

prakashgajera-----

CH5- Keyword Research

prakashgajera-----

- Keyword research is one of the most important, valuable, and high-return activities in the search engine marketing field.**
- Those tools cannot show you (directly) how valuable or important it might be to rank for and receive traffic from those searches. To understand the value of a keyword, you need to research further, make some hypotheses, test, and iterate—the classic web marketing formula.

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The Theory Behind Keyword Research

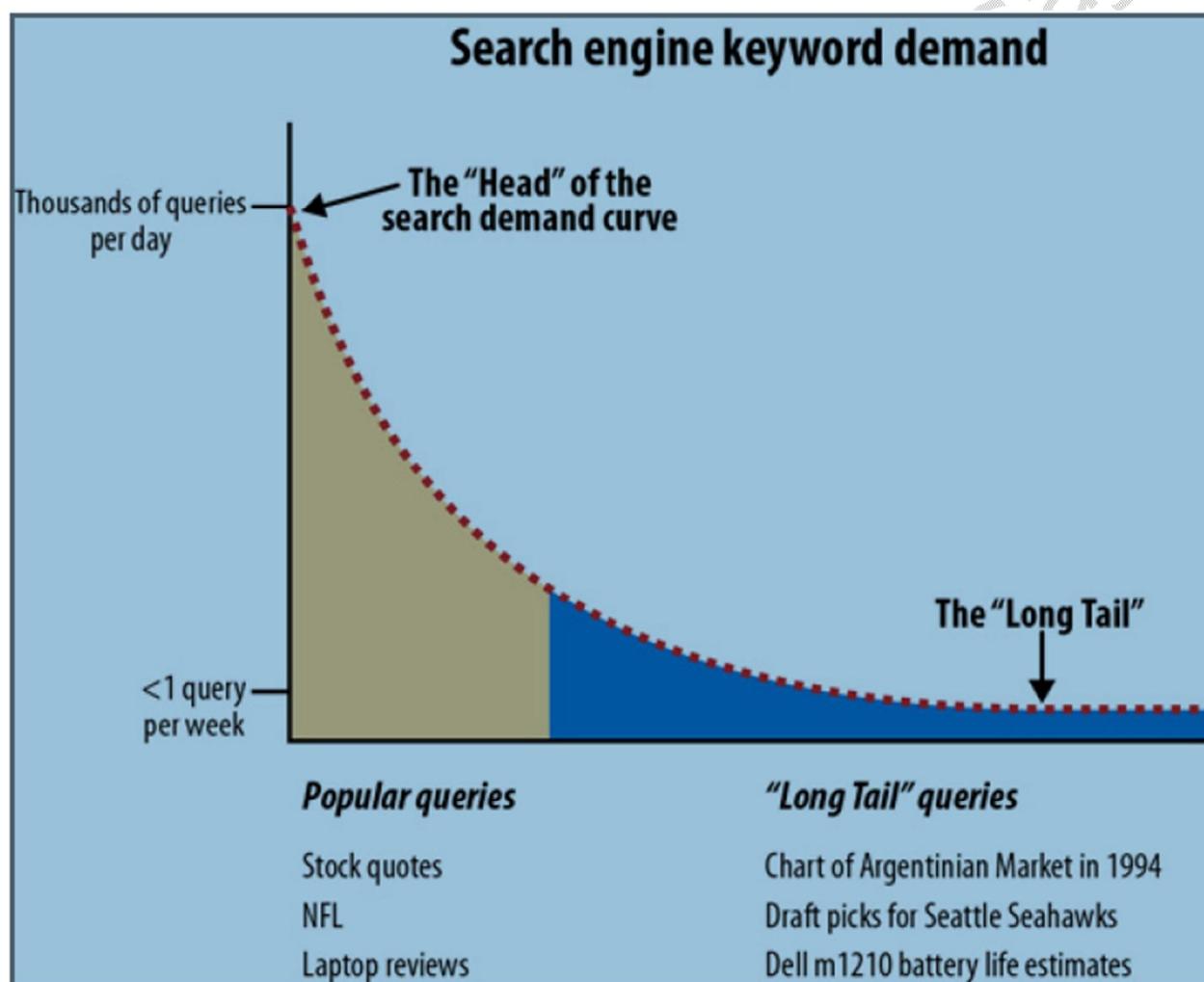
- Keyword research tools provide valuable insight into the thinking of your potential customers.**
- When users go to search engines and type out their search queries, they may use language that is entirely different from what you expect.
- Even if your product or service **provides a solution** they can use, they may start with a description of their problem.
- The **keyword research tools** presented in this chapter will provide you with methods to investigate all these factors.
- Take the time to go beyond** the surface and use the tools to learn how your customers think, get your thinking in **alignment** with theirs, and then build your website strategy (and perhaps even your product strategy) around that.
- The Long Tail of the Keyword Demand**
 - It is wonderful to deal with keywords that have 5,000 searches per day, or even 500 searches per day, but in reality these “popular” search terms may actually comprise less than 30% of the overall searches performed on the Web. The remaining 70% lie in what’s commonly called the “**long tail**” of search

The Search Demand Curve



Traditional Approaches: Domain Expertise, Site Content Analysis

- One of the **smartest** things you can do when initially **conducting keyword** research is **brainstorm original** ideas with business participants before getting keyword tools involved.
- This can be **surprisingly** effective for coming up **with numerous critical keywords**.
- It can also help you **understand** if your organization thinks about your offerings using different language than your customers.
- Start by **generating** a list of terms and phrases that are relevant to your industry and pertain to what your site or business offers.
- The **brainstorming** phase should ideally result in a list of several dozen to several hundred or more **keyword** searches that will bring **relevant visitors** to your site.



Steps:

- **Produce** a list of key one- **to three-word phrases** that describe your **products/services**.
- **Spend** some time coming up with synonyms that your potential customers might use for those products and services
- It can be helpful to **imagine creating a directory for all the people**, projects, ideas, and companies connected to your site.
- **Broaden your list by thinking of higher-level terms** of which your products or services are a subset.

- **Review your existing site**, and extract what appear to be key phrases from your site.
- **Review industry association and/or media sites to see** what phrases they use to discuss your topic area.
- **List all your various brand terms.**
- **List all your products.** If your site has a **massive number of products**, consider stepping back a level (or two) and listing the categories and subcategories.
- **Have your team imagine they are potential customers**, and ask them what they would type into a search engine if they were looking for something similar to your product or service.
- **Supplement this by asking some people outside your business what** they would search for—preferably, people who are not directly associated with the company.
- **Use your web analytics tool to see what terms people** are already using to come to your site, or what terms they are using within your site search tool if you have one.
- **Review your competitors' websites** and see what key phrases they use for their products and services that compete with yours.
- **Record what nonbranded terms** they use for their business.
- **Read any articles they have written** that are published on sites other than their own.
- **Observe what the media may** have had to say about them.

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Keyword Research Tools

- A wide variety of options are available **for performing keyword research**, including **tools provided by the search engines**, tools developed by third parties, and tools for **complex keyword analysis of terms** called during research.
- **For example**, if you compare two terms and see that one term is more popular than the other because it returns a higher search count, you can assume that **Term A** is more popular and searched for more often than **Term B**. However, you should treat the search counts as only (rough) estimates.

