

# THE ULTIMATE GUIDE TO MARKET RESEARCH AND SEO

**How to Use Market Research  
to Improve Your SEO Strategy**

**by Paul Ricketts**



Market  
Research.com





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## Introduction

Business leaders across the globe know the importance of having an online presence that garners positive attention. During the past decade, several Internet practices have developed to help businesses develop a strong web presence. Along with building an intuitive, functional website with snazzy design that highlights the products you sell, another measurable web practice is known as “optimization” for the Internet. The goal of “optimizing” your online site is to make it easier for the search engines that are used by billions of people daily to locate your company -- ideally within the first few names (results) to surface in a search.

Before digging deeper into the exciting ways that businesses can improve their revenues by using market research to inform SEO strategies, let's begin with a quick primer on the two parts of this equation, SEO and Market Research.

At [MarketResearch.com](http://MarketResearch.com), our expert business intelligence analysts produce timely research reports that are rich with industry trends, data, and customer insights: This gives us expertise in business intelligence that is constantly refreshed. We closely examine data that collectively reveals the ideas, habits, values and behavior that drive consumer choices.

We recognize how valuable such knowledge is to business owners, in particular the ability to know exactly which words and phrases best influence and describe consumer behavior. This knowledge can raise the level of your Search Engine Optimization (SEO) strategy – ultimately leading to a stronger return on your marketing and outreach investment.

**SEO** - There are untold billions of names and entities zipping around on the World Wide Web, which makes pinpointing a specific company or individual impossible without a thorough, swift, and powerful search mechanism. Internet companies such as Google and Microsoft's Bing have developed and continue to refine the science behind search engines. In brief, search engines are built from sophisticated programs and algorithms that allow users to comb quickly through mega-amounts of data and locate the names within the categories they seek. These lists of names are 'ranked' for the user based in large part on how often that particular name or phrase is searched.

For companies or individuals who hold locations on the Web – in the form of a URL, which leads to their online website or product – an ongoing challenge is to devise words that are easily, logically 'searchable' by masses of Internet users. This process is known as **Search Engine Optimization (SEO)**. Until very recently, it was acceptable to use tactics centered on 'keywords' to push a company's location high within search engine results.

This process of strategically choosing relatively common words that are most likely to be searched, inserting them into text, headlines or other signage on an individual website or online publication became a means of effectively ‘gaming’ a search engine. This led to millions to begin producing weak content that had been written and edited foremost to ‘drive traffic’ to sites. In recent years however, the major search engines (Google in particular) have adapted their algorithms to weed out weak and repetitive content in favor of fresh and compelling content, rendering the historic ability to ‘game’ the search process through rank manipulation less likely.

Knowing ‘high-value’ keywords, the terms, phrases and individual names that are most likely used in organic searches, can vastly improve your ability to produce web content that will legitimately ‘push’ your company name to the top of search results. The fine art of today’s SEO includes knowing how to use market research to determine keywords, naming conventions, and other identifying terms in order to make your SEO a natural and integral part of your content.

**Market Research** - The changes in search engines have altered the online landscape for businesses in positive ways, notably by pushing users to think more carefully and strategically about their customers, and how to position their content to appeal to customers. This is where using market research, and a strategy for transferring your market research knowledge to your SEO and web strategies, is most important: Before you tackle the process of optimizing your website, you must have a means of understanding your customers. By obtaining quality business intelligence (market research) you’ll gain insight to your customer’s thinking and habits. By studying market research -- whatever the sector your business occupies – business leaders can develop smart, informed SEO strategies that translate to legitimate increases in web traffic.

*The Ultimate Guide to Market Research and SEO* is the first step on the path to learning what you need to know about the beneficial connection between high-quality market research and improved SEO strategy!



# Chapter 1

**Who is Your  
Customer?  
Market Research  
Can Help You  
Find Out**

Let's take a look at the basic forms of market research and then discuss how you can begin using quality, timely business intelligence to build or improve your SEO strategy.

