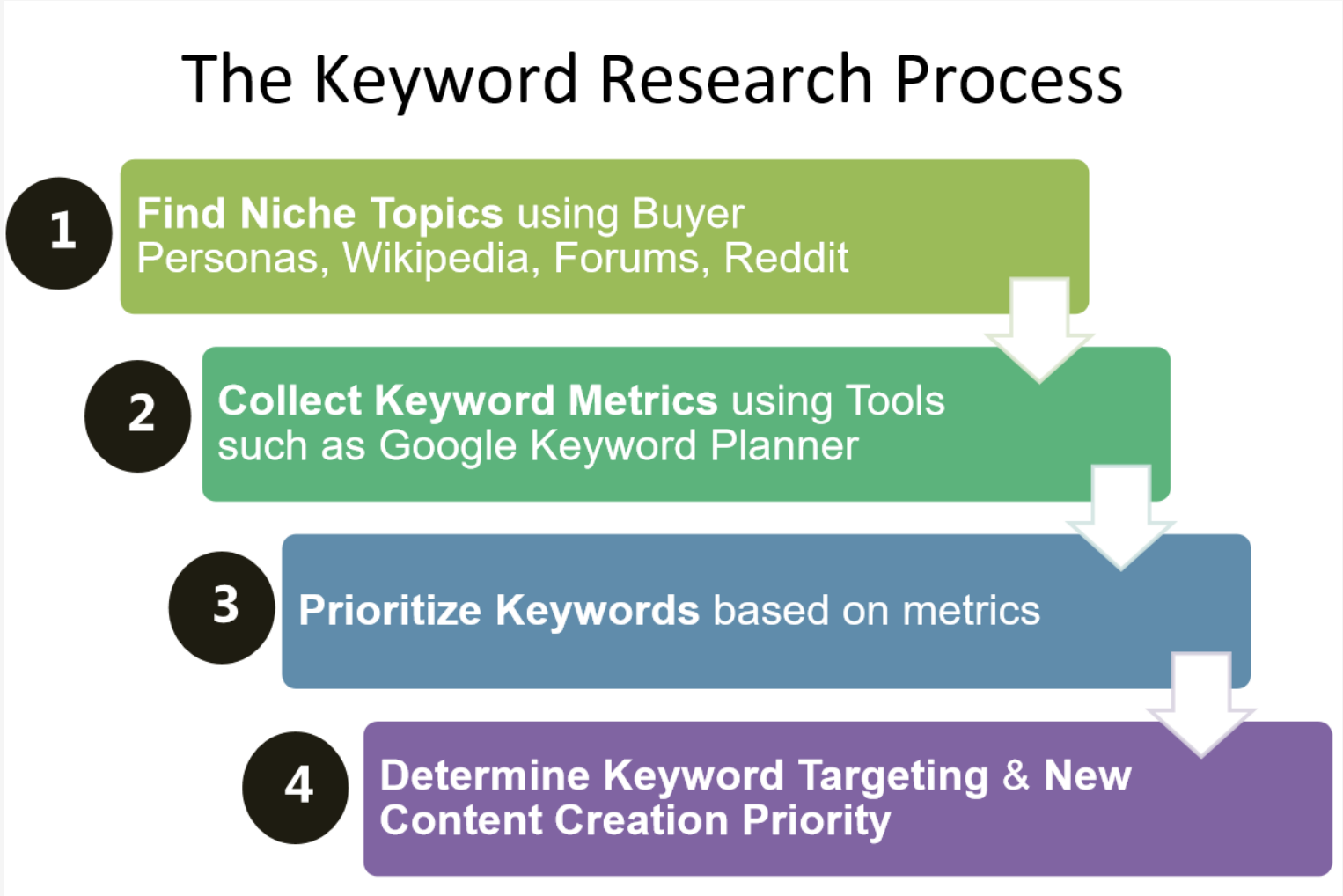
SEO-Part3

Search Engine Optimization

Keywords

Without Keywords, there is no SEO.

