

# Introduction to Digital Marketing

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# What are Keywords ?

Keywords are words that is use to match with your ad and Keywords should be relevant to your ad campaign so that it can help to you reach the right customers which they are searching for. Use at least 20 Keywords to your ad copy(each). Types of Keyword Matches-**Broad Match-** It allows you to reach the widest audience and it also appear when synonyms of word is used or mispelled in search term. **Phrase Match-** It shows when exact keyword in inverted commas for ex. "Car Insurance", or close to the exact phrase of your keyword, with additional words before or after. **Exact Match-** It shows the exact Keyword in brackets for ex. [Car insurance] **Broad Match Modifier-** when you put + sign with keyword ex. Car insurance+cheap. **Dynamic keyword Insertion-** by using DKI headline can be replaced by adding keyword when google can't decide what to show on that result you can add keyword in text ad>than headline>make a curve bracket> type a keyword in keyword insertion.

## How can we do Keyword Research ?

**Keyword Planner-** it is a tool given by google by which you can discover new keywords and their volume and competition location wise for your ad.

The screenshot shows the Google Keyword Planner interface. The left sidebar has tabs for 'Keyword Ideas', 'Grouped Ideas', 'Plan overview', 'Ad groups', 'Keywords', and 'Locations'. The main area has a search bar with 'car insurance' and an 'Including brand names' checkbox. Below the search bar are 'Broaden your search' buttons for various insurance types. The 'Keyword Ideas' section shows a table with columns: Keyword (by relevance), Avg. monthly searches, Competition, Ad impression share, Top of page bid (low range), Top of page bid (high range), and Account status. It lists three keyword ideas: 'car insurance', 'car insurance online', and 'policybazaar car insurance'. The 'car insurance' row has a total monthly search volume of 100K - 1M and a high competition level. The 'car insurance online' row has a monthly search volume of 10K - 100K and a high competition level. The 'policybazaar car insurance' row has a monthly search volume of 10K - 100K and a medium competition level.

Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
car insurance	100K - 1M	High	-	₹105.29	₹453.97	
car insurance online	10K - 100K	High	-	₹116.50	₹438.78	
policybazaar car insurance	10K - 100K	Medium	-	₹22.24	₹339.37	
vehicle insurance	10K - 100K	High	-	₹32.66	₹169.28	

## Why KRA?

## To plan Offpage SEO and Link Building Strategy

To understand  
competition

## To find the best keyword for SEO

To find the best keyword to advertise

## To find topics for blogging

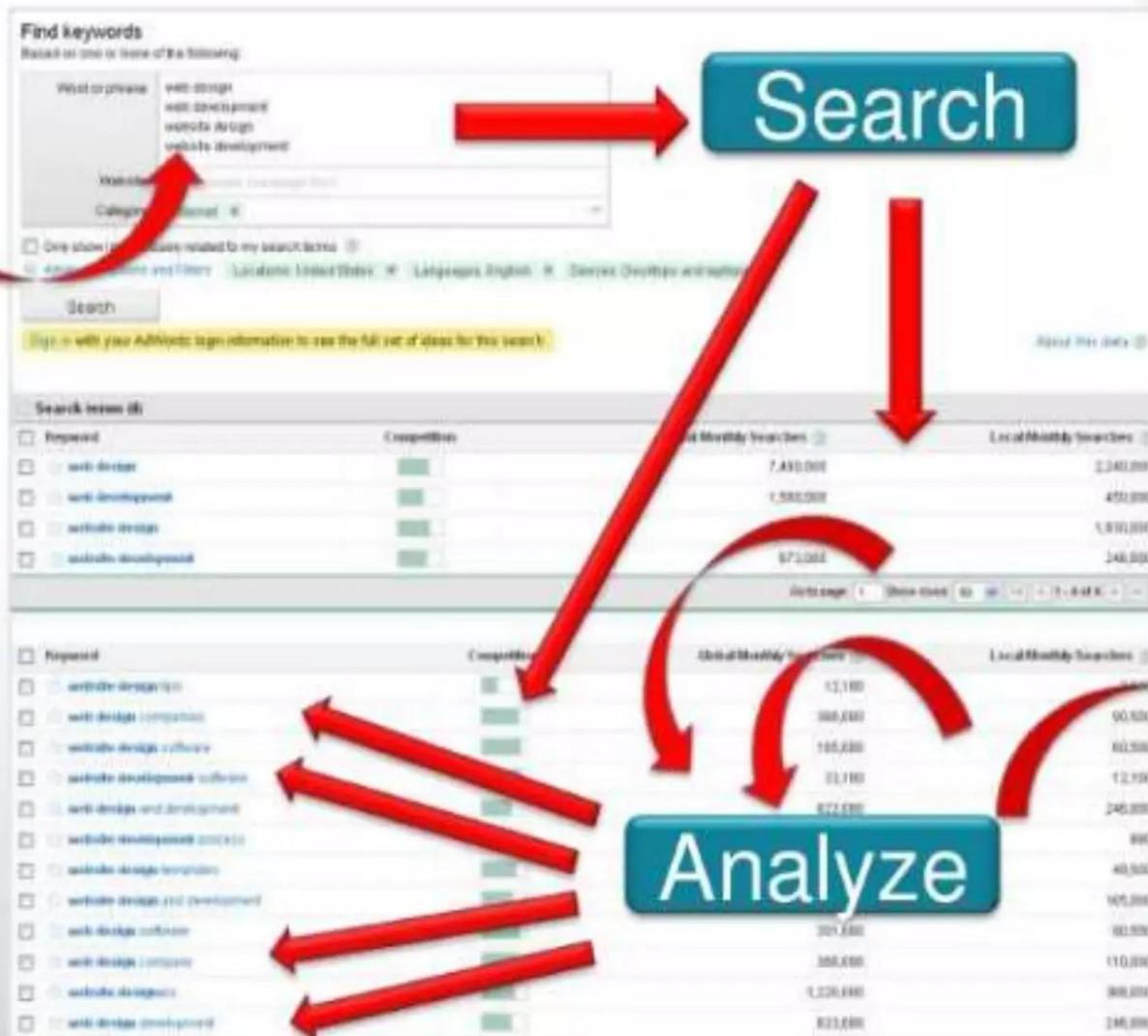
For planning your  
social media  
marketing

