

# SEO KEYWORD RESEARCH

## THE ULTIMATE GUIDE



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# SEO KEYWORD RESEARCH

## THE ULTIMATE GUIDE

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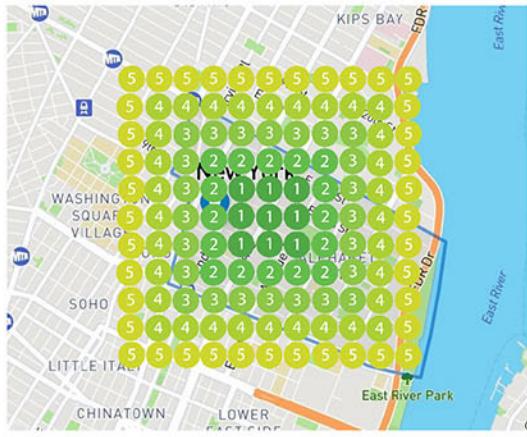
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**LOCAL VIKING**

GMB Management,  
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## START MANAGING YOUR GMBS NOW

Schedule GMB Posts, Track Snack Pack Rankings and Manage All Of Your Google My Business Properties From One Easy To Use Dashboard



### Create your GMB content calendar with Local Viking.

From multi location posting, spintax support to automatic post daisy chaining, Local Viking is the most advanced GMB posting software on the market.



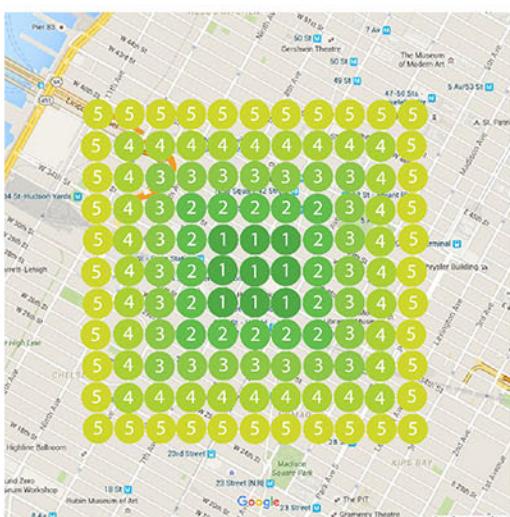
### Manage all of your locations, directly in one dashboard.

Upload images and media, update location information and protect from malicious edits.



### Track rankings and visibility for all of your locations.

Traditional rank tracking directly integrated into your dashboard with GeoGrid rank tracking running historical archives and live searches.



**See Your GMB Rankings In A New Light**  
Local rankings are more complex than a single-digit...see how your location ranks from every corner of your city. Our Geogrid rank tracker brings a variety of proprietary technology to the local rank tracking and visibility space. Our geospatial data is beautifully plotted onto a map so you can visualize 3 pack rankings at the most granular level, gps coordinates within a configurable distance from one another.

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# Boost your SEO strategy with interactive content experiences

84% of consumers expect brands to produce content that entertains, provides solutions and produces experiences. Is your company meeting their expectations?



Your audience demands premium content experiences. **Rock Content helps you deliver.**



## More engagement, more traffic

Users will engage and spend more time on your page, attracting backlinks



## Get valuable data from your prospects

Interactive content provides you with valuable data so you can make improvements on your SEO On Page



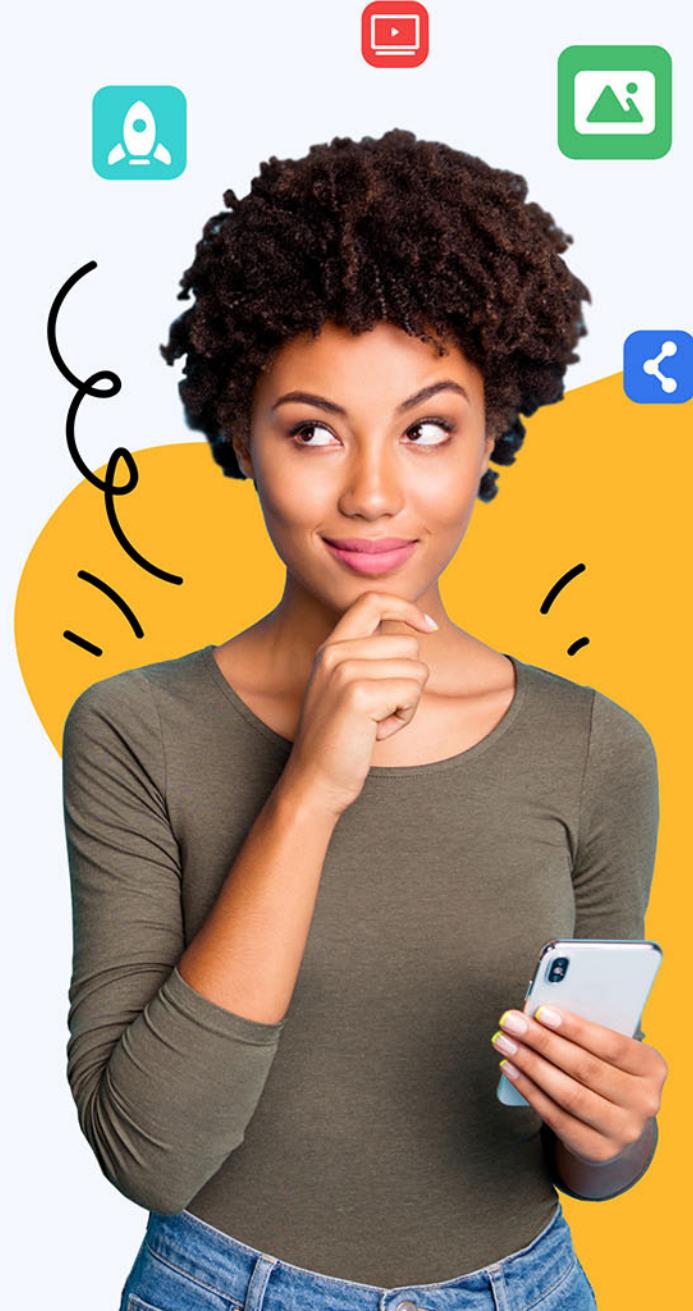
## Improve your mobile experience

Improve your mobile experience and you can get valuable points from the search engines



## Increase your conversion rate

Interactive content converts 2x more than static content



2000+ brands have already selected Rock Content

**VISA**

**Johnson's**

**KAYAK**

**Genentech**

The Economist

**LinkedIn**

**HIRE D**

THE HUFFINGTON POST

**cvsHealth**

**castlight**

**CITI**

**Twitter**

**verizon**

**CISCO**

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## Chapter 1

# How to Get Started with Keyword Research for SEO



**Mark Traphagen**

Vice President of Product Marketing & Training at seoClarity

## **Despite all the many changes to SEO practice over the years, keyword research remains one of the most fundamental SEO tasks.**

Some form of keyword research is still one of the first things SEO professionals at all skill levels do – especially for a new site (or for any site for which they want to improve or expand search rankings).

So learning to do good SEO keyword research and analysis is one of the most valuable skills you can build.

# What Is Keyword Research?

Keyword research is a process of discovering and determining the keywords that matter most for the objectives of a given website.

In other words, it's finding not only the keywords you want to rank for but also the ones you should rank for (what people who want what you have to offer actually search for).

Properly done, keyword research also yields the topics for which you should be creating content on your site.

**Competitive analysis** is an area closely related to keyword research.

During your research you can uncover what your competitors are ranking for that you are not, which may lead to key insights not only for your SEO strategy but for your business as well.

This guide will get you started with everything you need to know to do keyword research to build a solid foundation for your SEO.

# Why Keyword Research Is Important?

Keyword research enables you to understand the specific terms people are using to solve their problem – and the context behind those terms.

It is important to research keywords to dispel any misunderstandings or assumptions you may have about your users' needs and the language they use to express them.

Keyword research informs your content optimizations every step of the way.

## The Keyword Research Process

Good keyword research follows an orderly process, a set of steps that help accomplish all the goals mentioned above.

However, this is not a one-and-done process.

You will need to continually revisit these steps.

Why?

Because your market situation will change over time.

**Some of the changes that can necessitate new keyword research include:**

- Shifting needs or desires of your target consumers.
- New queries that hadn't appeared before or new terms searchers are using to look for what you offer.
- New competitors entering the market.
- Changes to search engine algorithms or search features.
- And many more.

Make the keyword research process one of your regular habits for good SEO health and growth.

**There are many legitimate ways to approach keyword research, but in this guide, we will follow these steps:**

- Analyze current keywords.
- Formulate your goals.
- Build your keyword “wish” list.
- Assess the competitive landscape.
- Expand your keyword horizons.
- Prioritize by opportunities vs. investment.

**Note:** The remainder of this chapter is from the perspective of a business website trying to sell products or services to potential customers. However, the basic principles apply to non-business sites as well. Just substitute your cause or passion or interest for the products and services.

Ultimately, if you’re looking for organic search traffic, you’re still trying to “sell” something!

## Step 1: Analyze Current Keywords

This is where you should begin if you already have a set of keywords you've been trying to rank for.

If you're starting totally from scratch, skip to Step 2.

If you're taking over an existing site or working on a site for a while, you probably have some list of keywords in mind that you've been trying to rank for.

The first thing you should do is list those keywords and run an analysis to see how they've been performing.

To analyze larger applications you'll probably want a paid tool.

But for a more basic site, there are many **free rank tracking tools** available.

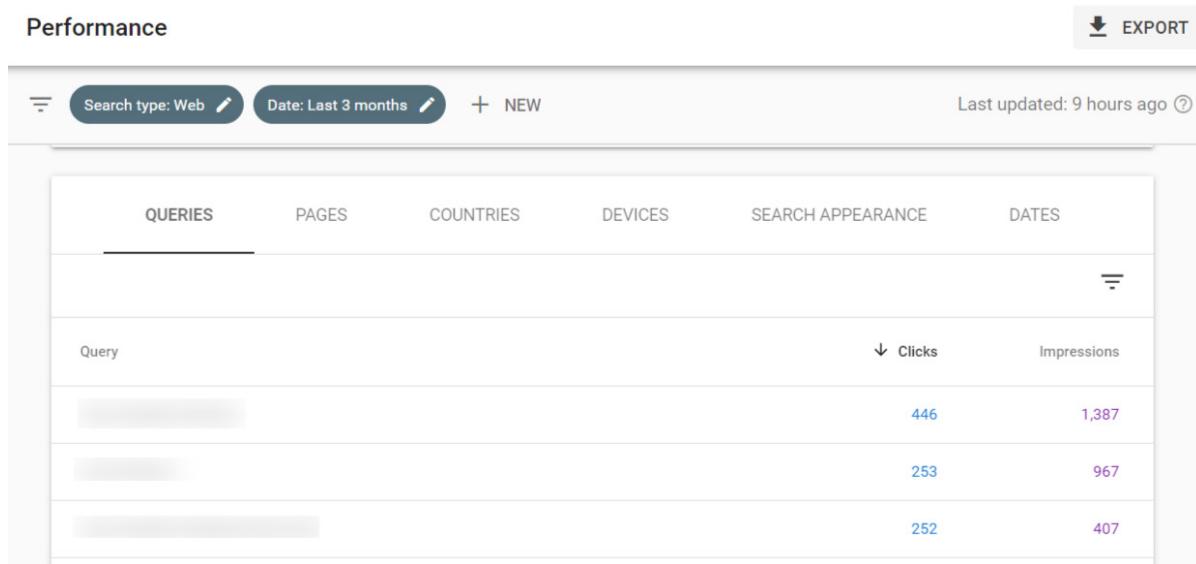
If your list of keywords is relatively small, you could search for them on Google to see where they are currently ranking (although that won't give you any ranking history).

Look at the ranking history and search volume for these keywords from your tool of choice.

Next, use **Google Search Console** to determine what keywords your site already ranks for (if any).

Your goal here is to establish a baseline of keyword performance.

You can use this for growing your keyword universe in the other steps below.



Use the metrics you've gathered on your existing keywords to separate good performing keywords from poor-but-worthwhile ones.

Poor-but-worthwhile performers are keywords that have sufficient search volume and impressions but have lower ranking and/or click-through rates.

Put the poor-but-worthwhile keywords aside to add to the list you'll develop in the steps below.

With the new keywords, you'll discover in your keyword research. These become the guide for all your subsequent SEO work (at least in regards to things like content optimization and [link building](#)).

Your goal here is to establish a baseline of keyword performance that you can use for growing your keyword universe in the other steps below.

## Step 2: Formulate Your Goals

You might think you're ready to start real keyword research now.

However, without some carefully crafted goals – the specific business and brand needs you want to earn organic traffic for – it will be a futile effort.

Why does this matter?

Because those goals will give you a sense of direction in your research.

Many times keyword research will turn up keywords that you could rank for, but if they are not keywords that will attract visitors who can become the solutions to the needs stated in your goals, they won't be worth the effort you'd put into trying to rank for them.

In my opinion, this is the most overlooked step in typical keyword research efforts.

Having goals will help improve your chances of SEO success.

Plus, you'll save more time and effort than necessary – and avoid targeting irrelevant terms (so-called vanity keywords) or keywords with little or no return on investment (ROI).

**Here are a few questions to ask when formulating your goals for keyword research:**

- Who is our target audience? Who buys what we sell, and why?
- What do we sell, and what is our unique value proposition in our marketplace?
- What are the chief needs and/or desires of people who become our customers?
- What are their secondary, related needs?
- What are the things our target consumers need to know to feel confident in who they choose to buy from?

Knowing the answers to these questions can help you focus on the keywords that will really matter to your business.

## Step 3: Build Your Keyword “Wish List”

This step is truly internal research.

That is, it begins in your own head (or the collective heads of your team, if you have one).

**Using the answers to the questions in Step 2, combined with the experience of your business or industry, list out the keywords you think best describe what your potential customers search for when they are in various phases of their buyer journey.**

- What would they search for when they are just trying to educate themselves about the kinds of things you sell?
- What would they search for when they are trying to make an informed decision about who to buy from?
- What would they search for when they want to buy specific things you sell?

The purpose of these brainstormed lists is similar to the purpose of Step 2:

To provide some guidance in your research in determining what matters for your business.

Don't assume that the keywords you come up with from this exercise are all actually valuable.

Step 6 will, among other things, help you determine that.

## Step 4: Assess the Competitive Landscape

One of the best sources to find keywords you should be ranking for but aren't yet is your competitors.

If they've been in the game longer than you, they have probably uncovered and capitalized on many more opportunities, whether they found them by careful research or just stumbled upon them.

Many SEO tools will show you the top-ranking keywords for a given domain, but you may need to invest in one of the paid tools to delve deeper.

Let's look at some different ways of approaching competitive keyword research.

### Using Google

We'll start with the simplest free method of competitive keyword discovery: Google itself.

This method can uncover a lot of opportunities, but since it is dependent on a certain amount of guesswork on your part, it isn't going to give the full picture.

Nevertheless, it can be a good way to start if you don't have good tools handy.

Google is most helpful in identifying who your top online competitors are.

Keep in mind these may not be the same in every case as your “real world” competition (if you and others are selling your wares through brick and mortar stores, for example).

Start by searching for the products or services you sell, and see who comes up in the top few results consistently.

For example, let’s say one of your products is garage door openers:



Skipping past the paid ads, it's evident that Home Depot and Lowes are your top organic search competition for this product.

If you sell multiple products or services and these two show up again and again in searches, add them to a list of top competitors.

Be sure to also search any alternative names searchers might use for your products or services.

Next, do a Google site search for each product and its alternative names for each competitor domain.

To do this, enter into Google the search term and then site:domainname.com (using the domain of the competitor).

garage door opener site:homedepot.com

**Belt Drive - Garage Door Openers - Doors & Windows - The ... ✓**  
Get free shipping on qualified Belt Drive **Garage Door Openers** or Buy Online Pick Up in Store today in the Doors & Windows department.

**Chain Drive - Garage Door Openers - Doors & Windows - The ... ✓**  
Get free shipping on qualified Chain Drive **Garage Door Openers** or Buy Online Pick Up in Store today in the Doors & Windows department.

**4 - Garage Door Openers - Doors & Windows - The Home Depot ✓**  
Get free shipping on qualified 4 **Garage Door Openers** or Buy Online Pick Up in Store today in the Doors & Windows department.

This search tells us the alternative keywords that the competitor ranks for in Google for this product.

In the example above, we see that Google might show Home Depot's garage door opener products to people searching for belt-drive garage door openers, chain-drive garage door openers, and 4-garage door openers. Add all of these to your keyword list.

## Using Keyword Tools

For more sophisticated competitive research, you'll need a third-party tool.

Some of the free tools can provide you with limited access to this intelligence, whereas almost all of the paid tools can show you a much more complete competitive picture.

Many tools allow you to input a competitor's domain to discover the keywords they rank highest for.

Here's how that looks in seoClarity, for example. (Disclaimer: I work for seoClarity, but most of the paid keyword tools will give you similar output.)

Keyword	Average search volume	Aug 2020 Rank	CPC	Estimated Monthly Traffic	URL
home steam cleaner	1,300	1	\$ 1.67	251	<a href="https://www.">https://www.</a>
electric steam cleaner	110	1	\$ 1.67	21	<a href="https://www.">https://www.</a>
portable steam cleaner	4,400	1	\$ 0.69	849	<a href="https://www.">https://www.</a>
steam cleaning machine	1,900	1	\$ 1.74	367	<a href="https://www.">https://www.</a>

Add any relevant keywords and variations to your list.

**With these tools, you usually can dig to another level where you can discover:**

- Keywords both you and a competitor rank for (if you rank lower, what would it take to boost you above them?).
- Keywords where they rank, but you don't (time to create or improve some pages to get in that game!).

## Step 5: Expand Your Keyword Horizons

While keywords are still foundational to good SEO, optimizing for them alone will only get you so far.

Over the years, Google has vastly improved its ability to recognize topics and all their related terms, so now every keyword is really the gateway to a topical universe.

There are a number of free tools designed specifically for suggesting related topics for any given keyword.

### **Some of the most popular include:**

- Answer the Public.
- Keyword Explorer.
- Keywords Everywhere.
- Find more in this [\*\*list of free tools\*\*](#) here on Search Engine Journal.

Most of these tools work by scraping Google SERPs (and sometimes the sites that rank highest there) to discover the search terms and questions searchers use most frequently for a given topic or keyword.

As always, some paid tools will give you more depth, including terms semantically related to your keywords.

As a final step, look through your now-expanded keyword list to pick out the high-level topics, then group the remaining keywords under these according to relevance.

You can use this organized list later to guide you in building out interlinked content that will give you broader topical relevancy with search engines.

## Step 6: Prioritize by Opportunities vs. Investment

This final step is not really research per se, but it is a critical bridge to converting what you discovered in your research into actions that lead to results.

In this process, your first priority should be the best opportunities, but these always must be weighed against the cost of winning those opportunities.

In other words, a particular keyword may have a high traffic potential, but if you will have to spend too much time trying to win a good rank for it or you won't be able to convert that traffic into one of your business goals, then it isn't worth the cost.

### Gather the Metrics & Sort

**Put all the keywords you've accumulated into a spreadsheet and create columns for key indicators of value and cost, such as:**

- Average search volume.
- Impressions.
- Clicks.
- CPC bid price.

Even though CPC isn't an organic search metric, it can serve as a good indicator of how competitive the keyword is.

The higher the CPC, the more competitive it is, and the more difficult it may be to win a good organic position for it.

### **Another metric you may want to look at is trends.**

- How has this keyword performed over time?
- Is it growing in search volume?
- Has its CPC risen or fallen?

If you don't have a tool that tracks such trends, [Google Trends](#) can at least give you an idea of search interest in a topic over time, though you won't find every keyword there.

Don't just prioritize by these metrics, however. Go back to the goals you formulated in Step 2.

Which keywords are most likely to contribute at each step in a buyer's journey to you accomplishing your business goals?

### **Match up With Your Existing Content**

Decide which keywords from your list relate to content you already have.

**Looking at what ranks in the SERPs for a keyword, determine its primary search intent as Google sees it. Is it:**

- **Transactional** (something people enter when they are looking to buy)?
- **Informational** (something people enter when they want to learn more)?
- **Local** (something people enter when they want to find a nearby store or facility)?
- **Navigational** (something people enter when they know exactly what they want and who they want to get it from)?

Now evaluate whether each piece of content is well-optimized for the keyword(s) you mapped to it and if that content also fits the search intent of the keyword.

If it doesn't, then plan to either improve that piece of content or build something new to do the job better.

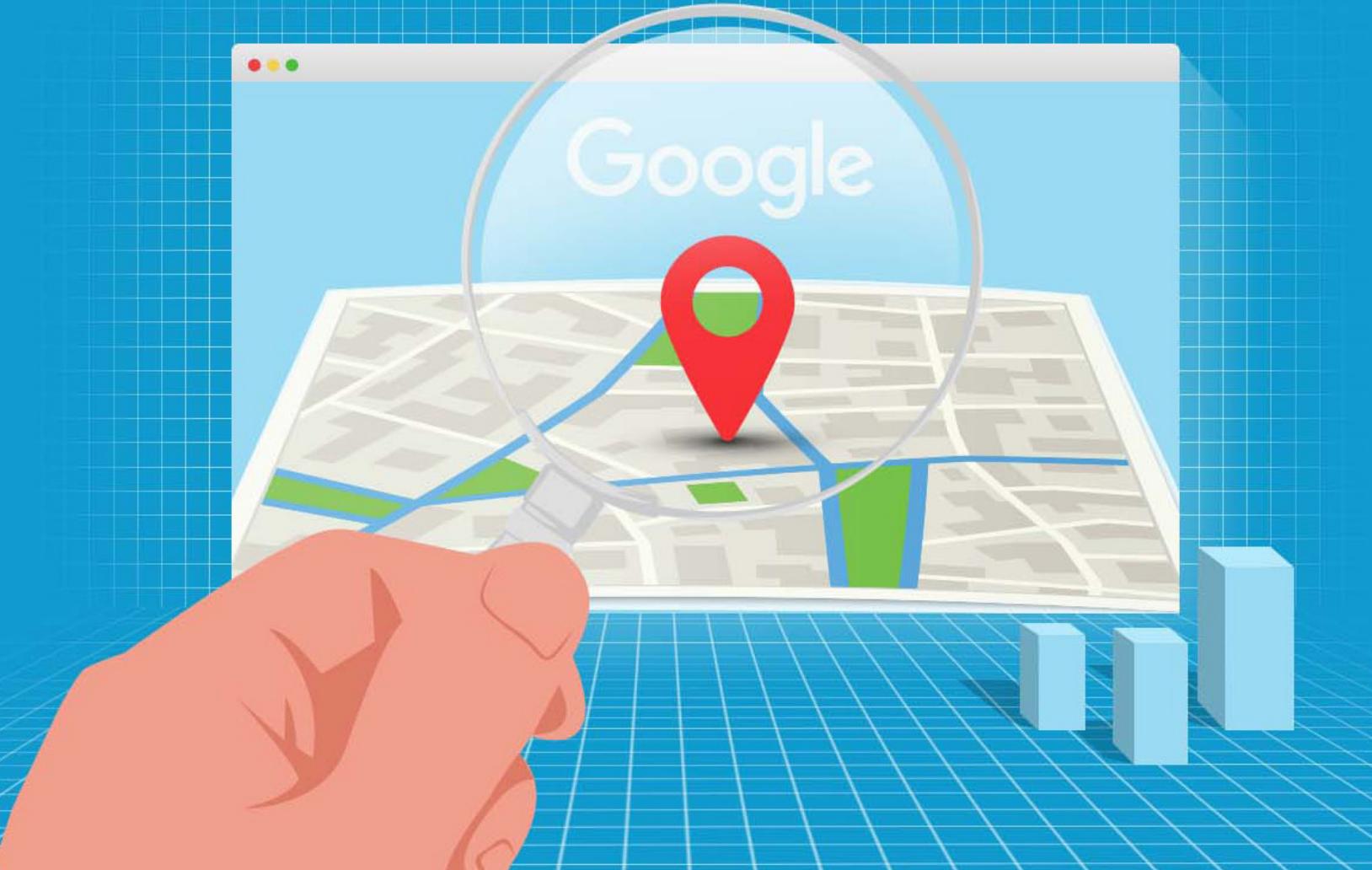
## Start Your Keyword Flywheel

Keyword research is a process that should never end.

Fluctuations in the marketplace, new competitors, changes to Google, changes in your business, all of these, and more can necessitate further research and prioritization of keywords.

Ongoing keyword research is one of the best ways never to lose your competitive edge.

Build the muscle now, exercise it regularly, and it will keep building your benefits year after year.



## Chapter 2

# How to Use Local Keywords to Rank Higher on Google



**Shane Baker**

Digital Marketing Consultant at Shane Barker Consulting

## Did you know that 76% of people who search for a nearby business on their smartphones visit them within a day's time?

Or that 28% of these searches end in a purchase?

That's the power of **local SEO** – and local keyword research.

Choosing the right keywords for your business can help you rank better for competitive keywords related to your product and industry.

While local searches may yield lower search volumes, it's more about intent and driving traffic ready to convert.

You need to make it easy for consumers to find your local business in Google and other search engines.

So how do you find and use keywords to help increase your local search rankings?

Read on to find out.

## Local Keyword Research

You first need to know which search queries are helping people find your business.

Optimizing your website will be a much easier task once you know the keywords you're ranking for. You can then focus your efforts on other relevant keywords.

For instance, if your bakery shop is already ranking well for [bakery shop Lexington], you can get to work on other search terms. You can divert your attention to ranking for searches like [Lexington bakery] or [best bakery in Lexington].

By improving your search results for other related phrases, you increase your reach to more potential customers.

## What to Research

As you go about your local **keyword research**, you can use tools like Google's Keyword Planner, Semrush, etc., to source search volume data for your location.

Don't restrict yourself to only your location.

Expand the search to include nearby, distinct locations.

For example, you can expand your search from [most exclusive vineyards napa] to include [food and wine pairing napa] and [best wine tours South America], too.

ORGANIC SEARCH POSITIONS 1 - 100 (470) <small>i</small>					
	Keyword	Pos.	Volume	KD	CPC
<input type="checkbox"/>	<a href="#">tango tours</a>	<b>1</b> (1)	70	51.40	
<input type="checkbox"/>	<a href="#">high end wineries in napa</a>	<b>2</b> (2)	90	64.17	
<input type="checkbox"/>	<a href="#">wine producing countries</a>	<b>20</b> (19)	2,900	65.69	
<input type="checkbox"/>	<a href="#">everything to know about wine</a>	<b>6</b> (5)	90	77.25	
<input type="checkbox"/>	<a href="#">food and wine pairing napa</a>	<b>7</b> (8)	110	61.07	
<input type="checkbox"/>	<a href="#">most exclusive vineyards napa</a>	<b>2</b> (3)	30	62.27	
<input type="checkbox"/>	<a href="#">best wine tours south america</a>	<b>10</b> (8)	90	61.72	
<input type="checkbox"/>	<a href="#">everything i need to know about wine</a>	<b>6</b> (5)	20	78.61	
<input type="checkbox"/>	<a href="#">napa valley food and wine</a>	<b>11</b> (12)	30	67.36	
<input type="checkbox"/>	<a href="#">how to plan a wine tasting trip</a>	<b>6</b> (14)	20	61.54	
<input type="checkbox"/>	<a href="#">napa wineries with food</a>	<b>14</b> (13)	170	75.76	
<input type="checkbox"/>	<a href="#">chocolate and wine pairing napa valley</a>	<b>8</b> (5)	40	58.76	

Such search volume data for specific areas may not seem like much. But cumulatively, such data can deliver a reasonable amount of traffic with high purchase intent.

Just don't stray too far from your actual location.

Additionally, you should research what steps your competitors are taking to rank better for local searches. Input the URL of their contact page into Google's Keyword Planner.

This way, you can source the keywords Google is most likely to associate with their business. Work on targeting these keywords to gain a competitive advantage.

# Picking Local Keywords to Use

Google has been working toward producing more localized search results.

A few years ago, search engines would yield the same results for people running the same search in Arizona as they would in California.

Today, Google takes a more local-first approach when ranking search results. It favors businesses with a local listing in proximity to the person conducting the search.

