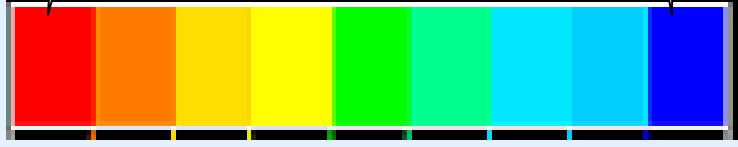


Choose Your Keyword

- It is now time to “**position**” your web site!
- Keyword planning – the first real step in SEM campaign
 - True for **both** organic and paid placement search!
- In this chapter, we will conduct keyword planning step by step
 - Generate the **candidate list**
 - **Research** candidate keywords
 - **Prioritize** keywords

Common Mistakes in Keyword Selection



TOO HOT:

- HIGH demand
- GENERAL meanings
- HIGH bidding price (for paid placement)

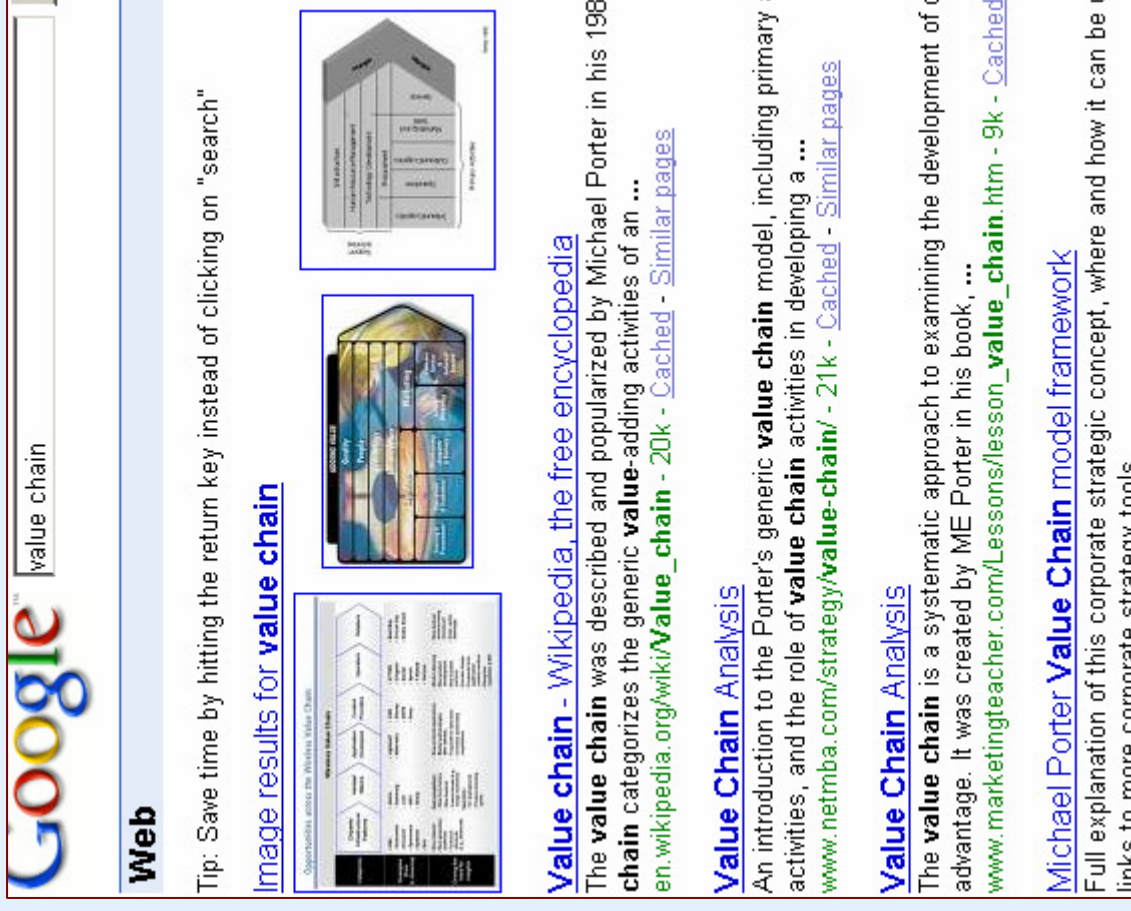
TOO COLD:

- FEW or NO demand
- SPECIFIC meanings
- LOW bidding price (for paid placement)

STEP 1: GENERATE CANDIDATE LIST

Common Mistakes in Keyword Selection: The keywords that may burn you

- The risk of using a hot keyword:
 - **LOW** click-through rate
 - **LOW** conversion
- The bottom line:
 - Find the **closest** match to your site
 - Avoid multiple meanings keywords
- Exception:
 - There are times when a broad term might be right for you...



