

UNIT 4

Keyword Research and Foreign Language Optimization

Keyword Research

- Keyword research is a practice search engine optimization professionals use to find and research alternative search terms that people enter into search engines while looking for a similar subject.
- Keyword Research enable you to predict shifts in demand, respond to changing market conditions and ensure that you are producing the products, services and content that web searchers are already actively seeking.

4.1
Keyword Research: Introduction and Importance

4.2
Resources and Tools: Google AdWords Tool and Keyword Discovery Tool

4.3
Web Analytics

Google's AdWords Keyword Tool

- Google provides a couple of tools specifically designed for use in keyword research.
- What the keyword tool provides?**
 - Related terms
 - Search volume estimates
 - Search trends
 - Ad cost estimates for any keyword or URL that you enter

Google's AdWords Keyword Tool

Google's AdWords Keyword Tool

- It provides two tabs: Keyword Variations and Site Related Keywords.
- Keyword Variations**
 - You can enter a keyword and tool will return **keywords related to the term** you entered and the match type.
 - Match type where you can specify whether you want your search – targeted keywords to be a **broad, exact, or phrase** match.

Google's AdWords Keyword Tool and Traffic Estimator

- Keyword Search Volume**
 - Display the keyword, related terms, search volume from the past month, advertiser competition, and match type.

Google's AdWords Keyword Tool and Traffic Estimator

- Cost and Ad Position Estimates**
 - Display each keyword's estimated average cost-per-click and estimated ad position.
- Search Volume Trends**
 - Displays
 - each keyword's average search volume,
 - search volume trends over the course of one year,
 - and in which month the highest search volume occurred.

Google's AdWords Keyword Tool and Traffic Estimator

Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL.

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Want more keyword ideas? Try the [Search-based Keyword Tool](#), a new tool that will generate ideas matched to your website.

Results are tailored to **English, United States** [Edit](#)

How would you like to generate keyword ideas?

☒ Descriptive words or phrases
(e.g. green tea)

☐ Website content
(e.g. www.example.com/product?id=4893)

Enter one keyword or phrase per line:
search engine optimization

☒ Use synonyms

[Filter my results](#) [Get keyword ideas](#)

Selected Keywords:

To advertise with these keywords on Google, export them in TEXT or CSV format. Click 'Sign up for AdWords' to create your AdWords account, then paste the keywords into your new campaign.

No keywords added yet [Add your own keywords](#)

[Sign up for AdWords](#)

Choose columns to display: [Show/hide columns](#)

Keywords	Advertiser Competition	Local Search Volume: June	Global Monthly Search Volume	Match Type
Keywords related to terms entered - sorted by relevance				
search engine optimization tools		4,400	5,400	Add
search engine optimization tips		22,200	6,600	Add
search engine optimization seo		40,500	31,100	Add
search engine optimization services		30,100	40,600	Add
search engine optimization		49,500	165,000	Add
google search engine optimization		12,100	6,600	Add
organic search engine optimization		6,600	9,100	Add
top search engine optimization		6,400	2,400	Add
search engine optimization techniques		1,900	2,900	Add
search engine optimization articles		1,900	880	Add
search engine optimization consultants		1,900	2,900	Add
search engine optimization consulting		6,600	5,400	Add

Google's AdWords Keyword Tool and Traffic Estimator

- **Possible Negative Keywords**
 - Allows you to add a negative keywords for any keyword phrase that does not affect to your bussiness.
 - It is more valuable when planning your AdWords account bids.

Google's AdWords Keyword Tool and Traffic Estimator

- **Site Related Keywords**
 - You can enter a webpage URL and tool will return various keywords grouped by like terms.

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No keywords added yet [Add your own keywords](#)

[Sign up for AdWords](#)

Choose columns to display: [Show/hide columns](#)

Keywords	Advertiser Competition	Local Search Volume: June	Global Monthly Search Volume	Search Volume Trends (Jul 2008 - Jun 2009)	Match Type
Keywords related to terms entered - sorted by relevance					
search engine optimization tools		4,400	5,400		Add
search engine optimization tips		22,200	6,600		Add

Google's Traffic Estimator

- **What the Traffic Estimator provides?**
 - Allows you to get estimates of traffic on different keywords.
 - <https://adwords.google.com/select/TrafficEstimatorSandbox>
 - When you enter one or more keywords in the Traffic Estimator, the tool will return
 - estimates of the search volume for each term,
 - their average cost-per-click,
 - the clicks per day,
 - and the cost per day

Google's Traffic Estimator

- You can enter your keyword in the following ways:
 - Exact match**
 - Exact keyword matching refers to keywords that are found in domain name.
 - If a particular keyword or all keywords are found in a domain name then it's exact match.
 - Putting brackets around your keyword. E.g. [keyword research].

