# KEYWORD RESEARCH GUIDE

## IDENTIFY THE RIGHT KEYWORDS TO OPTIMISE YOUR DIGITAL MARKETING CAMPAIGNS

# CONTENT

# I. INTRODUCTION

The term 'keyword research' is common, almost mandatory in the world of digital marketing. The rise of different keyword research tools and the popularity of incorporating keyword research strategies across platforms and mediums such as ecommerce and social media depicts the indispensability of keyword research in our current day landscape. This is especially prominent in Google Ads that has a click-through rate of nearly 8% and display ads yield 180 million impressions each month. With keyword research also comes its utilisation in search engine optimisation (SEO). Therefore, this article will delve deep and explore everything we need to know about keyword research and how it impacts SEO strategies.

# WHAT IS KEYWORD RESEARCH?

Keyword research is the process of researching popular search terms that people type into search engines like Google. They are related to queries asked by users in search engines.

# WHAT IS SEO?

SEO is the process of improving the quality and quantity of website traffic to a website or webpage from search engines. It revolves around organic traffic rather than direct or paid traffic.

# DEFINING THE RELATIONSHIP BETWEEN KEYWORD RESEARCH AND SEO

Fundamentally, the performance of your SEO strategy is dependent on your keyword research and how these keywords are used across your website. A website that is well optimised for search engines is relevant and relatable to its potential visitor base, with keywords that connect searches to your site. That is why developing a list of keywords and keyword research is one of the first and most important steps in any SEO strategy.

# II. KEYWORD RESEARCH TOOLS

One of the most common yet effective ways to conduct keyword research is through the use of keyword research tools. Let's look at some of the popular keyword research tools that are being used today with focus on their keyword research functions

# TYPES OF KEYWORD RESEARCH TOOLS



## GOOGLE KEYWORD PLANNER



## AHREFS



## SEMRUSH



## KEYWORD TOOL

# GOOGLE KEYWORD PLANNER

Google Ads

Google Keyword Planner is a tool within Google Ads that allows you to discover keywords related to your business, uncover estimated monthly searches received, determine the appropriate costs and supports you in your endeavours in creating new search ad campaigns. It is a powerful SEO tool and a resource that is perfect for helping you identify the keywords you need to be ranking for. At the start of your campaign, Google keyword planner is useful for helping you find new keywords for your SEO. It helps steer a strategy by identifying the specific terms an audience is using to find businesses just like yours, or as a way to identify opportunities to create and rank new content.

## 1 Suggestions for related keywords

Easy and intuitive for individuals who need a little help in creating keywords for their website.

## 2 Insights and a list of related keywords

It can be derived by keying in broad search terms - search terms that contain all components of your keyword in any order. From these insights you can then develop phrase search terms that contain all components of your keyword in the same order or exact search terms that match your keyword word by word.

## 3 Showcasing estimated monthly search

Helps you make more well-informed decisions in your keyword selection

## 4 Keyword Planner was created to use with Google Ads

Allows you to easily create new campaigns based on in-depth keyword research.

## 5 Provides Average Cost

Provides the average cost for your ad to show on searches for a keyword, so it is easier to pick and choose which keywords best suit your strategy and budge.

# AHREFS

ahrefs

A popular toolset for backlinks and SEO analysis, Ahrefs is an all-in-one SEO toolset with free learning materials that helps you optimise your website for search engines. Backlinks are links from a page on one website to another. If someone links to your site, then you have a backlink from them. Backlinks are important as they help with website rankings, discoverability and traffic. With regards to keyword research, Ahrefs provides thousands of keyword suggestions.

**1**

'Keywords Explorer' has > 7 billion keywords

Updated with fresh data every month

**2**

Showcases keyword frequency

Across search engines such as YouTube, Amazon, Bing, Baidu etc.

**3**

Generates different keyword permutations

Include your targeted keyword and provide search suggestions via 'autocomplete'

**4**

Has filters

Such as search volume and keyword difficulty to find and prioritise the best keywords

**5**

SEO Overview

Reviews ranking history of top ranking results along with all their SEO metrics at a glance.

