

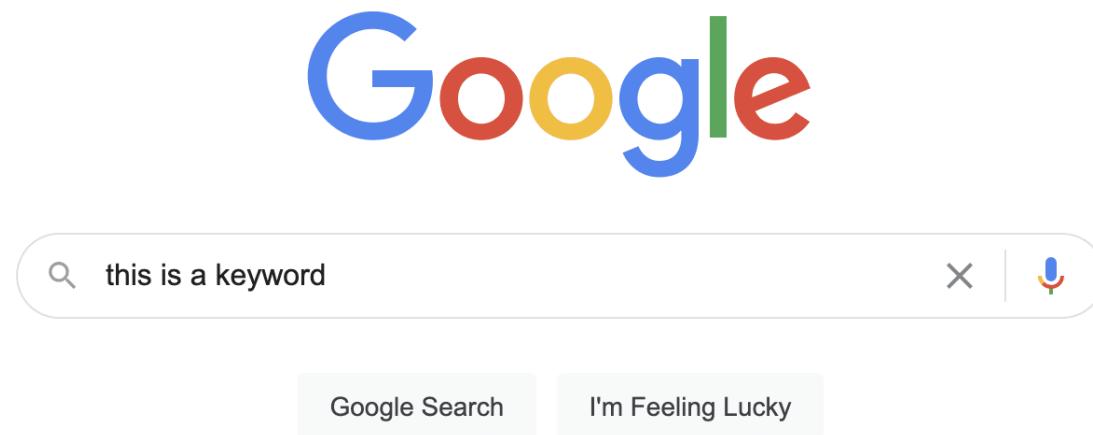
Keyword Research, SEO Topics & Competitor Analysis

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.

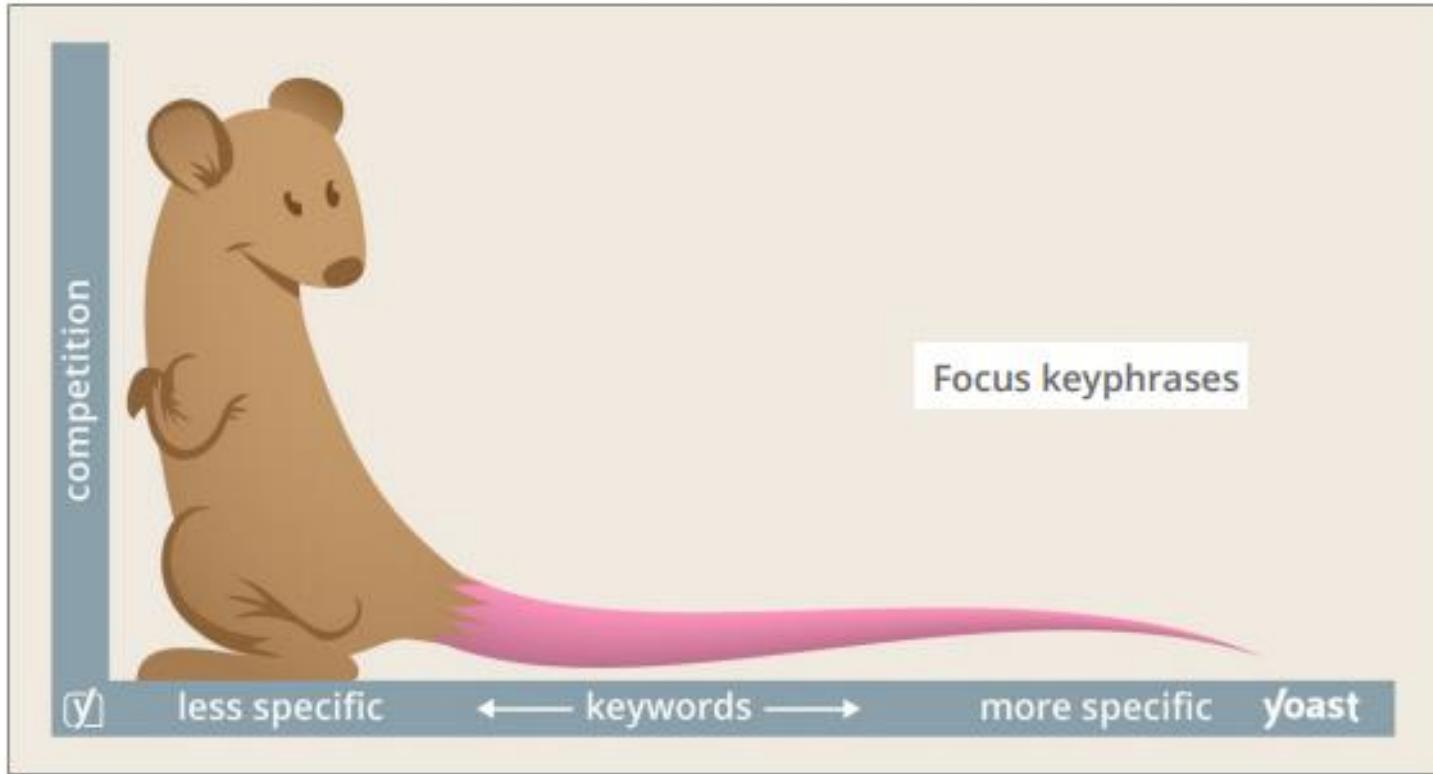
But keyphrases often drive more targeted and specific traffic to the website

