



“This is a presentation about what it takes to create and sell something remarkable. It is a plea for originality, passion, guts and daring.”

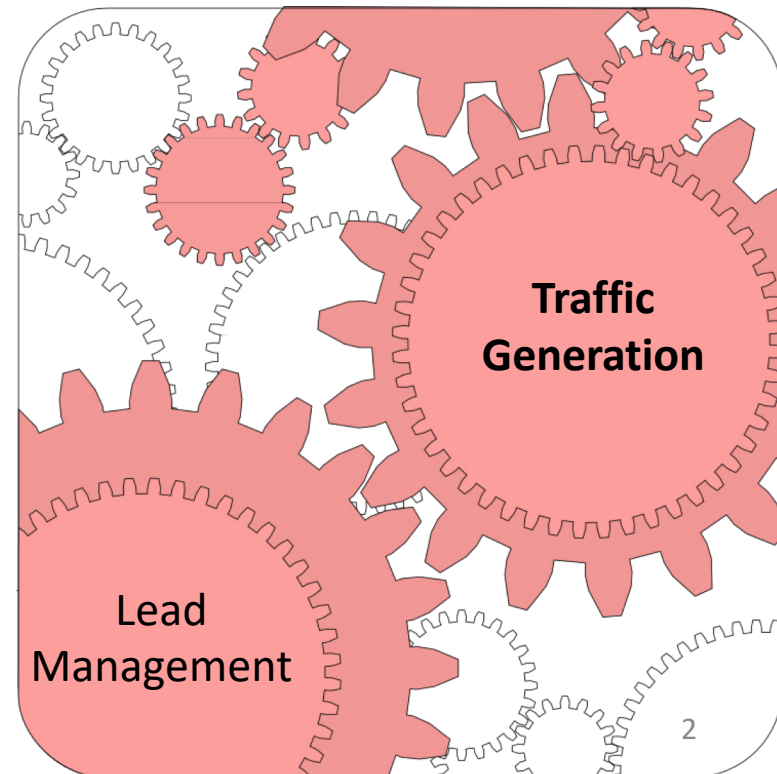
--- Seth Godin

Keyword Research



Presentation Topics

- **Keyword Research**
 - Worksheet
 - Example
 - 4 Tools
 - Tutorial
- **Keywords Tasks**
 - Research Discussion on Potential Topics
 - Explore Trends on Identified Issues
 - Investigate The Current Prospects
 - Examine Sources For Search Terms
 - Low Ranking Keywords
 - Competitors For Keywords
 - Conversion Opportunities For Keywords
 - Alternatives For Keywords
 - Find Keywords
 - Add Keywords
 - Define Campaigns



Keyword Research

FACT

The more keyword-rich content you generate, the more search engines will find (and love) you.

Keyword Research

- While getting found by search engines requires quality content, it is not sufficient.
- Getting found by search engines requires quality content **and** utilizing quality keywords.
 - Here's an eye-opening comparison between two similar headlines sitting on top of two similar posts:
 - 3 Valuable NYC Parking Ticket Tips
 - How to Beat 3 NYC Parking Tickets
 - One post earned 312 views while the other keeps on giving with 21,627 website views, and 16,735 Slide Share views

Keyword Research Worksheet

Using Long-tail Keywords: Blogging Worksheet

Step 1: You should have 200+ keywords.
 Step 2: Go to the Keyword Grader application and click on the 'Difficulty' column to sort your keywords from low to high difficulty.
 Step 3: Identify five (5) relevant long-tail keywords with a difficulty ranking of < 50.
 Step 4: Add those five (5) long-tail keywords under the "Keyword" column below (in this worksheet document).

1. Long-tail Keyword	Brainstorm Five Compelling Titles Using Keyword in Title	Final Blog Title Selection	Article Theme	Call to Action in Blog Article	Status	Publish Date
	1)					
	2)					
	3)					
	4)					
	5)					
2. Long-tail Keyword	Brainstorm Five Compelling Titles Using Keyword in Title	Final Blog Title Selection	Article Theme	Call to Action in Blog Article	Status	Publish Date
	1)					
	2)					
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	1)					
	2)					
	3)					
	4)					
	5)					

Keyword Research Example

<input type="checkbox"/>	☆ multicultural issues ▾	Low	6,600	4,400	-
- Keyword ideas (11)					
<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches <small>?</small>	Local Monthly Searches <small>?</small>	
<input type="checkbox"/>	☆ multicultural education ▾	Low	40,500	33,100	
<input type="checkbox"/>	☆ understanding diversity ▾	Low	8,100	3,600	
<input type="checkbox"/>	☆ multicultural education issues and perspectives ▾	Medium	480	390	
<input type="checkbox"/>	☆ multicultural issues in education ▾	Low	1,300	880	
<input type="checkbox"/>	☆ cultural diversity activities ▾	Medium	1,600	1,300	
<input type="checkbox"/>	☆ multicultural education issues ▾	Low	1,300	880	
<input type="checkbox"/>	☆ multicultural children ▾	Low	14,800	9,900	
<input type="checkbox"/>	☆ issues in multicultural education ▾	Low	1,300	880	
<input type="checkbox"/>	☆ diversity understanding ▾	Low	8,100	3,600	
<input type="checkbox"/>	☆ multi cultural activities ▾	Low	3,600	2,900	
<input type="checkbox"/>	☆ understanding of diversity ▾	Low	8,100	3,600	

