

# anicca

data driven digital marketing

## Using Keyword Research to attract your ideal customer

By Sukh Singh

June 2020

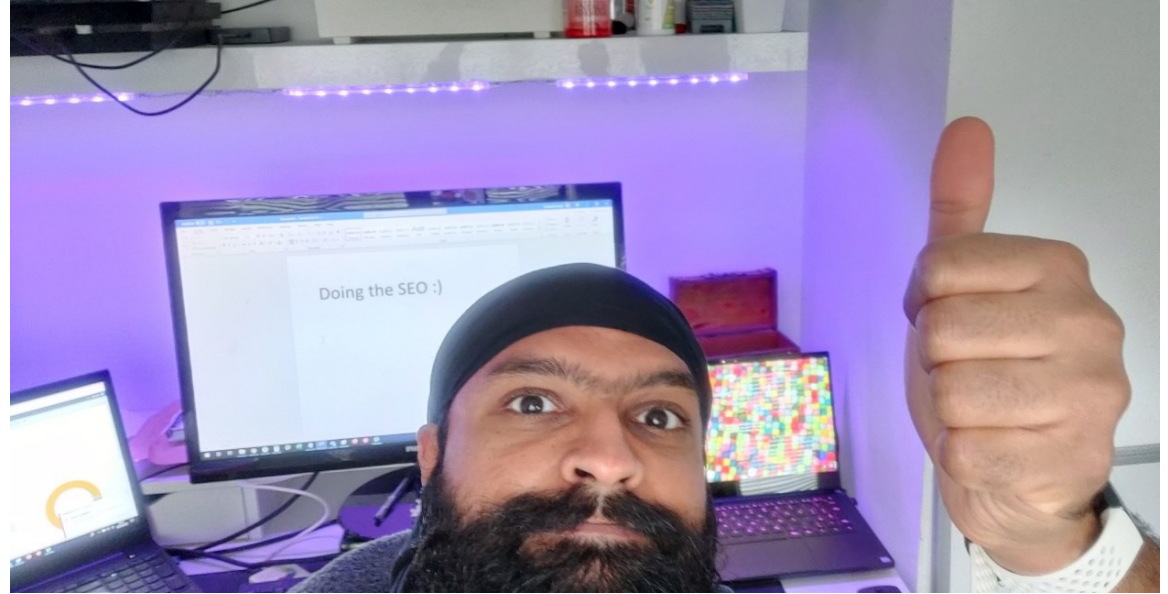


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- Keyword Research
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  - Step 2: Find Keywords
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  - Step 4: Build a Keyphrase Page Plan

# About me

- Head of SEO at Anicca (at Anicca for 6 years)
- An SEO consultant for over 10 years (in-house and agency)
- Web developer for 3 years
- I work on:
  - Tech SEO and website launches
  - International SEO
  - Lead generation and ecommerce SEO
- Obsessed with Fitbit and Strava – I'm annoying on Instagram



Examples of the  
*brands we work with*

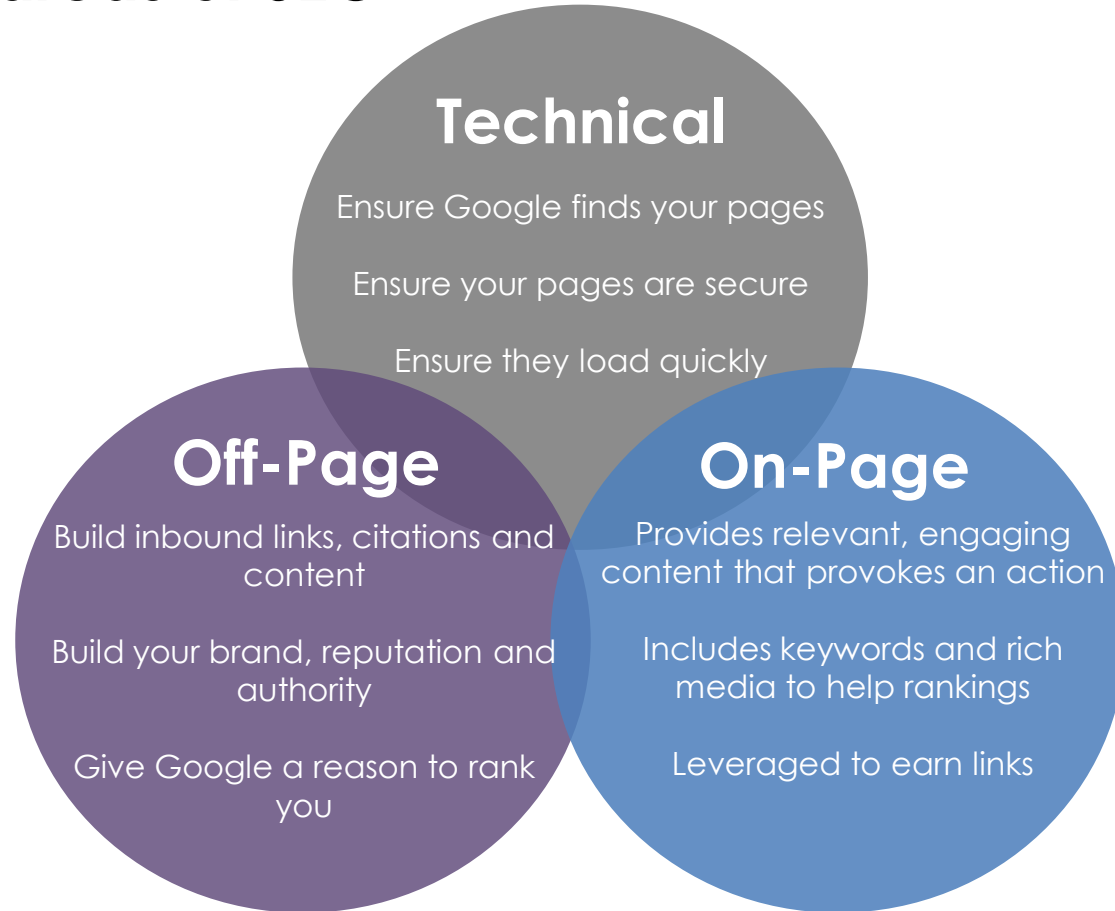




# SEO Basics



# The three areas of SEO



This is the easiest to impact!

# Google 'Broad Core Algorithm Update' (4<sup>th</sup> May)

On 4<sup>th</sup> May, there was a Google core algorithm update that adjusted the weight it places on various ranking factors. It took 2-3 weeks to fully roll out worldwide and affected the rankings for some websites.

There is no specific area this update targets, instead, it's a reminder to make sure you can answer these questions and are sticking to Google's guidelines for what makes a high-quality site:

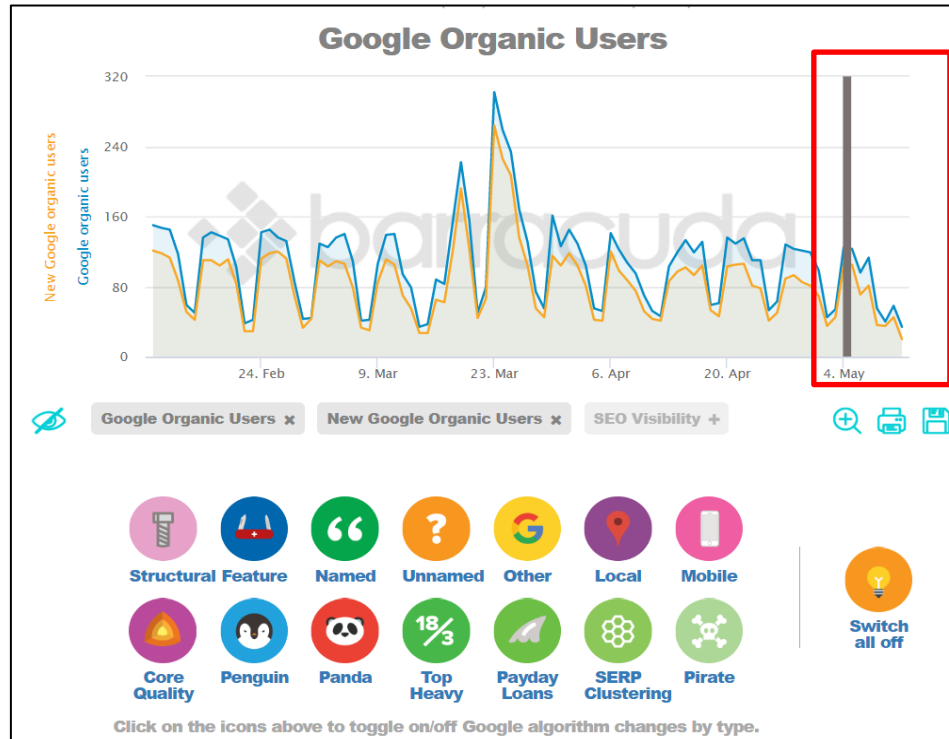
- Is the site trustworthy and secure?
- Does the site work well on all types of devices?
- Does the website contain an appropriate number of adverts or too many?
- Is the content high quality?
- See a full list here: <https://webmasters.googleblog.com/2011/05/more-guidance-on-building-high-quality.html>

Did you get hit?

