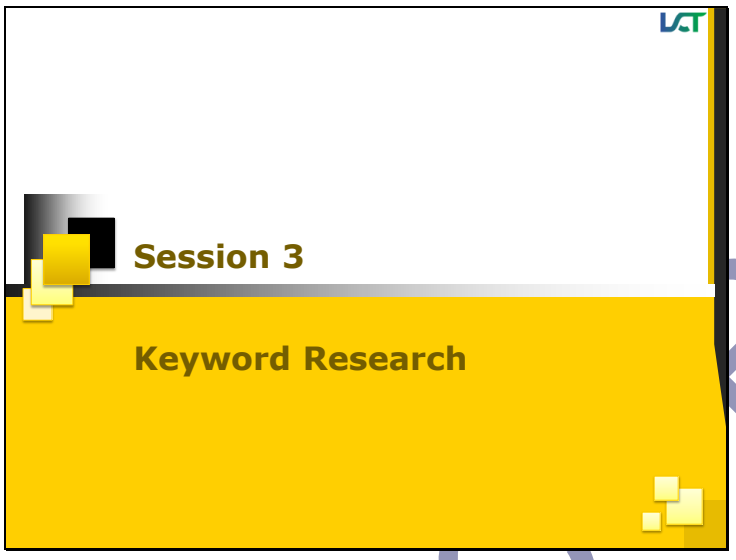
Slide 1



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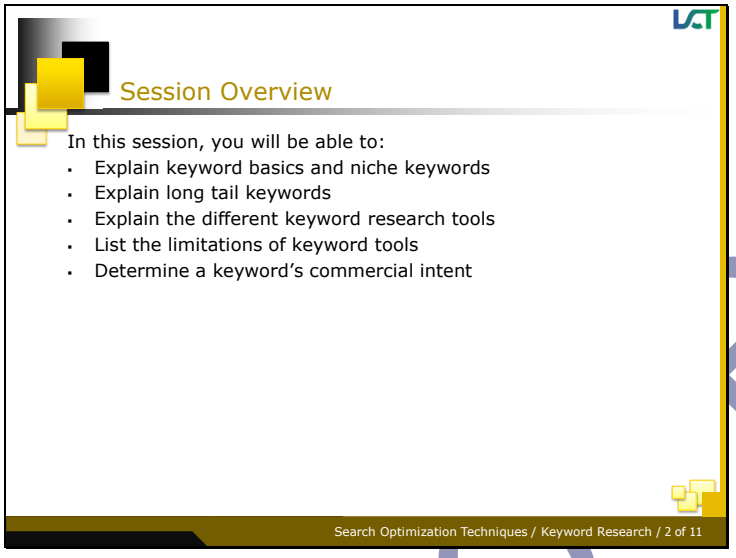
Slide 2



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.

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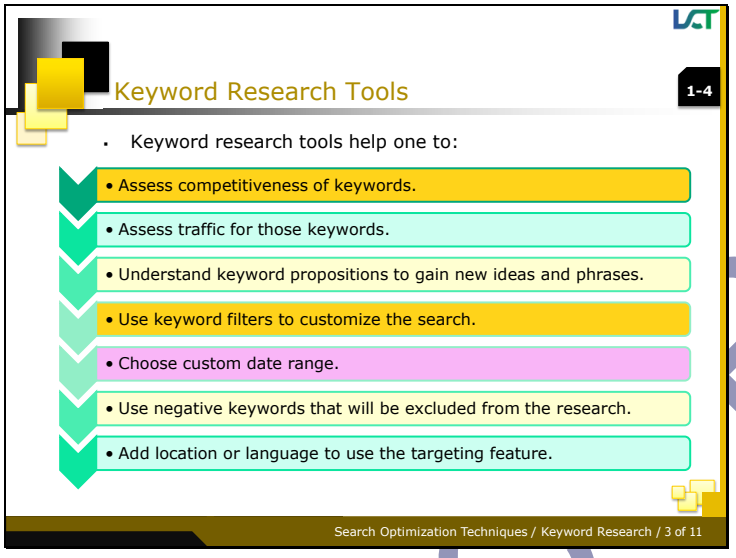
Slide 3



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.

