

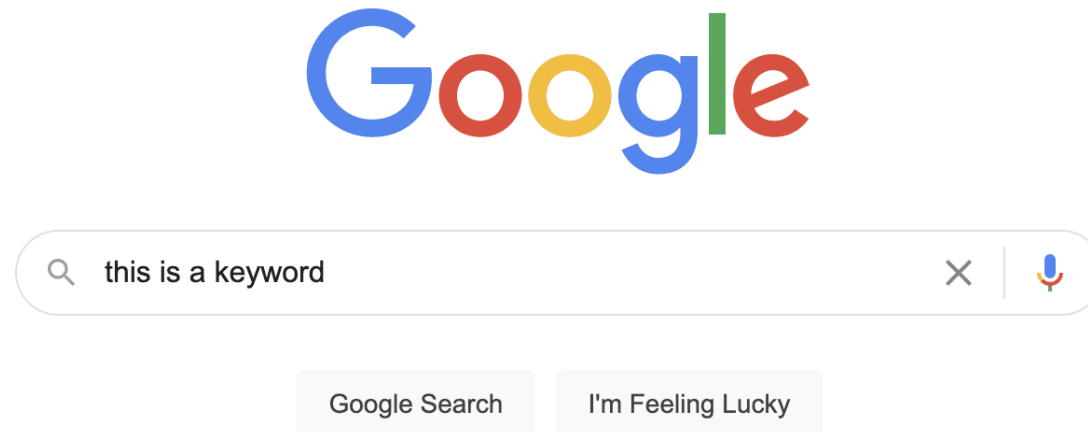
Keyword Research, SEO Topics & Competitor Analysis

Digital Marketing



Keywords

- Keywords are the words and phrases that people type into search engines. They're also known as search queries or "SEO keywords."



Keyword Research

Keyword research should be in the first steps of every SEO strategy.

Before you write your website content, you need to think about which search terms you want to be found for.

Keywords

Where to start from?

From **Keyword Research**

Steps:

1. Know your industry! Create logical segments (i.e. split your products/services into segments)
2. See what keywords your competitors rank for
3. Use keyword research tools
4. Investigate the value of the detected keywords

Keyword Research

- ***Keyword research***: the work you do to come up with an extensive list of keywords you want to rank for.

It involves analyzing, comparing, and prioritizing the best keyword opportunities for your website.

Keyword research helps you to answer questions like:

- How hard will it be to **rank for this keyword?**
- **How much traffic** am I likely to get if I rank for this keyword?
- **What kind of content** should I create to rank for this keyword?
- Are people searching for this keyword?

Focus Keyphrase

It is the search phrase that you most want your page rank for.

→ It usually consists of multiple words (it can still be mentioned as keyword).

- *What are the key differences between a single-word keyword and a keyphrase?*
- *What are the benefits of the one and the other?*

Keywords have usually considerably higher search volumes comparing to keyphrases.

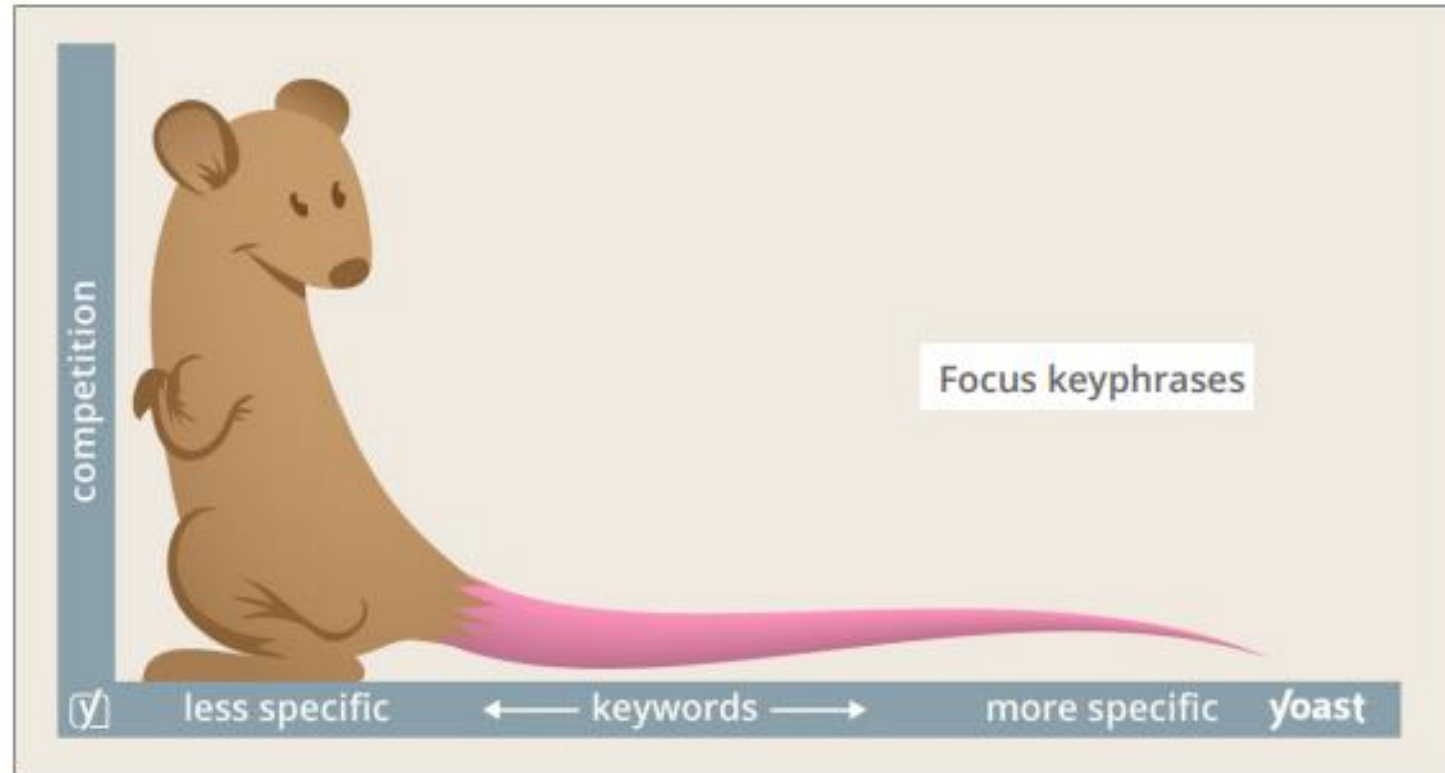
But keyphrases often drive more targeted and specific traffic to the website

