



Keyword Research

How to find and use the best
keywords in your news releases and
PR content



SMART PRESS RELEASES

HOW TO WRITE A PRESS RELEASE
THAT GETS FOUND IN SEARCH
AND SHARED IN SOCIAL MEDIA

SALLY FALKOW, APR
PR TRAINER OF THE YEAR

Pandas and Penguins



**Why these updates are
good for PR content**

Topic of Release

- What the release is about
- Any obvious keywords and phrases
- Brand – is it a keyword?
- Use free tools to find keywords

Example

The release is about the toxic waste sites in California and the lack of facilities to deal with toxic waste in our state. The underlying issue is regulation of and permitting for waste management facilities in California.

Finding the Right Phrases

Keyword	Searches per month	Competition	Client rank
Toxic Waste	110,000	Low	10
Toxic waste Disposal	33,100	Medium	10
Toxic waste management	27,100	Medium	8
Hazardous waste California	4,400	Low	10
Hazardous waste disposal California	1,600	Medium	10

Free Google Keyword Tool

The screenshot displays the Google Keyword Tool interface. At the top, there are two buttons: "Download" and "View as text". Below these, there is a section for "Search terms (1)" with a "Save all" checkbox checked. The search term "toxic waste california" is listed with a checkbox. Below this is a section for "Keyword ideas (100)" with a "Save all" checkbox checked. A list of keyword ideas is shown, including "toxic waste disposal", "toxic waste dumps", "california hazardous waste", "hazardous waste california", "toxic waste", "toxic waste management", "waste management san diego", "hazardous waste", "toxic waste disposal los angeles", and "hazardous waste disposal california".


Keyword
<input type="checkbox"/> toxic waste california

Keyword
<input type="checkbox"/> toxic waste disposal
<input type="checkbox"/> toxic waste dumps
<input type="checkbox"/> california hazardous waste
<input type="checkbox"/> hazardous waste california
<input type="checkbox"/> toxic waste
<input type="checkbox"/> toxic waste management
<input type="checkbox"/> waste management san diego
<input type="checkbox"/> hazardous waste
<input type="checkbox"/> toxic waste disposal los angeles
<input type="checkbox"/> hazardous waste disposal california

SEM Rush

[toxic waste california](#) - SEMrush overview for keyword (for google.com database) [?](#)

[?](#) Help

  **US** UK CA RU DE FR ES IT BR AU

LIVE UPDATE JUN 2013

Keyword summary

Nothing found

Check out other keywords

[examples of toxic waste](#), [toxic waste dump](#), [allied waste california](#), [new jersey toxic waste dumps](#), [e waste california](#)

CPC distribution

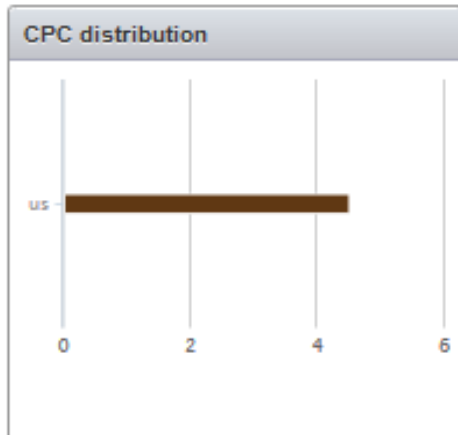
Nothing found

Trend

No trend data available

g
o
US
UK
CA
RU
DE
FR
ES
IT
BR
AU

Keyword summary	
Keyword	hazardous waste california
CPC	\$4.49
Com.	0.36
Volume	12
Number of results	14,500,000



Trend

Trend	










Phrase match report 9

Keyword	Volume	CPC	SERP source
california hazardous waste	91	2.16	
california hazardous waste regulations	73	0.71	
california hazardous waste codes	58	0.10	
non rcra hazardous waste california	36	2.25	
hazardous waste disposal california	16	4.96	
hazardous waste california	12	4.49	
california hazardous waste disposal	12	3.11	
california hazardous waste management	12	0.10	
hazardous waste jobs in california	5	1.12	