For planning and  
designing your site  
structure

**For copywriting and  
writeups for your  
website**

# Stages of KRA

Collect



Analyze

Filter

Find keywords

# Collect Keywords

website development

Advanced filters Location: United States Language: English Exclude Disputed and tactics

Search

Sign in with your Adwords sign-in information to see the full set of tools for this search.

Add to this site

Search term (R)	Competition	Global Monthly Searches	Local Monthly Searches
website development	green	7,480,000	2,240,000
web design	green	1,000,000	470,000
web development	green	8,120,000	1,800,000
website design	green	6,750,000	246,000
website development	green		

Defrag | Show more | 1 - 4 of 4

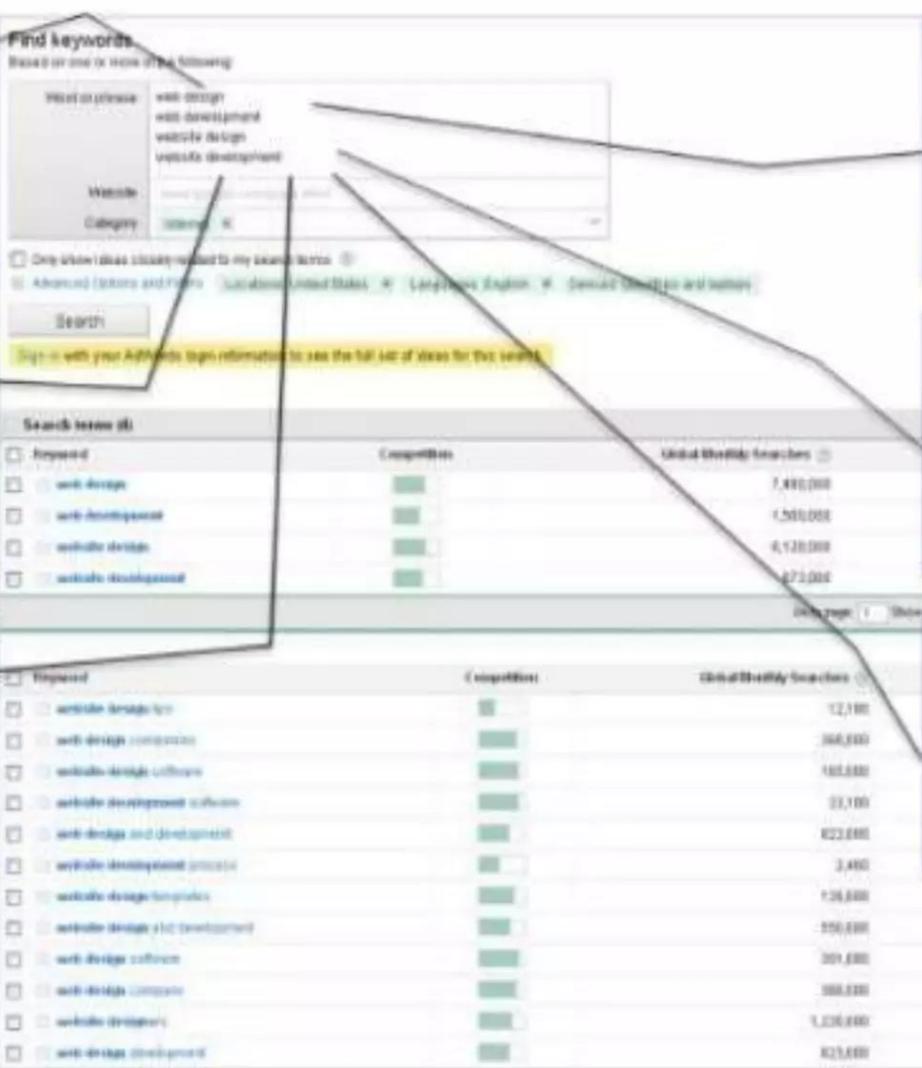
Search term (R)	Competition	Global Monthly Searches	Local Monthly Searches
website design SEO	green	12,100	3,800
web design company	green	380,000	90,000
website design software	green	100,000	60,000
website development software	green	11,100	12,100
web design and development	green	122,000	246,000
website development process	green	2,400	800
website design template	green	110,000	49,500
website design and development	green	250,000	105,000
web design software	green	201,000	90,500
web design company	green	380,000	110,000
website designers	green	1,020,000	366,000
web design environment	green	121,000	246,000

# Sources of Keywords

Web  
Analytics  
Historic  
Keywords

Google  
Webmaster  
Search  
Queries

Keyword  
Combination



Tools: AdWords KW  
Tool, SEMRush,  
KeywordSpy, Spyfu

Competitors' Organic  
and PPC Keywords

AdWords or PPC  
Campaign Keywords

# Before You Start

- Identify your products and service