3 Keyphrase Types

| | | |
|------------------|---|--------------------------------------|
| Head | Generic, competitive | Ex: Italian food |
| Mid tail | More specific, less competitive | Ex: homemade Italian pasta |
| Long tail | Even more specific, even less competitive | Ex. homemade Italian penne carbonara |

Decide which are your most critical, high-level keywords – the ones that generate sufficient traffic for your website and best fit your business.

Keyphrase Types



*Think examples of: puppy training, kids' shoes, etc.
When to use each one and why?*

Searcher Intent

Searcher intend:

Whenever someone enters a search query into a search engine, they are on a quest for something

What is their intent? What are they looking for? What are they trying to achieve?

If your content matches the searcher's intent (in simpler words, gives him what he wants) Google will rank you not only for the keywords you're targeting but also for other related keywords that match the same intent.

Searcher Intent

| Type of intent | People want to... |
|-----------------------------|--|
| informational intent | find information on a specific topic |
| navigational intent | access a specific website by entering the term in a search engine (branded keywords) |
| commercial intent | do research before making a purchase (asking for sales/offers/etc) |
| transactional intent | buy something, after doing their commercial intent searches (use the word 'buy' or branded keywords and 'buy') |

Keywords vs. Topics

Google now ranks websites based on their topical relevance and authority instead of just random keywords. But what exactly is the difference between keywords and topics?

A **Topic**, however, is a group of keywords that are related to each other. And this relationship isn't necessarily limited to synonyms.

A **Keyword** is just a word or phrase used by a searcher. For example, "blog writing tips", "get email subscribers", "traffic generation tips", "buyer persona".



Google is more concerned about [matching the searcher's intent than matching keywords.](#)

Moz research, 2018

<https://moz.com/blog/write-for-seo-2018>

Keywords vs. Topics

- Example (Topic: Content marketing)

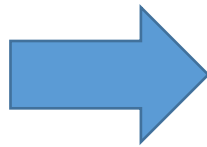


Keywords vs. Topics

- Example (Topic: Football)

Q. What are the terms/things that come to your mind when you think of football?

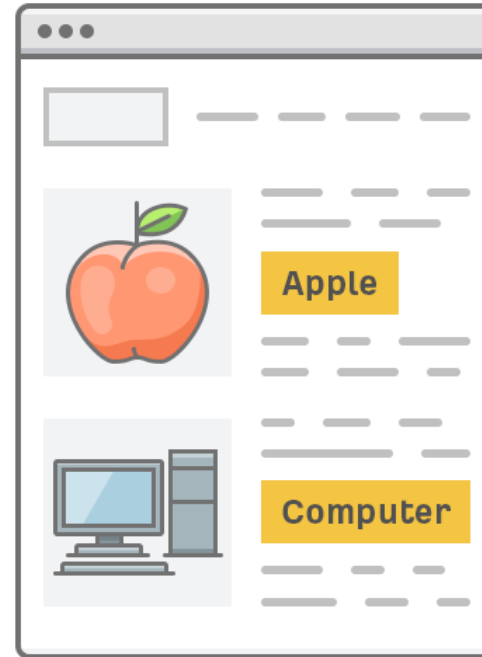
Christiano Ronaldo, Messi, David Beckham Free Kick, Greatest goals, Football dribbling, Manchester United, English Premier League, World Cup Football.



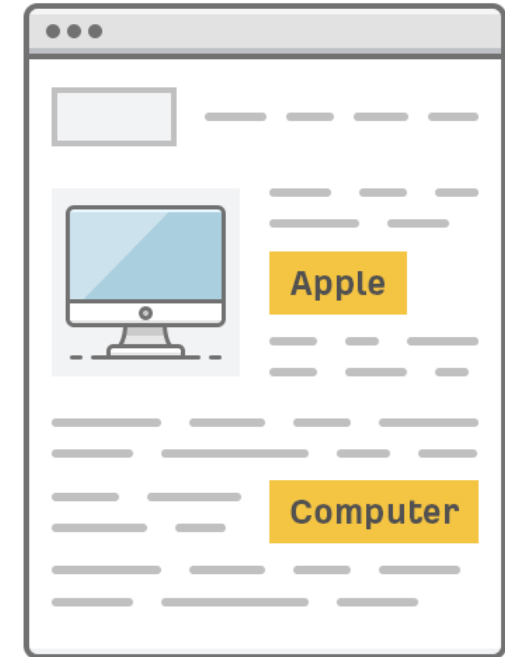
'Football News'

LSI Keywords

- Google relies on LSI keywords to understand content and define topics
- LSI (Latent Semantic Indexing) Keywords are conceptually related terms that search engines use to deeply understand content on a webpage.



Source: <https://ahrefs.com/blog/lsi-keywords/>



ahrefs

LSI Keywords



LSI Keywords are NOT synonyms.
Instead, they're terms that are closely tied to your target keyword.

Example LSI s for “jogging”?

LSI Keywords

Where to find LSIs? Related searches under SERPs, Google Autocomplete (consider personalization..), Tools (e.g. Google Ads Planner, [Ubersuggest](#)),

What is a LSI Keyword?

A Latent Semantic Indexing keyword is keyword that is semantically linked to a main keyword.

