

Keyword Research

In the Age of (not provided)

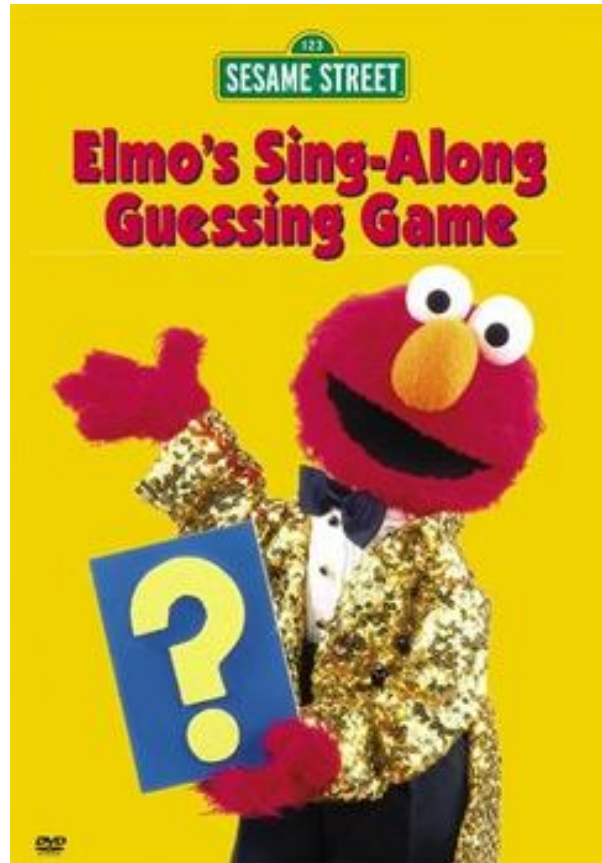
Ken Jurina

President & CEO, Top Draw Inc.

