WELCOME

DAY 14/100

DIGITAL MASTERY CHALLENGE

DATE: July 16, 2020, THURSDAY
TIME: 07:00 PM (AST)
LIVE FROM DOHA, QATAR

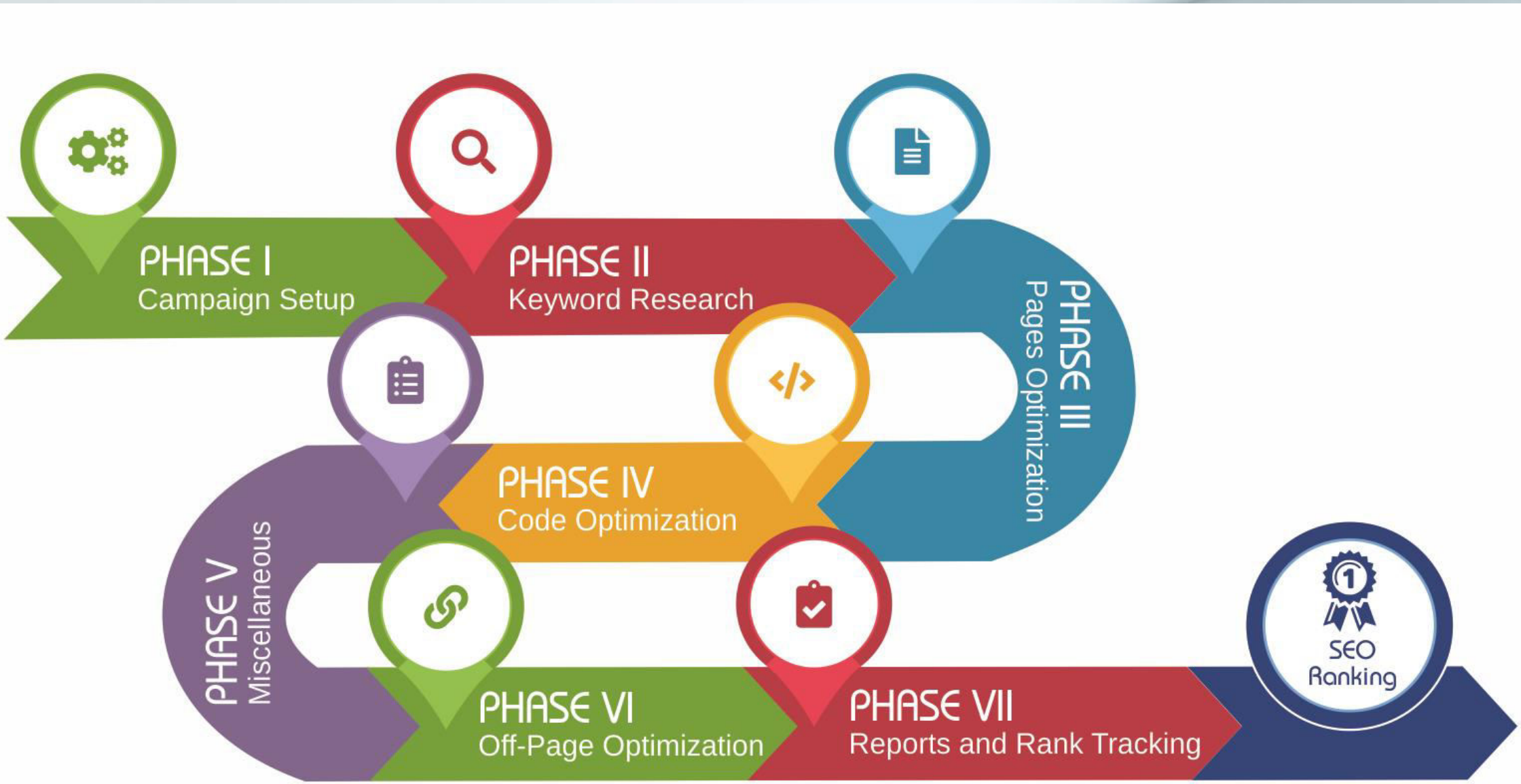
HOW DO YOU PROMOTE?

WHAT ARE THE WAYS FOR YOU TO PROMOTE YOUR BUSINESS?

100 WAYS OF PROMOTING

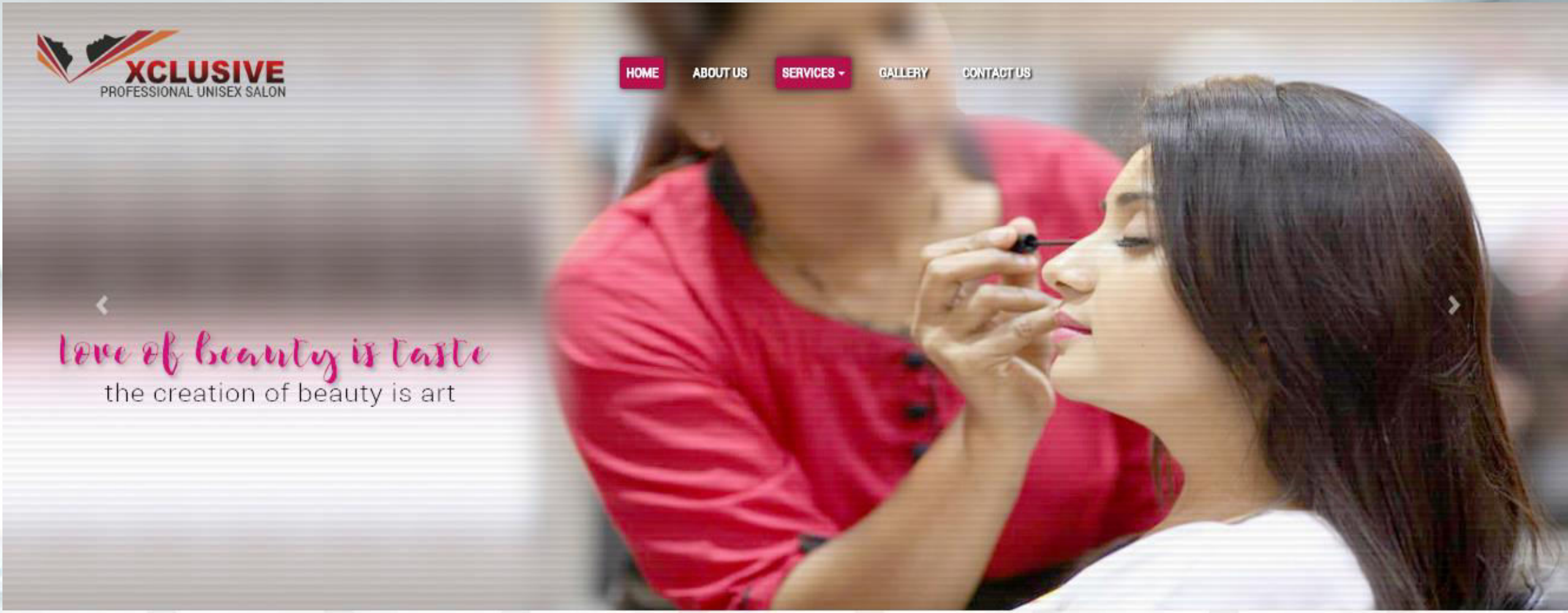
There are more than **25** Different Ways to Promote **Your Business Online**

1. SEO


PHASE I
Campaign Setup
PHASE II
Keyword Research
PHASE III
Pages Optimization
PHASE IV
Code Optimization
PHASE V
Miscellaneous
PHASE VI
Off-Page Optimization
PHASE VII
Reports and Rank Tracking
SEO
Ranking

XCLUSIVE
PROFESSIONAL UNISEX SALON

HOME | ABOUT US | SERVICES | GALLERY | CONTACT US



Love of Beauty is Taste

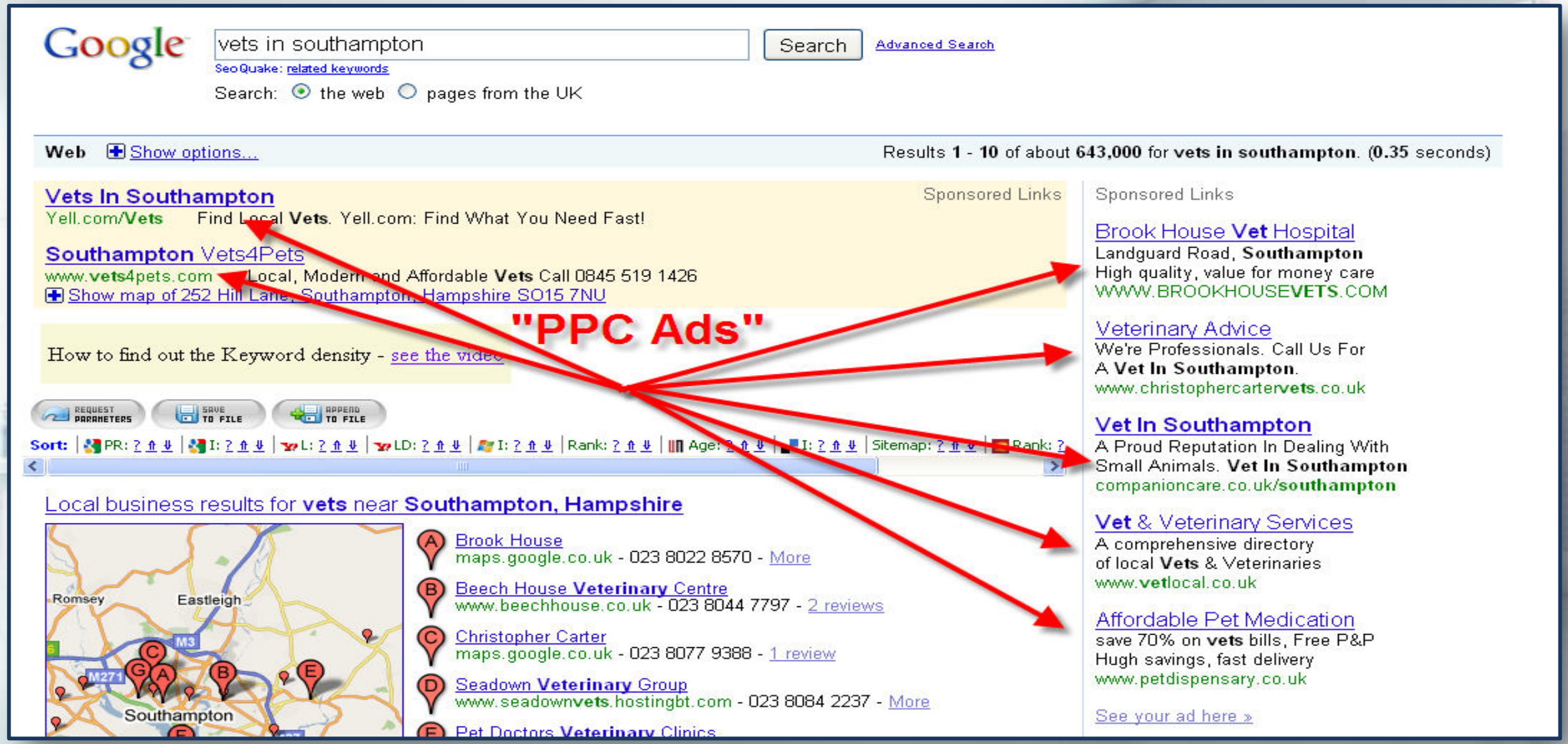
the creation of beauty is art

WELCOME TO VXCLUSIVE PROFESSIONAL UNISEX SALON EXPERIENCE THE CARE

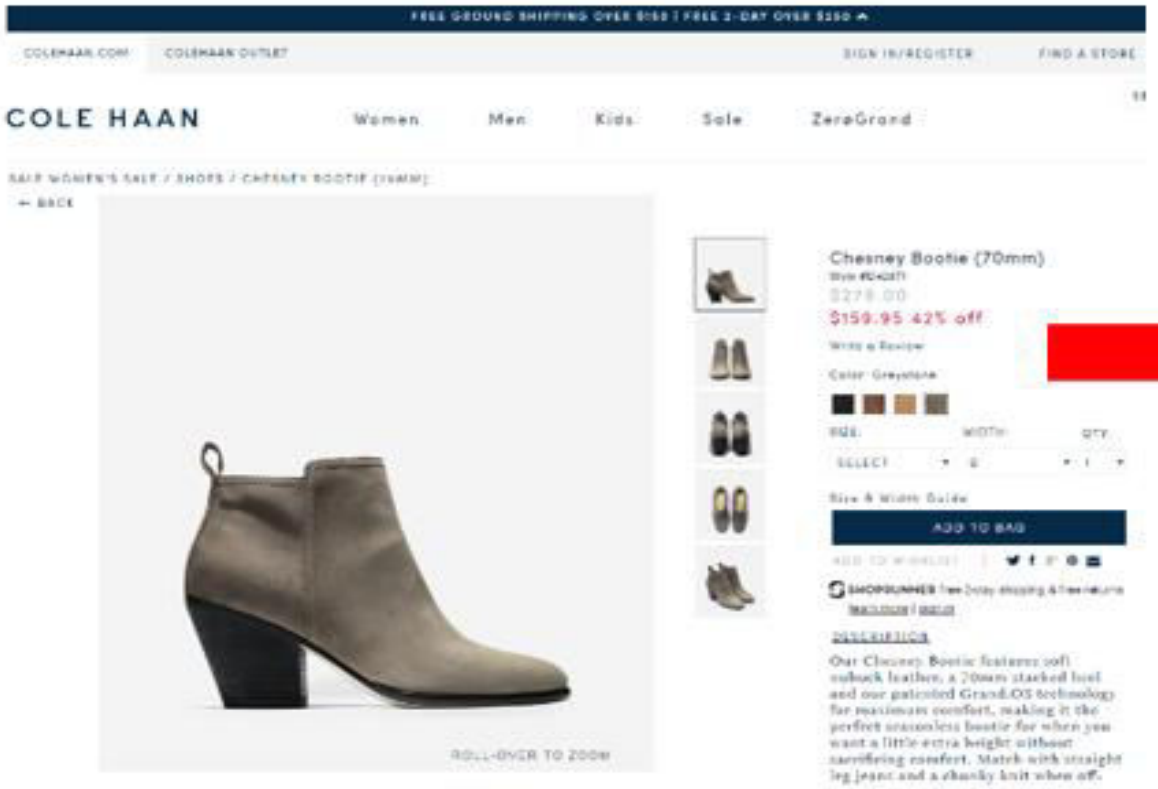
Lorem Ipsum has been the industry's standard dummy text ever since the 1500s. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages.

L'ORÉAL PARIS
PROFESSIONNEL

2. Search Engine Marketing



3. Remarketing

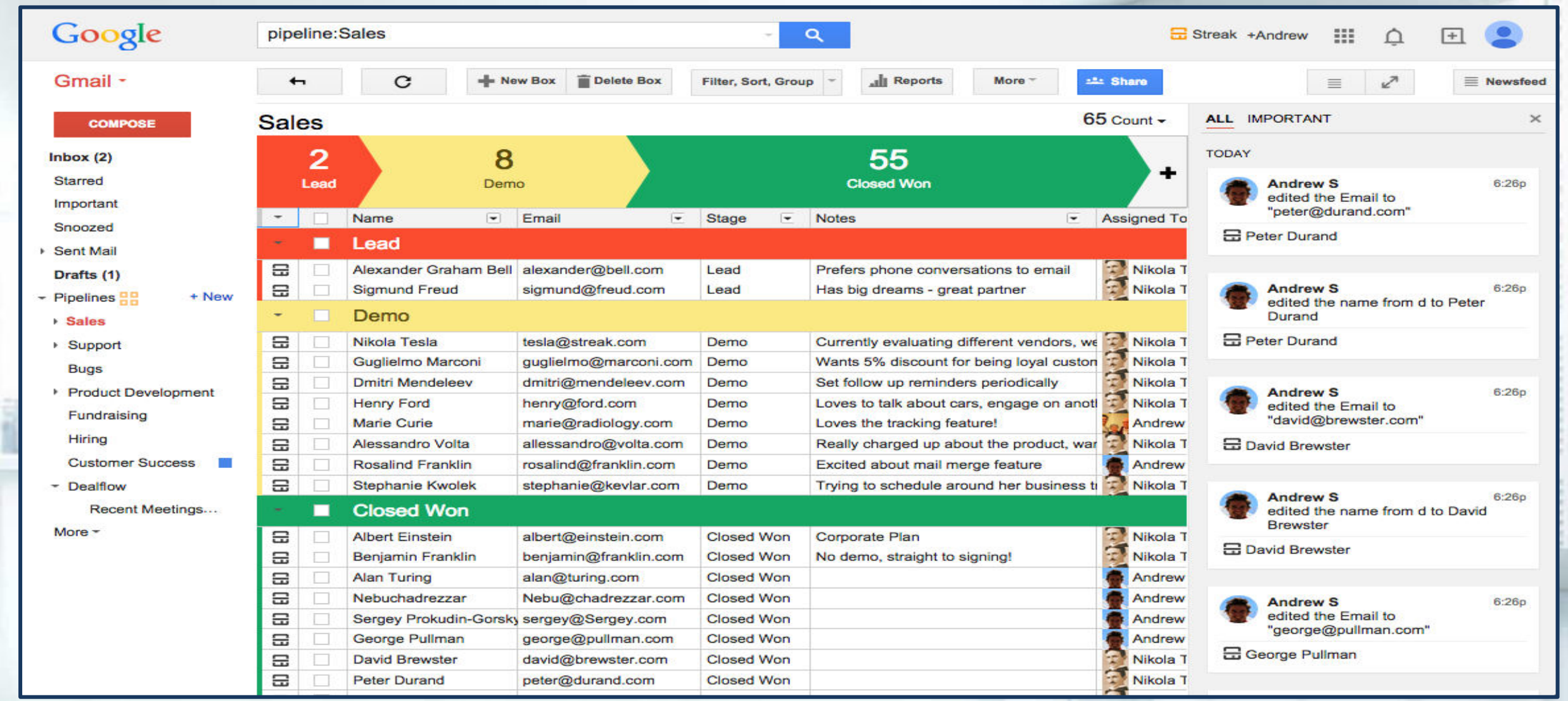


Shopped for boots on Cole Haan's Website

Then they appeared on Facebook!