The screenshot shows a Google search for "value chain". The search bar contains "value chain" and the word "Web" is visible below it. Below the search bar, there is a tip: "Tip: Save time by hitting the return key instead of clicking on 'search'". Below the tip, there are three image results for "value chain":

- 1. A diagram titled "Opportunities across the Microsoft Value Chain" showing a flow from "Microsoft" to "Software" to "Services" to "Partners" to "Customers".
- 2. A diagram titled "Value Chain" showing a flow from "Supply" to "Production" to "Distribution" to "Retail" to "Consumption".
- 3. A diagram titled "Value Chain" showing a flow from "Raw Materials" to "Manufacturing" to "Distribution" to "Retail" to "Consumption".

Below the image results, there is a text result for "Value chain - Wikipedia, the free encyclopedia". The text reads: "The **value chain** was described and popularized by Michael Porter in his 1985 book *Competitive Advantage of the Firm*. The **value chain** categorizes the generic **value**-adding activities of an organization into primary and support activities." Below the text, there are several links: "en.wikipedia.org/wiki/Value_chain - 20k - Cached - Similar pages", "Value Chain Analysis", "An introduction to the Porter's generic **value chain** model, including primary and support activities, and the role of **value chain** activities in developing a competitive advantage.", "www.netmba.com/strategy/value-chain/ - 21k - Cached - Similar pages", "Value Chain Analysis", "The **value chain** is a systematic approach to examining the development of a company's competitive advantage. It was created by ME Porter in his book, *Competitive Advantage of the Firm*.", "www.marketingteacher.com/Lessons/lesson_value_chain.htm - 9k - Cached", "Michael Porter Value Chain model framework", and "Full explanation of this corporate strategic concept, where and how it can be used to develop a competitive advantage. links to more corporate strategy tools".

STEP 1: GENERATE CANDIDATE LIST

Common Mistakes in Keyword Selection: The keywords that may freeze you

- The risk of using a cold keyword:
 - Why is it cold in the first place?
- The birth of cold keywords
 - Lost in translation
 - Wrong audience
- Exception:
 - Your brand name

STEP 1: GENERATE CANDIDATE LIST

Choose the keyword that is JUST RIGHT

Google™
Web Images Video News Maps more »
economics
Search
Advanced Preferences

and that truly reflect your site

Google™
Web Images Video News Maps more »
department of economics
Search
Advanced Preferences

McKinsey on Economics
www.mckinseyquarterly.com Read

Economics at About.Com -- You
Economics at About.com makes the d
include Macroeconomics, Microeconom
economics about.com/ - 32k - Nov 5, 2
Glossary of Economics Terms /
Should you be buying oil ... - ec
What's the Difference Between...
Macroeconomics Resources - et
More results from economics.ab

Economics - Wikipedia, the free
Theories developed as a part of **econom**
theory has been applied to **economics**
en.wikipedia.org/wiki/Economics - 119k

Social Science > Economics in
Find a collection of selected sites about
organizations, statistics, indicators, an
dir.yahoo.com/Social_Science/Econom

EconEdLink - a premier source o
EconEdLink is a program of the Nation
curriculum standards and based on the
www.econedlink.org/ - 23k - Cached - S

Web
Tip: Save time by hitting the return key instead of

Harvard University Department of Econo
Welcome to the Harvard University **Department o**
www.economics.harvard.edu/ - 8k - Cached - Sim

MIT Department of Economics
Opportunities for undergraduate and graduate stud
events, and other information.
econ-www.mit.edu/ - 15k - Cached - Similar pages

University of Chicago: Department of Eco
Graduate and undergraduate studies in Chicago's
economics uchicago.edu/ - 6k - Cached - Similar

Welcome to the Department of Econom
Yale **Department of Economics**. ABOUT THE DE
of the **Department** Chair's Update. PEOPLE Facu
www.econ.yale.edu/ - 8k - Nov 5, 2006 - Cached -

New York University>Department of Eco
MA, Ph.D., and undergraduate programs. Course
papers, data resources for economists, and conta
www.nyu.edu/econ/ - 17k - Cached - Similar pages

