

Keyword

Research

**Presenting by
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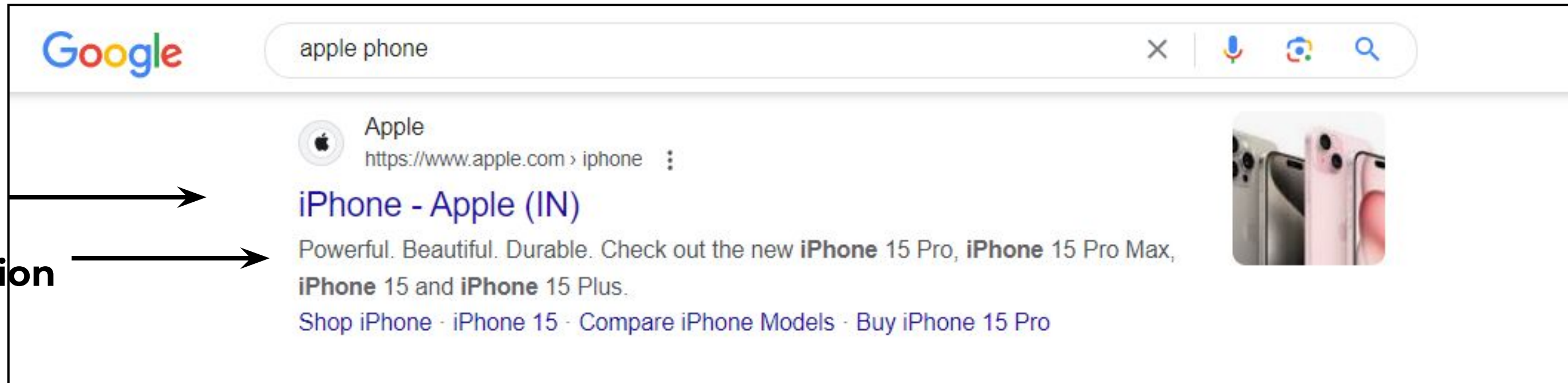
Introduction

Everything is recognized by a name, and these names can vary depending on the context. They might be called credentials, deputations, brand names, or services. In the realm of search engines, they are referred to as keywords.

The choice of these words can significantly influence the future success of a product, similar to how film actors often change their names for broader appeal. Thus, keywords play a crucial role in digital marketing.

Keywords are the cornerstone of branding and marketing. The most frequently used names or words, commonly known as keywords, hold the highest value.

Let's Google



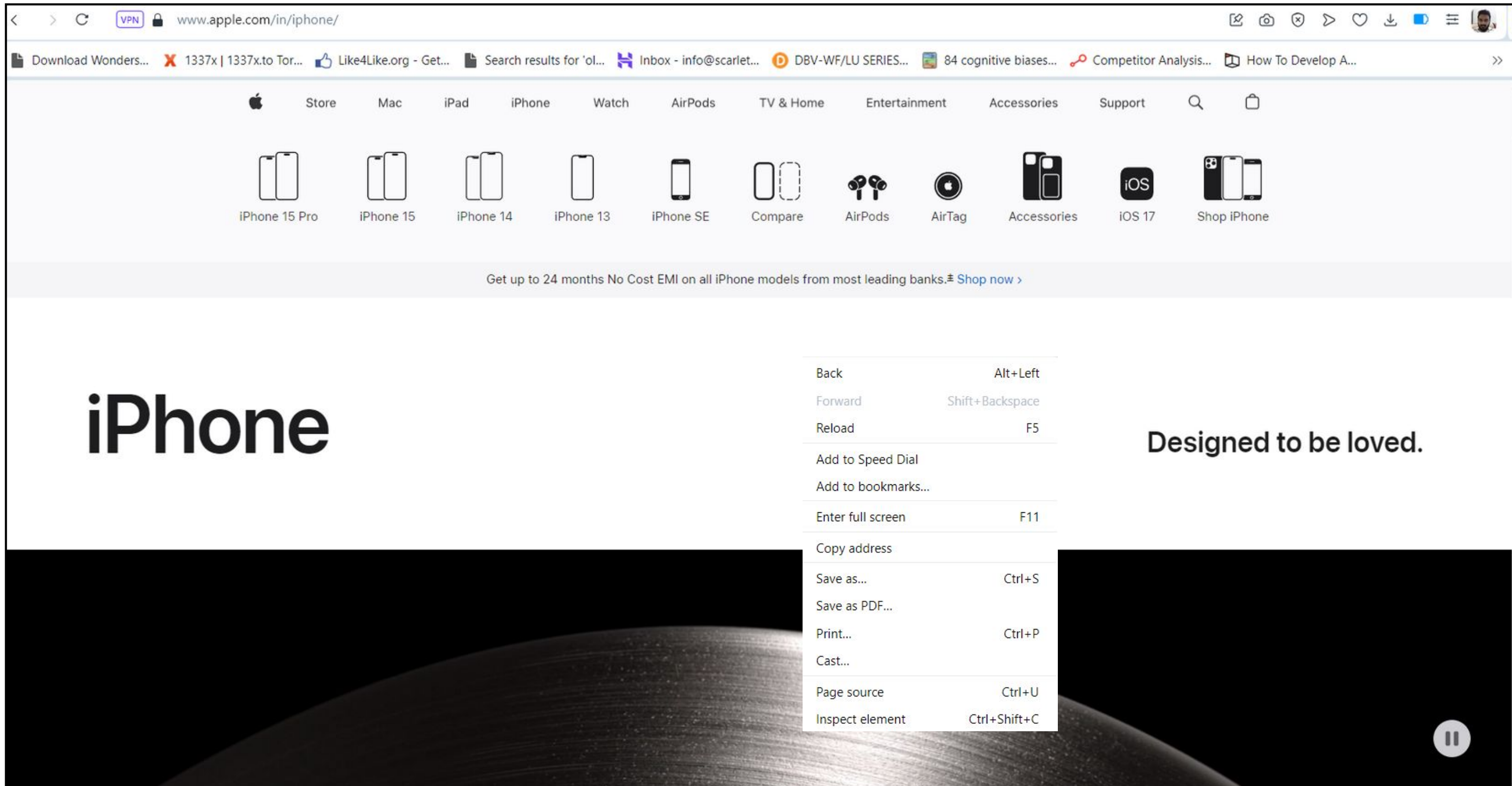
Meta Title

Meta Description



What are Meta tags ?

