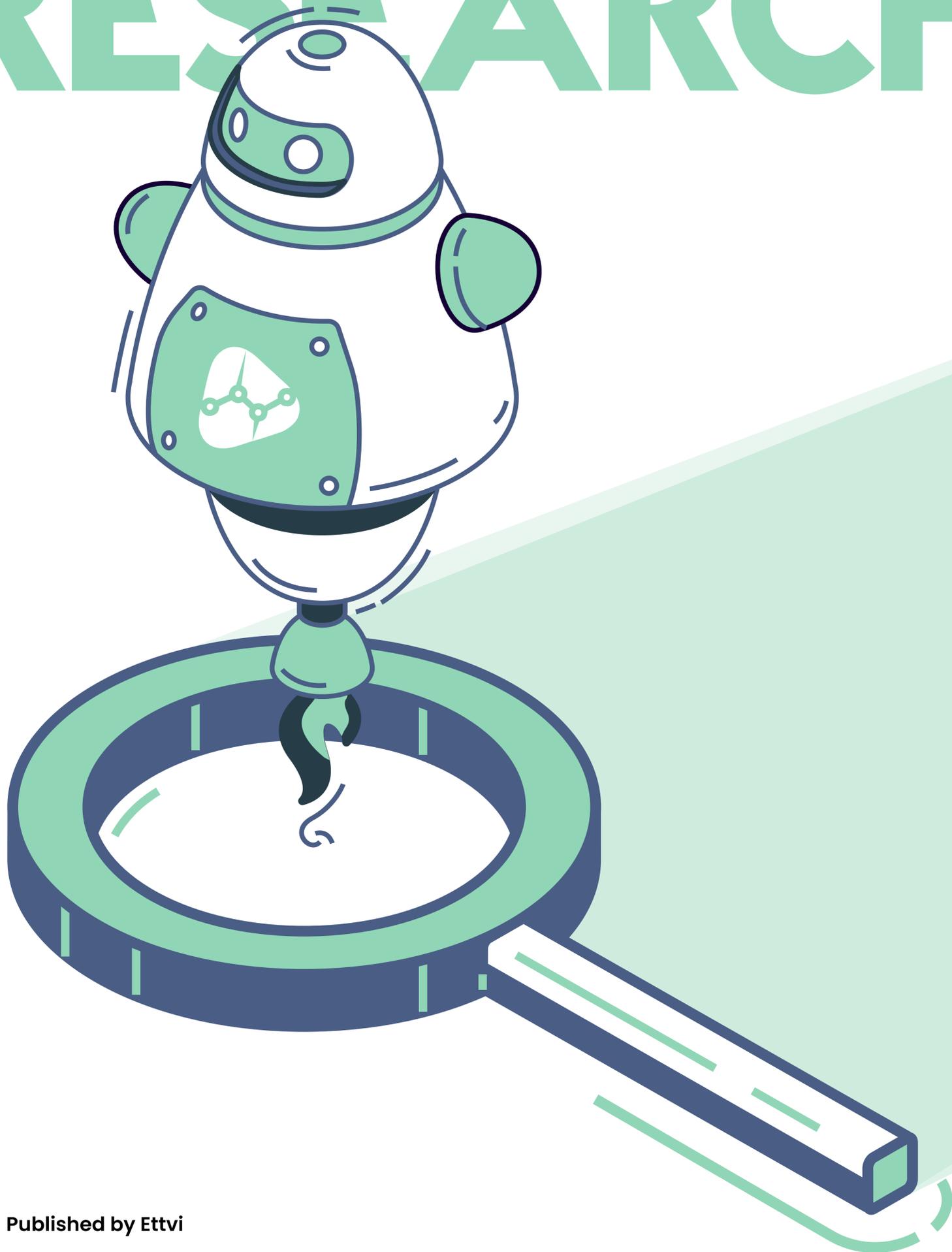


MASTERING THE ART OF

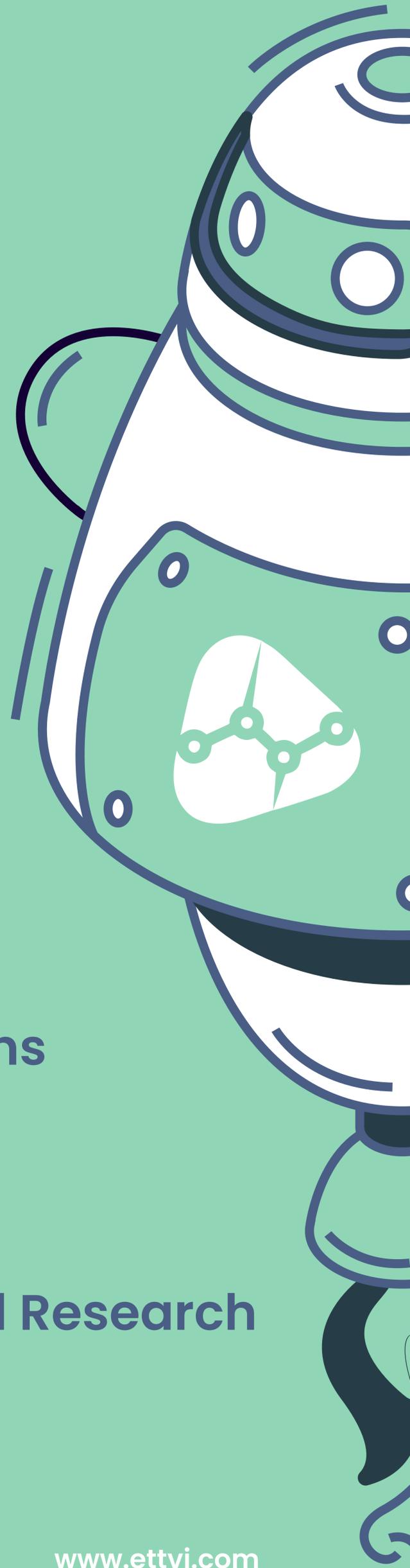
KEYWORD RESEARCH



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What are SEO Keywords?

Keywords are like secret language or word codes to build and grow relationships with search engines — the more relevant, the more visible!

To simply put,

Keywords are search terms or phrases that users use to search and find relevant information and referred to as search queries. Optimizing content by adding these search terms allows your business or content to be found via search engines.

Types of Keywords

Buyer's journey has a great impact on keywords — an important aspect to consider while selecting keywords for your product or service. So to maximize your SEO efforts, you must know about different types of keywords.

4 Main Types of SEO Keywords

- 1 Informational Keywords (**Know**)
- 2 Navigational Keywords (**Go**)
- 3 Commercial Keywords (**Decide**)
- 4 Transactional Keywords (**Do**)

1. Informational Keywords

As clear from the name, informational keywords refer to search queries that users use to find relevant information and include terms like “how”, “why”, and “what”. The intent of these keywords is to educate and boost brand awareness in your targeted audience. Moreover, such keywords allow your content to be visible in the featured snippets.

2. Navigational Keywords

The search terms used to navigate users to specific pages and mostly are brand related (aka Branded Keywords). The intention behind these search queries to find and access brand/location/business/product/service – a user already aware of.

3. Commercial Keywords

The intent of commercial keywords is more towards finding information about a product or service. These are search terms used at the consideration stage of Marketing Funnel. People use these terms to get them sure about the product or service. Commercial keywords are the combination of the transactional & navigational.

4. Transactional Keywords

Transactional keywords are intended about transactions or search queries that people use to make a specific purchase. Such terms are obvious that a person is looking to buy something rather than to seek some information. Moreover, product or specific pages should be optimized for such keywords to get ranked on SERPs.

Search Intent vs Search Volume

CONTEXT IS MORE IMPORTANT THAN EVER!



Google has kept growing and kept giving growth to the annexed websites. Therefore, the update of Google's algorithm always affects the indexed websites.

