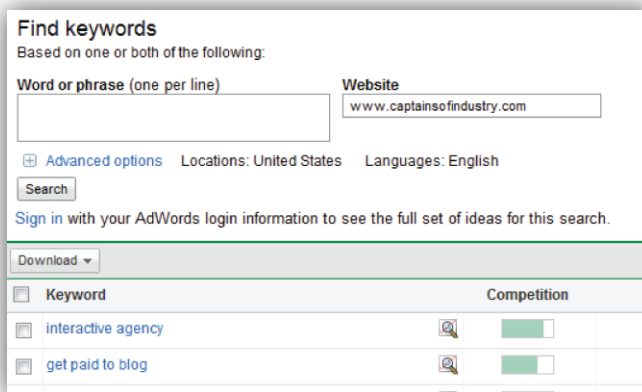
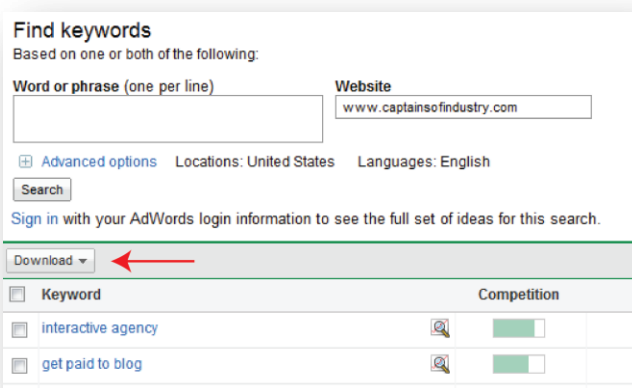


Keyword Research

- a. Pre-generation info
 - i. If site is live, use an analytics service to find terms that visitors are already using to find the site.
 - ii. Identify competitors, and use a word cloud tool (like wordle.com) to identify the most-used words and phrases on their home pages. Alternatively, you can enter any keyword group a client specifies. (If site is not live, only perform this step.)
- b. Keyword generation
 - i. If the site is live, use Google's keyword research tool (<https://adwords.google.com/select/KeywordToolExternal>) and enter the website URL to generate keywords.



1. This list of keywords represents the terms that will be easiest to optimize for. It does not necessarily represent the terms for which optimization will yield the best possible traffic.
- ii. Download these terms as a spreadsheet. (Will download as a .zip, so you will need to extract it.)

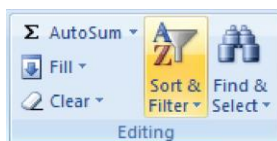


	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
1	Keyword	Competiti	Global Mc	Aug-10	Jul-10	Jun-10	May-10	Apr-10	Mar-10	Feb-10	Jan-10	Dec-09	Nov-09	Oct-09	Sep-09	Ad Share	Search Sh	Estimated	Extracted	Local Mont
2	interactiv	0.8	40500	27100	22200	22200	22200	22200	40500	27100	18100	22200	27100	27100	22200	-	-	\$4.64	http://ww	27100
3	get paid tr	0.68	5400	6600	4400	4400	3600	3600	2900	2900	2400	2400	2400	2400	2900	-	-	\$3.16	http://ww	3600
4	branding c	0.79	18100	12100	8100	9900	8100	8100	8100	8100	5400	8100	9900	8100	9900	-	-	\$2.20	http://ww	8100
5	interactiv	0.77	9900	8100	6600	6600	6600	6600	6600	8100	5400	8100	9900	8100	8100	-	-	\$4.34	http://ww	8100
6	pay per pc	0.2	9900	3600	2900	3600	2900	2900	2900	2400	2400	2900	2900	3600	2900	-	-	\$1.20	http://ww	2900
7	renewabl	0.59	3600	1900	1600	1900	1600	1900	1300	1600	1300	1300	1000	1000	1000	-	-	\$5.39	http://ww	1600
8	geary inte	0.05	590	720	480	590	590	480	480	390	590	390	320	480	590	-	-	\$1.72	http://ww	480
9	advertisin	0.46	1900	1300	880	590	720	720	590	720	480	480	590	480	480	-	-	\$0.05	http://ww	720
10	design and	0.61	74000	40500	40500	40500	49500	40500	40500	40500	27100	33100	40500	33100	33100	-	-	\$3.41	http://ww	40500
11	viral mark	0.91	260	260	170	320	260	390	210	260	260	260	140	170	140	-	-	\$0.05	http://ww	260
12	branding c	0.79	18100	12100	8100	9900	8100	8100	8100	8100	5400	8100	9900	8100	9900	-	-	\$2.57	http://ww	8100
13	about adv	0.34	720	210	320	390	480	480	480	590	480	320	480	320	320	-	-	\$2.02	http://ww	390
14	viral mark	0.91	880	880	720	590	590	880	480	590	590	590	1000	480	480	-	-	\$0.05	http://ww	720