The Keyword Research Process



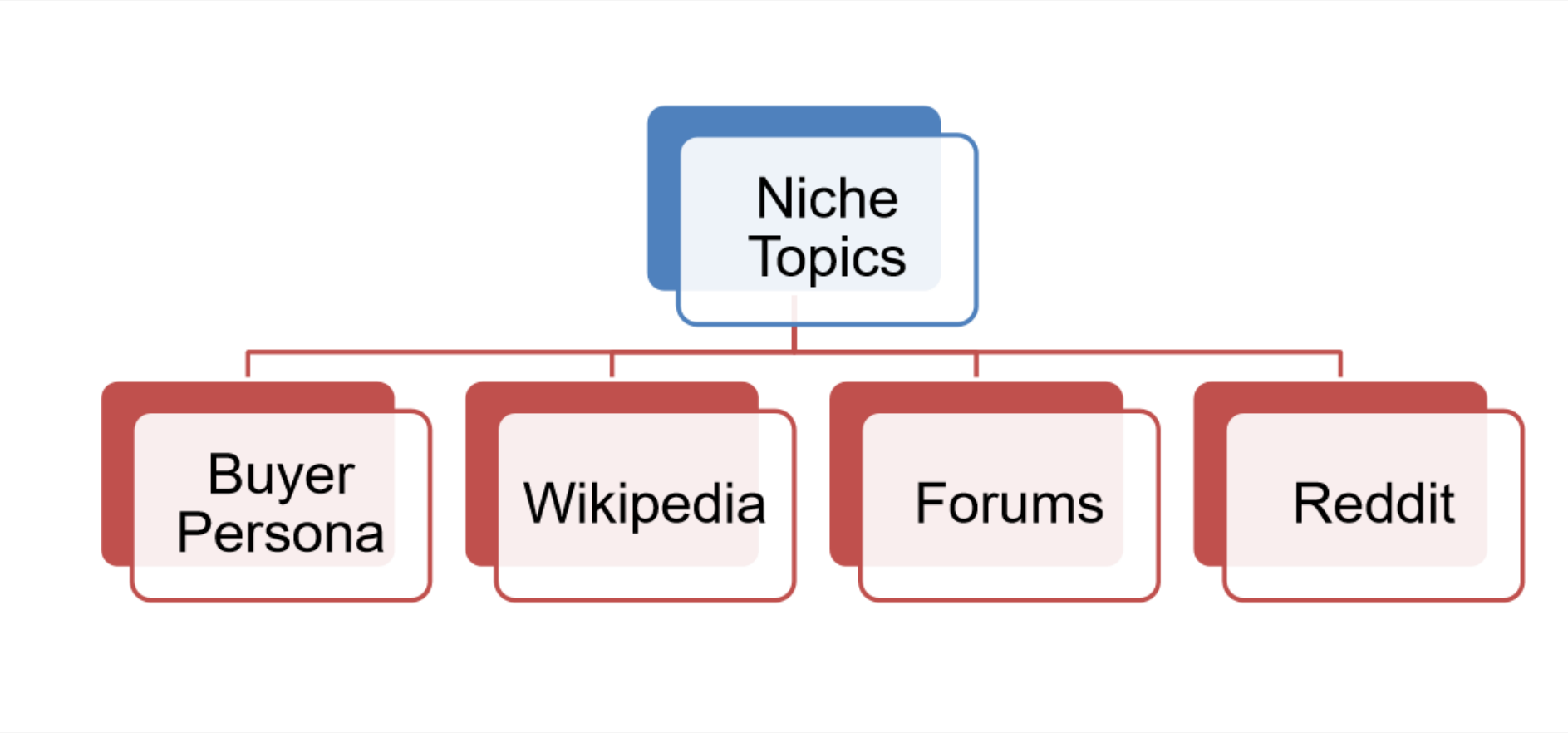
What are niche topics?

A Niche Topic is a topic that your target customer is interested in.

For e.g. For a website that has content related to Tennis, niche topics would be:

- Nutrition for Tennis players
- How to hit a forehand
- How to be a professional Tennis player
- Best Tennis coaches in India
- Tennis shoes

How to find niche topics?



Buyer Persona

- Gender
- Age
- Approximate Income
- Hobbies & Interests
- Things that they struggle with (challenges)
- What they want to accomplish

Buyer Persona: Parent of school tennis player

Age: 35 – 54
Gender: Male or Female
Approximate Income: 10 Lac – 75 Lac per annum
Hobbies & Interests: Roger Federer fan, playing tennis with friends, spending time with son or daughter
Things they struggle with: Having more time to exercise & stay fit, spend time with kids
Goals: Son or daughter to play Tennis for school team, district or state level.

What would a father / mother search for?

“How to teach kids tennis”

“tennis racquet for 8 year old kid”

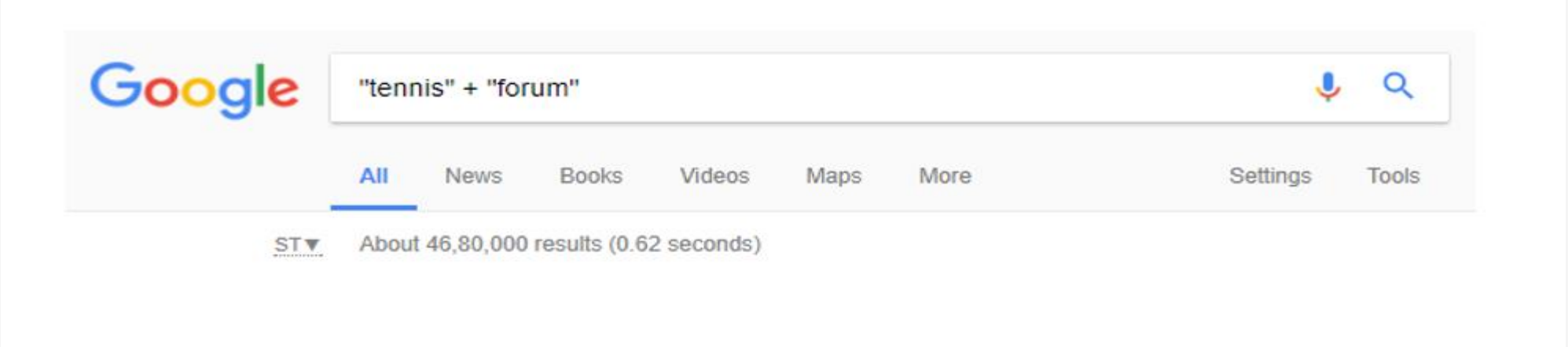
“tennis shoes for kids”

“tennis coaching facilities in <location>”