Scroll down to the bottom of a Google Search Engine Result Page and You may find LSI Keywords related to your recent search.

Searches related to web design

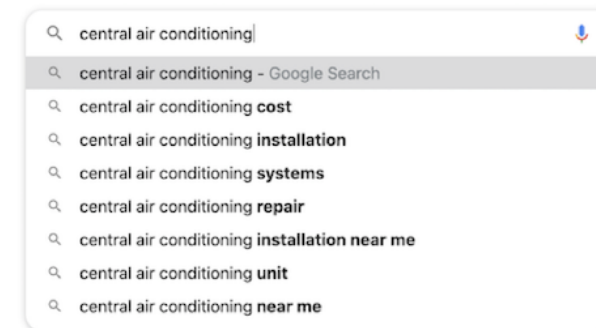
web design **definition**
web design **company**
how to learn web **designing**
web design **tutorial**

web design **course**
uses of web design
web **designing software**
web design **mesa**

LSI KEYWORDS



SEO Advice by Creative Developments: www.develop4u.com



LSI keywords

LSI Keywords

Ubersuggest - Example

Keywords

Keyword Overview

Keyword Ideas

Keywords by Traffic

Competing Domains

Content Ideas

Keyword Lists NEW!

Traffic

Backlinks

Account & Billing

Chrome Extension

Consulting Services

Support

Knowledge Base

Support

Keyword Ideas : organic olive oil

SUGGESTIONS (288) | RELATED (780) | QUESTIONS (41) | PREPOSITIONS (12) | COMPARISONS (23)

Volume SEO Difficulty CPC Keyword Filters

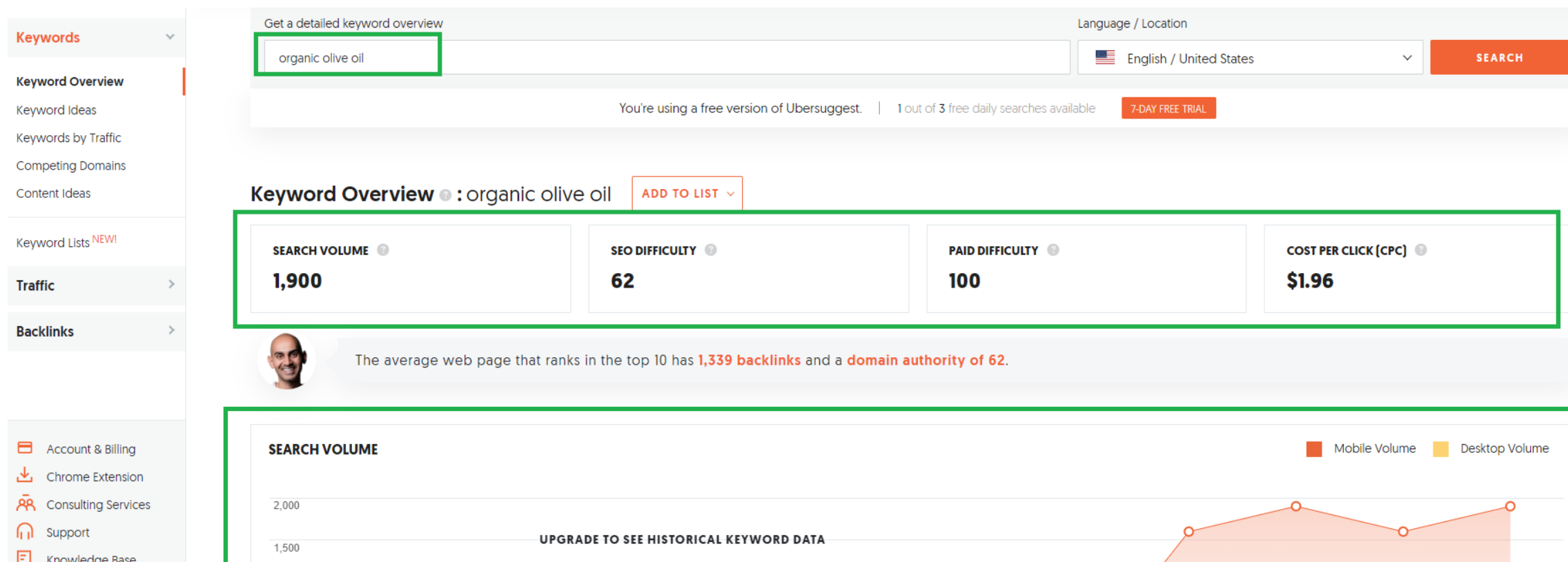
BETA ALL PAGE 1 RANKING POTENTIAL

EXPORT TO CSV COPY TO CLIPBOARD ADD TO LIST 0 of 288 Selected

| | KEYWORD | | VOLUME | CPC | PAID DIFFICULTY | SEO DIFFICULTY |
|--------------------------|---|----------------|--------|--------|-----------------|----------------|
| <input type="checkbox"/> | organic olive oil | Search Results | 1,900 | \$1.96 | 100 | 62 |
| <input type="checkbox"/> | organic olive oil extra virgin | Search Results | 1,000 | \$1.52 | 100 | 68 |
| <input type="checkbox"/> | organic extra virgin olive oil | Search Results | 1,000 | \$1.73 | 100 | 75 |
| <input type="checkbox"/> | extra virgin olive oil organic | Search Results | 1,000 | \$1.34 | 100 | 63 |
| <input type="checkbox"/> | organic olive oil california | Search Results | 320 | \$1.92 | 100 | 41 |
| <input type="checkbox"/> | organic olive oil costco | Search Results | 320 | \$0.27 | 100 | 83 |
| <input type="checkbox"/> | organic olive oil for hair | Search Results | 170 | \$0.69 | 100 | 68 |
| <input type="checkbox"/> | organic olive oil cold pressed | Search Results | 170 | \$2.01 | 100 | 55 |
| <input type="checkbox"/> | organic olive oil bulk | Search Results | 140 | \$3.49 | 100 | 46 |
| <input type="checkbox"/> | extra virgin olive oil organic cold pressed | Search Results | 140 | \$0.75 | 100 | 57 |

