

Course 6



Getting Started Course

Knowledge is Power.

Stop Guessing. Start Knowing.

BizAdemy 

GoDaddy Pro PPlus Partner ★★★★★ Rating.

This course will cover:

How To Research and Find the Right Keywords


- Why is keyword research important?
- How to research and find keywords?
- What are the three ways to use Google to find keywords?
- What are broad and long-tail keywords?



**WHY KEYWORD
RESEARCH IS
IMPORTANT**

Keywords are
the **words**
typed into
search engines.






They're the topics that searchers
are trying to learn more about.

Google 

Web Shopping Videos Images News More ▾ Search tools

About 30,400,000 results (0.52 seconds)


Shop for do they make coloring bo... on Google Sponsored ⓘ

				
William Morris Stained Glass... \$6.99 Dover Public...	The Creative Colouring Boo... \$10.86 Alibris	Color Me Calm: 100 Coloring... \$12.07 Barnes & Nob...	Secret Garden: An Inky Treas... \$14.95 High Fashion...	Secret Garden: An Inky Treas... \$12.56 Barnes & Nob...

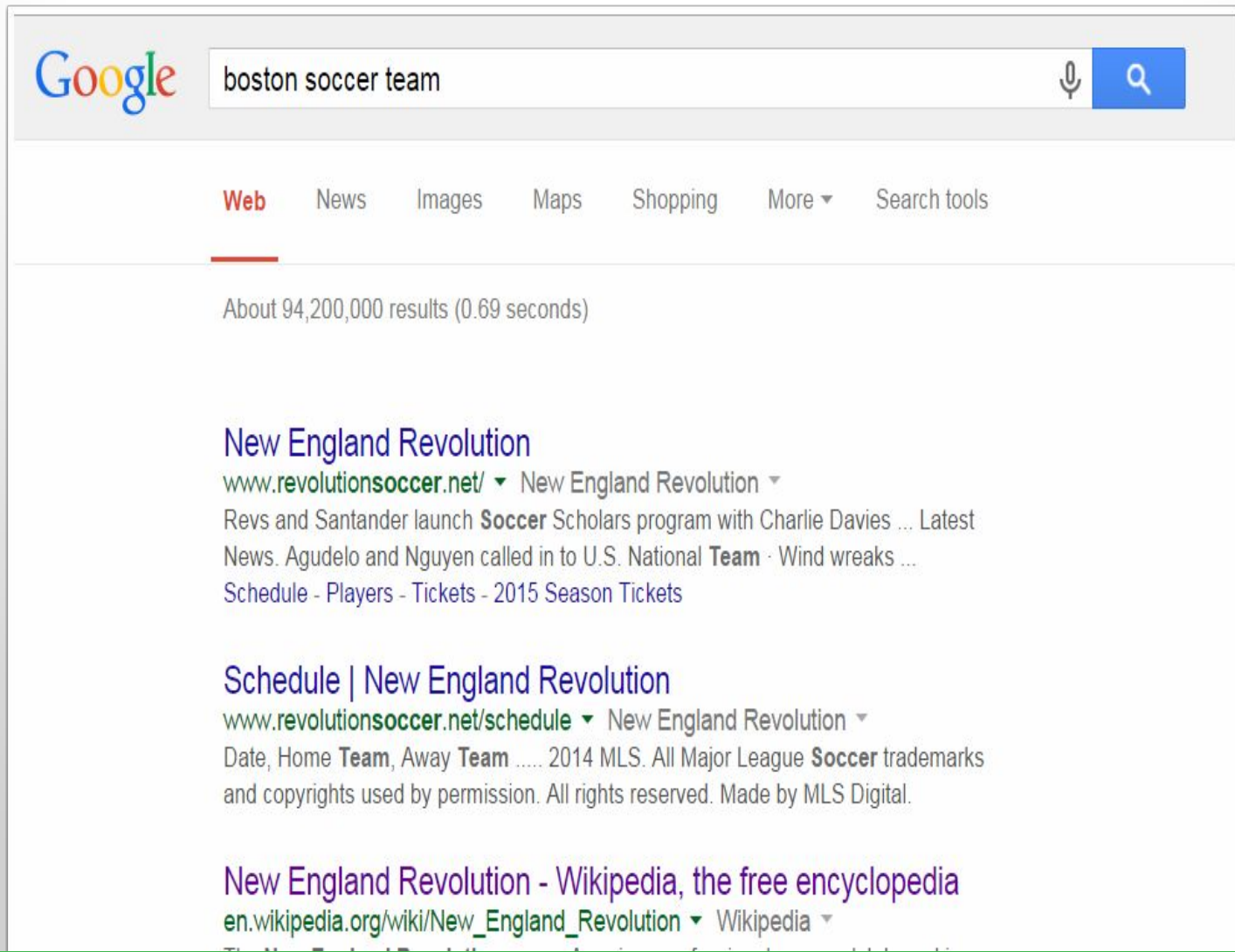
Amazon.com: Coloring books that adults will love
www.amazon.com/Coloring-books-that-adults-will/.../R3V7OI241K3YP... ▾
Adults love to color too. Here are some coloring books that adults will find not only enjoyable and entertaining, but challenging and inspirational. So get out your ...

Colouring books for adults top Amazon bestseller list - The ...
www.theguardian.com/Arts/Books/Artanddesign ▾ The Guardian ▾
3 days ago - The intricate outlines of adult colouring books. Facebook ... So many people have said to me that they used to do secret colouring in when their kids were in bed. ... My intention was just to make a book I would like to have.