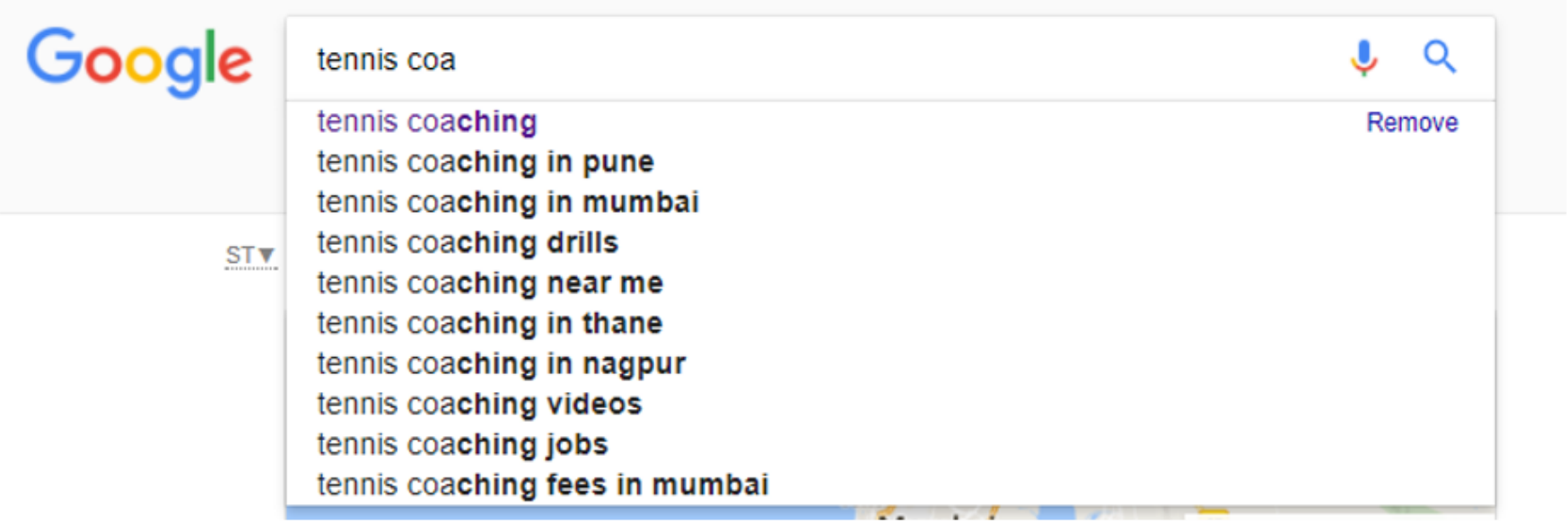
“schools with tennis coaching”

Forums

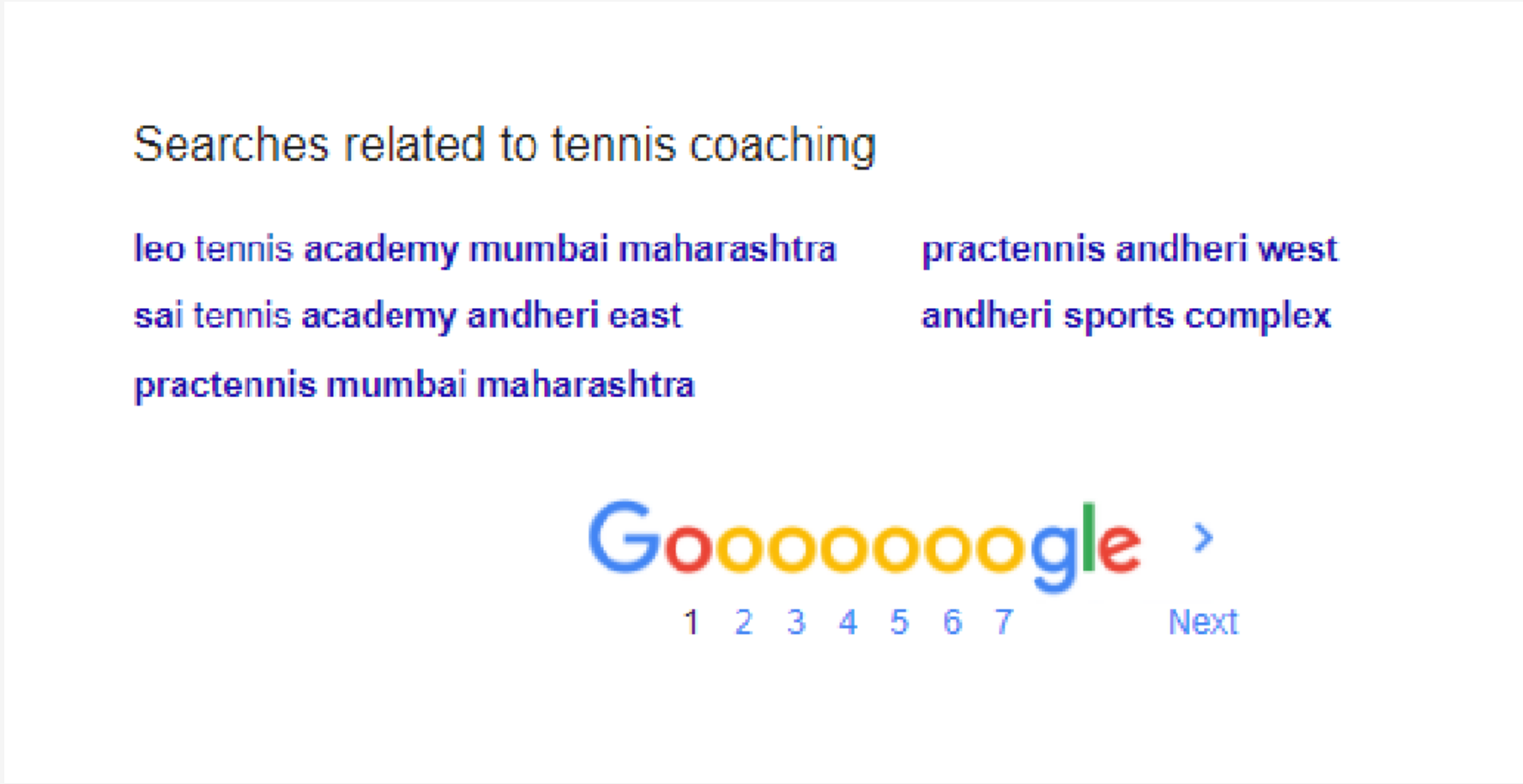
“keyword forum” “keyword”
+ “forums” “keyword” +
“forum” “keyword” +
“board”



