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Advanced Keyword Research

 **GROWTH SKILLS**

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About your instructor

LAVALL CHICHESTER BIO



Lavall Chichester

Lavall Chichester is a growth focused digital marketer who has helped brands make millions of dollars on and off line. He made Ad Age's 2015 40 Under 40 list for turning the search group at Profero into a multi-million dollar business in less than a year. He has 13+ years of developing digital marketing strategies for brands like Apple, Western Union, the NBA, Kaiser Permanente, Vitamin Water and others. Lavall is a second-degree Black Belt, a bare-knuckle Karate Champion and practices Full Contact Digital Marketing for his clients. He is a digital marketing educator who has lectured at NYU, Baruch, Brooklyn College and taught advanced digital strategies to key stakeholders in major brands.

EXPERIENCE

- 2004** Started in digital marketing & founded Footnote Films
- 2012** Built the Local Search Product for LocalVox
- 2015** Turned the Search Group at Profero into a multi-million dollar business in less than a year
- 2015** Made AdAge 40 under 40 list
- 2017** Founded Growth Skills

Agenda

1. Understanding Keywords
2. Keyword Data Sources
3. Google Keyword Planner
4. Additional Data Sources
5. Content Development Framework

UNDERSTANDING KEYWORDS

What you will learn



1. Why keyword research is important

2. Different types of keywords like short tail and long tail

3. How to inflate keyword search volume

What is keyword research and why is it important

Keyword research is important because it allows you to identify what your customers need based on the words they search for. When people use search engines they usually have a problem they need solved, they are looking for information or they are researching before they buy a product. Your business should be the one that shows up and offers the solutions to their problems, answers their questions and is the product or service they want to buy.



Each keyword is main street

If you are a business that has retail store then you have to understand that each keyword is like Main Street. Ranking in the top three positions on search engines is like having prime real estate on the Main Street of the world. Businesses spend millions of dollars in rent to have a prime location on a busy street. Investing in SEO and ranking well gives you the ability to have prime location in search engines for free.

The screenshot shows a Google search for "best pizza near me". The search results include a map of the Kips Bay area in New York City, highlighting several pizza restaurants. Below the map, there are filters for Rating, Pizza, Price, and Hours, and a "Sort by" dropdown. The top three results are:

- Marta**: 4.3 stars (234) - \$\$ - Pizza. Airy Italian place with thin pizzas. 0.1 mi - The Redbury Hotel, 29 E 29th St. Tourists - Coffee - Great cocktails.
- Vezzo Thin Crust Pizza**: 4.4 stars (294) - \$\$ - Pizza. Pizzas with razor-thin crusts. 0.2 mi - 178 Lexington Ave. Tourists - Coffee - Quick bite.
- PN Wood Fired Pizza**: 4.5 stars (68) - Pizza. Pared-down setup for Neapolitan pies. 0.2 mi - 2 W 28th St. Reopens at 5:30 PM.



Each keyword is a store isle

If you are selling a product or service you have to understand that each keyword is like a super market isle with only 10 products on the shelf. If you rank well for your main keywords that have buying intent then you will make money. This is because people love convenience and won't walk down the search result page "isle" to find a product. They will purchase the products that are on top or first in the isle. If you run an ecommerce business this is essential to your success.

The screenshot shows a Google search for "best wireless headphones". The search results include a "Shopping" section with five sponsored product listings:

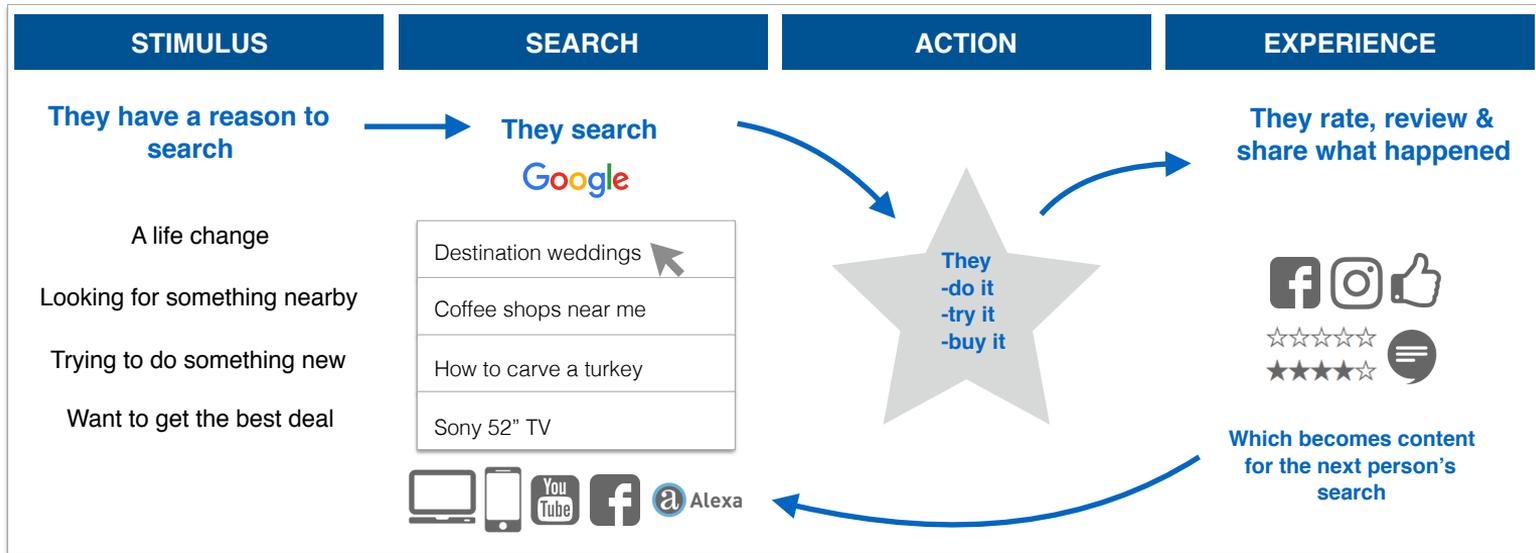
Rank	Product Name	Price	Store	Rating
1	Sold Out Bose Qc35 ...	\$399.00	eBay	
2	Jaybird X3 Secure Fit ...	\$129.99	Target	
3	Citron) Bose SoundSport ...	\$266.02	sano.shop/en	★★★★★ (156)
4	BackBeat FIT, Fit Fuschia	\$129.99	Plantronics	★★★★★ (562)
5	Beats by Dre Solo 2 ...	\$601.25	Bonanza	★★★★★ (193)

Below the shopping results are several organic search results:

- The 8 Best Wireless Headphones to Buy in 2017 - Lifewire**
<https://www.lifewire.com/best-wireless-headphones-4045248>
But you're in luck: We've done the homework for you, so read on for our top picks, which include the best wireless headphones overall, the best for exercise, the ...
List The 9 Best Headphones ... · List The 8 Best Headphones to ...
- The Best Wireless Headphones of 2017 | PCMag.com**
www.pcmag.com/article2/0,2817,2406182,00.asp
Tired of tangled cords? Here's how to find the right wireless headphones or earphones along with our top-rated reviews.
B&O Play Beoplay H4 · Beats BeatsX · Plantronics BackBeat 500 · Jaybird X3
- Best Wireless Bluetooth Headphones of 2017 - CNET**
<https://www.cnet.com/topics/headphones/best-headphones/stereo-bluetooth/>
May 15, 2017 - Looking for the best portable Bluetooth headphones? CNET editors' round up the best Bluetooth headphone reviews that include product ...
Plantronics BackBeat Pro 2 · Plantronics BackBeat Sense · Beats Studio Wireless
- Wireless Headphones: Wireless Earbuds - Best Buy**
www.bestbuy.com · Audio · Headphones
Shop for wireless headphones at Best Buy. Find a selection of wireless headphones from Bose, Beats by Dr. Dre and more.

