

Keyword Research: Purpose, Tools & Tactics

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» Search Frequency Research & Search Informed Marketing

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Research Examples

Case Studies

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» Keyword Research

What is Keyword Research / Search Frequency Research?

- People entering phrases into search engines
- Gathering search information around a selected topic
- Analyzing large volumes (100,000's) of phrases and their search frequencies for short and long tail insight
- Looking for trends, patterns, oddities, and ultimately:

Meaning!



» Search Informed Marketing

Who can integrate keyword research to their marketing campaigns?

- Online business:
 - Long tail PPC campaign managers
 - SEO/SEM account managers
 - Bloggers, copywriters, webmasters
- Offline business
- Non-profit government and NGO strategists
- **Basically, anyone who'd benefit from knowing more about their market!**



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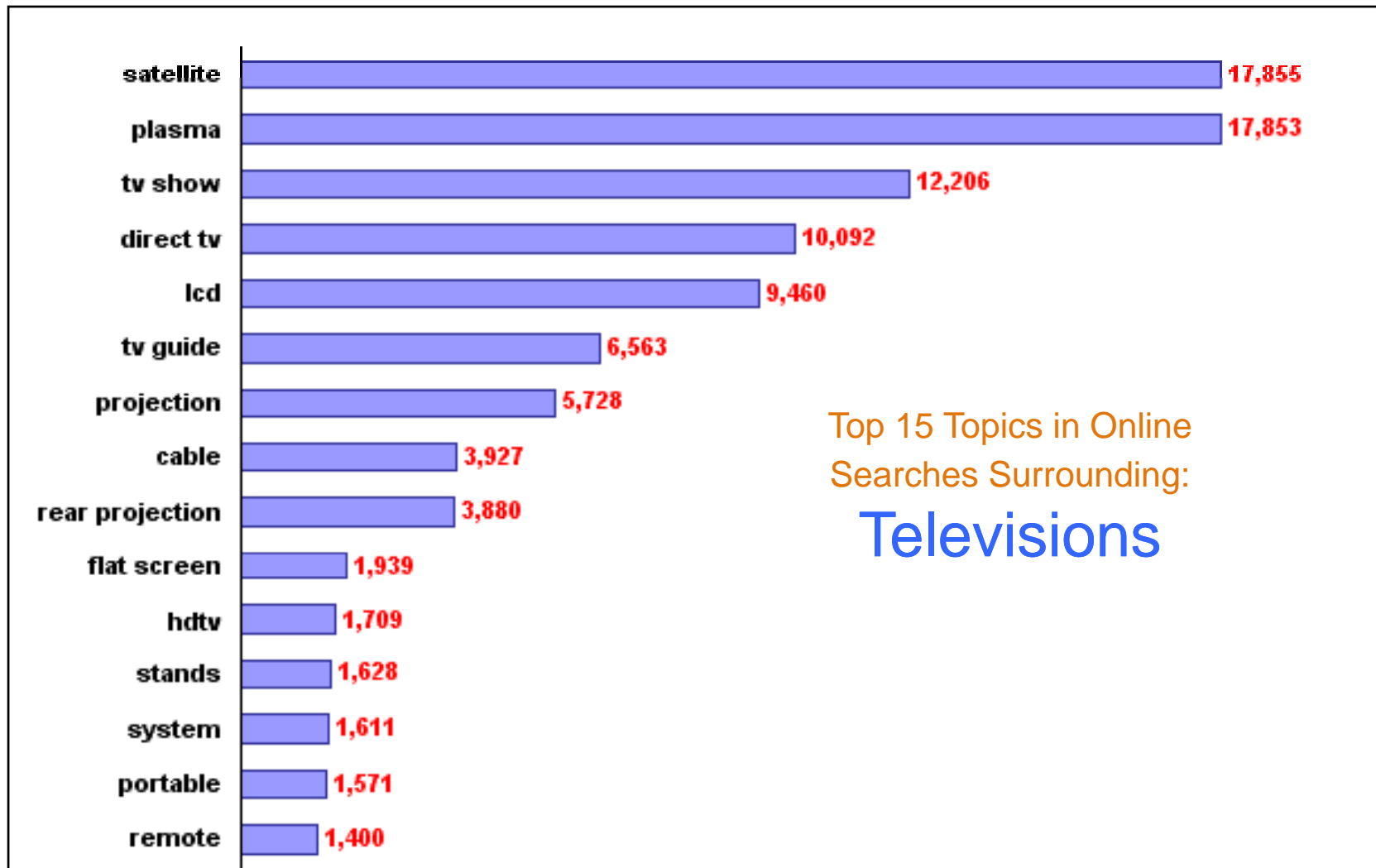
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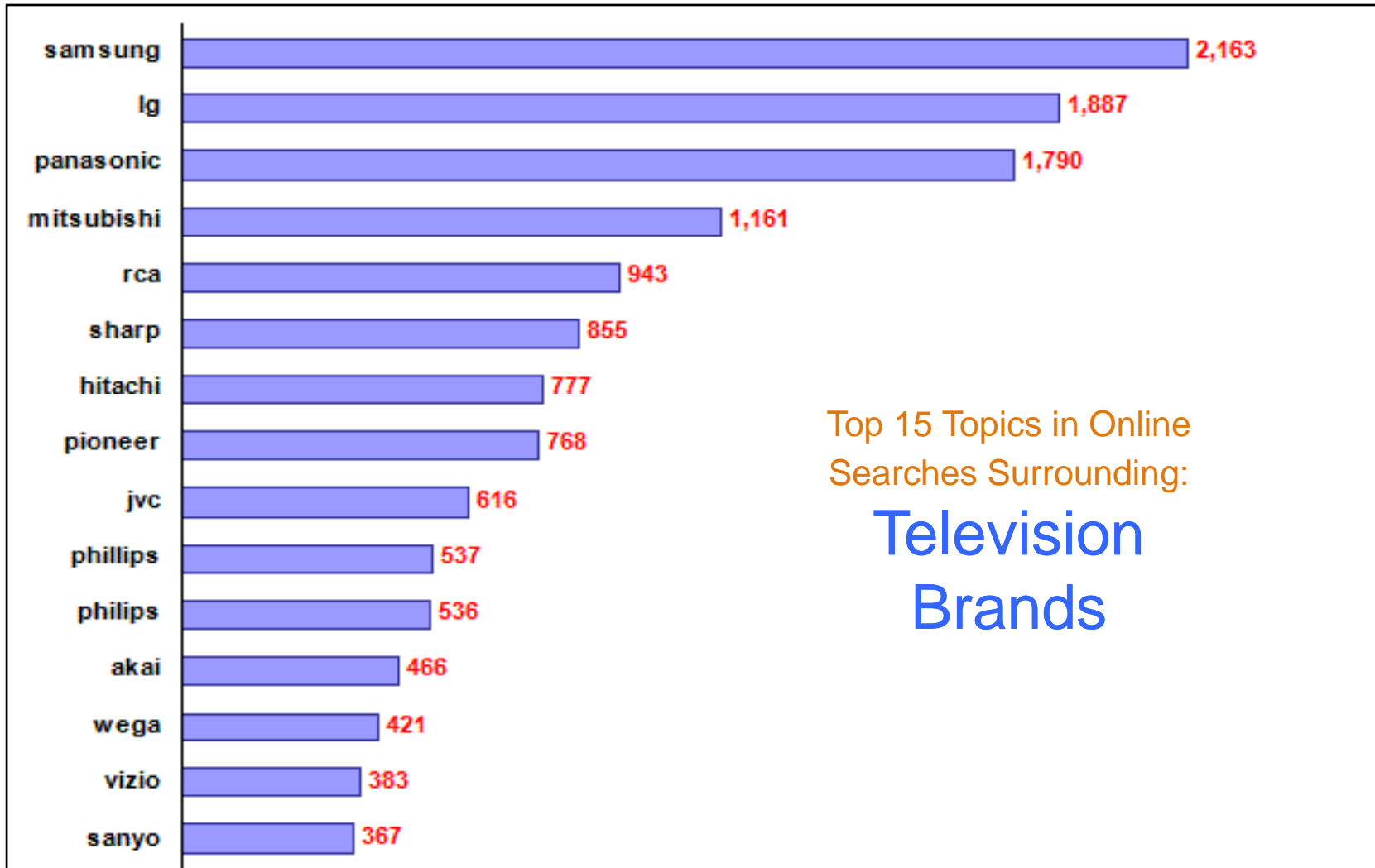
» Uses of Advanced Keyword Research *Search Engine STRATEGIES 2007 CONFERENCE & EXPO*

