

candour

Keyword research primer

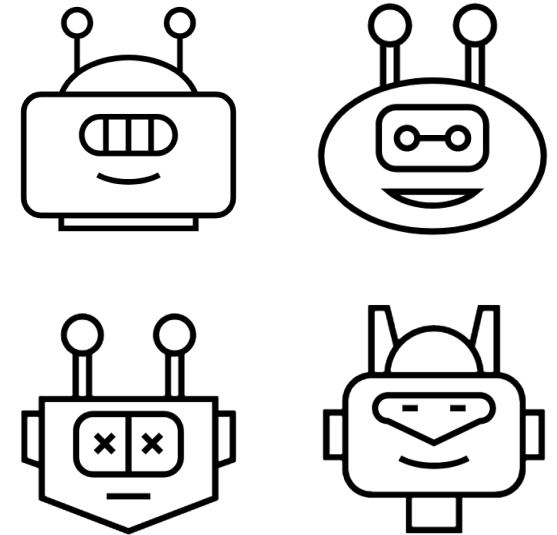
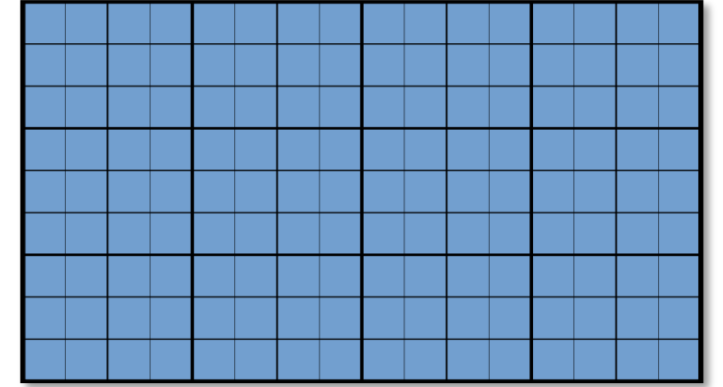


Trainer:

Mark Williams-Cook
Candour

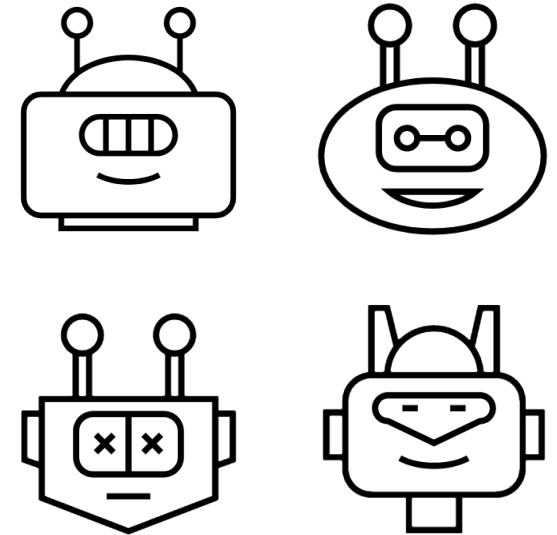
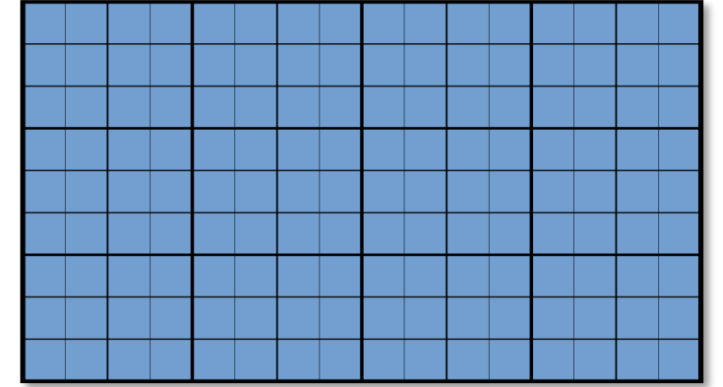


What is keyword research?



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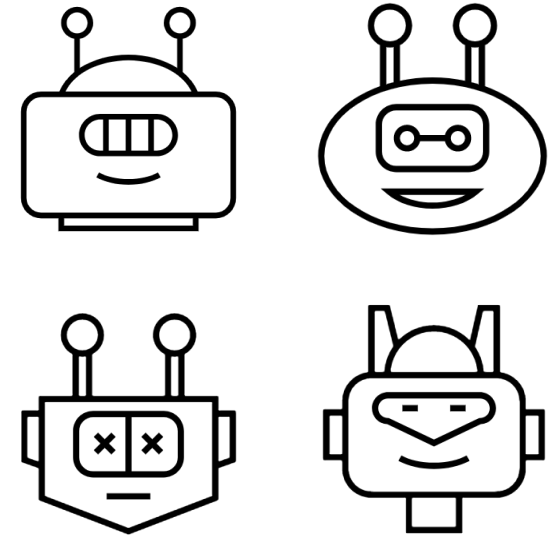
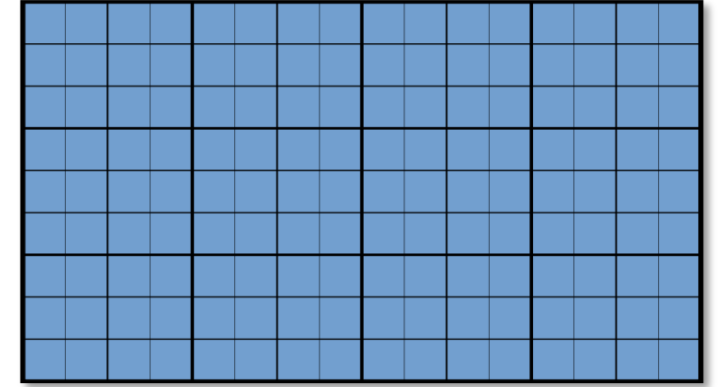
Trying to understand what our users want by the queries they type into search engines.