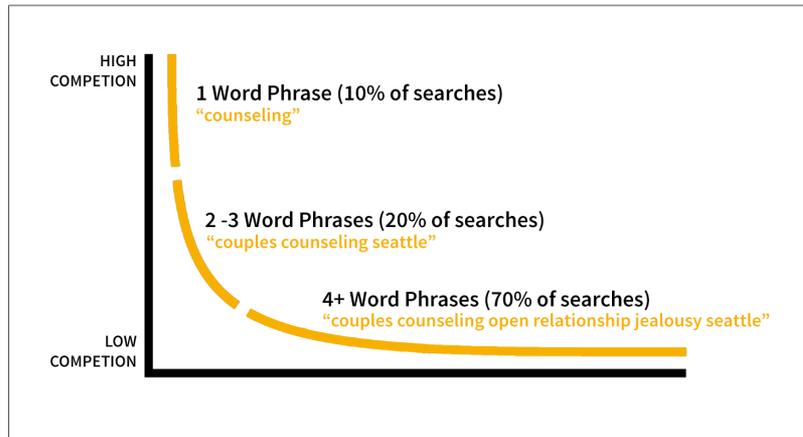
Keywords are part of the consumer journey and are deeply personal

In the past brands could use a single stimulus like a TV commercial to get customers to go to the store and purchase an item. Now when a stimulus happens like a life changing event- for example getting married, a TV commercial, getting sick, moving, or even graduating you search for information or products that will help the situation. After the search you take action like trying, doing something or buy something. After this the customers share if the experience was positive or negative and that helps improve search results for others.

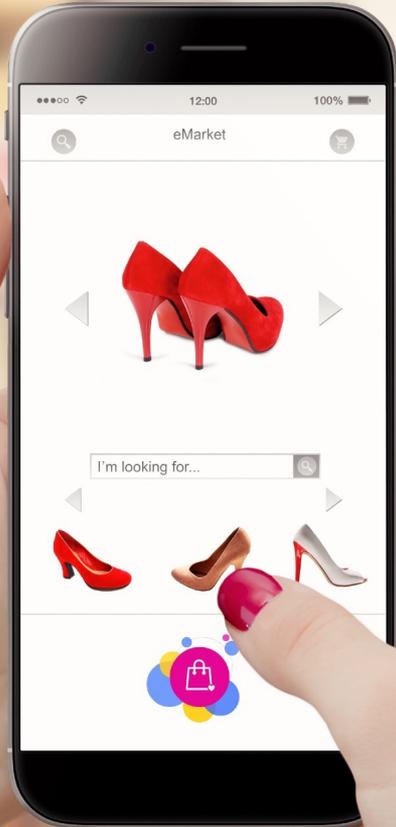


Short tail keywords & long tail keywords

Short tail keywords are keywords that are shorter and usually broader in meaning. A term like "Counseling" is a short tail keyword that is not as specific as it could be. It could mean a lot of things and different things to different searchers. In this example you don't know what type of counseling they are looking for just that they searched for counseling. Longer tailed keywords on the other hand are more specific and contain several words. A term like "couples counseling open relationship jealousy Seattle" is a longer tail term and very specific. You should focus on creating content to target both long and short tail keywords. Long tail also refers to the strategy of targeting keywords that might be short but have lower search volume and competition. If you add all of those lower volume short words then you can get a ton of traffic. I know it is a bit confusing but the point is to go after terms that have both high and low search volume and that are both short and long.



High intent keywords & low intent keywords



When you are doing keyword research you have to be focused to be aware that keywords have different intent levels. When I say “intent” I mean the intention to take an action like buying a product or service.

High Intent Keywords

High intent keywords are terms that have a higher chance of resulting in someone converting into a customer. For example if someone searched for “buy mens shoes online” they are most likely looking to buy a pair of mens shoes online. Targeting and ranking for these terms is extremely important.

Low Intent keywords

Keywords with lower intent are terms that would not directly result in the searcher buying your product or service.

A term like “mens shoes” is has low intent because you don’t know why they are searching for the term. Terms with lower intent are important to target because they can help push the searcher towards buying from you.

Search volume and keywords

What's great about search is that search engines like Google and Bing give you the search volume for the keywords that people are using to find things. For example a keyword like "Currency Converter" gets 12,000,000 searches every year. Knowing the search volume for each keyword helps you prioritize your research so that you are looking for keywords that will drive traffic to your website. The point of SEO is to rank for keywords that have high search volume so that you can convert that search volume into website traffic and then sales.

Keyword search volume can be used to get a sense of what people want. It is extremely useful information for when you are.



Creating a Business

Search volume can show you exactly what types of needs people have so you can build a business to offer the solutions.



Content Creation

Knowing search volume allows you to create websites and content that people want instead of trying to guess what they want.



Creating a Product or Service

Knowing what people want allows you to create new products to satisfy their needs.



Brand Health

The search volume of brand related search terms will show you how your brand is doing in different locations.



Pick Retail Location

You can use search volume to find where people are searching for your particular product and service. This will help make sure that you are in fact investing in the right locations.

Seasonal keywords & Evergreen keywords

It's very important to understand and have a Seasonal and Evergreen content strategy driven by keyword research.



Evergreen Keywords

Evergreen keywords are keywords that are valuable and exist all year round like Evergreen pine trees. There are many of these but it is important for them to be related to your business. For example if you own a Watch Store you can target a keyword like “Watch buying guide” because people would buy a watch all year round.



Seasonal Keywords

Seasonal keywords are keywords that increase in search volume and value during specific times of the year.

Example of Seasonal Areas:

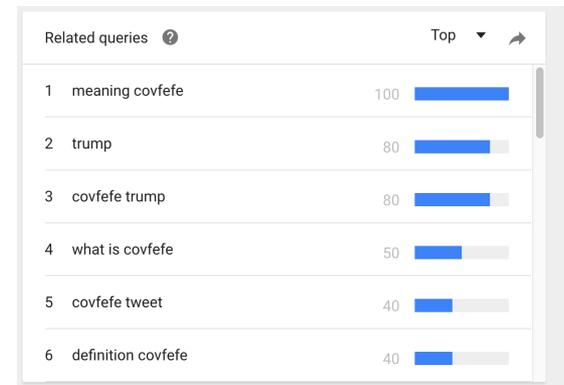
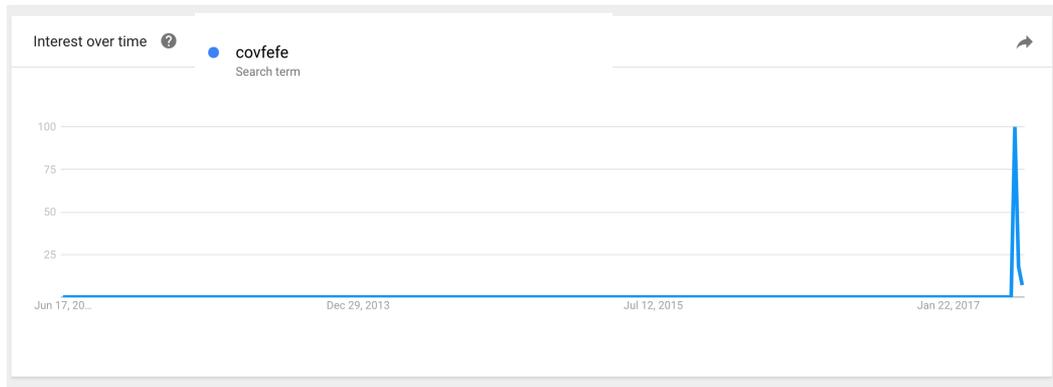
- Holidays (Christmas, Thanksgiving Day)
- Seasons (Winter, Spring, Summer and Fall)
- Special Days (National Siblings Day, National Donut Day)

Keyword volume inflation

The great thing about keyword search volume is that it can be inflated by several factors. You should always have a keyword inflation strategy as part of your marketing efforts. You can turn keywords that have no search volume into ones that do have search volume.

Covfefe

If you looked at the search volume for the word “Covfefe” you can see that there was zero search volume for this term before Trump Tweeted it. Our TV sets did the rest because everyone from the news to late night TV hosts were talking about the term and ask “What is Covfefe”. You can see from the Google Trends chart below that searches and search volume around the word increased drastically. They went from 0 to 100 really quick.



How to inflate keyword search volume

Inflating keyword search volume is a clever tactic to get more out of your search efforts.

Why Inflate Search Volume

- **Cheaper:** Keywords that have no search volume and then suddenly gain some are way cheaper when it comes to paid search.
- **Low Competition:** These keywords will have very little to no competition so you will gain all the traffic from them
- **Easier to Rank:** They will also be easier to rank on from an organic perspective

You can use the following marketing tactics to inflate search volume.



TV Commercials

Use TV commercials to inflate searches. 66% of smartphone owners use their phones to learn more about something they saw in a TV commercial



PR

Use your PR events and stunts to directly increase searches for a brand, product, event or topic.



Events

Use events to inflate search volume in locations where your event is.



News

Use breaking news like company IPOs and other events to increase search volume.



Social Media

Use social media sites like Facebook and Twitter to increase search volume. This works brilliantly if you if you are spending money on the platforms. You will get more bang for your buck.

