

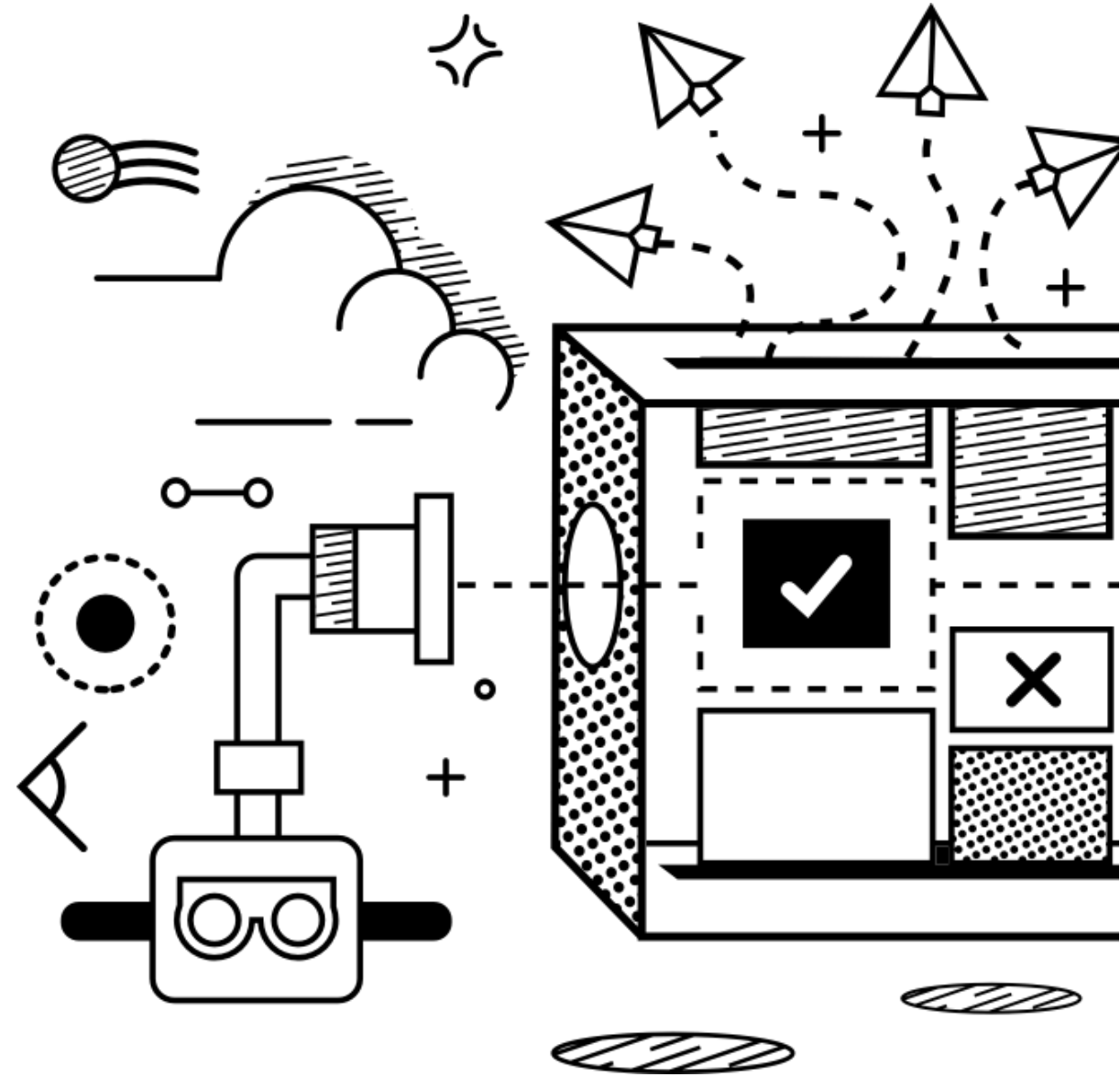


Head/middle keyword research tools



Trainer:

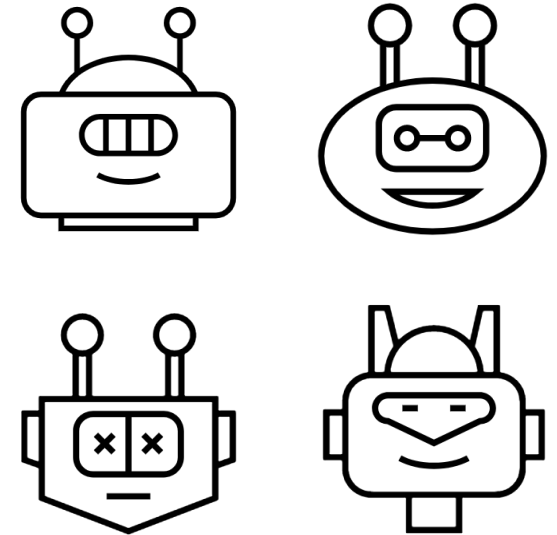
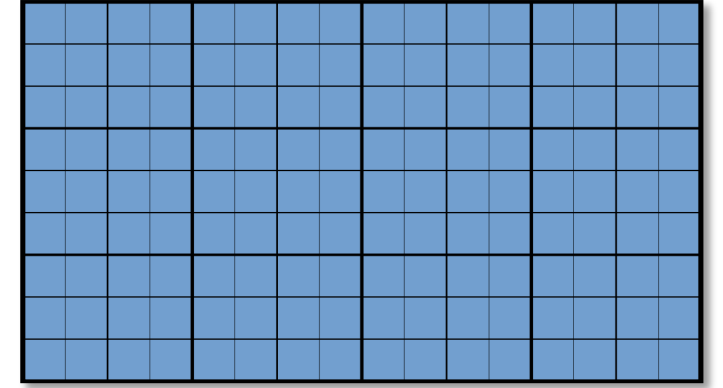
Mark Williams-Cook
Candour