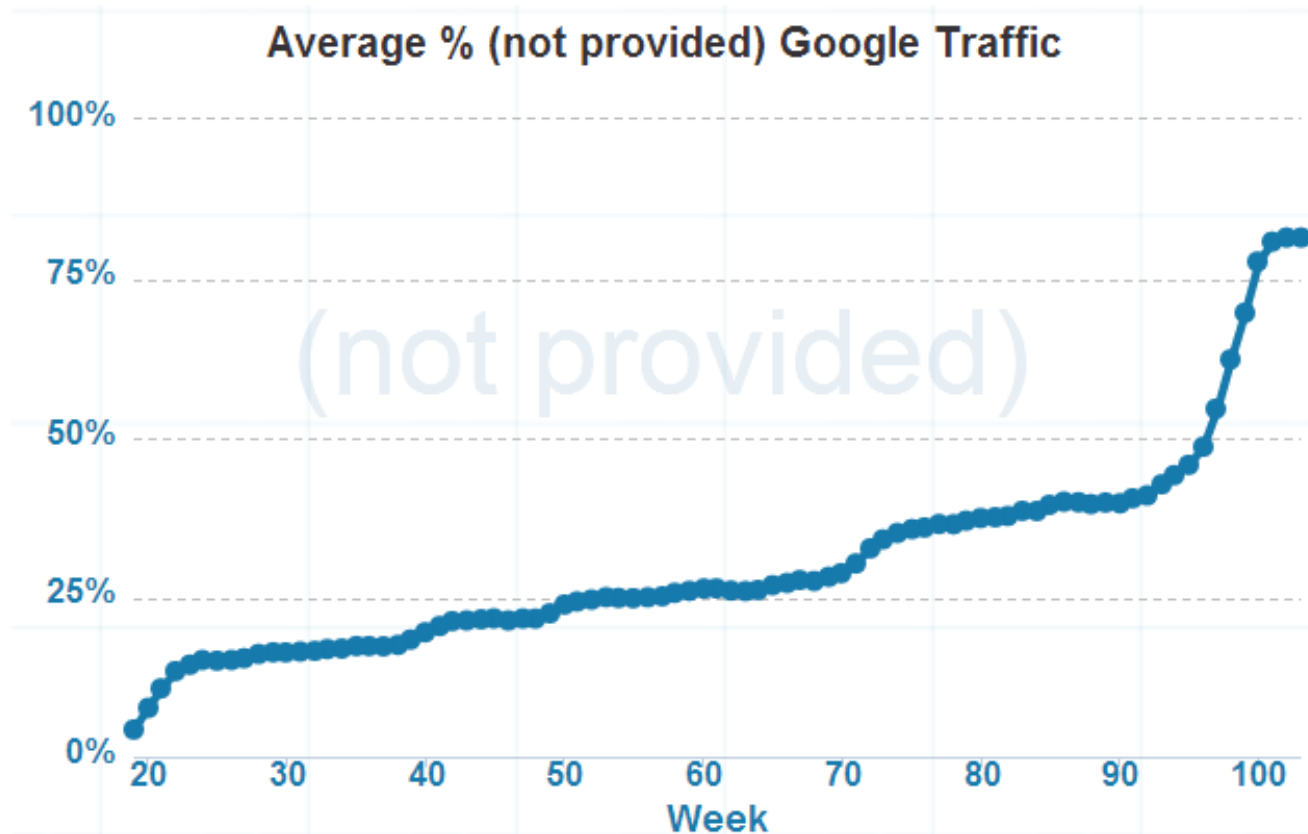
@kenjurina

www.topdraw.com

Keyword Research **Sucks**



Now Keyword Research Sucks Even More



Now Keyword Research Sucks Even More

- Our keyphrase data from Google is going, going...gone
 - No keyword-level conversion analysis
 - No more branded vs non branded to prove organic SEO impact
 - No head start on AdWords Campaigns
 - Advanced strategy on organic SEO

Basic Keyword Research

- Google ~~Keyword Tool~~ Keyword Planner
- Wordtracker
- UberSuggest
- Soovle

Basic Research: Keyword Planner

Keyword Planner
Add ideas to your plan

Your product or service
hammers

Get ideas Modify search

Targeting ?

- Edmonton
- English
- Google
- Negative keywords

Customize your search ?

Keyword filters

- Avg. monthly searches ≥ 0
- Suggested bid \geq CA\$0.00
- Ad impr. share $\geq 0\%$

Keyword options

- Show broadly related ideas
- Hide keywords in my account

Ad group ideas Keyword ideas

Download Add all (702)

Search terms	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
hammers	10	Low	CA\$0.00	0%	»

1 - 1 of 1 keywords

Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
stiletto hammer	90	High	CA\$0.14	0%	»
stiletto hammers	10	Medium	CA\$0.31	0%	»
types of hammers	10	Low	CA\$0.00	0%	»
ball peen hammer	20	Low	CA\$0.00	0%	»

Send feedback

Keyword Planner

Plan your next search campaign

What would you like to do?

▼ Search for new keyword and ad group ideas

Enter one or more of the following:

Your product or service

For example, flowers or used cars

Your landing page

<http://www1.macys.com/shop/womens-clothing/womens-activewear?id=29891&e>

Your product category

Enter or select a product category

Find
to a
cate

Your product category

Health Care Services|

All Categories

Health >

Health Care Services >

All

Abortion Services

Alternative & Natural Medicine >

Blood & Organ Donations & Transplants

Dentists & Dental Services >

General Health Care Services

Geriatric & Aging Care Services >

Hospice & Home Nursing Care

Hospitals & Health Clinics >

Immunology Services

Laboratory Testing & Medical Diagnostic Services >

Medical Skin Care Services

Basic Research: Keyword Planner

Pros

- Solid data (Down to the city)
- Decent suggestions on keyword ideas
 - By URL or product category
- Negative keyword option
- Data is downloadable

Basic Research: Keyword Planner

Cons

- Requires login (not for the paranoid)
- AdWords-centric
- Still need to dig for great long tail phrases
- Download 3000 keyword “ideas” at a time

Basic Research: Wordtracker

Find keywords related to...

...the following keyword:

Results

Per page:
 Page: 1

Keyword (?)
(207)


- 1 web design ([search](#))
- 2 website design ([search](#))
- 3 design ([search](#))
- 4 web development ([search](#))
- 5 web page design ([search](#))
- 6 web design company ([search](#))
- 7 web designers ([search](#))
- 8 search engine optimization ([search](#))
- 9 graphic design ([search](#))

Find keywords that include...

