

This is video 3.1 in the online course:

# **Learn SEO Copywriting**

## **Module 3: Keyword research and planning**



# What we'll cover in this session

- Keyword research
- Creating a keyword list
- Categorising keywords



# Keyword research

A long, empty rectangular search bar with a thin blue border. On the right side of the bar, there is a small, colorful microphone icon.

Google Search

I'm Feeling Lucky



# Keyword research

- Part science and part art
- Can use keyword tools
- Need to understand your customers
- Need to predict which terms they're typing into the search box



# 5 ways to create a keywords master list



# Use Excel to record your keywords

- Use common sense
- Use the tools to help refine the keywords but don't over-rely on it
- Keep track of it all in Excel



# Put them in an Excel spreadsheet

	A	B
1	<b>Ad group</b>	<b>Keyword</b>
2	Seed Keywords	workout supplements
3	Keyword Ideas	whey protein
4	Keyword Ideas	protein powder
5	Keyword Ideas	bodybuilding supplements
6	Keyword Ideas	creatine
7	Keyword Ideas	whey protein powder
8	Keyword Ideas	pre workout supplements
9	Keyword Ideas	protein shakes
10	Keyword Ideas	best protein powder
11	Keyword Ideas	protein supplements
12	Keyword Ideas	pre workout
13	Keyword Ideas	discount supplements
14	Keyword Ideas	whey
15	Keyword Ideas	supplement
16	Keyword Ideas	sports nutrition
17	Keyword Ideas	muscle building supplements
18	Keyword Ideas	cheap protein powder
19	Keyword Ideas	whey powder
20	Keyword Ideas	gym supplements
21	Keyword Ideas	cheap supplements
22	Keyword Ideas	nitric oxide supplements
23	Keyword Ideas	pre workout drink
24	Keyword Ideas	fitness supplements
25	Keyword Ideas	best pre workout supplement
26	Keyword Ideas	supplement store
27	Keyword Ideas	sports supplements
28	Keyword Ideas	best pre workout
29	Keyword Ideas	muscle supplements
30	Keyword Ideas	supplements online



# 1. Instinct

- What would YOU type in if you were looking for your product or service?
- Don't censor – write them all down
- Include commonly mis-spelt words





## 2. Own website

- Scan your website
- Note down all keywords:
  - products
  - services
  - brands etc



### 3. Competitor websites

- Note down all the keywords they use – products, services, brands etc
- Check their meta tag (Ctrl + U) to see what words they use
- Look for 'title' and 'meta descriptions'



## 4. Wikipedia

- Helps you identify potential new keywords
- Business - 'logistics management business'
- Type in Wikipedia page into the landing page section of the keyword planner



# Paste in Wikipedia page here

What would you like to do?

▼ **Search for new keyword and ad group ideas**

**Enter one or more of the following:**

Your product or service

For example, flowers or used cars

Your landing page

www.example.com/page

Paste in landing  
page

Your product category

Enter or select a product category

Find r  
to a p  
categ

Targeting ?

United States

All languages

Customize your search ?

**Keyword filters**

Avg. monthly searches  $\geq 0$

Suggested bid  $\geq \$0.00$



# Example - Wikipedia

 Find new keywords and get search volume data

▼ Search for new keywords using a phrase, website or category

Enter one or more of the following:

Your product or service

For example, flowers or used cars

Your landing page


<https://en.wikipedia.org/wiki/Logistics>

Your product category


Enter or select a product category ▼


Targeting 


United States 


All languages 

Google 

Negative keywords 

Customize your search 

Keyword filters 

Keyword options 

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan



# Reveals keywords to use

Ad group ideas		Keyword ideas		Columns ▾	Download	Add all (873)
Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan	
supply chain management	27,100	Medium	\$18.00	—	»	
supply chain	14,800	Low	\$13.67	—	»	
logistics management	2,400	Medium	\$13.25	—	»	
logistics and supply chain manag...	720	Medium	\$23.39	—	»	
what is supply chain management	2,900	Low	\$16.45	—	»	
supply chain manager	1,000	Low	\$13.79	—	»	
supply chain logistics	590	Medium	\$11.96	—	»	

*Keyword ideas within AdWords' Keyword Planner*



# Example - Wikipedia

- Blog: 'What is supply chain management?'
- Video: 'What are the responsibilities of a supply chain manager?'
- Infographic: 'How a supply chain in the fast food industry works'



# Categorising keywords

- Keywords can be broadly organised into the following types:
  1. Brand terms
  2. Competitor terms
  3. Generic terms
  4. Related terms





# Categorising keywords

1. Brand terms: any keywords containing your brand name and trademarked terms
2. Competitor terms: the brand names of competitors who are offering similar products and services to yours



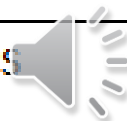
# Categorising keywords

3. Generic terms: terms relating to products or services offered
4. Related terms: terms that don't directly relate to what you're selling, but that users who want your products or services may be searching for



# Example

Brand Terms	Competitor Terms	Generic Terms	Related Terms
Nike shoes	Adidas shoes	running shoes	jogging
Nike.com	Puma shoes	jogging shoes	sports wear
Nike shop	Reebok shoes	sneakers	running socks
Nike online store	New Balance	high top sneakers	treadmills
Nike products	Brooks shoes	training shoes	running tips



# Include variations

- Include short forms, abbreviations and plurals
- The keyword 'women's long-sleeve shirts' may include variations like



# Include variations

- Women's long sleeve shirts
- Women's long sleeve tees
- Women's long sleeve Ts
- Women's long sleeve t-shirts
- Women's long sleeved shirt
- Ladies long sleeve shirt



# Long tail - low search volume

- 'Women's black long sleeve shirts'
- What is the user intent?
- They know what they're looking for
- Added bonus: less competitive keyword



# Look what showed up first



Black Long  
Sleeve Wrap T...