Key concept

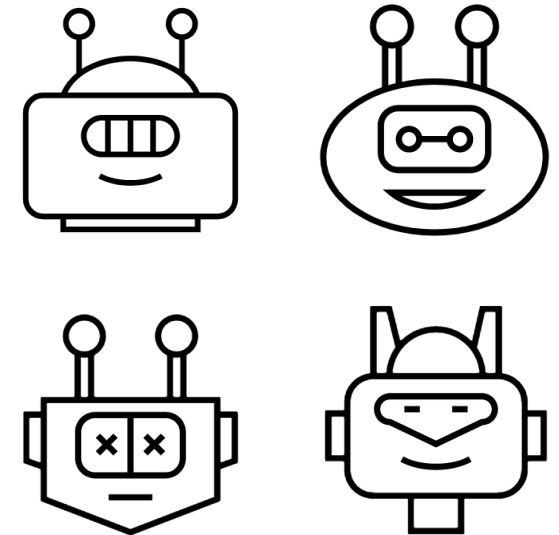
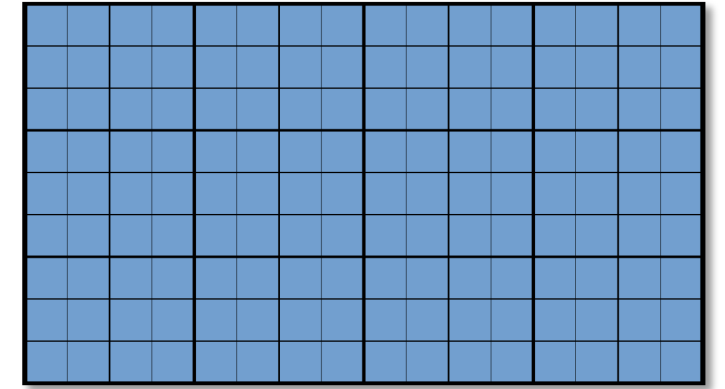
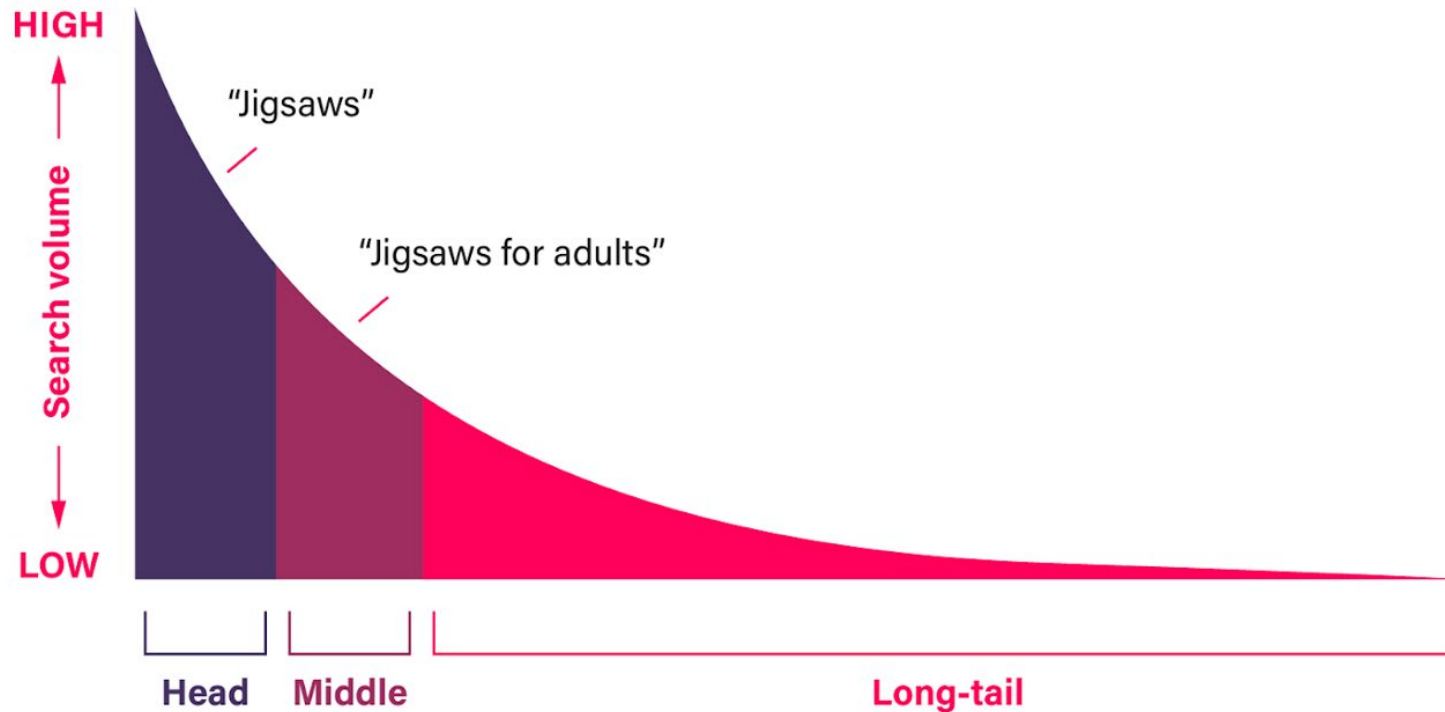
There are many sources of keyword data from tools

- Google search volume and trends
- Google Suggest
- People Also Ask data
- Related searches
- Clickstream data
- Google Search Console
- Internal search data



