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WEBINAR #2

TODAY'S TOPIC:

Keyword
Research

**KEYWORD,
BLOG AND
WEBSITE
RESEARCH**



What Exactly is Keyword Research?



FREE DELIVERY

www.OnlineJobsUniversity.com



Not Getting Enough Orders From the Website

www.OnlineJobsUniversity.com



Google

Google Search

I'm Feeling Lucky

“Bibingka”



Google

Google Search

I'm Feeling Lucky

“Bil  gka”



This is Where Doing Keyword Research Can Help!



Basically, doing keyword research helps businesses
Identify the Search Terms that
their target customers are using
and will Bring Them Sales.



The Six Central Pillars of Doing Keyword Research

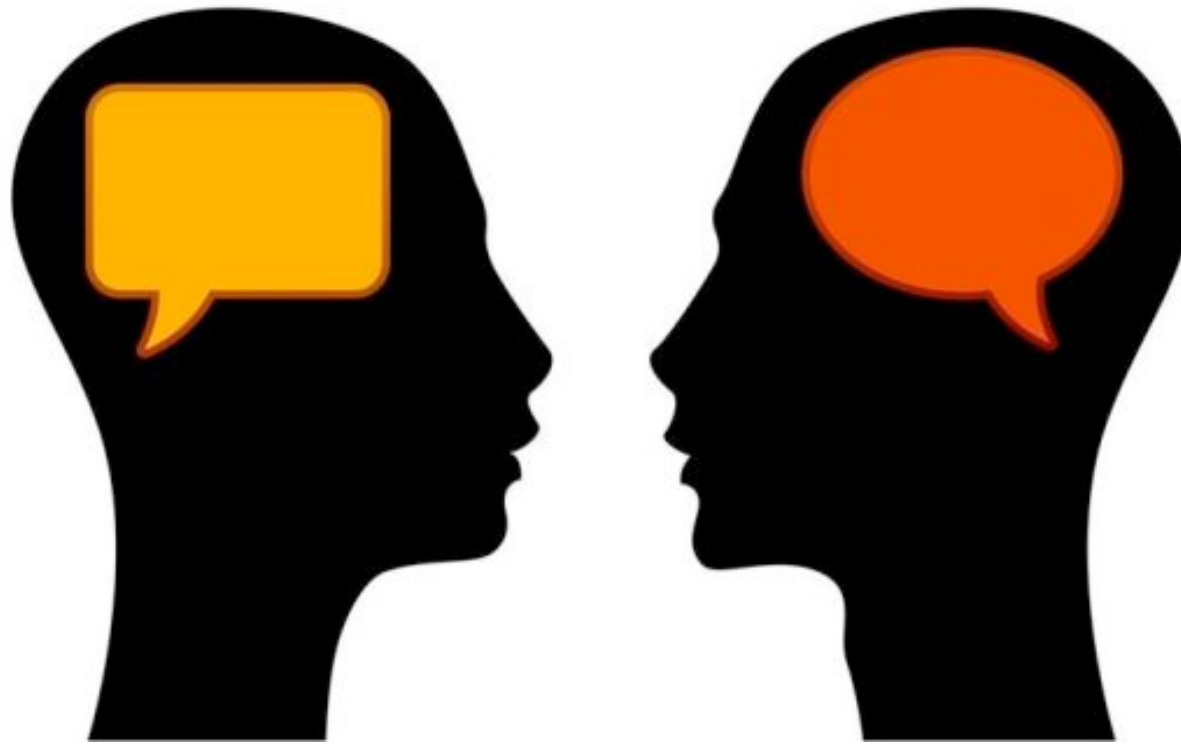


Pillar #1

Brainstorm for your Keyword List



Talk and Discuss with Your Client





**Home-Made Bibingka, Bibingka for Sale,
Bibingka Delivery, etc.**

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Pillar #1

Brainstorm for your Keyword List

Come up with a list of 5 to 10 keywords
Or phrases and use that as a base
reference for the next step.



Pillar #2

The Use of Keyword Research Tools

Here are some tools you can use to start.