Very First update in the history of Google was regarding Keywords. Panda told the webmasters to stop "Keywords Stuffing" and to understand that it influences the Quality Score of a website's content.

Hummingbird was another update Google gave regarding Keywords selection and optimization. This is where Google notified the webmasters to be aware of the AI based algorithm which has started understanding the intent of the users. Search Engine claimed “Meaning Behind the Query” is all that needs to be served.

After RankBrain, Google’s BERT update is all about the intent of the user. BERT is based on the NLP(Natural Language Processing) where it breaks the sentences into different combinations of the words to understand in different manners.

Google purifies results on the basis of searcher’s intent.

All that matters to Google is the priority of webmasters to the users. Above mentioned updates and changes in the algorithm are for the betterment of the user experience. That is all Google looks at from a website and its content.

Targeting the “Low Hanging Fruits” is feasible and also recommended in SEO because it gives strength to the websites to make it clear to search engines what the website is all about. Moving towards competitive or most generic keywords can later help in finding more visitors. All of it is possible only if Google considers the website to be relevant and authentic.

There is a quote in sports that “not every ball needs to be hit”, likewise, in SEO there is a huge line-up of keywords in the same niche. What you need to hit is the one you think can get the ball out of the boundary. Target customers are the only issue SEO professionals miss.

SEO CAN BE FRUITFUL ONCE KEYWORDS ARE GREEN.

By green, it means that the keywords should be highly relevant to the intentions of the customers. Understand that there are more visitors in the store as compared to shoppers. Therefore, choose the keywords that have conversion intent rather than information. The ultimate goal of a website is to get conversions.

SO,

Search Volume can get you stats but Search Intent will get you customers.

Surpassing Facts & Myths About Keywords

The SEO Process is getting changed with the passage of time. There are few things which were applicable a few years back but no one can think of practicing them now. Likewise, there were few traditional steps which were taken on any website (going live) but now specified to some niches.

KEYWORDS ARE THE BACKBONE!

A Webmaster should invest most of his time in keywords while doing SEO of a website. This can make or break the whole marketing & the budgets.

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Long Tail Keyword

Beginners or the startup websites are always recommended to hit the long-tail keywords. This can be one of the steps of the process but do not count it as a necessary step. Long-tail keywords are less-competitive.

You have to start getting ranks through long-tail keywords. These keywords are always the “Low Hanging Fruits” but used to define the niche and its scope to the search engines. However, targeting long-tail keywords for the long run or considering it as the only option for getting ranks is a myth.

Factually, long-tail keywords are supposed to be the support the more competitive keywords like Generic Keywords.

To understand better take an example:

You are offering “Babysitting Services”, you cannot directly hit this keyword, hitting it means you will get bashed by the industry thought leaders, and your website will be nowhere. But, if you are targeting “Registered Babysitting Companies Near Me”, your website will get a quick ranking and your local services will get a boost. Search Engines will understand the intention of the services you offer.

Positioning of Keywords

Not every keyword can be used everywhere. You are not supposed to place kitchenettes in the store. A webmaster needs to optimize the website on the basis of keywords and placing them accurately will drive results.

A website has, Title, URL, Headings, Subheadings, bullet points, paragraphs, tags, image tags and many more. All of them have some importance in the sight of search engines. Therefore, Keywords placement in each portion needs to be different.

Webmasters make a mistake by choosing 4,5 keywords and distributing them all over the website without keeping the context in mind.

GOOGLE BOTHERS CONTEXT, AS USERS HAVE AN INTENT

Only High Volume Keywords

Targeting the big keywords is the dream of every SEO professional but not the right choice. What does it bring? Traffic?

Is traffic all that matters to you? Ask this to yourself and you will get the answer that “Yes”.

Actually, this is not the right approach to get ROI. SEO is a technical practice. Technically, if you have a monetized blog and it is getting traffic, it will bring money. But, if you are a services based company or you sell products, you are wasting energy. However, for blogs it is not easy to drive traffic by hitting the high volume keywords because these keywords are the most competitive keywords.

