Keyword Research and Strategy Activity

# Objective

Your task is to do keyword research to determine what changes or additions need to be made to your website to improve SEO. You will develop a SEO strategy geared towards the services you offer to boost website traffic.

Important Links

[Google AdWords](https://www.google.com/adwords/)

[AdWord Help Center](https://support.google.com/adwords)

[Open Site Explorer Tool](https://moz.com/researchtools/ose/)

# Keyword Research Activity

## Access Google AdWords

In one of the following ways, access Google AdWords

1. Create or use an existing personal or business AdWord account associated with the gmail account you will use for your business
2. Signup for a Google AdWords account using a gmail account that is NOT your AB Tech student email address (apparently access has been blocked for student account since last semester)

NOTE: You will need to add a 10 cent campaign and then delete it.

## Brainstorm

Build a brainstorm list of 10 keywords and phrases that you believe will bring **qualified searchers** (someone whose intent is to buy something from you, take some action on your site, or be exposed to your content) to your website. These keywords should **ONLY** be relative to your services.

**Tip:** It may benefit you to do some research to determine if there are additional services you should be offering.

Use the “**Keywords**” tab in the spreadsheet provided, to record your list.

## Expand Your Keywords

The next step is to use Google's AdWords tool. You will need to put the terms and phrases that you brainstormed into the keyword tool, then find related words and phrases to expand the list. Use the instructions below to expand your brainstorm keyword list.

How to use the Google AdWord Keyword Planner

* Login to your Google AdWords account.
* Select **Tools** from the navigation bar.
* Select **Keyword Planner** from the dropdown menu.
* Under the “**Find New Keywords**” section, select “**Search for new keywords using a phrase, website, or category**”.
* Enter one or more of the following in the boxes that appear: o Words or phrases that describe what you're advertising.
  + The URL of a page on your website or your entire website.
  + A category relevant to your product or service.

**Tip:** To filter larger sets of ideas, enter both a word and website URL.

* Click **Get ideas.**
* Review your keywords from the **Ad group ideas** tab (which you'll see by default) or the **Keyword ideas** tab.
* Download your list as an **AdWords Editor CSV file**. You may need to do this with several Ad Groups to build the best mix of keywords or phrases.

**TIP:** Check the AdWord Help Center for additional assistance on using the keyword planner.

## Record Your Findings

Use the “**Keywords**” tab in the spreadsheet provided to record your findings and answer the associated questions.

## Size Up the Competition

Look at your primary competitors and see what they are targeting. You can find these in the title tag or metadata on a competitor’s pages. Many sites use the meta keywords tag still, even though search engines don't.

Search one of the keywords or phrases from the previous activity using a search engine of your choice, and then identify the website that appears 3rd in the organic listing and the website that appears in the 6th position of the first page in the organic listing.

Use the Open Site Explorer Tool to analyze each site’s statistics.

Use the “**Competitor Analysis**” tab in the spreadsheet provided to record your findings.

# What You Will Turn In

1. Screenshot of your AdWord.
2. Name it **Last-First-AdWord-Screenshot.jpg.**
3. Your spreadsheet with the following tabs completed.
   1. Keywords
   2. Competitor Analysis
4. Name it **Last-First-** **Keyword-Research.xlsx**