4. Retargeting

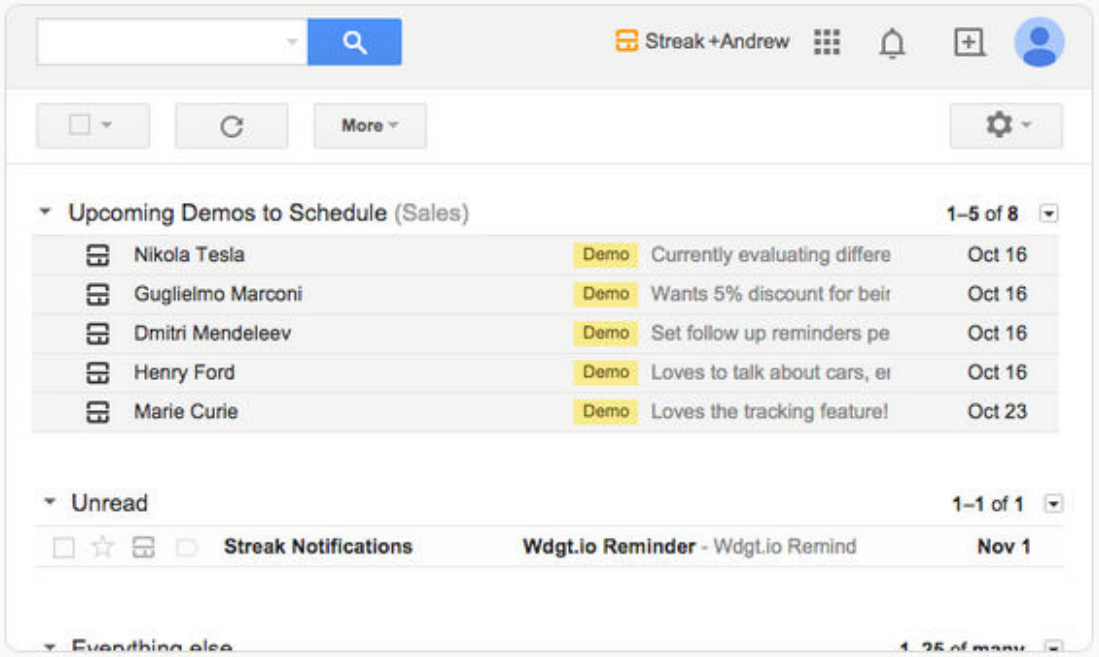
5. Email Marketing



Streak.com

Streak
CRM in your inbox

Pricing About Us Careers Blog API Docs Support



CRM, inside Gmail.

CRM Flavors

Sales
Product Dev
Deal Flow
Fundraising
Support
Hiring
Real Estate

Email Power Tools

View Tracking
Mail Merge
Snooze
Send Later
Snippets
Thread Splitter

Install Streak for Gmail

6. SOCIAL MEDIA

7. Social Networking Sites

8.Streaming Videos Sites

9. MICRO BLOGS/BLOGS

THE HUFFINGTON POST

tumblr.

friendfeed

dailybooth

10.WIKIS

wikiHow

WIKINEWS

WWW WIKIPEDIA

11. INSTANT MESSENGERS

12. WEBINAR

13. REPORT FORECAST

SOCIAL MEDIA EXPLAINED

FACEBOOK
I like doughnuts

LINKEDIN
My skills include doughnut eating

TWITTER
I'm eating a #doughnut

PINTEREST
Here's a doughnut recipe

BLOGGER
Read about my doughnut eating experiences

LAST FM
Now listening to "doughnuts"

FOURSQUARE
This is where I eat doughnuts

INSTAGRAM
Here's a vintage photo of my doughnut

YOUTUBE
Watch me eating a doughnut

GOOGLE +
I'm a Google employee who eats doughnuts

Effective Way of Using Social Media

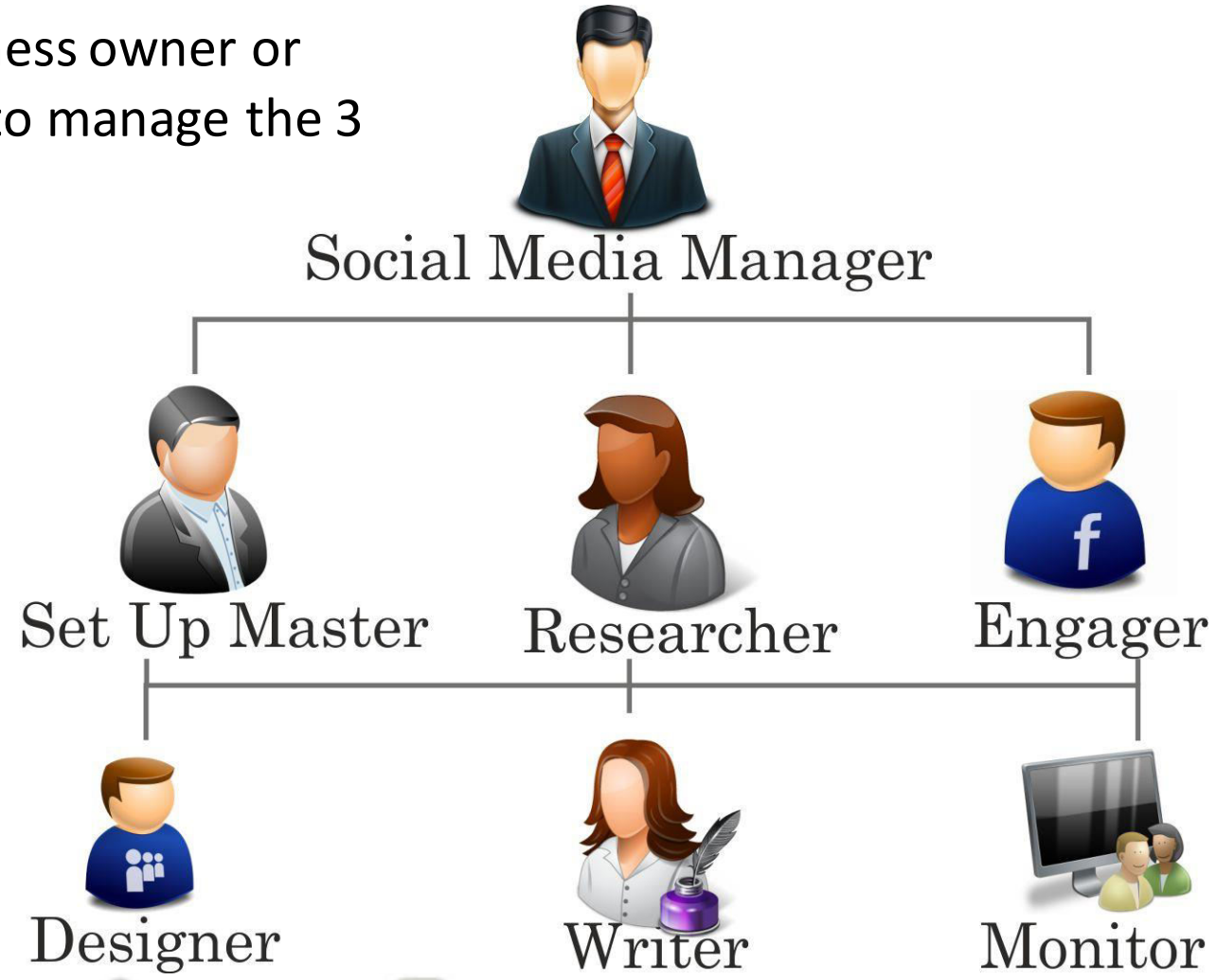
- State your Social Media Objectives
- Social Media Strategies
- Social Media Marketing
- Social Media Management

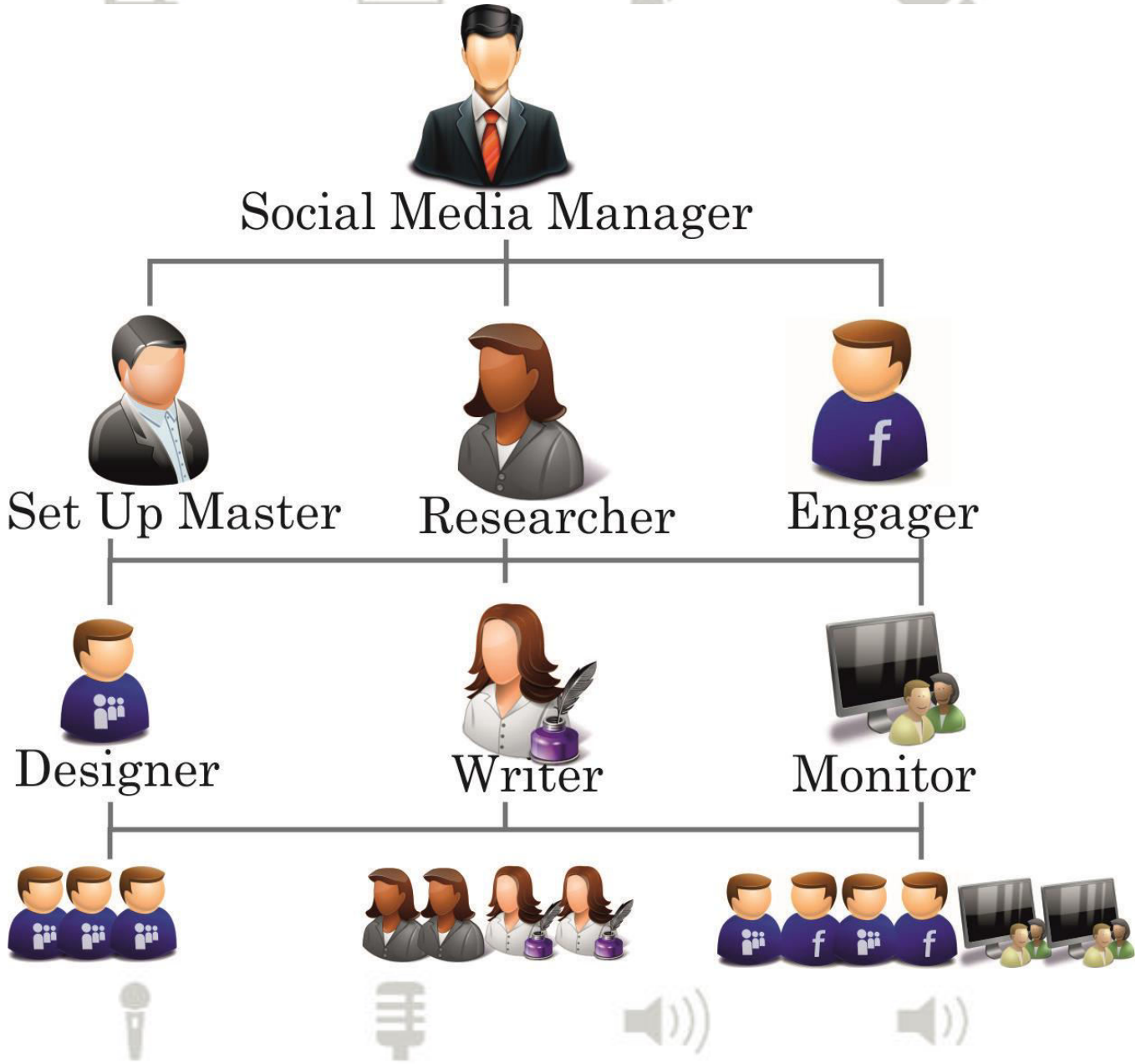
Your Social Media Manager

Your Social Media Team

Social Media Team Manager

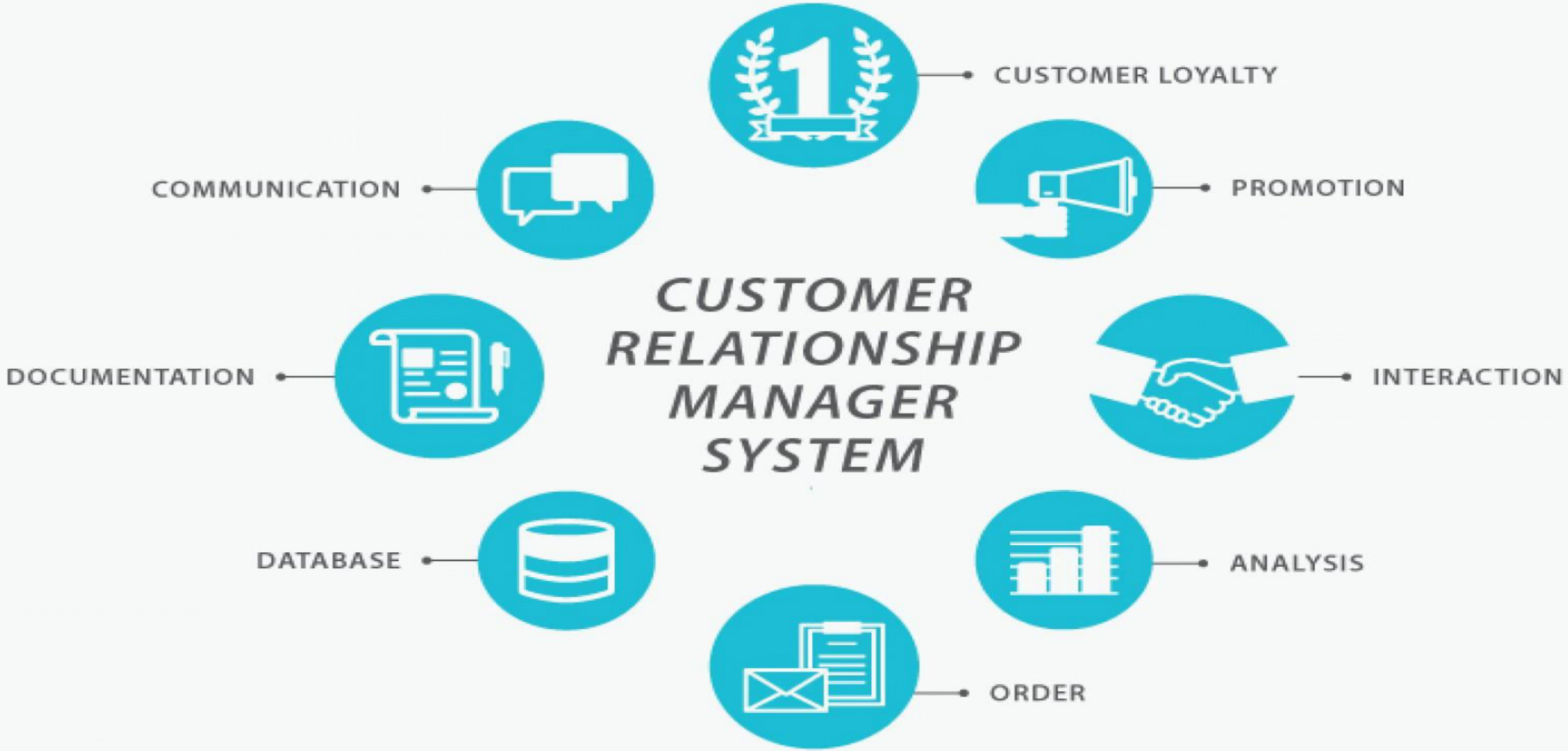
- This would be the business owner or some one you appoint to manage the 3 types of workers.



