

Getting Back To Business

Keyword Research:

How It Supports SEO, As Well As Overall Marketing Strategy

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Today's Webinar Housekeeping Notes

- You have all been muted
- Questions can be typed in the Q&A feature
- We will answer as many questions as possible after the presentation
- A recorded version of this presentation including the slides will be posted on the sema.score.org website in the “Take A Workshop” tab
- Slides, templates and worksheets described in this webinar will be available via Dropbox. All participants will receive an email with instructions to access

Meet the Speakers – Gail Snow Moraski

Gail Snow Moraski

Principal

Results Communications and Research

781-267-6687

<https://allintheresults.com>

gail.moraski@allintheresults.com

After more than 20 years in corporate marketing roles, primarily in the healthcare and financial services industries, Gail left her last role as Director of Marketing and Communications at a very large Boston-headquartered health plan to launch her own digital marketing agency

Since launching her agency, Results Communications and Research, in 2014, Gail has served a very diverse set of more than 60 clients – business-to-business, business-to-consumer, for-profit, non-profit, local, national, and international, across numerous industries.

Gail refers to herself as a data geek, and since launch, has employed the tagline, “Maximizing Results Through Research-Supported Marketing” for her business. She is passionate about slicing ‘n dicing available data from various digital platforms such as Google Ads, Google Analytics, and Google Search Console to see what it will reveal and can advise regarding marketing strategy.

Meet the Speakers – Robin Clapp

Robin Clapp

172 Fairview Ave.

Rehoboth, MA 02769

774-565-0140

robin@webdesignbyrobin.com

www.webdesignbyrobin.com

Robin launched her website design business in January 2006. She provides services as website designer and business consultant for local small business owners includes creating custom, mobile responsive, content management, secure websites. Joomla 3.x Certified Administrator

Prior to launching her agency, Robin worked at General Dynamics Taunton as a Hardware/Firmware Designer for 13 years on several government projects based in communications equipment development. Hardware tasks included hardware design, simulation, schematic drawing, parts management, testing, and reporting. Firmware tasks including chip and processor design coding for implementation on custom circuit card design.

Robin received her BS in computer engineering from the UMAS at Dartmouth

Keyword Research: How It Supports SEO, As Well As Overall Marketing Strategy

Presented by:

Gail Snow Moraski, Results Communications & Research



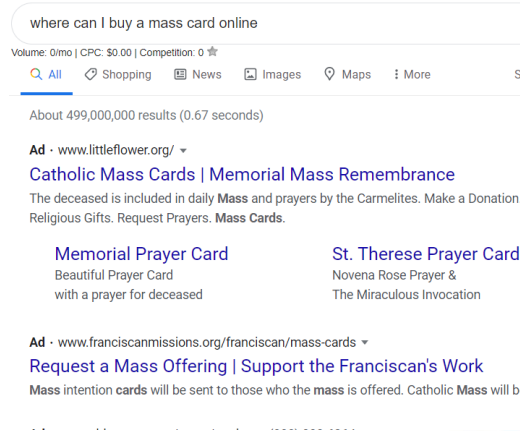
Robin Clapp, Web Design by Robin



July 8, 2020

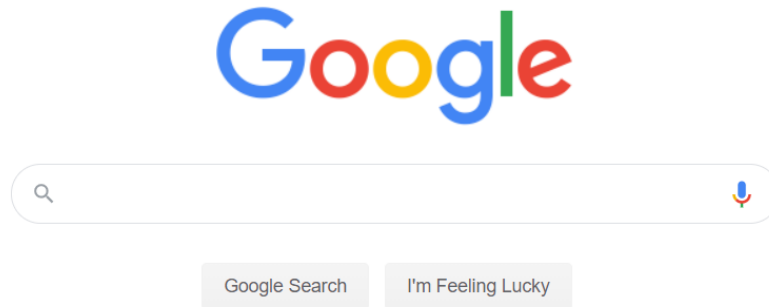
Background and Definitions - 1

- Search engine optimization is the practice of implementing a variety of on-page and off-page tactics to ensure your website appears as high up as possible in search engine results for desirable search terms
- The above can be accomplished via:
 - Technical/organic SEO tactics
 - Paid SEO tactics, i.e., paid search advertising such as Google Ads (also known as Search Engine Marketing (SEM))



