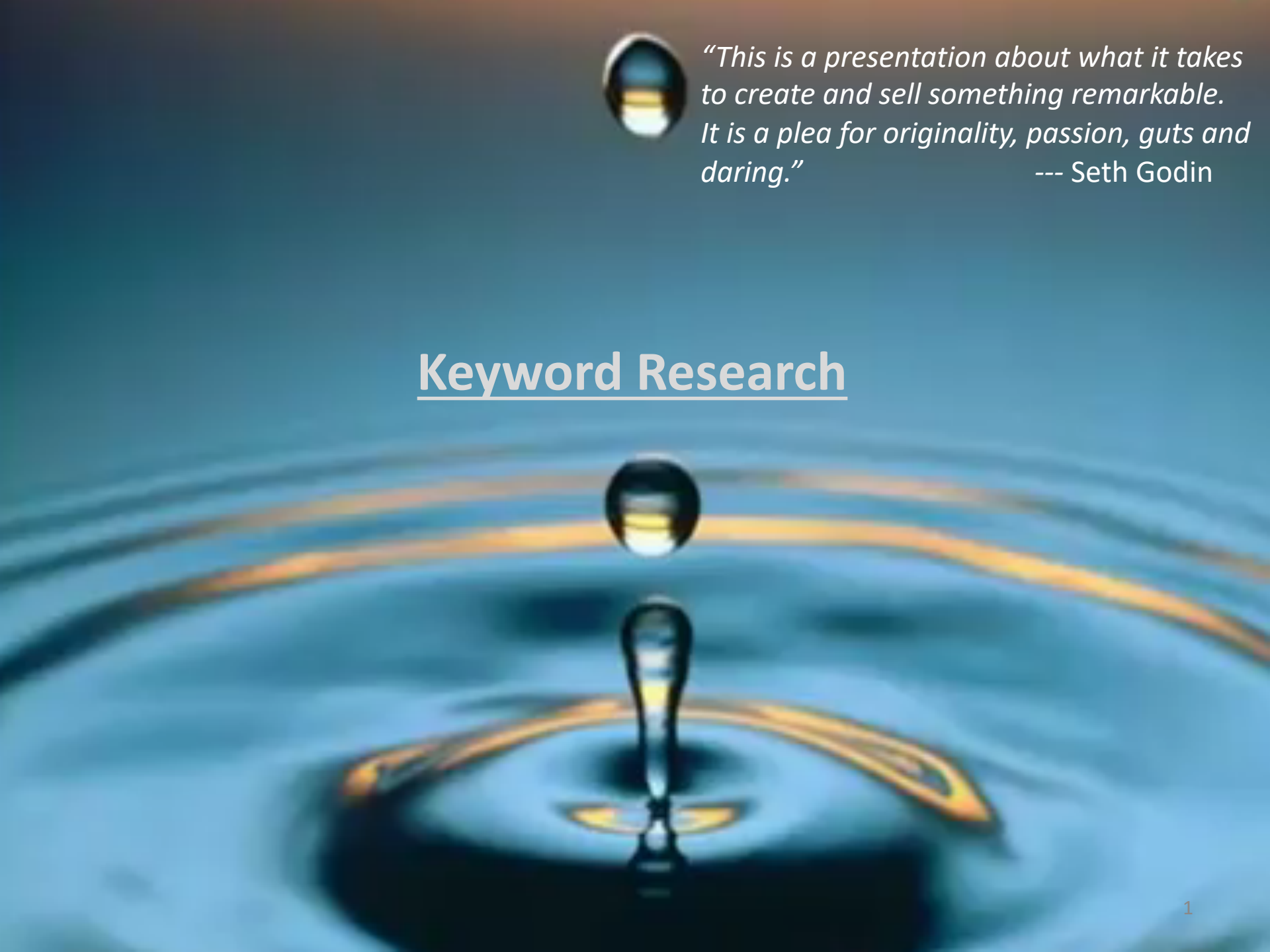