Department of Economics
Sections about the faculty, students, seminars, an

STEP 1: GENERAL

Google™
Web Images Video News Maps more »
lehigh department of economics
Search
Advanced Preferences

Web
Results 1 -

Tip: Save time by hitting the return key instead of clicking on "search"

Lehigh University - CBE: Economics Department
The **Department of Economics** is a good example of **Lehigh University'** s tradition of
mixing theory and practice. In both research and teaching, ...
www3.lehigh.edu/business/economicsdept.asp - 15k - Cached - Similar pages

Lehigh University - CAS: Economics
Faculty in the **economics department** have taken a leading role in the development of
integrated learning experiences at **Lehigh**. ...
www3.lehigh.edu/arts-sciences/cas/economics.asp - 18k - Cached - Similar pages
[More results from www3.lehigh.edu]

DAVID H. PAPELL June 2005 Address: 4244 Lehigh Department of ...
File Format: PDF/Adobe Acrobat - View as HTML
4244 **Lehigh. Department of Economics**. Houston, Texas 77005. University of Houston.
(713) 662-9894. Houston, Texas 77204-5882. (713) 743-3807. dpapell@uh.edu ...
www.uh.edu/~dpapell/vita.pdf - Similar pages

June 2006 JAMES A. DEARDEN Department of Economics Tel. (610) 7
File Format: PDF/Adobe Acrobat - View as HTML
Associate Professor, **Department of Economics**, **Lehigh University**, 1993-2000. ...
Economics Department Colloquium, **Lehigh University**, March 1998, "Committee ...
www.lehigh.edu/~incbeug/Attachments/dearden%20vita%2005-23-2006.pdf - Similar pages

LEHIGH UNIVERSITY Department of Economics Game Theory Pr
File Format: PDF/Adobe Acrobat - View as HTML
LEHIGH UNIVERSITY. Department of Economics. Game Theory. Professor James
Dearden. Eco/E 368. Fall 2005. Dearden,Text, Martin J. Osborne. An Introduction

Choosing Keywords: generate the list

- Think about a focus group
 - Gather a group of people that are stakeholders or end users of your web site
 - Brainstorm
 - Write down all nouns
 - Categorize the nouns (product, brand, goal, etc.)
 - Generate adjectives to qualify the nouns
- Be careful:
 - Don't get lost in your domain knowledge
 - Be realistic and objective with your product / site

