



# FIVE

## STEPS TO CONDUCTING KEYWORD RESEARCH

Keyword research is when users are entering keywords into a search engine to find answers to what they're searching. The knowledge about these search terms can help inform content strategy or even your overall marketing strategy. This is one of most valuable and high returning activities in the search marketing field. By researching your market's keyword demands, you can not only learn about the types of keywords to use in your material, but you can also learn about your customers as a whole. The following steps should help you get started.



## #1 FIND YOUR KEYWORD RESEARCH TOOL

There are plenty of tools available for keyword research – free and paid. Depending on your goals, here are a few recommended tools that won't break the bank:

- Moz Keyword Explorer is a paid tool that has a scoring system to rate the level of difficulty it will be to rank.
- Answer The Public is a free tool that uses keyword suggestions and predictions, which is great as machine learning is advancing in Google's algorithm.
- Google Keyword Tool is a free tool that is part of Google Adwords. This is a great tool for ecommerce websites as it will tell you what keywords competitors are using. Since it's for advertising, the search intent will be different than looking for keywords for blog posts, which is why this is a great for ecommerce.
- Soovle is a free tool that will provide you keyword ideas based on Google, YouTube, Bing, Amazon and more. These ideas can include untapped keywords that your competitors are not using.



## #2 LIST RELEVANT TOPICS YOU PLAN ON COVERING

Google Adwords forces advertisers to organize their bids by putting them into ad groups. As a result, search marketers will group keywords with similar meanings into one group. This type of organization is also good for organizing your organic keywords. Start by bucketing your different topics and putting those that are similar in the same bucket, such as the following:

Wooden Baseball Bats	Aluminum Baseball Bats	Quality Baseball Bats	Baseball Bats for Kids
Best Quality Wood Baseball Bats	Aluminum Baseball Bats Vs Wood	Baseball Bats Breaking	Sizing Baseball Bats for Kids
Professional Quality Wood Baseball Bats	Aluminum Baseball Bat History	Best Quality Baseball Bats	How to Measure Baseball Bats for Kids



## #3 START UTILIZING YOUR TOOLS FOR RESEARCH

Now that you know what topics you're covering on your website, start conducting research by leveraging your tools to find keywords that align to each bucket. Find as many as you can and add them to your list. Include any additional research to your list, as well, such as monthly search volume and level of ranking difficulty.



## #4 EVALUATE THE PURPOSE FOR THE KEYWORDS

When you see long-tail keywords, those are typically used for research, so they would not be good for a product page on an ecommerce website. For example, the keyword phrase "aluminum baseball bats vs wood" is used by a searcher to find information about which baseball bat to use. This searcher is not ready to buy. Next to each keyword, add the search intent, such as informational, navigational, transactional and commercial investigation. This will tell you where to put the keyword on your website.



## #5 DETERMINE WHICH KEYWORDS ARE WORTH TARGETING

The keyword "baseball bats" is mostly likely very high in competition, meaning a lot of companies are leveraging the keyword in their web copy. Therefore, this is a keyword not to target because it will be harder to rank for it. Keywords that are in the medium to low competition or difficulty level are the best to target, especially those with high monthly search volumes. Highlight the keywords in each bucket you think would be good to target. After you made this determination, start removing the ones that might be a little unrealistic in order to keep your keyword list manageable. While your list will grow over time, you want to make sure it's manageable when you first start optimizing a website.

