

Doing Keywords Research

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What are Keywords?

- Keywords are actually phrases. They represent the queries people use to find information using search engines.
- In order to identify useful keywords we must conduct keyword research.

Case study

- Our case study pertains to the creation of a comprehensive website dedicated to listing Boston area vegetarian and vegan food.

Goal

- What are keywords and how do we use them in search engine optimization (SEO)?
- How do you research keywords?

Keyword Matching

- The four keyword matching options determine which webpages appear.
- You can set each search-targeted keyword to have one of those four settings.
- To use a keyword matching option, just add the appropriate punctuation to your keyword (Google, 2010)

1. Broad match: keyword

- Allows your ad to show on pages with similar phrases and relevant variations. For example, a search for Boston University will show web pages featuring the keyword "Boston", "University", or "Boston University".

2. Phrase match: "keyword"

- Allows your ad to show for searches that match the exact phrase.
- For example, "Boston University" will show "Boston University Metropolitan College" but will not show "University of Boston".

3.Exact match: [keyword]

- Allows your ad to show for searches that match the exact phrase exclusively. [Boston University] will show only web pages that match precisely with "Boston University". As you would expect, exact match isn't likely to produce as many impressions as broad match.

4.Negative match: -keyword

- Ensures your ad doesn't show for any search that includes that term. Searching for Boston University **-College** will show you only Boston University pages, and avoid Boston College.

Research Strategy – Key Steps

1. We research some **starter keywords** on paper.
2. We enter them in the Google Keywords Tool
3. We identify useful words.
4. We download them to spreadsheet.
5. We research the competition for the keywords.

Step 1: Starter Keywords

- Case Study: This tutorial will show you how to use the Google keywords tool. First start off with possible keyword phrases relevant to your website. In my example I am creating a website for customers interested in vegetarian or vegan meals.
- So the following are my starter keyword phrases :
 - vegetarian eating Boston
 - vegetarian restaurant Boston
 - vegan restaurant Boston
 - vegan restaurants Boston
 - veggie restaurant Boston
 - vegan fast food Boston

Step 2: Research Tool for Keywords

- <https://AdWords.Google.com/Select/KeywordToolExternal>

Free!

Step 2: Enter Them in Keywords Tool

Google AdWords

English (United States)

US Dollar (USD \$)

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Home Tools

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Tools

Keyword Tool

[Traffic Estimator](#)

▼ Include terms (0)

▼ Exclude terms (0)

▼ Match Types

- Broad
- [Exact]
- "Phrase"

Select

Help

What new features does the updated Keyword Tool offer?

How do I use the Keyword Tool to get keyword ideas?

How do I get additional keyword ideas using categories or related terms?

Why do search traffic statistics vary in the Keyword Tool?

Why would I add stars to search results in the Keyword and Placement tools?

[Help Center](#)

Search help center

Go

Find keywords

Based on one or more of the following:

Word or phrase	Website	Category
vegetarian restaurant Boston	www.google.com/page.html	Apparel
vegan restaurant Boston		
vegan restaurants Boston		
veggie restaurant Boston		
vegan fast food Boston		

Insert Competition URL Here

Only show ideas closely related to my search terms

Advanced Options and Filters

Locations: United States

Languages: English

Devices: Desktops and laptops

Search

Sign in with your AdWords login information to see the full set of ideas for this search.

[About this data](#)

Download

View as text

More like these

Sorted by Relevance

Columns

Search terms (6)

<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches	Local Monthly Searches
<input type="checkbox"/>	[vegetarian eating boston]	-	-	-
<input checked="" type="checkbox"/>	[vegetarian restaurant boston]	Low	110	91
<input checked="" type="checkbox"/>	[vegan restaurant boston]	Low	91	91
<input checked="" type="checkbox"/>	[vegan restaurants boston]	Low	590	590
<input type="checkbox"/>	[veggie restaurant boston]	-	-	-
<input type="checkbox"/>	[vegan fast food boston]	-	-	-

