



KEYWORDS

SAHAR ANDALEEB

TOPICS TO COVER

- **Keywords**
- **Introduction**
- **Purpose**
- **Types**
- **Keyword Researching and Planning Tools**
- **Mapping Keywords to Webpage**

NICHE

Niche: “A niche is a *specialized segment* of *broader market* for a particular product, audience, or service.”

- a portion that is united by a common interest and/or demographic
- covers various aspects of the same domain

Example:

- **Digital Marketing** (various aspects of promoting products or services on the internet.)
- **Food** (producing, processing, preparing, consuming)
- **Cars** (designing, manufacturing, selling)
- **Jewellery** (designing, making, selling, and wearing)

MACRO NICHE

Macro Niche: “Macro niches are broad segments within a niche that is *still relatively broad* and covers a range of topics.”

Examples:

- **SEO** (OnPage, OffPage, Local, Technical)
- **Vegan food**
- **Electric Cars**
- **Handmade jewellery**

MICRO NICHE

Micro Niche: “Micro niches are *narrower segments* within macro niches, focusing on *more specific* products or services.”

- Subcategory of macro niche

Examples:

- Local SEO
- Vegan baking
- Tesla
- handmade wire-wrapped jewelry

NANO NICHE

Nano Niche: “Nano niches are highly specialized and targeted segments within micro niches.”

- serving very particular needs or interests.

Examples:

- **Dentist local SEO** (Optimizing websites only for dentist in local search results)
- **Gluten-free brownies**
- **Tesla Model 3 Performance**
- **Handmade wire-wrapped crystal jewelry**

NICHE SELECTION

Digital Marketing

SEO

Local SEO

Dentist Local
SEO

Food

Vegan Food

Vegan Baking

Gluten-Free
Brownies

Cars

Electric Cars

Tesla

Tesla Model 3
Performance

Jewelry

Handmade Jewelry

Handmade wire-
wrapped jewelry

Handmade wire-
wrapped crystal jewelry

KEYWORD

Keyword:

“A keyword is a word or phrase that user enter into search engines to search for desired content on the internet.”

- **Search queries** contains keywords.
 - Honda civic for sale
 - Lasagna
 - Hangout place
 - Hangout places in Islamabad
- Keywords are important in SEO, as they help your website to rank for topics that your audience is looking for.

DIFFERENCE BETWEEN NICHE AND KEYWORD

- **Niche** is a specific *topic or industry that you want to focus on* with your content, helps you to *target specific* audience to offer to.
- E.g: **Freelance writing**

While

- **Keyword** is a word or phrase *describing* content of your website and helping you *rank a specific term* that your audience is searching for.
- E.g: **Content Writing**

IMPORTANCE OF KEYWORDS

- "Keywords play a crucial role as they bridge the gap between users' search queries and the content you offer to meet those needs.
- Your goal in ranking on search engines is to drive **organic traffic** to your site from the SERPs.
- To create content that ranks well organically *and* drives visitors to your site, you need to understand the needs of those visitors — the language they use and the type of content they seek.
-And that's where Keyword Research comes in.

TYPES OF KEYWORDS

- There are different types of keywords based on length, search intent and competition.
 - Primary
 - Secondary
 - Informational
 - Navigational
 - Commercial
 - Transactional
 - LSI
 - Short-Tail
 - Long-Tail
 - Singular & Plural Keywords
-

TYPES OF KEYWORDS BASED ON LENGTH

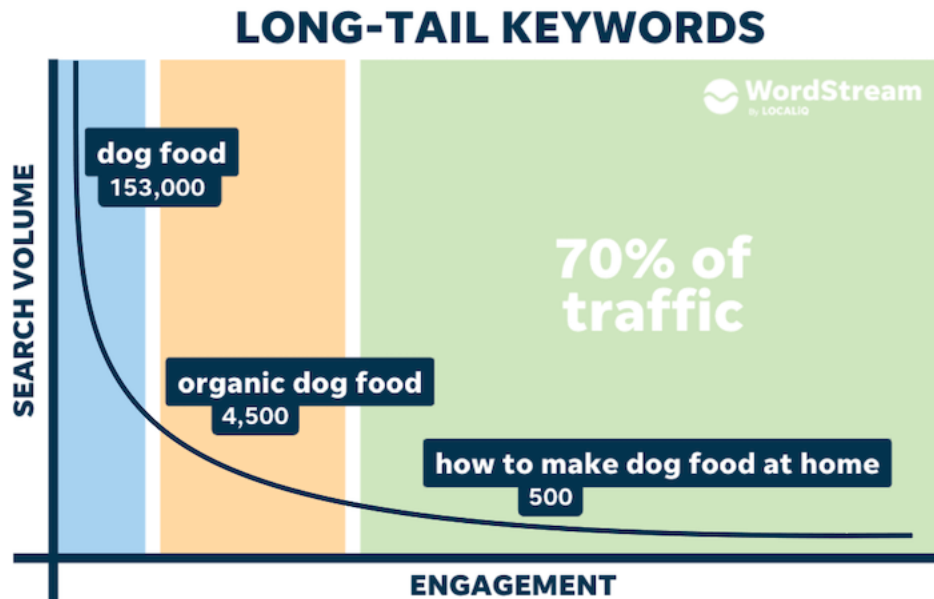
Short-Tail Keywords: “Keywords are the generic queries.”

- These keywords usually have one to two words in length.
 - high search volumes
 - high competition
 - low conversion rate
 - **dogs, cat food, books**

Long-Tail Keywords: “These are more specific keywords with clear customer intent.”

- Usually have five or more words in length”..
 - low search volumes
 - low competition
 - high conversion rate
 - **Dogs that are good with kid, best book for learning SEO**

SHORT-TAIL VS. LONG-TAIL KEYWORDS



Long tail keywords with lower search volume often **convert better**, because searchers are more specific and intentional in their searches.

