



STRATEX
digital marketing

Digital Marketing Strategy & Setup



STRATEX
digital marketing

SESSION 3

Keyword Research

Why Keywords?

- The *Foundation* of Your Campaign:
 - SEO
 - Social Media
 - Advertising
- ... all Keyword Oriented

Keywords Connect Your Prospects to Your Site



If You Don't Know the Keywords,
You Can't Connect!

Don't Guess!

1. You'll Miss Important Terms
2. You'll Focus on Unimportant Terms

Myth

Keywords Don't Matter

Example

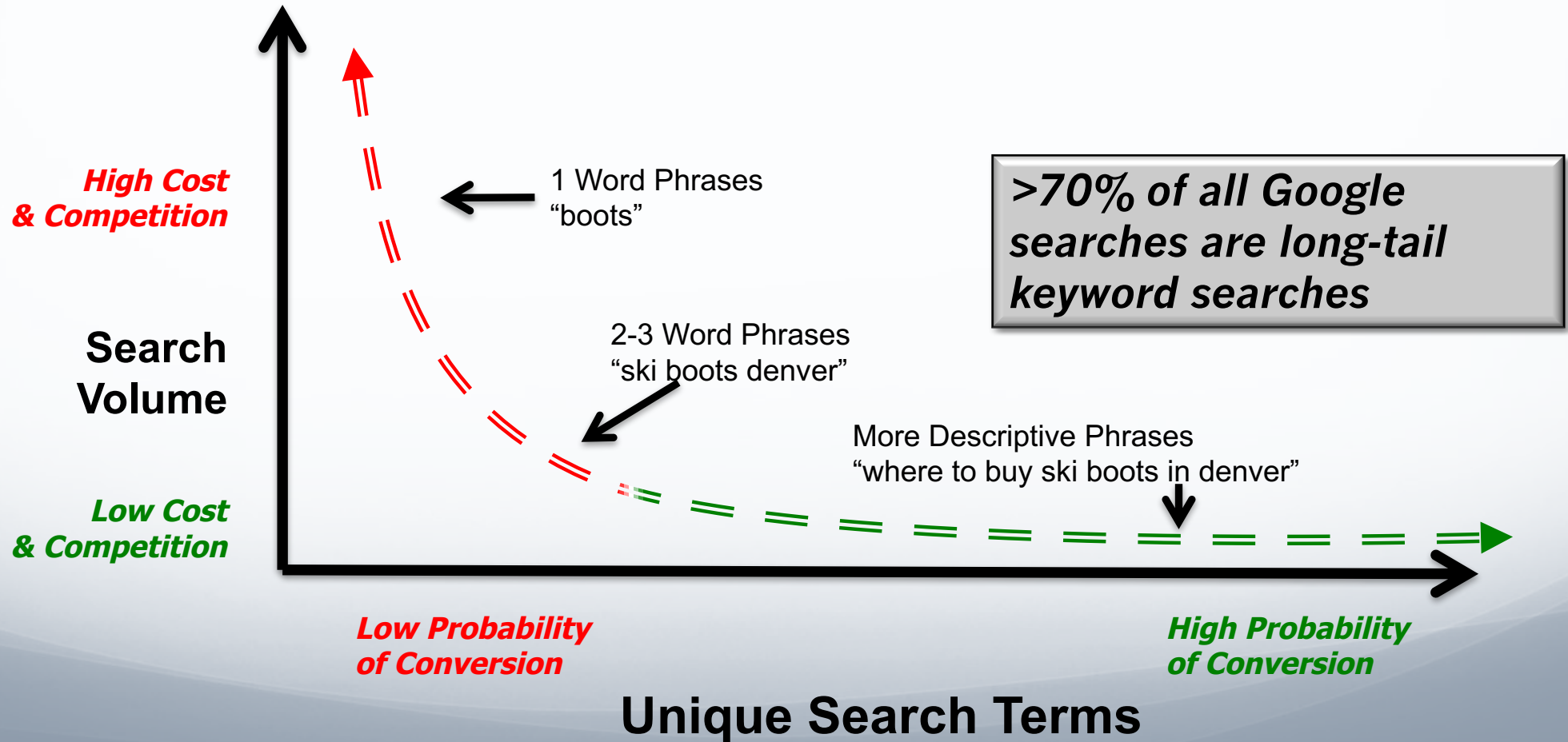
Online University:

online degree

The “Long Tail”

- Most Searches *Do Not Use* Your Primary Keywords
- Multi-Word Phrases
- Very Specific Phrases

Long Tail vs. Head Terms



Long Tail Examples

- Primary Term: *mortgage*
- Long Tail:
 - *denver mortgage broker low cost*
 - *find simple mortgage calculator*
 - *cheapest mortgages*

Ignore the “Long Tail”?

