

Keywords Research and Analysis

Introduction to Keyword Research; Business Analysis; Types of Keywords; Keywords Analysis Tools.

What is keyword research?

- For the purpose of discovering the best keywords possible and staying in the online trend loop, search engine professionals do something called **keyword research**.
- Keyword research involves exploring the actual terms used in queries by users on search engines, with the aim of discovering niche keywords that are yet to become competitive and then these keywords are looked into further to find resembling or substitutable keywords. This whole endeavor is powered by keyword research tools, which have the functions of a thesaurus and word suggestion built into them.

What is keyword research?

- Search engines are also known to make their own keyword research tools available for webmasters, tools which also give statistics for keywords, as in how much a certain keyword has been typed in and what other words it is used most with. Google provides Keyword Planner, while Bing has Bing Keyword Research tool. Both of these tools, as well as similar tools developed by other companies, will help you explore:
- Competitiveness of the keywords you are interested in • Estimated amount of traffic for those keywords • Keyword suggestions to get new ideas and similar phrases you can use on your website.
- Additionally, you can also: • Use keyword filters to customize the search • Add location or language in order to use targeting feature 42 • Use negative keyword that will be excluded from the research • Choose the custom date range

Phases of keyword research

Keyword research can be divided into several phases that will help you develop the final list of keywords:

- Identify the keywords that are relevant to your business
- Add words to create keyword phrases that are more specific (You can add adjectives, location, etc.)
- Explore the keywords of your competitors to get new ideas
- Explore the competitiveness of those keywords and keyword phrases using keyword research tool
- Use the keyword research tools to get more ideas on keywords
- Remove the generic keywords and keywords which are too competitive
- Finalize the list with 10 to 50 keywords and keywords phrases that will later be used in the process of optimizing your website

Types of Keywords

There are a variety of different ways to think about and categorize the types of SEO keywords. Here, we'll cover types of keywords based on length, how the keyword relates to your business's specific buyer journey & your specific industry, as well as keywords by product or service.

Types of SEO Keywords Defined By Their Length

- Short Tail Keywords (also called head, broad, seed, or generic keywords) : These are broad search terms that have a very high volume of search traffic. These terms are usually one or two words, and they are typically the most competitive SEO keywords. ***E.g. roofing company***
- Mid Tail Keywords : Mid-Tail Keywords are usually two to three words and are slightly more descriptive than generic seed keywords. These keywords are likely to be less competitive than broad keywords because they are more descriptive. ***Example: best metal roofing company***
- Long Tail Keywords: Long-tail Keywords are highly targeted to a specific topic or audience and typically consist of multiple words, giving them their name. Because long tail keywords are more specific, they tend to be less competitive and can lead to higher click through rates. ***Example: best roofing companies with free estimates in Portland***

Buyer Intent Keywords

- **Informational Keywords** : Informational Keywords relate to general inquiries. These keywords reflect the buyer's awareness stage of their journey. Searchers often use informational keywords when they are aware of a problem and seeking a solution. *Example A: How often should you replace your roof?*
- **Navigational Keywords**: Navigational keywords relate to searches for a specific brand or company. Searchers often use navigational keywords when they are in the consideration phase of the buyer journey. If users are researching different brands they are likely trying to determine the best solution to their problem. *Example: Central Oregon roofing companies*
- **Transactional Keywords** : Transactional Keywords relate to searchers who are ready to purchase. People use transactional keywords when they are in the conversion phase of the funnel. They already know what they want to buy, and they use specific terms. *Example: How much does a new roof cost?*

Industry & Business Specific SEO Keywords

- Market Segment Keywords : Market Segment Keywords apply to the overall vertical of an industry. These terms are often broad, defining your product or service. Market segment keywords can be more difficult to rank for, but also provide the largest potential reach. *Example: Sunglasses*
- Customer-defining Keywords : Customer-defining keywords identify specifics about a customer. Including how your customers refer to themselves, i.e. “small business owner”, or particular characteristics they have, i.e. “coffee lover”.
- Product Keywords : Product Keywords are keywords that include specific types of products or services. *Example: Polarized Puma sunglasses*
- Competitor Keywords : Competitor Keywords are keywords that contain your competitor’s names or specific products. *For Puma, a competitor keyword might be Nike.*
- Geo-targeted Keywords : Geo-targeted Keywords are, you guessed it, location-based. *Where can I buy Puma sunglasses in Chicago?*

Tools Available for Keyword Research

Tools

- Keywords are one of the most important aspects of SEO and for relevant and useful keywords a precise keyword research is required.
- Keyword research provides you meaningful keywords that enable your webpages to rank higher in search results. Thus, it can be considered the base of SEO is keyword research.
- There are a number of tools available for keyword research. Some of the popular tools are described below:

Google Keyword Planner

- It is one of the most used keyword research tools. It is a free tool which is integrated with Google Adwords. This tool requires you to create an Adwords account before you start using the tool. It gives you an idea about the competition level for each keyword and offers you filters and match types to find out profitable keywords.

Tools

- Google Trends
- It is also a free tool of Google which is designed to compare the traffic for a set of keywords. It allows you to enter multiple keywords, search history and category and use filter by location. You just enter the data and it will display how high a particular keyword ranks along with the reason for its popularity like press coverage, social media, etc.
- SEMRUSH
- It is designed to offer more than just keyword search. In this tool, you don't need to enter seed keywords like other tools, i.e. you just need to add your and competitor's URL, the tool will provide you all the keywords that are ranking for competitor's site. You can identify the keywords that you are not targeting. In the paid section of search you can find out the keywords your competitors are planning to bid on; you can use these keywords for your organic benefit.

Tools

- Keyword Spy
- It is an SEO optimization tool designed for keyword research. As the name suggests, it allows you to spy on competitors' keywords, to create targeted campaigns and to see their rank based on geographical location. Its free version offers several features; Domain spy tool is one of them which allows you to type the domain into the search box and provide you the data such as on what keywords a site spends most, how much a site is spending in paid search and who are the competitors, etc.
- Keyword Discovery
- It is one of the best keyword tools. It collects data from more than 200 search engines including the popular ones like Google and Yahoo. It provides regional or country specific databases, industry related keyword lists, online shopping keywords lists, etc. The tool also features various research options like filters, misspellings, keyword permutations, trends, etc.

Tools

Keyword Tool.io

- It is a basic keyword research tool which can be useful if you are looking for long-tail keyword suggestions for your keywords. It is also a free tool; its basic version can be used even without creating an account. The basic version uses Google Autocomplete to create a list of related long-tail keywords. But, it does not provide information about search volume and cost-per-click for this information you have to upgrade to **Keyword Tool Pro**.

WordTracker

- The tool helps you find best keywords related to your search keywords and also shows how much traffic a keyword gets. It is generally used by small organizations. It helps them to research keywords, develop a planned SEO platform and build new links.

Moz's Keyword Difficulty Tool

- The tool is designed by Moz. It helps analyze the competitiveness of a keyword. When you enter a keyword, it shows the top ten ranking for that keyword. Then, it assigns a difficulty score for the keyword based on the webpages that are ranking for this word. It also allows you to export data into a CSV for deep analysis.