



Keyword selection tool

1. Basing keywords on industry jargon is not going to give you the traffic you're looking for because it's meaning is restricted to those in the industry and probably isn't a search term worth having.
2. Single-word keywords are **not** best. Research tells us:
 - a. 33% of searches are for two-word combinations
 - b. 26% for three words
 - c. 21% for four or more wordsand just
 - d. 20% for one word
3. Use facts about what terms searchers are using, not supposition
4. Don't stuff a page with keywords – use synonyms which Google recognises.

Mindset

Please approach this very important task with discipline. In particular:

1. When people first address this job they think they know the answers by instinct and it'll only take a few minutes. Not so.
2. Google's success is based on providing its users with what they are looking for.
3. Google doesn't employ humans in providing their results. They use software and the whole process is automated. You therefore have to supply the Google's algorithm with the information it's looking for in the way it would like it.
4. There is a lot of work to be done on your site to maximise Google-isation but the **ONLY** link between the internet surfer and your site via Google is the keyword the searcher uses to find you.
5. Think like a searcher – down to using their language
6. Bury preconceptions; kill subjectivity; focus on facts
7. Consider popularity, competitiveness and synonyms

Procedures

We need seed keywords to start the process. Produce them by

1. Brainstorming
2. Looking at competitor sites

Open the PlannedSites Keyword tool workbook. This will help you produce a list of quality keywords with vital information about their importance relative to each other that you can use with maximum effect in your SEO and pay-per-click campaigns. The workbook has been programmed using Microsoft Office's built in VBA and is driven by buttons and menus as explained below.

The workbook has several sheets:

Jotter

Competitors

Statistics

Categories

The “Jotter” sheet is where you’ll initially put most of your potential keywords. After preliminary editing and or culling, these are transferred by the program to the “Statistics” sheet for further work and refinement. The “Jotter” sheet is designed for repeated use as potential keywords are farmed from various sources. After transfer to the “Statistics” sheet the information in the sheet is deleted for further use.

The “Competitors” sheet allows detailed entry of useful competitor information. When complete the information is transferred to the Statistics sheet in the same way as for the “Jotter” sheet.

The “Statistics” sheet is where the heavy work is done. Search volumes and numbers of relevant sites are entered for each potential keyword so that the quality of each word can be assessed with the indices the worksheet calculates.

The “Categories” sheet is where the quality keywords highlighted by the “Statistics” sheet are allocated for best use on the site.

List the keywords from the brainstorming session in column A of the “Jotter” sheet. Go to the Statistics sheet and press the Select Item button and select “Transfer all Keyword Data from Competitors and Google Keyword Tool”. This will transfer the list onto the Statistics sheet and clear the “Jotter” sheet for further use. This routine only adds data to the “Statistics” sheet – it doesn’t replace it.

On the “Competitors” sheet:

1. Use the (free) tools at <http://www.submitexpress.com/analyzer/>
 - a. Note that URLs entered need the http:// prefix.
 - b. Unless you have good reason to alter them leave the settings to their default values.
 - c. After entering a competitor’s URL select information that may be useful and copy it into the relevant cells in the “Competitors” sheet. (There is no need to slavishly copy everything as that is not the object of the exercise.)
 - d. There are two shaded boxes; “Meta Keyword Suggestions” and “Filtered Text”.
 - i. The first is a repeat of the Single Keyword Ratings and therefore of no value.
 - ii. The “filtered text” is the first 400 characters on the Home page from the title, the meta description, the meta keywords and then the text on the Home page. There is so little of the latter that it is of no value, particularly as we obtain keywords from page text using another technique.
 - e. Press the “How Many Used” button on the “Competitors” sheet and a summary of all the keywords that have been entered will be summarised with their numbers of

occurrences. Go to the Statistics sheet and press the Select Item button, select the Transfer Data button and OK. The summary is transferred to the Statistics sheet.

Google keyword tool

The source that Google uses for all its keyword suggestions and its statistics is, of course, its own database. There can be no better source. PlannedSites's policy is always to use Google information as supplied by Google despite rivals' claims.

Open the Google Keyword Tool: <https://adwords.google.com/select/KeywordToolExternal>

(The tool is designed primarily for use with Google Adwords (pay-per-click) but is just as relevant for organic searches.)

First of all set the tool for the United Kingdom

Important note. Every time you go to Google during these procedures it is vital you ensure you are always dealing with Google's UK data. Google tends to default to global so this must be carefully watched. Needless to say mixing global and UK data will produce gross distortions.

1. Leave the first selection as "Descriptive words or phrases".
 - a. Enter some seed words from your brainstorm or competitors in the box provided, don't uncheck the "Use synonyms" check box and press the "Get keyword ideas" button.
 - b. The tool provides two lists of suggestions (one under the other) with information about them in columns to the right. For the purposes of this exercise you want both lists. Scroll down to the end of the first list (signified by a light grey bar showing the heading of the second list) and to the right (just above the grey bar) select the download option ".csv (for excel)" when the first list will be downloaded.
 - c. Go to the PlannedSites Keyword tool workbook, select the "Jotter" worksheet which should be empty except for cells A1 and A2. (If it isn't you probably haven't completed a previous use). Revert to the just-downloaded spreadsheet, select all (Ctrl+A) and copy (Ctrl+C). Go back to the "Jotter" worksheet, select A1 and paste (Ctrl+V).
 - d. You don't need all the information but the program will take care of that shortly. (Values of -1 are shown where the original list showed "Not enough data".) Go down the list from the top using the column with the row numbers in it. De-select unwanted words and phrases by right-clicking the row and pressing Delete. (Doing it this way automatically closes the gap caused by the de-selection.) Be fairly ruthless with this task as you will almost certainly end up with too many keyphrases anyway. All those with a -1 value should probably be deleted but before doing so examine them to ensure there are no long-tail candidates among them.
 - e. When complete go to the Statistics sheet, press the Select Item button, choose
 - f. Repeat the process for the second list in the Keywords tool