Background and Definitions - 2

- Today's webinar will focus on a very important task that supports other/future technical/organic SEO tactics, i.e., keyword research
- Focus will be on ranking well in Google vs. other search engines like Bing and Yahoo
 - 92% of individuals use Google as primary search engine



Background and Definitions - 3

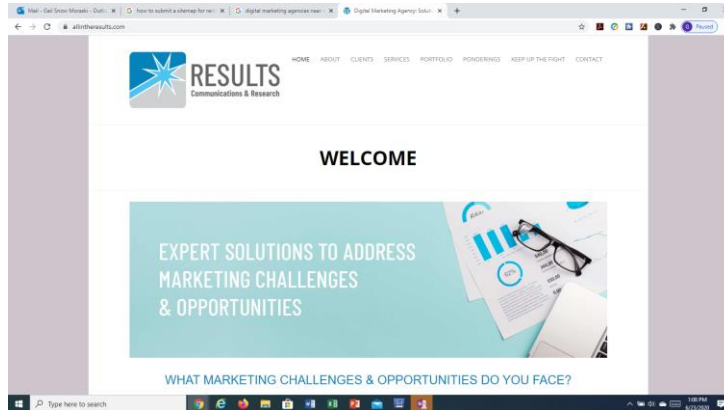
- If, indeed, keyword research indicates audiences are searching to find an individual or organization like you – and we'll discuss this shortly – then SEO is a no-brainer/best practice
- Unless you/your organization is in an extremely competitive marketplace and/or you can't wait to put organic/technical tactics in place (you need to rank well immediately), it makes sense from an ROI standpoint to pursue organic vs. paid search tactics

What is a Keyword?

- A keyword is one word, or a series of words (a phrase) that a member of your target audience(s) enter into a search engine, such as Google, to identify an individual or organization who offers the products, services, or solutions to problems that you offer.
- In general, when marketers reference “keywords,” they are talking about search phrases for which they want a listing with a link to their website to appear in search engine results.

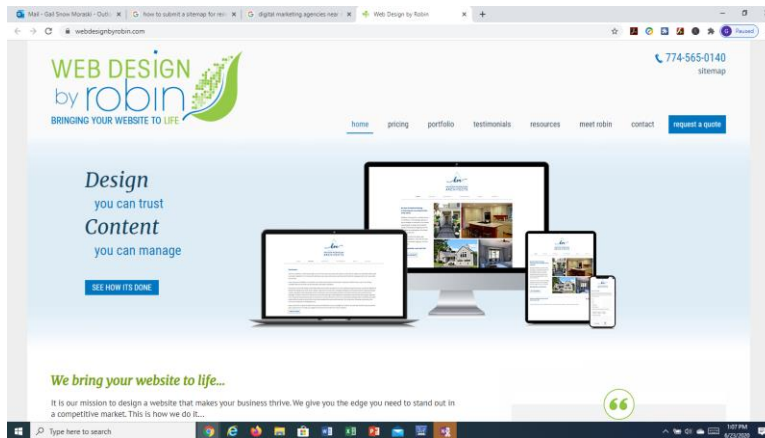
Keyword Examples - 1

- For my site, Results Communications and Research (<https://allintheresults.com>), it would be desirable to appear in Google search engine results for keywords like:
 - “digital marketing agency”
 - “SEO company”
 - “SEO expert”
 - “help with technical SEO”
 - “how can I make my site rank better in Google”



Keyword Examples - 2

- For Robin's site, Web Design by Robin (<https://webdesignbyrobin.com>), it would be desirable to appear in Google search engine results for the keywords:
 - “website developer for small business sites”
 - “website designer for small business sites”
 - “help launching a website for my small business”
 - “how to find the best person to create my small business website”



What Is Keyword Research?