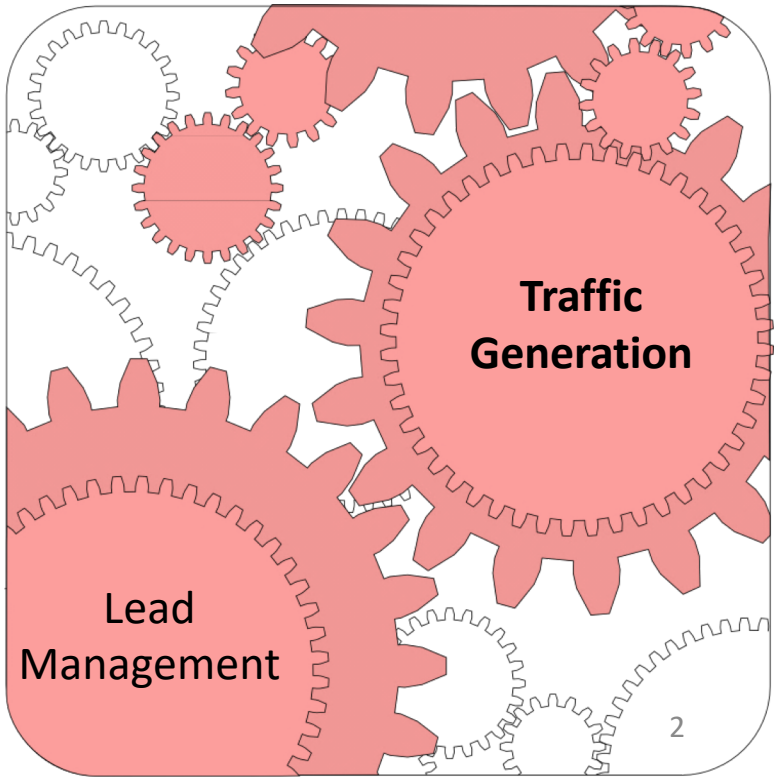