Export

Phrase match report

9











Keyword	Volume	CPC	SERP source
california hazardous waste	91	2.16	
california hazardous waste regulations	73	2.16	
california hazardous waste codes	58	0.10	
non rcra hazardous waste california	36	2.25	
hazardous waste disposal california	16	4.96	
hazardous waste california	12	4.49	
california hazardous waste disposal	12	3.11	
california hazardous waste management	12	0.10	
hazardous waste jobs in california	5	1.12	

Export



Related keywords report

298

Keyword	Volume	CPC	SERP source
mart	5,400	0.87	
hazardous waste	4,400	3.47	
hazardous waste disposal	3,600	2.34	
walmart payment	1,600	0.45	
california title 22	390	0.10	
hazardous waste management	390	3.90	
hazardous waste definition	320	4.45	
dispose of	320	0.10	
toxic waste disposal	320	2.23	
hazardous waste disposal los angeles	260	3.42	

[Full Report >](#)

Export



Paid Tools

Keyword Discovery



Correlates search statistics from a number of the world's most popular search engines to create an extremely powerful keyword discovery tool.

Starts at \$69.95/month

WordTracker



Provides access to Google's keyword tool, and uses its own custom database comprised of phrases used by people searching some of the world's best search engines.

Starts at \$69/month

Google Trends

Hot Searches

Top Charts **New!**

Explore

Search terms ▾ ?

× California toxic

× California hazard

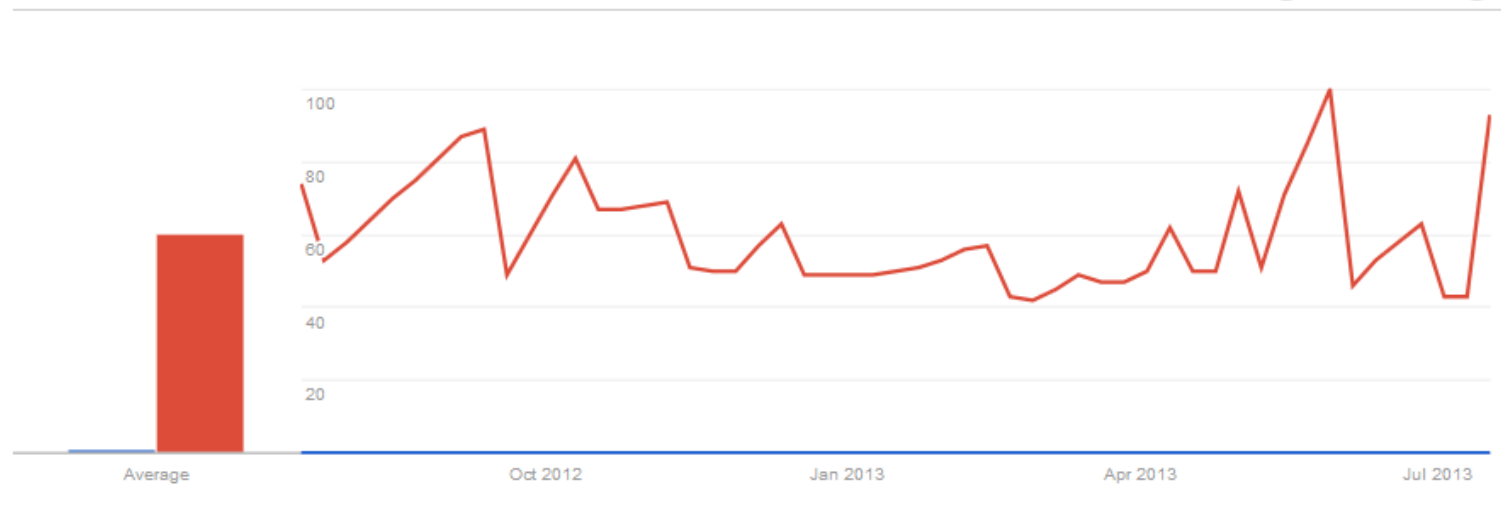
+ Add term

Limit to

Interest over time ?

