

Keyphrase Research

Tools for keyphrase research & content ideation

With Jordan Munton & Sarah Ross

28th January 2022



Introductions

Jordan Munton

Paid Media Account Manager



Introductions

Sarah Ross
PR Account Director



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.



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?



The background is a dark blue gradient with various space-themed illustrations. In the top left, there's a large blue planet with horizontal stripes and several purple asteroids. Below it is a smaller orange planet with white clouds. To the left of the main text is a green planet with dark green spots. In the bottom right, there's a pinkish-orange planet with dark spots and a red planet with a yellow ring system. The overall style is colorful and cartoonish.

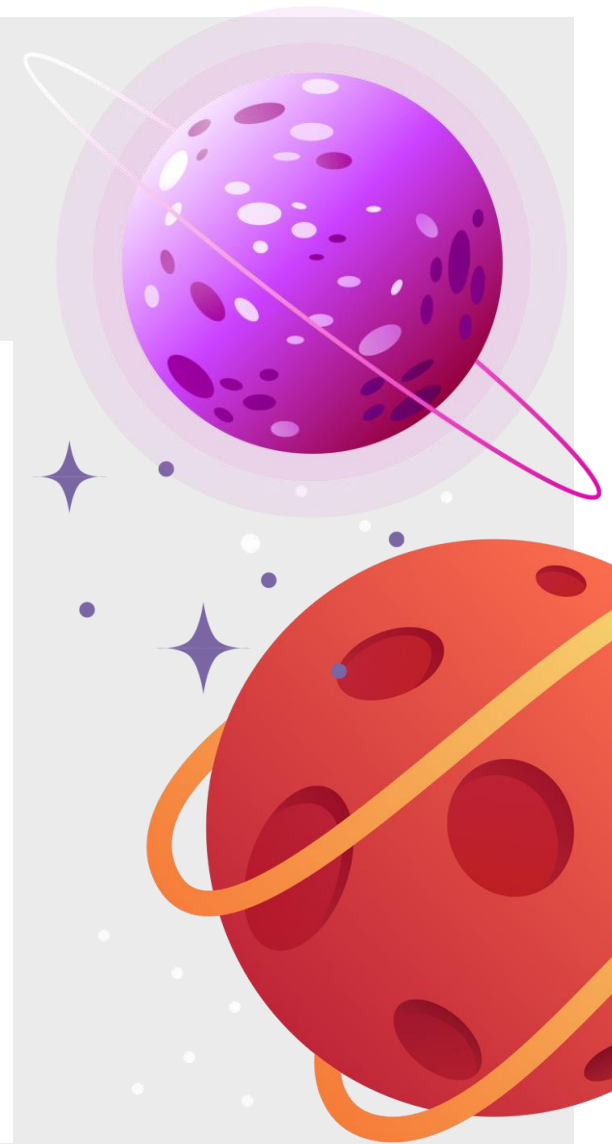
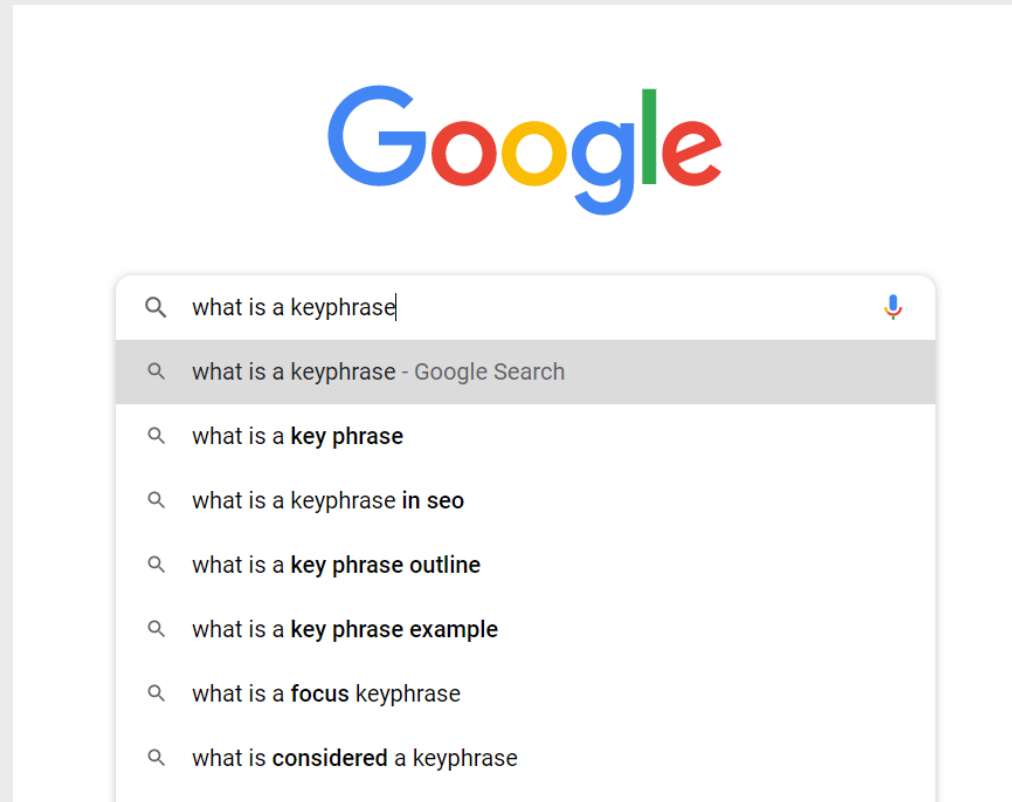
What are keyphrases?

& why do you need to use them?

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).

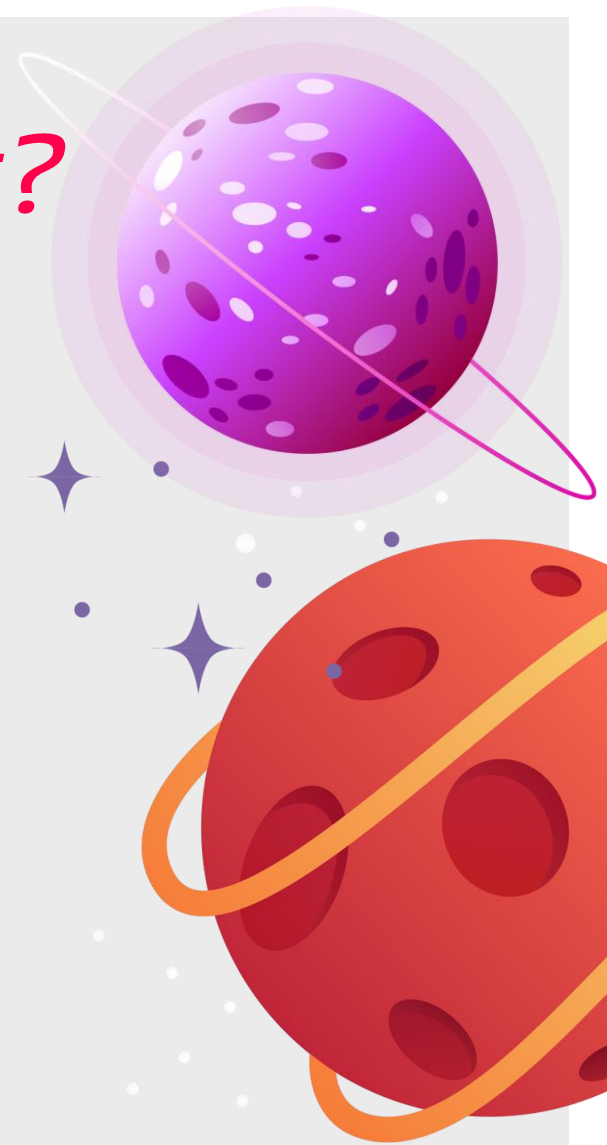


Why are keyphrases important?

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.

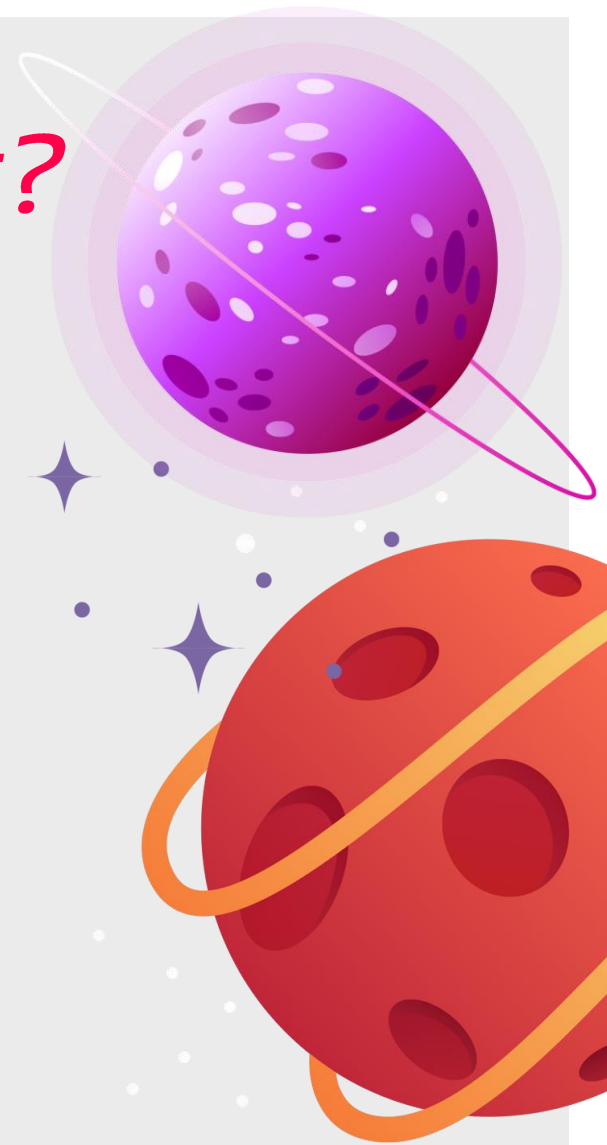


Why are keyphrases important?

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

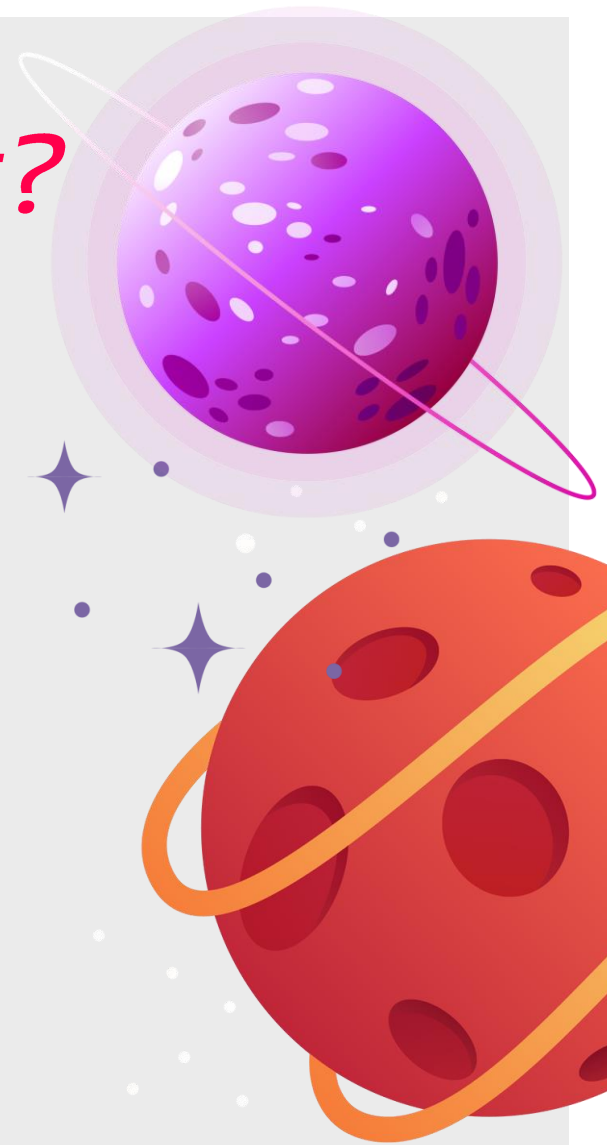
* Based on a study of 1 billion pages by Ahrefs



Why are keyphrases important?

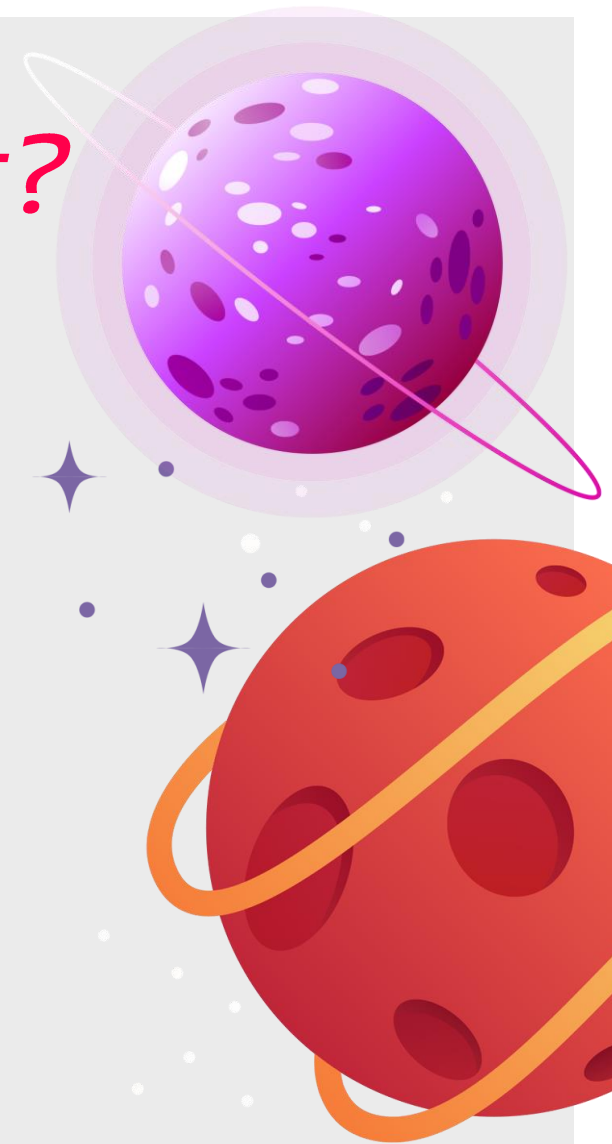
Keyphrases also reveal valuable audience insights and trends.