- = Missed Opportunities
- Find Those Opportunities ... Esp. in Competitive Arenas

Ignore the “ShortTail”?

- Won't dominate your market
- Won't get the long tail as easily

Keyword Research

- Brainstorm List
- Refine:
 - Buying terms vs. research stage?
 - Longer tail terms
 - Denver criminal law – NO
 - Denver criminal lawyer – PROBABLY
 - Customs homes denver – POSSIBLY
 - Custom home builders denver – PROBABLY
 - Point of sale software – POSSIBLY
 - Point of sale software company – PROBABLY

Developing your “Core”

- “Core” Keywords, and Add
 - Main
 - Qualifiers
 - Buying Signals
 - Location

crown	dental	<city name>
implants	dental	<city name>
crown	dentist	<city name>
implants	dentist	<city name>
crown	dentistry	<city name>
implants	dentistry	<city name>
crown	teeth	<city name>
crown	tooth	<city name>
dentist	<city name>	
dental	<city name>	
invisalign	<city name>	
whitening	<city name>	
orthodontics	<city name>	
orthodontal	<city name>	
orthodontist	<city name>	
root canal	<city name>	

Keyword Research

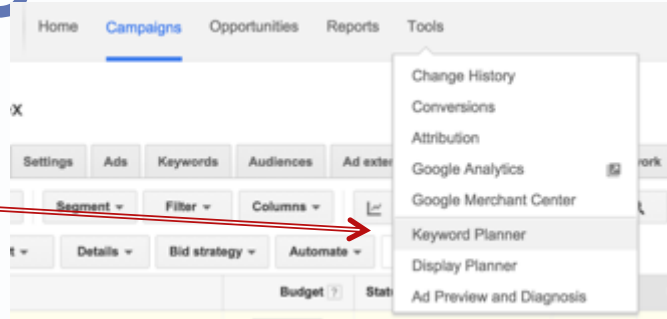
- Tools we Will Use Today
- Google Adwords
- SEMRush
- Google Search Console

Keyword Research

- We are going to use Google Adwords
- Good place to start
- Gives some direction
- Not all the data
- Login to my MCC account:
- info@stratexdigitalmarketing.com
- PW: stratex11916

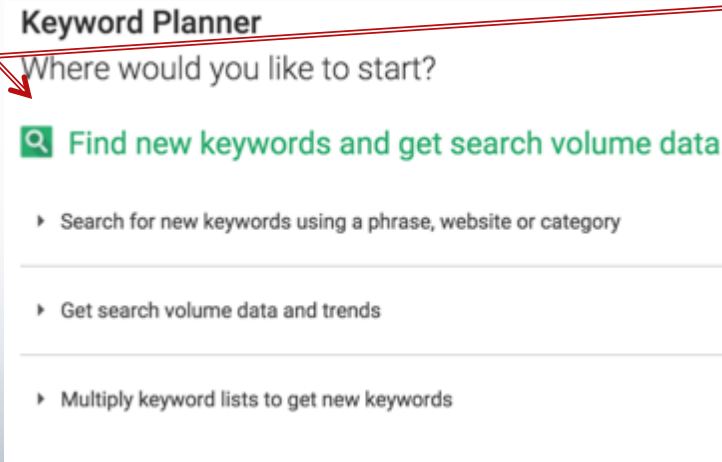
Keyword Research

1. Go to:
Tools>Keyword
Planner



2. >Search for new...

3. Paste List of
Keywords

A screenshot of the Google Keyword Planner search form. The title is 'Find new keywords and get search volume data'. Below it, there is a section 'Search for new keywords using a phrase, website or category'. The form includes fields for 'Enter one or more of the following:', 'Your product or service' (with a text input containing 'injury attorney denver' and 'accident attorney denver'), 'Your landing page' (with a text input containing 'www.example.com/page'), and 'Your product category' (with a dropdown menu). There are also sections for 'Targeting' (with options for 'All locations', 'English', 'Google', and 'Negative keywords') and 'Customize your search' (with options for 'Keyword filters', 'Keyword options', and 'Keywords to include'). A 'Get Ideas' button is at the bottom.

Keyword Research

1. Go to: Tools>Keyword Planner
2. >Search for new...
3. Paste List of Keywords
4. Choose Location
5. Show average monthly searches

Find new keywords and get search volume data

Search for new keywords using a phrase, website or category

Enter one or more of the following:

Your product or service

injury attorney denver
accident attorney denver

Your landing page

www.example.com/page

Your product category

Enter or select a product category

Targeting

Customize your search

Locations

Remove all

United States - country

Remove | Nearby

Enter a location to target.

Advanced search

For example, a country, city, or region.