What is keyword research?

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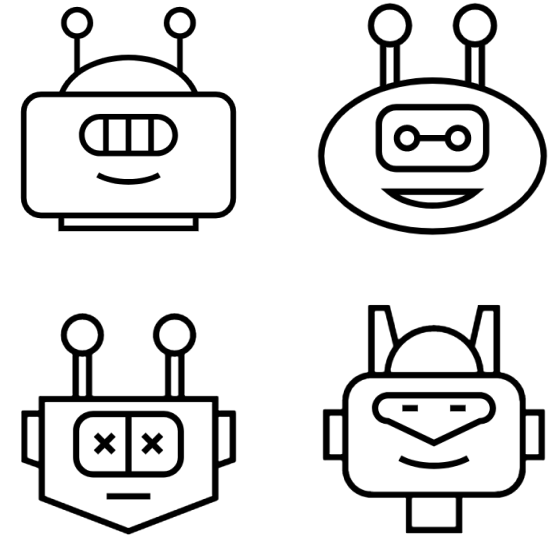
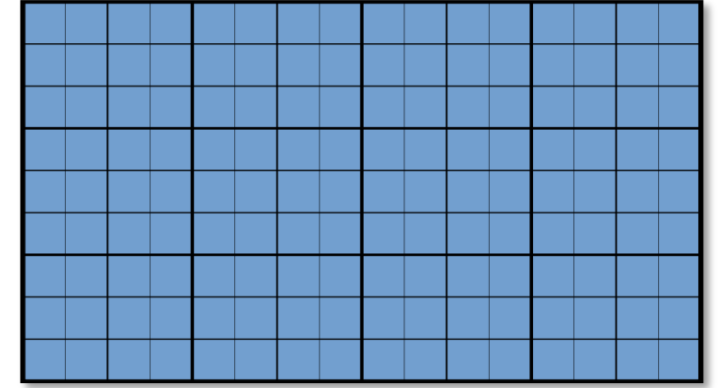
- Monthly search volume



What is keyword research?

Trying to understand what our users want by the queries they type into search engines.

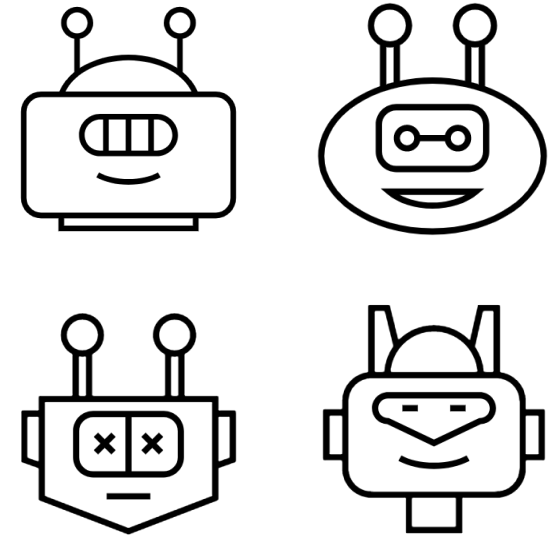
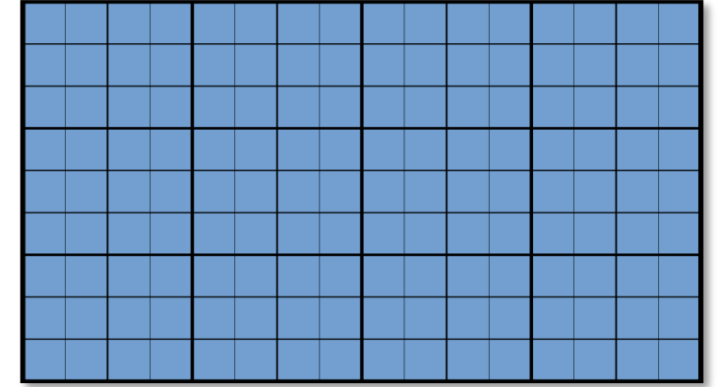
- Monthly search volume
- Search trend



What is keyword research?

Trying to understand what our users want by the queries they type into search engines.