Keyword Research Tools

Example by Ubersuggest (https://app.neilpatel.com/en/ubersuggest)



Keyword Research Tools

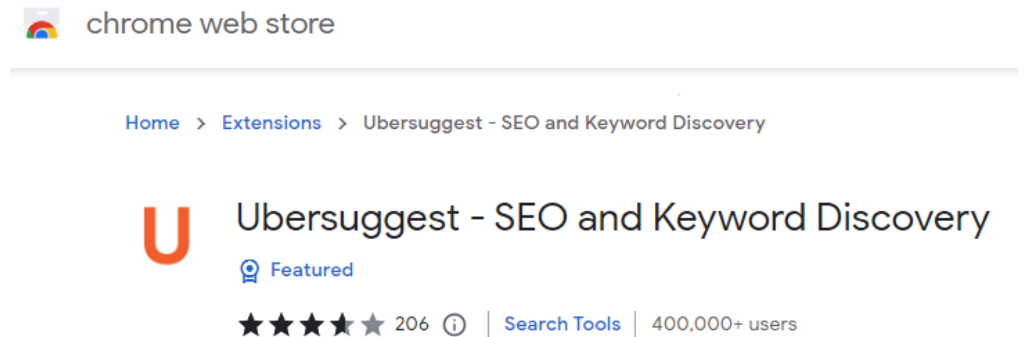
Ubersuggest Chrome Extension

<https://chrome.google.com/webstore/detail/ubersuggest-seo-and-keywo/nmpgaoofmjlimabncmnmnopjabbflegf?hl=en>

Ubersuggest is a FREE chrome extension and a powerful SEO tool that shows you keywords monthly search volume, CPC & competition data.

The complete list of metrics, data, and features available with Ubersuggest is:

- Different keyword ideas • Content ideas • Google keywords • Amazon keywords • YouTube keywords
- Top ranking pages • Keyword analysis and details
 - Site audits • Backlink profiles • Search volume • CPC
- Highly-targeted keyword suggestions • The average number of backlinks • Domain score • Pinterest shares
- Facebook shares • A comprehensive chart that breaks down • Percentage of SEO clicks your search term gets
 - Different age groups that search for your term



Keyword Research Tools

Ubersuggest Chrome Extension

Search results for "milk" (About 4,530,000,000 results (0.93 seconds))

<https://en.wikipedia.org/wiki/Milk>

Milk - Wikipedia

Domain Authority: 98 Est. Visits: 102 25 3,350 7,029

Milk is a white liquid food produced by the mammary glands of mammals. It is the primary source of nutrition for young mammals (including breastfed human ...)

[Milk \(disambiguation\)](#) · [Breast milk](#) · [Plant milk](#) · [Skimmed milk](#)

People also ask

- What is the benefits of drinking milk?
- Can I drink milk everyday?
- Is milk good for weight loss?
- How much milk should you drink a day?

[Feedback](#)

<https://www.imdb.com/title/...>

Milk (2008) - IMDb

Ubersuggest Extension Hide ☒ Show

Ubersuggest Export to CSV 🇬🇷

People also search for... [Hide Section](#)

[Related](#) [Suggestions](#) [Questions](#) [Prepositions](#) [Comparisons](#)

| <input type="checkbox"/> Keyword | Vol | CPC | SD |
|---|-------|-------|----|
| <input type="checkbox"/> hipp organic milk | 8,100 | €0,53 | 52 |
| <input type="checkbox"/> milk thistle | 1,600 | €0,21 | 32 |
| <input type="checkbox"/> butter milk | 1,300 | €0,63 | 77 |
| <input type="checkbox"/> milk butter | 1,300 | €0,63 | 48 |
| <input type="checkbox"/> seabamed body milk | 1,300 | €0,21 | 34 |

Keyword Research Tools

Ubersuggest Chrome Extension

☰

YouTube^{GR}

chocolate

Show Data

×

🔍

🎤

🏠 Home

📺 Shorts

📺 Subscriptions

📺 Library

🕒 History

📺 Your videos

🕒 Watch later

👍 Liked videos

☰ wordpress virtual cl...

Subscriptions

Devlin Peck

MooMooMath a...

ANEMOSKORPISM...


Kent Löfgren

⊕ Browse channels


Explore

🏠 Filters

About these results ⓘ



Chocolate choco choco
41M views · 9 years ago
Don Bosco Romania
Bans 2013.
3:11



"Chocolate" - The 1975 (Acoustic Cover by First to Eleven)
5.6K views · 1 hour ago
First To Eleven
Our acoustic cover of "Chocolate" by The 1975! Support us on PATREON:
<https://www.patreon.com/firsttoeleven> Subscribe: ...
New 4K
4:07

Ubersuggest Extension

Hide ☒ Show

Ubersuggest

📄 Export to CSV

🇬🇷

People also search for... [Hide Section](#)

[Related](#) [Suggestions](#) [Questions](#) [Prepositions](#) [Comparisons](#)

| <input type="checkbox"/> Keyword | Vol | CPC | SD |
|--|-------|-------|----|
| <input type="checkbox"/> chocolate meringue pie | 6,600 | €0 | 60 |
| <input type="checkbox"/> chocolate mirror glaze recipe | 2,900 | €0 | 57 |
| <input type="checkbox"/> charlie and chocolate factory | 2,400 | €0 | 78 |
| <input type="checkbox"/> troufa bread & chocolate | 1,600 | €0,36 | 51 |
| <input type="checkbox"/> tony's chocolate | 1,300 | €0,29 | 55 |
| <input type="checkbox"/> leonidas chocolate | 1,000 | €0,29 | 43 |
| <input type="checkbox"/> souffle chocolate | 1,000 | €1,40 | 78 |