Ranking on the high competitive keywords takes energy and time. If a website/blog is getting started and hitting these keywords, it will get you nothing.

At the end, a business goal needs to be served, if it is getting served with easy keywords having moderate volume, then should not waste energy with such keywords. Search Engines keep high volume search queries position for the known websites.

Exact Match Keywords

Google has released an update on it. There are Experts who call it a ranking factor whereas Google says that EMD is a kind of rope webmaster strangles around his website.

Because, EMD are somehow the keywords which have a handsome volume. Opting that will never make you a brand, but will get you top position.

There is a darker side in two perspectives. One - that the website will be ranked only or around that specific keyword. Second - Search engines will give you a tough time getting rankings on a broader perspective as brands do.

Exact Match Keywords sometimes belong to the already existing brands. For instance, you are trying to get keywords on "Graphics Designing" and you get the word "Graphy" with a huge volume. Using it will be the biggest mistake as it is an already existing brand.

Keyword Distribution

Content optimization in a website is the practice of doing on-page SEO. There are hundreds of other ranking factors but on-page optimization is the most important one. Once a website is developed and pages are created, from URL to the footer webmaster tries to add keywords.

Placing keywords is not the bad option but placing them in an inappropriate way is prohibited. Therefore, some experts have introduced terminologies like "Keyword Density" & "Keyword Stuffing".

There is a huge difference in the impact of these practices but there is a slight difference. Keyword density is the number of times a keyword appears on a webpage which should be limited to around 2% per page.

However, keyword stuffing is the number of times a keyword is repeated on a webpage. Which means that once keyword density exceeds 2% (which is not defined by any – but experienced by many), that will turn into keyword stuffing.

Keywords stuffing is the black-hat SEO technique and Google asks people not to do this.

Five Easy Ways of Keyword Research

Before doing keyword research, there are a few important elements that need to be put into consideration.

- **Relevancy**

Content relevancy tells Google what this page is about and identifies the relationship between the search query and SERPs. It's also one of the ranking factors for Google.

- **Volume**

Along with the relevancy, we need to consider the search volume of the query too. If a search query is relevant but has no volume, it will not drive any of the traffic to your website. It is the number of times a specific term is being searched.

- **User Intent**

It's important to know what a specific user wants to find

out – so while conducting keyword research, you need to determine for whom you are doing research and what relevant queries a user might be looking for i.e. for the source of information, knowledge, or want to buy any product/service.

Steps to Do Keyword Research

1. Identify Your Niche

Keyword research process starts with identifying your niche to figure out the targeted audience – For whom you are creating all SEO and Marketing efforts.

2. Think, Think, and Think

Think about primary or seed keywords that define your niche and help your prospects identify your business. The seed keywords also serve as the baseline and help in generating relevant keywords.