# SEMRUSH

SEMRUSH

SEMrush is the one-stop solution tool suite that aims to improve online visibility and discover marketing insights. With a set of tools and reports on SEO, content marketing, competitor research, pay-per-click (PPC) and social media, SEMrush empowers greater online visibility.

### Keyword Overview

Provides users with key metrics for any keyword in the SEMrush database and helps decide what terms to target based on website content and paid ads.

### Search Results

A keyword/phrase's search volume, difficulty, average cost-per-click (CPC), keyword variations, queries and related keywords are displayed when entered.

### Position Tracking Tool

Shows you where you are currently ranking in your specified area and the inclusion of your keywords in any search engine results page (SERP) features.

# KEYWORD TOOL

Keyword Tool is an online keyword research platform that leverages on Google Autocomplete to generate hundreds of relevant long-tail keywords (phrases containing3 to 5 words e.g. 'buy hats in Singapore') for any topic. It extracts Google keyword suggestions and presents it in an easy-to-understand interface.

Empowers better content marketing and optimises SEO strategies because it does not hide popular keywords that can be used to create content for your website.

Analyse your competitor's keywords and showcase how many times each keyword is used on a particular webpage or the entire site.Analyse your competitor's keywords and showcase how many times each keyword is used on a particular webpage or the entire site.

Search volume feature allows you to discover search volume and competition for a specific keyword.

# III. KEYWORD RESEARCH STRATEGIES

A strong keyword research strategy is key for SEO as it increases both site visibility and traffic. As such, this portion of the article will uncover some useful strategies you can use as well as a step-by-step guide to follow when conducting keyword research.

# OPTIMISING YOUR SEO STRATEGY WITH KEYWORD RESEARCH: A STEP-BY-STEP GUIDE

With your strategies down, here is how it translates into a step-by-step guide to help you optimise your keyword research and SEO strategy.

**STEP 1** — Curate your set of keywords

**STEP 2** — Integrate short-tail and long-tail keywords

**STEP 3** — Create topic clusters

**STEP 4** — Consider intent

**STEP 5** — Conduct competitor

# CURATE YOUR SET OF KEYWORDS

The best businesses position themselves as customers and think like their target audiences. It is only through understanding your target audience that you can pinpoint exactly what your customers need and how your products/services can deliver based on those needs. From there, you can easily generate a list of keywords that might be useful in driving traffic to your website.

Some factors that contribute to good keywords and keyword research are relevance, authority and search volume.

**Relevance** – Google ranks content for relevance. The more your keyword meets many searchers' needs, the higher you will rank. This is exactly why it is so important to put yourself in your customer's shoes – for greater relevancy.

**Authority** – Google favours authoritative sources. Enrich your website with helpful, informational content and promote it to earn social signals and backlinks.
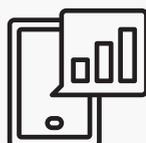
**Search Volume** – Ideally, you would want to choose keywords with a higher search volume. However, it is also important to take note that keywords with high search volume tend to be more competitive.

# INTEGRATE SHORT-TAIL AND LONG-TAIL KEYWORDS

Understanding keyword types is important in keyword research. Generally, short-tail keywords are search terms consisting of no more than 3 words. On the other hand, long-tail keywords are phrases consisting of three to five words. Though short-tail keywords may be more difficult to rank, they tend to have a higher search volume due to their broadness. According to one study, 10,000 most used keywords are virtually all short-tail. Therefore, short-tail keywords are highly useful when your intent is to raise brand awareness and drive traffic to your website.

■ COVERSION RATE

■ SEARCH VOLUME

Short Tail -
General Keywords
"wordpress themes"

Middle Tail -
General Keywords
"wordpress themes for blog"

