Recommendation: Persona and

Keyword research

Part 1:

Persona

Persona are fictional character who’s most identical to the targeted audience which are used for a better understanding of user intent and behavior. Persona could be most users of your search query, users who are most likely to convert, or users who are set to a specific objective such as engagements etc.

I conducted my research with a placeholder data that fit the content we produced in our site.

**Age:** Young adult

**Location:** Philippines

**Gender:** Female

**Occupation:** Fresh Graduate

**Problem:** What is Digital Marketing?

**Valuable traits:** Curious about what is Digital Marketing and its capabilities.

With the given characteristics, we could conduct other research and consider a factor that would favor their intent.

Part 2:

Keyword Research

Keywords that would most likely drive CTR and conversions –

**Head Terms:** marketing

**Mid-Tail Keywords:** digital Marketing, SEO, PPC, email marketing, online marketing

**Long-Tail Keywords:** how to start in digital marketing, how to start digital marketing freelance, how to start a career in digital marketing, how seo and ppc work together.

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| Long-Tail Keywords | Stages of search | Type of Search Query |
| how to start in digital marketing | Awareness | Informational |
| how to start digital marketing freelance | Awareness | Informational |
| how to start a career in digital marketing | Awareness | Informational |
| how seo and ppc work together | Awareness | Informational |