- a) Google AdWords Keyword Planner (Free)
- b) WordTracker (Paid)



Google AdWords

Home	Campaigns	Opportunities	Tools and Analysis ▾	Billing ▾	My
<h3>Keyword Planner</h3> <p>Plan your next search campaign</p>			<ul style="list-style-type: none">Change HistoryConversionsGoogle AnalyticsGoogle Merchant CenterKeyword PlannerDisplay PlannerAd Preview and Diagnosis		
<h4>What would you like to do?</h4>					
<ul style="list-style-type: none">▶ Search for new keyword and ad group ideas					
<ul style="list-style-type: none">▶ Get search volume for a list of keywords or group them into ad groups					

<http://adwords.google.com>



Google AdWords

- Home
- Campaigns
- Opportunities
- Tools and Analysis ▾
- Billing ▾
- My account ▾

Keyword Planner

Plan your next search campaign

What would you like to do?

- ▶ Search for new keyword and ad group ideas
- ▶ Get search volume for a list of keywords or group them into ad groups
- ▶ Get traffic estimates for a list of keywords
- ▶ Multiply keyword lists to get new keyword ideas

Keyword Planner Tip

Find new keywords related to a phrase, website, or category

<http://adwords.google.com>

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What would you like to do?

▼ Search for new keyword and ad group ideas

Enter one or more of the following:

Your product or service

For example, flowers or used cars

Your landing page


www.example.com/page


Your product category


Enter or select a product category ▼

Targeting ?

Philippines 

All languages 

Google 

Negative keywords 


Customize your search ?

Keyword filters

Avg. monthly searches ≥ 0

Suggested bid \geq Php0.00

Ad impr. share $\geq 0\%$

Keyword options 

Ad group ideas

Keyword ideas

Download

Add all (11)

Ad group (by relevance)	Keywords		Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
Bibingka (40)	bibingka recipe, ...		2,040	Low	Php20.72	0%	»
Rice Flour (14)	rice flour, rice flo...		500	Low	Php0.46	0%	»
Panlasang (11)	panlasang pinoy...		150	Low	Php0.15	0%	»
Cake (40)	rice cakes in the...		390	Low	Php4.02	0%	»
Dessert (15)	dessert in philip...		140	Low	Php0.38	0%	»
Glutinous (9)	glutinous rice flo...		220	Low	-	0%	»
Rice (12)	rice powder, coc...		130	Low	-	0%	»

<http://adwords.google.com>



Pillar #3

Using Keyword Suggestions to Refine Your List



This allows you to understand the exact language your target customers is using to search for your products.

Ad group ideas

Keyword ideas

Download

Add all (11)

Ad group (by relevance)	Keywords	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
Bibingka (40)	bibingka recipe, ...	2,040	Low	Php20.72	0%	»
Rice Flour (14)	rice flour, rice flo...	500	Low	Php0.46	0%	»
Panlasang (11)	panlasang pinoy...	150	Low	Php0.15	0%	»
Cake (40)	rice cakes in the...	390	Low	Php4.02	0%	»
Dessert (15)	dessert in philip...	140	Low	Php0.38	0%	»
Glutinous (9)	glutinous rice flo...	220	Low	-	0%	»
Rice (12)	rice powder, coc...	130	Low	-	0%	»

<http://adwords.google.com>

Ad group: Bibingka

1 of 11 ad group ideas



Add all (40)

Keyword (by relevance)		Avg. monthly searches <small>?</small>	Competition <small>?</small>	Suggested bid <small>?</small>	Ad impr. share <small>?</small>	Add to plan
bibingka recipe		1,300	Low	Php30.20	0%	»
royal bibingka recipe		90	Low	-	0%	»
royal bibingka		50	Low	-	0%	»
what is bibingka		20	Low	-	0%	»
recipe for bibingka		40	Low	Php50.08	0%	»
bibingka oven		40	Low	Php3.76	0%	»

<http://adwords.google.com>



Pillar #4

Identify and Select Keywords Related To Your Goals



Think to yourself: When the user searches these terms, what are they looking for? What do they want? If they find my site, will their needs be met?