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)

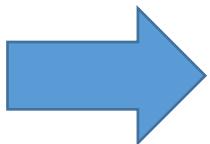


Keywords vs. Topics

- Example (Topic: Football)

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

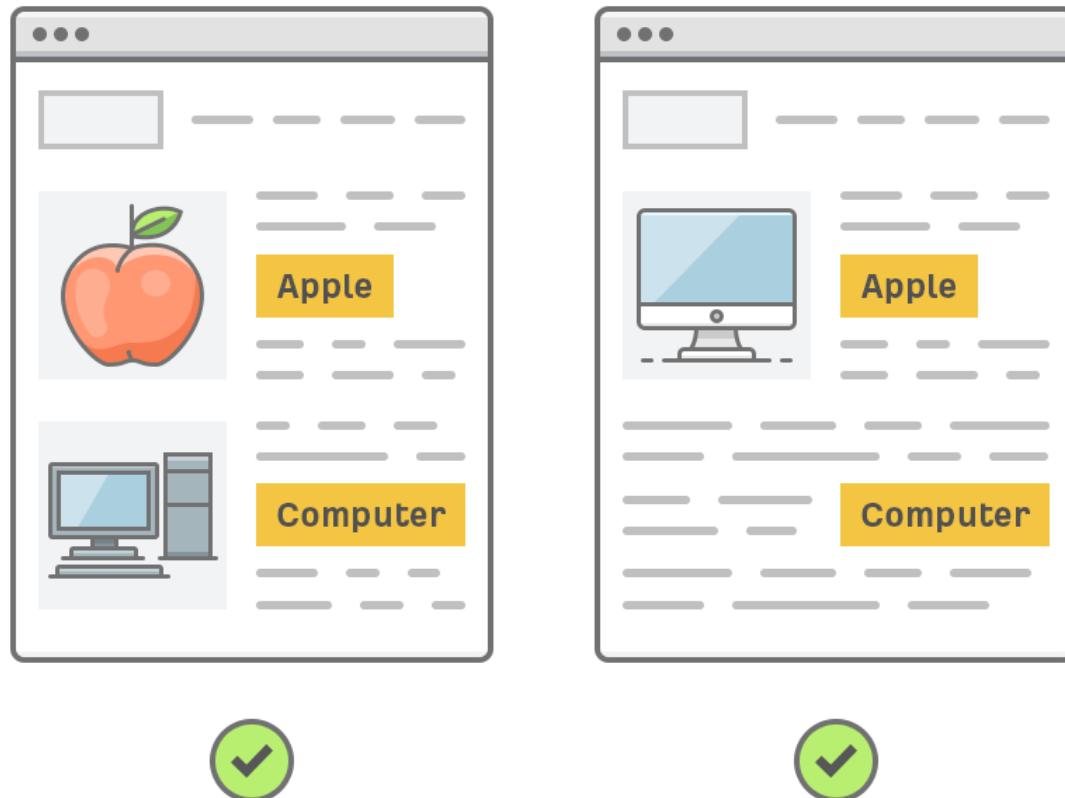
*Christiano Ronaldo, Messi, David
Beckham Free Kick, Greatest goals,
Football dribbling, Manchester
United, English Premier League,
World Cup Football.*



‘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

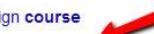
Where to find LSIs? Related searches under SERPs, Google Autocomplete (consider personalization..), Tools (e.g. Google Ads Planner, [Ubersuggest](#)),

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 **course**
web design **company** **uses of web design** 
how to learn web designing web **designing software**
web design **tutorial** web design **mesa**

 Google

1 2 3 4 5 6 7 8 9 10

Next

SEO Advice by Creative Developments: www.develop4u.com

Google

central air conditioning
central air conditioning - Google Search
central air conditioning **cost**
central air conditioning **installation**
central air conditioning **systems**
central air conditioning **repair**
central air conditioning **installation near me**
central air conditioning **unit**
central air conditioning **near me**

LSI keywords 

LSI Keywords

Ubersuggest - Example

Keywords

Keyword Ideas

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

Keyword Research Tools

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

The screenshot shows the Ubersuggest interface for keyword research. The search term 'organic olive oil' is entered in the search bar. The results are displayed in a 'Keyword Overview' section, which includes metrics for search volume, SEO difficulty, paid difficulty, and cost per click. A green box highlights these metrics. Below this, a section on backlinks is shown, featuring a quote from Neil Patel. A green box highlights the 'SEARCH VOLUME' chart, which shows a line graph with data points for mobile and desktop search volumes.