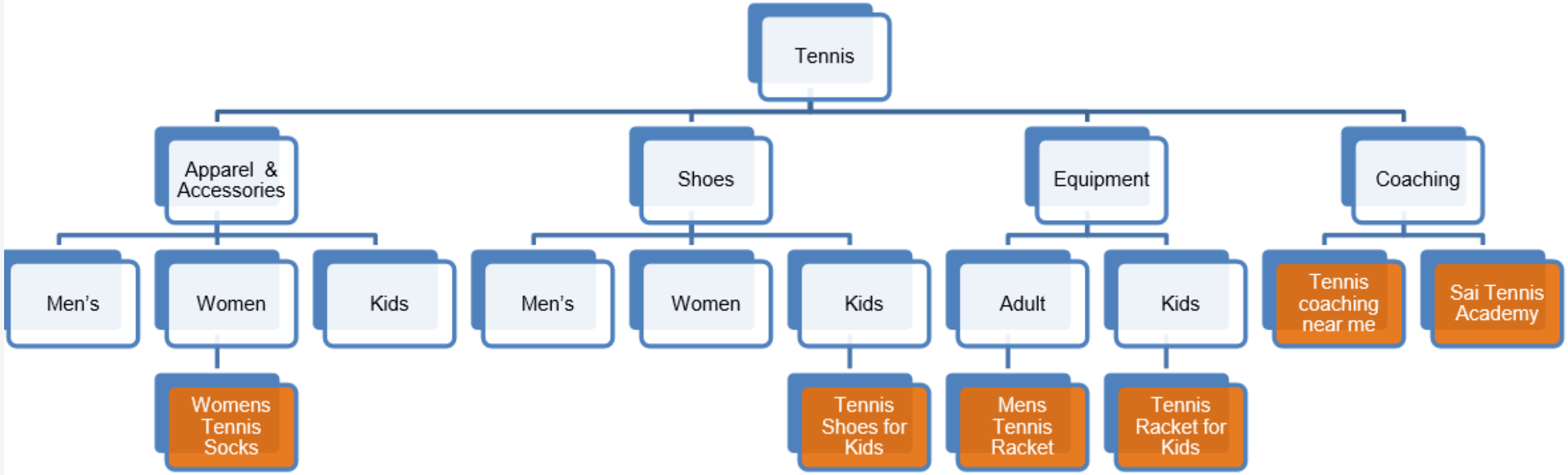
Google Suggest



Related Searches

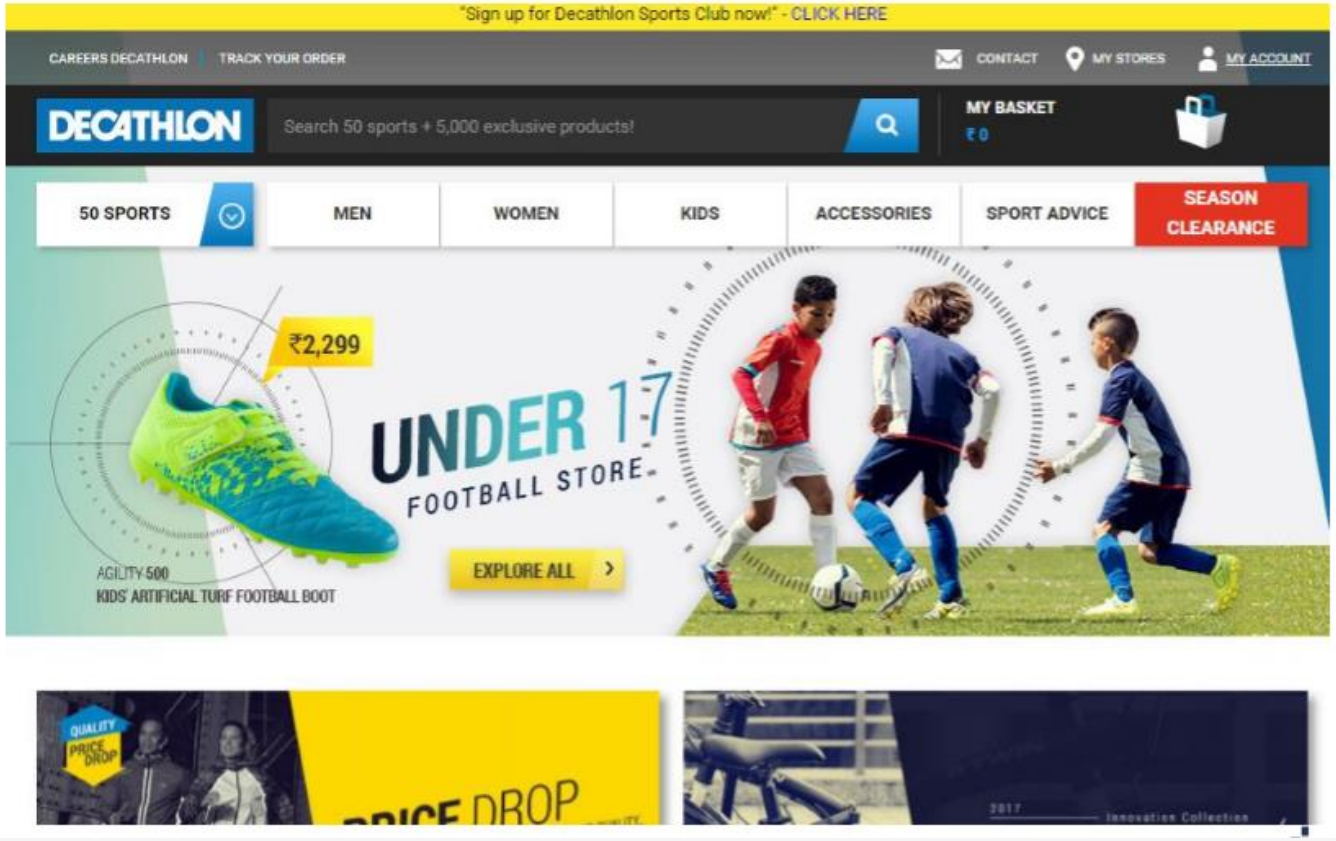


Create Mind Map of Topics



Collect Keyword Metrics -An example – Decathlon India

- **Domain Name:** https://www.decathlon.in/
- **Focus:** Sports equipment, sports wear & accessories