Ubersuggest 1 - 10 of 1529 < >

Dr Ioannis Magnisalis | Digital Marketing, IHU

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Keywords Research Tools

Google Ads: keyword planner

Keyword ideas

Ideas settings: Locations: Greece and United Kingdom, Language: English, Search networks: Google, Last 12 months, Nov 2019 - Oct 2020

Search: argan oil, organic argan oil

DOWNLOAD KEYWORD IDEA

Broaden your search: + shampoo, + organic oil, + hair oil, + natural moisturiser, + skin moisturizer, + beauty elixir, + argan moisturizer

REFINE KEYWORDS

ADD FILTER 899 keyword ideas available

| Keyword | ↓ Avg. monthly searches | Competition | Top of page bid (low range) | Top of page bid (high range) | Competition (indexed value) |
|---|-------------------------|-------------|-----------------------------|------------------------------|-----------------------------|
| Keywords that you provided | | | | | |
| <input type="checkbox"/> argan oil | 10K - 100K | High | €0.18 | €0.53 | 100 |
| Keyword ideas | | | | | |
| <input type="checkbox"/> argane oil | 10K - 100K | High | €0.18 | €0.53 | 100 |
| <input type="checkbox"/> argan | 1K - 10K | High | €0.29 | €0.92 | 82 |
| <input type="checkbox"/> argan oil for face | 1K - 10K | High | €0.28 | €2.16 | 99 |
| <input type="checkbox"/> pure argan oil | 1K - 10K | High | €0.21 | €0.69 | 100 |
| <input type="checkbox"/> argan hair oil | 1K - 10K | High | €0.30 | €1.45 | 100 |
| <input type="checkbox"/> argan moroccan oil | 1K - 10K | High | €0.23 | €5.23 | 100 |
| Keywords that you provided | | | | | |
| <input type="checkbox"/> organic argan oil | 100 - 1K | High | €0.24 | €0.84 | 100 |

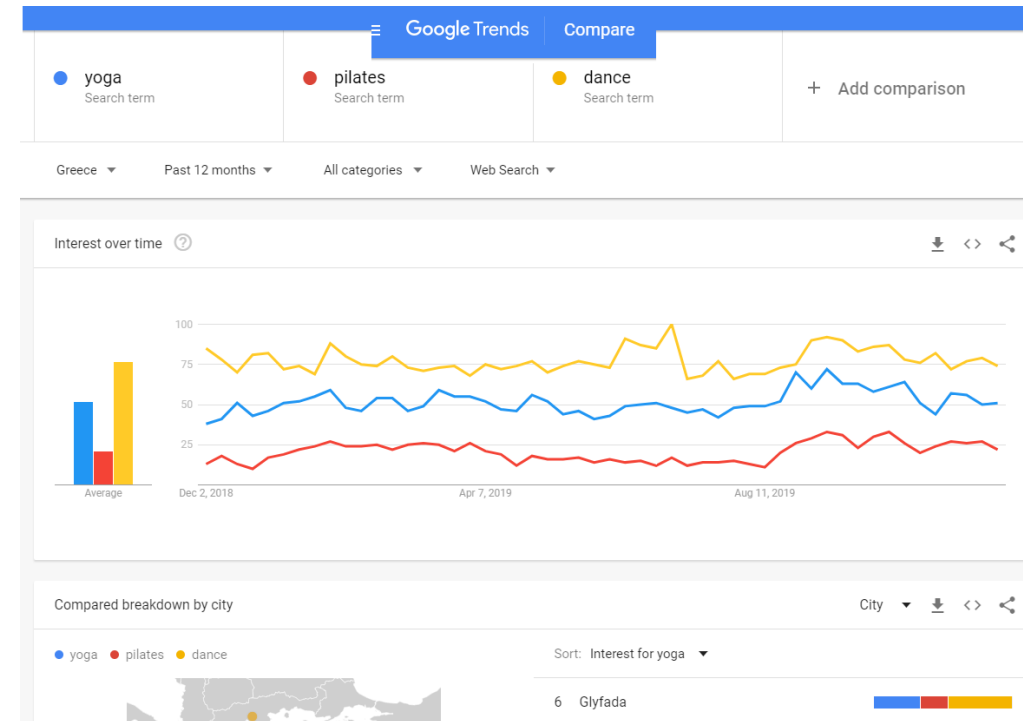
Keywords Research Tools

Google Trends

Knowing keywords trends (also for not popular keywords!)

- Find out popular to be keywords (new terms); it is hard to outrank older pages!