Long Tail -
Very Specific Keywords
"free responsive wordpress theme for blog"
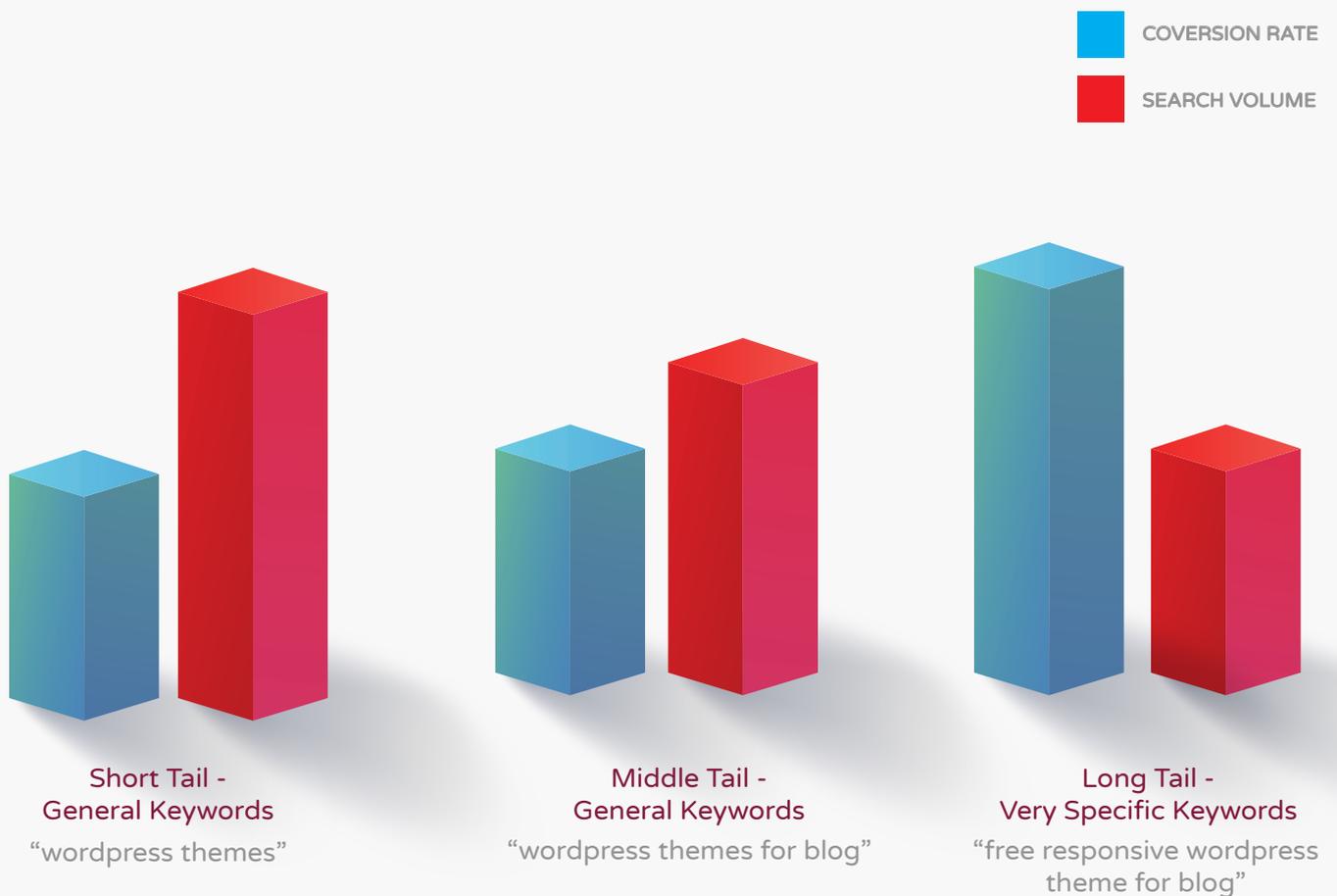
# INTEGRATE SHORT-TAIL AND LONG-TAIL KEYWORDS

In contrast, long-tail keywords may get less traffic but tend to have a higher conversion value due to their specificness, attracting visitors with more specific search intents. An individual looking for something specific will tend to be a more qualified searcher for your products or services as compared to someone searching for something more generic. People with high purchase intent use long-tail keywords often as they know exactly what they're looking for and thus, enter more specific searches. Long-tail keywords are much easier to rank due to a relatively lower competition as compared to short-tailed keywords. They also account for around 70% of all web searches. Therefore, long-tail keywords are highly useful when your intent is to drive traffic into conversion.