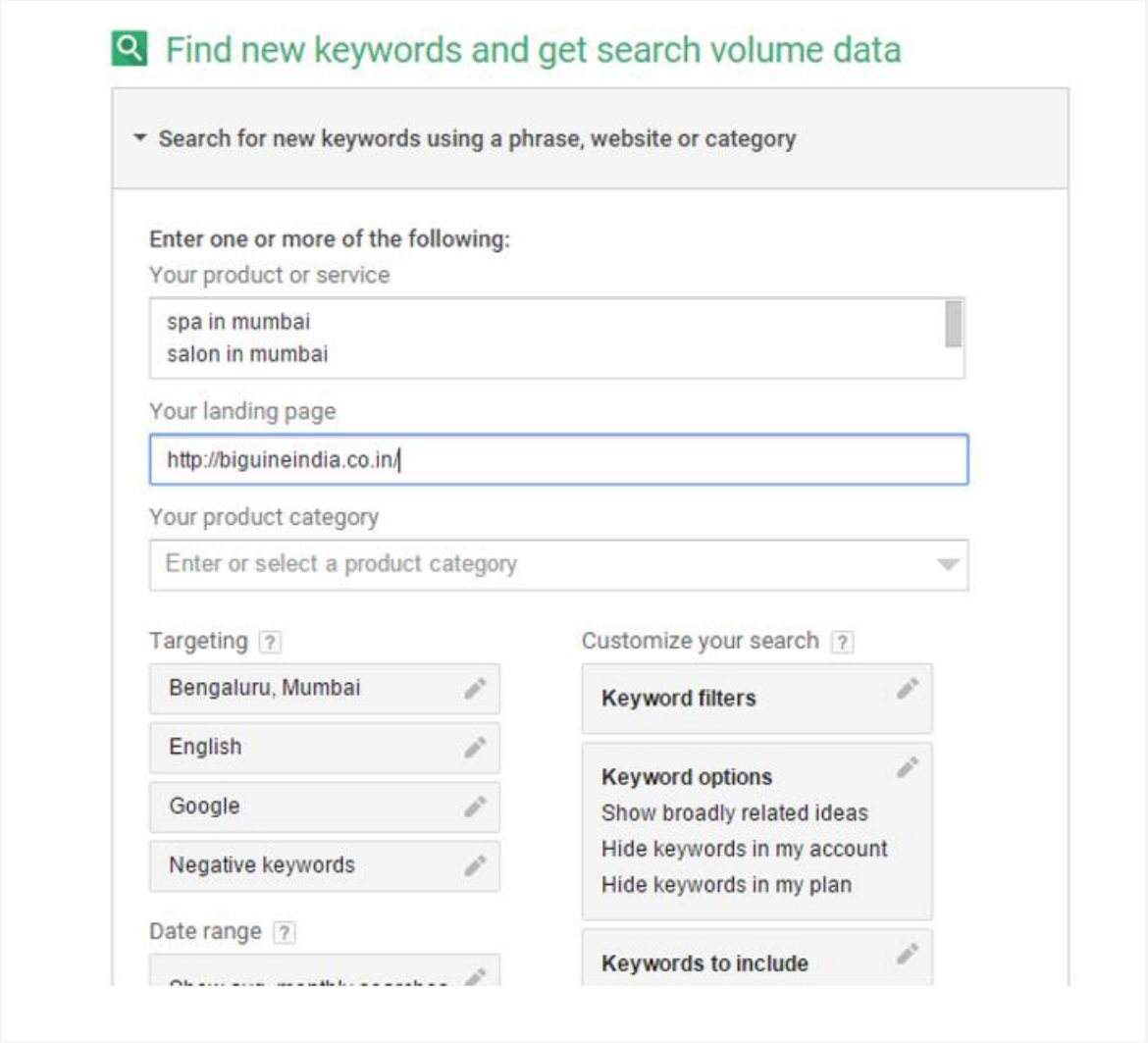


Business Objectives of www.decathlon.in

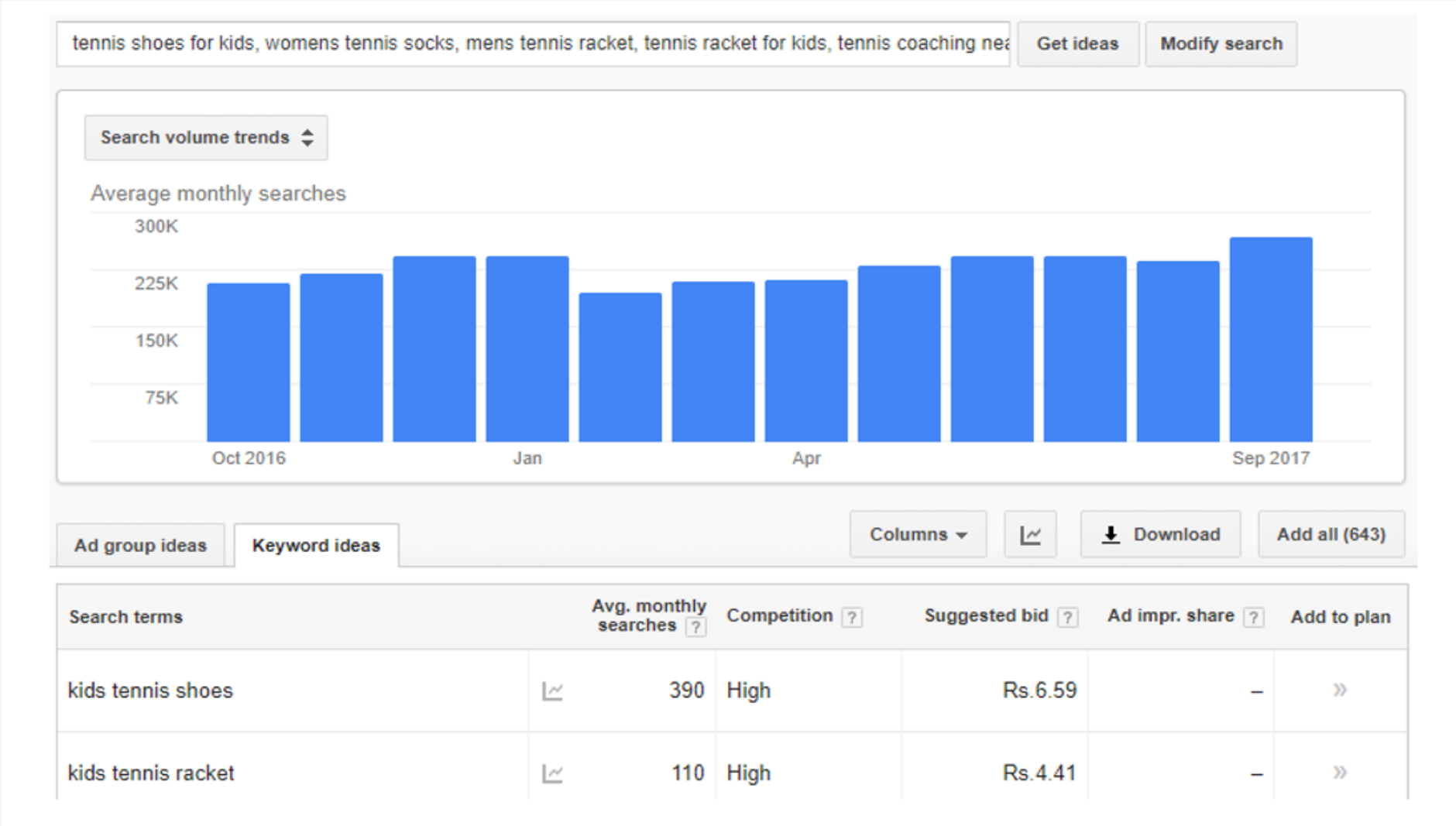
- To increase visibility on Search Engines for business relevant keywords – tennis rackets, men's tennis clothing, tennis shoes for kids etc.

- To increase traffic to the website (a result of increased visibility on organic search results).