Save

Cancel

Show avg. monthly searches
for: Last 12 months

Get ideas

Find new keywords and get search volume data

Search for new keywords using a phrase, website or category

Enter one or more of the following:

Your product or service

injury attorney denver
accident attorney denver

Your landing page

www.example.com/page

Your product category

Enter or select a product category

Targeting

United States

English

Google

Negative keywords

Customize your search

Keyword filters

Keyword options

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Keywords to include

Date range

Show average monthly searches for

Jan 2015

to

Dec 2015

COMPARE

ON

Previous period

Same period last year

Custom

Save

Cancel

Keyword Research

1. Go to: Tools>Keyword Planner
2. >Search for new...
3. Paste List of Keywords
4. Choose Location
5. Show average monthly searches
6. Keyword Options:
Only show closely
related
7. >"Save"

The screenshot shows the Google Keyword Planner interface. At the top, there's a section 'Your product category' with a dropdown menu labeled 'Enter or select a product category'. Below this, the 'Targeting' section includes 'United States', 'English', 'Google', and 'Negative keywords', each with an edit icon. The 'Date range' section shows 'Show avg. monthly searches for: Jan 2015 - Dec 2015' and 'Comparing with: Jan 2014 - Dec 2014'. On the right, the 'Customize your search' section contains 'Keyword filters' and 'Keyword options'. The 'Keyword options' section has four toggle switches: 'Only show ideas closely related to my search terms' (ON), 'Show keywords in my account' (OFF), 'Show keywords in my plan' (OFF), and 'Show adult ideas' (OFF). At the bottom, there are 'Get Ideas', 'Save', and 'Cancel' buttons. Red arrows point from the text 'Only show closely related' in the list to the 'ON' toggle, and from '>"Save"' to the 'Save' button.

Your product category

Enter or select a product category

Targeting ?

United States

English

Google

Negative keywords

Date range ?

Show avg. monthly searches for: Jan 2015 - Dec 2015

Comparing with: Jan 2014 - Dec 2014

Get Ideas

Customize your search ?

Keyword filters

Keyword options

☒ ON Only show ideas closely related to my search terms

☐ OFF Show keywords in my account


☐ OFF Show keywords in my plan

☐ OFF Show adult ideas

Save Cancel

Keyword Research

1. Go to: Tools>Keyword Planner
2. >Search for new...
3. Paste List of Keywords
4. Choose Location
5. Show average monthly searches
6. Keyword Options: Only show closely related
7. >"Save"
8. >"Get Ideas"

 Find new keywords and get search volume data

▼ Search for new keywords using a phrase, website or category

Enter one or more of the following:

Your product or service

injury attorney denver
accident attorney denver

Your landing page

www.example.com/page

Your product category

Enter or select a product category ▼

Targeting ?

United States ✎

English ✎

Google ✎

Negative keywords ✎

Customize your search ?

Keyword filters ✎

Keyword options ✎

Only show closely related ideas

Hide keywords in my account

Hide keywords in my plan

Keywords to include ✎

Date range ?

