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UNIT 3:-

KEYWORD RESEARCH & DEVELOPING AN SEO-FRIENDLY WEBSITE

UNIT 3
[As per the syllabus unit 4]

Ch – 5 Keyword Research

Q.1 what is keyword research? 1M

- ✓ Keyword research is an important variable (changing) process is required for identifying keywords relevant to your products and services that strongly required for the search engines crawling activity.

- ✓ Keyword research enables you to predict different keywords related to the demands common market conditions, current trends etc.

- ✓ They also ensure that you are producing keywords based on products and services.

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Q.2 what is Keyword research tool? 1M

- ✓ Keyword research tool is responsible to store different keywords that are types by the searchers.
- ✓ This keyword research tools are not responsible for site ranking.

Q.3 what is keyword? 1M

- ✓ Keyword is a query or phrase defines by the searcher or visitor in search query box.

- ✓ There are no specific rules for typing any keywords in search query box, but it is recommended that keyword must be short with fewer words.

❖ 1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Keyword means…..	Query or Phrase
2	Keyword research means….	To identify relevant keywords to our products and services.
3	Keyword research tool responsible for…	Keyword research process

Q.4 Explain the Theory behind Keyword Research process.2M/3M
   Or
   Explain strategic thinking about keyword research process.2M/3M

- ✓ Keyword research is one of the most important, valuable, and high-return activities in the search engine marketing field.
- ✓ Keyword research enables you to predict shifts in demand, respond to changing market conditions, and ensure that you are producing the products, services, and content that web searchers are already actively seeking.

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✓ To understand the value of a keyword, you need to research further, make some hypotheses, test, and iterate—the classic web marketing formula.

🞣 **Thinking Strategically about 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.

✓ Other aspects include the demographics of your target population (male/female, age, income, etc.), where they live, and the time of year.

✓ Demand for seasonal products such as Valentine's Day cards, for example, peaks sharply at the relevant time of year and then declines rapidly.

✓ The keyword research tools provide you different methods to investigate all these keyword research factors.

❖ <u>1 WORD QUESTION ANSWERS:-</u>

| SR. NO	QUESTIONS	ANSWERS
1	Strategically thinking about keywords required …	Seasonal products based research
2	Keyword research is important in…	Marketing of your brand.

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Q.5 Explain Understanding the Long Tail of the Keyword Demand Curve in detail. 3M/5M.

✓ 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. See Figure.

✓ The tail contains hundreds of millions of unique searches that might be conducted only a few times in any given day, or even only once ever, but when assessed in aggregate they comprise the majority of the world's demand for information through search engines.

Search engine keyword demand
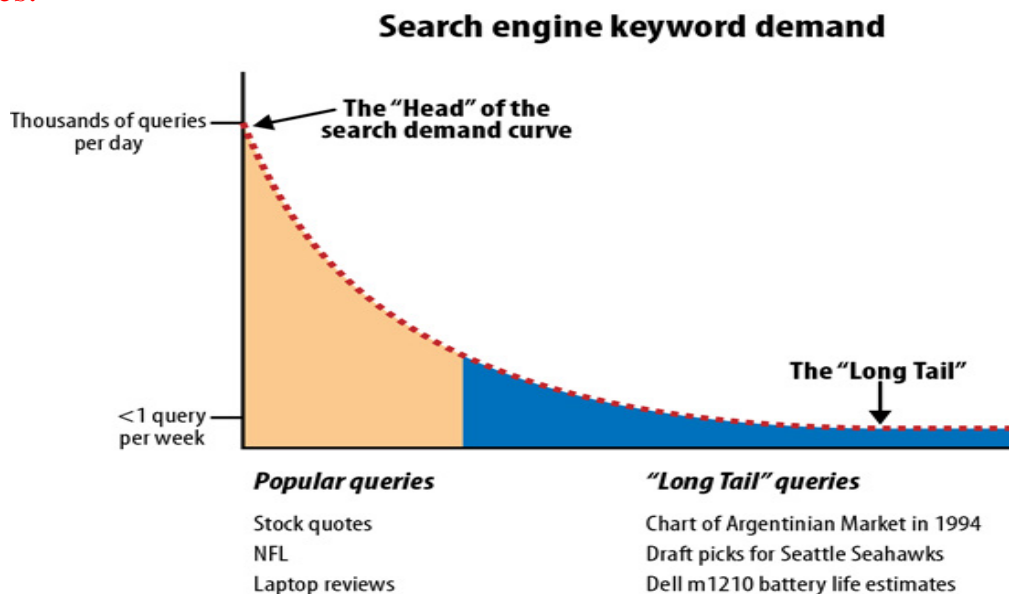
❖ **Traditional Approaches: Domain Expertise, Site Content Analysis:-**

✓ 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.

