



**Keyword Research Webinar
Presented by Fabian Lim
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Agenda

- Keyword Research For PPC
 - Choosing The Right Keywords
 - Identifying Your PPC Campaign Objectives
 - Identify Profitable Lateral Keywords
 - Identifying Negative Keywords
- Keyword Research For SEO
 - Understanding Long-Tail Keywords, Allintitle & KEI
 - Using Keyword Research Pro to Identify Long-Tail Keywords
 - How to Optimize Your Landing Page / Website Correctly
- Question and answer session



Keyword Research For PPC

Choosing The Right PPC Keywords

- Before deciding on which keywords to use for your PPC campaign, you first need to determine the GOAL for your PPC campaign
- Next, identify relevant **lateral keywords**
- For each lateral keyword, identify **more specific keywords**
- TIP: Start narrow then expand slowly



Identify Your PPC Campaign Objectives

Once you determined a sustainable market demand & supply situation, it is imperative to set the **PPC campaign objectives** clearly with measurable KPI.

Campaign Objective	Measure (KPI)
Sales promotion	Offer take-up rate or sales
Event	No. of registrations
Newsletter	No. of signups
Lead generation	No. of leads



Identifying Profitable Lateral Keywords

- How to identify profitable lateral keywords?
 - Study product specification and feature list
 - What ‘problem’ does the product or service solve?
 - Use relevant ‘root’ words like:
 - Fix
 - Cure
 - Remove
 - Delete
 - Get rid of
 - Learn
 - Solve
 - Think benefits
 - Names of industry experts
 - Names of competing products
 - Brand names



Another Keyword Research Approach “Problems and Solutions”

- Especially useful for services or more complex products
- Think like the consumer in searching for solutions
- Example of a dating agency niche:

Problems	Solutions (General)	Solutions (Brand)
<ul style="list-style-type: none">• Lonely• Looking for girlfriends• Marriage agencies• Lunch dates• Expat dating	<ul style="list-style-type: none">• Dating Service• Matchmaking• Online dating• Dating agencies	<ul style="list-style-type: none">• Dating Agency A• Dating Agency B



Identifying Negative Keywords

- ANY additional word in a keyword NOT relevant to your market should be identified as a NEGATIVE KEYWORD.
 - Example: dating niche
 - Gay dating
 - Jewish dating
 - Lesbian dating
 - Mature dating
- Keyword Tools
 - Google AdWords Keyword Tool
 - Keyword Research Pro
- AdWords Search Query Report
- Website Log Files / Google Analytics
 - Extract actual search terms



Keyword Research for PPC

'Live Demo'
Using
Keyword Research Pro



Keyword Research For SEO



Understanding Long-Tail Keywords, Allintitle and KEI



What is a Long-Tail Keyword?

- A long-tail keyword is a micro-niche comprising low-volume keywords (three or more words in length) AND low-volume competition
- Easier to rank on page one in the search engines
- Can be incredibly profitable
- Examples of long-tail keywords for 'teeth whitening' CPA offer:
 - Over the counter teeth whitening
 - Hydrogen peroxide teeth whitening
 - How to get whiter teeth
 - Best teeth whitening kits
 - Teeth whitening at home



AllInTitle Competition

- Allintitle refers to the number of competing web pages (not web sites) in the search engine's index, that have the key phrase in the title tag of their web page
- Used as a quick way of identifying long-tail keywords (i.e. keywords with low search volume and very little competition) for search engine optimization (SEO) purposes
- The lower the allintitle, the lower the volume of competition. Allintitle of zero suggests absence of any SEO competition
- Allintitle is less useful as a means of identifying long-tail keywords when it is greater than 1,000 – because it is only a QUANTITATIVE and not a QUALITATIVE measure of SEO competition
- Not used for pay-per-click analysis



Keyword Effectiveness Index (KEI)

- KEI was developed by SEO expert Sumantra Roy
- Used to measure the effectiveness of a given key phrase
- Compares search volume with competition
- The higher the KEI, the more effective the key phrase
 - The higher the search volume, the higher the KEI
 - The higher the competition, the lower the KEI
- Similar to allintitle, KEI does not consider the QUALITY of the search engine competition



Using Keyword Research Pro to Identify Long-Tail Keywords



Step-By-Step Example

- Step #1 - Generate Keywords Tab
 - Type in keyword e.g. teeth whitening
 - Set results limit to '300'
 - Click 'Start' button
- Step #2 - Filter Keywords Tab
 - Import generated keywords
 - Remove keywords that have less than '4' words
 - Click 'Start' button
- Step #3 – Analyze Keywords Tab
 - Import clean keywords
 - Sort by Google volume
 - Click 'Start' button



How to Optimize Your Landing Page / Website Correctly



Basic On-Page Optimization Tips

- Place key phrase in the following locations:
 - File name e.g. best-teeth-whitening-kits.html
 - Title Tag
 - Headline (Apply H1 Tag to Headline)
 - Meta Keyword
 - Meta Description
 - Body Content (rather than repeat the key phrase, use more lateral keywords, industry slangs)
 - Alt Tags (really for accessibility purposes than for SEO)
- Don't bother about keyword density
- Use anchor text where ever possible to deep link
- Use target="_blank" and rel="nofollow" for outgoing links



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Questions?