Head/middle keyword research tools

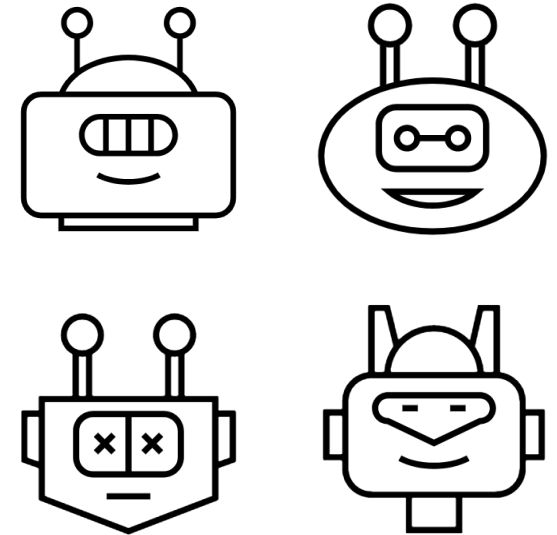
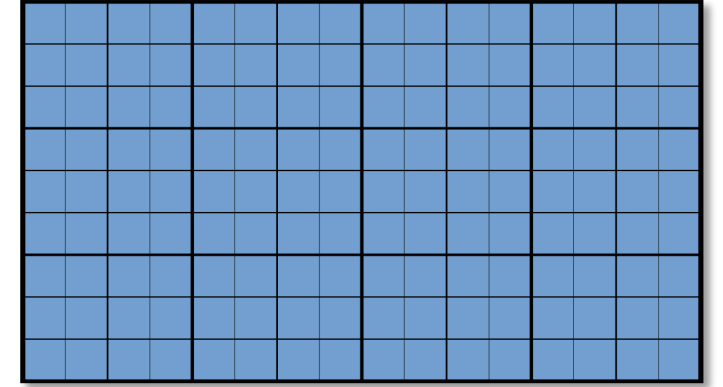
Back to the search curve



Head/middle keyword research tools

How this relates to websites

Homepage

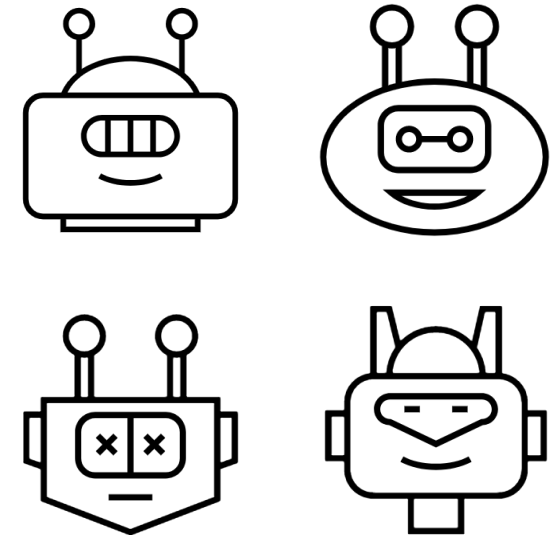
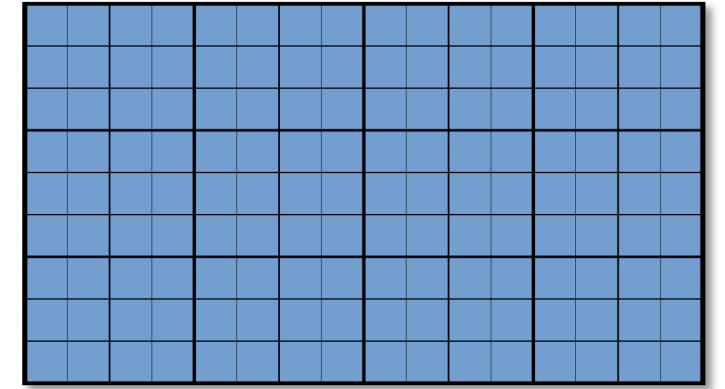
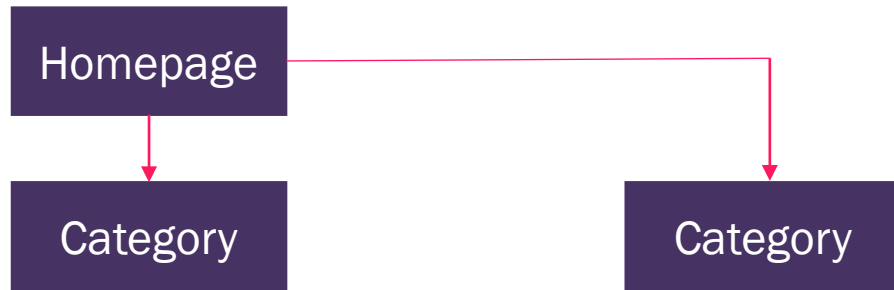


Head/middle keyword research tools

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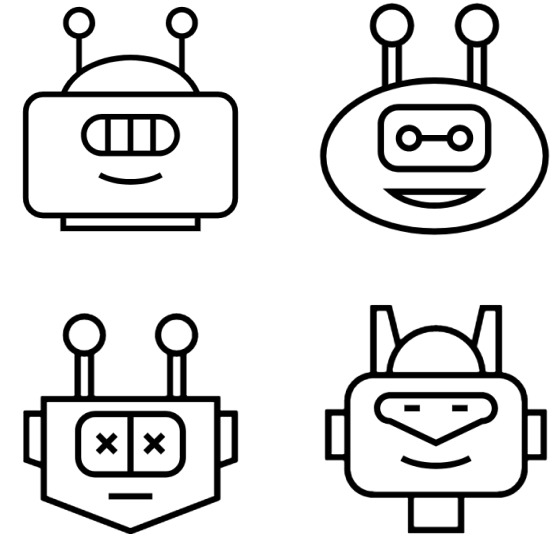
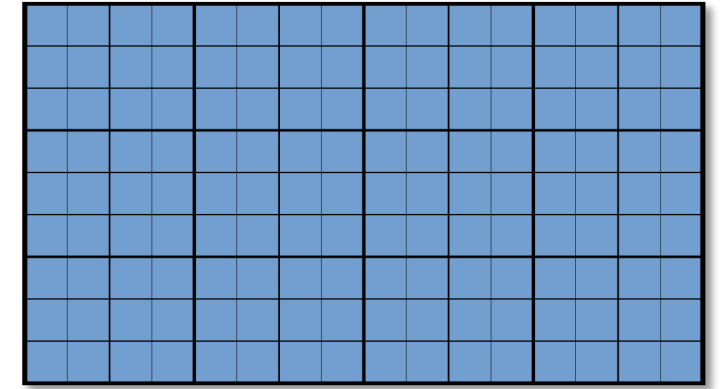
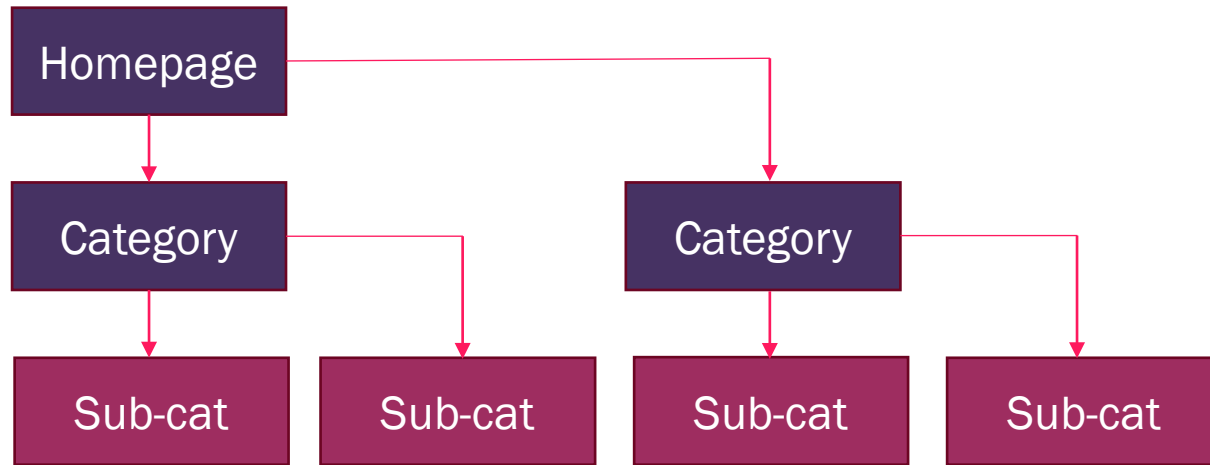
candour