Meta tags are snippets of text that describe a page's content; they don't appear on the page itself but only in the page's source code



1. Open the website and right click

2. Click Page Source

Finding Meta on Website

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186 <title>iPhone - Apple (IN)</title>  
187 <meta name="Description" content="Powerful. Beautiful. Durable. Check out the new iPhone 15 Pro, iPhone 15 Pro Max, iPhone 15 and iPhone 15 Plus." />  
188 <meta property="og:image" content="https://www.apple.com/in/iphone/home/images/meta/iphone__ky2k6x5u6vue_og.png?202405262027" />  
189 <meta property="og:locale" content="en_IN" />  
190 <meta property="og:title" content="iPhone" />  
191 <meta property="og:description" content="Powerful. Beautiful. Durable. Check out the new iPhone 15 Pro, iPhone 15 Pro Max, iPhone 15 and iPhone 15 Plus." />  
192 <meta property="og:url" content="https://www.apple.com/in/iphone/" />  
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194 <meta property="og:site_name" content="Apple (India)" />  
195 <meta property="og:type" content="website" />  
196 <meta name="twitter:site" content="@Apple" />  
197 <meta name="twitter:card" content="summary_large_image" />  
198 <meta property="al:ios:app_name" content="Apple Store" />  
199 <meta property="al:ios:app_store_id" content="375380948" />  
200 <meta property="al:ios:url" content="https://www.apple.com/in/xc/iphone?cid=AOS_ASA" />  
201 <meta property="analytics-track" content="iphone - index/tab" />  
202 <meta property="analytics-s-channel" content="iphone" />  
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204 <meta property="analytics-s-bucket-0" content="applestoreww" />  
205 <meta property="analytics-s-bucket-1" content="applestoreww" />  
206 <meta property="analytics-s-bucket-2" content="applestoreww" />  
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3. Ctrl+F - meta

How to Find Keywords?

- Different tools are available for selecting keywords. Ahref, SEMrush, keyword.io , Uber suggest
- Most reliable one is Google Keyword Planner



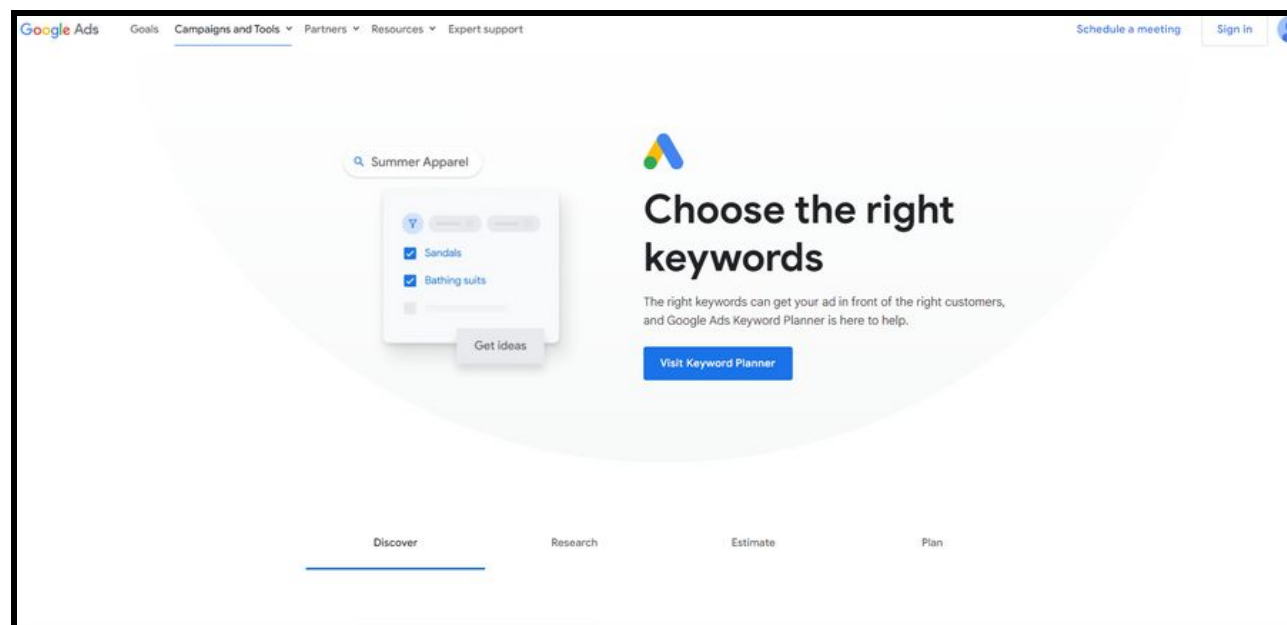
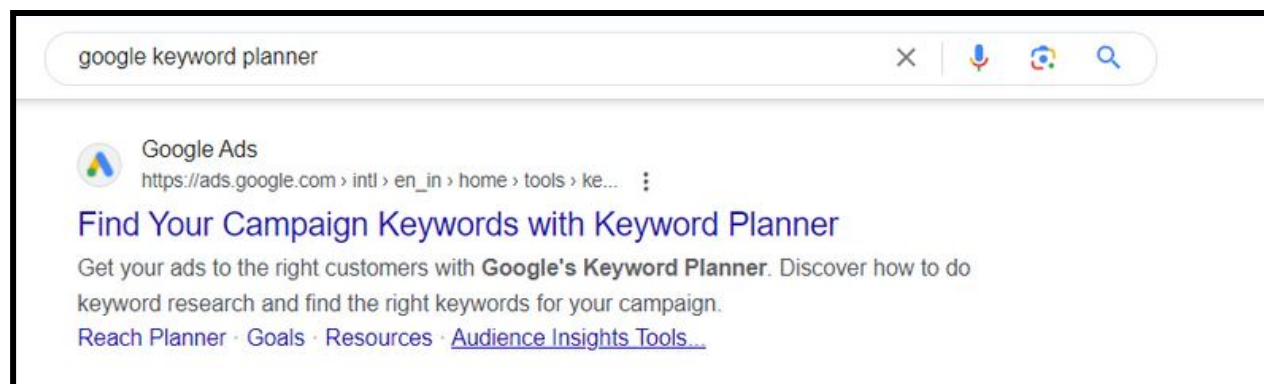
Note: Google Keyword Planner is present in Google Ads