## Types of Market Research

### Primary

data obtained directly from a source

hasn't been previously published and consequently, will be fresh, timely and unique

most often obtained by conducting customer surveys, having discussions with industry leaders and interviewing experts in a field

### Secondary

data compiled and analyzed from previously published research

more general nature, less timely or granular than primary research

Broad industry reports are excellent examples

A sound market research strategy will use both primary and secondary reports in order to garner an industry-wide perspective as well as specific product-related insights.

## Get to Know Your Customer through Market Research

- Establishing your market research needs early in the development cycle focuses your efforts and helps reduce costly mistakes. Depending on your financial resources, much of the customer need and product based research can be done through primary research – data gathered from actual customers through surveys and focus groups.
- Ideally your online strategy starts with some fundamental market research long before you create your website. If you already have an online presence then now is the time to step back and re-evaluate it. Is it producing a healthy volume of visitors? And do the visitors to your website make purchases? If so, how frequently do they purchase, and within what timeframe? Do you have analytics that allow you to measure how people locate, access and use your website? Understanding your customers and their needs will guide your online strategy and ensure that the content you offer is tailored – and that your SEO strategy is organic and effective.

- Start by understanding your customers' needs: By obtaining quality market research reports and forecasts, you can then begin shaping an informed SEO strategy:
  - ■ Create Buyer Personas by contacting your recent customers. Group them by factors such as age, gender and buying habits in order to create idealized buyers. Giving these Personas a real name and making them feel real will help focus your products and strategies
  - ■ Look for customer's pain points. What makes their job difficult, how can your product solve this? People will pay for things that make their lives or jobs easier.
  - ■ Pay attention to the location of your customers. Are they local or international? Do I need to deal with different languages? Do I need to adapt my products to different cultures?
- Knowing your product is important. Having ascertained your customer needs does the product fulfill them? Does an existing product need updating or replacing with something new? Focus the product features on your customers needs

## Understanding your industry and competition

Secondary research becomes more important when you start researching how your company sits in the general business world. There are several websites that can help with this or if your budget allows, you can buy research reports for your industry. Use websites like Hoovers and Alexa to glean insights about your competitors and their online presence. Be aware that these services only tell you part of the picture; the accuracy of some statistics on free sites in particular can be inconsistent -- but they can give you an overall picture of your competition.

1. Look directly at competitor websites, register, sign up for free services and build your own intelligent analysis of what works and what doesn't about their web operation.
2. Historical data can help you understand market behavior and give you a better idea of what to expect should you launch a similar product or adopt a strategy similar to the main competitors in the field. Obtaining and analyzing market research data about your competition is crucial to your company's growth and development plans.
3. Competitive analysis in the form of secondary research can help you establish where your company sits within your industry sector. It can help you establish business goals and provide you with an accurate sense of the market size. This will ultimately shape your products and services.
4. Your questions about the size, needs, lifestyle and preferences of your select sub-market, the marketability of your product or service; the feasibility of your business model; the correct niche position for your business, and the various alternatives that exist within your market will all be made easier to answer through market research.

## Determining Your Online strategy

1. Having established a solid understanding of your customers, products and industry, you are now in a good position to plan out your online strategy. Whatever your product or service, you'll need reliable, useful information about your wider sector and your particular niche to help you build a 'narrative' on the web that establishes your company as the market leader.
2. Now that the major search engines are weeding out weak and duplicated content, it has become essential that businesses focus on providing content that is important to (and ultimately shared) by customers. This is why it is essential that you thoroughly understand your customers and their needs before you start building content and incorporating SEO.
3. Your content strategy should be designed to position you as the authority in your field and the most knowledgeable about the products and services you sell. It should be styled and toned to your customers so that they relate and want to share the content with other people.
4. This online strategy should incorporate social channels and blogs in order to spread the word about your products.

## Standing Out From the Crowd: Quality Market Research Informs Your SEO

Whether you obtain expertly prepared quality market research like the reports on tap at MarketResearch.com or pull together preliminary market information from recently-available free tools such as Google AdWords, it is essential that you shape SEO strategy that is rooted in accurate, timely data.