How this relates to websites



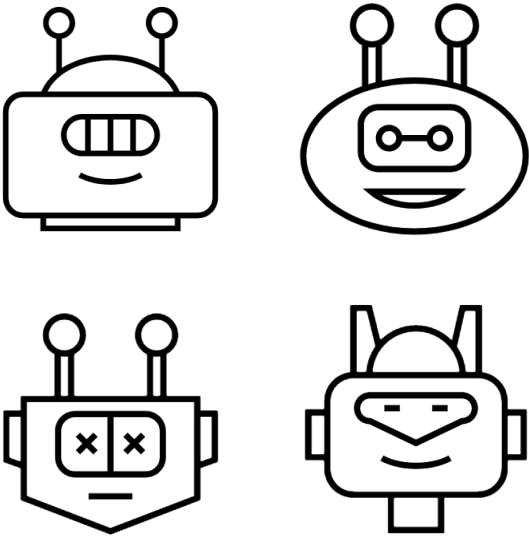
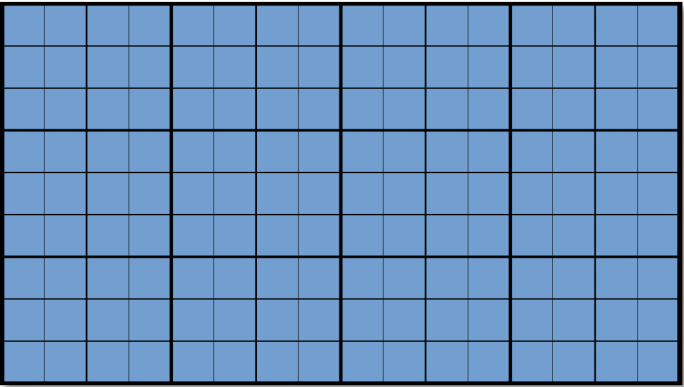
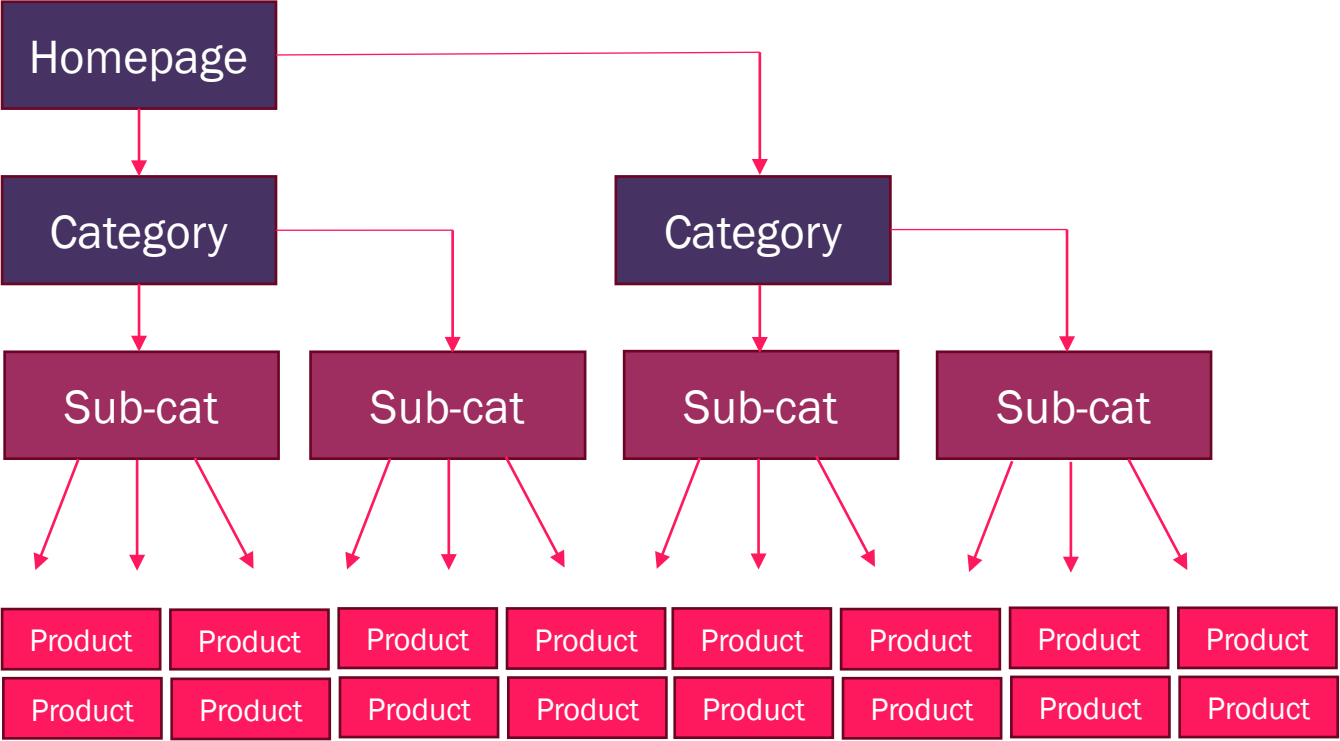
Head/middle keyword research tools