- **Business Research**
 - Product Research
 - Brand Equity
 - Competitive Intelligence
 - New Product Ideas
 - Consumer Feedback
- **Social Research**
 - Political Topics
 - Public Issues
 - Celebrity Brand



» **Business Research** – Product Segmentation

» Business Research – Brand Equity

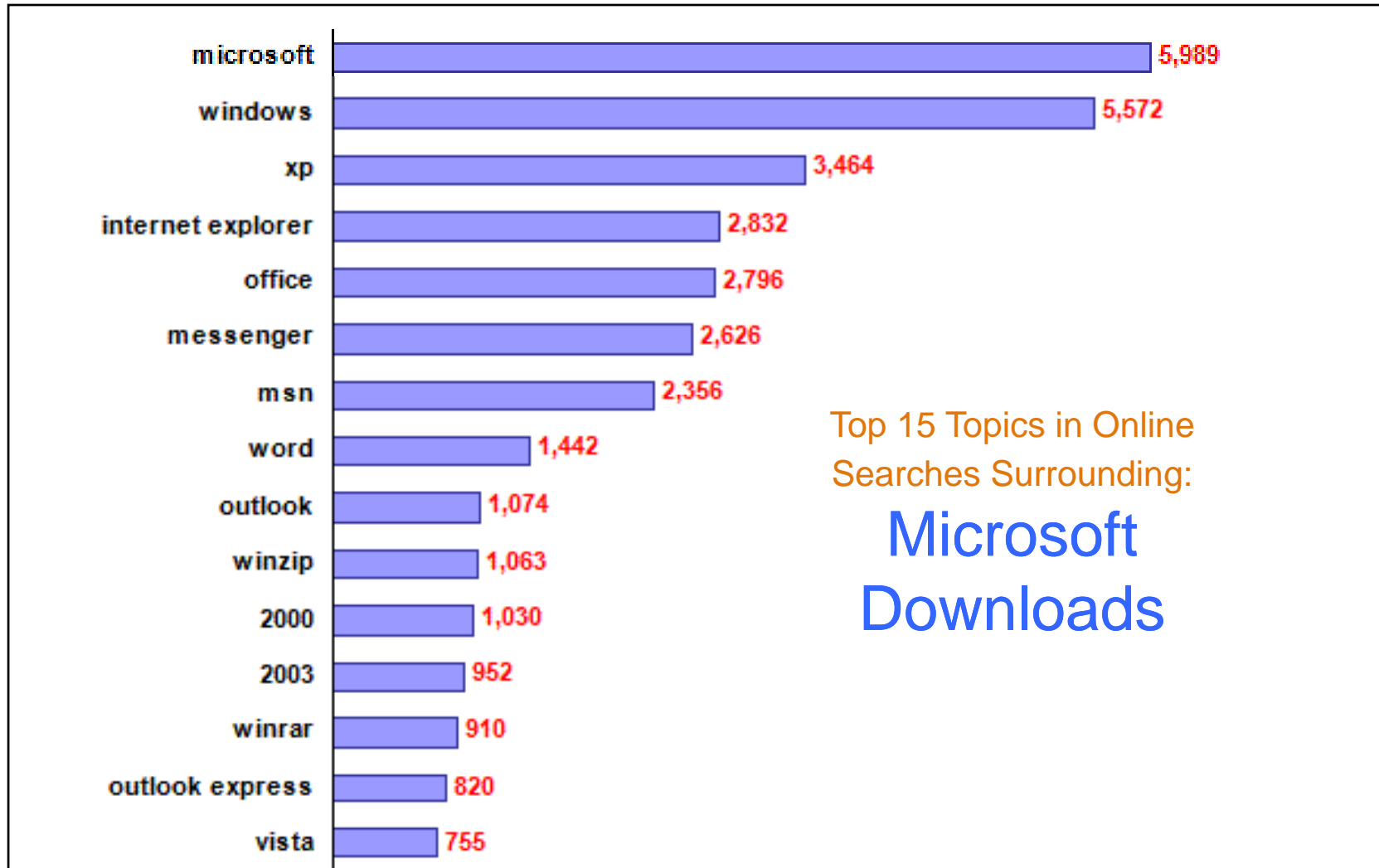


Top 15 Topics in Online Searches Surrounding:

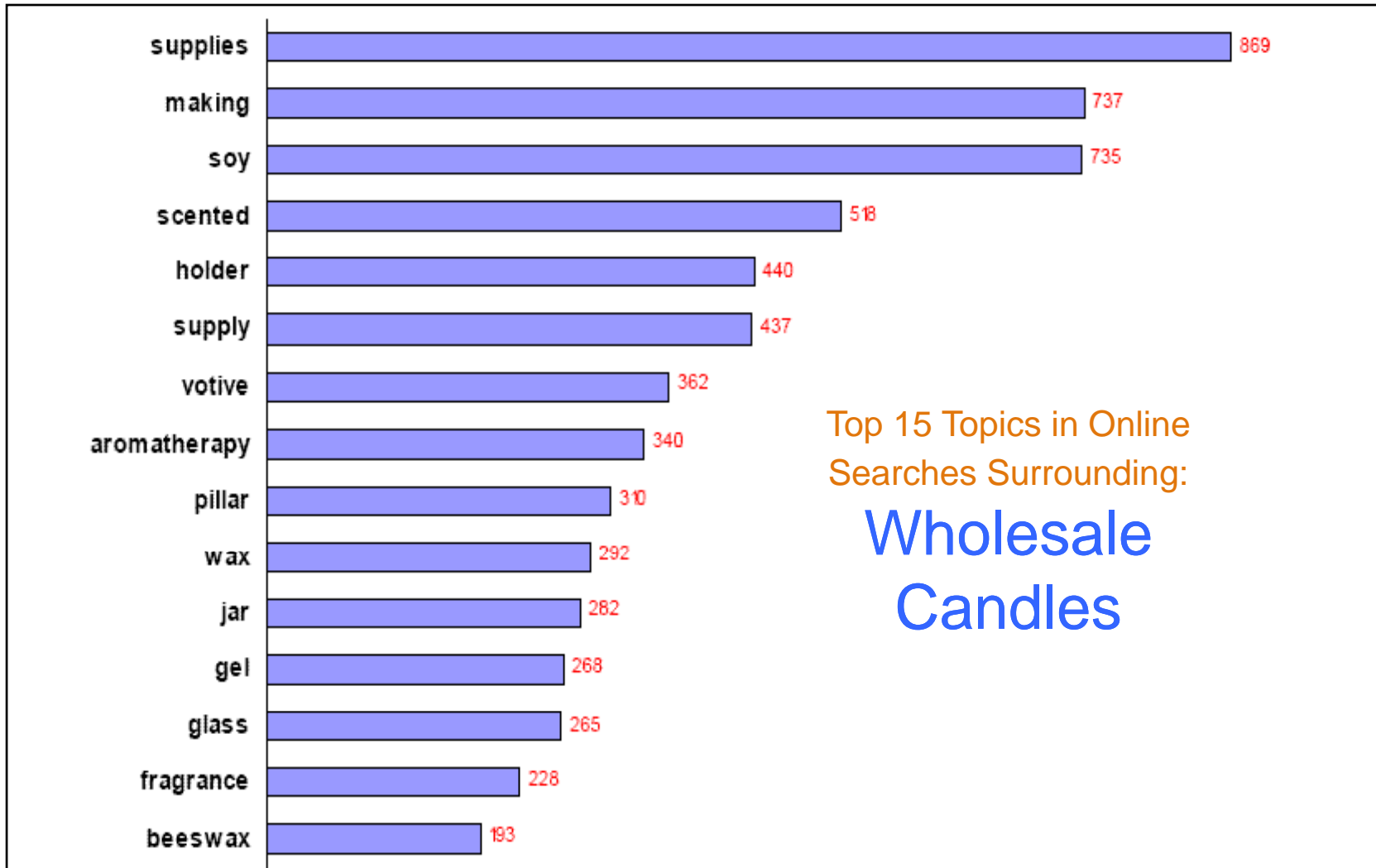
Television Brands



» Business Research – Competitive Intelligence

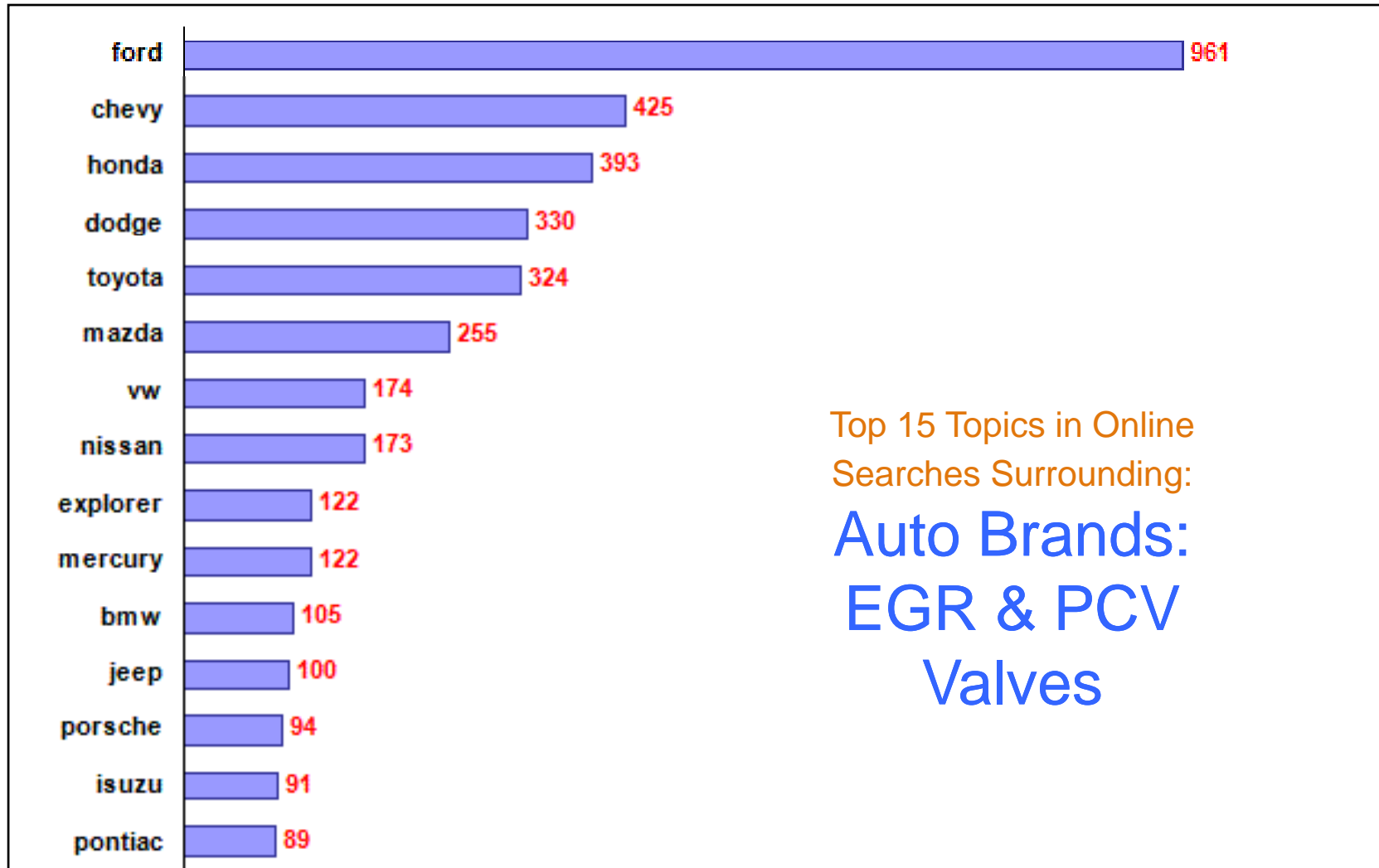