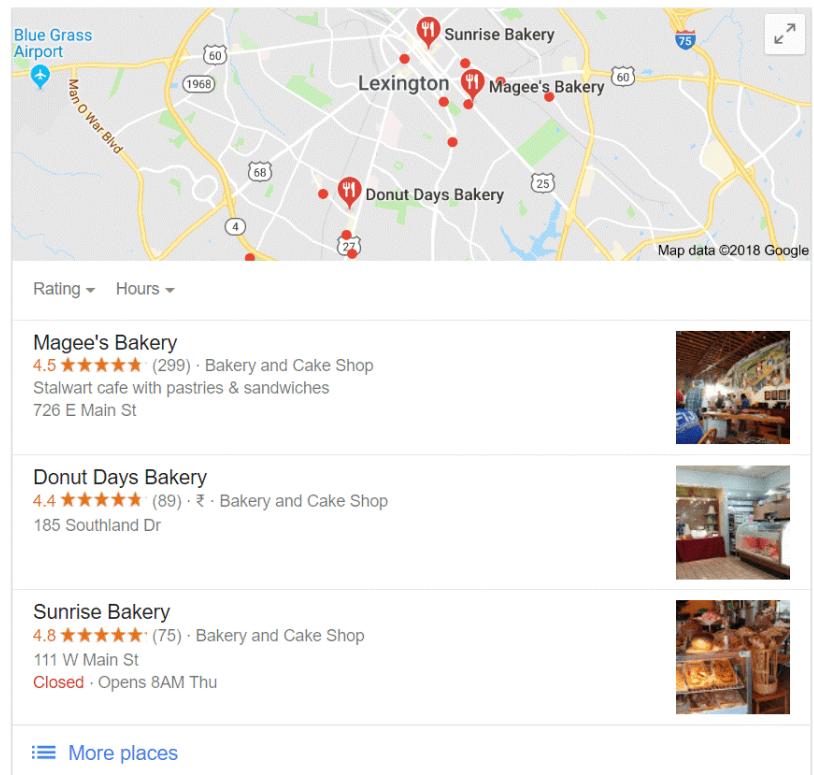
That means local businesses should be able to rank for much more competitive and generic queries with local intent, such as [bakery] or [florist].

However, local businesses still face a high level of competition for less space.

It's called the Local 3-pack.

And to the right is how it looks on search engine results pages (SERPs).

Getting your local SEO game on point is an absolute priority if you want to nab one of those top three spots.



# How to Pick the Right Local Keywords

Now that we've covered the significance of keywords and the role of search localization, how do you pick the right keywords?

Here's a three-step approach that can help you with your local keyword research.

## 1. Leverage Industry Keywords

Your objective is to identify commonly used phrases that people will use to search for your business.

The first step is identifying words or phrases people use when describing your products or services.

Put yourself in their shoes. Try to think about what they would type in search engines to find a business like yours.

Brainstorm and compile a list of local keywords and phrases that are relevant to your industry.

This list forms the basic foundation of your main keyword research.

**For instance, as a bakery, your list may contain terms like:**

- Baguettes.
- Wedding cakes.
- Pastries.
- Desserts.

## 2. Use Keyword Modifiers

The next step to finding the right local keywords is to develop modifiers that people will use in their searches.

Modifiers include words that can be used to describe an event, a quality, a type of product, or other associable words.

**Examples include words like:**

- Weddings.
- Best.
- Lilies.
- One-day delivery.

For a florist shop, that means phrases such as funeral wreaths, wedding bouquets, exotic flowers, best florists, etc.

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition
<input type="checkbox"/> mothers day flowers	10K – 100K	High
<input type="checkbox"/> same day flowers	1K – 10K	High
<input type="checkbox"/> flower shop near me	100K – 1M	Low
<input type="checkbox"/> birthday flowers	10K – 100K	High
<input type="checkbox"/> next day flowers	1K – 10K	High
<input type="checkbox"/> best flower delivery	10K – 100K	High
<input type="checkbox"/> flowers delivered t...	1K – 10K	High
<input type="checkbox"/> cheap flowers	10K – 100K	High
<input type="checkbox"/> next day delivery fl...	1K – 10K	High
<input type="checkbox"/> roses delivery	1K – 10K	High

## 3. Research Local Keywords

You want to identify keywords for your local SEO that pertain to your geographic location.

Consider the various locations and areas you service and where your customers are from.

If you have a delivery service, then include those area names, counties, cities, etc., in your blog posts and site content.

People tend to look for businesses near them first. Account for where your target audience lives or works when picking these local keywords.

**For instance, the florist may target keywords like:**

- Best florist in Durham.
- Exotic flower shops in RDU area.
- Florist near Hillsboro Road, Durham.

# How to Get Ahead in the Local SEO Game

The world of local SEO is forever changing, but there are a few proven ways to stay ahead of the pack and secure a top rank.

Here are a few tips to get ahead.

## 1. Google My Business Page

It's impossible to stress enough the importance of having a [Google My Business](#) listing. Google My Business can be leveraged by local businesses to enhance their [location-based SEO strategy](#).

Also, Google uses Google My Business information for Google Knowledge Graph. The database of information stored in Google My Business improves local search.

## 2. Content with Local Focus

Long-form, city-based, and informative content are an absolute must.

Content could take the form of local promotions, news, and industry trends depending on your industry and niche.

The important thing is writing helpful content that locals are seeking.

## 3. Citations

A key component of any SEO strategy is **links** and brand mentions. Both links and mentions add legitimacy to your local business as people cite you in their content.

Local directories such as Yelp, Google Listings, or even the local chamber of commerce can help build a strong local link profile.

While brand mentions on review sites like Yelp, Google Maps, Facebook, and high-quality websites also provide strong SEO signals.

## 4. Reviews

**88%** of people are likely to trust **online reviews** just as much as they would trust personal recommendations from peers.

While you want more positive than **negative reviews**, the difficulty lies in sourcing reviews.

Encourage your customers to share their experiences with your business.

## 5. Result Monitoring

As with any marketing strategy, monitoring your results is a key part of the process.

Without monitoring your results, you won't know if any of your efforts are paying off.

Track whether the keywords you're targeting have improved your local rankings.

Many SEO tools will let you track "just" local keywords.



You can customize reports and add any text you like in the header. You can also customize text alignment, font style, size, color etc.

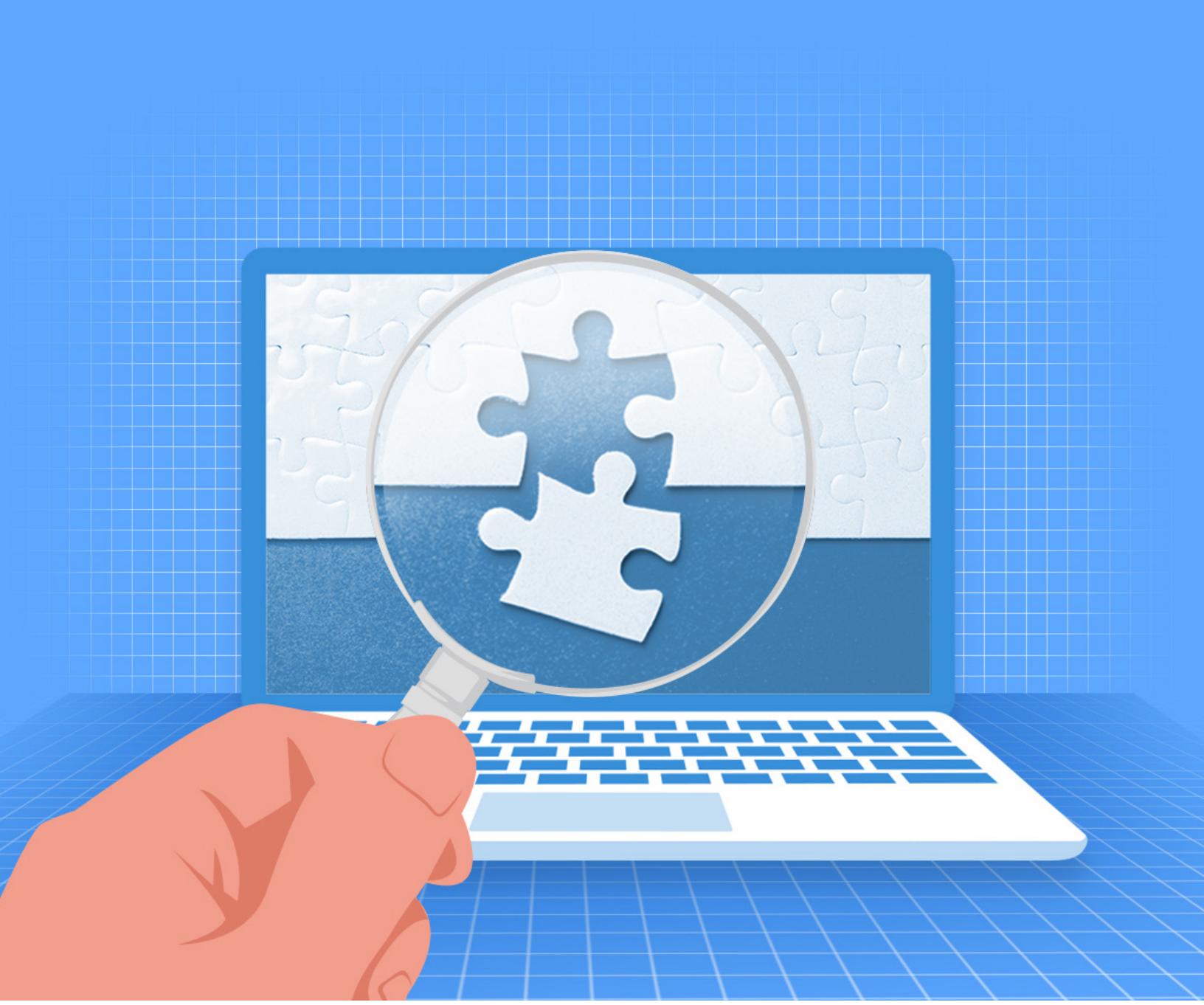


## Conclusion

Hopefully this chapter will help improve your local keyword strategy.

Always keep your local keywords in mind when working on all of your SEO initiatives.

These local keywords will go a long way toward helping you appear in Google's local pack – and helping consumers find you at the moment when they need you.



# How CallRail Can Fill in the Gaps of Your Keyword Research



**Melissa Garner**  
SEO Analyst, CallRail (SEJ Partner)

**With 81% of consumers researching online before making a purchase, your keywords strategy can make or break your business. But you can't be expected to know which keywords to target without first conducting some keyword research.**

Great – so how hard can that be?

As it turns out, pretty hard. An [Advanced Web Ranking \(AWR\) survey](#) found that digital marketers believe keyword research is one of the top three most challenging SEO tactics.

This might seem quite surprising.

A wealth of keyword research tools (like Semrush and Moz Keyword Explorer) have hit the market in recent years. However, no one tool in isolation can provide marketers with what they're looking for.

The same AWR survey showed that nearly 56% of marketers use two to four tools to execute their keyword research.

Common keyword research tools are fantastic at unearthing high-level, generic insights: what people are searching for, when, and in what volumes.

But this information alone can't power effective SEO. You have to dig deeper to understand why people are searching for a particular keyword while ensuring you're ranking as highly as possible for existing keywords that you're targeting.

In other words, you need to understand your users' search intent and analyze existing keyword gaps.

That's where CallRail comes in. This post will explore how the CallRail platform can fill your keyword research gaps, augment your existing strategy, and take your SEO to the next level.

# The 3 Traditional Types of Searchers

Search intent plays a crucial role in keyword research.

If you want your site to rank highly, you're going to have to mirror your visitors' sentiments, and the language they use, across your own site.

You have to know their search intent before creating content that answers their needs, which means you have to get familiar with these three types of searchers:

## Informational

These users are in the learning and researching phase.

They might want to read up on the benefits of multi-touch attribution versus last-touch models before they go ahead and pick an attribution provider.

Or, they're aiming for a specific site or brand – they simply want answers.

## Transactional

They're ready to engage in some form of transaction or commitment.

Transactional searches typically involve a product reference in their query. Some may be ready to buy, while others may be comparing prices.

Regardless, some exchange is – or will be – taking place, whether it's a monetary transaction or exchanging personal information for gated resources on a site.

## Navigational

Navigational searchers are looking for a specific brand of website, with their searches geared around landing on that particular site.

## Keyword Research: The Basics

Keyword research should be at the heart of your marketing strategy.

**Done well, and it will reveal crucial insights into your target market such as:**

- What keywords are people currently searching for?
- How many people are searching for them?
- Which format resonates best with your target audience?
- How do your competitors attract prospects to their websites?

There are five basic steps powering any effective keyword research strategy:

## 1. Ask Plenty of Questions

**Imagine you're an ice cream company. Among others, you'll want to find answers to the following questions:**

- What types if ice cream are people searching for?
- Who/which demographics are searching for these terms?
- What time of the year are people searching for ice cream (i.e., is this affected by seasonality?)
- How are people searching (mobile versus desktop)?
- What words are they using?
- What questions are they asking?
- Are there any other prominent factors influencing searches (i.e., looking for dairy-free, reduced sugar, or increased protein products?)
- Where are your potential customers located?

## 2. Use the Answers to Fill in Current Gaps in Your Strategy

The answers you receive to these questions will reveal clear areas where you can improve your existing keywords strategy.

For instance, you might see that there's a surprising volume of ice cream-related searches in the winter. When you do a little digging, you see that searchers are often looking for delicious recipes that combine hearty winter desserts (such as Christmas pudding or pralines) with ice cream.

You, therefore, decide to publish more recipe-based content during the winter months in a bid to attract this high volume but rarely targeted portion of searchers.

## 3. Discover New Keywords

Once you've covered the gaps in your existing strategy, it's now time to go out on the search for new keywords to rank for.

Enter common keywords into your keyword research tool and discover similar, related alternatives that you can also rank for and are popular amongst your searchers.

**Hint:** Pick a mix of high- and low-ranking keywords here. While high-ranking keywords are great at pulling in traffic, they're very competitive – though their less-competitive alternatives don't attract as much traffic.

## 4. Place Particular Emphasis on Long-Tail Keywords

Short-tail keywords are often more highly ranked than their long-tail counterparts. Which do you think pulls in more daily searches: “running shoes” or “size-9 women running shoes?”

However, fewer searches aren’t necessarily a bad thing.

**Short-tail keywords are often ambiguous – it’s hard to glean a searcher’s precise intent when they just enter the term “running shoes.”**

- Are they looking to research, review, or buy running shoes?
- Are they looking for men’s, women’s, or child’s shoes?

If you target the keyword “running shoes,” you’re likely casting too wide a net.

For instance, if you specialize in producing orthotic running shoes for kids with special medical requirements, you might accidentally attract adult runners who are just looking for a pair of standard, non-medically-optimized running shoes.

Attracting visitors isn’t the end goal of SEO. It’s all about attracting the right sort of visitors.

Long-tail keywords allow you to hone in on searchers that actually match your desired search intent instead of pulling in generic searchers that likely won't end up purchasing from you.

## 5. Take a Peek at What Your Competitors Are Up To

Your keyword research will generate a mountain of potential keywords that you can try to rank for. However, it's also a good idea to look at which keywords your competitors are ranking for.

For instance, there may be some particularly high-volume keywords that your competitors aren't currently ranking for – so you could create content specifically targeted at taking advantage of this.

Or, you might decide to go after keywords that your competitors are already ranking for. This is a more aggressive strategy, but if you play it right, the benefits could be large – you could effectively 'steal' the searchers that they'd worked so hard to attract in the first place.

## Where CallRail Comes In

CallRail's all-encompassing platform will augment your existing keyword strategy, revealing both your searchers' intent and giving you the ability to assess your existing keyword performance with ease.

### Find Out What Your Customers Really Want

Put simply, CallRail helps you unearth important keywords from all your conversations.

**Call Tracking** powered up with **Conversation Intelligence** instantly transcribes all your calls. AI-powered **Call Highlights** will then automatically highlight certain keywords and phrases that appear to be particularly important for each specific caller – allowing you to instantly identify their search intent.

You can also use **Automation Rules** to hone in on specific, high-interest keywords or phrases that you believe might pop up throughout your calls.

For instance, you might set a trigger for the term "visitor-level call tracking." Whenever either one of your agents or prospects mentions this term, it'll automatically be flagged.

Creating a set of potentially useful triggers will expedite the review process. Instead of searching through call transcripts, any instances where key, high-value keyword phrases are mentioned will automatically be highlighted.

Plus, **Call Tracking** will also reveal the specific language that callers use when discussing your industry/product.

Imagine your company sells a prototyping software tool.

You always refer to the tool as “code-free,” meaning users don’t have to understand how to code to use the tool. However, during your calls, you hear prospects consistently use the term “no-code.”

After doing some research, you see that this is a higher-volume keyword and so decide to try and rank for this term instead of “code-free.”

Or perhaps you’re successfully ranking for a certain keyword, but it’s not actually driving any conversions. Using the above example, you might bring in a ton of traffic and calls from the keyword phrase “no-code software.”

When you analyze your call transcript, though, you realize that callers were actually looking for no-code app development tools rather than no-code prototyping tools.

Therefore, this high-ranking (and seemingly successful) keyword is instead just attracting the wrong type of prospects – meaning you’re actually wasting time, effort, and money on acquiring them.

By routinely analyzing all your call transcripts with the help of [Call Tracking](#) and [Conversation Intelligence's Call Highlights](#), you can then begin to unearth large-scale insights into what’s truly important for your audience and why they’re calling.

This research should then guide all-new website copy and content that you produce going forward.

## Identify Problems That You Can Solve With Content

People that use search engines or ring up your business are looking for answers to their questions.

Once you know which questions your prospects are routinely asking – and which aren't being addressed by your website, meaning they have to call you up – you can then create content that fills these needs.

**Call Tracking** and **Conversation Intelligence** allow you to analyze thousands of calls long after callers have put down the phone, revealing macro-level insights into what your prospects are looking for.

Do transactional searchers ring up your business in droves wanting to find out more about your products and prices?

Write more product-related blogs going forward and make your pricing clearer on your website.

Do informational searchers want to find out which companies you've previously worked with and what impact you've had?

Create more case studies and splash more ROI-focused statistics in visible areas throughout your website.

CallRail makes it easy to identify what makes callers ring up your business, the information they can't find on your website, and the areas where you need to create new content.

In fact, 33% of respondents to the Advanced Web Ranking survey mentioned above cited content development as the single most effective SEO tactic.

## Know Which Pages Convert

By understanding which pages create high-value opportunities for your business – whether demo signups, inbound calls to your business, or even instant purchases – you can create more of this type of content going forward.

**Visitor-level Call Tracking** allows you to link all phone calls to the website pages that encouraged callers to visit. By using dynamic number insertions, you can ensure that every searcher/caller has their own tracking number assigned to them.

You'll therefore be able to directly map inbound callers to website pages that they visited and the keywords that attracted them to that particular site. This data will also help you optimize existing pages, improve those currently underperforming, and outline potential areas to create new content going forward.

Using **Call Tracking** to reveal which keywords drove leads helped **one CallRail customer** lower their customer acquisition costs by 66%.

What sort of impact would this have on your business?

## Take Your Keyword Strategy to the Next Level

There's no one all-encompassing tool that will solve all your keyword research needs.

Tools like Semrush and Moz Keyword Explorer are great at unearthing high-level insights about keywords themselves: which are ranking highly, which are currently underserved, and who searches for what, when.

However, they don't go one step further and identify why people search for particular terms.

They also provide no insight into your current keyword performance – meaning you might distractedly pursue new keywords instead of just improving your current efforts.

CallRail will augment your keyword research, plugging the gaps that currently exist in your SEO strategy.

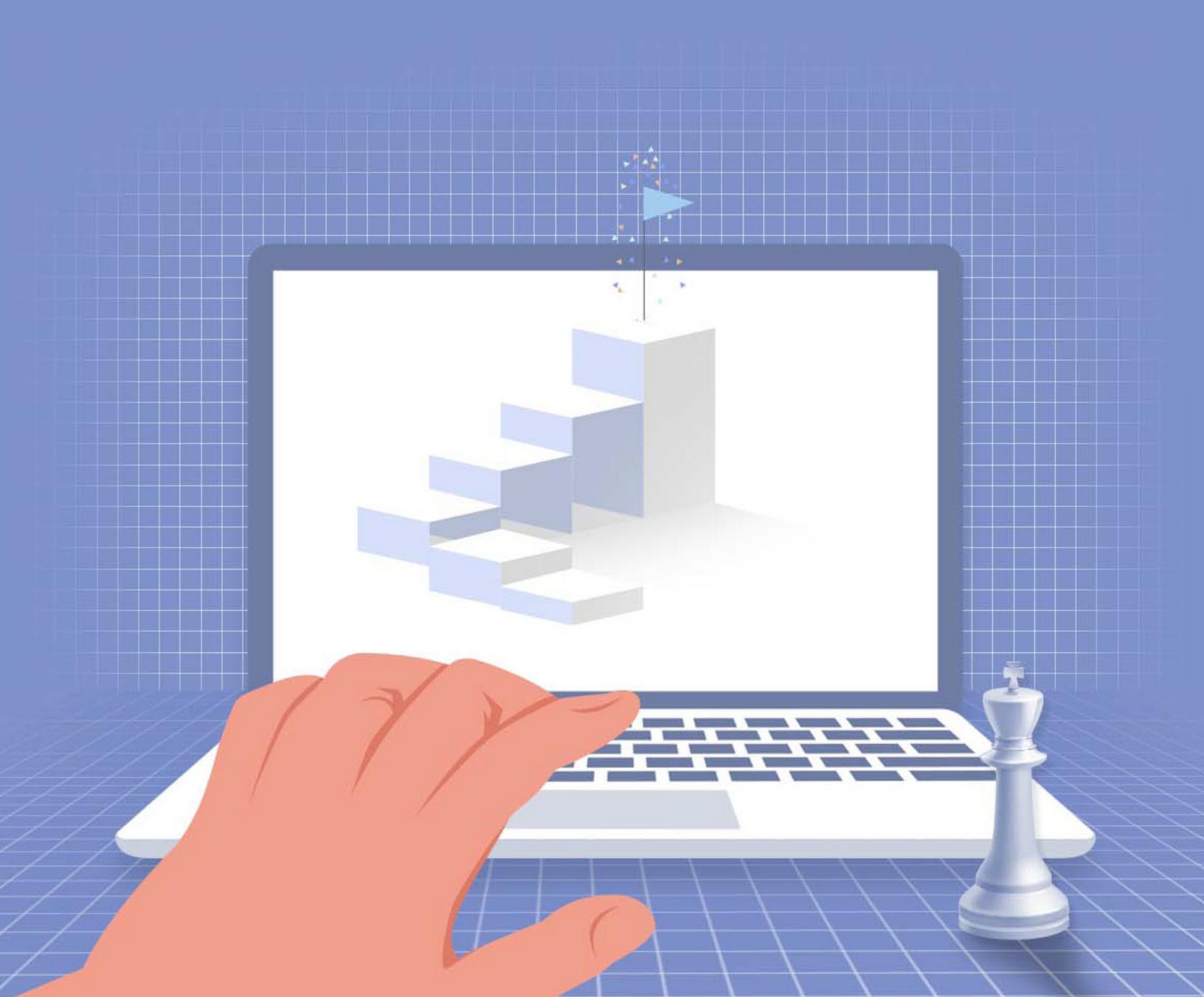
**Call Tracking, Conversation Intelligence, and Automation Rules** will help you identify what matters to your customers and highlight areas where you can provide content to fulfill their varying needs.

They will also reveal which pages are currently creating high-value opportunities, allowing you to pour more investment into successful content.

Best of all, they allow you to derive value from existing data. You've already got callers ringing up your business in droves. They're already telling you what they need and what they're struggling with.

With CallRail's all-encompassing suite of products, you can begin deriving instant value from these previously unexamined insights.

To get started, [\*\*sign up for our 14-day free trial today.\*\*](#)



## Chapter 3

# 3 Tips for Keyword Research & Content Localization Success



**Motoko Hunt**

President, International Search Marketing Consultant at AJPR

## Good localization is just good SEO.

Why?

Because having your content translated and localized specifically for your target market definitely helps that target audience find your content in the organic search results.

And, when they land on the page, it helps them to understand your products and the services and to take the actions you hope them to take.

Poorly translated content (i.e., content that wasn't created for the local audience's best interest) is more likely to struggle to have good visibility in the organic search results.

Localization projects can be expensive.

However, consider the alternative: a cheap, poorly translated website.

The results would be terrible – not just for SEO, but for the future of your business in that market.

## Using the Right Word Matters

Any local keyword research should always be conducted as the first step of the localization project.

Using the right word during the localization process will help you connect with the local audience better, which will impact the business's success in those markets.

The “right” word doesn’t mean that it is the word with the most search volume.

It means that it is the word that is commonly used in the local market by the target audience for the type of industry your business is in.

The word “analytics,” can be translated as “解析” or “アナリティクス.” Both are correct Japanese translations.

Let’s say you are trying to gain subscriptions for your analytics tool in Japan.

The audiences in the analytics industry will not have any problems with either of the words.

However, if you are going after small-mid sized business owners, especially someone older, they may never search using the word [アナリティクス] as their search query and will not find your content when they search for a tool.

# Challenges Many Foreign Website Owners Experience

## Translators

Just because a person is a native speaker does not mean he/she can write professionally in the local language.

Not everyone has good writing skills.

Adding the translation skill makes it difficult to find the right person for the job.

Some people use translation software to do the job when they are asked to translate the content (this happens more often than you might think).

Many companies choose to use in-house talent. It makes sense as they often have a better understanding of the content.

The issue, though, still remains – he/she may not be a good writer.

From an SEO standpoint, it is a concern that neither translator nor the in-house staff has an understanding of SEO.

Especially when a person is skillful about the writing and gets very creative on the localization work, the sentences get to be completely re-written, which may go against the content optimization best practices.

## Translation Project

Generally, the translation project is held independently.

The SEO and other teams rarely get to provide the necessary input to create optimized content using the right keywords. There are some companies that have an in-house team to review and edit the content translated by an outside agency.

If a company cares about optimizing the content, that is usually when the content optimization happens with quick keyword research by the local team.

While it could take a longer time for the content to be finally published on the local site, this probably a more reasonable process for many businesses.

## Local Content Maintenance

Unfortunately, another common challenge is maintaining local content.

Once the content is initially translated and localized with some keyword research, it is usually left as is and never updated – even though the content is always refreshed and new pages are added on a parent site.

The interests and the search terms of searchers can change surprisingly quickly, and the word on the site and even the content itself could become outdated.

The shift could come quickly and suddenly, even to some traditional businesses, as many learned during the COVID-19 pandemic.

Local businesses that adapt to such changes immediately can then update existing content or add new content to the site.

That is one of the biggest challenges for foreign businesses to stay competitive in other markets.

# Tips for Keyword Research & Content Localization Success

## 1. Create a Translation/Localization Process Incorporating Keyword Research & SEO

While SEO should not be the job of translators or content editors, having some SEO understanding makes it easier to launch local sites that perform well.

Create SEO guidelines for them to follow.

## 2. Always Monitor Website Performance

Once you launch the local site, monitor the performance.

Solve issues quickly as you identify them.

If the pages don't rank well, review the content optimization.

If the pages rank well but don't get much traffic or conversions, review the translation/message and user experience points.

Be sure to test the form, and other conversion points are functioning correctly in the local market in the local language.

### 3. Talk to Local Team & Contact Points

Through ongoing communication with the local team and other contact points, including sales reps, find out if they have noticed any changes in the local interests.

Ask them if the content on the site needs to be updated or changed. They may have seen the local competitors' recent activities.

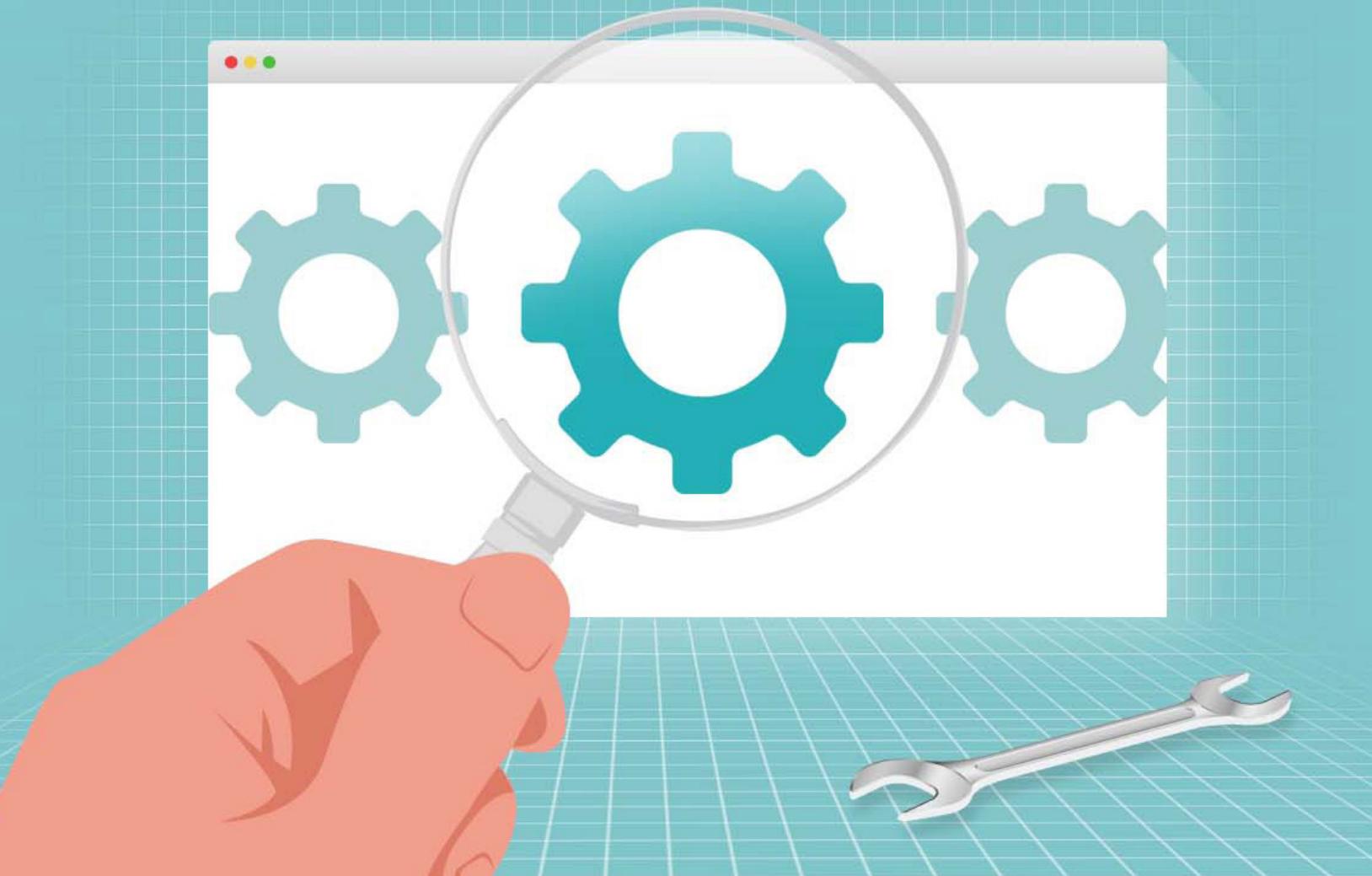
Encourage them to provide such feedback that may help grow the business in their market.