How this relates to websites



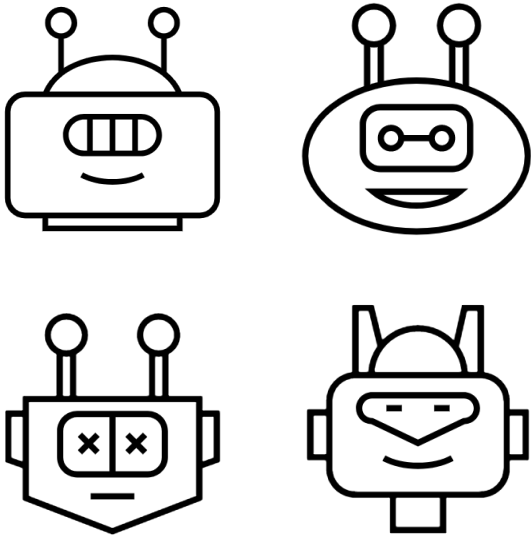
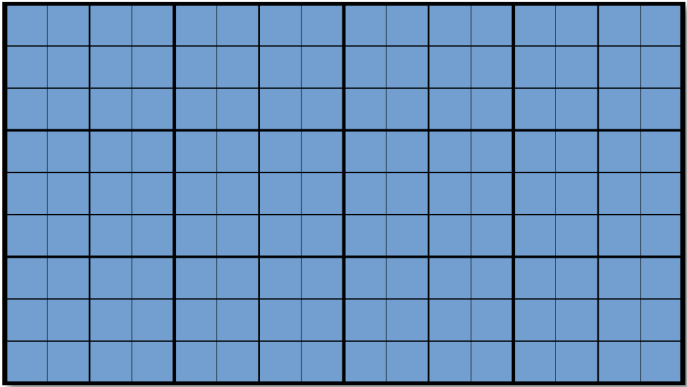
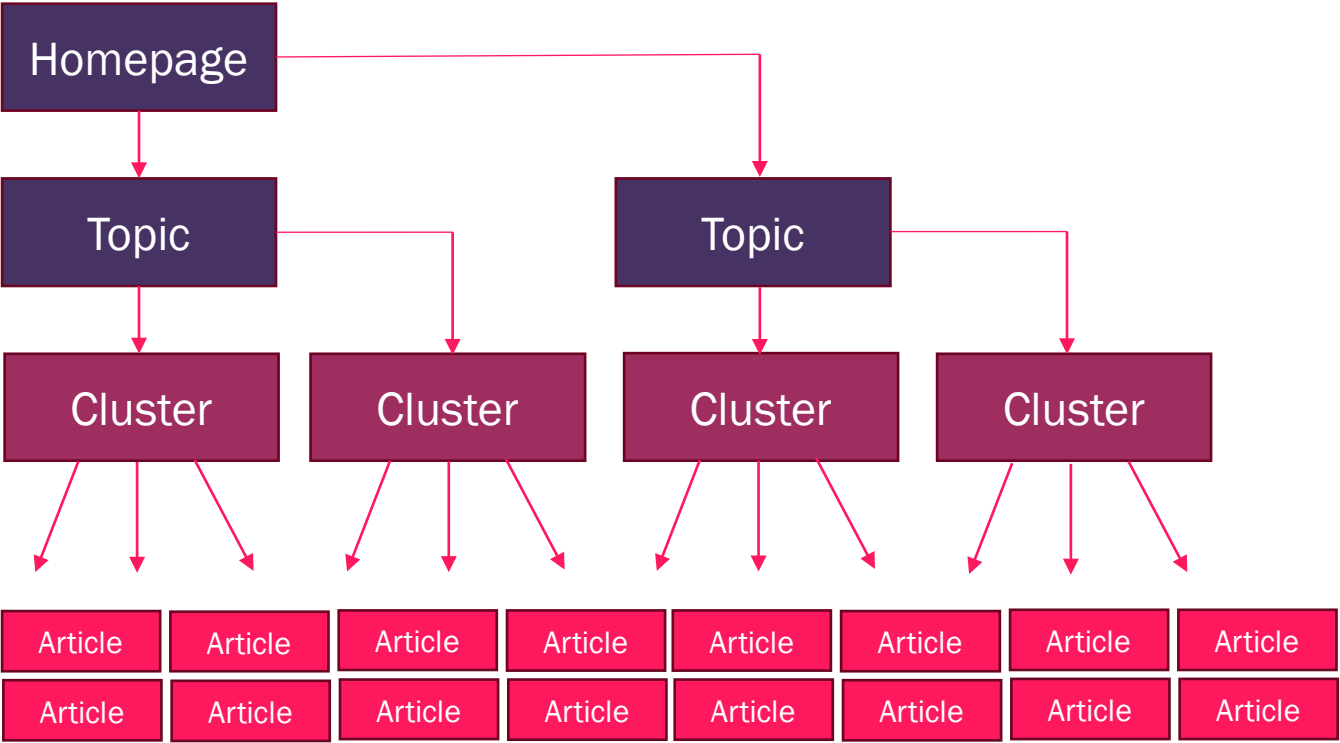
Head/middle keyword research tools