- Identify your brand value
- Identify your competition
- Identify your target markets (B2C vs. B2B)
- Identify your potential products (Verticals)

# Keyword Types

- Product or Service Keywords (**MP3 Player**)
- Brand Keywords (**Sony** MP3 Player)
- Modifier Keywords (**Portable** MP3 Player)
- **Entity Keywords (MP3 Player Shop)**
- Geographic Keywords (MP3 Player Shop in **Dhaka**)
- Demographic Segmented Keywords (Pink MP3 Player for **Women**)
- **Call to Action Keywords (Buy MP3 Player)**
- Educational Keywords (**How to buy** MP3 Player)
- **B2B Keywords (MP3 Player Wholesale)**

# Identify Keywords

## Pre-words

- Modifier (Portable)
- Brand (Sony)
- Geographic (Dhaka)
- Demographic (Men's)
- Call to action (Buy)
- Educational (How to)

## Core-words

- Major Product (Bag)
- Major Service
- B2B Keywords



## Post-words

- Entity (Shop)
- Geographic (Dhaka)
- Demographic (Men's)
- Call to action (Buy)

- Leather Bag
  - Ladies Leather Bag
    - Ladies Leather Bag Shop
      - Ladies Leather Bag Shop in Dhaka
      - Gucci Leather Bag Company in Dhaka
      - Buy Leather Bag in Dhaka

# Practice

## Pre-words

Men's  
Ladies  
Leather  
Plastic  
Durable  
Travel  
Business

## Core-words

Bag  
Baggage  
Case  
Sack  
Briefcase

## Post-words

Company  
Firm  
Factory  
Shop  
Provider  
Supplier  
Exporter  
Consultant  
Expert  
Developer  
Manufacturer  
Dhaka  
Bangladesh

# Find Your Keywords

- Generate a list of most important pages on your site (for existing site)
- Use those URLs in Google Keyword Tool (Search by URL)
- Search with your URL in KeywordSpy (Search by Domain)
- Search with your URL in SEMRush (Search by Domain)