...the following keywords, one per line:

```
web design
website design
web designers
```

Find keywords from:

Canada Powered by 


All Keywords
 Exact Keywords only

You have 997 searches remaining in the next 30 days


Wordtracker in: [show/hide options](#)

Results

Page: 1 [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [Next](#) Per page: 100, [1000](#)

 Export: [Keywords](#) or [all columns](#)

Select: Select keywords containing: Delete selected: Save Selected:

 [Metrics explained](#)

Keyword (?) (665)	Searches (?) (N/A)	Competition (?)	IAAT (?)	KEI (?)
1 <input checked="" type="checkbox"/> web design (search)	6,600	39	196,000	58.2
2 <input checked="" type="checkbox"/> website design (search)	5,400	32	82,600	55.0
3 <input checked="" type="checkbox"/> web design toronto (search)	4,400	9	208	0
4 <input checked="" type="checkbox"/> toronto web design (search)	3,600	10	305	0
5 <input checked="" type="checkbox"/> vancouver web design (search)	1,900	0	0	0
6 <input checked="" type="checkbox"/> calgary web design (search)	1,900	8	174	0
7 <input checked="" type="checkbox"/> web design vancouver (search)	1,600	8	135	0

Basic Research: Wordtracker

Pros

- Find tightly related keyword fast
- Quickly build a list of relevant keywords
- Sort large lists by volume AND several competition metrics

Basic Research: Wordtracker

Cons

- Not as much data as Google
- Sorting is simplistic

Basic Research: Google Suggest



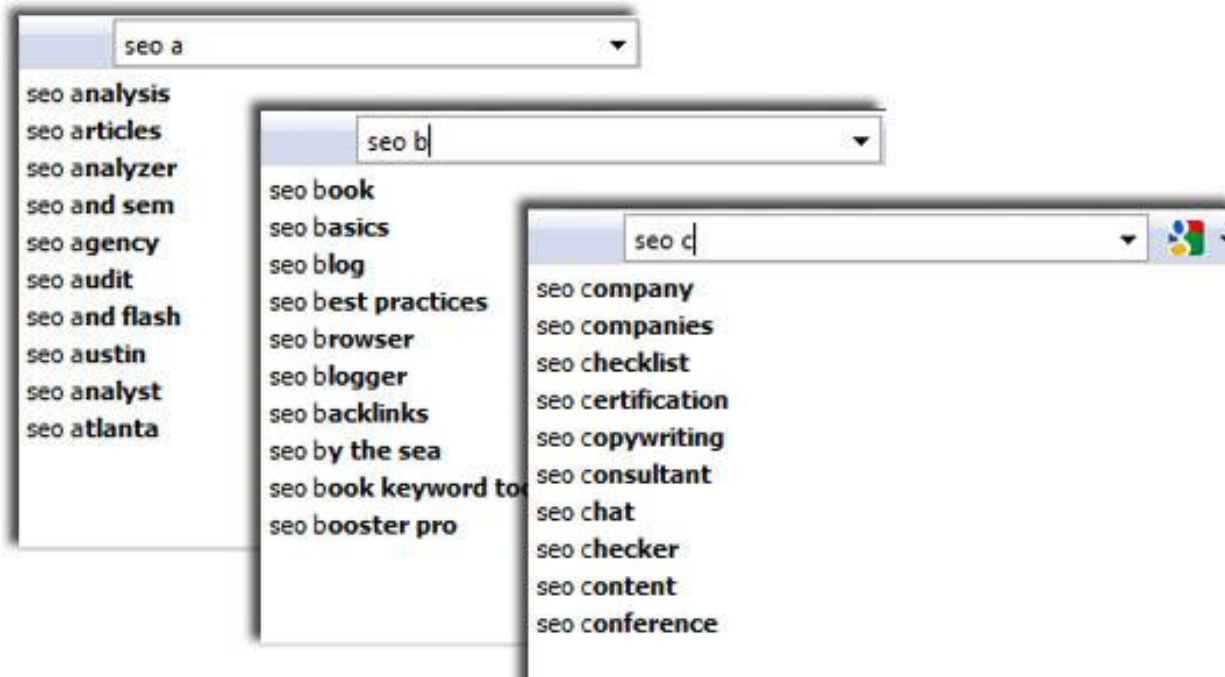
loans	Search
loans for bad credit	1,370,000 results
loans by web	6,680,000 results
loans for people with bad credit	1,240,000 results
loansfast.com	154,000 results
loans for college	1,110,000 results
loans for the unemployed	2,560,000 results
loans uk	2,020,000 results
loans for students	900,000 results
loans calculator	418,000 results
loans online	9,030,000 results

[close](#)

How to [Remove Suggest Personalization](#) (pws=0)

Suggest - Expanded

- Expand Google Suggest term by adding a, b, c...



Übersuggest.org

Übersuggest

Suggest on steroids

Get keyword ideas with Übersuggest the free keyword suggestion tool that makes good use of Google Suggest and other suggest services.

How it works?