- For example, a person searching for "shoes" is probably just browsing. On the other hand, someone searching for "best price red women size 7 running shoe" practically has their wallet out!

PRIMARY, SECONDARY AND TERTIARY KEYWORDS

Primary Keywords are the main keywords that you want to rank for.

- highly relevant, high search volume
- “Buy Laptops Online”

Where as **Secondary Keywords** are the keywords that support your primary keyword.

- They are related terms,
- Provides context and depth to your content.
- “Affordable Laptops”, “Laptop Reviews”

Tertiary Keywords are more specific, long tail keywords.

- less competitive but can attract highly targeted traffic.
- Often addresses specific queries.
- “Best laptops under \$500” , “Laptops with long battery life”

PRIMARY KEYWORD VS SEED WORDS

Primary keywords are the main terms of your content where as **Seed words** (aka. seed keywords) or **Head words**, are the starting point for keyword research.

Example:

- Online shoe store (Primary KW)
 - Shoes (Seed KW)
- Handmade beaded bangles (Primary KW)
 - Handmade jewellery (Seed KW)
- So although primary and seed word can sometimes overlap but they serve slightly different purposes in keyword research.

LSI KEYWORDS

LSI: Latent Semantic Indexing

(Hidden) (meaning) (Google)

“ Keywords that are conceptually related to targeted keyword.”

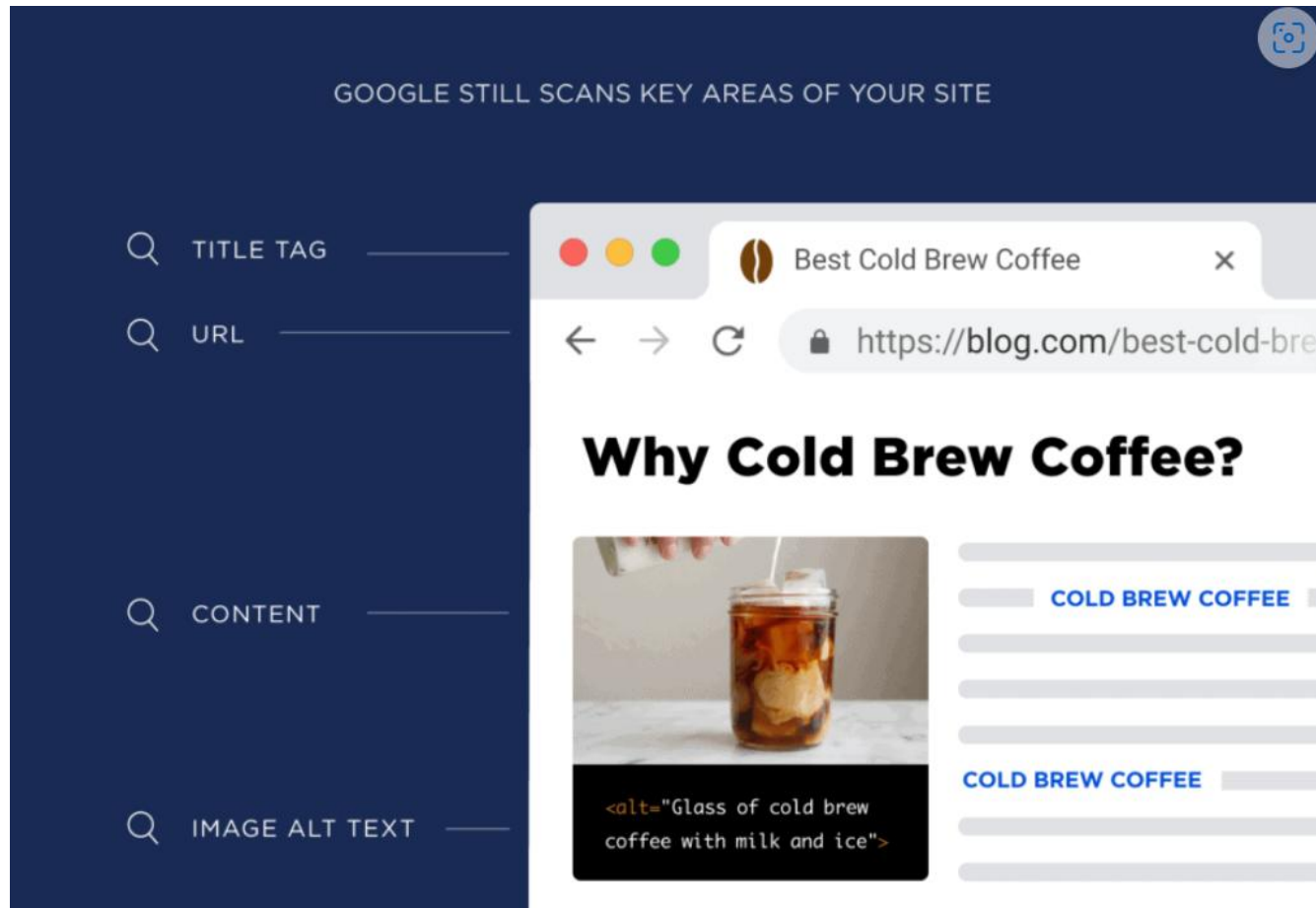
- Search engines use LSI keywords to deeply understand the content on a webpage.”
- Improves relevancy and hence SEO.

Example:

Main keyword → “New Car Features”

- some LSI keywords could be:
- Automobile, engine, road, tiers, vehicle

LSI KEYWORDS EXAMPLES



CONT.



Google looks for semantically related terms.

- Some of the term related to “Cold brew coffee” are beans. Ice, glass, iced coffee, cold brew coffee brands etc.

