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

STEP 1: GENERATE CANDIDATE LIST

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)
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...

**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

STEP 1: GENERATE CANDIDATE LIST

Be yourself – stick to keyword that truly reflect your site

Be specific – 3,4,5-word phrases do a better job

70–75% searches contains 3 words or more
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
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**
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!
Analyze the list

- Use the keyword tools to:
  - Get even more phrases!
  - Understand the demand
  - Understand the competitive landscape
Step 2

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

1. computer science
2. science
3. Computer Science
4. computer
5. education
6. university

Related keywords for computer science

Why do I need related keywords? Click here

- PRO
  - Relatively free of rank checking
- CON
  - English only
  - Specific user group

STEP 2: ANALYZE THE LIST

Click here to add all keywords to your basket

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BEST SEARCH TERMS FOR MSN

Msn gets 9.0000% of all search engine traffic (approx. 44 million a day).

What do these headings mean? Click here
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
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