Ad group: Bibingka

1 of 11 ad group ideas



Add all (40)

Keyword (by relevance)		Avg. monthly searches <small>?</small>	Competition <small>?</small>	Suggested bid <small>?</small>	Ad impr. share <small>?</small>	Add to plan
bibingka recipe		1,300	Low	Php30.20	0%	»
royal bibingka recipe		90	Low	-	0%	»
royal bibingka		50	Low	-	0%	»
what is bibingka		20	Low	-	0%	»
recipe for bibingka		40	Low	Php50.08	0%	»
bibingka oven		40	Low	Php3.76	0%	»

<http://adwords.google.com>



Pillar #5

How Many People Searched for It?



- Keyword that has a high search tells us:
- 1) there is a high consumer demand
 - 2) This is the exact language that people are using to search for information related to your product or service

Ad group: Bibingka

1 of 11 ad group ideas



Add all (40)

Keyword (by relevance)		Avg. monthly searches <small>?</small>	Competition <small>?</small>	Suggested bid <small>?</small>	Ad impr. share <small>?</small>	Add to plan
bibingka recipe		1,300	Low	Php30.20	0%	»
royal bibingka recipe		90	Low	-	0%	»
royal bibingka		50	Low	-	0%	»
what is bibingka		20	Low	-	0%	»
recipe for bibingka		40	Low	Php50.08	0%	»
bibingka oven		40	Low	Php3.76	0%	»

<http://adwords.google.com>



Pillar #6

Competitive Analysis:



To get an idea of a keyword's competitive Space, do a search for the phrase you're trying to rank for. Just enter the phrase into Google as if you were the searcher.



Pillar #6

Competitive Analysis:



If you see results that offer products and services similar to yours...

That's good! That means you're in the right space. Now look at who else is ranking for your keyword phrase. Who are your Competitors?



Google

bibingka delivery



Web

Images

Maps

Shopping

More ▾

Search tools

About 64,300 results (0.24 seconds)

[Ferino's Bibingka - Quick Delivery](#)

[quickdelivery.ph/index.php?option=com_content&view...id...](#) ▾

twoanyone.com is a world class **delivery**, take-out, and catering service for ... Ferino's **Bibingka** started in October of 1938 at Juan Luna Street in Tondo, Manila.

[Ferinos Bibingka - The Philippines' Best Rice Cake](#)

[www.ferinosbibingka.com.ph/](#) ▾

Ferino's **Bibingka** started in October of 1938 at Juan Luna Street in Tondo, Manila. ... for **delivery** or pick-up from nearest Ferino's outlet; Export-ready **bibingka** for ...

[About Us](#) - [Products](#) - [Services](#) - [Outlets](#)

[Contact Us - Ferinos Bibingka](#)

[www.ferinosbibingka.com.ph/contact/](#) ▾

Mobile: 0917-8313477. Phone: (02)-2161028. Anne Barlis – Francisco Mobile: 0917-8164808. Phone: (02)-2161030. Quick **Delivery**. ©2013 Ferinos **Bibingka**.

[87878 City Delivery | Ferino's Bibingka - Branches](#)

[www.citydelivery.ph/food/ferinos-bibingka](#) ▾

Ferino's **Bibingka**. This Branch Is Open Sta. Rosa, Laguna. Paseo 5, Paseo de Sta. Rosa, Sta. Rosa, Laguna. Mon, Tue, Wed, Thu, Fri, Sat, Sun 10:00 am - 09:30 ...



Pillar #6

Competitive Analysis:



Do you see highly authoritative big brands in the top ten?

Sometimes you have to know when to fold if the competition for a keyword phrase is just too steep to compete and rank on.



Google

bibingka delivery



Web

Images

Maps

Shopping

More ▾

Search tools

About 64,300 results (0.24 seconds)

[Ferino's Bibingka - Quick Delivery](#)

[quickdelivery.ph/index.php?option=com_content&view...id...](#) ▾

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Ferino's **Bibingka**. This Branch Is Open Sta. Rosa, Laguna. Paseo 5, Paseo de Sta. Rosa, Sta. Rosa, Laguna. Mon, Tue, Wed, Thu, Fri, Sat, Sun 10:00 am - 09:30 ...