[Cat Boarding]	Cat Boarding <i>Those two words and nothing else!</i>
----------------	--

Google's Traffic Estimator

- You can enter your keyword in the following ways:
 - Phrase match**
 - Adding quotation marks around your keyword. E.g. "keyword research"

"Cat Boarding"	Cat boarding in San Francisco SF Cat Boarding Best Cat Boarding near my house <i>The phrase 'cat boarding' plus words before or after</i>
----------------	--

Google's Traffic Estimator

- You can enter your keyword in the following ways:
 - Broad match**
 - It get more traffic than the other types.
 - Entering your keyword without any parameters means it will broadly matched.

Cat Boarding	Cat boarding in San Francisco SF Cat Boarding Best Cat Boarding near my house board my cat in the city where can I board a cat? boarding of cats board a bunch of cats in san francisco pet boarding pets to be boarded dog boarding gerbil boarding cat vets cat shelters and cat vets iguana vetrinarians <i>The words 'cat' and 'boarding' plus MANY possible similar words... as Google 'thinks for you,' and in some cases may do very poor matched Match out</i>
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Google's Traffic Estimator

- You can enter your keyword in the following ways:
 - Negative match**
 - Using the minus sign in front of an undesired keyword. E.g. - spam.

-cheap	<i>cheap</i> Cat boarding in San Francisco (do not show ad) SF Cat Boarding that's <i>cheap</i> (do not show ad) <i>Anytime the seacher adds the word 'cheap,' Google will not show you ad.</i>
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Google's Traffic Estimator

Google AdWords Traffic Estimator

Get quick traffic estimates for new keywords without adding them to an account or using the AdWords sign-up wizard.

- Enter keywords**, one per line:
 search engine optimization
 keyword = broad match
 "keyword" = match exact phrase
 [keyword] = match exact term only
 -keyword = don't match this term
- Choose a currency**. Enter a specific Max CPC for your estimates, or leave the field blank and we'll provide estimates based on our suggested Max CPC.
 US Dollars (USD \$)
 *Suggested value should deliver ads in the top position 95% of the time.
- Choose daily budget (optional)**. See estimates for the amount you want to spend each day, or leave field blank to see all available clicks.
- Select targeting**.
 - Language**: English, Chinese (simplified), Chinese (traditional), Danish, Dutch, Finnish, French
 - Location Targeting**:
 - ☒ **Countries and territories** - choose countries
 - ☐ **Regions and cities** - choose states and regions and/or enter cities
 - ☐ **Customized** - enter a radius and address or coordinates
 - Countries**:

Available Countries and Territories

All Countries and Territories
 Australia
 Austria
 Belgium
 Brazil
 Canada

Add +
 Remove -

Selected Countries and/or Territories
 United States

[Continue](#)

Google's Traffic Estimator

Traffic Estimator
[Review settings](#) | [Download as .csv](#)
 All estimates are provided as a guideline, and are based on system-wide averages; your actual costs and ad positions may vary. To view estimates based on your keywords' performance history, use the Traffic Estimator within the appropriate ad group. [Learn more](#)

Average CPC: \$6.58 (at a maximum CPC of \$21.09)
 Estimated clicks per day: 357 - 463 (at a daily budget of \$3,150.00)

Estimates are based on your bid amount and geographical targeting selections. Because the Traffic Estimator does not consider your daily budget, your ad may receive fewer clicks than estimated.