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✓ **One easy way to begin this process is to gather your team in a conference room and then follow these steps:**

1. Produce a list of key one- to three-word phrases that describe your products/services.
2. Spend some time coming up with synonyms that your potential customers might use for those products and services. Use a thesaurus to help you with this process.
3. Create taxonomy of all the areas of focus in your industry. You can also look at sites that are leaders in the industry and study their site hierarchies as a way to start your thinking about a taxonomy.
4. Broaden your list by thinking of higher-level terms of which your products or services are a subset.
5. Review your existing site
6. List all your various brand terms.
7. 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.
8. 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.
9. 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.

❖ **Include Competitive Analysis:-**

1. Review your competitors' websites and see what key phrases they use for their products and services that compete with yours.
2. Record what no branded terms they use for their business.
3. Read any articles they have written that are published on sites other than their own.
4. Observe what the media may have had to say about them.

✓ Once you have completed these steps you will have in hand a rich set of terms of interest. The next step is to expand those terms of interest using keyword research tools.

❖ 1 WORD QUESTION ANSWERS:-

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SR. NO	QUESTIONS	ANSWERS
1	Lon tail of keyword means…	Those keywords who is available in search engine database but not popular and not much more used in optimization.
2	Percentage of popular keywords is ….	30%
3	Percentage of non popular keywords means long tail keywords are ….	70%

Q.6 Explain about Keyword Research Tools in detail.3M/5M

✓ 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 culled during research.

➢ **Things to Keep in Mind:-**

✓ Each tool will provide different search counts than the others. Rather than focusing on the exact search counts of various terms, you should think of each tool as a good way to get a general comparison of two search terms.

➢ **Different popular keyword research 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.

1. **Google's Ad Words 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.

✓ Google's AdWords Keyword Tool and Traffic Estimator get their data from Google's search query database.

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2. Microsoft's ad Center Keyword Generation Tool:-

✓ Microsoft's ad Center 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.

✓ For example, a search for ice cream returns ice cream maker, ice cream Recipes, ice cream shop, etc. As you can see in Figure, the term ice Cream had, according to Microsoft, 856,543 searches in the month.

FIGURE- Microsoft ad Center Keyword Generation Tool basic output

3. Word tracker:-

✓ Popular free keyword research tool to identify long tail of keywords research.

✓ This tool is capable to identify keywords from your competitors also with very simple and easy way.

✓ When you enter a keyword or phrase in the search box, Word tracker displays the best search terms that include the keyword or phrase that is relevant for your site.

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4. Keyword Discovery tools(Keyword.io and keywordtool.io):-

✓ Another popular third-party free tool for keyword research is keyword.io and keywordtool.io tools.

1. Keyword.io:-

Popular free keyword research tool to identify best popular keywords from google, yandex, yahoo, you tube, Amazon etc.

2. Keywordtool.io:-

Popular free keyword research tool to identify popular keywords that is most relevant for your product and services only from Google search engines.

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.

✓ 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.

✓ 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.

6. Experian Hit wise:-

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✓ Experian Hit wise offers a wide range of web statistics via its service.

✓ One component of the Experian Hit wise suite, Hit wise Search Intelligence, is a powerful keyword research tool for analyzing the long tail of search data.

➢ **Where it gets its data:** Hit wise derives its data from more than 25 million people's interaction with the Internet (10 million from the United States). Hit wise collects anonymous Internet usage information from a combination of ISP data partnerships and opt-in panels.

➢ **Cost:** Hit wise 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.

7. **ComScore Search Planner:** Like Hit wise, comScore Search Planner is a tool that provides a wide range of data as a result of monitoring the behavior of actual users on the Internet.

➢ **Where it gets its data.** ComScore monitors the behavior of approximately 2 million users.

➢ **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.

❖ 1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Name of Paid keyword research tools are…	Google ad wards tool, Microsoft ad center, Hitwise.com, Comscore.com.

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2	Which tool is responsible for keyword comparison	Google trends tool
3	Which free tools are available for keyword research process…	Keyword.io, Keywordtool.io, Word tracker

Q.7 Explain about determining Keyword Value/Potential ROI in detail.3M/5M

✓ Once you have obtained the 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.

✚ 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.