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



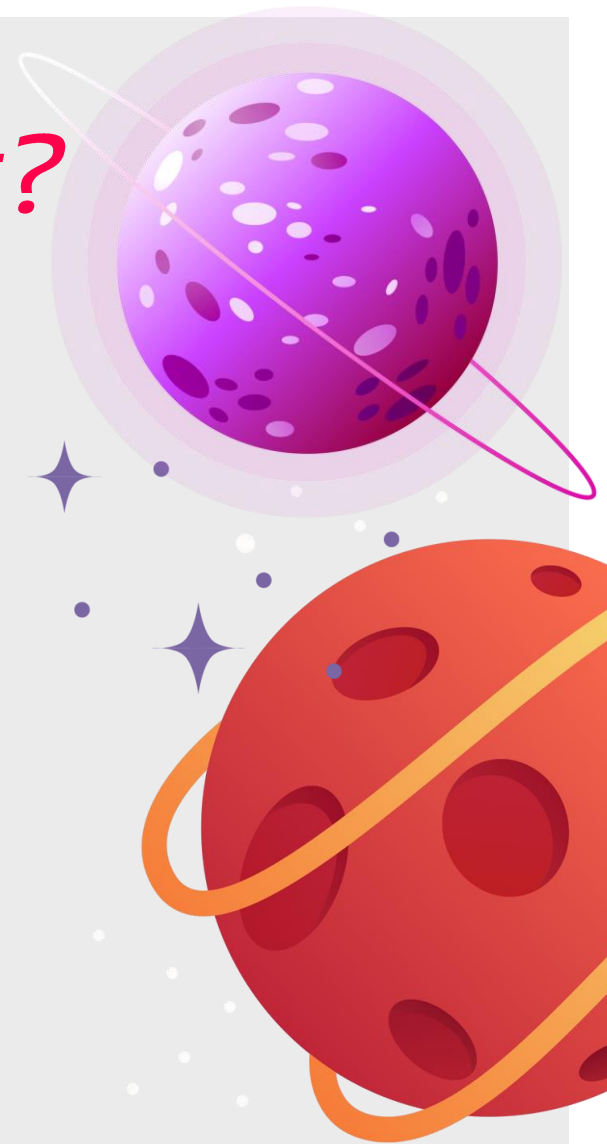
Why are keyphrases important?

- 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.

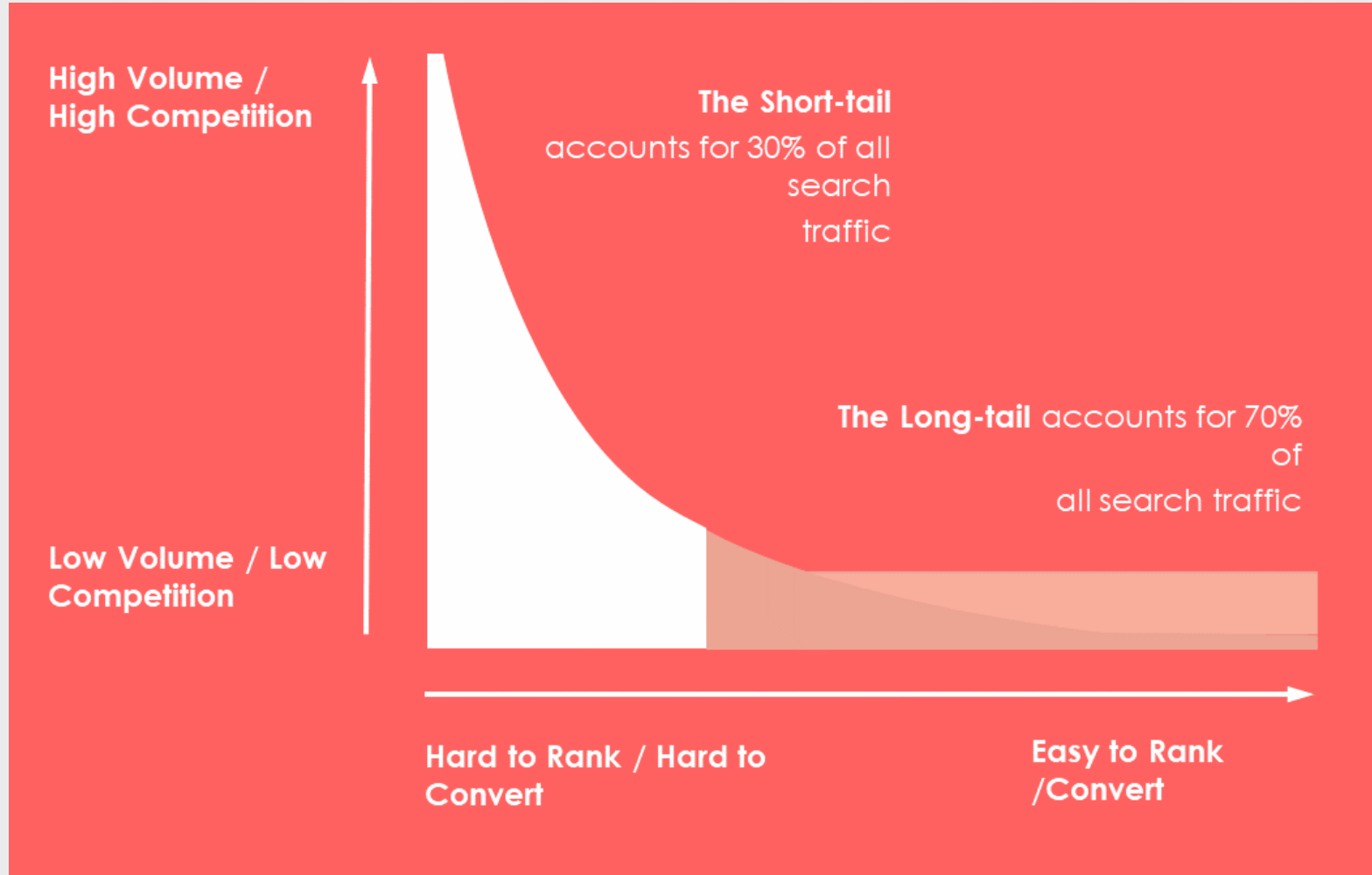


Why are keyphrases important?

- **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)



Types of keyphrases



Types of keyphrases

<i>Feature</i>	<i>Short-tail</i>	<i>Long-tail</i>
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)

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



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

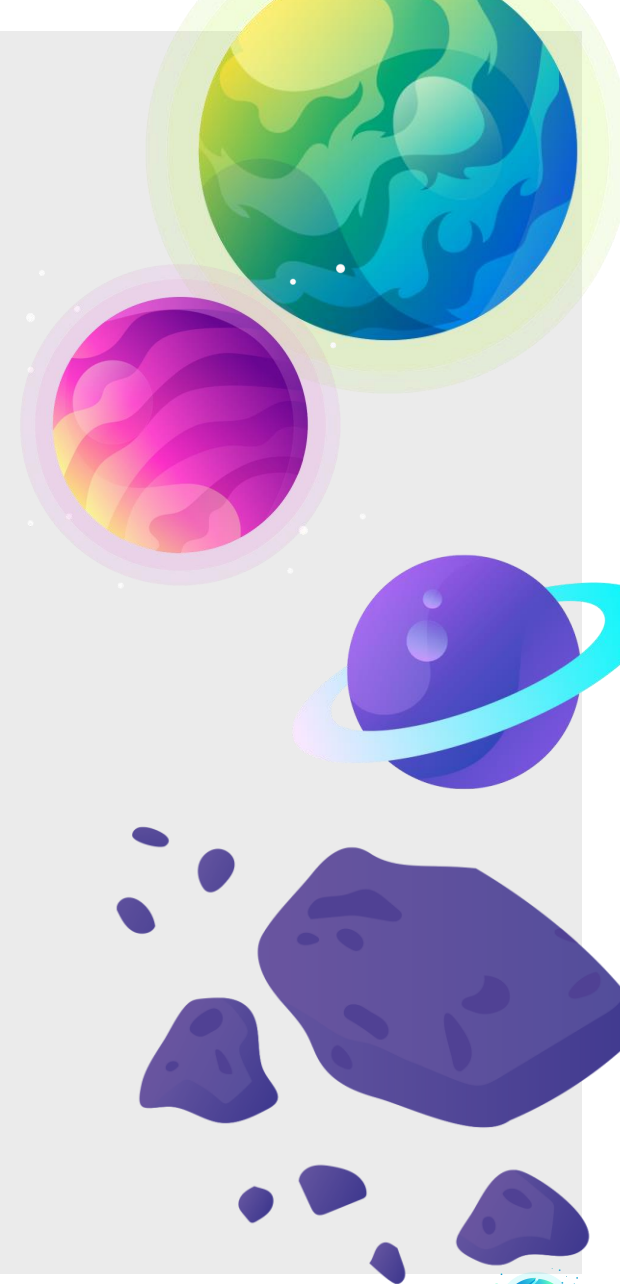
E.g.

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

Examples of keyphrases

For SEO & PPC



Search results for “fence panels”

The screenshot shows a Google search for "fence panels". The search bar is highlighted with a green box. Below the search bar, there are navigation tabs for All, Shopping, Images, Maps, Videos, and More. The search results show approximately 58,500,000 results in 1.02 seconds. The first section is "Ads - Shop fence panels", which includes five product listings with images, prices, and ratings. Below the ads, there are three organic search results for "Direct Fencing - Loughborough", "Fence UK - Nationwide Delivery Available - fenceuk.co.uk", and "Garden Fence Panels & Gates | B&Q".






Google

fence panels

All Shopping Images Maps Videos More Tools

About 58,500,000 results (1.02 seconds)

Ads - Shop fence panels

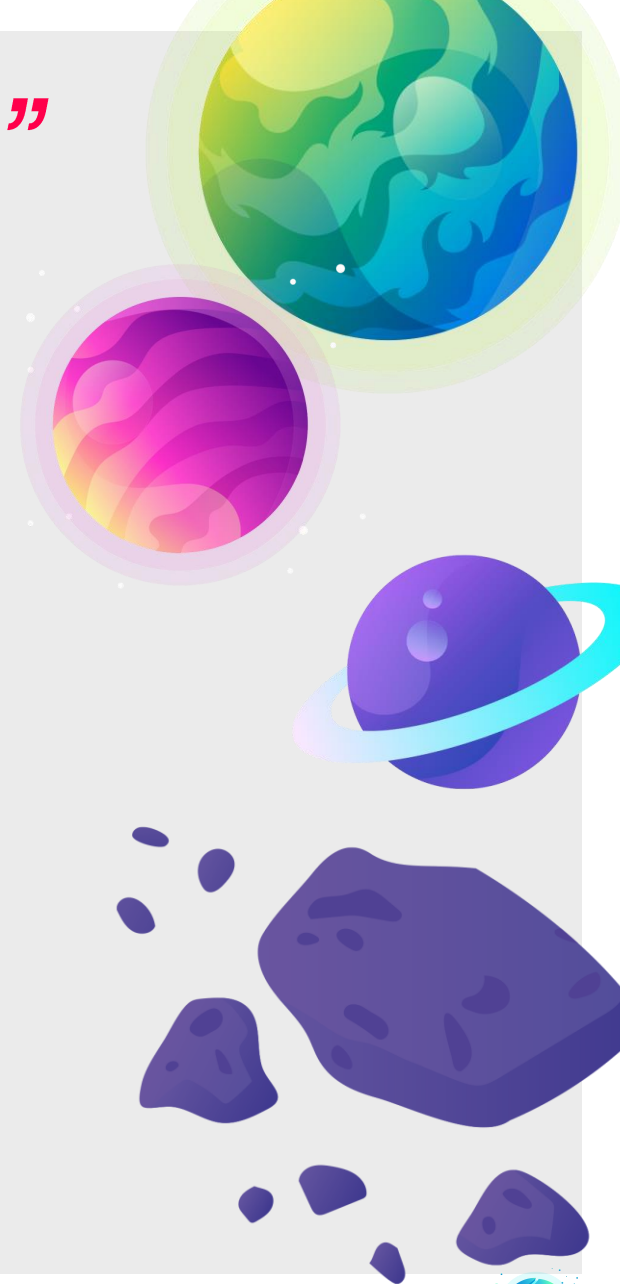
 Wickes Dip... £29.50 Wickes ★★★★★ (8k+) By Google	 Overlap Fence... £24.60 Oakview Fencing By Google	 Hazel Hurdles... £74.99 Primrose ★★★★★ (1k+) By Genie	 6FT x 5FT... £41.95 Garden Fencin... By Google	 Composite Lig... £230.00 Charles & Ivy By Google
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Ad · <https://www.direct-fencing.co.uk/> ▾
Direct Fencing - Loughborough
Family run business. Trade & Public Welcome. Free delivery on order over £250. Track Orders. Free Delivery Available. View Products.
Products · Contact Us
Deal: £10 off when you spend £250 - Code SAVE10