**1** Mix of short-tail and long-tail keywords in your keyword research

**2** Short-tail keywords, though more competitive, generate greater awareness and support high traffic to your site

**3** Long-tailed keywords, though drive less traffic, are less competitive and encourage conversion

Ultimately, having a mix of short-tail and long-tail keywords in your keyword research are equally important as they complement each other's shortcomings perfectly. Short-tail keywords, though more competitive, generate greater awareness and support high traffic to your site, while long-tailed keywords, though drive less traffic, are less competitive and encourage conversion.

# CREATE TOPIC CLUSTERS

A topic cluster leverages more on long-tail keywords and refers to a group of interlinked web pages containing a blog post or content related to the 'pillar content'. A pillar content contains information that provides users with exactly what they are looking for on search engines. Enhancing your pillar content lets you share valuable information with your website visitors, allowing you to improve your SEO rankings as a result. Topic clusters make your pillar content more recognisable on search engines and rank higher. The long-tail keywords act as a support to make the main keywords more effective for SEO.

Read more about topic clustering and its benefits here:
SEO 101: How to use Topic Clusters

HOMEPAGE

Topic A

Topic B

Topic C

Topic D

Keyword

Keyword

Keyword

TOPIC A

Keyword
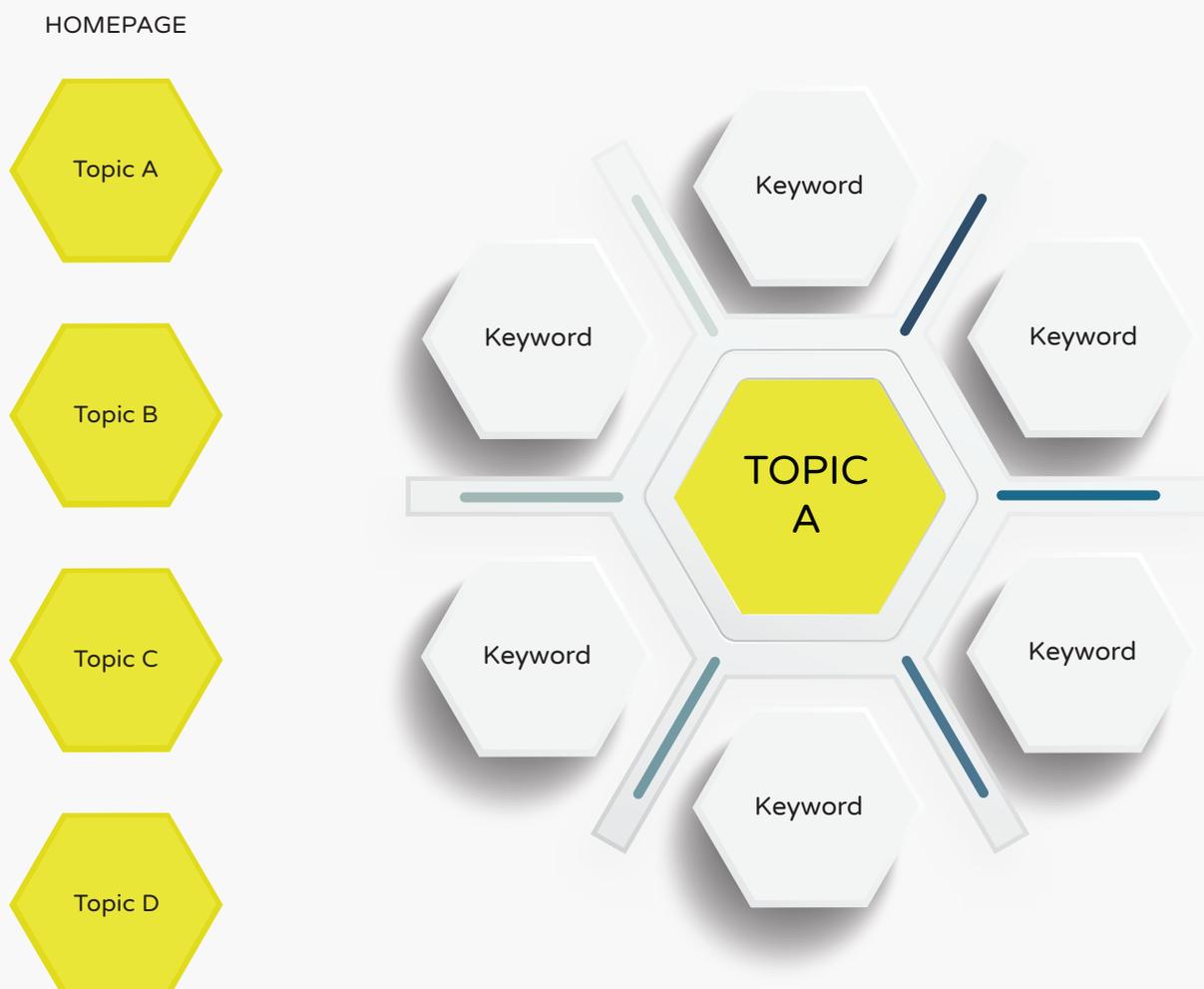
Keyword

Keyword

# CONDUCT COMPETITOR KEYWORD ANALYSIS

Relevancy, highly important in keyword research, is dependent on search intent. Search intent is the main goal a user has when typing a query into a search engine. There are **4 types** of keyword intents:

**Investigational Intent** – Investigational intent also known as commercial investigation revolves around users considering purchase. Your potential customers may be using keywords with investigational intent to try to compare products or retailers.

**Informational Intent** – People with informational intent have a specific question or want to know more about a certain topic. In this case, keywords that answer 'how to', 'what is', 'where is' or 'why do' queries can be useful.

**Transactional Intent** – Keywords with transactional intent are highly pursued in the world of search digital marketing. Usually the individual uses keyword phrases that include specific product names in association to buying words such as 'buy', 'coupon', 'discount' or 'shipping' because they are ready to make a purchase

**Navigational Intent** – Individuals with this intent want to visit a specific site. Their keywords include a company's brand name or a specific description of a company. More likely than not, they are already familiar with the company in their search.

# CONDUCT COMPETITOR KEYWORD ANALYSIS

Conducting competitor keyword analysis can help you improve your SEO rankings and outperform your competitors in search. It also supports you in giving your list of keywords another evaluation. Should your competitor rank for the same keywords as you, it becomes ideal for you to work on improving the rankings of said keywords. With that being said, do be careful not to ignore keywords your competitors might not pay attention to as this presents the perfect opportunity for you to own market share on these keywords. At the end of the day, understanding and deriving keyword information from your competitors can enhance your SEO strategy by revealing new keyword opportunities and providing inspiration that will help you stay competitive.

# IV. ELEMENTS OF KEYWORD RESEARCH SERVICES

Doing your own keyword research to optimise your SEO strategy can be a difficult and daunting challenge especially when you're new to it. Though there are many keyword research tools available, learning how to use them can be a time consuming process. In this case, it would be advisable to engage the services of an SEO company or digital marketing agency in Singapore to support you. Here are just some of the many SEO services provided with regards to keyword research.

