

# Best Practices In Keyword Research for SEO

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MRM // McCANN

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#prnews  @maledaniel

# // Agenda

Keyword Types

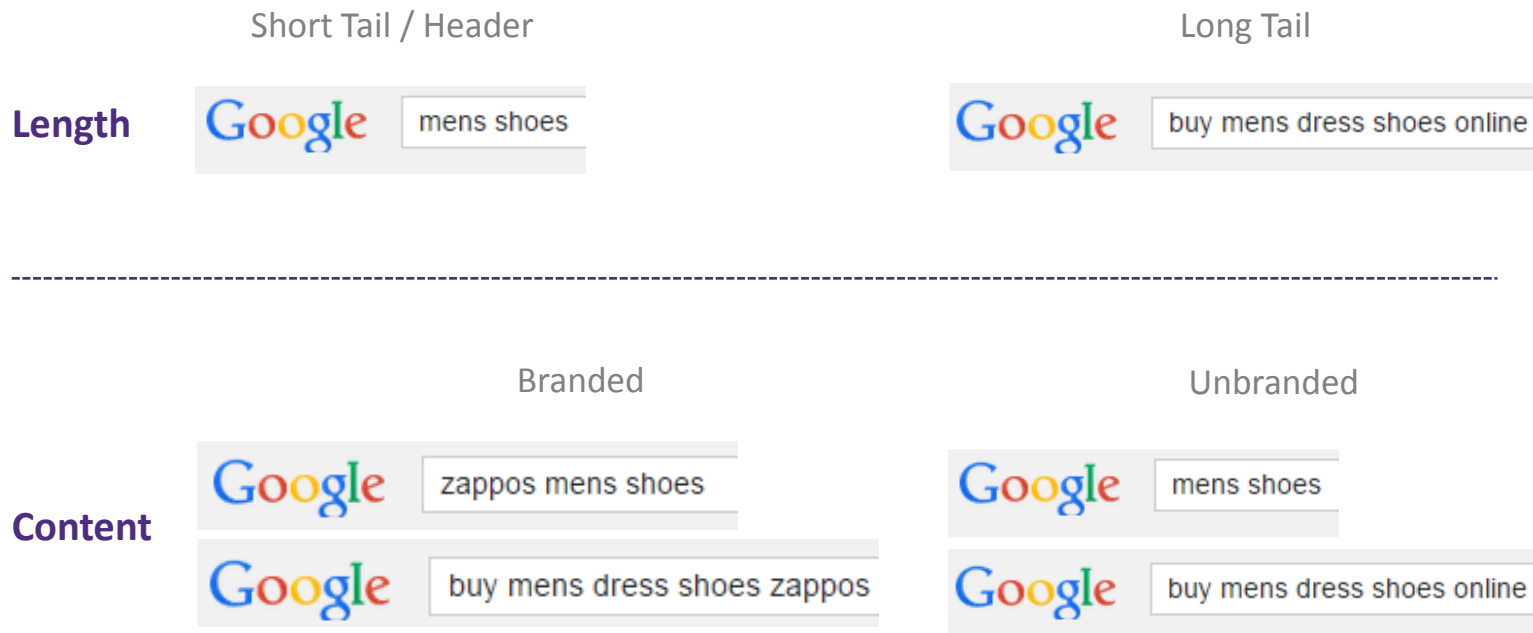
Research Tools

Content Optimization

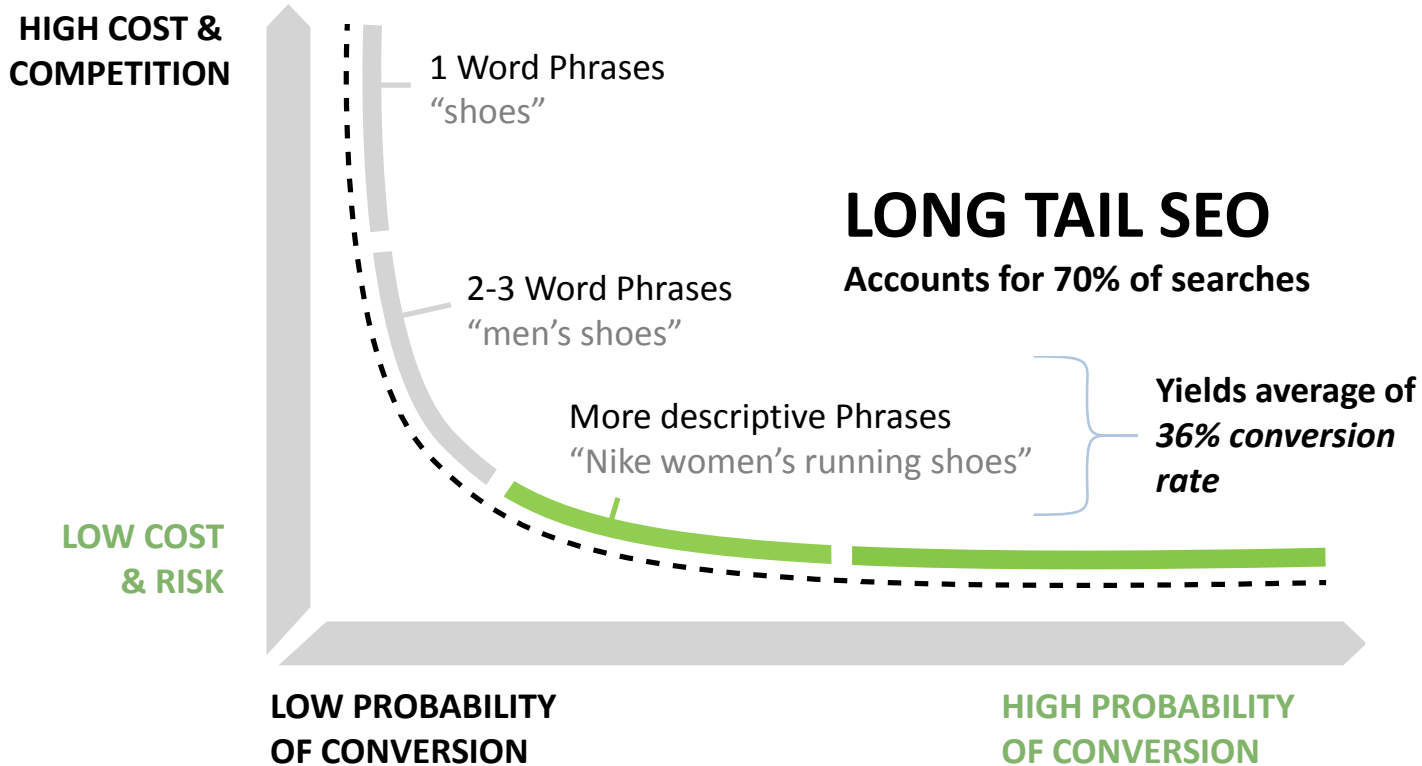
## // Keyword Types

# // Types of Keywords

- Keywords are categorized two ways: by **length** and by **content**



# // Search demand curves



## // Tools

# // Keyword research tools

Tool	Competitive Advantage
Google Keyword Planner	Google search volume Synonyms
KeywordTool.io	Search suggestions Cross-engine data
Übersuggest	Long-tail keywords Word associations
PPC Search Terms	Website-specific search volume Conversion value
Twitter Advanced Search	Content ideation Related terms

# // Google keyword planner

Google AdWords Home Campaigns Opportunities **Tools**

Keyword Planner  
Add ideas to your plan

Your product or service  
mens shoes Get ideas Modify search

Targeting <sup>?</sup>  
 United States <sup>✎</sup>  
 English <sup>✎</sup>  
 Google <sup>✎</sup>  
 Negative keywords <sup>✎</sup>

Date range <sup>?</sup>  
 Show avg. monthly searches for: Last 12 months <sup>✎</sup>

Customize your search <sup>?</sup>  
**Keyword filters** <sup>✎</sup>  
**Keyword options** <sup>✎</sup>  
 Show broadly related ideas  
 Hide keywords in my account  
 Hide keywords in my plan  
**Keywords to include** <sup>✎</sup>