TYPES OF KEYWORD BASED ON USER INTENT

- **Informational**
- **Navigational**
- **Commercial**
- **Transactional**

INFORMATIONAL KEYWORDS

Informational Keywords:

“informational keywords are used by user when they are simply gathering general information.

- A broad term that encompasses both Primary and Secondary keywords.
 - How
 - What
 - why
- They are usually higher in the marketing funnel, meaning that people are earlier in their buying journeys and less likely to take action.

NEVIGATIONAL KEYWORDS

Navigational Keywords: “Navigational keywords are the words that users use when they intend to find a specific website or online destination”.

- A keyword that has fixed direction
- User intend is fixed
 - White A4 paper rim [Amazon](#)
- For **brand awareness**
- Navigational can help you gain organic traffic, especially **if your company has a strong brand reputation.**
 - a company or brand name
 - Youtube
 - Sapphire
 - Charles&Keith

COMMERCIAL KEYWORDS

Commercial Keywords: (commerce, business)

“keywords that reveal a searcher’s interest around specific products or services.”

- These keywords indicate users are exploring options before making a purchase.
- support the idea of purchasing, compare the product to similar products or look for free offers/tests/discounts.
- You can target these keywords with comparison articles, reviews or how-to articles depending on the specific keyword.
 - Free coffee
 - Best blender for smoothies
 - iPad vs. iPad Air
- Show website

TRANSACTIONAL KEYWORDS

Transactional Keywords:

“These are terms and phrases used by people who want to complete an action.”

- keywords with the strongest intent to buy.
- They are usually lower in the marketing funnel, meaning that people are ready to make a purchase or take an action.

Examples:

- Buy crypto online
- Honda city for sale
- pizza place near me
- Buy puff pastry dough online
- Show product

MARKETING FUNNEL

A marketing funnel is a way of visualizing the stages that a potential customer goes through before making a purchase. It usually consists of three main stages:

awareness, consideration,
and **conversion.**

- The funnel shape represents the fact that not everyone who becomes aware of your product or service will end up buying it.
 - people will drop out at each stage.



IMPORTANCE OF KEYWORD RESEARCH

- Process of discovering needs of target audience is very important.
- What your to-be customers are searching for?
 - Done via keyword research
- Best keyword research strategy should not be what you want to tell people **but** what *they* want to discover?

CONT..

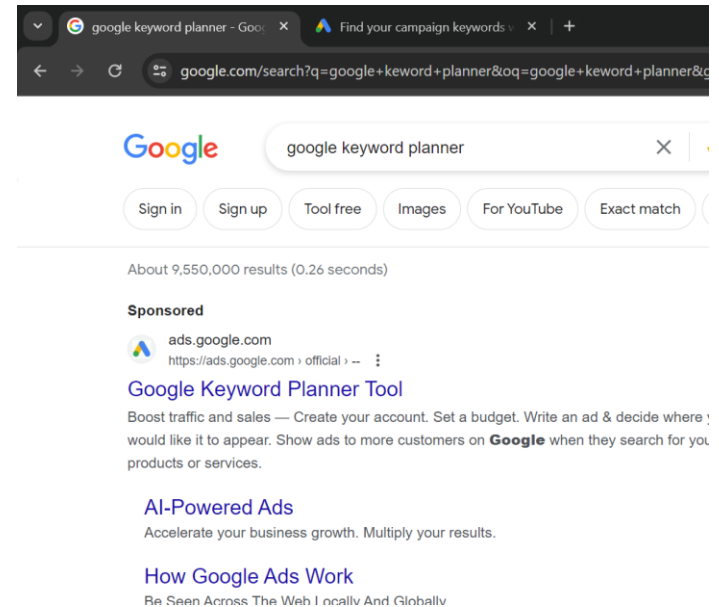
- The power of keyword research lies in better understanding your target market and how they are searching for your content, services, or products.
- Keyword research provides you with specific search data that can help you answer questions like:
- What are people searching for?
- How many people are searching for it?
- In what format do they want that information?

KEYWORD RESEARCH TOOLS

- Ahrefs
- SEMrush
- Ubersuggest
- Google Keyword Planner
- MOZ Keyword Explorer
- Keyword Tool
- Keywords everywhere (browser extension)
- KWFinder
- Ranknow.pk

GOOGLE KEYWORD PLANNER

- **Keyword Planner** helps you research keywords for your Search campaigns.
 - Check estimates of the searches they receive and the cost to target them.s
- You can use this **free tool** to discover new keywords related to your business.
- **USE** Google Keyword Planner tool for Keyword **Research**
- but **NOT** for keyword **Analysis**



KEYWORD PLANNER...

SIGN IN

New campaign

What's your main advertising goal?


- Get more calls
- Get more website sales or sign-ups
- Get more visits to your physical location
- Get more brand awareness with video views

