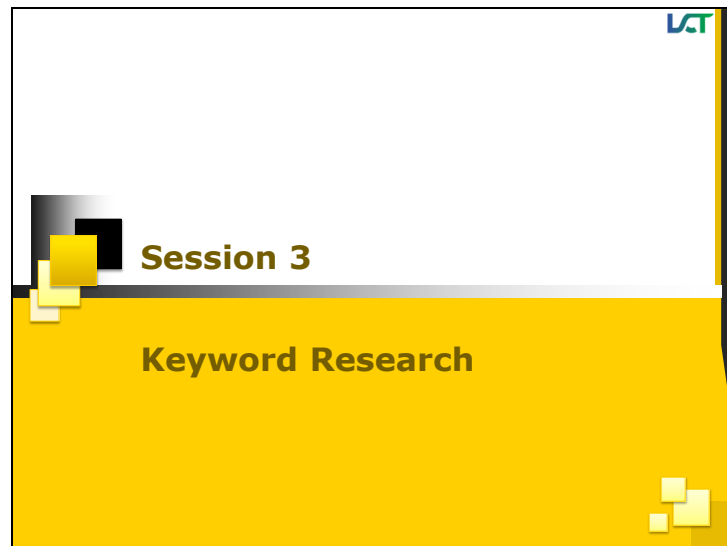
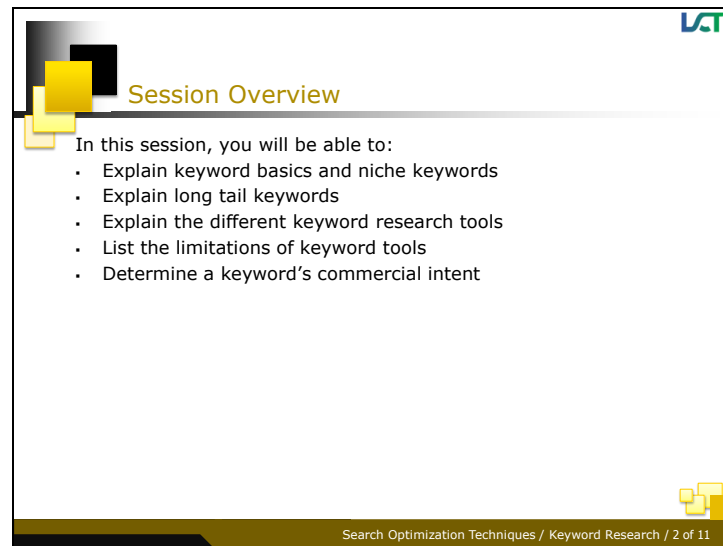


Slide 1



## Slide 2



The slide is titled "Session Overview" and is part of a presentation on Search Optimization Techniques / Keyword Research. It features a yellow and black decorative graphic in the top left corner and a small "LST" logo in the top right corner. The main content is a bulleted list of learning objectives. The slide has a yellow border and a yellow footer bar.

### Session Overview

In this session, you will be able to:

- Explain keyword basics and niche keywords
- Explain long tail keywords
- Explain the different keyword research tools
- List the limitations of keyword tools
- Determine a keyword's commercial intent

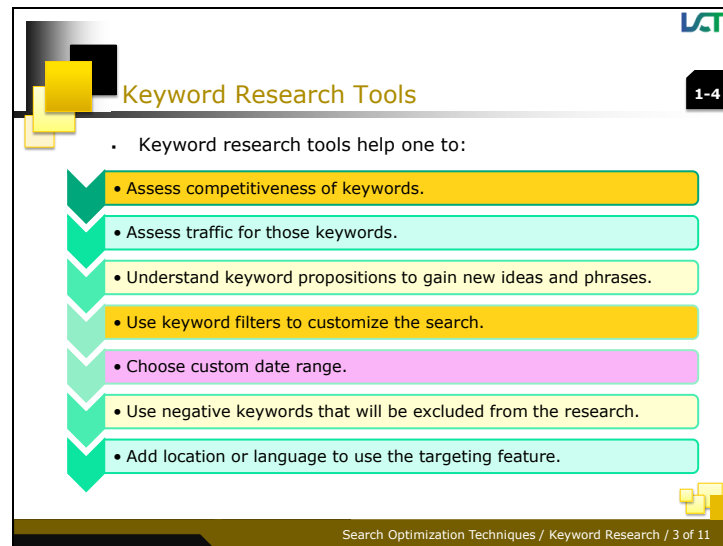
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### Instruction(s) to the trainer:

- Begin the session by giving a basic introduction to the students about the basics of keywords and niche keywords.
- Conclude this screen by defining a keyword's commercial intent.