- Use **Panguin** to overlay Google Analytics data onto an Algo update timeline: <https://barracuda.digital/panguin-seo-tool/>
- Use a **rank tracker tool** to compare your rankings before and after this update

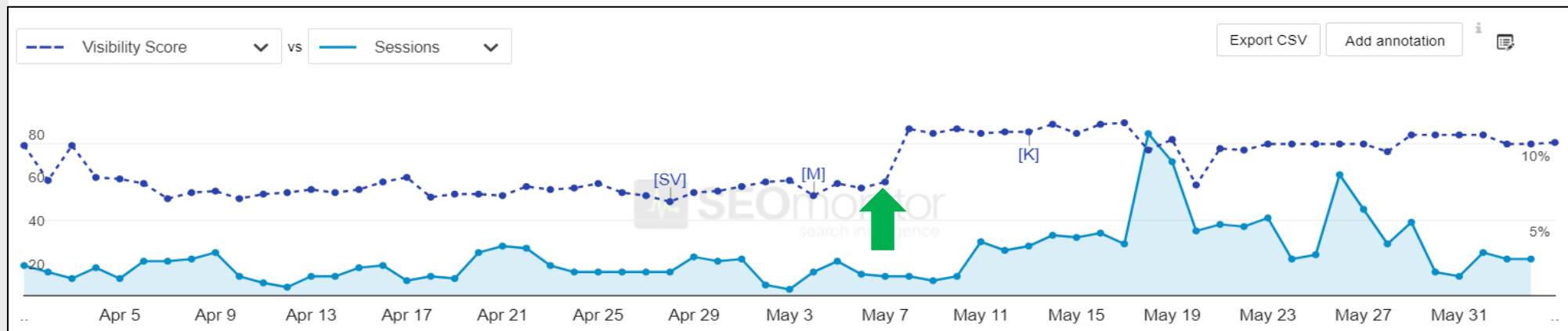
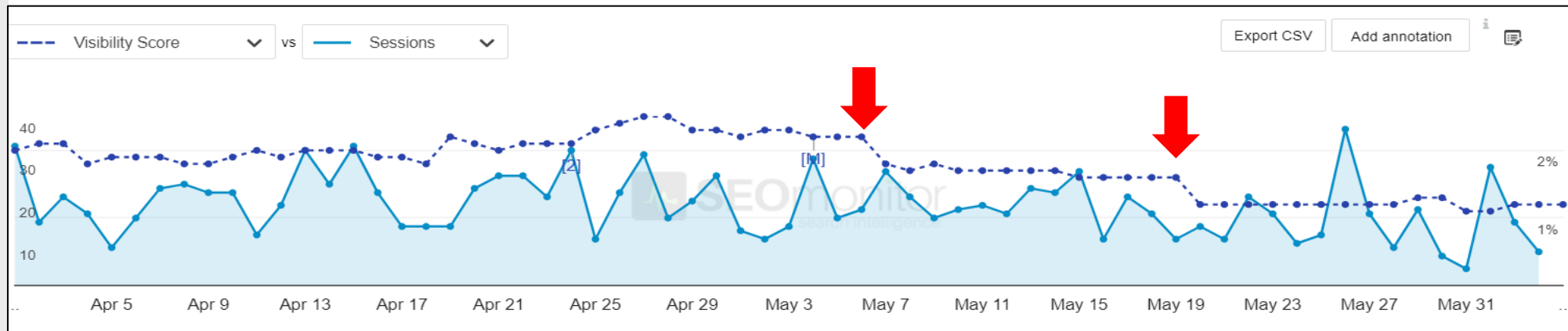
# Google Core Algorithm Update

An example of checking if your site was hit by using Google Analytics data with <https://barracuda.digital/penguin-seo-tool/>

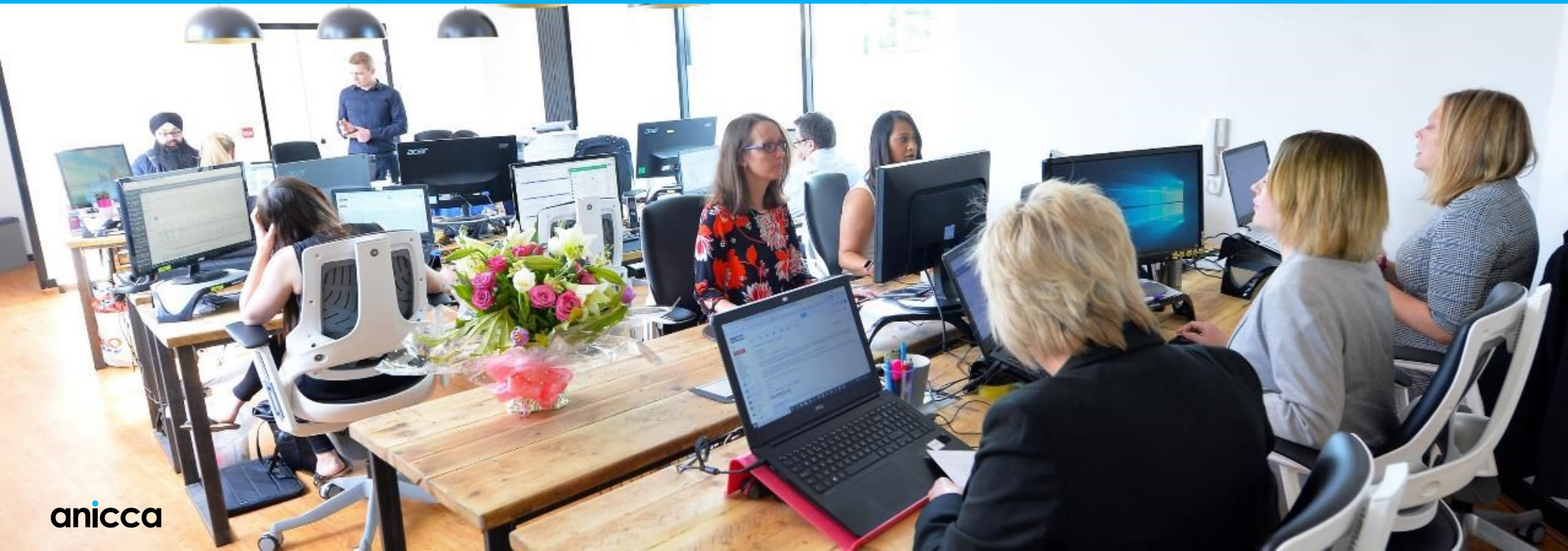




# Have your search engine rankings changed?



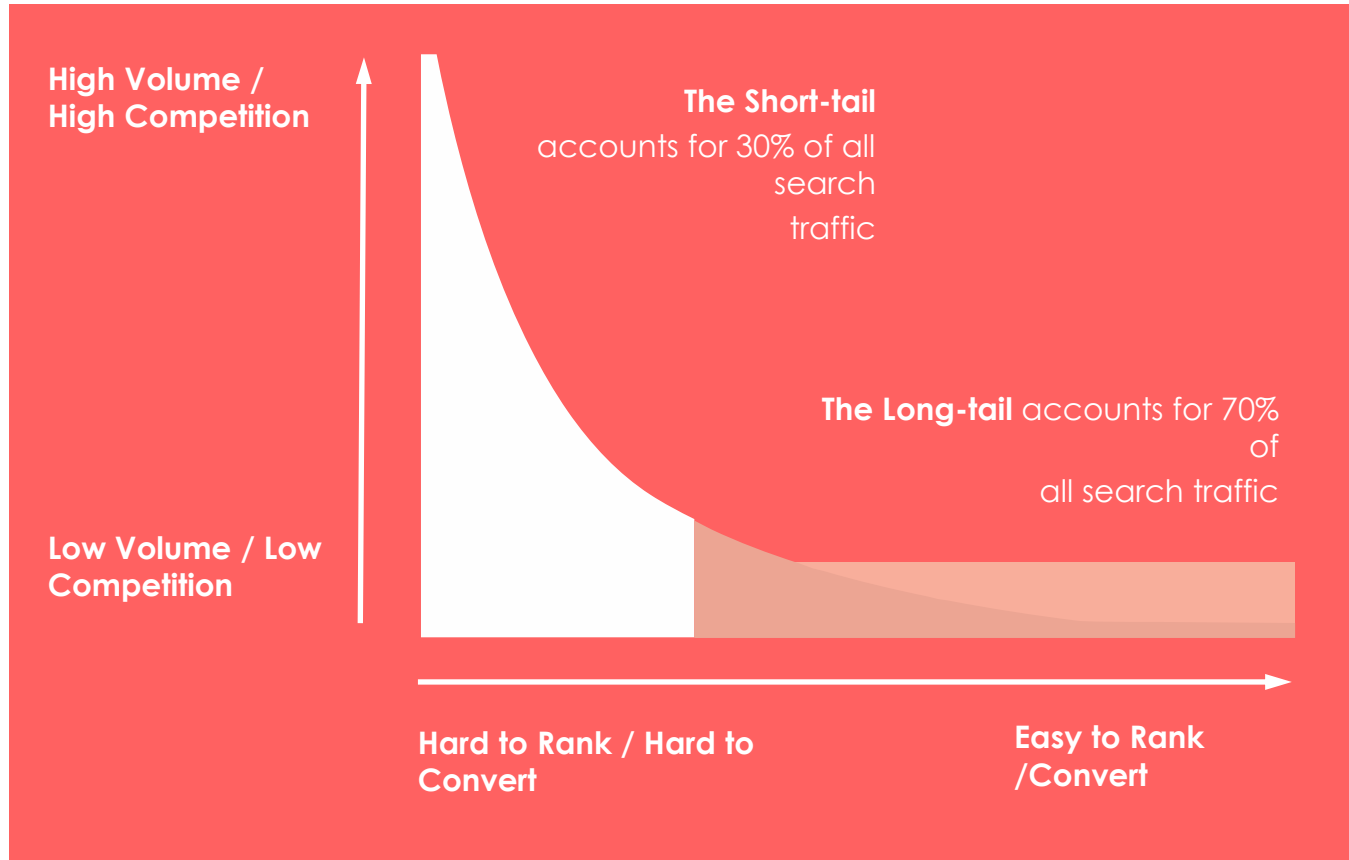
# Keyword Research





# Types of Keywords

# Short-tail (broad) vs Long-tail (specific) keywords



# Short-tail (broad) vs Long-tail (specific) keywords

Feature	Short-tail	Long-tail
<b>Intent</b>	Vague	Specific
<b>Rank</b>	Harder to rank	Easier to rank
<b>Conversion</b>	Harder to convert	Easier to convert
<b>Search volume</b>	Higher individual search volume	Lower individual search volume but higher collective search volume
<b>Research</b>	Easier to research	Harder to research
<b>Traffic</b>	Typically 30% of all traffic	Typically 70% of all traffic
<b>Content</b>	Requires a smaller amount of content (but also some supporting content to bolster landing pages)	Requires more in-depth and a greater amount of content (landing pages and supporting content)

# Short-tail vs Long-tail examples

## Short-tail keywords

Typically one or two words  
Less specific

**Skiing**  
**Ski Holidays**  
**Snowboards**

## Long-tail keywords

Typically three or more words  
More specific

**Best time to go to Whistler**  
**Self-drive ski holidays France**  
**Best snowboard for all mountains**



# Keywords by search intent

Navigational

Informational

Transactional

Navigational queries are **keyword searches for a specific website or webpage.**

Example keywords include:

- “whistler ski holidays”
- “snowboard holidays France”

Navigational queries are often related to brand terms and can affect all stages of the buying cycle.