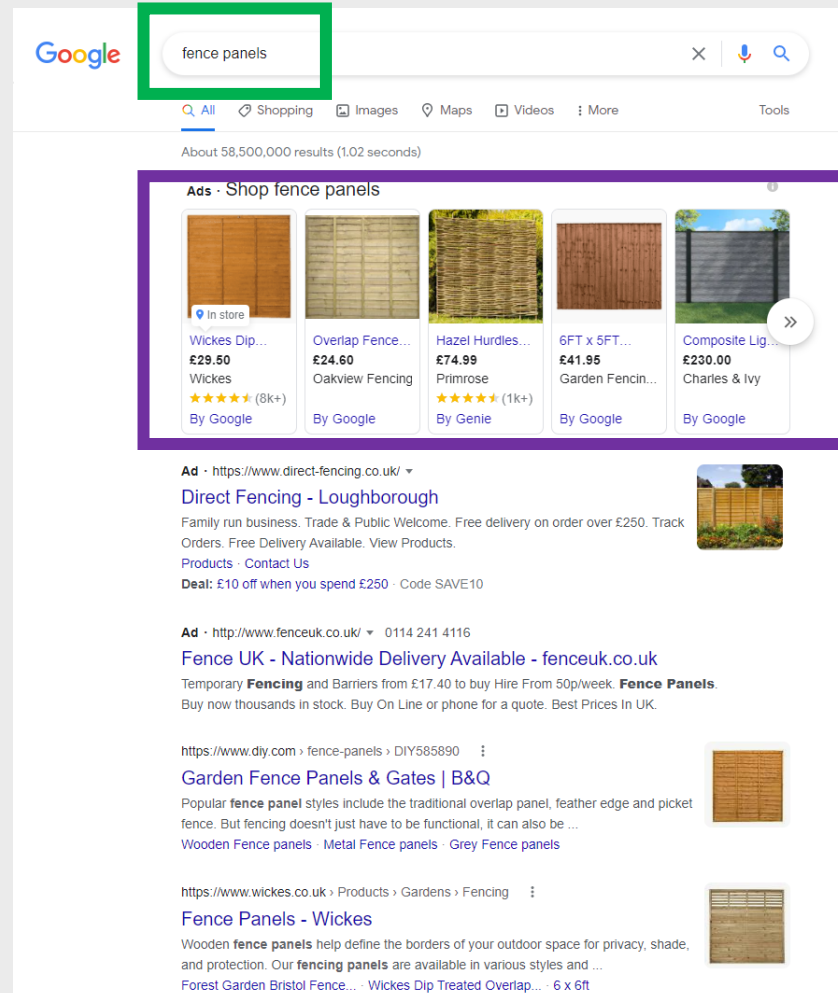
Ad · <http://www.fenceuk.co.uk/> ▾ 0114 241 4116
Fence UK - Nationwide Delivery Available - fenceuk.co.uk
Temporary **Fencing** and Barriers from £17.40 to buy Hire From 50p/week. **Fence Panels.** Buy now thousands in stock. Buy On Line or phone for a quote. Best Prices In UK.

<https://www.diy.com> > fence-panels > DIY585890 ⓘ
Garden Fence Panels & Gates | B&Q
Popular **fence panel** styles include the traditional overlap panel, feather edge and picket fence. But fencing doesn't just have to be functional, it can also be ...
[Wooden Fence panels](#) · [Metal Fence panels](#) · [Grey Fence panels](#)

<https://www.wickes.co.uk> > Products > Gardens > Fencing ⓘ
Fence Panels - Wickes
Wooden **fence panels** help define the borders of your outdoor space for privacy, shade, and protection. Our **fencing panels** are available in various styles and ...
[Forest Garden Bristol Fence...](#) · [Wickes Dip Treated Overlap... - 6 x 6ft](#)



Search results for “fence panels”



The screenshot shows a Google search for "fence panels". The search bar is highlighted with a green box. Below the search bar, there are navigation tabs for All, Shopping, Images, Maps, Videos, and More. The search results show approximately 58,500,000 results in 1.02 seconds. A purple box highlights the "Ads - Shop fence panels" section, which contains five product listings with images, prices, and ratings. Below the ads, there are organic search results for "Direct Fencing - Loughborough", "Fence UK - Nationwide Delivery Available - fenceuk.co.uk", "Garden Fence Panels & Gates | B&Q", and "Fence Panels - Wickes".

Google

fence panels

All Shopping Images Maps Videos More Tools

About 58,500,000 results (1.02 seconds)

Ads - Shop fence panels

Wickes Dip... £29.50 Wickes ★★★★★ (8k+) By Google	Overlap Fence... £24.60 Oakview Fencing By Google	Hazel Hurdles... £74.99 Primrose ★★★★★ (1k+) By Genie	6FT x 5FT... £41.95 Garden Fencin... By Google	Composite Lig... £230.00 Charles & Ivy By Google
---------------------------------------------------------------	------------------------------------------------------------	-------------------------------------------------------------------	---------------------------------------------------------	-----------------------------------------------------------

Ad · <https://www.direct-fencing.co.uk/> ▾
Direct Fencing - Loughborough
Family run business. Trade & Public Welcome. Free delivery on order over £250. Track Orders. Free Delivery Available. View Products.
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Ad · <http://www.fenceuk.co.uk/> ▾ 0114 241 4116
Fence UK - Nationwide Delivery Available - fenceuk.co.uk
Temporary **Fencing** and Barriers from £17.40 to buy Hire From 50p/week. **Fence Panels.** Buy now thousands in stock. Buy On Line or phone for a quote. Best Prices In UK.

<https://www.diy.com> > fence-panels > DIY585890 ⓘ
Garden Fence Panels & Gates | B&Q
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[Wooden Fence panels](#) · [Metal Fence panels](#) · [Grey Fence panels](#)

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[Forest Garden Bristol Fence...](#) · [Wickes Dip Treated Overlap...](#) · 6 x 6ft



Shopping ads
(via Google
Ads)

Search results for “fence panels”

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



The screenshot shows a Google search for "fence panels". The search bar is highlighted with a green box. Below the search bar, there are navigation tabs for All, Shopping, Images, Maps, Videos, and More. The search results show approximately 58,500,000 results in 1.02 seconds. The top section is labeled "Ads - Shop fence panels" and contains five shopping ads, each with a product image, name, price, and seller. Below the shopping ads, there are two text ads. The first text ad is for "Direct Fencing - Loughborough" and the second is for "Fence UK - Nationwide Delivery Available - fenceuk.co.uk". At the bottom, there are two organic search results: "Garden Fence Panels & Gates | B&Q" and "Fence Panels - Wickes".

Product Name	Price	Seller
Wickes Dip...	£29.50	Wickes
Overlap Fence...	£24.60	Oakview Fencing
Hazel Hurdles...	£74.99	Primrose
6FT x 5FT...	£41.95	Garden Fencin...
Composite Lig...	£230.00	Charles & Ivy

Direct Fencing - Loughborough
Family run business. Trade & Public Welcome. Free delivery on order over £250. Track Orders. Free Delivery Available. View Products.
Products - Contact Us
Deal: £10 off when you spend £250 - Code SAVE10

Fence UK - Nationwide Delivery Available - fenceuk.co.uk
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Garden Fence Panels & Gates | B&Q
Popular **fence panel** styles include the traditional overlap panel, feather edge and picket fence. But fencing doesn't just have to be functional, it can also be ...
Wooden Fence panels - Metal Fence panels - Grey Fence panels

Fence Panels - Wickes
Wooden **fence panels** help define the borders of your outdoor space for privacy, shade, and protection. Our **fencing panels** are available in various styles and ...
Forest Garden Bristol Fence... - Wickes Dip Treated Overlap... - 6 x 6ft



Shopping ads (via Google Ads)

Search results for “fence panels”

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



Organic or Natural search results



The screenshot shows a Google search for "fence panels". The search bar is highlighted with a green box. Below the search bar, there are navigation tabs for All, Shopping, Images, Maps, Videos, and More. The results show "About 58,500,000 results (1.02 seconds)".

The first section is "Ads - Shop fence panels", highlighted with a purple box. It contains five shopping ads:

- Wickes Dip... £29.50, Wickes, 8k+ reviews, By Google
- Overlap Fence... £24.60, Oakview Fencing, By Google
- Hazel Hurdles... £74.99, Primrose, 1k+ reviews, By Genie
- 6FT x 5FT... £41.95, Garden Fencin..., By Google
- Composite Lig... £230.00, Charles & Ivy, By Google

The second section is a text ad for "Direct Fencing - Loughborough", highlighted with a blue box. It includes a URL, business name, description, and a small image of a fence.

The third section is an organic search result for "Garden Fence Panels & Gates | B&Q", highlighted with a red box. It includes a URL, title, and a small image of a fence panel.



Shopping ads (via Google Ads)



Search results for “SEO services near me”

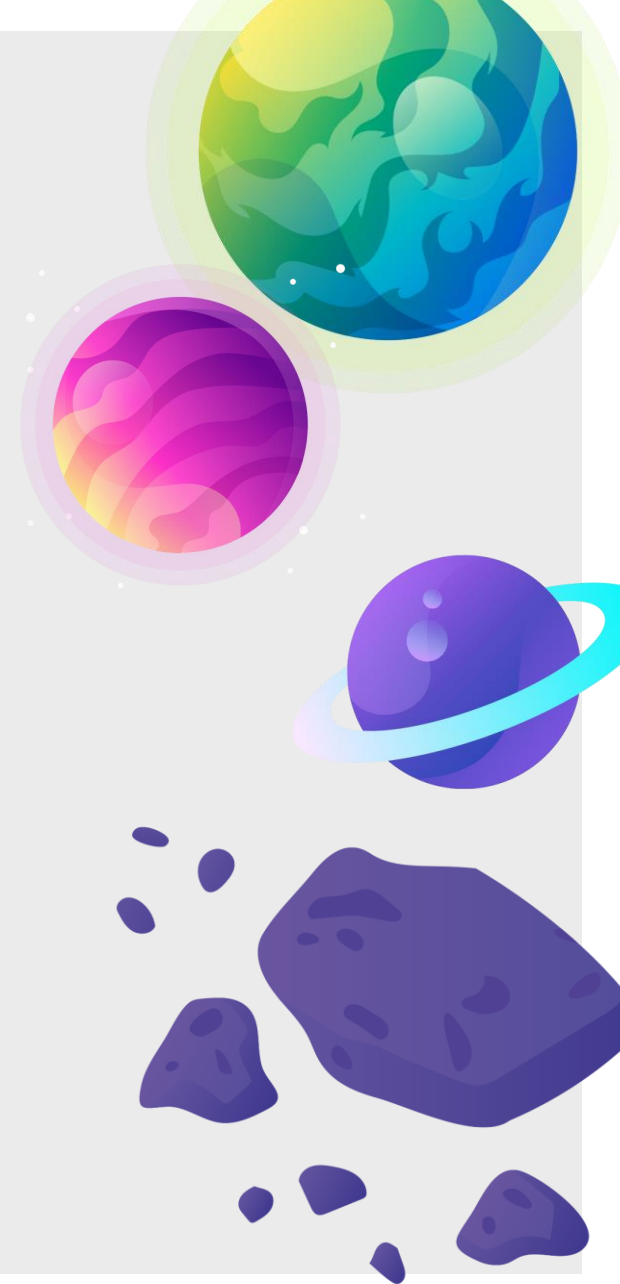


Local SEO

The screenshot shows a Google search for "seo services near me". The search bar is highlighted with a green box. The results are displayed as a map of Leicester with several red location pins. Below the map, there are three search results for "Seo Services":

- Axies Digital**: 5.0 stars (24 reviews), Internet marketing service, 3+ years in business, A104 LCB Depot, 31 Rutland St - In LCB Depot - 0116 318 4131. Open - Closes 9PM. Provides: **Seo Company**.
- Anicca Digital**: 5.0 stars (11 reviews), Internet marketing service, 10+ years in business, 1 Abbey Gate - 0116 254 7224. Closes soon - 5:30PM. Their website mentions **seo services**.
- Easy Internet Services**: 4.6 stars (31 reviews), Internet marketing service, 7+ years in business, 31 Rutland St - 0333 320 8099. Closes soon - 5PM. Provides: **Seo Company**.

Each result includes a "Website" and "Directions" link. A "View all" link is at the bottom of the results list.



Search results for “SEO services near me”



Local SEO

A screenshot of a Google search results page for the query "seo services near me". The search bar at the top is highlighted with a green box. Below the search bar, a map of Leicester shows several local SEO service providers. Below the map, there are filters for Rating, Hours, Visit history, and Sort by. Three search results are listed, with the second one, Anicca Digital, highlighted with a blue box. Each result includes the business name, star rating, number of reviews, address, phone number, hours, and a note about whether the website mentions "seo services".