➤ Keyword Research Data from the Engines

1. Blog search counts

- Blog search data is terrific for picking out hot topics or keywords in the blogosphere and the realm of social media.
- Since blog search often incorporates forums and other social media properties
- **For example**, check out **the 851,000** results returned by the blog search for cupcake recipes (**see Figure below**) versus the 3.28 million results returned when web search was used to perform the same search.

site:www.blogger.com cupcake recipes

All Videos Images Books News More Settings Tools

About 180 results (0.43 seconds)

Afternoon Tea Total: Green Tea cupcakes
<https://www.blogger.com/logout-redirect.g?blogID=5364838868284788371...> ▾
 Jul 9, 2010 - Luckily, the lovely Rachel that I met on my cupcake course last year had sent me a recipe for green tea cupcakes that I adapted a little. In truth ...

cupcakes food - Google+
<https://www.blogger.com/profile/17522867647995020008> ▾
 cupcakes food - Google+. ... Get inspired with recipes and ideas Cupcake Recipes from my blog. Get inspired with recipes and ideas Cupcake Recipes from my ...

That's so asian!: Summer of Cupcakes
<https://www.blogger.com/logout-redirect.g?blogID=957930571616925428...> ▾
 Aug 17, 2010 - Cupcake #2: The Margarita Cupcake (click for recipe) ... oodles of fun to teach, partially because I could test out my cupcake recipes on them! ;).

The Bionic Baker: Mini Hostess-esque Cupcakes
<https://www.blogger.com/logout-redirect.g?blogID=1038818613418600289&postID...> ▾
 Jun 24, 2010 - And the chocolate cake recipe did not disappoint. ... Icing the cupcakes is easiest if you hold the cupcake upside down and dip it into the ...

2. Related terms

- Several of the engines offer “related” terms,
 - ◆ Including Google,
 - ◆ Yahoo!,
 - ◆ Bing,
 - ◆ Ask, and
 - ◆ Yippy
 - ◆ This data can be invaluable if you’re looking to find related terms that may not have come up through competitive analysis or brainstorming.

3. Common usage and phrase combinations

- a. Using a search with the * character can give you a good idea of what terms/phrases commonly precede or follow a **given term/phrase**.
- b. For example, using * ringtones can show you phrases that are commonly associated with the term ringtones.

4. Frequency of recent usage

- a. Using the very cool **Google date range operator**.
- b. You can determine how many times in the past day, week, month, or year new content related to your term was added to the **Google index**.
- c. The easiest way to do this is to click on “**More search tools**” on the left side of the Google results.
- d. Once you do that, you can pick from “**Any time**” (which is the default), “**Past hour**,” “**Past 24 hours**,” “**Past week**,” “**Past month**,” “**Past year**,” and “**Custom range**.” This will limit you to the results that were added to the index during the referenced time frame.

TABLE 2. Google date search operators

Operator	Date range
&as_qdr=d	Past 24 hours
&as_qdr=d4	Past four days
&as_qdr=w	Past week
&as_qdr=w5	Past five weeks
&as_qdr=m6	Past six months
&as_qdr=y2	Past two years

* ringtones

All Videos News Maps Images More Settings Tools

Any country ▾ Any time ▾ All results ▾

Any time

Download <https://www.zedge.net/>
Huge selection of quality mobile phone ringtones. Free download!

Browsing www.zedge.net/
Browsing ringtone categories: awesome, cool, funny,...

Download Ringtones | Free mp3 Ringtones for Mobile Phones
www.prokerala.com/downloads/ringtones/
Download ringtones, message tones, alert tones etc... Free mobile ringtones for all type of phones, shared and submitted by our users. Choose from over 30400 ...
Bollywood / Hindi Ringtones · Music Ringtones · Iphone Ringtones · Malayalam

Ringtone - Wikipedia
<https://en.wikipedia.org/wiki/Ringtone>
A ringtone or ring tone is the sound made by a telephone to indicate an incoming call or text ... the call signals which are the predecessors of ringtones date back to the beginnings of telephony, modern ringtones began to appear in the 1960s ...

• Keyword Research with Tools

- It is great to get this data from **search engine queries**, and it can certainly help you get a sense of the **importance** of a given keyword.
- However, **a large array of tools exist** to give you direct insight into the volume of searches performed on **specific keywords**, and also to help you discover new keywords to consider.

1. Google's AdWords Keyword Tool and Traffic Estimator

- Google provides a **couple of tools specifically designed for use in keyword research**.
- Although they are primarily meant to help **Google's paid search customers**, they can also be used to obtain information for **organic search**.

A. What the Keyword Tool provides.

◆ **Google's AdWords Keyword Tool**

(<https://adwords.google.com/select/KeywordToolExternal>) provides

- related terms,
- search volume estimates,
- search trends, and
- ad cost estimates for any keyword or URL that you enter

1. Keyword

- Displays a list of related keywords, including the phrase or phrases you entered.

2. Competition

- Displays the relative competitiveness of the keyword (in paid search).

3. Global Monthly Searches

- Shows the search volume for the keyword worldwide.

4. Local Monthly Searches

- Displays the keyword search volume for the country you specify (this defaults to the country you are in).

5. Include terms

- Provides a way to specify additional terms. The Keyword Tool will only show you suggestions that included these terms

6. Exclude terms

- Allows you to add a negative keyword for any keyword phrase that does not pertain to your business. This feature is not necessarily useful for researching keywords for organic search; it is more valuable when planning your AdWords account bids.

7. Match Types

- The options are Broad, [Exact], and “**Phrase**.” These correspond to the way these terms are defined by Google AdWords. [Exact] means that the returned words will show only volumes related to the exact keyword phrase shown. “Phrase” means that the volumes will be returned for all uses of the keyword that include the keywords exactly as shown.

The screenshot shows the Google AdWords Keyword Planner interface. At the top, there is a navigation bar with links for Home, Campaigns, Opportunities, Reports, and Tools. The 'Tools' link is underlined, indicating the active section. Below the navigation bar, the title 'Keyword Planner' is displayed, followed by the sub-instruction 'Where would you like to start?'. A large green button labeled 'Find new keywords and get search volume data' is prominently featured. Below this button is a search input field with the placeholder text 'Search for new keywords using a phrase, website or category'. Further down, there are several input fields and dropdown menus for specifying targeting parameters: 'Your product or service' (with a placeholder 'For example, flowers or used cars'), 'Your landing page' (with a placeholder 'www.example.com/page'), 'Your product category' (with a dropdown menu placeholder 'Enter or select a product category'), 'Targeting' (with dropdown menus for 'All locations', 'English', 'Google', and 'Negative keywords'), and 'Customise your search' (with dropdown menus for 'Keyword filters', 'Keyword options' (with sub-options 'Show broadly related ideas' and 'Hide keywords in my account'), and 'Show results for').

B. What the Traffic Estimator provides.

- Within Google **AdWords** is a tool called the Traffic Estimator that allows you to get estimates of traffic on different keywords
- (i.e., the potential click-**throughs** you may see to your site, instead of just the number of impressions, which is provided by tools such as **Google's AdWords Keyword Tool**).

The screenshot shows the Google AdWords Keyword Tool interface. On the left, there are filters for 'Include terms' (containing 'kemal'), 'Exclude terms', 'Categories' (listing various industry sectors), and 'Match Types' (with 'Exact' checked). The main right panel displays search results. At the top, it says 'Sign in with your AdWords login information to see the full set'. Below this are buttons for 'Download', 'View as text', and 'More like these'. The results are categorized into 'Search terms (1)' and 'Keyword ideas (5)'. Under 'Search terms (1)', there is one entry: '[attaturk]'. Under 'Keyword ideas (5)', there are five entries: '[kemal attaturk]', '[kemal ataturk]', '[mustafa kemal]', '[kemal ataturk biography]', and '[mustafa kemal reforms]'. Each entry has a competition score and a link to view more details.