» Business Research – New Product Ideas

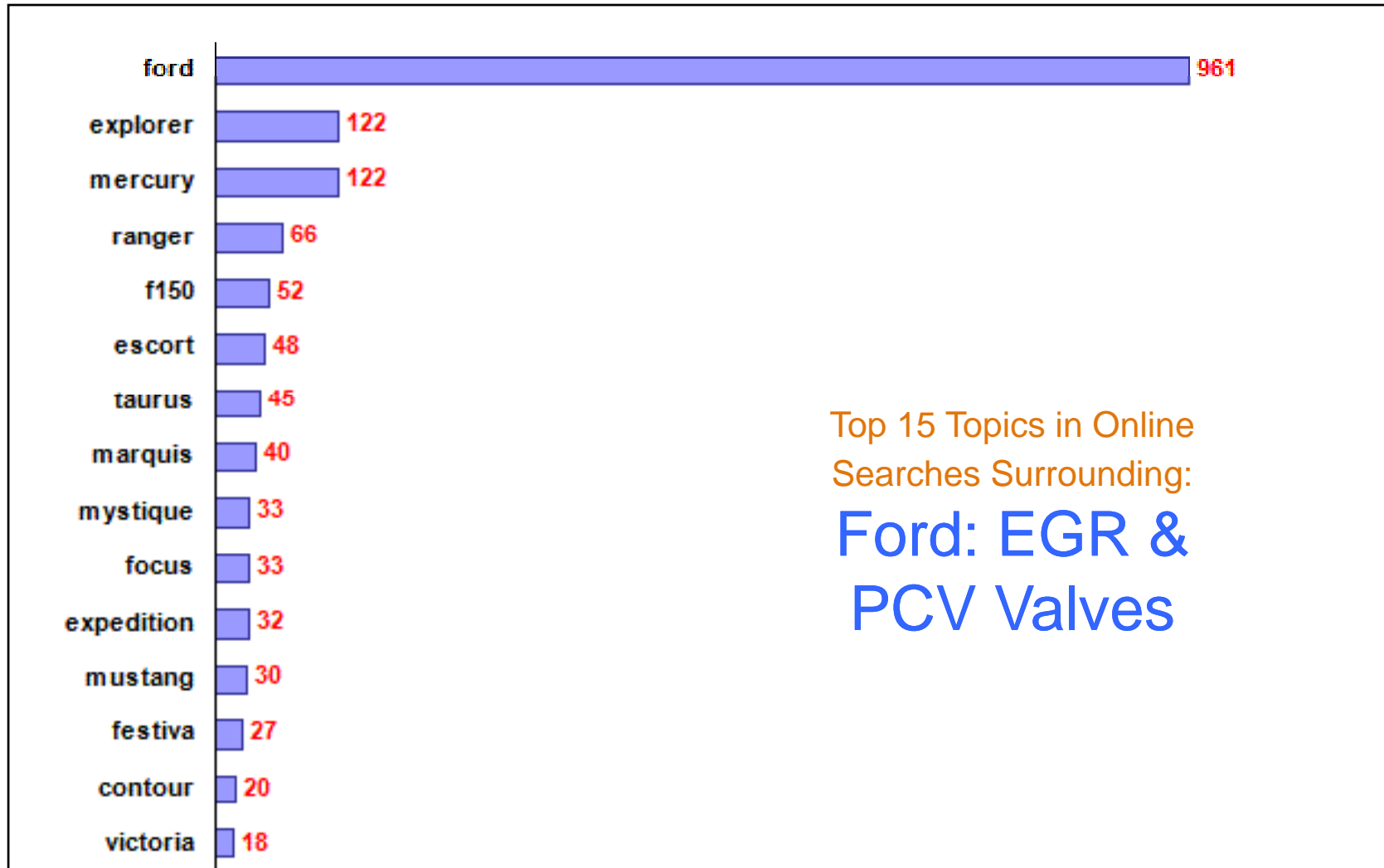


Top 15 Topics in Online Searches Surrounding:
Wholesale Candles

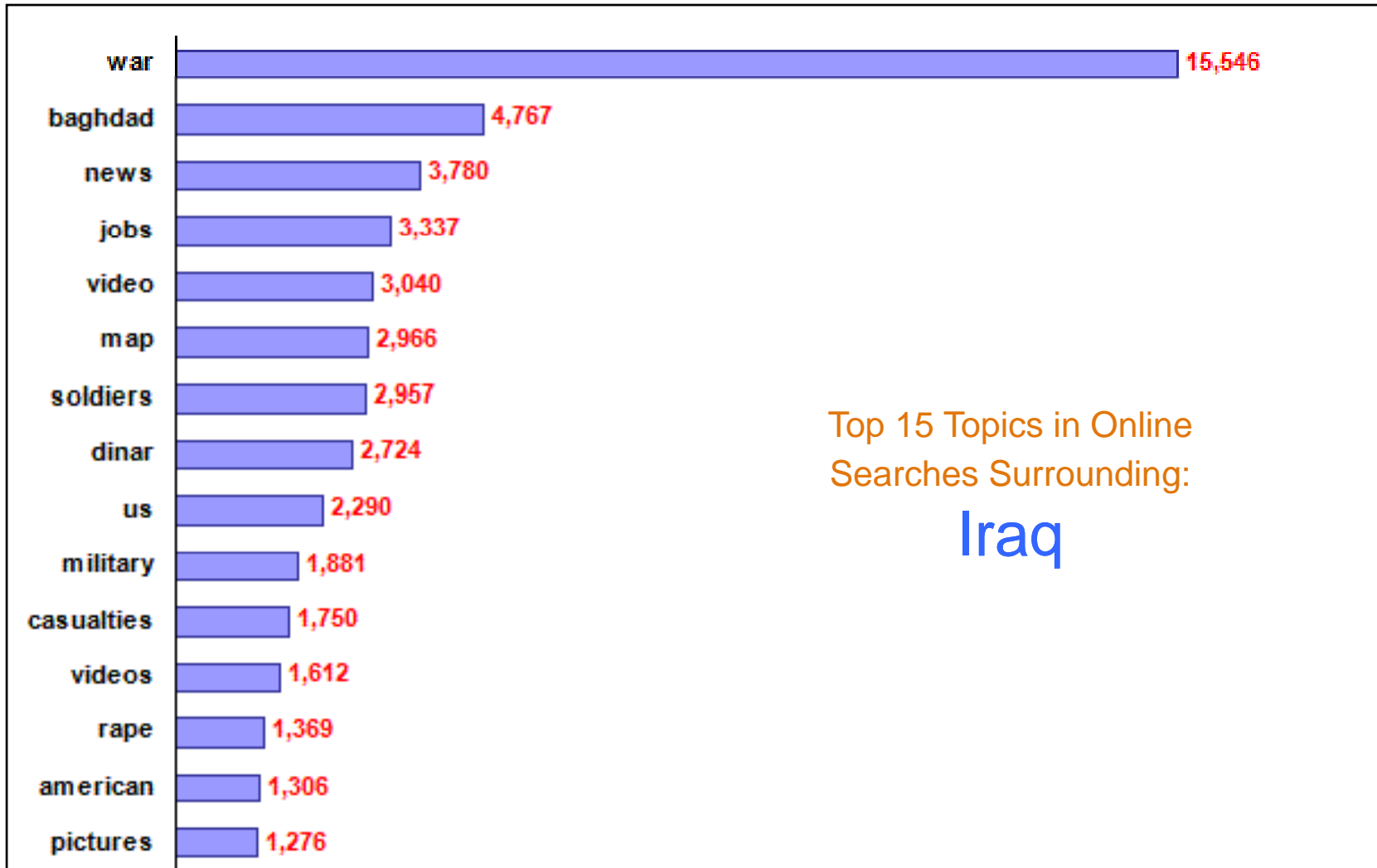