New campaign

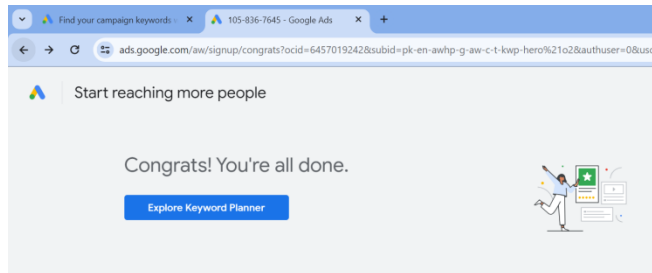
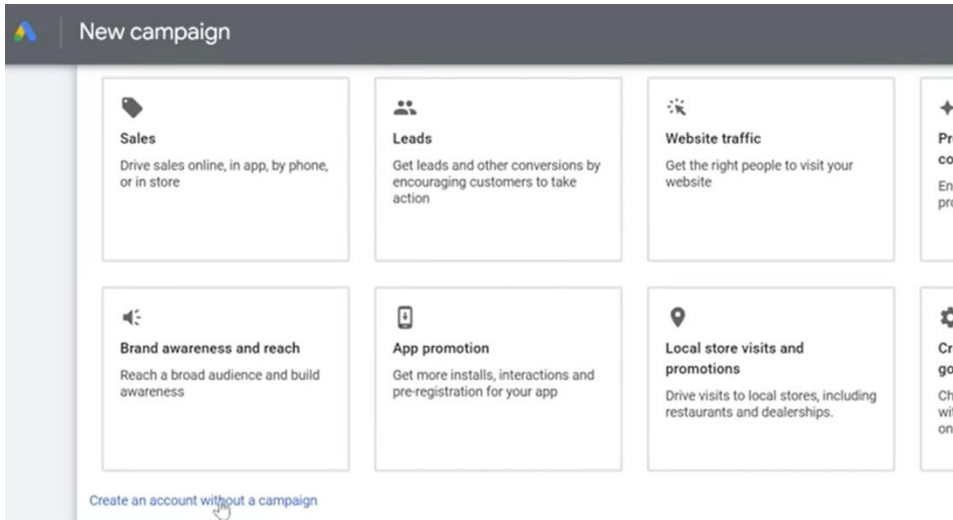
Get more brand awareness with video views

Next

Are you a professional marketer? [Switch to Expert Mode](#)

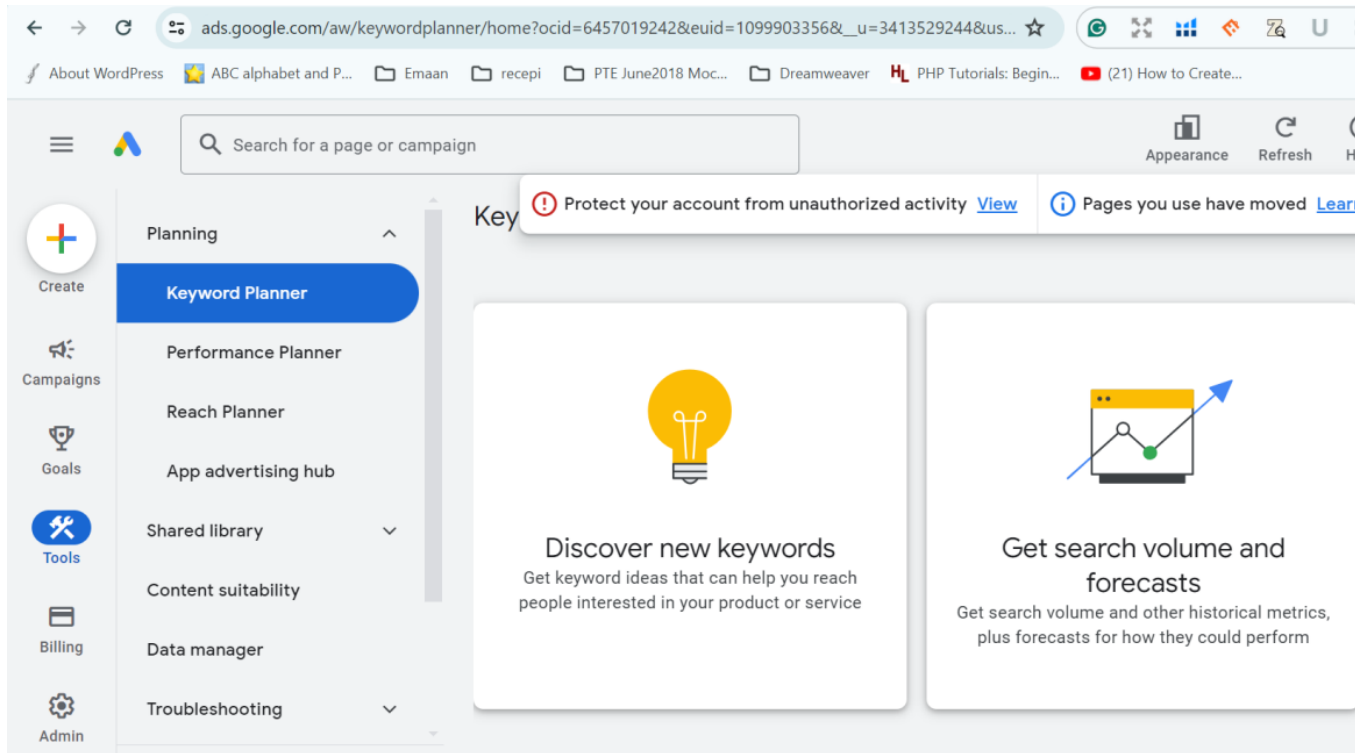
 **Need help?**
Call for free ad setup help at 1800-200-4228
9.00 am to 6.00 PM IST, Mon-Fri
[More help options](#)

SIGN IN CONT.




GOOGLE KEYWORD PLANNER... INTERFACE

- Tools → Planning → Discover new keywords




KEYWORD PLANNER - DETAILS

- Sorting of Avg. monthly searches
- Download → .csv


Create

Campaigns

Goals







Tools

Billing



Admin

[Keyword Planner >](#)
Plan from Feb 25, 2024, 11 AM, GMT+05:00

[Keyword ideas](#) Forecast Saved keywords Negative keywords

 Pakistan  English  Google  Feb 2023 – Jan 2024 

Broaden your search: [+ pet food](#) [+ best pet food](#) [+ pet animal food](#) [+ pet supplies](#) [+ pet product](#) [+ food](#) [+ dog](#) [Refine keywords](#)

 [Exclude adult ideas](#) [Add filter](#) 1,168 keyword ideas available  Columns Keyword view ▾

<input type="checkbox"/> Keyword	↓ Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	bid (low range)	bid (high range)	Account status
Keywords you provided								
<input type="checkbox"/> dog food	1K – 10K	0%	0%	Low	—	PKR30.73	PKR293.29	



STEPS TO FIND RELEVANT KEYWORDS


- Niche identification
- Brainstorming
 - Make a list of keywords you already know about your business.
 - List them on Excel Sheet
- Use Google search engine for further ideas
 - Continue listing
- Use **Google Keyword Planner** tool
 - Generate more ideas according to volume and competition
 - Download .csv → **Rename***
 - Clean your excel file → delete unwanted data


FINDING RELEVANT KEYWORDS... CONT.