- Write a term in the box.
- Choose a language and a source. Übersuggest can get suggestions either from regular Web search or from search verticals like Shopping, News or Video (more to come).
- Übersuggest takes your base term, add a letter or a digit in front of it, and extracts suggestions for it.
- Click on each word to get further suggestions based on that term.

The screenshot shows the Übersuggest.org interface. At the top, there is a search input field containing the word "halloween". Below the input field are two dropdown menus: "English/USA" and "Web". The "English/USA" dropdown is open, showing a list of languages including Danish, Dutch, English/Australia, English/Canada, English/Singapore, English/South Africa, English/UK, English/USA (highlighted), Finnish, French, German, Greek, Hebrew, Hungarian, Indonesian, Italian, Lithuanian, Norwegian, Polish, Portuguese/Brasil, Portuguese/Portugal, Romanian, Serbian, Slovak, Slovenian, Spanish, Spanish/Argentina, Swedish, and Turkish. The "Web" dropdown is also open, showing options for Web (highlighted), Images, News, Shopping, Video, and Recipes. Below the dropdowns, there is a list of suggestions for "halloween" with a green plus icon next to each item: "halloween costumes", "halloween city", "halloween costume ideas", "halloween costumes 2012", "halloween costumes for women", "halloween crafts", "halloween costume ideas 2012", "halloween costumes for couples", "halloween costumes for kids", and "halloween contacts".

Soovle.com

soovle

[permalink](#) | [secrets](#) | [demo](#) | [engines](#) | [blog](#)

WIKIPEDIA



amazon.com

Soovle

W

Answers.com

YAHOO!

YouTube
Broadcast Yourself™

bing

Soovle.com



Saved Suggestions

< Drag Suggestions Here >

hockey

✉️ 🖨️ 📄 📧

- hockey
- hockey hall of fame
- hockey night in canada
- hockeyallsvenskan
- hockey champions trophy
- hockey east
- hockey canada
- hockey world cup
- hockey champions challenge
- hockey puck

- ey monkey
- ey
- ey giant
- eybuzz
- ey news
- hockey hall of fame
- hockey fights
- hockey east
- hockey games
- hockeydb

🔍 hockey

Try the icons or hit the right-arrow key to change engine

🔍 a y! b YouTube 📺 W

Soovled Link

- hockey
- hockey - rock band
- hockey - family name
- hockey - album
- hockey - crossword solution
- hockey - 2002 album by john zorn
- hockey - sports fairchild video entertainment syst
- hockey - sports intellivision game
- hockey - sports atari lynx game
- hockey - sports odyssey game

[NHL.com - The National Hockey League](http://www.nhl.com)

The official National Hockey League web site includes features, news, rosters, statistics, schedules, teams, live game radio broadcasts, and video clips.

www.nhl.com

- hockey fights
- hockey
- hockey hits
- hockey fights 2011
- hockey goals
- hockey player gets throat cut
- hockey song
- hockey tricks

- hockeybuzz
- hockey monkey
- hockey fights
- hockey
- hockey giant
- hockey equipment
- hockey games
- hockey news
- hockey east

- fantasy hockey
- hockey monkey
- hockey fights
- hockey giant
- usa hockey
- olympic ice hockey
- wha hockey
- college hockey
- nhl hockey
- hockeybuzz

Engines

engines | blog

Drag the engines below to the diagram above.

Number of Engines: 7 - 11 - 15

On-Site User Intent Signaling

Pre (not provided)

<input type="checkbox"/>	1. top draw	9.48%
<input type="checkbox"/>	2. topdraw	6.37%
<input type="checkbox"/>	3. edmonton web design	4.74%
<input type="checkbox"/>	4. top draw edmonton	14.67%
<input type="checkbox"/>	5. web design edmonton	4.32%
<input type="checkbox"/>	6. graphic design edmonton	4.35%
<input type="checkbox"/>	7. edmonton graphic design	8.67%
<input type="checkbox"/>	8. print design	1.23%
<input type="checkbox"/>	9. topdraw.com	4.00%
<input type="checkbox"/>	10. edmonton design	2.68%

On-Site User Intent Signaling

What Now?