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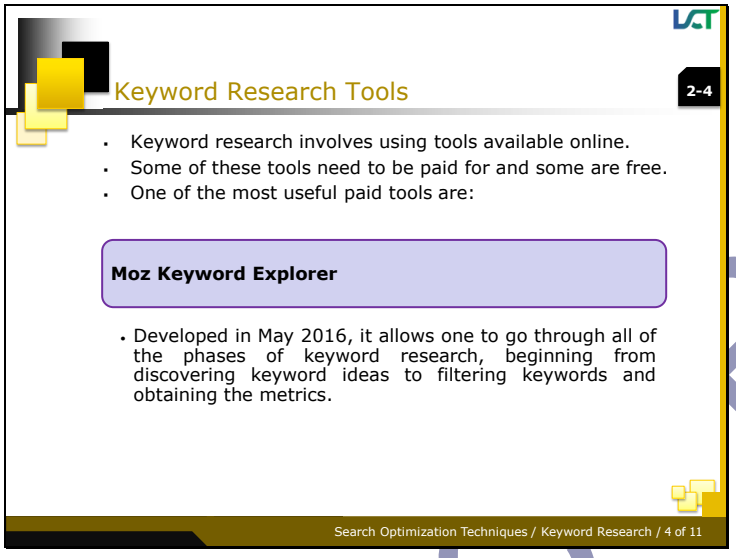
Slide 4



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).

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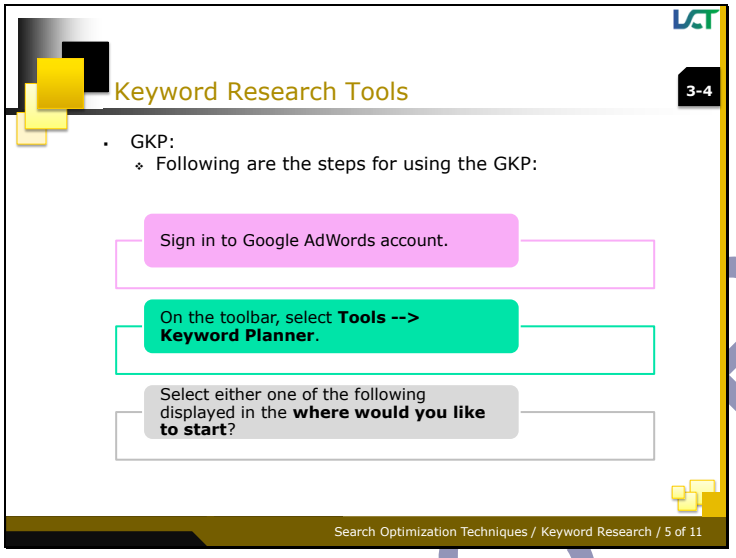
Slide 5



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.

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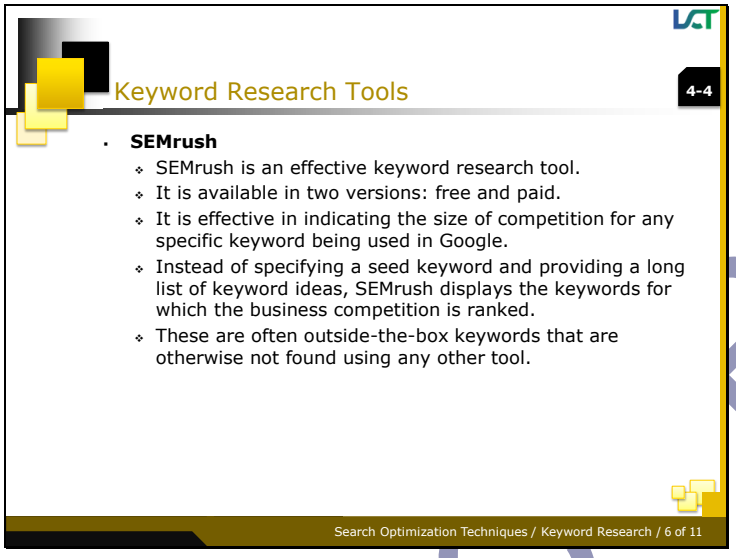
Slide 6