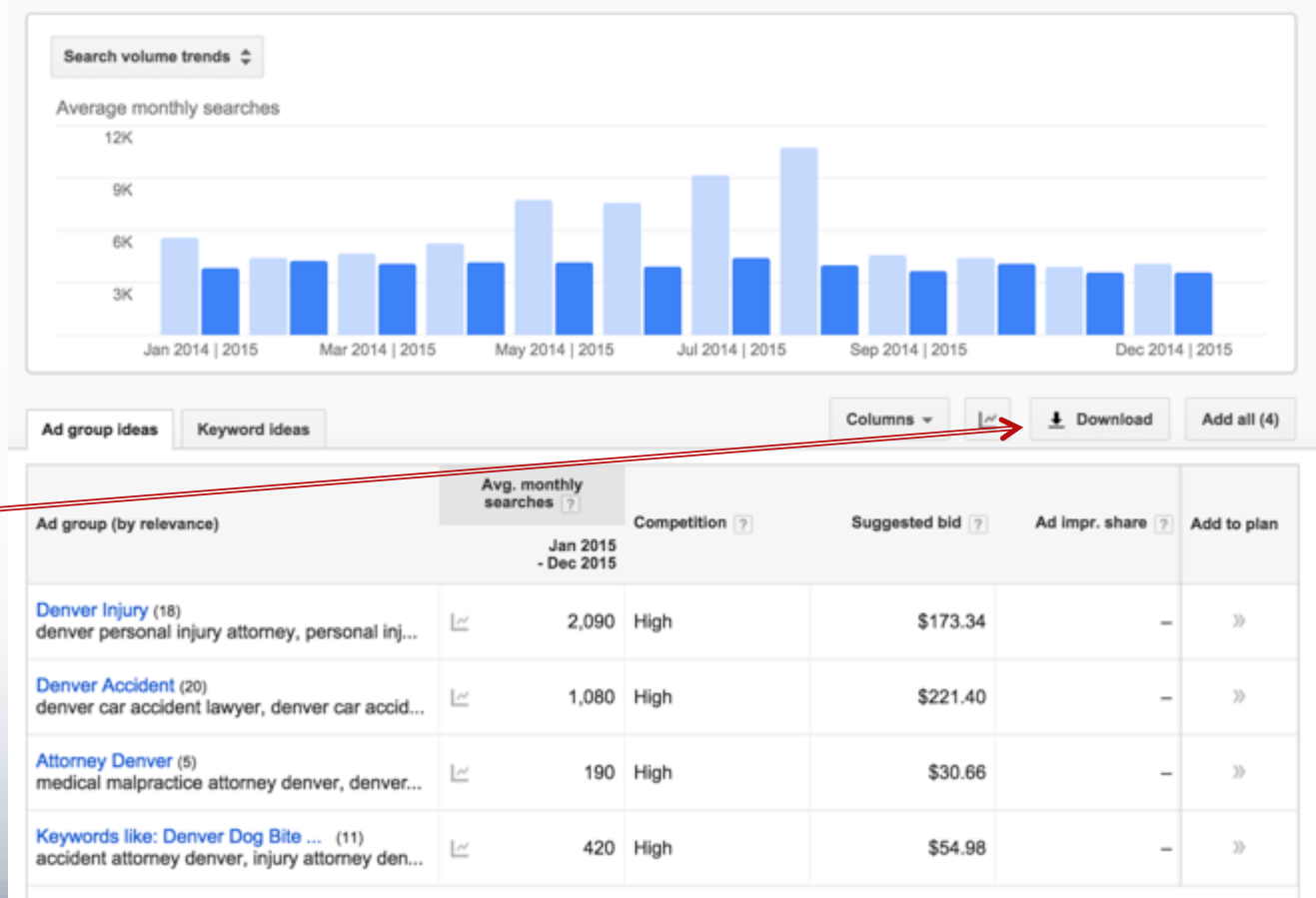
Show avg. monthly searches for: Jan 2015 - Dec 2015 ✎

Comparing with: Jan 2014 - Dec 2014

Get Ideas

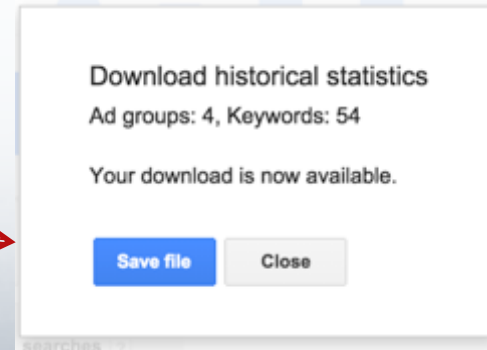
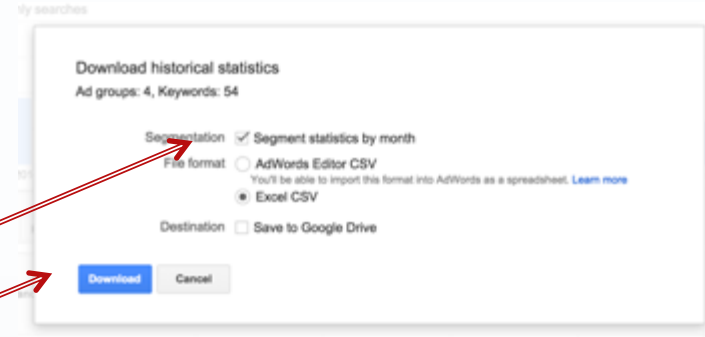
Keyword Research

1. Go to: Tools>Keyword Planner
2. >Search for new...
3. Paste List of Keywords
4. Choose Location
5. Show average monthly searches
6. Keyword Options: Only show closely related
7. >"Save"
8. >"Get Ideas"
9. >Download



Keyword Research

1. Go to: Tools>Keyword Planner
2. >Search for new...
3. Paste List of Keywords
4. Choose Location
5. Show average monthly searches
6. Keyword Options: Only show closely related
7. >"Save"
8. >"Get Ideas"
9. >Download
10. "Check" Segment Statistics by Month
11. "Download"
12. "Save"