# Keywords by search intent

Navigational

Informational

Transactional

Informational queries make up the largest proportion of keywords and **happens at the earlier awareness stage of the buying cycle**, so they are harder to convert into sales.

Blog posts are examples of content where informational keywords are often targeted. That's because a blog post is more about informing, rather than selling.

Examples:

- “best resort for skiing?”
- “snowboards for beginners”

# Keywords by search intent

Navigational

Informational

Transactional

Transactional queries are keyword searches where the searcher is showing signs that **they are ready to purchase something**. For example:

- “book Whistler ski holiday”
- “buy [brand] snowboard”

Transactional queries happen at the last stage of the buying cycle and are easier to convert. However, they tend to be more competitive as they are targeted on sales pages and are often the first keywords to research and optimize for.

# The buying cycle vs keywords (for reference)



# Write keywords for humans!

## Use keyword variations and LSI keywords

Type of keywords	Meaning
<b>Exact match keywords</b>	E.g. “sofas” – these are also “head terms” which are likely high in search volume.
<b>Use variations</b>	E.g. “leather sofas” or “settee”. These can be long-tail variations or synonyms. Important to use as people use different ways to search for the same thing.
<b>Use LSI keywords</b>	<b>“Latent Semantic Indexing”</b> is how Google connects the meaning of a keyword to the topic it relates to. Different keywords can refer to the same topic. E.g. “lounge furniture” or “living room seating” relates to “sofas”. Or, “Barack Obama’s wife” would return “Michelle Obama” as a search result.



**Consider your audience  
and their search intent**



# Consider your audience and their personas

Male, 35-49, has knowledge on topic

**Keyword:** "ski range with Aerials"

Male, 35-49, limited knowledge on topic

**Keyword:**

- "ski resort for beginners"
- "stag weekend ski holiday"



# Consider your audience and their personas

- You don't really need detailed, data-driven persona info if you generally know your audience just list some defining features and refer to them during keyword research and content creation
- If you plan on creating supporting content for PR/outreach/collateral for social media, its worth doing some persona research and discovery, this is a separate topic and training that we can look to go into separately



# Consider user's search intent - example

- Useful when you are researching a niche topic (e.g. for a manufacturer of printers)
- Where I need to increase the search rankings of a blog with the title:  
**“How faster serialisation printing methods help production lines during COVID-19”**
- I need to consider what this content is trying to achieve (generate interest in their printers and drives traffic to product pages) and match the audience and search intent to lead to a “conversion” of some kind
  1. **Technical people looking for a quicker / more efficient printing solution**
    - “quick production line printers”, “production line printers low downtime”
  2. **General people researching the effect of covid 19 on manufacturing industry**
    - “covid 19 and manufacturing industry”
    - This is super broad, but I am hoping to generate some interest in the topic itself rather than generate a lead, and get people to share/link to the page – which will long-term benefit the visibility of the post and help higher rankings = more leads



# Step 1: Define a brief

# Define a brief - example


## What do I need to achieve?

- E.g. drive organic traffic to this landing page 'website.com/4K-LED-TVs'
  - I need to explore all sub-topics around "4K LED TVs" then optimise this page
- Samsung 50 inch TVs **make more money**
  - Emphasis on "Samsung 50 inch LED TVs" during research
- Need to sell 500 units/make £xx in **6 months** (a KPI?)
  - I need to then put optimisation live in 1 month to start gaining authority in Google
  - I need to then find less competitive, long-tail keywords in order to rank faster

## Audience / search intent?

- Men and women, 18-34 (more budget items) 25-55 (more high-end items), broad knowledge of terms to search for
- Intent to make purchase based on page we are driving traffic to, but also consider informational and navigational searchers as people may need education before they purchase