“This is a presentation about what it takes to create and sell something remarkable. It is a plea for originality, passion, guts and daring.” --- Seth Godin

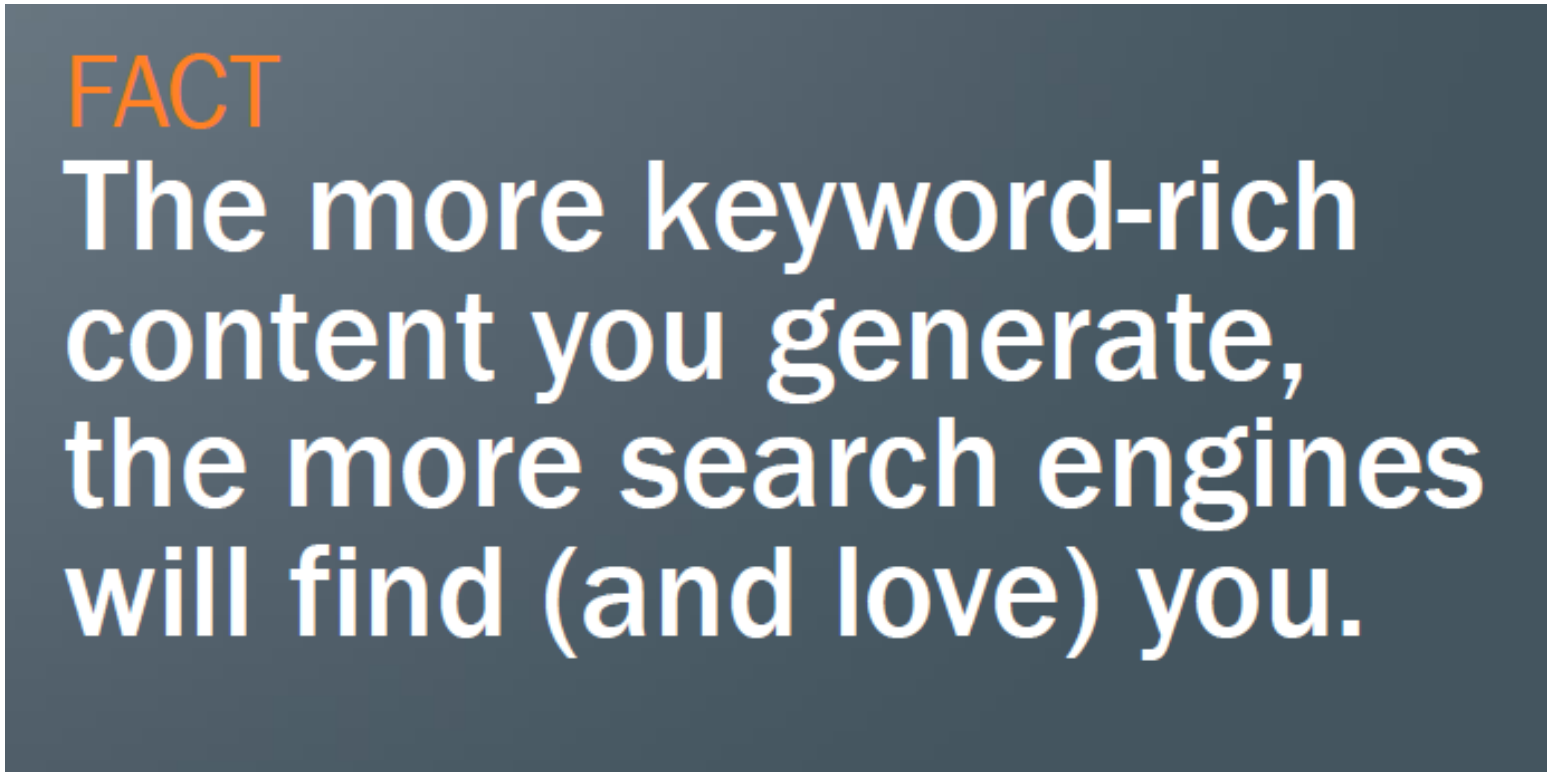
Keyword Research

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



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)					
	3)					
	4)					
	5)					
3. 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)					
4. 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)					
5. 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)					