Google

seo services near me

Seo Services

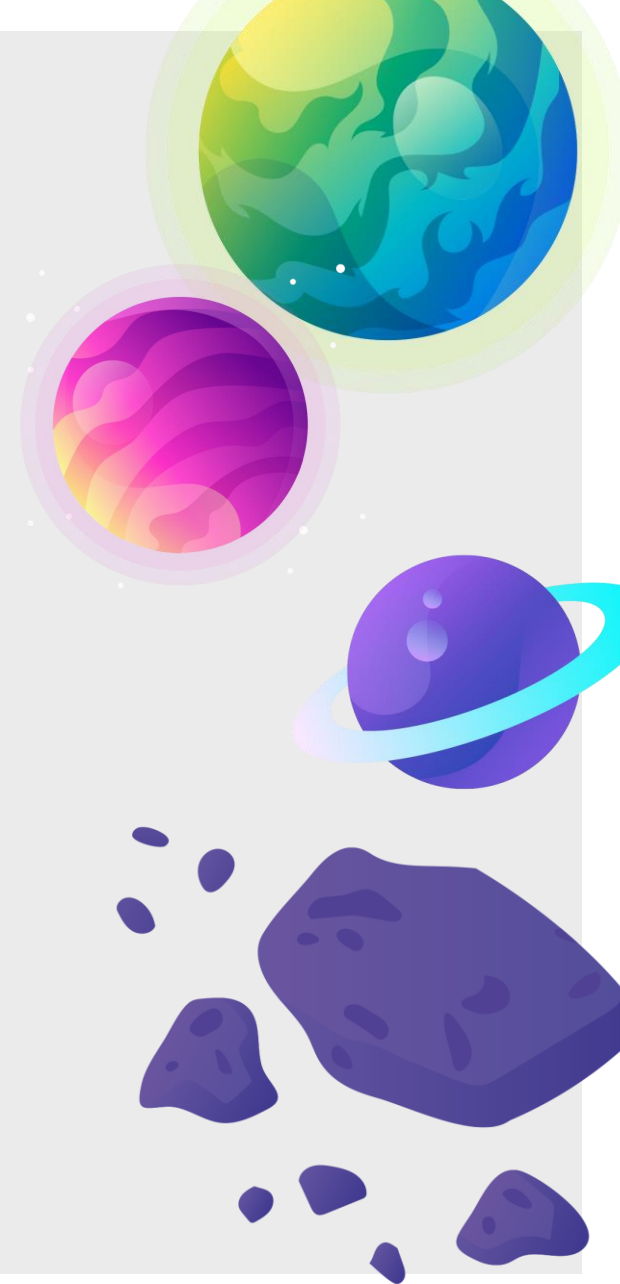
Rating Hours Visit history Sort by

Axies Digital
5.0 ★★★★★ (24) · Internet marketing service
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View all



Search results for "SEO services near me"



Local SEO

Google search results for "seo services near me". The search bar is highlighted with a green box. The results include a map of Leicester and several local business listings:

- Axies Digital**: 5.0 stars (24) - Internet marketing service. 3+ years in business - A104 LCB Depot, 31 Rutland St - In LCB Depot - 0116 318 4131. Open - Closes 9PM. Provides: **Seo Company**.
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Organic or Natural search results

Google search results for "seo services near me". The search bar is highlighted with a green box. The results include organic search results:

- SEO Leicester | Leicester Based SEO Services by Easy Internet**: As a leading **SEO company**, we're here to bring your great business ideas to ... Now really looking forward to increasing traffic hopefully in the **near future**.
- People also ask**:
 - What is the average cost of SEO?
 - What is a good price for SEO?
 - Where can I find affordable SEO services?
 - Are SEO agencies worth it?
- SEO Services | SEO Agency Based in Leicester | Anicca Digital**: Anicca is a Leicester-based search engine optimisation (**SEO**) agency that creates and implements strategic, award-winning **SEO** campaigns that deliver results.
- Find SEO Specialists near you - Bark.com**: Get free quotes for **SEO Services** in minutes! Use Bark to find and hire the best **SEO Professionals** in the UK. Receive free quotes from trusted **SEO agencies** ... **★★★★★** Rating: 4.9 - 47,900 reviews.
- Do I need an **SEO specialist**?
- Can you do **SEO yourself**?

Search results for "SEO services near me"



Local SEO

Google search results for "seo services near me". The search bar is highlighted with a green box. The results are displayed in a map view, with a blue box highlighting the "Anicca Digital" listing. The listing includes the company name, rating (5.0 stars), address, and a note that their website mentions "seo services".

Seo Services

Map showing locations in Leicester: Anicca Digital, Axies Digital, USdigital, Leicester General Hospital, Seraptoft, Bushby Thurnby, Stoughton, University of Leicester Botanic Garden, Braunstone Town, Thorpe Astley, Leicester Forest East, Kirby Muxloe, Glenfield, Dane Hills, West Cotes, Evington.

Rating: 5.0 (24) - Internet marketing service
3+ years in business - A104 LCB Depot, 31 Rutland St - In LCB Depot - 0116 318 4131
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Closes soon - 5PM
Provides: **Seo Company**



Organic or Natural search results

Google search results for "seo services near me". The search bar is highlighted with a green box. The results are displayed in a list view, with a red box highlighting the "SEO Leicester | Leicester Based SEO Services by Easy Internet" listing and a blue box highlighting the "SEO Services | SEO Agency Based in Leicester | Anicca Digital" listing. The "People also ask" section is also visible.

Google search results for "seo services near me". The search bar is highlighted with a green box. The results are displayed in a list view, with a red box highlighting the "SEO Leicester | Leicester Based SEO Services by Easy Internet" listing and a blue box highlighting the "SEO Services | SEO Agency Based in Leicester | Anicca Digital" listing. The "People also ask" section is also visible.

SEO Leicester | Leicester Based SEO Services by Easy Internet
As a leading **SEO** company, we're here to bring your great business ideas to ... Now really looking forward to increasing traffic hopefully in the **near** future

People also ask

- What is the average cost of SEO?
- What is a good price for SEO?
- Where can I find affordable SEO services?
- Are SEO agencies worth it?

SEO Services | SEO Agency Based in Leicester | Anicca Digital
Anicca is a Leicester-based search engine optimisation (**SEO**) agency that creates and implements strategic, award-winning **SEO** campaigns that deliver results.

Find SEO Specialists near you - Bark.com
Get free quotes for **SEO Services** in minutes! Use Bark to find and hire the best SEO Professionals in the UK. Receive free quotes from trusted SEO agencies ...
Rating: 4.9 - 47,900 reviews

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



Examples of keyphrases in SEO



The screenshot shows the homepage of the 'anicca' website. The background is a dark space-themed illustration with various planets and stars. The navigation menu at the top includes: About us, Blog, Clients, Webinars, Contact, a search icon, and the phone number 0116 298 7857. Below the navigation, there are dropdown menus for Analytics, Paid, PR, Social, SEO, Training, and Services. The main heading reads 'Digital Marketing for Lead Generation'. Below this, it says 'Out of this world digital marketing since 2007' and features a red button with the text 'Let us prove it'. At the bottom, there is a row of client logos: PALLEX, wattbike, CHARLES BENTLEY, experian, DEICHMANN, and a stylized flower logo.

anicca

About us ▾ Blog Clients ▾ Webinars Contact 🔍 0116 298 7857

Analytics ▾ Paid ▾ PR ▾ Social ▾ SEO ▾ Training ▾ Services ▾

Digital Marketing for Lead Generation

Out of this world digital marketing since 2007

Let us prove it

PALLEX wattbike CHARLES BENTLEY
EST. 1880 experian. DEICHMANN

Examples of keyphrases in SEO

The screenshot shows a browser window at anicca.co.uk. The website content includes the 'anicca' logo, 'Analytics', 'Digital Marketing', 'Lead Generation', and a button that says 'Let us prove it'. An SEO extension overlay is visible, displaying the following information:

- SUMMARY** (with sub-tabs: Headers, Images, Links, Social, Tools)
- Title**: Award-Winning Digital Marketing Agency | Anicca Digital (55 characters)
- Description**: We're an award-winning Digital Marketing Agency that drives leads and sales through integrated multi-channel campaigns (PPC, SEO, social & CRO). (144 characters)
- Keywords**: Keywords are missing!
- URL**: https://anicca.co.uk/
- Canonical**: https://anicca.co.uk/
- Robots Tag**: INDEX, FOLLOW, MAX-IMAGE-PREVIEW:LARGE, MAX-SNIPPET:-1, MAX-VIDEO-PREVIEW:-1
- Author**: Author is missing.
- Publisher**: Publisher is missing.
- Lang**: en-GB

H1	H2	H3	H4	H5	H6	Images	Links
1	31	0	0	2	0	95	213

Additional links shown: Robots.txt, Sitemap.xml

Logos at the bottom of the page include: UNIVERSITY OF LEICESTER, NATIONAL SPACE, NHS, PALLEX, wattbike.

- 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](#)

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).

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**

Rankings

Page body content

<H1></H1> tags

<H2></H2> tags

Image

Image ALT="tag"

<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).

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

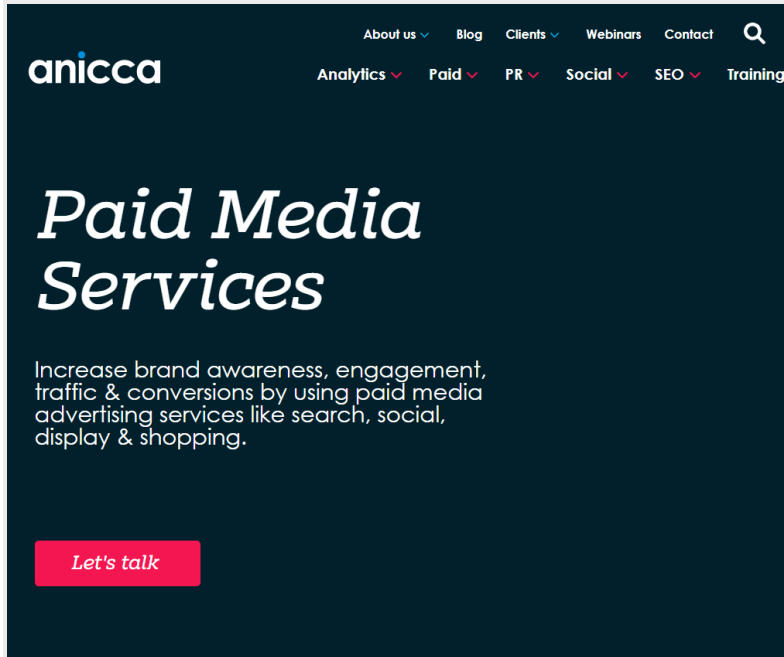
The secondary heading, to be used for longtail keyphrases, e.g. questions

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

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

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

Example of combining PPC & SEO keyphrase research



The screenshot shows the top navigation bar of the anicca website. The logo 'anicca' is on the left. The navigation menu includes: About us, Blog, Clients, Webinars, Contact, Analytics, Paid, PR, Social, SEO, and Training. A search icon is also present. The main content area features the heading 'Paid Media Services' in a large, white, serif font. Below the heading is a paragraph of text: 'Increase brand awareness, engagement, traffic & conversions by using paid media advertising services like search, social, display & shopping.' At the bottom of this section is a red button with the text 'Let's talk'.

anicca

About us ▾ Blog Clients ▾ Webinars Contact 🔍

Analytics ▾ Paid ▾ PR ▾ Social ▾ SEO ▾ Training

Paid Media Services

Increase brand awareness, engagement, traffic & conversions by using paid media advertising services like search, social, display & shopping.

Let's talk



Example of combining PPC & SEO keyphrase research

anicca

About us ▾ Blog Clients ▾ Webinars Contact 🔍

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Paid Media Services

Increase brand awareness, engagement, traffic & conversions by using paid media advertising services like search, social, display & shopping.

Let's talk

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.

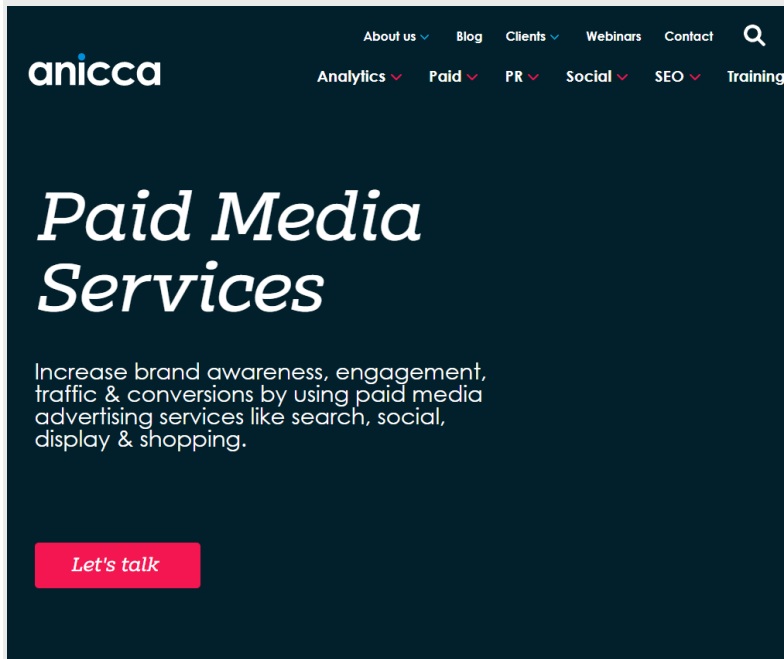
Our award-winning paid media campaigns are just a few examples of the great strategies we have developed and delivered for our clients, and we are extremely proud of the accolades we have received nationally and internationally.

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

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



Example of combining PPC & SEO keyphrase research



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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!



Search intent

Understanding user intentions



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



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.



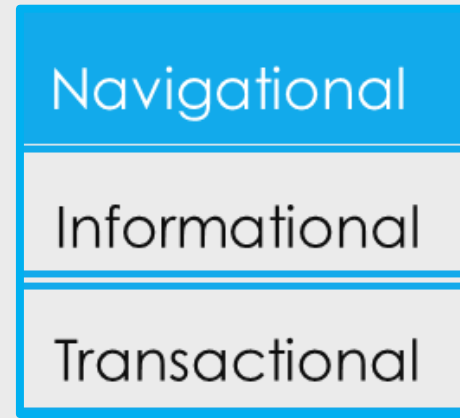
Search intent: Navigational

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.



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?”



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.