Ad group ideas **Keyword ideas** 📄 Download

Search terms	Avg. monthly searches <sup>?</sup>	Competition <sup>?</sup>	Suggested bid <sup>?</sup>	Ad impr. share <sup>?</sup>
mens shoes	49,500	High	\$1.45	0%

1 - 1 of 1 keywords ▾

Keyword (by relevance)	Avg. monthly searches <sup>?</sup>	Competition <sup>?</sup>	Suggested bid <sup>?</sup>	Ad impr. share <sup>?</sup>
mens dress shoes	22,200	High	\$1.68	0%
discount mens shoes	1,300	High	\$1.36	0%
casual mens shoes	2,400	High	\$1.64	0%
cheap mens shoes	1,900	High	\$0.78	0%
designer mens shoes	880	High	\$2.37	0%
mens shoes online	3,600	High	\$1.40	0%
size 14 mens shoes	1,000	High	\$1.67	0%



 **Google** **Bing** **YouTube** **App Store**

mens shoes

Search for keyword "mens shoes" found **672** results

 COPY ALL

Keyword Suggestions

\_ A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 10

mens shoes	
mens shoes	+
mens shoes <b>online</b>	+
mens shoes <b>on sale</b>	+
mens shoes <b>2014</b>	+
mens shoes <b>brands</b>	+
mens shoes <b>with jeans</b>	+
mens shoes <b>wide</b>	+

mens shoes _	
mens shoes <b>online</b>	+
mens shoes <b>on sale</b>	+
mens shoes <b>2014</b>	+
mens shoes <b>washington dc</b>	+
mens shoes <b>brands</b>	+
mens shoes <b>dc</b>	+
mens shoes <b>georgetown</b>	+

mens shoes a	
mens shoes <b>amazon</b>	+
mens shoes <b>at macy's</b>	+
mens shoes <b>at dillards</b>	+
mens shoes <b>atlanta</b>	+
mens shoes <b>aldo</b>	+
mens shoes <b>at sears</b>	+
mens shoes <b>at kohls</b>	+

## Übersuggest - Suggest on steroids

Get keyword ideas with Übersuggest the free keyword suggestion tool that makes good use of different suggest services.

### How it works?

- Write a term in the box.
- Choose a language and a source. Übersuggest can get

↑ mens shoes + a

- ⊕ mens shoes amazon
- ⊕ mens shoes asics
- ⊕ mens shoes at macy's
- ⊕ mens shoes and boots
- ⊕ men's shoes aldo
- ⊕ mens shoes at nordstrom
- ⊕ mens shoes at dillards
- ⊕ mens shoes at kohls
- ⊕ mens shoes at sears
- ⊕ mens shoes at target

↑ mens shoes + b

- ⊕ mens shoes brands
- ⊕ men's shoes boots
- ⊕ mens shoes boston
- ⊕ mens shoes bloomingdales
- ⊕ mens shoes blog
- ⊕ men's shoes brand names
- ⊕ mens shoes black
- ⊕ mens shoes best brands
- ⊕ mens shoes best
- ⊕ mens shoes brooklyn

↑ mens shoes + 1

- ⊕ mens shoes 13 wide
- ⊕ mens shoes 14
- ⊕ mens shoes 14 wide
- ⊕ mens shoes 15
- ⊕ mens shoes 13 4e
- ⊕ mens shoes 12.5
- ⊕ mens shoes 13
- ⊕ mens shoes 16
- ⊕ mens shoes 11 wide
- ⊕ mens shoes 1901

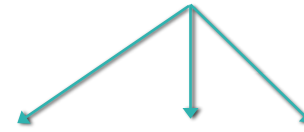
↑ mens shoes + 2

- ⊕ mens shoes 2013
- ⊕ mens shoes 2014
- ⊕ mens shoes 2013 fashion
- ⊕ mens shoes 2014 trends
- ⊕ mens shoes 2014 fashion
- ⊕ mens shoes 2 inch heel
- ⊕ mens shoes 2013 winter
- ⊕ mens shoes 2013 fall
- ⊕ mens shoes 2e
- ⊕ mens shoes 2013 trends

