



STRATEX
digital marketing

Keyword Research

Digital Marketing Consultant

Uniquely Qualified to Help Business With Digital Marketing

- Dan Stratford

- Digital Marketing Since 1997
 - SEO
 - Adwords/PPC/Paid Search
 - Website Development
 - Social Media
- Product Development to Business Development
 - Dex Media - \$28M to Over \$120M
 - LexisNexis – Grew to Over \$10M/Year
 - C1 Partners – Grew a \$1M Agency
 - Lawyermarketingexpert.com
- Strategic
 - Messaging Development
 - Results Based Strategy Development
 - Tracking Results at Conversion Level



Why Keywords?

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

Keywords Connect Your Prospects to Your Site



Keywords



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

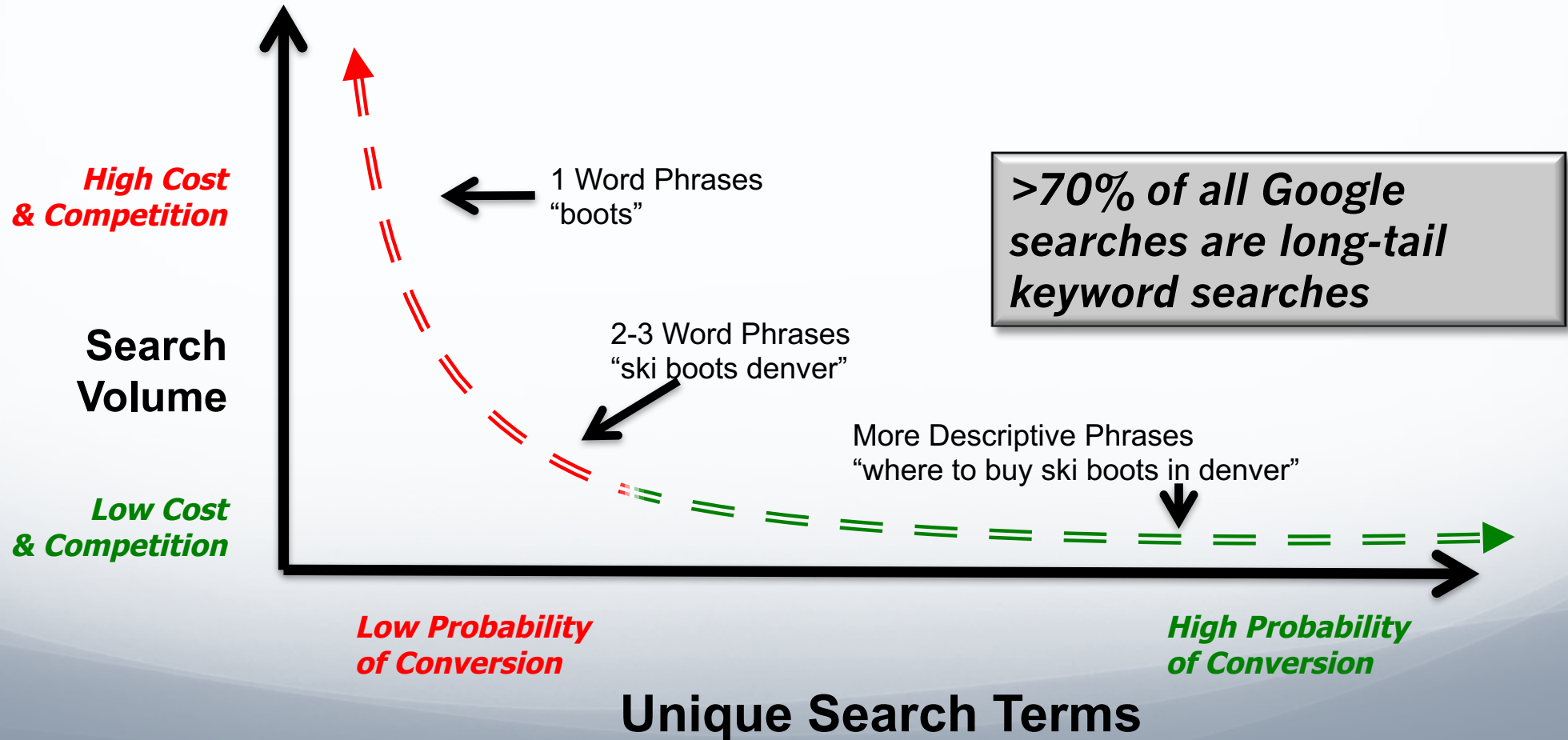
Online University:

online degree

The “Long Tail”

- Most Searches *Do Not Use* Your Primary Keywords, but primary KWs are often vital to your success
- Multi-Word Phrases
- Very Specific Phrases

Long Tail vs. Head Terms



Long Tail Examples

- Primary Term: *mortgage, home loans, refinance*
- Short Tail
 - *Mortgage company*
 - *Denver mortgage company*
 - *Denver home loan*
 - *Refinance company denver*
- Long Tail:
 - *denver mortgage broker low cost*
 - *find simple mortgage calculator*
 - *cheapest mortgages in colorado*
 - *Can I refinance a home within 6 months of my initial mortgage?*

Ignore the “Long Tail”?