Keywords

Get a detailed keyword overview

organic olive oil

Language / Location

English / United States

SEARCH

You're using a free version of Ubersuggest. | 1 out of 3 free daily searches available

7-DAY FREE TRIAL

Keyword Overview : organic olive oil

ADD TO LIST

SEARCH VOLUME

1,900

SEO DIFFICULTY

62

PAID DIFFICULTY

100

COST PER CLICK (CPC)

\$1.96

The average web page that ranks in the top 10 has 1,339 backlinks and a domain authority of 62.

SEARCH VOLUME

Mobile Volume

Desktop Volume

UPGRADE TO SEE HISTORICAL KEYWORD DATA

1,500

2,000

Keyword Research Tools

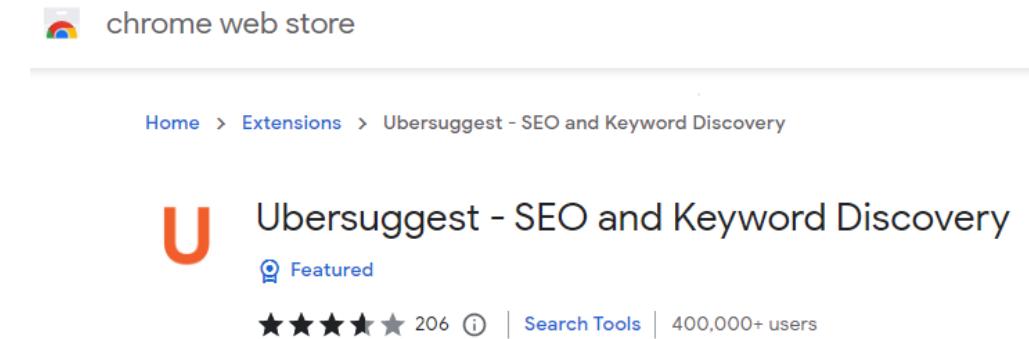
Ubersuggest Chrome Extension

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

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

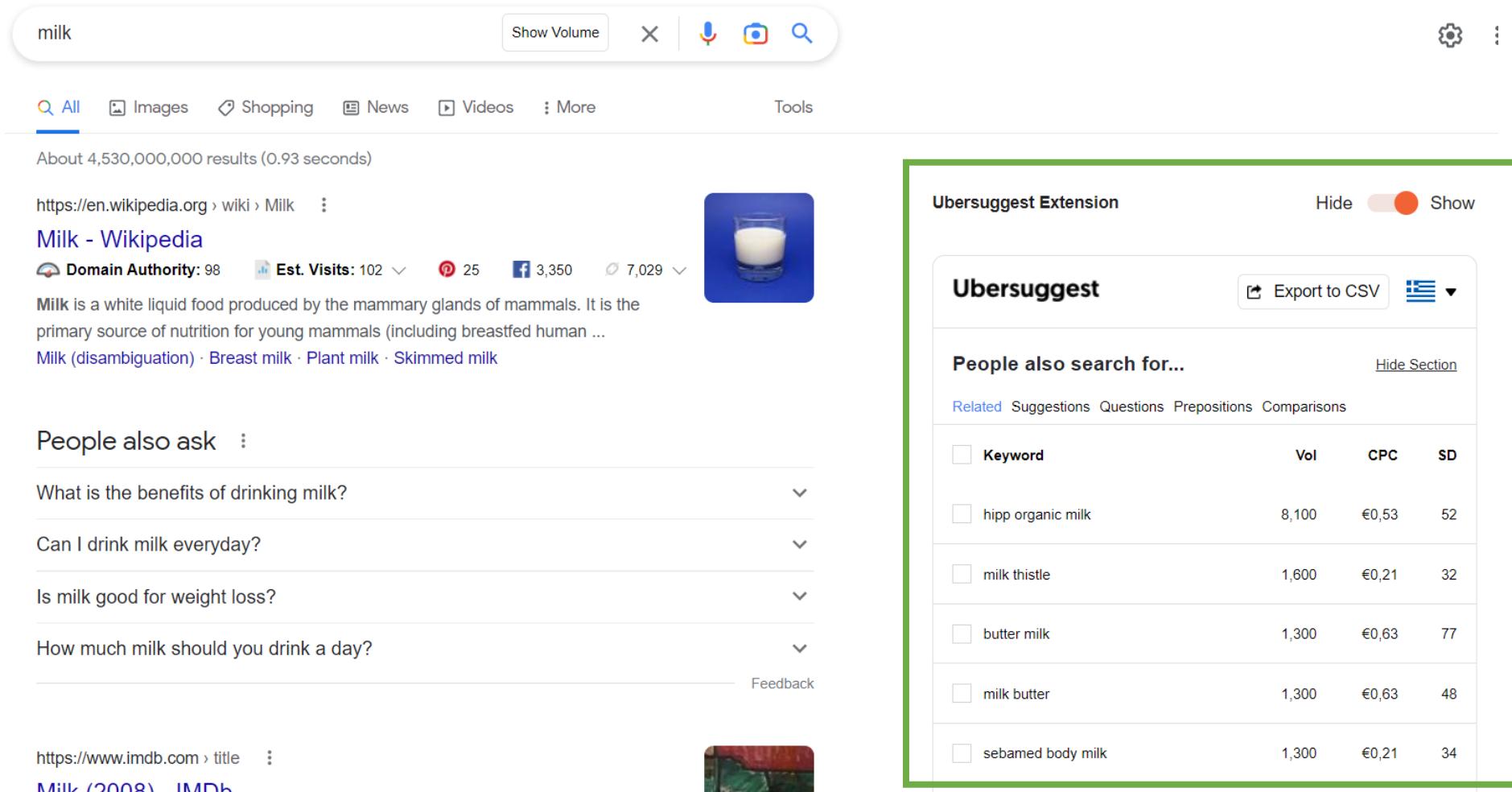
The complete list of metrics, data, and features available with Ubersuggest is:

- 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



The image shows a search results page for the query "milk". The search bar at the top contains "milk". Below the search bar are filters: "Show Volume", "X", microphone, camera, and a magnifying glass icon. To the right are settings and more options. The results section shows a snippet for the Wikipedia page on Milk, including a Domain Authority of 98, estimated visits of 102, and social sharing counts. A thumbnail image of a glass of milk is displayed. Below this, a "People also ask" section lists questions like "What are the benefits of drinking milk?", "Can I drink milk everyday?", "Is milk good for weight loss?", and "How much milk should you drink a day?". At the bottom, there is a link to the Milk (2008) movie on IMDB. On the right side of the page, a green-bordered box highlights the "Ubersuggest Extension" tool. This tool has a "Hide" button (which is red, indicating it is active) and a "Show" button. It includes an "Ubersuggest" section with an "Export to CSV" button and a flag icon. Below this is a "People also search for..." section with tabs for "Related", "Suggestions", "Questions", "Prepositions", and "Comparisons". The "Related" tab is selected. A table lists several keywords with their search volume (Vol), cost per click (CPC), and standard deviation (SD):

Keyword	Vol	CPC	SD
hipp organic milk	8,100	€0,53	52
milk thistle	1,600	€0,21	32
butter milk	1,300	€0,63	77
milk butter	1,300	€0,63	48
sebamed body milk	1,300	€0,21	34

Keyword Research Tools

Ubersuggest Chrome Extension

YouTube GR

chocolate

Show Data X Q

Home Filters About these results ⓘ Ubersuggest Extension Hide Show

Shorts Subscriptions Library History Your videos Watch later Liked videos wordpress virtual cl...

Subscriptions Devlin Peck MooMooMath a... ANEMOSKORPISM... Kent Löfgren Browse channels

Explore

Chocolate choco choco
41M views • 9 years ago
Don Bosco Romania
Bans 2013.