These data-points demonstrate the prevalence of searches and the huge role Internet searches play in guiding and influencing consumer purchases. With that in mind, let's look at the tactics you should employ to find and select market research and deploy it for your SEO strategy.

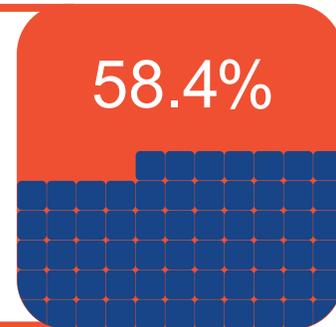
### Consider these statistics:

- 61% of global Internet users research products online. (Interconnected World: Shopping and Personal Finance, 2012)
- 41% of online shoppers begin by using a search engine. (Interconnected World: Shopping and Personal Finance, 2012)
- Comscore, the leading Web analytics company, records an average of 131 billion searches per month on the web (January 2010)
- 57% of TV viewers use the web simultaneously. (Nielson, 2009)

## Researching Your Market

Google offers the largest free online market research tool, AdWords. It provides crucial data about your market, product and competition. The goal of gathering market research in this manner – or by obtaining the quality reports available at MarketResearch.com – is to gather accurate intelligence on how users search for products or services within your industry.

According to a study by Optify, websites that emerge on the first page of a given Google search result receive 58.4% of all clicks by users using those search terms. And since you want your website to appear high on search engine rankings when users search for your products or services, it is a good investment to learn how to create the content that will produce this high-ranking result for your business.



In addition, it is best to position your company’s website so that it emerges high in search results organically, as opposed to through ‘gamed’ (keyword saturation) tactics, or through the expense of paid listings. At Google and some other big search engines, businesses can purchase paid listings that are versions of advertisements; these paid listings appear in highlighted lines, usually above or next to the ‘organic’ search results.

Here are some helpful definitions of ‘organic’ and ‘paid’ search results:

### Organic Search Results:

Websites that appear on this list have been optimized to rank well on search engines through on-page and off-page search engine optimization techniques. Research has shown that users tend to trust sites listed on the organic search results lists than those that pop up on the paid lists. According to a report by eConsultancy, organic listed sites get 94 percent more traffic than sites on paid listings.

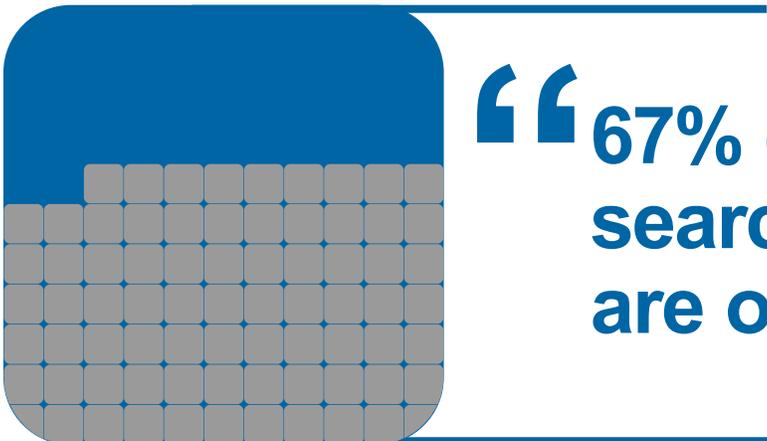
### Paid Search Results:

Websites that appear on the paid listings are those that are using pay per click (PPC) to drive traffic. With PPC, advertisers bid on keywords for their websites to be shown on the paid listings based on searches done by users. The advertisers pay for every click on their PPC advertisement.

You can use research tools to understand the behavior of your market online. By researching and learning which keywords potential customers in your sector most prefer, you gain valuable insight on the following:

1. Demand for your product/service. How frequently is the kind of product or service offered by your company searched on the Internet every month or year?
2. Brand awareness. How many times do users search for your brand on the Internet?
3. Geographic markets. Compare the demand of your product in different countries.
4. Keywords research. Which keywords (brand names, nouns, etc.) does the majority of your target market-users employ when searching for your product?
5. Competitor keywords. Which keywords do your competitors use at their website?