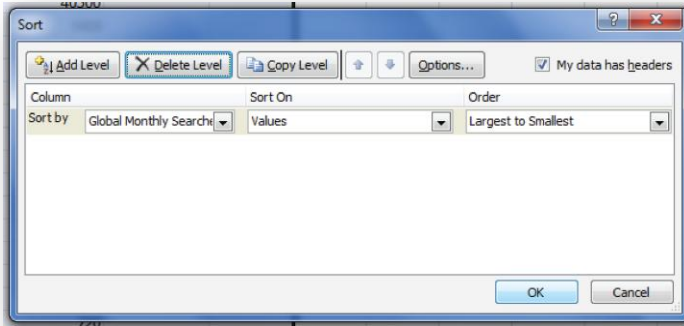
- iii. Repeat the above steps with keywords generated in step a.2.
- iv. Combine all generated spreadsheets into one master spreadsheet. Label this spreadsheet “[Client name] Keyword Score Sheet” and save.
- v. Delete all columns except columns A, B and C. (Unless the client is US-only; then use columns A, B and T.)
- vi. Insert four additional columns in this order:
 1. Between A and B: “Relevance”
 2. Between C and D: “Competition Score”
 3. After E: “Volume Score”
 4. After F: “Total Score”

	A	B	C	D	E	F	G	H
1	Keyword	Relevance	Competition	Competition Score	Global Monthly Searches	Volume Score	Total Score	
2	interactive agency		0.8		40500			
3	get paid to blog		0.68		5400			
4	branding design		0.79		18100			
5	interactive agencies		0.77		9900			
6	pay per post		0.2		9900			
7	renewable energy business		0.59		3600			
8	geary interactive		0.05		590			
9	advertising company names		0.46		1900			
10	design and marketing		0.61		74000			
11	viral marketing firm		0.91		260			
12	branding and design		0.79		18100			
13	about advertising agencies		0.34		720			
14	viral marketing firms		0.91		880			

- vii. Now we will sort the values by search volume in descending order.
 1. To do this, hit ctrl+a to select all values in the spreadsheet. Then find the “Sort and Filter” button.



2. Select “Custom Sort” in the drop-down menu.
3. Use the drop-down menus to select:
 - a. Column: Global Monthly Searches
 - b. Sort by: Values
 - c. Order: Largest to Smallest



- viii. Now we will give each keyword a volume score between 1 and 5.
1. Take the total number of keywords and divide by five. This is the number of keywords in each score “tier”. For example, if we had 100 keywords, there would be 20 keywords in each tier.
 2. Assign a number value to each tier in descending order. In the example above, the first 20 keywords would receive a score of 5, the second block of 20 keywords would receive a score of 4, and so on. Enter these scores in the “Volume Score” column.