## // Dump it in Excel

	A	B
1	Keyword	Avg. Monthly Searches (exact match only)
2	mens shoes	49500
3	mens dress shoes	22200
4	mens shoes cole haan	590
5	mens shoes clarks	590
6	mens shoes comfortable	720
7	discount mens shoes	1300
8	casual mens shoes	2400
9	cheap mens shoes	1900
10	designer mens shoes	880
11	mens shoes online	3600
12	size 14 mens shoes	1000
13	wide mens shoes	590
14	mens shoes brands	590
15	cool mens shoes	720
16	italian mens shoes	480
17	mens casual shoes	9900
18	mens shoes on sale	1600
19	cheap mens shoes online	1000

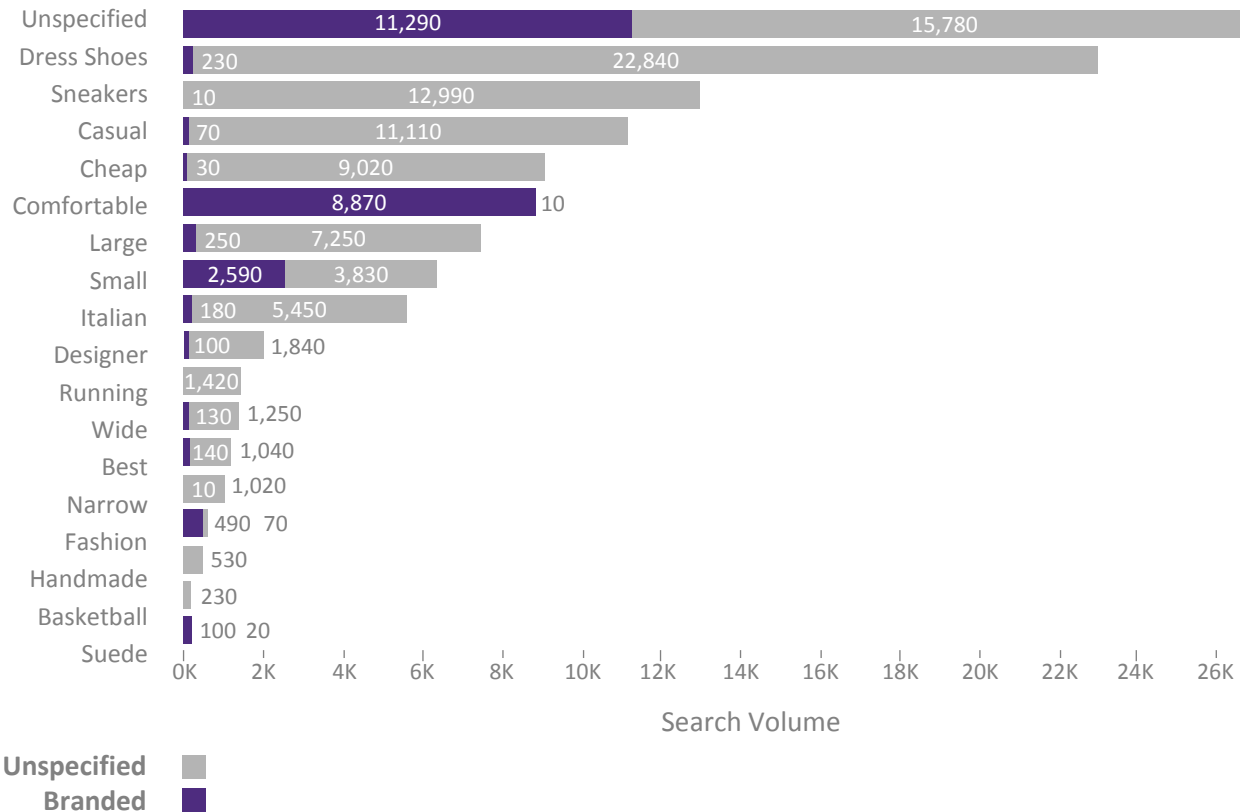
# // Make magic happen



	A	B	C	D	E
1	<b>Keyword</b>	<b>Avg. Monthly Searches</b>	<b>Source</b>	<b>Type of Shoe</b>	<b>Brand</b>
2	mens shoes	49500	Google Adwords	General	
3	mens dress shoes	22200	Google Adwords	Dress	
4	mens shoes cole haan	590	Ubersuggest	Unspecified	Cole haan
5	mens shoes clarks	590	Ubersuggest	Unspecified	Clarks
6	mens shoes comfortable	720	Ubersuggest	Comfortable	
7	discount mens shoes	1300	Google Adwords	Discount/Cheap	
8	casual mens shoes	2400	Google Adwords	Casual	
9	cheap mens shoes	1900	Google Adwords	Discount/Cheap	
10	designer mens shoes	880	Google Adwords	Designer	
11	mens shoes online	3600	Google Adwords	Unspecified	
12	size 14 mens shoes	1000	Google Adwords	Large	
13	wide mens shoes	590	Keyword.io	Large	
14	mens shoes brands	590	Keyword.io	Unspecified	
15	cool mens shoes	720	Keyword.io	Cool	
16	italian mens shoes	480	Keyword.io	Italian	
17	mens casual shoes	9900	Keyword.io	Casual	
18	mens shoes on sale	1600	Keyword.io	Discount/Cheap	
19	cheap mens shoes online	1000	Keyword.io	Discount/Cheap	

