

Example of Free Research Report

First of all consider this generic example as a means of identifying the importance of information gained from keyword research. Then the research for your specific keyword market will be explored below this introduction.

General example: Research based upon seed keyword: “Weight Loss”.

Objective: To discover how many searchers in South Africa only who are using Google search engine to find products, services or information relating to needs around weight loss.

The first step of the exercise is to discover a wide range of keywords relevant to the seed keyword and then to use the power of Google to identify exactly how many people are typing each of these keywords into Google every day.

The words that a searcher types into Google can in very many cases exactly identify what that individual searcher has a need for at the time of the search ... e.g. “eating plan”.

There is little doubt that searchers entering this phrase are looking for a plan to regulate their eating... possibly but not certainly in order to lose weight. On the other hand “health food” searches may not be at all relevant to a searcher looking to lose weight. In such a case more research is required to pin down exactly what such searchers are looking for.

This will mean in practice discovering 3 word or 4 word phrases such as “health food diabetes” or “slimming health foods”.

In the case of an in-depth keyword research project hundreds, probably thousands of relevant keywords would be discovered.

If you want to see an in-depth analysis of such a keyword research project take a look at this webpage... <http://www.seoza.com/keywordresearchapplication.htm> . You can download a free report which examines a very competitive online market and identifies the market intelligence that can be gathered to allow a website to take advantage of this knowledge to dramatically improve its own search rankings.

Back to our weight loss example:

Our research identified the top ten keywords, out of some 300 in total, in this particular online search market as follows:

1. Weight loss
2. Health food
3. Lose weight
4. Weight gain
5. Herbalife
6. Weight loss plan
7. Weight loss South Africa
8. Ideal weight
9. Weight fitness
10. Eating plan

For the sake of this research we identified almost 300 keywords that would be relevant to the overall theme of weight loss. There are thousands more but I stopped at this level.

IMPORTANT: Note that just thinking along the lines of weight loss would miss many other opportunities related to this topic. You can see this quite plainly from the above list. Three of the top keywords don't even contain the word weight. Think also slimming, diet, obesity, fat, thin, etc as seed keywords for further research.

The objective is to build a giant list of RELEVANT keywords and then to test those in real time in order to confirm which keywords are more relevant than others.

Why is this research important?

Quite simply... if a need (i.e. a keyword phrase) can be identified and then quantified a targeted website campaign can address that need and thus get better search engine rankings. If needs are not identified (and most cannot be guessed at) then web page creation is like taking a shot in the dark. Failing to identify relevant keywords and then failing to design website content around those keywords is the reason why most websites fail to generate traffic. Keyword research is the backbone of SEO (search engine optimization).

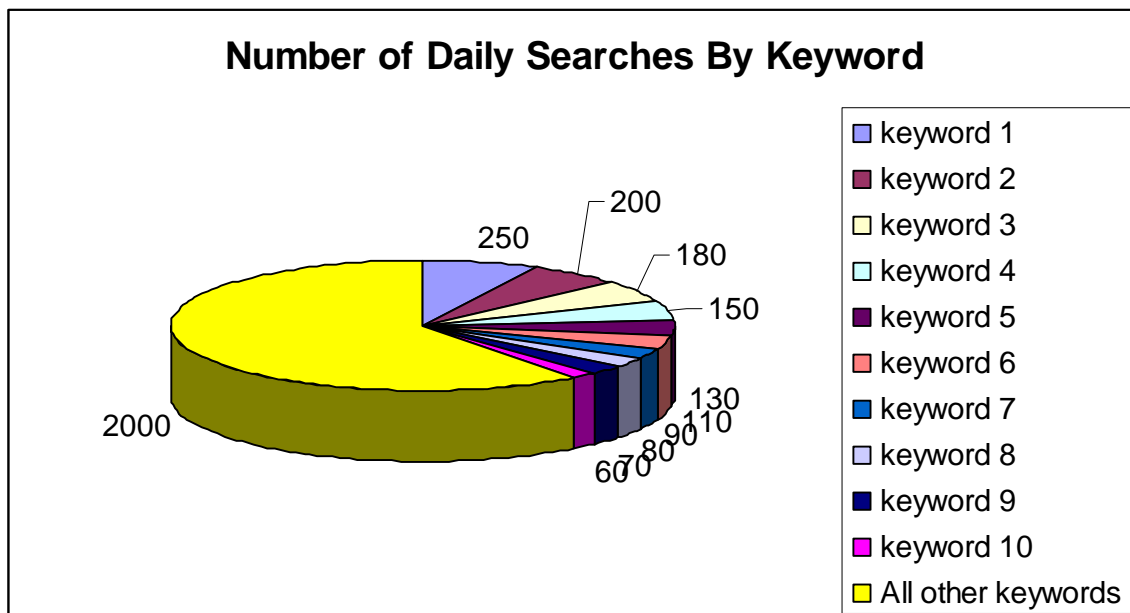
If you want to understand keywords in greater depth take a look at this chapter from my book. It was written in 2002 but the principles are just the same today. Follow this link: <http://www.seoza.com/PDFs/Keywords.pdf> ... NOTE it is a PDF file.

For PPC (pay per click) campaigns the starting point is always to identify long lists of relevant keywords before even entering the bidding process.

Analysis of Keyword Research

The pie chart below identifies the number of daily searches split as follows: The top 10 keywords that generate traffic and the number of keywords that generate the rest of the daily traffic.

This pie chart is a fictitious example to illustrate the analysis.



The most important keyword in terms of generating traffic is keyword 1 coming in at 250 searches per day. Take note that the top 10 only represent about 20% of all keyword searches. This why targeting only the more obvious and generic keywords leads to missing the vast majority of searches. More important is the fact that every competitor is also targeting these generic type phrases making it very difficult to compete for high search engine rankings.

In a PPC campaign these generic keywords are likely the most expensive to bid on and they often do not convert well.

The report I will generate for those asking for a free analysis will show the pie chart similar to the above but it will be based upon the specific seed keywords provided.