Creation of Keyword Planner Account

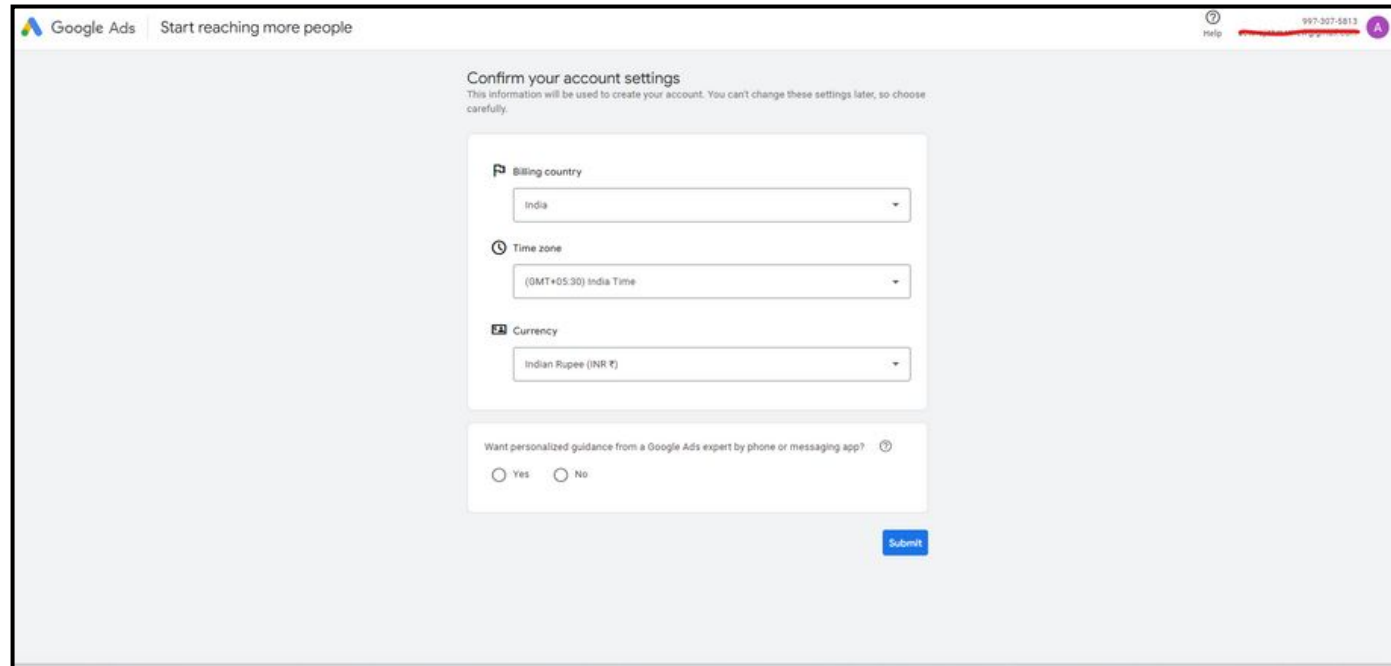
Step 1 : Search Google Keyword Planner in Google