How this relates to websites



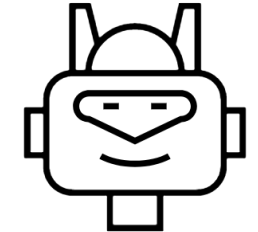
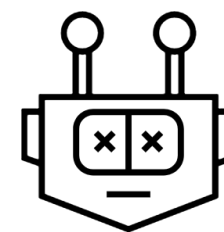
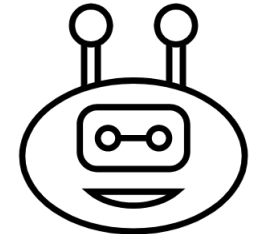
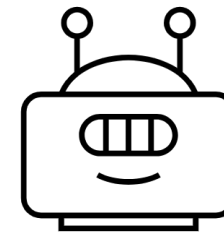
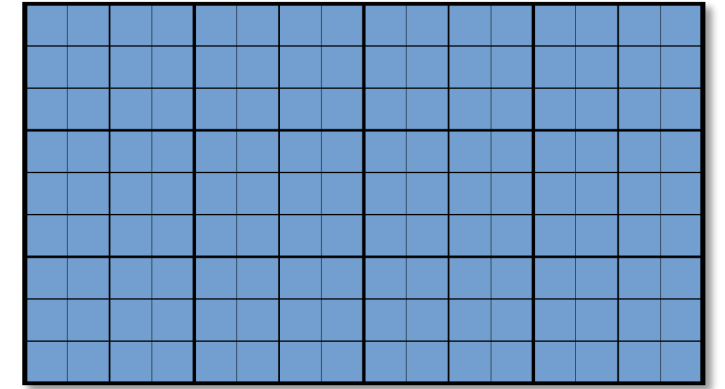
Head/middle keyword research tools

How this relates to websites



Head/middle keyword research tools


What tools can we use?

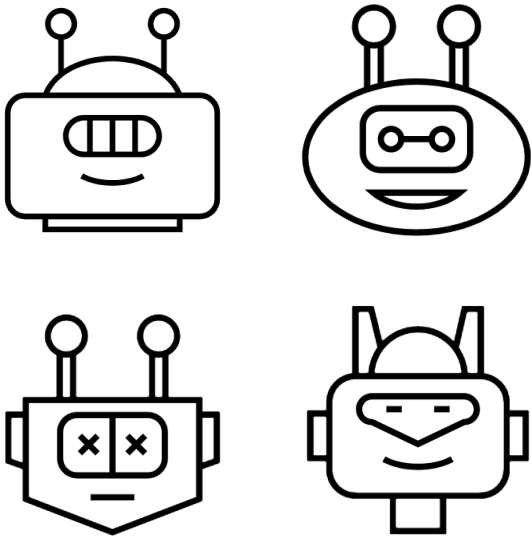
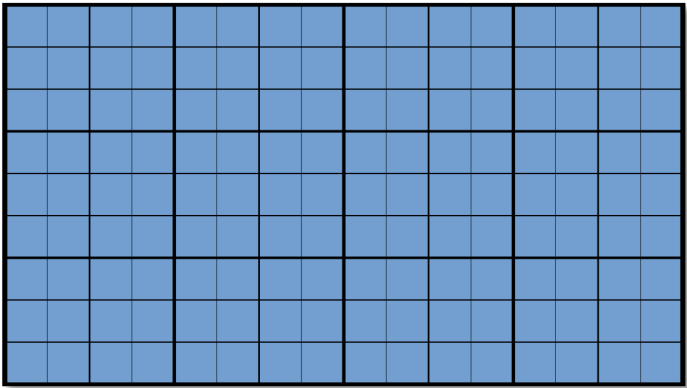


Head/middle keyword research tools

Differences in tools



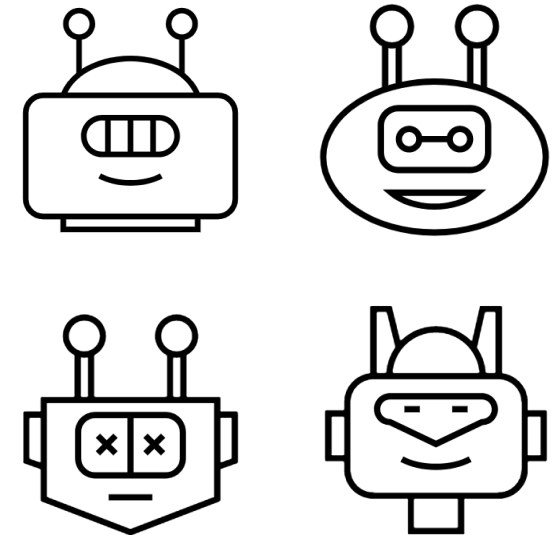
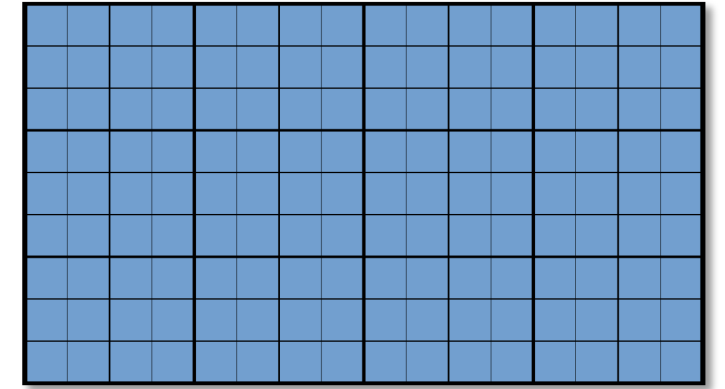
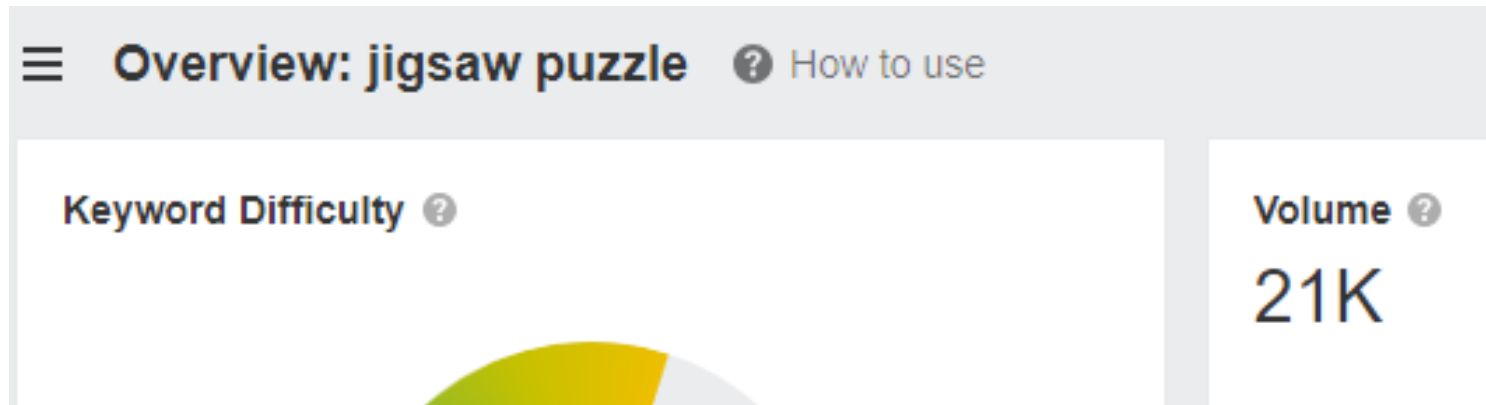
| Keyword ↑ | Avg. monthly searches |
|---------------|---|
| jigsaw puzzle | 40,500  |