Keyword in the following ways:

- Broad match**
 - Entering your keyword without any parameters means it will be broadly matched; this means if you buy an ad for this keyword, it will appear in the search results when the search query is interpreted by the search engines as being related to your phrase.
- Exact match**
 - **Putting brackets around your keyword** (e.g., **[search engine optimization]**) means your ad will show only when a user types in the exact keyword phrase you are targeting.
- Phrase match**
 - Adding quotation marks around your keyword (**e.g., "search engine optimization"**) means your ad will show when a user types in a phrase that contains your exact keyword phrase, but it can also contain other words.
- Negative match**
 - Using the minus sign/dash in front of an undesired keyword (e.g., - spam) before your keyword (e.g., "search engine optimization" for a phrase match) indicates that that term.
 - **For example, your ad won't show for "search engine optimization spam."**

2. Microsoft's adCenter Keyword Generation Tool

- Microsoft's **adCenter** Keyword Generation Tool **generates keyword** suggestions based on a search term or website you enter.
- Entering a keyword in the search box will return data** that includes search phrases that contain the keyword you provided, along with how many searches they received in **the preceding month, typical click-through rate (CTR) percentages, and average cost per click (CPC)**.

Bing Keyword Research tool Advantages include:

All Data is from Organic Search

All query volumes and keyword suggestions are based on organic search, not on paid search or search advertising data, giving you the most natural ideas and accurate numbers.

Up to 6 months of Data

The Keyword Research tool shows stats and suggestions based on up to 6 months of historical data. No averages.

Keyword Ideas by Language and Country/Region

Keyword	Suggest Keyword	Confidence
mountain bike	trek mountain bikes	0.9200
mountain bike	mountain bike review	0.8400
mountain bike	specialized mountain bikes	0.7700
mountain bike	mountain bikes sale	0.6900
mountain bike	giant mountain bikes	0.6100
mountain bike	rocky mountain bikes	0.5300
mountain bike	mountain bike parts	0.4600
mountain bike	mountain bike magazine	0.3800
mountain bike	mountain bike action	0.3000
road bike	used road bikes	0.9300
road bike	specialized road bikes	0.8600
road bike	discount road bikes	0.7900
road bike	cannondale road bike	0.7200
road bike	trek road bikes	0.6500
road bike	road bike sale	0.5800
road bike	road bike review	0.5100
road bike	giant road bikes	0.4400
road bike	road bike magazine	0.3700
road bike	road bike frames	0.3000

KEY RESOURCES

[Submit your Site to Bing](#)
[Verify Bingbot Tool](#)
[Guidelines for Submitting Siter](#)
[Bing Sitemap Plugin](#)
[Bing Places for Business](#)
[Bing Solutions](#)

SUPPORT

[Webmaster Guidelines](#)

- The **adCenter** keyword tool will also allow you to research keywords by looking at your website, or your competitor's website.
- To use it in this mode, enter a URL into the search bar, and the tool will return keywords related to the website selected.

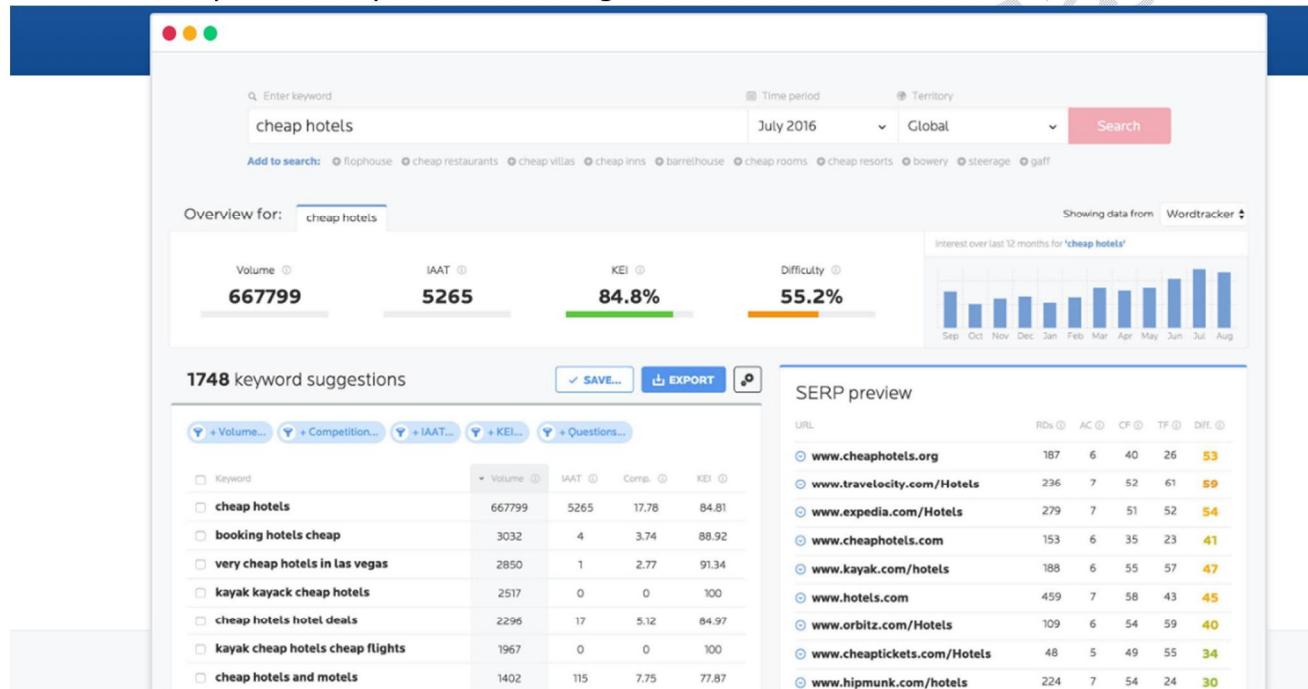
Where it gets its data

The adCenter Keyword Generation Tool obtains its data from Microsoft's Bing **search query database**.

How it is useful.	This tool is useful in generating keyword suggestions based on a keyword you are targeting or on your site's URL. You can also enter your competitor's URL and see what the keyword suggestions are for its site.
Cost.	The adCenter Keyword Generation Tool is free , although you do have to create an account with Microsoft adCenter and provide credit card information in the event that you advertise on the Microsoft network .

3. Wordtracker

- Wordtracker is one of the **better-known keyword tools** available that is not provided by the search engines themselves.



- Wordtracker offers the following features:

Keyword research tool

When you enter a keyword or phrase in the search box under the Research section, **Wordtracker** displays the most popular search terms that include the **keyword or phrase you provided**, and the number of searches performed on **Wordtracker's** partner search engines over the past 365 days (which represents about 0.04% of all search volume).