"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

Ubersuggest Export to CSV

People also search for... Hide Section

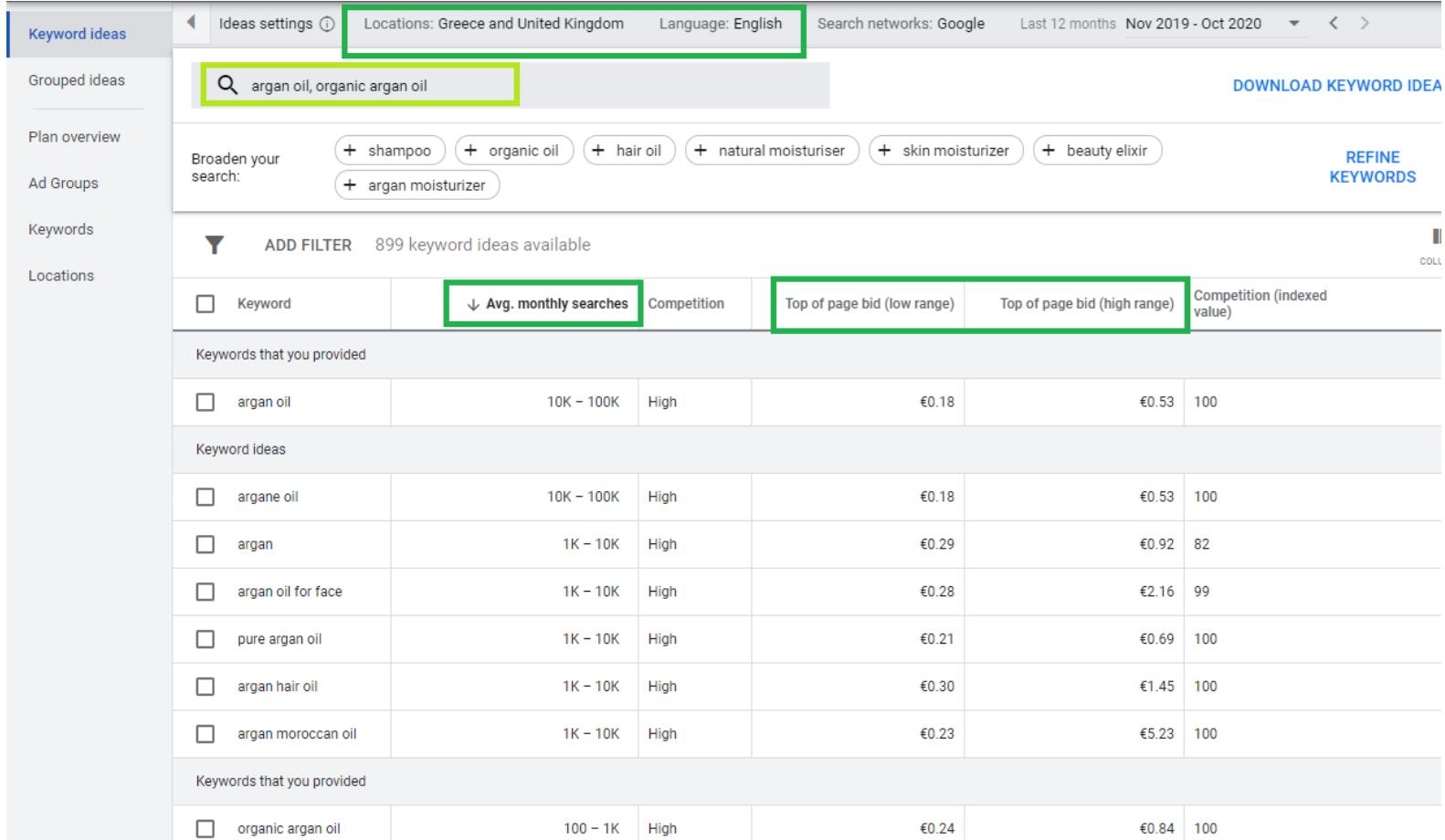
Related Suggestions Questions Prepositions Comparisons

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

Ubersuggest 1 - 10 of 1529 < >

Keywords Research Tools

Google Ads: keyword planner



The screenshot shows the Google Ads Keyword Planner interface. The search term 'argan oil, organic argan oil' is entered in the search bar, which is highlighted with a green box. The results table has columns for Keyword, Avg. monthly searches, Competition, Top of page bid (low range), Top of page bid (high range), and Competition (indexed value). The table shows several keyword ideas, including 'argan oil', 'argane oil', 'argan', 'argan oil for face', 'pure argan oil', 'argan hair oil', and 'argan moroccan oil'. The 'argan oil' row is highlighted with a green box. The 'Top of page bid (high range)' column for 'argan oil' shows a value of €0.53. The 'Competition' column shows 'High' for most keywords. The 'Avg. monthly searches' column shows values ranging from 100 to 10K-100K.

Keyword	Avg. monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)	Competition (indexed value)
argan oil	10K – 100K	High	€0.18	€0.53	100
argane oil	10K – 100K	High	€0.18	€0.53	100
argan	1K – 10K	High	€0.29	€0.92	82
argan oil for face	1K – 10K	High	€0.28	€2.16	99
pure argan oil	1K – 10K	High	€0.21	€0.69	100
argan hair oil	1K – 10K	High	€0.30	€1.45	100
argan moroccan oil	1K – 10K	High	€0.23	€5.23	100
organic argan oil	100 – 1K	High	€0.24	€0.84	100