By arming yourself with accurate answers to these basic important questions, you'll be on the path to eliminating costly mistakes in forming your SEO strategy. Remember: Understanding how your prospects search for your products is vital to your ability to successfully optimize your website for higher conversions.



“ “ **67% of the links  
search users click on  
are organic, not paid.**

(Marketing Sherpa, February 2007)



# Chapter 2

**Understanding  
Keyword  
Relevancy in  
Your Market**

Search engine robots – the ‘spiders’ or computer programs that spring in to action when users enter certain search words or terms -- are not intelligent on their own. They list websites based on a set of complex algorithmic rules. It is up to website owners to make sure that their websites will be categorized and listed for relevant searches on search engine results pages (SERPs). This creates a process that is both scientifically precise, but at the same time wildly random: Users’ search needs are varied, unpredictable and ever-changing, which means that the search engine robots rely on sets of data-oriented presumptions.

For example, keywords selected by search engines indicate various intentions. Understanding the intention of particular keyword searches can have a significant impact on a company’s margin.

Useful Examples:

### Example 1: Hotels Miami

When users type the above keyword phrase, we cannot really pinpoint what they are looking for. The possible results for the query can include a list of hotels in Miami, hotel designs in Miami, geographic data of hotels in Miami, locations near hotels, etc.

### Example 2: Book Hotels Miami

We know that this user is not looking for a list of hotels in Miami. Instead, she is seeking information on booking hotels in Miami.

### Example 3: Miami Hotel Reviews

This user wants to book a hotel in Miami but would like to read reviews beforehand.

These examples bring out the subject of commercial intent. Generally, businesses should target keywords that are represent commercial intent rather than for general information.

By using the three above Example searches Google Keyword Tool, here’s how the monthly results break down:



Targeting keywords with high searches but little commercial intent leads to high traffic but low revenues. In the above Examples, hotel owners in Miami may be tempted to optimize their websites using the keywords “Hotel Miami,” since it this phrase produces the highest number of searches. However, since the users typing the keyword have not indicated commercial intent, the hoteliers may not realize significant revenues despite the high traffic the searches produced.



## Evaluating your Competition

Keyword research can be complicated by several factors that are difficult to predict, including the possibility that some companies occupy newly-emerging sectors or niches of existing sectors. While keyword tools like Google Adwords, Market Samurai and others can help you determine the number of searches being conducted for a particular keyword, it is wise to accept resulting numbers as estimates. The best, most reliable data is compiled over a long period of user activity, in order to arrive at solid average number of searches done.

For keywords related to newer industries, services or products, keyword tools might lack large amounts of search data. This doesn't mean, though, that significant numbers of users aren't searching for your product or service. Locating and utilizing smart business intelligence makes determining even the most nascent prospect population less risky. Experienced market analysts can help you "get into the minds" of prospects to begin building the Buyer Personas that will inform your SEO strategy.

## How Does Your Competition Use SEO?

When searching for keywords to target, you should also look at the competition's web presence. Typically, having a lot of competition means two things:

- There is a robust market for the product/service in your field – which means you have a base to target but also that many other service providers will have websites that use choice keywords.
- You'll need to think creatively and strategically about how to differentiate your keyword selections from your competitors. It will take a longer time for your website to rank high for the particular keyword. Typically, the higher the competition's ranking, the more work you'll need to do to meet or exceed it.

Using the Adwords Tool, you can estimate how difficult it will be to rank for a particular keyword. On the tool, check the tab marked "competition," which provides a look at the degree of difficulty for ranking target keywords. The difficulty of ranking for a keyword can be "high," "medium," or "low."

If you are planning to launch a Pay Per Click (PPC) campaign, you can gain insight to the approximate amount you will reap pay per click. Using tools like Market Samurai, Traffic Travis or others, you can know the average cost per click (CPC) for a keyword, average traffic that will click on a keyword and the approximate position your PPC ad will appear at within search engine paid results.