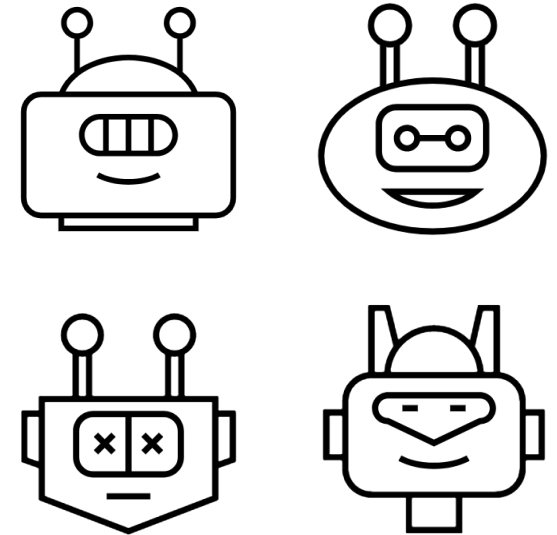
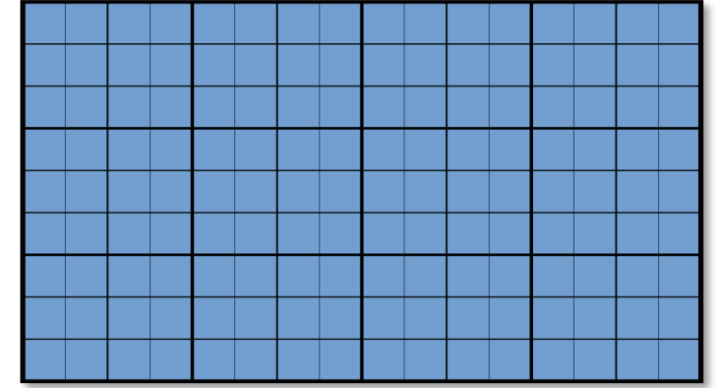
- Monthly search volume
- Search trend
- Clustering



What is keyword research?

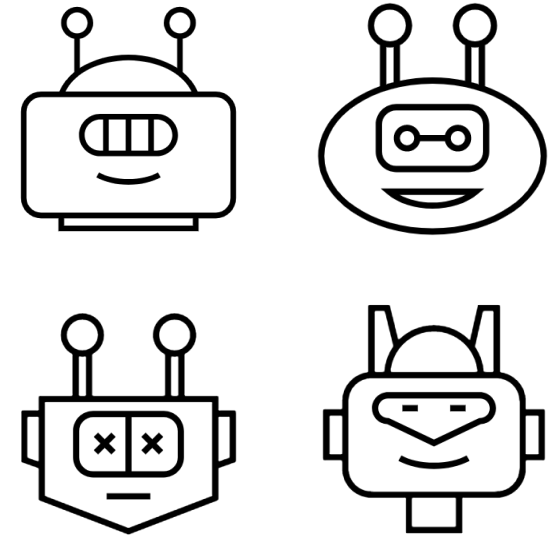
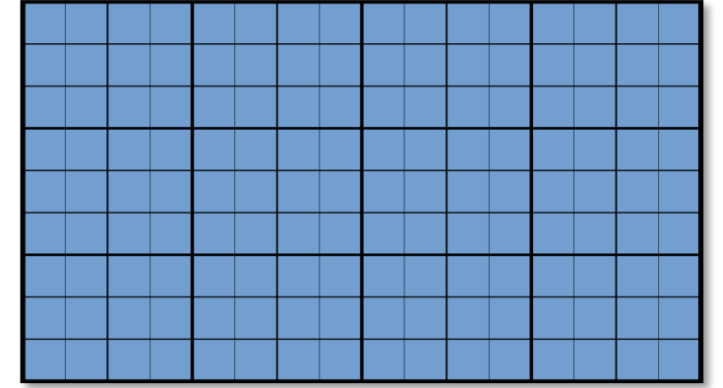
Trying to understand what our users want by the queries they type into search engines.

- Monthly search volume
- Search trend
- Clustering
- Intent



Key concept

Google is trying to understand and rank web pages by **intent**, not by **keywords**



Key concept

refurbished laptops

Laptops Direct
<https://www.laptopsdirect.co.uk> › laptops-and-netbooks

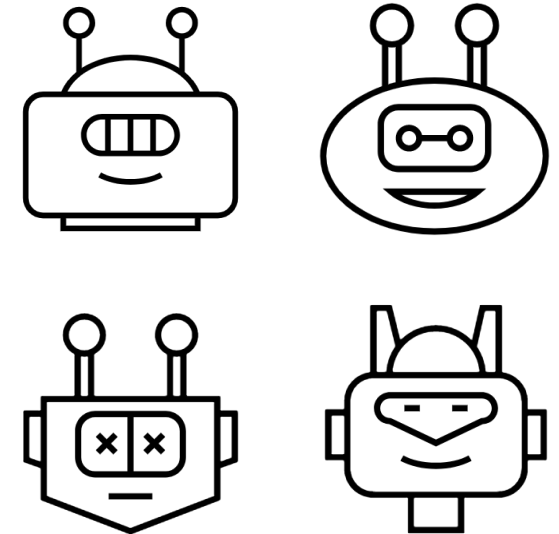
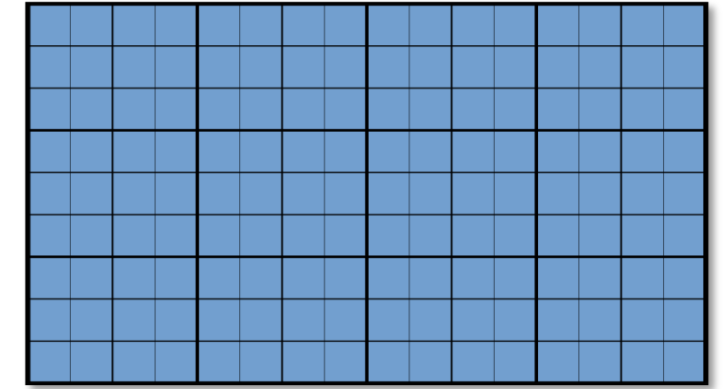


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[15.6" \(11\)](#) · [HP](#) · [HP 17-cn0528sa 17.3...](#)



