

Keyword Primer For Beginners

[Softnik Technologies](#)

What Are Good Keywords?

For a website, **keywords** are simply the **words** you use as part of your web page content. But as you can imagine, some words are always more important than others.

For a business owner the most important keywords or “**Good Keywords**” are the words that his or her prospective customer associate with the products or services.

What are Keywords?

The term **Keyword** refers to a word or a phrase used by Internet users to find information on-line. For example, if Joe wants to find information about **pest control products**, he will probably go to Google and type in

Pest Control Products

The phrase ‘Pest Control Products’ is the “**keyword**” Joe used to find the information he wanted.

Why Are Keywords Important?

Keywords are very important in Internet marketing because it allows marketers to **know what people want**. As we all know, that kind of information is worth a lot to marketers! Even off-line marketers benefit from knowing what people search on the Internet because it provides an insight into **consumer desires** and wants.

Finding Popular Keywords

Search engines do log all the search statistics and these companies are probably sitting on a large pile of keyword data collected over the past many years. So, **search engines** are obviously the best source of information for finding popular keywords.

Keyword Suggestion Tools

Google, the most popular search engine, offers a **keyword suggestion tool** for use by their AdWord users. This is available at

<https://adwords.google.com/select/KeywordToolExternal>

There are more tools offered by other search engines and third party providers who source their data from ISPs and miscellaneous sources. Examples of third party providers include **Wordtracker** and **Keyword Discovery**.

Key Fact!

According to Google, a **quarter** of daily searches on Google are made up of entirely new keywords!

Keyword Search Popularity

It is simply not enough to know what phrases people usually type in. It is also important to **know which phrases are more popular**. For example, some one who runs a pest control related website may want to know which of the following two phrases was searched more.

Pest Control Services

or

Pest Control Products

According to the Google Keyword Tool “***Pest Control Services***” was searched about 49,500 times in August 2009 and “***Pest Control Products***” was searched about 12,100 times.

The number of searches for a keyword, during a month, a week or even a day, normally specifies the “**keyword search popularity**”.

The “Keyword search popularity” will vary depending on search engines, regions, and languages. It is also often **seasonal**. For example, searches for “Halle Berry” will increase when her movie is about to be released.

Keyword Search Counts - How Accurate Are They?

One of the most common questions regarding keyword data is about the **accuracy**. Many people get confused because different sources show different search counts for the same keyword phrase.

There is nothing surprising about this!

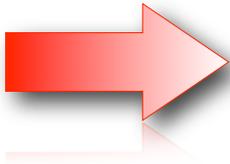
It is simply **not possible** to know the exact number of searches done for any keyword phrase. On-line tools base their data on a small fraction of the actual searches that actually take place.

Google is the most popular search engine. So the Google keyword tool is probably the best source for obtaining **keyword search estimates**. There are people who suggest that Google has a vested interest in not providing good estimates because they want people to blindly use their Adword services. This is of course debatable.

Wordtracker bases its results on searches done on Dogpile and MetaCrawler. This, according to NetApplications.Com accounts for **0.63%** of all searches across all search engines (quoted from Wordtracker website). This is not really a bad thing. We simply need to realize that this keyword data is just an estimate based on a small fraction of actual searches.

Keyword search data are simply rough estimates

While doing any keyword research, just treat the data as **rough estimates**. Use these numbers to pick a set of suitable keywords and test them in real to see if you get any traffic. This can be done by setting up a test Google Adword campaign for the keywords. Run the campaign for a few days to see the actual impressions for each keyword phrase.



A quarter of daily searches on Google have never been seen before!

Yes! That is right! According to Google, a **quarter** of daily searches on Google are made up of entirely new keyword phrases! This means that these keywords are not going to be found from keyword suggestion tools!

Most of these new searches are related to current trends, news and events. So, you should be looking for...

- Upcoming events
- Something a celebrity did
- Current news headlines

- A hot topic everyone is discussing on Twitter, Facebook or another social media resource.

A very useful tool for digging out keywords based on top selling products, current events, trends and social media discussions is [Keyword Strategy Studio](#).