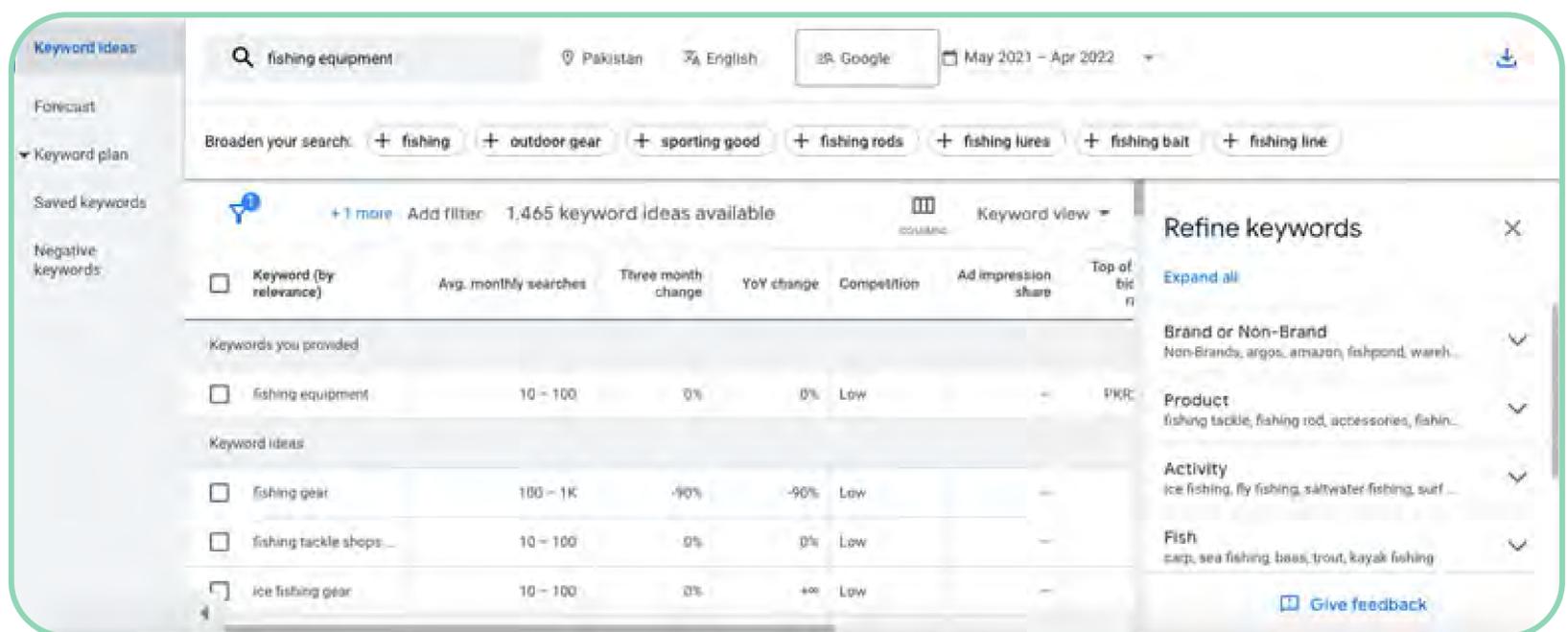
A business selling fishing equipment will have seed keywords like

- Fishing
- Fishing Equipment
- Fishing Tackle
- Fishing Accessories

3. Keyword Research Tool – Your Power Treat

Keyword research tools are your secret weapons to have as many ideas related to your seed keywords. With the extensive database of search queries, the keyword research tool can help you to extract the keywords for SEO.

Google Keyword Planner is one of the most used and free keyword research tools providing legitimate and relevant keyword results.



There are multiple other free and paid tools that can help you to conduct keyword research where Semrush and Ahref come first in the list. Get the ideas, analyze the keywords and narrow it down to have a filtered list containing keywords that are relevant, high-volume, and easy to compete. ETTVI Keyword Suggestion Tool is another great choice for Keyword Research.

4. Spy Your Competitor's Keywords They Are Ranked On

To outrank your competitors from the top position, you need to know which specific keywords they are ranked on

- spying on your competitors is another winning strategy in SEO.

However, it's important to identify the right competitors!

Not all ranking on top search results is your competitors - so to identify the right competitors, enter your ideal keyword and see websites ranking on SERPs.

Here you need to categorize them as the best and worst competitors

Best Competitor: The top ranking competitor that you can beat easily on SERPs with your strategy and SEO efforts.