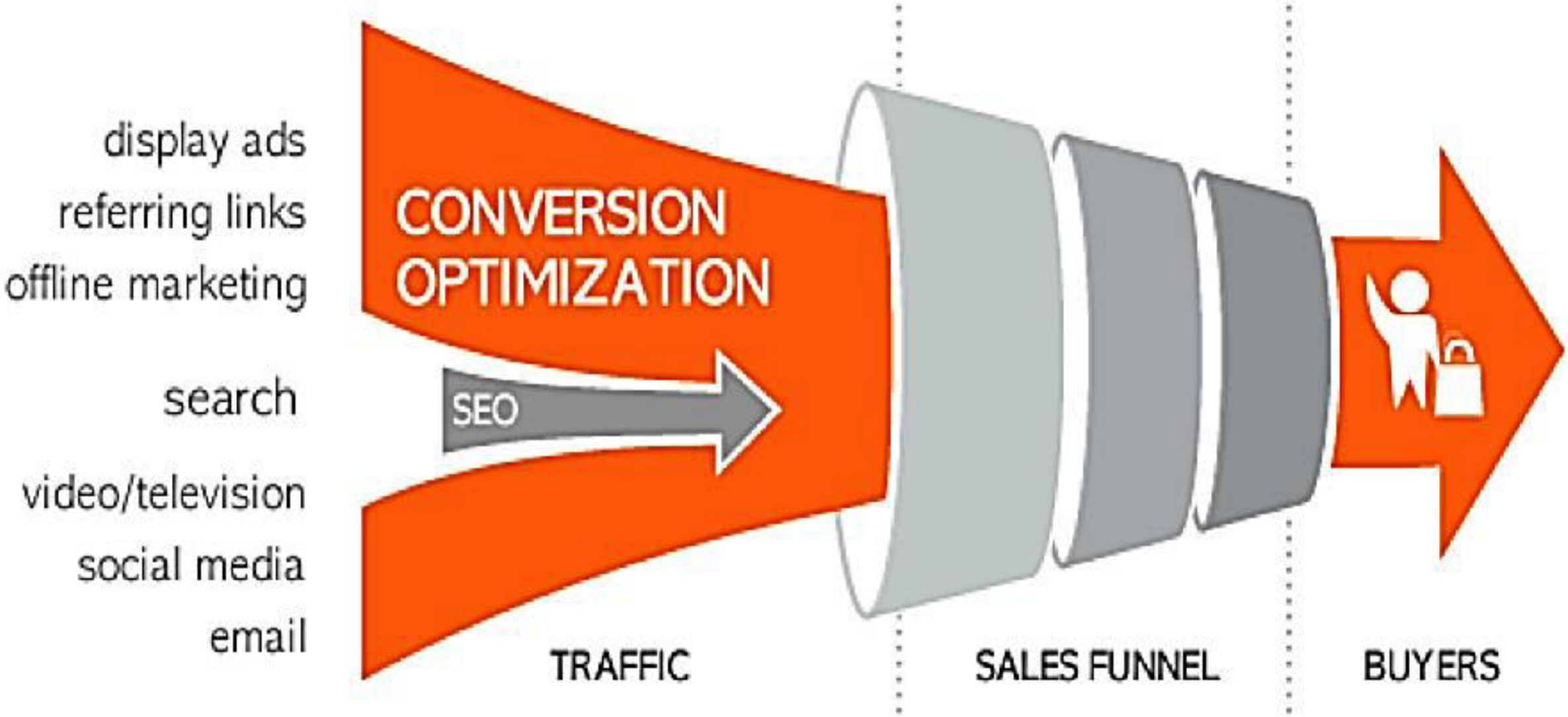

Social Media Manager
Set Up Master
Researcher
Engager
Designer
Writer
Monitor

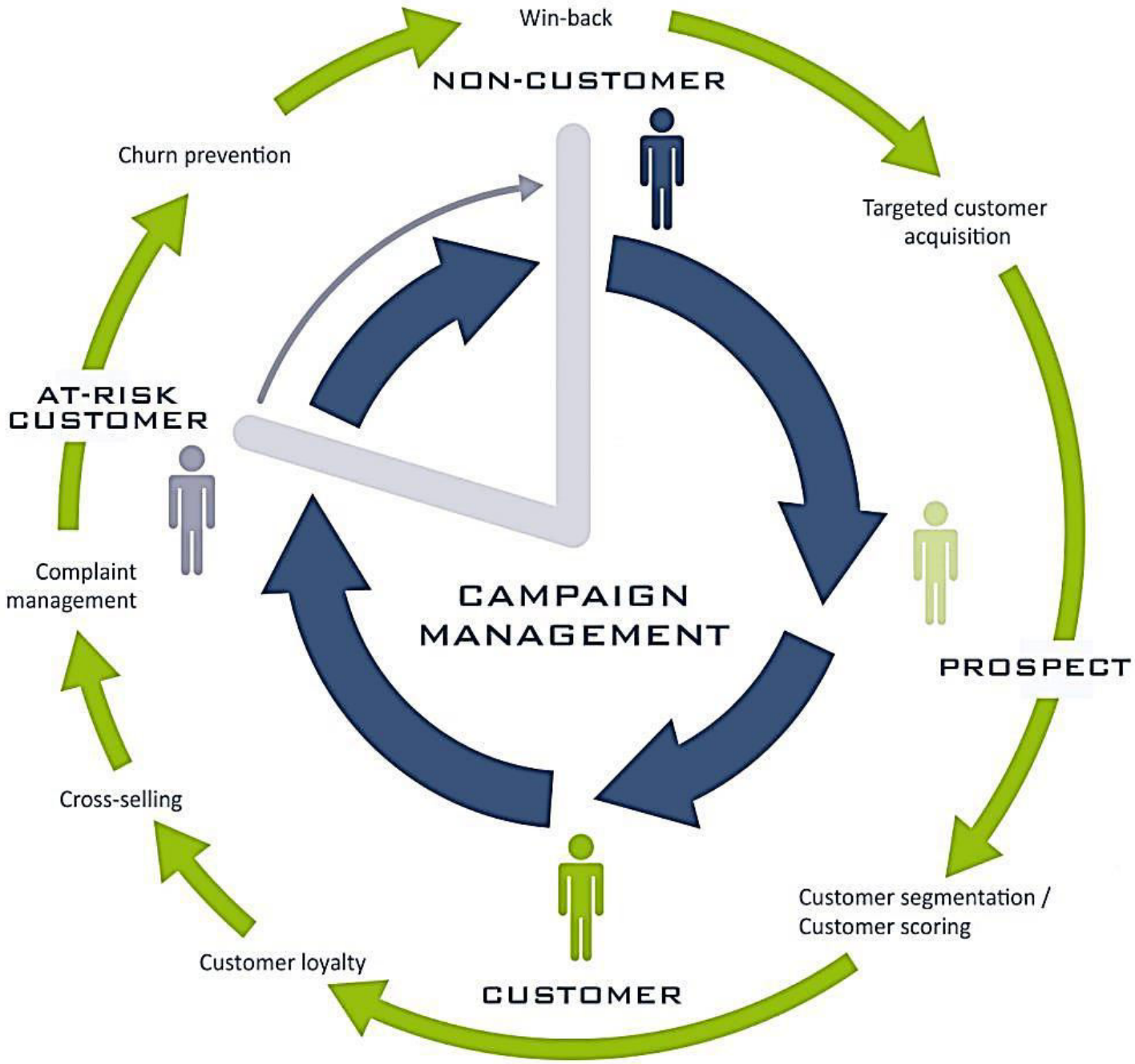
14. MARKETING AUTOMATION

15. Customer Relationship Management Tools



16. Conversion Optimization Tools

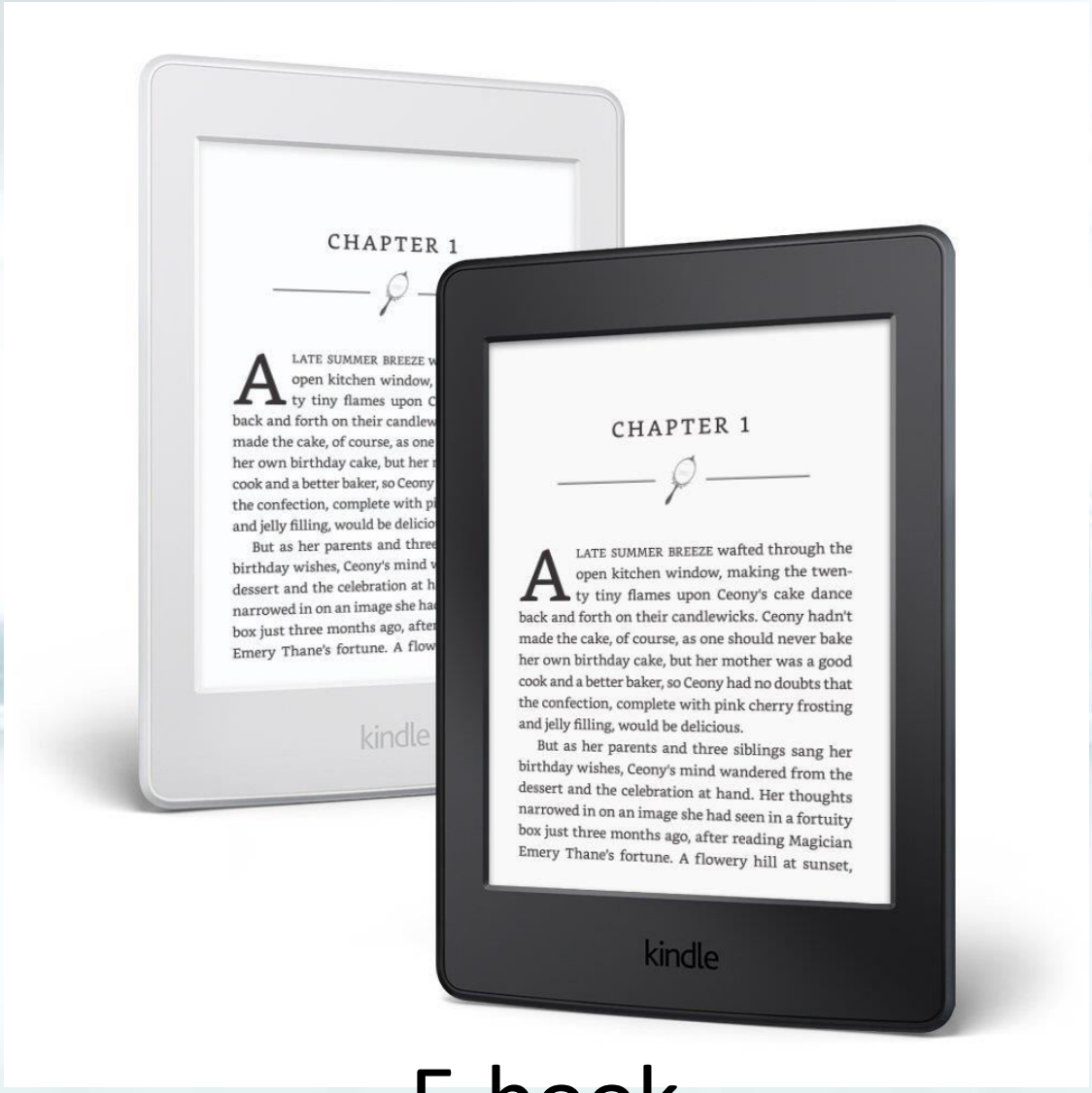




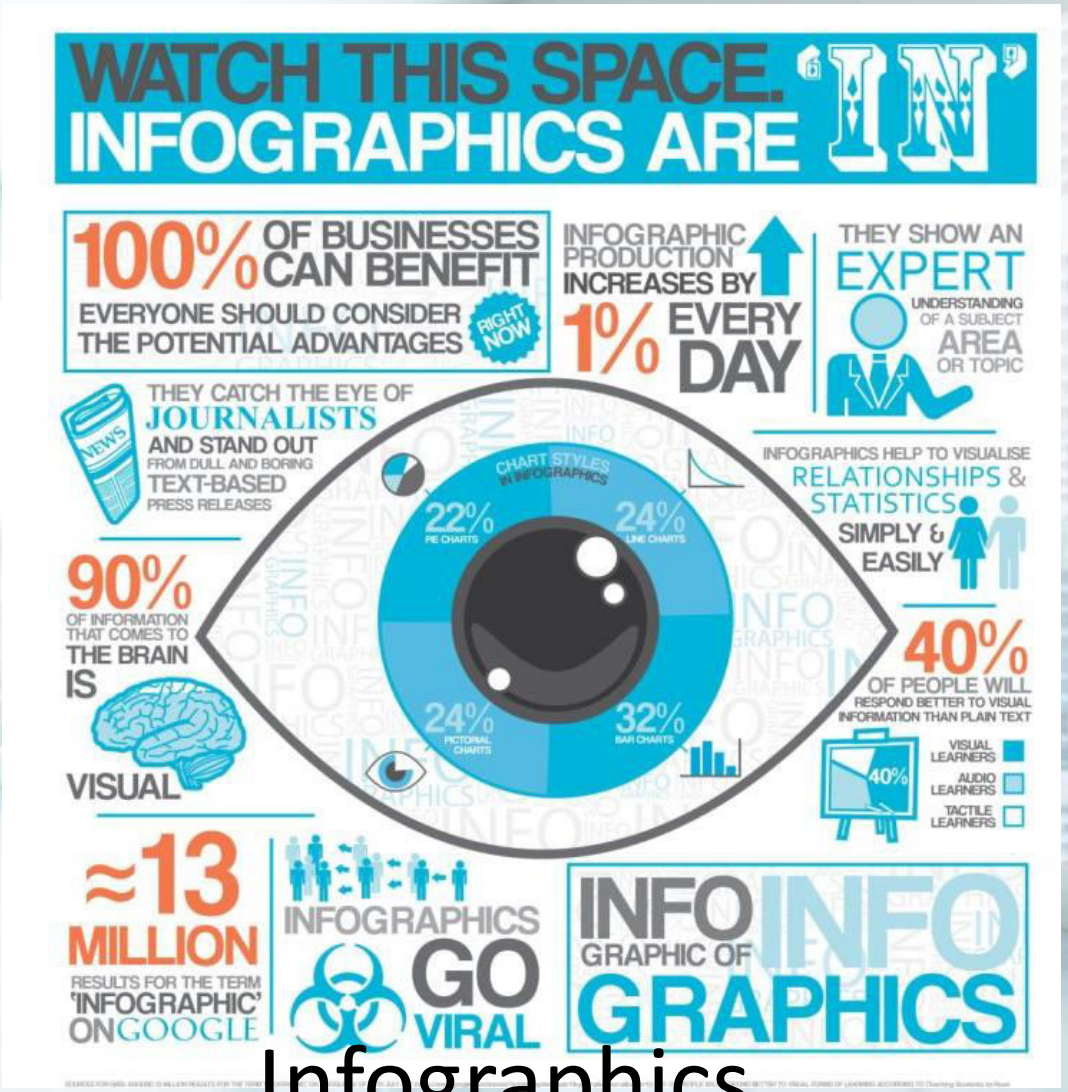
17. Campaign Management

18. Content Management Systems

19. Content Marketing



E-book



Infographics

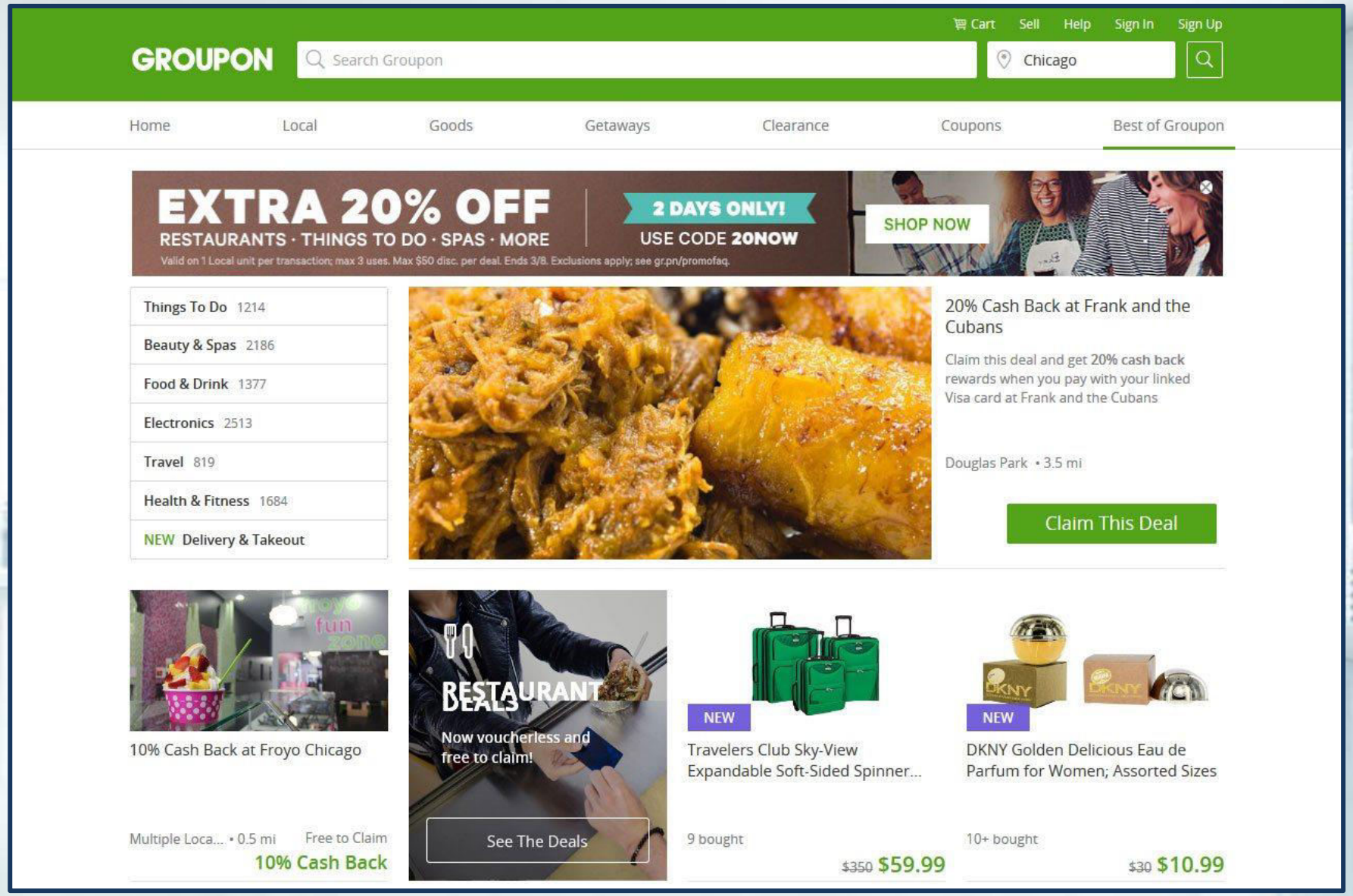
20. Mobile Marketing

SMS

Q R Code

21. Proximity Marketing

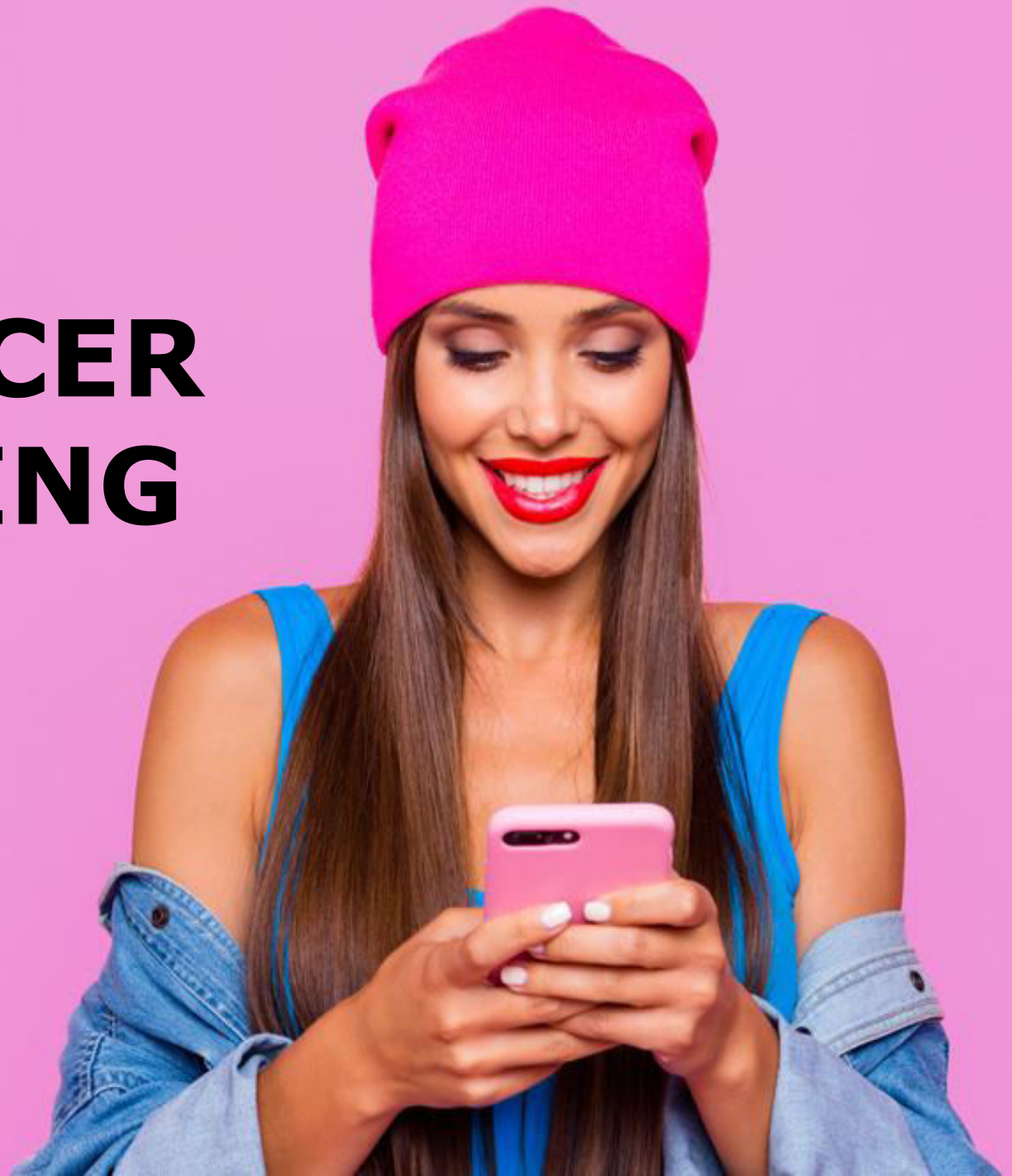
22. Affiliate Marketing



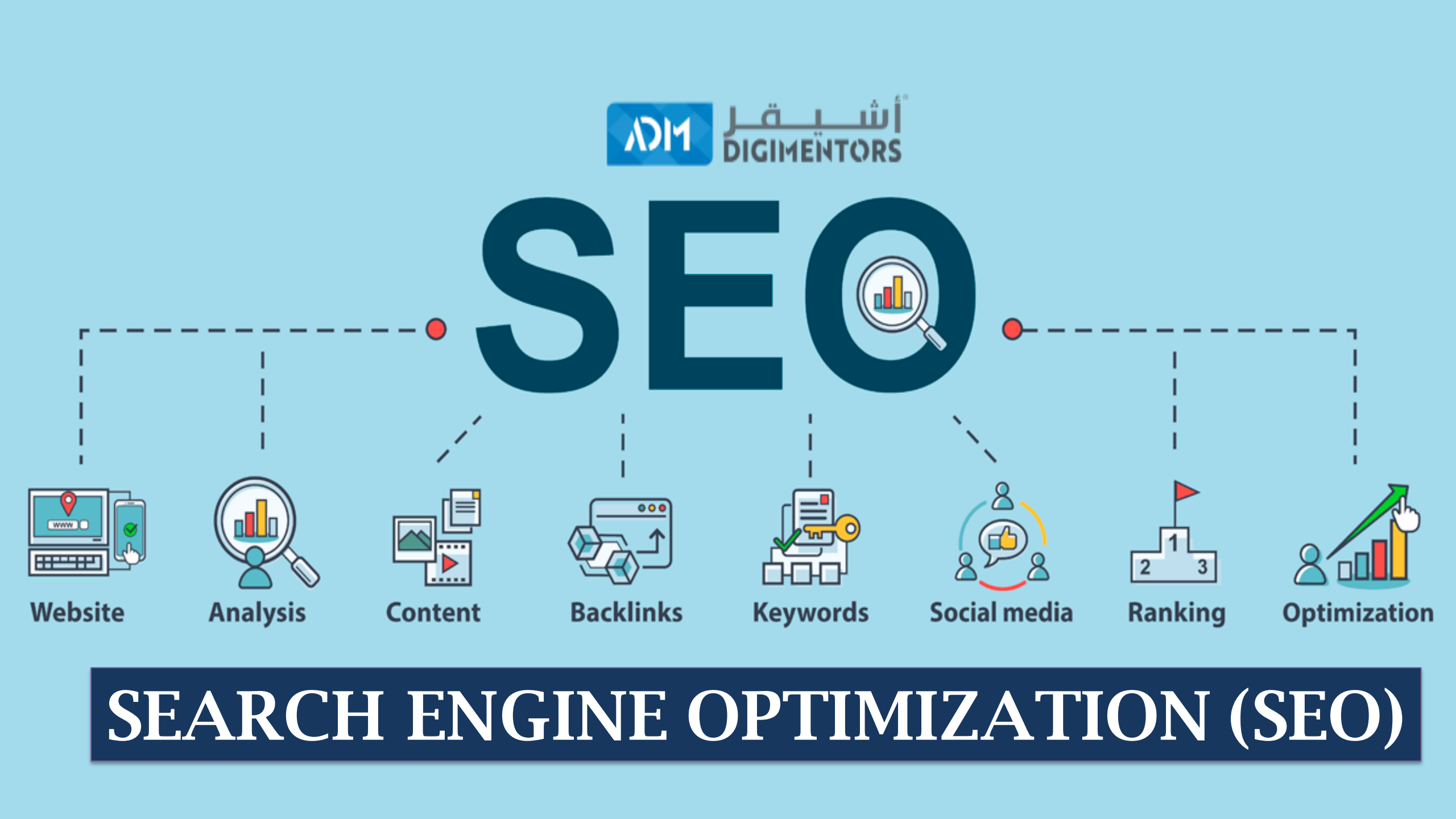
15% of E-Commerce Business is done through Affiliate Marketing

23.SURVEY

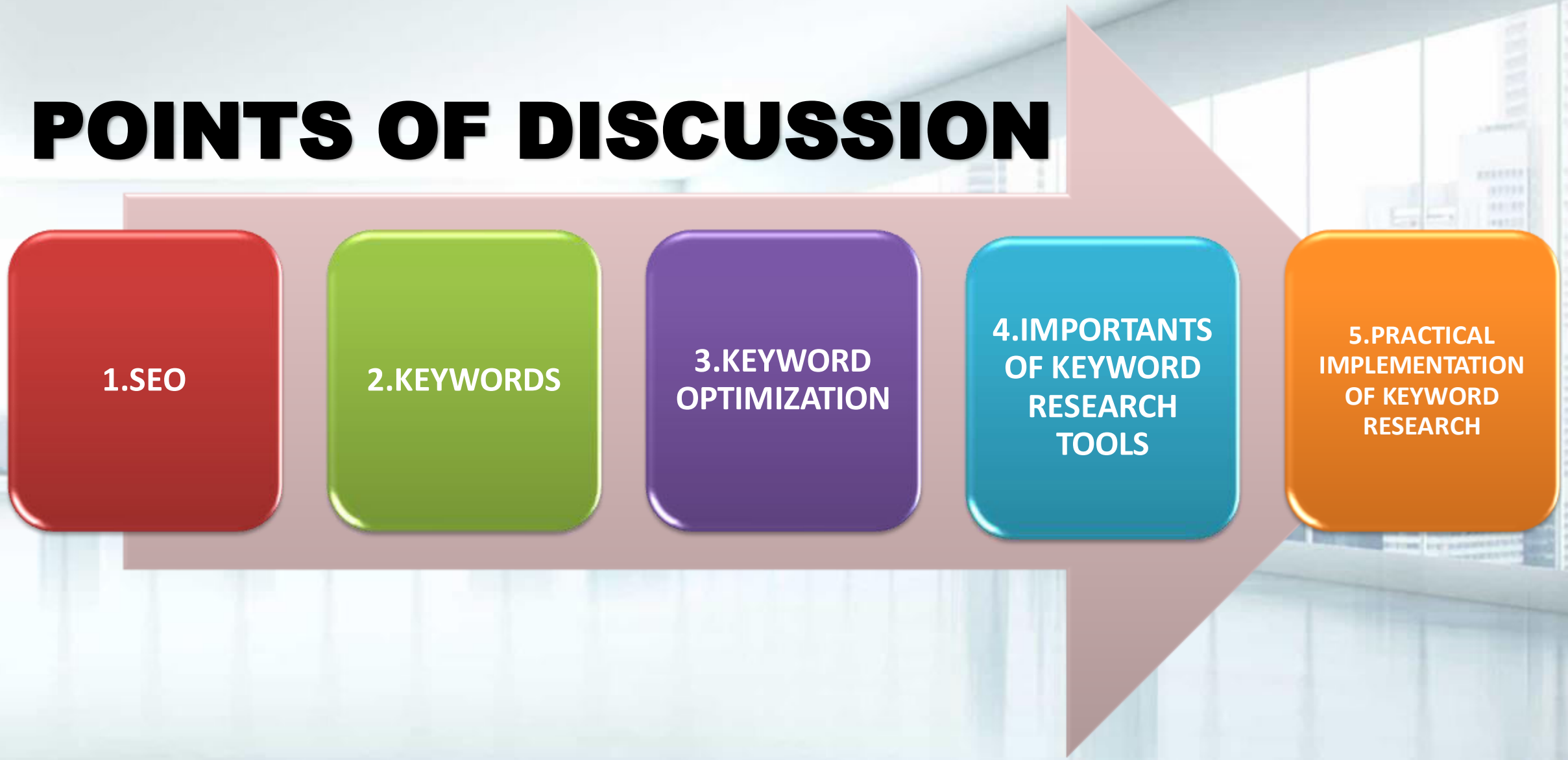
24. INFLUENCER MARKETING



25. InBranding


ADM
أشيقر
DIGIMENTORS
SEO
Website
Analysis
Content
Backlinks
Keywords
Social media
Ranking
Optimization
SEARCH ENGINE OPTIMIZATION (SEO)

POINTS OF DISCUSSION



SEARCH ENGINES

SEARCH ENGINE OPTIMIZATION (SEO)

WHAT IS SEARCH ENGINE ?

A program that searches for and identifies items in a database that correspond to keywords or characters specified by the user, used especially for finding particular sites on the Internet.

SEARCH ENGINES ARE THE SINGLE LARGEST SOURCE OF WEB TRAFFIC

MAJOR SEARCH ENGINES

MAJOR SEARCH ENGINES

LIST OF SEARCH ENGINES

Name	Language
• Baidu	Chinese, Japanese
• Blekko	English
• DuckDuckGo	English
• Exalead	Multilingual