# KEYWORD PERMUTATIONS AND POSSIBILITIES

**Keyword List 1**

apple
orange
strawberry
lemon

**Output**

apple fruits
orange delivery
strawberry juice
lemon shop

**Keyword List 2**

fruits
delivery
health
shop

**Output**

apple fruits
orange delivery
strawberry juice
lemon shop

**Keyword List 3**

juices
tea
drinnk
refreshing

**Output**

apple fruits
orange delivery
strawberry juice
lemon shop
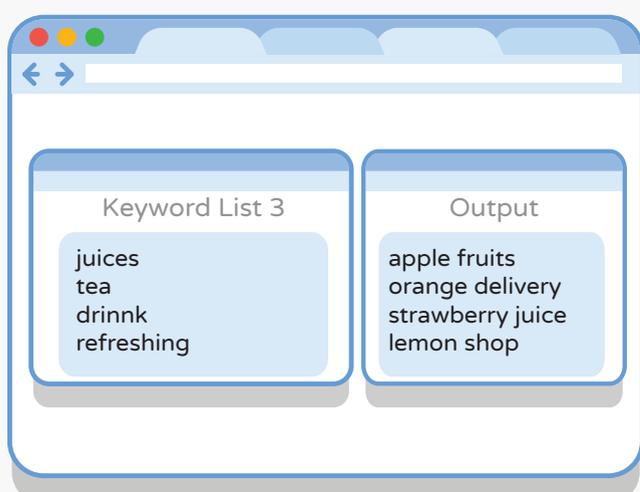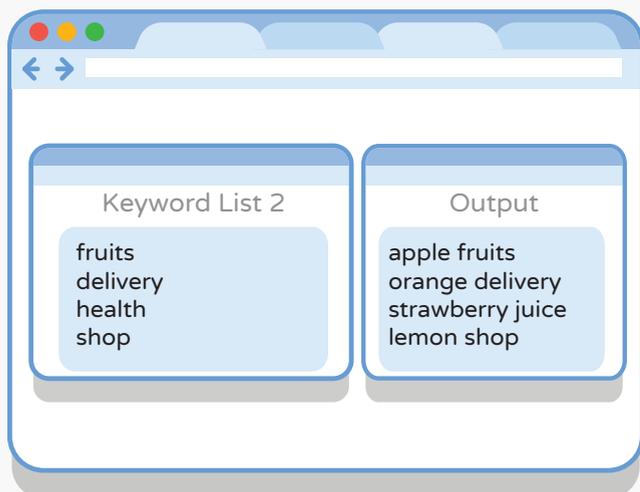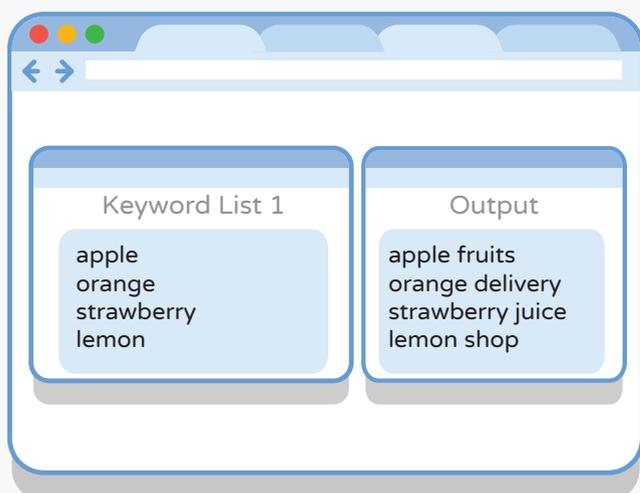
Keyword permutations are different ways in which long-tail keywords can be arranged. There are useful keyword permutation tools that SEO agencies or digital marketing agencies in Singapore leverage on to search for terms containing the set of keywords ordered in different sequences.

Keyword permutation tools are particularly useful when trying to target a specific group of keywords. Though individuals may have the same search intent, the way they conduct their search may vary slightly. Therefore, the purpose of having different keyword permutations is to reach these 'slightly different' searches.

# KEYWORD ANALYSIS

Keyword analysis is the process of analysing keywords or search phrases that bring visitors to your website through organic and paid search. Keywords can be analysed through search volume, click-through-rate (CTR), traffic potential, keyword difficulty and CPC.
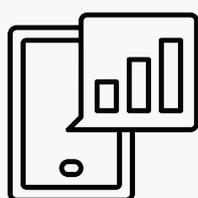
**Search Volume** taking search volume into account for your keyword analysis is vital as it reflects the popularity of the query. Ideally, you want to find keywords with a high search volume and a low rate of search competition.

**CTR** – is the percentage of people who click on your ad after seeing it and can be used to gauge how well your keywords, ads, and free listings are performing in your keyword research.
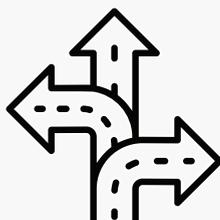
**Traffic potential** – it refers to the amount of organic search traffic a page, or group of pages, will receive from Google's SERP on average per month.