Keywords	Search Volume	Estimated Avg. CPC	Estimated Ad Positions	Estimated Clicks / Day	Estimated Cost / Day
search engine marketing	1 - 3	\$7.67 - \$10.36	1 - 3	39 - 62	\$300 - \$560
search engine optimization	1 - 3	\$6.66 - \$8.84	1 - 3	71 - 99	\$480 - \$880
search marketing	1 - 3	\$7.55 - \$10.31	1 - 3	56 - 70	\$420 - \$730
seo	1 - 3	\$3.25 - \$4.18	1 - 3	191 - 242	\$630 - \$1,020
Search Network Total		\$5.26 - \$6.99	1 - 3	357 - 463	\$1,820 - \$3,150

[Review settings](#) | [Download as .csv](#)

Traffic Estimator Output

Google's AdWords Keyword Tool and Traffic Estimator

- Google's Keyword Tool Estimator and Traffic Estimator get their data from Google's search query database.

Keyword Discovery tool

- It is third party tool for keyword research which is provided by Trellian.
- It offers following features:
 - Keyword Research**
 - When you enter a keyword or phrase, it displays the most popular search terms that include the keywords you provided, along with a count of how many searches were performed for those keywords in the past 12 months.
 - Query**
 - Shows the term you entered as well as related terms.
 - Searches**
 - Shows the number of times each term was searched for over the past 12 months.

Keyword Discovery tool

Search Term: Results per page:

Exclude: ?

Database: ☐ Historical ?

☐ Phrase Match ? ☐ Include Plurals ? ☐ Remove Spaces ? ☐ Adult Filter ?
☐ Spell ? ☐ Thesaurus ? ☐ Inflected Form ? ☐ Competitors ?
☐ Related ? ☐ Fuzzy/Like ? ☐ Industry ? ☐ Domain Score ?

KeywordDiscovery Basic Output

Keyword Discovery tool

Trellian
[Comprehensive Intelligence](#)
[Research Discovery](#)
[Paid Inclusion](#)
[Need More Info](#)
[SEO Software](#)

[Account](#)
[Help](#)
[Logout](#)

[Research](#)
[CI Data](#)
[Keyword Trends](#)
[Keyword Tools](#)
[Reports](#)
[Industry Terms](#)
[Import](#)
[Projects - Target: default \(5\)](#)

Search Term:

Exclude:

Database:

☐ Phrase Match ?
 ☐ Spell ?
 ☐ Related ?

☐ Include Plurals ?
 ☐ Thesaurus ?
 ☐ FuzzyLike ?

☐ Historical ?
 ☐ Remove Spaces ?
 ☐ Inflected Form ?
 ☒ Industry ?

☐ Adult Filter ?
 ☐ Competitors ?
 ☐ Domain Score ?

Results per page:

Search ?

News & Updates

[New: New Features Released](#)

- [New Default Preferences](#)
- [Free To Search Term Report](#)

[Learning Tools](#)

- [Competitors Tool](#)
- [Advanced Analysis Tool](#)
- [Track Keyword Database](#)

These are the top categories that receive the most traffic from the search term: **search engine optimization**.

Click on the links below to navigate to the actual Industry Terms category to view other keywords.

See the [Industry Terms Methodology](#) page for a detailed explanation of how this unique keyword database is created.

Results: **52** Results/
 Page:
Regional Categories:

Industry :

- [/Computers/Internet/Web_Design_and_Development/Promotion/Ethics_and_Standards](#)
- [/Business/Marketing_and_Advertising/Internet_Marketing/Marketing_Services](#)
- [/Computers/Internet/Web_Design_and_Development/Promotion/Search_Engine_Optimization_Firms/](#)
- [/Computers/Data_Formats/Markup_Language/HTML/Tools/Meta_Tags](#)
- [/Computers/Internet/Web_Design_and_Development/Promotion/Search_Engine_Optimization_Firms](#)

KeywordDiscovery keywords by industry

Keyword Discovery tool

- It offers following features:
 - **Occurrences**
 - Shows an estimate of the number of pages where each search term appears.
 - **KEI (Keyword Effectiveness Indicator)**
 - Measures the value of a search term.
 - It factors in the **number of times a term has been searched** for versus **how many other web pages target the exact match phrase**.
 - **Predicted Daily**
 - A prediction of how many average daily searches are performed for each keyword across the web.
 - **Industry Keywords**
 - This tool tracks the most popular search terms that are bringing traffic to sites in different industries.