• Gigablast	English
• Sogou	Chinese
• Soso.com	Chinese
• Volunia	Multilingual
• Yandex	Multilingual
• Youdao	Chinese

Qatar Day .com
www.qatarday.com

Google Search I'm Feeling Lucky

Google

online shopping

All Images News Videos Maps More Settings Tools

About 25,270,000,000 results (0.57 seconds)

Best Online Shopping Store for Electronics, Fashion, Home ...

https://www.ubuy.qa › ...

One of the Best Online Shopping Store in Qatar - Ubuy. Your one-stop shopping destination online in Qatar. Explore a variety of online goods and purchase from ...

Sign in · Electronics · Contact Us · Mobile & Tab

Next Qatar | Shop Online For Fashion & Clothing

https://www.next.qa › ...

Shop the very latest fashion and childrens clothing online at Next Qatar :: FREE delivery available* :: Great Style. Great Service!

Shopping bag 0 Items in ... · My Account · The Womens Shop · The Girls Shop

Qatar.ourshopee.com: Best Online Shopping Site in Doha ...

https://www.qatar.ourshopee.com

OurShopee is an emerging best online shopping store in Qatar. We offer genuine products with attractive discounts & best deals in Doha, Qatar.

Deal Of The Day · Mobile Phones · QAR 1 to 50 · Small Appliances

People also ask

What are the best online shopping sites?

People also search for

Name of the online shopping sites

Top dress brands

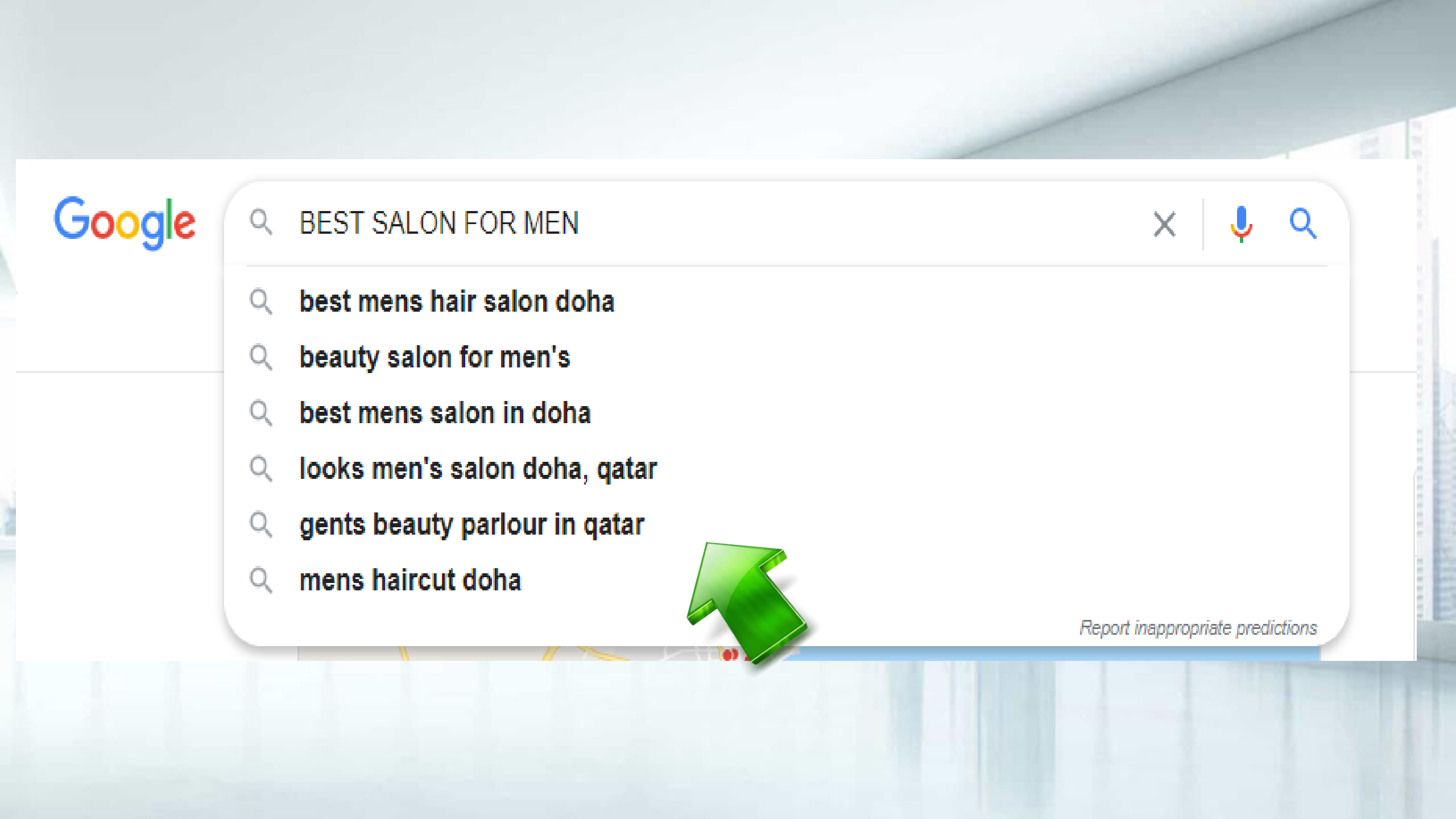
Famous clothes brands

Qatar online shopping sites

Feedback

WHAT DOES “I'M FEELING LUCKY MEAN”?