The number 100 represents the peak search interest

News headlines ? Forecast ?



Google Trends

Related terms ?

Top

Rising

toxic waste candy	100	<div style="width: 100%;"><div style="width: 100%;"></div></div>
toxic waste disposal	85	<div style="width: 85%;"><div style="width: 85%;"></div></div>
hazardous waste	70	<div style="width: 70%;"><div style="width: 70%;"></div></div>
toxic waste scribblenauts	35	<div style="width: 35%;"><div style="width: 35%;"></div></div>
toxic waste dump	30	<div style="width: 30%;"><div style="width: 30%;"></div></div>
toxic waste dumping	25	<div style="width: 25%;"><div style="width: 25%;"></div></div>
nuclear waste	25	<div style="width: 25%;"><div style="width: 25%;"></div></div>
toxic waste management	25	<div style="width: 25%;"><div style="width: 25%;"></div></div>
toxic waste man	20	<div style="width: 20%;"><div style="width: 20%;"></div></div>
toxic waste sweets	20	<div style="width: 20%;"><div style="width: 20%;"></div></div>

Related terms ?

Top

Rising

toxic waste scribblenauts	Breakout
toxic waste man	+350%
hazardous waste disposal	+40%

HEALTH

California recommends expansion of largest hazardous waste dump in Western U.S.

The landfill near Kettleman City in central California has been hit with government fines for improper waste disposal and is suspected by residents of causing birth defects — but the state still issued a draft permit that would expand it by 5 million cubic yards

THE ASSOCIATED PRESS

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UPDATED: TUESDAY, JULY 2, 2013, 4:57 PM



Collaborate

- Ask other teams for their top keywords related to the topic of your release
- Marketing
- SEO team
- Internet marketing



Own PR phrases

- Find some unique phrases
- Use them in releases, blog posts and articles
- Track their ranking



Search The Phrases



[California plans to cut toxic waste in half by 2025](#)

89.3 KPCC (blog) - by Molly Peterson - Jul 3, 2013

FILE - In this Dec. 8, 2009 file photo trucks haul material to the Waste Management landfill site just outside Kettleman City, Calif. Federal ...

[+ Show more](#)

[State Regulator Backs Expansion of Controversial Hazardous Waste ...](#)

AllGov - Jul 4, 2013

California's Department of Toxic Substances Control (DTSC) issued a draft expansion permit to Chemical Waste Management, a subsidiary of ...

[Piedmonters Are Champs at Hazardous Waste Disposal](#)

Patch.com - Jun 20, 2013

The closest household hazardous waste drop-off location for Piedmont residents is at 2100 E. Seventh St., Oakland, which is open every Thursday, Friday and ...



[Vernon Orders Cleanup of Flammable Hazardous Waste](#)

Bell Gardens Sun - Jun 20, 2013

Vernon officials allege Four Star Chemical (pictured in the background) has violated California hazardous waste statutes. (EGP photo by Gloria ...

[Re-envisioning waste](#)

The Chronicle Journal - 1 hour ago

The long answer involves markets for materials, transportation costs and ... suggestions such as more household hazardous waste depots, ... Check out the links on the Strategy web page at www.thunderbay.ca/wastestrategy.

Take Notes

- Who else shows up
- Who writes about the topic
- Bloggers you could work with
- Check news results

[California plans to cut toxic waste in half by 2025 | Pacific Swell ...](#)

www.scpr.org/.../07/.../california-plans-to-cut-toxic-waste-in-half-by-202... ▼

by Molly Peterson

Jul 3, 2013 - **California** dumps a million tons of **hazardous waste** in landfills each year, but a top state regulator says she wants to cut that amount in half within a dozen years.

