

KEYWORD RESEARCH 2

Keyword research has moved on since we last published a briefing note on this subject in August—yes just two months ago. There are a whole plethora of tools out there to help and we give our selection below. Use these tools to help you choose your keywords for both pay-per-click advertising and for the individual pages of your web site. All are free.

1. Search engine

Enter your keyword or keyword phrase in the search engine and see how many results it finds. Simple and quick.

2. Competitor sites

Have a look at competitor sites and see what keywords they are using. This is low hanging fruit. See what is attracting web users to your competitors' sites and you can ride on the back of their keyword research. To do so, find their web site Home Page and look for 'View/Source' in Internet Explorer and it will show you the keywords being used. Simple, quick and cheap.

3. Google's Wonder Wheel

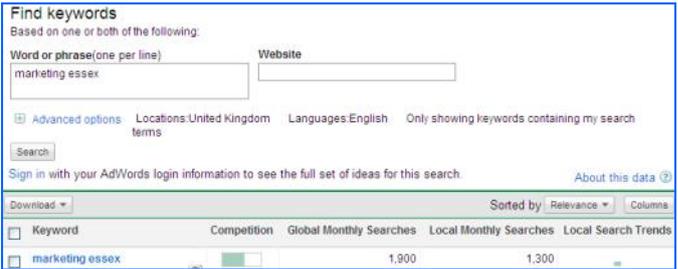
Enter a search into Google and then scroll down the left hand column for More search tools/Standard view. This gives you a visual plan of the keywords associated with your keyword. Fun to use and stimulates thought.



4. Google's Keyword Tool

Only in the last month has Google combined two of its tools into this one super tool. It is available both through your Adwords account and to external users (see URL in inset box). Two features are particularly useful. Firstly it shows search volumes for your keyword and you can filter the territory down to a spe-

cific country. Secondly, you can interrogate a keyword by checking on the Google Insight report without leaving the Keyword Tool.



Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
marketing essex		1,900	1,300	

5. Keyword Eye

Another fun tool visualising keywords by search volume. The results can be filtered according to territory making it more useful than the Wonder Wheel.



6. Others

There are a whole host of free keyword tools available on the web but it is probably best to stick to a few which you know and trust. Listed in the box are two provided free-of-charge by Google which may also help: Sets and Trends. They all provide useful information to narrow your choice of keyword. Remember, it is not enough to just have the right keyword, your landing page should share the same focus.

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Useful sites:
www.keywordeye.co.uk
<https://adwords.google.com/select/KeywordToolExternal>
www.google.com – Sets in Google Labs
www.google.co.uk – Trends