UNIT 4

Keyword Research and Foreign Language Optimization

4.1
Keyword Research: Introduction and Importance

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

4.3
Web Analytics

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 searcheres are already actively seeking.

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 serch 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

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.

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,
    - their ad positions,
    - 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 referes to leywords 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
	Those two words and nothing else!

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
	*The phrase 'cat boarding' plus words **before** or **after***

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
	*The words 'cat' and 'boarding' plus **MANY** possible similar words... as Google 'thinks for you,' and in some cases may do very poor*

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	*cheap* Cat boarding in San Francisco (do not show ad)
	SF Cat Boarding that's *cheap* (do not show ad)
	*Anytime the seacher adds the word 'cheap,' Google will **not** show you ad.*

Google's Traffic Estimator

Google's Traffic Estimator

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.

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Keyword Discovery tool

KeywordDiscovery Basic Output

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.
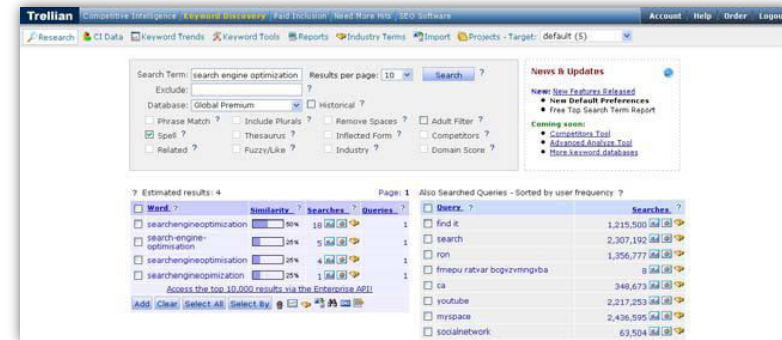
Keyword Discovery tool

KeywordDiscovery keywords by industry

Keyword Discovery tool

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
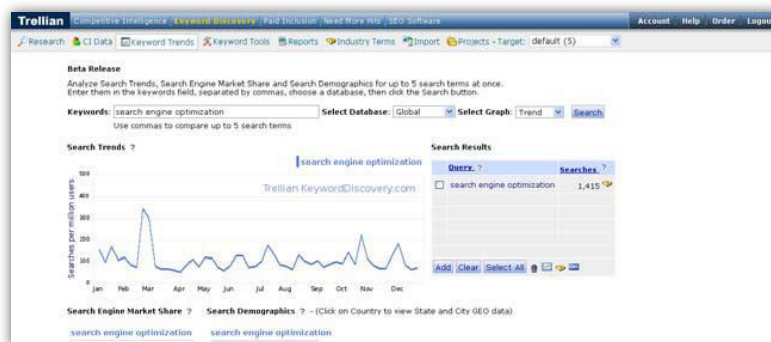
KeywordDiscovery seasonal search trends

Keyword Discovery tool

- 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

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

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Indicating Language and region

Language and region cannot 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)