# // Chart and analyze

## “Men’s Shoes” categories



# // Content Optimization

# // Keyword placements

## Ordered List of Impact

- 1 Body copy
- 2 Page Title
- 3 URL
- 4 Image Alt Text
- 5 Primary Header
- 6 Subheaders
- 7 Meta Description

# // Keyword placements

## Ordered List of Impact

- 1 Body copy
- 2 Page Title
- 3 URL
- 4 Image Alt Text
- 5 Primary Header
- 6 Subheaders
- 7 Meta Description

- 2 Men's Shoes, Shoes For Men | Ships FREE at Zappos.com  
[www.zappos.com/mens-shoes](http://www.zappos.com/mens-shoes) Zappos -  
Oxfords, loafers, sneakers, and more for men! Enjoy free shipping, 365-day returns and 24/7 service with a smile. Call 800-927-7671.  
Popular Men's Shoe Styles - Shoes, Men - Oxfords - Athletic 7

2 Men's Shoes, Shoes For M x

3 www.zappos.com/mens-shoes

Zappos  
POWERED by SERVICE

Shoes, Clothing, Bags, etc. SEARCH

Holiday Gift Guide  
SHOP NOW

SEARCH BY: Size, Narrow Shoes, Wide Shoes, Popular Searches

SHOES CLOTHING BAGS & HANDBAGS AT HOME BEAUTY ACCESSORIES SHOP BY... WOMEN'S MEN

ALPHABETICAL BRAND INDEX # A B C D E F G H I J K L M N O P Q R

5 MEN'S SHOES, SHIPPED FREE

6 MEN'S SHOES  
Sneakers & Athletic Shoes  
Boots  
Oxfords  
Loafers  
Sandals  
Slippers  
view all...

6 POPULAR MEN'S STYLES  
Athletic  
Comfort  
Chukka  
High Tops  
Combat  
view all...

6 SPECIALTY SHOES  
Wide Shoes  
Narrow Shoes  
Diabetic Approved  
Orthotic Friendly

6 MEN'S NEW ARRIVALS

4 Chukka Boots  
1 Get free shipping on this autumn essential.  
SHOP NOW

1 2 3

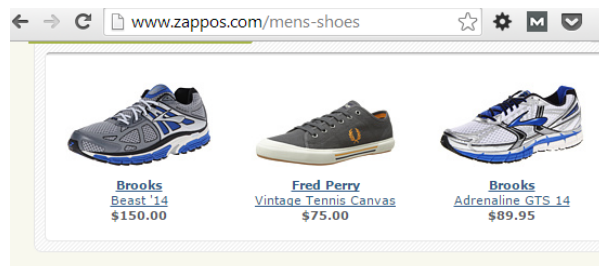


# // Body copy

- Keywords: Use sensibly and sparingly
- Synonyms instead of repetition
- DO NOT keyword “stuff”