	A	E	F
1	Keyword	Global Monthly Searches	Volume Score
2	what is an advertising	13600000	5
3	marketing a company	301000	5
4	design and marketing	74000	5
5	advertising a company	74000	5
6	interactive agency	40500	5
7	branding design	18100	5
8	branding and design	18100	4
9	interactive agencies	9900	4
10	pay per post	9900	4
11	get paid to blog	5400	4
12	of viral marketing	5400	4
13	blogs and advertising	5400	4
14	web design and advertising	4400	3
15	renewable energy business	3600	3
16	brands and advertising	3600	3
17	marketing and communications agency	2900	3
18	the viral marketing	2900	3

- ix. Now we will give each keyword a competition score between 0 and 5.
1. Enter the following equation into cell D2:

$$=SUM((C2)*5)$$

2. Now copy and paste that formula into every cell below D2.

	A	C	D
1	Keyword	Competition	Competition Score
2	what is an advertising	0.08	0.4
3	marketing a company	0.69	3.45
4	design and marketing	0.61	3.05
5	advertising a company	0.7	3.5
6	interactive agency	0.8	4
7	branding design	0.79	3.95
8	branding and design	0.79	3.95
9	interactive agencies	0.77	3.85
10	pay per post	0.2	1
11	get paid to blog	0.68	3.4
12	of viral marketing	0.27	1.35
13	blogs and advertising	0.48	2.4
14	web design and advertising	0.75	3.75
15	renewable energy business	0.59	2.95

- x. Now we will assign a relevance score to each keyword.
1. This is purely subjective. Enter a number between 1-5 based on your assessment of the relevance of the keyword to the content on the page.

	A	B
1	Keyword	Relevance
2	what is an advertising	3
3	marketing a company	5
4	design and marketing	5
5	advertising a company	5
6	interactive agency	5
7	branding design	4
8	branding and design	4
9	interactive agencies	5
10	pay per post	3
11	get paid to blog	1
12	of viral marketing	4
13	blogs and advertising	3
14	web design and advertising	4
15	renewable energy business	4
16	brands and advertising	4

- xi. Now we will add the scores together like this:

$$(\text{Relevance} * 2) + \text{Volume} - \text{Competition} = \text{Total Score}$$

1. This formula weighs relevant keywords more heavily than irrelevant keywords, because we only want to rank for high-traffic and low-competition keywords if they're relevant.
2. To do this, enter the following formula into cell G2:

$$=\text{SUM}(((B2) * 2) + (F2) - (D2))$$

3. Then copy this formula into every other cell in the Total Score column.

	A	G
1	Keyword	Total Score
2	what is an advertising	10.6
3	marketing a company	11.55
4	design and marketing	11.95
5	advertising a company	11.5
6	interactive agency	11
7	branding design	9.05
8	branding and design	8.05
9	interactive agencies	10.15
10	pay per post	9
11	get paid to blog	2.6
12	of viral marketing	10.65
13	blogs and advertising	7.6
14	web design and advertising	7.25
15	renewable energy business	8.05
16	brands and advertising	9.75
17	marketing and communications agency	9.95

- xii. Now sort and filter the entire spreadsheet by:
1. Column: Total Score
 2. Sort On: Values
 3. Order: Largest to Smallest

	A	G
1	Keyword	Total Score
2	design and marketing	11.95
3	marketing a company	11.55
4	advertising a company	11.5
5	interactive agency	11
6	of viral marketing	10.65
7	what is an advertising	10.6
8	interactive agencies	10.15
9	marketing and communications agency	9.95
10	brands and advertising	9.75
11	global advertising companies	9.5
12	video advertising companies	9.15
13	advertising company website	9.1
14	branding design	9.05
15	pay per post	9
16	video advertising company	8.4
17	video production agency	8.4
18	branding and design	8.05
19	renewable energy business	8.05

- xiii. The Total Score column gives a numeric value for the value of optimizing for keywords. A high score indicates that a keyword is relevant, high-traffic and low-competition, indicating high keyword value.