» **Business Research** – Consumer Feedback

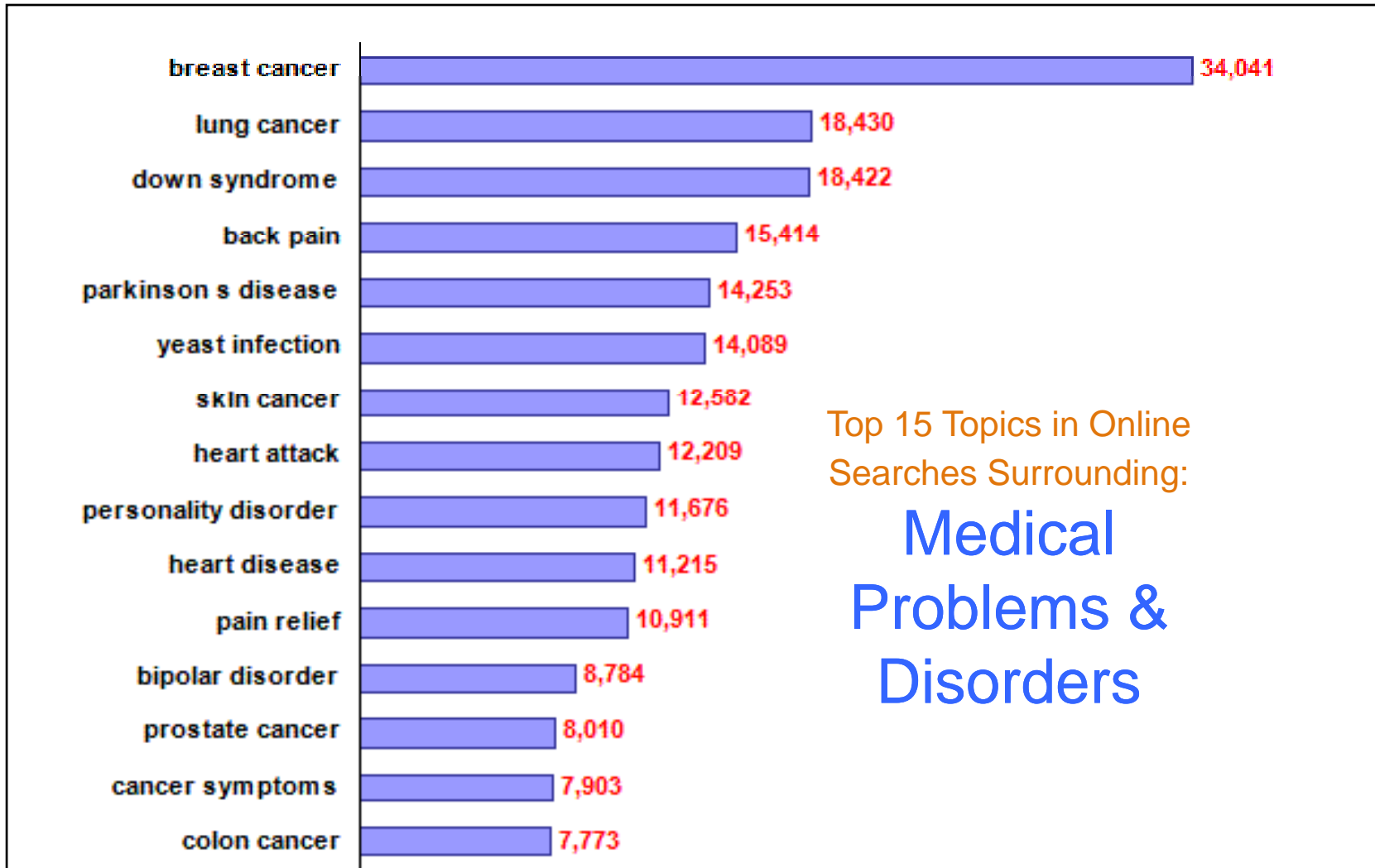
» Business Research – Consumer Feedback