2. Now go back near the top of the Google tool and select “Website content”
 - a. The box where we entered seed keywords changes to one inviting URLs. This part of the Google tool finds words that sites have used on their site pages. (Google indexes all site content, not just metadata and the like, and uses the index to help searchers find the information they’re looking for. If it finds a page which has matching title, metadescription and page content the page is going to score more highly than one with inconsistencies between those items.)
 - b. Enter a URL. As a suggestion use one of the ones that we used before for the keywords your competitor sites were using in their meta information. (The tool we used then – Abakus – isn’t much use on content.)
 - c. Tick the “Include other pages on my site linked from this URL” box.
 - d. This time the tool produces several, mostly smaller, lists, one under another.
 - e. Each list is given a “Common term” to describe it and the lists are only downloadable in one process. The resultant worksheet therefore has an extra column with these common terms in them. This column (A) should be manually deleted before the worksheet is copied and pasted into the “Jotter” sheet as before for processing as before.
 - f. Repeat the process for all the competitors you used in the Abakus tool.

Work on the Statistics sheet

LSV stands for Local Search Volume and we use the monthly figure

Comps is the number of occurrences on the Competition sheet

Raw Comp is the number of sites found on a Google (UK) search using exact match

Directly Comp is the number of sites found on a Google (UK) search using the Google operator allinanchor

KEI is Keyword Effective Index found by $(LSV^2/Raw\ Comp)$.

KOI is the Keyword Opportunity Index found by $(LSV^2/Directly\ Comp)$.

Now for the hard slog. You have to do at least two jobs on each keyword, sometimes three. So the first task is:

1. Go through the list again and delete any irrelevant words or phrases. While all the keywords in this list have all been used somewhere, sometime as search terms some will have been used little. But also remember there is a limit to the number any one site can employ however big.

One important thing to remember with this Statistics worksheet is that it is controlled by VBA programming and you must enter figures through the keyboard into cells. The code will NOT respond to pasting figures into cells. We apologise for that but there is nothing we can do about it as that is how it is supplied by Microsoft.

2. We need the LSV for each phrase where that is not already included. Find it by using the Google Keyword tool. (Never, as in NOT EVER, use anything but the Google Keyword tool.

You may find a tool on another website which purports to do the same job but quicker. You need to be using consistent data in this exercise and the only way of doing that is to use the same information database throughout and that database is Google's set for the UK.)

3. Set the country to UK, select "Descriptive words or phrases" and un-tick the "Use synonyms" box (it makes what we are about to do marginally quicker).

Tip: these next steps can take some time. You can quicken the process by having the spreadsheet and the Google site open side-by-side on your screen in Windows. You'll probably temporarily have to hide some of the columns in the spreadsheet for this to work effectively.

4. Copy and paste every keyphrase without an LSV value into the tool and enter the resulting values (through the keyboard) onto the sheet.
5. In columns H and I the worksheet provides the list in column A in inverted commas and as part of the Google operator "allinanchor:" respectively.
 - a. The column H list is for finding the raw competition figure for column D which is done by copying and pasting the relevant entry in column H into a normal Google search (set for UK results, remember – the default setting is global). (You can use the above tip in a similar way.) The number of sites found is entered in column D. (The figure is the one to the right in the light blue bar above the results and looks like: "Results 1 - 10 of about 22,300 for "artist website". (0.22 seconds)". Here the figure we're looking for is 22,300.) When you enter the figure you'll see that a KEI figure appears in column H.
 - b. The same exercise is done with column I. Copy and paste the contents of each row into the Google search box and enter the result (through the keyboard) into column E. The KOI figure now appears.

Work on the Categories sheet

Finally you get to the results! On the statistics sheet press the 'sort' button. This will arrange the keywords into the most popular and therefore most important.

Then copy the keywords column and paste into the keywords column on the categories sheet.

Next to the keywords column, you will see the column 'category' and then the column 'likely phrases'.

Categories

In the categories column add either 'Tier 1', 'Tier 2', 'Tier 3' or 'Longtail' next to the keyword. 'Tier 1' keywords are the most important. Generally the keywords at the top of the column will be 'Tier 1'. However, have a good look through, as a keyword such as your brand name, may not be at the top of the column but is still a 'Tier 1' keyword.

'Tier 2' keywords are ones that will generally be high up the column. They will have a reasonable amount of searchers and are to be placed on important pages in your website but not the most important (home page etc.)

'Tier 3' are keywords that can be deployed on all pages of your site, as frequently or infrequently as necessary.

Longtail Keywords are phrases that contain highly specific keywords. They therefore have less traffic but the conversion rate can be very high as searchers often land exactly on what they are looking for. Therefore they can be invaluable. Longtail keywords will be at the bottom of the column and may only be difficult to spot.

It's important to use a bit of common sense here; it should be obvious which category a keyword falls into.

Likely phrases

Finally take your keyword and insert it into a likely phrase. You can come up with a variety of phrases for each keyword.

And that's it! Tier 1 phrases are most likely to be your page titles and page descriptions. All other category phrases should be added throughout the site in links and in the text of the pages themselves.