

Advanced Keyword Research Methodology and Technology



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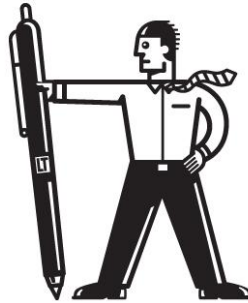
Larry Kim
Chief Technology Officer
WordStream

Will Eisner
VP of Product
WordStream





Content
Marketing
Revolution



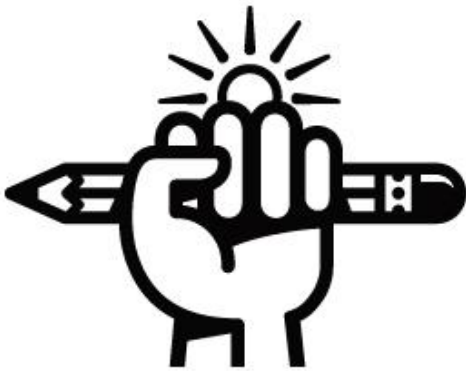
Advanced
Keyword
Methodology



Keyword
Research
Technology



The Content Marketing Revolution



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It's the art of listening to your customers' wants and needs

- Search Box
- Social Media
- Web Analytics
- Keyword Popularity
- Customer Service
- Questionnaires



And the science of delivering it to them in a compelling way

- Articles
- Blogs
- Books
- eBooks
- RSS Feeds
- Printed Books
- Newsletters
- Video
- Web
- Widgets



It's catching readers orbiting at high speeds

- Applet
- Desktop
- Events
- Information Portals
- Mobile
- Podcasts
- RSS Feeds
- Social Networks
- News



With information they want and need

Engagement

- ➔ Webinars
- ➔ Workbooks
- ➔ Podcasts
- ➔ How Tos
- ➔ Don't Do's
- ➔ Tips and Advice



It's testing campaigns to learn what works best

- ➔ A/B Testing
- ➔ Multivariate Testing
- ➔ Eye Track Testing
- ➔ Segmentation Testing
- ➔ Geo-Target Testing
- ➔ Usability Testing
- ➔ Content Testing



And finding the most efficient path to engagement and sales

The Trust Pipeline

- ➔ Offer Content
- ➔ Score Engagement
- ➔ Identify Consideration
- ➔ Confirm Intent
- ➔ Induce Trial
- ➔ Motivate Purchase
- ➔ Gather Feedback



It's engaging customers offsite with content they need

Content Distribution

- Article Portals
- Directories
- Press Releases
- Recruitment Ads
- Social Media
- Education Portals
- Publications
- Trade Shows



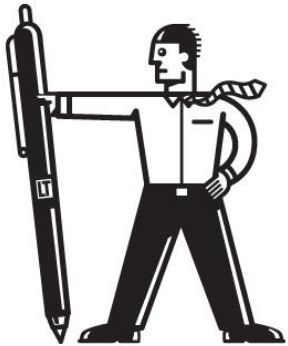
And scoring content engagement to find out who's hot

Salesforce Scoring

- ➔ Free Trials
- ➔ Content Downloads
- ➔ Proposal Downloads
- ➔ Newsletter Signups
- ➔ Widget Interaction
- ➔ Customer Logon



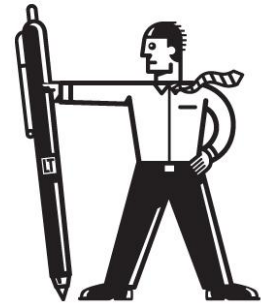
Advanced Keyword Methodology



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Content marketing is a six-step process and you need all six!



Keyword research fits with the SEO Plan and Content Plans

What's the SEO Plan?