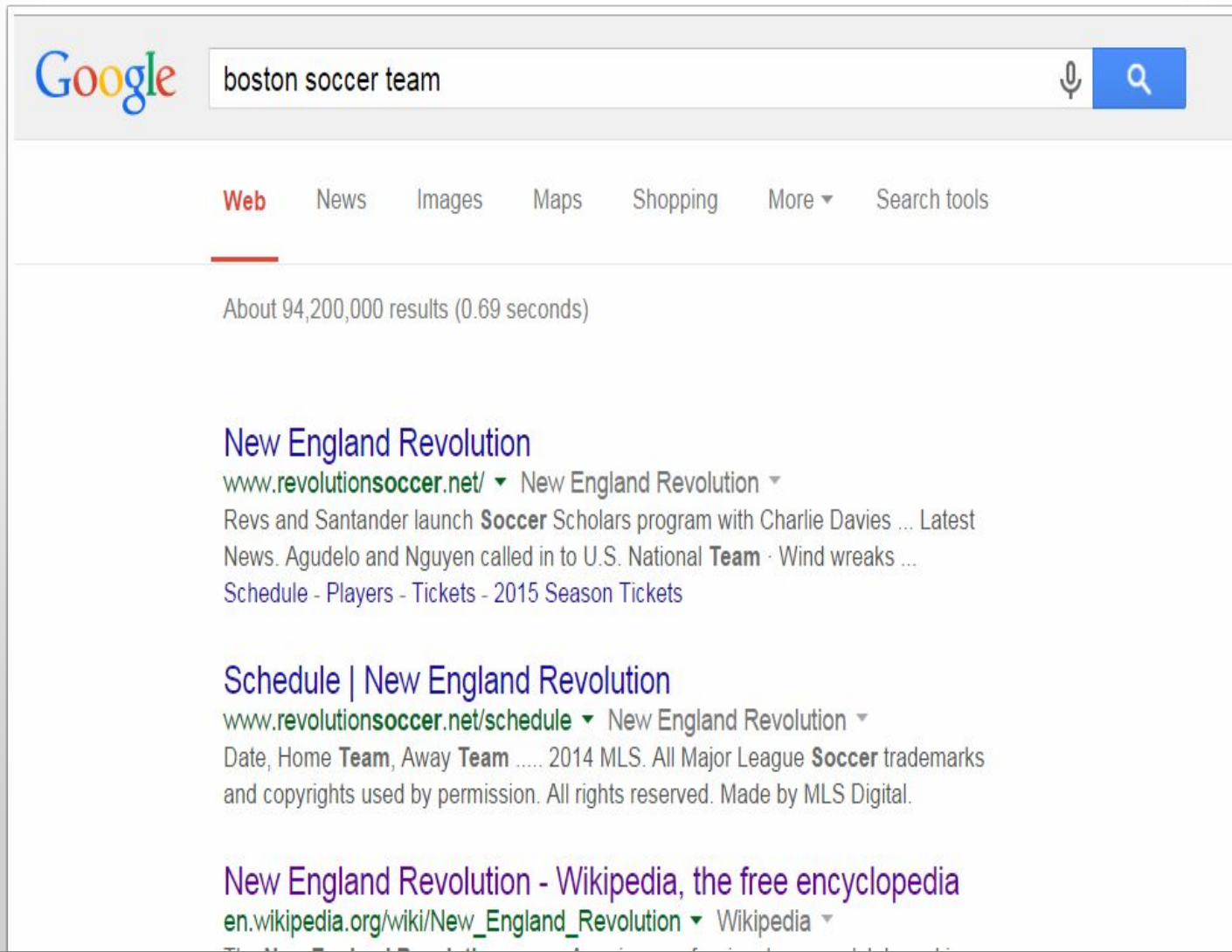
In the news

 **Photos: New coloring books for adults are good for your health**
Quartz - 1 day ago
For all the adults who ask for a kids menu just so they can color, there's good news: There are entire ... This steampunk contraption allows you to make your own nut oils.

Keywords tell search engines what the web page is about.



Search engines are getting **smarter and smarter**.
They don't just understand keywords, they now understand a
searcher's intent.