# Competitors' Keywords

- Search in Google with important keywords to find competitors
- Search for local, near-shore, and global competitors
- Use competitors' URL in Google Keyword Tool (Search by URL)
- Search competitors' URL in KeywordSpy (Search by Domain)
- Search competitors' URL in SEMRush (Search by Domain)

## Related and Peripheral Keywords

- Google Keyword Tool Suggest Related Keywords
- Microsoft adCenter Keyword Search tool suggests related keywords
- You can find synonyms at <http://www.thesaurus.com>
- WordTracker also suggests related keywords based on meta search
- In keyword search for competitors, you will find related keywords
- Google, Yahoo, Alexa, and Bing Suggest feature also refer related and peripheral keywords
- Google Wheel used to suggest peripheral keywords
- <http://www.quintura.com> also suggests related and peripheral keywords

# Search Keywords and Parameters

Find keywords

Results for or more of the following:

Exact phrase	Website
web design	www.google.com
web development	www.google.com
website design	www.google.com
website development	www.google.com

Only show ideas related to my search terms [\(?\)](#)

[Advanced Options and Help](#) [Location: United States](#) [Language: English](#) [Device: Desktop](#)

**Search**

[Sign in with your AdWords login information to see the full set of ideas for your account.](#)

Search terms (0)

Exact phrase	Website	Global Monthly Searches	Local Monthly Searches
Request	www.google.com	673,000	246,000
web design	www.google.com	12,100	3,800
web development	www.google.com	300,000	90,000
website design	www.google.com	100,000	30,000
website development	www.google.com	33,100	12,100

**Global Monthly Searches** [\(?\)](#) **Local Monthly Searches** [\(?\)](#)

1 to 10 of 10

Exact phrase	Website	Global Monthly Searches	Local Monthly Searches
Request	www.google.com	673,000	246,000
website design tips	www.google.com	12,100	3,800
web design companies	www.google.com	300,000	90,000
website design software	www.google.com	100,000	30,000
website development software	www.google.com	33,100	12,100
web design and development	www.google.com	623,000	246,000
website development services	www.google.com	3,400	900
website design templates	www.google.com	120,000	40,000
website design and development	www.google.com	550,000	165,000
web design software	www.google.com	200,000	60,000
web design company	www.google.com	300,000	110,000
website designer	www.google.com	1,030,000	360,000
website development	www.google.com	613,000	246,000

# Tools for Searching Keywords

- **Google Keyword Tool**
- MicroSoft adCenter Keyword Tool Online
- Microsoft Advertising Intelligence (adCenter addin for MS Excel)
- SEO Book Keyword Suggestion Tool
- Keyword Discovery Free Search Term Suggestion Tool
- Wordstream Keyword Search Tool
- WordTracker
- SEMRush
- SpyFu
- Keyword Spy

# Google Keyword Tool

Hit Search

Select your desired target audience

Paste <100 keywords here

The screenshot shows the Google Keyword Tool interface. At the top, there's a search bar with the query "joomla web design". Below it, a dropdown menu lists categories: "joomla web design", "wordpress web design", "joomla web development", and "wordpress web development". A "Category" dropdown is set to "General". The main area displays search results for "joomla web design". It includes filters for "Locations: United States" and "Languages: English". A yellow box highlights "AdWords login information to see the full set of ideas for this search". The results table has columns for "Search terms", "Competition", "Global Monthly Search", and "Local Monthly Search". The first row shows "joomla web design" with competition 22,200 and global/monthly search 4,400. Other rows include "joomla web development" (competition 33,100, global/monthly search 12,100) and "joomla web development" (competition 12,100, global/monthly search 2,400). At the bottom, there's a sidebar with checkboxes for "Keyword", "wordpress web designer", "professional web designers", "joomla web hosting", and "best web designers".

Search terms	Competition	Global Monthly Search	Local Monthly Search
joomla web design	22,200	4,400	
joomla web development	33,100	12,100	
joomla web development	12,100	2,400	

Select appropriate category if required

Shows results of exact keywords used

Shows related and peripheral keywords

**Find keywords**  
Based on one or more of the following:

Keyword phrase	web design web development website design website development
Website	www.google.com
Category	Internet

Only show ideas directly related to my search terms [\(?\)](#)

Advanced filters and filters: [Locations: United States](#), [Language: English](#), [Device: Desktop and tablets](#)

**Search**

[Sign in with your AdWords login information to see the full set of ideas for this search.](#)

[About this data \[\\(?\\)\]\(#\)](#)