### Quick Tips:

Before commencing the session, students may express their knowledge about keywords.



### Keyword Research Tools

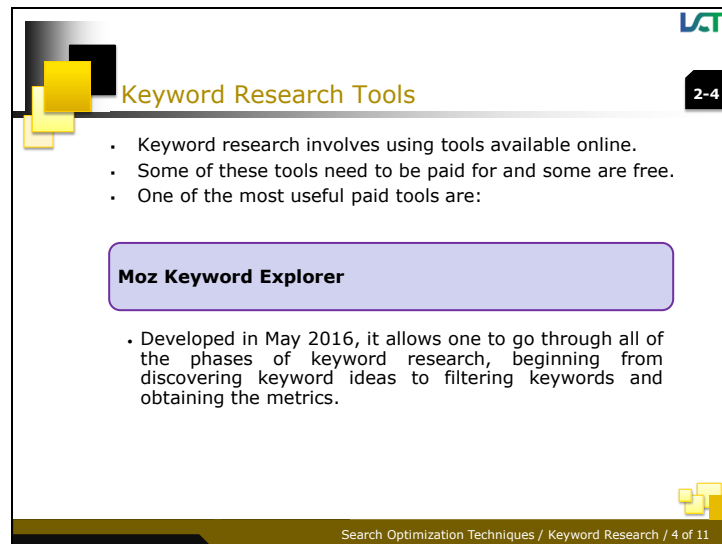
- Keyword research tools help one to:
  - Assess competitiveness of keywords.
  - Assess traffic for those keywords.
  - Understand keyword propositions to gain new ideas and phrases.
  - Use keyword filters to customize the search.
  - Choose custom date range.
  - Use negative keywords that will be excluded from the research.
  - Add location or language to use the targeting feature.

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**Instruction(s) to the trainer:**

- Explain that search engines offer their own keyword research tools that give statistical overview to Webmasters. For example, Google offers Keyword Planner, while Bing has the Bing keyword research tool.
- Continue explaining the usefulness of keyword research tools as mentioned on the slide.

## Slide 4



The slide is titled "Keyword Research Tools" and is part of a presentation on "Search Optimization Techniques / Keyword Research". It features a list of bullet points and a section titled "Moz Keyword Explorer".

**Keyword Research Tools**

- Keyword research involves using tools available online.
- Some of these tools need to be paid for and some are free.
- One of the most useful paid tools are:

**Moz Keyword Explorer**

- Developed in May 2016, it allows one to go through all of the phases of keyword research, beginning from discovering keyword ideas to filtering keywords and obtaining the metrics.

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### Instruction(s) to the trainer:

- Explain that the the Moz Keyword Explorer comes with a 30-day free trial and a lot of exclusive features, which are straightforward and easy to use. To use this, it is important to specify a seed keyword (foundation keyword for SEO).

## Slide 5

**Keyword Research Tools** 3-4

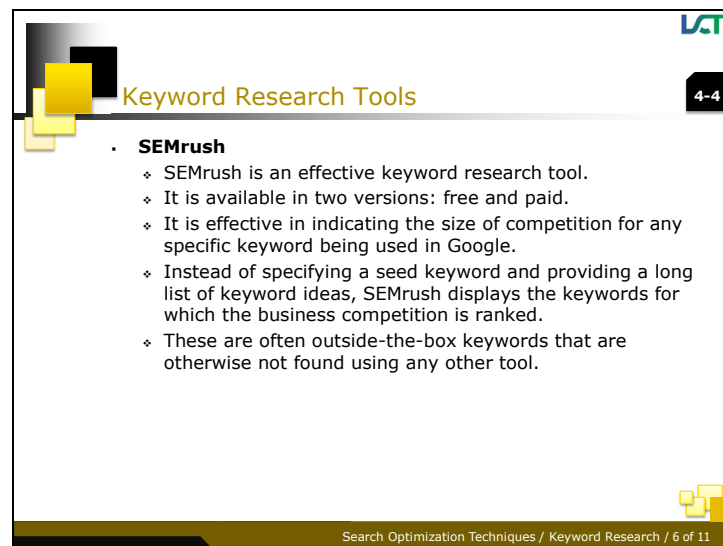
- GKP:
  - ✧ Following are the steps for using the GKP:

- Sign in to Google AdWords account.
- On the toolbar, select **Tools --> Keyword Planner.**
- Select either one of the following displayed in the **where would you like to start?**

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### Instruction(s) to the trainer:

- Explain that GKP tool has an entire suite of features. It helps in creating hundreds of keyword combinations in just a few seconds, filtering low-volume searches, and recognizing a keyword's popularity.



The slide is titled "Keyword Research Tools" and is part of a presentation on "Search Optimization Techniques / Keyword Research / 6 of 11". It features a list of points about SEMrush, a keyword research tool. The slide includes a logo in the top right corner and a small graphic of yellow squares in the top left corner.

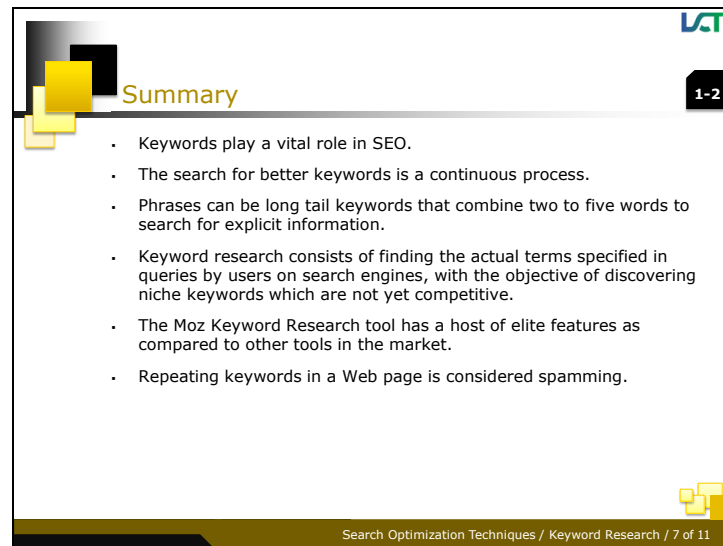
- **SEMrush**
  - ❖ SEMrush is an effective keyword research tool.
  - ❖ It is available in two versions: free and paid.
  - ❖ It is effective in indicating the size of competition for any specific keyword being used in Google.
  - ❖ Instead of specifying a seed keyword and providing a long list of keyword ideas, SEMrush displays the keywords for which the business competition is ranked.
  - ❖ These are often outside-the-box keywords that are otherwise not found using any other tool.

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**Instruction(s) to the trainer:**

- Explain that to use the tool, just specify a competitor's domain name in the field at the top of the page. If SEO is being executed in a country outside the U.S. (for example, in Google.co.in), one can select to see the data related to that specific market. One needs to select a country from the menu.

## Slide 7



Slide 7 is titled "Summary" and is part of a presentation on Search Optimization Techniques / Keyword Research. The slide features a yellow and black decorative graphic in the top left corner and a small "1-2" icon in the top right corner. The main content is a bulleted list of seven points regarding keyword research. The slide is framed by a yellow border, and the footer contains the text "Search Optimization Techniques / Keyword Research / 7 of 11".

### Summary

- Keywords play a vital role in SEO.
- The search for better keywords is a continuous process.
- Phrases can be long tail keywords that combine two to five words to search for explicit information.
- Keyword research consists of finding the actual terms specified in queries by users on search engines, with the objective of discovering niche keywords which are not yet competitive.
- The Moz Keyword Research tool has a host of elite features as compared to other tools in the market.
- Repeating keywords in a Web page is considered spamming.

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### For Slide 7 and 8

#### Instruction(s) to the trainer:

Summarize the session.

Highlight the key points covered in the session and provide an introduction of the next session. Facilitate a group discussion; ask open-ended questions in relation to the session that was conducted.

Invite responses from the participants.