Case Study: TripAdvisor

TripAdvisor did this masterfully with their “Don’t Just Search” campaign. They ran commercials that told people not to just search “New York” search “TripAdvisor New York” when you are looking to travel for vacation. This inflated the search volume on Google and they then bid on the terms for less than a dollar.

Don’t Just Search New York



Low Cost Per Click

Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
tripadvisor new york	1K – 10K	Low	\$0.45	-	»

Show rows: 30 | 1 - 1 of 1 keywords | < > >>

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
new york new york hotel	10K – 100K	Medium	\$5.96	-	»
hotel new yorker	100 – 1K	Medium	\$6.05	-	»
hotel new york	100 – 1K	Medium	\$4.46	-	»

Zero Competition

Google tripadvisor new york

About 67,700,000 results (0.53 seconds)

tripadvisor.com - City New York Hotels - Top 10 Hotels [New York City]
[2] www.tripadvisor.com/NewYorkCity/TopHotels
Save money & book directly with TripAdvisor, the world's largest travel website.
Amenities: Free WiFi, Swimming Pool, Free Breakfast
Styles: Romantic, Family, Great Value

- Best Value Hotels**
Why Spend More? See Bargain Hotels
Your Travel Budget Will Love!
- Family-Friendly Hotels**
Traveling with Children? See Hotels
Your Whole Family Will Love!
- Luxury Hotels**
Indulge in the Royal Treatment.
Experience the Absolute Best.
- Romantic Hotels**
Fall in Love All Over Again
At These Romantic Hotels.

New York City, New York - TripAdvisor
https://www.tripadvisor.com/Tourism-g50763-New_York_City_New_York-Vacations...
Conquering New York in one visit is impossible. Instead, hit the must-sees -- the Empire State Building, the Statue of Liberty, Central Park, the Metropolitan ...

- Things to do in New York City**
Book your tickets online for the top things to do in New York City. ...
- New York City Travel Guide**
Travel Guide. 3 Days in New York City. by Suzanne R. "From ...
- Hotels**
Book the Best New York City Hotels on TripAdvisor. Find
- Forum**
by BrooklynMel. Sticky. Read this on TripAdvisor. Find

Summary

1. **Keyword research allows you to find customer intent**
2. **Every keyword has different levels of search volume**
3. **You should use keyword inflation tactics as part of your strategy**



KEYWORD DATA SOURCES

What you will learn

A woman with glasses and a denim shirt is sitting at a desk, writing in a notebook. She is looking at a laptop screen. The background shows shelves with various items, suggesting a workshop or office environment.

1. What Semantic Search is

2. Keyword research criteria

3. How keyword research has evolved

Semantic search has changed keyword research

The purpose of semantic search is to go beyond the ‘static’ meaning of a word or phrase to understand the intent of a searcher’s query within a specific context. Search engines use semantic search and the context of a piece of content to figure out the difference and relationships of entities or objects. If a searcher searches for “AA” they can mean many things. Search engines now use other related entities to get the context of which AA the searcher is looking for.



This means during your keyword research you have to find and use words and things that relate to the word you want to rank for in your content. American Airlines relates to words like “Plane” “Flight” “Crew”.

Google Humming Bird Algorithm Update improved conversational search

One of the many outputs or uses for Semantic Search came with Google's Humming Bird Update. The update made it easier for people to ask questions with their voice on Google Now and get simple answers. This allowed people to “have a conversation” with Google. This was to make it quick and easy for someone on a mobile phone to get an answer to a question. If you ask how old is Obama you quickly get the answer but also popular searches and entities that are related to Obama.



how old is obama

All News Images Videos Shopping More Settings Tools

About 153,000,000 results (1.40 seconds)

Barack Obama / Age

55 years
August 4, 1961



People also search for

 Donald Trump 71 years	 Michelle Obama 53 years	 Hillary Clinton 69 years
--	--	---

Related entities like:

Wife: His wife's age

Politician/Friend: Hillary Clinton's age

Current President: Trump's age

Criteria to use during keyword research



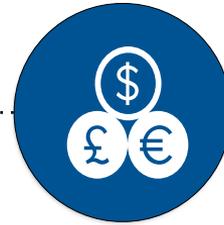
Consumer Intent

The likelihood that a keyword topic has intent that matches with what you want them to do



Brand Relevance

The relevance for the brand to be providing content around a keyword topic



Business Opportunity

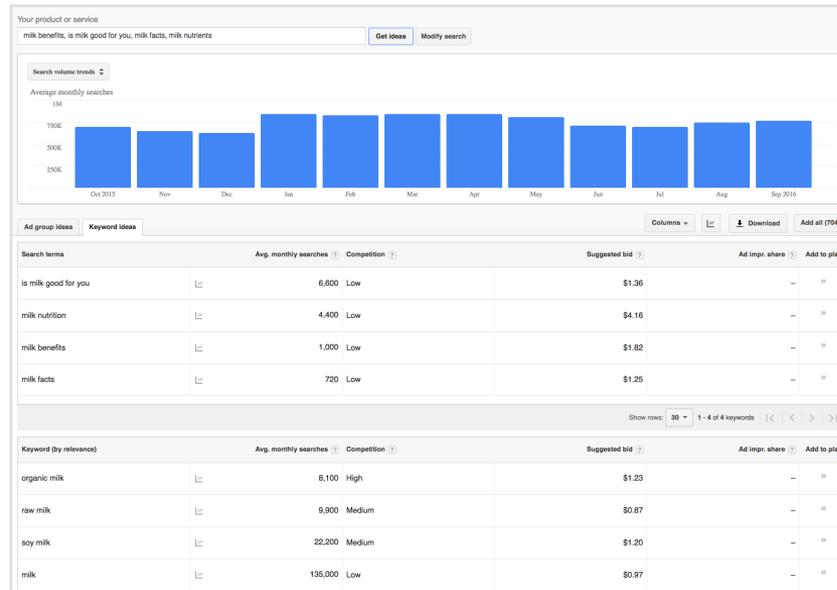
The business opportunity based on query volume



Ranking Difficulty

The opportunity to build a high ranking based on SERP conditions for the keyword topic

Old way of doing keyword research focused on keywords from just Google & Bing



Core keyword research tools have expanded

Keyword Tools

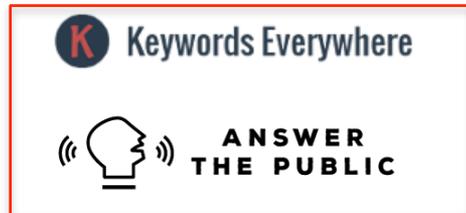
1



1. Core Keyword Tools:

These are core keyword tools. There are many others but these are two of the best.

2



2. Supporting Keyword Tools:

These are additional tools you can use to support the others.

Additional data sources are crucial

Website Analytics



Google Analytics

Keyword Tools



Consumer Surveys



Google consumer surveys



SurveyMonkey

Social Data



Internal Search



Summary

1. Semantic search allows search engines to understand the context of a search and has changed keyword research

2. Keep the four research criteria in mind

- Consumer Intent**
- Business relevance**
- Business opportunity**
- Ranking Difficulty**

3. Need additional data points to do keyword research better



KEYWORD TOOLS

What you will learn



1. Keyword research criteria
2. How to use Google Keyword Planner
3. How to use Keywords Everywhere
4. How to use SEMRUSH
5. How to use Answer The Public
6. How to put it all together

Research criteria to keep in mind before you get started



Consumer Intent

The likelihood that a keyword topic has intent that matches with your product or service



Brand Relevance

The relevance for the brand to be providing content around a keyword topic



Business Opportunity

The business opportunity based on query volume



Ranking Difficulty

The opportunity to build a high ranking based on SERP conditions for the keyword topic