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



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

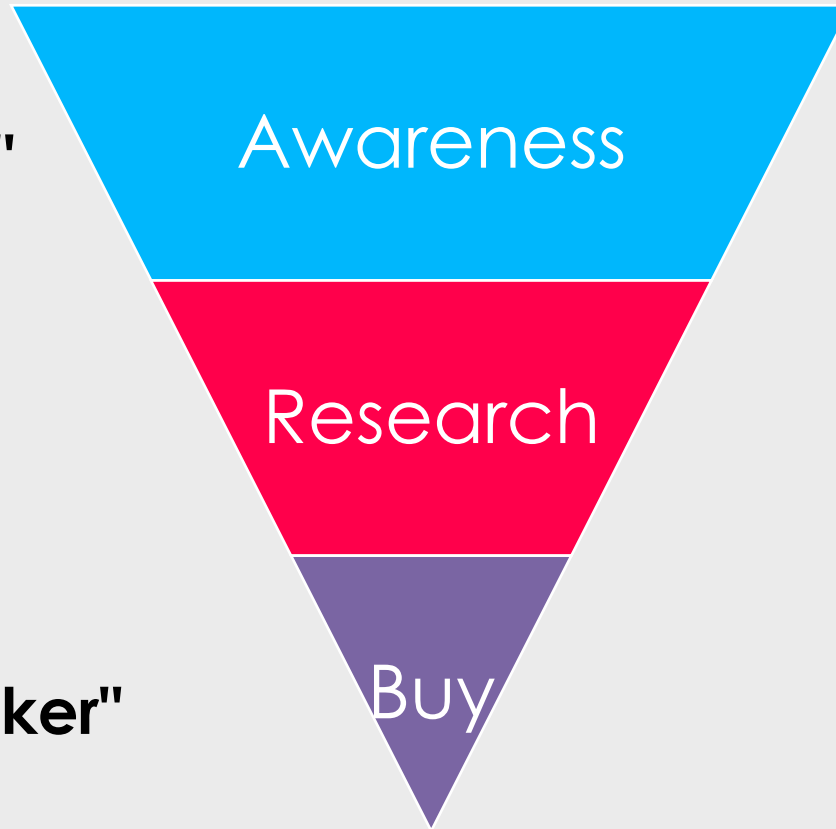


Search Intent – Buyer funnel

"How to unblock my sink"

"Types of drain cleaner"

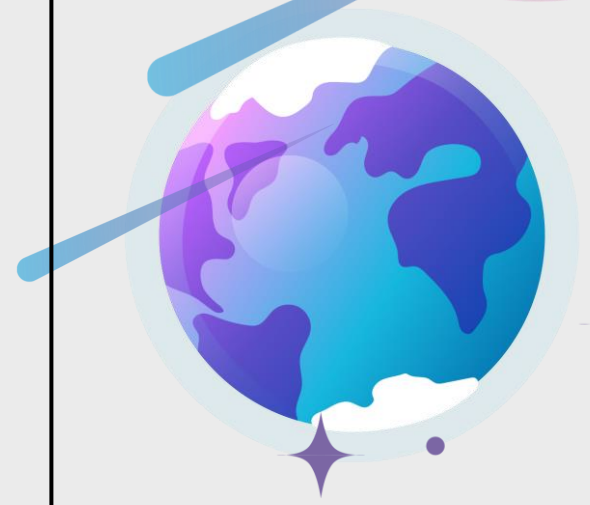
"Mr Muscle drain unblocker"



Generic



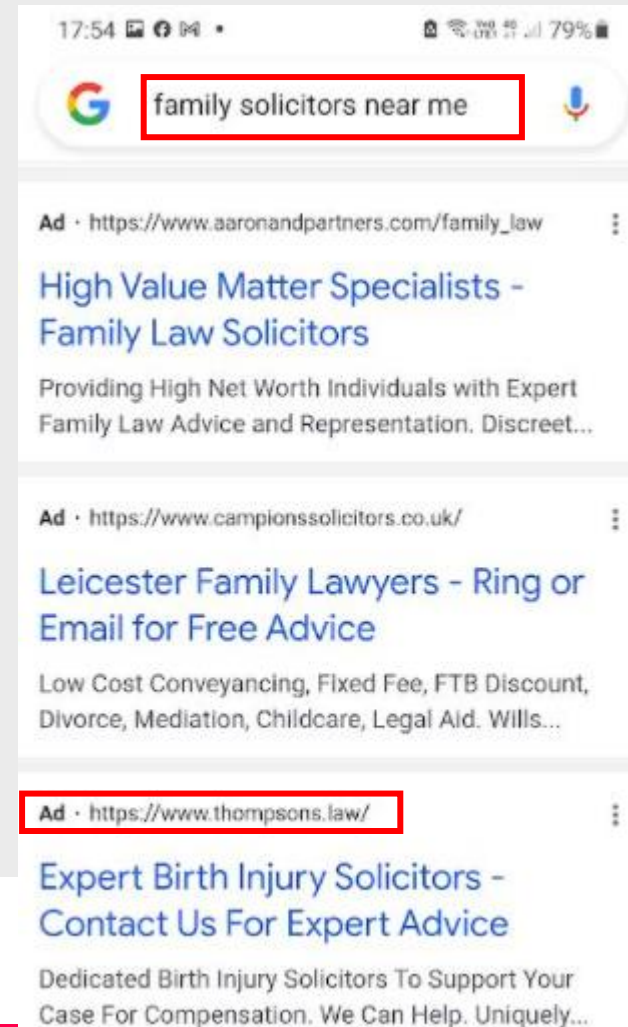
Specific



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**.



17:54 79%

family solicitors near me

Ad · https://www.aaronandpartners.com/family_law

High Value Matter Specialists - Family Law Solicitors

Providing High Net Worth Individuals with Expert Family Law Advice and Representation. Discreet...

Ad · <https://www.campionssolicitors.co.uk/>

Leicester Family Lawyers - Ring or Email for Free Advice

Low Cost Conveyancing, Fixed Fee, FTB Discount, Divorce, Mediation, Childcare, Legal Aid. Wills...

Ad · <https://www.thompsons.law/>

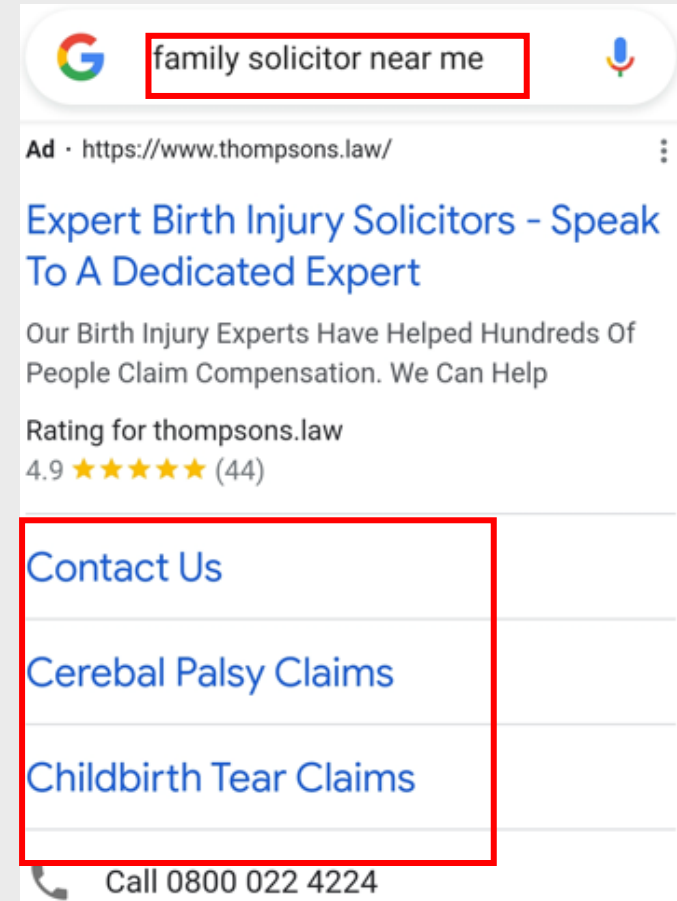
Expert Birth Injury Solicitors - Contact Us For Expert Advice

Dedicated Birth Injury Solicitors To Support Your Case For Compensation. We Can Help. Uniquely...

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

Search term: "Family Solicitors
near me"

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



The screenshot shows a Google search interface with the query "family solicitor near me" in the search bar. Below the search bar, an advertisement for Thompsons Law is displayed. The ad includes the URL "https://www.thompsons.law/", the headline "Expert Birth Injury Solicitors - Speak To A Dedicated Expert", and a sub-headline "Our Birth Injury Experts Have Helped Hundreds Of People Claim Compensation. We Can Help". It also features a rating of 4.9 stars from 44 reviews. A red box highlights the navigation menu containing "Contact Us", "Cerebral Palsy Claims", and "Childbirth Tear Claims". At the bottom of the ad, there is a call-to-action "Call 0800 022 4224".

The background is a dark blue gradient with various space-themed illustrations. In the top left, there's a large blue planet with horizontal stripes and several purple asteroids. Below it is a smaller orange planet with white clouds. To the left of the main title is a green planet with dark green spots. In the bottom right, there's a pinkish-orange planet with dark spots and a red planet with a yellow ring system. The overall style is colorful and cartoonish.

Where do I find keywords?

Researching & generating keywords

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



Finding keywords

START WITH KEYWORDS START WITH A WEBSITE

Enter products or services closely related to your business

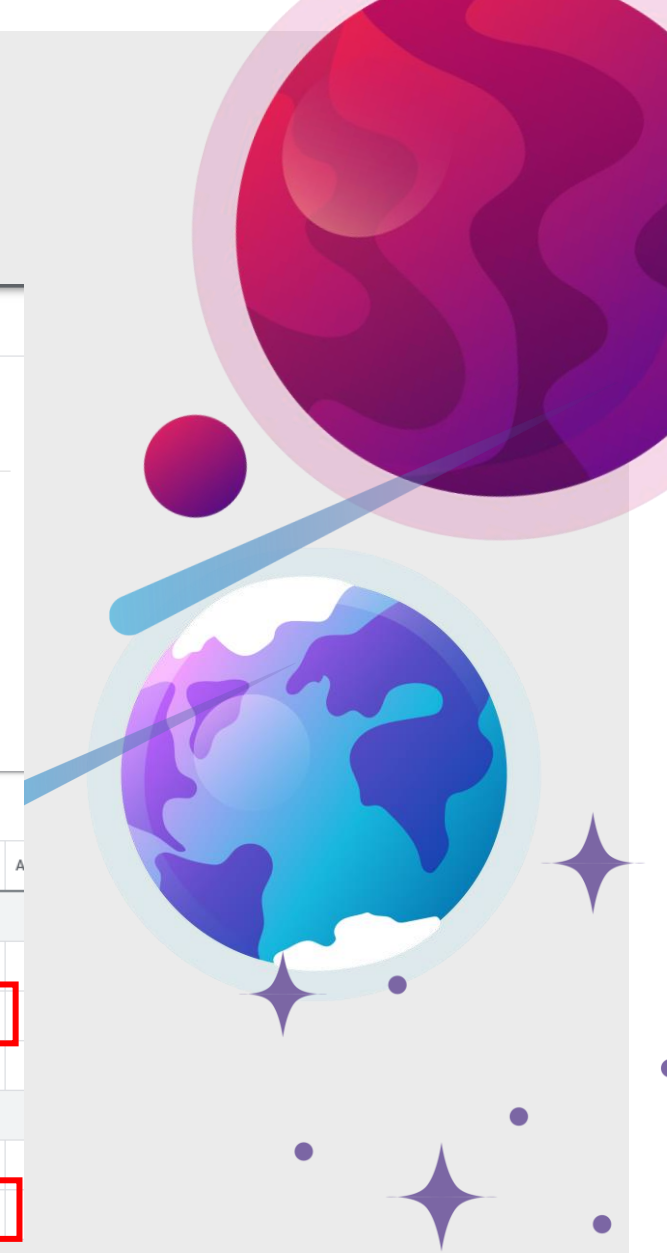
boiler servicing × boiler service near me × boiler repair × boiler repair near me × + Add another keyword

Enter a domain to use as a filter
https://

GET RESULTS

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

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










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

The screenshot shows a keyword research tool interface. At the top, there are two tabs: "START WITH KEYWORDS" and "START WITH A WEBSITE", with the latter being selected and highlighted with a black box. Below the tabs, there is a search bar with the text "Enter a domain or a page to find keywords" and a box containing "mariobrothersplumbing.co.uk". Below the search bar, there are two radio button options: "Use the entire site: mariobrothersplumbing.co.uk" (selected) and "Use only this page: mariobrothersplumbing.co.uk". A blue "GET RESULTS" button is located below the options. Below the button, there is a filter section with "Exclude adult ideas" (checked) and "ADD FILTER" and "1,942 keyword ideas available". The main content is a table with columns: "Keyword (by relevance)", "Avg. monthly searches", "Three month change", "YoY change", and "Top of page bid (low range)". The table is divided into two sections: "Keywords you provided" and "Keyword ideas".

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Top of page bid (low range)
Keywords you provided				
<input type="checkbox"/> boiler servicing	22,200	-33%	-33%	£2.13
<input type="checkbox"/> boiler service near me	9,900	-45%	-18%	£1.61
<input type="checkbox"/> boiler repair	8,100	0%	-18%	£1.83
Keyword ideas				

Search Intent

<input type="checkbox"/> 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					
<input type="checkbox"/> how to unblock my sink	70 	+29%	+29%	£0.19	£2.50
<input type="checkbox"/> buy sink unblocker	10 	0%	0%	£0.50	£3.30
<input type="checkbox"/> products to unblock sinks	140 	+21%	+55%	£0.44	£2.78
<input type="checkbox"/> mr muscle sink unblocker	1,000 	0%	0%	£0.14	£1.17
<input type="checkbox"/> types of sink unblockers	—	—	—	—	—
Keyword ideas					
<input type="checkbox"/> sink unblocker	9,900 	0%	0%	£0.44	£5.06
<input type="checkbox"/> mr muscle drain cleaner	1,600 	-19%	0%	£0.25	£3.97
<input type="checkbox"/> mr muscle drain gel	1,900 	-21%	+19%	£0.19	£0.56

Exclusions

boiler servicing, boiler service near me, boiler repair, boiler repair near me, british gas central heating, eon boiler

United Kingdom English Google Jan - Dec 2021

Broaden your search: [+ central heating service](#) [+ heating service](#) [+ gas service](#) [+ heating system servicing](#) [+ gas appliance servicing](#) [+ heating and plumbing service](#) [+ plumbing service](#)

[Exclude adult ideas](#) [ADD FILTER](#) 153 keyword ideas available **COLUMNS** Keyword view

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Top of page bid (low range)
Keywords you provided				
<input type="checkbox"/> boiler servicing	22,200	-33%	-33%	£2.12
<input type="checkbox"/> boiler service near me	9,900	-45%	-18%	£1.61
<input type="checkbox"/> boiler repair	8,100	0%	-18%	£1.82
<input type="checkbox"/> boiler repair near me	6,600	0%	-18%	£1.90
<input type="checkbox"/> british gas central heating	480	-19%	-19%	£1.49
<input type="checkbox"/> eon boiler	1,000	-23%	0%	£3.15
<input type="checkbox"/> sse boiler	260	-19%	-19%	£2.20
Keyword ideas				
<input type="checkbox"/> heating engineer near me	8,100	-18%	-18%	£1.13

Refine keywords ×

[EXPAND ALL](#)

- Brand or Non-Brand ^
- Non-Brands Keywords 108
 - Non-Brands
- Company Keywords
 - british gas 16
 - sse 12
 - eon 6
- Other Brands Keywords
 - my boiler service 3
 - boiler repair man 1

Service ▼
boiler repair, boiler maintenance, boiler instal...