Google Search I'm Feeling Lucky


Google
BEST SALON FOR MEN
best mens hair salon doha
beauty salon for men's
best mens salon in doha
looks men's salon doha, qatar
gents beauty parlour in qatar
mens haircut doha
Report inappropriate predictions

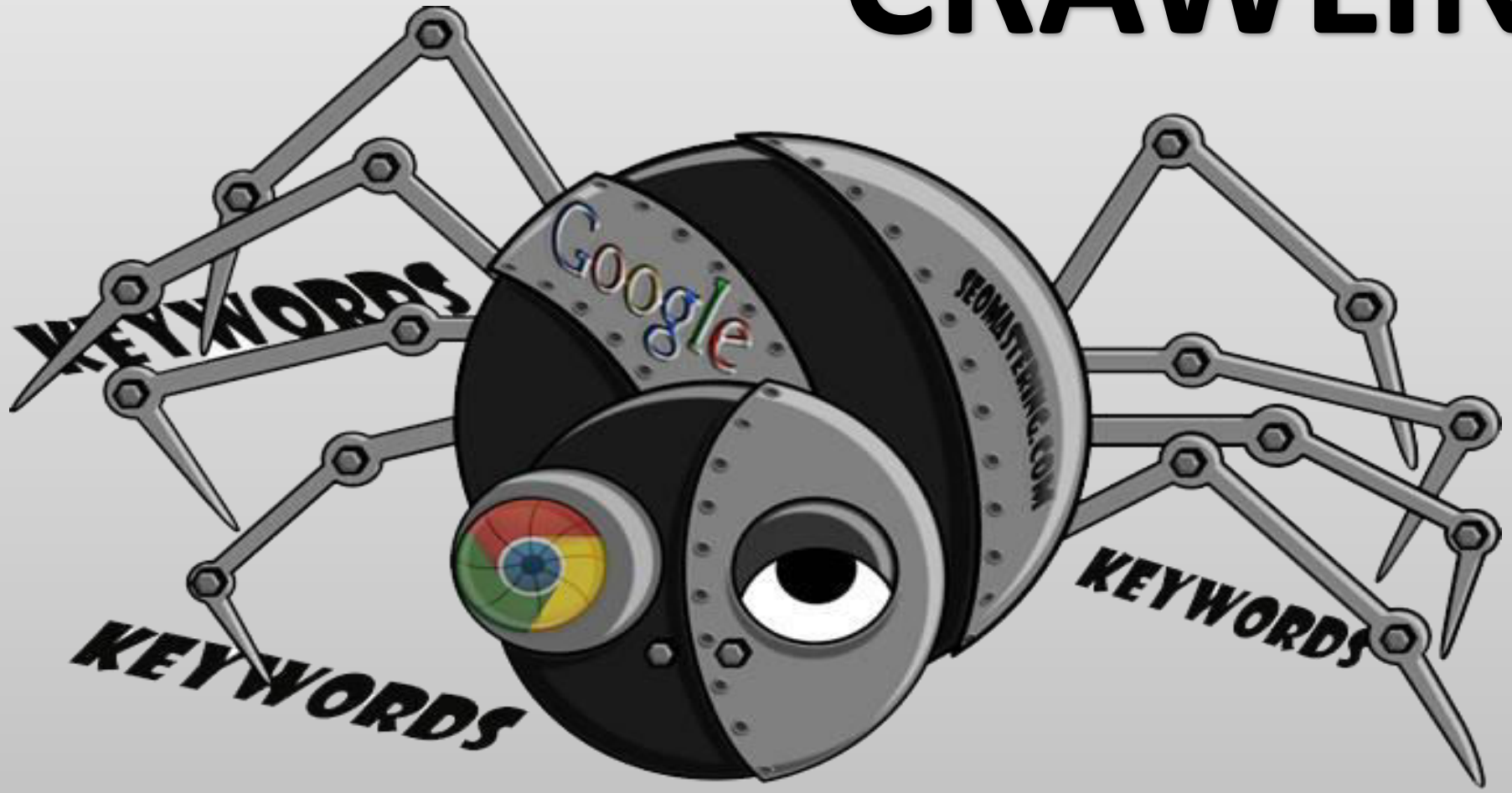
http://cut-and-dry.com/

Source: http://www.netmarketshare.com/

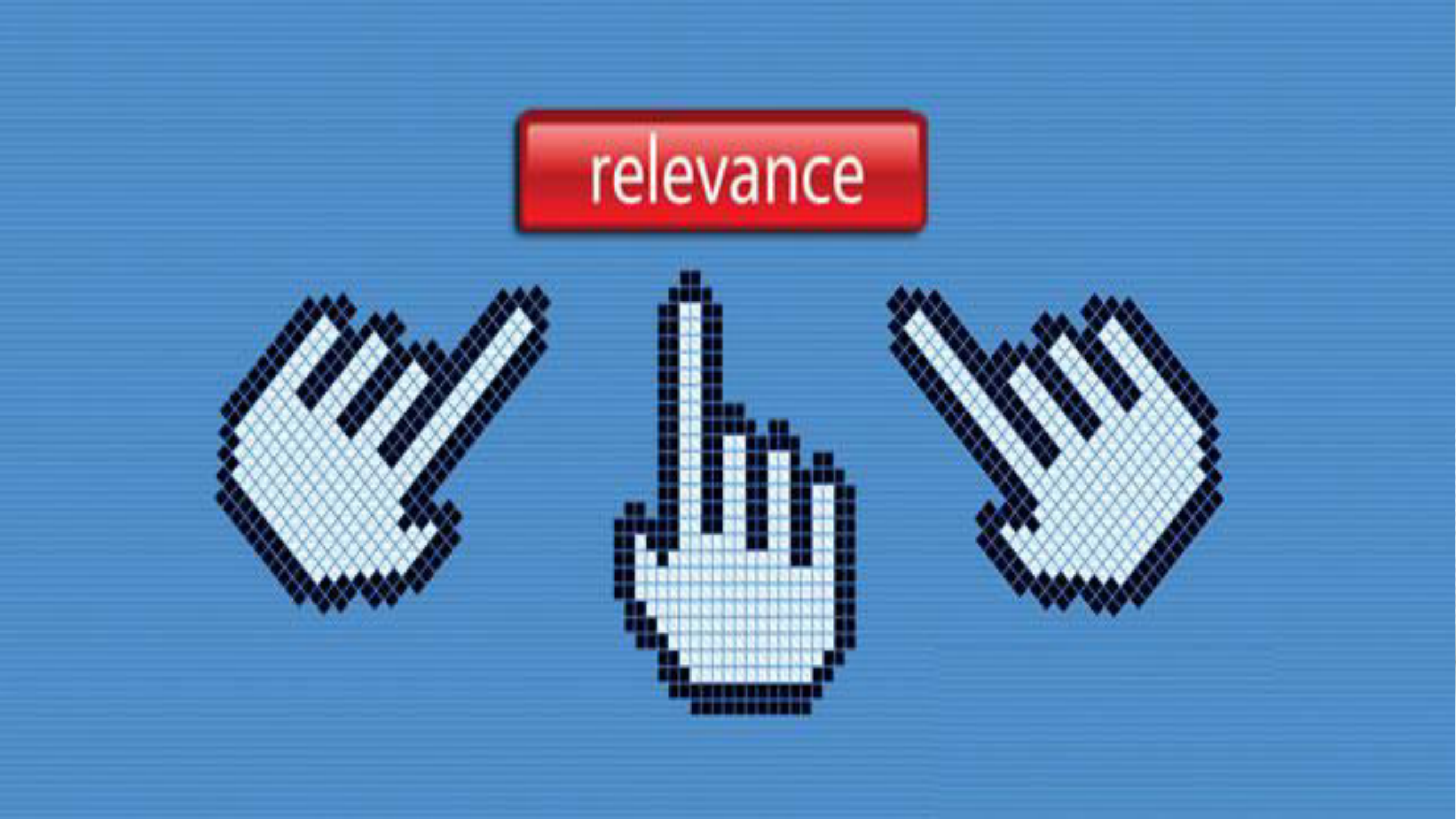
HOW SEARCH ENGINE WORKS

Crawling	Indexing	Processing	Relevance	Result

CRAWLING



INDEXING & PROCESSING


relevance

Google search engine calculating relevance

Web Images News Videos Maps More Search tools

About 285,000,000 results (0.26 seconds)

How **Search Engines** Work - The Beginners Guide to SEO - Moz
moz.com/beginners-guide-to-seo/how-**search-engines**-operate
Search engines have two major functions - crawling & building an index, and providing answers by **calculating** relevancy & serving results. Crawling **...** To a **search engine**, **relevance** means more than simply finding a page with the right words.

Determining Relevance: How Similarity Is Scored - Moz
moz.com/blog/**determining-relevance**-how-similarity-is-scored
Jun 12, 2013 - **Determining Relevance**. When a user submits a query to a **search engine**, the first thing it must do is determine which pages in the index are **...**

How a **Search Engine** Might Determine the **Relevance** of Search **...**

www.seobythesea.com/.../how-a-**search-engine**-might-determine...
by Bill Slawski - in 28,838 Google+ circles
Jul 22, 2009 - It's interesting to see how a **search engine** might try to ensure the relevancy of **...** Otherwise, the **relevance** of the search results is **calculated** by **...**

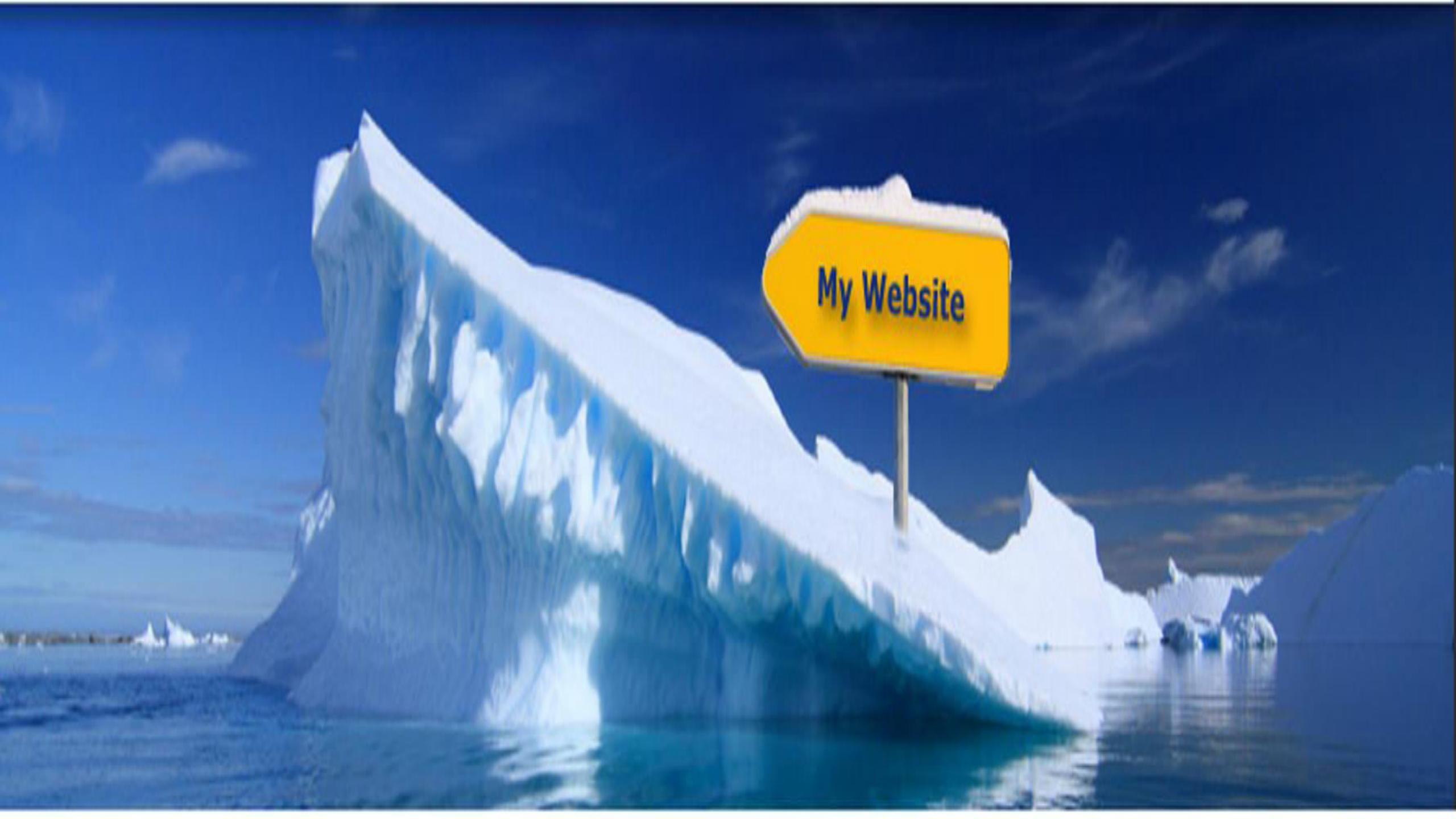
How **search engines calculate relevance** of page content with query **...**
seolutions.net/.../how-**search-engines-calculate-relevance**-of-page-conten...
This simplified model is a nice introduction: Vector Space Model. More food for thought: similarity measures and original Google architecture.

Relevance Scores: Understanding and Customizing (**Search ...**
https://docs.marklogic.com/guide/**search**-dev/**relevance**
Search results in MarkLogic Server return in **relevance** order; that is, the result **...** This chapter describes the different methods available to **calculate relevance**, **...**

Relevance #1 - SEO: **Search Engine** Optimisation | Bloggerheads
www.bloggerheads.com/**search-engine**-optimisation/
Basics of **search engine** optimisation explained. **...** evolution; **search engine** providers strive to serve/gain users by **determining** and rewarding actual **relevance**.

