

# SEM Coaching 73

# Keyword Research for Complex Niches

# Introduction

- A **simple niche** uses a single 'seed' keyword to generate a list of keywords for the website e.g. piano lessons, forklift rental, used piano etc.
- A **complex niche** requires identifying multiple 'seed' keywords to generate a list of keywords for its various products/or services e.g. florist, dental clinic, jewelry etc.
- If you are a beginner and wish to create a profitable online business, you should get started by focusing on simple niches first. Once you are familiar with the process, then should you move on to complex niches.
- This tutorial will guide you step-by-step on how to perform effective keyword research for complex niches

# 4-Step Keyword Research Technique for Complex Niches

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## Step 1 – Develop Initial Keyword List

- Brainstorm
- Top 10 Organic Competitor Websites
- Product Brochure & Glossary
- Industry Brand Names
- Industry Events & Associations

# 4-Step Keyword Research Technique for Complex Niches

## Step 2 – Identify ADDITIONAL Seed Keywords Using Keyword Planner

- Identify A Top Industry Website (Well SEO Optimised) To Model After
- Use Your Landing Page Feature:
  - <http://www.FreeKeywordPlanner.com>

(See Example On Page 9)

# 4-Step Keyword Research Technique for Complex Niches

**Step 3 – FOR EACH SEED KEYWORD - Identify More Specific Keywords:**

- Use Keyword Tool
  - <http://www.FreeKeywordPlanner.com>
- Determine the following keyword data:
  - Keyword Volume in Google (Monthly)
  - Keyword Competition in Google (allintitle:)
  - Top 10 Organic Competitors In Google

# 4-Step Keyword Research Technique for Complex Niches

## Step 4 – Select SEO Keywords

- SEO Keyword Selection Methodology
  - Select 70% of keywords with allintitle:  
 $< +/- 1,000$
  - Repeat process for each keyword set

# Keyword Research Technique for Complex Niches Example

# Research Top Ranked Sites

**jewelry online australia**

All Images Maps News More ▾ Search tools

About 44,500,000 results (0.49 seconds)

**Jewellery At Debenhams - debenhams.com**  
**Ad** [www.debenhams.com/womens-offers](http://www.debenhams.com/womens-offers) ▾  
Save 50% Off Selected Womenswear. Shop Our Best Offers Now Online!  
50% Off Dresses      Half Price Womenswear  
20% Off Mens Shoes      Shop Lingerie Offers

**Jewellery | Womens Jewellery Online | Buy Womens ...**  
[www.theiconic.com.au/womens-accessories-jewellery/](http://www.theiconic.com.au/womens-accessories-jewellery/) ▾  
Women's Jewellery. ... The ICONIC has an array of classic and contemporary women's jewellery pieces for you to shop. ... Whether it's heavy metals, dainty embellishments or statement pieces, THE ICONIC has it covered.

**Jewellery - Shop Australia Jewellery Online Stores | Tiffany ...**  
[www.tiffany.com.au/jewelry](http://www.tiffany.com.au/jewelry) ▾  
Shop jewellery at Tiffany & Co. Treat yourself or your love to the world's premier jeweler and America's house of design.

**Shiels Jewellers | Jewellery and Watches Store**  
[www.shiels.com.au/](http://www.shiels.com.au/) ▾  
The Largest Online Jewellery Shop in Australia, 100% Australian Owned and Operated, Over 40 physical stores. Free Shipping over \$99. Daily Deals.

Colette Hayman | Statement Jewellery Online Austral

[www.shiels.com.au/](http://www.shiels.com.au/) ▾

[www.shiels.com.au/](http://www.shiels.com.au/)

The Largest Online Jewellery Shop in Australia, 100% Australian Owned and Operated, Over 40 physical stores. Free Shipping over \$99. Daily Deals.

Colette Hayman | Statement Jewellery Online Australia

[www.colettehayman.com.au/shop/jewellery.html?c\\_id=14](http://www.colettehayman.com.au/shop/jewellery.html?c_id=14)

**FREE SHIPPING** on orders over \$50! Buy Fashion Jewellery online or in store. colette by colette hayman - the destination handbags and accessory store.

# Google AdWords Keyword Planner

<http://www.FreeKeywordPlanner.com>

Google AdWords

Announcements (1) edwardsg@clickmedia.com.sg Manager ID: 466-386-5940

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾ Help

## Keyword Planner

Plan your next search campaign

What would you like to do?

- ▶ Search for keyword and ad group ideas
- ▶ Enter or upload keywords to see how they perform
- ▶ Multiply keyword lists

Select This Box

Keyword Planner Tips

Building a Display campaign? Try Display Planner

How to use Keyword Planner

Learn how Keyword Planner is different from Keyword Tool

# Identify New Seed Keyword Ideas

▼ Search for new keywords using a phrase, website or category

Enter one or more of the following:  
Your product or service  
For example, flowers or used cars

Your landing page

Your product category  
Enter or select a product category

Targeting

2. Select 'Country' & Select 'English'

Keyword options  
Show broadly related ideas  
Hide keywords in my account  
Hide keywords in my plan

Negative keywords

Date range   
Show avg. monthly searches for: last 12 months

Keywords to include

3. Click Get Ideas

# Identify NEW Seed Keywords

The screenshot shows a digital marketing tool interface for keyword research. At the top, there's a landing page URL (<http://www.shiels.com.au/>) with 'Get ideas' and 'Modify search' buttons. A red box highlights the 'Modify search' button.

A bar chart titled 'Search volume trends' shows average monthly searches from April 2015 to January. The y-axis ranges from 7.5K to 30K. A red box highlights the 'Keyword Ideas' button in the 'Ad group ideas' section.

The main table lists keywords under 'Keyword (by relevance)'. A red box highlights the 'Avg. monthly searches' dropdown menu. A red box also highlights the list of seed keywords on the left.

Annotations with orange arrows and boxes provide steps:

- 4. Click Keyword Ideas
- 5. Click Avg. monthly searches to SORT FROM High to Low
- 6. Identify MORE NEW Seed Keywords (Download Entire List)
- 7. Click Modify search

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid
jewellery	1,600	Medium	\$3.98
engagement ring	1,600	High	\$3.05
bracelet	1,000	Low	\$1.01
jewelry	1,000	Medium	\$2.54
wedding bands	1,000	High	\$2.09
wedding ring	1,000	High	\$1.68
necklace	880	Medium	\$0.93
diamond ring	880	High	\$3.03

# Identify NEW Seed Keywords

## Digging Deeper...

Find new keywords and get search volume data

Search for new keywords using a

Enter one or more of the following:  
Your product or service

Your landing page

Your product category

Get ideas

Enter **NEW Seed Keyword** one at a time

Remove URL

Click **Get ideas**

# EVEN MORE Seed Keywords!

Your product or service  
necklace

Get ideas Modify search

Ad group ideas Keyword ideas

Search terms	Avg. monthly searches	Competition	Suggested bid
necklace	880	Medium	\$0.93
<a href="#">Share</a>			
Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid
silver	1,900	Low	\$3.52
jewellery	1,600	Medium	\$3.98
jewelry	1,300	Medium	\$2.54
bracelet	1,300	Low	\$1.01
brooch	720	Low	\$1.41
earrings	720	Medium	\$1.71
rings	590	Medium	\$0.99
engagement rings	590	High	\$3.45
diamonds	590	Medium	\$1.69
wedding rings	480	High	\$2.06
beads	480	Low	\$0.31
gemstones	480	Low	\$0.26

Identify EVEN MORE  
NEW Seed Keywords  
(Download Entire List)

# Questions?