Head/middle keyword research tools

Differences in tools

ahrefs



Head/middle keyword research tools

Differences in tools

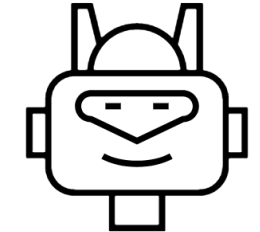
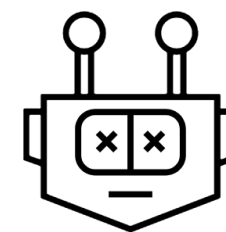
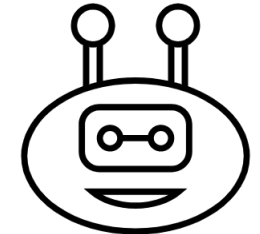
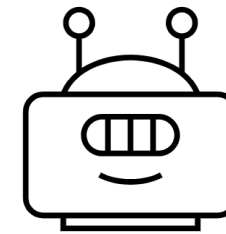
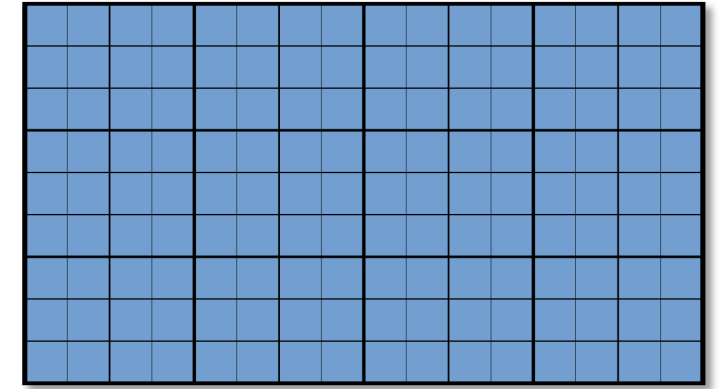


Keywords

Volume

jigsaw puzzle

27.1K

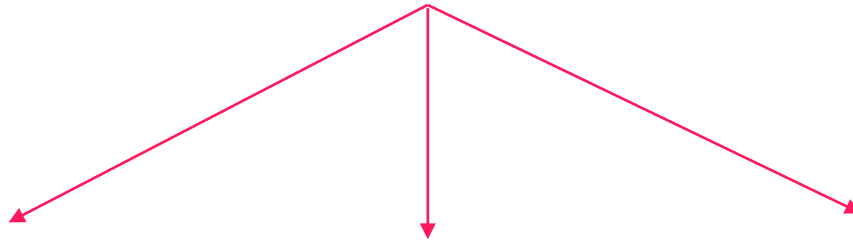


Head/middle keyword research tools

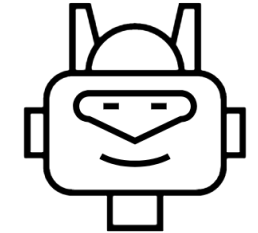
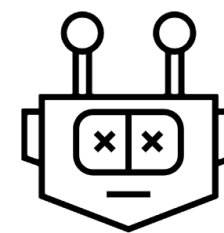
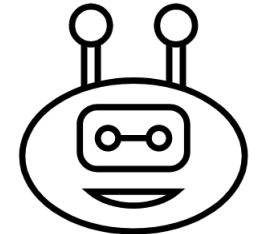
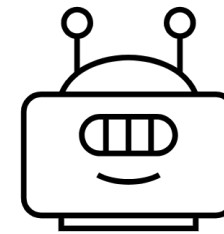
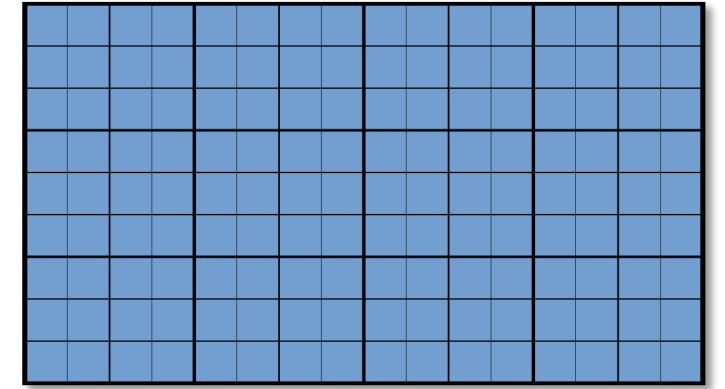
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Data relationship