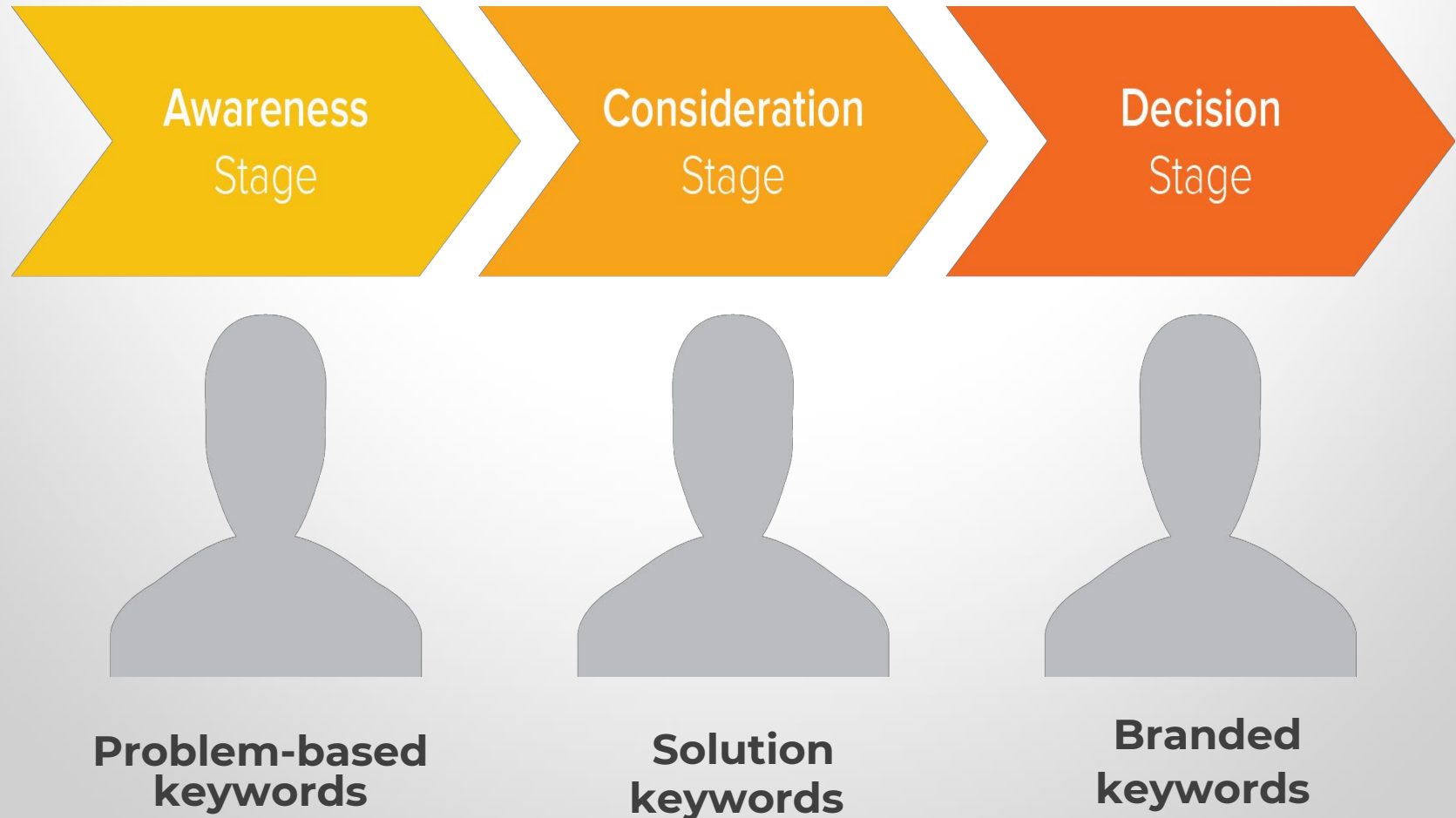
**HOW TO RESEARCH
AND FIND THE
PERFECT KEYWORDS?**

HOW TO DO KEYWORD RESEARCH

1. Make a list of keywords your buyer personas would search for.
2. Expand that list by searching the web for alternatives.
3. Determine which keywords people are using to find your site.
4. Decide which keywords you have the best opportunity to rank for.

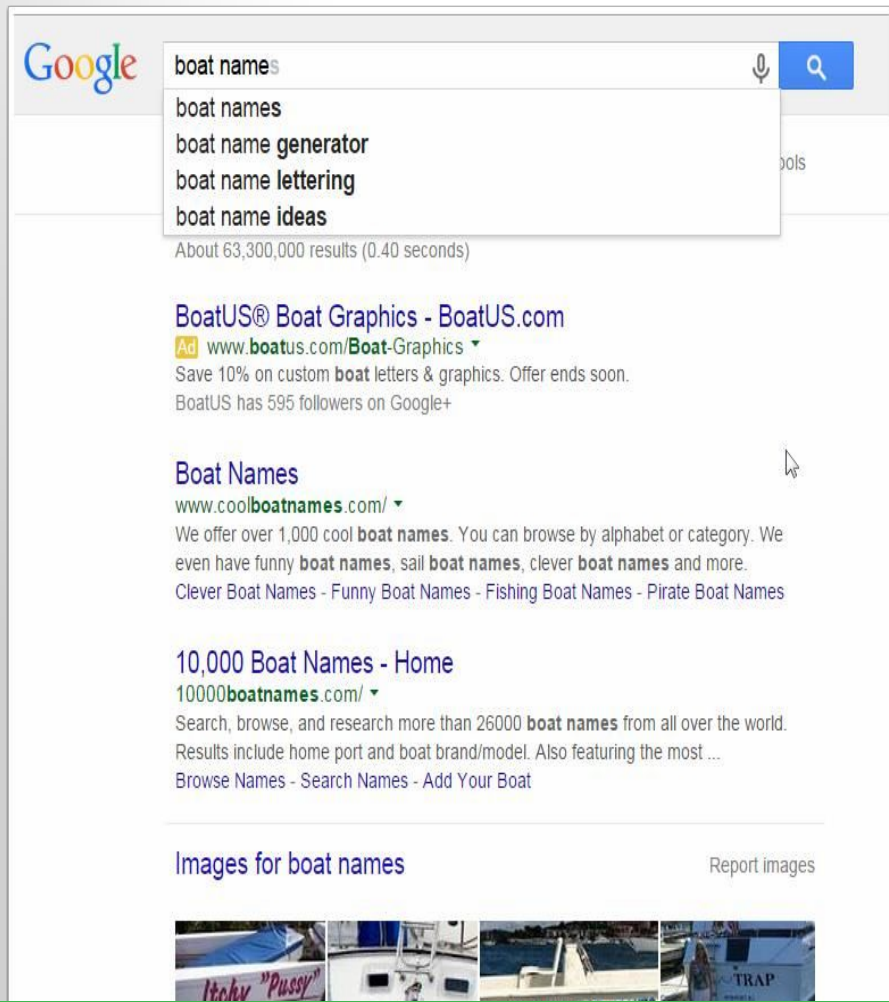
THE BUYER'S JOURNEY

Categorize keywords by the stages of the buyer's journey.