Step 2 : Click the first search result

Step 3 : Select **Visit Keyword Planner**

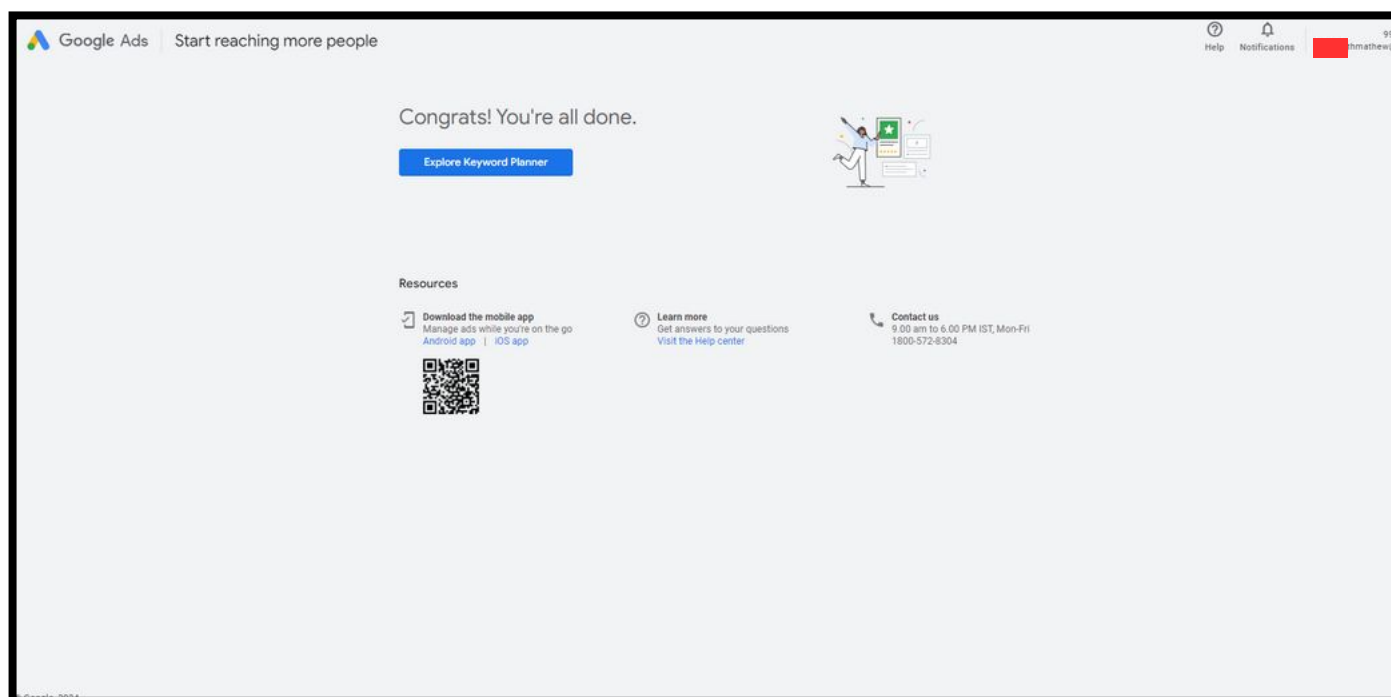


Creation Account



The screenshot shows the 'Confirm your account settings' page on the Google Ads website. The page title is 'Google Ads | Start reaching more people'. The main heading is 'Confirm your account settings' with a sub-note: 'This information will be used to create your account. You can't change these settings later, so choose carefully.' There are three dropdown menus: 'Billing country' set to 'India', 'Time zone' set to '(GMT+05:30) India Time', and 'Currency' set to 'Indian Rupee (INR ₹)'. Below these is a question: 'Want personalized guidance from a Google Ads expert by phone or messaging app?' with radio buttons for 'Yes' and 'No'. A blue 'Submit' button is at the bottom right.

- For using just keyword planner , we don't need to create a billing account. Just add the basic details and click submit.



- Click the explore keyword panner

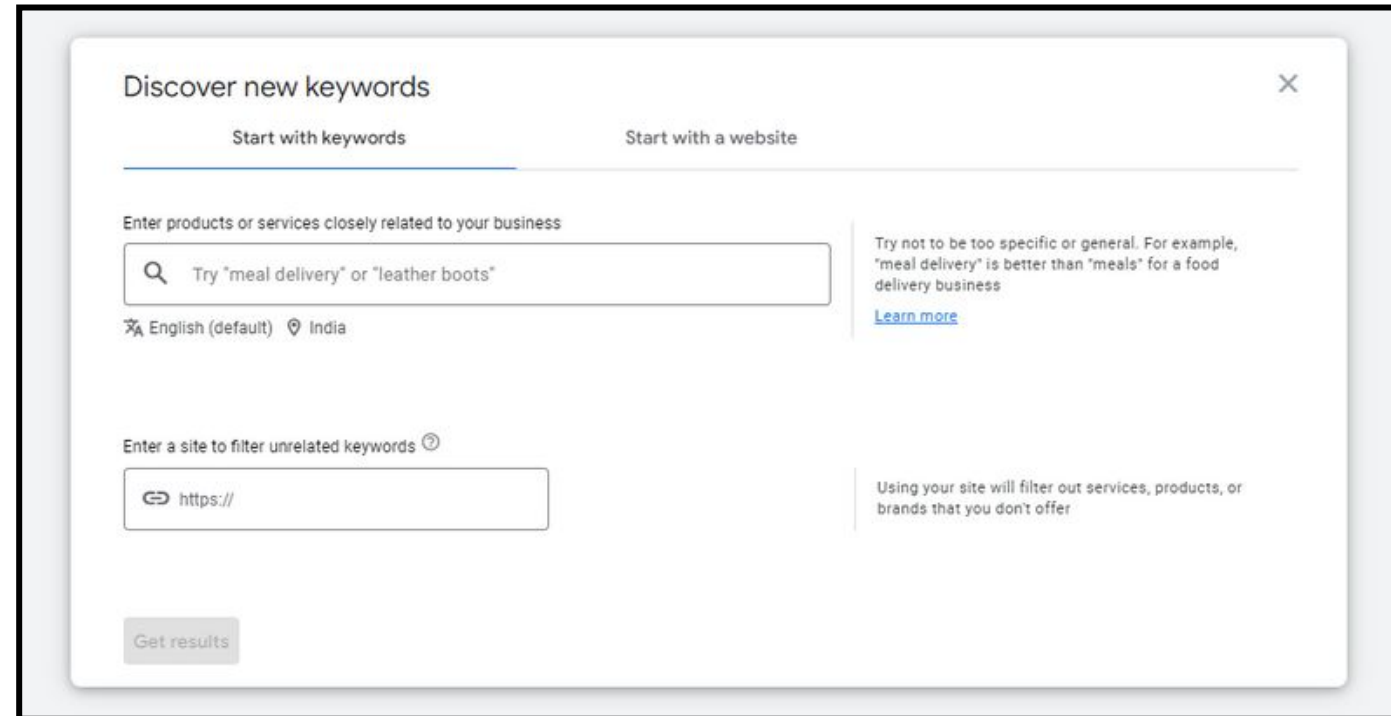
Options

The screenshot displays the Google Ads Keyword Planner interface. On the left, a sidebar contains navigation options: Create, Campaigns, Goals, Tools, Billing, and Admin. The main content area is titled 'Keyword Planner' and features two primary action cards: 'Discover new keywords' (with a lightbulb icon) and 'Get search volume and forecasts' (with a line graph icon). Below these cards is a table with columns for Plan, Status, Last modified, and Forecast period. The table is currently empty, with a message 'Find new keyword ideas, get search volumes, and create a plan' at the bottom.