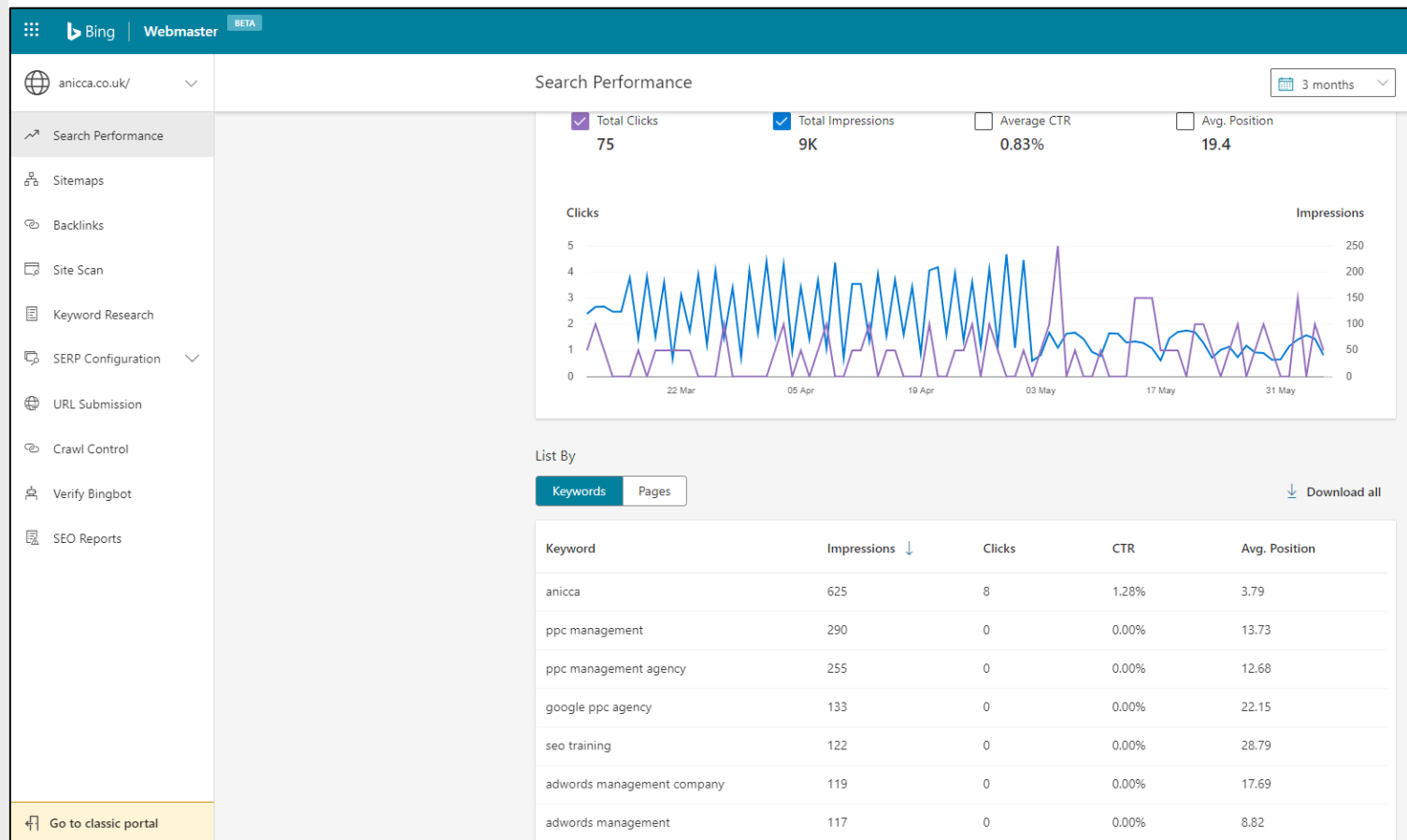


## Step 2: Find Keywords



# Try using tools first

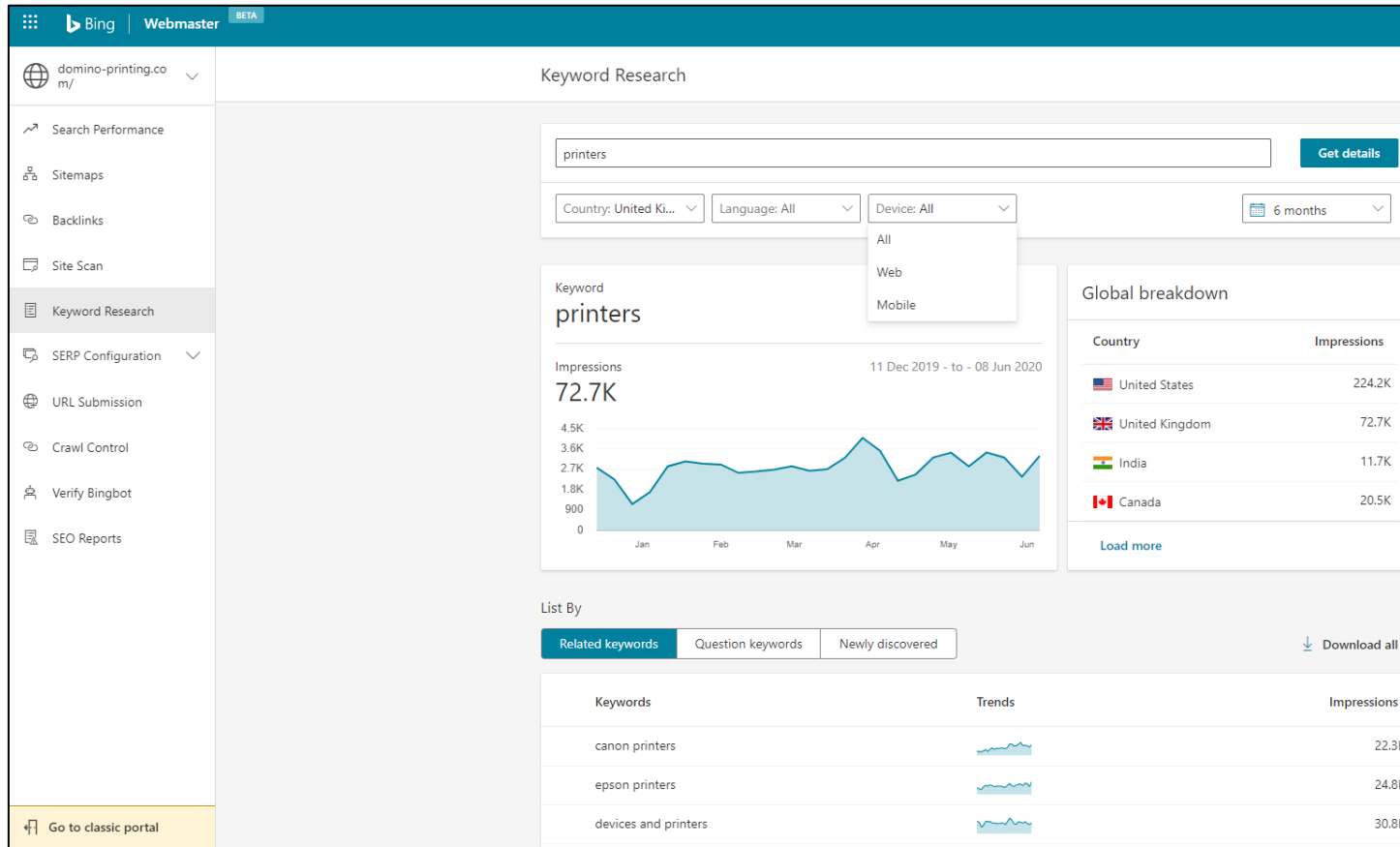
# Bing search performance report (free)



You need to sign up and add your website first.

1. Go to the 'Search Performance' report
2. See what keywords people use to find you ('queries')
3. Filter by keywords you don't currently rank forExport them to a CSV so you can validate them later

# Bing keyword research tool (free)



1. Go to the 'Keyword Research' tool
2. Type in a 'head term' / top-level keyword
3. Export them to a CSV so you can validate them later
















# Bing keyword research tool (free)

Keyword Research

List By

Related keywords Question keywords Newly discovered

Download all

Keywords	Trends	Impressions
canon printers		22.3K
epson printers		24.8K
devices and printers		30.8K
hp printers		20.8K
printers and scanners		10.7K
devices and printers control panel		16.4K
printers uk		2.6K
argos printers		4.2K
<input type="checkbox"/> printer		90.8K
printers scanners		3.1K
printers and devices		4.7K
currys printers		2.2K
cheap printers		1.4K
ink cartridges for printers		4.4K
hp printers uk		2.5K

‘Related keywords’ are good for ideas, and you could find variations, synonyms and LSI keyword versions of your head term.

# Bing keyword research tool (free)

Keyword Research

List By

Related keywords

Question keywords

Newly discovered

Download all

Keywords	Trends	Impressions
how do 3d printers work		425
1 row		

Top 10 url ranking on this keyword

Title & URL	Topics
<a href="https://www.walmart.com/browse/electronics/printers/3944_3951_37807_163957">Printers - Walmart.com</a> <a href="https://www.walmart.com/browse/electronics/printers/3944_3951_37807_163957">https://www.walmart.com/browse/electronics/printers/3944_3951_37807_163957</a>	printers, gifts
<a href="https://www.bestbuy.com/site/computers-pcs/printers/abcat0511001.c?id=abcat0511001">Printer Options: Printers, Ink, Toner - Best Buy</a> <a href="https://www.bestbuy.com/site/computers-pcs/printers/abcat0511001.c?id=abcat0511001">https://www.bestbuy.com/site/computers-pcs/printers/abcat0511001.c?id=abcat0511001</a>	printers, printing
<a href="https://www.amazon.com/Printers/b?node=172635">Home &amp; Office Printers   Amazon.com   Office Electronics ...</a> <a href="https://www.amazon.com/Printers/b?node=172635">https://www.amazon.com/Printers/b?node=172635</a>	printing, printers
<a href="https://store.hp.com/us/en/cv/printers">Printers - HP.com</a> <a href="https://store.hp.com/us/en/cv/printers">https://store.hp.com/us/en/cv/printers</a>	printers, hewlett-packard, printing
<a href="https://www.amazon.com/printers/s?k=printers">Amazon.com: printers</a> <a href="https://www.amazon.com/printers/s?k=printers">https://www.amazon.com/printers/s?k=printers</a>	-
<a href="https://www.staples.com/Printers/cat_CL167883">Shop Home and Office Printers   Staples</a> <a href="https://www.staples.com/Printers/cat_CL167883">https://www.staples.com/Printers/cat_CL167883</a>	printing, printers
<a href="https://www.bestbuy.com/site/hp/hp-printers/pcmcat1513022463335.c?id=pcmcat1513022463335">HP Printers - Best Buy</a> <a href="https://www.bestbuy.com/site/hp/hp-printers/pcmcat1513022463335.c?id=pcmcat1513022463335">https://www.bestbuy.com/site/hp/hp-printers/pcmcat1513022463335.c?id=pcmcat1513022463335</a>	hewlett-packard, printers
<a href="#">Printers &amp; Scanners - Sam's Club</a>	-

‘Question keywords’ are good ideas for supporting content (blogs, how-to, FAQs) and you could optimise for ‘Rich Snippets’ / position zero results.

# Bing keyword research tool (free)

Keyword Research		
List By		
Related keywords	Question keywords	Newly discovered
<a href="#">Download all</a>		
Newly discovered keywords are based on last 30 days.		
Keywords	Trends	Impressions
printers colour		39
printers prime group		60
printers for delivery		63
pc printers		38
cheap printers uk		260
wireless printer scanner		117
pointer		2.7K
pointpointer		427
ryman		16.9K
asda printers and scanners		302
10 rows		

‘Newly discovered keywords’ are fresh keyword ideas discovered in the last 30 days, might be good for creating content around seasonality topics.



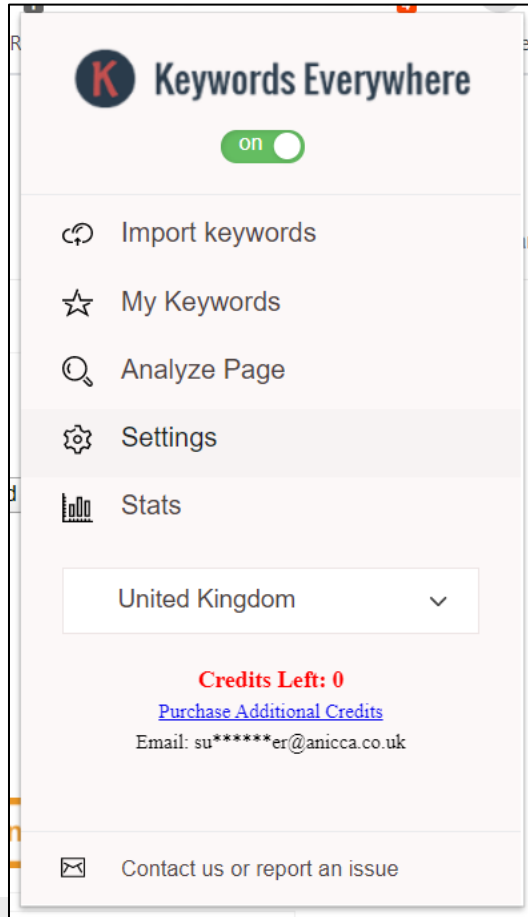
## Save your ideas

1	<b>Keyword ideas</b>
2	dog jumpers
3	pug jumpers
4	pug hoodies
5	cat onesies
6	pet clothes
7	pet hoodies
8	cat biker jacket
9	led tvs
10	4k tvs

Use a spreadsheet to periodically collate all your ideas and save them as you work through each round of research.