- **1. Determining keyword value:-**

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

- **2. Identifying relevant keywords:-**

✓ How relevant is the term/phrase to the content, services, products, or information on your site?

✓ It is important to categorize your keywords into terms with high and low relevance. Generally, keywords of higher relevance will be more beneficial to your site in that they more closely represent your site as a whole.

- **3.Determining conversion rates:-**

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✓ The many different types of conversions create distinct opportunities for targeting various keywords.

✓ Although one keyword may work well for purchase conversions, another may be well suited to getting users to subscribe to something on your site.

✓ To know which keywords to target now (and which to pursue later), it is essential to understand the demand for a given term or phrase, as well as the work that will be required to achieve the desired rankings.

✓ To get a rough idea of the level of competition faced for a particular term or phrase, the following metrics are valuable:
   • Search demand volume (how many people are searching for this keyword)
   • Number of paid search competitors to get in the top four positions
   • Strength (age, link power, targeting, and relevance) of the top 10 results
   • Number of search results using advanced operators.

Testing Ad Campaign Runs and Third-Party Search Data:-

✓ One of the things we have emphasized is the imprecise nature of the data that keyword tools provide.

TABLE 5-2. Click-through rates by SERP position

Organic position	Click-through rate
1	42.1%
2	11.9%
3	8.5%
4	6.1%
5	4.9%

Using Landing Page Optimization:-

✓ Landing page optimization (sometimes also called conversion optimization) is the practice of actively testing multiple variations of a web page (or website) to see which one performs the best.

✓ Typically, this is done as part of an effort to improve the conversion performance of the site.

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✓ The simplest form of this type of test is called an A/B test. A/B tests involve creating two different versions of a page, and then randomly picking which version to show to a new visitor to the site (old visitors get the version they saw the last time they visited).

✓ You then measure the behavior of the visitors in response to the two different versions to see which group of visitors completes more conversions on the site.

✓ 1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Conversion means….	In site if user convert from visitor to customer then it known as conversion.
2	Conversion ratio means…	Total no. of converted visitors into customers is known as conversion ratio.
3	Conversion optimization also known as …	Landing page optimization

Q.8 Explain Leveraging the Long Tail of Keyword Demand in detail.5M

✓ As we discussed at the beginning, 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."

✓ 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 accurately visible via any of the major keyword research services or search engine ad databases (Google

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AdWords, Yahoo! Search Marketing, and MSN ad Center).With this in mind, let's outline a few methods for finding long-tail terms.

➢ 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 ('a','an','the' etc...) and filter by phrase size.
5. Remove instances (examples/suggestions) of terms/phrases already in your keyword Research database.
6. Sort through the most common keywords first, as you feel is Valuable.

➢ Identifying Long-Tail Patterns:-

✓ You can also take another option at determining long-tail information.

✓ As a hypothetical example using digital camera, here are some searches for two different brands and models of digital cameras that have been pulled (for this demonstration) from the Keyword Discovery database. Each of these received only one search:

- 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

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- Nikon coolpix l2 6.0 mp digital camera
- Nikon coolpix l3 6 mp digital camera us a warranty
- Nikon coolpix p2 51 mp digital camera
- Best buy sonny cyber shot dsc t7 51 mp digital camera
- Brand new sony cyber shot dsc h1 51 mp digital camera
- Camera digital sony cyber shot 51 mp
- sony - cyber shot 10.1 mp digital camera
- sony - cyber shot 6.0 mp digital camera
- sony 5 mp cyber shot dsc t9 digital camera
- sony 72 mp cyber shot dsc p200 digital camera information
- sony 72 mp cyber shot dsc w7 digital camera

✓ Approximately 48% begin with the brand name and end with digital camera.
✓ Approximately 35% are ordered brand, model name, model number, megapixel, digital camera.
✓ Approximately 22.5% are ordered brand, megapixel, model name, digital camera.
✓ An overall 60% follow the overall pattern of brand, model name, and digital camera.

➢ **Editorial Content Strategies for Long-Tail Targeting:-**

✓ One of the most difficult aspects of capturing traffic from the long tail of search is creating relevant, targeted content.