Keyword (?) (2,000)	Searches (?) (84,955)	Competition (IAAT) (?)	KEI (?)	KEI3 (?)
1 <input checked="" type="checkbox"/> apple news conference (search)	1,205	3,620	176	0.333
2 <input checked="" type="checkbox"/> big ten conference (search)	1,071	60,400	52.8	0.018
3 <input checked="" type="checkbox"/> embedded systems conference (search)	942	8,500	181	0.111
4 <input checked="" type="checkbox"/> world conference against racism (search)	805	3,380	382	0.238
5 <input checked="" type="checkbox"/> big east conference (search)	697	78,700	28.3	0.009
6 <input checked="" type="checkbox"/> tiger press conference (search)	663	327	2,780	2.03
7 <input checked="" type="checkbox"/> climate change conference (search)	662	69,800	8.60	0.009
8 <input checked="" type="checkbox"/> tiger woods news conference (search)	655	959	1,130	0.683
9 <input checked="" type="checkbox"/> southbridge conference center (search)	647	36	2,990	18.0

Related keywords	The related keywords feature returns a list of keywords that are closely related to the keyword you enter. In Figure you can see the results for the word Halloween, which shows that costume and costumes are closely related words. This tool is a great way to find related keywords that may be of interest that are not derived directly from the search term.																																		
Keyword projects	The keyword projects section (see Figure) stores your keyword research projects. At any given time, you are allowed one active project and four stored projects.																																		
Free keyword suggestion tool	Wordtracker also has a free keyword suggestion tool (https://freekeywords.wordtracker.com). When you enter a keyword/phrase, you'll see Wordtracker's count of the total number of searches on that term performed across the Web in the preceding 90 days																																		
Where it gets its data.	Wordtracker compiles a database of 330+ million search terms from Dogpile.com and MetaCrawler.com . This database is updated every week. Dogpile and MetaCrawler are meta search engines that each have less than 0.5% market share. Wordtracker also provides an option to pull data from the Google AdWords Keyword Tool .																																		
How it is useful.	Wordtracker is great for finding out how many searches are being performed on various keywords. Because its data sources are limited, you should not rely on the tool for precise data figures; however, it is a good tool to use to get a general idea of which keywords are searched for more often than others.  <p>The screenshot shows the Wordtracker interface with the following data:</p> <table border="1"><thead><tr><th>Results</th><th>Per page: 100, 300</th></tr></thead><tbody><tr><td>Keyword (?)</td><td>Export</td></tr><tr><td>(160)</td><td></td></tr><tr><td>1 costumes (search)</td><td></td></tr><tr><td>2 costume (search)</td><td></td></tr><tr><td>3 halloween (search)</td><td></td></tr><tr><td>4 halloween costumes (search)</td><td></td></tr><tr><td>5 Halloween (search)</td><td></td></tr><tr><td>6 halloween decorations (search)</td><td></td></tr><tr><td>7 funny costume (search)</td><td></td></tr><tr><td>8 baby costume (search)</td><td></td></tr><tr><td>9 couple costume (search)</td><td></td></tr><tr><td>10 props (search)</td><td></td></tr><tr><td>11 infant (search)</td><td></td></tr><tr><td>12 DVDs (search)</td><td></td></tr><tr><td>13 Danielle Harris (search)</td><td></td></tr><tr><td>14 Angela Trimbur (search)</td><td></td></tr></tbody></table> <p>Below the results, there is a search bar with "halloween" and a "Search" button. A "Find keywords related to..." button is also visible.</p>	Results	Per page: 100, 300	Keyword (?)	Export	(160)		1 costumes (search)		2 costume (search)		3 halloween (search)		4 halloween costumes (search)		5 Halloween (search)		6 halloween decorations (search)		7 funny costume (search)		8 baby costume (search)		9 couple costume (search)		10 props (search)		11 infant (search)		12 DVDs (search)		13 Danielle Harris (search)		14 Angela Trimbur (search)	
Results	Per page: 100, 300																																		
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10 props (search)																																			
11 infant (search)																																			
12 DVDs (search)																																			
13 Danielle Harris (search)																																			
14 Angela Trimbur (search)																																			
Cost.	Wordtracker provides different subscription offerings that range from a one-month membership for \$69.00 to a one-year membership for \$379.00 (pricing as of December 2011).																																		

The free tool with limited features is also available.

We recommend checking out the different options and choosing a package that will work best for your company.

4. KeywordDiscovery

- Another popular third-party tool for keyword research is Trellian's KeywordDiscovery.

KeywordDiscovery offers the following features:

1. Keyword research

- When you enter a keyword or phrase in the search bar under the Research section, **KeywordDiscovery** displays the most popular search terms that include the keywords you provided, along with a count of how many searches were performed for those keywords in the past **12 months**.

Search Term: Results per page: ?

Exclude: ?

Database: Global Premium Historical ?

Phrase Match ? Include Plurals ? Remove Spaces ? Adult Filter ?
 Spell ? Thesaurus ? Inflected Form ? Competitors ?
 Related ? Fuzzy/Like ? Industry ? Domain Score ?

? Estimated results: 114

Page: 1 2 3 4 5 6 7 8 9 10 >>

Also Searched Queries - Sort

<input type="checkbox"/> Query ?	Searches ?	Options
search engine optimization	389	
search engine optimization tips	38	
search engine optimization training	34	
search engine optimization services	32	
search engine optimization specialist	31	
search engine optimization company	29	
engine optimization search	25	
search engine optimization michigan	22	
search engine optimization service	21	
search engine optimization canada	20	

<input type="checkbox"/> Query ?
search engines

[Add](#) [Clear](#) [Select All](#) [Se](#)

2. Seasonal search trends

If you click on the little bar graph icon next to the number of searches for a query, you'll see a graph of the search trends for that keyword over the past 12 months.

3. Spelling mistake research

Typing the query spell: keyword as the Search Term will return spelling variations for that keyword (Word), the number of times the keyword has been searched for (Searches), and the keyword results for your search (Queries).

For example,
spell:optimization returns results such as optimization, optimazation, optimisation,

4. Related keywords

Typing either **related:keyword** or **crawl:keyword** in the Search Term box will return keywords that are related to the term you provided.

For example, typing in **related:seo** returns results such as internet marketing, video, and internet consulting.

5. Keyword density analysis

This feature checks how often keywords are found on the **URL** you provide, assigns a keyword density percentage to those keywords, and lists the number of searches performed for each term.

6. Domain Researcher Tool

This tool requires an Enterprise subscription. It allows you to search for available domains that are based on popular keyword search terms. These domains have high traffic potential, as the tool shows how many users have searched for that **URL**.

7. Competitive Intelligence reports

Trellian, which powers **KeywordDiscovery**, also offers various Competitive Intelligence reports (which require a separate subscription).

These reports include:

Link Intelligence

Identifies which links are sending traffic to your competitors

Search Term Intelligence

Identifies which search terms/phrases are driving traffic to your competitors

Search Engine Intelligence

Identifies which specific search engines send traffic to your competitors

PPC Campaign Intelligence

Identifies which search terms your competitors are bidding on

Referrer Intelligence

Provides information about specific sites that are referring traffic to your competitors

Popularity Index Report

Monitors the Popularity Index (which is based on the number of unique sessions a domain receives) of your competitors

Ranking Report

Provides a view of which terms your competitors are ranking for, the rank of these terms, and any changes in ranking over the past 30 days

Meta Keywords

Provides a report that analyzes your competitors' meta keywords

Competitive Intelligence Executive Report

Provides information about every Competitive Intelligence Report available, as well as several sub reports

8. Free Search Term Suggestion Tool

- KeywordDiscovery offers a free keyword research tool (<http://www.keyworddiscovery.com/search.html>) that is similar to **Wordtracker's** free Keyword Suggestion Tool.
- When you enter a keyword/phrase, you'll see a list containing both the keyword you searched for and similar keywords, along with their estimated search count over the past 12 months.