- Keyword research is the process/exercise of identifying the terms that target audiences in appropriate geographies are putting into a search engine like Google to identify an organization like yours, along with discovering the average # of times a month someone is entering that term in a search engine



What Are the Primary Benefits of Keyword Research? - 1

- #1 primary benefit – and purpose of today’s webinar – **being found on Google**, i.e., Search Engine Optimization (SEO)
- **Determining whether or not target audiences are searching** for each of the various products, services, and solutions to problems you can provide
 - If keyword research reveals average monthly search volumes for relevant search terms are low, it may be due to one or more of these scenarios:
 - Individuals aren’t aware that a product or service – or a solution to their problem that such product or service provides – exists, and therefore aren’t searching to find a provider of it
 - Your product or service is one where people ask friends for recommendations/referrals; this is particularly true when it comes to business-to-business (B2B) services, or home improvement/contractor services

What Are the Primary Benefits of Keyword Research? - 2

- **Informing you whether or not you need a “push” vs. “pull” strategy** when it comes to marketing and selling a particular product or service
 - Push – you need to put idea in appropriate audiences’ heads; they aren’t looking for you online anywhere!
 - Pull – target audiences are searching you out – Google searching, visiting your site, looking for you on social media
- **Identifying a new product or service to offer**
- **Determining if there are certain products or services you should be focusing on or promoting more**, based on what keywords and associated search volume reveal

What Are the Primary Benefits of Keyword Research? - 3

- **Uncovering topics that are of interest/important to target audiences** to influence what you talk about in social media posts, blog posts, videos, or sales materials.
 - For example, you may discover problems for which your target audiences may be seeking a solution that you hadn't thought of, and you'll want to call that out in marketing activities and sales literature
- **Support non-website tagging activities**, for example, what keywords to use as “tags” when you add a video to your YouTube channel or to use as “hashtags” in social media posts. [Learn more about video tagging.](#) [Learn more about using hashtags in social media.](#)

Key Steps Before You Begin Your Keyword Research

- Define your target audience or audiences
- Decide which of your various products and services (and their associated solutions to problems) you want to rank or rank better for in Google
- Give thought to whether:
 - your geography varies by target audiences or by product or service or both
 - each or some of your target audiences search differently to identify an organization like yours – this is particularly relevant for an organization that offers BOTH B2B (business-to-business) and B2C (business-to-consumer) services or that has differing B2B target audiences or differing B2C target audiences

Determining How to Segment Keyword Research -1

- Creating a grid like the one below will help you figure out the nature of the “buckets” of research you want and need to complete; example below is for a wellness coach who works with adults, children, community/civic organizations, schools, and employers

Product/Service	Target Audience #1 (B2B or B2C)	Target Audience #2 (B2B or B2C)	Target Audience #3 (B2B or B2C)	Target Audience #4 (B2B or B2C)	Target Audience #5 (B2B or B2C)
	Adults	Parents (For Their Children)	Schools	Employers	Civic Orgs. (Churches, Libraries, Senior Centers)
Product/Service #1 - Yoga	X	X	X	X	X
Product/Service #2 – Mindfulness & Meditation	X	X	X	X	x
Product/Service #3 – Setting & Achieving Wellness Goals	X	X	N/A	N/A	N/A

Determining How to Segment Keyword Research - 2

- Questions to ponder after completing your buckets/segment grid:
 - For a particular product or service, will search terms used vary by target audience?
 - In our previous example, it's likely that individuals responsible for hiring a wellness coach to offer a program at a school will be searching on different terms than individuals responsible for engaging a coach to offer a wellness program to their employees
 - If your products and services are fairly similar/homogenous, will a particular target audience use similar terms related to each of them to identify someone who offers them?
 - Particularly if your target audiences are seeking a solution to a problem, their search terms related to several solutions you offer could be very similar

Determining How to Segment Keyword Research - 3

- Questions to ponder after completing your buckets/segment grid: (con't)
 - Will geography differ by product or service offering, and how?
 - If a particular service can be offered online/virtually/remotely, then the geography in-question might be the whole U.S., or even the whole world; the aforementioned might apply as well to a tangible product that can be purchased from your site
 - If a particular service can only be offered in-person/physically/at your or a customer's site, then, that obviously limits the geography in-question