# Plugin: Keywords Everywhere (free)



1. [Install this plugin\\*](#)
2. Search for top-level keywords
3. Shows you 'related keywords' and 'people also ask for' keywords
4. Export those lists to .CSV

Link:

[\\*https://chrome.google.com/webstore/detail/keywords-everywhere-keywo/hbapdpeemoojbophdfndmlgdhppljgmp?hl=en](https://chrome.google.com/webstore/detail/keywords-everywhere-keywo/hbapdpeemoojbophdfndmlgdhppljgmp?hl=en)

# Plugin: Keywords Everywhere (free)

The screenshot shows a Google search for "pug capes buy online". The search results are displayed on the left, and a blue-bordered overlay on the right shows the "Related Keywords" and "People Also Search For" sections of the Keywords Everywhere plugin. The overlay includes a close button (X) in the top right corner of each section, an "Export to CSV" button, and a "Load Metrics" button that indicates the number of credits used. The "Related Keywords" section lists several suggestions, with "large dog halloween costumes" highlighted in orange. The "People Also Search For" section lists suggestions like "frank the pug-costume" and "pug halloween costume for adults".

Google

pug capes buy online

Shopping Images News Videos More Settings Tools

About 1,150,000 results (0.44 seconds)

Did you mean: pug **vapes** buy online

#1 [www.amazon.com > slp > costumes-for-pugs](#)  
**Costumes for Pugs: Amazon.com**  
Buy products related to costumes for **pugs** and see what customers say about costumes ...  
Rubie's Star Wars Darth Vader Pet Costume With Removable **Cape**.  
Missing: online | Must include: online

#2 [www3.next.co.uk > search > w=pug](#)  
**Buy pug from the Next UK online shop - Next.co.uk**  
Shop for **pug** at Next.co.uk. Next day delivery and free returns available. 1000s of products  
online. Buy pug now!

#3 [www.etsy.com > market > clothes\\_for\\_pugs](#)  
**Clothes for pugs | Etsy**  
Your Etsy Privacy Settings. In order to give you the best experience, we use cookies and similar  
technologies for performance, analytics, personalization, ...  
Missing: eapes | Must include: capes

#4 [www.amazon.co.uk > dog-costumes](#)  
**Costumes for Dogs - Amazon.co.uk**

**Related Keywords** Export to CSV

Keyword Load Metrics (uses 8 credits)

- costumes for pugs
- dog halloween costumes uk
- fancy dress for dogs
- dog costumes
- pug costume for humans
- dog christmas costume
- pugs for sale
- large dog halloween costumes

Free Chrome Extension For SEO

**People Also Search For** Export to CSV

Keyword Load Metrics (uses 42 credits)

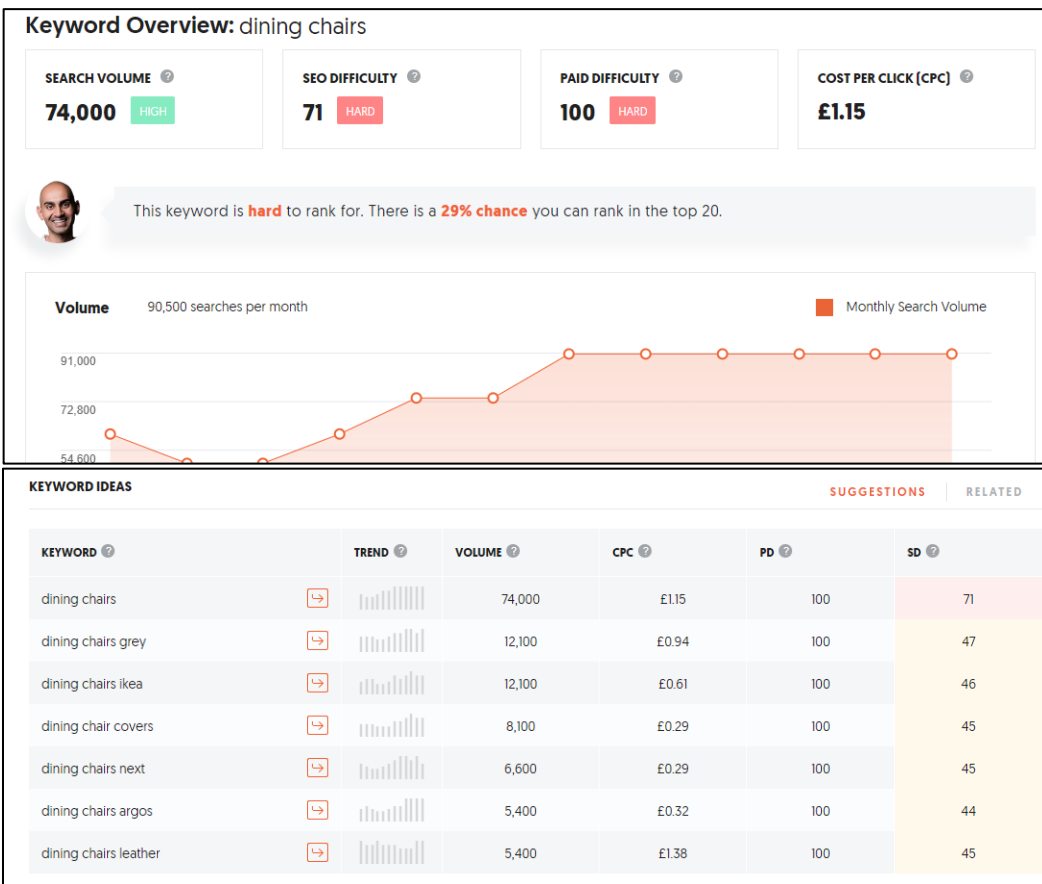
- frank the pug-costume
- pug halloween costume for adults
- pug halloween mask

# Google Search Console (free)

Performance		QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
G Search results							
* Discover							
Index							
Coverage							
Sitemaps							
Removals							
Enhancements							
Speed (experimental)							
Mobile Usability							
		Query	↓ Clicks	Impressions	CTR	Position	
		anicca digital	274	553	49.5%	1.8	
		sample proposal for website design and development pdf	181	900	20.1%	6.2	
		website development proposal pdf	180	454	39.6%	2.4	
		social media audit tool	138	2,588	5.3%	5.1	
		annica	88	1,627	5.4%	2.8	
		website proposal pdf	75	533	14.1%	6.9	

1. Go to the 'Search results' report
2. See what keywords people use to find you ('queries')
3. Prioritise by the ones you don't currently rank for and export them to CSV
4. Link: <https://search.google.com/u/1/search-console/performance/search-analytics>

# Tool: Uber Suggest (free)



1. Enter a top-level keyword/topic
2. Pick your keywords
3. Export to .CSV

Link:

<https://neilpatel.com/ubersuggest/>

## Tool: Answer The Public (free)



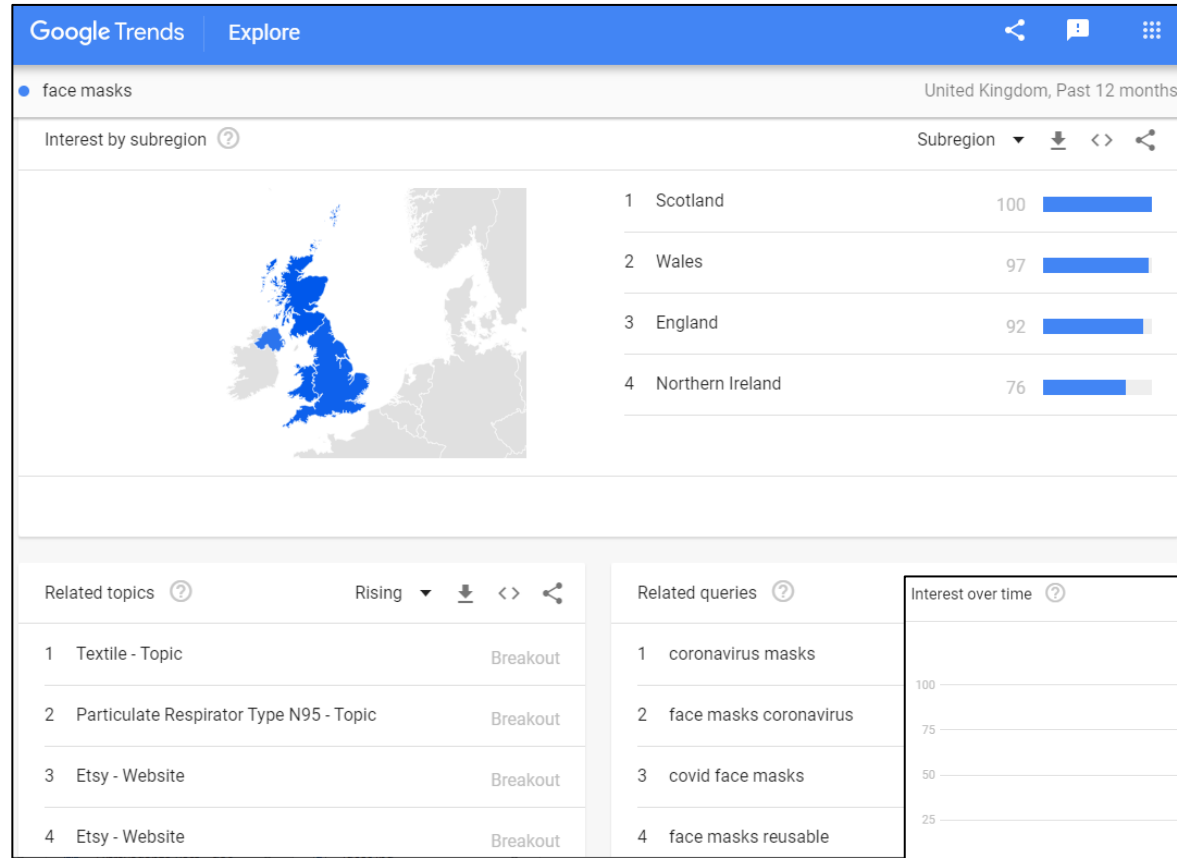
1. Enter a top-level keyword
2. Follow the topic maps to find related keyword ideas
3. This is also a great tool for generating content ideas
4. Pick your keywords
5. Export to .CSV