Keyword Research

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	Ad group	Keyword	Currency	Avg. Monthly Searches: Jar	Searches: Fel	Searches: Ma	Searches: Ap	Searches: Ma	Searches: Jur	Searches: Jul	Searches: Au	Searches: Se	Searches: Oc	Searches: No	Searches: De	Competition	Suggested bi	Ir
2	Denver Injury	denver persc	USD	480	320	720	590	480	480	480	880	590	480	390	390	320	0.78	103.07
3	Denver Injury	personal inju	USD	390	390	390	480	590	390	480	480	390	390	390	320	0.96	187.18	
4	Denver Injury	denver persc	USD	320	210	260	480	390	320	210	260	260	390	390	260	0.82	158.32	
5	Denver Injury	personal inju	USD	170	170	140	170	260	210	260	260	170	140	210	140	0.94	193.27	
6	Denver Injury	denver injury	USD	70	110	110	70	50	70	50	70	50	40	40	70	90	0.55	59.54
7	Denver Injury	personal inju	USD	210	260	260	170	210	210	210	260	210	210	260	260	0.31	255.02	

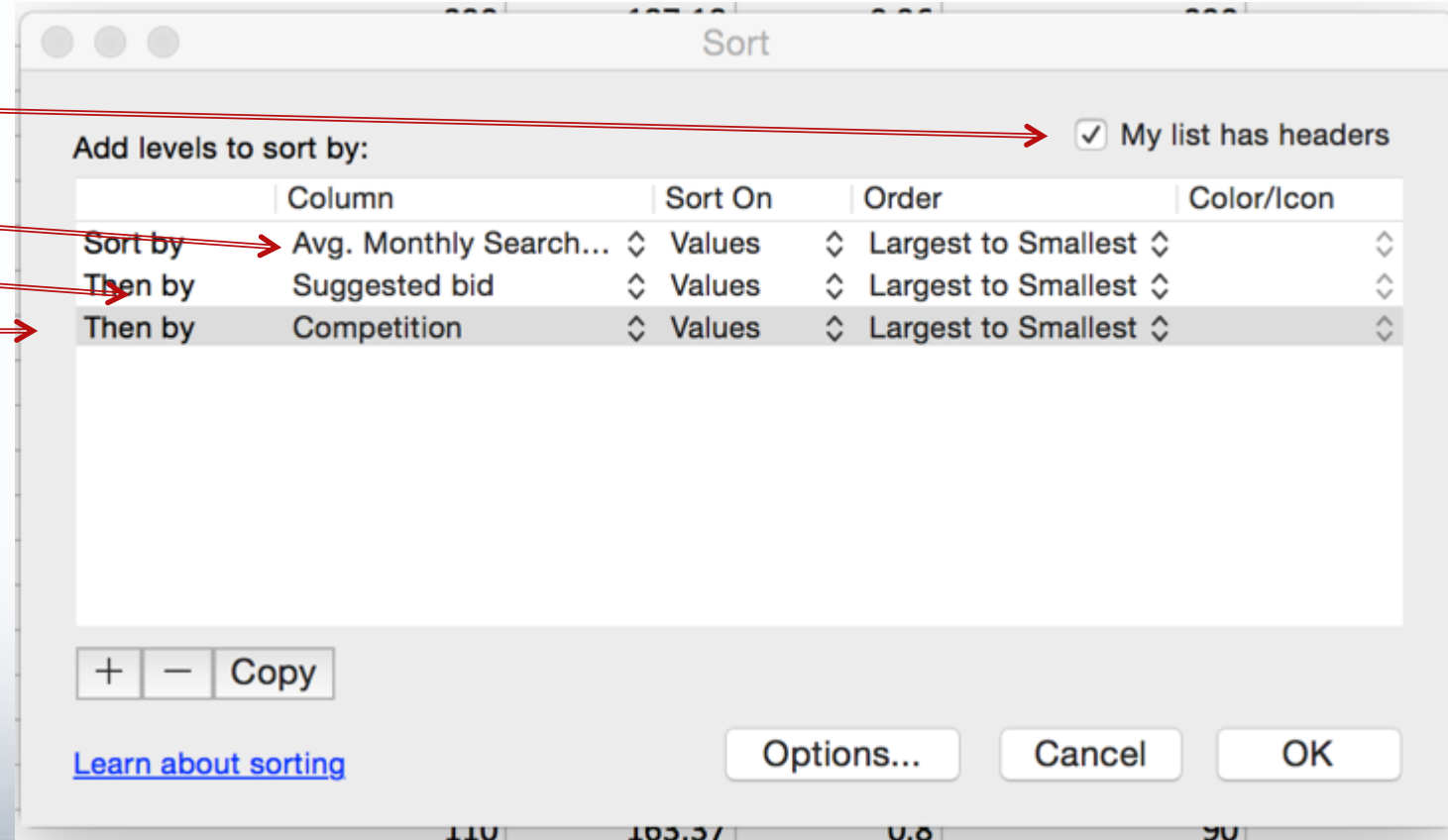
1-Raw Data, 2-Delete & Move Columns, 3-Click on corner, double click on line