First let's take a look at a few core keyword tools

Website Analytics



Google Analytics

Social Data



Buzzsumo

Keyword Tools



Google AdWords
Keyword Planner



Keywords Everywhere



SEMRUSH



**ANSWER
THE PUBLIC**

Consumer Surveys



Google consumer surveys

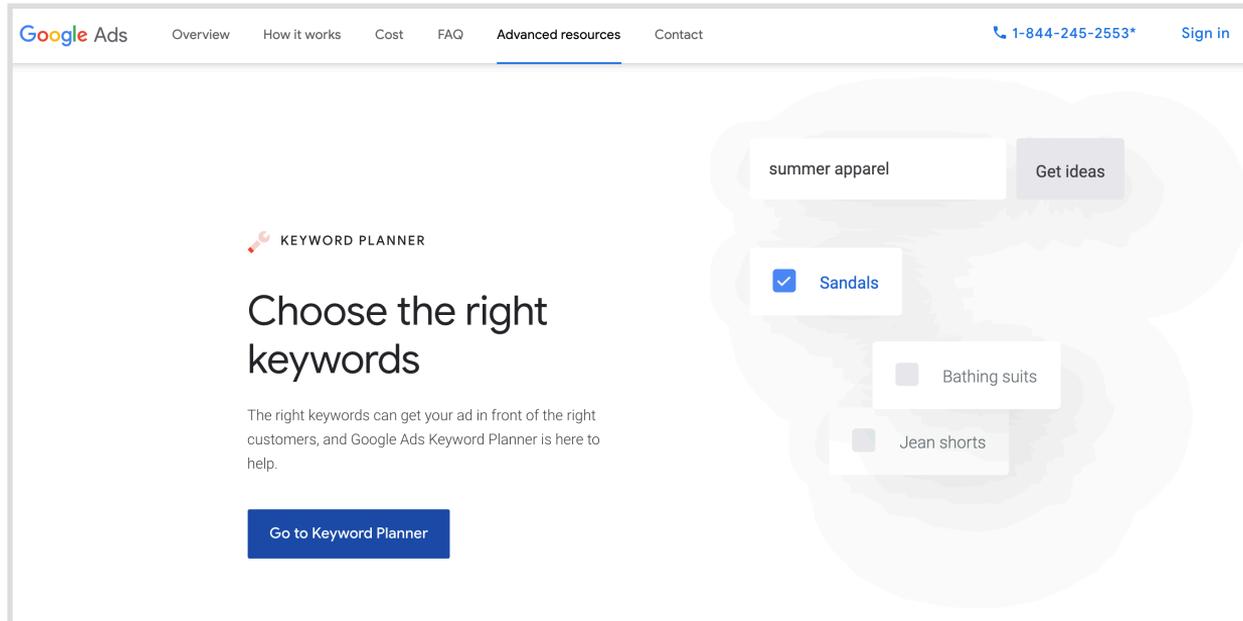


SurveyMonkey

Internal Search



Google Adwords Keyword Planner (Free)



Google allows you to access their keyword data using their Keyword Planner.

Google and Bing's keyword tools are still at the center of the keyword research process.

Google's Keyword Planner is free to use and should be part of your digital marketing tool kit.

Google Adwords Keyword Planner

Google Ads Overview How it works Cost FAQ Advanced resources Contact 1-844-245-2553* **Sign in**

KEYWORD PLANNER

Choose the right keywords

The right keywords can get your ad in front of the right customers, and Google Ads Keyword Planner is here to help.

[Go to Keyword Planner](#)

summer apparel Get ideas

- Sandals
- Bathing suits
- Jean shorts

Sign in or Start a free account:

If you do not already have A Google Ads account you will have to create one.

- Google will walk you through How to create your first campaign. Create it but do not launch it.

-You can set your budget to \$1 to start. Remember your ad will not launch and you will not have to spend any money to use the Keyword Planner.

Let's take a look.

Keywords Everywhere

Keywords Everywhere:

This is a free tool that is amazing. It is a Chrome extension that Adds keyword data to your search experience.

Let's take a look.

Google search for "best pizza near me". The search results show a map of Manhattan with several pizza places marked. The extension overlay shows two sections: "Related Keywords" and "People Also Search For".

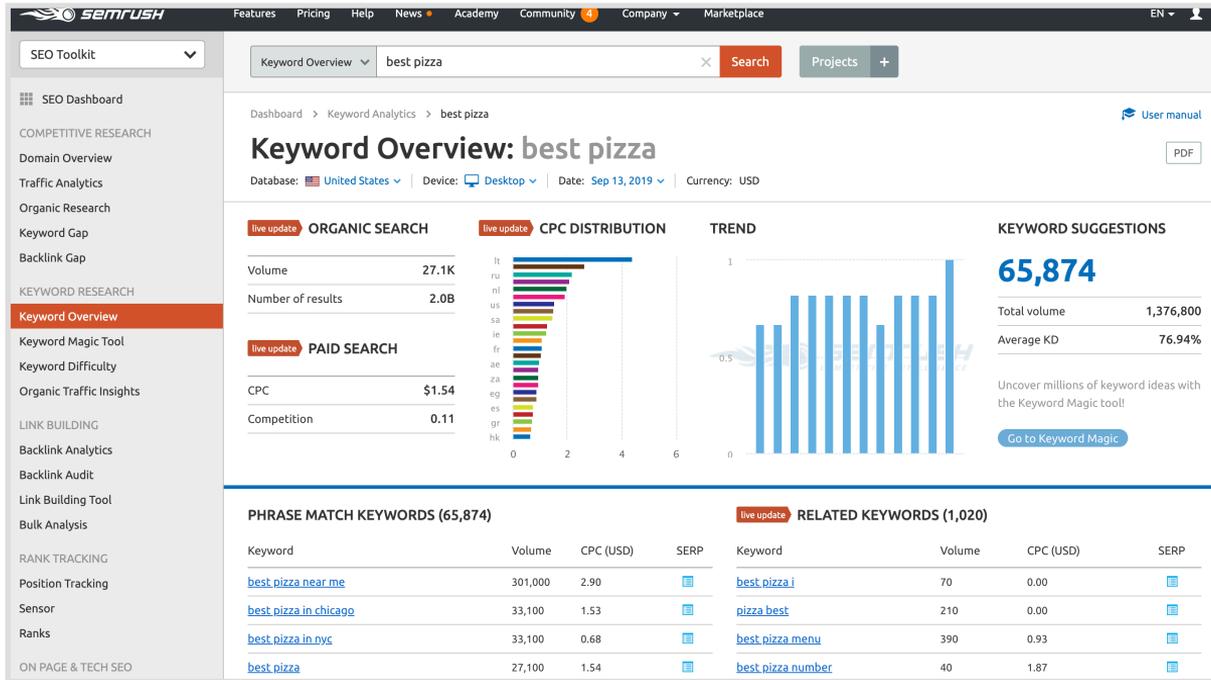
Related Keywords

Keyword	Vol (US)	CPC	Comp
pizza delivery near me	823,000	\$3.10	0.34
pizza places near me	673,000	\$2.36	0.07
dollar pizza near me	5,400	\$1.96	0.01
best pizza near times square	1,000	\$1.27	0.01
best pizza slice in nyc	190	\$0.30	0.02
best pizza in nyc midtown	110	\$0.87	0.02
best pizza in manhattan 2018	0	\$0.00	0
best pizza in manhattan 2019	0	\$0.00	0

People Also Search For

Keyword	Vol (US)	CPC	Comp
joes pizza	135,000	\$2.08	0.04
best pizza in brooklyn	14,800	\$1.23	0.01
dollar pizza near me	5,400	\$1.96	0.01
best pizza williamsburg	3,600	\$0.00	0
ny pizza suprema	2,900	\$2.51	0.14
best pizza in times square	2,400	\$0.00	0
best pizza in queens	1,300	\$0.97	0.01
pizza near me nyc	1,000	\$6.92	0.04
best pizza near times square	1,000	\$1.27	0.01
joes pizza manhattan	720	\$2.27	0.01
best pizza in manhattan midtown	590	\$1.07	0.01
best pizza queens	320	\$0.97	0.01
nyc delis	210	\$1.94	0.04
best pizza in nyc zagat	170	\$0.02	0.01
best pizza brooklyn ny	170	\$0.48	0.02
coal fired pizza brooklyn	140	\$0.00	0.01
cheap breakfast new york	140	\$0.59	0.02
best pizza in nyc midtown	110	\$0.87	0.02
32 spring st new york ny 10012	90	\$0.00	0.01
classic new york food	90	\$0.07	0.06
b side bar nyc	70	\$0.00	0
italian pizza new york	50	\$0.00	0.04
joes pizza 10018	0	\$0.00	0
paradiso 679 inc	0	\$0.00	0
wood fred pizza in manhattan	0	\$0.00	0
best salad pizza nyc	0	\$0.00	0

SEMRUSH



SEMRUSH:

This is one of my favorite keyword research tools. SEMRUSH gives you an enormous amount of data for both paid and organic search.

The tool can be used for:

- Technical audits
- Backlink analysis
- Keyword tracking and more

We are going to focus on the keyword portion of the tool.

Let's take a look.

