Keyphrase Research

Tools for keyphrase research & content ideation

With Jordan Munton & Sarah Ross

28th January 2022

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Introductions

Jordan Munton

Paid Media Account Manager

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Introductions

Sarah Ross

PR Account Director

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About Anicca

2007
Est

27
Crew

45+
Clients

Supporting your digital ambitions.

No Ego and No Bull, we invest in relationships with businesses and brands to drive growth and succeed in what we do.

Our multi award winning agency in the heart of Leicester speaks for itself.

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We're on a mission

…well 4 actually, and to celebrate our 15th birthday, we want to support your digital ambitions.

Our specialism spans from B2B for construction to trade with eCommerce and we want to work with you to help us on our mission.

From SEO to Social Media, how can we help your digital presence and engagement?

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What are keyphrases?

& why do you need to use them?

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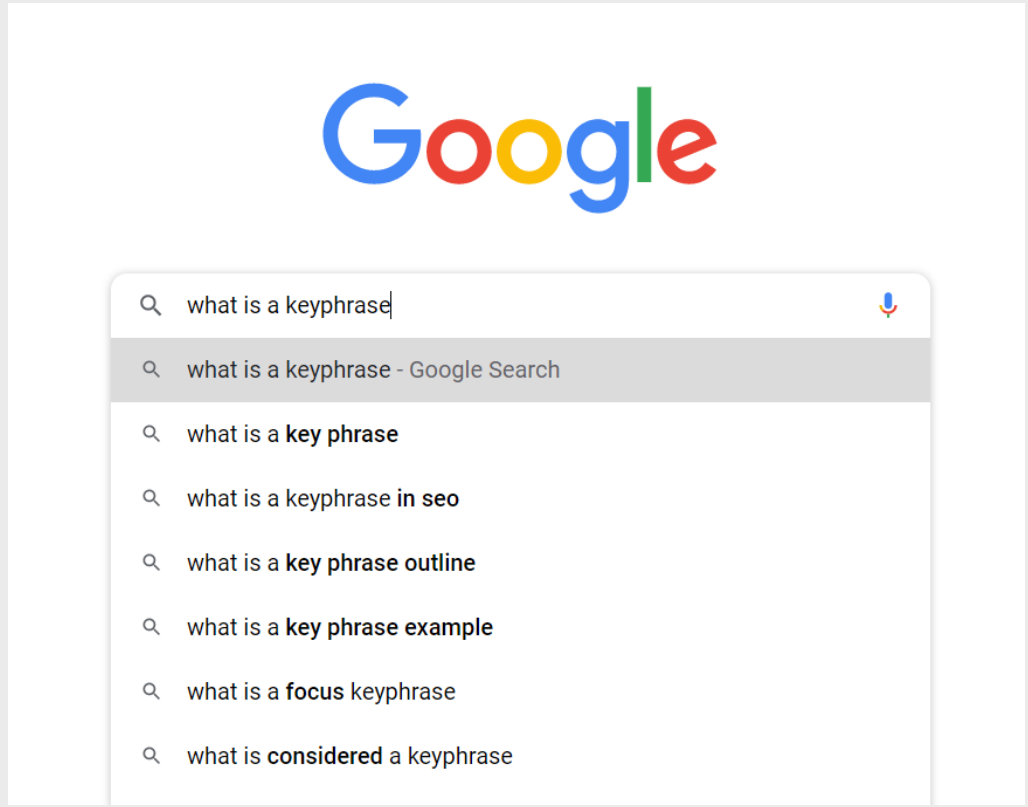
What are keyphrases?

Keyphrases or keywords are the descriptions we type into search engines to find products, services & information.

The websites with the results that Google considers most relevant will be displayed in the search engine results pages (SERPs).



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Why are keyphrases important?

Keyphrases are essential for driving traffic to your website.

They are used by search engines to match user queries with relevant content.

Keyphrases can be used effectively to drive more traffic and more relevant traffic to your site, whether organically or via Paid Media.

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Why are keyphrases important?

90.63% of pages receive no traffic from Google, partly due to a lack of optimisation for relevant keyphrases

5.29% of pages receive 1-10 visits

* Based on a study of 1 billion pages by Ahrefs

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Why are keyphrases important?

Keyphrases also reveal valuable audience insights and trends.

Google's Year in Search 2021 tells us what audiences are interested in, which can help us to develop content ideas.

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Why are keyphrases important?

- Global search interest for **where can I travel** was 3X higher in 2021 compared to pre-pandemic levels.

- **Is climate change caused by humans** and **how does eating less meat help climate change** were breakout searches in the UK in October 2021.

- The **Suez Canal** became a breakout search term worldwide this year, when it was blocked by one of the largest ships in the world, disrupting global trade.

- There were more searches for **how to start a business** than **how to get a job** this year.

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Why are keyphrases important?

- **91.8%** of searches on Google are long-tail keywords. (Backlinko, 2020)
- **14.6%** of all Google searches come in the form of a question. (Backlinko, 2020)
- **15%** of Google searches each year are considered new or haven't been searched previously on the platform. (Digital Information World, 2020)

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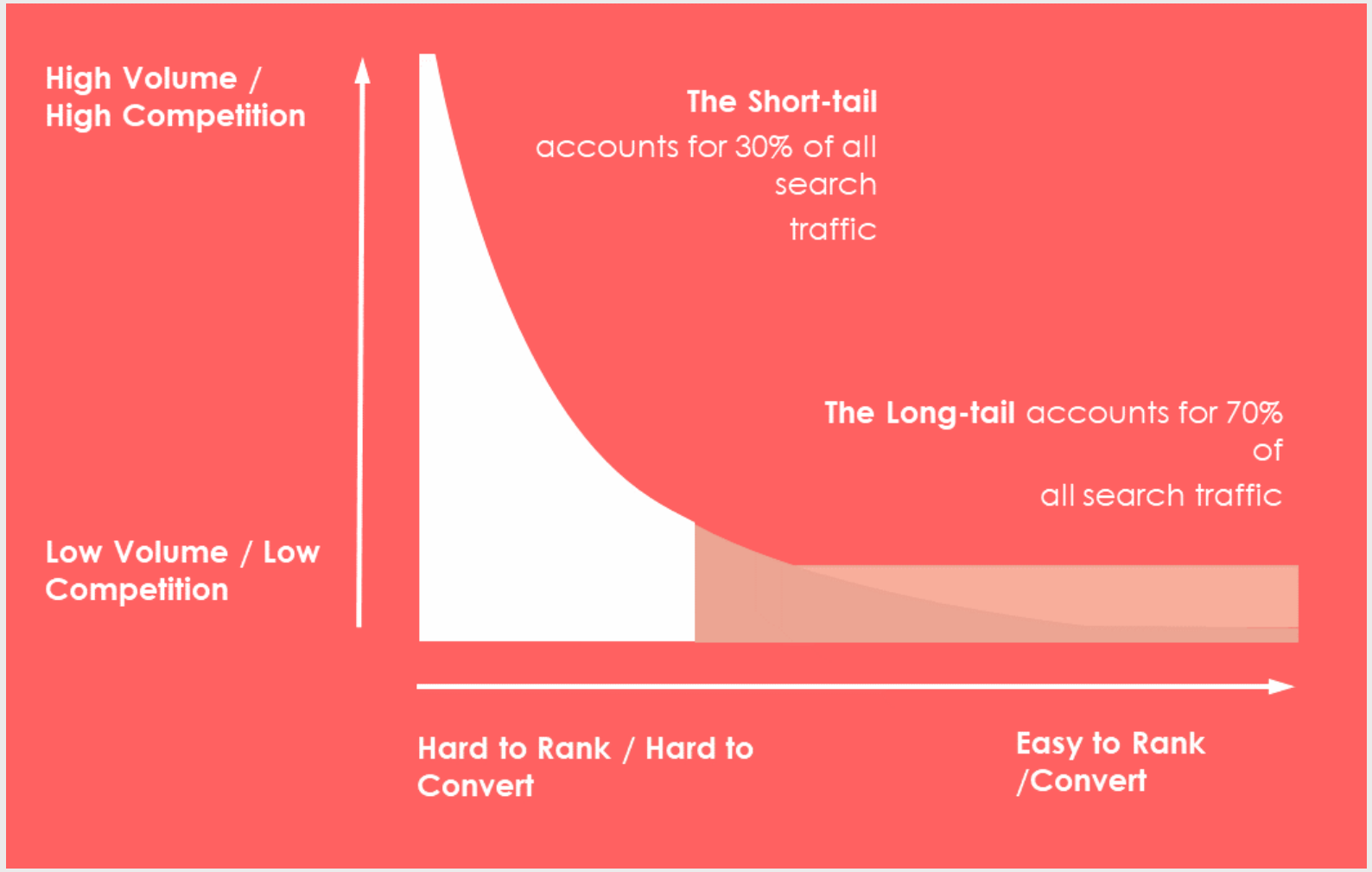
Types of keyphrases



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Types of keyphrases

Feature	Short-tail	Long-tail
Intent	Vague	Specific
Rank	Harder to rank	Easier to rank
Conversion	Harder to convert	Easier to convert
Search volume	Higher individual search volume	Lower individual search volume but higher collective search volume
Research	Easier to research	Harder to research
Traffic	Typically 30% of all traffic	Typically 70% of all traffic
Content	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)

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Types of keyphrases

Short-tail keywords

Typically one or two words
Less specific

Digital Marketing
Google Ads
SEO Services

Long-tail keywords

Typically three or more words
More specific

When to post on LinkedIn
How much should I pay for PPC advertising?
Best SEO tactics 2022

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Types of keywords

Brand

Any term that contains reference to your brand

Main aim – to protect & defend your brand

E.g.

The Range furniture
Experian credit report
Yankee candle

Generic

Any term that describes the product or service as whole rather than the business

Main aim – to reach prospects/audiences

E.g.

Adidas football boots
Accounting software
Mobile phone deals

Competitor

Keywords that specifically relate to competitor brand names and terms

Main aim – to raise brand awareness and win lead/sales from competitors

Note: For the purpose of Ad account structure, third-party party brands would be included under generic campaigns e.g. Dulux or Adidas

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Examples of keyphrases

For SEO & PPC

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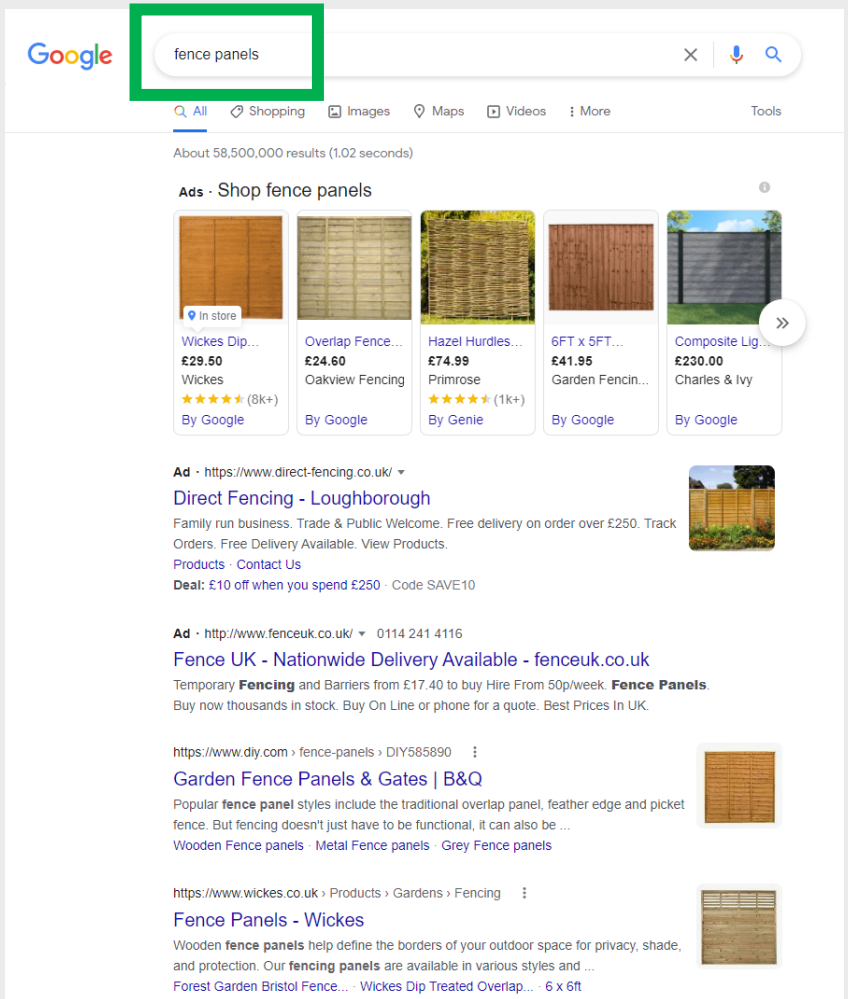
Search results for “fence panels”



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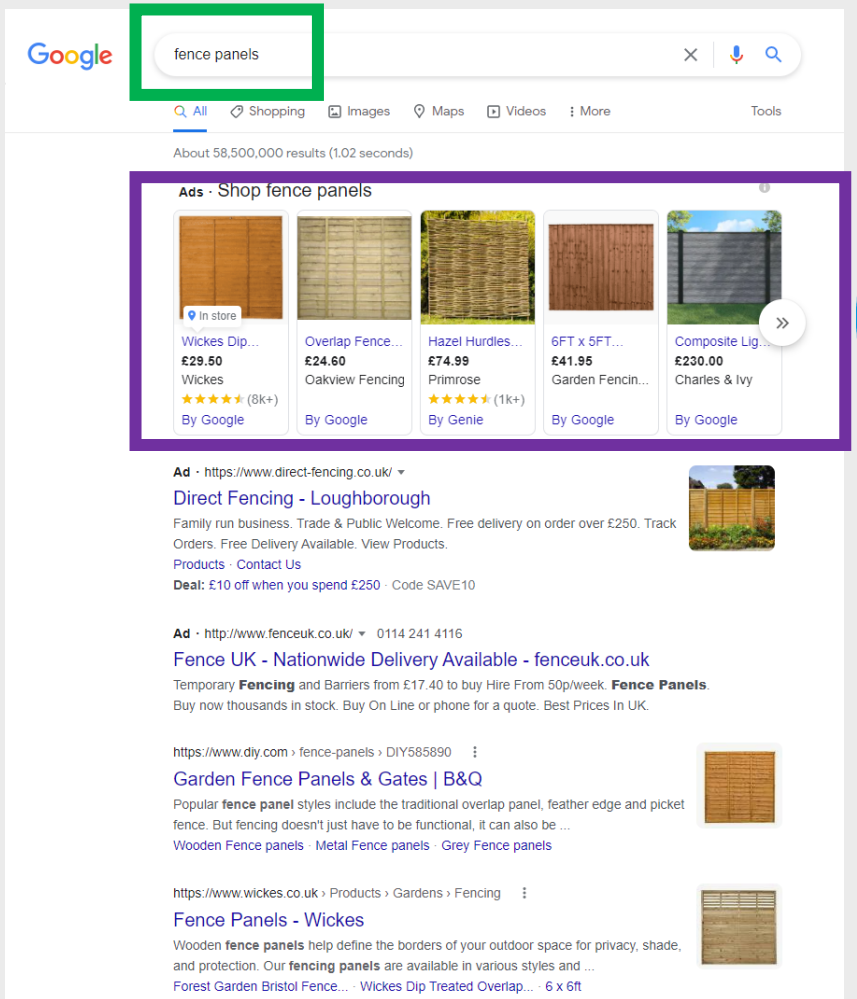
Search results for “fence panels”



Shopping ads (via Google Ads)