Google Keyword Planner



More keyword options…

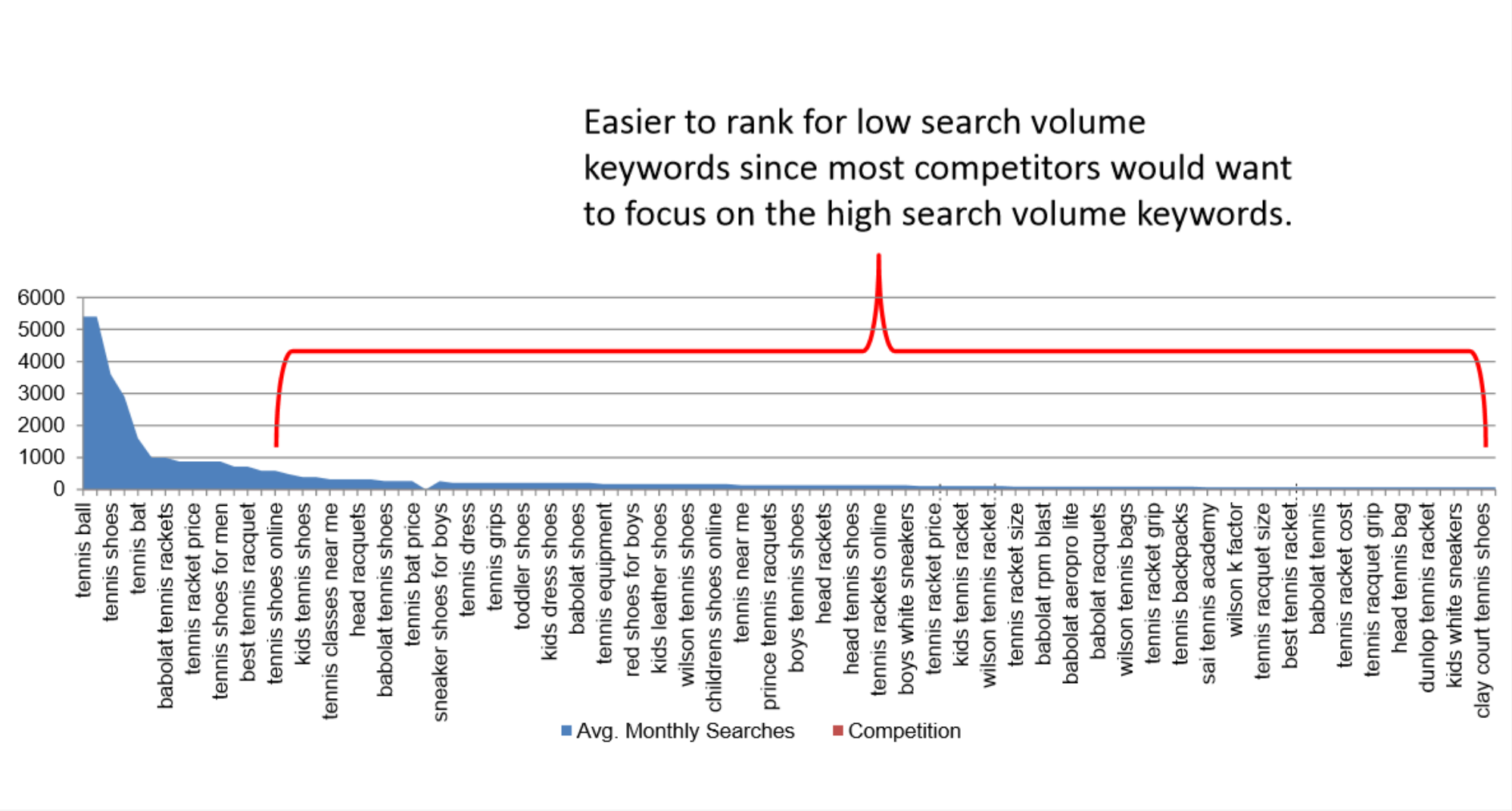


Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
kids tennis shoes	390	High	Rs.6.59	–	»
kids tennis racket	110	High	Rs.4.41	–	»

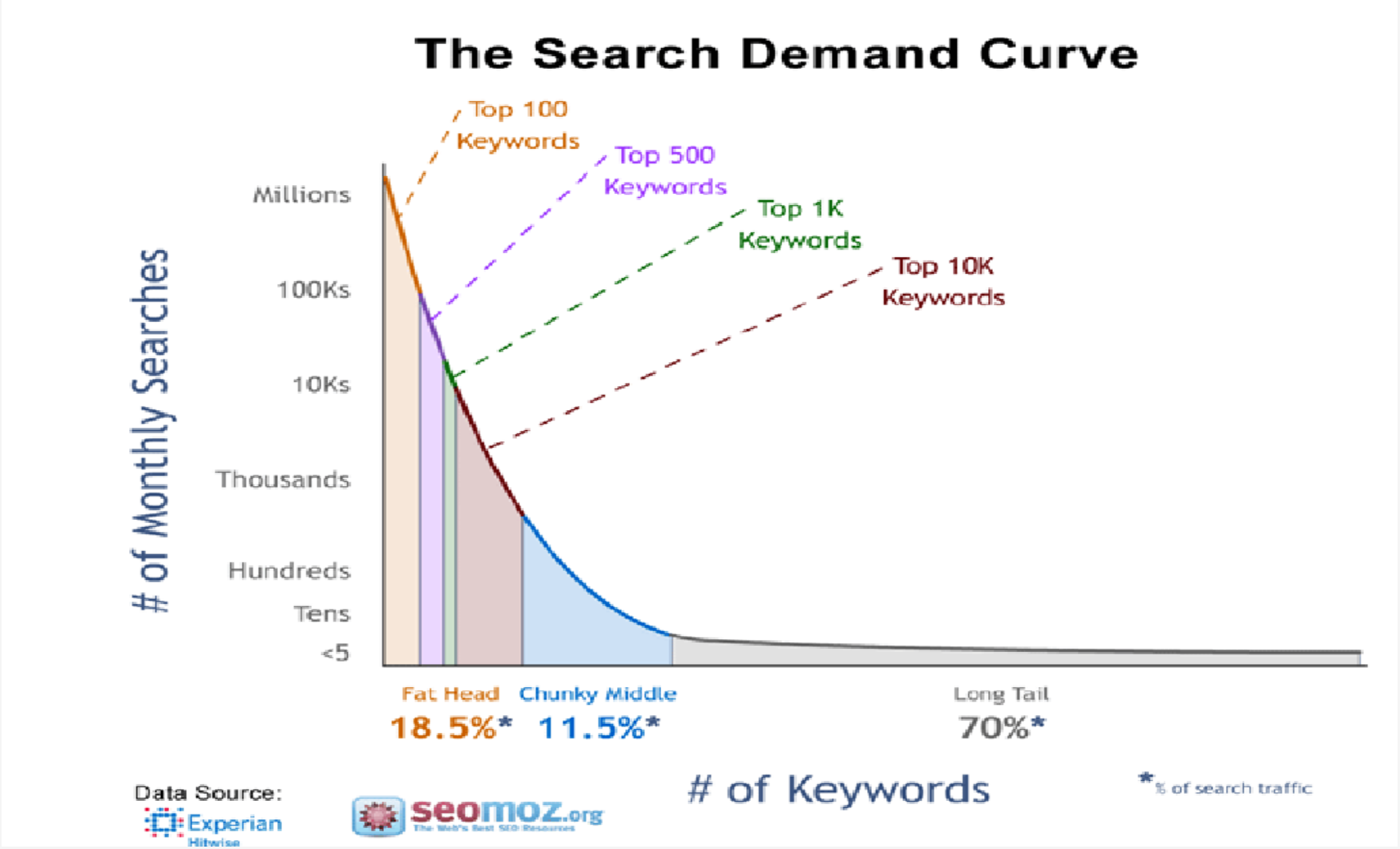
More keyword options…

Keyword	Avg. Monthly Searches	Competition
shoes for girls	74000	0.82
boys shoes	33100	1
baby shower	27100	0.56
kids shoes	12100	1
tennis ball	5400	0.59
tennis racket	5400	0.99
girls shoes online	5400	1
children shoes	3600	0.99
tennis shoes	3600	0.99
kids footwear	3600	1
kids shoes online	2900	1
socks online	2900	1
wool socks	2400	0.79
kids sports shoes	2400	1
boys nike shoes	2400	1
kid shoes	1900	1
boys sports shoes	1900	1
nike shoes for kids	1900	1
tennis bat	1600	0.79
shoes for kids boys	1600	0.99
shoes for kids girls	1300	0.99
child shoes	1300	1
ladies socks	1000	0.99

Prioritize Keywords



The Search Demand Curve



https://moz.com/blog/illustrating-the-long-tail

Why we should choose long tail

Popular Search Terms

- Consist of 30% of daily searches
- Highly competitive
- Searcher is probably browsing, not ready to buy.