[GIVE FEEDBACK](#)



Forecast

Keyword ideas

Draft plan: Boiler Serving Keywords [✎](#) Bid strategy: Manual CPC [▼](#) Just saved [📄](#) [⬇️](#) [⋮](#) [CREATE CAMPAIGN](#)

Forecast

Keyword plan: [▼](#) Saved keywords: [-](#) Negative keywords: [-](#)

United Kingdom [📍](#) All languages [🗣️](#) Google [🔍](#) Feb 1 - 28, 2022 [📅](#)

Your plan can get **23 conversions** for **£570** and a **£2.01** max. CPC [📄](#)

Conversion rate : 5.70%, Value per conversion : £2.05

Try an automated bid strategy to simplify bidding and find the best CPC [Edit](#) [Learn more](#)

Conversions	Avg. CPA	Conversion value	ROAS	Clicks	Impressions	Cost	CTR
23	£25	£47	0.08	400	26K	£570	1.6%

Daily Budget: £24

[RATE THIS 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

The background is a dark blue gradient with various space-themed illustrations. In the top left, there's a large blue planet with horizontal stripes and several purple asteroids. Below it is a smaller orange planet with white clouds. In the bottom left is a green planet with dark green spots. In the bottom right is a pinkish-orange planet with dark spots and a red planet with a yellow ring system. The text is centered in the middle of the slide.

Where do I find keyphrases?

Researching & generating keyphrases

Google Search Console (free tool)

Performance EXPORT

Search type: Web ✎ Date: Last 3 months ✎ + New Last updated: 4 hours ago ?

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

Ahrefs (paid tool)

Organic keywords

United Kingdom Position Volume KD CPC Traffic SERP features Word count Keyword URL

8,558 keywords 21 Jan 2022 Compare with: 21 Dec 2021 Multiple URLs only

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 → x	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




Keyword Tool (free tool)

Keyword Suggestions Questions Prepositions Sort by: Keywords - ascending

Search for "product packaging" found 204 unique keywords

Want to get up to 2x more keywords instead? [Subscribe to Keyword Tool Pro now!](#)

<input type="checkbox"/> Keywords	Search Volume	Trend	CPC (USD)	Competition
<input type="checkbox"/> product packaging uk				
<input type="checkbox"/> product packaging design	260	 -65%	\$2.45	92 (High)
<input type="checkbox"/> product packaging examples				
<input type="checkbox"/> product packaging boxes				
<input type="checkbox"/> product packaging supplies				
<input type="checkbox"/> product packaging ideas				
<input type="checkbox"/> product packaging services				
<input type="checkbox"/> product packaging printing				
<input type="checkbox"/> product packaging and consumer purchase intentions				
<input type="checkbox"/> product packaging australia				
<input type="checkbox"/> product packaging and labeling				

Do You Need This Information?
Keyword Tool Pro Provides Search Volume Data For English Keywords. Try It Now!

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



Keyword Tool (free tool)

Keyword Suggestions Questions Prepositions Sort by Keywords - ascending

Search for "product packaging" found 36 questions

Want to get up to 2x more keywords instead? [Subscribe to Keyword Tool Pro now!](#)

<input type="checkbox"/> Keywords	Search Volume	Trend	CPC	Competition
<input type="checkbox"/> is product packaging copyrightable				
<input type="checkbox"/> is product packaging important				
<input type="checkbox"/> is product packaging recyclable				
<input type="checkbox"/> is product packaging good				
<input type="checkbox"/> can product packaging be copyrighted				
<input type="checkbox"/> can you recycle product packaging				
<input type="checkbox"/> how to do product packaging design				
<input type="checkbox"/> does product packaging affect sales				
<input type="checkbox"/> does product packaging matter				
<input type="checkbox"/> how does product packaging influence consumer behavior				
<input type="checkbox"/> how does product packaging influence food choices				

Do You Need This Information?
Keyword Tool Pro Provides Search Volume Data For English Keywords. Try It Now!

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



Keywords Everywhere (free tool)

K 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

K People Also Search For Copy Export

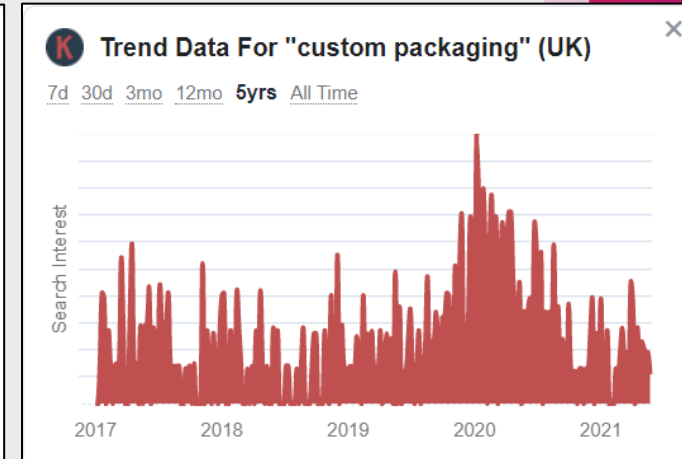
KEYWORD Load Metrics (uses 6 credits)

- 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

K Long-Tail Keywords Copy Export

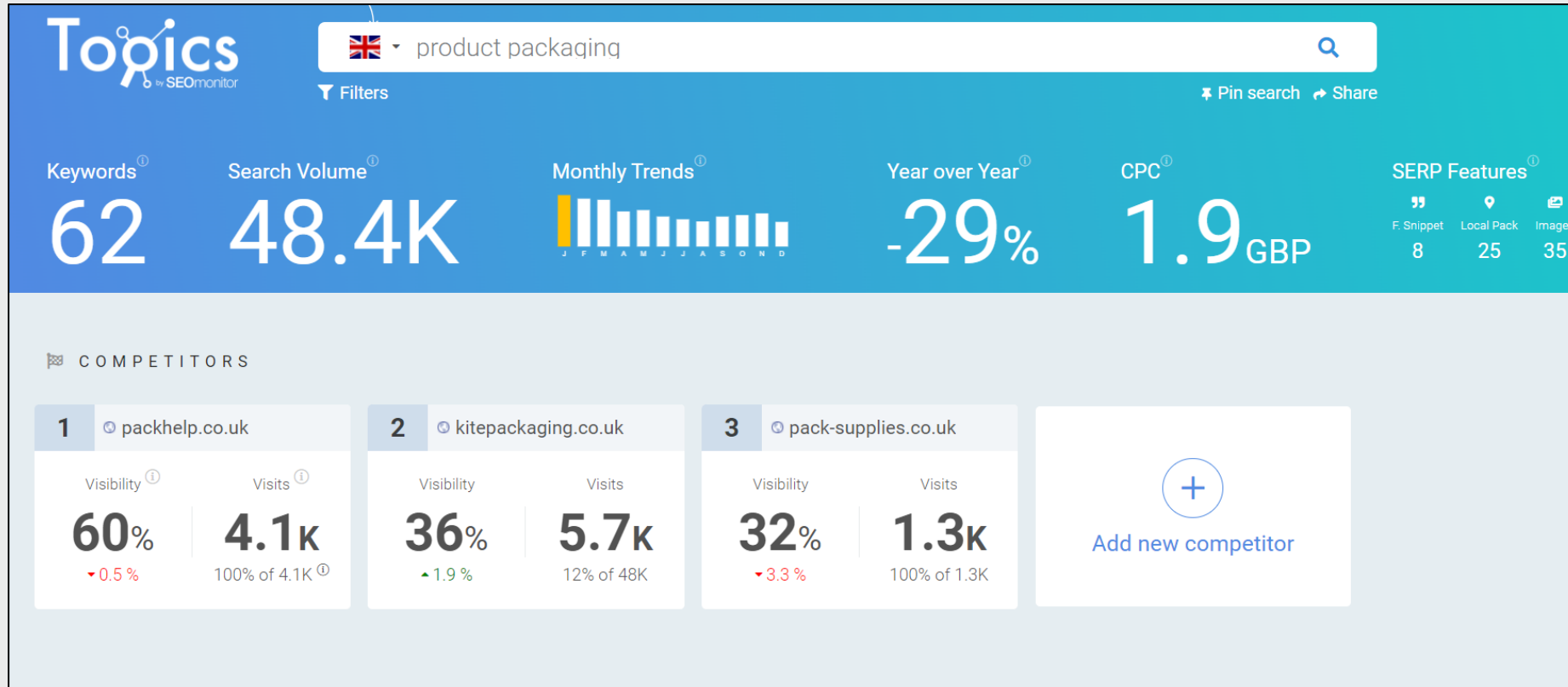
KEYWORD Load Metrics (uses 24 credits)

- 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



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

Topics by SEOMonitor (free tool)



<https://topics.seomonitor.com/landing>

Topics by SEOMonitor (paid tool)

KEYWORDS Download

62 Keywords
curated from 1,505 keywords

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



SeoMonitor

<https://seomonitor.com/>

Key metrics to determine suitability:

- Search Data
- Ranking Data
- Opportunity Score

The screenshot displays the SeoMonitor interface for 'Packaging Research'. It features a search bar with 'Search 20 Keywords' and a filter icon. The main content is a table of keywords with columns for SERP DATA, SEARCH DATA, RANKING DATA, and OPPORTUNITY. The Search Data, Ranking Data, and Opportunity columns are highlighted with green boxes.

KEYWORDS	SERP DATA		SEARCH DATA	RANKING DATA			OPPORTUNITY
	FEATURES	CTR	VOLUME	TREND	PAGE	SCORE	
package supplies	100%	6.6K	-	99+	-	0	
packaging box	100%	6.6K	-56%	99+	-	0	
small gift boxes	100%	4.4K	-	99+	-	0	
shipping boxes	100%	3.6K	-34%	99+	-	0	
packaging design	100%	2.9K	-	99+	-	0	
wholesale gift boxes	100%	2.9K	-	99+	-	0	
eco friendly packaging	100%	2.9K	-55%	99+	-	0	
custom packaging	-	2.4K	-	99+	-	0	
customized box	-	2.4K	-	99+	-	0	

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.**

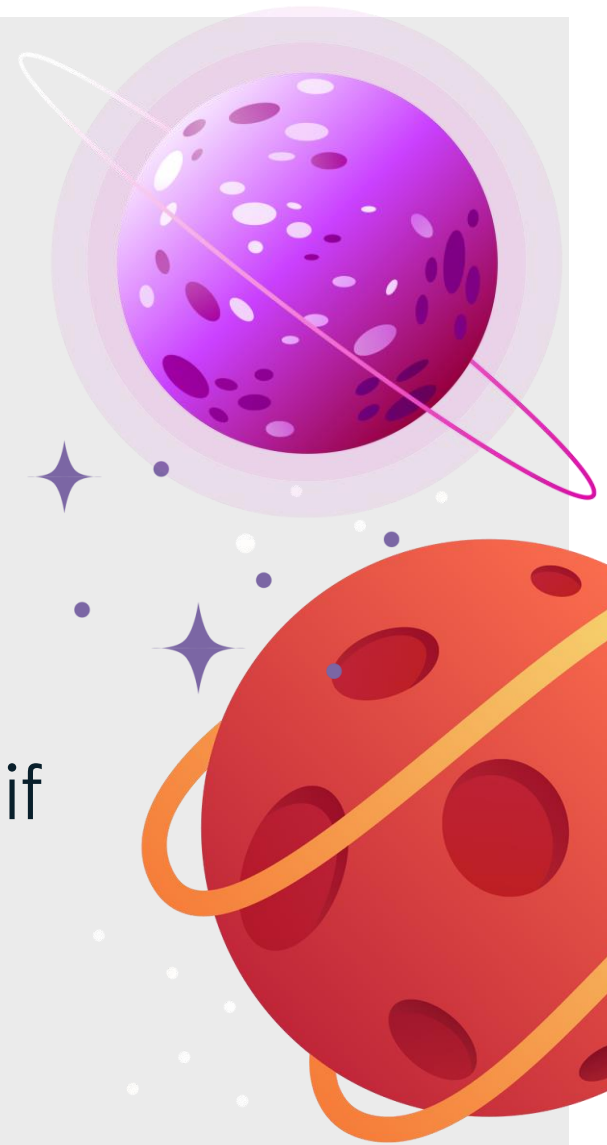


Selecting Keyphrases

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



Quality Score

Explained



Introducing Quality Score in Google Ads

What is Quality Score?