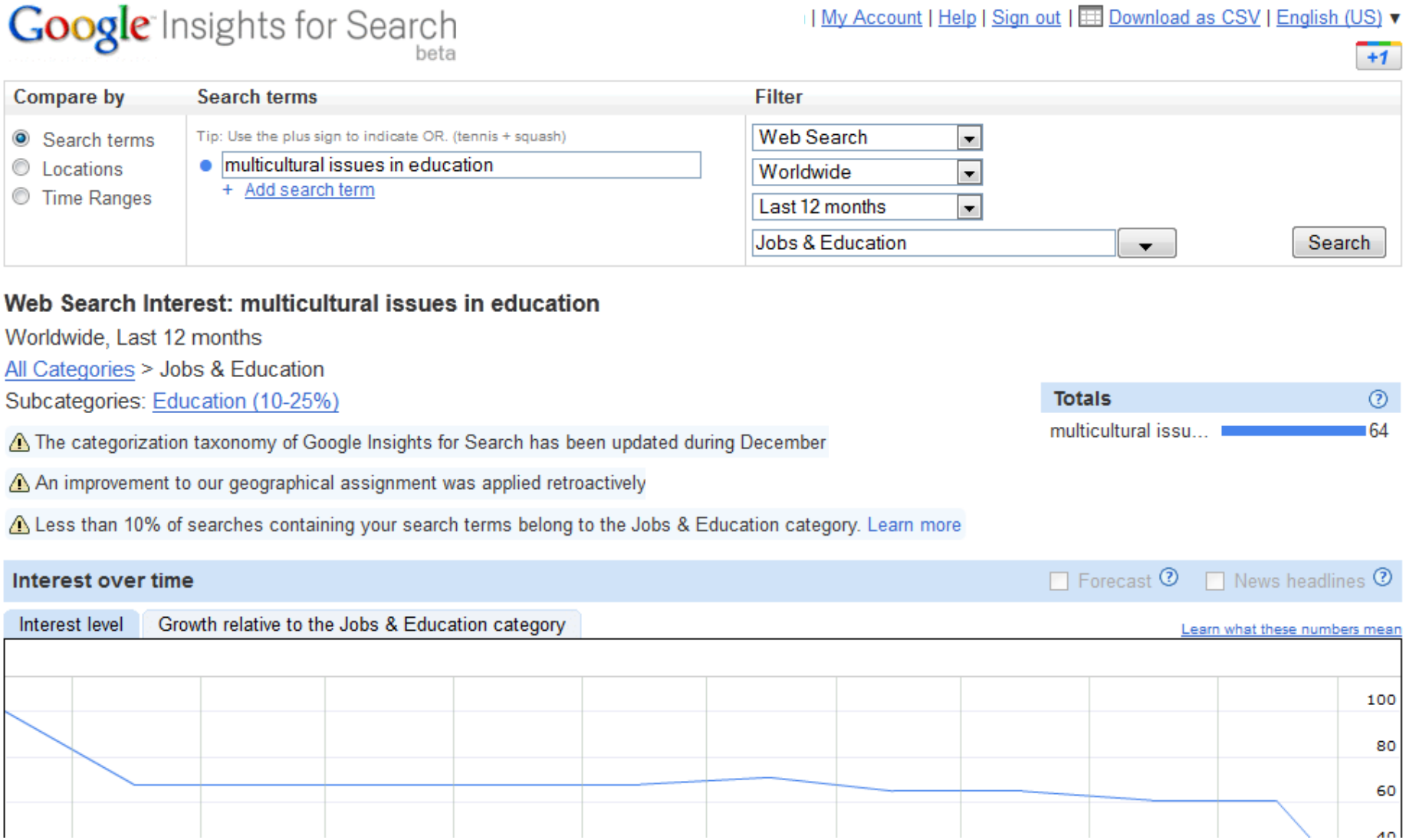
Keyword Research Example

☆ **multicultural issues**	Low	6,600	4,400	-	

Keyword ideas (11)

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
☆ multicultural education	Low	40,500	33,100
☆ understanding diversity	Low	8,100	3,600
☆ multicultural education issues and perspectives	Medium	480	390
☆ **multicultural issues** in education	Low	1,300	880
☆ cultural diversity activities	Medium	1,600	1,300
☆ multicultural education issues	Low	1,300	880
☆ multicultural children	Low	14,800	9,900
☆ issues in multicultural education	Low	1,300	880
☆ diversity understanding	Low	8,100	3,600
☆ multi cultural activities	Low	3,600	2,900
☆ understanding of diversity	Low	8,100	3,600

Keyword Research Example



Keyword Research
4 Tools

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

http://blog.hubspot.com/blog/tabid/6307/bid/22842/4-Helpful-Tools-for-Identifying-the-Right-Keywords.aspx

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.

http://blog.hubspot.com/blog/tabid/6307/bid/22842/4-Helpful-Tools-for-Identifying-the-Right-Keywords.aspx