Where it gets its data

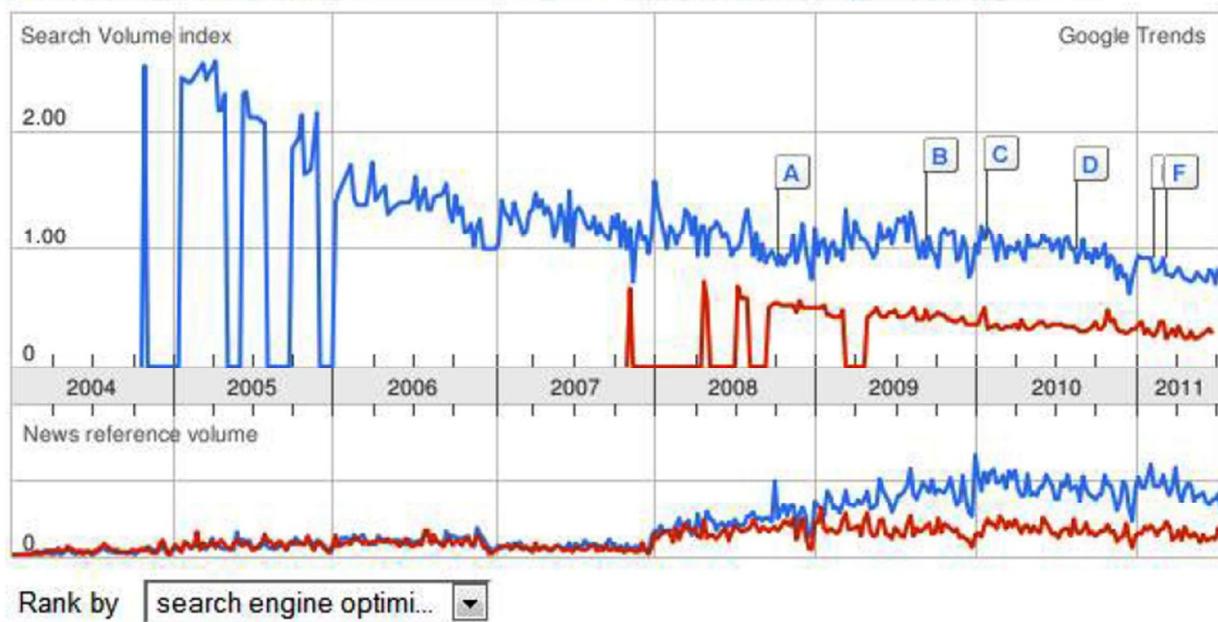
- Trellian derives its keyword data primarily from aggregated **Historical Global data purchased from ISPs**.
 - Trellian also uses a panel of 4.4 million users to collect its Global Premium data.

	-The company touts that the Global Premium data removes the bias that various spiders introduce into data from other sources.
How it is useful	-As we mentioned earlier, KeywordDiscovery offers a multitude of tools that are great for keyword research. -Trellian also offers various tools that are useful for competitive research.
Cost.	KeywordDiscovery offers different subscription options that range from a standard monthly subscription for \$69.95 to a yearly Enterprise subscription for \$4,752.

5. Google Trends

- **Google Trends** allows you to compare two or more search terms to see their relative popularity and **seasonality/trending** over time.
- If you enter the terms into the search bar and separate them with commas, you'll see the requested terms' trend history depicted in different colors on a graph spread over a certain time period.
- You can modify the results by changing the time period **and/or region**

search engine optimi... 1.00 search engine market... 0.14



With Google Trends, users can also see **Google's estimate of which cities, regions, and languages performed the largest number of searches for a particular keyword.**

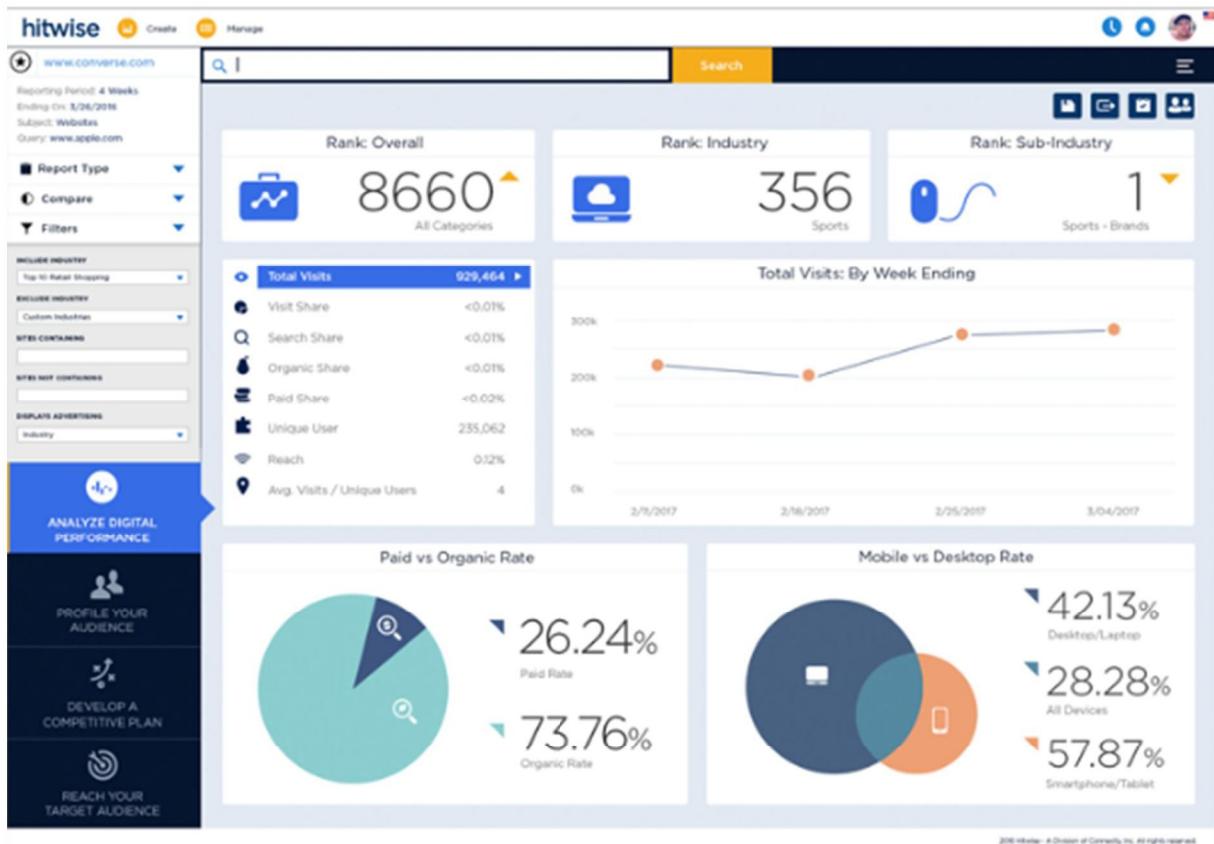
Cities

Lastly, plotted on each graph are a few articles/search results related to your keyword query, which correlate to peaks and valleys in the historical search popularity.

Where it gets its data.	Google Trends gets its data from searches performed on Google.
How it is useful	<ul style="list-style-type: none"> - Google Trends is a great, easy tool for comparing keywords and identifying which are more popular; in addition, you can examine this data over many years with seasonality factored in. - Although Google Trends doesn't supply figures, the graphs are simple to understand and provide a perfect visual of search trends over a particular period of time. - Note that this works only with relatively popular terms, not with long-tail search terms.
Cost.	Google Trends is free to use

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6. Experian Hitwise (<http://www.hitwise.com>)

- Experian **Hitwise** offers a wide range of competitive and web statistics via its service.
- One component of the Experian Hitwise suite, Hitwise Search Intelligence, is a powerful keyword research tool for analyzing the long tail of search data.
- It provides **extensive insights** into how people have successfully searched for **products and services** across all major search engines, including the **breakdown of paid and organic traffic.**



Hitwise Search Intelligence provides the following features:

- **Timely information** on search terms your specific competitors use.
- **Market-specific results**, for taking advantage of **cultural differences** in how people search locally.
- **Information** on terms that users have “**clicked on**” before visiting a particular website or any of the websites in an industry.