- Keyword Research
- Keyword Filtering
- Keyword Silos
- Keyword Silo Analysis
- Keyword Performance



Step 1: Build your keyword base

Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	Visits	Home Page Search
step 2	26748	6.208838044	250.975886	0.73328847	0.265851652	26748	0.005981756
step2	9053	5.965978129	205.0761074	0.698663426	0.305092235	9053	0.002430134
step 2 playhouse	3280	4.962804878	196.9792683	0.743597561	0.269512195	3280	0.030487805
step 2 toys	1405	7.203558719	239.4711744	0.814234875	0.23202847	1405	0.00569395
step 2 wagon	1279	2.876465989	103.1078968	0.872556685	0.496481626	1279	0.004691165
step two	1239	5.498789346	180.8127522	0.828087167	0.280064568	1239	0.007263923
step2.com	1045	5.587559809	217.2009569	0.741626794	0.348325359	1045	0.019138756
step 2 kitchen	898	4.279510022	173.5979955	0.731625835	0.288418708	898	0
step 2 canada	851	6.15746181	150.9165687	0.783783784	0.198589894	851	0
스텝 2	734	3.340599455	119.8010899	0.899182561	0.581743869	734	0
step 2 roller coaster	701	2.659058488	110.657632	0.82168331	0.544935806	701	0.001426534
www.step2.com	663	6.639517345	268.387632	0.770739065	0.336349925	663	0.009049774
step 2 pool	642	2.381619938	68.03115265	0.91588785	0.518691589	642	0.029595016
step 2 sand and water table	624	2.581730769	97.20512821	0.850961538	0.506410256	624	0.003205128
step 2 slide	596	3.479865772	126.409396	0.817114094	0.409395973	596	0.013422819
roller coaster games	541	1.133086876	6.262476895	0.948243993	0.963031423	541	0