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.

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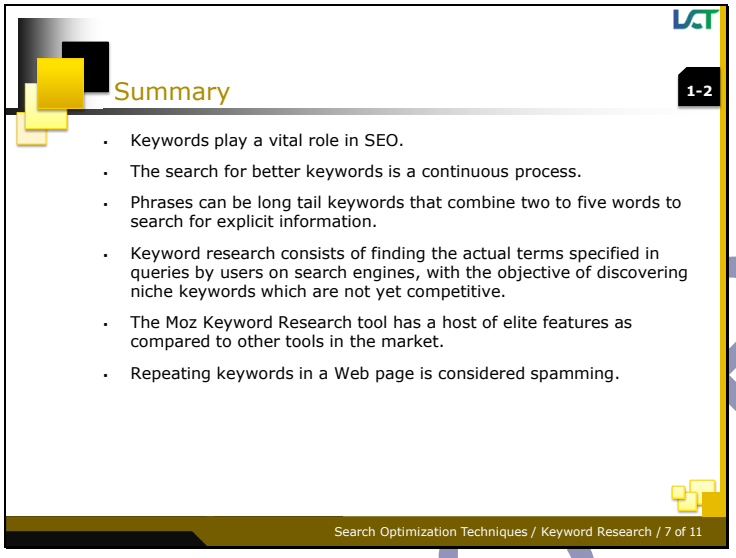
Slide 7



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.

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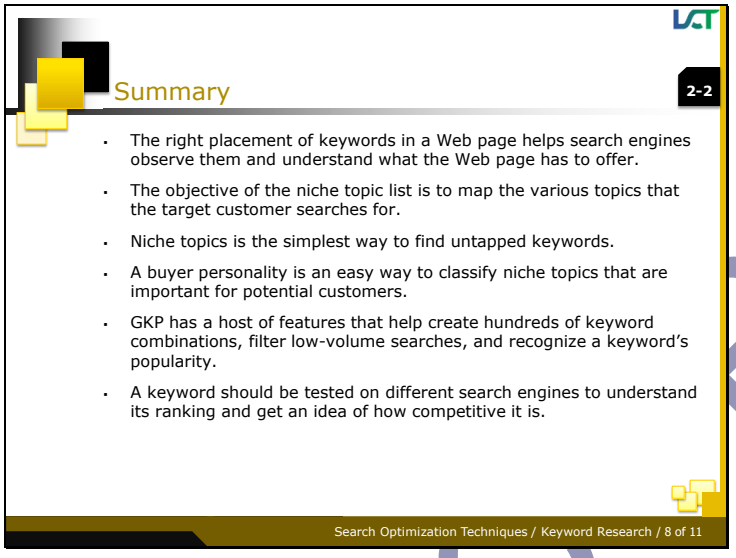
Slide 8