### The Takeaway

It's critical to effectively integrate localization, SEO, and content creation into a coordinated workflow.

The quicker this happens, the sooner you can realize greater efficiency and performance.

This collaborative process will enable the entire business to understand the needs and wants of consumers – improving product innovation, content engagement, and conversion.



## Chapter 4

# 10 Unique & Free Keyword Research Tools You Didn't Know You Needed



**Maddy Osman**

SEO Content Strategist at The Blogsmith

## **When it comes to SEO, keyword research is an important foundational step.**

It's easy enough to dismiss keyword research in favor of the more generalized "write great content" strategy.

The fallacy with this approach is that "great content" doesn't differentiate between people at different stages of the buyer's journey.

Keywords do.

You need to know what people search for and how they search.

For example, one of the initial stages in the buyer's journey involves seeking information. People type queries into a search engine that include phrases such as "how to," "ways to," and "guide."

The specific use of keywords changes the closer a person gets to buying (or converting).

For example, keywords that include “where to buy,” “discount,” and “sale” indicate a searcher who’s no longer in the consideration stage – they’re ready to buy now.

Because it comes from the world’s largest search engine, the Google Ads Keyword Planner tool tends to be the first one people think of for doing keyword research.

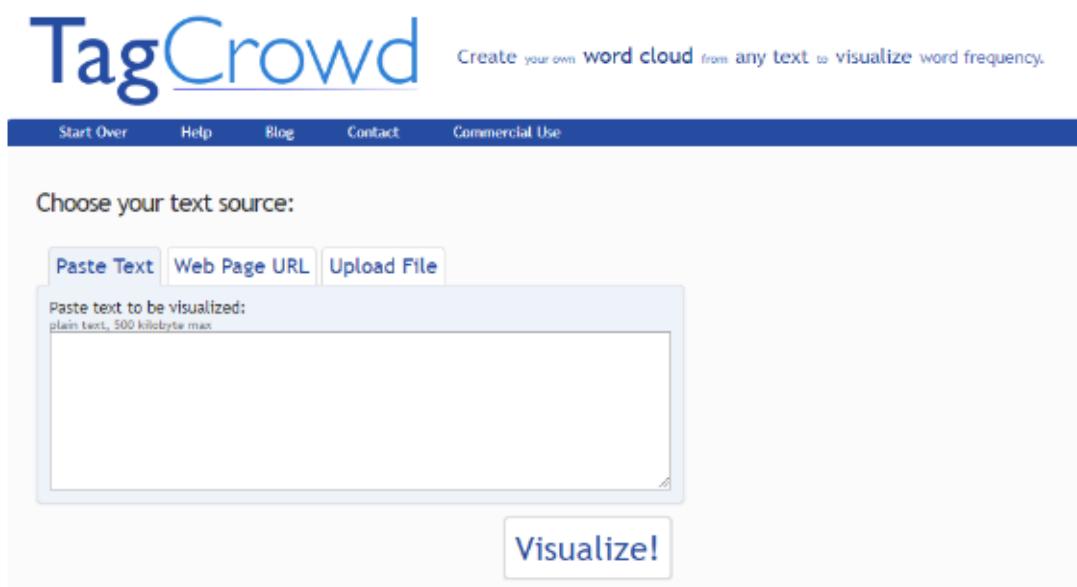
However, Google limits the amount of useful keyword data it gives away. It isn’t specific enough to take strategic action.

Furthermore, this keyword data is in many ways irrelevant for ranking in relevant organic search – it refers specifically to paid ads data.

Luckily, there are several other great **keyword research tools** available on the market: some free, some paid.

This list represents some of the most unique and free keyword research tool alternatives you’ll find – ideal for when you’re in a rut or have a special circumstance that requires more than the most well-known options.

## 1. TagCrowd



An important part of doing proper keyword research involves analyzing your competitors' content.

While there are tools like Semrush and Ahrefs that make this process easy, these popular options come with a hefty price tag for even the lowest cost plans: roughly \$100/month.

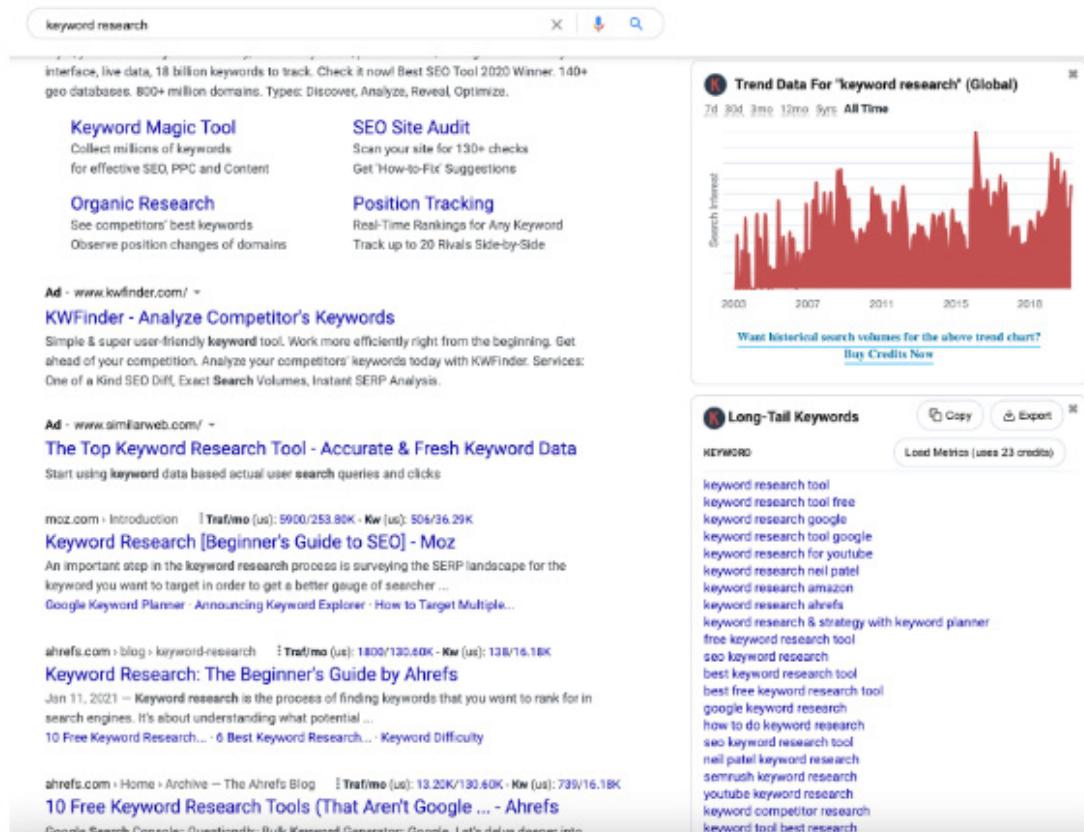
Not everyone – especially those whose primary job doesn't revolve around SEO – can justify this expense. If you're not already using any of these tools and are looking for a free alternative, consider TagCrowd.

The premise behind **TagCrowd** is simple: it allows you to visualize word frequency by creating word/text/tag clouds.

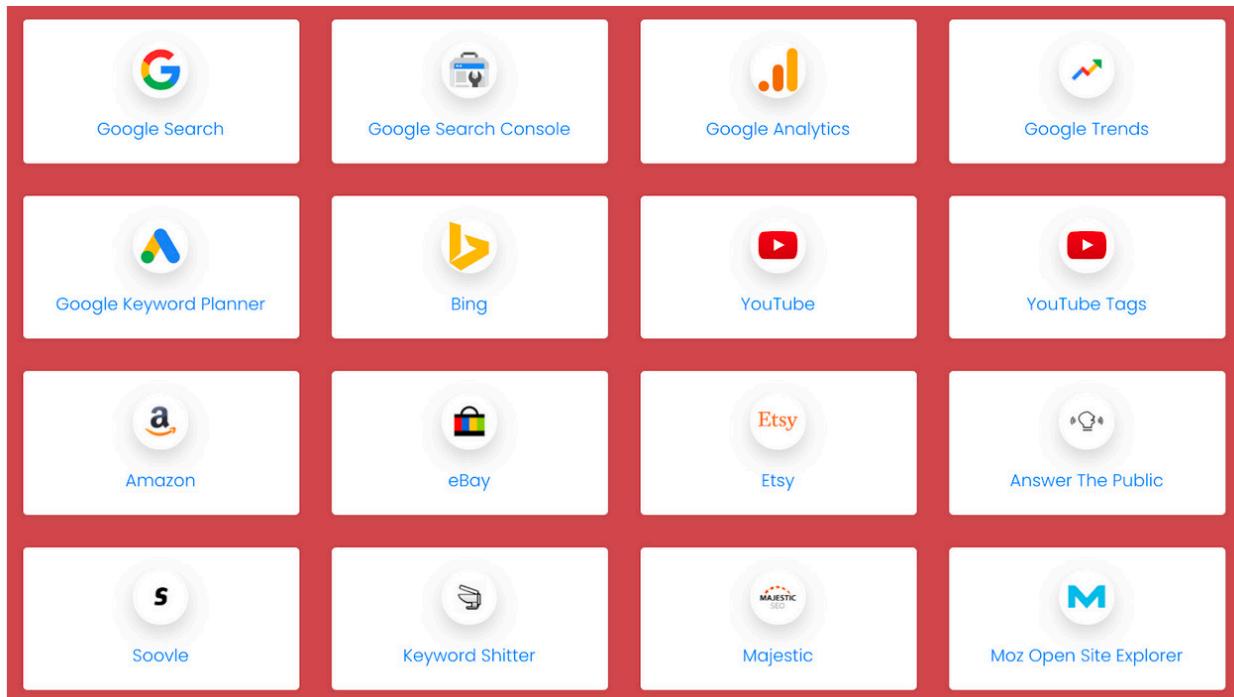
Being able to see a competitor's most frequent keywords for a given page can help you understand their keyword strategy – no expensive tools required.

TagCrowd is fairly straightforward to use. There are multiple ways to add and analyze content: upload a file, paste the webpage URL, or paste the page text.

## 2. Keywords Everywhere



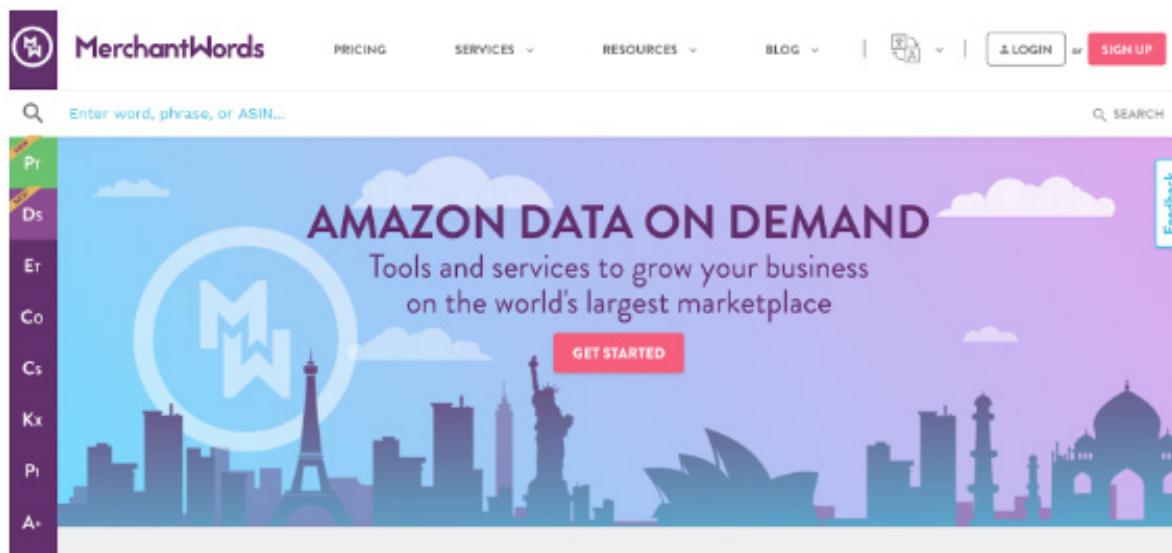
**Keywords Everywhere** is a free browser add-on for Chrome and Firefox that collates data from over 15 of the most popular keyword tools, including Ubersuggest, Answer the Public, Google Search, Google Analytics, and Search Console (among others).



When you enter a search query into Google, Keywords Everywhere shows you some basic but useful information, including Google keyword search volume and cost per click data.

Keywords Everywhere collates data from multiple sources, making it easy for you to access the most relevant data – download data in PDF, Excel, or CSV file formats.

## 3. Merchant Words



If you own an Amazon store, [Merchant Words](#) is the perfect keyword research tool for you.

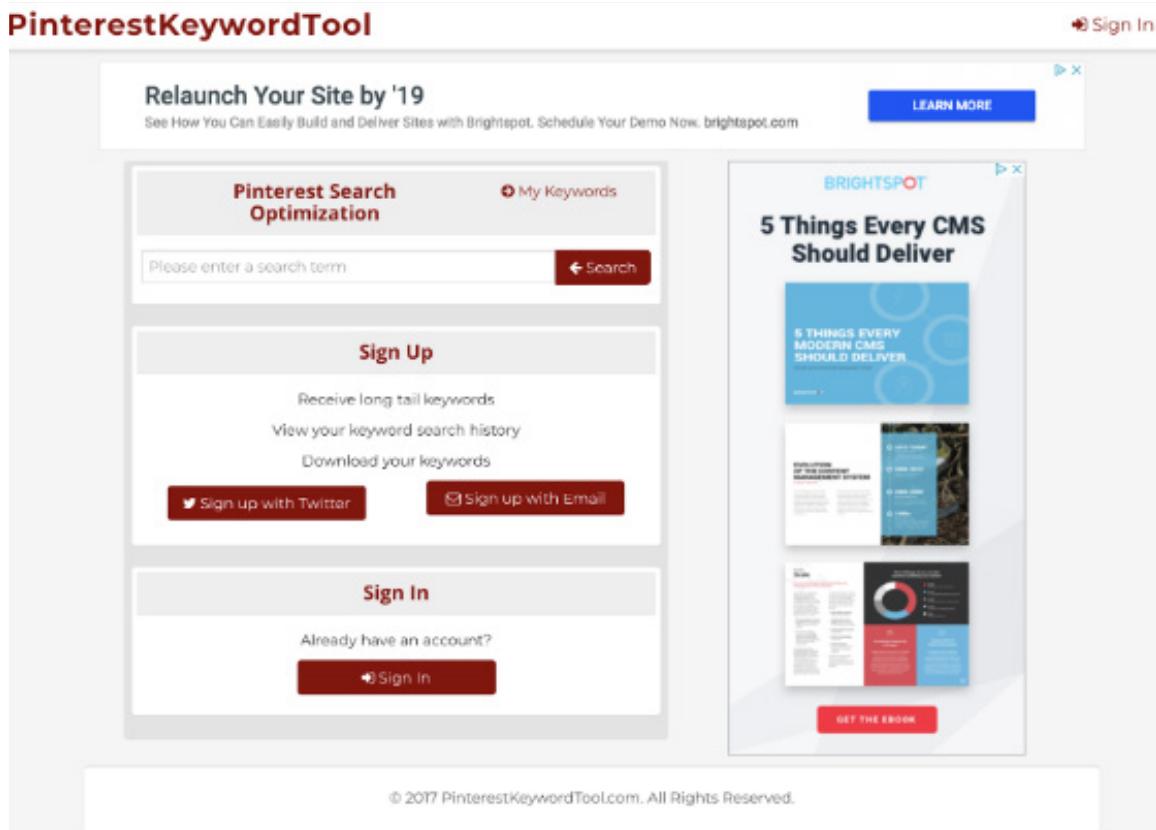
Merchant Words collects data from over 1 billion actual Amazon searches around the world. All of their keyword data comes directly from shopper searches in the Amazon search bar.

It calculates volume using a proprietary algorithm that takes into account site-wide Amazon traffic, search ranking, and current and historical search trends.

You can test out Merchant Words for free with a limited amount of keywords.

The paid version starts at \$29/month (for U.S. data only) and is \$149/month if you cater to a global audience. The pricing includes unlimited searches and CSV downloads, as well as 24/7 customer service support.

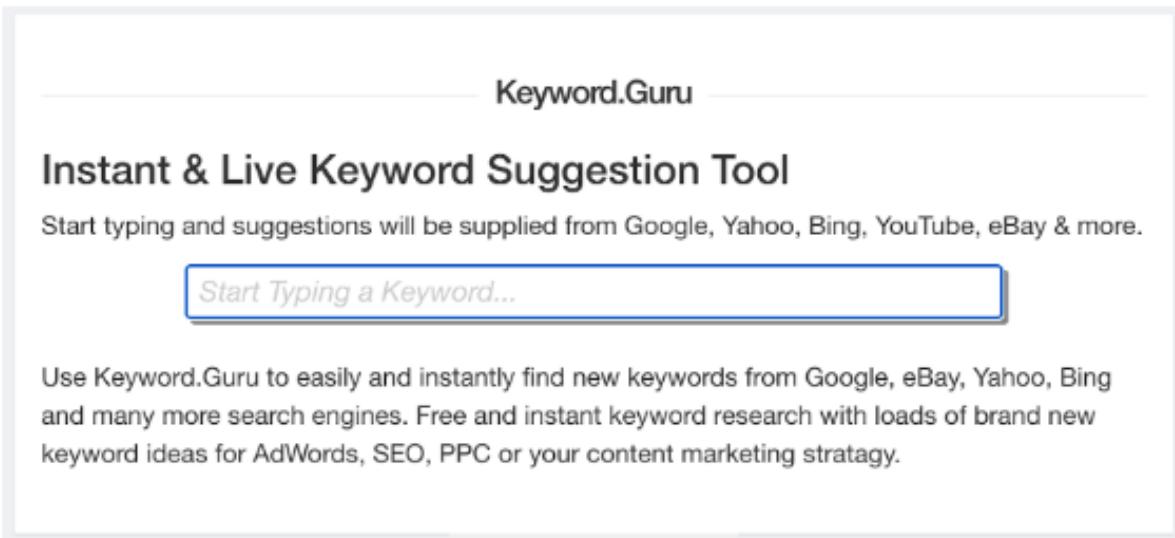
## 4. PinterestKeywordTool



At first glance, this tool looks kind of spammy. And to be fair, **PinterestKeywordTool** doesn't provide a lot of useful keyword data – especially in terms of search volume or ranking difficulty.

What it can tell you is if a keyword is popular on Pinterest and if there are any other long-tail keywords that you should consider.

## 5. Keyword.Guru



The screenshot shows the homepage of Keyword.Guru. At the top, it says "Keyword.Guru". Below that is a section titled "Instant & Live Keyword Suggestion Tool". It includes a note: "Start typing and suggestions will be supplied from Google, Yahoo, Bing, YouTube, eBay & more." Below this is a search input field with the placeholder "Start Typing a Keyword...". A descriptive text block states: "Use Keyword.Guru to easily and instantly find new keywords from Google, eBay, Yahoo, Bing and many more search engines. Free and instant keyword research with loads of brand new keyword ideas for AdWords, SEO, PPC or your content marketing strategy."

**Keyword.Guru** collates results from top search engines (Google, Yahoo, Bing) and ecommerce sites (Amazon, eBay).

Once you start typing, it delivers results based on what people are searching for in real-time.

Keyword.Guru does not display information regarding keyword search volume, but it does show you the most common searches for a seed keyword.

Using these real search results, you can infer which keyword phrases are most often used.

## 6. Keyword Shitter



[Download](#)

Positive Filter

Negative Filter

It does not take a genius to figure out what **Keyword Shitter** does: it spews out keywords like no tomorrow.

The program works by mining Google Autocomplete for queries.

Realistically, if you don't want that many keyword suggestions, you can narrow down the results by adding positive and/or negative filters.

## 7. Google Search Data

Is this suggestion unique? It depends on your level of awareness regarding the free keyword research tools available to you. But many forget about the wealth of data available without leaving Google.

There are three Google search features that can help you flesh out topics and article structure.

### Autocomplete



keyword research tools
X

- keyword research tools
- keyword research tools **free**
- keyword research tools **free online**
- keyword research tools **2020**
- keyword research tools **for seo**
- keyword research tools **for youtube**
- keyword research tools **for amazon**
- keyword research tools **list**
- keyword research tools **google**
- keyword research tools **for aso**

Google Search
I'm Feeling Lucky

Report inappropriate predictions

Google Autocomplete shares search suggestions that include various long-tail versions of your primary keyword based on actual user data.

## People also ask

### People also ask :

What tools do you use for keyword research?



What is the best free keyword research tool?



How do you research keywords?



How do I research keywords for free?



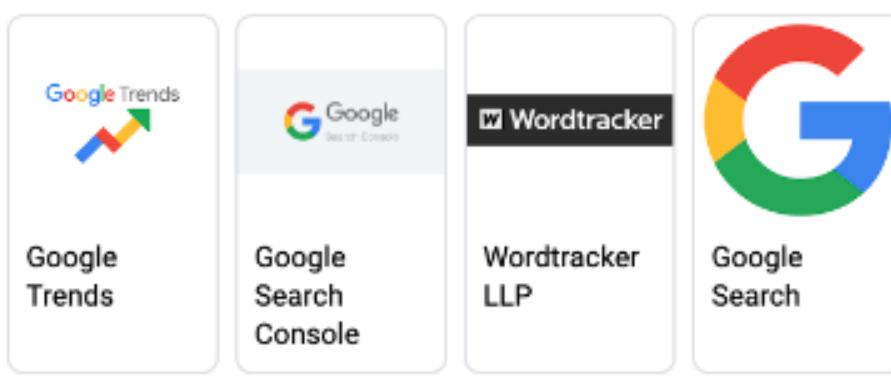
Feedback

People also ask is similar to Autocomplete, but instead of focusing on the long-tail versions of your keyword, it shares questions that searchers ask that relate to your keyword. These tend to be great subheadings and featured snippet ideas.

## Related searches

### Related searches :

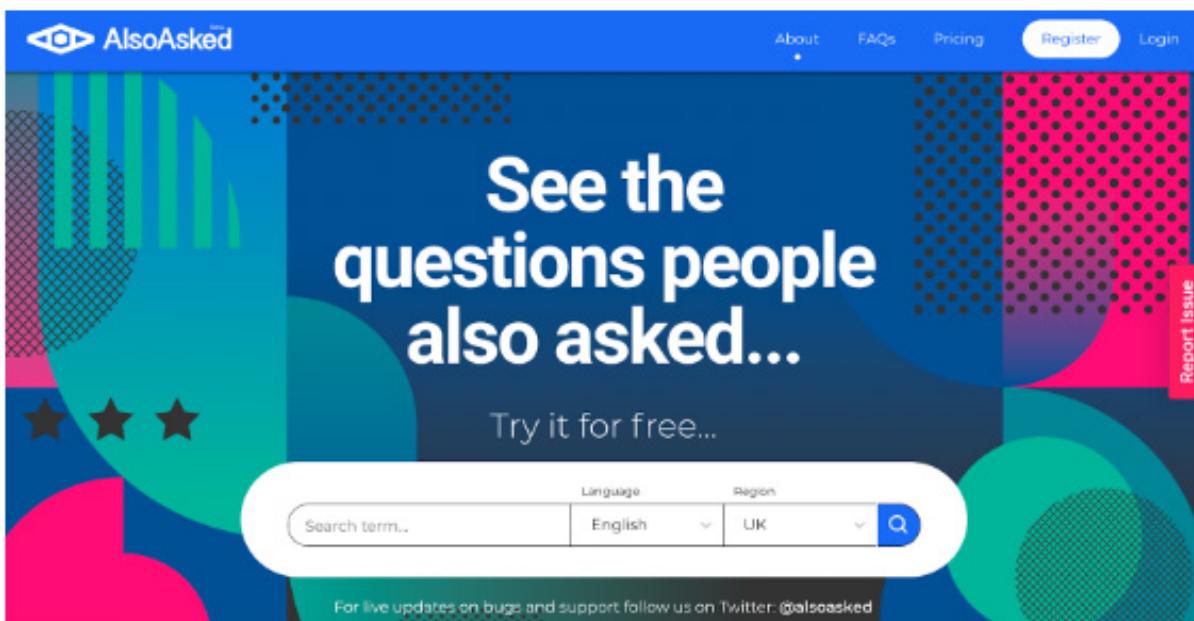
Free keyword research tool 2020



[See more](#)

(Searches) Related to displays entities that don't necessarily involve the same exact words as the primary keyword you typed in but are semantically related. They represent related topics that may make sense to bring up in your article based on what users are interested in learning.

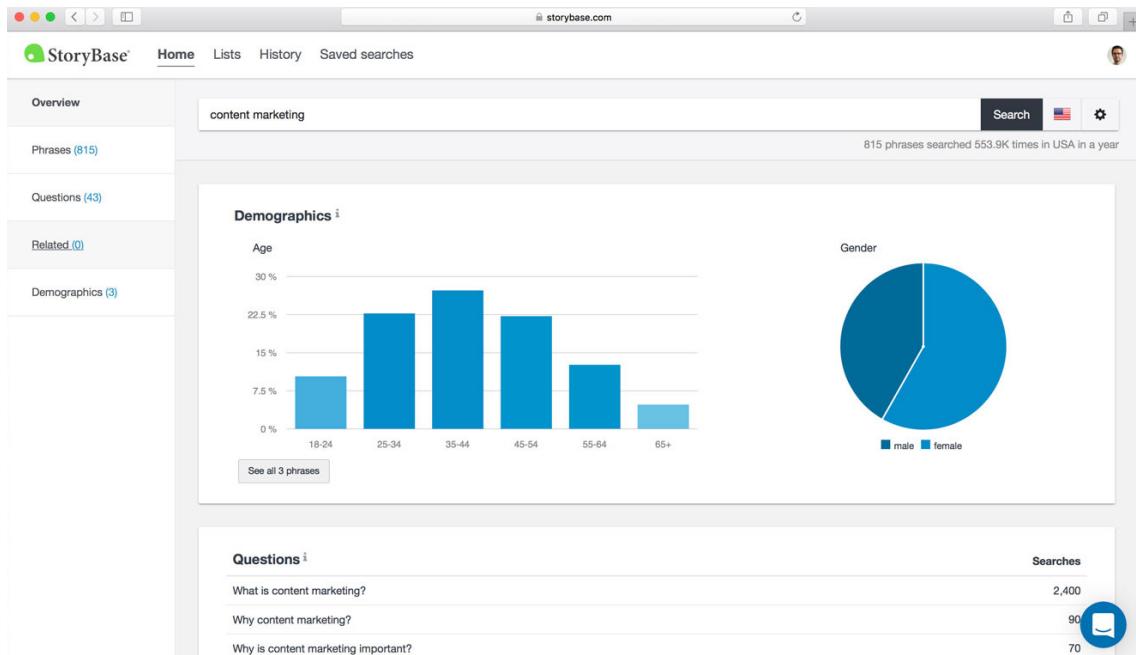
## 8. AlsoAsked



AlsoAsked is a freemium keyword research tool centered around People also ask Google data. It suggests relationships between topics with helpful visuals. You can download data as .CSV or .PNG files.