- Use **paid tool** for all the generated ideas
 - Getting more specific
 - Keep on downloading → synchronizing → cleaning ().xlsx
- Refine your final Excel sheet until 10-12 keywords are left
 - Delete keywords with repeated words, words with undesired intent
 - Decide a threshold of volume and competition
- Decide for your **primary** and **secondary** keywords

SEMRUSH TOOL

FeaturesPricingResources ▾Company ▾App Center new ▾Extra tools ▾UpgradeEN ▾

 Projects

 SEO ▾

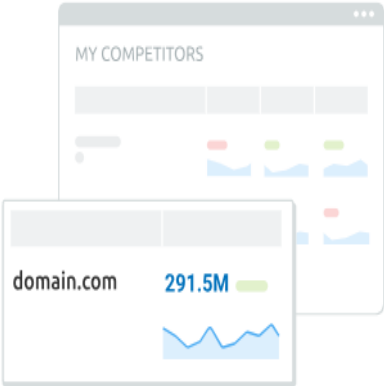
- SEO Dashboard
- COMPETITIVE RESEARCH
 - Domain Overview
 - Traffic Analytics
 - Organic Research
 - Keyword Gap
 - Backlink Gap
- KEYWORD RESEARCH
 - Keyword Overview
 - Keyword Magic Tool
 - Keyword Manager
 - Position Tracking
 - Organic Traffic Insights

Search

My Competitors

Quickly see changes in key organic and paid traffic metrics and track the Authority Score of your competitors.

PK ▾+ Add competitor

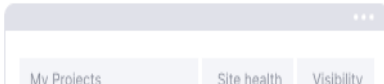


My Projects

Limits

What Projects can do for you

Projects provide smart recommendations on how you can improve your



SEMRUSH ... CONT.