Expand your keyword list by searching the web for alternatives.

Type one of your keywords into a search engine and see what the results are.



Google

boat names

boat names
boat name generator
boat name lettering
boat name ideas

About 63,300,000 results (0.40 seconds)

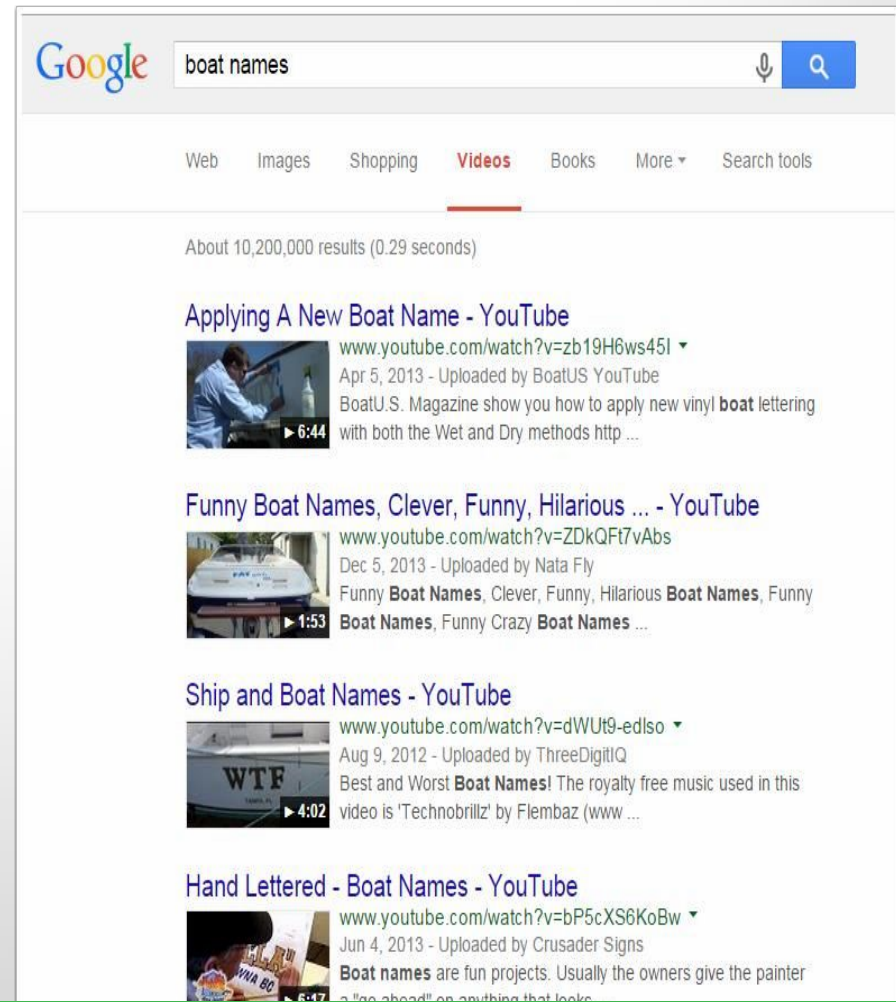

BoatUS® Boat Graphics - BoatUS.com
Ad www.boatus.com/Boat-Graphics
Save 10% on custom **boat** letters & graphics. Offer ends soon.
BoatUS has 595 followers on Google+

Boat Names
www.coolboatnames.com/
We offer over 1,000 cool **boat names**. You can browse by alphabet or category. We even have funny **boat names**, sail **boat names**, clever **boat names** and more.
Clever Boat Names - Funny Boat Names - Fishing Boat Names - Pirate Boat Names

10,000 Boat Names - Home
10000boatnames.com/
Search, browse, and research more than 26000 **boat names** from all over the world. Results include home port and boat brand/model. Also featuring the most ...
Browse Names - Search Names - Add Your Boat

Images for boat names

Report images



Google

boat names

Web Images Shopping **Videos** Books More ▾ Search tools

About 10,200,000 results (0.29 seconds)

Applying A New Boat Name - YouTube
www.youtube.com/watch?v=zb19H6ws45I
Apr 5, 2013 - Uploaded by BoatUS YouTube
BoatU.S. Magazine show you how to apply new vinyl **boat** lettering with both the Wet and Dry methods http ...