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

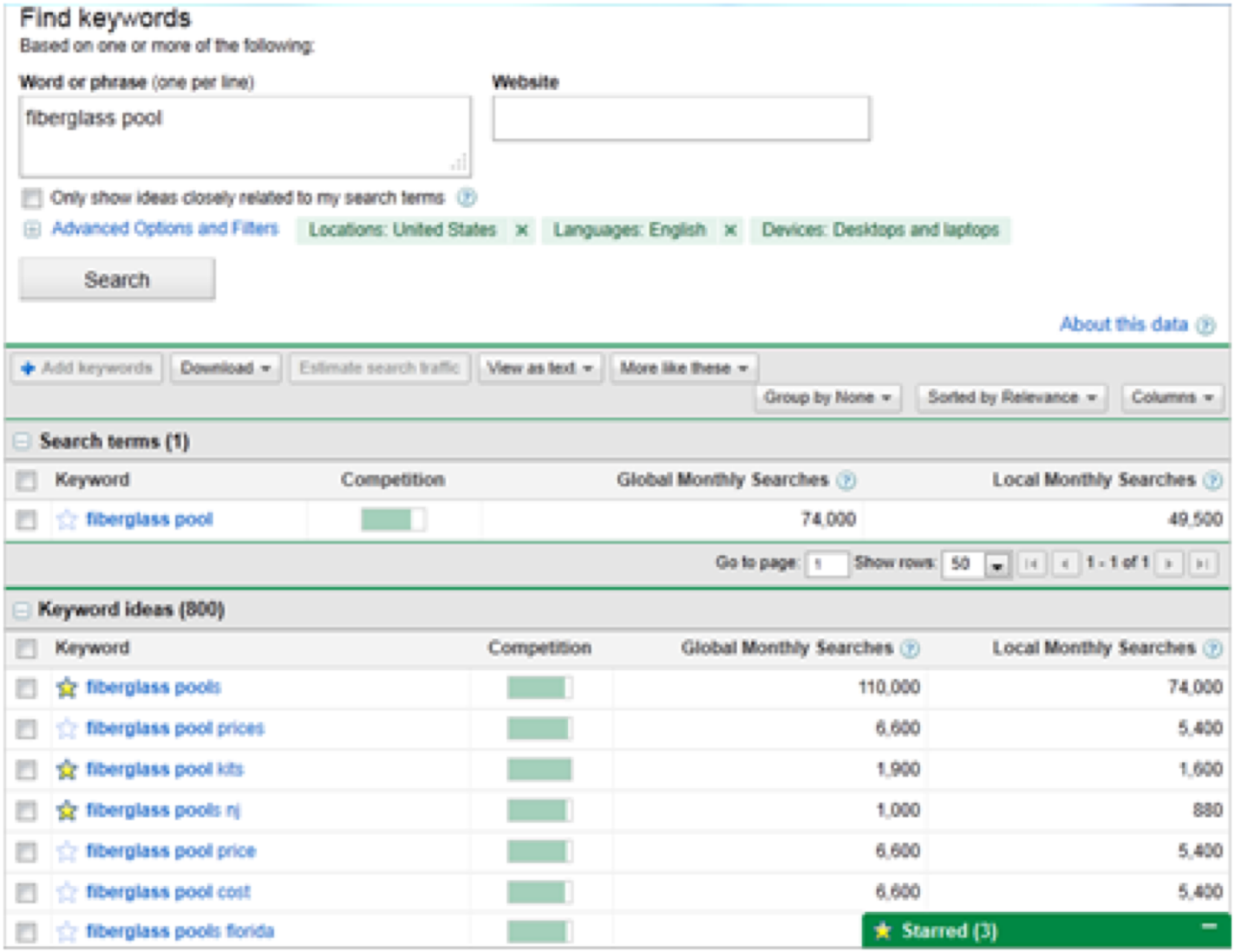
TRACK KEYWORDS?	SEARCH ENGINE	KEYWORD	VISITS	VISIT TO LEAD	LEADS	LEAD TO CUSTOMER	CUSTOMERS	VISIT TO CUSTOMER	VISITS
☐	Google	social media software	167	1.8%	3	0%	0	0%	
☑	Google	director of product management job description	162	1.9%	3	0%	0	0%	
☑	Google	hubspot inbound marketing	160	6.9%	11	0%	0	0%	
☑	Google	hubspot marketing	159	4.4%	7	0%	0	0%	
☑	Google	meetup logo	159	1.3%	2	0%	0	0%	
☐	Google Images	article icon	158	.63%	1	0%	0	0%	
☑	Google	hubspot cambridge ma	158	.63%	1	0%	0	0%	
☑	Google	seo grader	153	3.3%	5	0%	0	0%	
☐	Google	hubspot reviews	152	.66%	1	0%	0	0%	
☐	Google	referral key review	152	1.3%	2	0%	0	0%	
☐	Google	facebook webinars	150	7.3%	11	0%	0	0%	
☐	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



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.