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1 ☑ canon digital camera (search)	2,582	698,000	39.8	0.004
2 ☑ canon digital cameras (search)	564	1,350,000	2.39	0.000
3 ☑ canon digital camera reviews (search)	392	21,000	88.0	0.019
4 ☑ canon digital camera in vietnam (search)	288	10	27,600	28.8
5 ☑ compare canon digital cameras (search)	244	1,220	180	0.201
6 ☑ canon digital camera accessories (search)	117	8,950	6.42	0.013
7 ☑ canon digital camera software (search)	115	2,800	8.45	0.041
8 ☑ canon digital camera windows 7 screen fix (search)	105	0	–	–
9 ☑ canon digital camera lens (search)	100	4,820	3.59	0.021
0 ☑ cheap canon digital cameras (search)	95	6,390	10.4	0.015

FIGURE Sample long-tail data

➤ User-Generated Content Strategies for Long-Tail Targeting:-

✓ User-generated content (UGC) can be a great way to obtain lots of content that will help attract long-tail traffic.

✓ Popular ways of doing that include providing users with forums, a place to post reviews or blog comments, or a way to upload videos or images, among others.

✓ As users submit content, they do the hard work of writing the text you need to capitalize on the long tail.

✓ If you want to write holiday-related content, it will be important to have your site visible in the SERPs for those search queries prior to that holiday's buying season so that you'll get optimum traffic for those terms.

❖ 1 WORD QUESTION ANSWERS:-

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SR. NO	QUESTIONS	ANSWERS
1	Popular terms also known as….	Head terms.
2	Full form of UGC is….	User Generated Content.
3	Optimization of long tail keywords provides benefits in business…	YES.

Q.9 Explain Trending, Seasonality, and Seasonal Fluctuations in Keyword Demand in detail.2M/3M

✓ One of the micro options of keyword research, and any fully developed SEO strategy, is that the use of keywords varies significantly over time.

✓ For instance, major holidays inevitably lead to bursts of keyword volume related to those holidays.

✓ Examples could be searches such as Halloween costumes, gift ideas for Christmas, or Valentine's candy.

✓ Figure shows an example for firecrackers: searches start consistently increasing in early June. Likewise, with Valentine's Day, the searches start in mid-December.

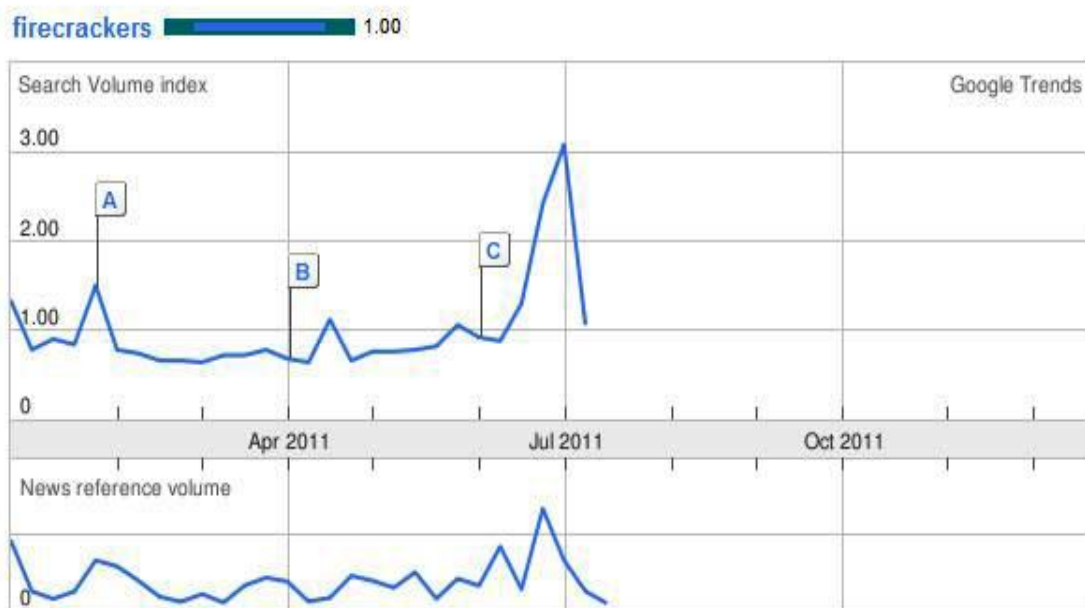✓ In most cases searches start increasing about two to three months before the holiday.

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❖ <u>1 WORD QUESTION ANSWERS:-</u>

SR. NO	QUESTIONS	ANSWERS
1	Trending keywords are useful in current business….	Yes
2	Keyword research process is …	Keyword research is a complex and time-consuming task, but the rewards are high.

Conclusion:-

✓ Keyword research is a complex and time-consuming task, but the rewards are high.
✓ Once you learn where the keyword search volume is, you can begin to think about how that affects the information architecture and the navigation structure of your site.

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