Keyword Discovery tool

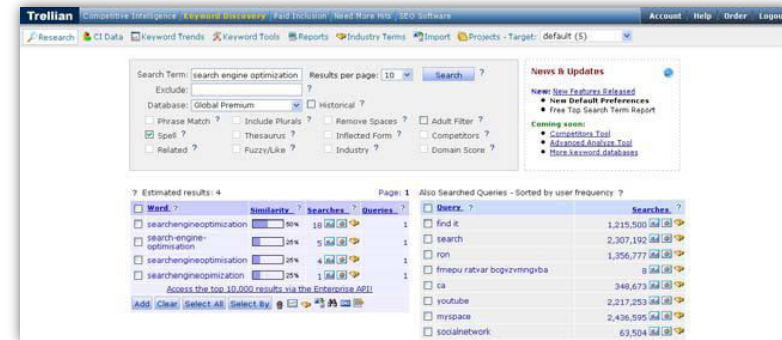
			Google ?			Yahoo? ?			MSN/Live/bing ?			ASK ?		
Query ?	Searches ?	Successful ?	Results	KCI	PPC	Results	KCI	PPC	Results	KCI	Daily ?			
search engine optimization	1,415		24.59%	32,000,000	0.10				34,800,000	0.09	46,600,000 0.06	36.3%		
search engine optimization services	169		50.30%	537,000	0.73				33,700,000	0.01	54,400,000 0.01	43.3%		
search engine optimization tool	167		1.80%	45,800	2.83				33,600,000	0.01	7,930 4.71	42.8%		
search engine optimization service	105		79.05%	123,000	1.48				39,200,000	0.01	34,100,000 0.01	27.3%		
search engine optimization certification	90		18.99%	4,910	4.62				34,700,000	0.01	447,000 0.53	23.0%		
search engine optimization company	60		66.67%	338,000	0.49				33,900,000	0.00	49,700 1.83	15.1%		
di search engine optimization	56		91.07%	607	6.44				115	8.27	64 8.91	14.5%		
search engine optimization tips	54		55.56%	139,000	0.93				33,600,000	0.00	17,500,000 0.01	14.0%		
search engine optimization companies	35		94.29%	76,900	1.06				33,800,000	0.00	53,900,000 0.00	9.9%		
di engine optimization search	35		37.14%	2,550	4.40				27,200,000	0.00	280 6.82			

KeywordDiscovery predicted daily output

Keyword Discovery tool

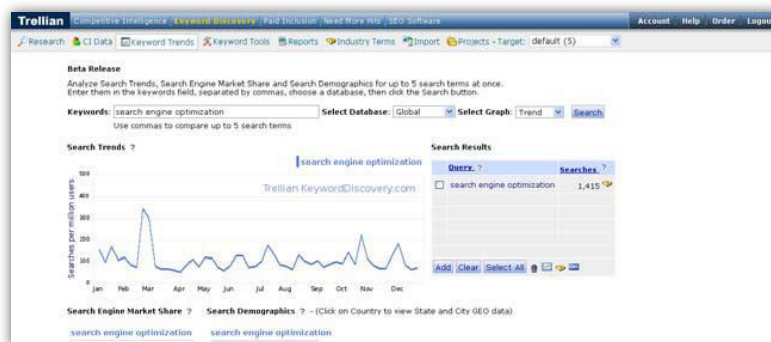
- It offers following features:
 - Spelling Mistake Research**
 - Typing the query spell:[keyword] in the search bar will return spelling variations for that keyword, the number of times the keyword has been searched.
 - Seasonal Search Trends**
 - You can see graph of the search trends for that keyword over the past 12 months.
 - You can mouse over each bar and see the number of searches for that time period.
 - Related Keywords**
 - Typing either related:[keyword] or crawl:[keyword] will return keywords that are related to the term you provided.

Keyword Discovery tool



KeywordDiscovery spelling mistakes output

Keyword Discovery tool



KeywordDiscovery seasonal search trends

- It offers following features:
 - Keyword Density Analysis**
 - This feature checks how often keywords are found on the URL you provide, assigns a keyword density percentage to those keywords, and lists the number of searches performed for each term.
 - Domain Researcher Tool**
 - It allows you to search for available domains that are based on popular keyword search term.
 - Free Keyword Suggestion Tool**
 - When you enter keyword, it will display list containing keywords you searched and similar keywords, along with their predicted search count over past 12 months.