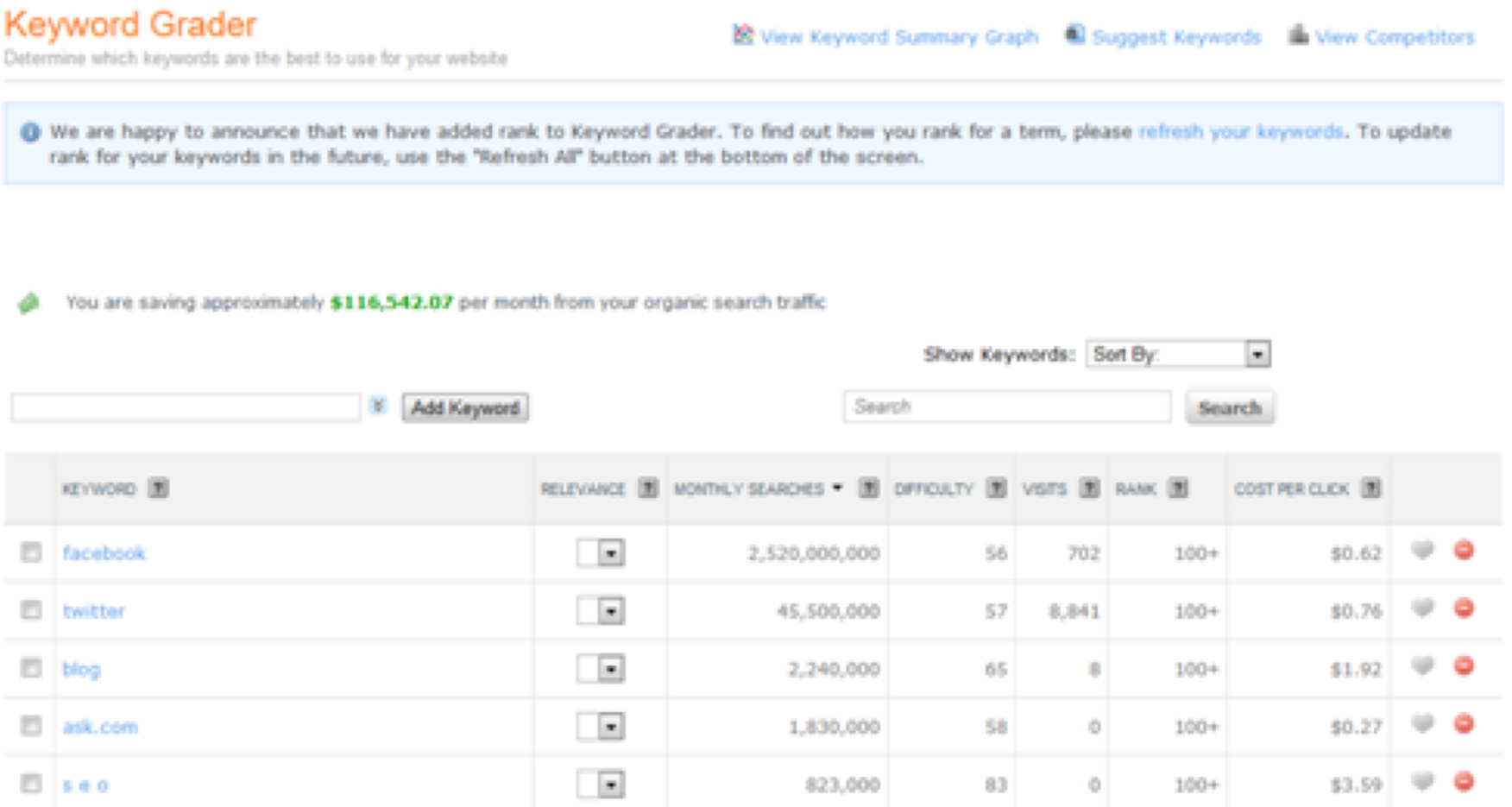
Keyword Research
4 Tools

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 Research Tutorial

Thank You!