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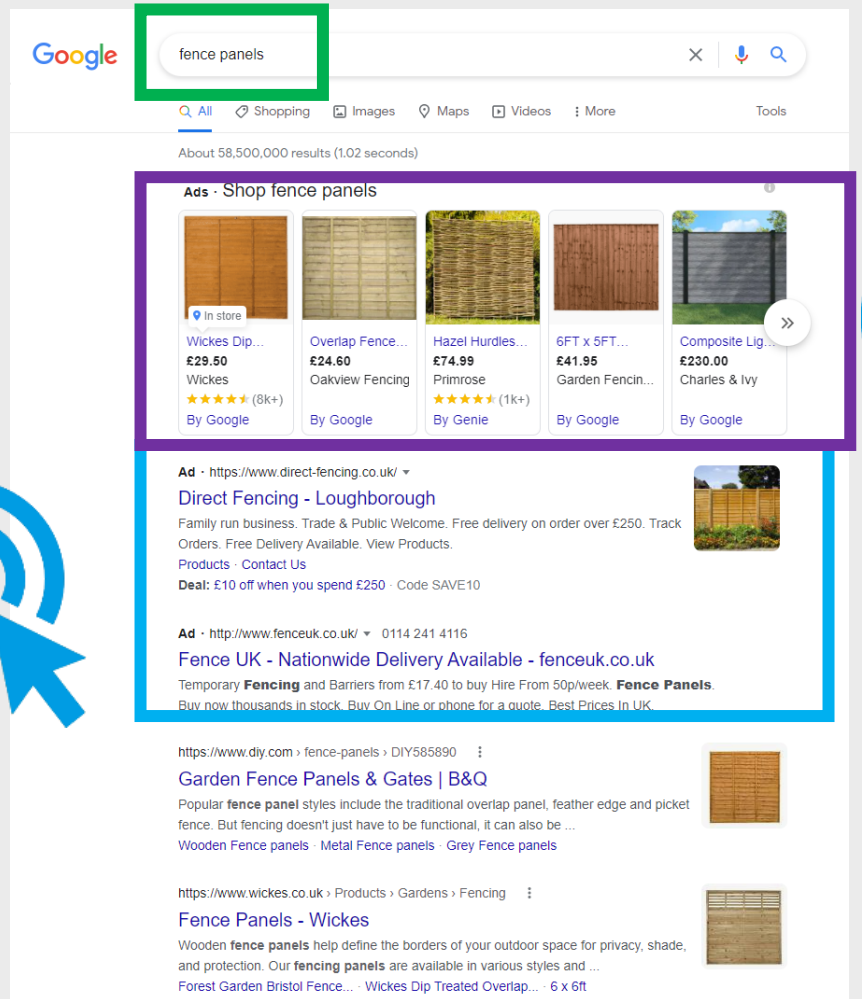
Search results for “fence panels”



Pay per click ads (via Google text or DSA Ads)

Shopping ads (via Google Ads)

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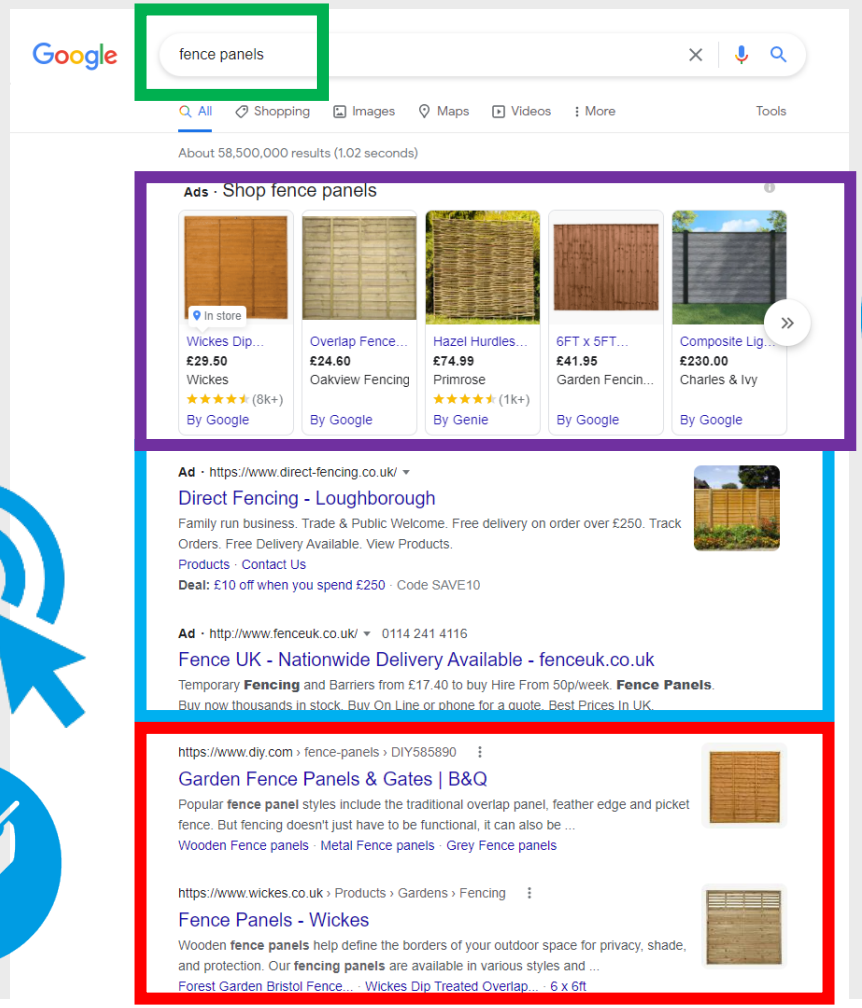
Search results for “fence panels”



Shopping ads (via Google Ads)

Pay per click ads (via Google text or DSA Ads)

Organic or Natural search results

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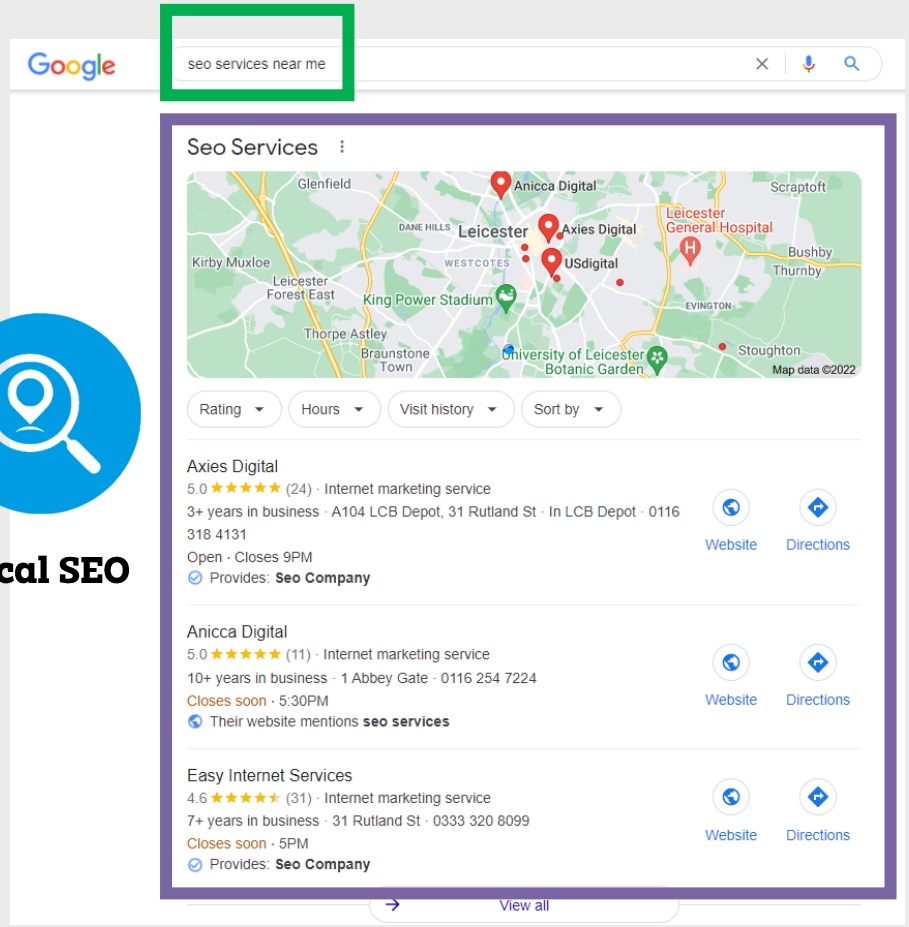
Search results for “SEO services near me”



Local SEO

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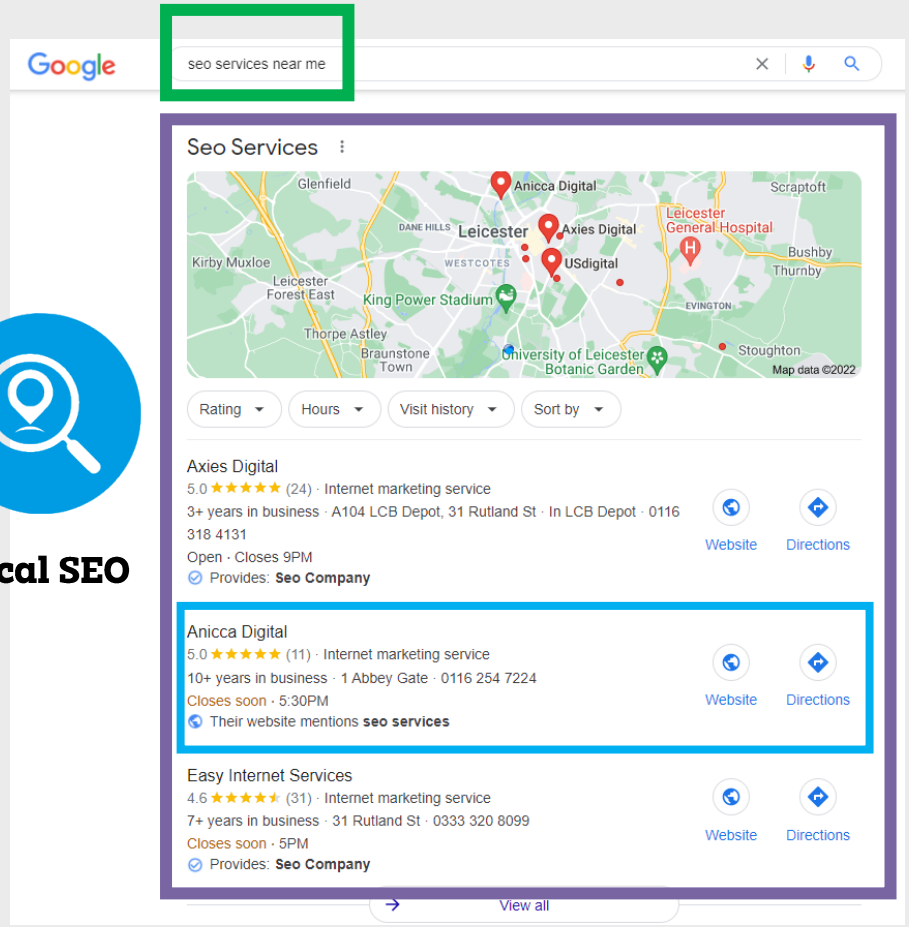
Search results for “SEO services near me”



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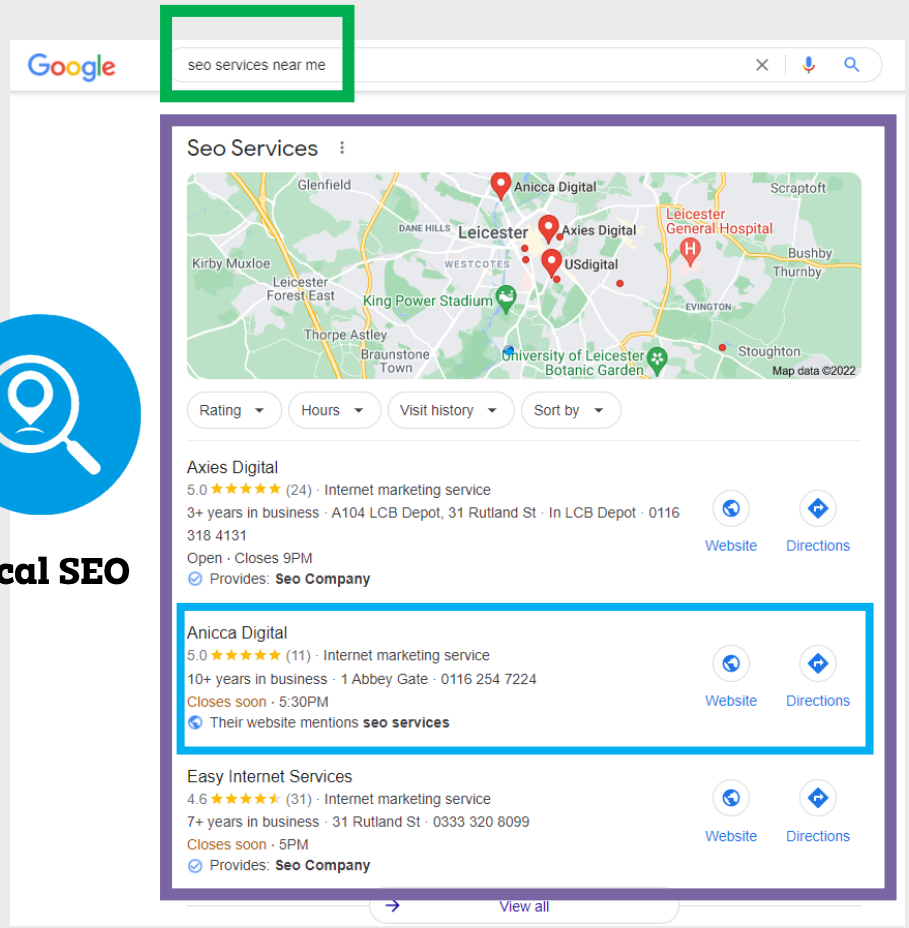
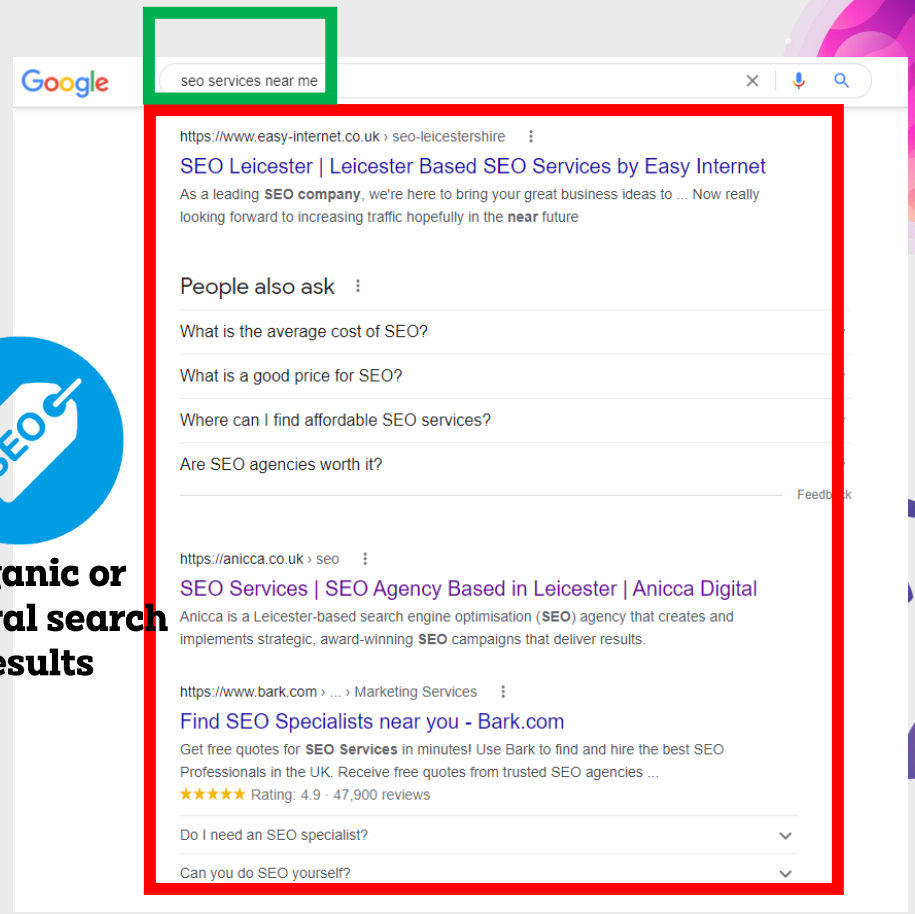