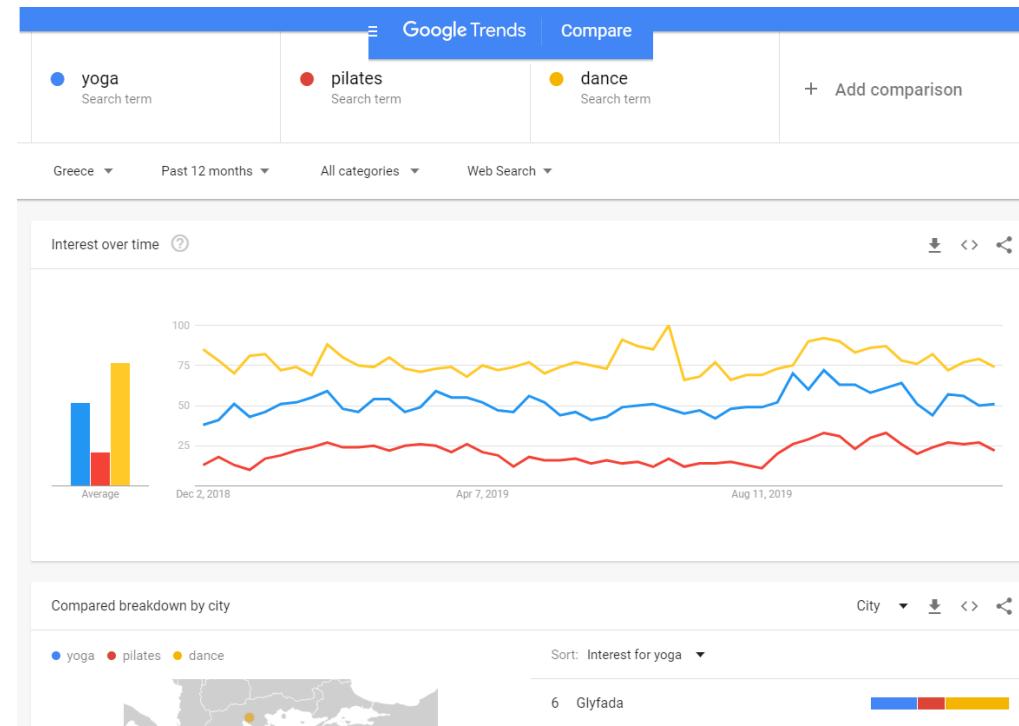
Keywords Research Tools

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

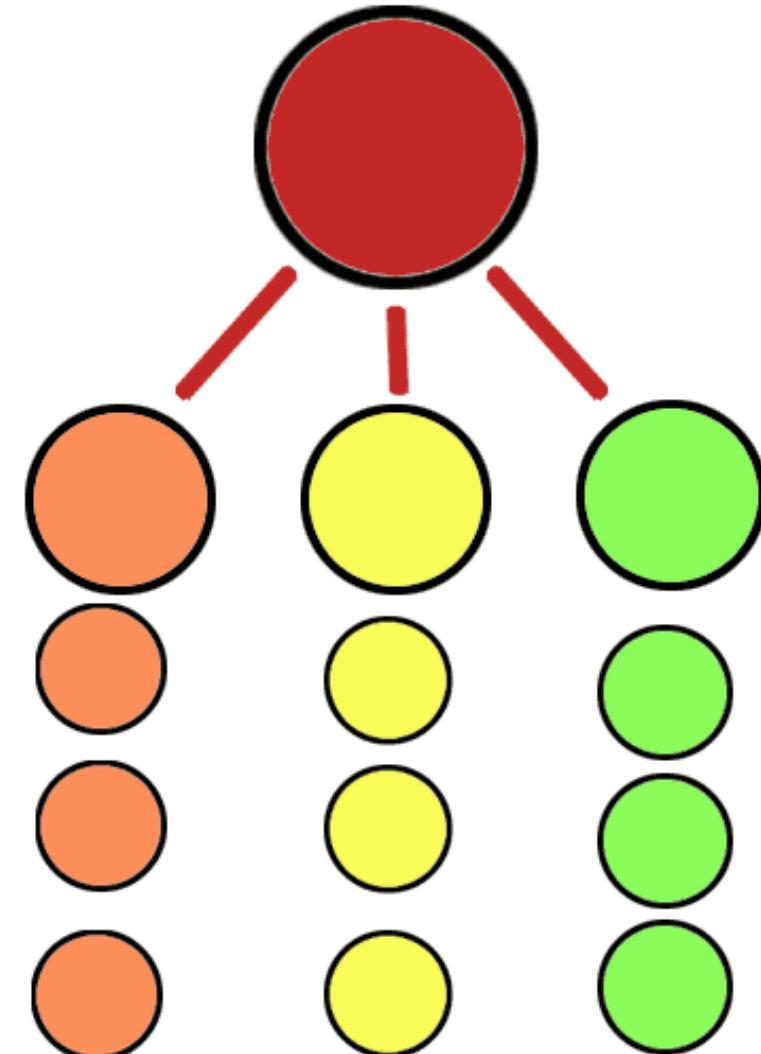
The ideal structure of a site:

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.**

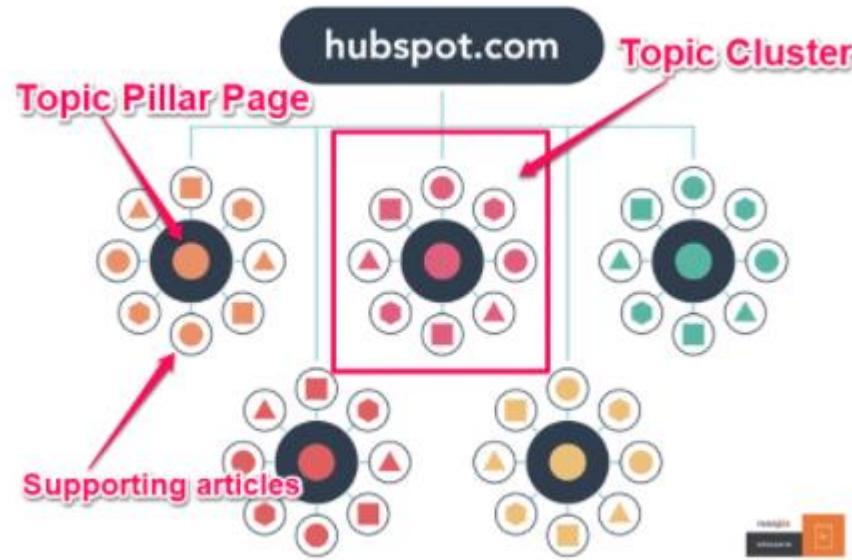
- Tip: if you want a particular page to rank better than others, make sure it's easy to get to from the home page.



Topic Clusters

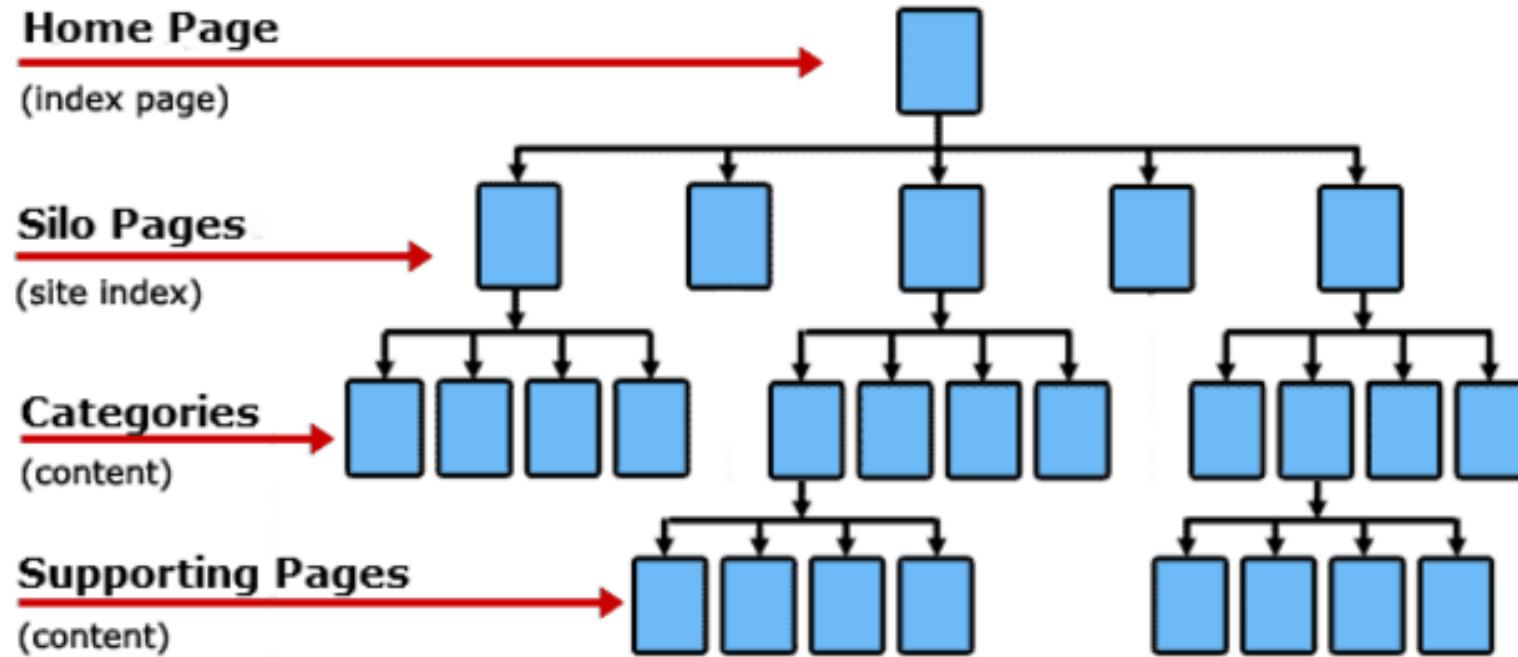
You'll build topical relevance by

- 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.