Link:

<https://answerthepublic.com/>



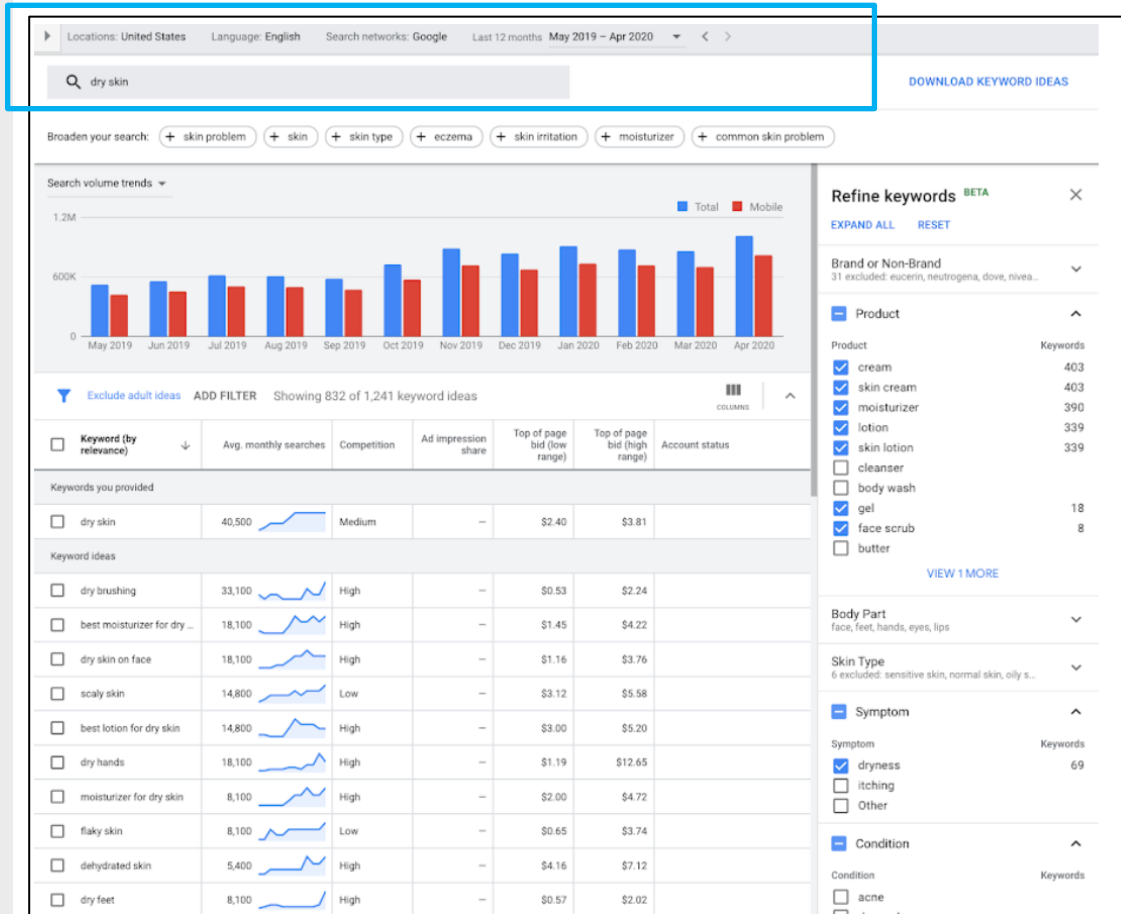
# Google Trends (free)



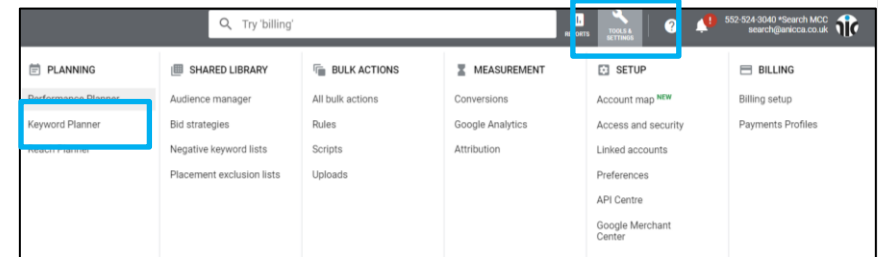
1. Enter a keyword
2. See related topics and queries
3. Filter by target region
4. See uplift in topic to try and gauge its continued rise in search
5. Export

Link: <https://ahrefs.com/keywords-explorer>

# Upgraded Google Keyword planner (\$5 to open new account)



- You can use an existing Google Ads (AdWords) account or open a new one (now cost \$5)
- You need to access your Google Ads account in “expert” mode not “Smart” or automatic mode
- The planner can be accessed in the “Tools and Settings” menu – top right
- Make sure you choose the correct location
- Lots of new filters to help research



# Keyword Explorer (Ahrefs – paid tool)

### Keywords explorer

Get thousands of relevant keyword ideas with accurate Search volume, Keyword difficulty score and advanced metrics like Clicks, Return rate and Parent topic.

Google YouTube Amazon Bing Yahoo Yandex More

nike trainers

CSV or TXT 100 / 100 daily reports left

United Kingdom Search

1. Enter a keyword
2. Pick results
3. Export

Link: <https://ahrefs.com/keywords-explorer>

KD	Volume	Word count	SERP features	Include	Exclude	More filters
13,393 keywords						
<input type="checkbox"/> Keyword	KD	Volume	Clicks	CPC	CPS	RR
<input type="checkbox"/> + nike trainers	10	65K	52,251	\$0.70	0.81	1.24
<input type="checkbox"/> + nike trainers sale	16	6.4K	7,710	\$0.60	1.20	1.22
<input type="checkbox"/> + black nike trainers	6	5.3K	3,797	\$0.90	0.71	1.18
<input type="checkbox"/> + nike trainers womens	3	5.1K	4,465	\$0.90	0.87	1.21
<input type="checkbox"/> + nike womens trainers	3	4.7K	4,440	\$0.60	0.95	1.18
<input type="checkbox"/> + mens nike trainers	14	4.6K	4,325	\$0.70	0.95	1.26
<input type="checkbox"/> + nike air trainers	10	4.5K	2,070	\$0.60	0.46	1.34
<input type="checkbox"/> + womens nike trainers	1	4.5K	3,935	\$0.70	0.88	1.22
<input type="checkbox"/> + nike trainers mens	13	4.5K	3,711	\$0.80	0.82	1.21
<input type="checkbox"/> + cheap nike trainers	11	3.3K	4,241	\$0.60	1.28	1.24
<input type="checkbox"/> + nike running trainers	9	3.2K	2,522	\$0.70	0.80	1.18
<input type="checkbox"/> + nike mens trainers	13	2.9K	2,570	\$0.90	0.90	1.25

## Save your ideas

1	<b>Keyword ideas</b>
2	dog jumpers
3	pug jumpers
4	pug hoodies
5	cat onesies
6	pet clothes
7	pet hoodies
8	cat biker jacket
9	led tvs
10	4k tvs

Use a spreadsheet to periodically collate all your ideas and save them as you work through each round of research.



# Research Competitors

# Mine competitor keywords - manually

dog jumpers

£26	£10.99	£22.99	£22.99	£34.99
Ruff and Tumble	Fetch	Lords & Labrad..	Lords & Labrad..	Dogsy
By Google	By SearchStar	By Google	By Google	By Google

**Amazon.co.uk Best Sellers: The most popular items in Dog Jumpers**  
<https://www.amazon.co.uk/Best-Sellers-Pet-Supplies-Dog-Jumpers/.../pet.../13154107...>  
Best Sellers in **Dog Jumpers**. #1. Women's Retro Floral Lace Dress Slim Fit Retro Printed Dresses Vintage Cocktail Party Evening Swing Bridesmaid. Women's ...

**Polartec Fleece Dog Jumper - Rainproof, Breathable, Warm and ...**  
<https://www.equafleece.co.uk/dogs/fleece/dog-jumper>  
The Equafleece **Dog Jumper** is ideal for all over coverage against the wind and rain, for wrapping up warm at night, and as a drying tool if your dog is already ...  
Colour: Choose colour... Blaze OrangeFluores...


**Dog Jumpers | Pet Fashion & Clothing | eBay**  
<https://www.ebay.co.uk/bhp/dog-jumper>  
Pet Clothes Knitted Puppy **Dog Jumper** Sweater For Small Dogs Coat Various Styles. ... Pet Apparel Dog Cat Coat Jacket Winter Clothes Puppy Cat Sweater Clothing Coat ... Pet Dog Fleece Harness Vest **Jumper** Sweater Coat for Small Medium Dogs Jacket UK.


**Cheap Dog Coats, Jumpers & Clothes - Puppy Clothes at B&M**  
<https://www.bmstores.co.uk/products/pets/dog-coats-and-clothes>  
Have a look through our range of discount dog coats, **dog jumpers** and dog clothes and discover your dog's next look! We stock everything from fancy dress ...  
Game of Thrones Dog ... - Game of Thrones Dog Jumper - Pet Cooling Vest


**Dog Coats & Jumpers at Fetch.co.uk | The Online Pet Store**  
<https://fetch.co.uk/dogs/dog-coats-jumpers>  
Buy Dogs, **Dog Coats & Jumpers** at Fetch, the online pet store from Ocado. Choose from our large range of pet products and get free next-day delivery on orders ...


## Dog jumpers


Ever wanted to own a matching jumper for your dog? Of course you have. Discovered the Misguided Dog Jumper range, for actually cool animal clothing to make them look more adorable than ever. Find cute dog t-shirts, pet hoodies and more. All of our dog clothing has a hole for you to attach a lead and they are available for dogs of all sizes.


