

Finding the “Right” Keywords

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Defining the “Right” Keywords

- Not always what you use in-house
- How your customer describes your product/service
- Not Generic Shoes
- Product Focused



Easiest Starting Place

- Start internally when building lists
 - Current Marketing Material
 - Employees (esp. Customer Service)
 - Faithful Clients



Remember

Those key phrases you came up with may and may not be the best, explore all avenues. You want to focus on what your clients are searching for.



Free Keyword Research Tools

- Google AdWords External Tool
- WordTracker
- SEOBook Keyword Research Tool
- Digital Point Keyword Suggestion Tool
- Keyword Discovery by Trellian
- AdCenter Keyword Forecast



Paid Keyword Research Tools

- WordTracker
- Keyword Discovery
- Hitwise



Doing Keyword Research

- Google AdWords Tool (I'm biased)
- Two Ways to Search
 - Keyword Suggestion
 - Website Crawl



Google Keyword Tool

new Want more keyword ideas? Try the [Search-based Keyword Tool](#), a new tool that will generate ideas matched to your website.

Results are tailored to **English, United States** [Edit](#)

How would you like to generate keyword ideas?

- Descriptive words or phrases
(e.g. green tea)
- Website content
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:

margarita machine

Use synonyms

Type the characters you see in the picture below. [?](#)



lxgaamkt

Letters are not case-sensitive

[Filter my results](#)

[Get keyword ideas](#)



Results

Choose columns to display: ?
 Show/hide columns

Keywords	Advertiser Competition ?	Approx Search Volume: January ?	Approx Avg Search Volume ?	Match Type: ?
Keywords related to term(s) entered - sorted by relevance ?				
margarita machine		60,500	74,000	Broad
margarita machines		6,600	8,100	Broad
frozen margarita machine		1,900	3,600	Phrase
margarita machine rental		4,400	5,400	Exact
margarita machine rentals		2,900	3,600	Negative
margarita machine sales		260	320	Add
used margarita machine		210	260	Add
rent margarita machine		590	880	Add
frozen margarita machines		260	390	Add
commercial margarita machine		260	320	Add
home margarita machine		1,300	1,600	Add
margaritas machine		260	210	Add
used margarita machines		140	210	Add
taylor margarita machine		Not enough data	170	Add
margarita machine mixes		Not enough data	73	Add
margarita mix machine		320	320	Add
margarita drink machine		1,000	1,900	Add
mr margarita machine		Not enough data	46	Add



The Steps

- Do everything imaginable
 - Insert keywords from internal research
 - Search your site
- Use Exact Match for best numbers
- Export Lists into Excel
- Use common sense to parse down



Remember

These lists include everything but the kitchen sink. Review them for accuracy to your product/service. Don't just go for the words with the biggest traffic numbers.



Competitors

- Search your Top 10 keywords
 - Most descriptive
 - Highest Traffic
- Note websites that reappear
- Search their sites for common keywords



Places to Review

- Site Content (Yeah, I know, duh)
- Title Tag
- H1s
- Keywords Meta Tag

Tip: Insert site's products pages and homepage into the Google Keyword Tool reviewer, quick and dirty



Remember

Those key phrases your competitor is using are not always the best. The research is to spark ideas, not to copy.



Wash and Repeat

- Internal References
 - Review internally
 - Make a priority, all search marketing relies on this list
- Keyword Research Tools
 - Focus on those phrases with traffic
- Competitors
 - New sites appear all the time
 - Keep up with trends



Thank You!

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