Step 2: Research the competitive landscape

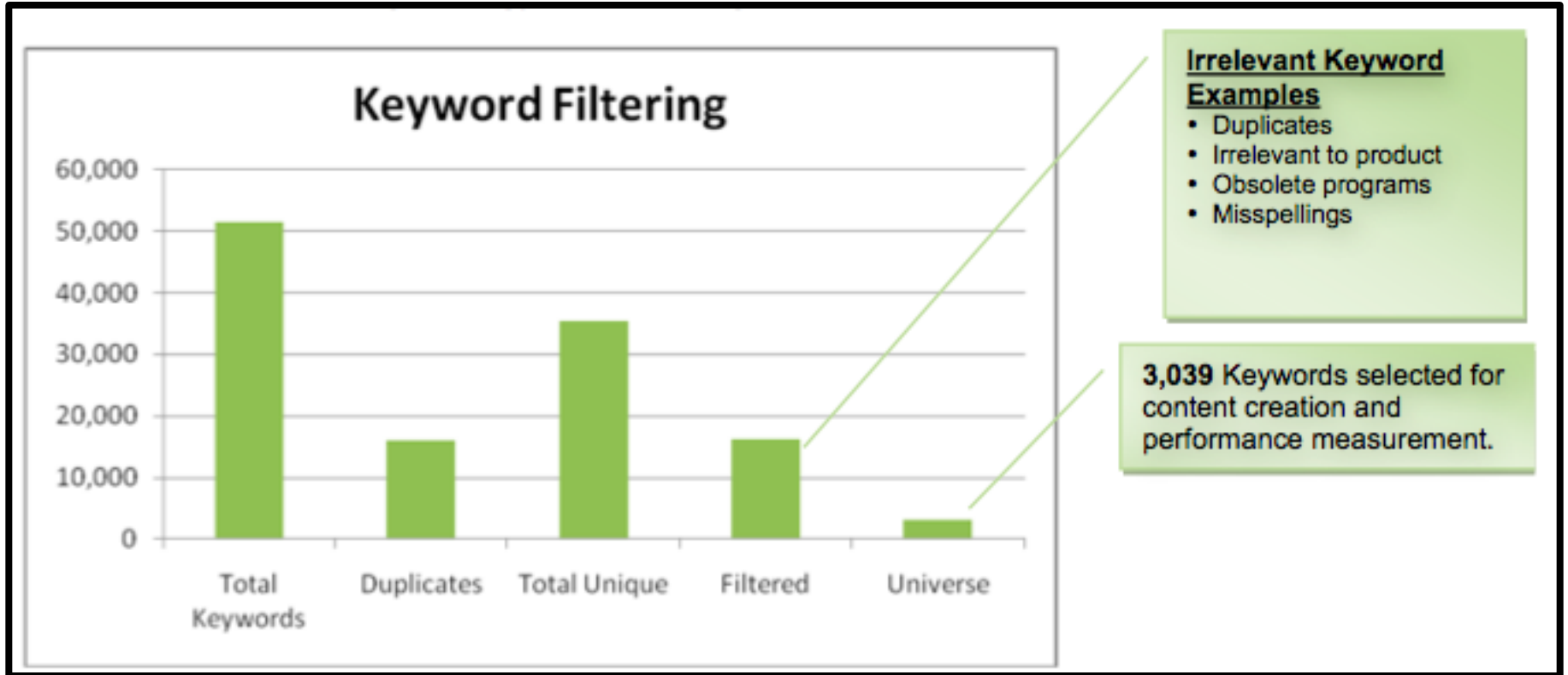


Organic Keywords (3039)	
1	adwords software
1	click pay per software
1	pay per click software
1	sponsored links at google
2	adwords camappin management
2	click through rate
2	click through rates
2	clickthrough rates
2	cost per action

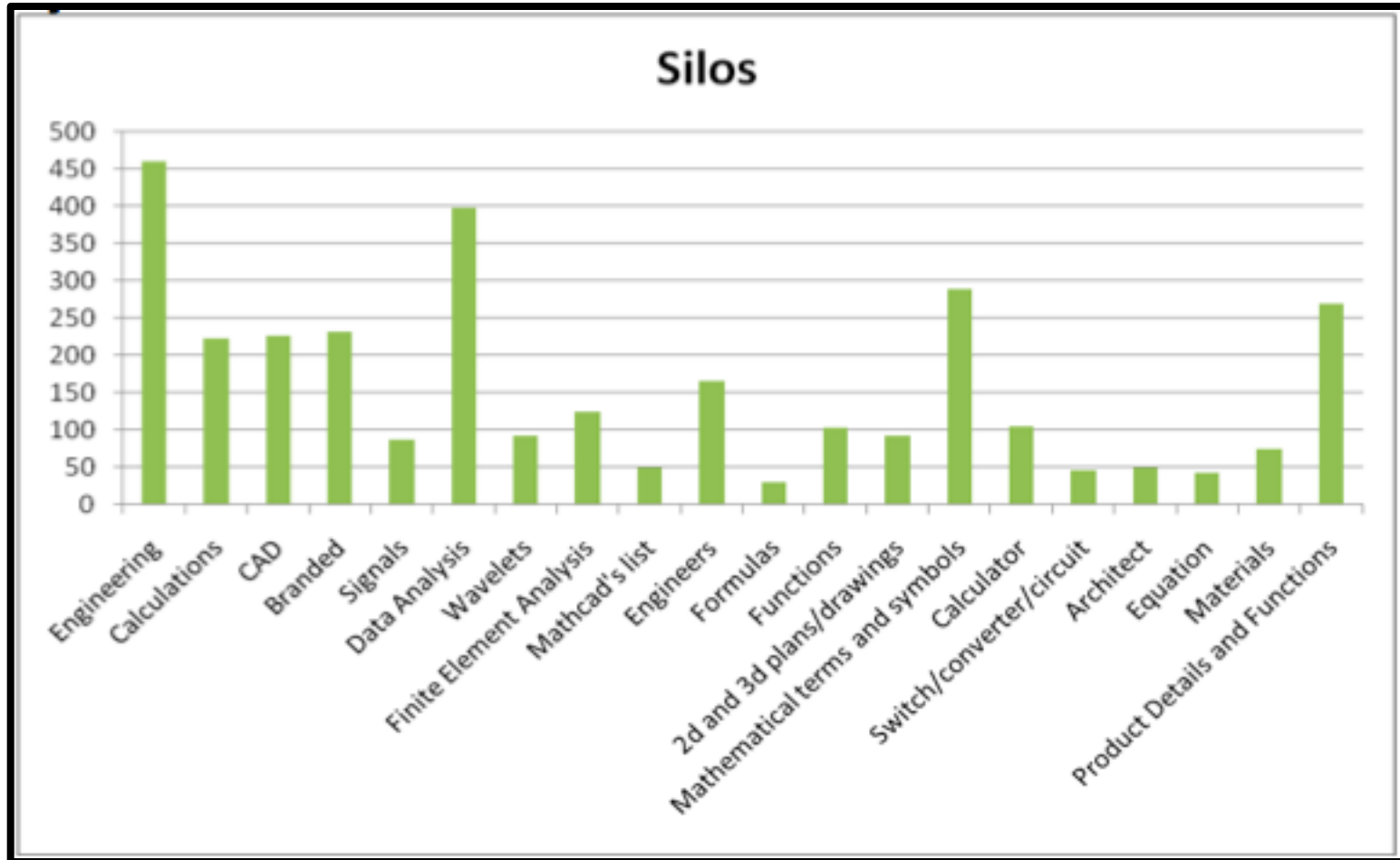
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Step 3: Filter keywords