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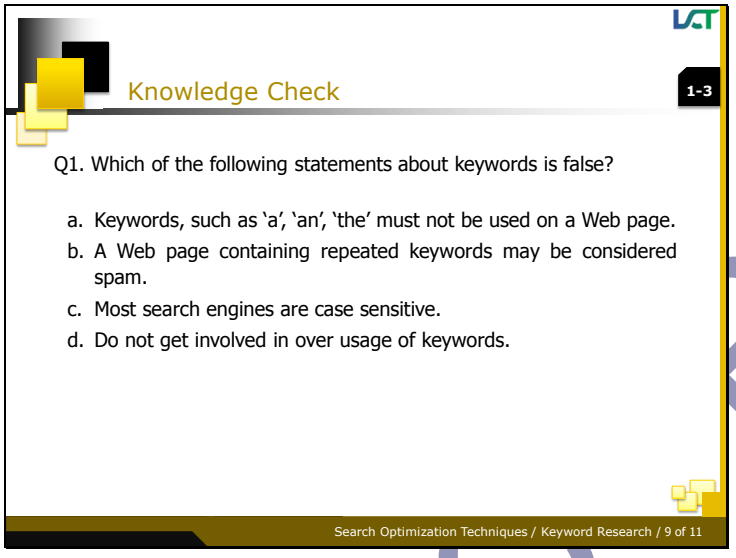
Slide 9



Discuss Knowledge Check questions from slides 9 to 15

Answer(s):
1. Most search engines are case sensitive

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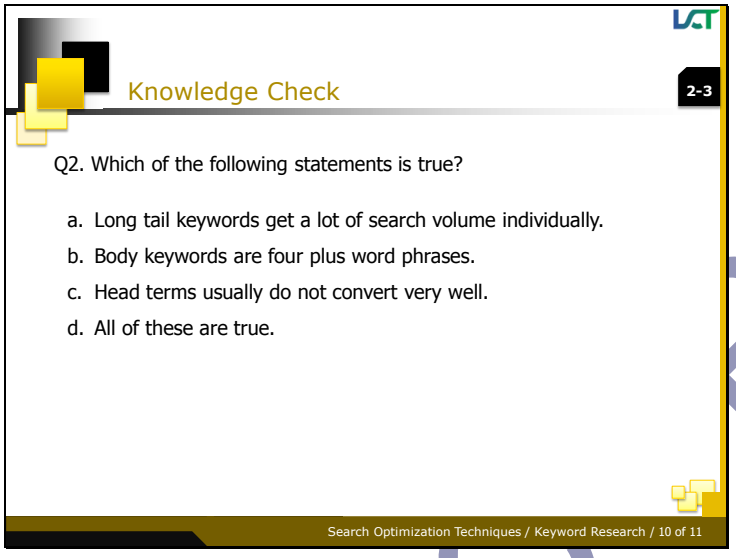
Slide 10



Answer(s):

2. Head Terms usually do not convert very well.

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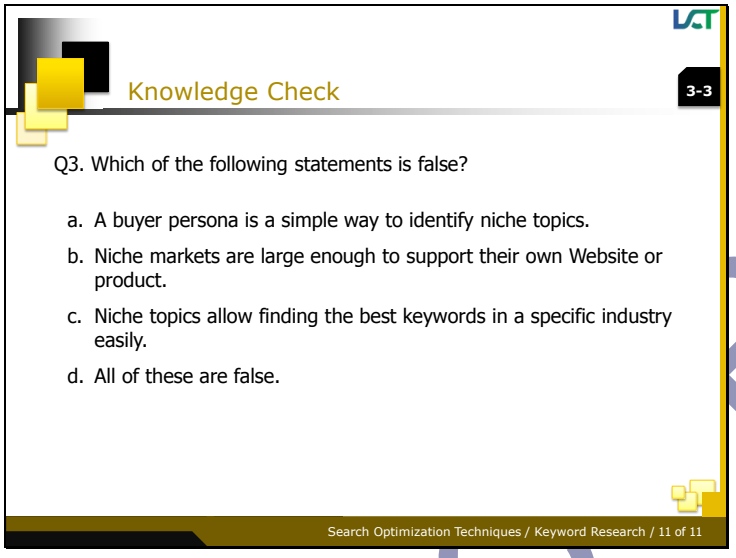
Slide 11



Answer(s):

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

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