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Advanced Keyword Research

Broad Keywords

These are usually single-words with very high search volume and very high competition (for example, “insurance.”)

Someone searching for “insurance” might be looking for car insurance, house insurance, health insurance, the definition of the word, or pictures in Google images. Because of this, broad keywords usually don’t convert very well.

Keyword Phrases

Keyword phrases are 2-3 words that get decent search volume (at least 2,000 searches per month.) Keyword phrases are more specific than broad keywords.

Keywords like “auto insurance” or “auto insurance quote” are examples of keyword phrases. Keyword phrases have a lower search volume compared to broad keywords, but can still be very competitive.

Long Tail Keywords

Long tail keywords are at least 4 words that are usually very specific. A phrase like “affordable auto insurance for teens” is an examples of a long tail keyword.

Even though long tail keywords don’t get a lot of search volume individually, when added together, long tail keywords make up the majority of searches online.

Pros:

- There is less competition
- It excludes irrelevant searches
- it’s very clear what the user is looking for
- Long tail keywords find people that are ready to buy

For example, somebody searching for “running shoes” is probably early in the buying cycle, just starting to research what they want. Whereas somebody who searches for “Nike Running Shoes Size 10” already knows what they want, and is more likely to be ready to buy.

Buyer Keywords

Buyer keywords are the best converting keywords that you want to rank for. These are search terms that someone will use when they are ready to purchase a product or service.

Using words like ‘best’, ‘cheapest’, ‘discount’ and ‘buy’ are buyer keywords. If you are selling a product, you want to target people who are looking to buy your product rather than people who are just looking for information.

Example: If you sell running shoes, you wouldn’t just want to rank for phrases like ‘running shoes’ or ‘sports footwear’. Targeting phrases like ‘best men’s

running shoes' or 'cheapest new sports shoes' is going to give you a better conversion rate.

Below are a few words that are considered “buy now” keywords:

- Buy
- Coupon
- Discount
- Deal
- Shipping

These keywords convert very well. They may not get a lot of search volume, but their high conversion rate makes up for it.

Visit the link below to find a list of buying keywords:

- <https://seocompanylosangeles.us/list>

Information Keywords

Information keywords tend to include words like:

- How to
- Best way to
- Ways to
- I need to

Example: How to lose weight

Tire Kicker Keywords

A “tire kicker” is someone that isn’t going to buy from you. Don’t waste your time with these keywords. Tire kicker keywords tend to include the words:

- Free
- Torrent

- Download
- ...for free

Example: Optimizing for any keyword that includes “**Free + your product**” when you’re actually just offering a free trial.

Finding Your Keywords

If everybody is using the same keyword research tools, then everybody is going to come up with the same exact keywords. Since Google’s Keyword Planner Tool is the most used keyword research tool, I’ll show you that one last.

When you start choosing your keywords in the next section, focus on long tail keywords. (buyer keywords for your homepage and product pages; and information keywords for your blog.)

Keyword Research Tools

For long tail buyer keywords -

- <https://www.keyword.io>
- <https://kwfinder.com>
- <https://lsigraph.com>

For long tail information keywords -

- <https://answerthepublic.com>
- <https://answers.yahoo.com>
- <https://www.quora.com>
- <http://www.answers.com>
- <https://www.fluther.com>

Since the Hummingbird update, Google has placed increasing emphasis on content that answers people's questions. If you can include answers to popular questions in your content, you stand a better chance of ranking.

Google Suggestions & Related Search Terms

Enter your long tail keyword phrase into Google and look at the suggestions given back to you. You can also scroll down to the bottom of the page and look at the related search terms.

(You can do this using Bing and Yahoo as well.)

How To Use The Google Keyword Planner Tool

Step 1: Input your long-tail keywords. This will make the tool generate new related keywords that most people don't see.

Step 2: Look at some of the Ad group names to get keyword ideas.

Step 3: Click on one of the Ad group names to get more ideas.

Step 4: Click on the keyword ideas tab

Alternative Method

The second way is to put your competitor's landing page in the 'your landing page' field. Try a few pages that rank highly in Google for the keywords that you're interested in.

How Valuable is a Keyword Phrase?

If Adwords advertisers are paying \$10 or more per click, then that traffic must be really valuable.

This is a good way to figure out commercial intent. Advertisers will only pay top dollar for traffic that actually makes them money. That's why long tail keywords usually cost more than broad keywords.

How To Use Ahrefs

Step 1: Enter your broad keyword into the keyword explorer

Step 2: To focus on longer and more specific keywords, you'll need to use the “Words” filter to narrow down that huge list of keywords to those with at-least 4 words.

Group By Business Value

You need to figure out which intent drives the best return on investment for your business.

If you're mainly looking to make sales, then focus on buyer keywords. You can save and sort your keywords directly on the platform. (business owners)

If you're mainly looking for traffic and brand awareness, you might focus on keywords that will bring tons of visitors but won't necessarily convert into leads or sales. (information keywords)

How To Use Ahrefs To Analyze Competitors Keywords

Take the #1 ranking page for your target keyword and put it into Ahrefs' Site Explorer. Click on the “organic” tab to sift through the keywords that the page ranks for.

This will help you find which keywords are contextually related. Next you can group these keywords under a “parent topic” and target those keywords using a single page.

How Long Until Your Website (page) Ranks On Page #1 of Google?

There are too many variables including:

- Website strength
- Competition

- Budget
- Skills, etc.

There's been studies and it shows that 6% of websites can get to the first page of Google within 61 to 182 days.

There are 10 results on the first page of Google. On average only one of those websites was able to get there within 61 to 182 days. The rest of the websites on page #1 took up to one year or longer.

These are just averages. Keep in mind that the average person or company is not very good at SEO, so don't get discouraged by those stats. I rank for keywords within 60 days all the time.

Intro To Competition Analysis

You have to determine the ranking difficulty of a keyword. The only way to learn how difficult it would be to rank on top of Google is by carefully analyzing the pages that already rank there.

Ideally, you'd want to check the top ranking pages for all of Google's 200+ ranking factors. But since only Google really knows how much each individual factor contributes to ranking a web page, it makes sense to focus on the most important rankings factors.

I'll discuss this another video course that deals specifically with "Competition Analysis."

Congratulations! You've completed our "Keywords Secrets" video course!

After you complete all the steps above, you're ready to move on to our **Competition Analysis** video course. Competition analysis is an important

step to help blast past your competition within Google search. Enroll in that video course now to get started. Thank you for watching.

-Kent Mauresmo

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