» Social Research – Political Topics



» **Social Research** – Public Issues: Healthcare

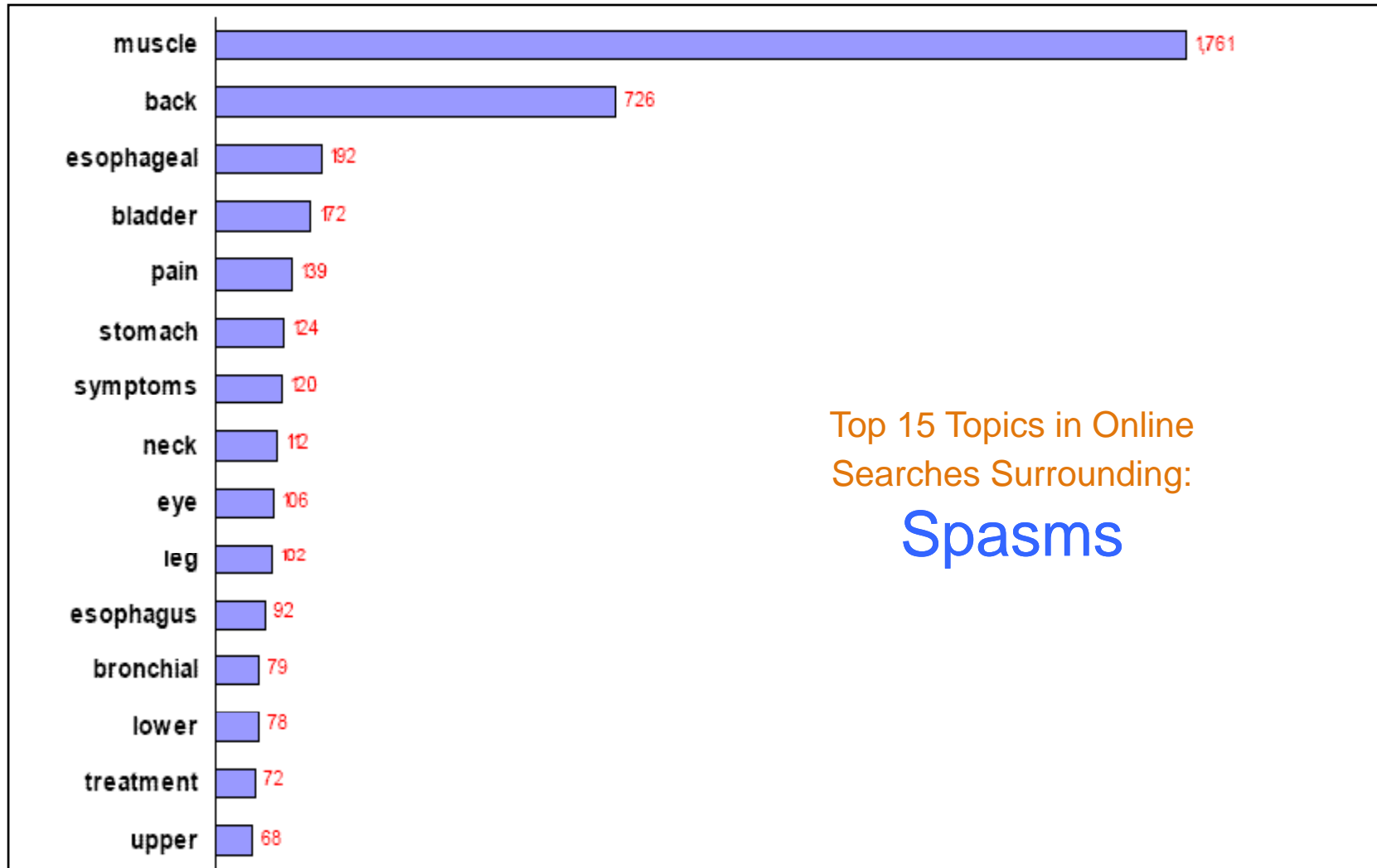


Top 15 Topics in Online Searches Surrounding:

Medical Problems & Disorders

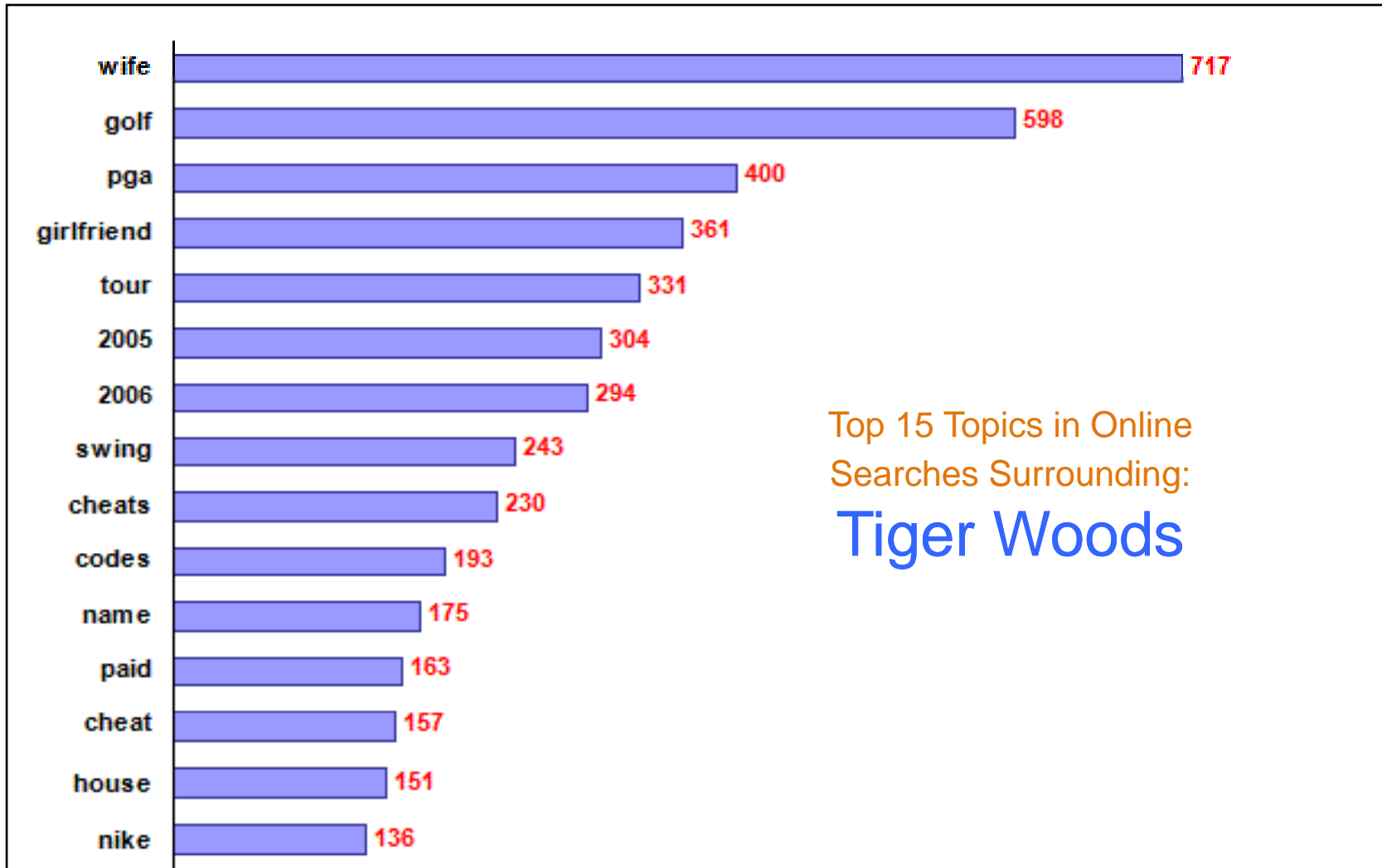


» Social Research – Public Issues: Zooming In



Top 15 Topics in Online Searches Surrounding:
Spasms



» **Social Research** – Celebrity Brand

Top 15 Topics in Online
Searches Surrounding:
Tiger Woods



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» Case Study 1: Online Music Store

- The situation:
 - Client: brick and mortar music equipment store
 - Limited to regional sales, but ability to sell nationally online
 - Online presence very limited and not SE friendly
- What we found (**420,000** phrases analyzed):
 - Demand for new product lines (brands, models, instruments)
 - Demand for new vertical (branded clothing)
 - Seasonal demands, comparison features
 - Searches for discontinued products > New products
- The result:
 - \$90,000.00 sales/week nationally, up from virtually zero
 - Dominant rankings on over 85% of key phrases



» Case Study 2: Non Profit Group

- The situation:
 - Client: environmental conservation organization
 - Website not reaching target market (donors, educators, wetland owners, general public)
- What we found (**89,000** phrases analyzed):
 - Significant demand for: wildlife paintings, teacher lesson plans
 - Public misguided on specific environmental issue
 - Linguistic patterns of searches for environmentally focused charitable donation opportunities (donations, sponsors)
- The result:
 - Keyword optimized site results in direct connection to online TM
 - New online store with high sales of environmental artwork/products
 - Education of public on environmental impacts to wetlands



» Case Study 3: Custom Manufacturer

- The situation:
 - Client: Bronze & metal sign manufacturer
 - 35 year established company with only regional sales
 - Online exposure limited & dated
 - Curious about new product opportunities
 - Pessimistic about international markets & e-commerce
- What we found (**125,000** phrases analyzed):
 - Detailed analysis of online product demand and opportunities
 - Company's online marketplace was untapped by competition
 - Joint venture opportunities in new verticals (digital display signs)



» Case Study 3: Custom Manufacturer

- The result:
 - Converted website into online marketing tool
 - Sales force reduced by half
 - Overwhelmed production capacity (in a good way)
 - Company added new product lines:
 - golf signage, pet grave markers, military memorials
 - Internationally expanded client base (US and Europe)
 - Monthly sales of \$250,000.00 through website from almost nil



Thank You!

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Presentation online at:
www.epiar.com/ses

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