Step 4: Sort keywords into keyword silos

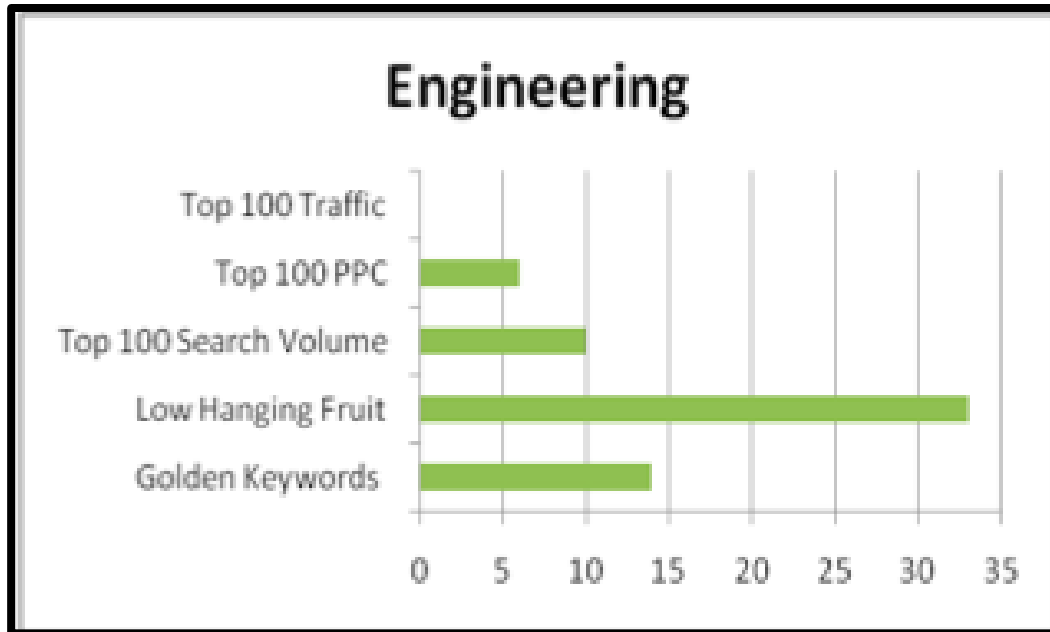


Keyword silos make it easy to score content for SEO

Blood Circulation Problems	Primary Keywords	Secondary Keywords
Blood Circulation Problems Associated with Yaz	Blood clotting on Yaz	blood thinners
o Blood clotting and Yaz	Deep Vein Thrombosis (DVT)	
o Deep Vein Thrombosis (DVT)	Pulmonary embolism	
o Pulmonary embolism	heart attack from Yaz	
o Yaz heart attack	stroke from Yaz	
o Yaz stroke		
o Doctors may prescribe blood thinners as treatment		



Step 5: Group keywords for performance measurement



Advanced Keyword Technology



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Lots of keyword research tools

- WordVision.com
- Wordstream
- Spyfu
- SEOBook.com
- WebCEO
- HitWise
- Wordtracker
- KeywordSpy
- Trellian
- Google AdWords
- SEOmoz

 WordStream














Move your site to the top!