<https://trends.google.com/trends/explore?hl=en>



Site Structure

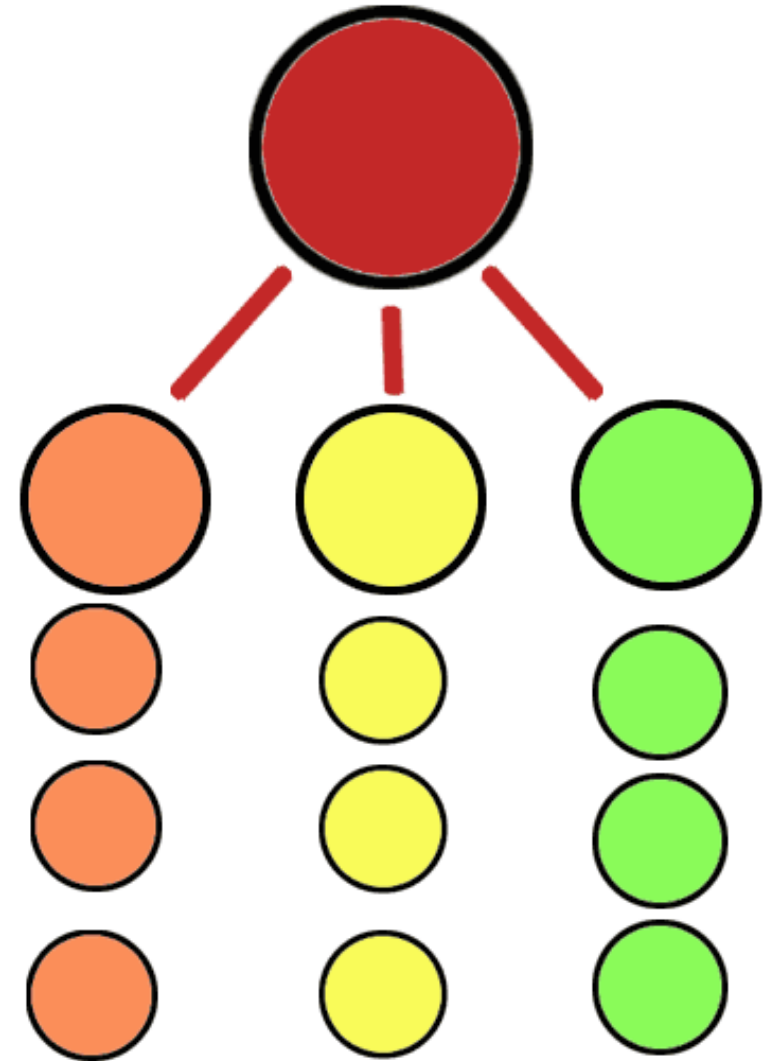
The ideal structure of a site:

It is like a pyramid (silo structure).

On top of the pyramid is the homepage and in the homepage are links to some other pages (such as category pages).

These pages, in turn, **link to even more pages.**

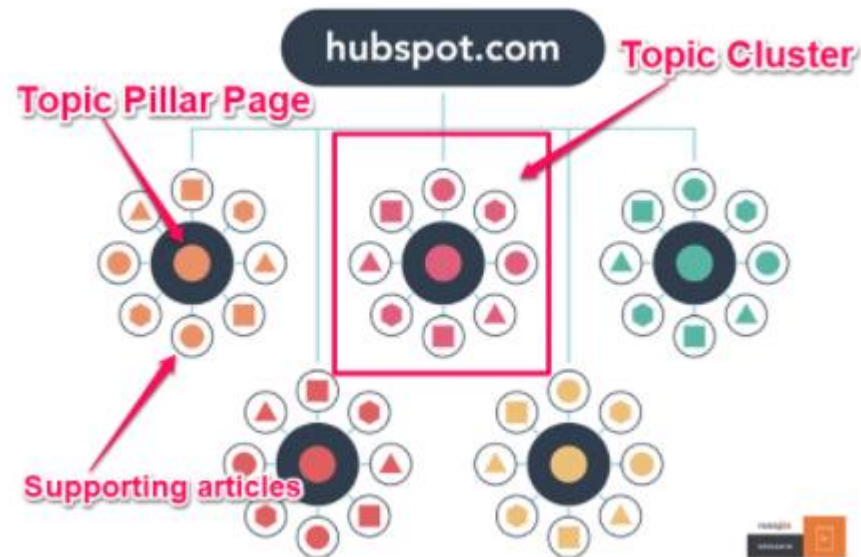
- Tip: if you want a particular page to rank better than others, make sure it's easy to get to from the home page.



Topic Clusters

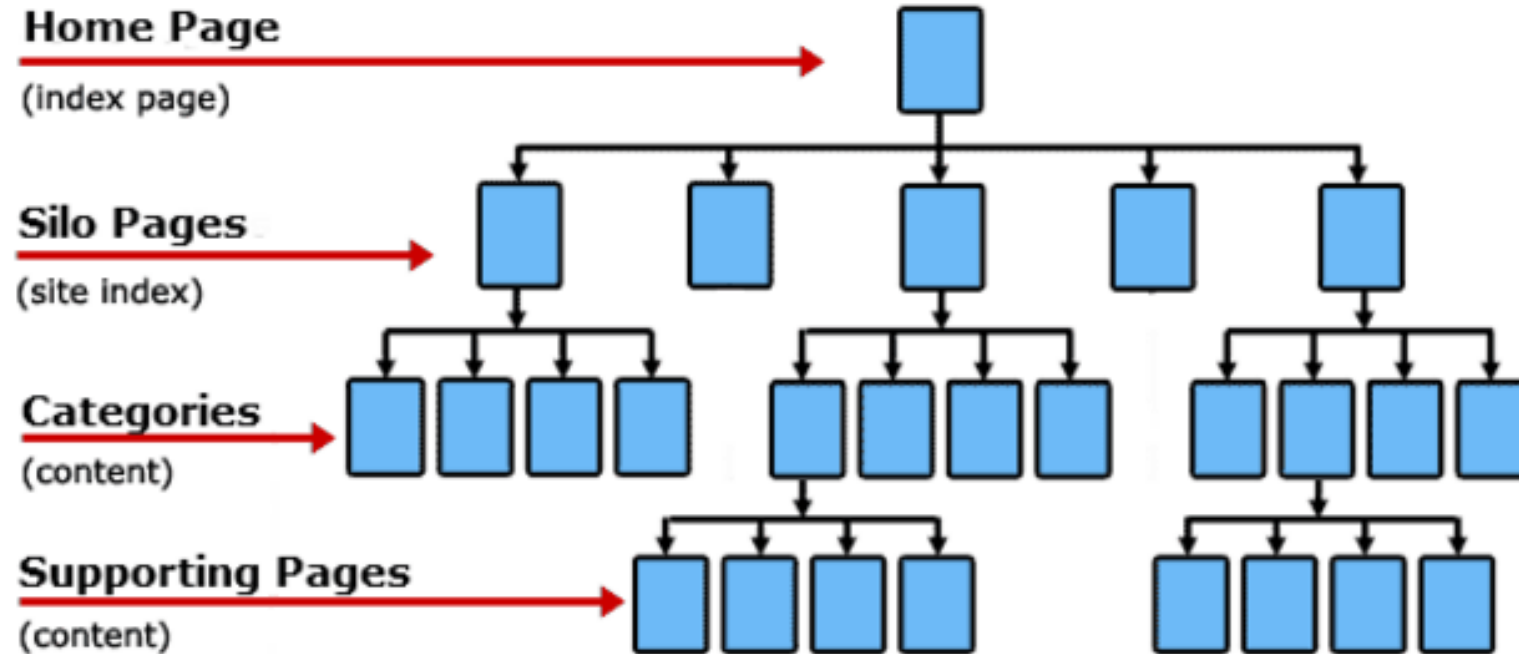
You'll build topical relevance by

- identifying the broad topics you want to be known for
- creating pillar pages for each topic
- creating supporting articles and blog posts for each pillar page
- creating a strong internal link structure for each topic and its supporting blog posts.