It is a Windows desktop software and costs \$49 while the current special price promotion is on.

Keyword Result Supply

You could think of “keyword search popularity” as a sort of **demand** for whatever market is represented by that keyword phrase. So it will be important to know what kind of **supply** exists for the same market.

Since it is very difficult to measure the supply, most people use the total number of web pages in a search engine index to approximate the keyword supply.

For example, for the keyword phrase “**pest control services**”, Google has over 1.4 million results.

Keyword Demand and Supply

On-line marketers often brainstorm and find profitable niche markets using Keyword Demand vs. Supply. You may have found a profitable niche if...

- A lot of Internet users are searching for a particular keyword phrase (indicated by a high “keyword search popularity”).
- The number of web page results returned for that keyword phrase is too few, are of low quality, or is not relevant to the search query.

Of course, it could also mean that the particular niche is simply not profitable and most people have kept away.

Automated Niche Research

Many automated tools exist for searching and finding keyword phrases that have “high demand” and “low supply”. These tools provide an index number (some times called **Keyword**

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Quick Tip

Competition Strategy Studio is a powerful and easy method to research competition!

You can simply type in a keyword phrase and get all the top ranked web pages, the titles they use and more from across all the three top search engines. The data is presented in clean tabular format and accessible at any time afterwards.

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Effectiveness Index or **KEI**) indicating how profitable a particular niche is.

The fact is that millions of **automated junk pages** with random text exist on the web. These are created by automated scripts and software to lure visitors and then to make them click on one of the advertisement links on the page. This makes any analysis based on the count of web pages not very effective. So KEI is no longer an **accurate** indication of quality supply.

Niche Research Requires Common sense and Not Automation

It is wise to use **your own judgment** while determining what is a good niche and what is not. As already mentioned above, people have been indiscriminately using automated tools to fill a large part of Internet with low quality web pages. In some cases there may be many search engine results for a keyword phrase with high search popularity, but most of them may be poor or low quality sites created using automated tools. It is not possible for any software to automatically analyze the quality of web pages.

Another reason for not depending too much on automated niche research is that it is possible to **compete and succeed** in niches that seem to have a lot of web page results. In some areas there may be a lot of web pages, but none of them may provide the right answer to the searcher. The automated tools will of course, not find these.

A good niche researcher should always check the quality of the web pages that seem to cater to the demand.

I Know Which Keywords Are Popular, Now What?

Once you know which keywords are important, you can create web pages that target the users who use those keywords.

When a user searches for information on a search engine, the search engine will return a list of web pages. If you have a website, your aim is to get listed at the top for all popular keywords in your site category.

You can do this by creating web pages that the search engines will determine to be a **good fit** for the popular keywords.

Your task is to...

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- Create web pages that are **targeted** to what people have in mind when they search the Internet.
- Convince the search engine algorithms that your pages are the **best possible results** for those keyword searches.

Making Your Sites Rank At The Top

For this you need to create what are called search engine optimized pages.

In other words, you tweak and adjust the web page contents in ways that will cause it to be ranked high. This is often not easy and depends on a number of things. There is an entire industry called **Search Engine Optimization Services** to cater to this.

Search Engine Optimization will be discussed in another primer.

Pay Per Click Advertising

There is another way to get ranked high in search engines, Pay them!

Most search engines like Google, Yahoo and Bing offer a **Pay Per Click (PPC)** program that allows you to get ranked in search engines depending on what you are willing to pay per click.

More about PPC programs and search engine advertisements in another primer!

Conclusion

This document covers the **very basics on Internet Keywords**. This knowledge is sufficient for **simple** website planning and development. If you wish to do pay per click advertisements or search engine optimization of your web pages you need to learn more. Please visit our sites for more information, articles and software tools.

Your Feedback

Your feedback is **always welcome** and we are anxious to hear your ideas and opinions. Please do contact us at

<http://www.softnik.com/icenter/contact.php>

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Other Keyword & SEO Tools

For Windows

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For Mac OS X

- [Competition Strategy Studio for Mac OS X](#)