 Dog hoodies


 Grey dog jumpers


 Stone sweatshirts


 Pink shirts

 Acid wash

 Dog sweatshirts


 Black hoodies


 Pink dog jumpers


 Dragon hoodies


12 STYLES SORT MOST WANTED

Reset All Filters

 (4)

 (5)





SEO check explore on-line tools info v2.5.1

```
doctype <DOCTYPE html>
html lang en
canonical https://www.missguided.co.uk/accessories/dog-jumpers
head title Dog jumpers - Accessories (27 characters)
description 12 items - Treat your pooch to a stylish dog jumper from Missguided hoodies and pet clothes. Shop the full collection now. (159 characters)
robots INDEX,FOLLOW
```

SOCIAL

OPENGRAPH 1































STRUCTURED DATA (2 sections)

Structured Data helps search engines better understand what the content see the value of a website before they visit via rich snippets.

It is coded using in-page markup on the page that the information applies

1. Search for a topic/top-level keyword and click on competitors
2. Read their title tags, meta descriptions, headings, body content to get an idea of keywords used
3. List the keywords found and add to your optimisation list
4. Plugin to read title and meta tags:  
<https://chrome.google.com/webstore/detail/meta-seo-inspector/>

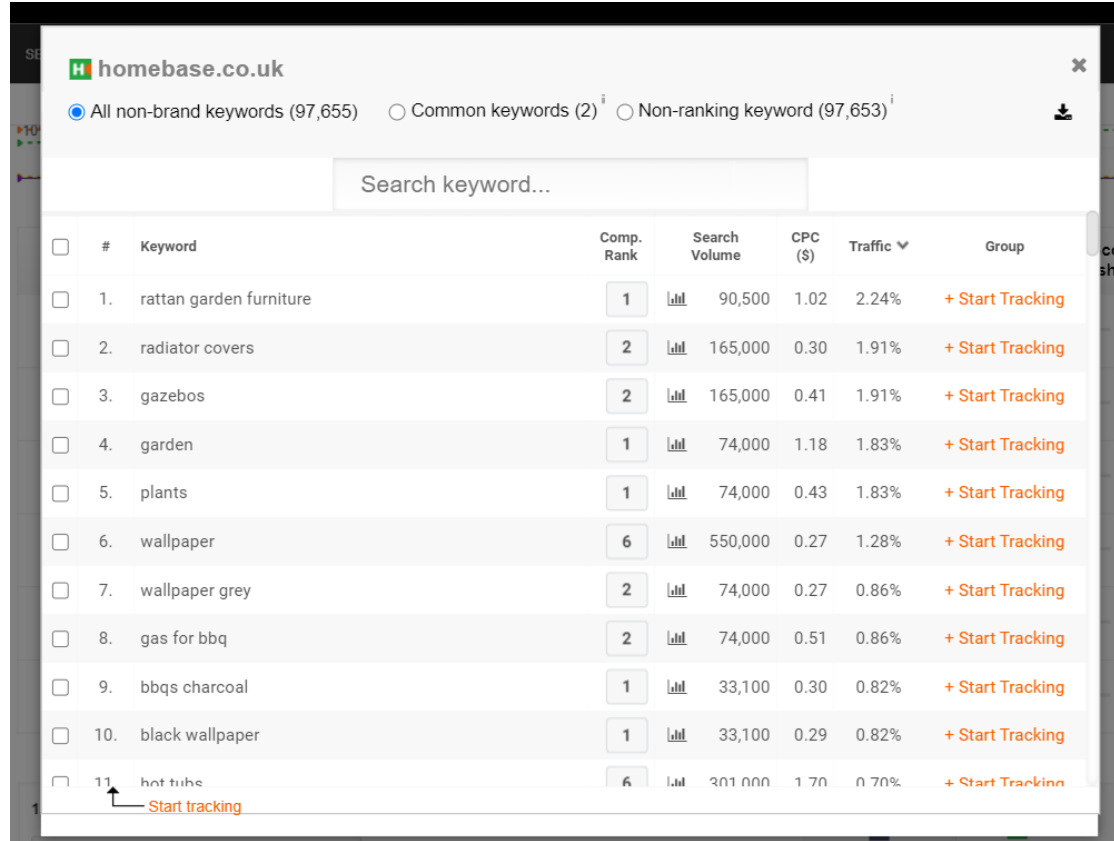
# Mine competitor keywords (SEOMonitor – paid tool)

Competitor		Keywords (UK) <sup>i</sup>	Domain Rating <sup>i</sup>	Visibility Score (impression share) <sup>i</sup>	Estimated Monthly Sessions <sup>i</sup>
		 11	42	0%    0%	0
 homebase.co.uk	x	 97,655 0% in common	73	30.7%    32% ▲ 4.7%      ▲ 4.6%	260,495 0% of total (5.4M) <sup>i</sup>
 wilko.com	x	 105,917 0% in common	72	7.9%    8.4% ▲ 2%      ▲ 2.1%	41,219 0% of total (2.7M) <sup>i</sup>
 charlesbentley.com	x	 3,030 0% in common	44	0.2%    0.3% ▼ -0.1%	2,259 0% of total (8K) <sup>i</sup>
 manomano.co.uk	x	 53,499 0% in common	52	9.5%    9.2% ▲ 1.4%      ▲ 1.5%	35,805 0% of total (502K) <sup>i</sup>
 fruugo.co.uk	x	 16,016 0% in common	61	0%    0%	0 0% of total (4K) <sup>i</sup>

- We use SEOMonitor to track competitor keyword rankings (most keyword tracking tools have a similar functionality)
- Link: <https://www.seomonitor.com/>



# Mine competitor keywords (SEO Monitor – paid tool)



The screenshot displays the SEO Monitor tool interface for the competitor **homebase.co.uk**. It shows a list of 11 non-brand keywords with various metrics. The interface includes a search bar, radio buttons for keyword types, and a table with columns for ranking, search volume, CPC, and traffic. Each keyword entry has a checkbox, a rank, the keyword text, a small bar chart, search volume, CPC, traffic percentage, and a '+ Start Tracking' button. An arrow points to the 'Start tracking' button at the bottom of the list.

<input type="checkbox"/>	#	Keyword	Comp. Rank	Search Volume	CPC (\$)	Traffic %	Group
<input type="checkbox"/>	1.	rattan garden furniture	1	90,500	1.02	2.24%	+ Start Tracking
<input type="checkbox"/>	2.	radiator covers	2	165,000	0.30	1.91%	+ Start Tracking
<input type="checkbox"/>	3.	gazebos	2	165,000	0.41	1.91%	+ Start Tracking
<input type="checkbox"/>	4.	garden	1	74,000	1.18	1.83%	+ Start Tracking
<input type="checkbox"/>	5.	plants	1	74,000	0.43	1.83%	+ Start Tracking
<input type="checkbox"/>	6.	wallpaper	6	550,000	0.27	1.28%	+ Start Tracking
<input type="checkbox"/>	7.	wallpaper grey	2	74,000	0.27	0.86%	+ Start Tracking
<input type="checkbox"/>	8.	gas for bbq	2	74,000	0.51	0.86%	+ Start Tracking
<input type="checkbox"/>	9.	bbqs charcoal	1	33,100	0.30	0.82%	+ Start Tracking
<input type="checkbox"/>	10.	black wallpaper	1	33,100	0.29	0.82%	+ Start Tracking
<input type="checkbox"/>	11.	hot tubs	6	301,000	1.70	0.70%	+ Start Tracking

1. Click on a competitor, see a list of keywords and sort by metrics (search volume, rankings, cpc, etc.)
2. You can track these for my site and reverse-engineer pages to rank for them

# Mine competitor keywords (Ahrefs – paid tool)

ahrefs

Dashboard

Alerts

Site explorer

Content explorer

Keywords explorer

Rank tracker

Site audit

More ▼

http + https ▼

www.videojet.co.uk

✕

\*.domain" ▼

🔍

⚙️ Settings

Overview

Backlink profile ▼

Backlinks

• New

• Lost

• Broken

Referring domains

• New

• Lost

Anchors

Referring IPs

Internal backlinks NEW

Link intersect

Organic search ▼

Organic keywords

• New

• Movements

Top pages 🔥

Top subfolders NEW

Top subdomains

Competing domains

Competing pages

Content gap 🔥

Pages ▼

Best by links

Best by links' growth

Top content

Outgoing links ▼

Linked domains

Anchors

Broken links

Outgoing pages

Organic Keywords ⓘ

🔗 How to use

Position ▼

Volume ▼

KD ▼

CPC ▼

Traffic ▼

Word count ▼

SERP features ▼

Include

Any ▼

Exclude

Any target ▼

🇬🇧 535

🇺🇸 168

🇮🇩 25

🇪🇺 10

More ▼

Keyword	Volume ⓘ	KD ⓘ	CPC ⓘ	Traffic ⓘ	Position ⓘ	URL ⓘ	
videojet uk	7	100	0	2.00	40	1	🔗 www.videojet.co.uk/uk/homepage.html ▼
batch number	6	250	0	—	35	1 12	🔗 www.videojet.co.uk/uk/homepage/resources/glossary/variable-data-printing/batch-number.html ▼
1610	2	2,600	6	0.09	34	9 12	🔗 www.videojet.co.uk/uk/homepage/products/continuous-inkjet-printers/specialty-printers/videojet-1610dh.html ▼
videojet	6	400	1	1.50	23	3 1 19	🔗 www.videojet.co.uk/uk/homepage.html ▼
danaher	6	2,500	27	1.40	23	12 1 1	🔗 www.videojet.co.uk/uk/homepage/about-us/careers/about-danaher.html ▼
blister packaging	7	700	0	2.50	23	4 1 1	🔗 www.videojet.co.uk/uk/homepage/resources/glossary/flexible-product-packaging/blister-packaging.html ▼
blister pack	8	2,000	2	1.70	22	6	🔗 www.videojet.co.uk/uk/homepage/resources/glossary/flexible-product-packaging/blister-packaging.html ▼
videojet	6	400	1	1.50	21	4	🔗 www.videojet.co.uk/uk/homepage/about-us/careers.html ▼
videojet	6	400	1	1.50	17	5	🔗 www.videojet.co.uk/uk/homepage/service-and-support/contact-us.html ▼
videojet technologies	5	100	2	2.00	16	2	🔗 www.videojet.co.uk/uk/homepage.html ▼
videojet technologies	5	100	2	2.00	14	3	🔗 www.videojet.co.uk/uk/homepage/service-and-support/contact-us.html ▼
videojet huntingdon	4	40	0	1.70	14	1	🔗 www.videojet.co.uk/uk/homepage.html ▼
videojet	6	400	1	1.50	13	6	🔗 www.videojet.co.uk/uk/homepage/products/latest-industrial-printers.html ▼