STEP 1: GENERATE CANDIDATE LIST

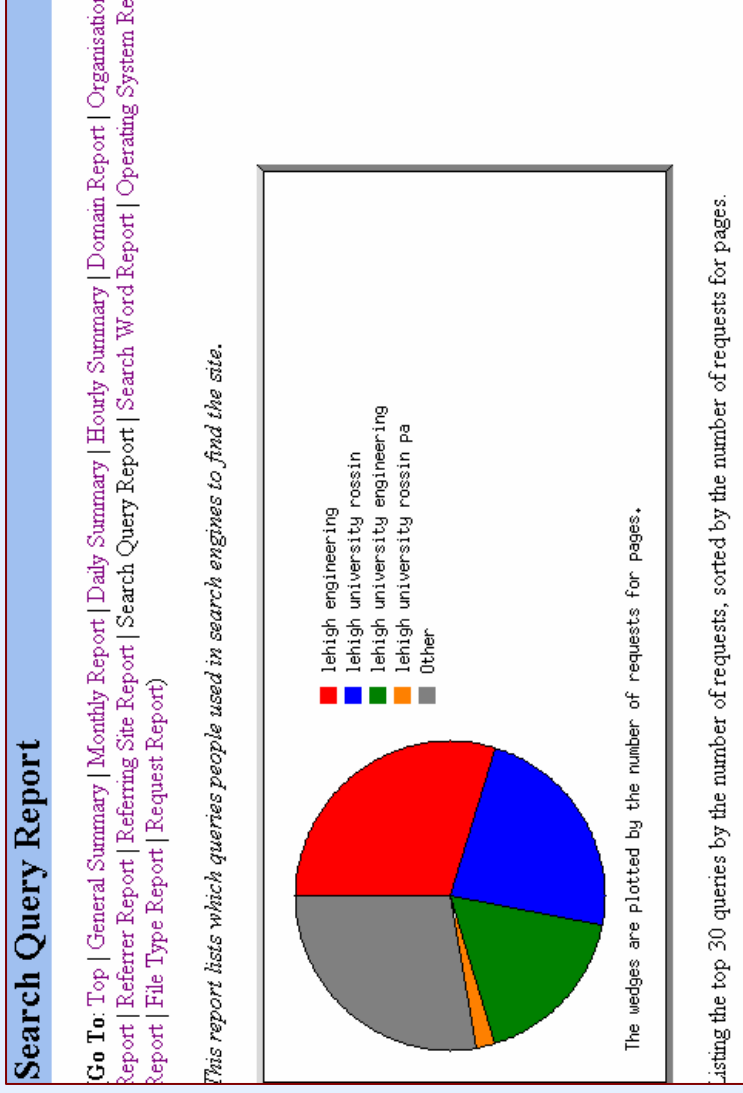
Choosing Keywords: generate the list

- Web site **GOAL** is important!
- Building Brand image
 - 55% of Internet users expect to see big brand listed as top search results
 - 66% searchers believe top search result sites are top companies in the field
- **WHAT** keywords to use for brand image campaign?
 - Which phase are the searchers in?
 - Think outside of the browser
 - Keyword timing
- Generate Conversion

STEP 1: GENERATE CANDIDATE LIST

Choosing Keywords: expand the list

- Use your current search referrals
 - Pay attention to low-volume keywords
 - Just because you don't see a keyword...
 - Use your site search results if available



STEP 1: GENERATE CANDIDATE LIST

Choosing Keywords: expand the list

- Use your competitors
 - Reverse engineering competitor keyword strategy
 - Title, keywords, product category, etc.
- Do **NOT** use competitors trademarks or brand names to your advantage!

STEP 1: GENERATE CANDIDATE LIST

Analyze the list

- Use the keyword tools to:
 - Get even more **phrases!**
 - Understand the **demand**
 - Understand the **competitive landscape**

STEP 2: ANALYZE THE LIST

Step 2

Click any keyword below

(to search our database of metacrawler queries. Results will appear in the right window)

Related keywords for computer science

Why do I need related keywords? [Click here](#)

1. [computer science](#)
2. [science](#)
3. [Computer Science](#)
4. [computer](#)
5. [education](#)
6. [university](#)

When you click on a keyword, a metacrawler query is generated that will return the top 100 pages. Your trial results have been filtered to remove adult words.

Click here to add **all** keywords to your basket

Keyword (?)	Count (?)	Predict (?)	Dig (?)
computer science	358	463	↗
books on computer science books on computer science	192	248	↗
computer science books computer science books	164	212	↗
books computer science books computer science	128	165	↗

BEST SEARCH TERMS FOR MSN

Msn gets 9.00000% of all search engine traffic (approx. 44 million a day).

What do these headings mean? [Click here](#)



No.	Keyword <i>why quotes?</i>	KEI Analysis (?)	Count (?)	24Hrs (?)	Competing (?)
1	"computer science"	0.014	358	42	9246969

STEP 2: ANALYZE THE LIST

Analyze the list

- Yahoo
 - PRO
 - Global Search
 - Word variation
 - CON
 - Rank checking
- Google
 - PRO
 - Global Search
 - Word variation – similar keywords, recommender system
 - CON
 - No actual demand – estimated number only

STEP 2: ANALYZE THE LIST

Prioritize your keywords

- **Top priority:**
 - Popular, high conversion
- **Medium priority:**
 - Somewhat popular, acceptable conversion
- **Low priority:**
 - Enough demand to be a paid placement but not worth organic search optimization
- **BEWARE:**
 - Focus on **close matches to your site** for ALL categories
 - There is a limitation on how many keywords a SEO campaign could target

STEP 3: PRIORITIZE THE KEYWORDS

Prioritize your keywords

- Building Brand Awareness
 - Focus on “must win” words
- Increase conversions
 - For organic, focus on keywords that bring the highest conversions
 - For paid placement, it is an ROI decision

STEP 3: PRIORITIZE THE KEYWORDS

Prioritize your keywords

- Keywords from BUY stage
 - High quality searchers
 - Effective landing pages
 - High priority
- Keywords from SHOP stage
 - Take into consideration the popularity & match
- Keywords from LEARN stage
 - Probably hard to tell the conversion
 - Focus on demand and match, test run a few and observe

STEP 3: PRIORITIZE THE KEYWORDS