Key concept

second hand laptops

Laptops Direct
<https://www.laptopsdirect.co.uk> › laptops-and-netbooks

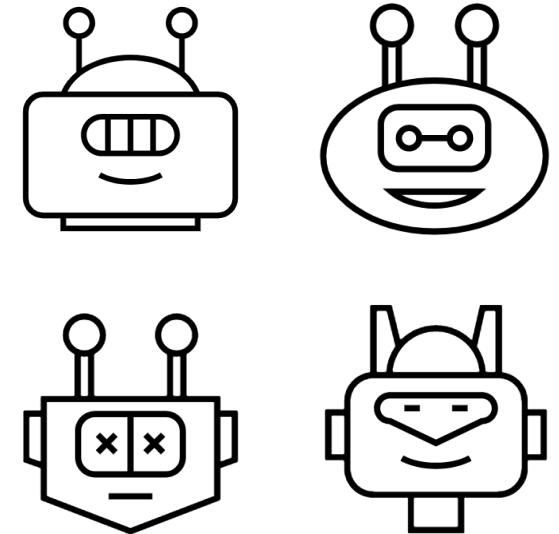
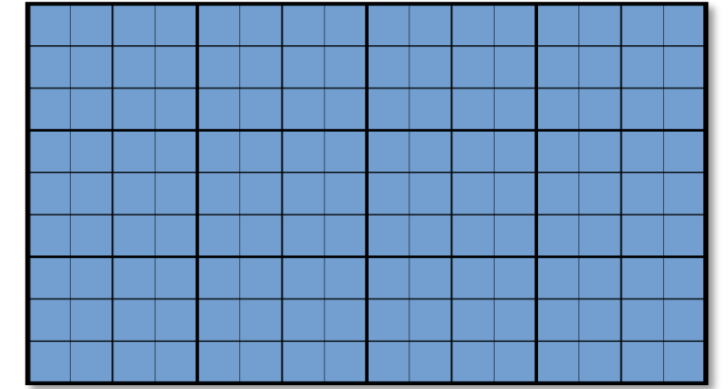
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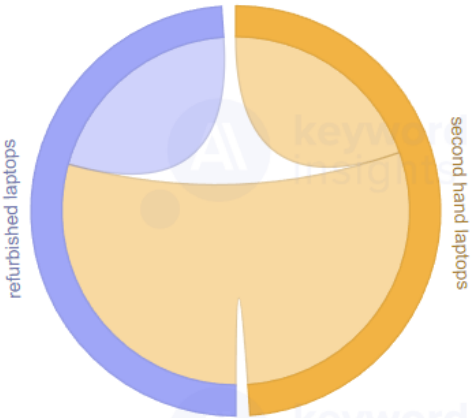
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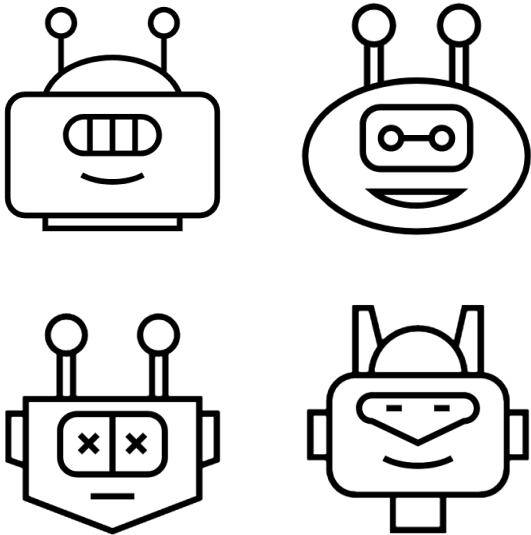
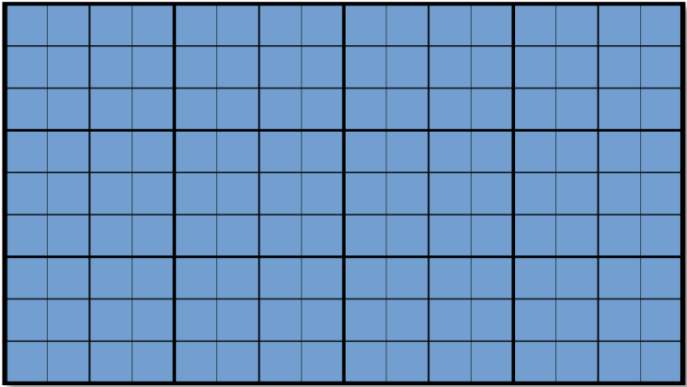
Key concept