Summary: Putting it all together



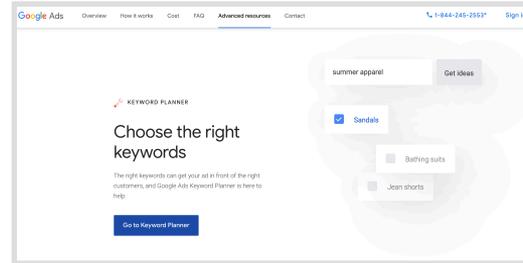
1. Keep Research Criteria in Mind:

Remember that you are looking for keywords that are:

- Relevant to your business
- Have strong customer intent
- Good business opportunities (high search volume)
- Not too difficult to rank for

3. Input Keyword or Landing page:

Start searching using your own keywords or add a landing page to get keyword recommendations that are relevant to the page. Apply filters and targeting as needed.



2. Sign Up or Log In:

Create your free Google Adwords Account or sign in using your gmail account.

4. Download Terms

Add the keywords to your plan and download them into an Excel sheet. This way you can save them on your computer and use them later.

Keyword	Currency	Avg. monthly Min search	Max search volume	Competition	Top of page	Top of page (%)
best pizza	USD	N/A	100,000	Low	2	0.71
best pizza near me	USD	N/A	100,000	Low	5	1.84
pizza restaurant	USD	N/A	100,000	Low	5	1.60
pizza restaurants near me	USD	N/A	100,000	Low	6	2.07
best frozen pizza	USD	N/A	100,000	Low	34	2.58
off hand pizza	USD	N/A	100,000	Low	31	1.29
cheap pizza near me	USD	N/A	100,000	Low	31	1.32
off hand pizza near me	USD	N/A	100,000	Low	7	2.17
best pizza deals	USD	N/A	100,000	High	100	0.26
local pizza places	USD	N/A	100,000	Low	9	1.81
best pizza delivery near me	USD	N/A	100,000	Low	5	2.29
best pizza deals	USD	N/A	100,000	Medium	40	1.83
good pizza	USD	N/A	100,000	Low	4	0.58
best pizza in the world	USD	N/A	100,000	Low	2	1.14
good pizza great pizza	USD	N/A	100,000	Low	0	0.00
best pizza toppings	USD	N/A	100,000	Low	0	0.00
good pizza	USD	N/A	100,000	Low	4	0.6
good pizza places near me	USD	N/A	100,000	Low	7	2
best pizza deals near me	USD	N/A	100,000	Medium	38	1.39
veggie pizza toppings	USD	N/A	100,000	Low	3	1.5
best pizza in leam	USD	N/A	100,000	Low	3	1.5
best pizza delivery	USD	N/A	100,000	Low	26	2.47
best delivery pizza	USD	N/A	100,000	Low	5	0.79
nearby pizza restaurants	USD	N/A	100,000	Low	8	1.17
extra meat toppings	USD	N/A	100,000	Low	1	0.1
best the good pizza near me	USD	N/A	100,000	Low	3	2.31
pizza pizza	USD	N/A	100,000	Low	10	0.61
great pizza near me	USD	N/A	100,000	Low	7	2.03
best pizza	USD	N/A	100,000	Low	4	0.41
best pizza places	USD	N/A	100,000	Low	5	1.71
pizza restaurants near me that deliver	USD	N/A	100,000	Low	30	2.29
most popular pizza toppings	USD	N/A	100,000	Low	0	0.00
best deep dish pizza near me	USD	N/A	100,000	Low	7	1.87

ADDITIONAL DATA SOURCES



What you will learn

A woman with glasses and a denim shirt is sitting at a desk in a workshop or office. She is wearing a dark apron and is focused on writing in a notebook. A laptop is open in front of her, and she is holding a red pen. The background shows shelves with various items, suggesting a creative or professional workspace.

1. Other Important data sources

2. How to put it all together

Additional data sources are crucial

It's important to not just rely on keyword data from the search engines to do your research. You have to use website analytics, social data, consumer surveys and internal search to get true insights about what your customers need.

Website Analytics



Google Analytics

Social Data



Keyword Tools



MOZ



Keywords Everywhere



Consumer Surveys



Google consumer surveys



SurveyMonkey

Internal Search



Start with keyword research tools

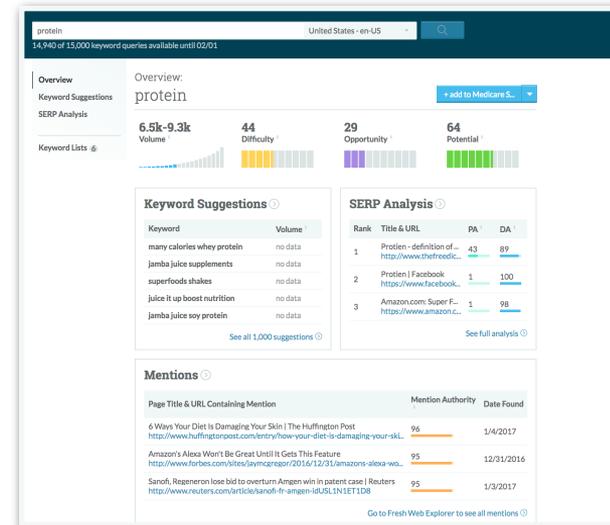
Why create content that no one is searching for when Google gives you free search data that shows you what people are searching for. This way you can create exactly what they are looking for. Keyword level search data from Google is priceless because it helps you determine how many people are interested and searching for a particular topic. Search is a deeply personal behavior and the keywords people use can be used to develop powerful insights that can drive creative, ad campaigns and plans.

Google's Keyword Planner: Free

The screenshot shows the Google Keyword Planner interface for the search term "best pizza". The search is set for the United States, English language, and Google search network, covering the last 12 months from September 2018 to August 2019. The search results are displayed in a table with columns for keyword, monthly searches, competition, ad impression share, and top of page bid (low and high ranges). A "Plan" button is visible next to the top result.

Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
best pizza	10K – 100K	Low	–	\$0.71	\$4.50	is Plan
best pizza near me	100K – 1M	Low	–	\$1.84	\$3.84	
pizza restaurant	100K – 1M	Low	–	\$1.66	\$4.22	
pizza restaurants near...	10K – 100K	Low	–	\$2.00	\$5.07	
best frozen pizza	10K – 100K	Low	–	\$2.18	\$5.23	
di fara pizza	10K – 100K	Low	–	\$1.29	\$4.11	
cheap pizza near me	10K – 100K	Low	–	\$1.32	\$5.61	
good pizza near me	10K – 100K	Low	–	\$2.17	\$6.90	

MOZ's Keyword Planner: Paid



Website analytics lets you know what people want

Website analytics are essential in learning exactly what your customers want. The more they click, view and engage with your site content the more information you can learn from them.

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
	182,748 % of Total: 100.00% (182,748)	151,820 % of Total: 100.00% (151,820)	00:01:24 Avg for View: 00:01:24 (0.00%)	122,596 % of Total: 100.00% (122,596)	68.81% Avg for View: 68.81% (0.00%)	67.08% Avg for View: 67.08% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /articles/nutrition/dairy-milk-vs-almond-milk-and-milk-alternatives	70,730 (38.70%)	59,792 (39.38%)	00:01:15	59,615 (48.63%)	73.27%	75.23%	\$0.00 (0.00%)
2. /healthy-breakfast-recipes	30,425 (16.65%)	22,898 (15.08%)	00:02:09	21,983 (17.93%)	72.91%	68.62%	\$0.00 (0.00%)
3. /	20,297 (11.11%)	16,705 (11.00%)	00:01:27	14,144 (11.54%)	77.12%	75.49%	\$0.00 (0.00%)
4. /teamusa	11,692 (6.40%)	9,541 (6.28%)	00:00:08	7,780 (6.35%)	10.28%	12.45%	\$0.00 (0.00%)
5. /articles/teamusa/watch-milk-builds-champions-wide-o?wmode=opaque&enablejsapi=1&autohide=1&showinfo=0	10,260 (5.61%)	8,393 (5.53%)	00:01:11	367 (0.30%)	31.25%	59.82%	\$0.00 (0.00%)
6. /high-protein-morning	10,183 (5.57%)	8,561 (5.64%)	00:04:13	6,327 (5.16%)	68.68%	77.27%	\$0.00 (0.00%)
7. /give	4,250 (2.33%)	3,545 (2.34%)	00:01:36	1,571 (1.28%)	67.01%	60.14%	\$0.00 (0.00%)
8. /articles/nutrition/dairy-milk-vs-almond-milk-and-milk-alternatives?https://milklife.com/?utm_source=clearstream	1,853 (1.01%)	1,851 (1.22%)	00:01:19	1,851 (1.51%)	35.78%	43.87%	\$0.00 (0.00%)
9. /milk-nutrition-articles	1,105 (0.60%)	942 (0.62%)	00:00:53	107 (0.09%)	40.00%	50.59%	\$0.00 (0.00%)
10. /what-is-milk-life	1,085 (0.59%)	992 (0.65%)	00:01:13	110 (0.09%)	58.16%	56.22%	\$0.00 (0.00%)

