
Keyword Research

— Most Effective Strategy —



What is a Keyword?

It's a word or a phrase that we type in **google search box** to get desired result. **Keyword research** is the process of analyzing and identifying the search terms that users use to search in search engines when they are looking for products, service, information, and solutions.

Proper use of keywords on your website helps you to achieve your goal quickly and easily.



3 Things You Should Consider

- 1) What kind of search term do you want to be found for?
- 2) Which words do you think people will use in search engines to find you?
- 3) What would the search query look like?



Types of Keyword

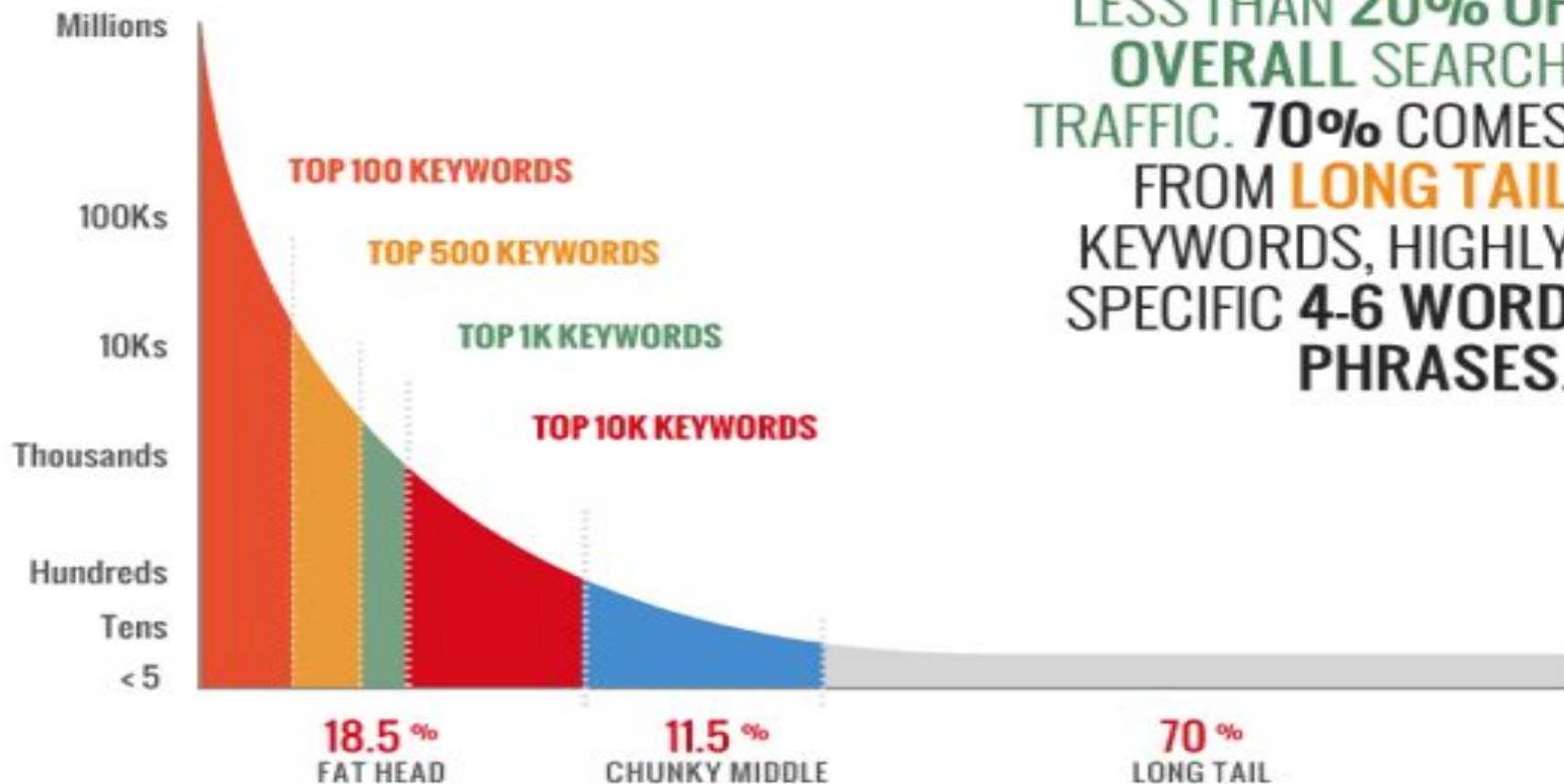
Types of keywords according to length

a) Short tail keywords - 1 to 2 words in nature, and it is more generic keywords. These types of keywords only have a headword also short tail keywords are highly competitive. It has a high search volume, but they are very hard to rank optimization.

b) Long tail keywords - More than 4 words, and it is much more specific than short tail keywords. Compared with short tail keywords it has a low search volume. However, the probability of conversion is high, and it also has low competition.

GET SPECIFIC AND GET FOUND

OF MONTHLY SEARCHES



THE TOP **10,000** KEYWORDS MAKE UP LESS THAN **20%** OF OVERALL SEARCH TRAFFIC. **70%** COMES FROM **LONG TAIL** KEYWORDS, HIGHLY SPECIFIC **4-6 WORD** PHRASES.

Types of Keyword

Types of keywords according to the user's intent Understanding your user's intention is necessary for keyword research. You can further classify three types of keywords depends on the user's intention.

a) Navigational search queries - this is when the user seeks for particular website/webpage. The navigational query is also is known as 'Go' query. Example – Twitter login.

Types of Keyword

b) Informational search queries - Users looking for general information on a particular topic. It is known as 'know' query. It is basically like a finding specific answers to questions. It will contain question words like what, why, and how. It will give more traffic to your website

For Example - How to become a digital marketer?

c) Transactional search queries - It is used when a user ready to make a buying decision. It is also called 'Do' queries. Transactional keywords consist of words like Buy, Purchase, sale, discount and so on.

Example - Buy leather shoes. It is likely that you want to purchase it.

Keyword Research Tools

<https://neilpatel.com/ubersuggest/>

Answerthepublic.com

Google Keyword Planner

Ahref.com

Solve.com

Google RTS

<https://keywordtool.io/google-suggest>

Keyword Research Technique Manually

Primary - Digital Marketing

Related - Online Marketing

Entity - Training Institute

Location - in Kolkata

Digital Marketing Training Institute in Kolkata

Primary - Entity - Location

Keyword Research Technique Manually (RTS)

Google Real Time Suggestion or (RTS) is a autocomplete search term google shows, when we start typing a keyword in google search box. This will show the popular term users are searching for.



Keyword Research Technique (Related Search)

Google Related Search is the list of keyword that you see once the results are displayed in SERP. The related search helps you to understand what other keywords users are searching for. You can see these result at the bottom of SERP

Searches related to digital marketing training

best digital marketing training **institute in kolkata**

niht digital marketing **course fees**

digital marketing **course in kolkata niit**

advanced institute of digital marketing **kolkata, west bengal**

top digital marketing **institute in kolkata**

kolkata school of digital marketing

digital marketing **course in howrah**

internet marketing school