Local SEO

Organic or Natural search results



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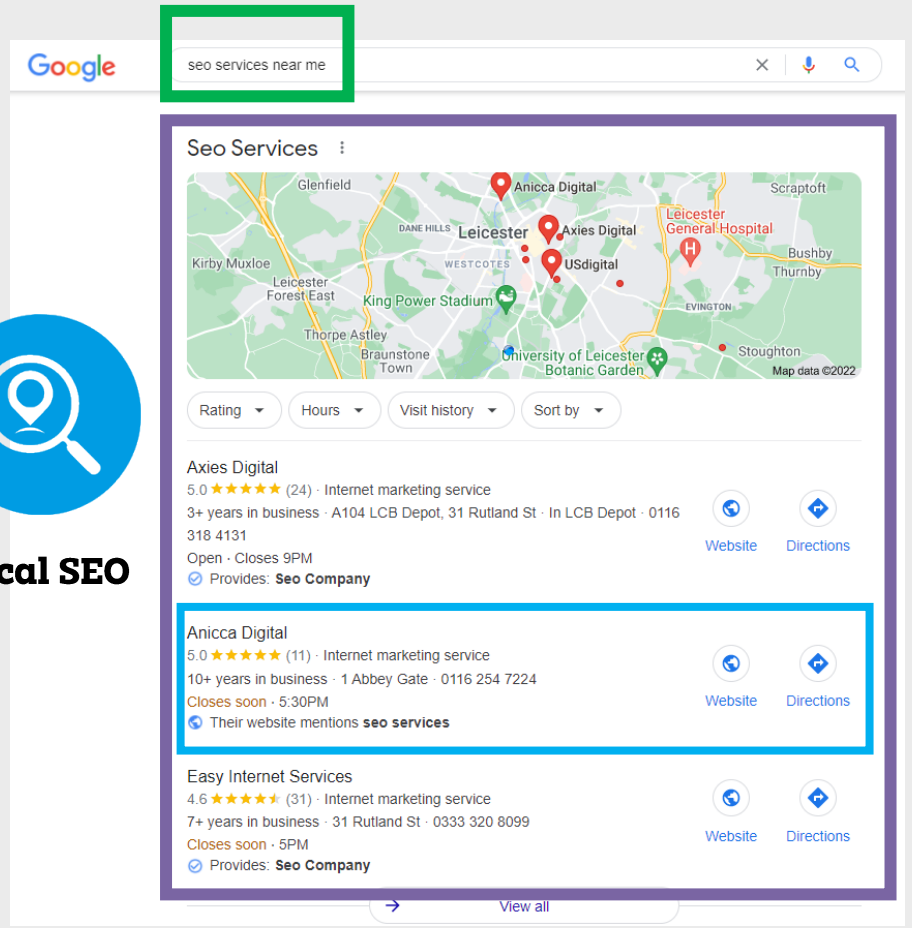
Search results for “SEO services near me”



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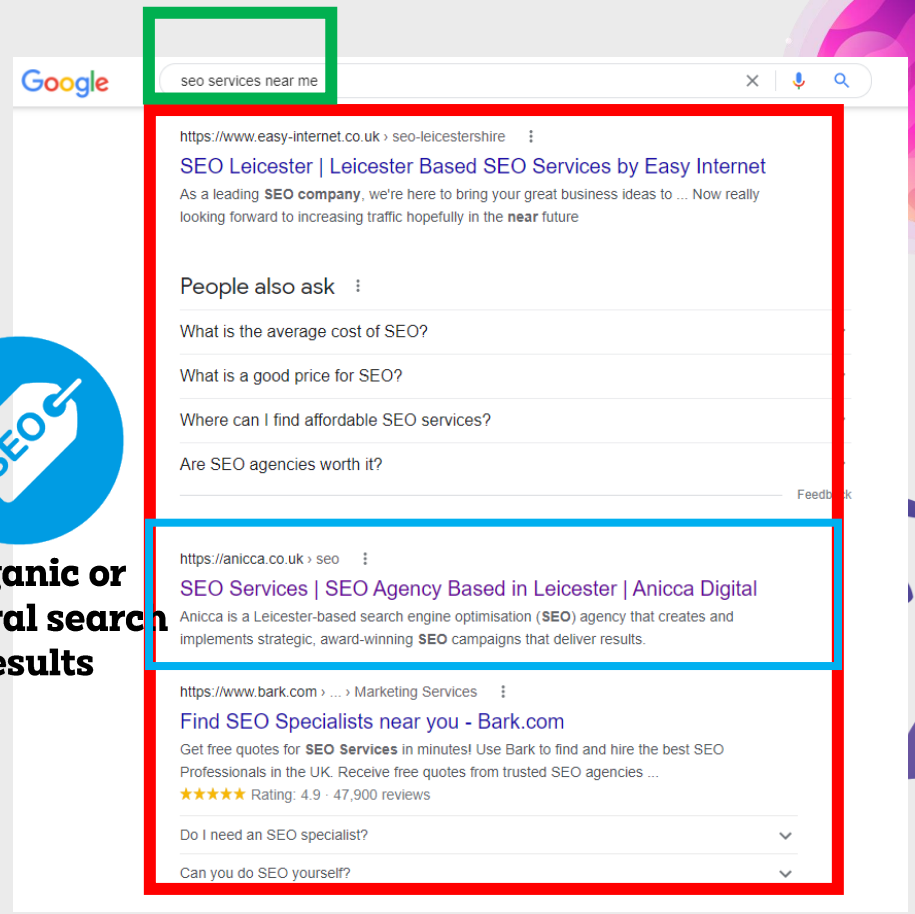
Organic or Natural search results



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Examples of keywords in PPC

Brand	Generic	Competitor
B & Q	Diy supplies	Wickes
B & Q tools	Power tools	Wickes tools
B & Q paint	Dulux paint	Wilkos paint
B & Q fencing	Fence panels	Travis Perkins Fencing
B & Q bathrooms	New bathroom	Sharps bathrooms

Brand	Generic	Competitor
Curry's tv	Smart tv	John Lewis tv
Curry's oven	Dual fuel oven	Very ovens
Curry's dishwasher	Bosch dishwasher	AO dishwasher
Curry's laptop	Buy a laptop	Argos laptop
Curry's fridge	Freestanding fridge	AO fridge

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Examples of keyphrases in SEO

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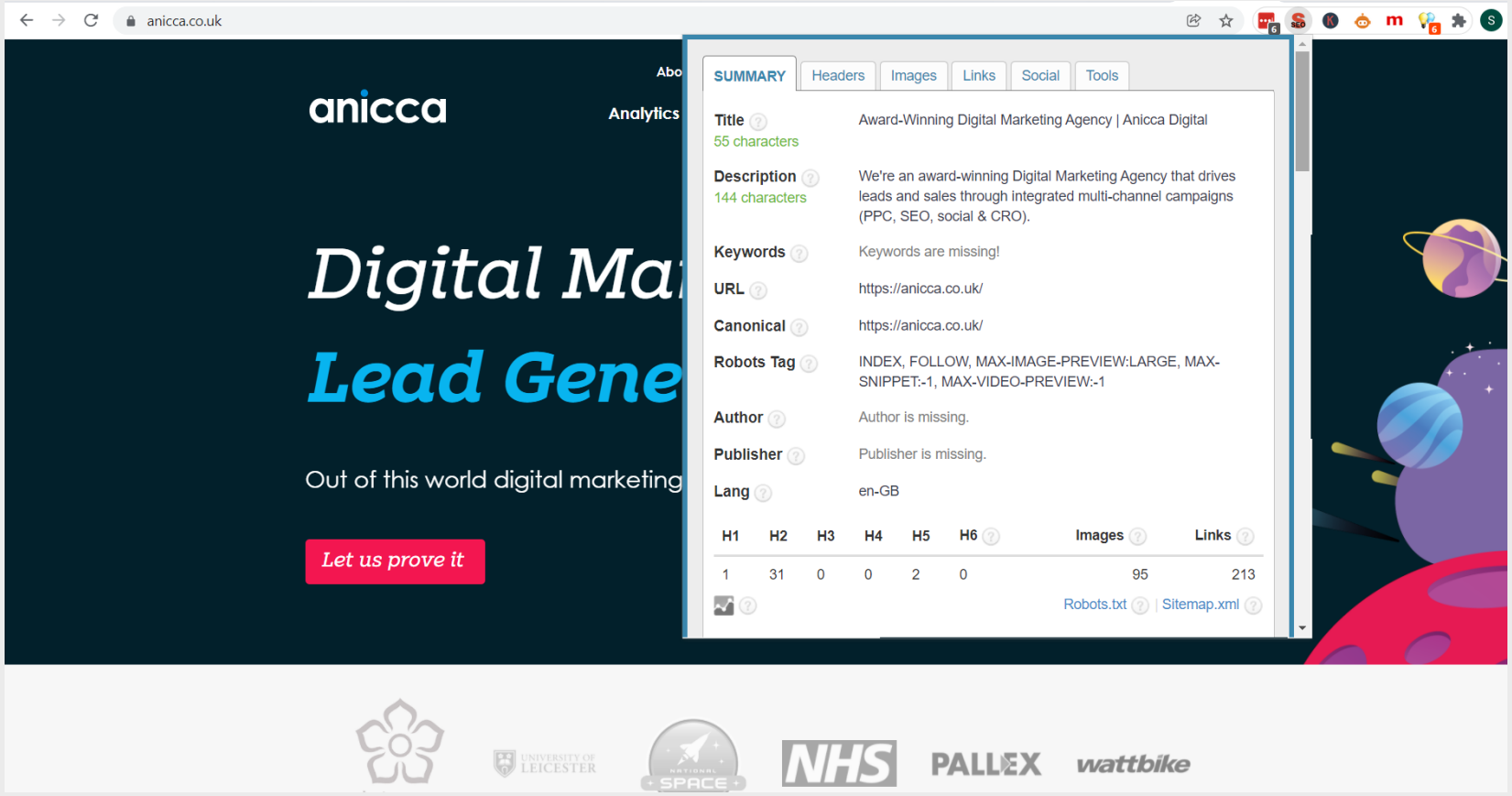
Examples of keyphrases in SEO



- There are many browser extensions that can be added to allow you to inspect website that you visit for SEO properties – this one is SEO Meta in 1 Click

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Examples of keyphrases in SEO

CTR and rankings

- <Title> tag – **include keyword and brand**
- URL (web address)
- <Meta> description – **include keyword, CTA, USPs and brand**

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Examples of keyphrases in SEO

CTR and rankings

<Title> tag – **include keyword and brand**

URL (web address)

<Meta> description – **include keyword, CTA, USPs and brand**

https://anicca.co.uk **Traf/mo** (uk): 300/590 - **Kw** (uk): 7/105

Anicca Digital: Award-Winning Digital Marketing Agency

We're an award-winning **Digital Marketing Agency** that drives leads and sales through integrated multi-channel campaigns (PPC, SEO, social & CRO).

Rankings

Page body content

<H1></H1> tags

The main heading, it should describe the overall page and include the keyword.

<H2></H2> tags

The secondary heading, to be used for longtail keyphrases, e.g. questions

This needs to be engaging and should contain keywords and phrases naturally, providing a call to action for the page.

Image

Relevant, complementary image or diagram that's useful to the user experience and topic discussed.

Image ALT="tag"

Used to describe the image, used by sight-impaired users and Google when it is crawling the page.

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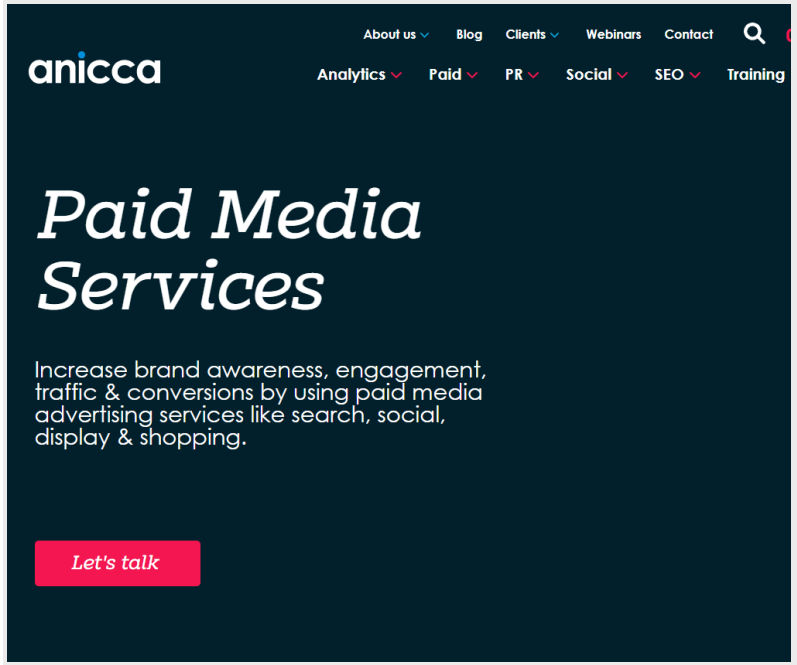
Example of combining PPC & SEO keyphrase research



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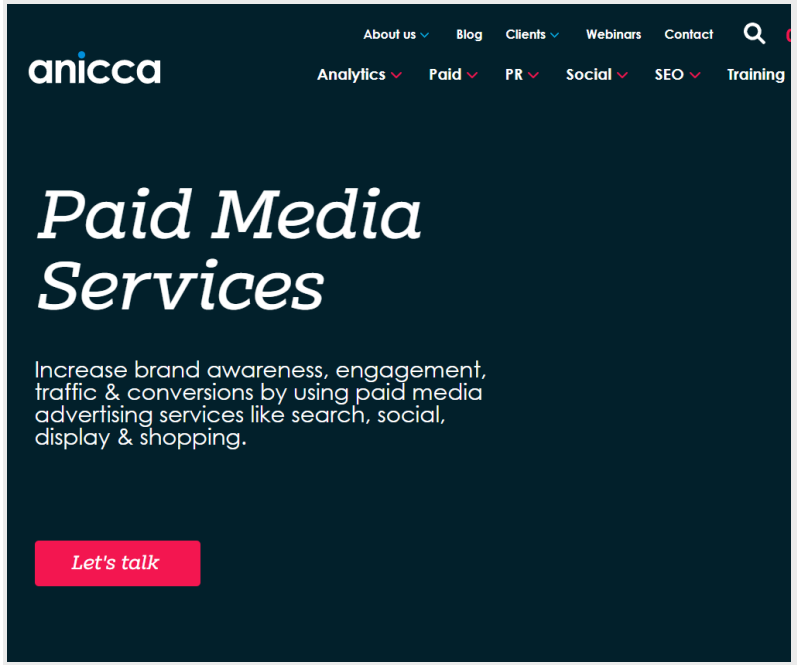

Paid media advertising at Anicca

Paid media allows you to connect and engage directly with your ideal customers at all stages of the marketing funnel. That is why its important to have a digital partner that understands both your business and the paid media portfolio of channels to ensure your ads are appearing for the right people at the right time.

As Google Premier Partners, Meta Business Partners and Microsoft Advertising Partners we are well equipped to accelerate growth for your business using paid media initiatives. With our insights and tools, we can help you to understand what your competitors are up to so you can stay one step ahead.

A multi-award-winning paid media agency

At Anicca we have a team of specialists that provide a wide range of services across multiple paid media channels to deliver all-encompassing paid strategies and management for businesses of all sizes locally, nationally, and internationally.

From Google Ads to Pinterest Ads and Facebook Ads we help ambitious businesses just like yours to deliver big impact campaigns.

Our award-winning paid media campaigns are just a few examples of the great strategies we have developed and delivered for our clients, and we are extremely proud of the accolades we have received nationally and internationally.

We combine multi-channel strategists with our technical delivery specialists to deliver world class campaigns to bring you the best ROI.

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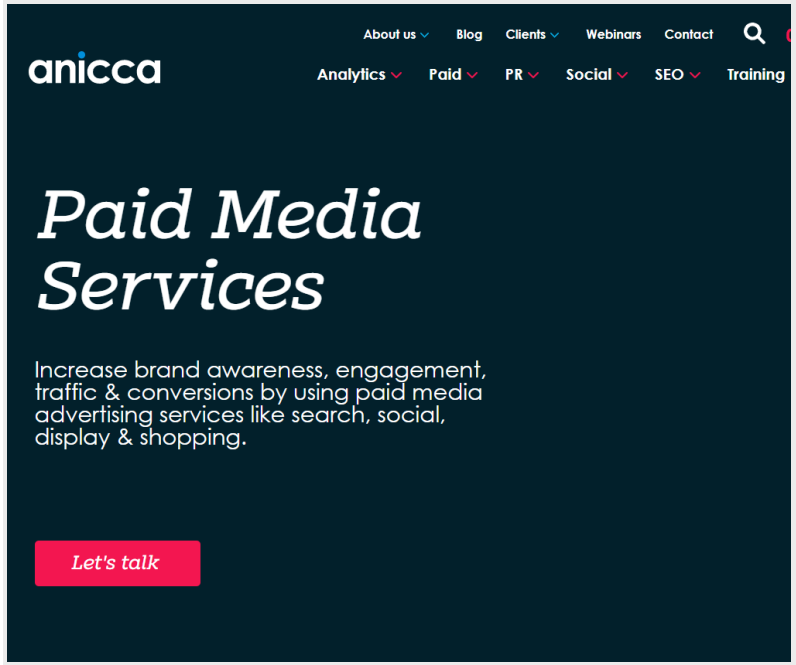

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Note:
Optimised pages are valuable when creating **Dynamic Search Ads (DSA)** prospecting campaigns.