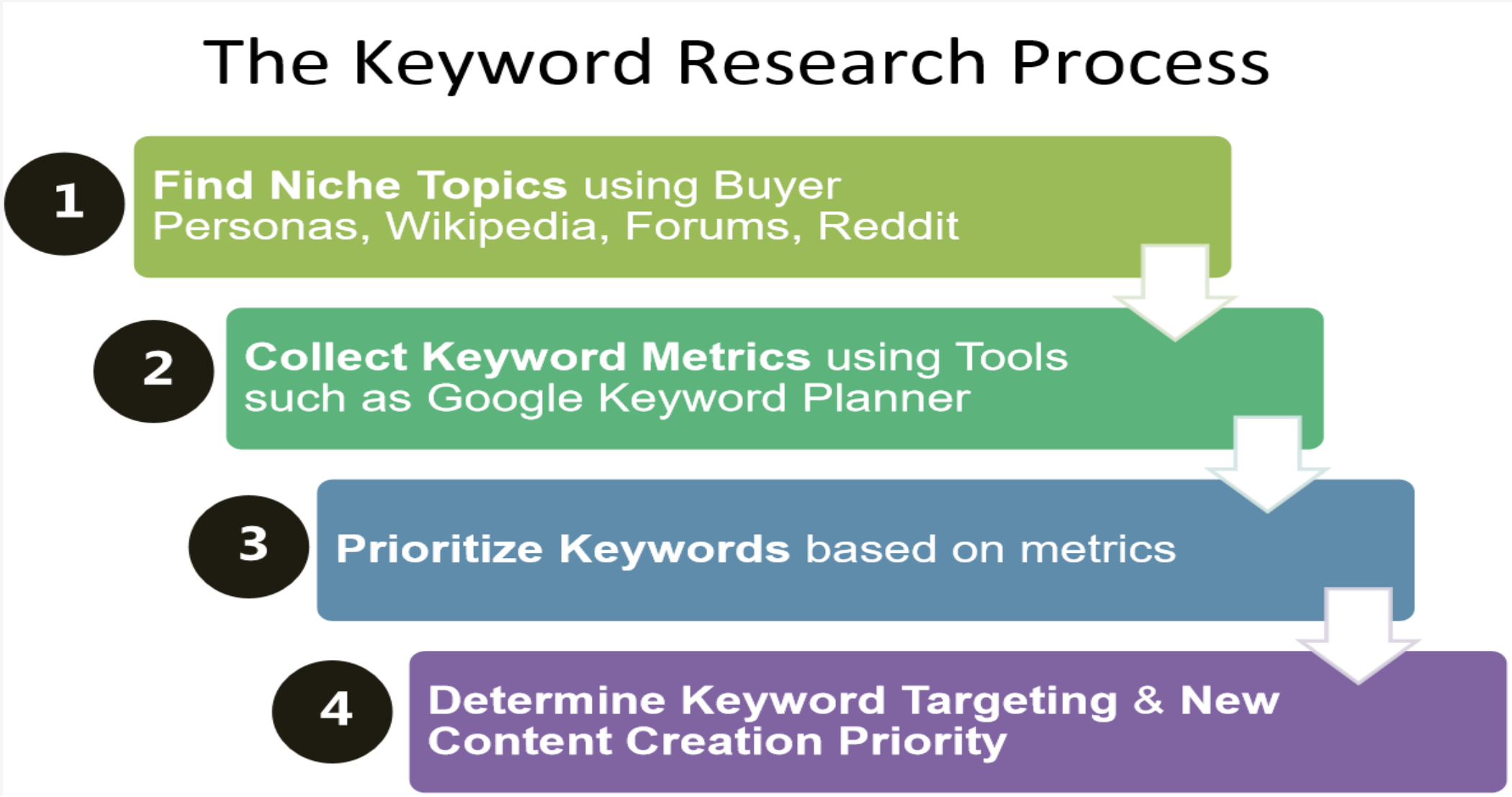
Long-tail Keywords

- Consist of 70% of daily searches
- Less competitive
- Searcher is almost ready to buy

Assessing Keyword Value

- Is the keyword relevant to your website's content?
- Will searchers find what they are looking for on your site when they search using these keywords?
- Will they be happy with what they find?
- Will this traffic result in financial rewards or other organizational goals?

Determine Keyword Targeting



Map Keywords to Web Pages

URL	Focus Keyword	Latent Semantic Index Keywords
https://www.decathlon.in/1004-tennis-rackets	Tennis Racket	tennis racket babolat tennis racket head tennis racquet online india lawn tennis racket for beginners tennis racket price range tennis racket yonex
https://www.decathlon.in/1007-tennis-balls	Tennis Ball	tennis ball online tennis ball price cheapest tennis balls online wilson tennis ball price tennis ball red lawn tennis ball price
https://www.decathlon.in/1019-tennis-shoes	Tennis Shoes	tennis shoes india adidas tennis shoes online india tennis shoes flipkart nike tennis shoes online india babolat tennis shoes india tennis shoes online sale asics tennis shoes online india buy tennis shoes online cheap
https://www.decathlon.in/1026-mens-tennis-clothing	Mens Tennis Clothes	mens tennis clothing sale tennis shirts nike tennis shorts mens with pockets tennis apparel brands discount tennis apparel tennis apparel near me

http://www.rankwatch.com/member/signup/index/c/digitalvidya-package

New Content Creation Priority

Create New Pages on the website

New Content for Marketing

Optimize Current Pages on the website

Provide Insights to Content Team

Prepare a publishing calendar

Recap

1
Find Niche Topics using Buyer Personas, Wikipedia, Forums, Reddit
2
Collect Keyword Metrics using Tools such as Google Keyword Planner
3
Prioritize Keywords based on metrics
4
Determine Keyword Targeting & New Content Creation Priority

- End of module