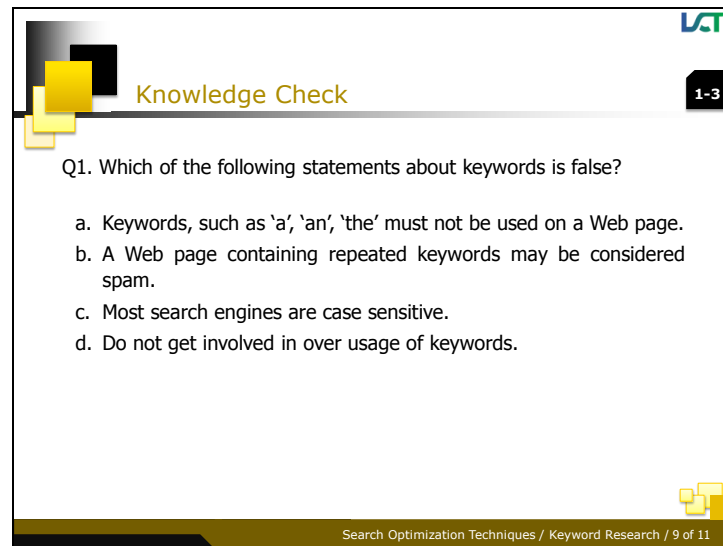
## Summary

2-2

- The right placement of keywords in a Web page helps search engines observe them and understand what the Web page has to offer.
- The objective of the niche topic list is to map the various topics that the target customer searches for.
- Niche topics is the simplest way to find untapped keywords.
- A buyer personality is an easy way to classify niche topics that are important for potential customers.
- GKP has a host of features that help create hundreds of keyword combinations, filter low-volume searches, and recognize a keyword's popularity.
- A keyword should be tested on different search engines to understand its ranking and get an idea of how competitive it is.

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**Knowledge Check**

Q1. Which of the following statements about keywords is false?


- a. Keywords, such as 'a', 'an', 'the' must not be used on a Web page.
- b. A Web page containing repeated keywords may be considered spam.
- c. Most search engines are case sensitive.
- d. Do not get involved in over usage of keywords.

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**Discuss Knowledge Check questions from slides 9 to 15**

**Answer(s):**

1. Most search engines are case sensitive




Knowledge Check

2-3

Q2. Which of the following statements is true?

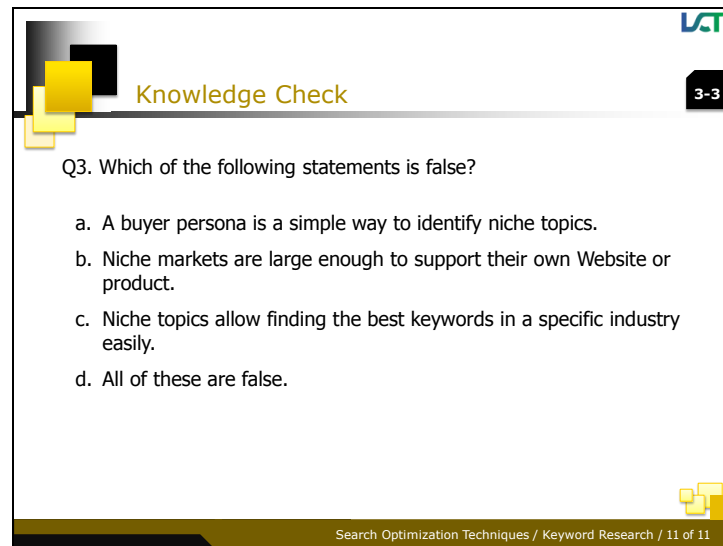
- a. Long tail keywords get a lot of search volume individually.
- b. Body keywords are four plus word phrases.
- c. Head terms usually do not convert very well.
- d. All of these are true.



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**Answer(s):**

2. Head Terms usually do not convert very well.



**Knowledge Check**

3-3

Q3. Which of the following statements is false?

- a. A buyer persona is a simple way to identify niche topics.
- b. Niche markets are large enough to support their own Website or product.
- c. Niche topics allow finding the best keywords in a specific industry easily.
- d. All of these are false.

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**Answer(s):**

3. Niche Markets are large enough to support their own Website or product.