AlsoAsked is different but similar to AnswerThePublic in that both provide additional context to Google data, with AnswerThePublic focusing specifically on Autocomplete data.

## 9. StoryBase



**StoryBase** is a premium keyword research tool that focuses on the finer details around search intent and searcher characteristics. This is an excellent tool for brands that want to connect with their most ideal target audiences in search.

StoryBase maps various data points together to help you more quickly make sense of their relevance. A paid plan also grants access to various useful content analysis tools, including keyword performance and heatmaps.

## 10. Keyworddit

The Reddit Keyword Research Tool

Start typing in the [name of a subreddit](#) below and pick one from the auto-generated list. Then click "Get Keywords" to extract keywords from that subreddit. Subreddits with lots of comments have more keywords than those with little activity.

Get Keywords

**Keyworddit**, the Reddit keyword research tool, offers another opportunity to optimize your keyword research in terms of connecting with your target audience.

Diving into Reddit marketing isn't as complicated as some build it up in their minds to be. But you can't be effective until you've played around on the platform as a user. Once you do, you'll discover how Reddit can provide unique audience insights.

Research subreddits (groups) that represent the characteristics of your target audience. Then, run the subreddit names through Keyworddit to extract keywords that represent what engaged users are talking about most frequently.



## Results

[Export](#)

Keyword	Monthly Search Volume (U.S.)	Context
free wordpress themes	18100	<a href="#">Context</a>
content management system	9900	<a href="#">Context</a>
internal server error	3600	<a href="#">Context</a>
real estate sites	2900	<a href="#">Context</a>
advanced custom fields	2900	<a href="#">Context</a>
clear dns cache	2400	<a href="#">Context</a>
google analytics code	1900	<a href="#">Context</a>
content management systems	1900	<a href="#">Context</a>
stock photo sites	1600	<a href="#">Context</a>
html and css	1600	<a href="#">Context</a>
responsive wordpress themes	1600	<a href="#">Context</a>

Keyworddit is a goldmine for ideas. Note that search volume is based on Google search data, not Reddit search data.

## Conclusion

Keyword research is an important component of any good SEO strategy.

If ever, it no longer makes sense to rely solely on data gleaned from the Google Ads Keyword Planner tool.

The good news? There are plenty of paid and free keyword research tools to choose from.

While popular paid keyword research tools provide the most data (with the easiest route to uncovering it), free keyword research tools can still be quite insightful – without the hefty price tag.



# Local Keyword Strategies for a Proximity-Based Google



**Mark Luckenbaugh**  
CEO, Local Viking (SEJ Partner)

## In the current and future Google My Business (GMB) ecosystem, we are faced with quite a problem.

While keyword research somewhat remains unchanged, the way we use these keywords needs a bit of modification.

I wanted to share some cool little keyword research and content planning strategies exclusively with the SEJ audience. I did not even include them in our [\*\*100% free A-Z GMB Ranking Guide\*\*](#), which is considered an exhaustive resource for boosting GMB visibility.

This chapter will see us covering a few different “quick win” strategies to put together keyword maps and the content needed to best position your site to potential customers.

My core keyword research strategy is antithetical to other more complex processes and systems you might have encountered in your SEO journey. Therefore, I will skip the run-of-the-mill stuff where we cover finding commercial and informational keywords using rehashed tactics from years past.

I want to focus on some smaller “to-dos” that you can apply quickly to your campaigns that you might not have considered in the past, bolt-ons to supplement your core keyword/content strategy.

You might also see me conflating keywords directly with content plans and creation, and this is intentional. Keyword density and frequency do not have an overpowering effect as they did in past algorithm versions.

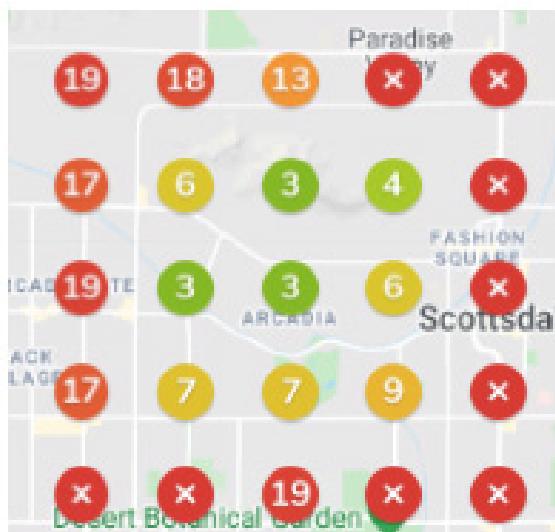
**So, while we still optimize our content with terms relevant to the page topic and intent in parity with high performing competitors, we are looking to do a bit more, including:**

- Creating content wrapped around specific query-based keywords and marking it up in a way that produces positioning for zero-click SERP formats, Q&A in SERPs, etc.
- Creating geo keywords and optimizing content to produce wider radii of visibility in your target market.
- Finding opportunities inside of your analytics for keywords and content that can bring more rankings and traffic.

# Intelligent Geo-Encompassing & Hyper Niche Topic Clusters

Modifying keywords with geos really might not seem like the most innovative local SEO concept – and it isn't.

That said, I want to drive the narrative that Geo topic clustering is smart and can be used to really push the radius of your GMB's rankings.



***GeoGrid from Local Viking*** shows the lack of visibility in this businesses service area.

I will give two quick examples of how you can leverage this to help rankings using examples from one of our agencies.

A roofer client realized they are missing rankings in some of their service areas and found a few were affluent neighborhoods.

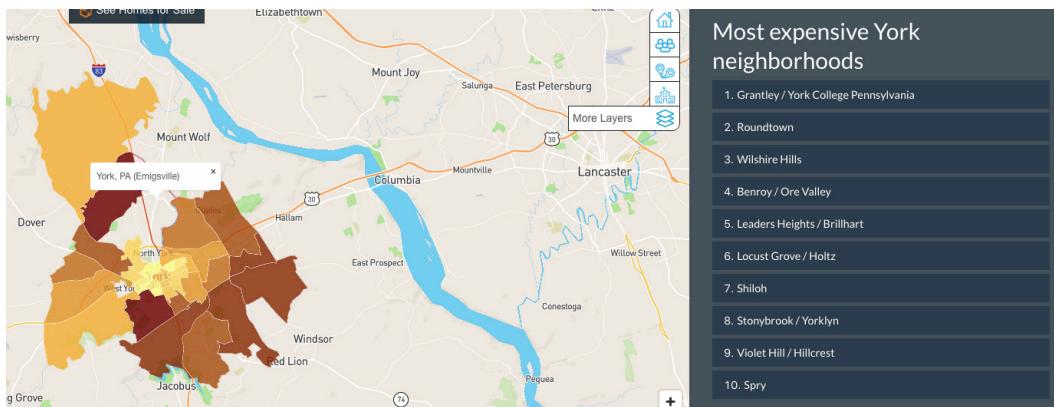
Checking back through their catalog of jobs completed, they can identify any jobs done in those areas and create content specific to that geo in a “gallery” style blog post.

We shift the focus keyword slightly from “roofer in {{city}}” to “roofer in {{job\_location}}”.

**Now, we obviously are not using the customer's address, but job\_location can be substituted with suburbs, neighborhoods, etc.**

- “Roofing project in East York”
- “New rubber roof in Shiloh”

If you are not inherently familiar with the area and are handling a majority of the research and content planning, using something like Neighborhood Scout can give you some quick data to start with.



#### REAL ESTATE IN POPULAR YORK NEIGHBORHOODS

[Violet Hill / Hillcrest](#)  
[Roundtown](#)  
[Wilshire Hills](#)  
[Grantley / York College Pennsylvania](#)  
[Spry](#)  
[Leaders Heights / Brillhart](#)  
[Locust Grove / Holtz](#)  
[Haines Acres / Yorkshire](#)  
[Benroy / Ore Valley](#)  
[Elmwood](#)

#### POPULAR REAL ESTATE NEAR YORK PA

[Dallastown, PA](#)  
[Elizabethtown, PA](#)  
[Marietta, PA](#)  
[Mount Wolf, PA](#)  
[New Salem, PA](#)  
[North York, PA](#)  
[Red Lion, PA](#)  
[Seven Valleys, PA](#)  
[Thomasville, PA](#)  
[Windsor, PA](#)

#### ZIP CODES IN YORK, PA

[17318](#)  
[17401](#)  
[17402](#)  
[17403](#)  
[17404](#)  
[17408](#)  
[17406](#)  
[17345](#)  
[17313](#)  
[17315](#)

Creating topic clusters around these specific areas to boost your GeoGrid rankings is a sure-fire way to use simple modifiers and content planning to accentuate your website and GMB's relevance to Google.

Some more ideas are specific news pieces from these hyper-local areas.

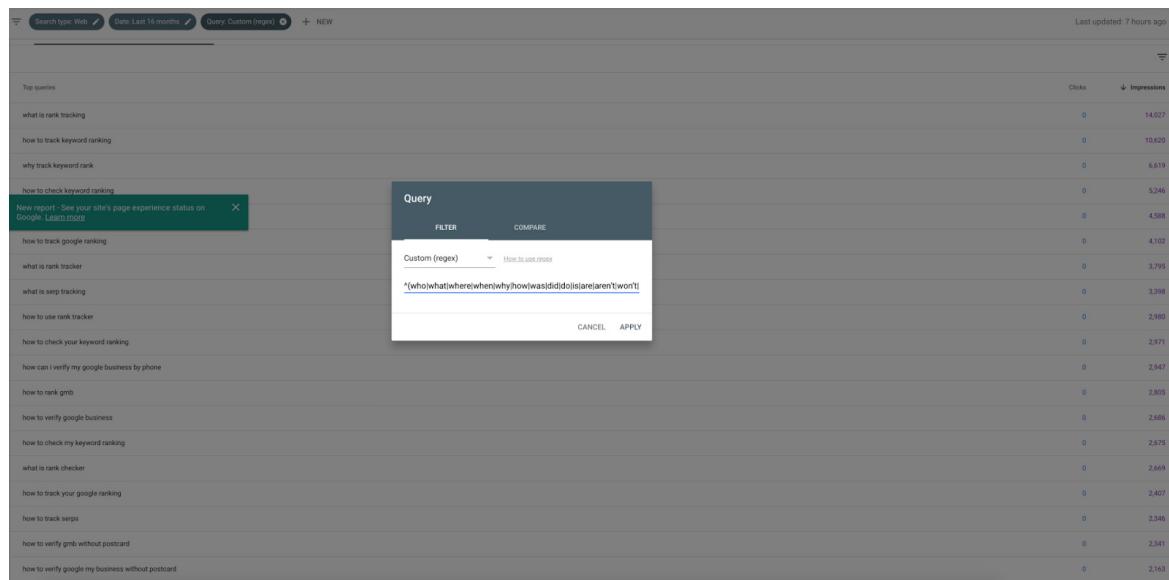
For example, if there was newsworthy storm damage from a specific neighborhood or highlighted portions of the city, you can use that to create topic clusters for the neighborhood, suburb, etc.

# Mining Queries & SERP Feature Keywords

Sometimes the best, most actionable data can be found right at home, in this case inside of our Google Search Console.

A new-ish development, Google [started offering regex filtering in their GSC product.](#) It allows us to mine potential query-based keywords out of the existing audit data for our website in a somewhat scalable manner.

Steve Toth from [SEONotebook](#) has a terrific little article that explains this in better detail and even gives you some regex you can swipe for you/your clients' keyword/content planning.



Using common question-based words in our regex line, we pulled a plethora of questions people are asking. I personally sort by impressions to gauge the priority of the content creation answering these questions.

Creating content that answers specific questions is a smart way to pull potential customers during various points in their purchasing/informational journey.

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	<b>4,372</b> % of Total: 0.14% (3,016,243)	<b>2,563</b> % of Total: 0.13% (2,046,134)	<b>00:00:41</b> Avg for View: 00:01:56 (-64.83%)	<b>396</b> % of Total: 0.06% (719,094)	<b>42.93%</b> Avg for View: 37.43% (14.68%)	<b>13.04%</b> Avg for View: 23.84% (45.31%)
1. <a href="#">/google-my-business/knowledge-base</a>	1,826 (41.77%)	1,263 (49.28%)	00:00:54	147 (37.12%)	46.94%	17.52%
2. <a href="#">/google-my-business/knowledge-base/general</a>	594 (13.59%)	323 (12.60%)	00:00:43	71 (17.93%)	29.58%	11.11%
3. <a href="#">/google-my-business/knowledge-base/ask/confirmation</a>	362 (8.28%)	54 (2.11%)	00:00:27	3 (0.76%)	33.33%	1.38%
4. <a href="#">/google-my-business/knowledge-base/ask</a>	351 (8.03%)	113 (4.41%)	00:00:44	15 (3.79%)	60.00%	5.13%
5. <a href="#">/google-my-business/knowledge-base/gmb-posting</a>	251 (5.74%)	160 (6.24%)	00:00:16	20 (5.05%)	40.00%	9.16%
6. <a href="#">/google-my-business/knowledge-base/service-area-business</a>	209 (4.78%)	151 (5.89%)	00:00:10	24 (6.06%)	45.83%	12.44%
7. <a href="#">/google-my-business/knowledge-base/citations</a>	198 (4.53%)	154 (6.01%)	00:00:28	32 (8.08%)	25.00%	11.62%
8. <a href="#">/google-my-business/knowledge-base/susensions</a>	158 (3.61%)	104 (4.06%)	00:00:37	28 (7.07%)	39.29%	16.46%
9. <a href="#">/google-my-business/knowledge-base/reviews</a>	143 (3.27%)	90 (3.51%)	00:00:23	20 (5.05%)	40.00%	16.08%
10. <a href="#">/google-my-business/knowledge-base/multi-location</a>	92 (2.10%)	69 (2.69%)	00:00:11	13 (3.28%)	46.15%	13.04%
11. <a href="#">/google-my-business/knowledge-base/ask/</a>	87 (1.99%)	15 (0.59%)	00:01:14	3 (0.76%)	33.33%	6.90%
12. <a href="#">/google-my-business/knowledge-base/industry-specific</a>	43 (0.98%)	41 (1.60%)	00:00:51	2 (0.51%)	100.00%	16.28%
13. <a href="#">/google-my-business/knowledge-base/</a>	20 (0.00%)	0 (0.00%)	00:00:25	0 (0.00%)	0.00%	0.00%

Questions are not just for informational queries and top-of-the-funnel interactions. In a lot of cases, you can mine keywords with very high buyer intent.

Another way to pull “People also ask” and “FAQ” SERP feature data quickly is through the organic research tab in Semrush (available for users).

I don't typically give this as my first recommendation because it can be price-prohibitive to smaller agencies and marketing teams.

That said, if you do happen to have Semrush as part of your stack, then extracting this data will be helpful.

The screenshot shows the 'Positions' tab in the Ahrefs tool. At the top, there are filters for 'Positions', 'Filter by keyword', 'Volume', and 'Domain doesn't rank'. Below these are summary metrics: 'Keywords 229 -14.87%', 'Traffic 760 -16', and 'Traffic Cost \$8.6K -21.49%'. A dropdown menu under 'Domain doesn't rank' is open, showing options: 'On SERP', 'Not on SERP', 'Domain ranks', and 'Domain doesn't rank' (which is selected). To the right, a sidebar lists various SERP features with their counts: Featured snippet (80), Local pack (234), Site links (235), People also ask (343), Top stories (15), Knowledge panel (97), Featured video (2), and FAQ (229).

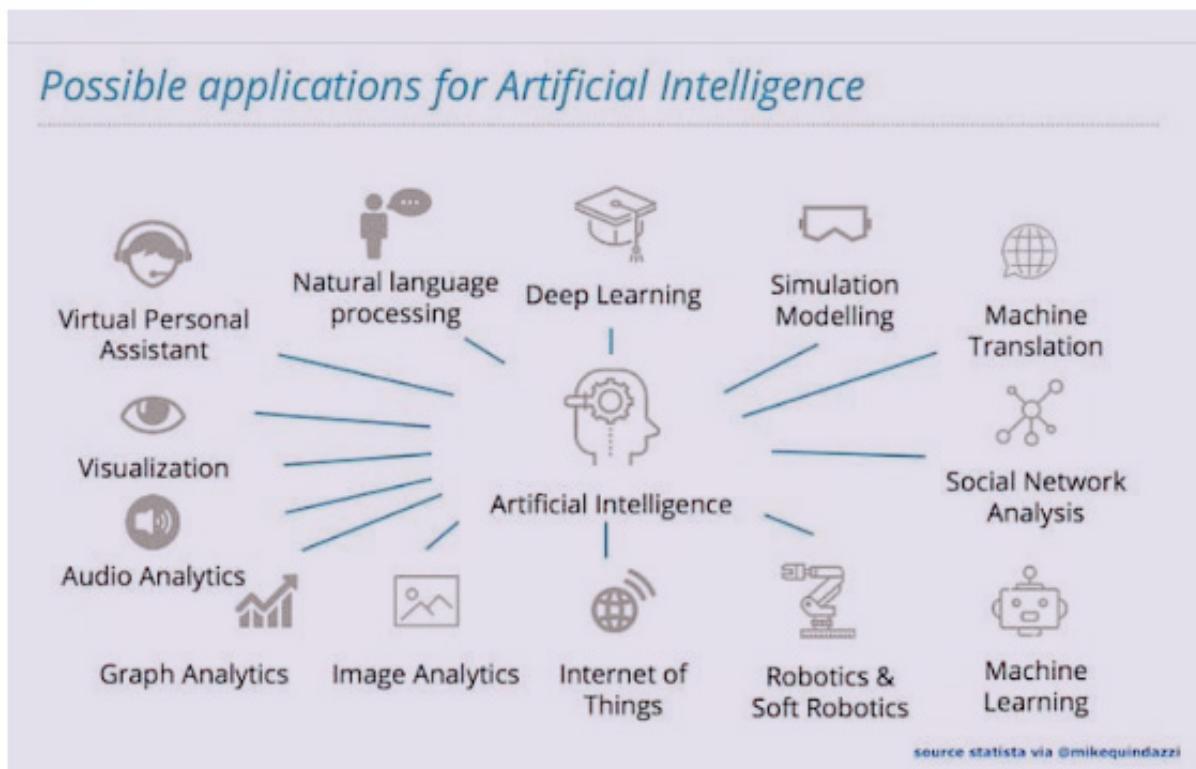
Setting the “domain doesn’t rank” to “People also ask” or “FAQ” will produce a list of the keyword opportunities that match this respective query.

<input type="checkbox"/> Keyword	SERP Features
> <input type="checkbox"/> + hoverboard popularity ▾	⚠️ ⚡ ⚡ ⚡ ⚡ ★
> <input type="checkbox"/> + shoulder surgery car accident settlement ▾	⚠️ ⚡ ⚡ ⚡ ★
> <input type="checkbox"/> + bite of boston locations ▾	📍 ⚡ ⚡ ⚡ ⚡ ⚡
> <input type="checkbox"/> + is marijuana legal in boston ▾	⚠️ ⚡ ⚡ ★
> <input type="checkbox"/> + federal employee workers compensation ▾	⚡ ⚡ ⚡
> <input type="checkbox"/> + distracted driving rules ▾	⚠️ ⚡ ⚡ ⚡ ★
> <input type="checkbox"/> + watertown health center nursing home ▾	⚡ ⚡ ⚡ ★
> <input type="checkbox"/> + motorcycle insurance boston ▾	📍 ⚡ ⚡ ⚡ ⚡ ⚡
> <input type="checkbox"/> + bmc court boston ma ▾	⚡ ⚡ ⚡ ⚡ ⚡ ⚡
> <input type="checkbox"/> + glen ridge medford ▾	⚡ ★ ?
> <input type="checkbox"/> + grosvenor park health center salem ma ▾	⚡ ⚡ ⚡ ★
> <input type="checkbox"/> + how does workers comp work in massachusetts ▾	⚡ ⚡ ⚡ ⚡ ⚡ ⚡

You will need to parse through some potentially irrelevant keywords that populate. However, it will leave you with a set of queries that generate these aforementioned SERP features, which you can further analyze for content optimization purposes.

Query-based keyword research is a great supplemental keyword research method that will reward you with massive spikes in your website's traffic.

# AI, ML, Semantic Research, and Additional Buzzwords for Keyword Research



Artificial intelligence (AI) is still young. Subsets of AI have emerged and are maturing, but we are still really young in application. A true, sentient AI that can perfectly mine keywords and extrapolate that data into actionable content plans just isn't in the cards.

One day? Sure. Almost definitely. Some would argue the AI could write the content better than humans as well.

Rewind back from the future and to present-day keyword research and content planning, however, and we are left with some helpful options that might not pave the way for the AI overlords of SEO, but definitely can help with your campaign planning.

One of my current favorite APIs to use, and one you can test out with zero technical experience, is [Google's NLP toolset](#).

## Natural Language API demo

Try the API

York, Pennsylvania

From Wikipedia, the free encyclopedia|

This article is about the Pennsylvania city. For other uses, see York, Pennsylvania (disambiguation).

[See supported languages](#)

ANALYZE

There are a near-infinite number of angles to take when adding content to be analyzed. Still, for the sake of keeping things somewhat locally themed, I am going to start by checking out some entity association as opposed to looking only for keywords. I will drop the content from this cities Wikipedia page into the tool and click “analyze”.

Entities	Sentiment	Syntax	Categories
<p>From Wikipedia<sup>66</sup>, the free encyclopedia<sup>83</sup> This article<sup>14</sup> is about the Pennsylvania<sup>3</sup> city<sup>9</sup>. For other uses<sup>229</sup>, see York<sup>1</sup>, Pennsylvania<sup>3</sup> (disambiguation)<sup>230</sup>. York<sup>1</sup>, Pennsylvania<sup>3</sup> City YorkPaStrandCapital.<sup>30</sup> jpg Wm Goodridge House.<sup>141</sup> JPG YorkPaTwinsSign.<sup>29</sup> jpg York<sup>1</sup> Meeting<sup>133</sup> WSW.<sup>416</sup> JPG Clockwise<sup>417</sup> from top left<sup>231</sup>: Appell Center for the Performing Arts<sup>130</sup>, William Goodridge<sup>11</sup> house<sup>61</sup>, York Friends Meeting House<sup>115</sup>, and welcome sign<sup>173</sup> Nickname(s)<sup>201</sup>: The White Rose City Location<sup>1</sup> in York County<sup>4</sup> and the U.S.<sup>24</sup> state<sup>41</sup> of Pennsylvania<sup>3</sup>. Location<sup>116</sup> in York County<sup>4</sup> and the U.S.<sup>24</sup> state<sup>45</sup> of Pennsylvania<sup>3</sup>. York<sup>1</sup> is located in PennsylvaniaYorkYork Location<sup>262</sup> in Pennsylvania Show<sup>233</sup> map<sup>174</sup> of Pennsylvania Show<sup>233</sup> map<sup>176</sup> of the United States<sup>24</sup> Show<sup>134</sup> all Coordinates<sup>232</sup>: (39<sup>2097</sup> ° 57<sup>2209</sup>' 46<sup>3148</sup>" N (76<sup>2703</sup> ° 43<sup>2620</sup>' 41<sup>2878</sup>" WCoordinates<sup>421</sup>: (39<sup>2750</sup> ° 57<sup>3335</sup>' 46<sup>3327</sup>" N (76<sup>2227</sup> ° 43<sup>3304</sup>' 41<sup>3382</sup>" W Country<sup>49</sup> United States State<sup>107</sup> Pennsylvania County<sup>3</sup> York<sup>1</sup> Laid out (1741<sup>1640</sup>) (1741<sup>2441</sup>) - Borough September 24, 1787<sup>1641</sup> (24<sup>3373</sup>, 1787<sup>2493</sup> - City January 11, 1887<sup>1642</sup> (11<sup>3144</sup>, 1887<sup>3082</sup> Government<sup>175</sup> Mayor<sup>18</sup> Michael Helfrich<sup>18</sup> (D<sup>422</sup>) Area<sup>64</sup> (1<sup>2643</sup>) * City<sup>31</sup> 5.34<sup>2046</sup> sq mi (13.84<sup>3372</sup> km2) * Land<sup>202</sup> 5.29<sup>2973</sup> sq mi (13.71<sup>2927</sup> km2) * Water<sup>178</sup> 0.05<sup>2742</sup> sq mi (0.13<sup>2857</sup> km2) Population<sup>98</sup> (2010<sup>1643</sup> 2010<sup>2648</sup>) * City<sup>32</sup> 43,718<sup>2253</sup> * Estimate<sup>162</sup> (2019<sup>1644</sup> 2019<sup>2281</sup>) [2<sup>2903</sup>] 43,932<sup>3222</sup> * Density<sup>179</sup> 8,300.02<sup>3116</sup> /sq mi (2,204.61<sup>3306</sup> /km2) * Urban 232,045<sup>2466</sup> Time zone<sup>235</sup> UTC-5<sup>345</sup> 5<sup>2539</sup> (EST) * Summer (DST) UTC-4<sup>346</sup> 4<sup>2458</sup> (EDT) ZIP code<sup>183</sup> ZIP code 17401<sup>2020</sup> 17401, 17403, 17404, 17405<sup>50</sup> 17401<sup>2121</sup>, 17403<sup>2021</sup> 17403<sup>3259</sup>, 17404<sup>2022</sup> 17404<sup>2744</sup>, 17405<sup>2023</sup> 17405<sup>2116</sup> Area code<sup>50</sup> (s) 717<sup>2733</sup> and 223<sup>2932</sup> FIPS code<sup>182</sup> 42<sup>3156</sup> - 87048<sup>2024</sup> 87048<sup>2921</sup> Website<sup>203</sup> www.yorkcity.org York<sup>1</sup> Pennsylvania German<sup>378</sup> (Yerrick<sup>432</sup>), known as the White Rose City<sup>1</sup> (after the symbol<sup>238</sup> of the House of York<sup>144</sup>), is the county seat<sup>143</sup> of York County<sup>4</sup>, Pennsylvania<sup>3</sup>, United States<sup>24</sup>, [3<sup>3323</sup>] located in the south-central region<sup>131</sup> of the state<sup>47</sup>. The population<sup>81</sup> within York<sup>1</sup>'s city limits<sup>239</sup> was 43,718<sup>2314</sup> at the 2010<sup>1645</sup> 2010<sup>2051</sup> census<sup>90</sup>, a 7.0<sup>2485</sup> % increase<sup>240</sup> from the 2000<sup>1646</sup> 2000<sup>2694</sup> census count<sup>51</sup> of 40,862<sup>3296</sup>. When combined with the adjacent boroughs<sup>184</sup> of West York<sup>1</sup> and North York<sup>38</sup> and surrounding Spring Garden<sup>347</sup>, West Manchester<sup>289</sup>, and Springetsbury<sup>266</sup> townships<sup>74</sup>, the population<sup>82</sup> of Greater York<sup>39</sup> was 108,386<sup>2313</sup>. York<sup>1</sup> is the 11<sup>3305</sup> th largest city<sup>1</sup> in Pennsylvania<sup>3</sup> [(4<sup>3139</sup>] Contents<sup>91</sup> 1<sup>2970</sup> History 1.1<sup>2432</sup> Architecture 1.2<sup>2673</sup> 18<sup>3268</sup> th century 1.3<sup>2108</sup> 19<sup>2471</sup> th century 1.4<sup>3390</sup> 20<sup>2222</sup> th century 1.5<sup>2665</sup> 21<sup>3198</sup> st century 1<sup>2689</sup> - 5<sup>3043</sup> 1<sup>2142</sup> Politics<sup>164</sup> 2<sup>2266</sup> Local corporations<sup>187</sup> and industry<sup>166</sup> 3<sup>2504</sup> Geography<sup>204</sup> and climate<sup>137</sup> 4<sup>3015</sup> Demographics 5 Culture 5.1<sup>433</sup> 5<sup>2309</sup> Culture 5.1<sup>2388</sup> Fairgrounds<sup>109</sup> and vendors<sup>185</sup> 5.2<sup>2132</sup> Theatre 5.3 Heritage 5.4 Music 5.5 Shopping 6 Education 7 Fire department<sup>291</sup> 5.3<sup>2615</sup> Heritage 5.4<sup>3376</sup> Music 5.5<sup>2600</sup> Shopping 6<sup>2600</sup> Education 7<sup>2600</sup> Fire department 7.1<sup>2600</sup> Station locations<sup>2600</sup> and apparatus<sup>8<sup>2600</sup></sup></p>			

This can take a bit of parsing, but you can find a lot of recognized entities that are hyper-specific to the geo for which you are optimizing.

Structuring local content, as I covered in the first section of this chapter – with mentions and integration of these terms into your content – can help show Google a semantic web of topics and entities that share a commonality, which is niche/geo/etc.