This is a Google ads technique, which is like paid SEO, it relies on the content of your web pages for ads to be seen!

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Search intent

Understanding user intentions

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Search intent

All keyphrases need to be validated.

We need to understand what the user is looking for and evaluate how our keyphrases are currently being used.

This ensures we match our keyphrases to audience search intent.

Define your brief before starting keyphrase research:

What am I trying to achieve (KPI)?

- Generate visibility
- Inform & educate
- Encourage engagement
- Drive traffic from my blog to product page

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Keyphrase research

Key questions to help determine your audience and their search intent

- Who are my customers and audience?
- What do they want to buy or know?
- What is their knowledge level? The industry terminology you use might be different to that used by your customers
- Who are my competitors online?

The answers will help us to determine how your audience is searching and how you can use keyphrases to bring them to your site.

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Search intent: Navigational

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

Example keywords include:

- "product packaging"
- "cardboard product packaging"

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

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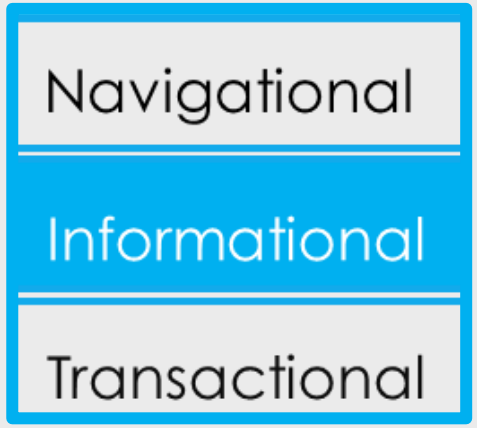
Search intent: Informational

Informational queries make up the largest proportion of keywords and **happen 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:

- "what is the most popular packaging?"
- "what is the cheapest form of packaging?"

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Search intent: Transactional

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

- "buy custom packaging"
- "order packaging boxes"

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 optimise for.

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Keyphrase research

For example:

To drive organic traffic to this landing page ***'website.com/4K-LED-TVs'***

- We need to explore all sub-topics around "4K LED TVs" then optimise the page
- Samsung 50 inch TVs **make more money**, so place emphasis on "Samsung 50 inch LED TVs" during research
- We need to sell 500 units in order to make £xx in **6 months** (a KPI?)
- We need to put optimisation live in 1 month to start gaining authority in Google
- To achieve this, we need to find less competitive, long-tail keywords to rank faster in the target timeframe

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Keyphrase research

Approach:

- We need a combination of problem-solving and technical terms

Intent: information, navigational and **purchase**

- Consider that people may need education before purchase so need info on the page or FAQs linked-to from that page

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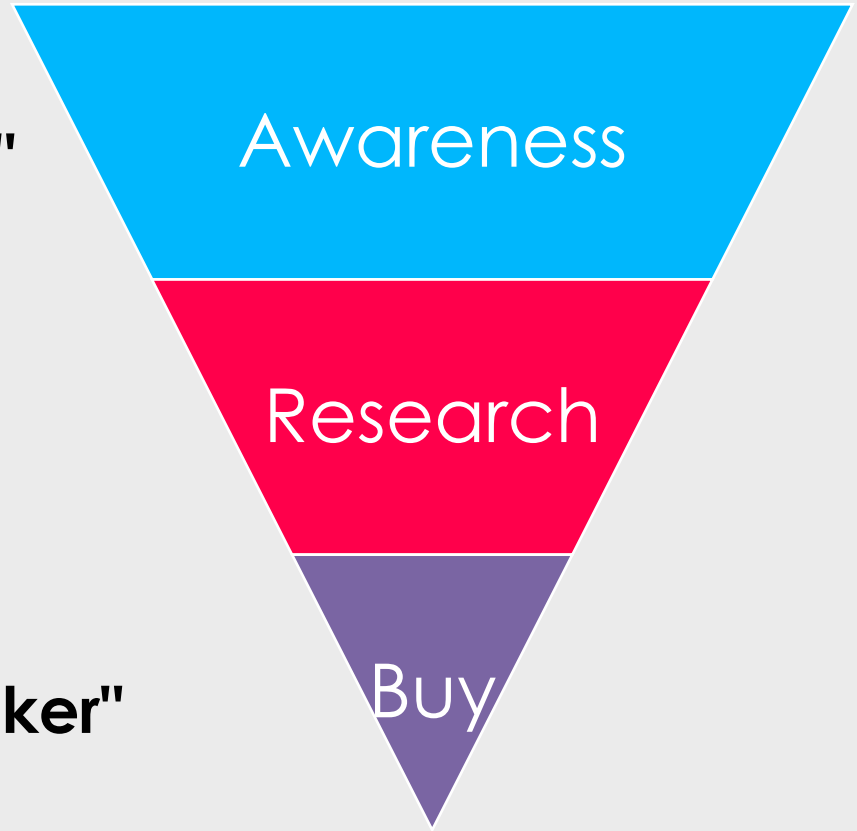
Search Intent – Buyer funnel

"How to unblock my sink"

"Types of drain cleaner"

"Mr Muscle drain unblocker"



Generic

Specific

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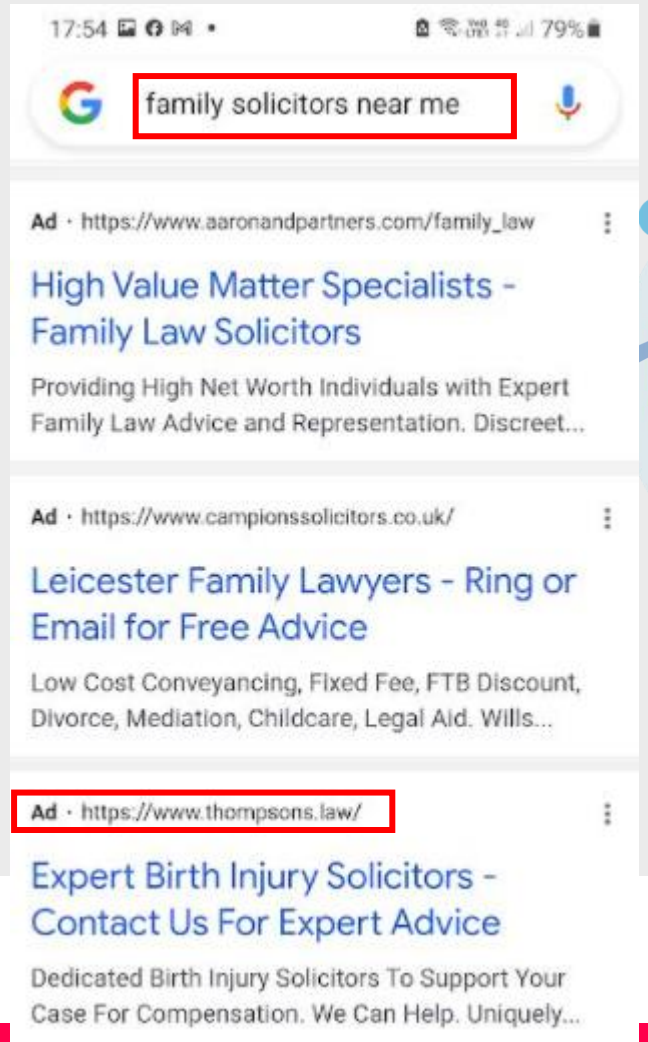
Understanding Search Intent – Optimising your ad copy

Search term: "**Family Solicitors near me**"

This search indicates that the person is **aware** that they need legal help and are **looking at different options** with the intent of finding a **nearby family solicitor**.



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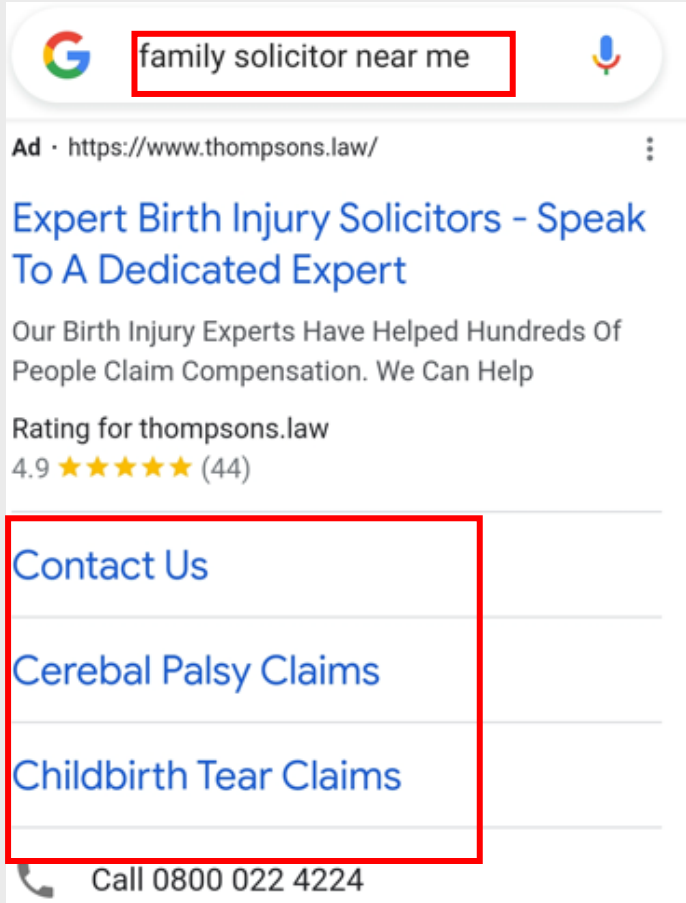
Understanding Search Intent – Optimising for search remarketing (RLSA's)

Search term: "**Family Solicitors near me**"

Understanding the searchers intent helps you to further customise the ad to navigate that person into the **enquiry stage** with a remarketing ad (RLSA)



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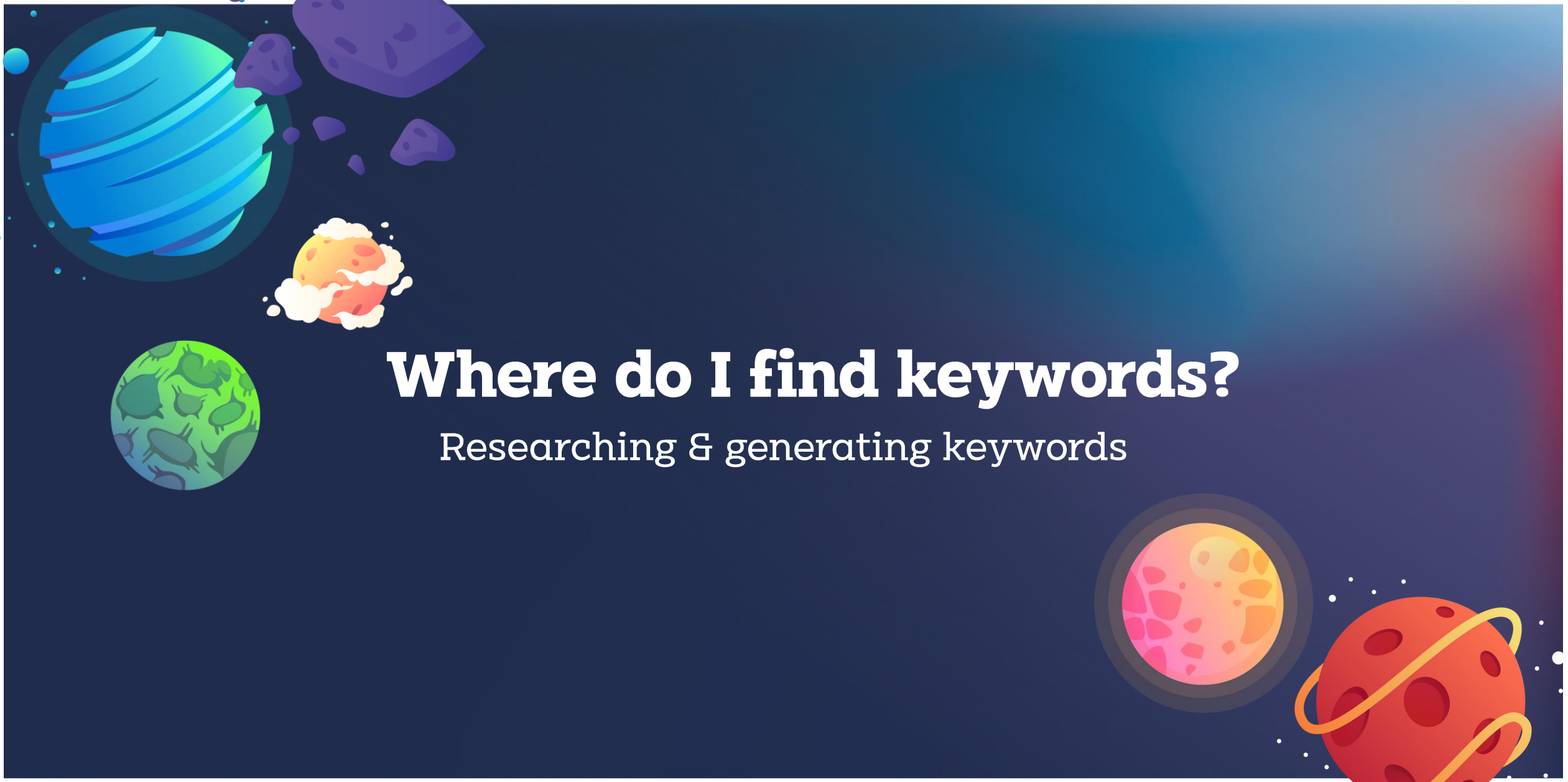

Where do I find keywords?

Researching & generating keywords

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Keyword Planner Tool

What is the Keyword Planner Tool?

- It's a free native Google/Microsoft Ads tool that helps you to discover new keywords related to your business

What does the Tool show?