- Landing Pages report
- AdWords Organic vs Paid report
- Site Search Terms report
- Top Pages report in Webmaster Tools

Analytics Landing Pages Report

<input type="checkbox"/>	1.	/	131	61.07%
<input type="checkbox"/>	2.	/blog/the-top-qr-code-scanners-for-android/	111	95.50%
<input type="checkbox"/>	3.	/blog/targeting-only-mobile-devices-with-adwords-enhanced-campaigns/	31	96.77%
<input type="checkbox"/>	4.	/blog/what-you-need-to-know-about-google-places-google-plus/	31	96.77%

Build a widget:

- Filter

Visits by Landing Page

Landing Page	Visits
/blog/the-top-qr-code-scanners-for-android/	81
/	56
/blog/targeting-only-mobile-devices-with-adwords-enhanced-campaigns/	30
/blog/what-you-need-to-know-about-google-places-google-plus/	28
/blog/yoast-local-seo-for-wordpress-plugin-review/	18

Analytics Landing Pages Report

Pros

- Real data from Analytics
- Quick

Cons

- You have to guess at the phrases
- No small sites or sites with low content

AdWords Paid & Organic Report

Campaigns

Ad groups

Settings

Ads

Keywords

Audiences

Ad extensions

Dimensions

Display Network

View: Paid & organic ▾

Filter ▾

Columns ▾



Query	Ad stats					Organic stats			
	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Avg. Pos [?]	↓ Clicks [?]	Queries [?]	Clicks/query [?]	Listings/query [?]
best qr code reader android	0	0	0.00%	CA\$0.00	0.0	9	62	14.52%	1
Organic shown only	0	0	0.00%	CA\$0.00	0.0	9	62	14.52%	1
qr code reader android	0	0	0.00%	CA\$0.00	0.0	7	182	3.85%	1
Organic shown only	0	0	0.00%	CA\$0.00	0.0	7	182	3.85%	1
android qr code reader	0	0	0.00%	CA\$0.00	0.0	5	56	8.93%	1
Organic shown only	0	0	0.00%	CA\$0.00	0.0	5	56	8.93%	1
best qr code scanner for android	0	0	0.00%	CA\$0.00	0.0	5	18	27.78%	1

AdWords Paid & Organic Report

How to setup:

1. Verify your site in Webmaster Tools
2. In AdWords go to linked accounts
3. Click on webmaster tools details
4. Link the site

([More details](#) from Google)

AdWords Paid & Organic Report

Pros

- Interesting interaction data paid/organic
- Identify keyword opportunities
- See if PPC is cannibalizing organic

Cons

- Not granular to page
- No conversion data

Site Search Terms Report

1. career	prices	117
2. newsletter	rates	105
3. careers	price	78
4. carrer	Prices	67
5. editing google description	Price	52
6. jobs		
7. responsive		
8. seo		
9. social media		

Site Search Terms Report

Pros

- Good quality data on what's missing
- Can be setup on almost any CMS

Cons

- Not as much data, better for e-comm
- You need on-site search + GA tracking

Top Pages Report



Webmaster Tools

Site Dashboard

Site Messages

▶ Search Appearance 

▼ Search Traffic

Search Queries

Links to Your Site

Internal Links

Manual Actions

▶ Google Index

▶ Crawl

Search Queries

Top queries

Top pages

Filters

Web

Queries
1,576

8,000

Top Pages Report

Download this table

Download chart data

Basic

With change

Page

▶ [/blog/the-top-qr-code-scanners-for-android/](#) 

▶ [www.topdraw.com/](#) 

▶ [/blog/what-you-need-to-know-about-google-places-google-plus/](#) 

▶ [/blog/targeting-only-mobile-devices-with-adwords-enhanced-campaigns/](#) 

▶ [/blog/yoast-local-seo-for-wordpress-plugin-review/](#) 

Top Pages Report



Page	Impressions	Clicks ▲
▼ /blog/the-top-qr-code-scanners-for-android/	10,000	600
best qr code reader android	600	90
qr code reader android	1,300	70
android qr code reader	500	30
best qr code reader for android	110	30
best qr code scanner for android	90	30
qr reader android	600	16
qr code scanner android	400	16
best qr reader android	170	16
best android qr code reader	90	16
best qr code scanner android	70	16
qr code android	500	12
best qr scanner android	70	12
best qr reader for android	60	12
qr scanner android	700	<10
code scanner android	500	<10
android qr code	320	<10
qr code reader for android	110	<10

Top Pages Report

Pros

- Page level keyword data

Cons

- No conversion data
- 90 days worth of data ([Python script](#))
- Data not 100% correct
- Website needs decent amount of traffic

Summary

- Basic Research

- **Keyword Planner**
- Wordtracker
- Ubersuggest
- Soovle

- On-site Keywords

- Landing Pages
- Adwords Organic vs paid
- Site Search terms
- **Top Pages Report**

Thank You!

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Download Presentation at:

www.topdraw.com/presentations