However, keep in mind that these numbers are estimates and should only guide you in your campaign. You need to watch, track and tweak your campaign to make it work.

There are a variety of commercial tools that you can use to determine how easy or difficult it will be to rank for a particular keyword. Most of the tools analyze the following data-points:

- The number of websites that are competing for your target keyword.
- Page Rank of the competing pages.
- Domain age of the competing pages.
- Whether the competing pages have used the target keyword in the title, alt and H1 tags.
- Number of back-links pointing to the competing pages.

If you are researching multiple niches, it may prove more cost-effective to use a paid keyword research tool.

### Traffic vs. Conversions

Driving traffic to your website is only one part of the equation of getting sales. The other part, and arguably the most important, is how to make the traffic convert. If your aim is to increase sales, you need to provide a relevant offer to your online prospects such that they will buy when they arrive at your website.

One thing that marketers need to get right is that a large amount of traffic does not necessarily mean great conversions. Without having a relevant offer, you will be wasting your visitors' time.

To have great conversions, three things must be in place: A compelling offer, the right audience, and the right delivery channel. Let's look at each of these separately and discuss how quality market research and smart SEO informed by your market research impacts each.



### ■ The Compelling Offer

Your offer must be compelling and helpful to your market. Using market research, you can determine whether a product will be a hit or miss. Your product or service should solve the problems of your market. Before you embark on product development or expansion, find out what your market is looking for by conducting or purchasing timely, high-quality market research.

### ■ The Right Audience

Your audience should find your offer helpful and be willing to pay for it. The audience/market should want your offer and have the means to purchase it. For example, if you have a business application that can make the work of administrative assistants easier, would you rather market to administrative assistants or to Chief Financial Officers?

The best answer may be, ‘both.’ Yes, administrative assistants may be the target audience most directly likely to benefit from the solution -- but they may not have the power to make the purchase. In many companies, purchasing decisions are made by the CFOs or other C-level executives. Thus, targeting the C-level executives along with administrative assistants makes good strategic sense. And you can eliminate risk in making this determination by using timely market research and building an SEO strategy that reveals the profile of the purchasing audience-members.

### ■ The Right Delivery Channel

Where does your market locate your products? In brick and mortar stores or at online stores? Will the product be available as a download or through subscription offers? Researching your market, looking at historic and current trends and other factors, as well as tracking your web analytics after your updated SEO strategy is in place, you’ll be able to determine the right avenue for delivering your product.



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# Chapter 3

## The Role of Market Research in Content

Your website content has to be compelling to win customer loyalty. Creating compelling and unique content that is valuable to your audience and educates them about your product will improve conversion.

Content is not simply the words on your webpages. Instead, it is your whole message to your prospects. The message can be delivered in the form of blog posts, e-books, whitepapers, slide presentations, podcasts, webinars and so on. Accurate, timely business intelligence – market research – can help you write content that matches your customer's interests and habits.

When creating your content, ask yourself the following question: How is my content benefiting the user? Failure to provide compelling content can hurt your conversions. Setting up a proper content marketing strategy that will find your content being shared on social media and forwarded to other prospects is important in your overall marketing strategy.

## The Role of Landing Pages in Conversions

How visitors interact on your website is another issue you have to consider. Online marketers have long known that certain content presentations convert better than others. You therefore want to test various content placements on your site and track user behavior to determine which placements will work.

Having different landing pages that are targeted for different users is crucial to understanding user behavior and getting your conversions on the upward trend. Your landing page can be customized using different content and presented at different times or to different target markets to test their effectiveness.

Attributes a good landing page should have:

### **The Unique Selling Point (USP)**

Prospects buy solutions to their problems. If you have researched your market, you should know what challenges your target customers face and be prepared to offer value and services that will lead them to pay for the solutions.

Why should your prospects choose your offer over those of your competition?

### **Distinction**

Find a way to differentiate your solutions from those of your competition. This differentiation should be clear on your landing page. Market research guides your ability to accurately develop a distinct brand, and to tailor your promotional material (in your website and brand signage) that matches customer's needs, habits and interests.