1. Discover New keywords - To fetch new keyword ideas

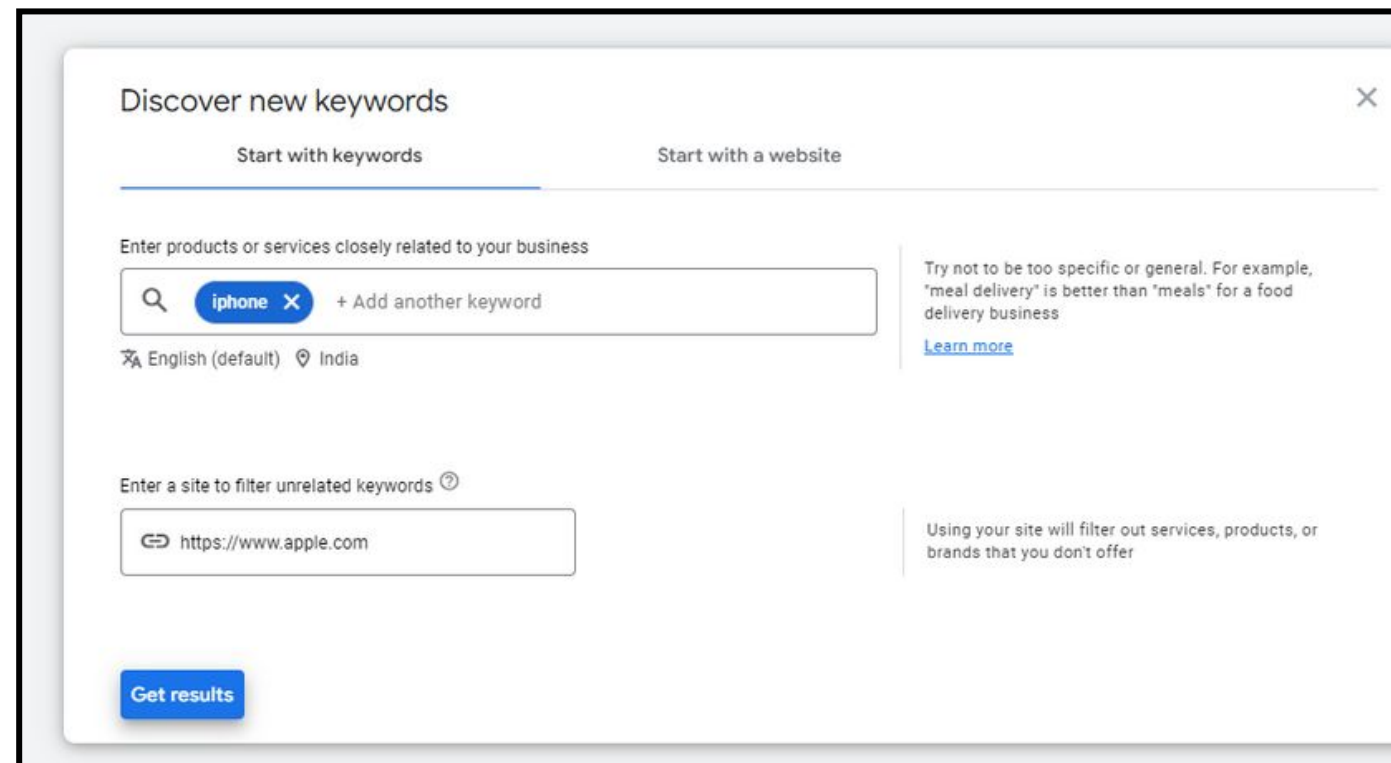
2. Get Search volume and Forecasts - To find the current status of the keyword

Inputs



The screenshot shows the 'Discover new keywords' interface. It has two tabs: 'Start with keywords' (selected) and 'Start with a website'. Under 'Start with keywords', there is a text input field containing 'Try "meal delivery" or "leather boots"'. Below it, there are settings for 'English (default)' and 'India'. To the right of the input field, there is a note: 'Try not to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business' and a 'Learn more' link. Under 'Start with a website', there is a text input field containing 'https://'. To its right, there is a note: 'Using your site will filter out services, products, or brands that you don't offer'. At the bottom left, there is a 'Get results' button.

1. Click Discover new keywords



The screenshot shows the 'Discover new keywords' interface. It has two tabs: 'Start with keywords' (selected) and 'Start with a website'. Under 'Start with keywords', there is a text input field containing 'iphone' with a close button (X) and '+ Add another keyword'. Below it, there are settings for 'English (default)' and 'India'. To the right of the input field, there is a note: 'Try not to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business' and a 'Learn more' link. Under 'Start with a website', there is a text input field containing 'https://www.apple.com'. To its right, there is a note: 'Using your site will filter out services, products, or brands that you don't offer'. At the bottom left, there is a 'Get results' button.