The image shows clusters of different topics with their own supporting articles closely linked with each other, but completely separate from the other clusters.

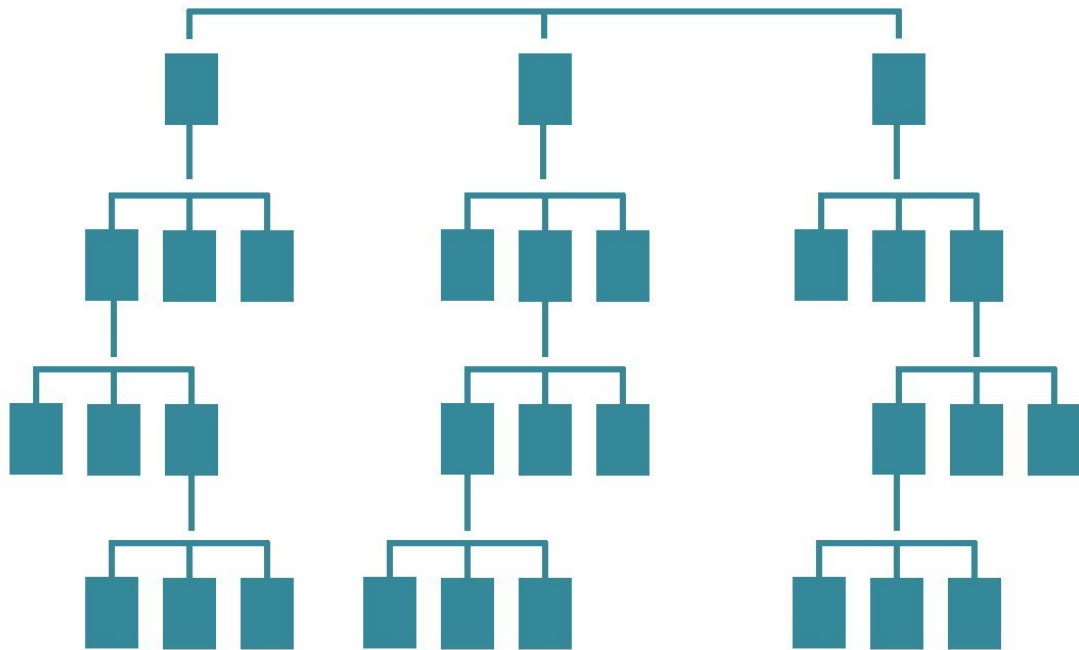
Site Structure



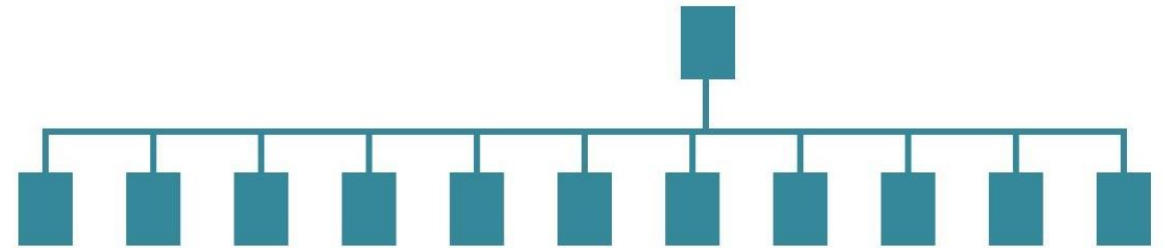
It's also called **SEO Silo theming** which means—A website silo architecture based on a on-page linking structure which separates various themes into different 'silos' to make it easy for search engines and humans to know the topic and it's content of a website.

Site Structure

Website With Silo Structure



Website Without Silo Structure



Keywords Research & Competitive Analysis

Competitive analysis real world example:

You operate a grocery store — one of three competing stores in town.
Your customers are happy, but you know they also visit other stores because they can't buy everything in one place. **What do you do?**

You go on a road trip to gather **competitive intelligence**.
You visit the other stores to understand the popular items they offer.
By offering these items yourself you help your customers make fewer trips, and in turn, you gain more business traffic.

Competitive Analysis

Competitive (SEO) analysis involves researching:

- the keywords,
- the links,
- the content,

of SEO competitors in order to reverse-engineer the most successful elements of these tactics into your SEO strategy.

→ *see what's already working for others and build upon that.*

But you should know your competitors first!

Competitive Analysis

Keyword Competitive Analysis - sometimes called **keyword gap analysis** – is a process of identifying valuable keywords that your competitors rank highly for.

- The keywords should be **valuable** (i.e. high volume, related to your business, or likely to convert).
- The keywords should be ones you *could rank for*, or could rank for *better*
- Comparing **two or more competitors** often gives a richer analysis.