**Search terms (6)**

Keyword	Competitors	Global Monthly Searches <a href="#">(?)</a>	Local Monthly Searches <a href="#">(?)</a>
web design	1	7,480,000	2,240,000
web development	1	1,590,000	450,000
website design	1	1,000,000	240,000
website development	1	171,000	240,000

**Expanded**

Keyword	Competitors	Global Monthly Searches <a href="#">(?)</a>	Local Monthly Searches <a href="#">(?)</a>
website design tool	1	12,100	3,600
web design companies	1	360,000	90,000
website design software	1	145,000	60,000
web design and development	1	33,100	12,100
website development process	1	122,000	240,000
website design template	1	3,600	1,000
website design and development	1	3,600	1,000
website design software	1	3,600	1,000
web design companies	1	3,600	1,000
website design services	1	3,600	1,000
website development	1	3,600	1,000

**Analyze Keywords**

# Interpret Results

Find keywords  
Based on one or more of the following:

Word or phrase  joomla web design  
 wordpress web design  
 joomla web development

**Relative Index**  
on how competitive is the keyword

Average Number of searches done worldwide in a month

Average Number of searches done locally in a month

Sign in with your AdWords login information to see the full set of search terms.

Search terms (4)

Keyword

Competition Global Monthly Searches Local Monthly Searches

More index value = more competitive or more effective keyword

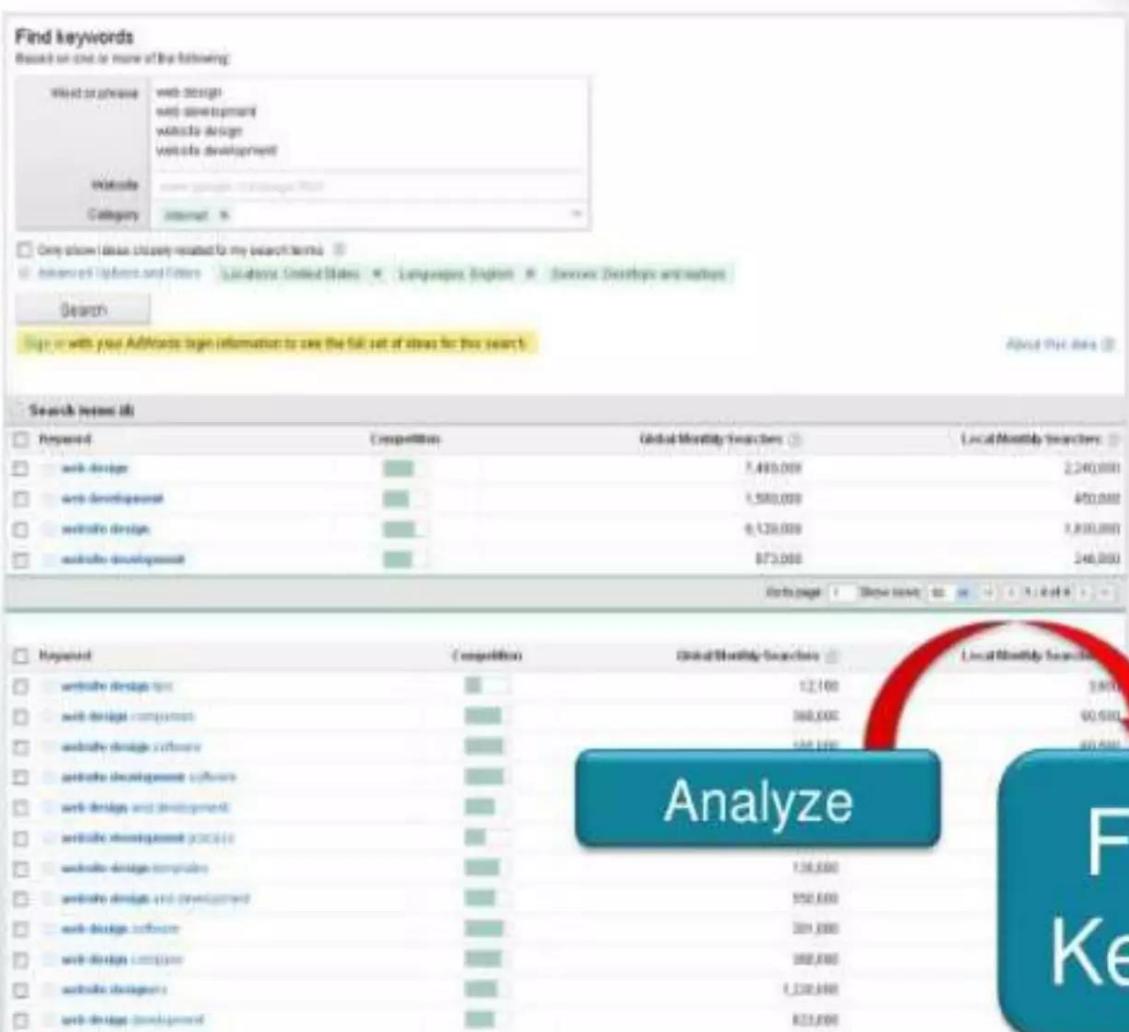
More search value = Worldwide popular keyword