2. Enter the keyword idea and website url (if you have any)

Sorting the Result

Plan from Jun 1, 2024, 11 PM, GMT+05:30

Keyword Ideas Forecast Saved keywords Negative keywords

Search: [Download keyword ideas](#)

Broaden your search:

814 keyword ideas available

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
<input type="checkbox"/> iphone	1M - 10M	0%	0%	High	--	₹5.00	₹21.91	
<input type="checkbox"/> iphone 14	1M - 10M	0%	0%	High	--	₹0.83	₹4.09	
<input type="checkbox"/> iphone 14 pro	100K - 1M	0%	0%	High	--	₹0.80	₹2.03	
<input type="checkbox"/> iphone 13	1M - 10M	0%	0%	High	--	₹1.24	₹3.70	
<input type="checkbox"/> iphone 11	1M - 10M	0%	0%	High	--	₹0.65	₹1.39	
<input type="checkbox"/> iphone 13 pro	100K - 1M	0%	0%	High	--	₹0.93	₹1.68	
<input type="checkbox"/> iphone 14 plus	100K - 1M	0%	0%	High	--	₹0.94	₹3.24	
<input type="checkbox"/> iphone 13 mini	100K - 1M	0%	0%	High	--	₹0.89	₹3.11	
<input type="checkbox"/> apple watch series 8	10K - 100K	0%	-90%	High	--	₹0.68	₹9.65	

3. We can find the search results here

Keyword Ideas Forecast Saved keywords Negative keywords

Search: [Download keyword ideas](#)

Broaden your search:

814 keyword ideas available

<input type="checkbox"/> Keyword	Avg. monthly searches	Three month change	YoY change	Competition <input type="button" value="↑"/>	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
<input type="checkbox"/> kamera iphone 11	10 - 100	-100%	0%	--	--	--	--	
<input type="checkbox"/> iphone 11 kamera	10 - 100	0%	0%	Low	--	--	--	
<input type="checkbox"/> ios 16 apple	10 - 100	0%	0%	Low	--	--	--	
<input type="checkbox"/> ios 16 iphone 8	10 - 100	0%	0%	Low	--	--	--	
<input type="checkbox"/> apple event iphone se 3	10 - 100	0%	0%	Low	--	--	--	
<input type="checkbox"/> ios 15.3	10 - 100	0%	0%	Low	--	--	--	
<input type="checkbox"/> imessages	10K - 100K	-90%	-90%	Low	--	₹0.54	₹15.20	
<input type="checkbox"/> 3gs	100 - 1K	0%	0%	Low	--	--	--	

4. We can sort the keywords by different parameters such as Avg. Monthly searches or competition ..etc

5. These can be achieved by clicking the title. The result will be descending on the first click and ascending on second.

Location

The screenshot shows the Google Ads location targeting interface. On the left, there is a search box labeled "Enter a location to target". Below it, a list of "Targeted locations (2)" is shown:

Targeted locations (2)	Reach	ⓧ
India country	476,000,000	ⓧ
Mumbai, Maharashtra, India city	20,400,000	ⓧ

The main part of the interface is a map of Mumbai, India, with several areas highlighted in blue. At the bottom left, there are "Cancel" and "Save" buttons. At the bottom right, there is an information icon and a note: "Highlighted areas represent places advertisers can target or exclude with Google Ads location targeting. [Learn more](#)".