### **Epic Headlines**

**C** Catch your visitors' attention with epic headlines the second they arrive at your landing page. Your headings should be informed by market research; they should be snappy, direct and make prospects want to read the rest of the copy. The attention of online users can be short and a bland headline will lead to a higher bounce rate. If you do not have the skills to deliver concise and epic headlines, hire a professional writer.

### **Killer Copy**

**D** Explain to your prospects what is behind the landing page. Are you giving them an eBook, software or instructional videos? Has your offer been shaped by the market research you have conducted and analyzed? Not only should you explain your product, but you must also describe how it will help your prospects. Appeal to the emotions of your prospects by showing how your offer will make their lives easier, better or less stressful. Perhaps you can help a company save on operational costs through your project management software or you can help your target customer become better writers. Clearly explain the benefits of your solutions. Using reliable market research is the core for accomplishing this, and for informing the SEO strategy that will produce killer copy.

### **Effective Use of White Space**

**E** Make it easy for prospects to skim through your landing page and easily identify the benefits you offer. Avoid cluttering the landing page with fonts of different colors and irrelevant images. Your copy is produced by studying the market research you have collected; it is much more important than aesthetics. Its effectiveness will be enhanced by using white space adequately and by your ability to include relevant images to support the copy.

### **Credibility**

**F** How many people have tried your solution and found it beneficial? Include testimonials of the benefits of your solution on your landing page. Testimonials from beta testers, industry leaders and normal customers are important in making your claims credible. Use photographs of happy people on your landing pages; these can have a huge impact on conversions.

Remember, the goal here is not to lie to your prospects. You need accurate testimonials from users who have used and benefited from your solution. Writing fake product reviews can lead you to legal trouble.

The landing page can make or break your sales. If you have a number of offers, each should have its own landing page tailored to its target prospects.



### Absolute Bare Minimum

Ask prospects for the absolute bare minimum. Asking for their email address might be enough to improve your conversions. And if you want to learn more about the prospects or are considering segmenting your list, the landing page is not the right place to ask a lot of questions. The prime goal of the landing page is to lead prospects to sign up. You can filter your list going forward after you've engaged with the prospects through emails or newsletters.

Too many choices can bring confusion. You want prospective customers to clearly understand what they are signing up for and the best way to know their preferences is by first analyzing the market research you've gathered. Eliminating too many choices for the prospective customer will improve sales. The fewer the fields on the landing page's interface, the higher the conversions you will realize.



### Calls-to-Action (CTA)

What do you want your prospects to do after reading your landing page copy? Do you want them to sign up and receive an eBook, give you their phone number or purchase your software? Make it clear to the users what they should do at the landing page. Your CTA should be highlighted in striking font and positioned where it cannot escape the eye.

Craft your buttons carefully. The type, size and color of the buttons can affect conversions. Your CTA button should be easily seen and not hidden in the copy. Crimson colored buttons have been found to invoke the best action from prospects. Make sure you test the buttons to find out which work best. Simple changes can have a huge impact on the number of sign-ups you will receive.

## The Role of Website Design in Conversions: A Good Look Enhances Your Market Research and SEO

Your website is the first interaction that potential customers have with your company online. First impressions matter. You need a professionally designed website to deliver your content and build trust among prospects. After you've collected quality market research and devised a strategic plan for using it to boost your SEO, a bad design can sabotage all that front-end work. A poor website design can lower conversions, even if you have an amazing product.

A well-designed website should take care of users' needs rather than your needs. When designing your website, get into the mind of your prospects. Think about the information they will be looking for on your website, how they will navigate and what other actions they may need to take. You want them to get a wholesome, good experience at your website.



When prospects visit your site, they should have no doubts about what you are offering. Have relevant pages explaining your products or services, their benefits, your target market and how prospects can reach you. Apart from this, make it easy to navigate your website.

Avoid using heavy images and interactive Flash elements on your site. These elements take a lot of time to load and disrupt user experience. Moreover, they can increase bounce rate and lower your website's SEO. Studies show you can lose up to 7% conversions for every second that your website is slow. Eliminate junk code, take advantage of typography and CSS, optimize your images and videos to load fast on the web and use less JavaScript.