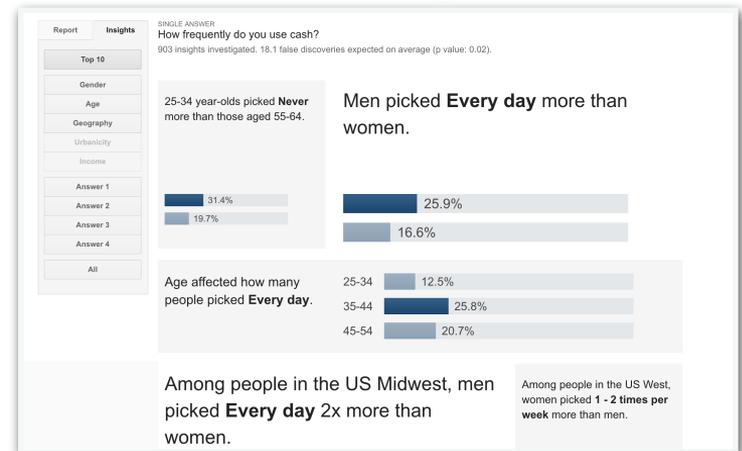
Customer surveys can help you find deeper insights

Google Customer Surveys allows you to get feedback and deep insights around your target topic. It can also be used to collect data to add to your content.

Google Survey Questions

SURVEY	TARGETING	FIELD DATE	FREQUENCY
09/01/16	General Population in the United States on the Google Surveys publisher network.	09/08/2016	One-time
Question	Answer	Insights	Responses
1. How frequently do you use cash?	1 - 2 times per week 40.7%	13	2,856
2. Which forms of payments do you use on a monthly basis?	Too close to call Trending towards: Cash	None	2,693
3. What is your preferred form of payment?	Debit card 39.9%	11	2,613
4. Why do you prefer this method?	Convenience / Availability 32.4%	None	2,471
5. What technologies have you used to make a financial transactions?	P2P Apps (e.g. Venmo, PayPal) 26.9%	None	2,417
6. What is your preferred form of money when traveling internationally?	Credit / Debit card 51.6%	3	2,243 / 2,050

Automated Insights



Internal search on your site or a competitors

You can use internal search to collect keyword level data from your site visitors.

You can also use it to get competitive data on what people are searching for on your competitors site.

Internal Search on Silk

The screenshot shows the Silk website's search interface. The search bar contains the word "protein" and a "Go" button. Below the search bar, there are tabs for "Article results", "Recipe results", "Product results", and "All results". The "All results" tab is selected, showing a total of 194 results. The first three results are highlighted with a red box:

- Chocolate Banana Coconut Protein Smoothie**
...1 cup Silk Unsweetened Coconutmilk 1 scoop chocolate **protein** powder 1/2 frozen banana* 1 Tbsp almond butter Toasted ... coconut and serve. 300 calories 27g **protein** 20g carbohydrate 14g total fat including 6g saturated fat and ...
<https://silk.com/recipes/chocolate-banana-coconut-protein-smoothie>
- Vanilla Protein Nutmilk**
... Vanilla non Almond **Protein** Nutmilk Almondmilk Vanilla Vanilla ... WATER, ALMONDS), CASHEWMILK (FILTERED WATER, CASHEWS), PEA **PROTEIN**, HIGH OLEIC SUNFLOWER OIL, CANE SUGAR, CONTAINS 2% OR LESS OF: SEA ...
<https://silk.com/products/vanilla-protein-nutmilk>
- Protein Nutmilk**
... Sugar non Almond **Protein** Nutmilk Almondmilk Original Original ... WATER, ALMONDS), CASHEWMILK (FILTERED WATER, CASHEWS), PEA **PROTEIN**, HIGH OLEIC SUNFLOWER OIL, CANE SUGAR, CONTAINS 2% OR LESS OF: SEA ...
<https://silk.com/products/protein-nutmilk>

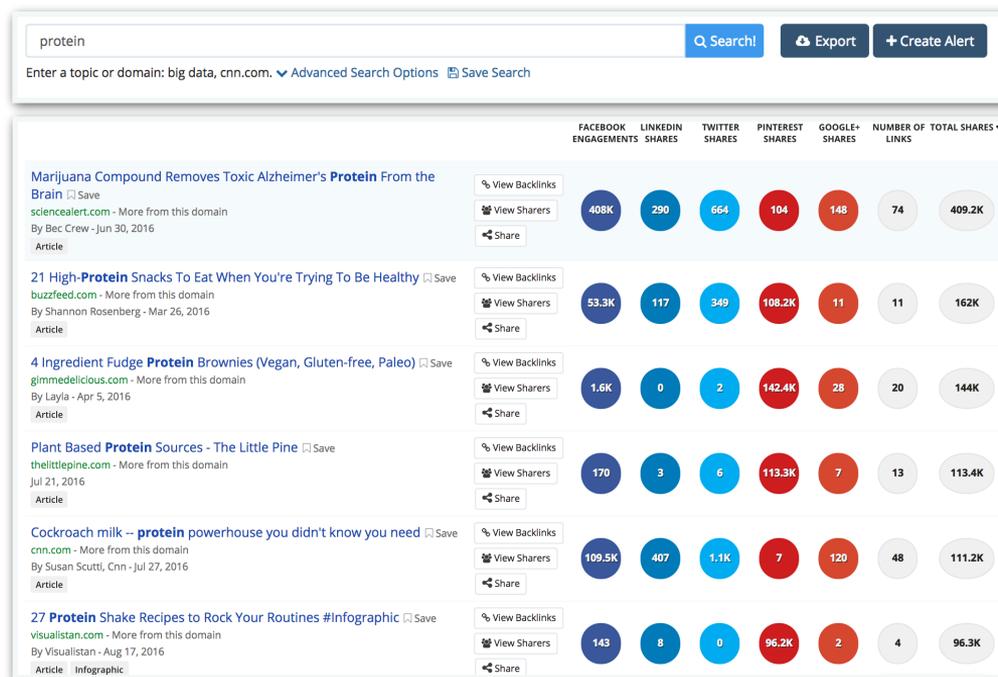
Amazon's Internal Search Being Indexed

The screenshot shows a Google search result for the URL `https://www.amazon.com/s/ref=nb_sb_noss_2?url=search-alias%3D`. The search bar contains the text "site:https://www.amazon.com/s/ref=nb_sb_noss_2?url=search-alias%3D". The search results are displayed below the search bar, with a red box highlighting the first five results:

- Amazon.com: wheel bearings**
www.amazon.com/s/ref=nb_sb_noss_2?url=search-alias%3D&field-keywords=wheel%20bearings
Results 1 - 16 of 167455 - Product Features High quality seal design ensures a clean long lasting hub bearing. Automotive Parts & Accessories:See all 104,708 ...
- Amazon.com: nitro - Pill Dispensers & Reminders / Medication Aids ...**
www.amazon.com/s/ref=nb_sb_noss_2?url=search-alias%3D&field-keywords=nitro
Add to a qualifying order to get it by Tomorrow, Dec 30. FREE Shipping on eligible items. More options available: \$7.96 - Other Sellers - Product Details.
- Amazon.com: yoga: Sports & Outdoors**
www.amazon.com/s/ref=nb_sb_noss_2?url=search-alias%3D&field-keywords=yoga
Results 1 - 24 of 1379334 - Online shopping from a great selection at Sports & Outdoors Store.
- Amazon.com: muckboot: Clothing, Shoes & Jewelry**
www.amazon.com/s/ref=nb_sb_noss_2?url=search-alias%3D&field-keywords=muckboot
Results 1 - 48 of 125 - WOMEN MEN GIRLS BOYS BABY LUGGAGE SALES & DEALS YOUR FASHION & Heart S Free Returns ...
- Amazon.com: Laphams Quarterly: Books**
www.amazon.com/s/ref=nb_sb_noss_2?url=search-alias%3D&stripbooks&field-keywords=laphams
Results 1 - 12 of 130 - Books Advanced Search New Releases Best Sellers The New York Times Best Sellers Children's Books Textbooks Textbook Rentals Sell ...

Get social insights from Buzz Sumo

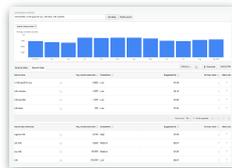
Buzz Sumo helps find content that has the most shares for particular keyword. You can also use it to find Influencers, Trending Topics and overall content performance.