[Wal-Mart Pleads Guilty To Dumping Hazardous Waste In California ...](#)

sanfrancisco.cbslocal.com/.../wal-mart-pleads-guilty-to-dumping-hazard... ▼

by carloscbs5

May 28, 2013 - Wal-Mart Stores Inc. has pleaded guilty to charges the company dumped **hazardous waste** in **California**.

[More results from sanfrancisco.cbslocal.com](#)

[Wal-Mart pleads guilty in CA hazardous waste case | 89.3 KPCC](#)

www.scpr.org/news/.../wal-mart-pleads-guilty-in-ca-hazardous-waste-cas... ▼

by AP

May 28, 2013 - Wal-Mart Stores Inc. entered a guilty plea Tuesday to charges the company dumped **hazardous waste** in **California**.

[POLLUTED: California's Hazardous Waste Polluting Other States \[...\]](#)

www.secretsofthefed.com > [News](#) > [Corporatism/Fascism](#) ▼

by Free Thinking Individual

Jun 14, 2013 - **California's Hazardous Waste** Polluting Other States. Dysfunctional permitting system hindering critical waste cleanup. In its last news release, American Resources Policy Network described how the state of California has hundreds of sites ...

Headline – Title in Google

Google News indexes 65 characters, including spaces.

Yahoo! News indexes 120 characters

Keep it short and to the point = 7 or 8 words

Be interesting and clickable

Have your keywords in the right place

Example of Errors

**California's Hazardous Waste
Polluting Other States
(52 characters)**

*Dysfunctional permitting system
hindering critical waste cleanup
(64 characters)*



[Toxic California | American Resources Policy Network](#)[American ...](#)

[americanresources.org](#) › [News](#) ▼

California's Hazardous Waste Polluting Other States. Dysfunctional permitting system hindering critical waste cleanup. In its last news release, American ...

[Exporting California's hazardous waste makes mockery of ...](#)

[americanresources.org](#) › [BLOG](#) ▼

Jun 12, 2013 - However, this is what is currently happening in **California**. ... largely courtesy of the **California** Department of **Toxic** Substances Control (DTSC), ...

[Hazardous Waste Clean-Up and the Future of California's Economy ...](#)

[americanresources.org](#) › [News](#) ▼

Hundreds of hazardous waste sites, if cleaned, could revitalize **California's** ... up 300 cubic yards (or 600,000 pounds) of **toxic** soil at the site of its future campus.

[Toxic California | American Resources Policy Network](#)[American ...](#)

[americanresources.org](#) › [News](#) ▼

[California's Hazardous Waste Polluting Other States. Dysfunctional permitting system hindering critical waste cleanup.](#) In its last news release, American ...

POLICY NETWORK

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TOXIC CALIFORNIA

HOMEPAGE >> NEWS >> TOXIC CALIFORNIA

California's Hazardous Waste Polluting Other States

Dysfunctional permitting system hindering critical waste cleanup

In its [last news release](#), American Resources Policy Network described how the state of California has hundreds of sites polluted with hazardous waste (including 98 federal Superfund sites) along with some of the [toughest regulations for managing that waste](#). However, despite the extent of these polluted sites and the laws meant to clean them up, many communities in California remain contaminated with hazardous waste.

What is causing this backlog of hazardous waste cleanups in California? For one thing, under the rules meant to clean up that waste—primarily under the purview of California Department of Toxic Substances Controlled (DTSC)—companies have been able to avoid disposing of waste in California and conforming to the state's strict disposal standards. At the same time, the state has been slow to approve permits for those who can safely and effectively clean contaminated sites in-state.

How much waste is being shipped out of California?