Having a modern website design that has been optimized for PCs, tablets and mobile will improve engagement with prospects and lead to higher conversions. Use Google speed tools for suggestions on how you can improve your website's speed.

## The Role of User Experience (UX) in Conversions

User experience refers to how customers and potential customers view and engage with the product, delivery channel and your brand. Having the right product targeted at the right prospects are at the root of marketing; the user experience is informed and enhanced by intelligent marketing.

Delivering a great product and developing or accessing the right channels to introduce your brand is the entry-point of user experience. Your website should have compelling content that is both informative and educational. At

the crucial beginning stage of the user experience, potential customers should clearly see the benefit from working with you or choosing your product or service rather than your competitors'. In all stages of product delivery, think about your customers. High quality marketing research allows you to walk in their shoes and devise a total pipeline of user experience what will work for them.

Your website has to have 'curb appeal;" it has to do a lot of work for your business. Your SEO strategy is a core part of your business strategy, along with email marketing and social media marketing. Use business intelligence to a relationship with your customer base.



## Tracking Your Marketing Results

Any marketing campaign should be tracked to see whether it is delivering a sustainable rate of ROI. You can use various analytic tools to track you PPC campaigns, SEO and conversions. For example, Google Analytics can help you track traffic, conversions and social performance of your website. You can also get feedback on your landing pages by utilizing services such as Five Second Test.

Tracking will help you identify areas that need to be refined, campaigns that are performing below par and those that require more investment. All these help you in determining the direction of your sales. Set up an A/B split test on your tracking software and track the results. Test different landing pages to see which ones convert the best.

Based on the tracking-data you receive, you can make a few changes and tweaks to increase your conversions. Test the design, language and positioning elements of your website, along with the SEO. Testing and tracking provides you with new knowledge about your website – and allows you to update the SEO strategy as needed. Having updated market research throughout your R&D and adjustment phases is an essential pillar of a successful business. Understanding your market, competition and market dynamics will help you chart a clear course.

By deploying thoughtful business intelligence toward your SEO strategy, you minimize risk, and increase the chances for success in your long-term goal – maintaining and growing a thriving enterprise. By investing in the collection, analyzing and use of accurate marketing research; and by learning how to efficiently direct quality market research into the SEO strategy, you'll avoid unnecessary pitfalls.



### Free Ebook: How to Succeed Using Market Research

Learn how to effectively navigate the market research process to help guide your organization on the journey to success.

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To help you put in practice the steps and thought-processes outlined in The Ultimate Guide to Market Research and SEO, here's an Internet Marketing Research Glossary.

**Primary Market Research**

Data obtained directly from a source.

**Secondary Market Research**

Data compiled and analyzed from previously published research.

**Keywords**

Words or phrases that users enter at search engines when searching for information.

**Search Engine Optimization (SEO)**

Selections of keywords, headlines, meta data designed to bring your company premiere rankings on search results – organically and ethically.

**On-page SEO**

Search engine optimization techniques. These include use of content that contain target keywords, use of title, alt and H1 tags, among others.

**Off-page SEO**

Techniques that encourage other sites to link to your site.

**Search Engine Results Pages (SERPs)**

Pages displayed by search engines when users search for various keywords.

**Email Marketing**

Marketing via email.

**Social Media Marketing (SMM)**

Online marketing via social media platforms including Facebook, Twitter, LinkedIn, Tumblr, and blogs.

**SEM (Search Engine Marketing)**

Internet marketing techniques that generate traffic to a website.

**PPC (Pay Per Click)**

Web advertising in which publishers pay for every click that users make on their ads.

**ROI (Return on Investment)**

Profits generated from an investment.

**Landing Pages**

Pages featuring products and benefits. Landing pages are used to capture contact information of users before they can access particular information on a website.

**CTA (Calls to Action)**

Language in an email or on a landing page designed to encourage and lead users to take a particular action.

**USP (Unique Selling Point)**

Features that differentiate your product or service from competitors.