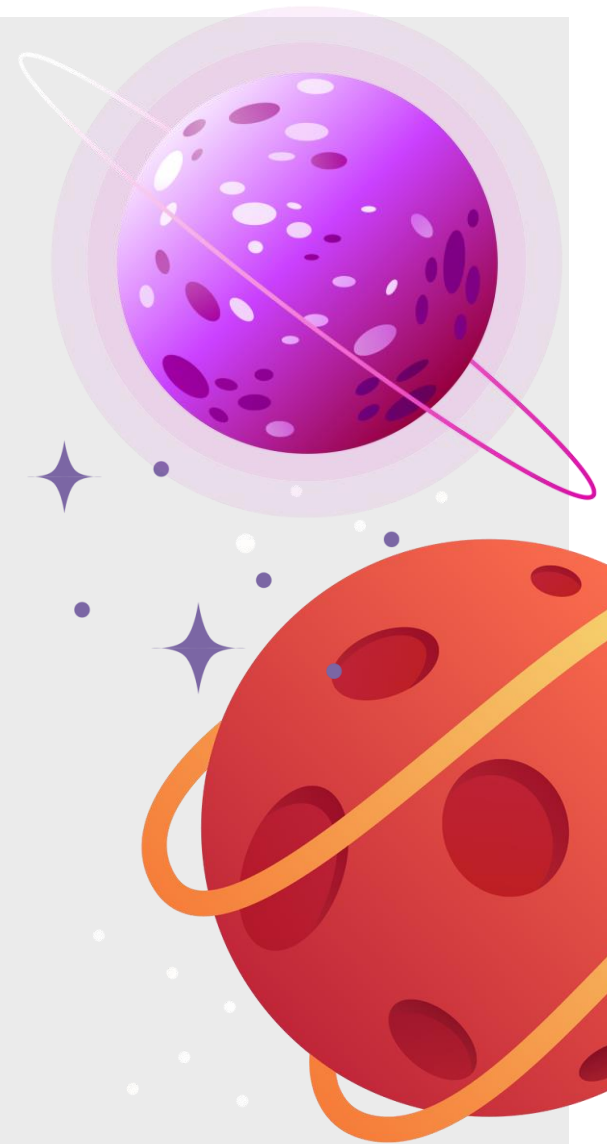
- Quality Score is the grade (out of 10) that Google provides to indicate the relevancy of the different elements of your account to your customers' needs

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



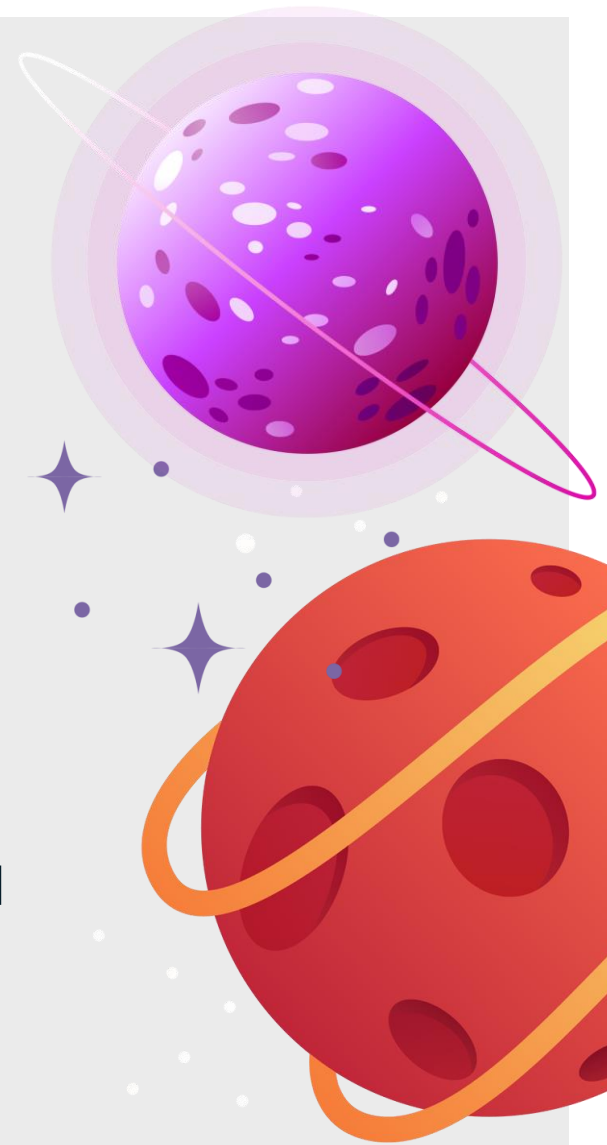
Ad Relevance

- 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



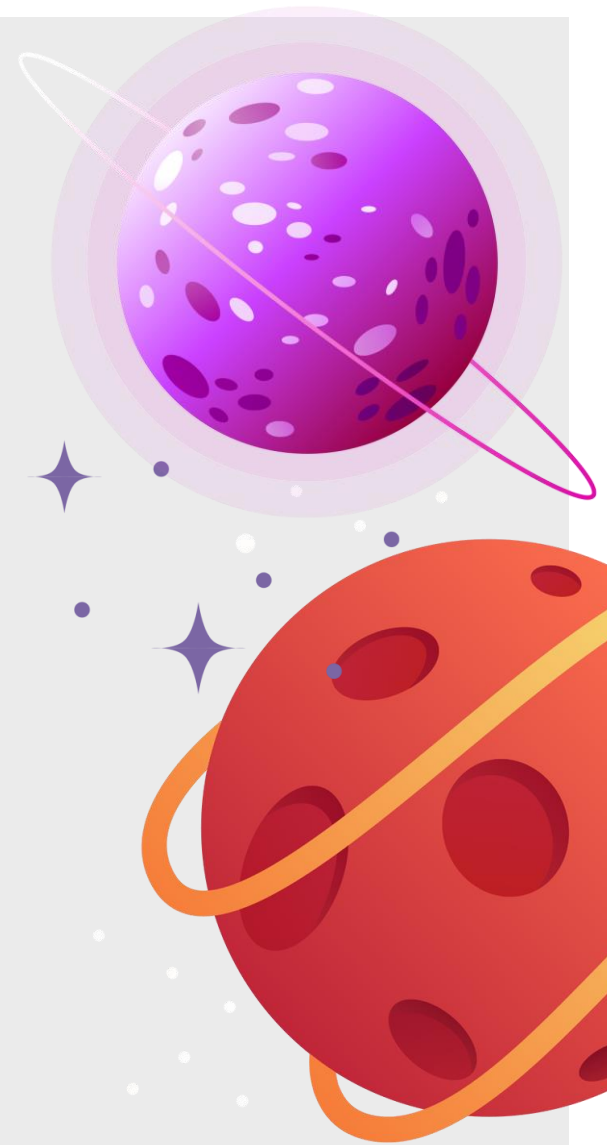
Expected CTR

- 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.



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



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

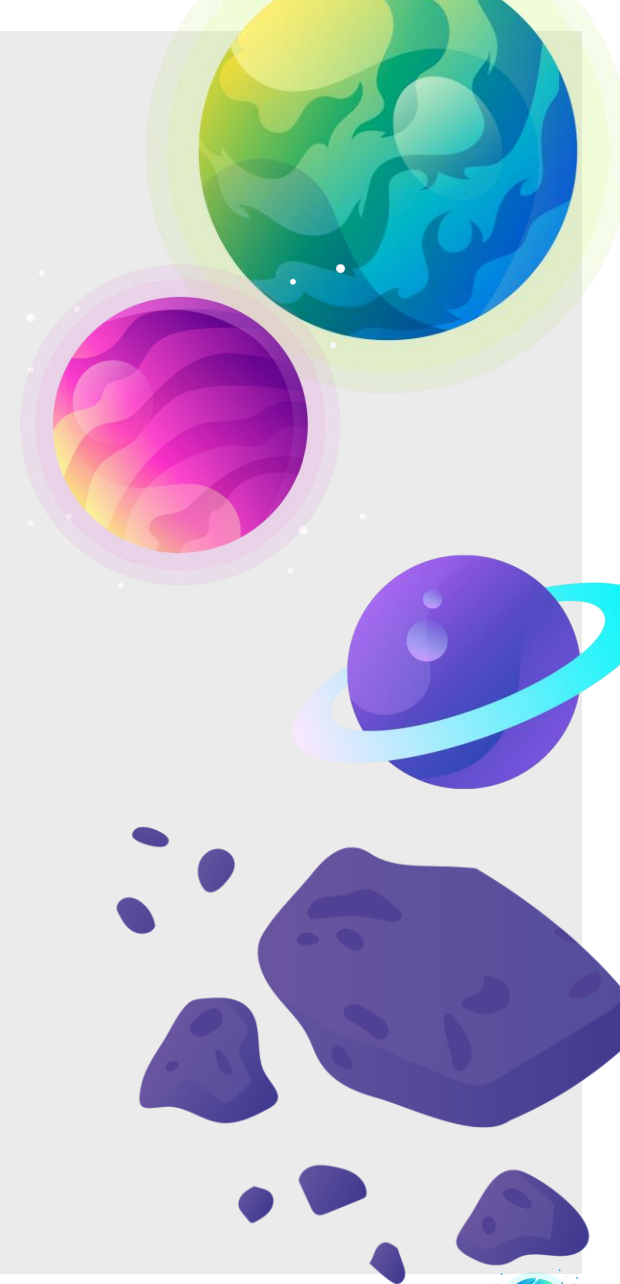
There may be room for improvement in regards to your ads, keywords or landing page

Above Avg.