Keyword Research Example



Compare by	Search terms	Filter
<input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time Ranges	Tip: Use the plus sign to indicate OR. (tennis + squash) <input type="text" value="multicultural issues in education"/> + Add search term	Web Search Worldwide Last 12 months Jobs & Education <input type="button" value="Search"/>

Web Search Interest: multicultural issues in education

Worldwide, Last 12 months

[All Categories](#) > Jobs & Education

Subcategories: [Education \(10-25%\)](#)

⚠ The categorization taxonomy of Google Insights for Search has been updated during December

⚠ An improvement to our geographical assignment was applied retroactively

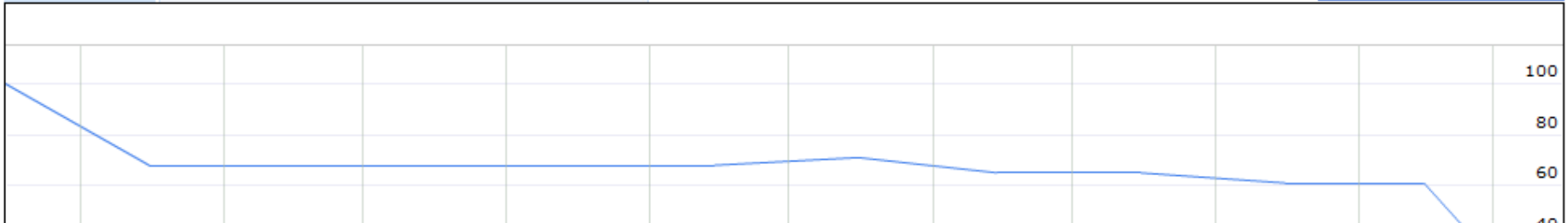
⚠ Less than 10% of searches containing your search terms belong to the Jobs & Education category. [Learn more](#)

Totals	?
multicultural issu...	64

Interest over time

Forecast ? News headlines ?

Interest level | Growth relative to the Jobs & Education category [Learn what these numbers mean](#)



Keyword Research

4 Tools

- 1. Web Analytics**
- 2. Google AdWords Keyword Tool**
- 3. Google Insights for Search**
- 4. Keyword Grader**

Keyword Research

4 Tools

1. [Google to Encrypt ALL Keyword Searches: Say Goodbye to Keyword Data](#)
2. Get creative, do deep dives into buyer personas, use tools like ubersuggest to find keywords that your ideal persona would use at the top, middle and bottom of the funnel.

Start looking at how many pages are getting entry (hubspot, start allowing us to report this). It's not about how many keywords you rank for and what someone typed into Google to find you...it never was... It's about totally understanding your target personas and giving them what they want.

Keyword Research

4 Tools

1. Web Analytics:

- Web analytics tools like [Google Analytics](#) or [HubSpot software](#) will allow you to identify which organic search terms are *already* driving traffic to your website.
- These keywords will provide a good baseline of core keywords and provide you with a list of keywords and performance results that you can benchmark your future SEO efforts against.

Keyword Research

4 Tools

TRACK KEYWORD?	SEARCH ENGINE	KEYWORD	VISITS	VISIT TO LEAD	LEADS	LEAD TO CUSTOMER	CUSTOMERS	VISIT TO CUSTOMER	VISITS
<input type="checkbox"/>	Google	social media software	167	1.8%	3	0%	0	0%	
<input type="checkbox"/>	Google	director of product management job description ^{o2}	162	1.9%	3	0%	0	0%	
<input type="checkbox"/>	Google	hubspot inbound marketing ^{o2}	160	6.9%	11	0%	0	0%	
<input type="checkbox"/>	Google	hubspot marketing ^{o2}	159	4.4%	7	0%	0	0%	
<input type="checkbox"/>	Google	meetup logo ^{o2}	159	1.3%	2	0%	0	0%	
<input type="checkbox"/>	Google Images	article icon	158	.63%	1	0%	0	0%	
<input type="checkbox"/>	Google	hubspot cambridge ma ^{o2}	158	.63%	1	0%	0	0%	
<input type="checkbox"/>	Google	seo grader ^{o2}	153	3.3%	5	0%	0	0%	
<input type="checkbox"/>	Google	hubspot reviews	152	.66%	1	0%	0	0%	
<input type="checkbox"/>	Google	referral key review	152	1.3%	2	0%	0	0%	
<input type="checkbox"/>	Google	facebook webinars	150	7.3%	11	0%	0	0%	
<input type="checkbox"/>	Google Images	golden gate bridge	143	0%	0	0%	0	0%	

Keyword Research

4 Tools

2. Google AdWords Keyword Tool:

- Google has a few tools that make it easy to conduct keyword research.
- The [Google AdWords Keyword Tool](#) is a great place to start.
- You can insert one keyword, multiple keywords, or even your website address, and Google will then return a list of related keywords along with simple metrics to gauge how fierce the competition is around each one and how many searches it gets on both a global and local search level.