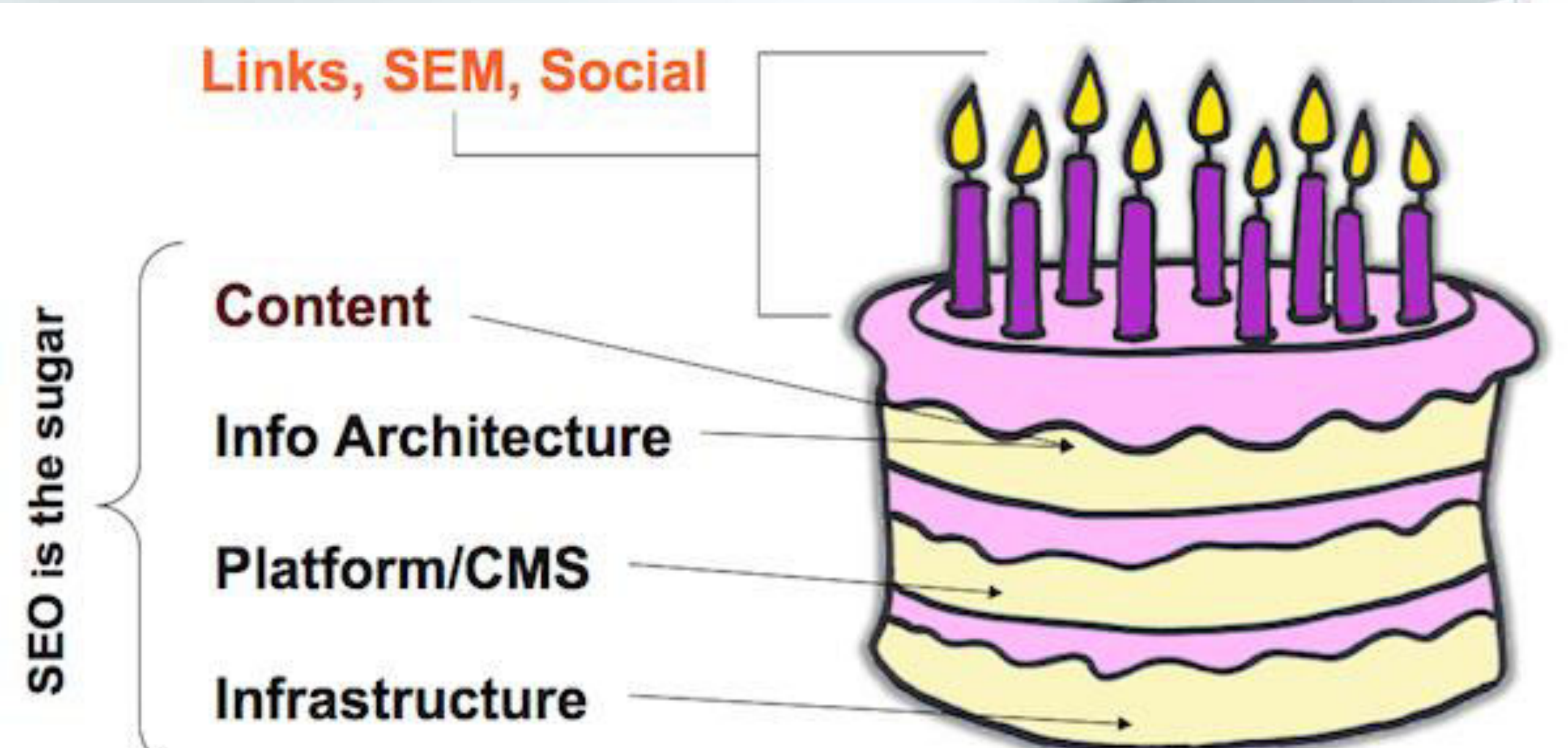
RESULT

SEARCH ENGINE OPTIMIZATION

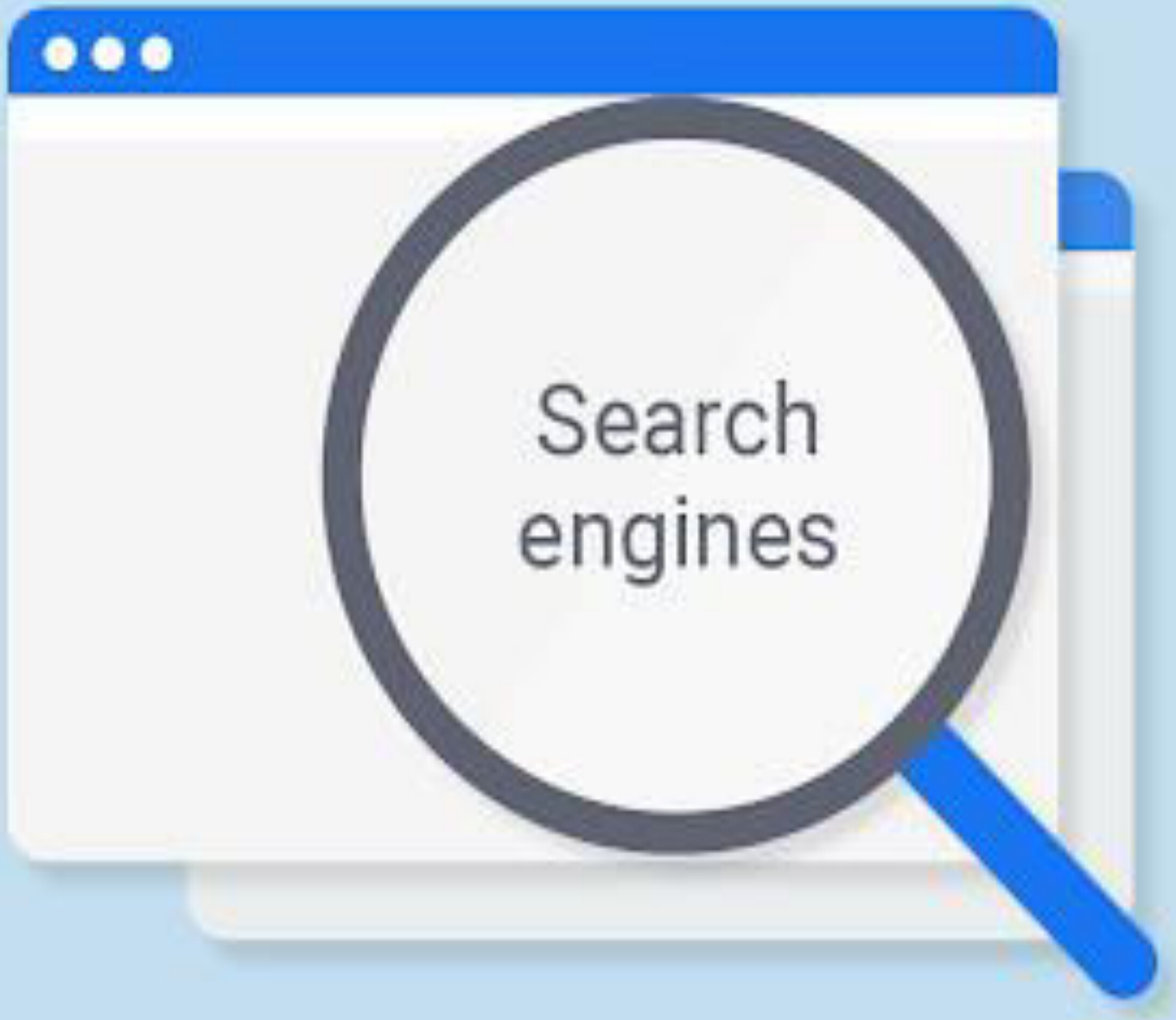

My Website

HOW TO GET MASSIVE TRAFFIC TO YOUR WEBSITE?

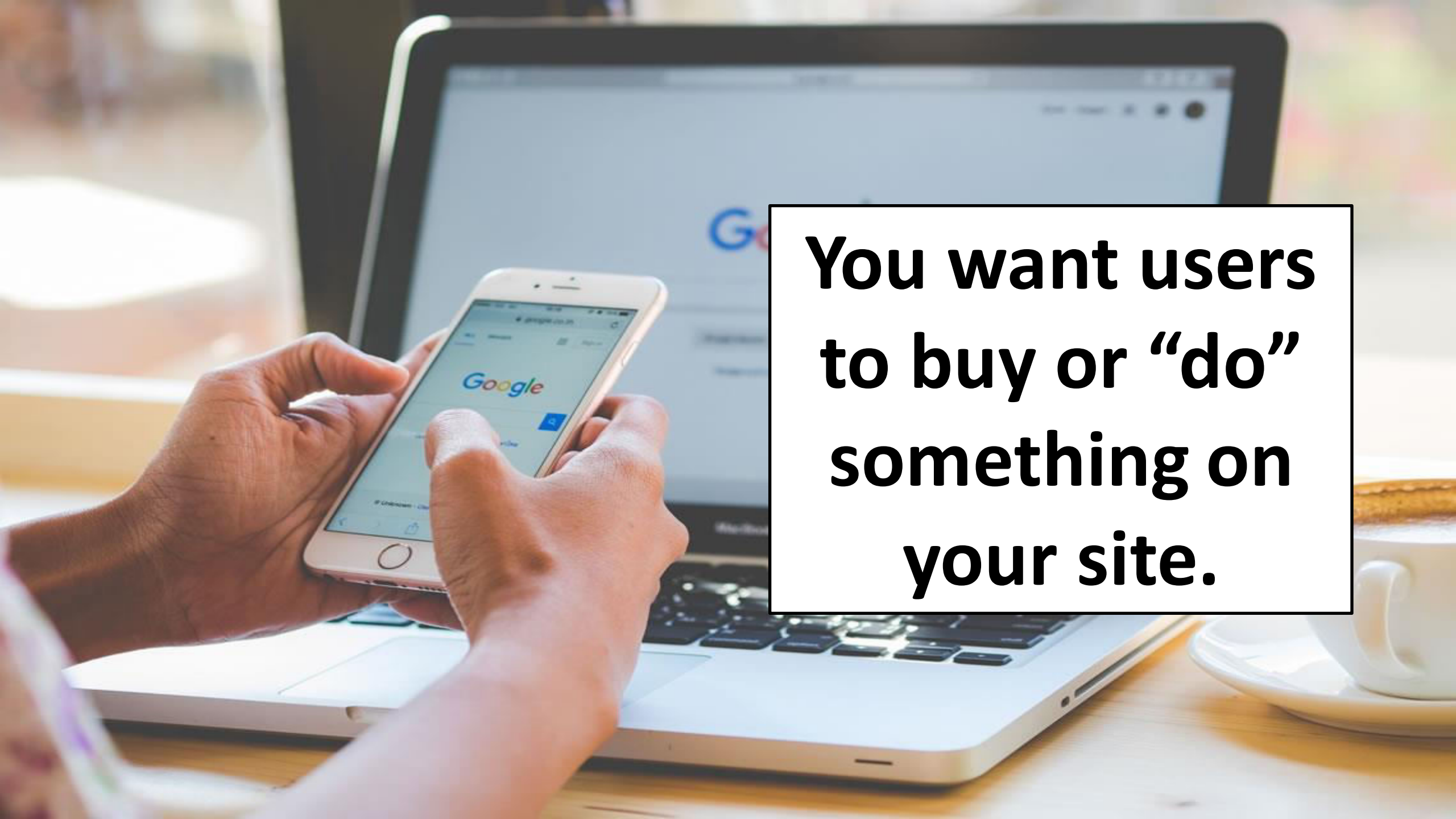
THINK OF YOUR WEBSITE AS A CAKE



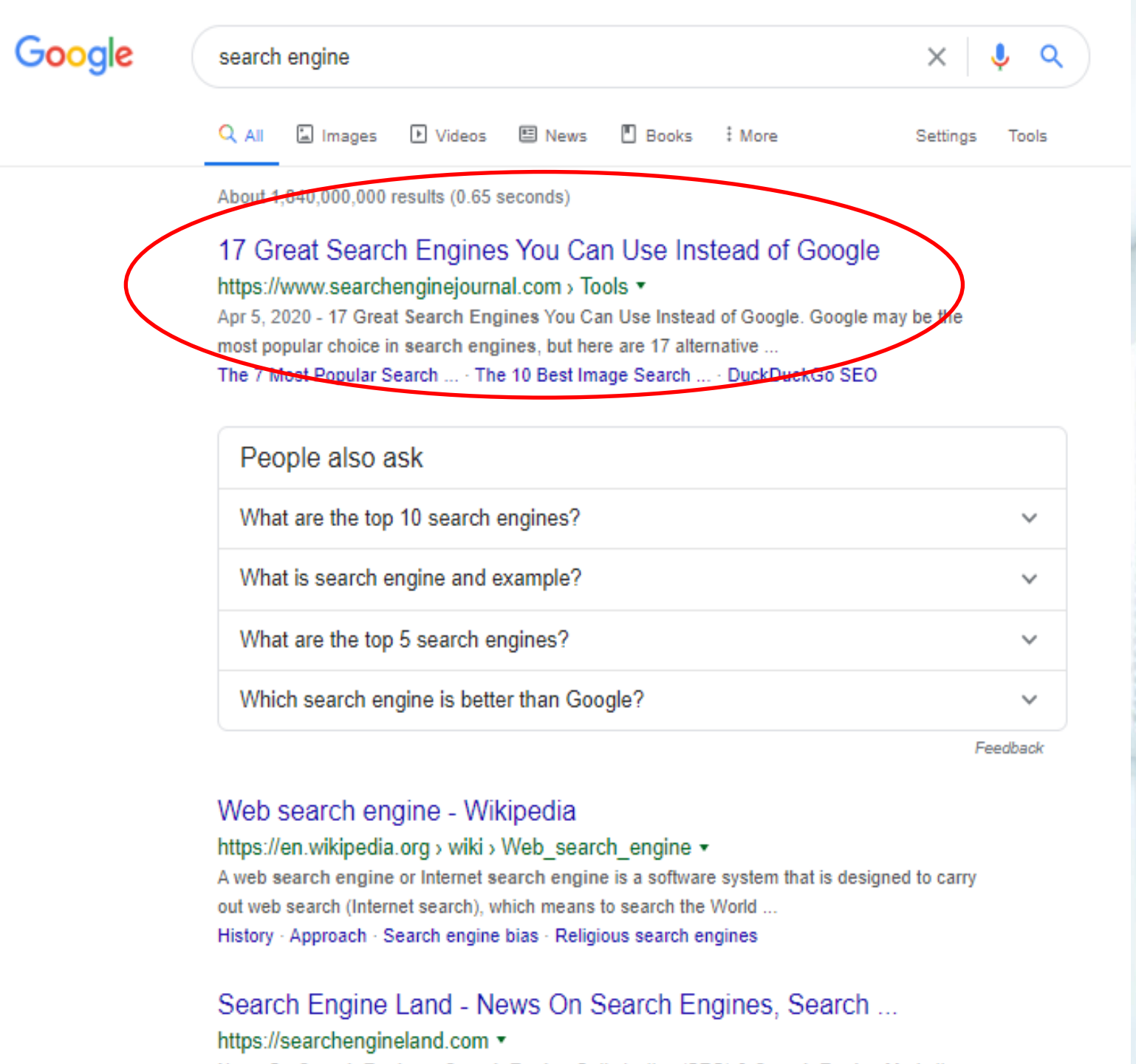
They're Both Cakes, Right?


Search
engines

WHY OPTIMIZE YOUR SITE FOR SEARCH ENGINES



You want users to buy or “do” something on your site.



Users usually go to the site's on the first page of the search engine's results.

HOW TO GET GOOD RANK IN SEARCH ENGINES?

TYPES OF SEO

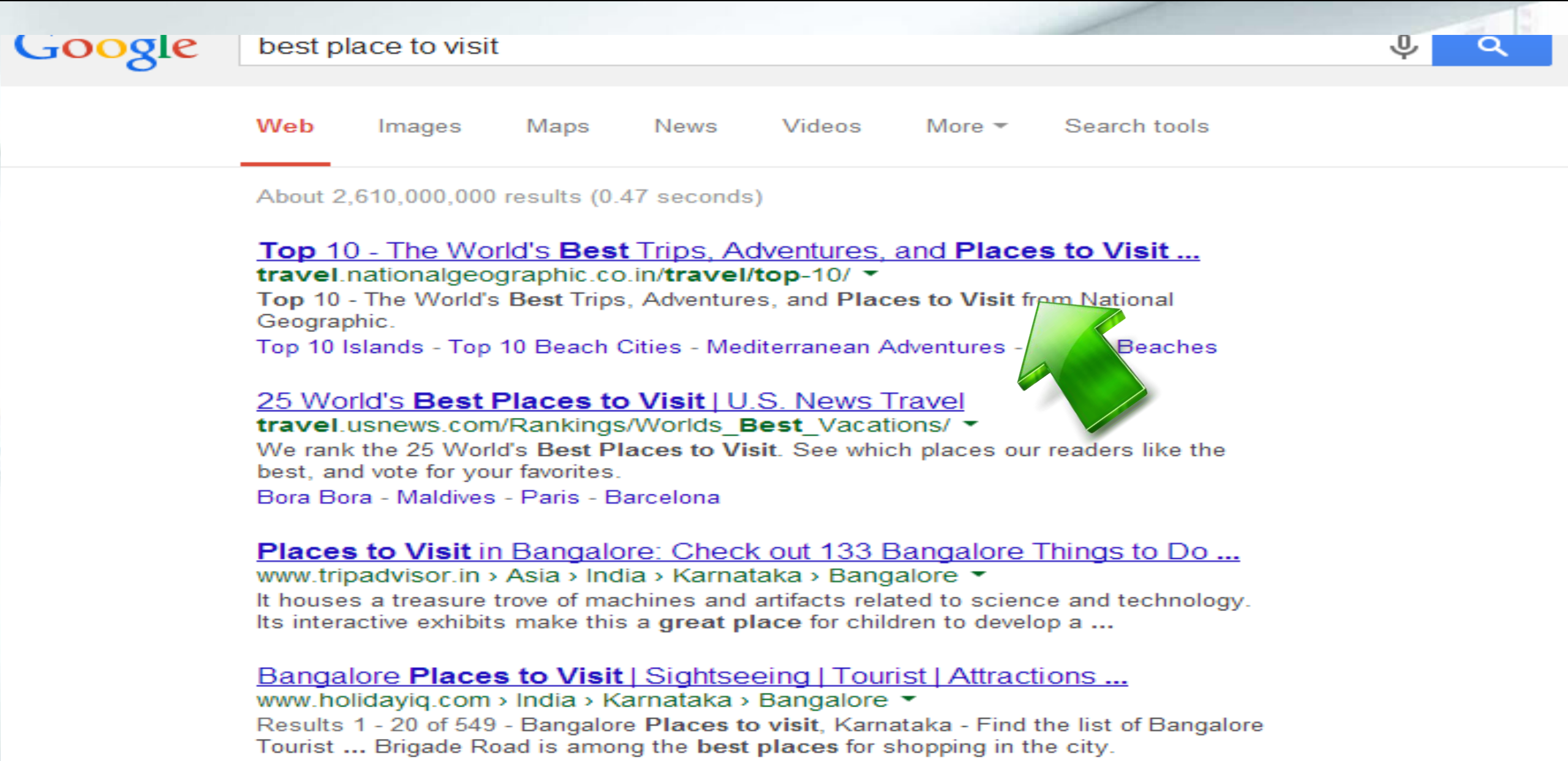
On- Page SEO | Off- Page SEO

On-Page SEO Factors

1. E-A-T Content
2. Title Tags
3. Meta Description
4. Content Headlines
5. Header Tags
6. SEO Writing
7. Keyword Cannibalization
8. Doing Content Audit
9. Image Optimization
10. User Engagement

Title : Titles are unique topics that describe the content of the web page or document.