**\$75.00**

Boden



Bonds Long  
Sleeve Scoop...

**\$14.97**

Bonds

36% price drop



KMDCore  
Polypro Long...

**\$17.99**

Kathmandu Aus...

29% price drop



Mexican Shirts  
Printed Black...

**\$41.05**

rotita.com

Free delivery



3/4 Sleeve Top

**\$29.95**

Boody Australia

★★★★★ (73)



# Concatenation – merge word columns

- Quickly expand keyword lists by using online tools
- Merge words
- Generates a list of possible combinations





# Concatenation – merge word columns

The interface shows three input boxes at the top. The first box contains 'mens', 'womens', and 'kids', with 'womens' underlined. The second box contains 'blue', 'white', and 'black'. The third box contains 'shoes', 'boots', and 'sneakers'. Below these boxes is a '+ extra options' link. In the center, the text '27 combinations merged!' is displayed. Below this is a large orange 'Merge!' button. At the bottom, a large white box displays the resulting 27 combinations, with the first eight listed: 'mens blue shoes', 'mens blue boots', 'mens blue sneakers', 'mens white shoes', 'mens white boots', 'mens white sneakers', 'mens black shoes', and 'mens black boots'.

mens  
womens  
kids

blue  
white  
black

shoes  
boots  
sneakers

+ extra options

27 combinations merged!

Merge!

mens blue shoes  
mens blue boots  
mens blue sneakers  
mens white shoes  
mens white boots  
mens white sneakers  
mens black shoes  
mens black boots



# Include mis-spelt words

- People don't always type in perfect English:
  - Christmas
  - Cristmas
  - Chrismas
  - Chritmas



# Google can recognise misspellings



bigx picter peeps



All

Maps

Images

Shopping

Videos

More

Settings

Tools

About 1,840,000,000 results (0.85 seconds)

Showing results for ***big picture people***

Search instead for **bigx picter peeps**

**Big Picture People – The Experts In Home Cinema**

<https://www.bigpicturepeople.com.au/> ▼

Just to say a **big** thank you, on behalf of ourselves and all the family for our home cinema system! We were really happy with the 3 gentleman that came to install ...



# Voice-led queries increasing

- Voice-led queries increasing
- Reflect on how people actually speak
- Include those in the keyword list



# Voice-led query

- Then:
  - ‘Thai restaurants New York’
- Now:
  - What’s the best Thai restaurant in New York?
  - Where can I get Thai food in New York?



# Include variations

- How can I...?
- How do you...?
- Where can I...?
- What is...?

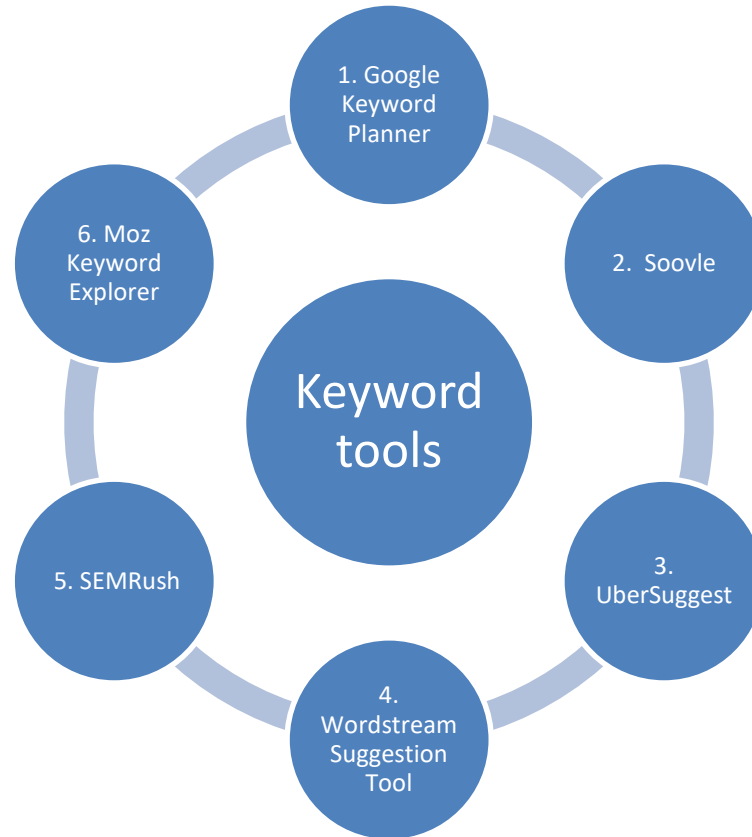


# Which words do you keep?

- Use keyword research tools
- Build the master keyword list, find variations and determine which keywords to keep
- Helps you zero in on the terms that people are typing into search engines



# 6 ways to create a keywords master list





This is the end of video 3.1 in the online course:

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