☒ second hand laptops | ☒ refurbished laptops



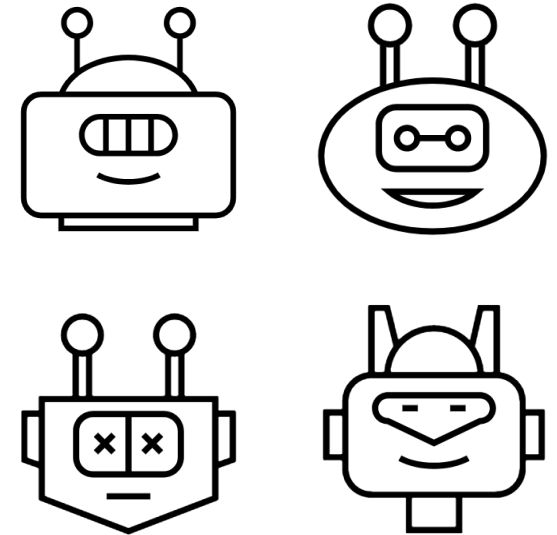
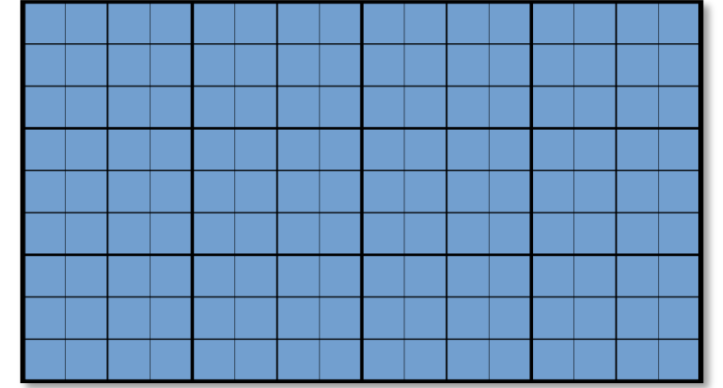
60.00% Similarity 6 Common URLs for 2 selected keywords

- 1 <https://www.currys.co.uk/computing/laptops/laptops/refurbished-laptops>
- 2 <https://www.dellrefurbished.co.uk/laptops>
- 3 <https://www.stonerefurb.co.uk/laptops>
- 4 <https://www.argos.co.uk/sd/refurbished-laptops/>
- 5 <https://www.laptopsdirect.co.uk/ct/laptops-and-netbooks/laptops/refurbished>
- 6 <https://www.refurbishedlaptops.co.uk/>



Key concept

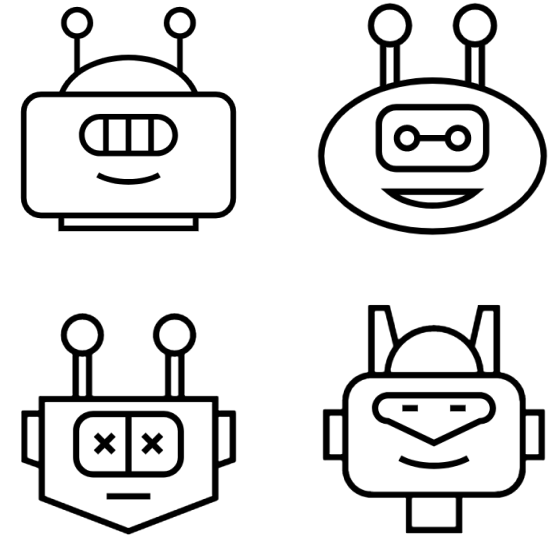
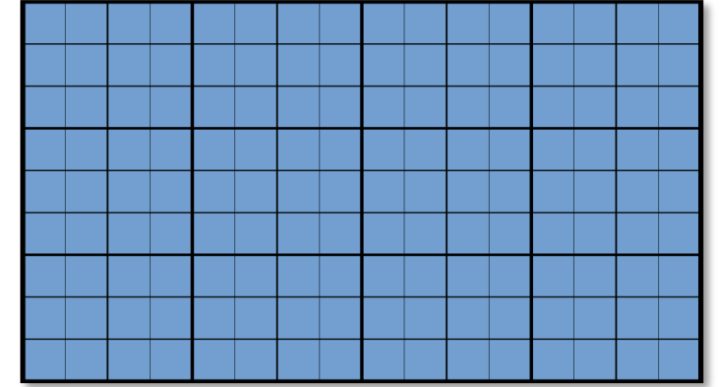
Cocaine detox



Key concept

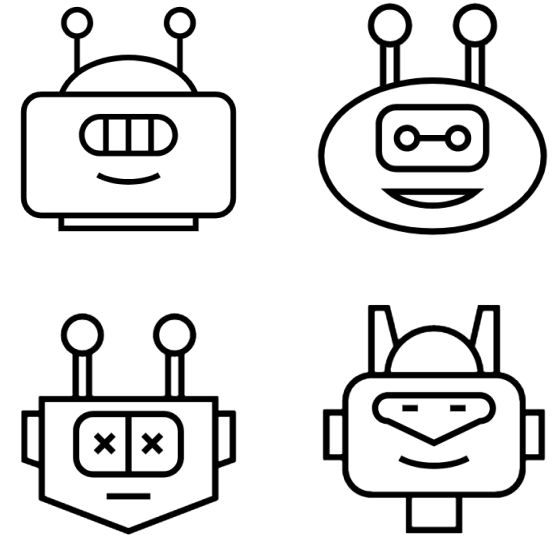
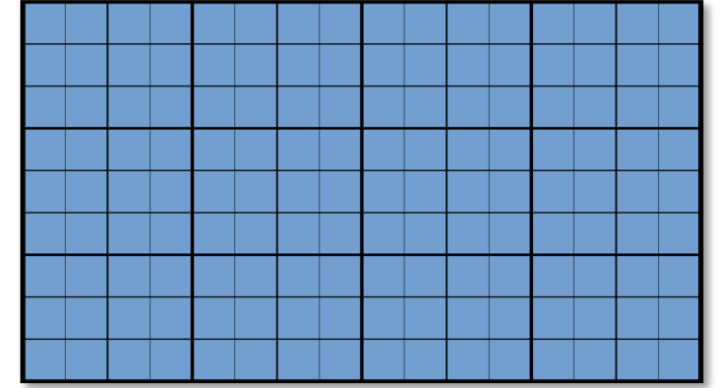
Cocaine detox