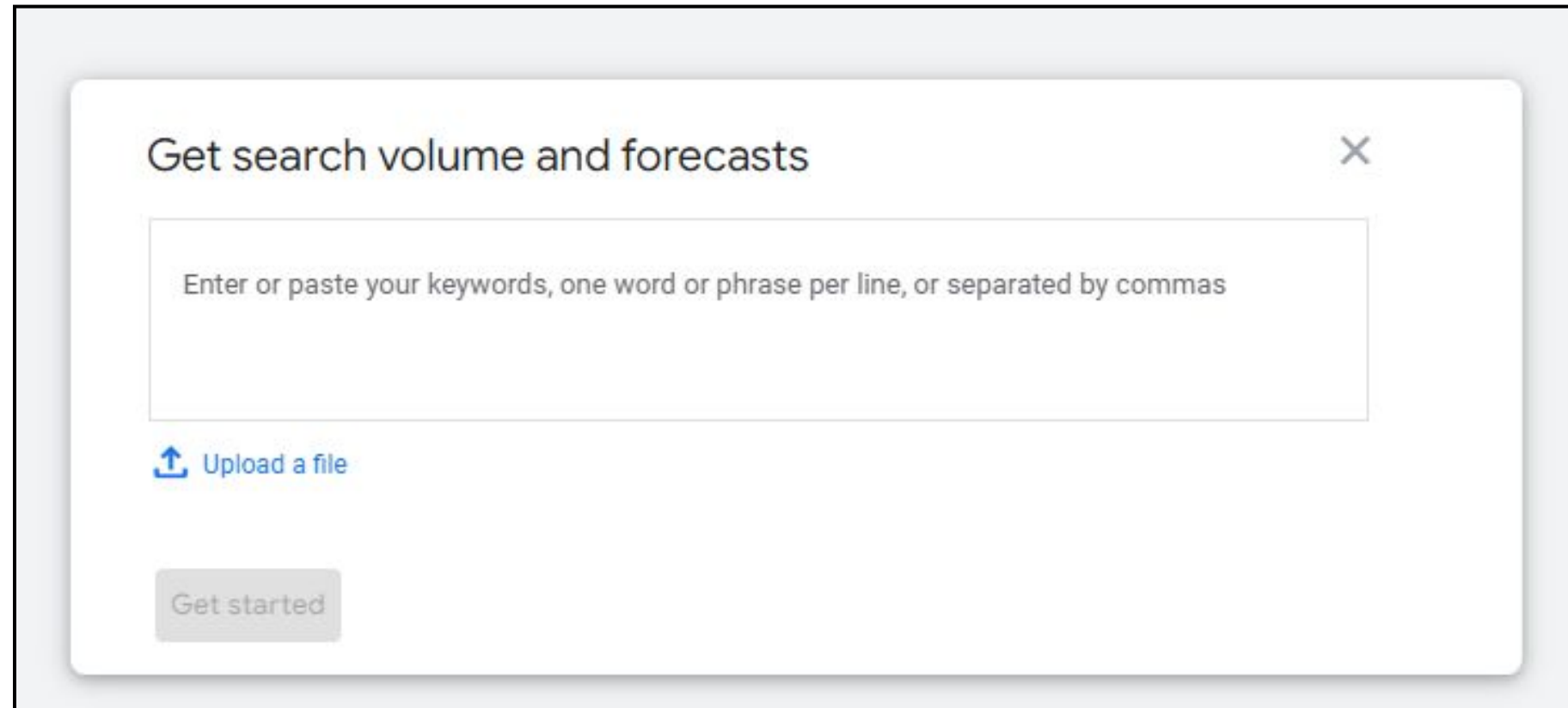
6. Enter the specific location we need

The screenshot shows the Google Keyword Planner interface. At the top, it says "Keyword Planner >". Below that, it says "Plan from Jun 1, 2024, 11 PM, GMT+05:30". There are four tabs: "Keyword ideas", "Forecast", "Saved keywords", and "Negative keywords". The "Keyword ideas" tab is selected. Below the tabs, there is a search box with a magnifying glass icon. To the right of the search box, there are three dropdown menus: "India" (location), "English" (language), and "Google" (search engine). To the right of these dropdowns, there is a date range selector showing "May 2023 - Apr 2024". Below the search box, there is a message: "Broaden your search: No suggestions found".

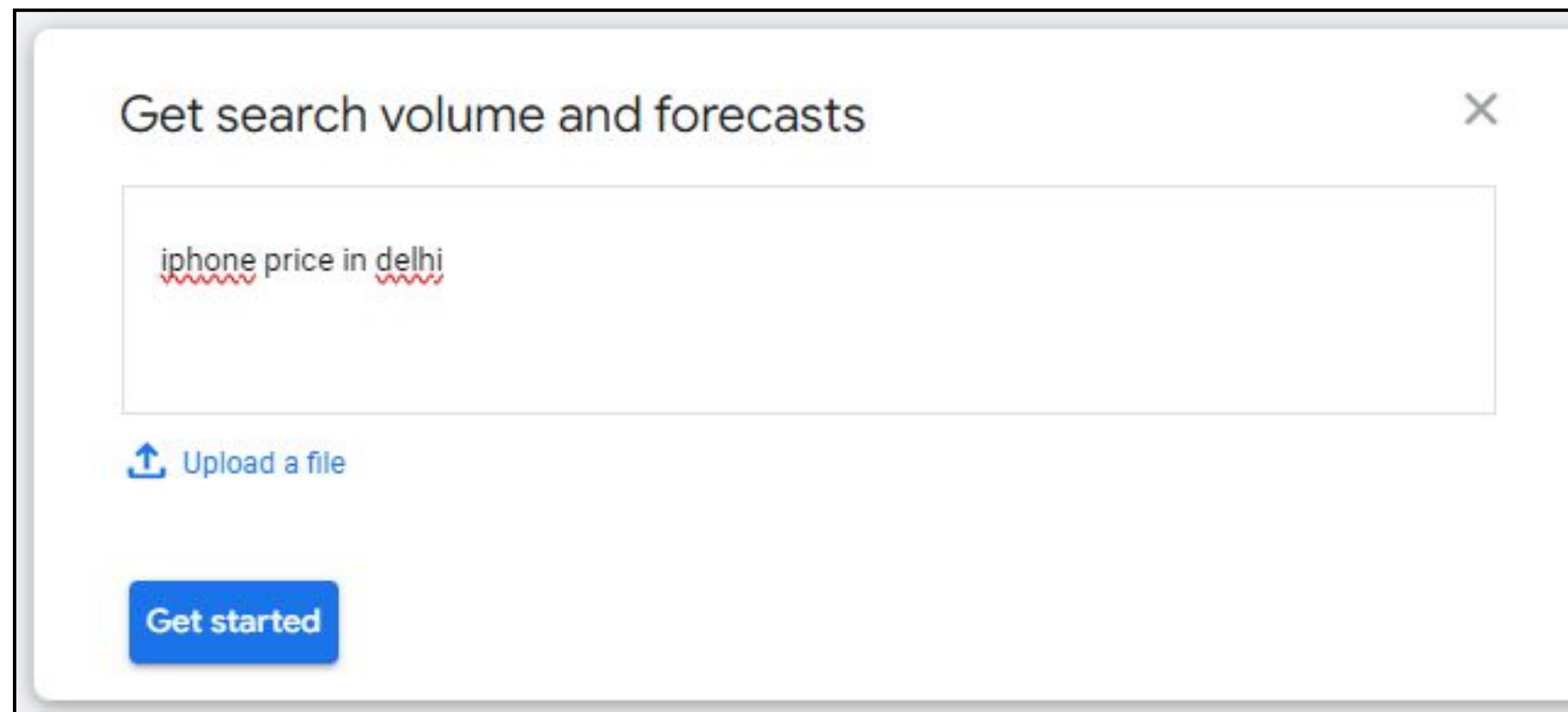
The current date and time of the data will be mentioned

7. To exit from the window click keyword planner

Get Search Volume and Forecast



1. Click the Get search volume and forecast from the amin menu



2. Enter the keyword we want to check

Output and Filters

Plan from Jun 1, 2024, 11 PM, GMT+05:30

Keyword ideas Forecast **Saved keywords** Negative keywords

[Edit plan name](#) Just saved [Share](#) [Download](#) [More](#) [Create campaign](#)

India All languages Google May 2023 - Apr 2024

[+](#) Columns

Keyword ↑	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
iphone price in delhi	100 - 1K	0%	0%	High	-	₹0.83	₹12.10	

1 - 1 of 1

3. The result is shown here

Plan from Jun 1, 2024, 11 PM, GMT+05:30

Keyword ideas Forecast Saved keywords **Negative keywords**

[Edit plan name](#) Saved 10 hours ago [Share](#) [Download](#) [More](#) [Create campaign](#)

