

8-5 Identifying the right keyword phrase

There are 2 different scenarios when deciding on appropriate keyword phrases.

- When initially setting up your web site. Understandably, this is the more difficult scenario given the lack of experience and statistics to work with.
- Ongoing maintenance and fine tuning of the web site content

All of the tools available for the initial set-up are appropriate for ongoing evaluation in addition to the benefit of statistics and feedback from users.

8-5.1 Personas

The most significant benefit of completing the persona is the insight and perspective they provide in to the heart and mind of the user. The better our knowledge of the target user, the easier and more accurate the keyword phrases will be.

These keywords will also provide the seeds for use in other keyword tools.

8-5.2 Google suggest

<http://www.google.com/webhp?complete=1&hl=en>

This variation of the Google search box provides suggestions to the user.



keyword sug		Advanced Search
keyword suggestion tool	9,510,000 results	Preferences
keyword suggestions google	893,000 results	Language Tools
keyword suggestion tool free	1,360,000 results	
keyword suggestion tool wordtracker	86,500 results	
keyword suggestions for google	1,030,000 results	
keyword suggestion software	276,000 results	
	close	

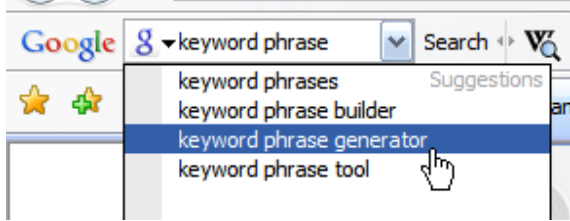
As you type, Google will offer suggestions. Use the arrow keys to navigate the results. [Learn more](#)

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To use this tool type in the keyword phrase identified from the persona exercise. Google search book will respond by showing suggested phrases together with a result count.

You can also setup your Google toolbar to use Google suggest.



8-5.3 Google Adwords suggestion tool

<https://adwords.google.com/select/KeywordToolExternal>

Adwords have a suggestion tool. Enter the seed keyword phrase from the persona tool where highlighted in this image.

A screenshot of the Google Adwords Keyword Tool interface. The top section is titled 'How would you like to generate keyword ideas?' and has a radio button selected for 'Descriptive words or phrases (e.g. green tea)'. To the right, there is a text input field containing 'keyword suggestion', which is circled in yellow. Below the input field, there is a checked box for 'Use synonyms' and a link for 'Filter my results'. A 'Get keyword ideas' button is at the bottom of this section. The bottom section shows a table of results with columns for 'Keywords', 'Advertiser Competition', 'Approx Search Volume: November', and 'Approx Avg Search Volume'. The 'Advertiser Competition' and 'Approx Search Volume' columns are circled in red. The table data is as follows:

Keywords	Advertiser Competition	Approx Search Volume: November	Approx Avg Search Volume
keywords suggestion	12	16	
keyword suggestions	110	260	
keyword suggestion tool	390	390	

The two important results are the Advertiser Competition and Approx. Search Volume columns.

- Advertiser competition – indicates the number of competitors for this keyword phrase. More competitors indicate that other website owners are using this as a keyword phrase in their AdWord campaigns. Simply because other website owners find a particular keyword attractive doesn't necessarily mean that it is suitable for your website. It does however provide an indicator that for popular keywords you may face significant competition from other sites for the eye of the user.
- Approximate search volume indicates the popularity in the eyes of users.

Importantly, consider alternative keyword combinations when choosing your keywords.

8-5.4 Google Adwords

Once you have decided on the keywords most appropriate to your website, consider making a small investment in Google AdWords to test your assumptions.

The advantage of this approach is that you will get almost instantaneous feedback from users because your AdWord sponsored link will display on page 1 for the chosen keywords.

If you elect to wait for your organic results this can be time consuming, sometimes months, especially if there is strong competition, to get feedback. In the interim you will be investing in your inbound links programme which will in most cases be significantly more expensive in terms of lost time and opportunity cost than the AdWods testing approach.

If you have inappropriate keywords you may never get to Page 1 and so have very low or zero click through rates.

8-5.5 Feedback Statistics

Refer to the chapter on measuring keywords for a discussion on using referrals data to fine tune the ongoing choice of keywords.