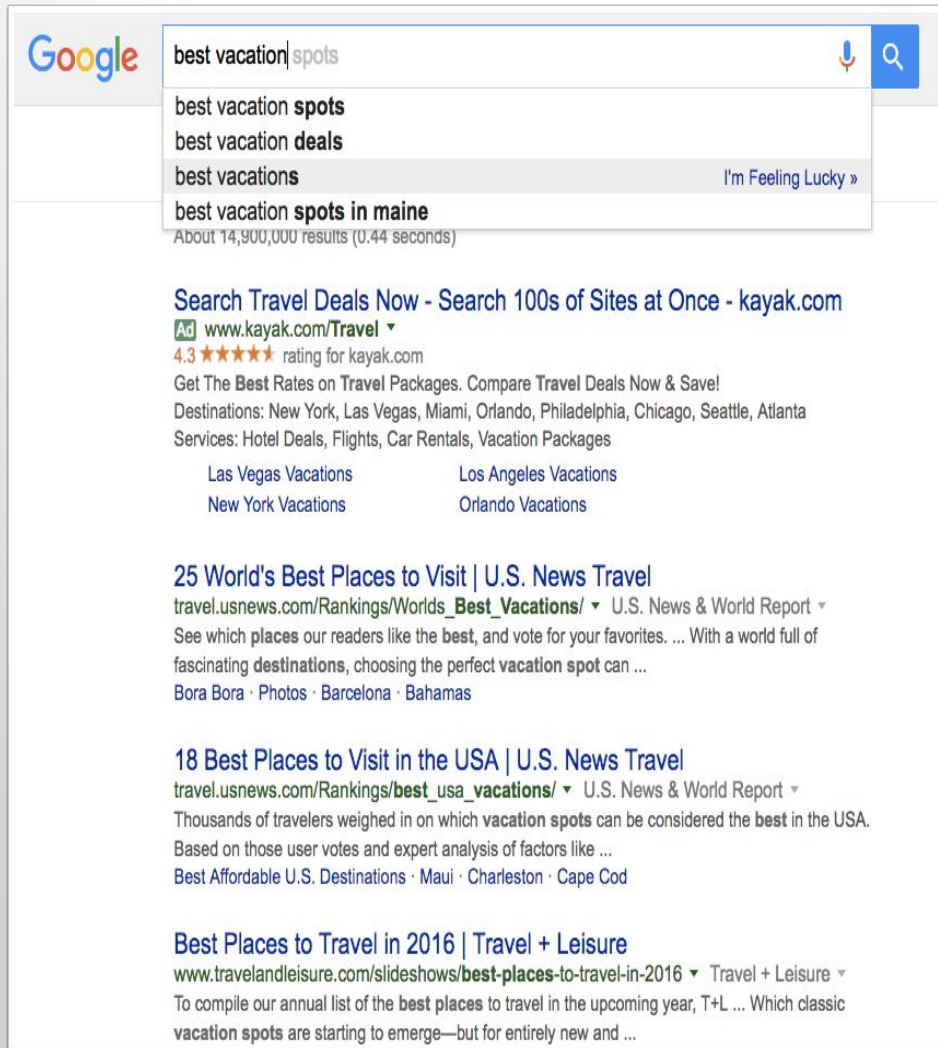
Funny Boat Names, Clever, Funny, Hilarious ... - YouTube
www.youtube.com/watch?v=ZDkQFt7vAbs
Dec 5, 2013 - Uploaded by Nata Fly
Funny **Boat Names**, Clever, Funny, Hilarious **Boat Names**, Funny **Boat Names**, Funny Crazy **Boat Names** ...

Ship and Boat Names - YouTube
www.youtube.com/watch?v=dWUt9-edlso
Aug 9, 2012 - Uploaded by ThreeDigitIQ
Best and Worst **Boat Names!** The royalty free music used in this video is 'Technobri1lz' by Flembaz (www ...

Hand Lettered - Boat Names - YouTube
www.youtube.com/watch?v=bP5cXS6KoBw
Jun 4, 2013 - Uploaded by Crusader Signs
Boat names are fun projects. Usually the owners give the painter a "go ahead" on anything that looks

THREE WAYS TO **LEVERAGE** GOOGLE

- Autocomplete
- Related searches
- Google Search Console



Google

best vacation|spots

best vacation spots
best vacation deals
best vacations I'm Feeling Lucky »
best vacation spots in maine

About 14,900,000 results (0.44 seconds)

Search Travel Deals Now - Search 100s of Sites at Once - kayak.com
Ad www.kayak.com/Travel ▾
4.3 ★★★★★ rating for kayak.com
Get The **Best** Rates on **Travel** Packages. Compare **Travel** Deals Now & Save!
Destinations: New York, Las Vegas, Miami, Orlando, Philadelphia, Chicago, Seattle, Atlanta
Services: Hotel Deals, Flights, Car Rentals, Vacation Packages
Las Vegas Vacations Los Angeles Vacations
New York Vacations Orlando Vacations

25 World's Best Places to Visit | U.S. News Travel
travel.usnews.com/Rankings/Worlds_Best_Vacations/ ▾ U.S. News & World Report ▾
See which **places** our readers like the **best**, and vote for your favorites. ... With a world full of fascinating **destinations**, choosing the perfect **vacation spot** can ...
[Bora Bora](#) · [Photos](#) · [Barcelona](#) · [Bahamas](#)

18 Best Places to Visit in the USA | U.S. News Travel
travel.usnews.com/Rankings/best_usa_vacations/ ▾ U.S. News & World Report ▾
Thousands of travelers weighed in on which **vacation spots** can be considered the **best** in the USA.
Based on those user votes and expert analysis of factors like ...
[Best Affordable U.S. Destinations](#) · [Maui](#) · [Charleston](#) · [Cape Cod](#)

Best Places to Travel in 2016 | Travel + Leisure
www.travelandleisure.com/slideshows/best-places-to-travel-in-2016 ▾ Travel + Leisure ▾
To compile our annual list of the **best places** to travel in the upcoming year, T+L ... Which classic **vacation spots** are starting to emerge—but for entirely new and ...

Autocomplete is
when Google
suggests a query
as you type it in
the search bar.

Related searches
appear at the
bottom of the
search results page.