1. Enter a domain / page URL
2. Export, sort by ranking position, search volume
3. Add to a tracking group in your keyword tracking tool

Link: <https://ahrefs.com/>

## Save your ideas

1	<b>Keyword ideas</b>
2	dog jumpers
3	pug jumpers
4	pug hoodies
5	cat onesies
6	pet clothes
7	pet hoodies
8	cat biker jacket
9	led tvs
10	4k tvs

Use a spreadsheet to periodically collate all your ideas and save them as you work through each round of research.



# Manually search for keywords

# Manually search for keywords

cheap led tvs 4k

About 435,000,000 results (0.56 seconds)

See cheap led tvs 4k

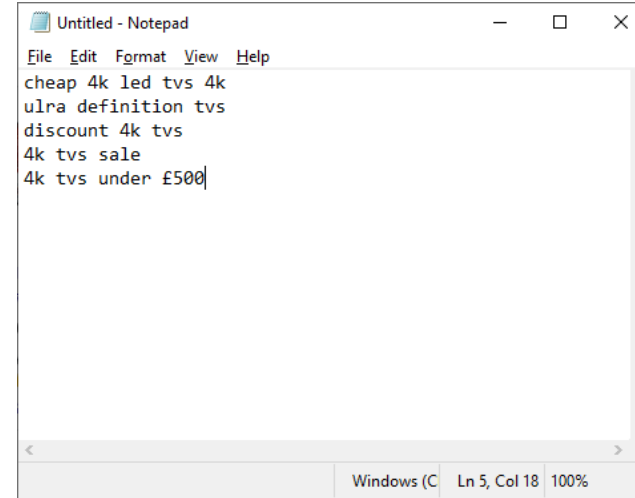
Sponsored

Product	Price	Store	Rating	By
55" SHARP 4T-C55BJ4KF2F...	£299.00	Currys	★★★★★ (111)	By Genie
Hitachi 58 Inch Smart 4K UH...	£329.99	Argos	★★★★★ (484)	By Google
58" TOSHIBA 4K Ultra HD T...	£329.00	AO.com	★★★★★ (1k+)	By Genie
40" JVC LT-40C700 Smart...	£199.99	Currys	★★★★★ (8)	By Genie
Toshiba 49 Inch Smart UHD TV	£269.00	Argos	★★★★★ (1k+)	By Google

Ad · www.cheapledtvs.co.uk/ 0121 327 3273  
**Cheap LED TVs - Leading Brands Available**  
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Ad · www.lg.com/uk/nanocell\_tv  
**2020 the New LG 4K TV - LG NanoCell TV 2020 - LG.com**  
The Pure Colours come out of LG NanoCell TV for your real entertainment. Find out More!

#1 www.argos.co.uk > ... > Televisions  
**4K Ultra HD Televisions | Argos**  
Products 1 - 30 of 88 - **Televisions**. LG 55 Inch 55UM7400PLB **Smart 4K HDR LED TV**. Hitachi 58 Inch **Smart 4K UHD LED TV** with HDR. Toshiba 65 Inch **Smart 4K TV** with HDR. Toshiba 49



1. Work from your brief and think about what keywords people / you might search for
2. See what kind of results they generate – if they look relevant, save them
3. Add these keywords to your research sheet for validation later



# Step 3: Validate Your Keywords

## Validate your keywords (free tools)

1. Get search volumes (average amount of times people searched for that keyword a month)
2. Get a difficulty score or CPC (cost per click) to gauge how competitive the terms are
3. Get current rankings (with tool or manually) – if you want well, less work to do




# Validate your keywords (free tools)




Keyword ↕	Avg. monthly searches ↕	Analyze/Search
dog jumpers	2,400	Analyze 🔍
led tvs	1,600	Analyze 🔍

Link: <https://searchvolume.io/>

Keyword ideas

 dining chairs, dining room chairs, fabric dining chairs

Found 2,084 keyword ideas
























 [Show broadly related ideas](#); [Exclude adult ideas](#) [Add filter](#)

<input type="checkbox"/> Keyword (by relevance)	↓	Vol	CPC	Comp	Avg. monthly searches	Competition
Idea						
<input type="checkbox"/> dining room sets ☆		165,000	\$1.22	1	1K – 10K	High
<input type="checkbox"/> dining table ☆		368,000	\$0.80	1	10K – 100K	High
<input type="checkbox"/> dining table and c... ☆		74,000	\$1.13	1	10K – 100K	High
<input type="checkbox"/> dining table set ☆		165,000	\$0.69	1	10K – 100K	High
<input type="checkbox"/> kitchen chairs ☆		40,500	\$1.31	1	1K – 10K	High

Link:

[https://ads.google.com/intl/en\\_uk/home/tools/keyword-planner/](https://ads.google.com/intl/en_uk/home/tools/keyword-planner/)

# Validate your keywords (via SEOMonitor - paid)

Track	Keyword	SERP Features	Rank	Rank	Op.	Search volume	CPC	Top 10 i difficulty
+	4k tvs 2		99+	99+		40,500	£ 0.42	Hard
+	dog jumpers 2		99+	99+		12,100	£ 0.19	Hard
+	led tvs	  	99+	99+		4,400	£ 0.41	Hard
+	cat onesies 2	 	99+	99+		1,900	£ 0.23	Hard
+	pet clothes 2	  	99+	99+		480	£ 0.20	Hard
+	pug jumpers 2	 	99+	99+		320	£ 0.15	Hard
+	pug hoodies 2		99+	99+		210	£ 0.16	Hard
+	pet hoodies		99+	99+		170	£ 0.11	Hard
+	cat biker jacket		99+	99+		10	-	Hard

Choose your final keywords based on:

1. **Relevancy to your brief**
2. **High search volumes**
3. **Low competition** (easy /difficulty to rank or low CPC)
  - **If ranking well** – make note; less work needed on-page/off-page
4. If you end up with few keywords, **repeat the 'research' stage.**



# Step 4: Build a Keyword Page Plan

# Mapping keyphrase to your pages

1	Target landing page	Search intent	Topic	Keyword	Search Volume	Rank Desktop	Difficulty	CPC
2	Landig pages							
3	/4k-led-tvs	Transactional	4k TVs	led tvs cheap	590	99+	Medium	£0.18
4	/4k-led-tvs	Transactional	4k TVs	4k tvs sale	1300	99+	Medium	£0.15
5	/4k-led-tvs	Transactional	4k TVs	50 inch 4k tvs	5400	99+	Medium	£0.15
6								
7	Supporting content							
8	/blog/4k-tv-guide	Informational	4k TVs - Blog	4k tv buying guide	30	99+	Top 10	£0.18
9	/blog/4k-tv-guide	Informational	4k TVs - Blog	best 4k tvs for gaming	880	99+	Medium	£0.15

1. We want to choose **low competition keywords** with a **high search volume** that **matches your brief, audience and their various search intents**
2. Then map them to existing or new pages to be optimised – **the most relevant pages possible** (think about where the user expects to land after searching for a keyword?)
3. Think about short tail, long tail keywords and search intent – is this good for a landing page or a blog?



# Thank you ***Any Questions?***

Sukh Singh

 /SukhSingh84

 sukh@anicca.co.uk

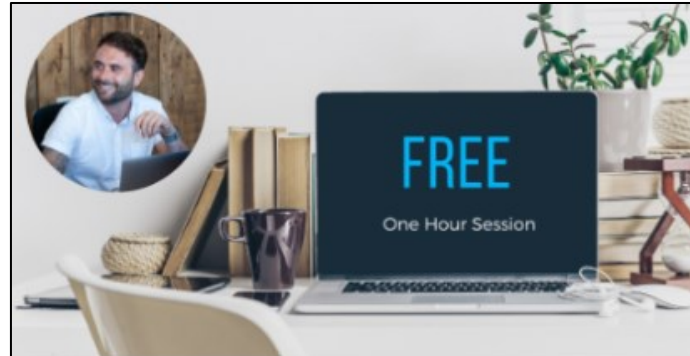
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# Next Webinar: A Beginners Guide to Setting up Conversion Tracking Using Google Tag Manager (Friday 26th June 9:00am)

- Ed Truman, Head of Analytics and CRO at Anicca Digital joins us for this week's webinar to give us a beginners look into setting up conversion tracking using Google Tag Manager.
- A webinar for anyone who wants the knowledge to be able setup conversion tracking for Facebook, Google Ads, and Google Analytics
- This will be a practical walk through demo of how to do it with useful links to free guides and tools.



<https://anicca.co.uk/webinars-videos/>