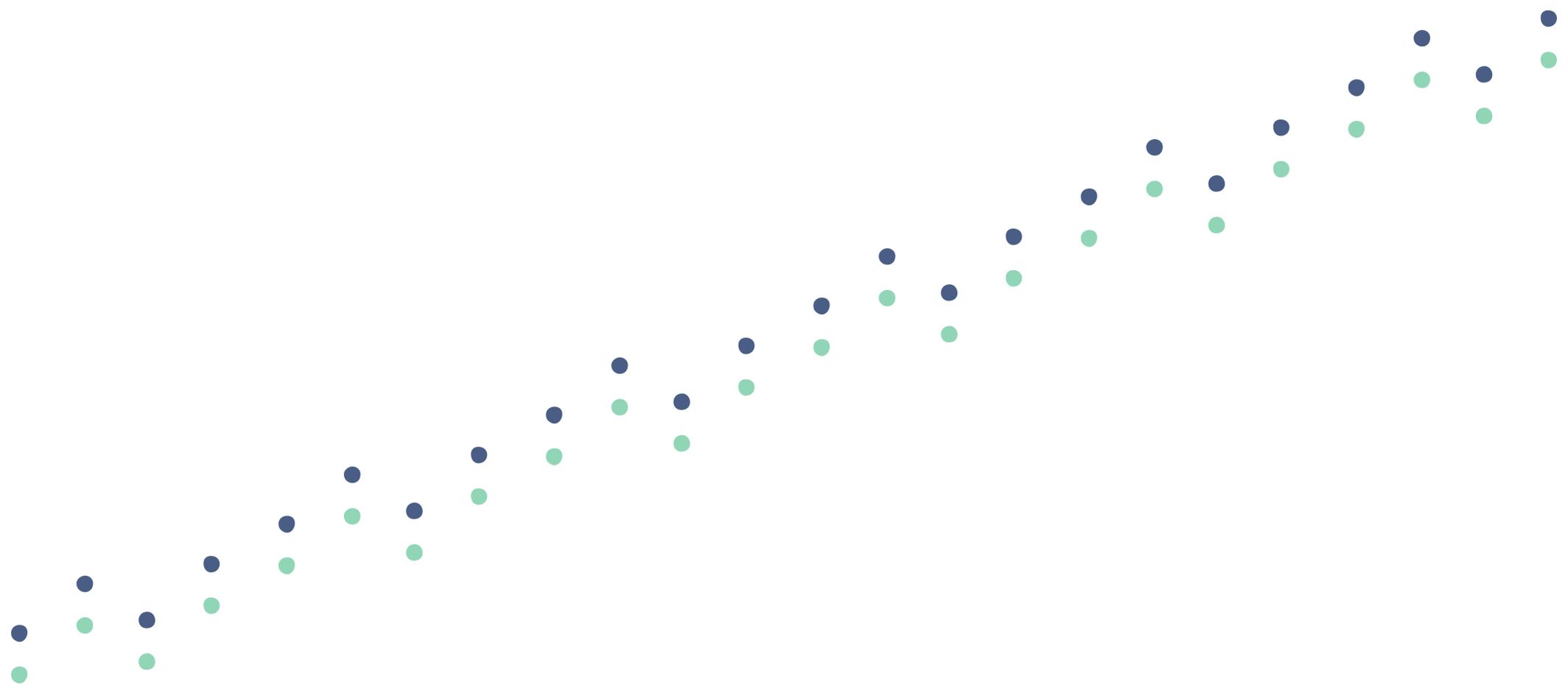
Worst Competitor: With strong SEO & strategies and difficult to outrank.

Once you finalize your competitors, gather insightful SEO data and understand their strategies that enable you to get ranked on top results.

5. Identify Secondary and Long-Tail Keywords

Along with your primary (seed) keyword, it's important to identify secondary and long-tail keywords for your business as it also helps you in attracting potential traffic towards products or services.

A user's search query determines the search intent (either its navigational, informational, transactional, or commercial) - so being specific and less competitive, long tail search queries are often made when a user wants to make a purchase. Expand your list by finding good secondary and long tail keywords and effectively use them to improve overall SEO strategy for your business.



Your Ultimate SEO Toolkit - ETTVI covers all SEO Tools that you need from auditing the site to ranking the site on the 1st page on Google. Based on Search Engine's Latest Algorithm updates, ETTVI's SEO tools fulfill the true needs of every Digital Marketer. No need for any billing or Signups.