Ignore these two

Go to page: 1

Show rows: 50

1 - 6 of 6

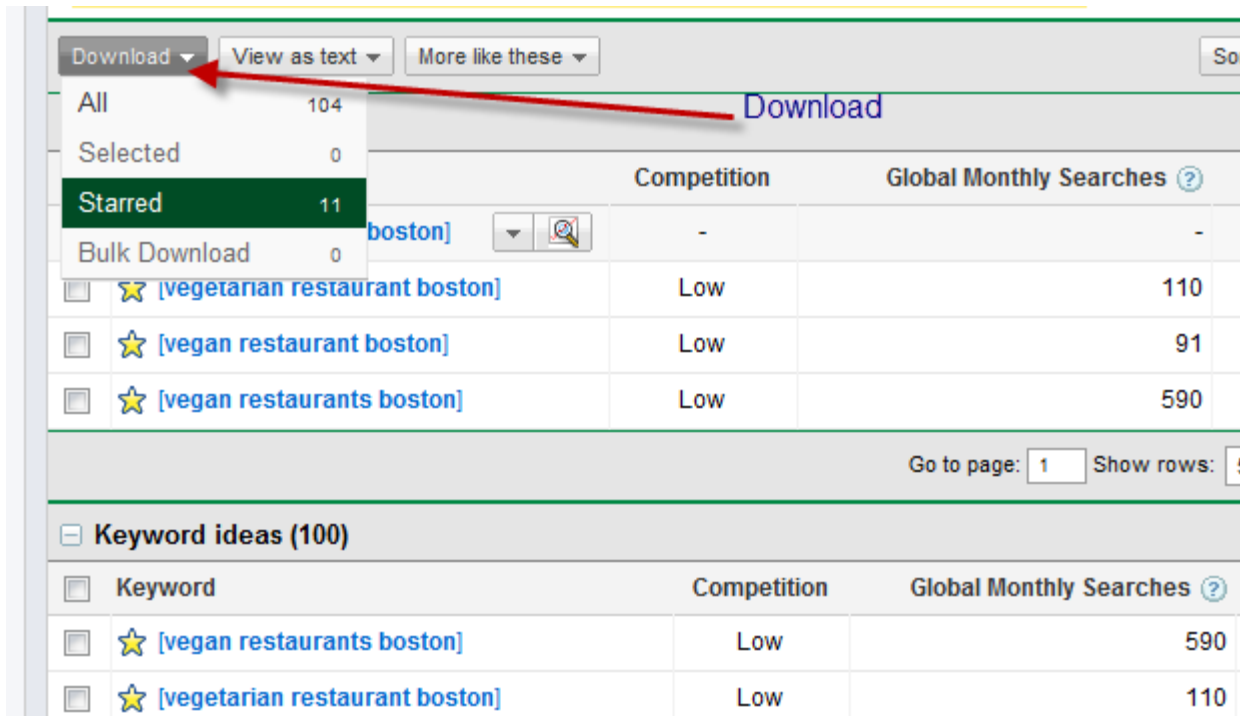
Step 3: Identify Useful Words

- Click on the star to select words. (see next page)
- Keep words with High Global Search but Low Competition.
- Remove useless words (see next page for Italian Restaurants)

Select Keywords

<input type="checkbox"/> Keyword ideas (100)			
<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches ?
<input type="checkbox"/>	★ [vegan boston]	Low	320
<input type="checkbox"/>	★ [best restaurants boston]	Low	1,000
<input type="checkbox"/>	★ [restaurants boston]	Low	1,600
<input type="checkbox"/>	★ [vegan restaurants in boston]	Low	91
<input type="checkbox"/>	☆ [boston vegan]	Low	210
<input type="checkbox"/>	☆ [restaurants boston ma]	Medium	1,300
<input type="checkbox"/>	★ [vegan restaurants boston ma]	Low	46
<input type="checkbox"/>	☆ [best restaurants in boston ma]	Medium	480
<input type="checkbox"/>	☆ [italian restaurants boston ma]	Low	1,600

Step 4: Download to Spreadsheet



The screenshot shows a keyword tool interface. At the top, there are three dropdown menus: 'Download', 'View as text', and 'More like these'. A red arrow points to the 'Download' dropdown. Below these menus is a table with columns for 'Keyword', 'Competition', and 'Global Monthly Searches'. The table is divided into two sections: 'Keyword ideas (100)' and 'Keyword ideas (100)'. The first section shows three rows of keyword ideas, and the second section shows two rows. A 'Download' button is visible in the top right corner of the table area.