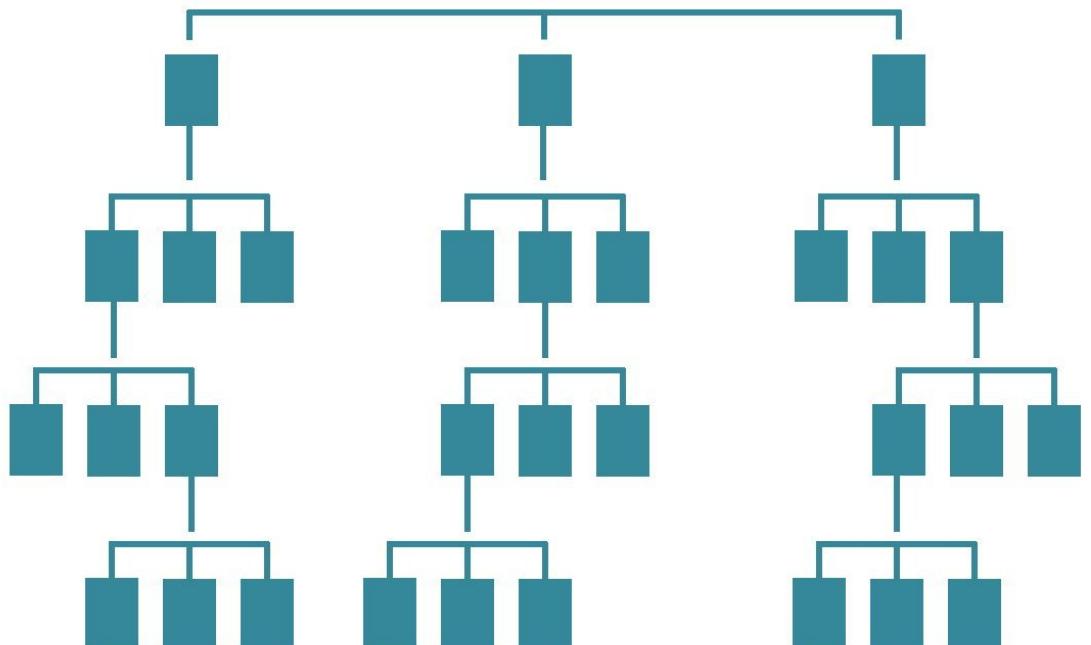
Site Structure



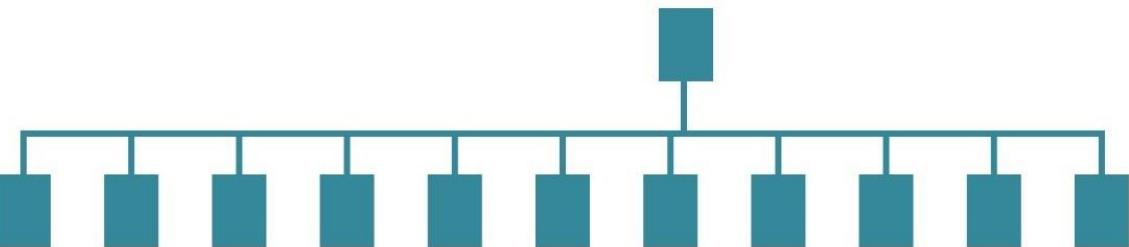
It's also called **SEO Silo theming** which means—A website silo architecture based on a on-page linking structure which separates various themes into different 'silos' to make it easy for search engines and humans to know the topic and it's content of a website.

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
4	french toast	300001	1508000	44	1	https://www.foodnetwork.com	3	https://www.allrecipes.com	39	https://www.delish.com
5	deviled eggs	300001	1508000	47	1	https://www.foodnetwork.com	15	https://www.allrecipes.com	9	https://www.delish.com
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
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
10	enchiladas	118001	300000	45	1	https://www.foodnetwork.com	6	https://www.allrecipes.com	4	https://www.delish.com
11	margarita	118001	300000	49	1	https://www.foodnetwork.com	15	https://www.allrecipes.com	3	https://www.delish.com
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
14	roasted brussel sprouts	118001	300000	40	1	https://www.foodnetwork.com	4	https://www.allrecipes.com	5	https://www.delish.com
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
18	pork tenderloin	118001	300000	42	1	https://www.foodnetwork.com	5	https://www.allrecipes.com	18	https://www.delish.com
19	beef wellington	118001	300000	50	1	https://www.foodnetwork.com	6	https://www.allrecipes.com	5	https://www.delish.com
20	pizza dough recipe	118001	300000	45	1	https://www.foodnetwork.com	7	https://www.allrecipes.com	6	https://www.delish.com
21	roasted potatoes	118001	300000	44	1	https://www.foodnetwork.com	3	https://www.allrecipes.com	4	https://www.delish.com
22	cannoli	118001	300000	46	1	https://www.foodnetwork.com	2	https://www.allrecipes.com	4	https://www.delish.com
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

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