Projects

SEO

SEO Dashboard

COMPETITIVE RESEARCH

Domain Overview

Traffic Analytics

Organic Research

Keyword Gap

Backlink Gap

KEYWORD RESEARCH

Keyword Overview

Keyword Magic Tool

Keyword Manager

Position Tracking

Organic Traffic Insights

BB cream

Search

Projects > Keyword Overview > Keyword Magic Tool

Keyword Research course User manual Send feedback

Keyword Magic Tool: BB cream

View search history

Database: United States Currency: USD

All Questions Broad Match Phrase Match Exact Match Related Languages beta

Volume KD % Intent CPC (USD) Include keywords Exclude keywords Advanced filters

By number By volume

All keywords 55,762

review 6,864

skin 4,866

best 3,469

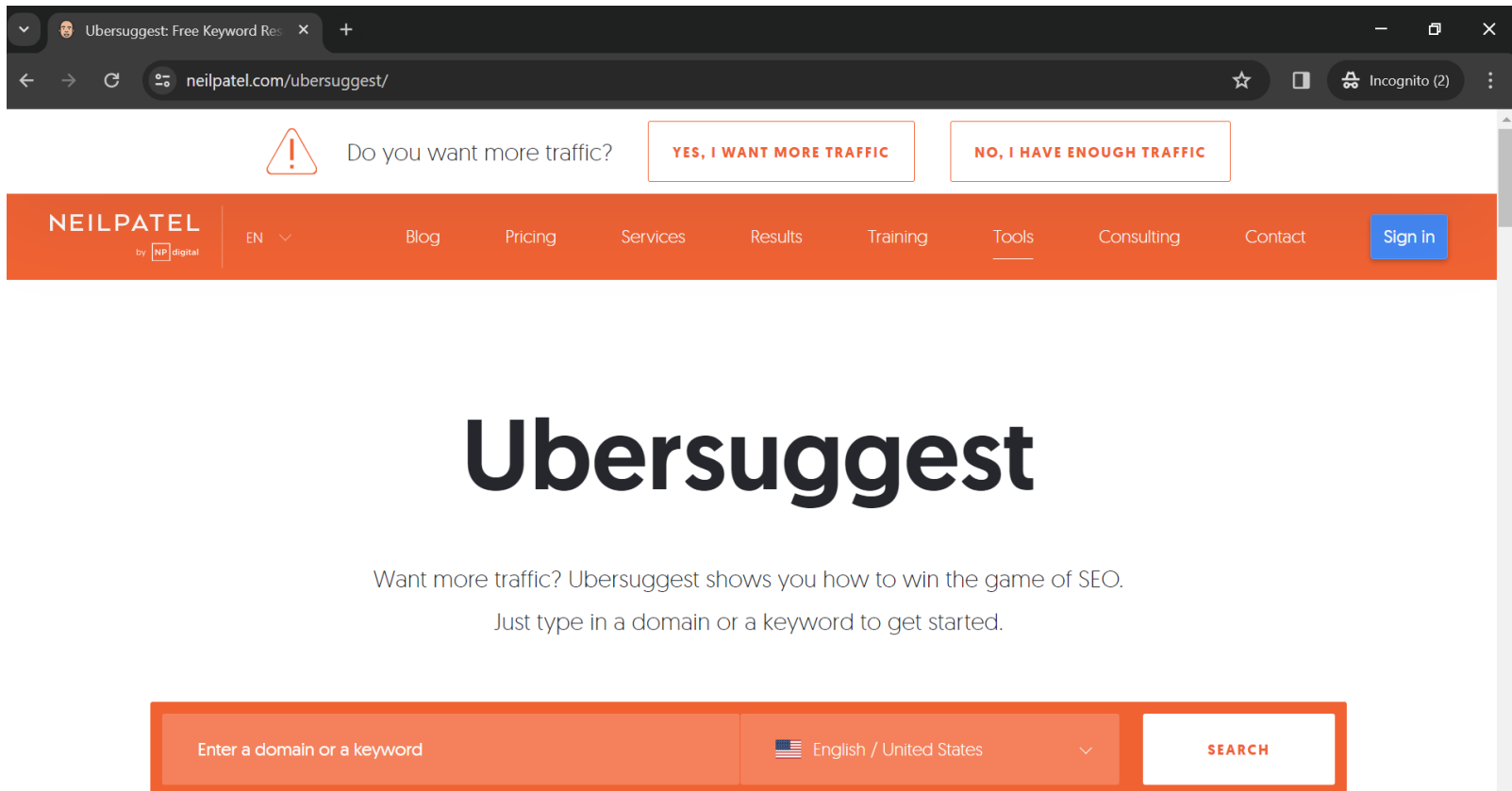
garnier 2,733

All keywords: 55.8K Total volume: 464,280 Average KD: 30%

Add to list

Keyword	Intent	Volu	KD %	CPC (U...	Com.	SF	Results	Updated
bb cream	C	33.1K	70	0.51	1.00	7	319M	Last week
what is bb cream	I	9.9K	62	0.06	0.34	6	350M	Last week
bb cream vs cc cream	I	8.1K	62	0.15	0.75	8	80.9M	Last week
best bb cream	C	8.1K	59	0.16	1.00	7	210M	Last week

UBERSUGGEST TOOL



The screenshot shows a web browser window with the address bar displaying "neilpatel.com/ubersuggest/". The page features a navigation bar with the "NEILPATEL" logo, a language dropdown set to "EN", and links for Blog, Pricing, Services, Results, Training, Tools (which is underlined), Consulting, and Contact. A "Sign In" button is located on the right. Below the navigation bar, a large heading "Ubersuggest" is centered. Underneath the heading, a message reads: "Want more traffic? Ubersuggest shows you how to win the game of SEO. Just type in a domain or a keyword to get started." At the bottom, there is a search bar with the placeholder text "Enter a domain or a keyword", a dropdown menu showing "English / United States" with a flag icon, and a "SEARCH" button.

Ubersuggest: Free Keyword Res x +

neilpatel.com/ubersuggest/

Incognito (2)

Do you want more traffic?

YES, I WANT MORE TRAFFIC

NO, I HAVE ENOUGH TRAFFIC

NEILPATEL
by NP digital

EN

Blog

Pricing

Services

Results

Training

Tools

Consulting

Contact

Sign In

Ubersuggest

Want more traffic? Ubersuggest shows you how to win the game of SEO.
Just type in a domain or a keyword to get started.

Enter a domain or a keyword

English / United States

SEARCH

UBERSUGGEST TOOL ... CONT.

The screenshot displays the Ubersuggest web application interface. The browser address bar shows the URL: `app.neilpatel.com/en/ubersuggest/overview?lang=en&locId=2586&keyword=teenage+girls+fusion+kurti+`. The page header includes the Ubersuggest logo, a language dropdown set to 'EN', a user profile icon with 'US' and 'Ubersuggest', and navigation links for 'CONSULTING', 'PLANS & PRICING', and a 'Sign in' button.

The left sidebar contains a navigation menu with the following items: 'Add Project' (with a plus icon), 'Dashboard', 'Rank Tracking', 'SEO Opportunities', 'My Workspace' (marked as 'NEW!'), 'Chrome Extension', 'Site Audit', 'Keyword Research' (selected, with a dropdown arrow), 'Keyword Overview' (highlighted in orange), 'Keyword Ideas', 'Keyword Visualization' (marked as 'NEW!'), 'Keywords by Traffic', 'Similar Websites', and 'Content Ideas'.