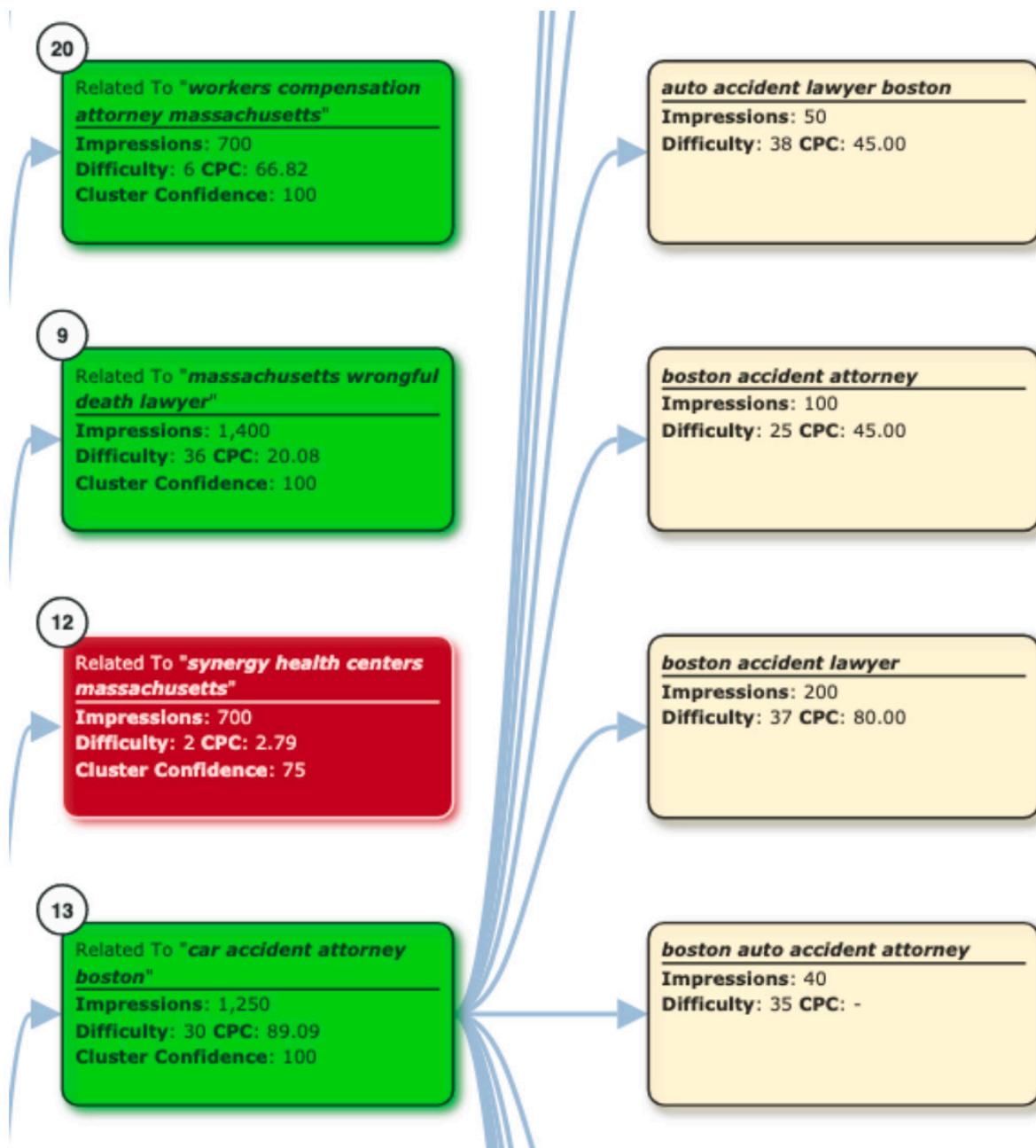
To assist with keywords, silos, architecture, etc. I like **Keyword Cupid**.

I am in no way associated financially or otherwise with this tool, but I have had the privilege of chatting with the developer and founder, Lefteris, on multiple occasions.

He brings a unique and refreshing perspective to the SEO world by using and allowing less tech-savvy users to leverage authentic machine learning in their search campaigns.

Like most platforms that misuse terms like AI and ML in their marketing because it is the “trendy” thing to do, it is not just jargon and rabble. They are bringing the power of ML to our fingertips.

At the moment, I use this as a second-layer keyword tool, not that you have to, but it works great for picking up some additional keyword ideas for topic clusters you can add to sites.



You can also run an additional command inside the tool to layer competitive data over the silo cards in the above mind map view, which is super helpful.

Keep in mind, the output of data from models like this is not going to be perfect. It will need a human eye and a layer of logical judgment.

The screenshot shows a user interface for keyword research. At the top left is a blue button labeled "B.Y.O.D. Report ▾". To its right is a search bar with the placeholder "Report Name" and a note below it: "Enter a descriptive name for your report". Below these are two dropdown menus: "Select Data Provider" and "Select Data Type", both with a downward arrow icon.

**Upload Your Own Data**

Under "Select Data Provider", there is a text input field containing "0" and a note: "Which tool did you use to get your data?". Under "Select Data Type", there is a text input field containing "---" and a note: "What type of report are you going to upload?". To the right of these fields is a "Browse" button.

Below these fields is a note: "Max number of keywords you wish to pull from your input data." To the right is a note: "Upload your data with the keywords you wish to cluster.".

**Customize Report (Optional)**

Below this section is a note: "You may customize your research for device, location and search engine." and "If choose to forego these customizations our reports will default to the *pre-selected settings*.  
✓

**Serp Spy (Optional)**

Below this section is a note: "Do you want to scrape the top SERPs for each keyword and collect statistics such as average word count, average H2s, etc. for each keyword?  
\* Each keyword uses 0.5 credits to scrape the content of its top SERPs.  
✗

**On-Page Optimization (Optional)**

Below this section is a text input field with "Add target URL..." and a plus sign (+) button to its right.

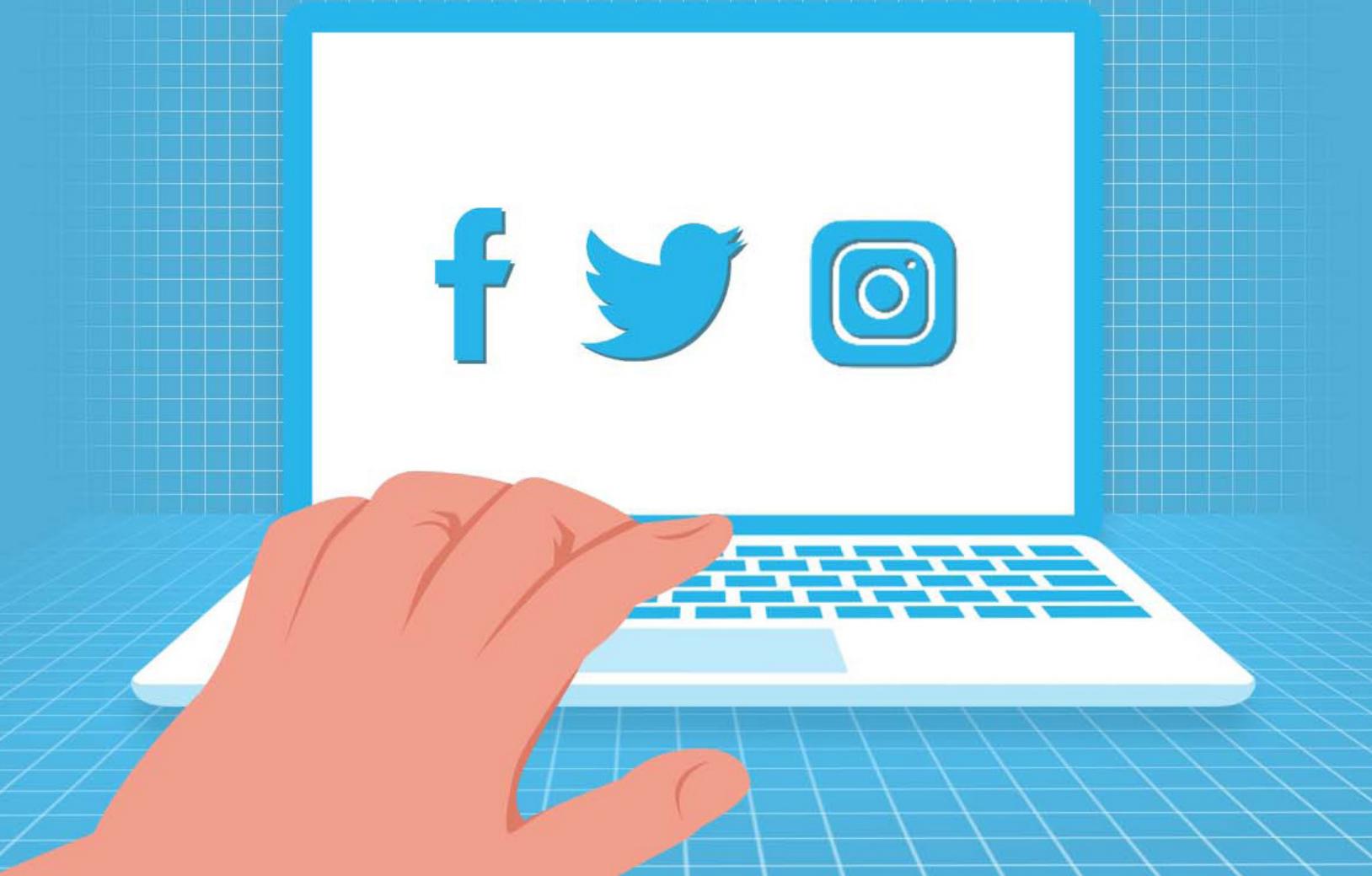
At the bottom center are two buttons: "RUN NOW" (in red) and "Nevermind" (in dark grey).

Projects are simple to set up, and the tool is self-explanatory. Options like this make it simple for SEO pros to participate in the excitement of ML without having to bear the burden of training their own models and dealing with the neverending headaches that come with training in-house ML toolkits.

Once you have a strong keyword and content plan, it is time to amplify your efforts and turn this foundational work into visibility and new business.

Check out our free resources at [LocalVIking.com](https://LocalVIking.com) to help you take your Local SEO/GMB game to the next level.

We are also always available to answer questions in our [Facebook group](#).



## Chapter 5

# How To Use Social Media for Keyword Research



**Anna Crowe**

Assistant Editor at Search Engine Journal

# Need some new, hot, steaming keywords to target?

Yeah, me too.

If you're like me and are tired of using the same keywords as everyone else, it's time to dig into social media.

I know social might not be the first thing that comes to mind when you think about keyword research – but it can be an awesome source for long-tail and high-traffic keywords.

Here's why:

The average person spends nearly [\*\*three hours of their day on social media\*\*](#), and social platforms are steadily gathering information about what we do, who we like, where we go, and what type of content makes us click.

Which makes it like walking into a room of puppies for keyword research.

Let's look at eight ways you can leverage social media to uncover keywords to inspire content, target PPC ads, or for SEO.

# 1. Use Facebook Ad Targeting Options for a Peek into Audience Behavior

Even if you know who your target audience is, there's a good chance you don't know everything about them.

But Facebook does.

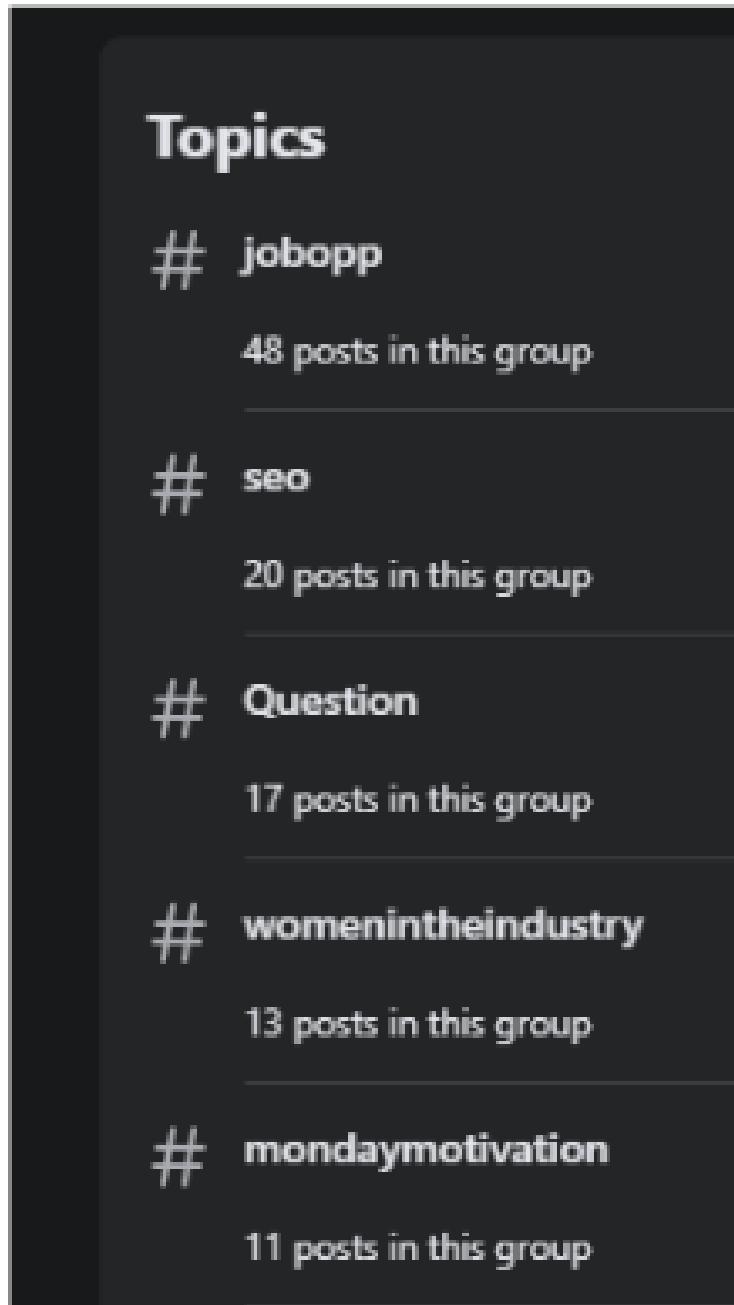
The social platform is where most of us share details about our lives, our jobs, what shows we like, what topics we are interested in, and what products we buy.

Facebook gathers all that data for ad targeting. However, it can also be used for keyword research and finding related topics.

## Using Facebook targeting options, you can learn about your audience's:

- Location.
- Age.
- Gender.
- Interests.
- Relationship status.
- What languages they speak.
- Education level.
- Where they work.

**Tip:** Facebook groups are another great source for key terms. Look for “popular topics” in industry groups for keyword ideas:



## 2. Dive Into Twitter's Search Functionality

Ah, Twitter.

Home of bite-sized content, breaking news, and some weirdness, too.

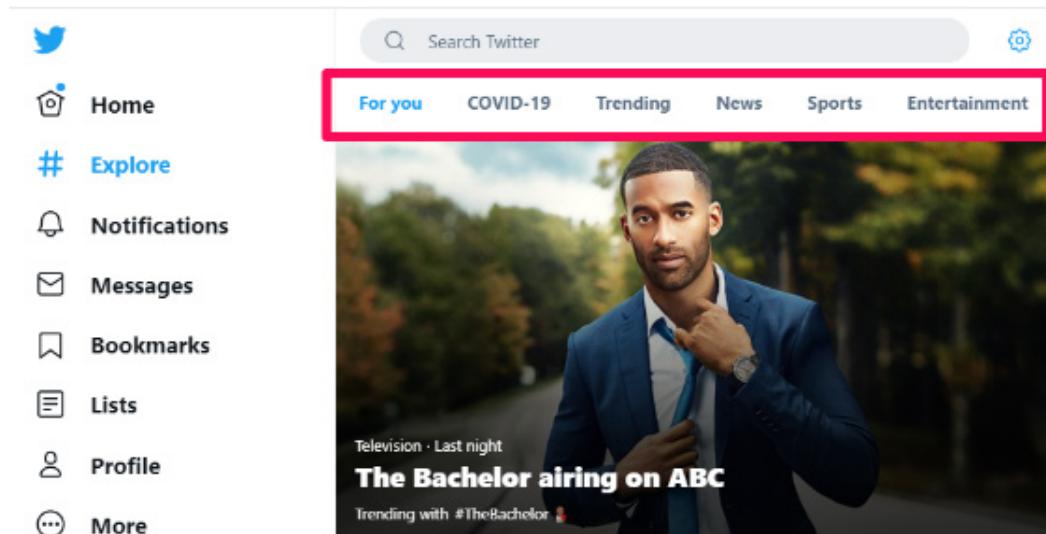
Unlike other platforms, where content might stay fresh for several hours (or even several days), Twitter trends move in almost real-time.

It makes Twitter ideal for finding timely key terms.

To find interesting topics, head to the “explore” section.

You'll see several options – pay special attention to the topics under “for you” and “trending.”

These are topics that people in your area and industry are talking about.



The one drawback to this strategy is it isn't as useful if you aren't already active on Twitter.

If you are, however, Twitter is a treasure trove for topic ideas and long-tail keywords you can use in SEO.

### 3. Search Instagram Hashtags to Discover Relevant Content

What started as a way to share photos of dogs and avocado toast is now a bonafide search engine thanks, in part, to hashtags.

Head to Instagram and search for key terms you want to target, then take a look at the other hashtags users add to posts.

Let's say you want to post about SEO content. Search for #SEO, then look at hashtags recent posts are using.

The first few posts were spammy, so I skipped those. A few posts in, I found one using these hashtags:

```
#marketing #digitalmarketing  
#digitalmarketingtips  
#digitalmarketingagency  
#digitalmarketingexpert  
#marketingstrategy #marketingtips  
#marketingagency  
#marketingconsultant  
#marketingideas  
#marketingforsmallbusiness  
#marketingforthenow  
#marketingforbusiness  
#marketingforbeginners  
#marketinghacks #marketinghack  
#marketingtricks #marketer  
#marketers #seo #seomarketing  
#contentmarketing #contentcreation  
#seotips #contentcreators  
#contenttipsandtricks #contenttips
```

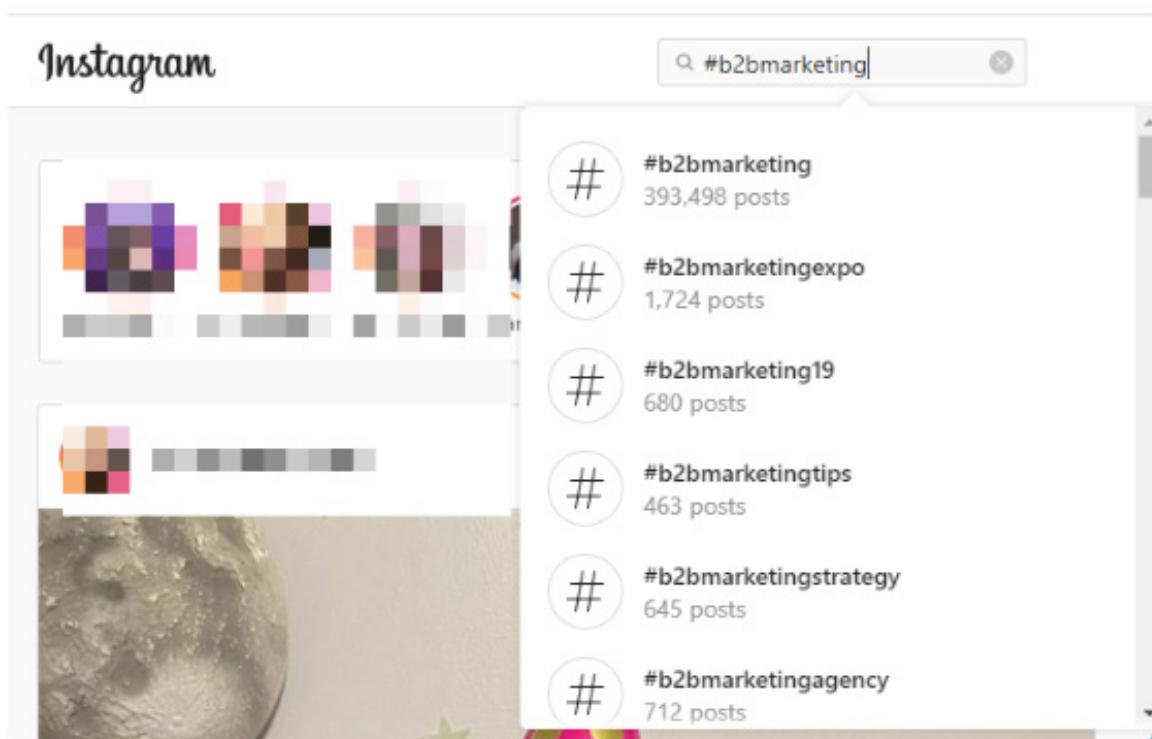
Jackpot! It's raining tacos and burritos!

Tons of long-tail and related key terms I can use for content creation, SEO targeting, even paid ads. Searching each of those hashtags will provide me with even more keywords.

You can also use the autocomplete feature for keyword research.

Let's say I want to find content related to B2B marketing.

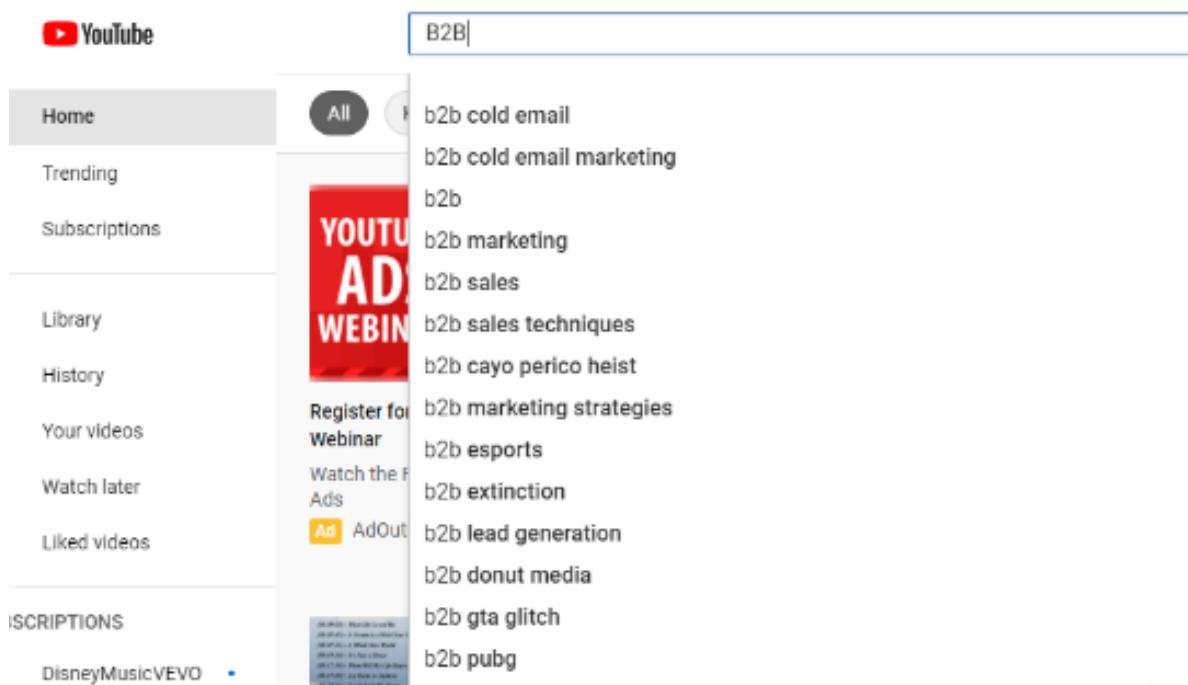
Instagram kindly shows me other topics users are interested in. I can use those hashtags in my Insta content to increase my reach – or add them to my long-tail key term list.



## 4. Use YouTube's Autocomplete Search Functionality

YouTube isn't just for finding funny cat videos – it's actually the second most popular search engine (coming in #2 behind Google.)

To find related key terms, type in a main term and see what YouTube delivers:



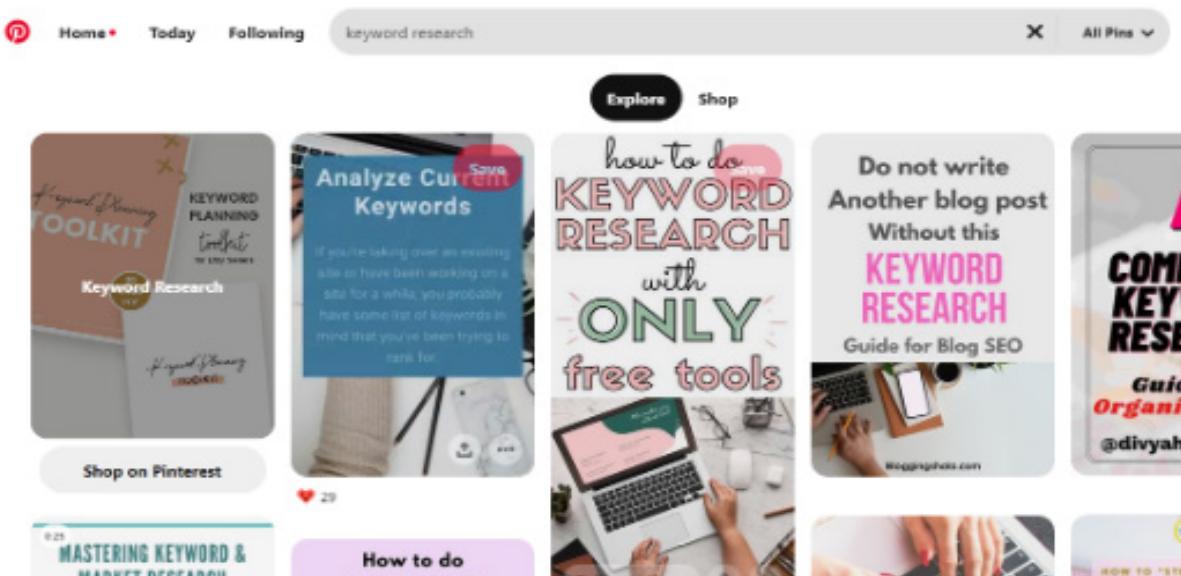
Granted, not all terms are useful – for example, [B2B gta glitch] is probably not what you're looking for if you search B2B – but it's still a great source for topic ideas and SEO keywords.

## 5. Dig Into Search Trends on Pinterest

Pinterest is home to more than burrito recipes and travel bucket lists – it can also be helpful for digging up long-tail keywords you might not have thought of on your own.

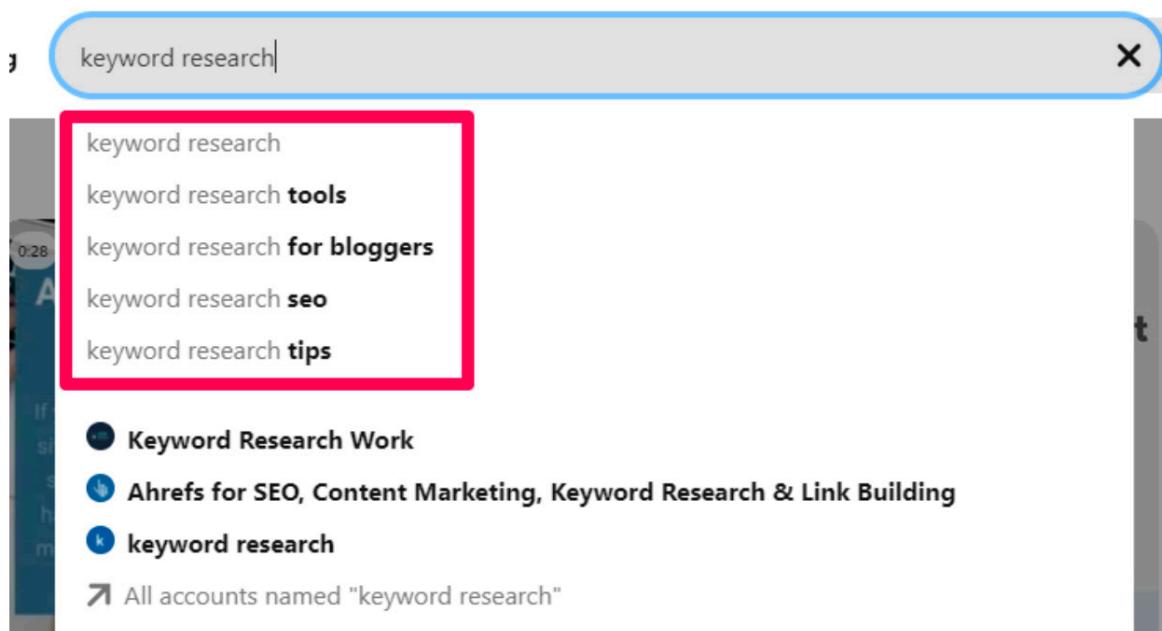
Like other search engines, Pinterest returns results based on what content it thinks users are most likely to interact with.