KING OF KEYWORDS









Google AdWords keyword tool

<https://adwords.google.com/select/KeywordToolExternal>

Keyword ideas (57)				
<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches [?]	Local Monthly Searches [?]
<input checked="" type="checkbox"/>	★ web content development	<div><div style="width: 25%;"></div></div>	3,600	1,600
<input checked="" type="checkbox"/>	★ content development services	<div><div style="width: 25%;"></div></div>		
<input type="checkbox"/>	★ custom content development	<div><div style="width: 25%;"></div></div>		
<input checked="" type="checkbox"/>	★ website content development	<div><div style="width: 25%;"></div></div>		
<input type="checkbox"/>	★ elearning content development	<div><div style="width: 25%;"></div></div>		

★ Starred (2) —

- content development
- website content development

[Remove all](#)



Spyfu keyword research tool



Organic Keywords
(3039)

1 [adwords software](#)

1 [click pay per software](#)

1 [pay per click software](#)

1 [sponsored links at google](#)

2 [adwords camapgin management](#)

2 [click through rate](#)

2 [click through rates](#)

2 [clickthrough rates](#)

2 [cost per action](#)

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Wordtracker keyword question tool

<http://labs.wordtracker.com/keyword-questions>

Results for: <i>freelance writers</i>		Download
Question		Times asked (?)
1	how many academic writing websites that pay freelance writers?	6
2	how many academic writing websites that pay freelance writers very well?	1
3	how many freelance writers have a second job	1
4	how to credential freelance writers	1
5	publications who need freelance writers	1
6	what is the average fee for freelance grant writers	1

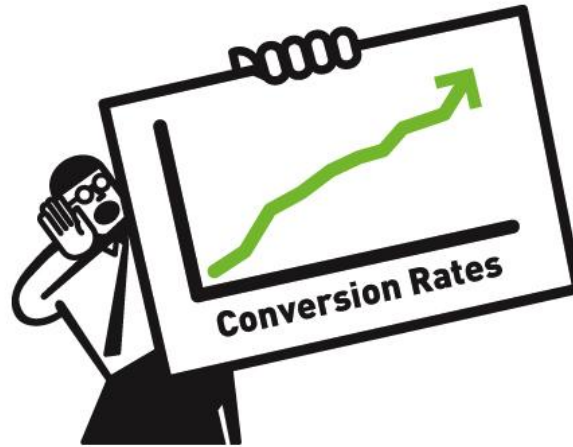


Keyword silos enable you to score content for SEO strength

Scored Content				
Name	SEO Essentials for Writers			
Title Tag	search engine strategies - seo firm - jobs			
META Keywords	search engine strategies - seo firm - jobs - search - internet - marketing - writing - testing - strategy - search engine			
Score	85			
Date Scored	11/16/2009	Date Published	11/16/2009	<input type="button" value="Save"/>
<p>The web is filled with plenty of content that is related to search engine optimization (SEO). Searching for phrases such as, "SEO strategies," "SEO techniques," "SEO tips," or similar phrases will yield countless results. Read through the information you find on the internet to learn about SEO. When using the internet for research, pay attention to the dates associated with the information you find. SEO has changed throughout the years, and articles written just a few years ago may be very outdated. The benefit of using the internet to research SEO is that websites that are ranked high in the search engines are skilled at SEO and are therefore likely to provide quality information.</p> <p>Those who work full-time and work on their website in their free time can benefit from night courses on search engine optimization (SEO) offered by community colleges. This is especially useful for individuals who are looking to upgrade their SEO skill and knowledge to get higher-paying writing assignments and jobs. These classes are usually quite informative and</p>				







Keyword performance can be measured in lots of ways



Track keyword performance for each keyword silo



Silo Summary Report

Silo	Volume (max)	Volume (avg)	Cost (max)	Cost (avg)	Market Share	Positions
Accessories	246,000	51,333	2.49	1.27	 0%	 >100
Planning	90,500	273	5.71	0.17	 20%	 >100 11-50 1-10 51-100



Track keyword performance by listing position trends



Keyword Silos

- ➔ 150 keywords
- ➔ Priority
- ➔ Golden
- ➔ 1/3 Top 1 to 10
- ➔ 1/3 Top 11 to 50
- ➔ 1/3 Top >50
- ➔ Keyword silos
- ➔ Primary Keywords
- ➔ Secondary keywords

All Keywords

View all the keywords currently in your database.