Competitive Analysis:

TAKE NOTE THAT...

It doesn't mean that if big brand names are on the top of search results, it means they can't be beaten.



Competitive Analysis:

Market Samurai - Paid Version (Registered To: brent@noblesamurai.com)

sleeping bags × children's sleeping bags ×

Keyword: children's sleeping bags

SEO Competition

Off Page On Page

Domain Age (DA) Domain Backlinks (BLD) Keyword in Title? (Title) Google Cache Age (CA)
 Page Rank (PR) Page .edu/.gov Backlinks (BLEG) Keyword in URL? (URL)
 Page Backlinks (BLP) DMOZ Directory (DMZ) Keyword in Description? (Desc)
 Yahoo Directory (YAH) Keyword in Header Tag? (Head)

[Generate Results](#) [Hide Column Filters](#)

#	URL	DA	PR	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head	CA
1	http://www.sensoryedge.com/core.html	6	3	28	1670	0	Y	Y	N	N	N	N	4
2	http://www.amazon.com/b?ie=UTF8&node=19	10	6	1	134000000	0	Y	Y	N	N	N	N	-
3	http://www.target.com/Kids-Sleeping-Bags-Ca	12	0	0	1300000	0	Y	Y	N	N	N	N	-
4	http://www.netkidswear.com/kidssleepingbag.ht	9	3	22	2160	0	Y	N	N	N	N	N	2
5	http://www.bizrate.com/camping_hikinggear/pr	-	0	0	14100000	0	N	Y	N	N	N	N	-
6	http://www.coleman.com/coleman/ColemanCo	12	0	2	15400	0	Y	Y	N	N	N	N	6
7	http://www.allsleepingbags.com/	4	2	47	114	0	N	Y	N	N	N	N	7
8	http://www.prlog.org/10195411-childrens-sleep	3	3	0	79300	0	N	N	N	N	N	N	4
9	http://www.olivekids.com/sleepingbags.html	9	0	16	8490	0	Y	Y	N	N	N	N	5
10	http://www.childrenssleepingbags.net/	6	0	3	3	0	N	N	Y	N	Y	Y	5

[View Results in Google](#) [Add custom URLs](#) [Export](#)

Thank-you For Using Market Samurai! (version 0.81.10)
 For video tutorials to help to get the most out of Market Samurai, or to search for support for any Market Samurai problems you might have, please visit <http://www.noblesamurai.com/support>



Competitive Analysis:

SEO Competition

Off Page
 On Page

Domain Age (DA)
 Domain Backlinks (BLD)
 Keyword in Title? (Title)
 Google Cache Age (CA)

Page Rank (PR)
 Page .edu/.gov Backlinks (BLEG)
 Keyword in URL? (URL)

Page Backlinks (BLP)
 DMOZ Directory (DMZ)
 Keyword in Description? (Desc)

Yahoo Directory (YAH)
 Keyword in Header Tag? (Head)

#	URL	DA	PR	BLP	BLD	BLEG	DMZ	YAH	Title	URL	Desc	Head
1	http://www.sensoryedge.com/core.html	6	3	28	1670	0	Y	Y	N	N	N	N
2	http://www.amazon.com/b?ie=UTF8&node=19	10	6	1	134000000	0	Y	Y	N	N	N	N
3	http://www.target.com/Kids-Sleeping-Bags-Ca	12	0	0	1300000	0	Y	Y	N	N	N	N
4	http://www.netkidswear.com/kidsleepingbag.ht	9	3	22	2160	0	Y	N	N	N	N	N
5	http://www.bizrate.com/camping_hikinggear/pr	-	0	0	14100000	0	N	Y	N	N	N	N
6	http://www.coleman.com/coleman/ColemanCo	12	0	2	15400	0	Y	Y	N	N	N	N
7	http://www.allsleepingbags.com/	4	2	47	114	0	N	Y	N	N	N	N
8	http://www.prlog.org/10195411-childrens-sleep	3	3	0	79300	0	N	N	N	N	N	N
9	http://www.olivekids.com/sleepingbags.html	9	0	16	8490	0	Y	Y	N	N	N	N
10	http://www.childrenssleepingbags.net/	6	0	3	3	0	N	N	Y	N	Y	Y