Milk + Protein: Putting it together



1. Used Site Analytics:
Saw that people visited protein content more than other pages



2. Keyword research:
Did keyword research and found that there were Millions of searches on protein related keywords



3. Internal Search Data:
Used competitor internal search data to figure out what protein content they had and were missing



4. Social Data:
Use social data to find out what head lines worked and what protein related content was shared the most

Results

20%

Growth keywords ranked

56

Backlink Growth

2:35

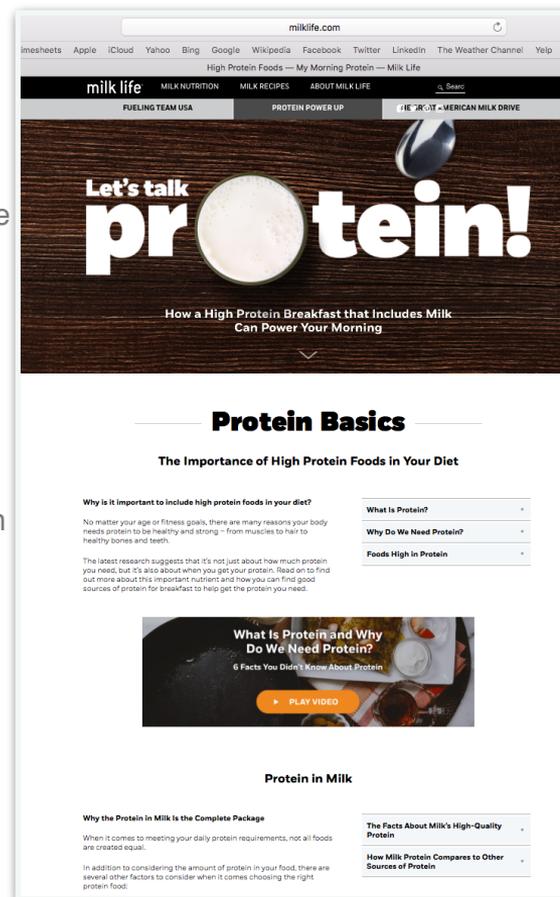
Time on site vs previous : 35 seconds

1.2MM+

Pageviews

98%

Increase in website organic traffic



The screenshot shows the Milk Life website with a navigation bar and a main article titled "Protein Basics". The article includes a sub-headline "The Importance of High Protein Foods in Your Diet" and a video player titled "What Is Protein and Why Do We Need Protein?". The website layout is clean and professional, with a focus on providing valuable information about protein.

Summary

1. Remember the keyword research criteria
2. Use Google Search Planner for keyword data
3. Supplement this data with other data types like social and website data



CONTENT DEVELOPMENT FRAMEWORK

What you will learn



1. How to develop content themes

2. How to score content

3. How to set content pillar goals

4. How to create a content calendar

5. How to optimize and link to internal content

Use the 5 data types for keyword research

Website Analytics



Google Analytics

Keyword Tools



Consumer Surveys



Google consumer surveys



Social Data



Internal Search



Keyword benchmark report

Use SEM RUSH to find the keywords that your website is ranking for. You want to split them up in to branded and non-branded keyword rankings. Then show how many terms are ranking in what position. You want to make sure that your content strategy takes into consideration keywords that you are ranking well for and ones that are on the second and third page of Google which are in “Striking Distance”. It is much easier to create and optimize content for words you are close to ranking for than brand new terms.

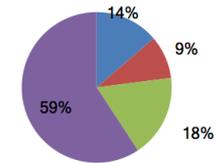
A keyword benchmark report also helps you track progress of your SEO efforts. Usually you should do a benchmark report before any SEO work is done so you can see improvements.

Keyword Benchmark Overview

Ranking Benchmark
July 2018

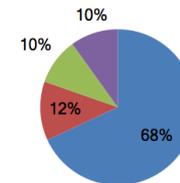
Branded and Non-Branded Keywords July 2018

Brand+Non Brand Keywords	6899
Rank 1- 10	947
Rank 11 - 21	638
Rank 22 - 40	1225
Rank 41 - 100	4089

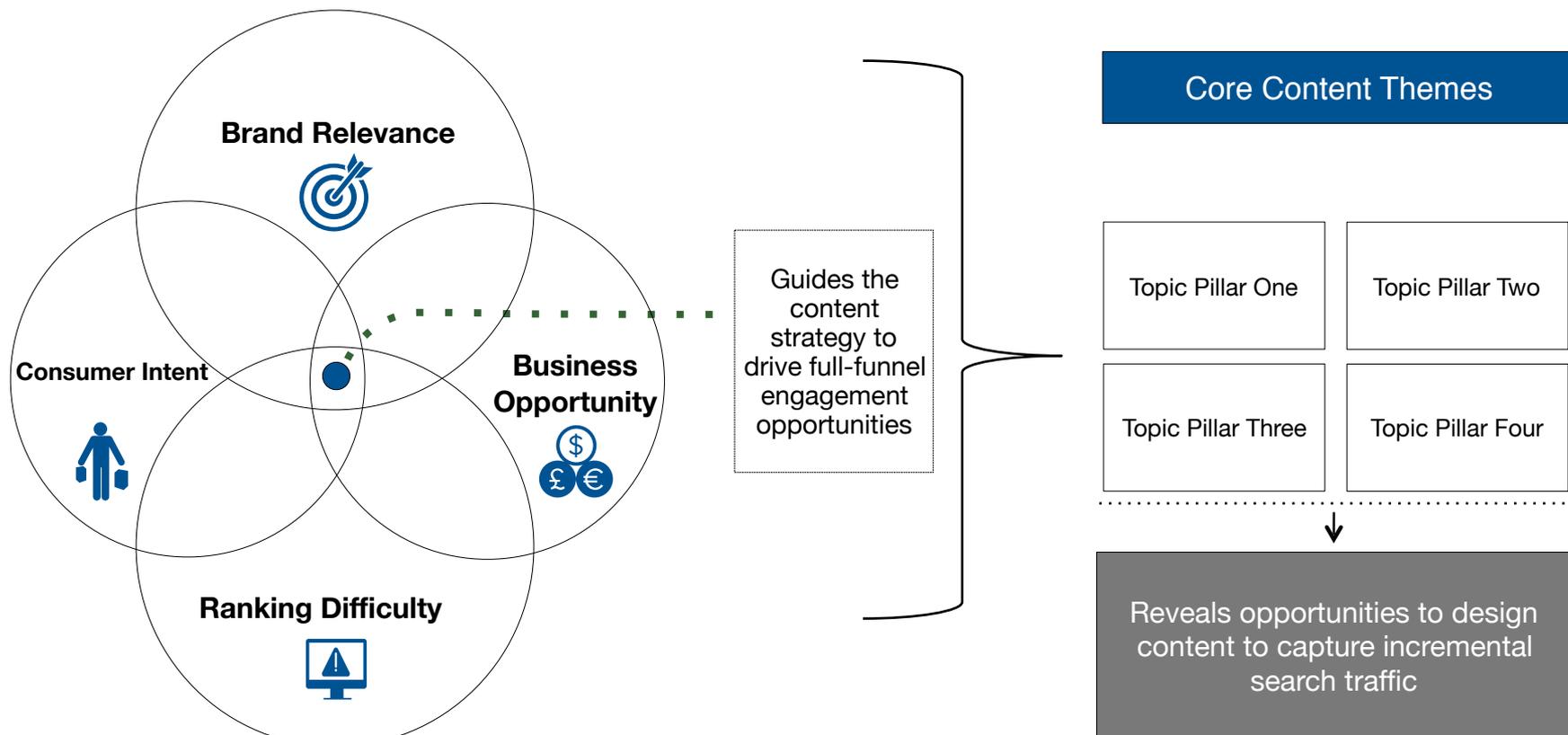


Brand Keyword Ranking July 2018

Brand keywords	884
Rank 1- 10	602
Rank 11 - 21	108
Rank 22 - 40	86
Rank 41 - 100	88



Use the content criteria to develop content themes



Use content criteria to score content pillars

Opportunities revealed in the content framework are further put through a 5-point scoring process to prioritize keyword topics. One being the lowest priority and five being the highest priority. Each of the criteria gets a point based on the topics grading related to the criteria. If you own an online shoe store “buy shoes online” would be 5 on the Business opportunity and a 5 on the Brand Relevance but might be a 3 on the Ranking opportunity since you would be competing with Zappos and large shoe brands.

Total:

You then total up the points to get a total score.