	Competition	Global Monthly Searches
All 104		
Selected 0		
Starred 11		
Bulk Download 0		
[vegetarian restaurant boston]	-	-
[vegetarian restaurant boston]	Low	110
[vegan restaurant boston]	Low	91
[vegan restaurants boston]	Low	590

Go to page: 1 Show rows: 5

Keyword	Competition	Global Monthly Searches
[vegan restaurants boston]	Low	590
[vegetarian restaurant boston]	Low	110

Download

	A	B	C
1	Keyword	Competition	Global Monthly
2	vegetarian eating boston	-	-
3	vegetarian restaurant boston	0.15	2400
4	vegan restaurant boston	0.16	2900
5	vegan restaurants boston	0.16	2900
6	vegetarian restaurants boston	0.14	2400
7	vegetarian restaurants in boston	0.14	2400
8	[vegetarian eating boston]	-	-
9	[vegetarian restaurant boston]	0.29	110
10	[vegan restaurant boston]	0.15	91
11	[vegan restaurants boston]	0.16	590
12	[vegetarian restaurants boston]	0.15	590
13	[vegan restaurants in boston]	0.18	91
14	[restaurants boston]	0.27	1600
15	[restaurants in boston]	0.43	6600
16	[best restaurants in boston]	0.18	5400
17	[best restaurants boston]	0.12	1000
18	[vegan restaurants boston ma]	0.28	46
19	[vegan boston]	0.1	320
20			

Sort by Low Competition

Step 5: Your Competition

Find keywords
Based on one or more of the following:

Word or phrase: One per line
Website: <http://www.vegmass.com>
Category: Apparel

Only show ideas closely related to my search terms [?](#)

Advanced Options and Filters Locations: United States Languages: English Devices: Desktops and laptops

[Sign in with your AdWords login information to see the full set of ideas for this search.](#) [About this data](#) [?](#)

Download View as text More like these Sorted by Relevance Columns

Keyword ideas (100)

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
<input type="checkbox"/> ☆ [vegan recipes]	Medium	74,000	60,500
<input type="checkbox"/> ☆ [vegan food]	Medium	6,600	3,600
<input type="checkbox"/> ☆ [vegan meals]	Medium	3,600	2,400
<input type="checkbox"/> ☆ [vegan foods]	Medium	3,600	2,900
<input type="checkbox"/> ☆ [vegan dishes]	Medium	1,000	720
<input type="checkbox"/> ☆ [vegan food store]	Medium	260	210
<input type="checkbox"/> ☆ [vegan grocery store]	Medium	140	110
<input type="checkbox"/> ☆ [vegan food products]	High	260	210
<input type="checkbox"/> ☆ [vegan restaurants]	Low	2,900	2,400
<input type="checkbox"/> ☆ [vegan food pyramid]	Low	1,900	1,300
<input type="checkbox"/> ☆ [vegan food recipes]	High	260	140

Now Put Them in Your Webpages

- Finally when you have a good list put them in your webpages in your website.
- This is called organic SEO!
- Inside H1 tag
- Web Page names (fly out pages!)
- Pictures
- First paragraph and Last paragraph.
- URLs
- Blog Posts

Long Tail Keyword Have Good Chance For Being Found

- Long tail keywords are typically combinations of highly searched keyword phrases with keywords that are unique to your website.
- “Boston Restaurants” is a popular phrase used for searching
- “Boston Vegan Restaurants ”becomes a long tailed keyword.
- Make sure you focus on some long tailed keywords.

Different Pages...

- ...can have different keywords as their focus
- Some keywords will possibly appear on every page.
- Limit to less than a dozen per page.