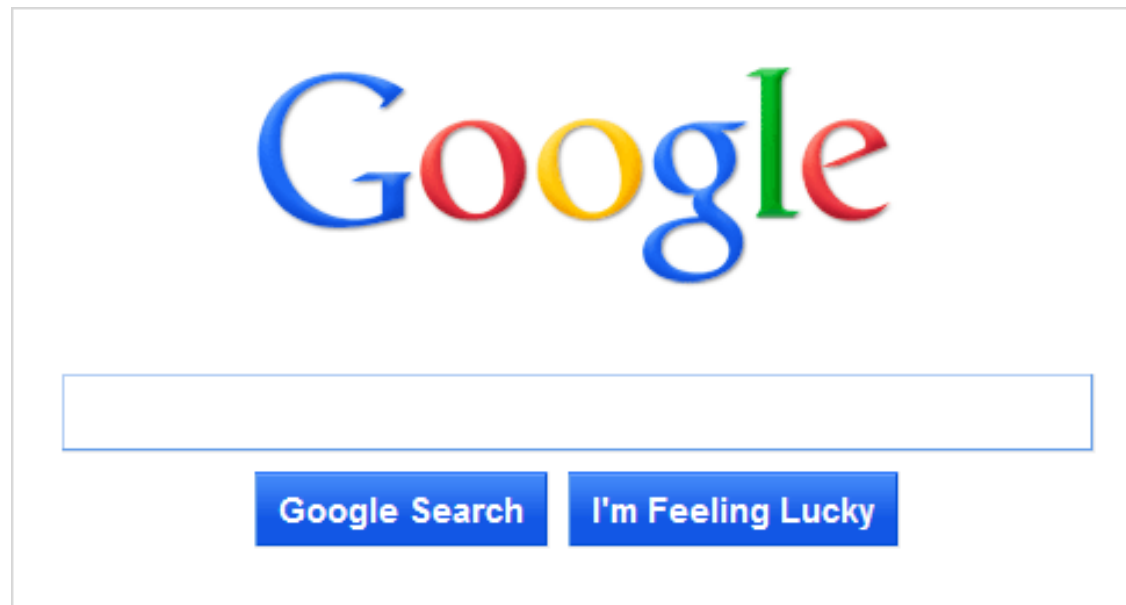
FINAL WORDS

The Skill and Knowledge of doing Keyword Research is very valuable that it can Make or Break Your Client's Business, especially if they rely heavily on search traffic



FINAL WORDS

**If you Like to know more about
How to do Keyword Research**





**You Can Also Join the
Many Support Groups &
Forums Online and on
Facebook**



We Work from Home. We Earn Online. We Are...



Online Filipino PROFESSIONALS

A COMMUNITY OF VIRTUAL ASSISTANTS AND FREELANCERS IN THE PHILIPPINES THAT HELPS AND SUPPORT PINOYS WHO WISH TO START THEIR ONLINE CAREER AND WORK FROM HOME



JOIN US NOW!

Online Jobs Support Network Members Events Photos Files ✓ Notifications + Create Group ⚙ 🔍

📝 Write Post 📷 Add Photo / Video 🗨 Ask Question 📎 Add File

Write something...

PINNED POSTS

 **Genesis Reonico**
Welcome to Online Jobs Support Network by <http://OnlineJobsUniversity.com/>

About 417 members

Closed Group

Welcome to Online Jobs Support Community. This group was created to help and support those who w... [See More](#)

417 members (32 new) · [Invite by Email](#)

[+ Add People to Group](#)

<http://onlinejobsuniversity.com/supportgroup>

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