Keywords Research & Competitive Analysis

1. Finding your true SEO competitors

- Manual: Enter your top keyword in Google then see which domains are ranking.
 - For increased accuracy, do this for 10–20 of your most popular keywords, track everything in a spreadsheet, and calculate which domains appear the most frequently and in what position (be aware of localized results).
(however, it is risky for large amount of keywords)
- Tool-based: Use a SEO keyword tool
 - different SEO tool solutions can automatically look at all of the keywords you rank for in their databases, and accurately tell you who your "**true**" **search competitors** are.
e.g. <https://moz.com/domain-analysis>

2. Finding your competitors' popular pages

- e.g. SEMRUSH → competitors traffic pages
- e.g. ALEXA

3. Finding links & keywords in those popular pages

- e.g. AHREFS → num of links/page

Keywords Research & Competitive Analysis

SEO Competitor Analysis Report

| 1 | Keyword | Min Volume | Max Volume | Difficulty | foodnetwork.com Rank | foodnetwork.com URL | allrecipes.com Rank | allrecipes.com URL | www.delish.com Rank | www.delish.com URL |
|----|----------------------------|------------|------------|------------|----------------------|---|---------------------|---|---------------------|---|
| 2 | food network | 300001 | 1508000 | 71 | 1 | https://www.foodnetwork.com | | | | |
| 3 | chili recipe | 300001 | 1508000 | 45 | 1 | https://www.foodnetwork.com | 5 | https://www.allrecipes.com | 3 | https://www.delish.com/co |
| 4 | french toast | 300001 | 1508000 | 44 | 1 | https://www.foodnetwork.com | 3 | https://www.allrecipes.com | 39 | https://www.delish.com/co |
| 5 | deviled eggs | 300001 | 1508000 | 47 | 1 | https://www.foodnetwork.com | 15 | https://www.allrecipes.com | 9 | https://www.delish.com/co |
| 6 | the kitchen | 118001 | 300000 | 57 | 1 | https://www.foodnetwork.com | | | | |
| 7 | shrimp scampi | 118001 | 300000 | 48 | 1 | https://www.foodnetwork.com | 12 | https://www.allrecipes.com | 15 | https://www.delish.com/co |
| 8 | pico de gallo | 118001 | 300000 | 42 | 1 | https://www.foodnetwork.com | 9 | https://www.allrecipes.com | | |
| 9 | cauliflower | 118001 | 300000 | 47 | 1 | https://www.foodnetwork.com | 5 | https://www.allrecipes.com | 7 | https://www.delish.com/co |
| 10 | enchiladas | 118001 | 300000 | 45 | 1 | https://www.foodnetwork.com | 6 | https://www.allrecipes.com | 4 | https://www.delish.com/co |
| 11 | margarita | 118001 | 300000 | 49 | 1 | https://www.foodnetwork.com | 15 | https://www.allrecipes.com | 3 | https://www.delish.com/co |
| 12 | baklava | 118001 | 300000 | 45 | 1 | https://www.foodnetwork.com | 3 | https://www.allrecipes.com | | |
| 13 | french toast recipe | 118001 | 300000 | 44 | 1 | https://www.foodnetwork.com | 2 | https://www.allrecipes.com | 20 | https://www.delish.com/co |
| 14 | roasted brussel sprouts | 118001 | 300000 | 40 | 1 | https://www.foodnetwork.com | 4 | https://www.allrecipes.com | 5 | https://www.delish.com/co |
| 15 | creme brulee | 118001 | 300000 | 48 | 1 | https://www.foodnetwork.com | 3 | https://www.allrecipes.com | | |
| 16 | diners drive ins and dives | 118001 | 300000 | 56 | 1 | https://www.foodnetwork.com | | | | |
| 17 | fried chicken | 118001 | 300000 | 46 | 1 | https://www.foodnetwork.com | | | 13 | https://www.delish.com/co |
| 18 | pork tenderloin | 118001 | 300000 | 42 | 1 | https://www.foodnetwork.com | 5 | https://www.allrecipes.com | 18 | https://www.delish.com/co |
| 19 | beef wellington | 118001 | 300000 | 50 | 1 | https://www.foodnetwork.com | 6 | https://www.allrecipes.com | 5 | https://www.delish.com/co |
| 20 | pizza dough recipe | 118001 | 300000 | 45 | 1 | https://www.foodnetwork.com | 7 | https://www.allrecipes.com | 6 | https://www.delish.com/co |
| 21 | roasted potatoes | 118001 | 300000 | 44 | 1 | https://www.foodnetwork.com | 3 | https://www.allrecipes.com | 4 | https://www.delish.com/co |
| 22 | cannoli | 118001 | 300000 | 46 | 1 | https://www.foodnetwork.com | 2 | https://www.allrecipes.com | 4 | https://www.delish.com/co |
| 23 | gelato | 118001 | 300000 | 55 | 1 | https://www.foodnetwork.com | 9 | https://www.allrecipes.com | | |
| 24 | strawberry shortcake | 118001 | 300000 | 49 | 1 | https://www.foodnetwork.com | 3 | https://www.allrecipes.com | 43 | https://www.delish.com/co |

Moz Template Example

Keywords Research & Competitive Analysis

Keyword (phrases) and LSI research

- **Google Ads: keyword planner**
(<https://support.google.com/google-ads/answer/7337243?hl=en>)
- SEO chat suggestion Keyword Finder
- Soolve
- Ubersuggest
- Wordstream Free Keyword Tool
- Keywordtool.io

Knowing your website's ranking and keywords that bring traffic

- **Google Analytics**
- **Google Search Console**
- Make sure they appear on your landing page (title, heading tag, content, etc.)

Case Studies

1. Dog training (Location specific)
2. Vet clinic (Location specific)
3. Pet accessories
4. Organic oils
5. Pregnancy clothes
6. Nursery furniture
7. Baby care products
8. Kids shoes
9. Wooden toys
10. Robotics for kids
11. Restaurant/Pizza/Caffe
8. Fashion/Beauty
9. Travel agency
10. Hotel
11. Food supplement
12. Online Courses
13. Web development firm & hosting provider
14. Christmas ornament
15. Online jewelry store
16. Rent a car
17. Spa center
18. Conference rooms