Keyword Topic	Sample Keywords	Consumer Intent(1-5)	Brand Relevance (1-5)	Business Opportunity (1-5) (Annual Search Volume)	Ranking Opportunity (1-5)	Total Score
Striking Distance	how to fill out a money order, what is a money order, deposit money for inmate online	5	5	5	5	20
Microfinance	economic development, global giving, what is microfinance, community loans	4	5	4	3	16
Living abroad	living abroad, moving overseas, moving to america, jobs abroad, remittances	4	5	2	3	14
Connect-to-home Technology	long distance communication, how to video chat, how to watch sports online	1	4	3	2	13
Global Gifting Holidays	Chinese New Year , Diwali Gifts Ramadan	2	3	5	2	12
International Travel	travel hacks, last minute travel, how to travel cheaply, international travel tips, travel money	3	2	4	2	11
International calling	How to call internationally , International calling rates, Cheap international calling	3	3	2	2	10

Annual Search Volume
0-350,000
1
350,001-700,000
2
700,001-1,050,000
3
1,050,000-1,400,000
4
1,400,000+
5

Add goals and confirm content pillars

You then have to add goals to your content pillars so you know what you are tracking towards and so you can judge success. You would then load the keywords into your keyword tracker and optimize content to target them.

Protein (Example)	Topic Pillar Two	Topic Pillar Three	Topic Pillar Four
<p>Description: Focus on creating content that answers questions around Protein.</p> <p>Goal: Be an authority on everything that has to do with Protein</p> <p>Target Keywords: -what is protein -how much protein do I need -High protein foods</p>	<p>Description: Example topic description.</p> <p>Goal: Add your goal</p> <p>Target Keywords: -keyword one -keyword two</p>	<p>Description: Example topic description.</p> <p>Goal: Add your goal</p> <p>Target Keywords: -keyword one -keyword two</p>	<p>Description: Example topic description.</p> <p>Goal: Add your goal</p> <p>Target Keywords: -keyword one -keyword two</p>

Content calendar: build this based on keyword priorities

Example Content Calendar

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	1	2	3	4	5	6
Financial How To's: Money Orders						
10 Travel Apps to Know Before You Go Abroad						
7	8	9	10	11	12	13
Fast and Easy Ways to Receive Money While Studying Abroad						
What is Microfinance: An Expert Explains						
14	15	16	17	18	19	20
How to Send Money from Western Union on Viber						
10 Street Food Favorites from Around the World						
21	22	23	24	25	26	27
Minimizing Foreign Transaction Fees When Traveling						
The Ultimate Music Lover's Pilgrimage						
28	29					

Map keywords to your pages using Excel to keep track

It's important to map your keywords along with important information like search volume back to specific pages. You then want to also write your meta titles, descriptions and more on the same Excel sheet. This will make it very easy to keep track of what keywords you are tracking and to what pages. You can also easily upload the data into a keyword tracking tool for further analysis and on going performance monitoring.

Current URL	Keyword	Keyword Volume	Keyword Difficulty	Title	Meta Description
https://www.avivahair.com/	hair growth vitamins	18100	50%	Best Hair Growth Vitamins Hair Loss Supplements Aviva	Promote natural hair growth with Aviva's hair growth vitamins and supplements. Give essential nutrients to your hair and prevent hair loss. Order
https://www.avivahair.com/ingredient/saw-palmetto/	Saw Palmetto Hair Loss	5,400	47%	Saw Palmetto for Hair Loss Vitamins for Hair Growth Aviva	Aviva products contain Saw palmetto which helps in preventing hair loss by effectively blocking the Dihydrotestosterone (DHT).
https://www.avivahair.com/ingredient/vitamin-b5/	vitamin b5	5400	56%	Vitamin B5 for Hair Growth Aviva	Vitamin B5 is essential nutrient which prevents hair thinning, promotes healthy hair and skin, strengthens hair follicles and fights with premature aging.
https://www.avivahair.com/ingredient/phytosterol-blend/	phytosterols	4400	54%	Phytosterols Hair Regrowth Ingredients Aviva	Aviva hair supplements contain 3 main phytosterols- beta-sitosterol, campesterol, and stigmasterol which help in collagen production and hair regrowth.

Page content optimization

Page Copy and Header Tags

1. Main keywords need to be in the first sentence followed with synonyms and variation of the word. H1 tag should contain the main keyword as a header.

Image

2. Images must have alt text with the keyword in it
3. The image file name must contain the keyword

Video

4. Video must be embedded on the page
5. Schema mark up should be used to add more information about the video

```
<div itemprop="video" itemscope itemtype="http://schema.org/VideoObject">
  <h2>Video: <span itemprop="name">Title</span></h2>
  <meta itemprop="duration" content="T1M33S" />
  <meta itemprop="thumbnailUrl" content="thumbnail.jpg" />
  <meta itemprop="contentURL" content="http://www.example.com/video123.flv" />
  <meta itemprop="embedURL" content="http://www.example.com/videoplayer.swf?video=123" />
  <meta itemprop="uploadDate" content="2011-07-05T08:00:00+08:00" />
  <meta itemprop="expires" content="2012-01-30T19:00:00+08:00" />
  <meta itemprop="height" content="400" />
  <meta itemprop="width" content="400" />
  <object ...>
    <param ...>
    <embed type="application/x-shockwave-flash" ...>
  </object>
  <span itemprop="description">Video description</span>
</div>
```

Internal Links & Social Sharing:

6. Must link to other relevant pages internally
7. Page should be easy to share on social media sites

Home About UDL Events Online Dance Academy UDL Photos & Videos Log In Register

image

3 2

<H1>Main keyword in the title

1 <H1>

<H2>Main keyword in title</H2>

1 Ait **target keyword**, eros nulla pellentesque felis, at vitae congue velit. Phasellus **keyword synonym** neque diam, id fermentum arcu bibendum ac. Curabitur eu finibus libero, **keyword** tempus diam.

Athletes Divisions Online Academy

UDL Athletes

Ait **target keyword**, eros nulla pellentesque felis, at vitae congue velit. Phasellus **keyword synonym** neque diam, id fermentum arcu bibendum ac. Curabitur eu finibus libero, **keyword** tempus diam.

1 <h3> Keyword in title </h3>

Ait **target keyword**, eros nulla pellentesque felis, at vitae congue velit. Phasellus **keyword synonym** neque diam, id fermentum arcu bibendum ac. Curabitur eu finibus libero, **keyword** tempus diam.

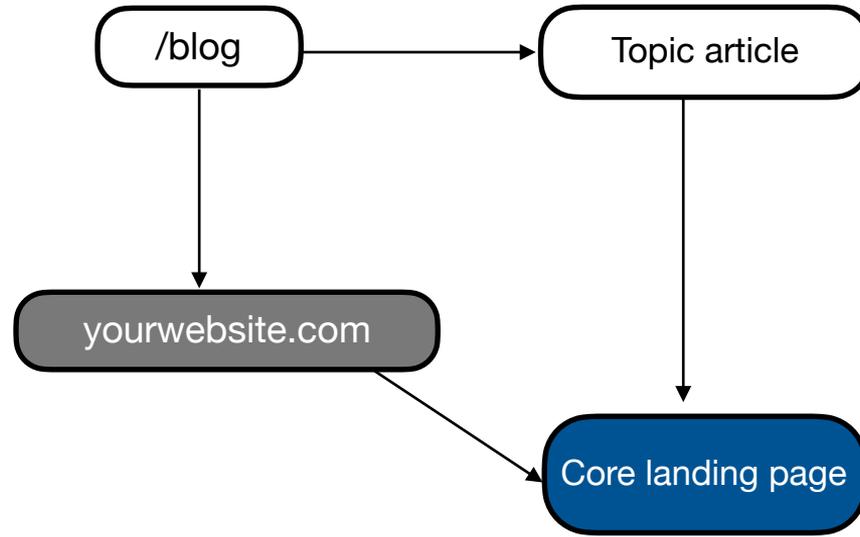
6

7

Share

Use new content to support and link to other content

Once you launch your new content you have to insure that you are creating internal links to content on your website that is relevant to other important content. This allows site traffic and link equity to pass from one page to the next.



Summary

A photograph of two young women in a library setting. The woman on the left has dark curly hair and is wearing a blue denim shirt with white headphones around her neck. She is looking down at an open notebook. The woman on the right has long straight brown hair and is wearing a red and white plaid shirt over a white top. She is pointing at a laptop screen with a red pen. The background shows bookshelves filled with books.

1. Use data to research content

2. Use that to find the sweet spot that brands can speak to

3. Use the scoring system to prioritize content

4. Always create a content calendar

5. Always optimize content and link to internal pages

Thank you



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