

[](https://pasinfotech.com/services/seo-and-digital-marketing/social-media-optimization/)

# [Refines and helps you find high-value keywords ​](https://pasinfotech.com/services/seo-and-digital-marketing/)

[Keyword search](https://pasinfotech.com/services/seo-and-digital-marketing/) tools help you determine what forms of keywords are relevant and refines your content by providing high-value keywords. It helps you determine the right long-tail keywords that are specific to what your website is offering and what people are searching for. Long-tail keywords help you rank higher in search engines and is good for search engine optimisation. Such keywords leverage significantly higher conversions than short-tail keywords and phrases.

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# [Increase in conversion rates ​](https://pasinfotech.com/services/seo-and-digital-marketing/)

Keyword research makes sure the right people are coming to your website. When the right audience comes to your [website](https://pasinfotech.com/), they are genuinely looking for your services or products which in turn leads to conversion. Increase in conversion rates means more sales and a positive ROI (return on investment).

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# Identify profitable markets ​​

[Keyword research](https://pasinfotech.com/services/seo-and-digital-marketing/) not only tells you exactly what people are looking for online but also helps you assess the size and potential of the market for any product or service. The more keywords generated by a [keyword research](https://pasinfotech.com/services/seo-and-digital-marketing/) tool, the more chances you have of uncovering any niche opportunities.

[](https://pasinfotech.com/services/seo-and-digital-marketing/search-engine-marketing-sem/)

## [Gives an insight about consumer behaviour​](https://pasinfotech.com/contact/)

Keywords offer additional help in digital marketing by giving an insight on the consumer behaviour and trends. While doing keyword research you get to see what your target audience is searching for and it’s easier to find out what type of content they like, what they’re likely to click on and what’s important to them. This information makes it a lot easier to stay ahead of consumer trends, and make sure you’re keeping relevant to that target audience

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