## Ordered List of Impact

- 1 Body copy
- 2 Page Title
- 3 URL
- 4 Image Alt Text
- 5 Primary Header
- 6 Subheaders
- 7 Meta Description




Brooks  
Beast '14  
\$150.00

Fred Perry  
Vintage Tennis Canvas  
\$75.00


Brooks  
Adrenaline GTS 14  
\$89.95

### Latest Men's Shoe Reviews



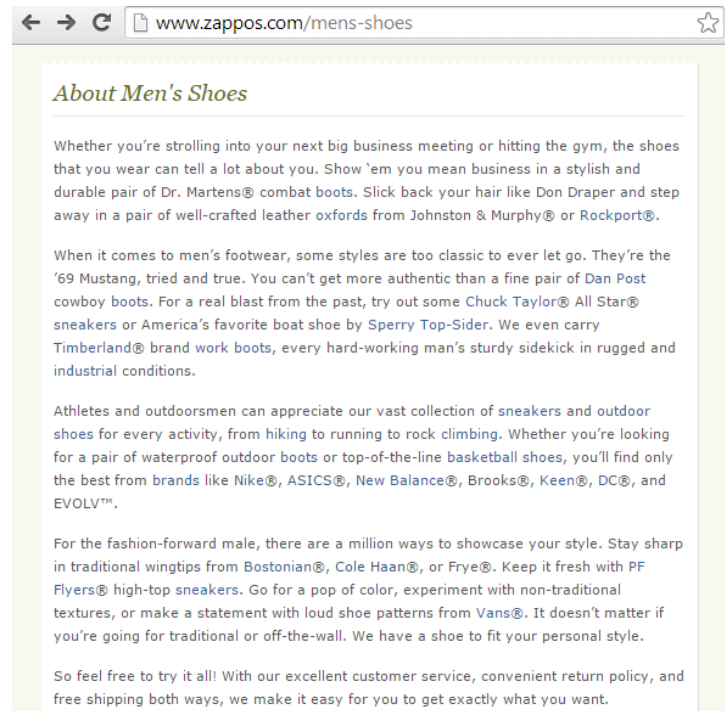
**Columbia Bugaboot™ Plus II Omni-Heat™**  
Posted: Nov 30, 2014  
Reviewer: Will from Connecticut

OVERALL: ★★★★★ COMFORT: ★★★★★ LOOK: ★★★★★  
Very light and comfortable boot. Cool and rugged style that look good on big feet. My feet began to heat up as soon as I put them on! They kept my feet warm and dry in the snow for 2 hours. I would buy a another pair.



**Robez Cozy Ankle Bootie Bootie (Infant/Todder)**  
Posted: Nov 30, 2014  
Reviewer: from San Jose, California

OVERALL: ★★★★★ COMFORT: ★★★★★ LOOK: ★★★★★  
Love these! I got these for my 4 month old son to wear during



### About Men's Shoes

Whether you're strolling into your next big business meeting or hitting the gym, the shoes that you wear can tell a lot about you. Show 'em you mean business in a stylish and durable pair of Dr. Martens® combat boots. Slick back your hair like Don Draper and step away in a pair of well-crafted leather oxfords from Johnston & Murphy® or Rockport®.

When it comes to men's footwear, some styles are too classic to ever let go. They're the '69 Mustang, tried and true. You can't get more authentic than a fine pair of Dan Post cowboy boots. For a real blast from the past, try out some Chuck Taylor® All Star® sneakers or America's favorite boat shoe by Sperry Top-Sider. We even carry Timberland® brand work boots, every hard-working man's sturdy sidekick in rugged and industrial conditions.

Athletes and outdoorsmen can appreciate our vast collection of sneakers and outdoor shoes for every activity, from hiking to running to rock climbing. Whether you're looking for a pair of waterproof outdoor boots or top-of-the-line basketball shoes, you'll find only the best from brands like Nike®, ASICS®, New Balance®, Brooks®, Keen®, DC®, and EVOLV™.