	A	B	C	D	E	F	G	H
1	Keyword	Avg. Monthly Searches	Suggested bid	Competition	Searches: Jar	Searches: Fel	Searches: Ma	Searches: Ap
2	denver persc	480	103.07	0.78	320	720	590	480
3	personal inju	390	187.18	0.96	390	390	480	590
4	denver persc	320	158.32	0.82	210	260	480	390
5	personal inju	170	193.27	0.94	170	140	170	260
6	denver injury	70	59.54	0.55	110	110	70	50
7	personal inju	210	255.02	0.31	260	260	170	210
8	denver injury	70	143.49	0.64	40	70	50	70
9	personal inju	10	107.09	0.83	40	10	10	10

	A	B	C	D
1	Keyword	Avg. Monthly Searches (exact match only)	Suggested bid	Competition
2	denver personal injury attorney	480	103.07	0.78
3	personal injury attorney denver	390	187.18	0.96
4	denver personal injury lawyer	320	158.32	0.82
5	personal injury lawyer denver	170	193.27	0.94
6	denver injury attorney	70	59.54	0.55
7	personal injury attorney denver co	210	255.02	0.31
8	denver injury lawyer	70	143.49	0.64
9	personal injury attorney denver colorado	10	107.09	0.83
10	personal injury lawyer denver co	210		0.27

Keyword Research

1. >Data>Sort
2. "My list has headers"
3. "Sort by"
 1. Avg. Monthly
 2. Suggested Bid
 3. Competition



Keyword Research

Now you have your list!

- May need to fill in some of the suggested bids with an “estimate”

	A	B	C	D	E
1	Keyword	Avg. Monthly Searches (exact match only)	Suggested bid	Competition	
2	denver personal injury attorney	480	103.07	0.78	
3	personal injury attorney denver	390	187.18	0.96	
4	denver personal injury lawyer	320	158.32	0.82	
5	personal injury attorney denver co	210	255.02	0.31	
6	personal injury lawyer denver co	210		0.27	
7	personal injury lawyer denver	170	193.27	0.94	
8	accident attorney denver	110	302.52	0.65	
9	auto accident attorney denver	110	259.19	0.94	
10	denver car accident lawyer	110	229.44	0.68	
11	car accident lawyer denver	110	221.58	0.93	
12	denver car accident attorney	110	163.37	0.8	
13	car accident attorney denver	90	202.22	0.7	
14	denver auto accident attorney	90	103.15	0.72	
15	denver injury lawyer	70	143.49	0.64	
16	denver accident attorney	70	102.54	0.6	
17	denver injury attorney	70	59.54	0.55	
18	medical malpractice attorney denver	70	8.25	0.93	
19	denver auto accident lawyer	70		0.64	
20	accident lawyer denver	50	182.15	0.57	
21	injury lawyer denver	50	147.91	0.92	
22	malpractice lawyer denver	50	20.41	0.86	
23	civil attorney denver	50	20.06	1	
24	civil rights attorney denver	50	16.81	0.93	
25	denver accident lawyer	50		0.6	
26	auto accident lawyer denver	50		0.53	
27	denver medical malpractice attorney	40	9.48	0.57	
28	denver co personal injury attorney	40		0.62	

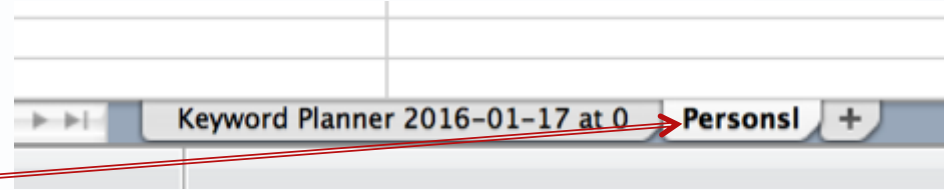
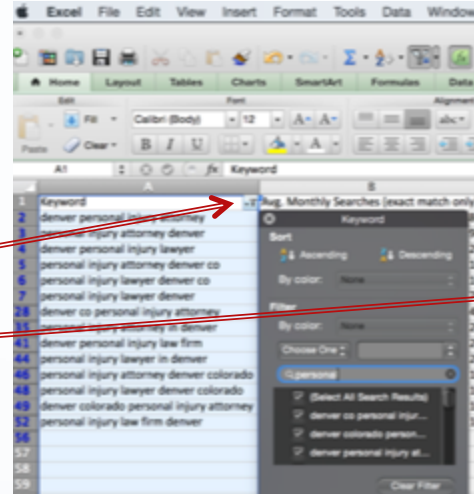
Keyword Research