# KEYWORD ANALYSIS
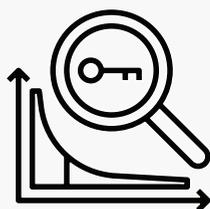
**Keyword difficulty** – evaluates how difficult it is to rank in Google's organic search results for a specific term. This is important as it can be a key influencing factor in keywords selection.

**CPC** – refers to the cost you have to pay every time someone clicks on your ad. If your campaign is set to charge for clicks, then the CPC will be your metric.

As seen, Keyword analysis can be broken down into many different elements that can be analysed. All these facets are equally crucial in determining how well your keywords are performing and reveal areas that can be improved upon in your keyword selection. Is it also extremely useful in competitor keyword research analysis, giving you an edge over your competition.

# PERFORMANCE REPORTS

Keyword performance reports track ranking and performance for high-value keywords that drive organic search results. Reports can include on-site SEO, off-site SEO and technical SEO performance.

On-site SEO – also referred to as on-page SEO, on-site SEO optimises web pages for specific keywords in order to improve search visibility and traffic. It involves making edits to title tags, headings, content and more based on current performance.

Off-site SEO – also referred to as off-page SEO, off-site SEO refers to action taken outside your own website to impact rankings within SERPs. It involves improving search engine and user perception of your website's popularity, relevance, trustworthiness and authority.
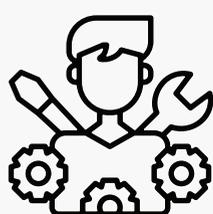
Technical SEO – the process of ensuring that a website meets the technical requirements of modern search engines with the goal of improved organic rankings. Google and other search engines need to be able to crawl, render and index the pages on your website.

Having performance reports across these essentials can help improve your SEO strategy. They give you visibility on your current performance and what can be done to improve it. At OOm, we provide all these SEO services and much more to better optimise your SEO strategy and digital marketing efforts.

# V. KEYWORD RESEARCH ACROSS PLATFORMS

Keyword research consists of many different components from search volume to keyword difficulty, level of competition and more. In this portion of the article, we will instead focus on how keyword research varies and the most effective ways to conduct keyword research across different platforms.

# BLOGS

A good keyword research strategy that you can use when writing blogs is selecting keywords that revolve around informational intent. Blog articles tend to educate and provide comprehensive solutions to queries, mostly answering 'how to' and 'why do' questions. Therefore, your keywords shouldbe able to target these queries. Create comprehensive content with infographics, videos and more using your selected keywords to increase your ranking potentiality. Another tip would be to use topic clusters to better organise your content.

## HOW TO?
## WHY DO?

# GOOGLE ADS

**ADS**

Google Ads allows advertisers to bid on keywords that are relevant to their business. Should you wish to target customers who might be interested in a particular product, choose more specific keywords that directly relate to your ad's theme. Alternatively, if your goal is to reach a wider audience use more general keywords. Layer your broad targeting strategy with Google Ads' smart bidding strategy, allowing machine learning technology to prioritise the best performing searches regardless of match type.

# SOCIAL MEDIA

Social media marketing is a popular digital marketing strategy in today's day and age. Social presents the perfect opportunity to better understand your target audience and explore what's currently relevant – 2 of the key aspects when it comes to keyword research.

One way to maximise keyword research for social media is through Facebook Ad targeting options. Facebook advertising lets you explore your audience demographic, and as mentioned before, the first step to having good keywords is by understanding your target audience.

Exploring Twitter trending topics, Instagram hashtags and keeping a close eye on social media influencers for current trends are other beneficial means in keyword research for social media.