Placing Keywords

- Close to the beginning of the headline
- Your brand is not always a keyword



News Release Headline

Original headline:

ABC Company and the Green Foundation Educate Parents on the Effects of Chemicals on Children
(92 characters)

Google published headline

ABC Company and the Green Foundation Educate Parents on the Effects...

Optimized headline:

Toxic Household Chemicals can be Harmful to Children
(52 characters)

Subhead

This is where you can add more information. This is the place to put your brand and company name.

ABC Company and the Green Foundation Hold Seminars to Educate Parents on the Harmful Effects of Chemicals in Household Cleaning Products. (136)

Google News = 150 characters

Yahoo! News = 350 characters

Takeaways

- Main topic of the release
- Look for obvious keywords
- Do keyword research
- Find best keywords
- Find alternative keywords with Google tools
- Collaborate with other teams
- Find PR keywords you can own
- Use keywords to find reports and bloggers who write about your topic

Takeaways

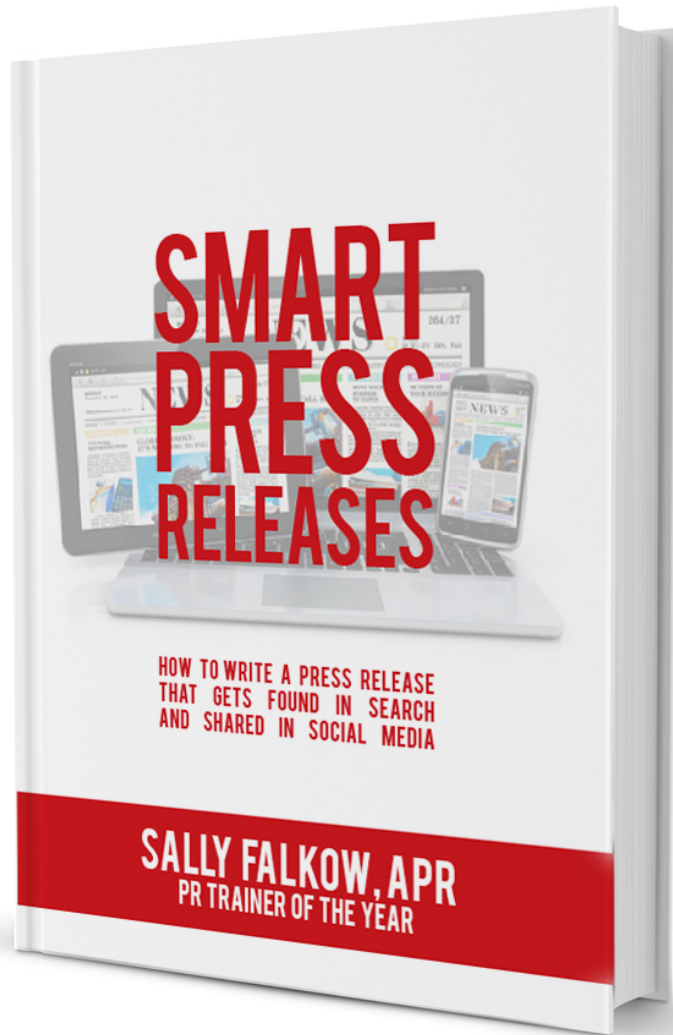
- Keep the headline short - 7 or 8 words
- Google only indexes 65 characters in the headline
- You can use the subhead for more information
- The headline and the subhead are the Title and the Description people see in the news search engines – make them enticing

Exercise

Rewrite these headlines:

Consolidated Credit Advises Latinos to Evaluate Personal Situation Before Purchasing Health Care

TiVo to Acquire Leading Platform for Improving TV Advertising Effectiveness Based on Connecting Same TV Household Viewing Data and Purchase Data



Available on Amazon.com

**Special show
preview price
August 5 & 6**

\$5.00



<http://www.pressreleasetoolbox.com>

Tools to create, curate and distribute PR content that gets found and shared online.