Keyword Discovery tool

? Estimated results: 145,514 Page: 1 2 3 4 5 6 7 8 9 10 >> Remaining credits for today : 999 [Find Expiring Domains](#)

Query ?	Searches ?	Domain Names	.com	.net
<input type="checkbox"/> shoes	124,529	shoes	REGISTERED	REGISTERED
<input type="checkbox"/> jordan shoes	11,917	jordanshoes	REGISTERED	REGISTERED
<input type="checkbox"/> nike shoes	10,488	nikeshoes	REGISTERED	REGISTERED
<input type="checkbox"/> dc shoes	9,560	dcshoes	REGISTERED	REGISTERED
<input type="checkbox"/> womens shoes	7,013	womensshoes	REGISTERED	REGISTERED
<input type="checkbox"/> payless shoes	5,884	paylessshoes	REGISTERED	FOR SALE
<input type="checkbox"/> shoes store	4,929	shoesstore	REGISTERED	REGISTERED
<input type="checkbox"/> coach shoes	4,501	coachshoes	REGISTERED	REGISTERED
<input type="checkbox"/> vans shoes	4,464	vansshoes	REGISTERED	AUCTION
<input type="checkbox"/> black shoes	4,113	blackshoes	REGISTERED	REGISTERED

KeywordDiscovery Domain Research Tool

Keyword Discovery tool

- It offers following features:
 - Competitive Intelligence Reports**
 - Link Intelligence** : Identifies which links are sending traffic to your competitors.
 - Search Term Intelligence**: Identifies which search terms are driving traffic to your competitors.
 - Search Engine Intelligence**: Identifies which specific search engine send traffic to your competitors.
 - PPC Campaign Intelligence**: Identifies which search terms your competitors are bidding on.
 - Referrer Intelligence**: Provides information about specific sites that are referring traffic to your competitors.
 - Popularity Index Report**: Monitors the popularity index (number of sessions a domain receives) of your competitors.

Keyword Discovery tool

- It offers following features:
 - Competitive Intelligence Reports**
 - Ranking Report**: Provides a view of which terms your competitors are ranking for, the rank of these terms and any changes in ranking over the past 30 days.
 - Meta Keywords**: Provides a report that analyzes your competitor's meta keywords.

Web Analytics

- Web Analytics measure traffic and track user behavior on a particular web site.
- Web analytics are used for the purpose of optimizing business performance based on various metrics like conversion rate and return on investment(ROI).

Google Analytics

- Google analytics is a free and robust web service.

Foreign language optimization tips

- ★ Search engine marketer can target customers from other countries and/or languages.
- ★ For that, he or she should be **aware** of a few things like **cause** to indicate properly to the SE which language and region a site is focused on.
- ★ For foreign market, it is essential to **employ** a **experienced copywriting service** to author or translate your content to a particular foreign language.

Foreign language optimization tips

- ★ You should know for the specific market and its language to which you are targeting.
- ★ E.g. American Spanish is somewhat different than Spanish.
- ★ May be proper translation may be damaged with problems.
- ★ Foreign language search behavior often differs by conversation.

Foreign language optimization tips

- ★ Some Tips:
 - Indicating Language and Region
 - Focus on Server Location and Domain Name
 - Include the Address of the Foreign Location if Possible
 - Dealing with Accented Letters

Indicating Language and region



Language and region cannot be detected easily

Indicating Language and region

- ★ A web master should use the `lang` attribute in a `meta` tag, or inside an enclosing `span` or `div` tag in HTML.
- ★ This tag provides additional geographical information.
- ★ The language codes `es-mx`, `es-us` and `es-es` represent Spanish from Mexico, the United States, and Spain, respectively.

Indicating Language and region

- ★ Use `CONTENT `

to indicate language in a particular text region.

- ★ Use `<meta lang="es-us">`

In the header ("`<header>`") section of the page to indicate language of the entire page.

Indicating Language and region

Language	Dialects
English	en-AU (Australia), en-CA (Canada), en-GB (UK), en-US (United States), en-HK (Hong Kong)
German	de-AT (Austria), de-BE (Belgium), de-CH (Switzerland), de-DE (Germany)
French	fr-CA (Canada), fr-CH (Switzerland), fr-FR (France), fr-MC (Monaco)
Spanish	es-AR (Argentina), es-CU (Cuba), es-ES (Spain), es-MX (Mexico), es-US (United States)
Japanese	ja (Japan)