**QUICK TIPS**

Tips on different social media platform to maximise keyword research

Facebook ads targeting options

Twitter trendings

Instagram hashtags

Monitoring social influencers

# ECOMMERCE

All v  furniture  🔍

furniture child safety
furniture anchors
furniture cat scratch protection
outdoor furniture
furniture
furniture sliders

All v  bed  🔍

bedsheet
bedside table
bed frame
bed sheet
bedsheet queen
bedside lamp

All v  frying pan  🔍

frying pan 10 inch
frying pan 14 inch
frying pan 12 inch
ffrying pan non stick
frying pan induction
frying pan ceramic
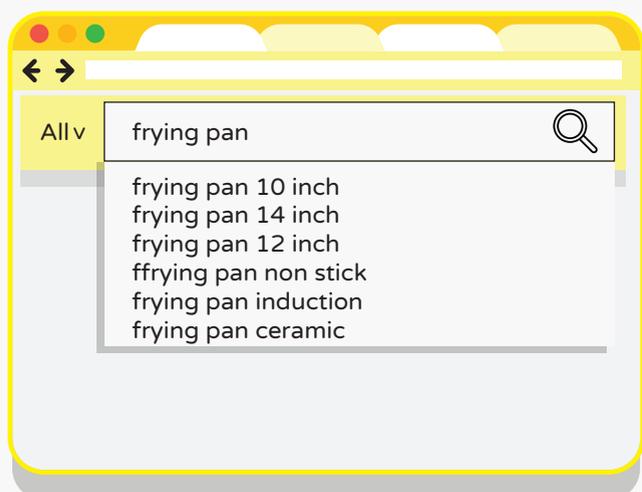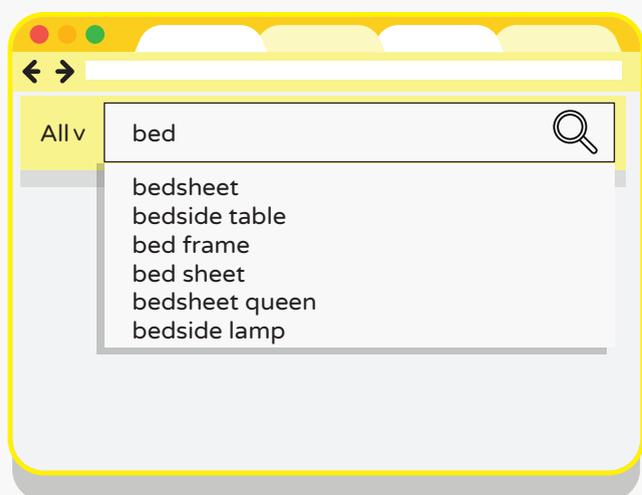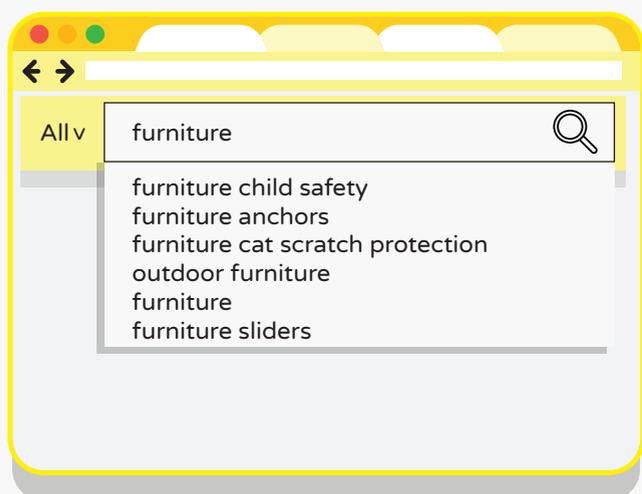
People tend to think Amazon in association to ecommerce, and rightfully so considering that it is the biggest ecommerce store online.

It also serves as a helpful tool in inspiring keyword selections for your own ecommerce business. By simply using Amazon's search engine, Amazon suggest will immediately give you an overview of what people are searching related to your keyword.

Another tip is to consider investigational or transactional intent when doing keyword research for your ecommerce business. These intents revolve around purchase which is highly relevant to ecommerce businesses.

Learn more: A Guide To Keyword Research For ecommerce SEO

# OOm™
Shaping Online Future

# TO CONCLUDE,

As our world continues to digitalise and evolve, businesses must shift towards digital marketing to remain relevant in our current digital landscape.

If you're thinking of starting your own business and require a digital marketing agency to support you, we are here to help! With a full suite of digital marketing solutions and services, your marketing needs are right up our alley!

## FIND OUT MORE & GET STARTED

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