Where it gets its data

- **Hitwise** derives its data from more than 25 million people’s interaction with the Internet (10 million from the United States).
- **Hitwise** collects anonymous Internet usage information from a combination of ISP data partnerships and opt-in panels.

How it is useful.

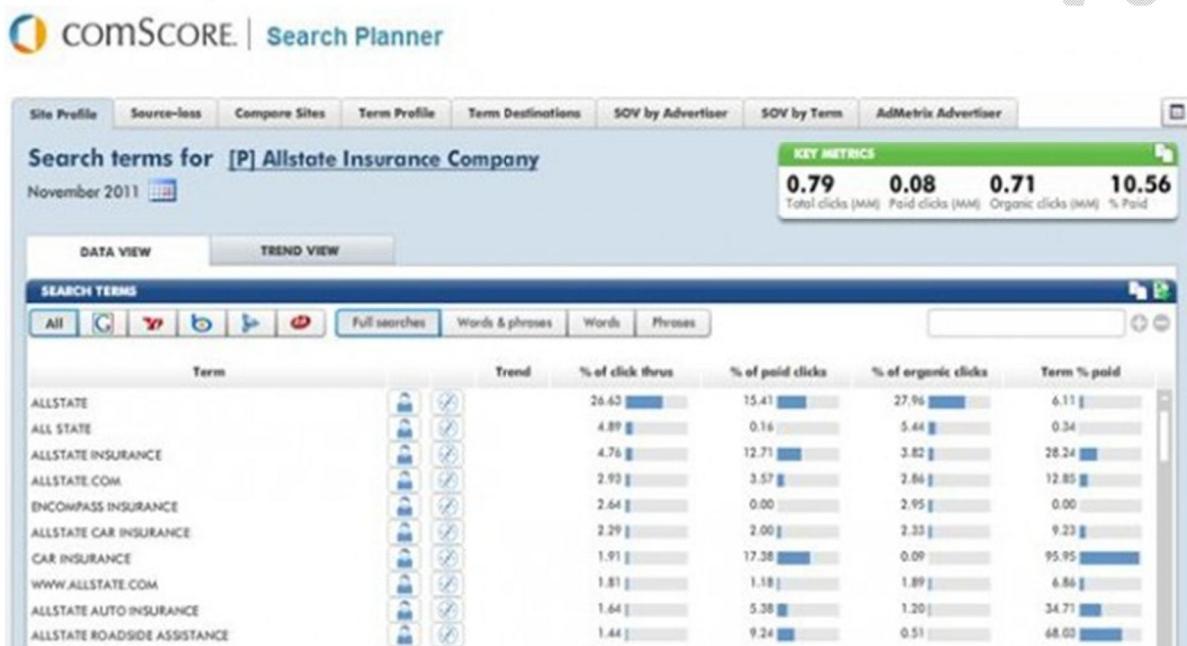
- The data is presented in **percentages** (the volume of searches on a term and its success rate with searchers).
- Which makes it very easy to **compare** the relative popularity of various keywords but difficult to estimate the actual number of searches for a given term.

Cost.

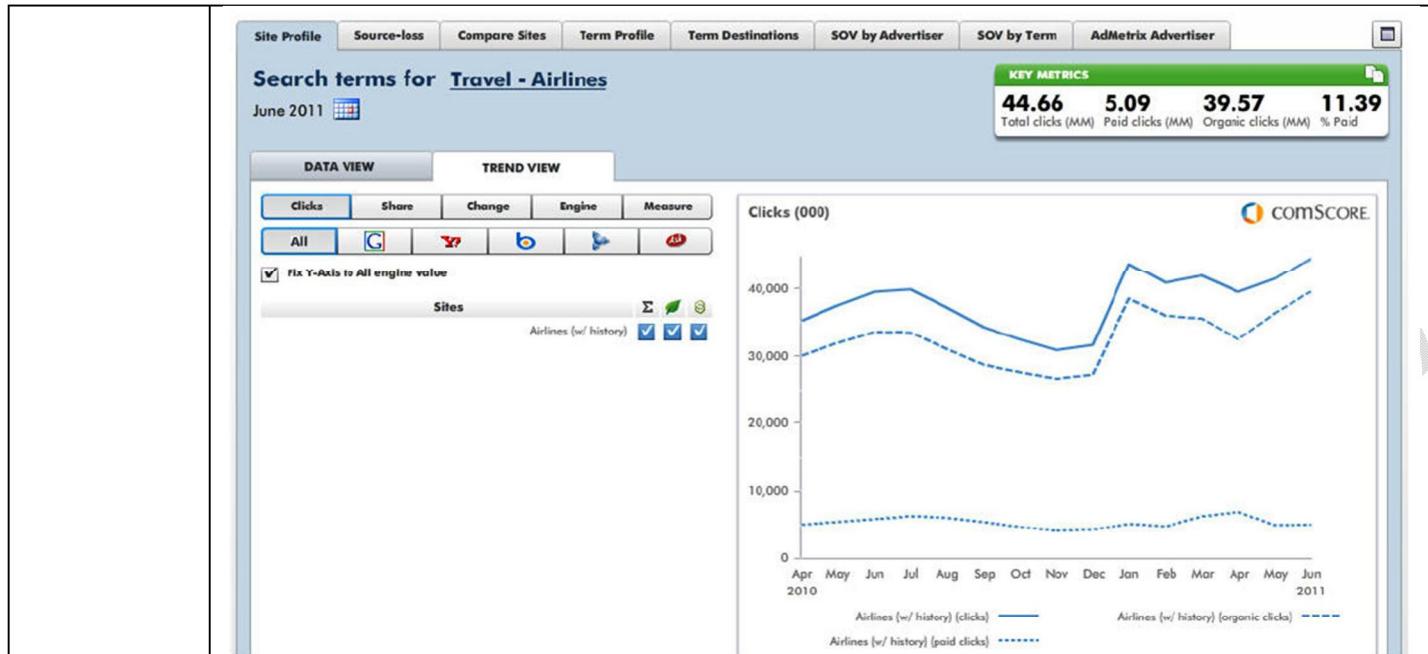
- Hitwise is not an **inexpensive tool**.
- The website does not list pricing information, but you should be ready to spend \$20,000 if you plan to engage with this tool.
- Bear in mind that we have presented only a snapshot of its features, and the competitive data is extremely valuable, not just to the SEO team but to all marketing disciplines across your organization.

7. comScore Search Planner

- Like **Hitwise**, **comScore** Search Planner (http://www.comscore.com/Products_Services/Product_Index/comScore_Marketer) is a tool that provides a wide range of data as a result of monitoring the behavior of actual users on the Internet. This data includes details on search terms used, as well as competitive search term analysis.



What it provides.	comScore Search Planner comprises eight modules, two of which are particularly useful for keyword research: Site Profile (for Site[s] X) This module tells you what search terms and search engines are driving the most traffic to your site, to one or more of your competitors' sites, and within your category. Profile Search Terms This module tells you the demographic profile of people searching on a set of search terms, as well as what sites these searchers tend to visit.
Where it gets its data.	- comScore monitors the behavior of approximately 2 million users. - These users have voluntarily joined comScore's research panels in return for free software, free Internet-based storage, or chances to win prizes. - Companies can also opt in to adding comScore tracking on their sites using unified tags .