Determining How to Segment Keyword Research - 4

- Ultimately, depending on the answers to your previous questions, you will end up needing or wanting to conduct keyword research in one of the following fashions:
 - **By particular product or service only vs. by target audience** because you believe all your target audiences will be entering similar search terms in a search engine to identify someone like you
 - **By particular target audience vs. by product or service** because you believe there will be differences in how your target audiences will search to identify someone like you, but their searches related to all your products and services will be fairly similar
 - **By both product or service and target audience** – think target audience within product or service – because you believe that, for each of your specific products and services, each relevant target audience will search differently

Brainstorming Search Terms You Think Target Audience(s) Use

- Once you've defined your keyword research segment/buckets, you and/or appropriate team members should come up with a list of at least 10 (or far more) of keywords you think are relevant to each of the segments/buckets for which you plan to conduct research
- Related to our previously referenced wellness coach, below are search term examples for a keyword research bucket where the focus is on both a particular product or service and the target audience within it
- Segment/bucket = schools looking to hire someone to teach yoga (note that the product, service or solution is narrowed to just yoga, and the target audience is narrowed to someone who works for/at a school)
 - Possible search terms target audience might use = “yoga instructor who teaches at schools,” “yoga teacher who will come to my school,” “yoga instructor for students,” “yoga teacher offering on-site school programs,” “school yoga teacher,” “yoga classes for high school students,” “yoga for middle school students,” “yoga programs for elementary school kids”

Tools to Use to Conduct Keyword Research - 1

- There are many tools available to conduct keyword research
 - Ones with monthly or annual subscriptions, such as SEMRush and SpyFu
 - Free ones or ones where you pay based on the # of keywords for which you want to obtain average monthly Google search volumes
 - The two discussed on the following slides fall in the category directly above

Tools To Use To Conduct Keyword Research - 2

- Google Ads Keyword Planner Tools
 - You must create a Google Ads account for your business
 - Then, access the above tool, using the top navigation menu of your account

The screenshot shows the Google Ads 'All campaigns' overview page. The top navigation bar includes 'Tools & Settings', which is circled in red. The main content area displays campaign performance metrics for the period of June 2, 2014, to June 19, 2020. A line graph shows a significant spike in performance around June 2019. Below the graph, there are sections for 'Campaigns' and 'Ad groups' with summary statistics.

Metric	Value
Clicks	141
Impressions	22.3K
Avg. CPC	\$2.49
Cost	\$351

Campaign	Cost	Clicks	CTR
Digital Marketing	\$351.02	141	0.63%

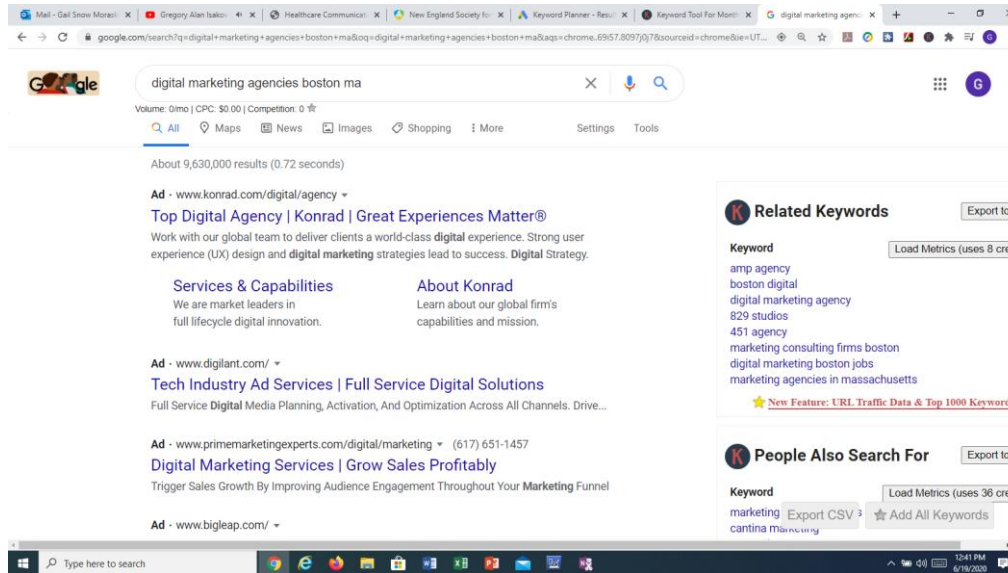
Ad group	Cost	Clicks	CTR
Digital Marketing (general)	\$351.16	109	0.63%

The screenshot shows the Google Ads 'Keyword Planner' page. A red circle highlights the 'Discover new keywords' button. The page offers options to 'Discover new keywords' and 'Get search volume and forecasts'. Below these options is a 'SHARED PLANS' section with a table of saved plans.