Refine and Organize Your List Using Excel Tools

Requires some intermediate skills

1-Filter

2-Copy and paste in another worksheet



Keyword	Avg. Monthly Searches (exact match only)	Suggested bid	Competition	Searches: Jan 2015	Searches: Feb 2015	Searches: Mar 2015	Searches: Apr 2015	Searches: May 2015	Searches: Jun 2015
denver personal injury attorney	480	103.07	0.78	320	720	590	480	480	480
personal injury attorney denver	390	187.18	0.96	390	390	480	590	390	390
denver personal injury lawyer	320	158.32	0.82	210	260	480	390	320	320
personal injury attorney denver co	210	255.02	0.31	260	260	170	210	210	210
personal injury lawyer denver	210	0.27	0.27	260	260	170	210	210	210
denver co personal injury attorney	170	193.27	0.94	170	140	170	260	210	210
denver personal injury law firm	40	0.62	0.62	50	70	50	20	40	40
personal injury attorney denver colorado	20	195.98	0.84	30	40	30	40	30	30
personal injury lawyer denver colorado	20	0.55	0.55	20	30	20	20	40	40
denver colorado personal injury attorney	20	107.09	0.83	40	10	10	10	10	10
personal injury law firm denver	10	1	1	10	10	10	10	10	10
denver colorado personal injury law firm	10	0.86	0.86	10	10	10	20	10	10

Keyword Research

- SEMRush
- Competitive Research:
- See who is ranking for your best term.
- Type in Competitors to SEMrush.com

Keyword Research

- Google Search Console
- Adwords

Using Your Keywords

SEO – in Web Pages:

- Title Tags
- Description Tags
- URLs
- Internal Links
- *etc.*

SEO – Content:

- “Think Keywords”
- Page Content
- Blog Posts
- Syndicated Content

SEO – in Links to Your Web Pages

- Anchor Text
- Content Around Links

Whatever You Do ...
...Think Keywords

- Posting on Social Network Sites
- Writing Whitepapers
- Placing Ads

Keywords Connect
You to Customers!

Adwords Opportunity

Estimated Best Case Scenario*

Cost Per Click:	\$16
Conversions to Lead:	10%
Cost Per Lead:	\$160
Conversions to Sale:	10%
Cost Per Sale:	\$1,600

Estimated Worst Case Scenario*

Cost Per Click:	\$34
Conversions to Lead:	5%
Cost Per Lead:	\$680
Conversions to Sale:	5%
Cost Per Sale:	\$13,600

Why do we care?

- Excellent Marketing Analysis
- Could be profitable
- Can help determine SEO Strategy

Google Adwords-Example

Paid Results Top and/or Right Side

Search:

'colorado workers compensation attorney'

- Our Client in Google Adwords: Over 15% Conversion to lead Rate
- 20% conversion to client
- Firm only takes head, neck, back and brain injury
- #1 Law Firm Site in Organic
- Cost per acquisition is profitable for PPC, however...
- Cost per acquisition is 50%-80% lower from organic traffic

Google

colorado workers comp attorney

Web Images Maps Shopping Videos More Search tools

About 311,000 results (0.27 seconds)

Ads related to **colorado workers comp attorney**

Colorado Workers Comp 1 (888) 733 3828
www.burgsimpson.com/
Head, Neck, Back or Brain Injury At-work? Find Out if You Have a Case

Workers Comp Attorney 1 (866) 754 5762
www.coloradolaw.net/
Worker's Compensation Attorneys A Reputation For Getting Results.
1899 Wynkoop Street, Suite 700, Denver, CO

Workers Comp Attorney 1 (720) 924 6884
www.jeffersdenverlaw.com/
Over Twenty-Five Years Experience. Former Claims Adjuster, Call Today!
Slip & Fall Injury - Firm Overview - Personal Injury Attorney - Contact Us

Denver Workers' Compensation Lawyer - FindLaw Lawyers Directory
lawyers.findlaw.com > Workers' Compensation > Colorado > Denver
Results 1 - 20 of 40 - Denver, CO Workers' Compensation lawyers with detailed profiles and recommendations. Find your Denver, CO Workers' Compensation ...

Denver, Colorado Workers' Compensation Lawyers | BurgSimpson
www.burgsimpson.com/colorado/workers-compensation-lawyers/index...
Like others who have been injured at work, you probably have a lot of questions: Do I have a case? Will I lose my job? How much money and care am I entitled ...

Colorado Workers Compensation Lawyers - Bachus & Schanker, L...
www.coloradolaw.net/html/workers-compensation.html
Do you need a Colorado Workers' Compensation lawyer? If you've been injured at work, contact Bachus & Schanker for a free Workers' Compensation ...

Ads

Call the Ski Law
plus.google.com
1 (877) 900 9441
Ski Lift Injuries - L
or Unloading Acci
1900 Grant St #

Workers Comp
www.colawfirm.c
1 (303) 647 6506
No Attorney Fees
Receive Benefits.