7,000 global searches per month

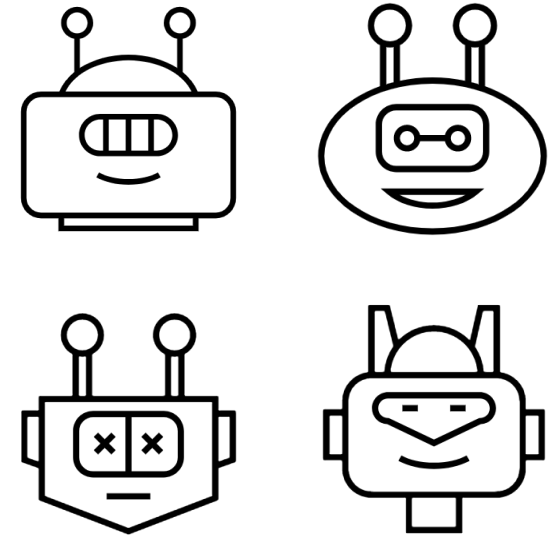
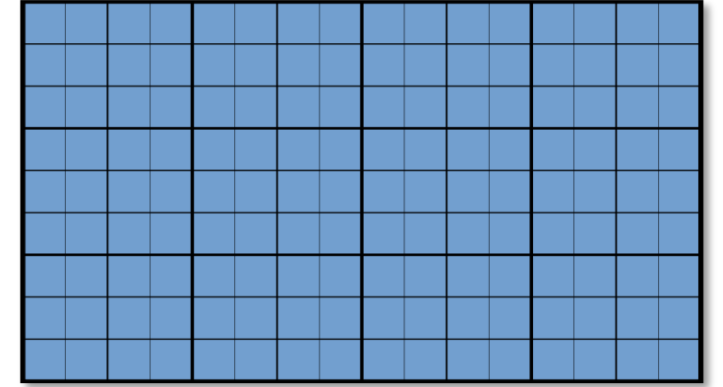


Key concept

There will likely be gaps between technically 'correct' term and what users are searching for

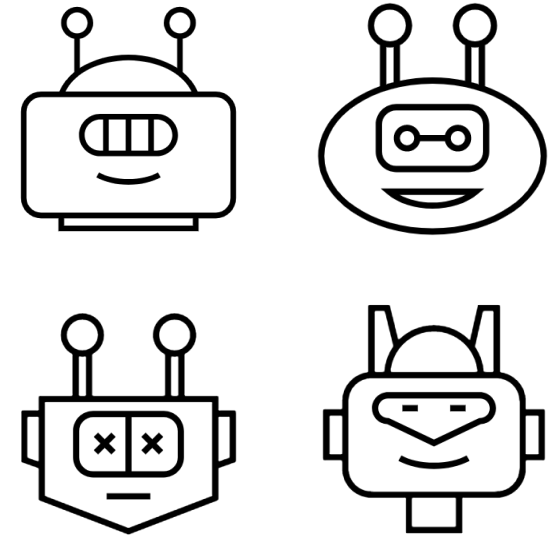
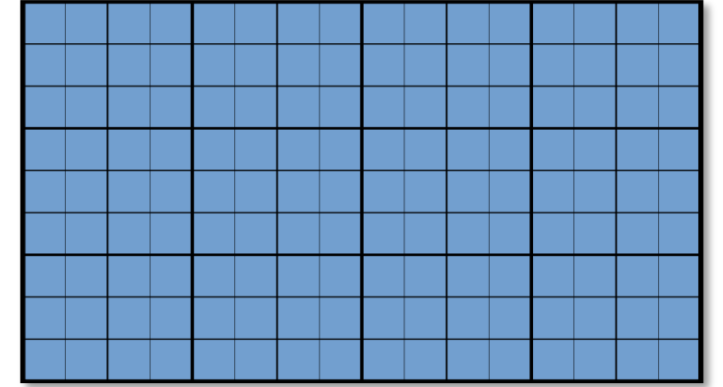


Keyword ideation



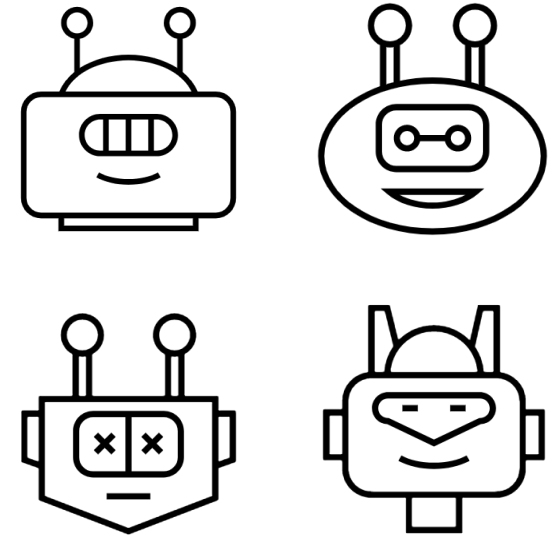
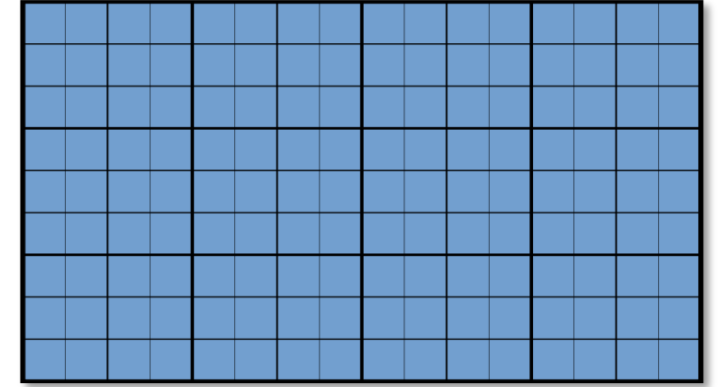
Keyword ideation