Meta Description: It is a Brief description of the web pages/web site.



URL : Uniform Resource Locator, is the global address of the documents on World Wide Web.

CONTENT

➢**Content**: It is the word or phrases which describes your web pages.

About 3,870,000 results (0.75 seconds)

Title

Meta

Saturday Night Live - NBC.com

https://www.nbc.com/saturday-night-live

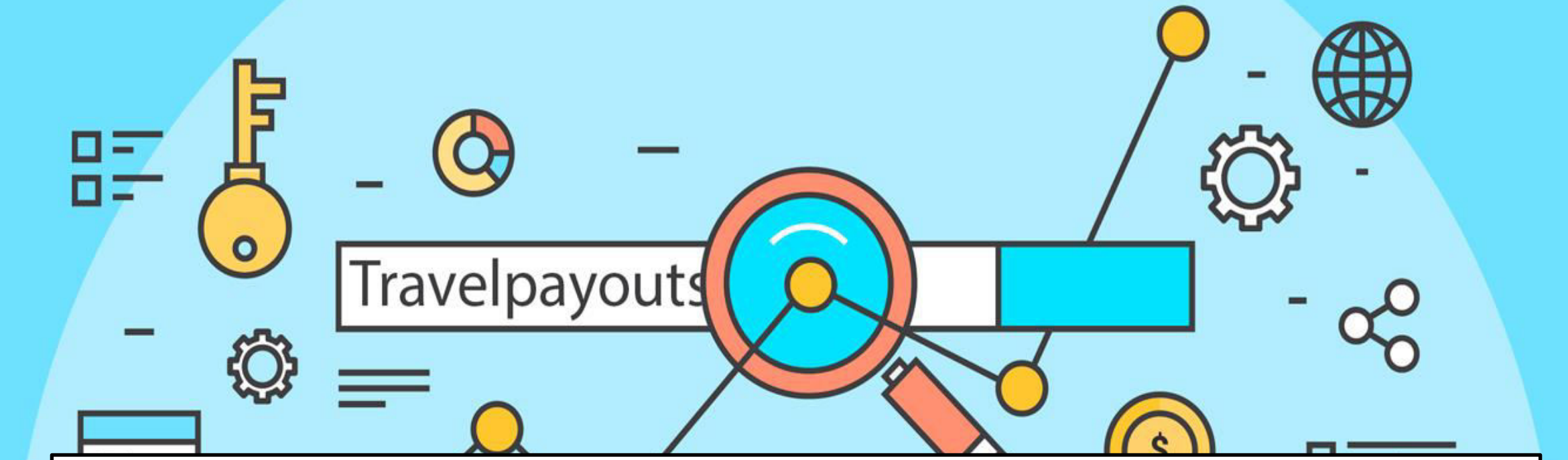
Watch Videos. The Emmy Award-winning comedy show **Saturday Night Live** is in its 42nd season.

February 3 - Natalie Portman · Episodes · Sketches · January 27 - Will Ferrell

META TITLE: A META TITLE SHOWS THE NAME OF A WEBPAGE.

SEO
ADVANCED
GUIDE
VISITOR
INTERNET
FACTOR
ADVICE
INFORMATION
GUARANTEED
OPTIMIZATION
RANK
TOP
NATURAL
SERVICE
AUDIT
VALIDATOR
SCORE
IMPROVE
SEARCH
VISIBILITY
LONG
TAIL
SUBMISSION
WEB
TOOLS
POSITIONING
VISIT
EFFECTIVE
BEST
WEBPAGE
BLACKHAT
KEYWORD
RANKING
ANALYSIS
ONLINE
TECHNIQUE
OPTIMIZER
OFF
PPC
POPULARITY
PLACEMENT
PROMOTION
BROWSER
ORGANIC
RESULT
SEM
STRATEGY
ENGINE
HTML
FIRST
IMPROVEMENT
PAGE
CONSULTANT
OPTIMIZING
ANALYZATOR
MARKETING
EXPERT

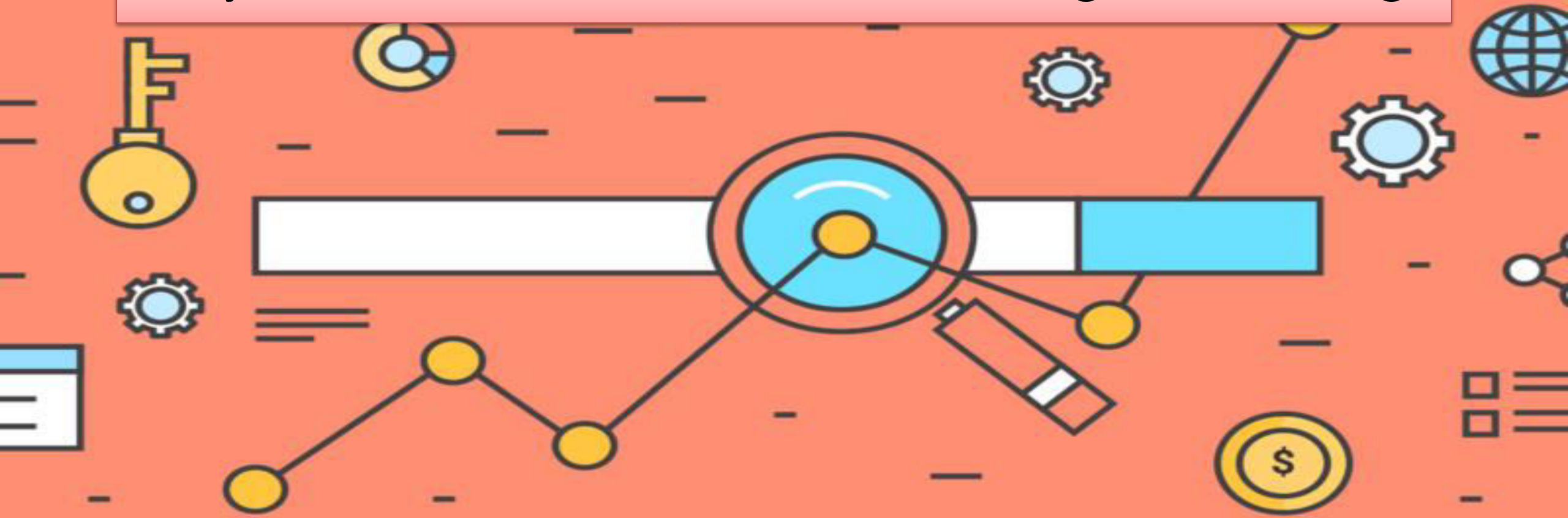
WHAT ARE KEYWORDS?

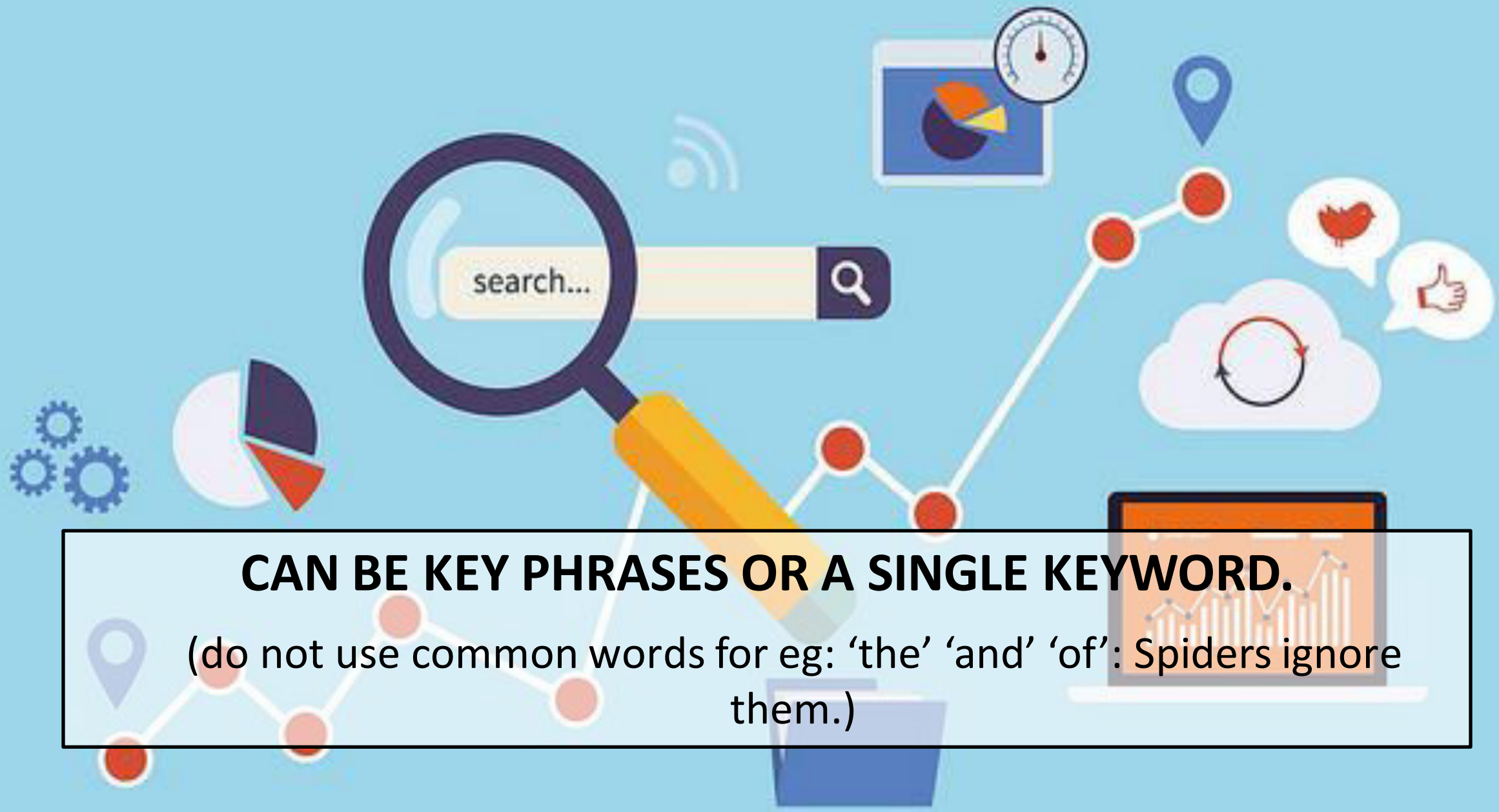


Words or phrases in your web content that make it possible for people to find your site via search engines.

KEYWORD RESEARCH

Keywords are the foundation of Search Engine Marketing





CAN BE KEY PHRASES OR A SINGLE KEYWORD.

(do not use common words for eg: ‘the’ ‘and’ ‘of’: Spiders ignore them.)

Keyword research is one of the most important, valuable and high return activities in the search marketing field.

RANKING FOR THE "RIGHT" KEYWORDS CAN MAKE OR BREAK YOUR WEBSITE. IT'S NOT ALWAYS ABOUT GETTING VISITORS TO YOUR SITE, **BUT ABOUT GETTING THE RIGHT KIND OF VISITORS.**

4 GOLDEN RULES – KEYWORD RESEARCH

- Relevance
- Traffic
- Competition
- Commerciality

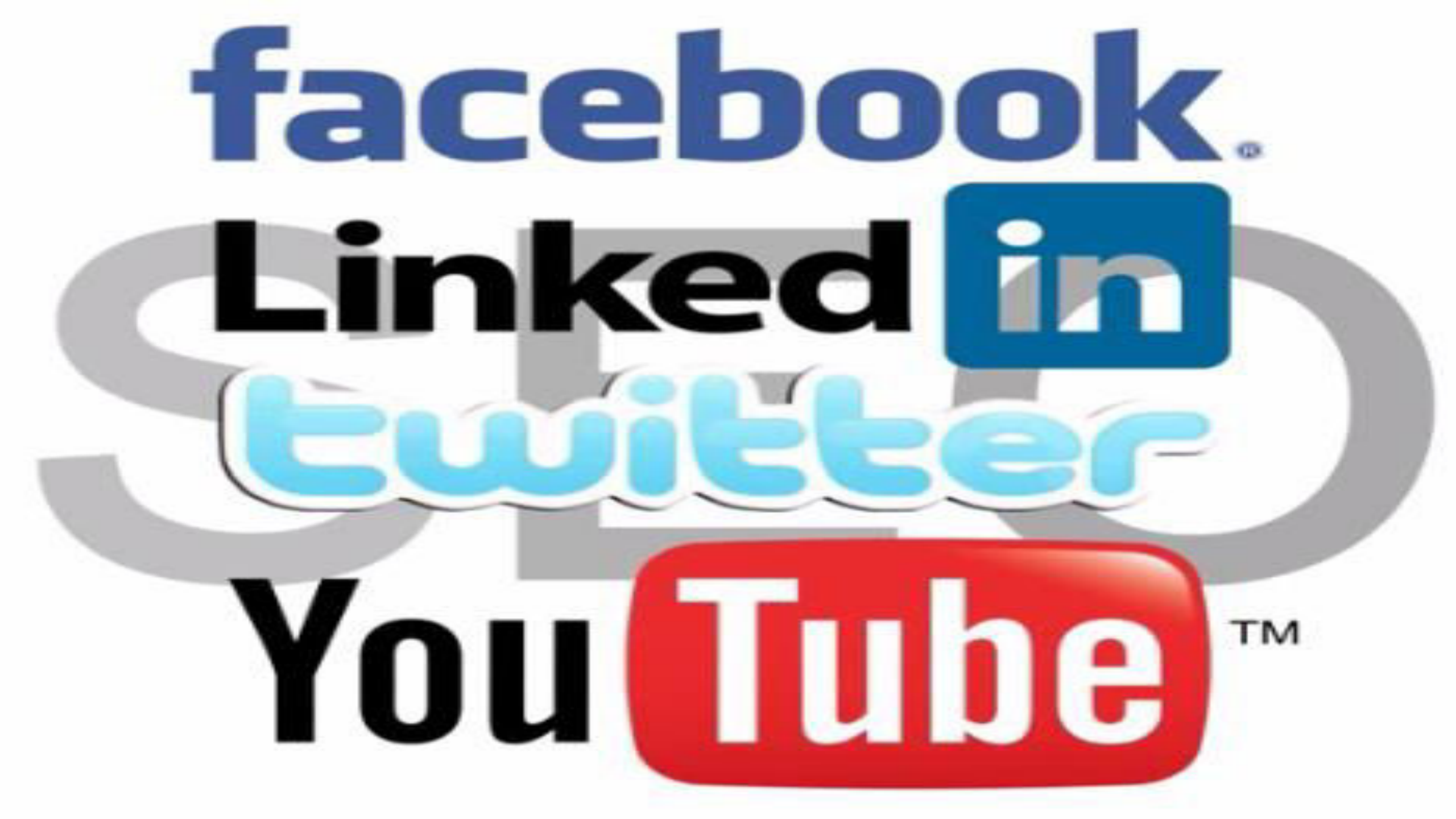
Best Places to Put Keywords

- Keywords in the <title> tag(s).
- Keywords in the <meta name="description">
- Keywords in the <meta name="keyword">
- Keywords in <h1> or other headline tags.
- Keywords in the keywords link tags.

- Keywords in the body copy.
- Keywords in alt tags.
- Keywords in <!-- insert comments here> comments tags.
- Keywords contained in the URL or site address, e.g., http://www.keyword.com

OFF PAGE SEO

- Directory Submission
- Article Submission
- Classifieds
- Forums Posting & Blogs Creation
- Social Media updates


facebook
Linked in
twitter
YouTube

TECHNIQUES

WHITE HAT SEO- According to Search Engine Rules

TECHNIQUES

BLACK HAT SEO-Not according to Search Engine Rules

KEY INTERNET MARKETING STRATEGIES

SEARCH ENGINE OPTIMIZATION (SEO)

- no cost per click

Search Engine Marketing

COST PER CLICK

Reach your customers through Google network

PAY PER CLICK

Google

vets in southampton

Search | Advanced Search

SeoQuake: related keywords

Search: the web | pages from the UK

Web Show options... Results **1** - **10** of about **643,000** for **vets in southampton**. (**0.35** seconds)

Sponsored Links

Vets In Southampton
Yell.com/**Vets** Find Local **Vets**. Yell.com: Find What You Need Fast!

Southampton Vets4Pets
www.**vets**4pets.com Local, Modern and Affordable **Vets** Call 0845 519 1426
Show map of 252 Hill Lane, Southampton, Hampshire SO15 7NU

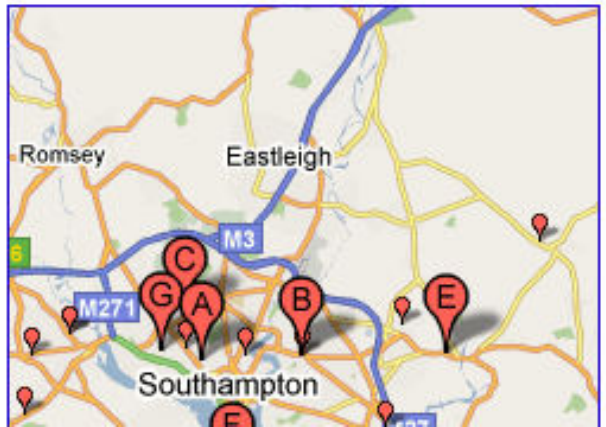
"PPC Ads"

How to find out the Keyword density - see the video

REQUEST PARAMETERS | SAVE TO FILE | APPEND TO FILE

Sort: PR: ? | I: ? | L: ? | LD: ? | I: ? | Rank: ? | Age: ? | I: ? | Sitemap: ? | Rank: ?