For example, searching [keyword research] returns a ton of content about how to analyze keywords, use free tools, and research specifically for organic traffic.



These are all long-tail keywords I can target use for SEO or content creation.

Pinterest's autocomplete provides even more ideas by suggesting search additions to a core keyword:



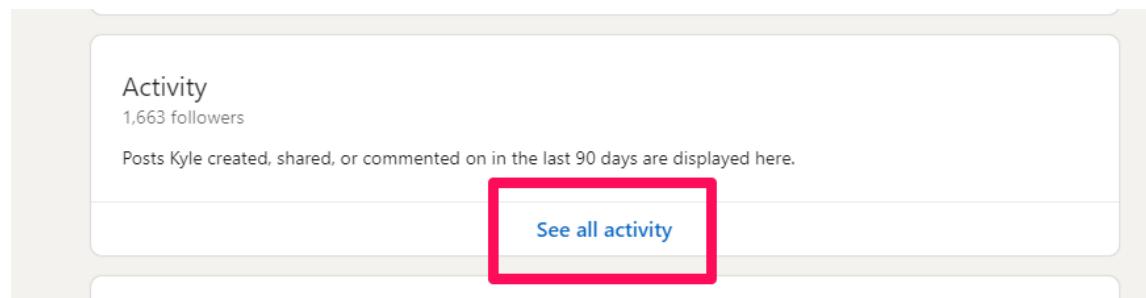
## 6. Listen to What Influencers Are Saying on Linkedin

Linkedin is home to more than **722 million users and is seeing record levels of engagement.**

If you are in B2B, sales, marketing, or target high-level decision-makers, Linkedin should become your new home.

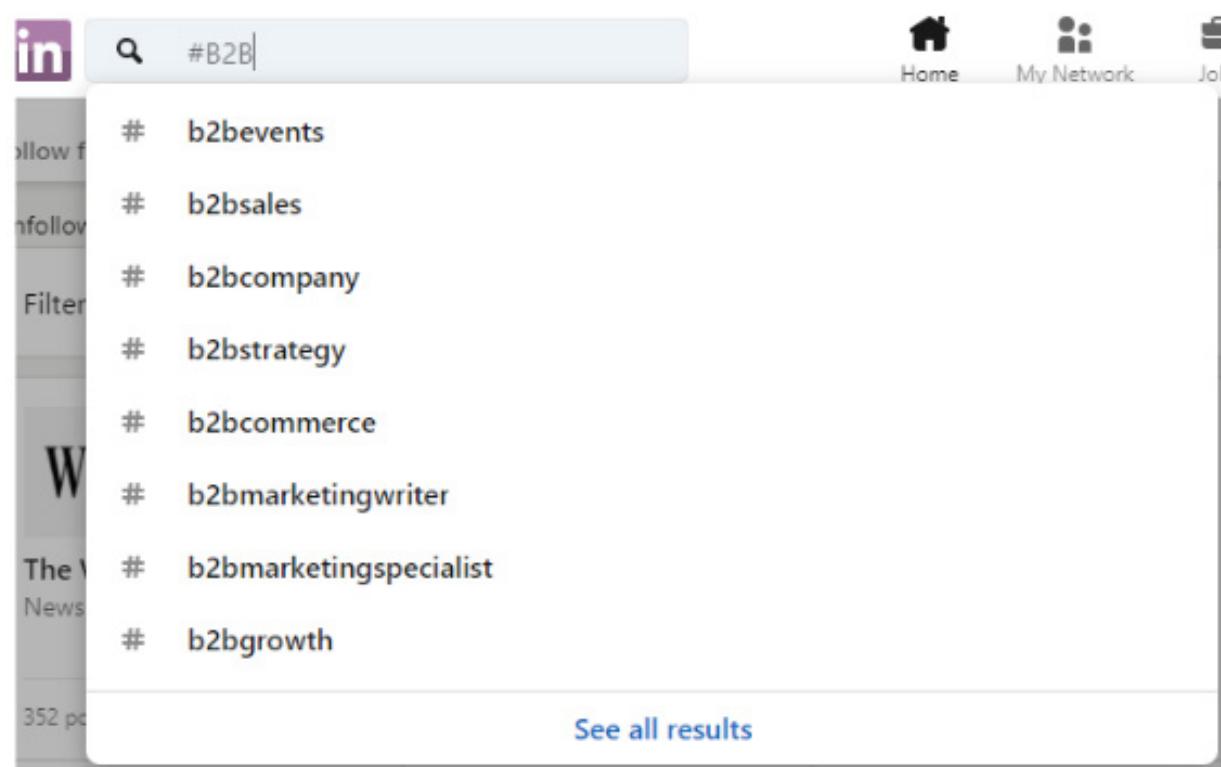
There are a few ways to use Linkedin for keyword research, including following what influencers are talking about.

Search for a keyword, then select people to find influencers, then click See all activity on their profile. This will show you any posts they've shared in the last 90 days.



Look for hashtags, content ideas, and groups they interact with.

Like YouTube and Instagram, you can also use Linkedin's autocomplete feature to find related terms:



The screenshot shows a LinkedIn search interface. In the top left is the LinkedIn logo. To its right is a search bar containing the hashtag "#B2B". To the right of the search bar are three navigation icons: a house icon for "Home", a people icon for "My Network", and a briefcase icon for "Job". Below the search bar, a vertical sidebar on the left has options like "Follow f", "Unfollow", and "Filter". The main content area lists several hashtags under the heading "#": #b2bevents, #b2bsales, #b2bcompany, #b2bstrategy, #b2bcommerce, #b2bmarketingwriter, #b2bmarketingspecialist, and #b2bgrowth. At the bottom of this list is a "See all results" link. On the far left edge of the main content area, there's some partially visible text: "The V", "News", and "352 po".

- # b2bevents
- # b2bsales
- # b2bcompany
- # b2bstrategy
- # b2bcommerce
- # b2bmarketingwriter
- # b2bmarketingspecialist
- # b2bgrowth

[See all results](#)

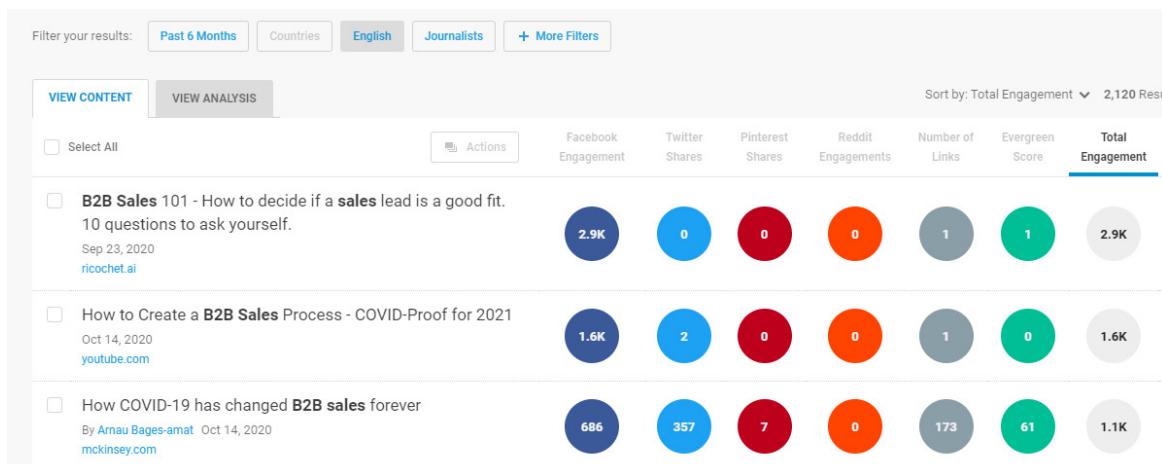
## 7. Use BuzzSumo

BuzzSumo is a social media tool designed to help you find the most engaging topics, connect with influencers, and monitor popular topics.

That might now sound like the best place for keyword research, but it is.

Here's why – Buzzsumo looks at the most engaging content across multiple social platforms, which means it's listening just about everywhere.

Here's the results for "b2b sales":



Notice it shows the most engaged content on Facebook, Twitter, Pinterest, and Reddit.

Plus, you can use the filters to sort by location, content type, word count, and dominate reaction.

I also like the “influencers” search tool, which lets you search for the topics the most influential people in the industry are talking about.

## 8. Explore Your Social Listening Tool

If you already use a social listening tool, like Awario and Mention, they are another solid source for keywords.

These tools do the legwork for you by gathering all the major topics people are talking about in one place. This will save you time, as you won't have to dig into several tools.

You can also filter out noise so you can focus on keywords that matter for your brand and industry.

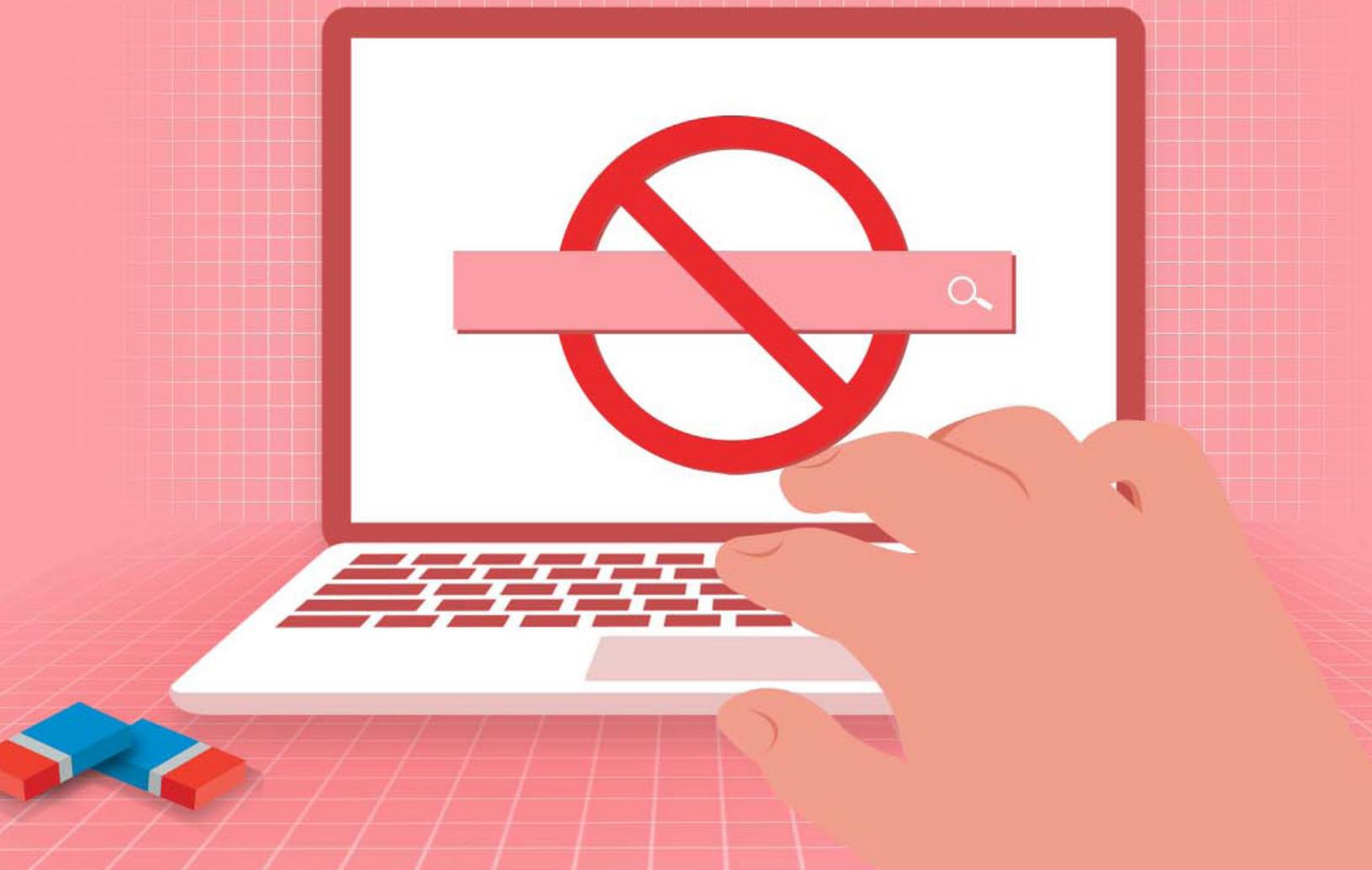
Use it to track your brand name, follow industry trends, and find influencers.

## Social & Search Go Together Like Milk and Cookies

Social and search aren't as separate as you might think. Sure, [\*\*social media isn't a direct ranking factor\*\*](#), but they are complementary.

Social can help you better understand what topics your audience is interested in, what they post, and where they are most active.

Like milk and cookies, social and SEO are better together!



## Chapter 6

# SEO Keyword Research: 15 of the Biggest Mistakes You MUST Avoid



**Anna Crowe**

Assistant Editor at Search Engine Journal

## You can't talk about SEO without mentioning keyword research.

It's like eating a grilled cheese sandwich without the cheese.

Most SEO marketing campaigns start with keyword research. (Or at least they should .)

To be honest, keyword research is stuck in the early 2000s, right next to Britney and Justin's matching denim outfits.

With **92.42%** of keywords only getting ten monthly searches or fewer, the competition is fierce. So the old tried and true strategies don't work anymore.

If you haven't upped your keyword research game, you could be holding your campaigns back and costing you (and your clients) cash.

Let's look at 15 keyword research mistakes you might be making – and what to do instead.

# 1. Ignoring Search Intent

Too many people focus on search volume and forget about the why.

Why are people using a specific keyword?

What does that term tell you about what that person is looking for?

Most importantly, what is the point for ranking #1 for a term that doesn't actually lead to any sales?

Rather than focusing on how many people use a search query, focus on search intent or the reason **why** someone is searching.

## User intent breaks down into two things:

- 1)** Figuring out what users who come to your pages want to consume.
- 2)** Making your content the best option for those users.

So, let's say you sell new Nike shoes.

There's not much point in targeting [how to clean Nike shoes] because those people likely aren't ready to buy; they are looking to take care of the shoes they already have.

[www.nike.com](#) › [help](#) › [how-to-clean-shoes](#) ::

## How Do I Clean My Shoes? | Nike Help

Dry brush. Remove dirt from the outsole, midsole, and uppers using a dry, soft-bristled **shoe** brush. Make a mild **cleaning** solution. Mix warm water with a small amount of mild laundry detergent. Wash laces. Remove the laces and apply a small amount of the mild **cleaning** solution. Wash soles. Wash and blot. Air dry.

### People also ask ::

[How do you clean Nike shoes at home?](#) ▾

[Can Nike shoes be washed?](#) ▾

[How do you clean Nike mesh shoes?](#) ▾

[Can you put Nike shoes in the dishwasher?](#) ▾

[Feedback](#)

[olivercabell.com](#) › [blogs](#) › [helpful-hints](#) › [how-to-clean...](#) ::

## How To Clean White Nike Shoes Like a Sneakerhead - Oliver ...

Oct 17, 2020 -- Dry brush first before doing any actual **cleaning**. - Use a soft bristle brush on the uppers and inner lining so you don't fray the material. - Pay ...

Rather, you'd want to focus on [buy Nike shoes near me] because that searcher is clearly ready to buy.

Granted, you could use [how to clean Nike shoes] to build trust and catch those buyers later, but that needs to be done intentionally.

## 2. Allowing Clients to Choose Keywords

One of the biggest keyword research mistakes of all is failing to do keyword research at all.

We've all had that client who wants to "help" by telling you what keywords they want to target. Unfortunately, those terms are often too broad, don't match search intent, or are too competitive to even bother with.

That client list should be a starting point, not an endpoint.

A lot of business owners (and even SEO marketers) think they know what searchers are looking for, but keywords should be based on data, not vanity or gut instinct.

You don't want to end up in a [\*\*scenario like this\*\*](#).

Greg Gifford

@GregGifford

OMG, Y'ALL -

Just had a client ask why there are no meta keywords on any of his pages if he's paying us for SEO...

11:05 AM · Mar 13, 2017

63 33 Copy link to Tweet

### 3. Forgetting to Look at the SERPs

There are plenty of powerful keyword research tools that make keyword research so much easier.

You can dig deep into data, look at historical trends, even see what your competition is ranking for.

For example, here's all the data WordStream's keyword research tool delivers:



The screenshot shows a table from WordStream's keyword research tool. At the top, it says "Showing 4 of 4 keywords for SEO mistakes" and has an "EMAIL ALL MY KEYWORDS" button. The table has columns for Keywords, Search volume (with a sort icon), CPC (with a sort icon), Competition (with a sort icon), and similar metrics for Bing. The data is as follows:

Keywords	▲ Search volume	▲ CPC	▲ Competition	▼ Search volume	▼ CPC	▼ Competition
common seo mistakes	50	\$2.40	High	20	\$0.05	Low
seo errors	50	\$0.01	High	0	\$0.05	Low
biggest seo mistakes	30	\$0.01	High	0	\$0.05	Low
top seo mistakes	10	\$3.57	High	0	\$0.05	Low

It's solid, useful data.

However, there can be too much of a good thing.

Many marketers spend so much time diving deep into research tools that they forget to look at the one place that really matters – the SERPs.

Don't let tools take over the entire keyword research process. Take the time to see what type of content is ranking for your top terms and use that to inspire your campaigns.

## 4. Aiming for One Keyword Per Piece of Content

There's an old SEO joke: "An SEO walks into a bar, Irish pub, club, beer, whiskey."

And while that joke highlights the absurdity of cramming unrelated keywords into the same sentence, some SEO marketers swing the other way and only target one keyword per piece of content.

Which is also a mistake, error, blunder, miscalculation.

Google is getting better at understanding context, which means optimizing for just one keyword per post is a thing of the past.

[\*\*Gregg Gifford\*\*](#) dropped some more knowledge for us on this.



Greg Gifford @GregGifford

...

A1 (continued) - if you're still doing old-school SEO and targeting one keyword per page and not thinking about targeting concepts, then you need to change that for sure - and \*maybe\* that's why you're worried about BERT

but it's still just regular SEO, y'all

#SEMrushChat

11:06 AM · Nov 20, 2019 · TweetDeck

Rather than targeting a single keyword, look for related terms that support the main term.

For example, a post about keyword research should also target related terms like keyword research tools.

Just keep in mind this shouldn't be forced – only use related terms that make sense for your content.

## 5. Targeting High-Volume Keywords Only

What metrics do you look at when considering what keywords to target?

If high-volume keywords are your go-to for finding the right keywords, you could be missing out on better options.

Why?

Because high-volume often ignores user intent, which we've already talked about.

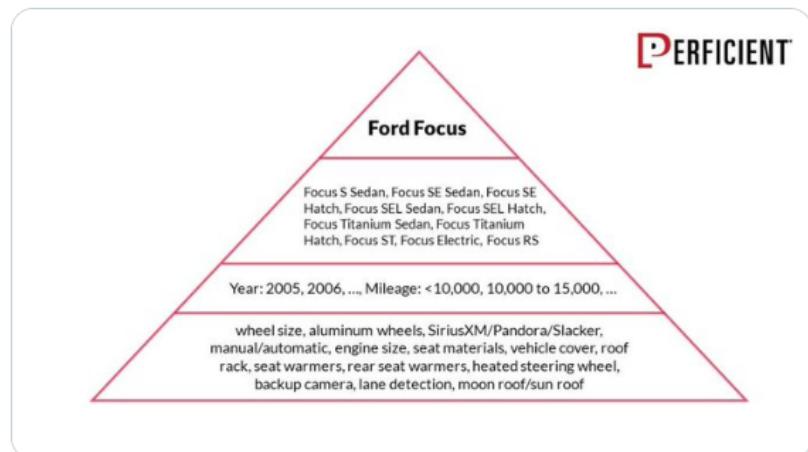
Plus, high-volume terms are highly competitive. It's hard to stand out when you go after the same key terms as everyone else.

Even [Eric Enge agrees](#).

Don't forget to look for mid-volume keywords that match search intent – they are easier to rank for and cheaper to bid on.



I explain in this video why you need to stop writing content only for high-volume keywords. [buff.ly/2Srra4K](https://buff.ly/2Srra4K)



8:56 PM · Aug 16, 2020 · Buffer

3 Retweets 6 Likes

## 6. Avoiding Long-Tail Keywords

**Long-tail keywords** often have a lower search volume, which turns some marketers away. That's a mistake you can't afford to make.

Sometimes low search volume is a good thing. Lower volume key terms are often further in the sales funnel, meaning the user is much closer to making a purchase.

Using various contextual keywords can also ensure you cover a topic more broadly and are more likely to provide visitors with the content they need to convert.

## 7. Not Talking to Your Customers

Sometimes the terms we use to talk about our product or service aren't the same terms our customers use to talk about our product or the problems they face.

In addition to using keyword research tools, it's critical to talk (and listen) to what your customers say.

Pay attention to how they describe their challenges, the solutions they find, or what types of products they want.

Look at reviews, social media posts, and listen to customer service calls to find the words and phrases customers use to talk about the challenges they face and the solutions they've tried.

For example, you might call your tool a "website visitor tracking tool," but if your customers don't know what that means, you won't gain any traction.

## 8. Going Back to Insert Keywords

Some SEO marketers seem to think creating content for users means ignoring SEO until the end.

After all, can't you just go back and add the keywords Google wants once the content is done?

When I hear clients say this, it feels like I'm burning my mouth with hot coffee.

John Doherty knows my pain.



**John Doherty #maskupCO**  
@dohertyjf

...

Replies to [@bill\\_slawski](#) and [@gfiorelli1](#)

**Point was: hire an SEO consultant/agency to help you out with the full research, guidance around writing things that rank, and promotion. SEOs don't just insert keywords into articles that you've already written.**

11:46 AM · Nov 8, 2017 · Twitter Web Client

You wouldn't add taco seasoning to your taco after you've cooked it, would you?

Similarly, you can't go back and "SEO" a post after the writing is complete.

Instead, keyword research should be done before a topic is even picked, and terms should be added naturally where it makes sense.

## 9. Not Knowing What Channels Your Customers Are Searching

When we talk about SEO, most of the time, we're talking about Google – and that's a problem.

Google isn't the only search engine out there.

And no, I am not talking about Bing and Yandex – I am talking about other channels that people use as search engines like YouTube, Facebook, Twitter, and even TikTok.

Each platform has a different algorithm and different preferences that you need to be paying attention to.

Just because a word ranks well on Google doesn't mean it will do well on YouTube or Twitter.

Pay attention to which channel your users are searching, not just what words they use.

## 10. Pushing Exact Match Keywords

How often have you gotten a list from clients that include awkward key terms like [best travel agency Orlando] or [computer services Portland].

Stop trying to cram awkward phrases into your content and ads. (Also, stop accepting your client's keyword lists as gold.)

Google is way less picky about using exact match keywords.

They understand your terms just fine with an “in” or even several words in between parts of a keyword.

With the addition of natural language processing, Google is getting better and better at understanding context.

Take a look at this search for [SEO agency chicago]. You can see Google returns results with related keywords, not just those that match exactly.

SEO agency chicago

clutch.co › seo-firms › chicago ::

[Top SEO Companies in Chicago - 2021 Reviews | Clutch.co](#)

3 days ago – Detailed client reviews of the leading **Chicago** search engine optimization firms.  
Hire the best SEO services in The Windy City.

thriveagency.com › Services ::

[Chicago SEO Company | Award Winning Chicago SEO Agency](#)

Let Thrive Enhance Your Brand's Online Visibility Contact our **SEO company** in **Chicago** today and get access to a wide range of **SEO** services tailored to your needs & budget! As a full-service digital **marketing company**, we provide integrated **SEO** solutions to help you get the most from your investment!

www.straightnorth.com › locations › chicago-il › seo ::

[Chicago SEO Company, Expert Services by Straight North](#)

Looking for the best **Chicago** **SEO** services **company**? Look no further, Straight North is focused on generating sales leads and increasing e-commerce revenue.

## 11. Not Paying Attention to Keyword Localization

Keyword localization, or the differences in terms based on location, can tank your SEO efforts.

Don't assume that people in different countries (or even different parts of the same country) use the exact same terms when searching for a product

For example, soda, pop, and coke all refer to carbonated beverages but are used in different parts of the country.

This is another reason why paying attention to the actual SERPs is so important.

## 12. Skipping Topical Research

Earlier, I mentioned you shouldn't focus on just one main key term.

Rather, you need to include a range of related key terms related to the core topic.

The reason this works is because it establishes **topical authority**, or authority over a broad idea, rather than a single term.

Topical research is the act of finding what related topics the main keyword targets.

For example, if you wanted to rank for SEO, you wouldn't write a 4,000-word post about just SEO – you'd want to find out what other related topics people are searching such as SEO tools, SEO mistakes, and SEO strategies.

Taking the time to do topical research will help you find related keywords that will help you rank higher in the end.

## 13. Shunning Your SERP Competitors

Hopefully, you know who your market competitors are – but do you know who your SERP competitors are?

The brands ranking above you for content might not be the same competitors you vie with for actual customers.

For example, if you sell a specific air conditioner part, you might be competing with other manufacturers and stores for customers – but a handyman blog for core key terms.

Competitive research can also highlight other keywords you haven't considered, so it's important to make sure you check in regularly on all your competitors.

## 14. Passing Over Keyword Difficulty

Most keyword research tools provide info on keyword difficulty or how competitive a certain term is in the SERPs. I see a lot of marketers ignore this stat to focus on search volume.

After all, if 50,000 people are searching for a term, a few will end up on our site, right?

Not if you can't snag one of the top three spots in SERPs because the keyword is too difficult to rank for.

Sometimes a lower volume and lower difficulty term will be easier to rank for – and more lucrative in the end.

But keyword difficulty doesn't consider a lot of factors.

A highly competitive keyword might not be hard for you to rank for if you have high traffic and rank well for similar terms.

## 15. Neglecting Conversions

Let's say you are optimizing an ecommerce shoe site. What term is going to drive the most traffic – tennis shoes or boots?

That's a trick question because the answer might very well be neither.

Too many clients (and some marketers) aim for broad key terms that are important in their industry but fail to realize that they'd actually make more sales targeting key terms that are more likely to convert.

For example, an ecommerce store might get tons of traffic targeting a key term like [boots], but maybe half a percent will convert. On the other hand, [waterproof women's snow boots] might not draw in a ton of traffic – but 3% to 5% might convert.

## Are Keyword Research Mistakes Holding You Back?

When it comes to keyword research, there's a lot of misinformation out there. To be fair, it comes from a place of good intention, but the tactics are often outdated or resemble the black hat days of the early 2000s.

Keywords, while they all share a common strategy, are very different because of the intent behind the term. The truth is: It's not easy to perform keyword research nowadays. The key is to understand your audience and set up a strategy that works for your business.



# How to Perform Keyword Research for Ecommerce



**André Mousinho**

SEO Specialist, Rock Content (SEJ Partner)

## Good keyword research is the foundation of a solid SEO strategy.

It is the first step in reaching your audience is to find out what they are looking for.

When we think of online stores, these words have a great impact on the optimization of product and category pages.

If your business is in ecommerce, there are some peculiarities and different ways to find the best keywords to use in your site.

Generally, keyword guides tend to focus on “informational” searches.

In other words, those are searches centered on answering questions from the reader, such as “what is” and “how to.”

These keywords have an important role to play in ecommerce strategies, especially for brands that invest in content creation and blogs.

However, we have already covered that part earlier.

In this chapter, we will cover the search intent that is most common for ecommerce websites, “transactional” searches, which focus on the purchase of products, or any other type of transaction.

A keyword search for ecommerce will be built around words related to products.

Before learning how to find them, we'll look at some important tips to help you discover and invest in the right keywords.

## Keyword Volume: Deliver What They Want

It is impossible to do a keyword search without considering the volume of searches.

This is usually the first thing that someone looks for when defining the terms to use on a website.

It couldn't be any other way. What is the point of choosing a term that has a purchase intent, very high relevance, and low competition if no one is looking for it?

That is why the search volume is important. However, remember that the volume varies from market to market, word to word, product to product.

In some markets, you will find searches with a monthly volume of more than 100K. In others, you will find a maximum of 1K searches.

Understand your market well, and use terms from your own niche as a comparison.

The search volume is very important, but it is necessary not to get too attached to it.