Keywords Everywhere



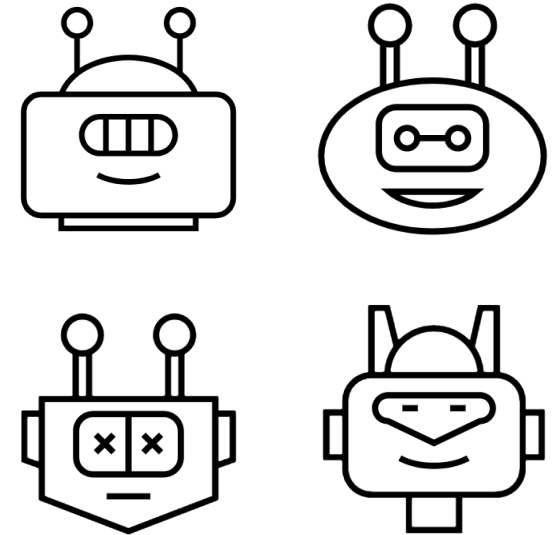
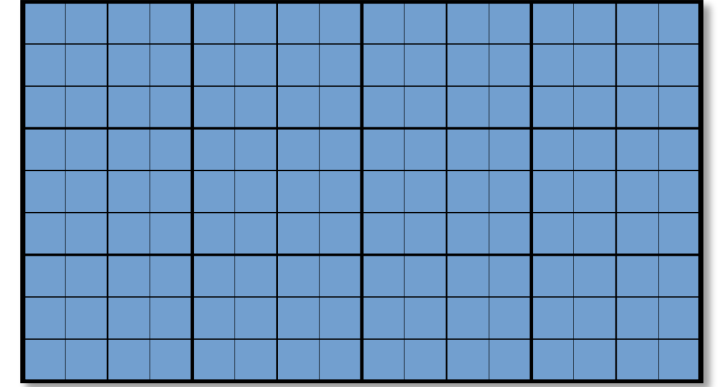
Head/middle keyword research tools

Data relationship



- Groups together keywords with similar meanings
- E.g.

“jigsaw puzzle”
“jigsaw puzzle^s”

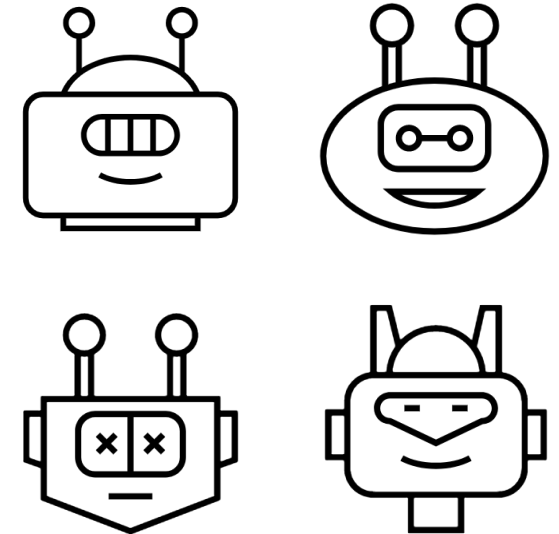
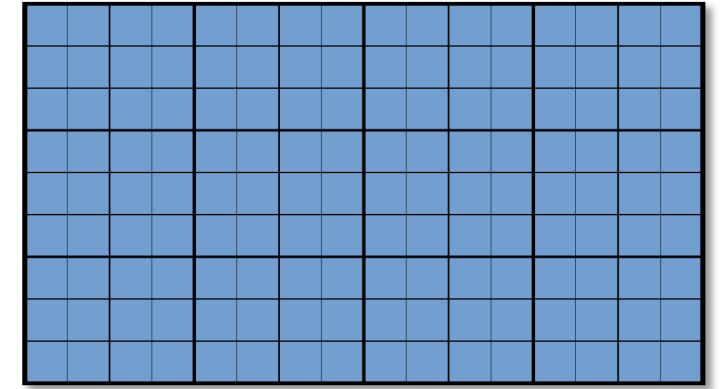


Data relationship



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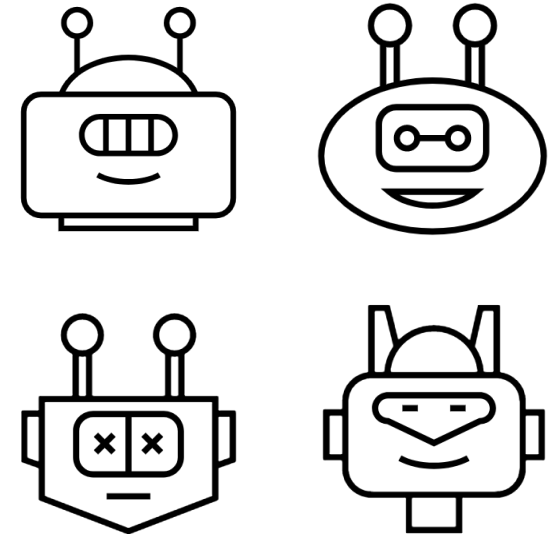
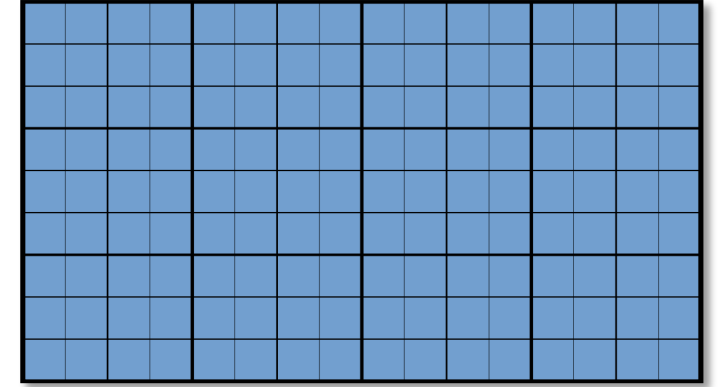


Data relationship

ahrefs

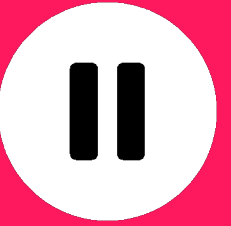

SEMRUSH

- Try to give you search volume for that precise keyword
- Using clickstream data
- AI models



Head/middle keyword research tools

Challenge



Can you think of a situation where both of these kinds of data might be useful?

Key concept

Grouped keyword data can be useful for estimating the “total universe” of intent

Ungrouped keyword data can be useful for specifically identifying what a new keyword could in theory bring