Tag: [Advanced Options](#)

Phrase: [Export CSV](#)

	Phrase	PPC Price	Search Volume	Weighting	Sep	Oct	Nov ^Z _A ↑	Recent Trend
Viewing 1 - 50 of 153					>>			
	hiring freelance writers	<div style="width: 20%; background-color: #ccc; height: 10px;"></div>	<div style="width: 80%; background-color: #6aa84f; height: 10px;"></div>	<div style="width: 20%; background-color: #ccc; height: 10px;"></div>	17	28	32	-4
	content marketing	<div style="width: 20%; background-color: #ccc; height: 10px;"></div>	<div style="width: 80%; background-color: #6aa84f; height: 10px;"></div>	<div style="width: 20%; background-color: #ccc; height: 10px;"></div>	43	48	33	+15
	improve conversion rate	<div style="width: 20%; background-color: #ccc; height: 10px;"></div>	<div style="width: 80%; background-color: #6aa84f; height: 10px;"></div>	<div style="width: 20%; background-color: #ccc; height: 10px;"></div>	28	21	33	-12
	marketing webinar	<div style="width: 20%; background-color: #ccc; height: 10px;"></div>	<div style="width: 80%; background-color: #6aa84f; height: 10px;"></div>	<div style="width: 20%; background-color: #ccc; height: 10px;"></div>	> 100	> 100	41	+59
	marketing content	<div style="width: 20%; background-color: #ccc; height: 10px;"></div>	<div style="width: 80%; background-color: #6aa84f; height: 10px;"></div>	<div style="width: 20%; background-color: #ccc; height: 10px;"></div>	> 100	62	42	+20
	marketing webinars	<div style="width: 20%; background-color: #ccc; height: 10px;"></div>	<div style="width: 80%; background-color: #6aa84f; height: 10px;"></div>	<div style="width: 20%; background-color: #ccc; height: 10px;"></div>	> 100	> 100	43	+57



Track keyword performance by organic market share

Organic Market Share Report

Organic Market Share displays keywords that your site and the selected competitor both have top 100 listing positions for at Google.

- **Share -** are keyword phrases that your competitor has a Top 100 listing and you do not.
- **Share =** are keyword phrases that both you and your competitor have a Top 100 listing for.
- **Share +** are keyword phrases that you have a Top 100 listing for and your competitor does not.



● **theknot.com** vs. OurWeddingDay.com ●

Share -	Share =	Share +
8780	4818	1062



● **weddingwire.com** vs. OurWeddingDay.com ●

Share -	Share =	Share +
8083	4178	1702



● **brides.com** vs. OurWeddingDay.com ●

Share -	Share =	Share +
6367	3942	1938



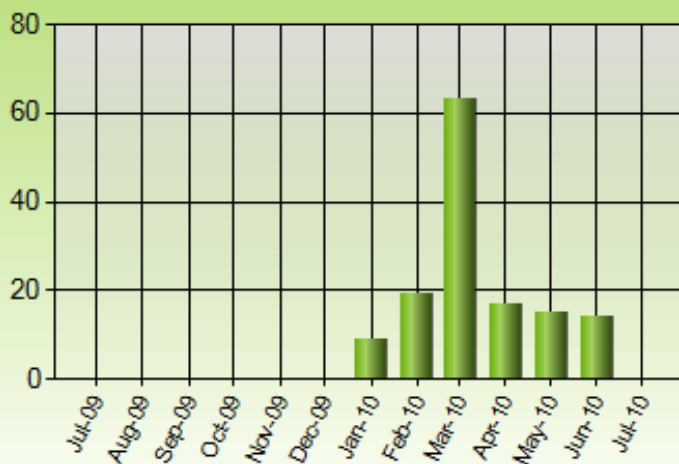
Track keyword performance impacted by published content