More search value = Locally popular keyword

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
wordpress web designer	1	9,900	4,400
professional web designers	2	33,100	12,100
joomla web hosting	3	12,100	2,400
bestweb designers	4	74,000	27,100

# Things You Should Consider

- Popular Keywords have high competition (not always)
- Popular Keywords don't sell or convert well
- Popular keywords are very good for reputation and branding
- Highly competitive keywords are hard to beat
- Highly competitive keywords are also those keywords that sells, assuming that the industry is mature enough
- Trying to beat global competition can take you years of efforts
- Finding the best match for your identity is a good option, even if it is a long keyphrase or belong to long tail keyword category
- B2B Keywords are the ones that businesses will use, not general public. So, they might be less popular than other similar keywords



## Analyze

## Filtering Keywords

## Removing Irrelevant Keywords

- Using the excel formula "**=IF(ISERROR(FIND(I\$3,\$A2,1)),"Not Relevant","Relevant")**" find the relevant keywords that matches your core-words
- Sort the keywords according to relevance, so that the irrelevant keywords are shown together
- Go through the irrelevant keywords and delete them
- Keep the keywords that are not relevant, but may be related

## Long Tail & Phrase Keywords

- Using the excel formula “=IF(LEN(TRIM(A2))=0,0,LEN(TRIM(A2))-LEN(SUBSTITUTE(A2," ","")))+1” find the word count in a keyword
- If the word count is more than 3 or 4 (use your judgement), then separate them to another sheet for long tail keywords
- You can use them as topics to generate contents for blogging, link building, and social media content distribution
- Keep highly relevant long keyphrases in important keyword list if required

# Dealing with Conflicting Keywords

- Google Keyword Tool shows same popularity and competition result for broad match keywords like: web design company, company design web, design web company, etc. You can see similar keywords like this when you sort by popularity and competition. But the **keywords show different bid price**. Choose the keyword with highest bid. Additionally, you can do a phrase search to see which keyword has the highest number of competing pages in Google, Yahoo or Bing.
- The popularity does not tell you if it will fall in future, while other's popularity will rise. Use Google Trend to understand this.
- When you collect keywords from various sources, you also get duplicate keywords. Remove them from excel with remove duplicate tool.

## Score Your Keywords

- Use 10 score scale for either Global or Local Popularity (whichever target market is important for you), Competition, and Keyword Difficulty
- You can also bring in other factors with custom 10 scale scores and specific weights, like: B2B relevance (1-10), how specific is the keyword to your business (1-10), how converting is the keyword (1-10), etc.
- Determine your best weight for Global or Local Popularity, Competition, and Keyword Difficulty (use personal judgment or monitor output)
- Find weighted average of the keyword and sort keyword accordingly

# Multilingual Keyword Research

## Tools

- <http://translate.google.com>
- <http://babelfish.yahoo.com>
- [http://www.worldlingo.com/products\\_services/worldlingo\\_translator.html](http://www.worldlingo.com/products_services/worldlingo_translator.html)
- [http://www.appliedlanguage.com/free\\_translation.shtml](http://www.appliedlanguage.com/free_translation.shtml)
- <http://www.freetranslation.com>
- <http://translation2.paralink.com>
- <http://freetranslation.imtranslator.com>
- <http://www.tranexp.com:2000/Translate/index.shtml>
  - <http://en.wikipedia.com>
  - Image Search

## Strategies

- Find the keyword in Wikipedia and find various versions
- Translate English keywords into desired language with various online machine translation tools
- Retranslate the translated keywords with various online machine translation tools
- Verify keyword with image search
- Find the popularity of the translated keyword in Google Keyword Tool