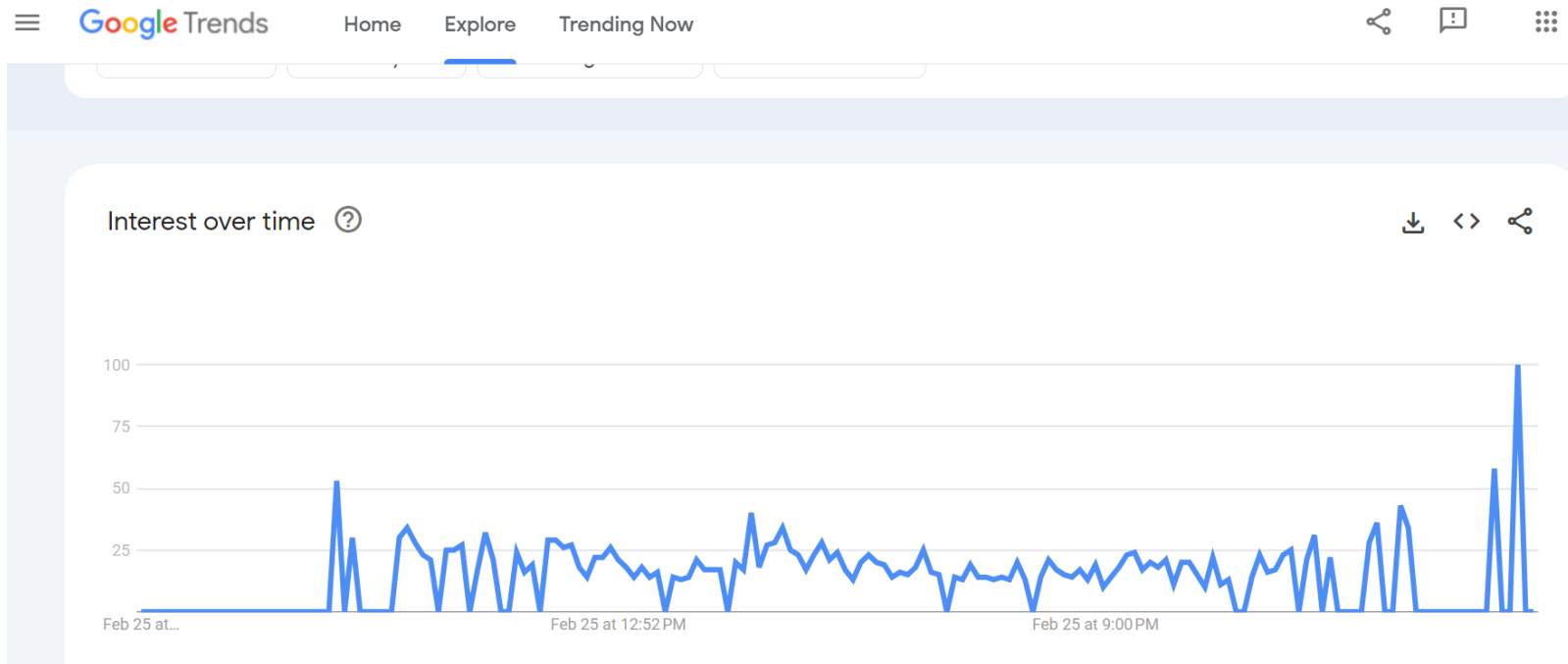
The main content area features a search bar with the text 'teenage girls fusion kurti', a language dropdown set to 'English', and a location dropdown set to 'Pakistan'. A 'SEARCH' button is located to the right of the search bar. Below the search bar, a message states: 'Using Ubersuggest's Free Version With 1 Search | Try Our Free Trial for 150+ Daily Searches' with a 'START FREE TRIAL' button.

The 'Keyword Overview' section for 'teenage girls fusion kurti' includes two buttons: 'ADD TO LIST' and 'GENERATE CONTENT WITH AI'. Below this, four key metrics are displayed in separate boxes:

- SEARCH VOLUME**: 0
- SEO DIFFICULTY**: 4 (EASY), Last Updated: 3 Months
- PAID DIFFICULTY**: 1 (EASY)
- COST PER CLICK (CPC)**: Rs0.00

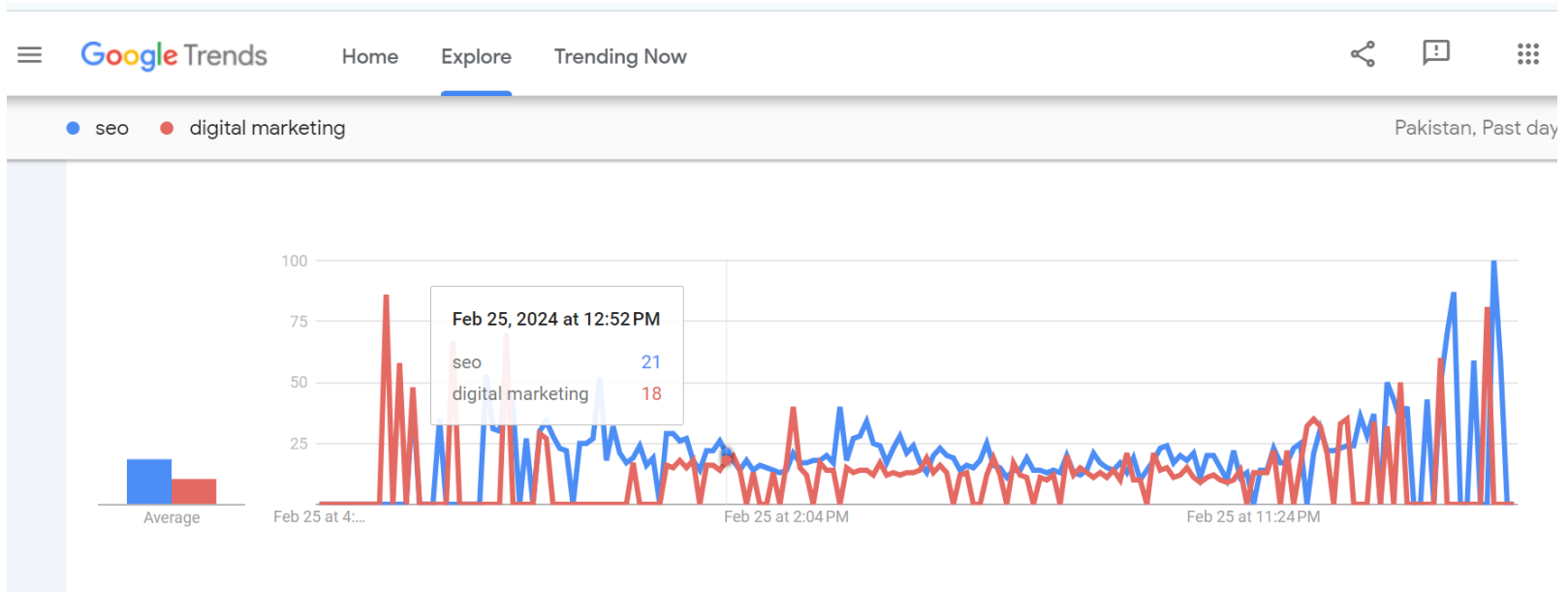
At the bottom, a profile picture of Neil Patel is shown next to a text box stating: 'The average web page that ranks in the top 10 has 54.6m backlinks and a domain authority of 54.' A 'Help' button is located in the bottom right corner.