- Your own website



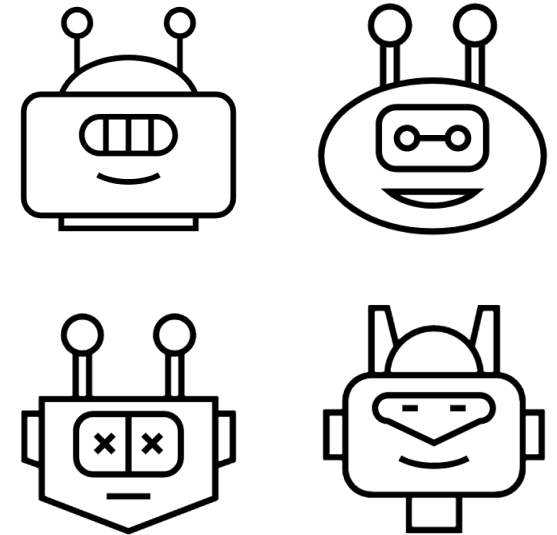
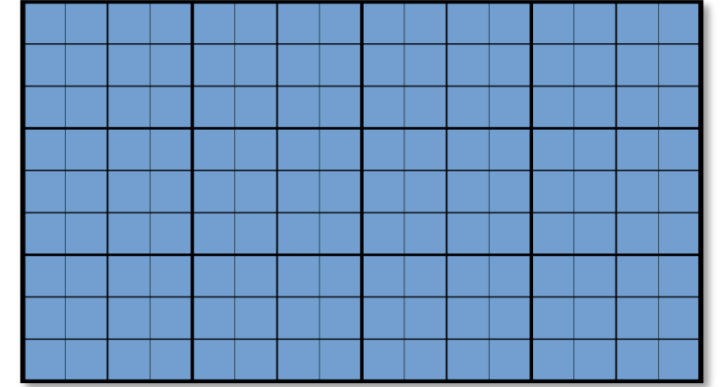
Keyword ideation

- Your own website
- Talking to your internal team



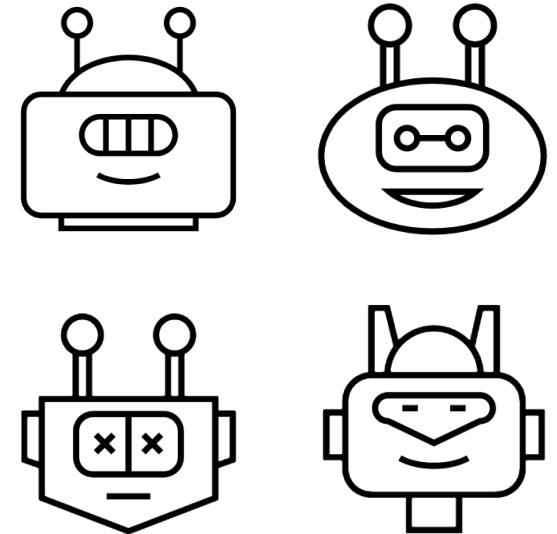
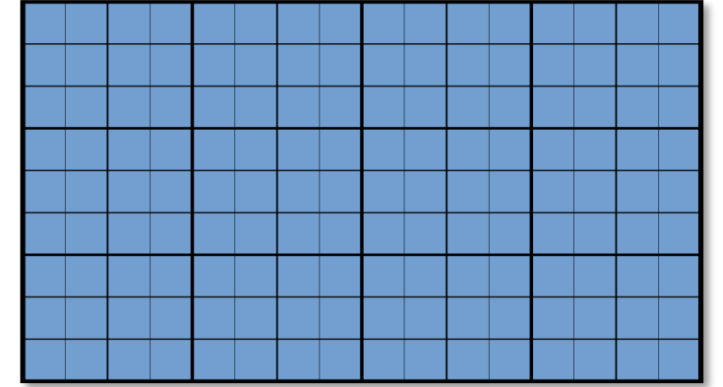
Keyword ideation