Word**vision**™

Performance ROI Report

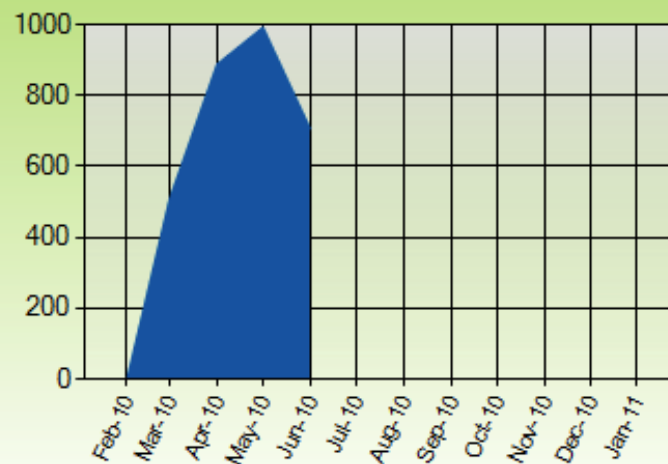
Published Content

Documents



All Keywords

Positions Gained



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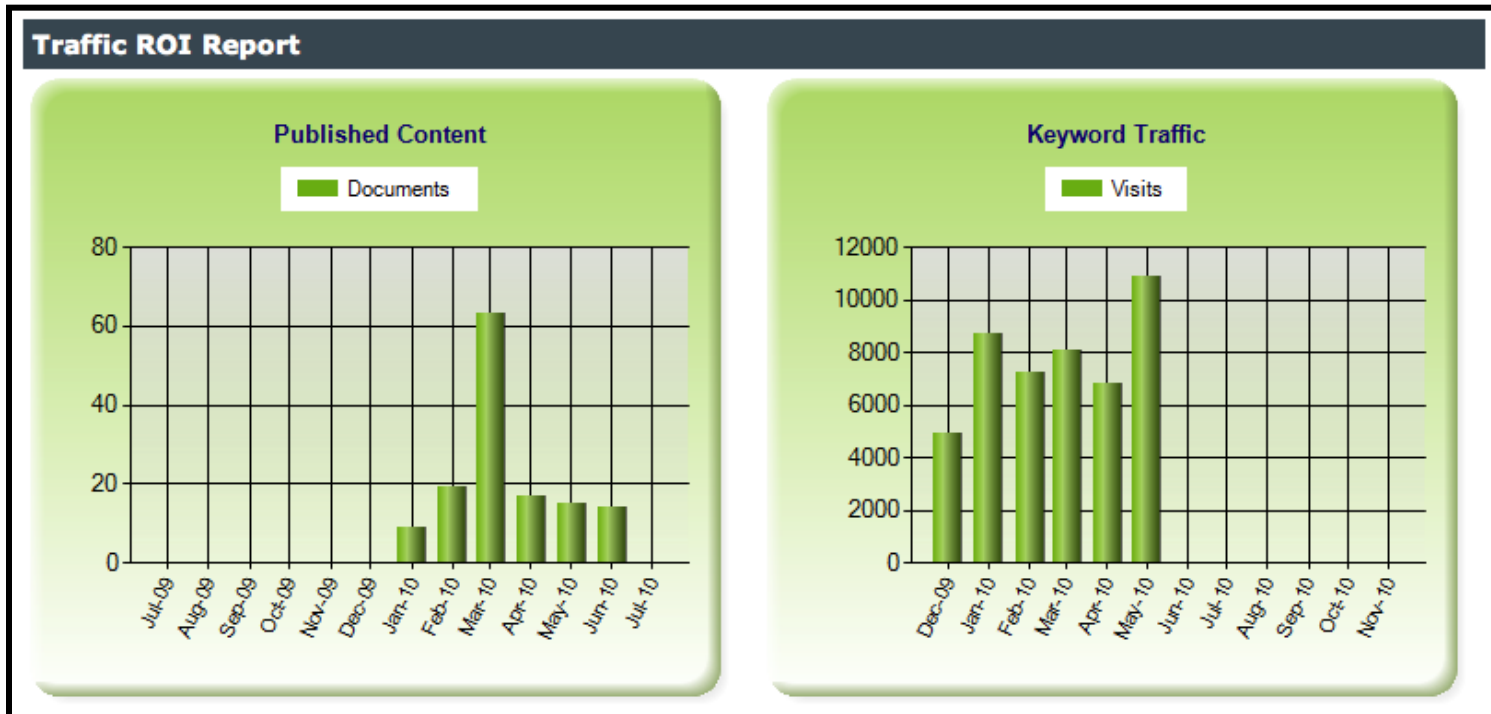
Also track content impact on individual keyword silos

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Track keyword performance by increases in traffic

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Also track content impact on traffic by keyword silo

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**“The only marketing
left is content
marketing.”**

Seth Godin

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