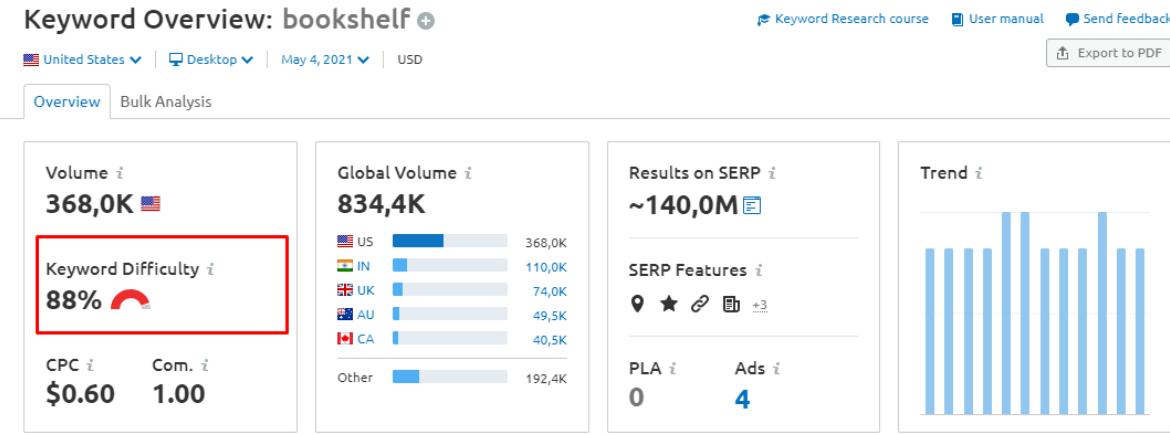
# Keyword Difficulty: The Importance of Being Realistic

Another important tip for finding keywords for your ecommerce site is to know how to pick your battles.

We often base our words only on the volume of searches because we want to rank for the most searched words in the market.

However, this leads us to invest a lot of effort into searches that will not achieve good results. It is very important that you invest in keywords that give you have realistic chance to rank.

Semrush (and any other good keyword tool) has a metric called Keyword Difficulty.



As you can see, the keyword “bookshelf” has a difficulty of 88%, which is a high difficulty.

In this case, we can search among the variations, longtail keywords, and related words for options that have less difficulty and competition.

Keyword Variations <small>i</small>		Questions <small>i</small>		Related Keywords <small>i</small>	
<b>6,2K</b>   Total volume: 267,5K		<b>481</b>   Total volume: 2,3K		<b>1,5K</b>   Total volume: 3,9M	
Keywords	Volume	Keywords	Volume	Keywords	Volume
overstock.com	165,0K	is overstock.com legit	320	overstock.comm	140
overstock.com coupon	6,6K	what is overstock.com	320	www.overstock.com	6,6K
overstock.com stock	6,6K	who owns overstock.com	140	Overstock	2,4K
www.overstock.com	6,6K	where is overstock.com warehouse located	90	overstock.c9m	20
overstock.com rugs	5,4K	are watches on overstock.com authentic	70	ioverstock	140
<a href="#">View all 6,166 keywords</a>		<a href="#">View all 481 keywords</a>		<a href="#">View all 1,541 keywords</a>	

It is important to note that you should not feel stuck to those values, as they can vary from market to market. However, they are an aid in the choice of words.

Always check which pages are ranking for that keyword. If you notice that they are sites with the same or just slightly greater authority than yours, it is worth investing in those keywords.

Therefore, it is important to know how to pick your battles. Imagine that you own a computer dealer. Definitely, the first word to invest in would not be “laptops”.

<https://www.bestbuy.com> > Computers & Tablets > Laptops  
**Laptops and Notebooks: PC Laptop, Notebook - Best Buy**  
 Shop all new **laptops** at Best Buy. Compare and read reviews on the vast selection of **laptop** computers, notebooks and new PC and Mac **laptops**.

<https://www.bestbuy.com> > site > a... ▾ [Traduzir esta página](#)  
**Laptops & Notebook Computers - Best Buy**  
 Shop Best Buy for **laptops**. Work & play from anywhere with a notebook computer. We can help you find the best **laptop** for your specific needs in store and ...

<https://www.walmart.com> > laptops ▾ [Traduzir esta página](#)  
**Laptops - Walmart.com**  
 Shop **Laptops** at Walmart.com and find popular brands including Dell, HP, Samsung, Apple and Acer. Save money. Live better.  
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<https://www.pcmag.com> > picks > t... ▾ [Traduzir esta página](#)  
**The Best Laptops for 2021 | PCMag**  
 At \$999, it's the best value among macOS **laptops**. ... The Asus ROG Zephyrus G14 is an excellent gaming ...  
 3 de abr. de 2020 · Vídeo enviado por PCMag

Simply look at the competition that you would have in the SERPs.

## Keyword Intent: It's About What They Want to Find

SEO is not about what people are looking for, but about what they want to find.

Knowing the results volume and what people are looking for is important. However, the main thing is to understand the intent they have with each search.

Many of the keywords we find have informational intent, for example, “how to put a puzzle together”. These searches are interesting for blog and explanatory pages, but not for commercial pages.

See this example:

Maybe if your online store sells puzzles, you will soon want to rank for the word “puzzle”. After all, there are more than 450K monthly searches.

	Keyword	Volume	Trend	KD %	CPC \$	Com.	SERP ...
<input type="checkbox"/>	+ puzzle ▾	450,000		86.16	0.59	0.93	+4
<input type="checkbox"/>	+ jigsaw puzzle ▾	368,000		77.96	0.61	0.74	+4
<input type="checkbox"/>	+ puzzles ▾	246,000		79.57	0.59	0.93	+6
<input type="checkbox"/>	+ free crossword puzzles ▾	110,000		84.14	0.78	0.06	?
<input type="checkbox"/>	+ free jigsaw puzzles ▾	90,500		80.97	0.58	0.06	+3
<input type="checkbox"/>	+ online jigsaw puzzles ▾	90,500		77.28	0.67	0.08	+2
<input type="checkbox"/>	+ puzzles for adults ▾	90,500		78.69	0.61	1.00	+2
<input type="checkbox"/>	+ white mountain puzzles ▾	90,500		87.42	0.69	1.00	+3
<input type="checkbox"/>	+ 1000 piece puzzles ▾	74,000		77.43	0.41	1.00	+3

However, it is a search without a definite intent. The SERP itself switches between online games, stores, Wikipedia, and others.

Now, see the highlighted search below: 1000 piece puzzles

The person most likely wants to buy a 1000-piece puzzle, since even the size is detailed. The most interesting thing is that the difficulty of this keyword is much lower.

Even though the search volume is also much lower, this is a more valuable keyword for a business.

You can still find more detailed longtail keywords with commercial intent and less competition:



Therefore, paying attention to the search intent will help you pick the best battles.

Now that we know what to look for when selecting our keywords, it's time to learn how to find them step by step.

## Using Amazon Suggest

Regardless of the market in which you work, most likely Amazon is your competitor. It is difficult to think of anything that you will not find there.

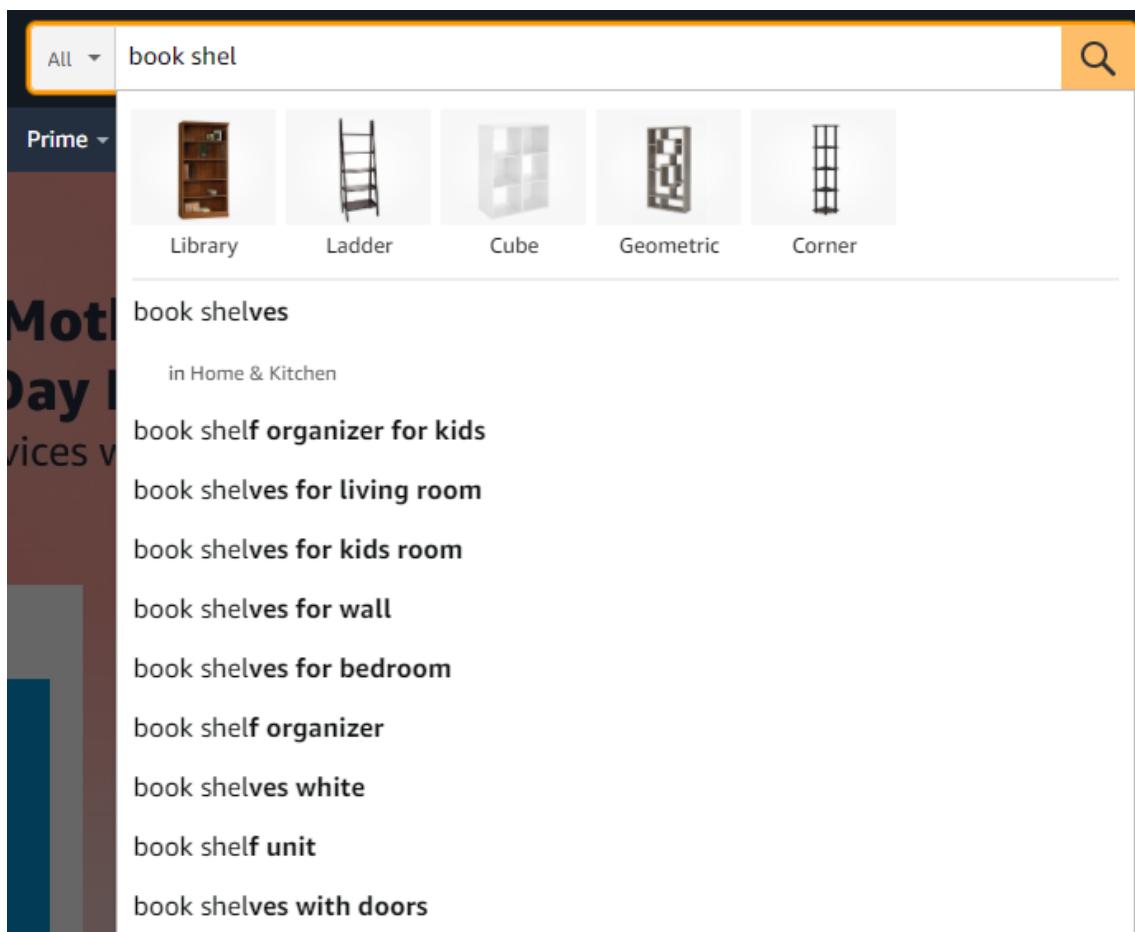
The positive side is that we can explore the largest marketplace in the world to help us find good keywords for our business.

We are already used to Google Suggest to find keywords for our site, right? The idea with Amazon Suggest is pretty much the same.

However, at Amazon, you will already be looking for keywords related to products that are optimized to attract and guide buyers. This makes Amazon Suggest a more optimized choice than Google for ecommerce sites.

Let's go through it step by step.

When you perform a search on Amazon, as well as Google, the page will display a series of suggestions based on the keyword you searched for.



Here, we can see several options for longtail keywords suggested by Amazon. They are usually relevant words and reveal an intent to buy since they are based on popular searches and products.

Longtail keywords have a higher conversion potential and generally have less competition than broader terms that generate more traffic.

You can repeat the same process with the other main keywords from your site.

# Amazon Categories

In addition to using Amazon Suggest, you can use their categories and organization as a reference.

A very common mistake with online stores is to worry too much about the keywords on the product pages, and then neglect to organize them by categories.

Often the process is done according to the store owner's personal preferences.

Categories are also very important pages for converting customers and attracting traffic, especially when we think in more general terms.

Therefore, using the largest marketplace in the world and learning from their organization and the keywords they use for their categories, can have a big impact on your strategy.

The first step is to find the Amazon category that competes with your business.

[← MAIN MENU](#)

## Home And Kitchen

Kids' Home Store

Kitchen & Dining

Bedding

Bath

Furniture

Home Décor

Wall Art

Lighting & Ceiling Fans

Seasonal Décor

Event & Party Supplies

Heating, Cooling & Air Quality

If you can't find an ideal category, you can search for your product and identify where it is located. Let's see where a bookshelf fits:

**Department**

- Home & Kitchen
  - Bookcases
  - Ladder Shelves
  - Standing Shelf Units
  - Media Storage
  - Kids' Bookcases, Cabinets & Shelves

▼ [See All 24 Departments](#)

The products are in the Home & Kitchen category, so we can visit that category and see what keywords are used in this department's organization.

**Home And Kitchen**

Kids' Home Store

Kitchen & Dining

Bedding

Bath

Furniture

Home Décor

Wall Art

Lighting & Ceiling Fans

Seasonal Décor

Event & Party Supplies

Heating, Cooling & Air Quality

Now you can go deeper and deeper into divisions and organizations to discover more details and keywords that they use.

### **Department**

#### **Furniture**

- Bedroom Furniture
- Living Room Furniture
- Kitchen & Dining Room Furniture
- Home Office Furniture
- Kids' Furniture
- Entryway Furniture
- Game & Recreation Room Furniture
- Bathroom Furniture
- Nursery Furniture
- Accent Furniture
- Replacement Parts

See the variation of subcategories within the Furniture department. Thinking about the current context, let's check out what they have for Home Office:

#### **Home Office Furniture**

- Bookcases
- Computer Armoires & Hutches
- Drafting Tables
- File Cabinets
- Home Office Cabinets
- Home Office Chairs
- Home Office Desks
- Home Office Furniture Sets
- Hutch Furniture Attachments

And we can go further. If we select Home Office Chairs, we will discover even richer keyword options:

**Department**  
 < Furniture  
 < Home Office Furniture  
**Home Office Chairs**  
 Home Office Desk Chairs  
 Computer Gaming Chairs  
 Drafting Chairs  
 Kneeling Chairs

All of these terms can be variations and different keywords for you to use for your products and organizing your website into categories that are sought after by your audience.

## Boosting Your Searches Through Amazon

In addition to manual searches on Amazon, as shown above, you can deepen these searches using a tool called Keyword Dominator.

This tool has search features for Google, YouTube, and Amazon:

**KTD** Keyword Tool Dominator Home Keyword Tools Pricing Sale FAQs Contact Sign Up Free Sign In

**Google Keyword Tool**

The Google Keyword Tool is a free Google suggestion tool used to generate thousands of popular keywords for SEO. Excellent keyword tool for finding long tail keyword suggestions from Google in real-time.

**Try it free**

**Amazon Keyword Tool**

The Amazon Keyword Tool is a free Amazon keyword research tool used to find the most popular Amazon keywords for product listing for Amazon SEO. Generate the most up-to-date and relevant product keyword list by searching for keywords across 16 Amazon marketplaces.

**Try it Free**

**YouTube Keyword Tool**

The YouTube Keyword Tool is a YouTube tag generator and keyword generator for YouTube keyword research. Find the most searched keywords on YouTube and quickly sort by keyword rank and Top 10.

**Try it free**

As a comparison, we will do the same search that we did directly on Amazon, but in the tool:

The screenshot shows the Keyword Dominator interface. At the top, there are three input fields: 'Enter a product name or keyword' containing 'book shelves', 'Country / Marketplace' set to 'United States www.amazon.com', and 'Amazon Department' set to 'All Departments'. To the right is a green search button with a magnifying glass icon. Below the search bar, the text 'a. Amazon Keyword List (623 Keywords)' is displayed. Underneath is a filtering section with dropdowns for 'Keyword Contains' and 'Keyword Does Not Contain', and sliders for 'Word Count' and 'Rank'. There are also 'Top 10', 'Filter', and 'Reset' buttons. The main area is a table titled 'a. Keyword' with columns: Keyword, Source, Country, Top 10, and Rank. The table lists several variations of 'book shelf' with their respective details.

Keyword	Source	Country	Top 10	Rank
book shelf 19 ↗ ↘	a.	USA		9.5
book shelf baskets ↗ ↘	a.	USA		9.5
book shelf cubes ↗ ↘	a.	USA		9.5
book shelf display ↗ ↘	a.	USA		9.5
book shelf insert ↗ ↘	a.	USA		9.5

Note that we received more than 600 keyword suggestions, far more than we saw on Amazon Suggest.

That is why Keyword Dominator can assist you with rich suggestions with high variation.

# Stealing Your Competitors' Top Keywords

Here it is important to say that you can and MUST repeat the processes of the two previous topics on your competitors' websites.

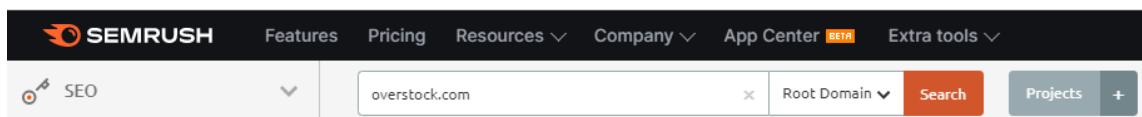
It is essential to observe what our competitors are doing best, in order to optimize our website and surpass them – especially for SERPs where they appear in the top positions.

In addition to this manual research, it is important to deepen your comparison.

Surely, you know who your main competitors are, and that is where we'll start.

For that, we will need to use a keyword tool. Today there are several quality products on the market for that. We will use Semrush for the following examples.

We will continue to base the research on the keywords we used previously like "bookshelves" and analyze the following domain:



Now the goal is to identify which keywords your competitor is ranking for on Google. For that, we will go to the "Organic search" feature:

## Organic Research US

## Top Organic Keywords (3,596,987)

Keyword	Pos.	Volume	CPC (USD)	Traffic %
<a href="#">overstock ▾</a>	1	2,740,000	0.90	16.95
<a href="#">furniture store ▾</a>	2	1,220,000	1.37	1.22
<a href="#">overstock com ▾</a>	1	165,000	0.79	1.02
<a href="#">home goods ▾</a>	2	3,350,000	0.23	0.67
<a href="#">leather sectional ▾</a>	1	90,500	1.06	0.32

[View details](#)

After clicking on “View details”, we will see the list of all the keywords that our competitor ranks for on Google:

	Keyword	SERP Features	Pos.	Diff.	Traffic %	Volume	KD%	CPC (USD)
> □	<a href="#">+ overstock ▾</a>		1 → 1	0	16.95	2,740,000	91	0.90
> □	<a href="#">+ furniture store ▾</a>		2 → 2	0	1.22	1,220,000	82	1.37
> □	<a href="#">+ overstock com ▾</a>		1 → 1	0	1.02	165,000	93	0.79
> □	<a href="#">+ home goods ▾</a>		2 → 2	0	0.67	3,350,000	85	0.23
> □	<a href="#">+ leather sectional ▾</a>		3 → 1	2	0.32	90,500	83	1.06
> □	<a href="#">+ overstock furniture ▾</a>		1 → 1	0	0.30	49,500	82	1.08
> □	<a href="#">+ overstock rugs ▾</a>		1 → 1	0	0.30	49,500	90	1.46
> □	<a href="#">+ beds for sale ▾</a>		1 → 1	0	0.21	60,500	90	2.70
> □	<a href="#">+ bar stools ▾</a>		7 → 11	4	0.19	550,000	85	1.29
> □	<a href="#">+ computer desk ▾</a>		11 → 11	0	0.19	550,000	92	0.72

You can repeat the same process with other competitors, remembering to observe the difficulty, volume, and search intent.

Semrush also allows you to find competitors that you didn't even know you had. Usually, when we think of competition, we think of business competitors.

However, Semrush points out organic competitors, that is, competitors ranking for similar keywords. Thus, you increase the range of sites you can use to discover good terms for your site.

To do this, just click on the "Competitors" tab:

The screenshot shows the Semrush interface for organic research. At the top, there's a breadcrumb navigation: Dashboard > Domain Analytics > Organic Research. Below that is the main title: "Organic Research: overstock.com". Underneath the title are filters for different regions: US 3.6M (selected), CA 226.2K, UK 223.7K, and a more options button. To the right of these are filters for Device (Desktop), Date (May 3, 2021), and Currency (USD). Below the filters is a navigation bar with tabs: Overview, Positions, Position Changes, Competitors (which is highlighted with a red box), Pages, and Subdomains. The rest of the page is blank, indicating the list of keyword competitors.

And then check out the extensive list of keyword competitors:

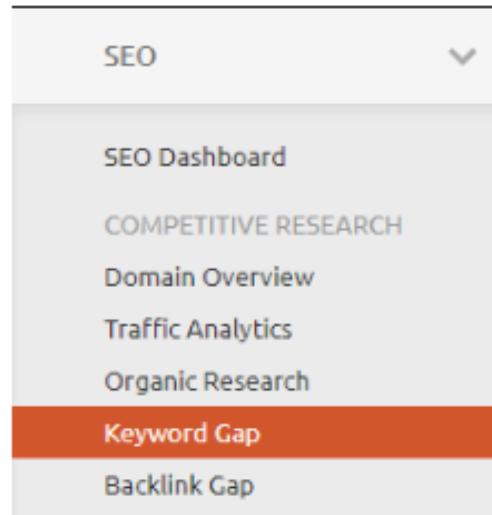
**Organic Competitors 1 - 100 (555,270) *i***

Domain	Com. Level	Common Keywords	SE Keywords	Traffic
<a href="#">wayfair.com</a> ↗	<div style="width: 41%;">41%</div>	557.7K	3.9M	51.4M
<a href="#">macy's.com</a> ↗	<div style="width: 24%;">24%</div>	326.9K	3.7M	35.5M
<a href="#">bedbathandbeyond.com</a> ↗	<div style="width: 23%;">23%</div>	236.7K	2.1M	18.9M
<a href="#">kohls.com</a> ↗	<div style="width: 17%;">17%</div>	239.1K	3.5M	30.9M
<a href="#">homedepot.com</a> ↗	<div style="width: 17%;">17%</div>	487.3K	9.5M	211.8M
<a href="#">target.com</a> ↗	<div style="width: 16%;">16%</div>	528.4K	12.5M	123.5M
<a href="#">houzz.com</a> ↗	<div style="width: 16%;">16%</div>	220.5K	4.4M	9.4M
<a href="#">sears.com</a> ↗	<div style="width: 15%;">15%</div>	226.8K	5M	6.3M
<a href="#">lowes.com</a> ↗	<div style="width: 14%;">14%</div>	289.2K	6.4M	87.8M
<a href="#">hayneedle.com</a> ↗	<div style="width: 12%;">12%</div>	117.4K	464.3K	1.4M
<a href="#">nordstrom.com</a> ↗	<div style="width: 10%;">10%</div>	141K	3.4M	31M
<a href="#">allmodern.com</a> ↗	<div style="width: 10%;">10%</div>	96.1K	372.5K	2M
<a href="#">jcpenney.com</a> ↗	<div style="width: 9%;">9%</div>	79.7K	1.4M	12.9M

## Going Deeper Into the Competition Analysis

In addition to the options given above, there is a very rich way of identifying new keywords for your site by analyzing your competitors.

Still, within the competitive analysis features, you will find “keyword gap”:



With this tool, you can select your and your competitors' domains to compare them.

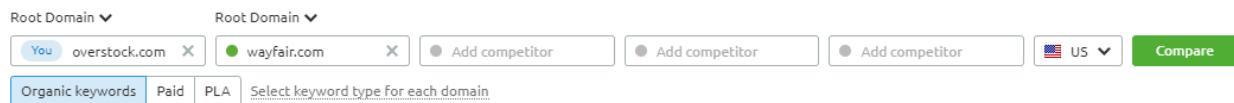
### The goal here is:

- Find keywords that your competitors have and you don't
- Find keywords you have, but your competitors rank better

You can compare up to four domains simultaneously.

## Keyword Gap

A tool that helps you do a full analysis of your keyword with keywords of your competitors.



For this example, we will use only two domains.

After making the comparison, you will see a list with all the keywords from both domains. Semrush itself already gives you the filter options, making it easier for you to find the best terms.

All keyword details for: overstock.com ▾ You

Shared 1.5M Missing 2.2M Weak 1.1M Strong 374.4K Untapped 2.2M Unique 2M All keywords 5.6M + To Keyword Manager

<input type="checkbox"/>	Keyword	<input checked="" type="radio"/> overstock.com	<input checked="" type="radio"/> wayfair.com	Volume ↗	KD% ↗	CPC (USD) ↗	Com. ↗	R
<input type="checkbox"/>	+ wayfair ▾			1	9,140,000	95	0.44	0.25
<input type="checkbox"/>	+ dallas cowboys ▾			76	4,090,000	90	0.52	0.02
<input type="checkbox"/>	+ crate and barrel ▾			88	1,830,000	85	0.51	0.14
<input type="checkbox"/>	+ rooms to go ▾			74	1,830,000	87	8.62	0.42
<input type="checkbox"/>	+ air fryer ▾			23	1,220,000	90	0.27	1

In this example, I selected only the “missing” filter, to identify the words that my competitor has that I do not.

This is an excellent opportunity for you to identify gaps in your keyword strategy and find effective keywords to reach new people.

In addition to being a way for you to improve your business, you also take away a competitive advantage that your competitor had against you.

# Discovering Keywords on Wikipedia

If there is a site capable of answering almost any question we could have, Wikipedia is such a site.

And if your question is “what are the best keywords for my ecommerce store”, your answer is also there!

Of course, for Wikipedia to have so much content on so many topics, it takes a lot of organization. Like any ecommerce site, Wikipedia is also divided by keywords and categories for its various topics.

The first step is to search for a product or category name from your ecommerce site. Let's say you have a store that sells headphones.

Let's look for that term and look for words, variations of terms and phrases that make sense for the products in your store:

convert an [electrical signal](#) to a corresponding [sound](#). Headphones let a single user listen to an audio source privately, in contrast to a [speaker](#), which emits sound into the open air for anyone nearby to hear. [Headphones](#) are also known as [earspeakers](#), [earphones](#)<sup>[1]</sup>, or, usually, [cans](#)<sup>[2]</sup>. Circumaural ('around the ear') and supra-aural ('over the ear') headphones use a band over the top of the head to hold speakers in place. Another type, known as [earbuds](#) or [earpieces](#)<sup>[1]</sup>, consist of individual units that plug into the user's ear canal. A third are [bone conduction](#) headphones, which typically wrap around the back of the head and rest in front of the ear canal, leaving the ear open. In the context of [telecommunication](#), a [headset](#) is a combination of [headphone](#) and [microphone](#).

phones connect to a signal source such as an [audio amplifier](#), [radio](#), [CD player](#), [portable media player](#), [mobile phone](#), [video game console](#), or [electronic musical instrument](#), either directly using a cord, or using wireless technology such as [Bluetooth](#), [DECT](#) or [FM radio](#). First headphones were developed in the late 19th century for use by [telephone operators](#), to keep their hands free. Initially the audio quality was mediocre and a step forward was the invention of [high fidelity headphones](#)<sup>[3]</sup>.

phones exhibit a range of different audio reproduction quality capabilities. Headsets designed for telephone use typically cannot produce sound with the [high fidelity](#) of expensive units designed for music listening by [audiophiles](#). Headphones that use cables typically either a 1/4 inch (6.35mm) or 1/8 inch (3.5mm) [phone jack](#) for plugging the headphones into the audio source. Some stereo earbuds are wireless, using [Bluetooth](#) connectivity to transmit the audio signal by radio waves from source devices like cellphones and digital players.<sup>[4]</sup> As a result of the [Walkman effect](#) beginning in the 1980s, headphones started to be used in public places such as sidewalks, in stores, and public transit.<sup>[5]</sup> Headphones are also used by people in various professional contexts, such as [audio engineers](#) mixing tracks for live concerts or [sound recordings](#) and [DJs](#), who use headphones to [cue](#) up the next song without the audience hearing, aircraft and [call center](#) employees. The latter two types of employees use headphones with an integrated microphone.

[Contents \[hide\]](#)

story



Headphones on a stand



Wireless headphones

In addition to finding different keywords, we have good suggestions for variations of terms to use on product pages.

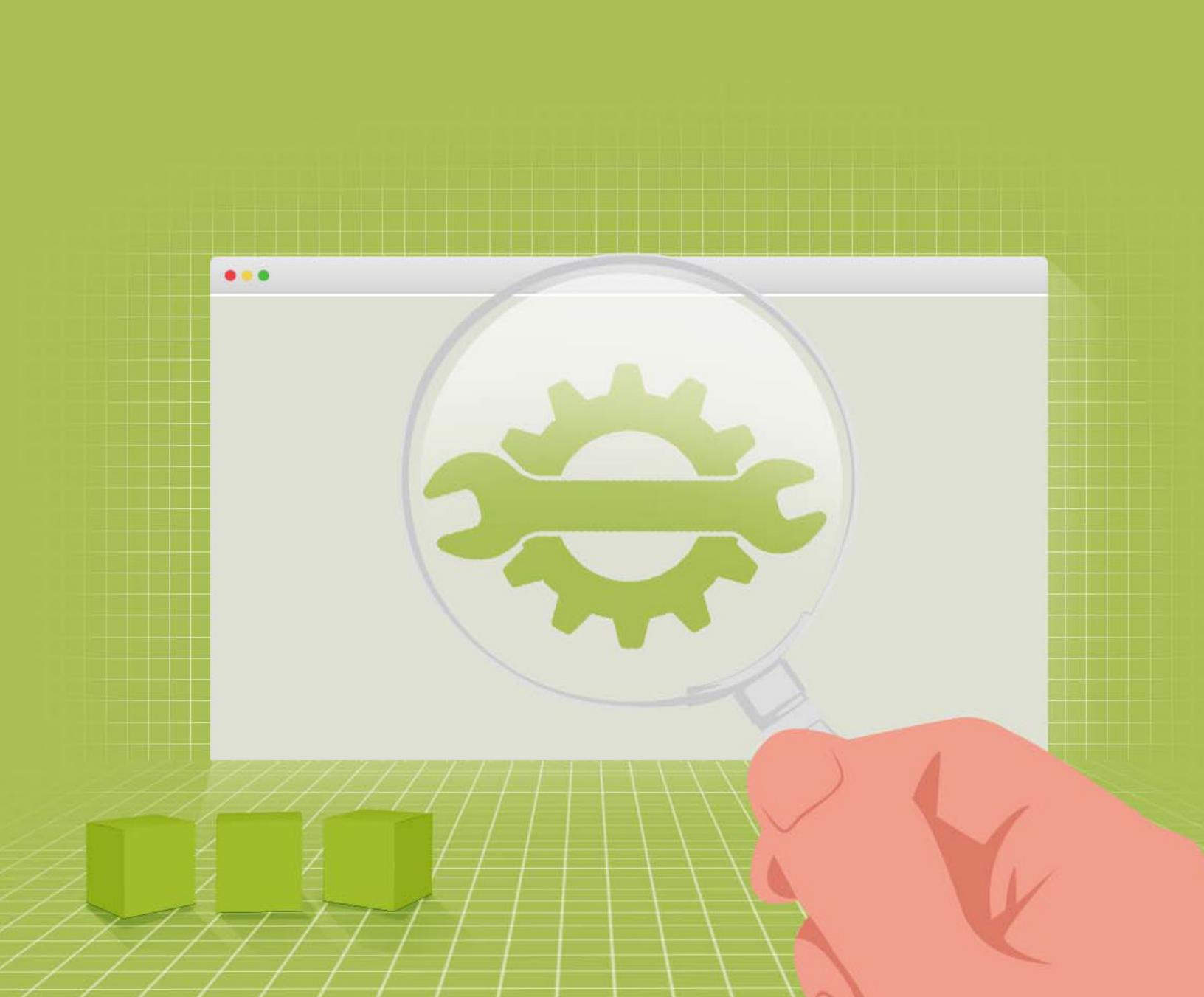
It is also important to note that some of the highlighted terms may be important information that is useful to put in the product descriptions, increasing the chances of ranking for the keywords and bringing the most relevant information to the reader.

