

THE LEAD AGENCY MARKETING RESOURCE LIBRARY



Keyword Research: How To

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WHAT IS A KEYWORD?

Keywords are phrases or ideas that relate to your business' products or services. They will be used organically throughout your content to give users, and search engines a short cut in terms of what your webpage is about.

Keywords are essential for Search Engine Optimisation. In terms of SEO, keywords are the words that searchers enter into search engines in order to find answers to their queries. In order to be found for the keywords that are most relevant to your business and customers, your keywords should be used across your website in page content, images, videos and blogs etc. If you break down everything on your website into simple words and phrases, then these words become your primary keywords.

WHY ARE KEYWORDS IMPORTANT?

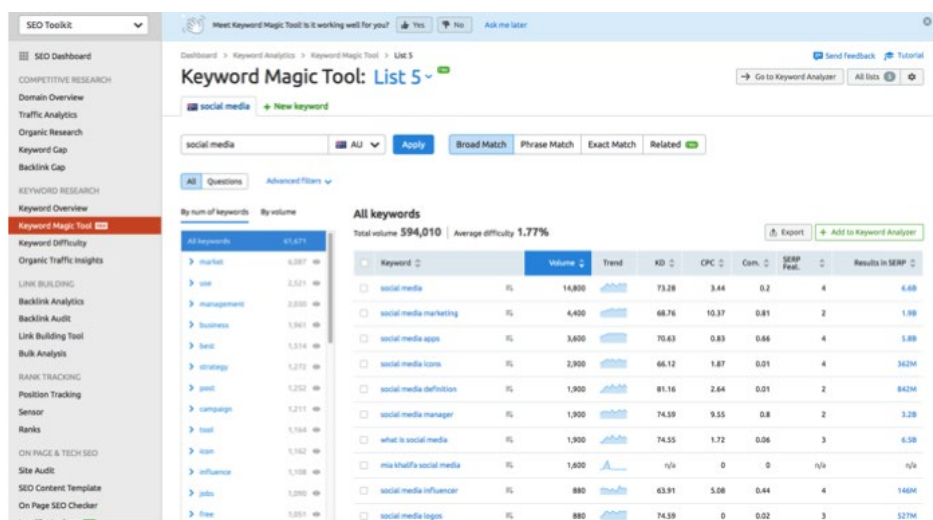
Keywords are important because they're the crucial factor that connects what people are searching for with the content that you're providing to fill that need. With SEO, your ultimate goal is to rank well on search engines so that you're able to drive organic traffic to your site from the search engine result pages (SERPS). The keywords that you've decided to target will determine what kinds of traffic you'll get.

Keywords are as much about your audience as they are about your content. To create content that ranks well organically and drives visitors to your site, you need to understand what your visitors could be searching for. You should also consider using a similar type of language to the language that your visitors use to ensure yours is the content that they are most engaged with. In order to identify the keywords that resonate with your target audience this, you could talk to your customers directly or by creating forums and community groups, as well conducting some of your own keyword research with a tool like Keyword Explorer.

HOW DO I FIND LONG TAIL KEYWORDS?

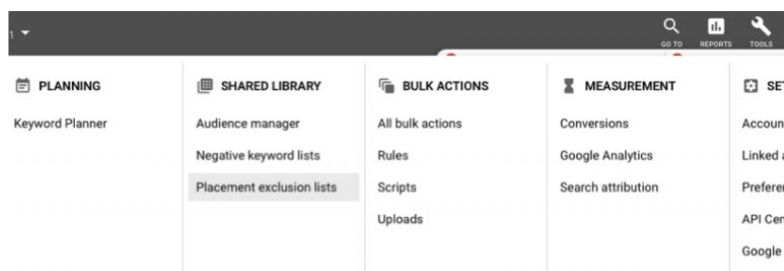
There are a few keyword research tools that you can use to find new keywords, build on your current ones and look at the competition levels for each keyword. It's quick and easy to find long tail keywords with SEM Rush's free keyword research tool. All you have to do is type in the word that you want to research, and the tool will provide you with possible long tail keywords that you may want to use.

SEM Rush has a great Keyword Magic Tool, which enables you to search for a keyword from any country you want, and it will come up with a variety of new ideas to build on that keyword. See example below for the keyword of 'Social Media'



Another great tool to find long tail keywords is Answer the Public. Similar to the SEM Rush tool, all you have to do is enter the word you want to research, and the program responds with possible long tail keywords that you may consider implementing in your strategy.

Google Ads has another great keyword research tool, which has been designed for paid search campaigns, but it's also applicable to keywords for SEO. To find the Keyword Planner, simply log into your Google Ads account and click the tools button on the top toolbar, you then navigate to the keyword planner from the drop down menu (which should look like the picture below).



From the keyword planner click 'discover new keywords' and then you can type in current keywords that you want to build on or discover where they sit when compared to competitors.

WHAT ARE THE KEY BENEFITS OF KEYWORD RESEARCH?

Did you know that?

- » 75% of people never scroll past the first page of search engines.
- » 72% of marketers believe that relevant content creation is the most effective SEO tactic
- » Almost 80% of users ignore paid ads in search results
- » 93% of all online experiences begin with a search engine
- » 50% of search queries are 4 words or longer
- » Organic SEO is 5.66 times better than paid ads
- » Websites with active blogs featuring on them, generate 67% more leads

1. Rankings

The use of keywords has a significant impact on organic page rank in search engines. By ranking well for specific topics, search engines will drive traffic to your site by prominently displaying your products and services, thereby enhancing your marketing effectiveness.

2. Increased Conversions

If the content on your webpage is meaningful to those who view it, based on the keywords they are using to find it, this will lead to an increased conversion rate.

3. Outdoing your Competitors

By doing keyword research you could possibly find new keywords to help you not only improve your search engine ranking but also help you to outdo your competitors. Finding words that have high monthly search results, which don't have high competition will give you the opportunity to take advantage of the new keyword idea.

TIPS WHEN SEARCHING FOR KEYWORDS

Tip 1: When looking for new keywords, prioritise high-volume keywords that your competitors aren't currently ranking for. Lower competition for paid search is typically a good indication that your competitors also won't be using this term in their SEO strategy.

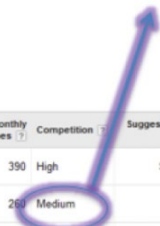
See example below from GoogleAds:

Keyword, "How to use social media", has a high level of monthly searches and only a medium level of competition so it's a keyword you should consider investing in.

Ad group: **Media Use** 15 of 56 ad group ideas < >

Add all (9)

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
using social media for business	390	High	\$26.85	0%	»
how to use social media	260	Medium	\$7.03	0%	»
using social media	170	High	\$10.98	0%	»
what is social media used for	140	Medium	\$9.58	0%	»
how is social media used	50	Low	-	0%	»
how do you use social media	20	High	-	0%	»
who is using social media	30	Medium	-	0%	»
social media how to use	10	High	-	0%	»
how many people use social media daily	40	Low	-	0%	»



Tip 2: Geo – targeting keyword – Think about what the searcher wants to find. Most searchers like things local, so having a location as part of your keyword could benefit you. For example if someone wanted to find a lawyer in Melbourne, add Melbourne at the end of your law firm company name as a keyword.

Tip 3: Consider using long tail keywords. If you've decided to use long tail keywords then definitely incorporate them into blogs on your webpage. By doing this you'll increase your search engine organic traffic.

Tip 4: When you're coming up with a list of potential keywords, think about what your customers are looking for when searching online for your products or services. You can do this by looking at the terms that are being searched. This information is available in GoogleAds.

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