How it is useful.	The data is presented in percentages (the volume of searches for a term and its success rate with searchers), which makes it very easy to compare the relative popularity of various keywords but difficult to estimate the actual number of searches for a given term.
Cost.	Pricing for comScore Search Planner is available only upon contacting the company. The primary audience for the product is mid-size to large companies with developed SEM/SEO strategies, but the company has some smaller clients as well.

8. Wordstream (<http://www.wordstream.com/keywords>)

- **Wordstream offers keyword research tools with**

- i. some unique capabilities,
- ii. such as keyword grouping, and
- iii. the ability to export up to 10,000 rows of keyword data sorted in priority order.

- Wordstream provides a suite of five different tools for keyword research.

These are:

What it provides.	Wordstream Keyword Suggestion Tool This is the basic tool for generating a list of keyword suggestions along with search volume metrics.
	Wordstream Keyword Niche Finder This tool is useful when building out a list of new topics for which you might want to create content.
	Wordstream Keyword Grouper This tool is used to mine keyword data for organic search referrals and trends.
	Wordstream Negative Keyword Tool This tool is mainly used in relation to PPC campaigns, but it can assist in generating a list of terms that it is not desirable to match for (negative keywords).
	SEO Content Creating Plug-in for Firefox

	This plug-in suggests topics and keywords for new SEO pages, and tracks keyword usage as you type.
Where it gets its data	Unlike many keyword research tools, Wordstream does not source its data from Google. Instead, the company buys its data from ISPs, browser toolbar providers, and search engines.
How it is useful	Wordstream is useful because it pulls its data from different sources than the search engines and goes into further depth in what it will show, exposing more of the long tail of search. In addition, Wordstream offers powerful features for organization, making it easier to organize the keyword data to help drive your SEO strategy.
Cost	Wordstream is available in a number of different packages, one of which is a free keyword research tool (http://www.wordstream.com/keywords).

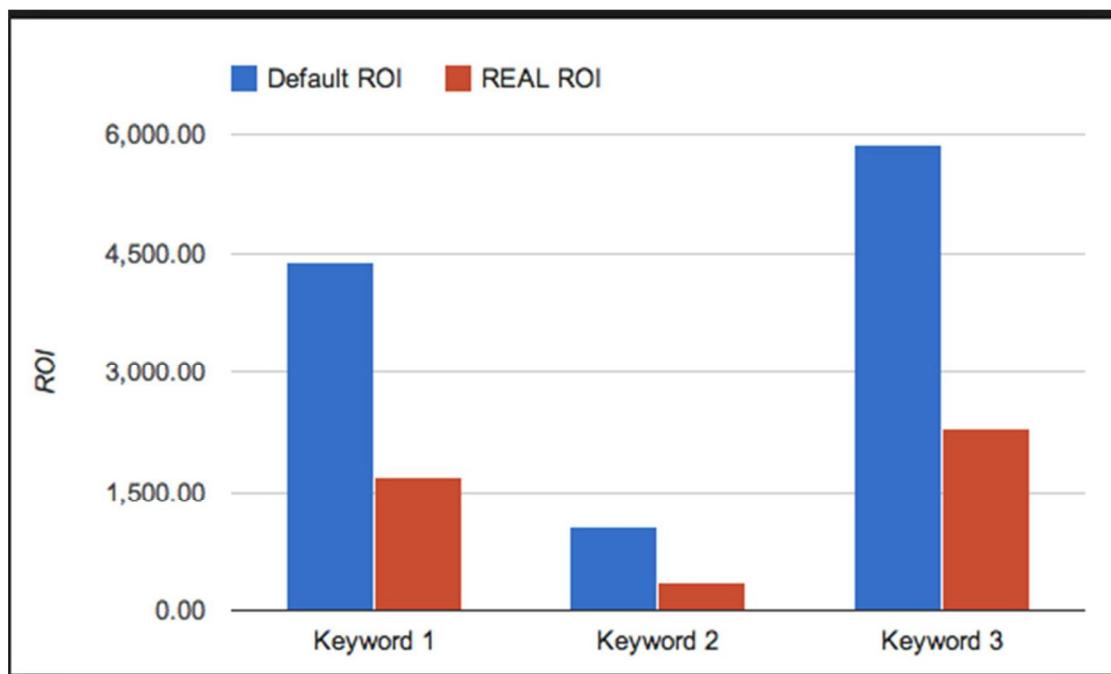
9. Other Tools of Interest

1.	Quintura Quintura (http://www.quintura.com) provides a fun, interactive tag cloud interface, which makes it an excellent place to start. Alongside the tag cloud sits a traditional search results page.
2.	Google (Suggest) Start with the basic search input box, but look for what Google reveals as you type. This was formerly known as " Google Suggest " and was a somewhat hidden tool that, thankfully, Google decided to bring front-and-center to the default Google search .
3.	Soovle (http://www.soovle.com) Soovle shows you real-time search terms as you type them, ordered by popularity, just like Google Suggest. In fact, it's a one-stop-shop that taps into those features of those top search engines, and much more. It also polls YouTube, Amazon.com, Bing, Wikipedia, and Answers.com for top related search terms, refreshing dynamically each time you pause during your typing. This tool allows you to tap into seven top resources at once.
4.	YouTube Suggest Currently there are no tools that provide direct information on search query volumes on YouTube.
5.	Ubersuggest Ubersuggest (http://suggest.thinkpragmatic.net) is based on Google Suggest. It runs a bunch of variants based on the base term that you have entered. For example , if you enter the query golf, Ubersuggest will automatically pull the suggestions for golf a, golf b, etc., all the way thoughto golf z.

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Determining Keyword Value/Potential ROI

- Once you have obtained the raw keyword data by doing research with your favorite tools, you need to analyze which keywords have the highest value and the **highest ROI**.
- Unfortunately, there are no simple ways to do this, but we will review some of the things you can do in this section.



1. Estimating Value, Relevance, and Conversion Rates

- When researching keywords for your site, it is important to judge each keyword's value, relevance, and potential conversion rate.
- If a keyword is strong in all three criteria, it is almost certainly a keyword you want to plan to optimize for within your site.

2. Determining keyword value

- When judging the value of a keyword, you should contemplate how useful the term is for your site.
- How will your site benefit from targeting different keywords?

3. Identifying relevant keywords

- To identify relevant, high-quality keywords, ask yourself the following questions:

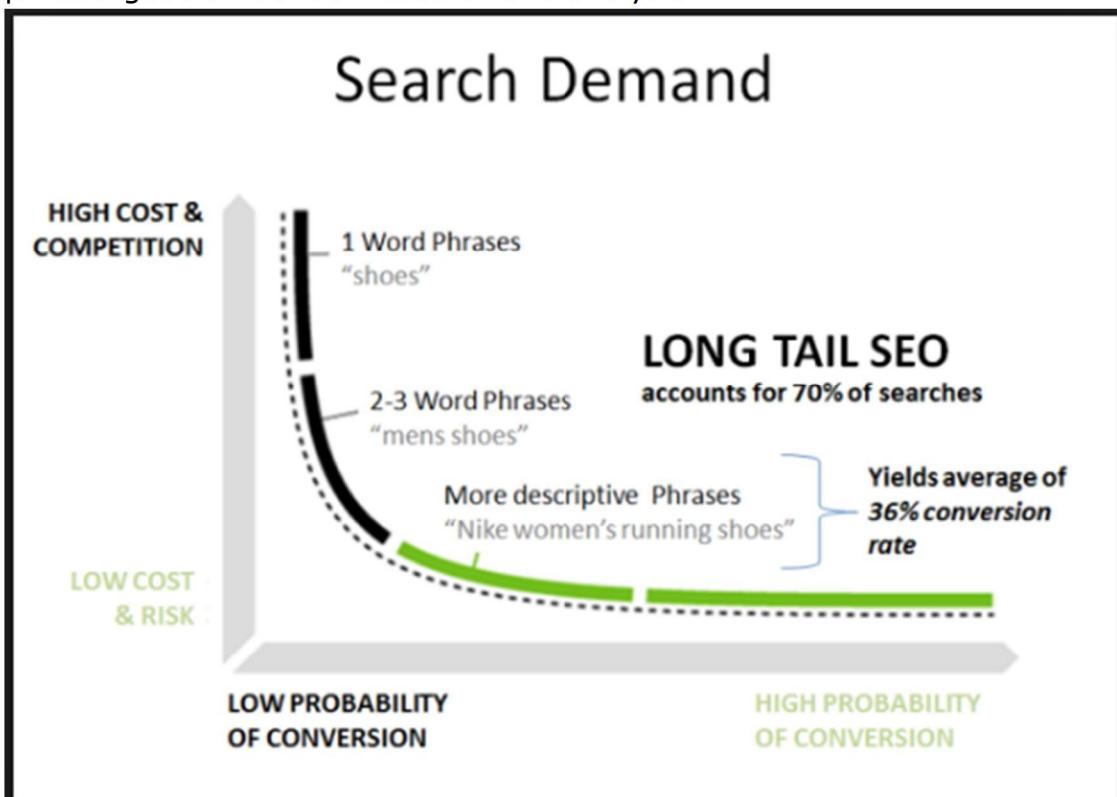
1.	How relevant is the term/phrase to the content, services, products, or information on your site?
2.	Assuming a visitor who searches for that term clicks on your result in the SERPs, what is the likelihood that she'll perform a desired action on your site?
3.	How many people who search for this term will come to your site and leave dissatisfied?

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Leveraging the Long Tail of Keyword Demand, Trending, Seasonality, and Seasonal Fluctuations in Keyword Demand

- The long tail of search is where **70% of search queries occur**.
- Only 30% of those precious queries happen in the more obvious terms that people use, the so-called "**head terms**."

- Another way to underscore this is that in May 2007, **Google Vice President Udi Manber indicated that 20% to 25% of all search queries** that Google receives on a given day are queries that Google is seeing for the first time.
- You can think of this as the "**ultra-long tail.**"
- The long tail of search queries in a given industry is typically not visible via any of the major keyword research services or search engine ad **databases (Google AdWords, Yahoo! Search Marketing, and MSN adCenter).**
- In these instances, there is a method to find those terms that can carry value, but it requires a good amount of research and analysis.



❖ Extracting Terms from Relevant Web Pages

1. Extract the top 10 to 50 most common search phrases at the head of the distribution graph from your existing keyword research in the industry.
2. Search Google and Bing for each term.
3. For each page in the top 10 to 30 results, extract the unique usable text on the page.
4. Remove stop **words and filter by phrase size.**
5. Remove instances of terms/phrases already in your keyword research database.
6. Sort through the most common remnants first, and comb as far down as you feel is valuable.

You can expand on this method in the following ways:

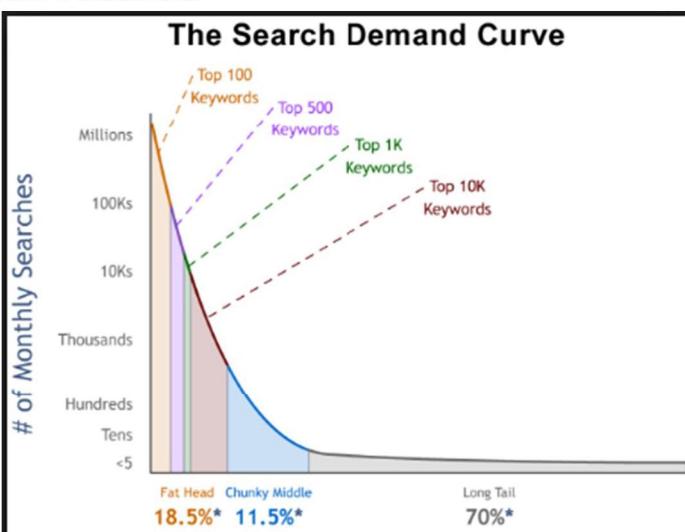
- Text-mine Technorati or Delicious for relevant results.
- Use documents purely from specific types of results—local, academic, etc.—to focus your keyword mining efforts.
- Mine forum threads on your subject matter. You could even use **inurl:forum** in the searches to grab conversational keywords.

❖ Mining Keyword Research Tools

- Although using keyword research tools to extract long-tail data has significant limitations, there are still ways to do it.
- For example, if you own a chain of pizza restaurants in 50 cities across the country and you want to discover long-tail terms that might be of use to you, you can.
- Let's look at the tail end of **Wordtracker's** output for a combined search on **Orlando Pizza, San Diego Pizza, and San Jose Pizza.**

37	<input checked="" type="checkbox"/> goodfellas pizza orlando fl. (search)	4	16	5.33	0.250
38	<input checked="" type="checkbox"/> incredible pizza orlando (search)	4	0	-	-
39	<input checked="" type="checkbox"/> best san diego pizza (search)	3	1	1.00	3.00
40	<input checked="" type="checkbox"/> cici's pizza san diego (search)	3	6	1.50	0.500
41	<input checked="" type="checkbox"/> pizza san diego washington street (search)	3	0	-	-
42	<input checked="" type="checkbox"/> san diego pizza delivery (search)	3	122	0.122	0.025
43	<input checked="" type="checkbox"/> san diego pizza glendale (search)	3	0	-	-
44	<input checked="" type="checkbox"/> san diego pizza glendale oscar (search)	3	0	-	-
45	<input checked="" type="checkbox"/> broadway pizza san diego (search)	3	63	0.281	0.048
46	<input checked="" type="checkbox"/> chicago brothers pizza san diego (search)	3	6	9.00	0.500
47	<input checked="" type="checkbox"/> domino's pizza in san diego (search)	3	118	0.375	0.025
48	<input checked="" type="checkbox"/> god father pizza san diego (search)	3	0	-	-

❖ Identifying Long-Tail Patterns



You can also take another stab at determining long-tail information. As a hypothetical example **using digital camera**,

- consumer comments on nikon 5.1 mp coolpix l3 digital camera
- new nikon coolpix p3 8 1 mp digital camera memory
- nikon 3 2 mp coolpix digital camera
- nikon 51 mp coolpix s1 digital camera and cradle
- nikon 6 mp coolpix digital camera
- nikon 7 1 mp coolpix 7900 digital camera
- nikon 81 mp coolpix 8800 digital camera
- nikon coolpix 4800 4 mp digital camera
- nikon coolpix 5200 51 mp digital camera
- nikon coolpix 5400 51 mp digital camera
- nikon coolpix 6.0 mp digital camera
- nikon coolpix 8700 8mp 8x zoom digital camera 8 mp
- nikon coolpix l2 6.0 mp digital camera
- nikon coolpix l3 6 mp digital camera usa warranty
- nikon coolpix p2 51 mp digital camera
- best buy sony cybershot dsc t7 51 mp digital camera

-----**Best Of Luck**-----

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