Keyword Research 4 Tools

Find keywords
Based on one or more of the following:

Word or phrase (one per line) Website

Only show ideas closely related to my search terms ⓘ

Advanced Options and Filters: Locations: United States ✕ Languages: English ✕ Devices: Desktops and laptops

[About this data](#) ⓘ

Search terms (1)

Keyword	Competition	Global Monthly Searches ⓘ	Local Monthly Searches ⓘ
<input type="checkbox"/> <input type="checkbox"/> fiberglass pool	<div style="width: 20%;"></div>	74,000	49,500

Go to page: Show rows: |< < 1 - 1 of 1 > >|

Keyword ideas (800)

Keyword	Competition	Global Monthly Searches ⓘ	Local Monthly Searches ⓘ
<input type="checkbox"/> <input checked="" type="checkbox"/> fiberglass pools	<div style="width: 20%;"></div>	110,000	74,000
<input type="checkbox"/> <input type="checkbox"/> fiberglass pool prices	<div style="width: 20%;"></div>	6,600	5,400
<input type="checkbox"/> <input checked="" type="checkbox"/> fiberglass pool kits	<div style="width: 20%;"></div>	1,900	1,600
<input type="checkbox"/> <input checked="" type="checkbox"/> fiberglass pools nj	<div style="width: 20%;"></div>	1,000	880
<input type="checkbox"/> <input type="checkbox"/> fiberglass pool price	<div style="width: 20%;"></div>	6,600	5,400
<input type="checkbox"/> <input type="checkbox"/> fiberglass pool cost	<div style="width: 20%;"></div>	6,600	5,400
<input type="checkbox"/> <input checked="" type="checkbox"/> fiberglass pools florida	<div style="width: 20%;"></div>		

Starred (3)

Keyword Research

4 Tools

3. Google Insights for Search:

- The [Google Insights for Search](#) tool allows you to enter multiple keywords and filter by location, search history, and category.
- You are then given results that show how much web interest there is around a particular keyword, what caused the interest (e.g. press coverage), where the traffic is coming from, and similar keywords.

Keyword Research

4 Tools


Web Search Interest: social media marketing

Worldwide,

Categories: [Business \(25-50%\)](#), [Local \(0-10%\)](#), [Society \(0-10%\)](#), [Internet \(0-10%\)](#), [more...](#)

 An improvement to our geographical assignment was applied retroactively


Totals

social media marke...  32

Interest over time

Forecast News headlines



 See worldwide top rising searches by clearing the search terms


- [A](#) [Achieve Financial Freedom with the Two Happy Brits' Home Business Opportunity in Social Media Marketing](#)
- [B](#) [Constant Contact Launches Free Social Media Marketing Guide for Small Businesses](#)
- [C](#) [PR and Social Media Marketing Agency Calysto Communications Wins Stevie\(R\) Award in 9th Annual American Business Awards\(SM\) for Outstanding Crisis Communications Work](#)
- [D](#) [IndiaVibes: Social media marketing agency](#)
- [E](#) [Mal Informs On Today's Social Media Marketing](#)
- [F](#) [Stepping into social media marketing](#)
- [G](#) [How social media marketing saved the Iceland tourism industry at SES](#)

 The last value prior to the forecast is based on partial data and may change. [Learn more](#)

 Forecast values are based exclusively on the extrapolation of past values. [Learn more](#)

 [Embed this chart](#)

Regional interest

 Region City

1.	India	 100
2.	Singapore	 88
3.	South Africa	 60
4.	Philippines	 53
5.	United States	 53



Keyword Research

4 Tools

4. Keyword Grader:

- This tracking feature allows you to see which keywords are actually driving traffic and leads, and to continue optimizing your keywords over time based on this information.

Keyword Research 4 Tools

Keyword Grader

Determine which keywords are the best to use for your website

[View Keyword Summary Graph](#) [Suggest Keywords](#) [View Competitors](#)

We are happy to announce that we have added rank to Keyword Grader. To find out how you rank for a term, please [refresh your keywords](#). To update rank for your keywords in the future, use the "Refresh All" button at the bottom of the screen.

You are saving approximately **\$116,542.07** per month from your organic search traffic:

Show Keywords: Sort By:

	KEYWORD	RELEVANCE	MONTHLY SEARCHES	DIFFICULTY	VISITS	RANK	COST PER CLICK	
<input type="checkbox"/>	facebook	<input type="checkbox"/>	2,520,000,000	56	702	100+	\$0.62	<input type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	twitter	<input type="checkbox"/>	45,500,000	57	8,841	100+	\$0.76	<input type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	blog	<input type="checkbox"/>	2,240,000	65	8	100+	\$1.92	<input type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	ask.com	<input type="checkbox"/>	1,830,000	58	0	100+	\$0.27	<input type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	seo	<input type="checkbox"/>	823,000	83	0	100+	\$3.59	<input type="checkbox"/> <input type="checkbox"/>

Keyword Research Tutorial

Keywords

Video Tutorial

HubSpot



Thank You!

innovation