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

Keyword Research

- Brainstorm List
- Research Competitors
- Tools:
 - Google Search Console
 - Google Adwords
 - SEMRush
 - MOZ.com
 - Wordtracker

User Intent Classification for Keywords

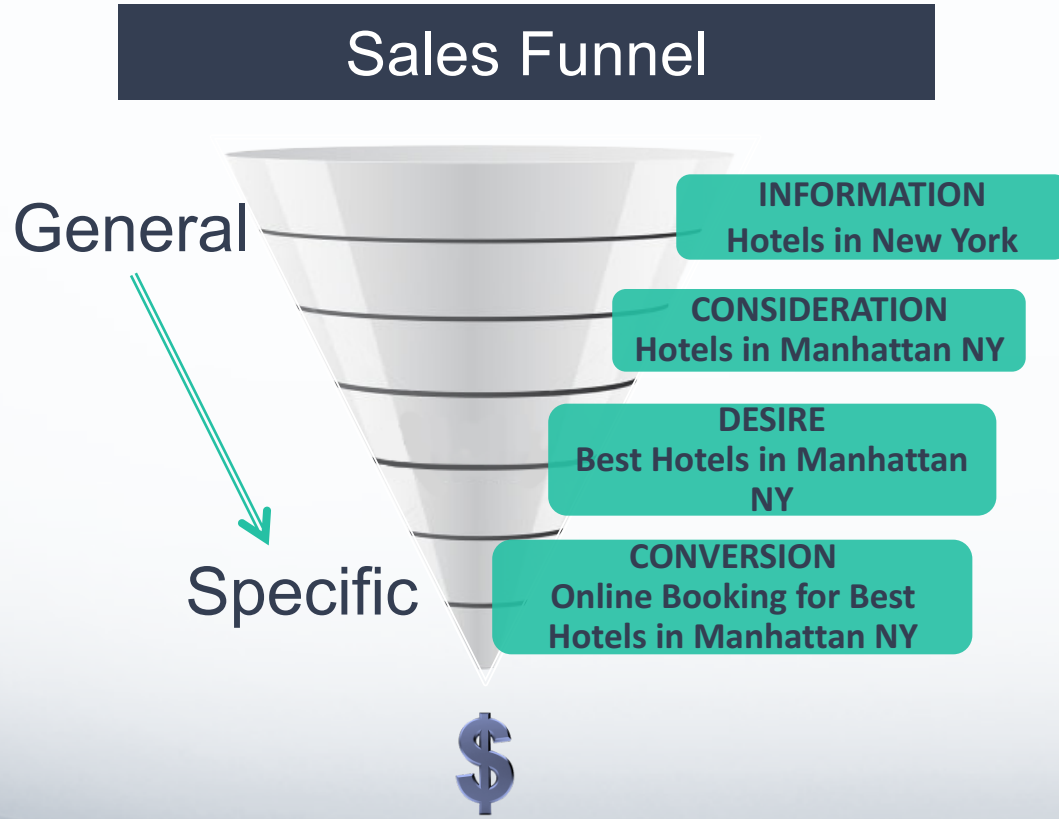
- **Navigational** - Company or brand queries, domain queries.
- **Informational** - Curiosity, question-oriented, solution-seeking queries.
- **Commercial** - Informational search with future business implications.
- **Transactional** - Looking to purchase queries.

INTENT	VALUE OF TRAFFIC
Navigational	Low
Informational	Mid
Commercial	High
Transactional	Very High

Pro-tip:

Following these four user intents helps you identify the best fitting keywords for a client.

Applying Keywords in the Sales Funnel



Pro-tip:

The longer the tail of the keyword, the closer to the conversion portion of the funnel. The more general the keyword, the more informational it tends to be.

The Value of Traffic

TERM	QUERIES	INTENT	VALUE OF TRAFFIC
Disney	1,500,000	Navigational	Low
Disneyland	823,000	Informational	Mid
Disneyland Hotels	27,100	Commercial	High
HK Disneyland Hotel Deals	6,500	Transactional	Very High

bit.ly/callcard

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!

- Upcoming Workshops:
 - <https://www.meetup.com/Denver-Digital-Marketing-Workshops-and-Networking/>
 - Email: dan@stratexdigitalmarketing.com
 - Dan Cell: 720-985-7945
- Consulting & Wholesale Services