- The tool shows you the estimated search volume along with the estimated cost-per-click to target your selected keywords

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Finding keywords

START WITH KEYWORDS | START WITH A WEBSITE

Enter products or services closely related to your business

boiler servicing | boiler service near me | boiler repair | boiler repair near me | + Add another keyword

Enter a domain to use as a filter

https://

GET RESULTS

Exclude adult ideas | ADD FILTER | 1,945 keyword ideas available

Keyword	Avg. monthly searches	Three month change	YoY change	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided					
boiler servicing	22,200	-33%	-33%	£2.12	£8.30
boiler service near me	9,900	-45%	-18%	£1.61	£5.29
boiler repair	8,100	0%	-18%	£1.82	£6.17
Keyword ideas					
british gas boiler service	8,100	-45%	-18%	£1.17	£3.20
heating engineer near me	8,100	-18%	-18%	£1.13	£4.67

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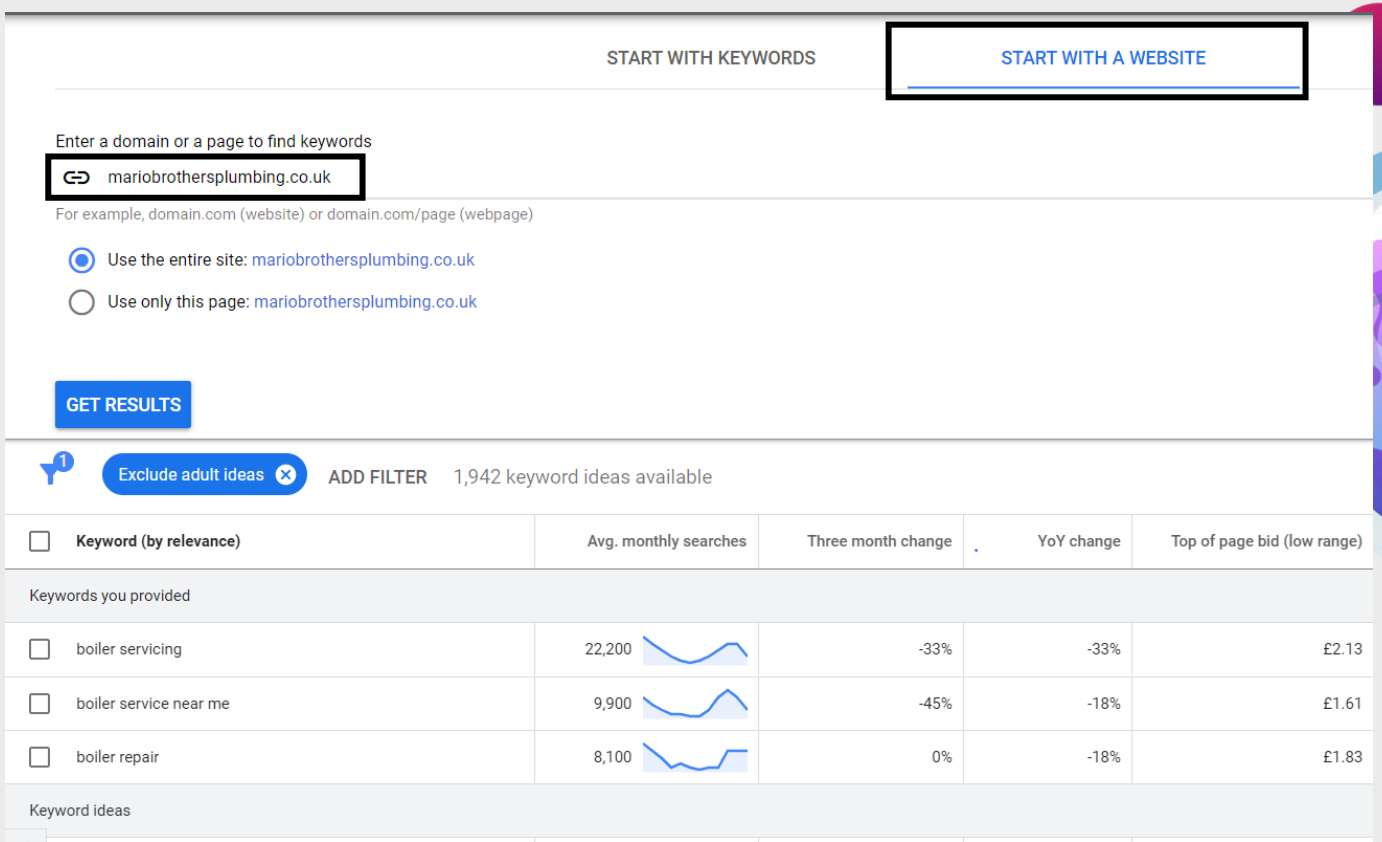
Finding keywords on your website

- SEO optimised pages help speed up the process of doing keyword research
- They also act as a good foundation when trying to find additional keywords



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Search Intent

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided					
how to unblock my sink	70	+29%	+29%	£0.19	£2.50
buy sink unblocker	10	0%	0%	£0.50	£3.30
products to unblock sinks	140	+21%	+55%	£0.44	£2.78
mr muscle sink unblocker	1,000	0%	0%	£0.14	£1.17
types of sink unblockers	–	–	–	–	–
Keyword ideas					
sink unblocker	9,900	0%	0%	£0.44	£5.06
mr muscle drain cleaner	1,600	-19%	0%	£0.25	£3.97
mr muscle drain gel	1,900	-21%	+19%	£0.19	£0.56

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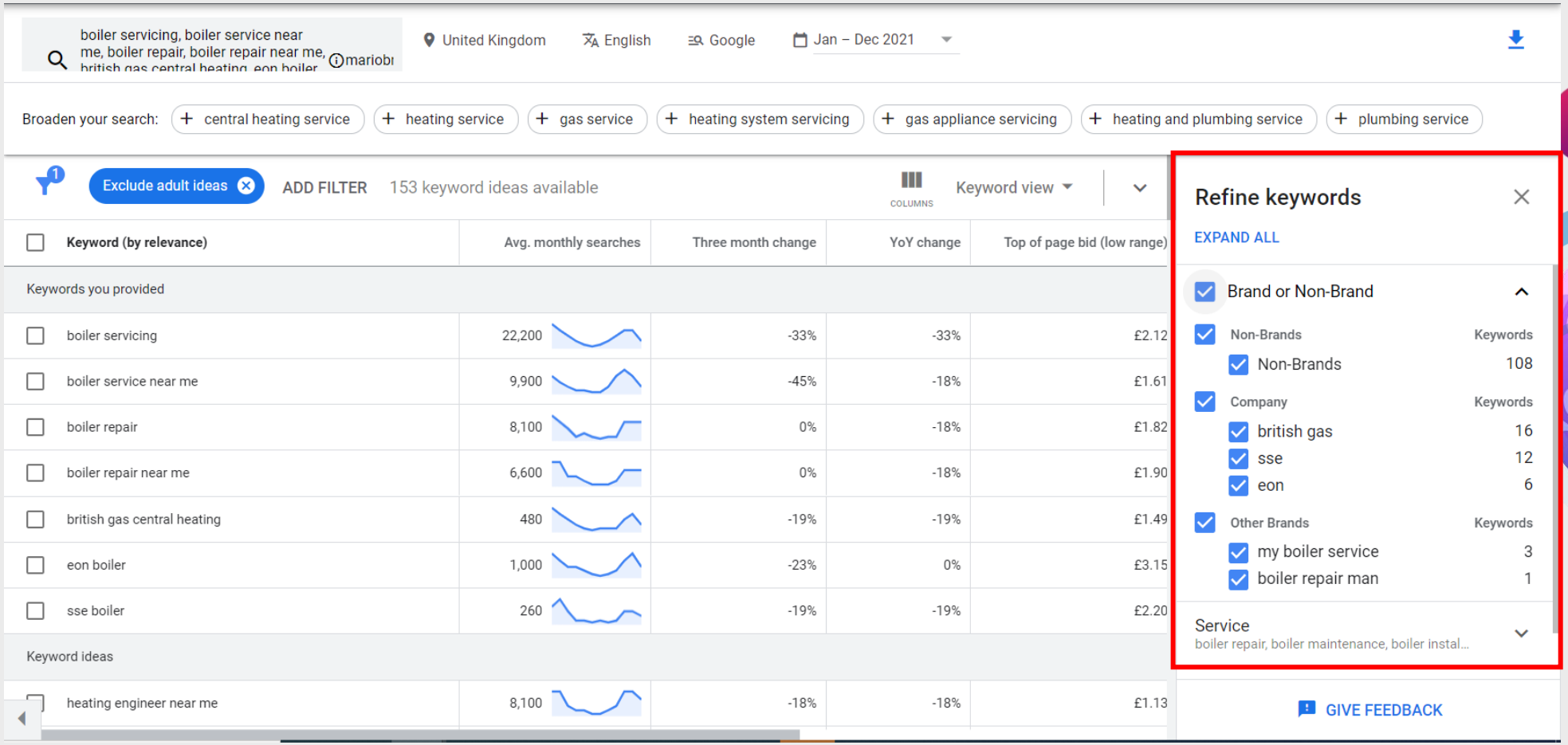
Exclusions



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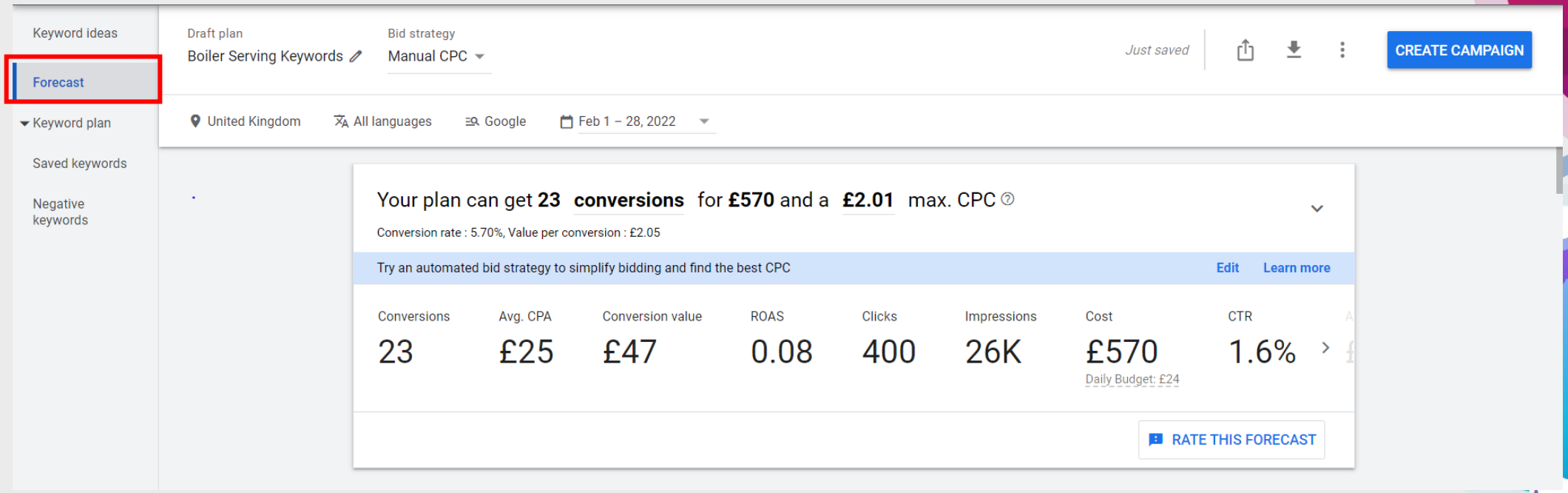
Forecast



When forecasting, Google/Microsoft Ads looks at your historical performance and ad quality to determine what sort of cost per click, click through rate etc. you could expect to see

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Where do I find keyphrases?

Researching & generating keyphrases

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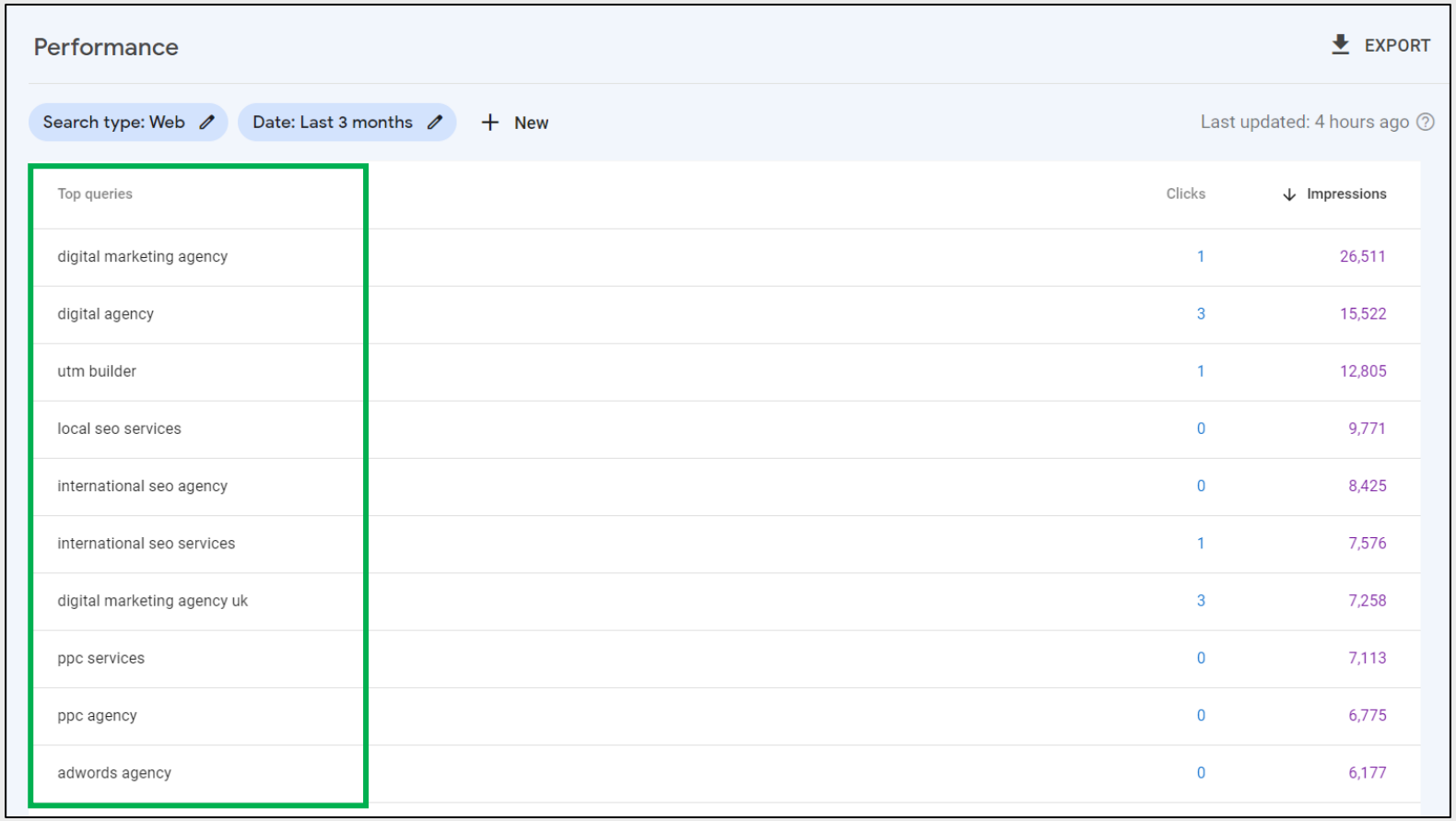
Google Search Console (free tool)



Top queries	Clicks	Impressions
digital marketing agency	1	26,511
digital agency	3	15,522
utm builder	1	12,805
local seo services	0	9,771
international seo agency	0	8,425
international seo services	1	7,576
digital marketing agency uk	3	7,258
ppc services	0	7,113
ppc agency	0	6,775
adwords agency	0	6,177

View performance data in Search Console to find out what keyphrases are already being used

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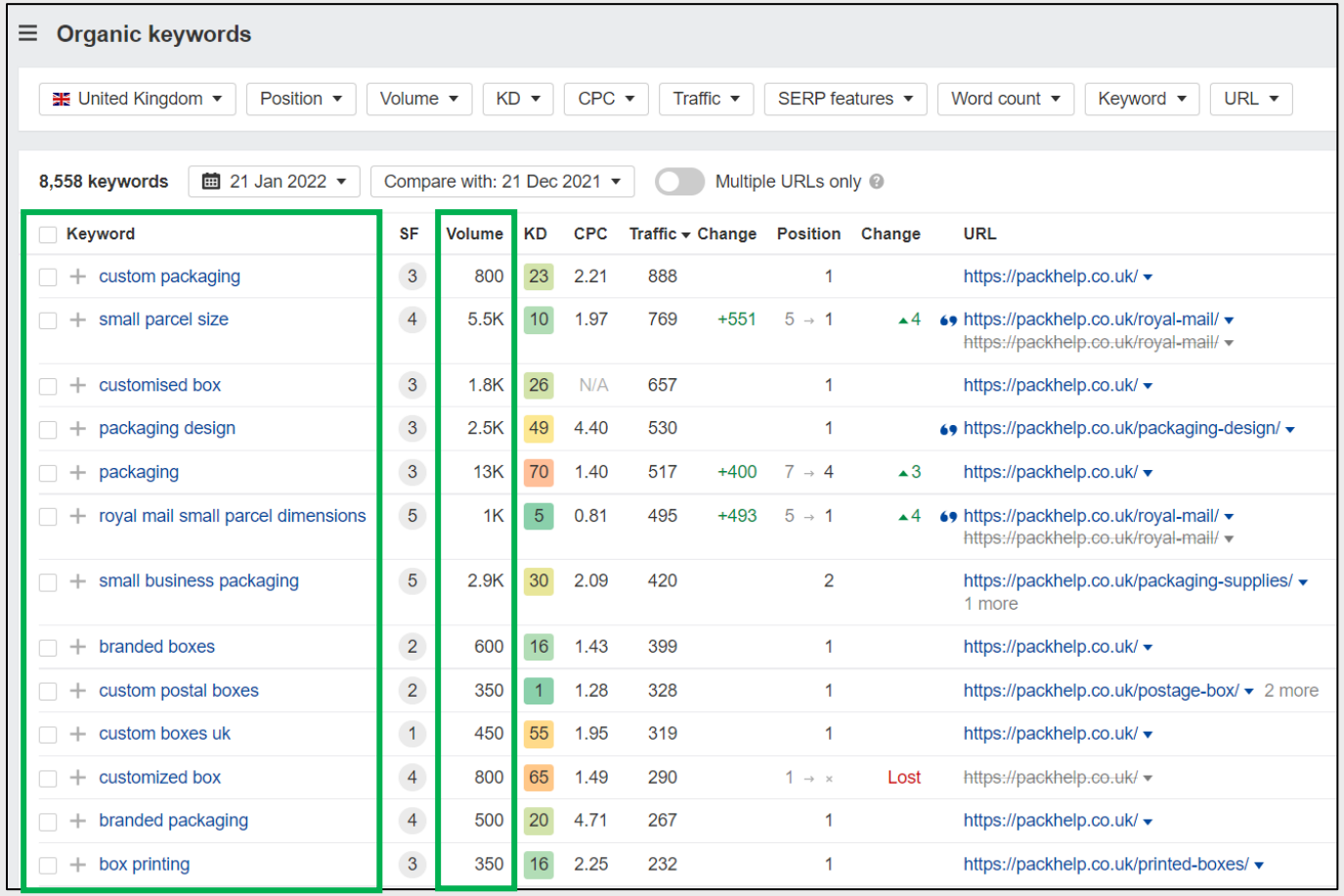
Ahrefs (paid tool)



