



**Fáilte Ireland**

National Tourism Development Authority

## **THE GOOGLE KEYWORD TOOL**

How to use the Google Keyword tool to determine the most suitable keywords for your online advertising campaigns

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# Introduction

The Google Keyword tool is a free tool provided as part of Google Adwords to help you review the effectiveness of your existing keywords in your ad campaigns and also help you generate new keyword ideas for your website and your online advertising campaigns.

## Skill Level

**Inter**

The topics in this guide are suitable for intermediate users.

## Video Tutorials



Indicates a video tutorial. Click on the icon to watch the video. These videos demonstrate how to carry out a particular task. In order to watch the video tutorials in this guide, you will need to have Adobe Flash Player v9.0.28 or above installed on your computer.

**Note:** When you go to watch the video, a check is done to make sure you have the correct software installed. If you do not have the correct version installed you will be provided with a prompt to download and install the correct version.

# What is the Google Keyword Tool?

**Google Keyword Tool provides keyword ideas for your website Search Engine Optimisation (SEO)** based on actual Google search queries (both locally in your own country and also worldwide!).

The tool is also used along with Google Adwords to identify keywords for your online advertising campaign with Google.

***Note:** In this guide we will not be discussing Adwords but instead will focus on how Google Keyword Tool can help with your website SEO.*

The keyword tool can show you keyword ideas that you may not have considered before,. For example, it can show you keywords with alternative spellings, synonyms and other popular related keywords that may be relevant to your initial search term.

## How can it improve my website in the search engines?

By adding the new keyword ideas to your web pages you will broaden the overall range of keywords that best describe your business and increase the likelihood of being found in the search results for these new keywords.

For example, your business might be an Outdoor Activity Centre but some people might use different terms in an attempt to find you (e.g. Outdoor Adventure Centre, Outdoor Pursuits Centre, Activity Holiday Centre, etc.)

## Keyword Research to Generate Traffic

Using the right keywords is the cornerstone of successful SEO. Keywords are the words that web surfers enter in search engines to find web sites. It is important that your web site has good search engine rankings for popular keywords that are related to the theme of your web site.

It's pointless to optimise your web pages for keywords that nobody uses in the search engines. In addition, in order to get targeted visitors, the keywords must not be too broad or too general.

## Which keywords are the right keywords for your web site?

Use focused and targeted keyword phrases that are common enough so the web searcher will use them, but selective enough that they don't return millions of matches. Very specific keywords generate highly qualified, targeted traffic that increases your sales.

The keywords you use should be relevant for your web site and web surfers should be searching for your keywords. Most people use a two to four word phrase in a search, so phrases are very effective.

Internet users who use four-word searches are more likely to purchase goods or services than those using fewer words (source: Oneupweb Research).

If you want to be successful in Website promotion, it's absolutely CRITICAL that you base your SEO campaign on the foundation of well researched keywords/key phrases.

### In brief :

- Identify your Unique Selling Points (USP) and express them as simple keyword phrases.
- Avoid single word keywords. They are too broad and don't convert into sales.
- Select key phrases consisting of two to four words.
- Focus on keywords that will bring you targeted traffic.
- Optimize each page for one or maximum two keywords.
- If your site is brand new, then start your campaign with moderately competitive keywords first.

**If website optimisation is building a house, then keyword research is the FOUNDATION of it.**

# How to use Google Keyword Tool

Go to Google Keyword Tool: <http://adwords.google.com/select/KeywordToolExternal> or search for Google Keyword Tool.



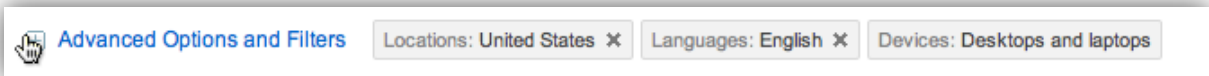
## **VIDEO: Using the Google Keyword Tool**

*This video takes you through how to use the Google Keyword tool to determine the best keywords for your website's search engine optimisation (SEO).*

*When you are ready, click the PLAY icon to start the video.*

## Select Your Countries

On the main screen you will see an option for selecting location. Make sure you set this to the main country you are interested in.