[Eco-friendly and Nontoxic Cat Litter | EMagazine.com](#)

www.emagazine.com/earth-talk/eco-friendly-and-non-toxic-cat-litter ▼

Sep 9, 2012 - To wit, Yesterday's News cat litter is made from recycled newspaper and is reportedly three times more absorbent than clay. It is non-toxic and ...

[Tidy Cats Lightweight Litter: Reports It Is Dangerous | Blog About Cats](#)

cat-chitchat.pictures-of-cats.org/2014/05/tidy-cats-lightweight-litter-reports-it.html ▼

May 31, 2014 - There are reports that Tidy Cats Lightweight Litter is dangerous to cats. It just needs to be flagged up at this stage. There are countless other ...

[Clumping Clay Kitty Litters: A Deadly Convenience?](#)

www.thelighthouseonline.com/articles/clump.html ▼

An article on the possible health hazards of clumping clay kitty litters. ... not a general awareness yet that the clumping litters can be harmful—even fatal—to cats.

Searches related to Is cat litter toxic?

is cat litter **toxic to humans** is cat litter **toxic to toddlers**

is cat litter **flushable** is cat litter **toxic to babies**

is cat litter **biodegradable** is cat litter **toxic to breathe**

kitty litter **toxic** is cat litter **toxic to kittens**

Goooooooooooo**gle** >

1 2 3 4 5 6 7 8 9 10 Next

Google search console provides actual **keywords** people are typing in.



Quora is a popular question-and-answer site.

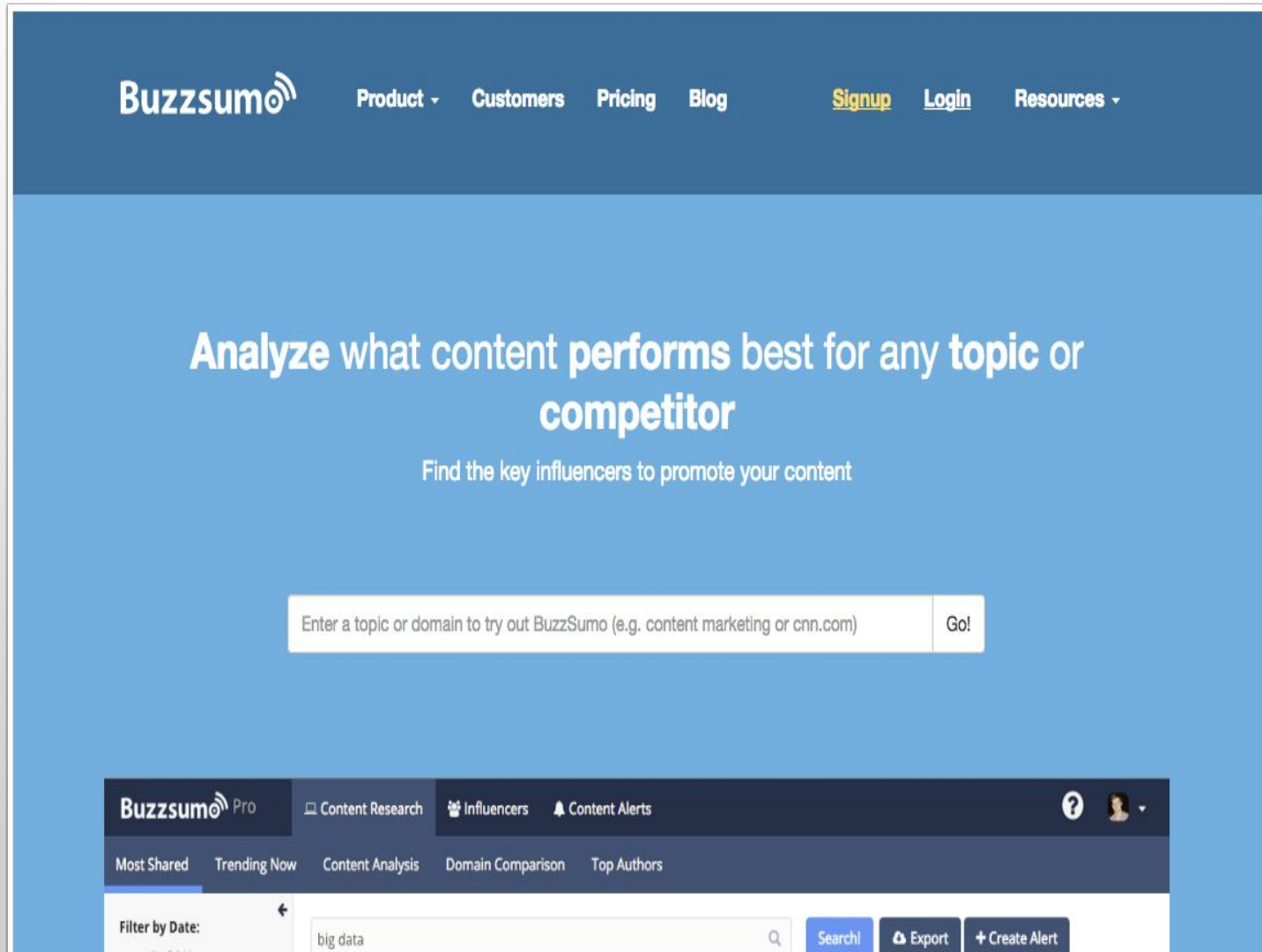
The screenshot displays the Quora homepage. At the top, the Quora logo is on the left, followed by a search bar labeled "Ask or Search Quora". To the right of the search bar are buttons for "Ask Question", "Read", "Answer", "Notifications" (with a red badge showing 8), and a user profile for "Justin" (with a red badge showing 1).