For the fashion-forward male, there are a million ways to showcase your style. Stay sharp in traditional wingtips from Bostonian®, Cole Haan®, or Frye®. Keep it fresh with PF Flyers® high-top sneakers. Go for a pop of color, experiment with non-traditional textures, or make a statement with loud shoe patterns from Vans®. It doesn't matter if you're going for traditional or off-the-wall. We have a shoe to fit your personal style.

So feel free to try it all! With our excellent customer service, convenient return policy, and free shipping both ways, we make it easy for you to get exactly what you want.

# // Page title / title tag

- Keywords: 1 – 2
- Length: ~ 60 characters (including spaces)
- Branding
- Letters: first letter upper case

## Ordered List of Impact

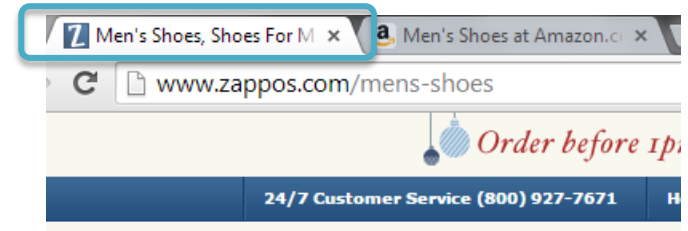
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Men's Shoes, Shoes For Men | Ships FREE at Zappos.com

[www.zappos.com/mens-shoes](http://www.zappos.com/mens-shoes) Zappos

Oxfords, loafers, sneakers, and more for men! Enjoy free shipping, 365-day returns and 24/7 service with a smile. Call 800-927-7671.

Popular Men's Shoe Styles - Shoes, Men - Oxfords - Athletic



# // ... but keep algorithm changes in mind

Before

[Dr. Seuss Birthday Party Ideas Ideas And Cat In The Hat Ideas Too](#)

[www.pinterest.com/.../dr-seuss-birthday-party-ideas-ideas-and-cat-in-the/](http://www.pinterest.com/.../dr-seuss-birthday-party-ideas-ideas-and-cat-in-the/) ▼

I know you guys love this board :) It's my **Dr Seuss Birthday** Party Board- I'm happy to invite you to pin as well. Send an invite to my FB page ...

After

[Dr. Seuss Birthday Party Ideas Ideas And Cat In The Hat Ide...](#)

[www.pinterest.com/.../dr-seuss-birthday-party-ideas-ideas-and-cat-in-the/](http://www.pinterest.com/.../dr-seuss-birthday-party-ideas-ideas-and-cat-in-the/) ▼

I know you guys love this board :) It's my **Dr Seuss Birthday** Party Board- I'm happy to invite you to pin as well. Send an invite to my FB page ...

# // URL

- Keywords: 1
- Length: the shorter the better
- Letters: all lowercase
- Text only

## Ordered List of Impact

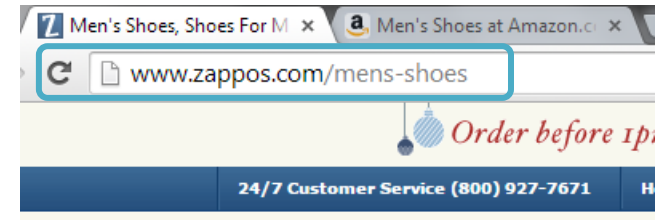
- 1 Body copy
- 2 Page Title
- 3 URL
- 4 Image Alt Text
- 5 Primary Header
- 6 Subheaders
- 7 Meta Description

Men's Shoes, Shoes For Men | Ships FREE at Zappos.com

[www.zappos.com/mens-shoes](http://www.zappos.com/mens-shoes) Zappos

Oxfords, loafers, sneakers, and more for men! Enjoy free shipping, 365-day returns and 24/7 service with a smile. Call 800-927-7671.