Keyword	SF	Volume	KD	CPC	Traffic	Change	Position	Change	URL
custom packaging	3	800	23	2.21	888		1		https://packhelp.co.uk/
small parcel size	4	5.5K	10	1.97	769	+551	5 → 1	▲4	https://packhelp.co.uk/royal-mail/ https://packhelp.co.uk/royal-mail/
customised box	3	1.8K	26	N/A	657		1		https://packhelp.co.uk/
packaging design	3	2.5K	49	4.40	530		1		https://packhelp.co.uk/packaging-design/
packaging	3	13K	70	1.40	517	+400	7 → 4	▲3	https://packhelp.co.uk/
royal mail small parcel dimensions	5	1K	5	0.81	495	+493	5 → 1	▲4	https://packhelp.co.uk/royal-mail/ https://packhelp.co.uk/royal-mail/
small business packaging	5	2.9K	30	2.09	420		2		https://packhelp.co.uk/packaging-supplies/ 1 more
branded boxes	2	600	16	1.43	399		1		https://packhelp.co.uk/
custom postal boxes	2	350	1	1.28	328		1		https://packhelp.co.uk/postage-box/ 2 more
custom boxes uk	1	450	55	1.95	319		1		https://packhelp.co.uk/
customized box	4	800	65	1.49	290		1 → ×	Lost	https://packhelp.co.uk/
branded packaging	4	500	20	4.71	267		1		https://packhelp.co.uk/
box printing	3	350	16	2.25	232		1		https://packhelp.co.uk/printed-boxes/

https://ahrefs.com/ to identify keyphrases used by competitors

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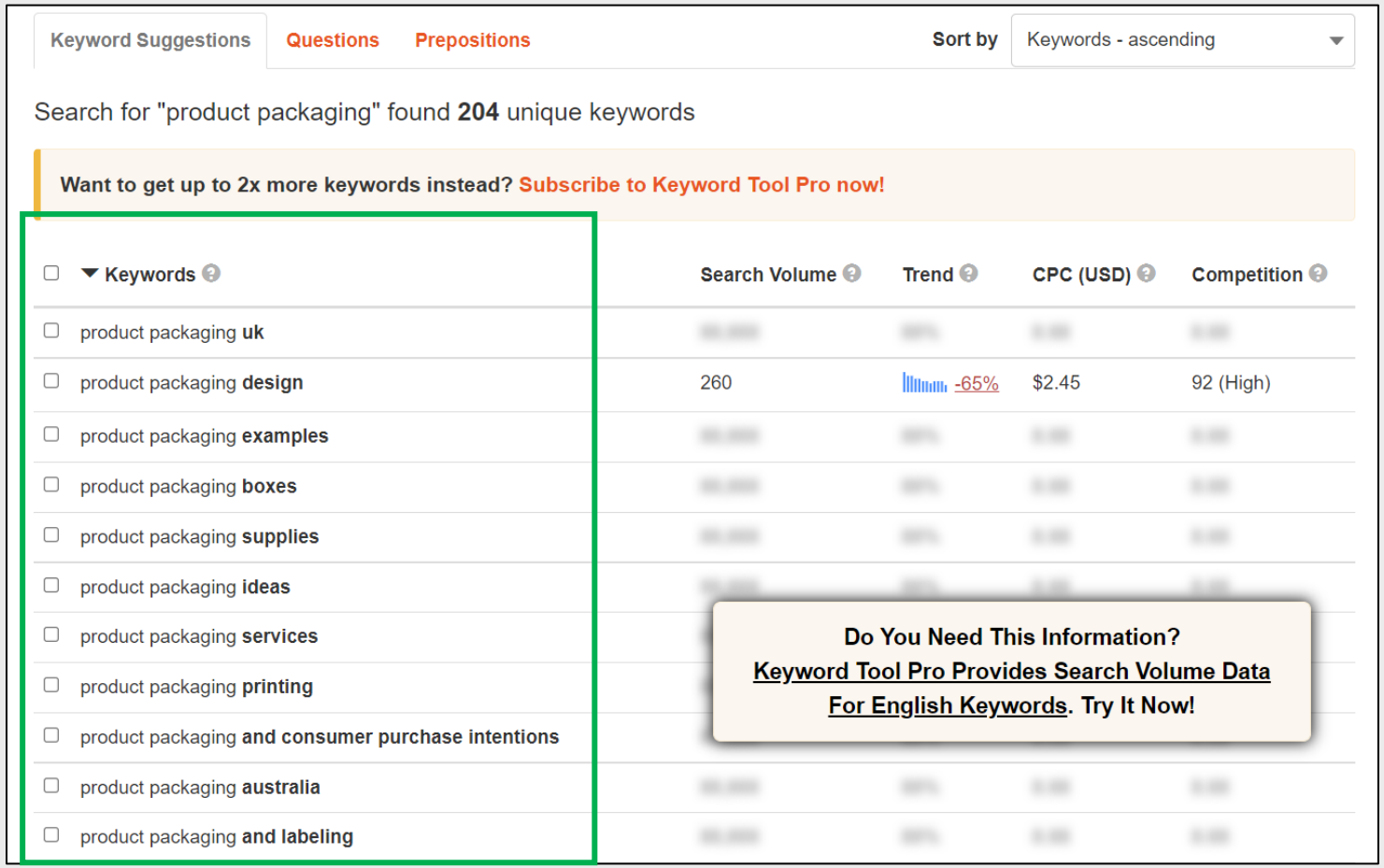
Keyword Tool (free tool)



https://keywordtool.io/ to research short-tail keyphrases

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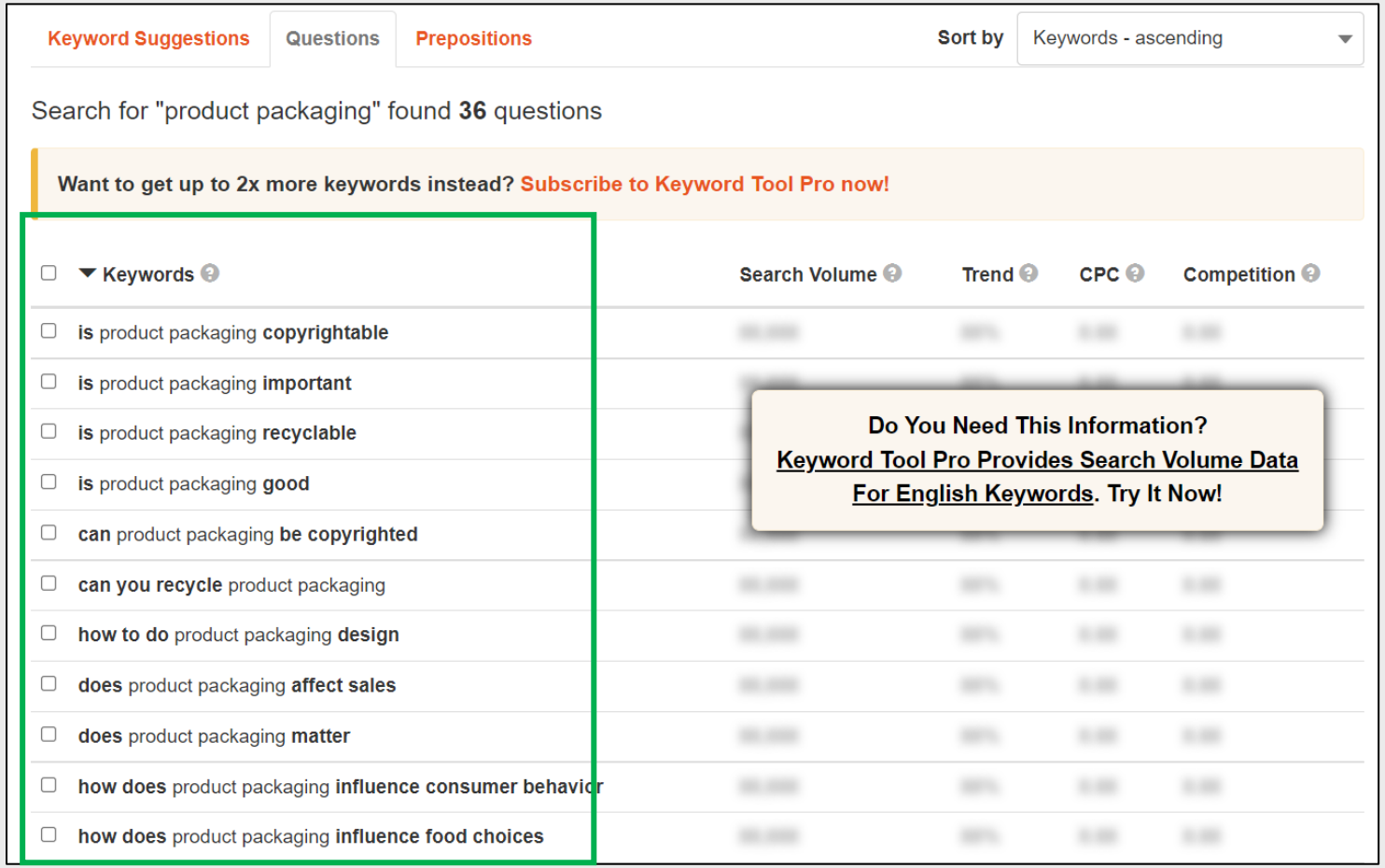
Keyword Tool (free tool)



https://keywordtool.io/ to research long-tail keyphrases

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Keywords Everywhere (free tool)

Related Keywords Copy Export

KEYWORD	Load Metrics (uses 8 credits)
custom packaging for small business uk	
custom packaging uk	
custom packaging boxes with logo	
custom packaging wholesale	
custom packaging bags	
custom packaging uk no minimum	
cheap custom packaging	
custom packaging meaning	

People Also Search For Copy Export

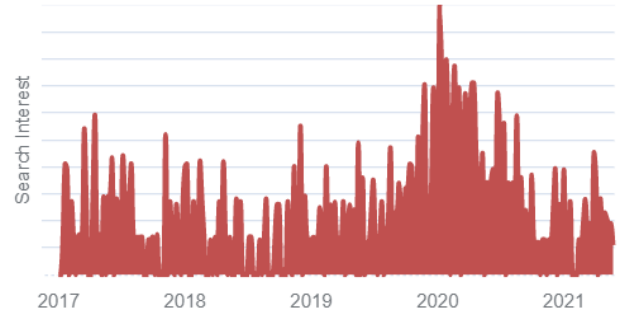
KEYWORD	Load Metrics (uses 6 credits)
custom packaging uk	
custom packaging for small business uk	
custom packaging bags	
custom packaging boxes with logo	
custom packaging uk no minimum	
custom packaging wholesale	

Long-Tail Keywords Copy Export

KEYWORD	Load Metrics (uses 24 credits)
custom packaging boxes	
custom packaging bags	
custom packaging tape	
custom packaging for small business	
custom packaging uk	
custom packaging bags for clothing	
custom packaging canada	
custom packaging for clothing	
custom packaging vendors	
canadian custom packaging	
eyelash custom packaging	
eyeshadow palette custom packaging	
cosmetic custom packaging	
product custom packaging	
custom box packaging	
custom weed packaging	
custom eyelash packaging	
custom product packaging	
custom food packaging	
customised packaging	
custom jewelry packaging	
custom cosmetic packaging	
custom eyeshadow palette packaging	
custom clothing packaging bags	

Trend Data For "custom packaging" (UK)

7d 30d 3mo 12mo **5yrs** All Time



https://keywordseverywhere.com/ Free browser plug-in

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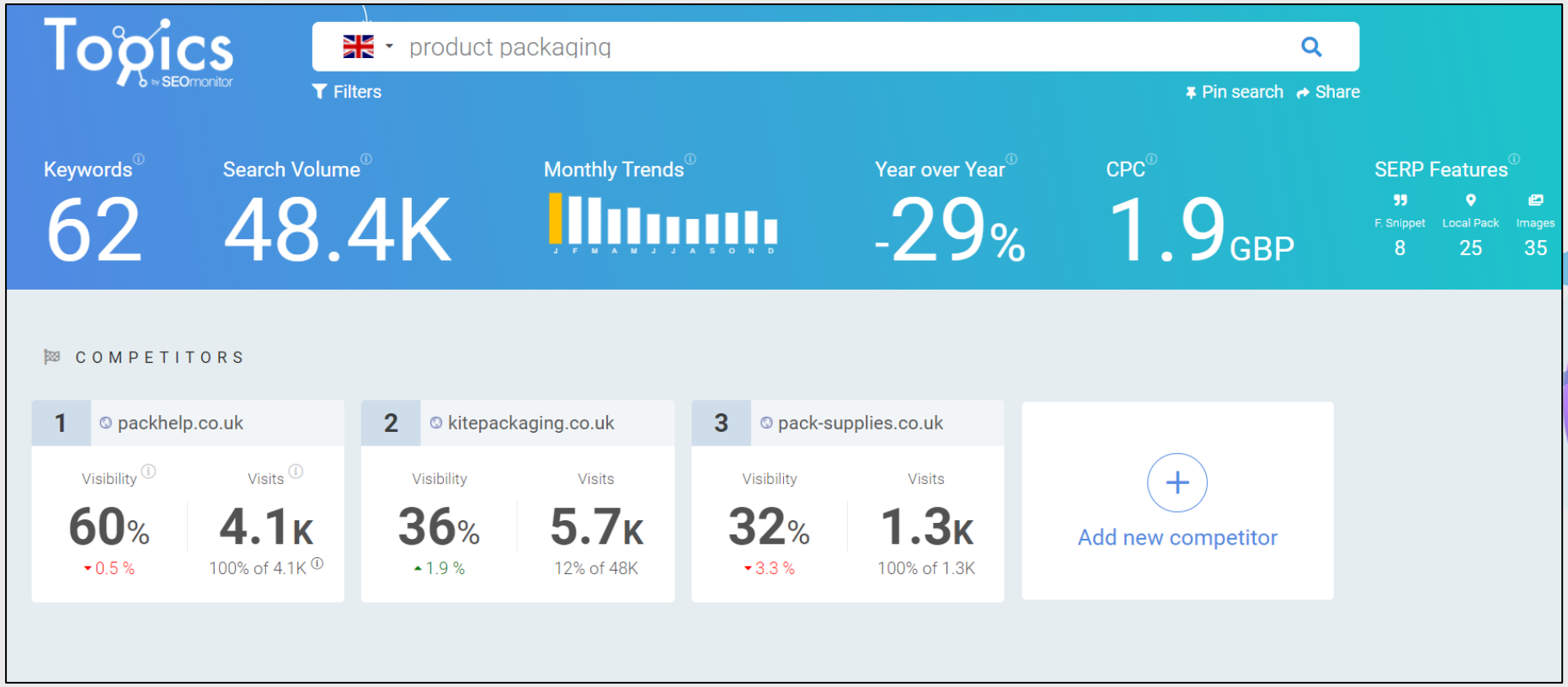
Topics by SEOMonitor (free tool)



https://topics.seomonitor.com/landing

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Topics by SEOMonitor (paid tool)