Below the top bar, the page is divided into three main sections:

- Feeds**: On the left, there's a sidebar with "Top Stories" (selected), "Bookmarked Answers", and a list of topics: Twilio, E-Government, Magento, Internet Advertising, and Twitter (product). Below this is a "Trending Now" section with topics like Yahoo! Password Breach, Google Launches Google Allo, Angelina Jolie Files for Divorce from Brad Pitt, Shooting of Terence Crutcher, and Explosion in Chelsea, New York.
- Top Stories For You**: The main content area. It features a question by Ian Lurie: "Is SEO dead in 2016? Why few people are saying in this way and what are the new techniques for SEO in 2016 if it is not dead?". Below the question is a snippet from a Yelp review for "AAAAA Gardere Storage". The snippet text reads: "SEO isn't dead. Apparently this question isn't, either. But I'm going to try to shut this entire subject down once and for all (hah). People have always used algorithms to find information. And other... (more)". Below the snippet are upvote/downvote buttons (showing 14 upvotes), a comment button (showing 1 comment), and social sharing icons for Facebook, Twitter, and a generic share icon.
- Improve Your Feed**: A sidebar on the right with a list of suggestions, each preceded by a green checkmark: "Visit your feed", "Follow 20 more topics", "Find your friends on Quora", "Upvote 5 more good answers", "Ask your first question", "Add info about what you know", and "Answer a question".

At the bottom of the page, there's a section titled "Sessions - Now Taking Questions" with a "View All" link. It features two user profiles: Rajat Monga (Engineering Director for TensorFlow, answering Wed at 3:00 PM) and Bill Poucher (CS Professor at Baylor University and Executive D..., answering Mon at 2:00 PM).

Use a tool like **Buzzsumo** to see which content has the best social social media performance.



WHY OPTIMIZE FOR LONG-TAIL KEYWORDS?

- The best way to rank for a primary term is to be specific and make it a long-tail keyword.
- When you optimize for a long-tail keyword, you're also optimizing the page for the broad keyword.

“Shoes” is a short or broad keyword.

It's harder to rank for because
there's a lot of competition
around it
– and it's very general.

The screenshot shows a Google search interface with the query 'shoes' entered in the search bar. Below the search bar, there are tabs for 'Web', 'Shopping', 'Images', 'Maps', 'Videos', 'More', and 'Search tools'. The 'Web' tab is selected. The search results show 'About 794,000,000 results (0.90 seconds)'. The first result is an advertisement for 'Women's Shoes at Zappos - Zappos.com' with a URL 'http://www.zappos.com/Womens-Shoes' and a description 'Fast & Free Shipping on all Shoes. Huge Selection of Shoes at Zappos!'. The second result is an advertisement for 'JustFab™ Women's Shoes - JustFab.com' with a URL 'http://www.justfab.com/' and a description '4.4 ★★★★★ rating for justfab.com. Get Your Shoes Handpicked for You! 2 Pairs for \$39.95 + Free Shipping. JustFab has 214,186 followers on Google+. Deals On Heels: \$39.95 - Dresses- Fit For Any Fete - Check Out Our Top Shoes'. The third result is an advertisement for 'Designer Shoes for Less - ShoeDazzle.com' with a URL 'www.shoedazzle.com/shoes-shoes-shoes' and a description 'Discover Discounts on Hot Footwear. Shop Stylish Shoes Online Now!'. The fourth result is for 'Men's, Women's & Kids' Shoes and Footwear at Shoes.com' with a URL 'www.shoes.com/' and a description 'Free Shipping. Free Returns. 24/7 Customer Care 1.888.233.6743. Over 340+ of your favorite brands; Shoes, sandals, boots, clogs, clothing & more. Casual ... Women - Men - Women's Boots - Women's Dress Shoes'. The fifth result is for 'Shoes, Shipped Free | Zappos.com' with a URL 'www.zappos.com/shoes' and a description 'Vast selection of shoes, sandals, accessories, and more! Enjoy free shipping BOTH ways, an amazing 365-day return window, and 24/7 customer service. Women's Shoes - Popular Men's Shoe Styles - Men's Sneakers & Athletic Shoes'. The sixth result is for 'Discount Shoes For Men, Women, Kids | Shipped Free at ...' with a URL 'www.6pm.com/shoes' and a description 'Free shipping and savings of up to 75% off top shoe brands. Enjoy a wide selection for the whole family!'

shoes

Web Shopping Images Maps Videos More Search tools

About 794,000,000 results (0.90 seconds)

Women's Shoes at Zappos - Zappos.com
Ad http://www.zappos.com/Womens-Shoes
Fast & Free Shipping on all Shoes. Huge Selection of Shoes at Zappos!

JustFab™ Women's Shoes - JustFab.com
Ad http://www.justfab.com/
4.4 ★★★★★ rating for justfab.com
Get Your Shoes Handpicked for You! 2 Pairs for \$39.95 + Free Shipping.
JustFab has 214,186 followers on Google+
Deals On Heels: \$39.95 - Dresses- Fit For Any Fete - Check Out Our Top Shoes

Designer Shoes for Less - ShoeDazzle.com
Ad www.shoedazzle.com/shoes-shoes-shoes
Discover Discounts on Hot Footwear. Shop Stylish Shoes Online Now!