Popular Men's Shoe Styles - Shoes, Men - Oxfords - Athletic



# // Alternative text / alt attribute

- Keywords: 1
- Length: 3 – 15 words
- Descriptive

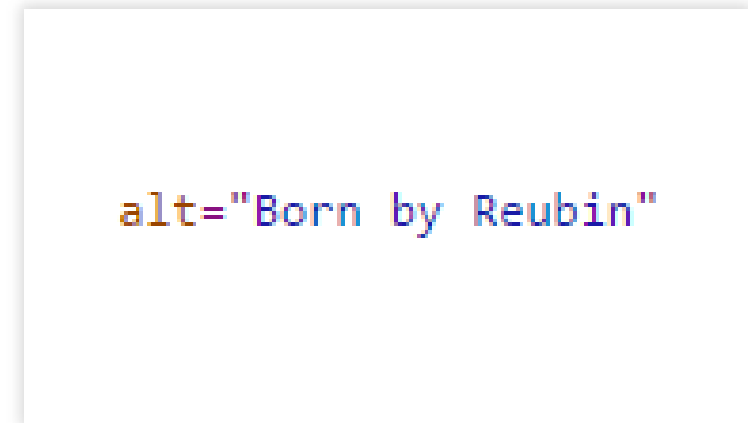
## Ordered List of Impact

- 1 Body copy
- 2 Page Title
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- 6 Subheaders
- 7 Meta Description

What we see



What search engines see



# // Meta description

- Keywords: 1 - 3
- Length: ~ 155 characters (including spaces)
- Letters: standard
- Call to action!

## Ordered List of Impact

- 1 Body copy
- 2 Page Title
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- 5 Primary Header
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Men's Shoes, Shoes For Men | Ships FREE at Zappos.com

[www.zappos.com/mens-shoes](http://www.zappos.com/mens-shoes) ▾ Zappos ▾

Oxfords, loafers, sneakers, and more for men! Enjoy free shipping, 365-day returns and 24/7 service with a smile. Call 800-927-7671.

Popular Men's Shoe Styles - Shoes, Men - Oxfords - Athletic

# // Meta data length checker

www.seomfo.com/snippet-optimizer.html

SEomfo  
world's greatest seo

## Google SERP Snippet Optimization Tool

- Predict how your web page will look in Google's search results
- Optimize your SERP snippets for higher click-through rates

**What is this?** - This tool simulates how your web page will look in Google's search results (SERPs). Use the form to enter the title, meta description, and URL of your web page, and see a preview of the result listing based on your input.

Title

57

Title Tags Should Generally Be No More than 60 Characters

Tip: [Google limits SERP titles by pixel width, not by character count](#)

Description

147

Here is an example meta description. Meta descriptions should generally be no more than 155 characters in length, otherwise an ellipsis will appear

URL

[www.exampleurl.com](http://www.exampleurl.com)

Example: [www.seomfo.com/snippet-optimizer.html](http://www.seomfo.com/snippet-optimizer.html)

Display Options

- Google SERP Simulator
- Add rich snippet text
- Add a date
- Bold words

Title Tags Should Generally Be No More than 60 Characters

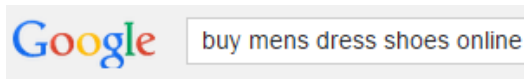
[www.exampleurl.com](http://www.exampleurl.com)

Here is an example meta description. Meta descriptions should generally be no more than 155 characters in length, otherwise an ellipsis will appear

# // Summary

- Searchers use keywords to **seek out** content
- Websites use keywords to make content **discoverable**
- **Optimizing lowers the cost of discovery**

Intent



Keywords



Content



Dockers  
Franchise Me...  
\$54.99  
Zappos.com



Cole Haan  
Santa Barbar...  
\$109.95  
Zappos.com



Gordon Rush  
Manning Men...  
\$225.00  
Zappos.com



# // Takeaways

- Pay attention to the short and long tail
- Don't keyword stuff; use synonyms
- Utilize free keyword research tools
- Meta data – relevancy and length
- Stay informed of algorithm changes

# Best Practices In Keyword Research for SEO

// Daniel Male | Head of Search Marketing at MRM//McCann

MRM // McCANN

Thank You!

December 10, 2014

#prnews  @maledaniel

## // Resources

- <https://Adwords.google.com/KeywordPlanner>
- <http://ubersuggest.org/>
- <http://keywordtool.io/>
- <https://twitter.com/search-advanced>
- <http://www.seomfo.com/snippet-optimizer.html>