KEYWORDS

Download

62 Keywords (curated from 1,505 keywords.)	Relevance	SERP	Search Vol.	YoY	CPC (GBP)	packhelp.co.uk		kitepackaging.co....		pack-supplies.co....	
product packaging +1	●●●●●		1K	-28%	£ 1.55	2	+2	99+	-	60	+16
product packaging design	●●		260	-46%	£ 1.68	3	-	99+	-	59	+14
packaging design online	●●		110	-64%	£ 1.97	1	+1	99+	-	89	+6
custom product packaging	●●		140	N/A	£ 2.05	1	-	21	+7	4	-
product packaging uk	●●		210	-33%	£ 2.02	1	-	28	-3	10	-1
product packaging boxes	●		140	-21%	£ 1.64	1	-	14	+2	8	-
product boxes	●		390	-33%	£ 1.55	2	+1	14	-1	44	-3
custom printed packaging	●		170	0%	£ 3.16	2	-1	45	+19	4	+2
design your own packaging	●	-	140	-58%	£ 3.09	1	-	61	-15	12	-2
design packaging +4	●		2.9K	-33%	£ 1.97	5	-	99+	-	99+	-
what is packaging	●		110	0%	£ 0.46	30	+19	99+	-	99+	-
design your own packaging online free	●		110	0%	£ 1.53	2	-	99+	-	75	+5
branded packaging uk	●		140	-47%	£ 1.83	1	-	13	+7	37	-9

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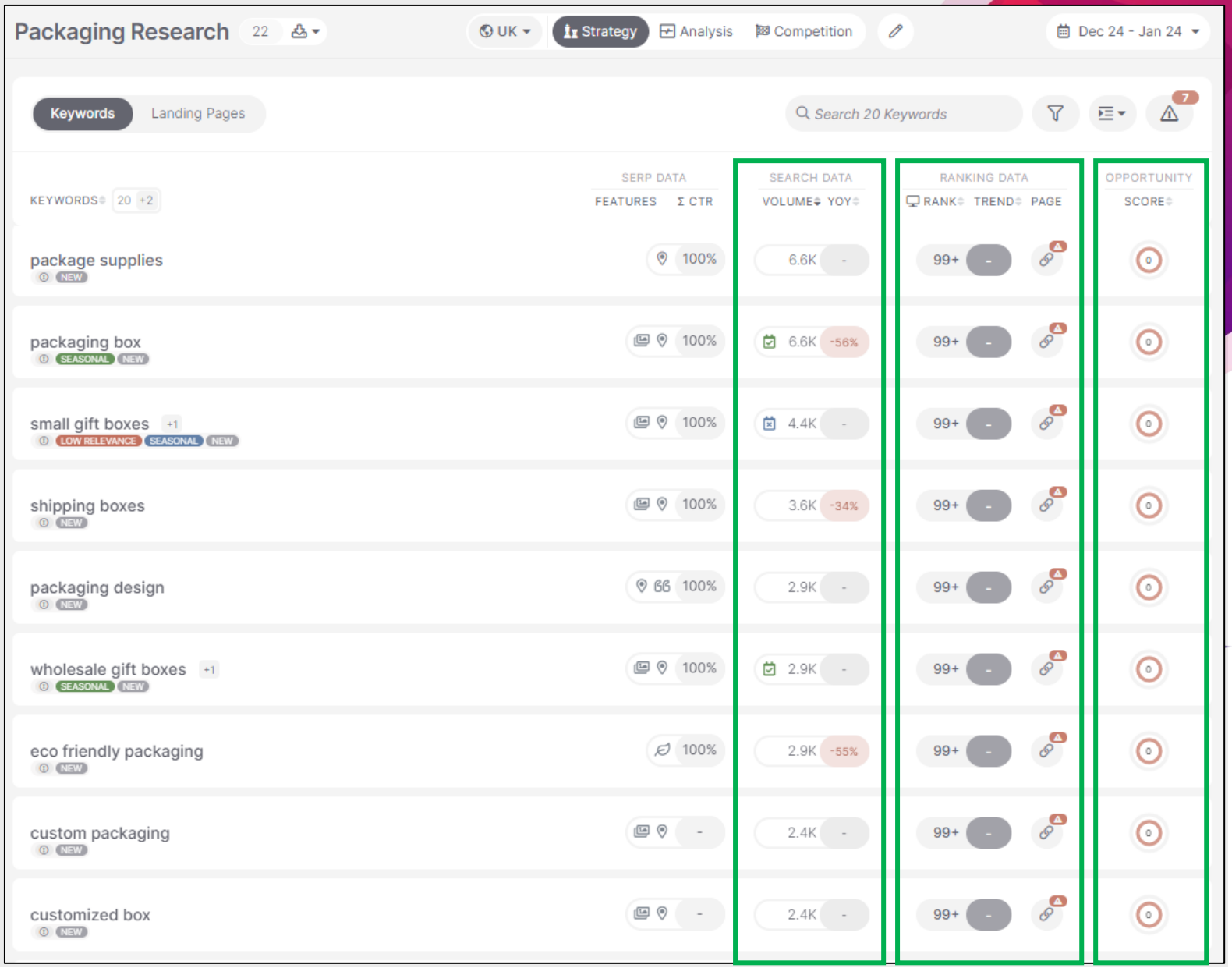
SeoMonitor

https://seomonitor.com/

Key metrics to determine suitability:

- Search Data
- Ranking Data
- Opportunity Score



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Selecting Keyphrases

Determine the most suitable keyphrases for SEO by comparing the following:

- **Search volume** – How many searches there are per month for a keyphrase. High search volumes are ideal but if it is a niche market, DON'T rule out any keywords with under 100 search volumes.
- **Difficulty score** – How difficult it is to rank for your chosen keyphrase based on current competition. The lower the score the more chance your site has of gaining visibility (note, if you have no optimised content on your site then ignore the difficulty score).
- **Rank** – Where does your site currently rank for these keyphrases? Note current ranking positions for desktop and mobile.

Ideally you want **2 – 4 keyphrases per page or topic**.

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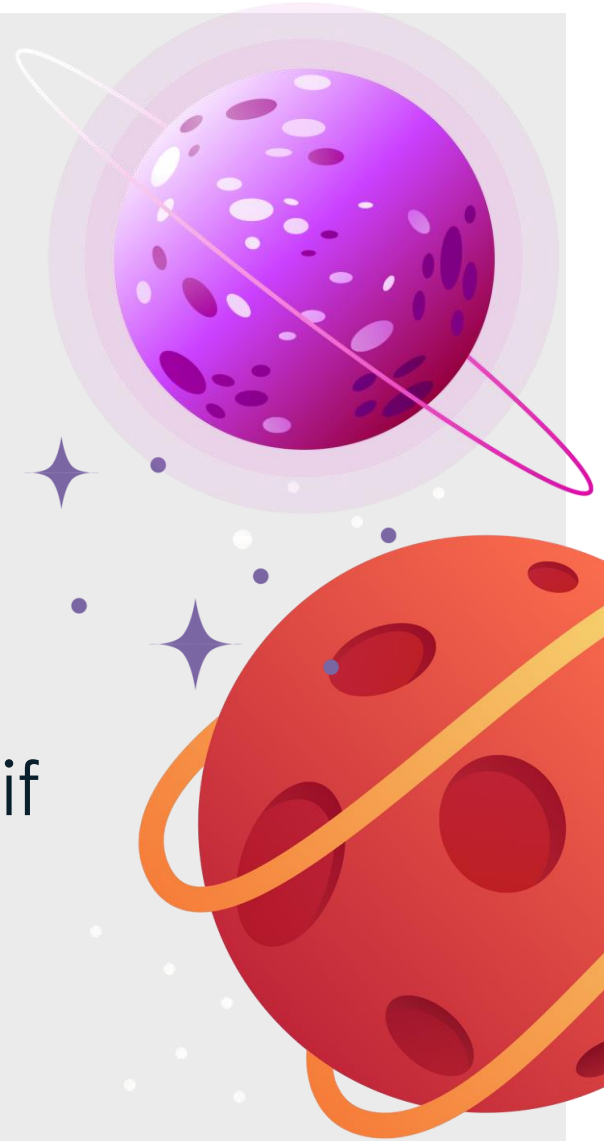
Selecting Keyphrases



Map keyphrases to the pages of your website.

Keyphrases should be optimised in order of:

- High search volume
- High relevancy to core topic on the page (don't just choose a high-volume keyword if it doesn't fully describe the page)
- Low difficulty score

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Quality Score

Explained

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Introducing Quality Score in Google Ads

What is Quality Score?

- Quality Score is the grade (out of 10) that Google provides to indicate the relevancy of the different elements of your account to your customers' needs

Why is Quality Score important?

- The primary reason why Quality Score matters to is that it **directly impacts** how much you will pay for each click

What makes up a Quality Score?

- It's a combination of your ad relevance, expected click-through-rate (CTR) and landing page experience

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Ad Relevance

- Ad relevance comes down to how well your ad matches what the user is searching for and whether the ad message then ties into your chosen landing page

- Featuring keywords from your ad group within your ad helps to improve the relevance

- It also helps to keep a close monitor on search terms triggering, as if these are ultimately what your ad needs to answer and not just the keyword you have

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Expected CTR

- This expected click-through rate is a **prediction**, so it's different from the actual clickthrough rates shown in the "CTR" column of your account.

- Unlike the "CTR" column, this status considers how the keyword performs both within your account and across all other advertisers' accounts.

- This status has also been adjusted to eliminate the influence of ad position and other factors that affect prominence and visibility, such as extensions.

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Landing Page Experience

- Offer relevant, useful and original content
- Promote transparency and foster trustworthiness on your site
- Make mobile and computer navigation easy
- Decrease your landing page loading time/ Make it fast

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Assessing your quality score

Below Avg.

This means that your CTR, your ad/keyword combination, or your landing page are not performing or as relevant as expected

They may not be specific enough or your ad group may cover too many keyword topics

Average

No major problems with keyword's score when compared with other keywords across Google Ads

There may be room for improvement in regards to your ads, keywords or landing page

Above Avg.

Keyword is outperforming others across Google Ads within the same catergory

Learning should taken from the setup of this keyword setup

You will get a score for each of the 3 factors against each keyphrase in your campaign

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Creating content

Making content visible in Google

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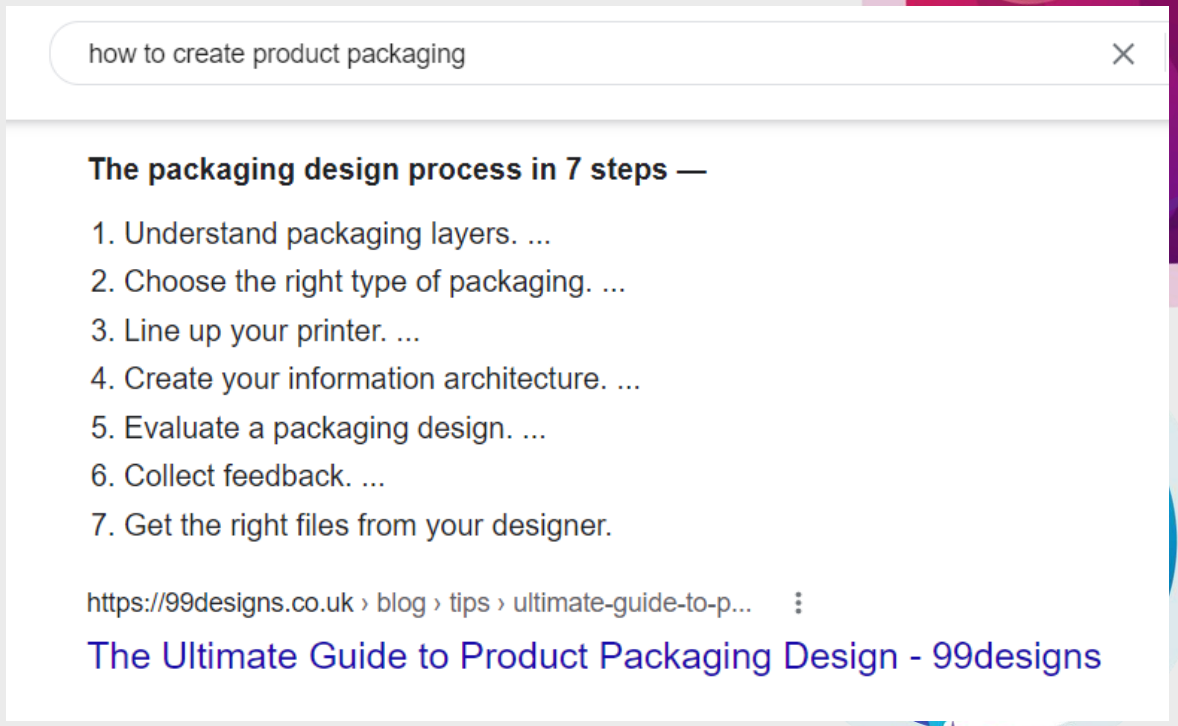
Creating content

Types of content you can create using keyphrase research

- FAQs – common customer queries, Featured Snippets
- How to – fix, make,
- Guides – shopping guides, gift guides
- Thought leadership & opinion pieces – trends, predictions, changes to user behaviour



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Creating content

Benefits of using keyphrase optimisation in content:

- Optimise for long-tail keyphrases
- Drives additional traffic
- Attracts new audiences
- Acts as a trust signal
- Encourages conversions
- Featured Snippets
- Helps to build backlinks

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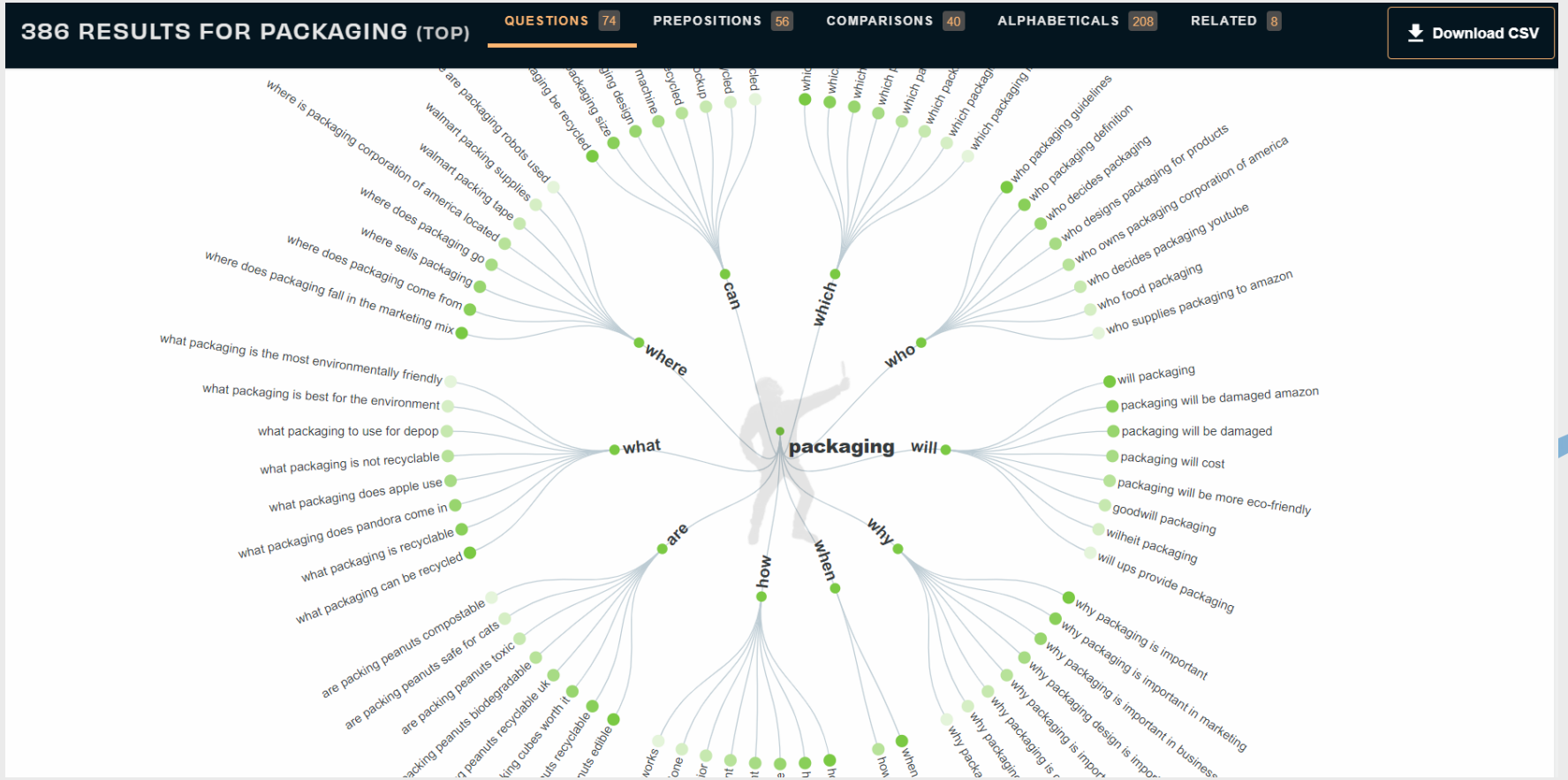
Answer The Public – free tool