Worker Comp
www.colocrimina
1 (303) 223 1804
Experienced Den
Compensation At

Injured At Work
www.tomquinnlaw
Call Our Attorney
Consult. No Fees
355 S Teller St
(303) 502-5797

Colorado work
www.eleylawfirm
Protecting The Rig
Colorado Worker

Google Adwords

Now you have your list!

- Fill in Suggested Bid blanks with estimate

	A	B	C	D	E
1	Keyword	Avg. Monthly Searches (exact match only)	Suggested bid	Competition	
2	denver personal injury attorney	480	103.07	0.78	
3	personal injury attorney denver	390	187.18	0.96	
4	denver personal injury lawyer	320	158.32	0.82	
5	personal injury attorney denver co	210	255.02	0.31	
6	personal injury lawyer denver co	210		0.27	
7	personal injury lawyer denver	170	193.27	0.94	
8	accident attorney denver	110	302.52	0.65	
9	auto accident attorney denver	110	259.19	0.94	
10	denver car accident lawyer	110	229.44	0.68	
11	car accident lawyer denver	110	221.58	0.93	
12	denver car accident attorney	110	163.37	0.8	
13	car accident attorney denver	90	202.22	0.7	
14	denver auto accident attorney	90	103.15	0.72	
15	denver injury lawyer	70	143.49	0.64	
16	denver accident attorney	70	102.54	0.6	
17	denver injury attorney	70	59.54	0.55	
18	medical malpractice attorney denver	70	8.25	0.93	
19	denver auto accident lawyer	70		0.64	
20	accident lawyer denver	50	182.15	0.57	
21	injury lawyer denver	50	147.91	0.92	
22	malpractice lawyer denver	50	20.41	0.86	
23	civil attorney denver	50	20.06	1	
24	civil rights attorney denver	50	16.81	0.93	
25	denver accident lawyer	50		0.6	
26	auto accident lawyer denver	50		0.53	
27	denver medical malpractice attorney	40	9.48	0.57	
28	denver co personal injury attorney	40		0.62	

Google Adwords

Estimate Excel Template: One Keyword at a Time

Keyword	denver personal injury attorney	denver customer home builders
Monthly Search Volume	480	200
Estimated Cost Per Click	\$103.70	5.5
Click Through Rate (Recommend 4% to 8%)	8%	8%
Total Clicks	38.40	16.00
Bufget for Search Term	\$3,982.08	\$88.00
Conv/Lead/Rate (2% to 20%)	5%	5%
Leads	1.92	0.80
Cost/Lead	\$2,074.00	\$110.00
Conv/Sale/Rate (5% to 20%)	5%	5%
Sales	0.10	0.04
Cost/Acquisition	\$21,604.17	\$2,750.00

Google Adwords

Estimate Excel Template: Columns

Keyword	Avg. Monthly Searches	Suggested bid	Click/Rate	Clicks	Budget	Conv/Lead/Rate	Leads	Cost/Lead	Conv/Sale/Rate	Sales	Cost/Acquisition
home builder denver	20	\$2.49	8%	2	\$3.98	5%	0.08	\$49.80	10%	0.01	\$498.00
custom home builder denver	30	\$2.43	8%	2	\$5.83	5%	0.12	\$48.60	10%	0.01	\$486.00
home builder denver co	20	\$5.01	8%	2	\$8.02	5%	0.08	\$100.20	10%	0.01	\$1,002.00
new home builder denver	20	\$6.24	8%	2	\$9.98	5%	0.08	\$124.80	10%	0.01	\$1,248.00
denver home builder	30	\$5.47	8%	2	\$13.13	5%	0.12	\$109.40	10%	0.01	\$1,094.00
home builder colorado springs	30	\$7.44	8%	2	\$17.86	5%	0.12	\$148.80	10%	0.01	\$1,488.00
custom home builder colorado	30	\$3.39	8%	2	\$8.14	5%	0.12	\$67.80	10%	0.01	\$678.00
colorado home builder	30	\$3.28	8%	2	\$7.87	5%	0.12	\$65.60	10%	0.01	\$656.00
colorado springs home builder	20	\$4.76	8%	2	\$7.62	5%	0.08	\$95.20	10%	0.01	\$952.00
colorado custom home builder	20	\$3.76	8%	2	\$6.02	5%	0.08	\$75.20	10%	0.01	\$752.00
home builder colorado	20	\$3.56	8%	2	\$5.70	5%	0.08	\$71.20	10%	0.01	\$712.00
new home builder colorado springs	20	\$7.50	8%	2	\$12.00	5%	0.08	\$150.00	10%	0.01	\$1,500.00
Totals and Averages	290	\$4.57	8%	23	\$106.14	5%	1.16	\$91.50	10%	0.12	\$914.97