Also, be sure to look at the content box, where we can get great word ideas, especially with categories in mind.

These are some tips for you to find and choose the ideal keywords for your ecommerce website.

Online stores have their nuances, as we have seen. Therefore, this chapter can help you leverage different tools for adapting searches to your business.

<b>2 Applications</b>
2.1 Applications for Audiometric Testing
<b>3 Electrical characteristics</b>
3.1 Impedance
3.2 Sensitivity
<b>4 Types</b>
4.1 Circumaural
4.2 Supra-aural
4.3 Open- or closed-back
4.4 Ear-fitting headphones
4.4.1 Earphones
4.4.2 In-ear headphones
4.4.3 Mixed fitting pivoting earphones
4.5 Headset
4.5.1 Telephone headsets
4.5.2 Communication headsets
<b>5 Ambient noise reduction</b>
<b>6 Transducer technology</b>
6.1 Moving-coil
6.2 Electrostatic
6.3 Electret
6.4 Planar Magnetic
6.5 Balanced armature
6.6 Thermoacoustic technology
6.7 Other transducer technologies
<b>7 Benefits and limitations</b>
<b>8 Health and safety</b>
8.1 Dangers and risks
8.2 Occupational health and safety



## Chapter 7

# How to Go Deeper With Keyword Research: Go-to Tools & Techniques



**Mindy Weinstein**

Founder & President at Market MindShift

## What do real customers search for?

It seems like a straightforward question, right?

But once you start digging into research and data, things become muddled.

A word or phrase might be searched for often, yet that fact alone doesn't mean those are your customers.

When you also factor in voice search and intent, it makes the entire keyword research process even more complicated.

While a paid search campaign will give us insight into our “money” keywords – those that convert into customers and/or sales – there are also many other ways to discover what real customers search.

It's your responsibility to drive organic traffic to your clients' website.

But that's not the only responsibility.

If you have been in SEO for even a minute, you know the questions that come up:

How does that traffic play into our ROI?

Are those visitors converting?

In SEO, you still experience the burden of getting visitors who will turn into leads, customers, or sales.

That is where this deep keyword research process can help you.

## Keyword Evolution

We are in an era where intent-based searches are more important to us than pure volume.

As the search engines strive to better understand the user, we have to be just as savvy about it too, meaning we have to know a lot about our prospects and customers.

In addition, we have to consider voice search and how that growth will impact our traffic and ultimately conversions.

Most of us are already on this track, but if you are not or want to sharpen your research skills, there are many tools and tactics you can employ.

Below are some go-to tools and techniques that can make the difference between average keyword research and targeted keyword research that leads to interested web visitors.

# 1. Get to Know the Human(s) You're Targeting

You need to really know your target audience.

Take the extra step to learn the questions customers are asking and how they describe their problems.

In marketing, we need to focus on solving a problem.

SEO is marketing. That means our targeted keywords and content focus should be centered on this concept.

An analysis of the audience can help you get to know the human(s) you're targeting. It makes your keyword research more personal and relevant.

Read more: [\*\*How to Know Your Audience to Master Your Marketing Campaigns\*\*](#)

## 2. Go Beyond Traditional Keyword Tools

**Keyword research tools** are great for streamlining the process of finding some great words and phrases, especially the tools that provide suggested or related terms that help us build our lists.

Don't forget about the **not-so-obvious tools**, though.

Demographics Pro is designed to give you detailed insights into social media audiences, which in turn gives you a sense of who might be searching for your brand or products.

You can see what they're interested in and what they might be looking for.

It puts you on the right track to targeting words your customers are using versus words your company believes people are using.

You can also view audience information on Audiense, which provides details about the people you are trying to attract. Through Audiense, you can even see hashtags and words they are using (i.e., keyword opportunities):

Full audience Compared to: Global - Any

9588 members

Actions

Demographics Socioeconomics Influencers & brands Interests Media affinity Content Personality Buying mindset Online habits

**Hot content** Popular posts, hashtags, keywords and formats

Last update: 16 days ago

**Publications**



**Wired**  
[New Algorithms Could Reduce Racial Disparities in Health Care](#)  
Researchers trying to improve health care with artificial intelligence usually subject their algorithms to a form of machine med school. Software learns from doctors by digesting thousands or millions of x-rays or other data labeled by expert humans until it can accurately flag suspect moles or lungs showing sig...

**Tradingster**  
[COT Report: SILVER with COT Chart \(Futures Only\) - Tradingster](#)  
Below is the Commitments of Traders (COT) report for SILVER - COMMODITY EXCHANGE INC. (futures only) with COT charts. This COT report for SILVER is as of 2021-02-09. COT reports are released each Friday (except for U.S. holidays) by the CFTC. Each COT report release includes data from the...

**Popular hashtags**

#twittermarketing				
#tuesdayvibe				
#sustainablebusiness				
#socialmediamarketing				
#socialmedia				
#news				
#mufc				
#leadgeneration				
#irish				
#influencers				

**Popular keywords**

content		
time	tijd	thewaryseo
strategies	social	robinlord
richardfergie		

**Most relevant media formats**

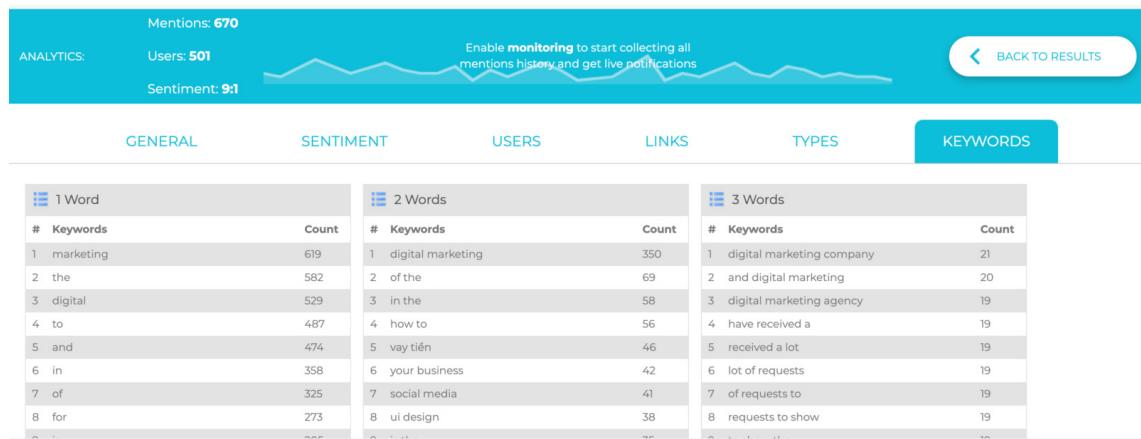
64.62% Links	6.92% Videos	4.62% Photos
-----------------	-----------------	-----------------

You can glean similar data about your prospective customers by using a free tool, Social Searcher.

It's not hard to use – all you have to do is input your keyword(s).

You can also select the source and choose the post type. You can see recent posts, users, sentiment, and even related words.

Here's an example of a Social Searcher report:



Let's say you want to create and optimize videos for certain keywords.

This tool allows you to filter by YouTube so you can see what is already out there and get insight into how you might optimize your videos.

### Filter Search

Post Types

 Link (217)     Photo (178)     Positive (184)     Negative (16)  
 Status (24)     Video (171)     Neutral (390)

Sentiment

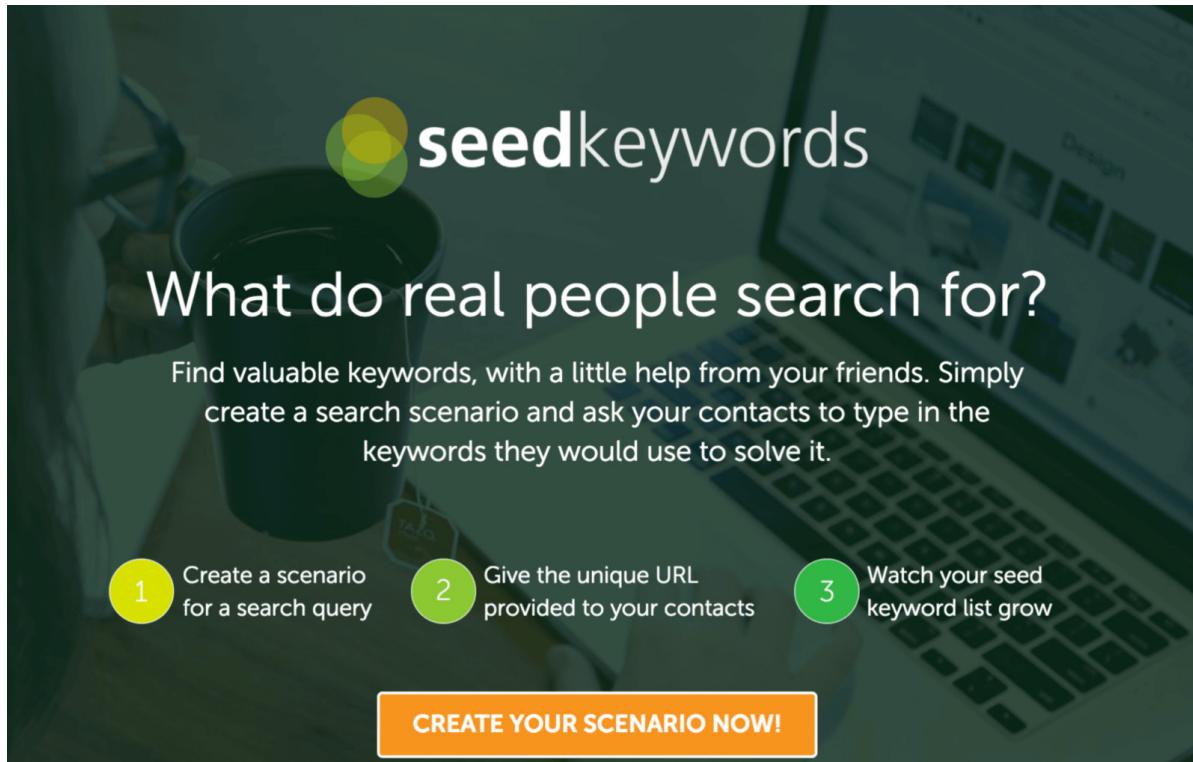
Sources

WEB (0)
 TWITTER (100)
 FACEBOOK (0)
 YOUTUBE (50)
 INSTAGRAM (0)
 REDDIT (100)
 DAILYMOTION (100)

TUMBLR (20)
 VIMEO (20)
 VKONTAKTE (100)
 FLICKR (100)

CANCEL
APPLY

Another great tool is Seed Keywords.



It is especially helpful if you are struggling with your keywords.

This tool makes it possible to create a search scenario that you can then send to your friends.

It is a huge help if you are in a niche industry and it is hard to find keywords.

Once you have created the search scenario, you get a link that you can send to people.

The words they use to search are then collected and available to you.

These words are all possible keywords.

## 3. Determine Trends

To capture relevant and timely traffic, you need to identify trending keywords.

For instance, if you are optimizing a website that has seasonal products or services, you need to know what people are searching for and when.

During the COVID-19 pandemic, there were all types of **keyword trends** that were beyond the obvious words and phrases.

As an example, people were searching for information to avoid weight gain and how to move a team to a virtual environment.

**Google Trends** is the best source to locate this information.

Be sure to filter by date and even location, if applicable.

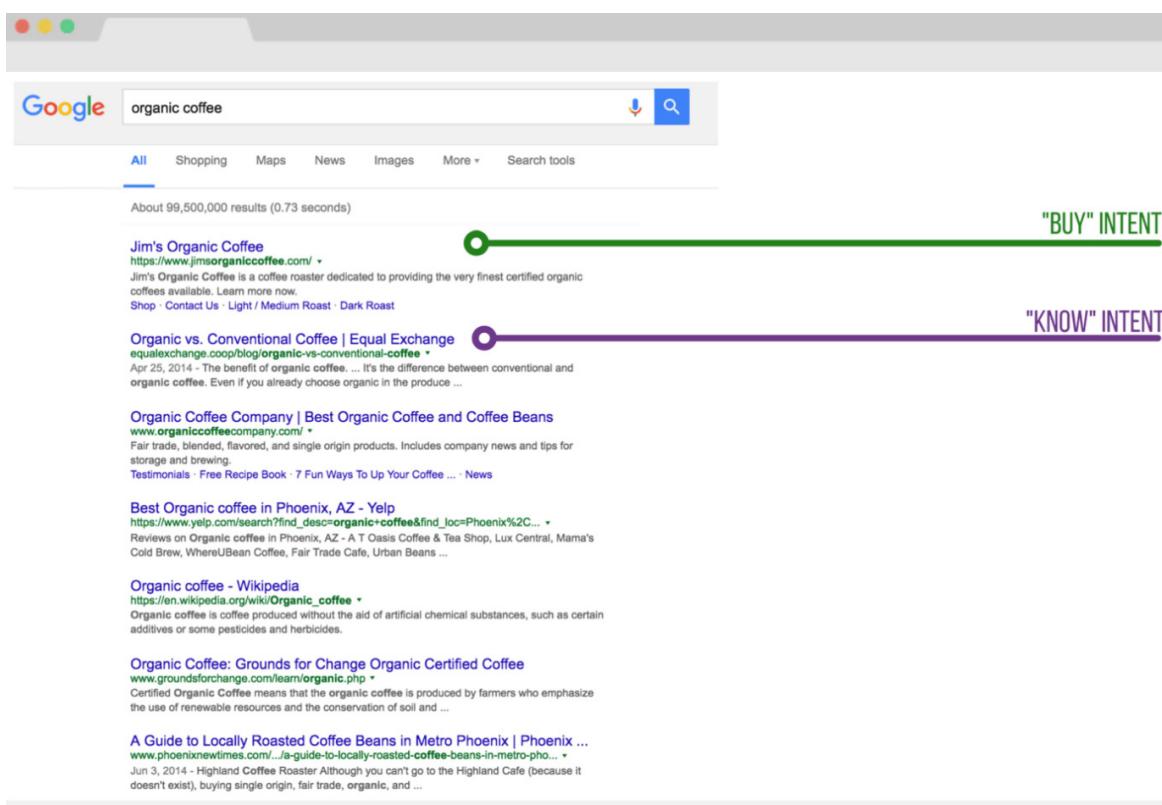
## 4. Dig Into Intent

Once you get a feel for some of the keywords you want to target, it's time to take it a step further.

You want to know what type of content is ranking for those keywords, which gives you an idea of what Google, and the searchers, believe the intent to be.

For the sake of providing a simple example (there are many other types of intent that occur during the buyer's journey), let's focus on two main categories of intent: **buy** and **know**.

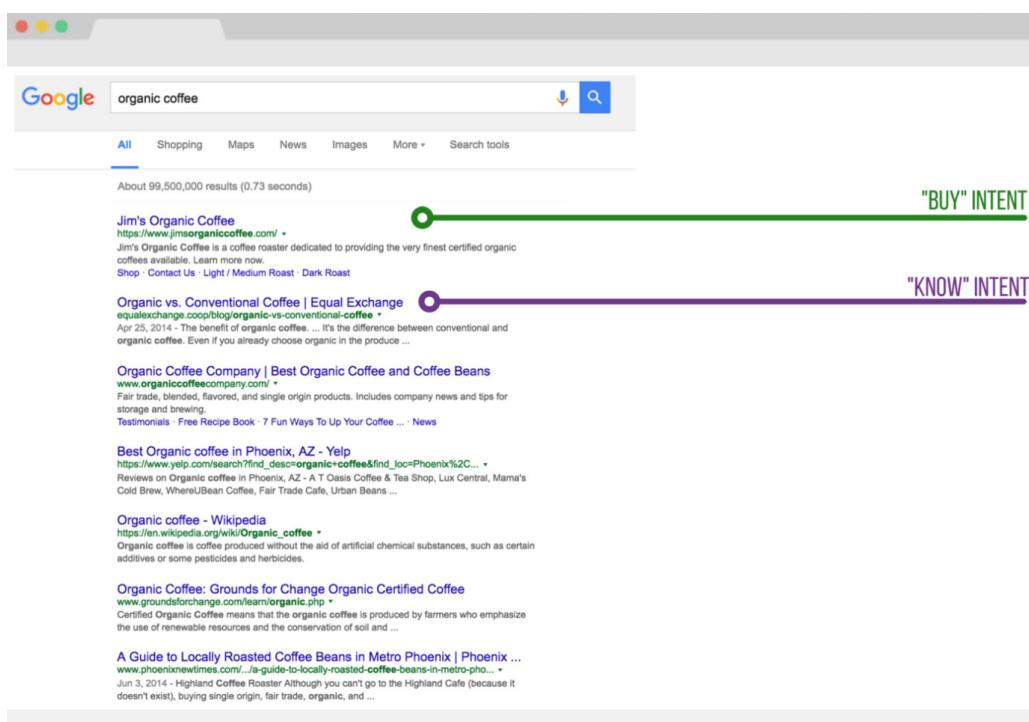
Let's say you're targeting the term [organic coffee]:



Based on what is in results, Google believes the searcher's intent could either be to purchase fair trade coffee or to learn more about it.

In this case, the page you're trying to optimize can be targeted toward either intent.

Here's another example:



In this scenario, if you were targeting the keyword [safe weed removal], you would create and/or optimize a page that provides information (or, in other words, satisfies the “know” intent).

Many tools can help you determine what pages are ranking for your targeted keywords, including SpyFu, SERanking, and Semrush.

You would simply click through them to determine the intent of the pages.

## 5. Go from Keywords to Questions

People search for questions.

That's not newsworthy, but we should be capitalizing on all of the opportunities to answer those questions.

Therefore, don't ever forget about the long-tail keyword.

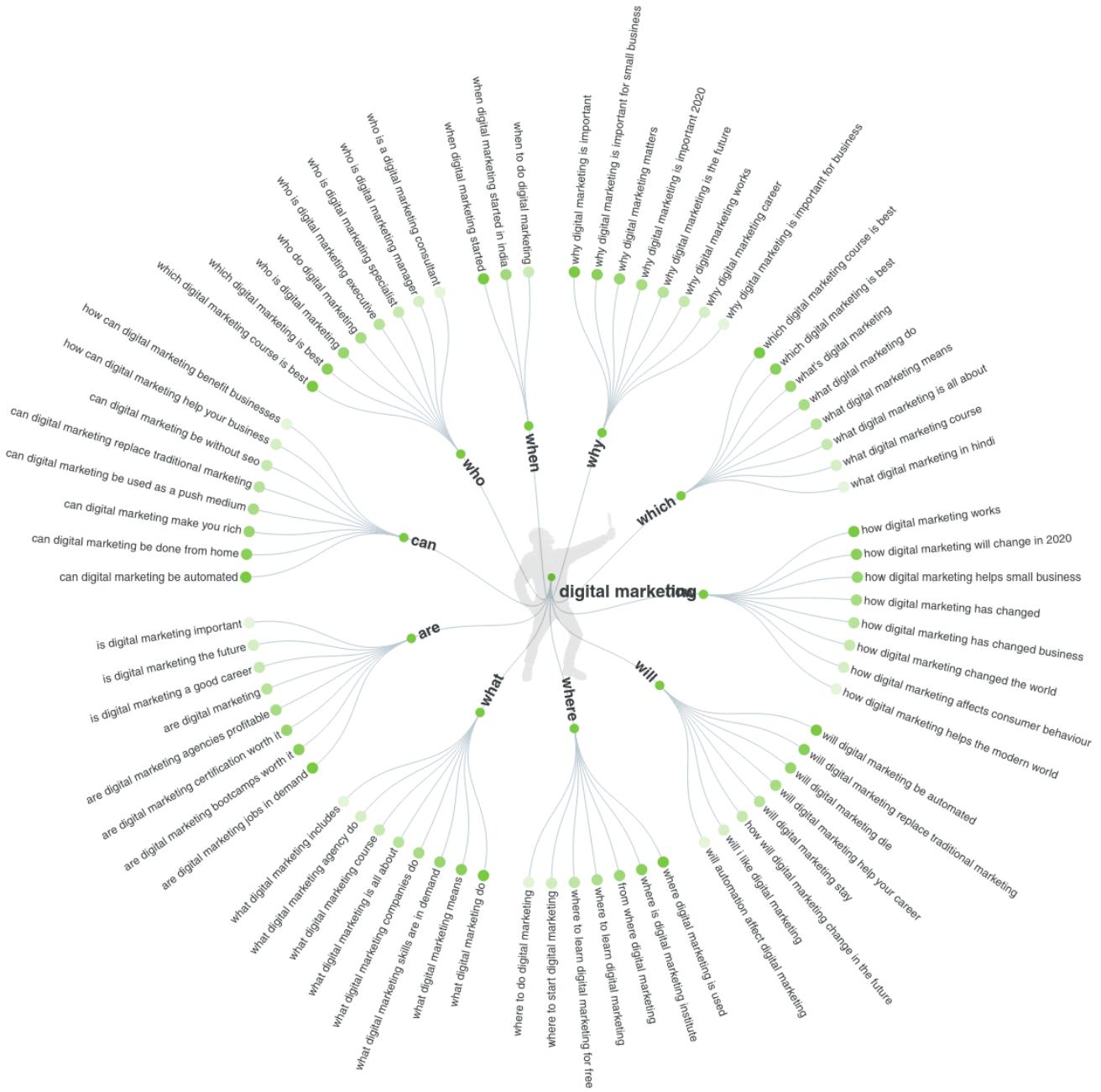
**Some of my favorite tools to assist in finding questions are:**

- AnswerthePublic.
- Question Analyzer by BuzzSumo.
- AlsoAsked.com.

AnswerThePublic uses autosuggest technology to present the common questions and phrases associated with your keywords.

It generates a visualization of data that can help you get a better feel for the topics being searched.

With this tool, you get a list of questions, not to mention other data that isn't depicted below:



The Question Analyzer by BuzzSumo locates the most popular questions that are asked across countless forums and websites, including Amazon, Reddit, and Quora.

Want to know what people ask about [digital marketing]? You can get that information and sort by question type:

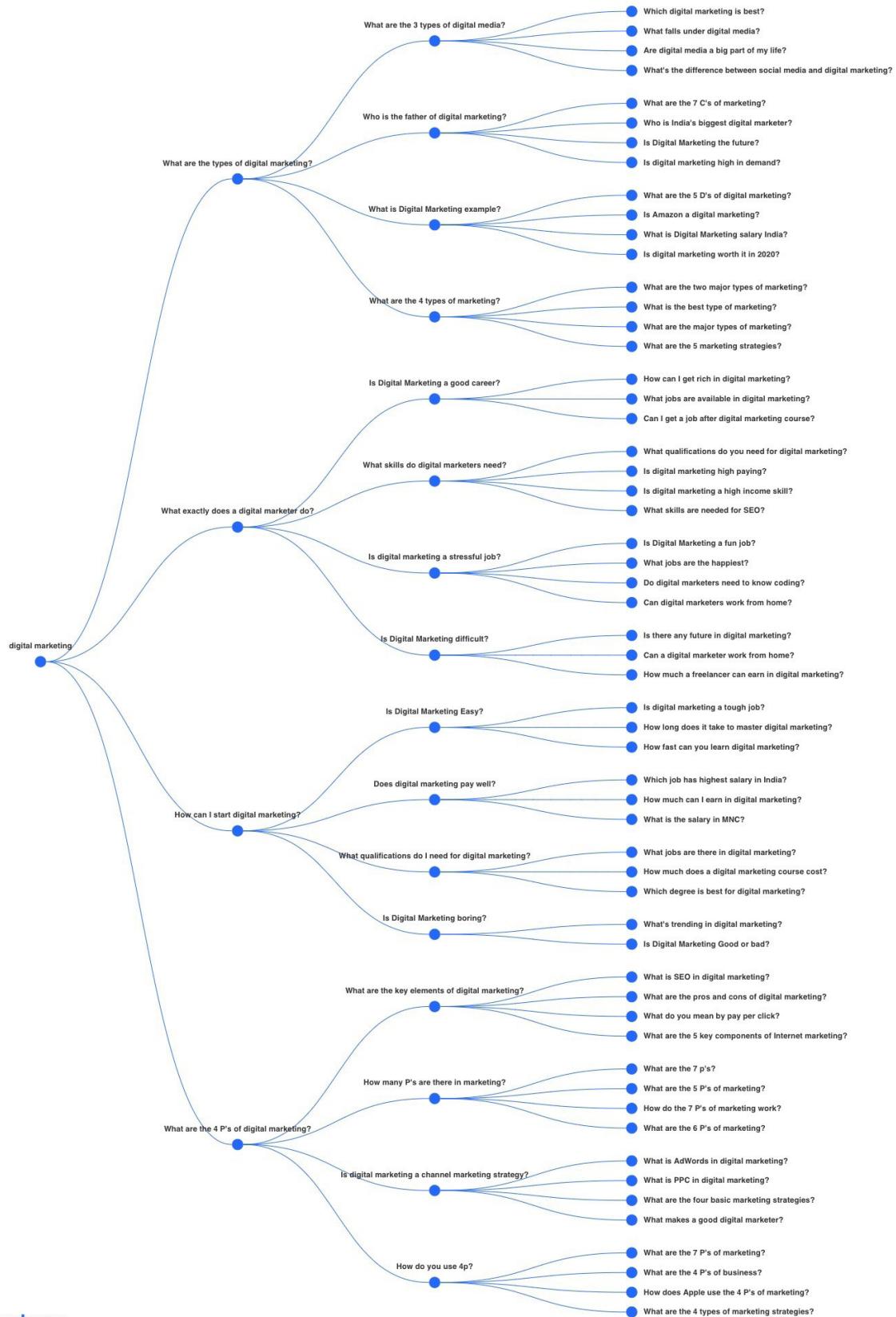
The screenshot shows the 'Discover Questions' section of the AnswerThePublic tool. At the top, there's a search bar with 'digital marketing' entered, a 'SEARCH' button, and filter options like 'Past 5 Years', 'All Country TLDs', 'Site Types', 'Sources', and 'RESET FILTERS'. Below the search bar, there are two tabs: 'Questions' (selected) and 'Related Themes'. On the right, there's a 'Visualisation' toggle switch. In the center, there's a large circular graphic with 'digital marketing' written in it. To the left of the circle is a vertical list of colored boxes containing question words: 'are' (green), 'can' (yellow), 'how' (light blue), 'what' (teal), 'when' (purple), 'where' (blue), 'which' (pink), 'who' (red), 'why' (orange), and 'will' (yellow). To the right of the circle is a callout box with the text: 'Interested in a specific type of question? Select one of the question types to your left and we'll pull out the 10 most recent questions of that sort that have been asked by the public.'

AlsoAsked.com is another tool that helps identify questions.

It is based on Google's People Also Ask data.

The tool provides insight into long-tail searches – the relationships between topics and questions.

Below is an example of what you might see on AlsoAsked.com.



Generated by [AlsoAsked.com](https://AlsoAsked.com)

## Final Thoughts

New techniques and tools are always helping make our jobs easier.

Your main focus should be on how to get customers to your website, which is done by knowing how to draw them in with the right keywords, questions, and content.



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