- https://answerthepublic.com/ 2 free searches per day

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Answer The Public – suggestions

questions	can	can packaging plastic be recycled	en	gb	packaging
questions	can	can packaging mockup	en	gb	packaging
questions	can	can packaging foam be recycled	en	gb	packaging
questions	can	can packing styrofoam be recycled	en	gb	packaging
questions	how	how packaging can increase sales	en	gb	packaging
questions	how	how packaging is important in marketing products	en	gb	packaging
questions	how	how packaging increases the amount of garbage	en	gb	packaging
questions	how	how packaging affects the environment	en	gb	packaging
questions	how	how packaging is important in finished garment	en	gb	packaging
questions	how	how packaging affects consumer behavior	en	gb	packaging
questions	how	how packaging is done	en	gb	packaging
questions	how	how packaging industry works	en	gb	packaging
questions	what	what packaging can be recycled	en	gb	packaging
questions	what	what packaging is recyclable	en	gb	packaging
questions	what	what packaging does pandora come in	en	gb	packaging
questions	what	what packaging does apple use	en	gb	packaging
questions	what	what packaging is not recyclable	en	gb	packaging
questions	what	what packaging to use for depop	en	gb	packaging
questions	what	what packaging is best for the environment	en	gb	packaging
questions	what	what packaging is the most environmentally friendly	en	gb	packaging
questions	when	when packaging the evidence you should	en	gb	packaging
questions	when	how to properly package evidence	en	gb	packaging
questions	where	where does packaging fall in the marketing mix	en	gb	packaging
questions	where	where does packaging come from	en	gb	packaging
questions	where	where sells packaging	en	gb	packaging

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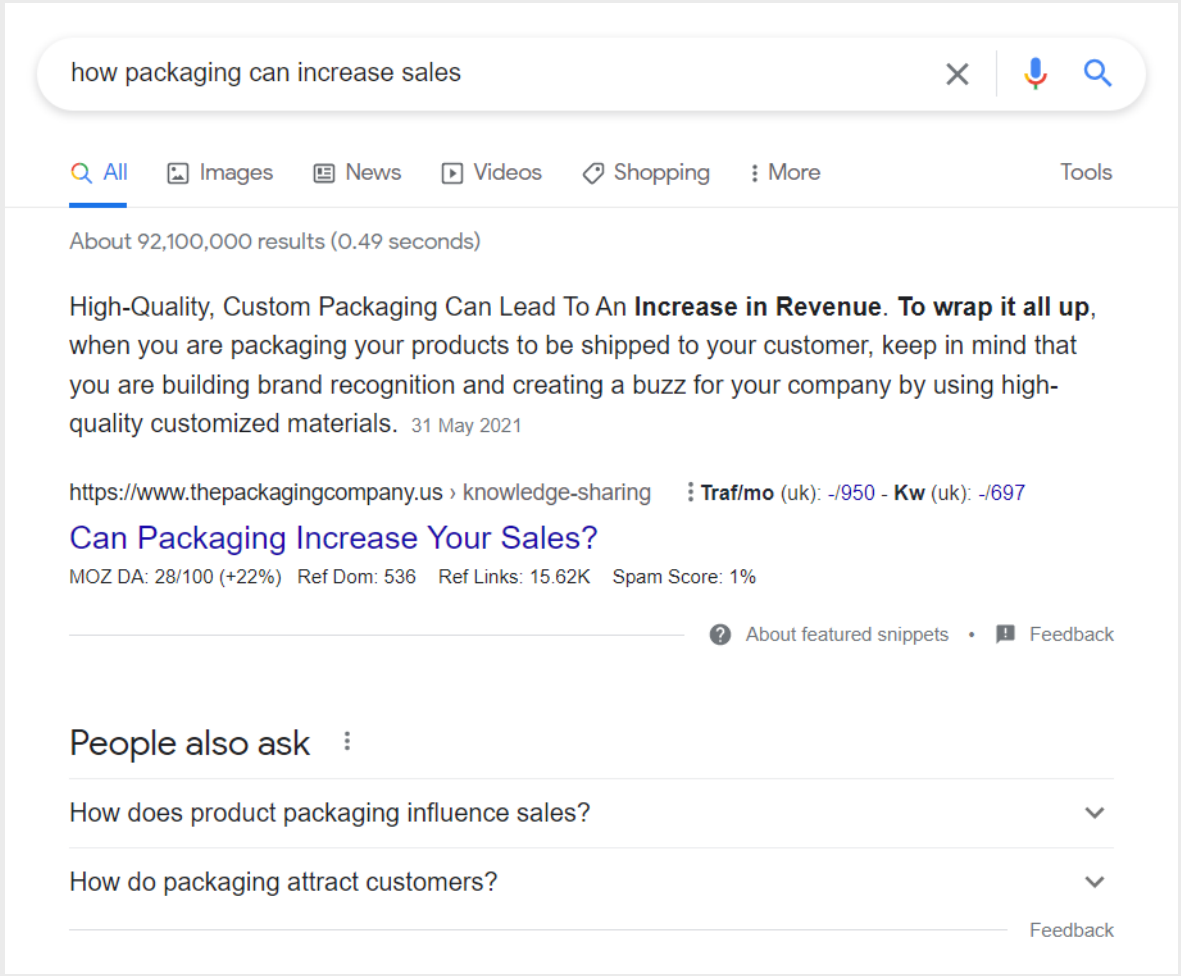
Creating content



- Utilise Answer the Public data
- Use longtail keyphrases
- Create structured content
- Longform content
- Answers real customer queries
- Can be repurposed for PR and social

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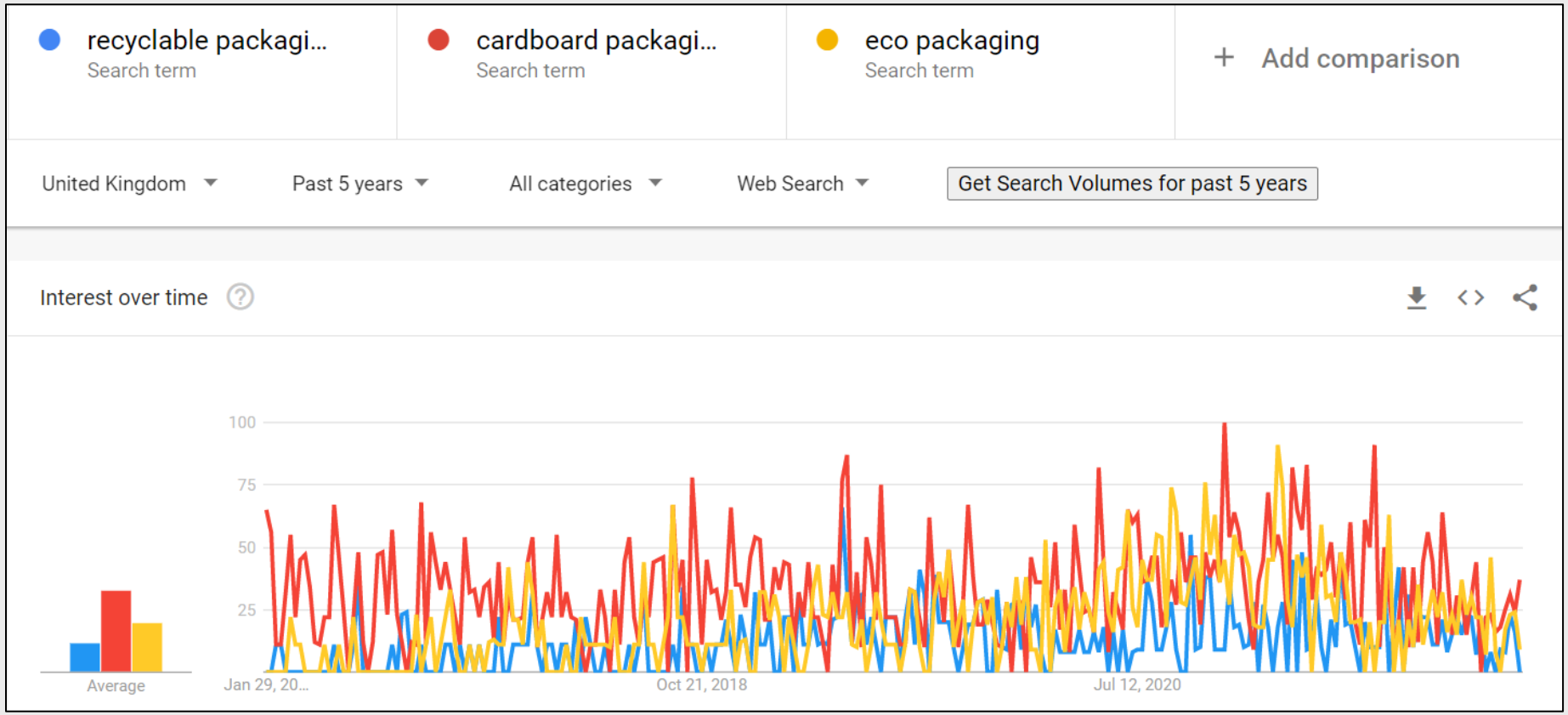
Google Trends – free tool

Use Google Trends to see how user interest and search behaviour changes over time.



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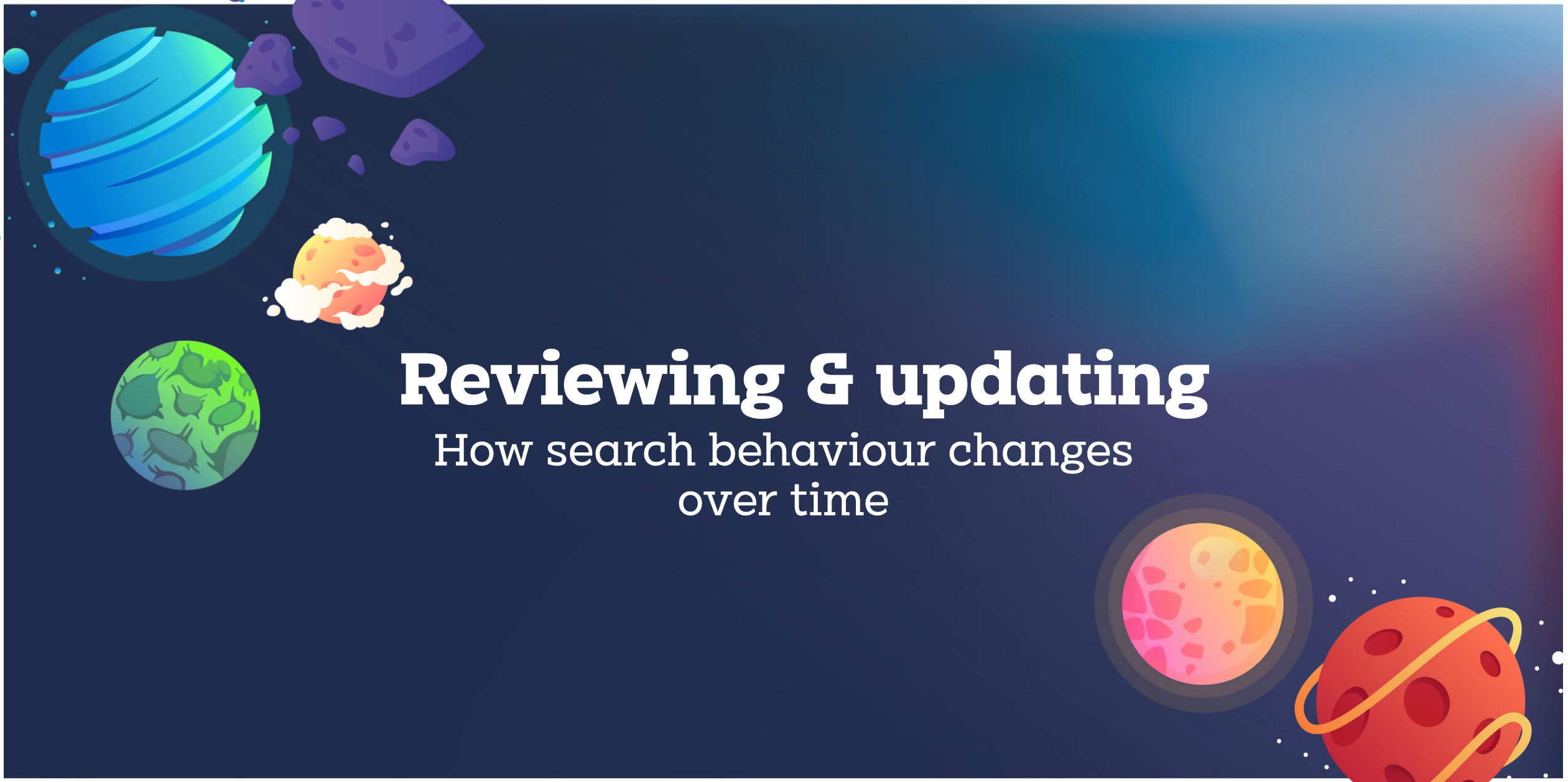

Reviewing & updating

How search behaviour changes over time

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Reviewing & updating

Reasons to review & update your keyphrase/keyword research regularly:

Of the billions of searches that happen on a given day, **15% of daily searches are new** to Google

- Search behaviour evolves over time
- Interests & trends are constantly changing
- Industries invent new technology, launch new products & services

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In Summary

- Your audience can't find you without **relevant keyphrases**
- Define your brief and understand what your audience is looking for
- Consider **search intent**
- Use short-tail and long-tail keyphrases for maximum benefit
- Combine PPC and SEO activities to make your keyphrases work harder
- Your keyword choice, ad content and landing page quality heavily influence your **Quality Score in Google ads – which affects how much you pay**
- Keyphrase research can be used for **content inspiration (and product ideas)**
- Search behaviour is always evolving so **review and refresh** regularly

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Thank you

jordan@anicca.co.uk & sarah@anicca.co.uk

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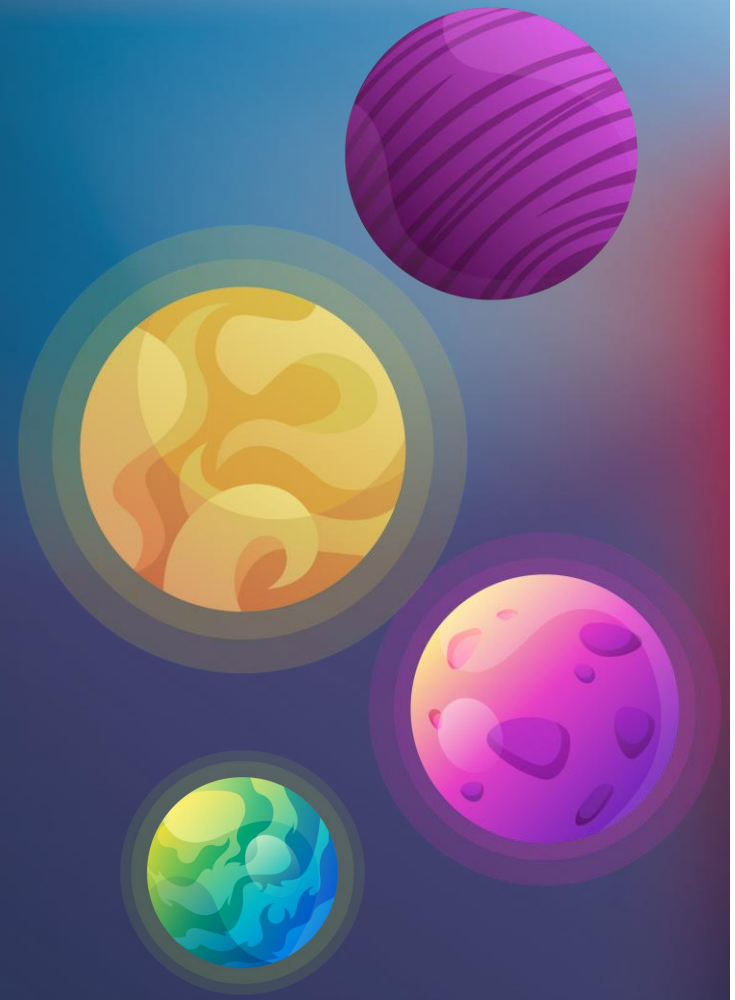

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Digital survey

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Next week

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