Keyword is outperforming others across Google Ads within the same category

Learning should be taken from the setup of this keyword

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



Creating content

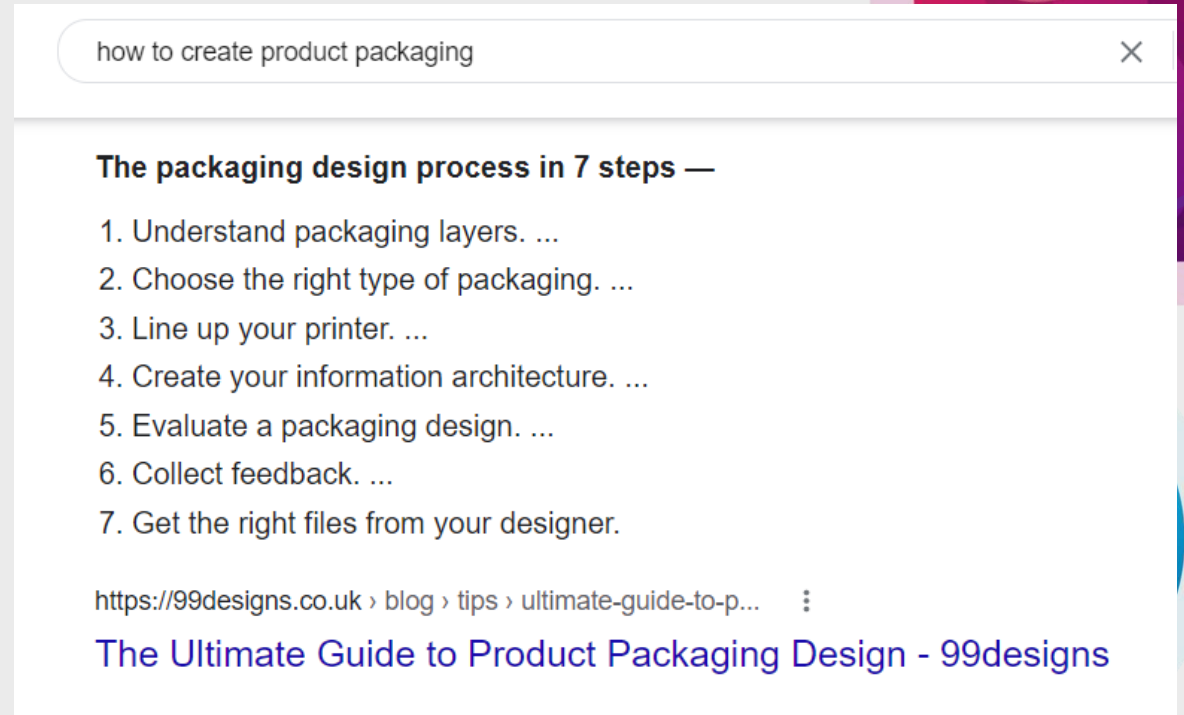
Making content visible in Google



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



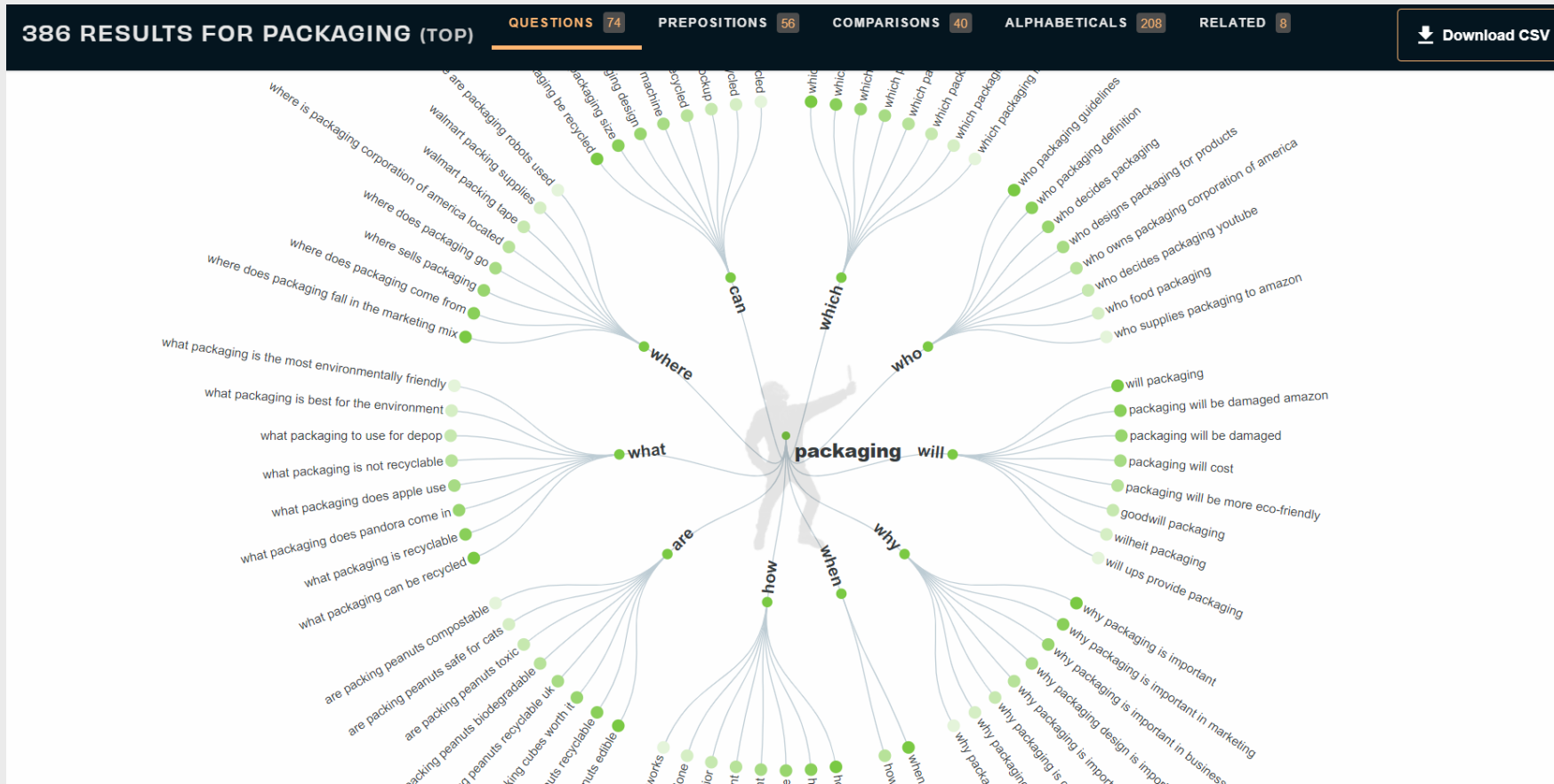
Creating content

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



Answer The Public – free tool



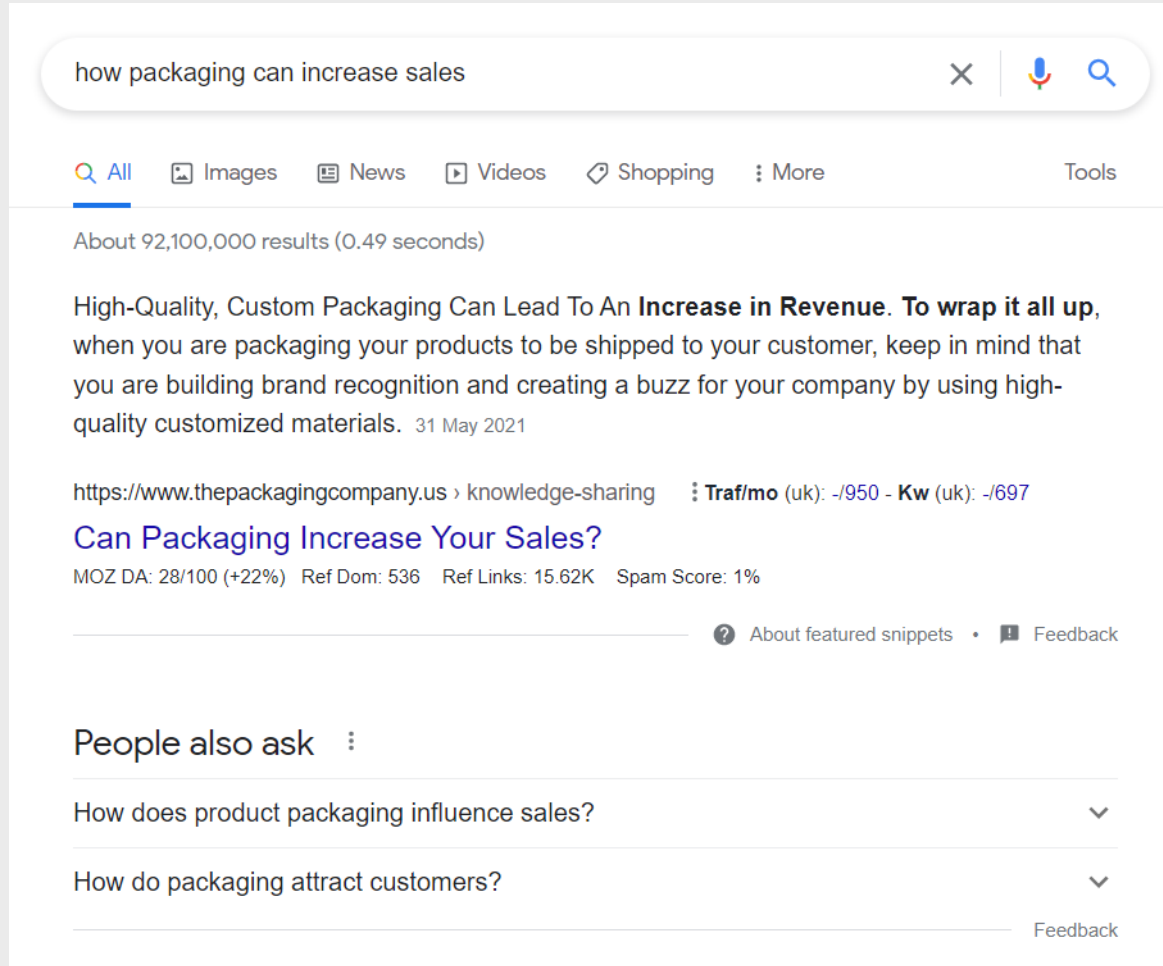
- <https://answerthepublic.com/> 2 free searches per day

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



Creating content



how packaging can increase sales

All Images News Videos Shopping More Tools

About 92,100,000 results (0.49 seconds)

High-Quality, Custom Packaging Can Lead To An **Increase in Revenue**. To wrap it all up, when you are packaging your products to be shipped to your customer, keep in mind that you are building brand recognition and creating a buzz for your company by using high-quality customized materials. 31 May 2021

<https://www.thepackagingcompany.us> > knowledge-sharing Traf/mo (uk): -/950 - Kw (uk): -/697

Can Packaging Increase Your Sales?

MOZ DA: 28/100 (+22%) Ref Dom: 536 Ref Links: 15.62K Spam Score: 1%

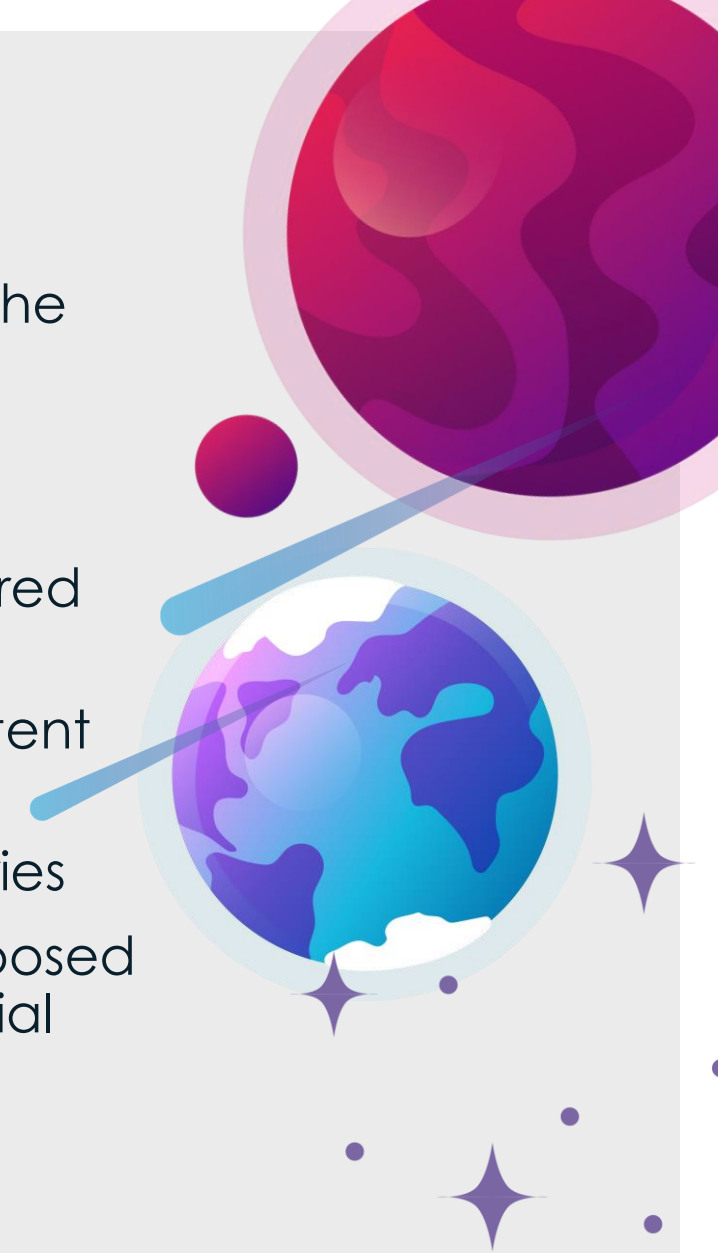
About featured snippets Feedback

People also ask

- How does product packaging influence sales?
- How do packaging attract customers?

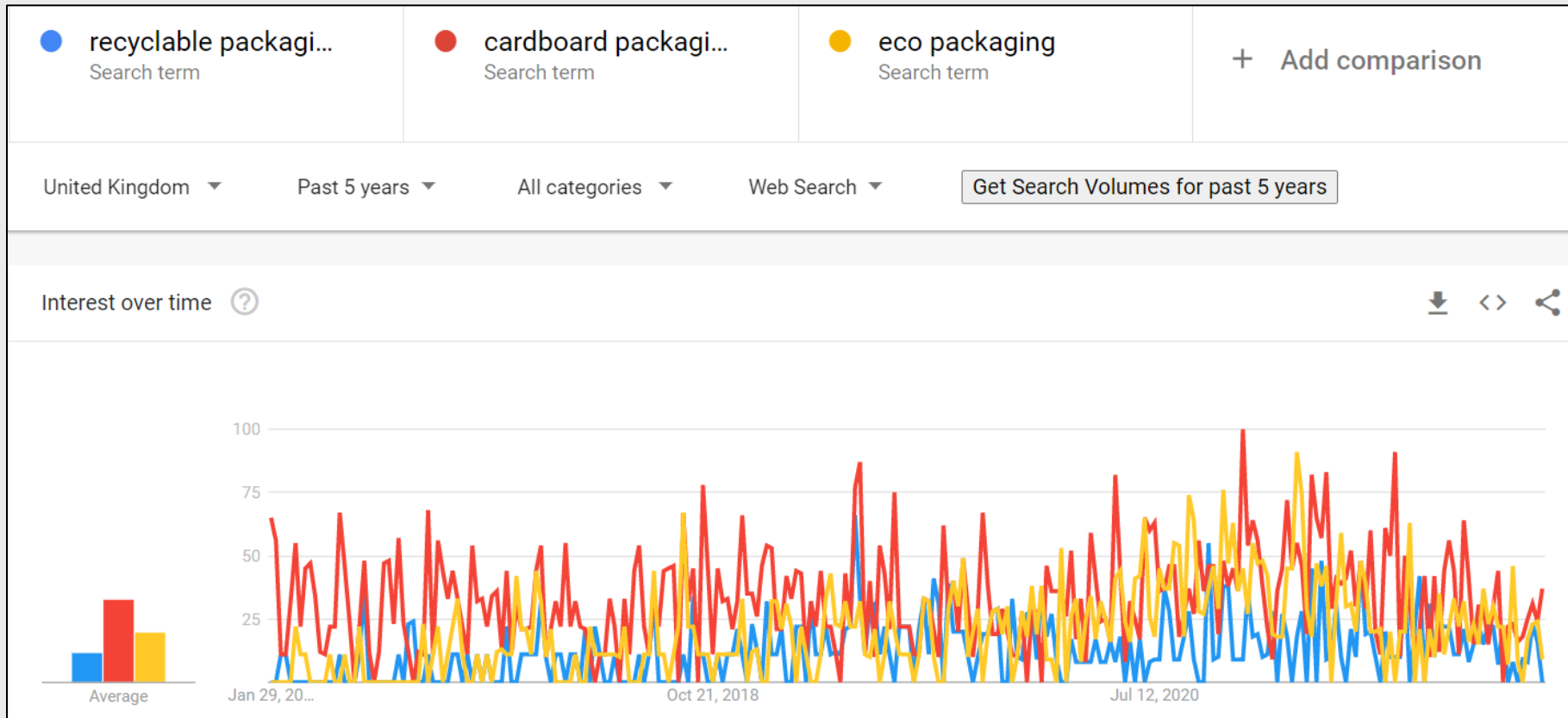
Feedback

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



Google Trends – free tool

Use [Google Trends](#) to see how user interest and search behaviour changes over time.



The background is a dark blue gradient with various celestial bodies. In the top left, there's a large blue planet with horizontal stripes and several purple asteroids. Below it is a smaller orange planet with white clouds. To the left of the main text is a green planet with dark green spots. In the bottom right, there's a pinkish-orange planet with dark spots and a red planet with a yellow ring system. The overall theme is space exploration and astronomy.

Reviewing & updating

How search behaviour changes
over time

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



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**
- Keyword research can be used for **content inspiration (and product ideas)**
- Search behaviour is always evolving so **review and refresh** regularly



Thank you

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Digital survey



Next week



What's new in marketing automation software?

All the latest updates & features with [Ann Stanley](#)

FREE webinar
9am Friday
4th Feb

anicca 15 | REGISTER NOW

The advertisement features a dark blue background with a circular portrait of Ann Stanley, a woman with blonde hair and glasses, smiling. The text is in white and light blue. A red circle highlights the 'FREE webinar' information. The background is decorated with stylized planets and stars.