## Generate Keywords

There are a couple options for generating keywords – you can enter your own keywords, or use an existing URL and Google will extract keywords off the page and generate related keywords.

### **Option 1: Keywords**

Type in a few of your main keywords, in this case, if you're an **Outdoor Activity Centre** – enter this as your keyword (you can enter multiple keywords / phrases)

Word or phrase	Outdoor activity Centre
Website	www.google.com/page.html
Category	Apparel
















### Option 2: URL

Here's a trick – don't use your own website URL. If you are an "Outdoor Activity Centre" – choose the website listed in the top search result for "Outdoor Activity Centre" in Google and let Google extract related keywords off that page. This allows you to see some keyword ideas from your competitors! Just be sure to ignore keywords that are not relevant to your site.

Word or phrase	One per line
Website	<a href="http://www.doransactivitycentre.com">www.doransactivitycentre.com</a>
Category	Apparel

After about a minute a table will appear with 4 columns: **Keyword**, **Competition**, **Local Search Volume** for the last month, and **Global Search Volume**.

If there are a lot of keywords it will be a long scrolling list, grouped into subcategories. But the important thing to note is that Google has just done all the hard work for you, and selected relevant keywords based on your content!

<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches 	Local Monthly Searches 
<input type="checkbox"/>	 outdoor activity centres in ireland ▾	Medium	170	73
<input type="checkbox"/>	 outdoor activities ireland ▾	Medium	880	390
<input type="checkbox"/>	 outdoor activity centres ireland ▾	Medium	170	73
<input type="checkbox"/>	 outdoor adventure centre ▾	Medium	4,400	590
<input type="checkbox"/>	 outdoor activity centres ▾	Low	9,900	480
<input type="checkbox"/>	 outdoor activities ▾	Low	165,000	2,400
<input type="checkbox"/>	 outdoor activity center ▾	Low	590	36
<input type="checkbox"/>	 activity centre ▾	Low	135,000	12,100
<input type="checkbox"/>	 adventure centres ireland ▾	Medium	1,000	880
<input type="checkbox"/>	 outdoor adventure centres ▾	Medium	3,600	480
<input type="checkbox"/>	 adventure holidays ▾	High	90,500	2,900
<input type="checkbox"/>	 activity centres ▾	Low	90,500	12,100
<input type="checkbox"/>	 outdoor clothing ▾	High	165,000	1,900

Now all you have to do is pick and choose which ones you want to target and optimise on your web page.

## Sort the Results Generated

Next, a good approach is sort the list by **Local Search Volume** (or Global Search Volume) by clicking on the column title. This will display each group of keywords (if you have more than one) in order of descending search volume.

This will show the most popular keywords, averaged over the last 12 months, which are getting the most queries by volume. It's also important to look at the Search Volume for the last month column, because if it's much lower than the average search volume than your keyword's popularity may be on a downward trend.

### *Local Search Volume vs Global Search Volume*

Local Search Volume relates to the volume of search keywords in your country, which is Ireland or Google Ireland in this example (Google.ie, using the option to show "pages from Ireland"). Global Search Volume relates to the volume of search keywords in Google for the rest of the world combined.

How might this apply to you? If your business is located in Ireland and your target audience is predominantly people living in Ireland then the Local Search Volume will be more relevant to your research. However, if your business also targets an audience outside Ireland then you will want to pay attention to Global Search Volume indicators also. You can also select multiple specific countries and real get targeted results.

So what you want to look for are keywords with relatively high average search volume, but relatively low competition. You should find plenty of 2 and 3 word phrases as keywords which have a good search volume but lower competition. Target those, and compile a list of about a dozen or so.



## Summary

The ultimate goal is to incorporate your new keywords into your web page content and also web page code (Meta tags). Boost your SEO by creating new content (or blog content), adding keywords to your title tags, or using keywords in “anchor text” for your internal linking and in external link building campaigns. Or use keywords and hot products in your email marketing headlines and offers.



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