GOOGLE TRENDS TOOL



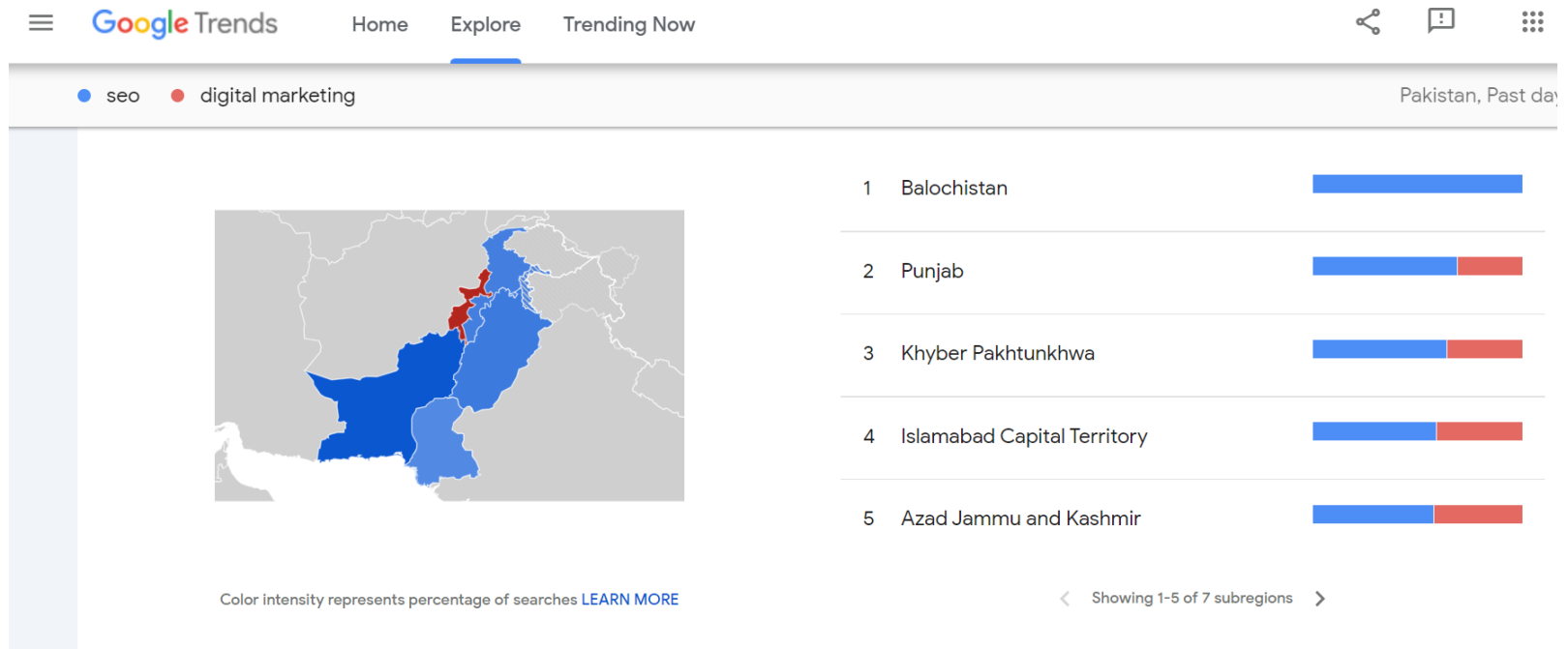
GOOGLE TRENDS TOOL

... CONT.



GOOGLE TRENDS TOOL

... CONT.



KEYWORD RESEARCH MISTAKES

- **Ignoring Keyword Intent**
 - Why someone is searching
 - What is the person looking for
 - Getting information (I), comparing products/services (c), Buying (T)
- **Allowing clients to choose keywords**
 - Client's list should be seed words
 - Your client may think they know what people want? But keyword research should be based on data and not gut instincts.
- **Forgetting to look at the SERPs**
 - what type of content is ranking for your top terms and use that to inspire your campaigns.
 - Look at the SERPs that come up when you enter a keyword.
 - Analyze historical trends

KEYWORD RESEARCH

MISTAKES ... CONT.

- **Aiming for one keyword per piece of content, not considering related terms.**
- **Targeting high volume keywords only**
- **Avoiding long tail keywords**
- **Not knowing channels your customers are searching**
 - Bing? Twitter? Facebook?
 - Words ranking well on Google does not mean they will rank well on yahoo.
 - Pay attention to the channels used by your users
- **Not paying attention to keyword localization**
 - Keyword localization or terms used for location
 - People in different parts of country/ world may use different word
 - Soda, coke

KEYWORD RESEARCH MISTAKES ... CONT.

Shunning your competitor




- Study your competitor
- What keywords they have used and what are they ranking for
- **Passing over keyword Difficulty**

MAPPING KEYWORDS TO WEBPAGE

- There are some basic keyword usage rules you should follow to get started.
- Unique keywords should be employed on each page of your site in the areas that bots and humans normally look to reassure them that you have what they're after.
- The key areas that you should place your primary keywords include:
 - URL
 - Title Tags
 - Meta description tag
 - H1,H2
 - Body of the content
 - Image Alt Attribute

PLACING KEYWORDS: ON-PAGE KEYWORD

On-Page Keyword Targeting

URL	<code>https://example.com/primary-keywords</code>	 Code
Title Tag	<code><title> Primary Keywords Secondary Keywords </title></code>	
Meta Description	<code><meta name="description" content="Primary, Secondary, and Related Keywords"></code>	
Page Title <h1>	Primary + Secondary Keywords	 On-Page
Body Text <p>	Primary + Secondary + Related Keywords	
Subhead <h2>	Secondary + Question Keywords	
Images 	 <code></code>	
	Secondary + Question Keywords	