- Your own website
- Talking to your internal team
- Asking people you know



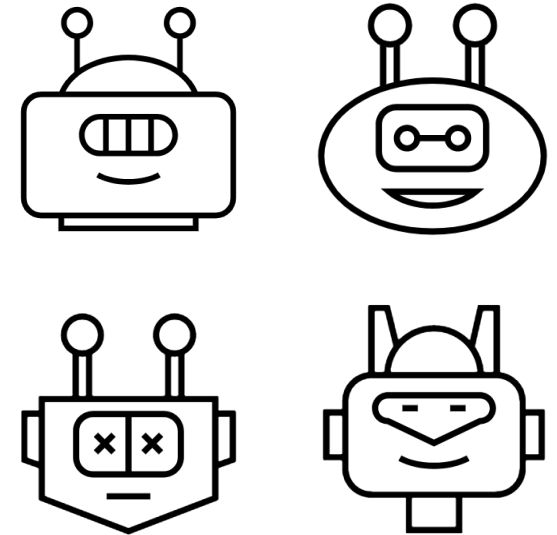
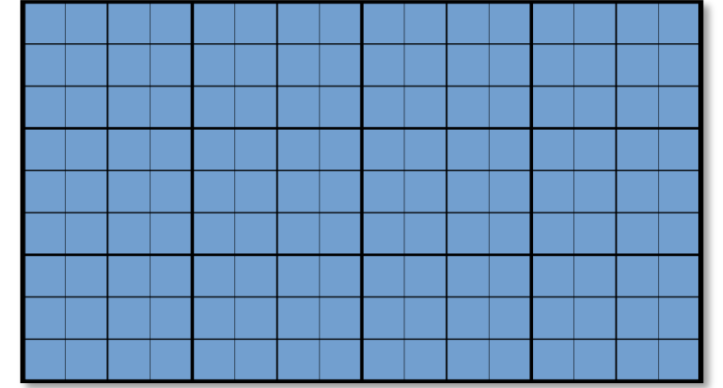
Keyword ideation

- Your own website
- Talking to your internal team
- Asking people you know
- Looking at your existing searches in GSC



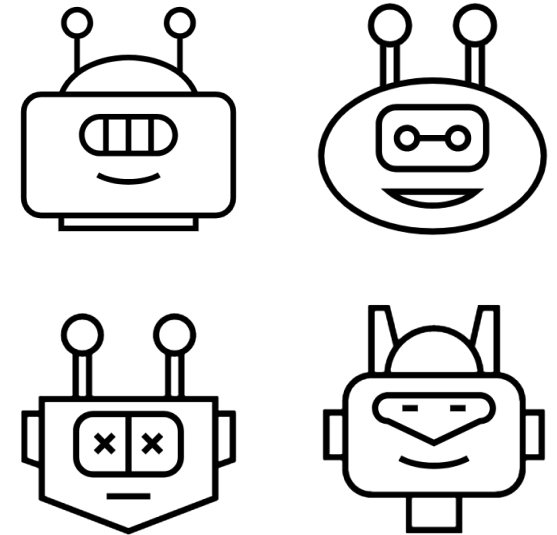
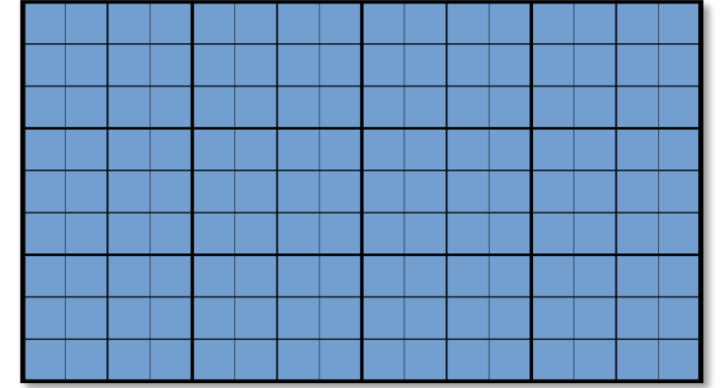
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- Asking people you know
- Looking at your existing searches in GSC
- Looking at internal site searches



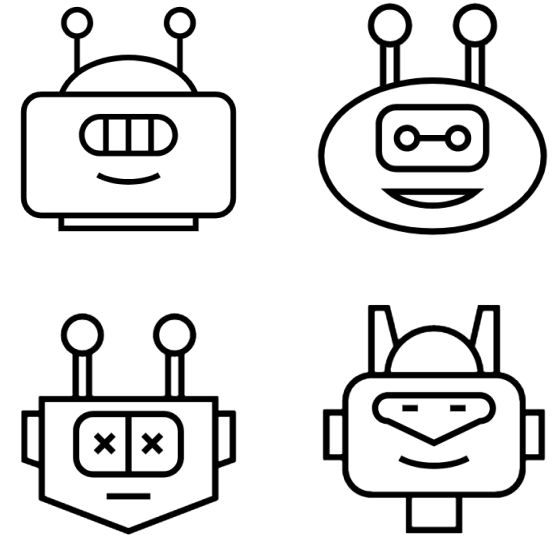
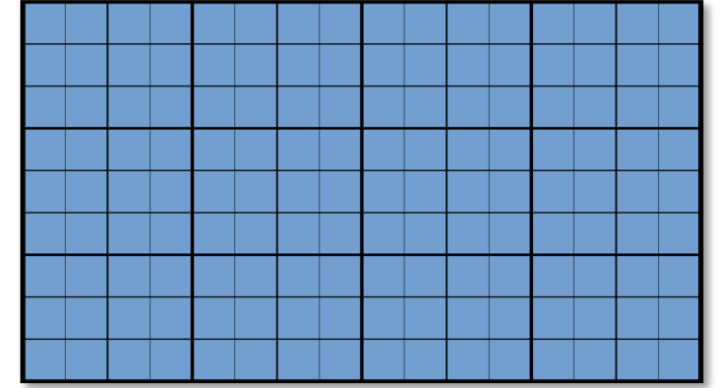
Keyword ideation

- Your own website
- Talking to your internal team
- Asking people you know
- Looking at your existing searches in GSC
- Looking at internal site searches
- Looking at what competitors rank for



Keyword ideation

- Your own website
- Talking to your internal team
- Asking people you know
- Looking at your existing searches in GSC
- Looking at internal site searches
- Looking at what competitors rank for
- Keyword research tools!



Challenge



Are there any terms that you already know your customers use “incorrectly”?