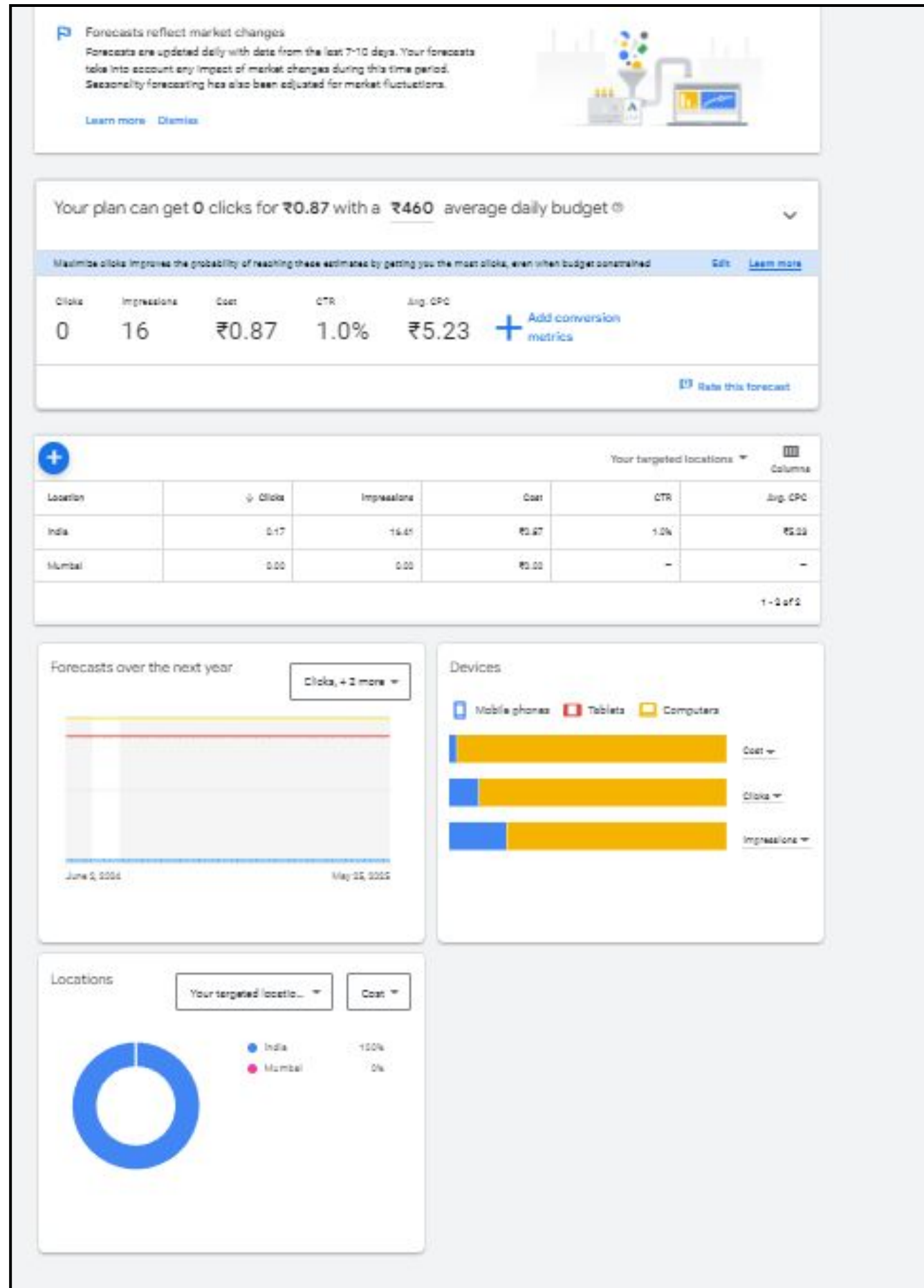
[+](#) Column

Campaign negative keyword ↑	Match type
<input type="checkbox"/> android phone	Broad match

1 - 1 of 1

4. We can add negative keyword if we need.

Forecast



5. By clicking the forecast option we will find the following result

Here you can see

- 1. Clicks** – No. of users who might be our customers
- 2. Impressions** – No. of people who might see our content
- 3. Device Users-** Percentage of devices we can show our content
- 4. Location users-** Percentage of users in the location who can see the content

Download Keywords



6. We can download these keywords by clicking the marked icon

Keyword Stats 2024-06-02 at 00_12_12									
May 1, 2023 - April 30, 2024									
Keyword	Currency	Avg. monthly searches	Three month change	YoY change	Competition	Competition (index)	Top of page bid (low)	Top of page bid (high)	Ad impression
iphone	INR	5000000	0%	0%	High	99	5.00	21.91	
iphone 14	INR	5000000	0%	0%	High	100	0.83	4.09	
iphone 14 pro	INR	500000	0%	0%	High	96	0.80	2.03	
iphone 13	INR	5000000	0%	0%	High	100	1.24	3.70	
iphone 11	INR	5000000	0%	0%	High	99	0.65	1.39	
iphone 13 pro	INR	500000	0%	0%	High	98	0.93	1.68	
iphone 14 plus	INR	500000	0%	0%	High	100	0.94	3.24	
iphone 13 mini	INR	500000	0%	0%	High	97	0.89	3.11	
apple watch series 8	INR	50000	0%	-90%	High	97	0.68	9.65	
apple watch ultra	INR	500000	0%	-90%	High	98	32.79	41.95	
iphone se	INR	500000	0%	0%	High	94	0.66	3.74	
iphone xr	INR	500000	0%	0%	High	90	0.62	3.34	
iphone 15	INR	5000000	0%	900%	High	100	2.32	19.99	
iphone deals	INR	5000	0%	0%	High	100	1.33	16.84	
iphone 11 pro	INR	500000	0%	0%	High	98	0.64	2.96	
apple watch 8	INR	5000	0%	-90%	High	96	0.67	16.44	

7. The downloaded results will be like this.

Q&A Session

Thank You