Plan	Status	Last modified	Forecast period
Export CSV	Draft	Jun 11, 2020	Jul 1 - 31, 2020 (Next month)
keywords to enter into Ads generator	Draft	May 16, 2020	Jun 1 - 30, 2020 (Next month)
Plan from Mar 31, 2020, 8 PM (GMT-04:00)	Draft	Mar 31, 2020	Apr 1 - 30, 2020 (Next month)
License Renewal Keywords and Search	Draft	Mar 1 - 31, 2020 (Next month)	

Tools To Use To Conduct Keyword Research - 3

- Keywords Everywhere Chrome or FireFox Browser Add-on
 - Sign up for tool here: <https://keywordseverywhere.com/>



Tools to Conduct Keyword Research - 4

- Keyword Planner Tool Comparison

Keyword Research Tool	Pro's	Con's	Format of Results
Google Ads	Free. You can search on specific geography and enter 10 of your previously brainstormed search terms at a time – for a particular keyword bucket – to generate ideas for other relevant terms and their associated monthly search volumes	You need to have a Google Ads account and be logged in to access tool	Info. presented on screen, plus graph, but you can download all data into a Google Sheet or a .csv file that you can convert to MS Excel document
Keywords Everywhere	Free for first/initial search completed in browser any time. You pay (via use of credits) to access search volumes for other relevant terms it suggests. Don't need a Google Ads account; can use really quickly and easily without signing into account; get immediate, fast results for particular term	By it's nature, you're getting results for the entire U.S., not a particular geography, and possibly even beyond U.S., so search volume may be far greater than it would be for your targeted geography/ service area, or particular high-volume terms may be jargon not used in your geography	Info. appears on your screen, but if you use "credits" to view search volumes for ideas generated, you can download data to .csv file and convert to MS Excel document

How To Use Your Final Keyword Research

- Sort your list of search term/keyword ideas by avg. monthly search volume
- Review highest-volume search term/keyword ideas identified by tools to determine which ones are authentic/relevant to your particular products, services, and solutions
- Employ appropriate terms (selected from your review) in website page content, based on page nature
- Incorporate appropriate terms in behind-the-scenes “meta” page title and page description tags
 - All website platforms/CMS offer capabilities for including/entering the above
- Include appropriate terms in future site blog posts or an FAQ on your [site](#)

What Is A CMS and Why Should You Have Your Site Designed in One?

- CMS = Content Management System
- A CMS is a system that provides a secure login for updating website content as well as incorporating previously mentioned meta data/tags
- Popular CMS Platforms include:
 - Joomla
 - WordPress
 - Drupal

Good Website Writing Is Also Good For SEO

- Organize your thoughts so that:
 - Content resonates with each of your target audiences, incorporates the high-volume search terms you land on from your research, and includes some kind of hierarchy of presentation
 - Visitors have a good “user experience” – they can easily find what they want and need when they visit your site
- Tag content and other website assets properly
 - Heading1, Heading2, paragraph, lists, image
- What is an alias and how will it help you or your organization be found?
- What is a sitemap and how does it support SEO?

Getting Google to Index/Re-index Your Site

- Use your Google Search Console account to:
 - submit any revised or new pages of your site (whether you revised page tags, content, or both) for indexing/re-indexing
 - submit a new or revised sitemap for indexing/re-indexing
- If you don't have a Google Search Console account associated with your account, you can set one up here: <https://search.google.com/search-console/>

Questions? We Are Here To Help

- Gail – gail.moraski@allintheresults.com
- Robin – robin@webdesignbyrobin.com