Men's, Women's & Kids' Shoes and Footwear at Shoes.com
www.shoes.com/
Free Shipping. Free Returns. 24/7 Customer Care 1.888.233.6743. Over 340+ of your favorite brands; Shoes, sandals, boots, clogs, clothing & more. Casual ...
Women - Men - Women's Boots - Women's Dress Shoes

Shoes, Shipped Free | Zappos.com
www.zappos.com/shoes
Vast selection of shoes, sandals, accessories, and more! Enjoy free shipping BOTH ways, an amazing 365-day return window, and 24/7 customer service.
Women's Shoes - Popular Men's Shoe Styles - Men's Sneakers & Athletic Shoes






Discount Shoes For Men, Women, Kids | Shipped Free at ...
www.6pm.com/shoes
Free shipping and savings of up to 75% off top shoe brands. Enjoy a wide selection for the whole family!

best women's running shoes for flat feet

Web Shopping Images News Videos More Search tools

About 789,000 results (0.94 seconds)

Shop for best women's running sh... on Google Sponsored ⓘ

				
gel-noosa tri™ 9	Asics Women's Gel-Exalt 2 Lit...	ASICS GEL-Craze Cr...	ASICS GEL-Fit Nova Women...	ASICS GEL-Nimbus...
\$140.00	\$59.98	\$59.95	\$72.00	\$54.99
asicsamerica...	Macy's	Sierra Tradin...	Zappos.com	6pm.com
	★★★★★(3)			

Best Running Shoes For Flat Feet Guide 2014 (Models And ...
www.joyfulfeet.org/best-running-shoes-for-flat-feet-guide-2014-15/ ▾
 Nov 27, 2014 - Here We Review Top Flat Feet Shoes And Sneakers For Women And Men For Walking And Running To Find Out Which Shoe Perform Best in ...

The Best Running Shoes for Flat Feet | Running Shoes Guru
www.runningshoesguru.com/.../the-best-running-shoes-for-flat-feet-sum... ▾
 Jan 4, 2015 - The term flat feet applies to the arch which is sitting on the ground shoes and wear the insoles or am i best getting trainers for flat feet? dont ...
 Nike Free Run+ 3 Review - Asics GT-2000 2 Review - New Balance 1260 v4 Review

10 Best Sneakers for Runners with Flat Feet | Complex
www.complex.com/sneakers/.../10-best-sneakers-for-runners-wi... ▾ Complex ▾
 Jul 17, 2014 - The legendary running shoe continues to impress, now in its 20th year, thanks in large part to Asics' Dynamic DuoMax Support System, which ...

The Top 3 Best Running Shoes for Flat Feet
womensrunningshoereview.com/best-running-shoes-for-flat-feet/ ▾
 As usual, I will reveal my top 3 best running shoes for flat feet, as well as point out my The Saucony Stabil CS3 is the successor to the very popular Stabil CS2.

“Best women’s running shoes for flat feet” is a **long-tail keyword.**

It’s easier to rank for because it’s more specific and targeted.

Drill down into **keyword analytics**.

Use **keyword tools** to help find the rank of a keyword, how many monthly searches it gets, and what the difficulty level is.

☐

Actions ▾

All Keywords ▾

From all campaigns ▾

Sorted by: Rank ▾

Showing: Monthly Searches ▾

Rank ▾

Difficulty ▾

<input type="checkbox"/>	fifth season travel Added Apr 16 2014	Low	1	68	▾
<input type="checkbox"/>	fifth season adventure Added May 7 2014	Low	1	11	▾
<input type="checkbox"/>	fifth season travel package Added May 13 2014	Low	1	86	▾
<input type="checkbox"/>	fifth season Added May 12 2014	1,600	28 ▼	38	▾
<input type="checkbox"/>	off-site team building Added Jun 18 2014	Low	88 ▲	26	▾



**Course 6
Completed.**
**Now take the
next course.**

Getting Started Courses

1. Why You Need to Update Your Online Marketing Strategies
2. What is Modern Online Marketing and How it Works
3. How to Create a Marketing Positioning Statement
4. How to Create Marketing Buying Personas
5. How to Perform a Content Audit by Buying Stage
6. How To Research and Find the Right Keywords

Website Courses

7. How to Improve and Update your Current Website
8. How to Search Engine Optimize (SEO) your Web Pages Using Keywords
9. How to Deliver a Successful Website User Experience
10. How to Use A Call-to-Action, Landing Pages and Forms

Content Marketing Courses

11. What Is and How to Use Content Marketing
12. How to Repurpose and Produce Marketing Content
13. How to Generate Content Marketing Ideas
14. How to Engage Buyers with Effective Writing Techniques
15. How to Use Storytelling to Resonate with Buyers
16. How to Measure and Analyze your Content Marketing

Content Promotion Courses

17. How to Effectively Promote Your Content Marketing
18. How to Create and Use a Blog to Drive Website Traffic
19. How to Use Social Media to Drive Website Traffic

Email Marketing Courses

20. What is and How to Use Email Marketing Strategies
21. How to Use Email to Nurture and Grow Your Customers
22. How to Create the Right Lists for Email Marketing
23. How to Design Email Templates that Capture Interest
24. How to Create High Performing Emails that Convert Buyers
25. How to Optimize, Measure, and Track Email Marketing Success

Get Going Courses

26. How to Start Implementing Modern Marketing Strategies
27. How to Set Marketing Metrics and Milestones
28. How to Use a CRM for Modern Marketing
29. What Software Tools are Needed for Modern Marketing

The End.

**If you liked it, please
share it.**



- GoDaddy Pro PLus Partner ★★★★★ rating.

THANK YOU.