Local business results for **vets** near **Southampton, Hampshire**



A Brook House
maps.google.co.uk - 023 8022 8570 - More

B Beech House **Veterinary** Centre
www.beechhouse.co.uk - 023 8044 7797 - 2 reviews

C Christopher Carter
maps.google.co.uk - 023 8077 9388 - 1 review

D Seadown **Veterinary** Group
www.seadown**vets**.hostingbt.com - 023 8084 2237 - More

F Pet Doctors **Veterinary** Clinics

Sponsored Links

Brook House **Vet** Hospital
Landguard Road, **Southampton**
High quality, value for money care
WWW.BROOKHOUSE**VETS**.COM

Veterinary Advice
We're Professionals. Call Us For
A **Vet In Southampton**.
www.christophercarter**vets**.co.uk

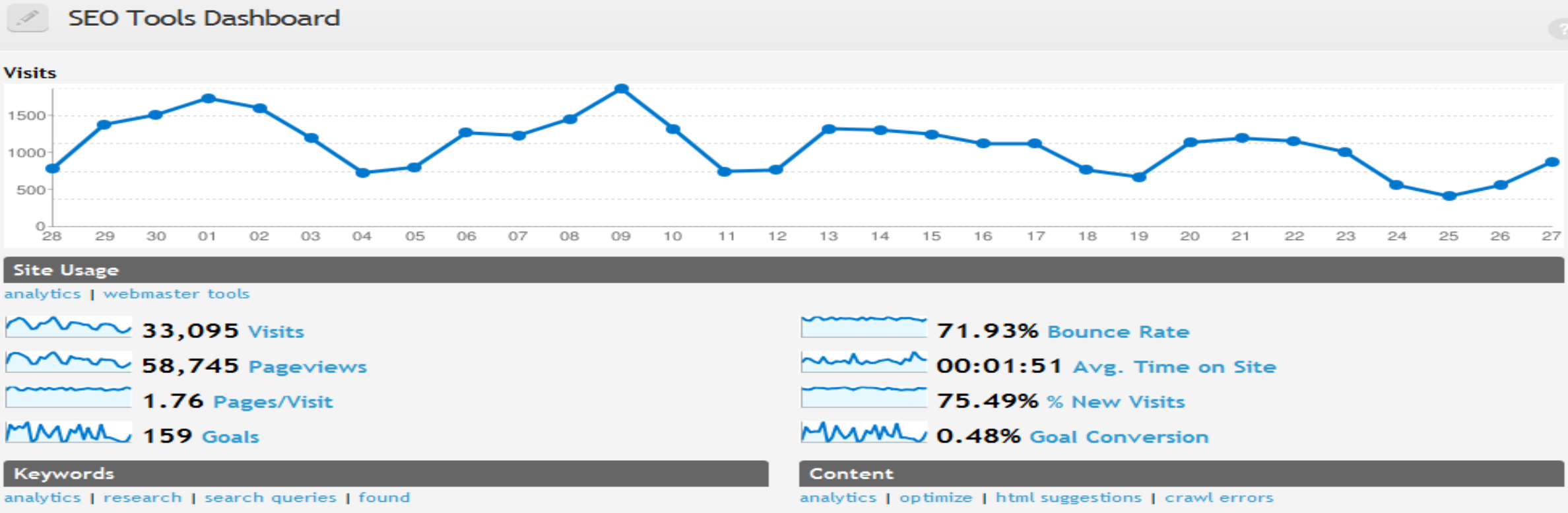
Vet In Southampton
A Proud Reputation In Dealing With
Small Animals. **Vet In Southampton**
companioncare.co.uk/**southampton**

Vet & Veterinary Services
A comprehensive directory
of local **Vets** & Veterinaries
www.**vet**local.co.uk

Affordable Pet Medication
save 70% on **vets** bills, Free P&P
Hugh savings, fast delivery
www.petdispensary.co.uk

See your ad here »

TOOLS



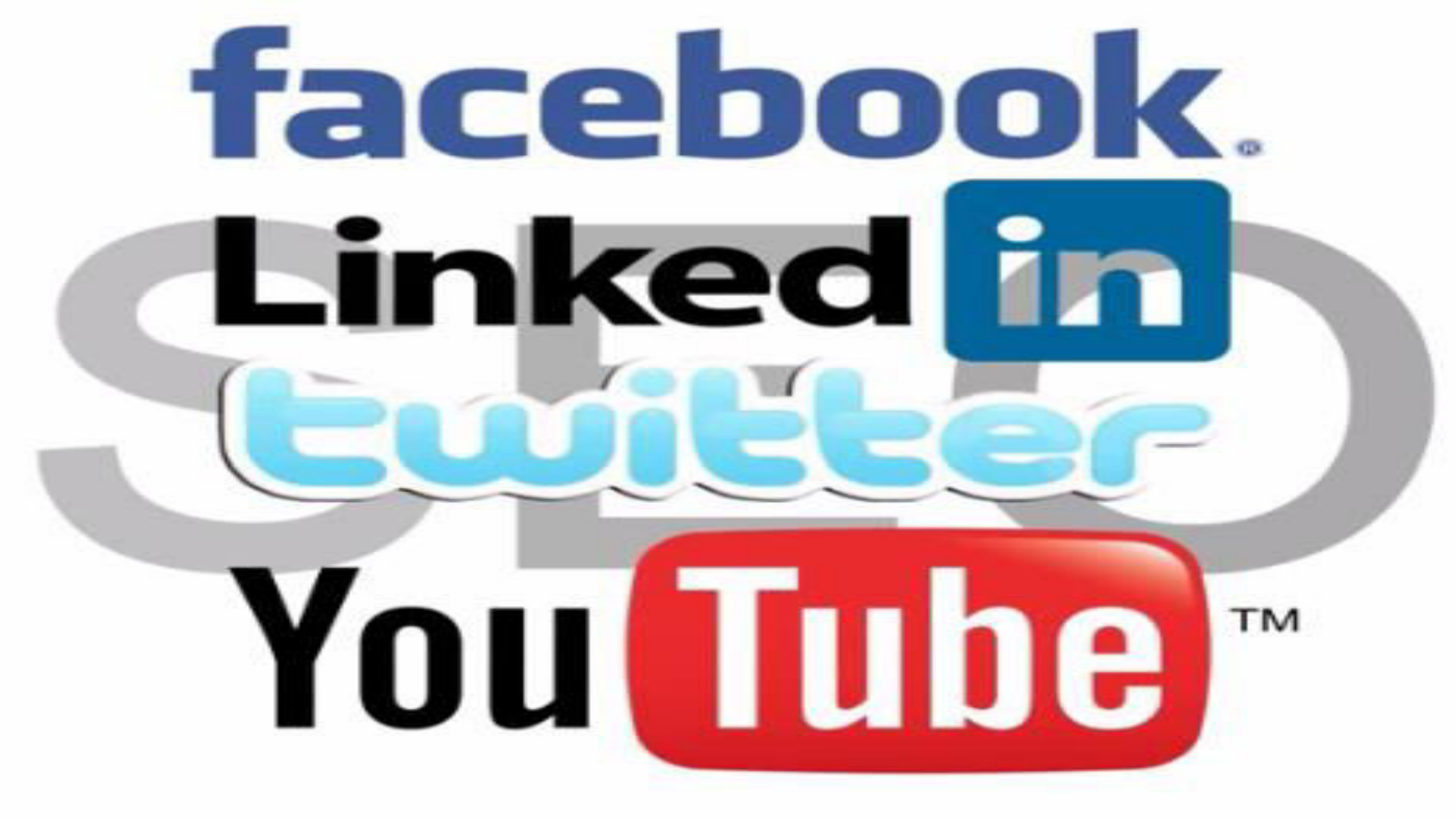
Google AdWords

Word Tracker

SEO Profiler

CONCLUSION....

Demystifying
Search Engine Optimization

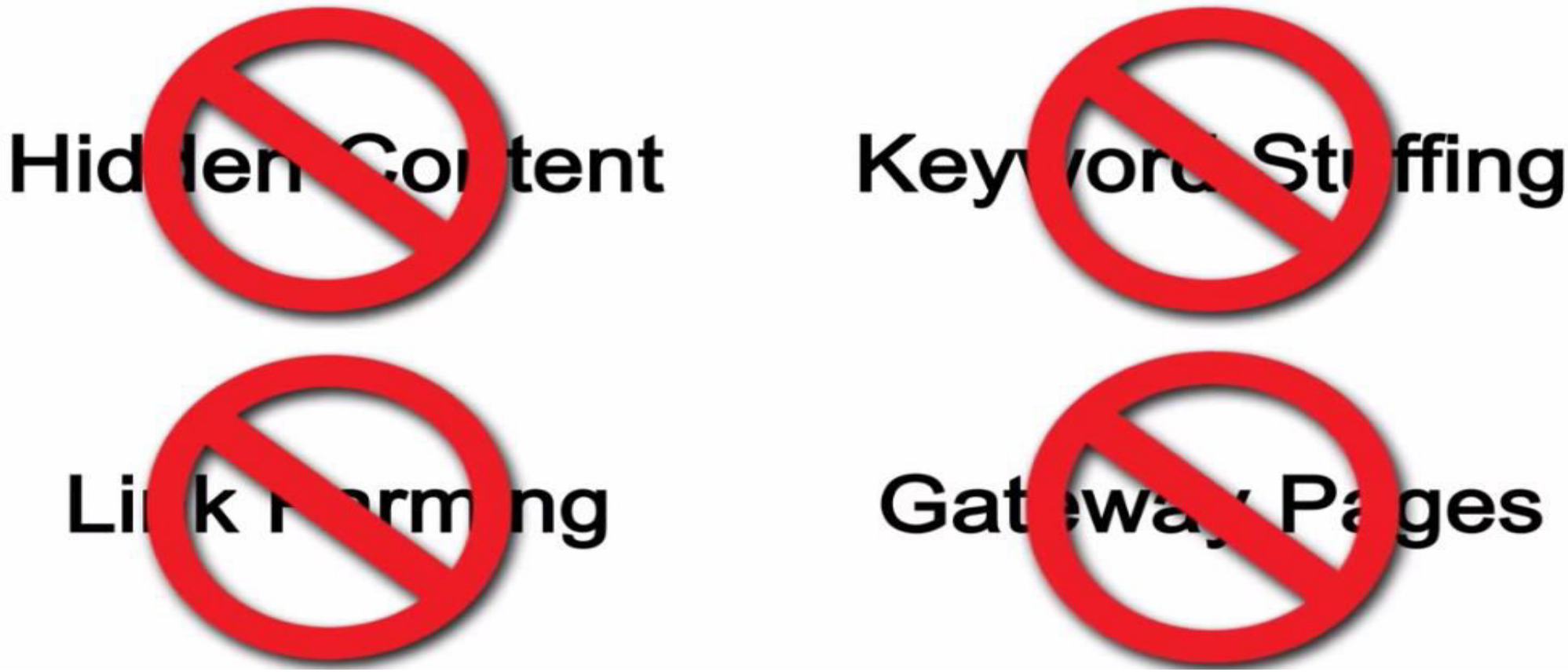

facebook
LinkedIn
twitter
YouTube
™

THERE IS NO MAGIC FORMULA

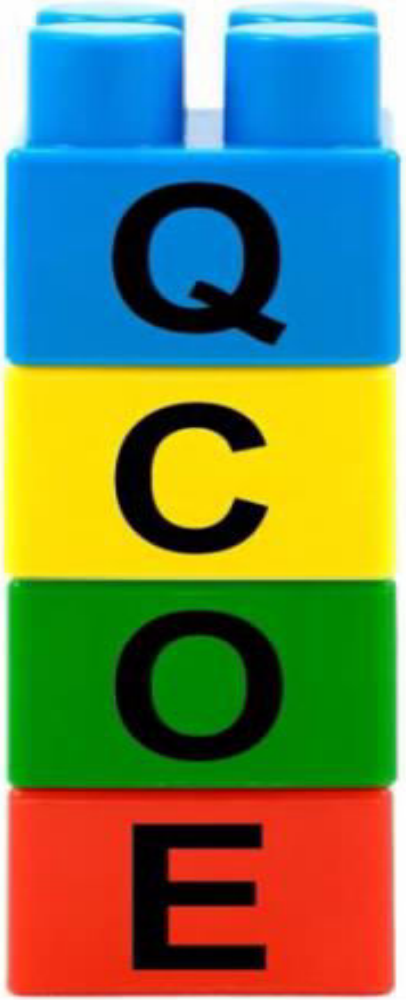
Google
bing
YAHOO!

good
SEO=
more
targeted traffic
to your website

Google


Hidden Content
Keyword Stuffing
Link Farming
Gateway Pages

white papers
articles
niche reports
SEO
pictures
videos
blog
presentations
infographics



uality inbound links

heck website structure

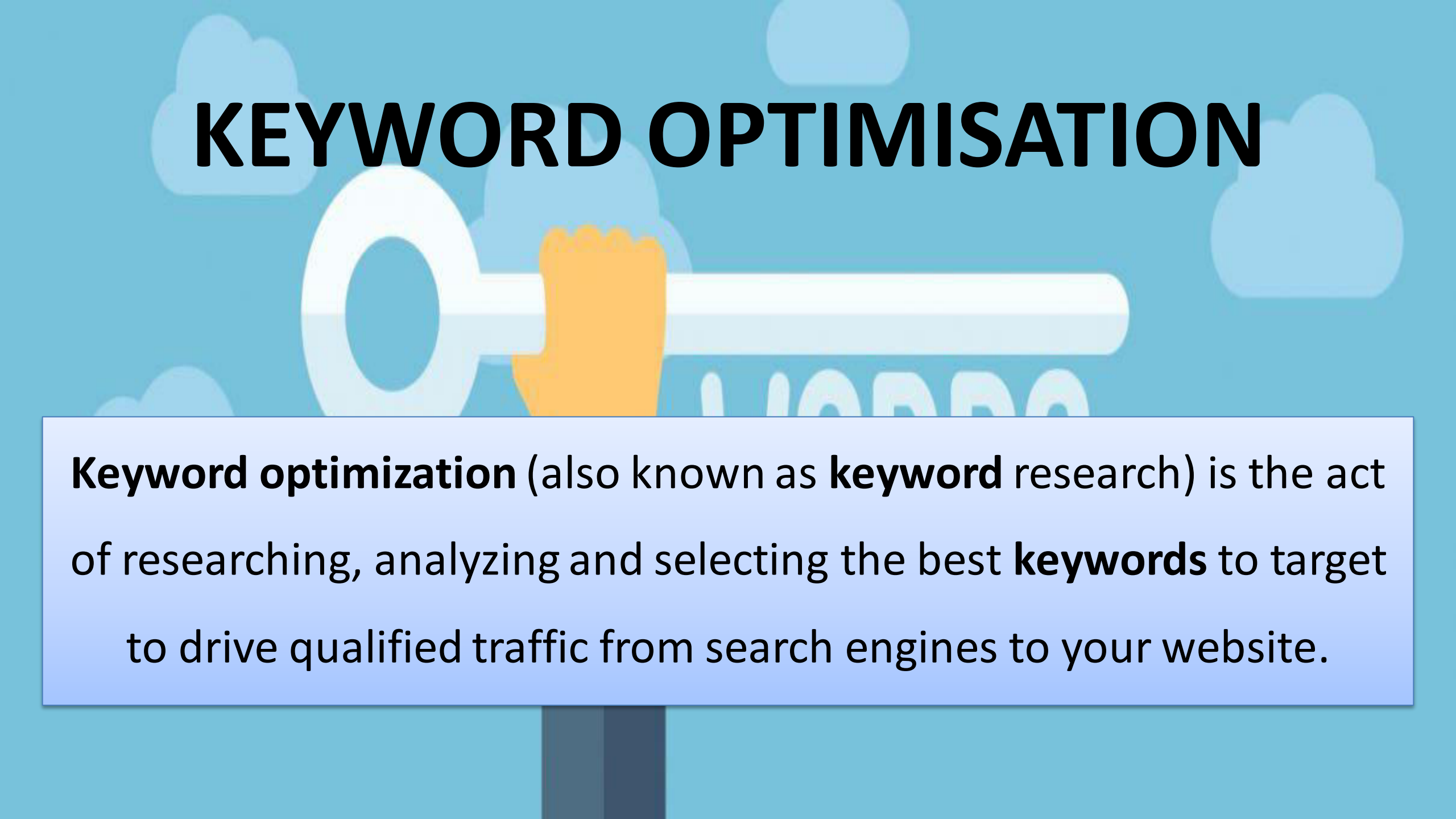
n-page SEO factors

valuate your content

ADAPTIVE

SEO = competitive advantage

KEYWORD OPTIMISATION



Keyword optimization (also known as **keyword** research) is the act of researching, analyzing and selecting the best **keywords** to target to drive qualified traffic from search engines to your website.

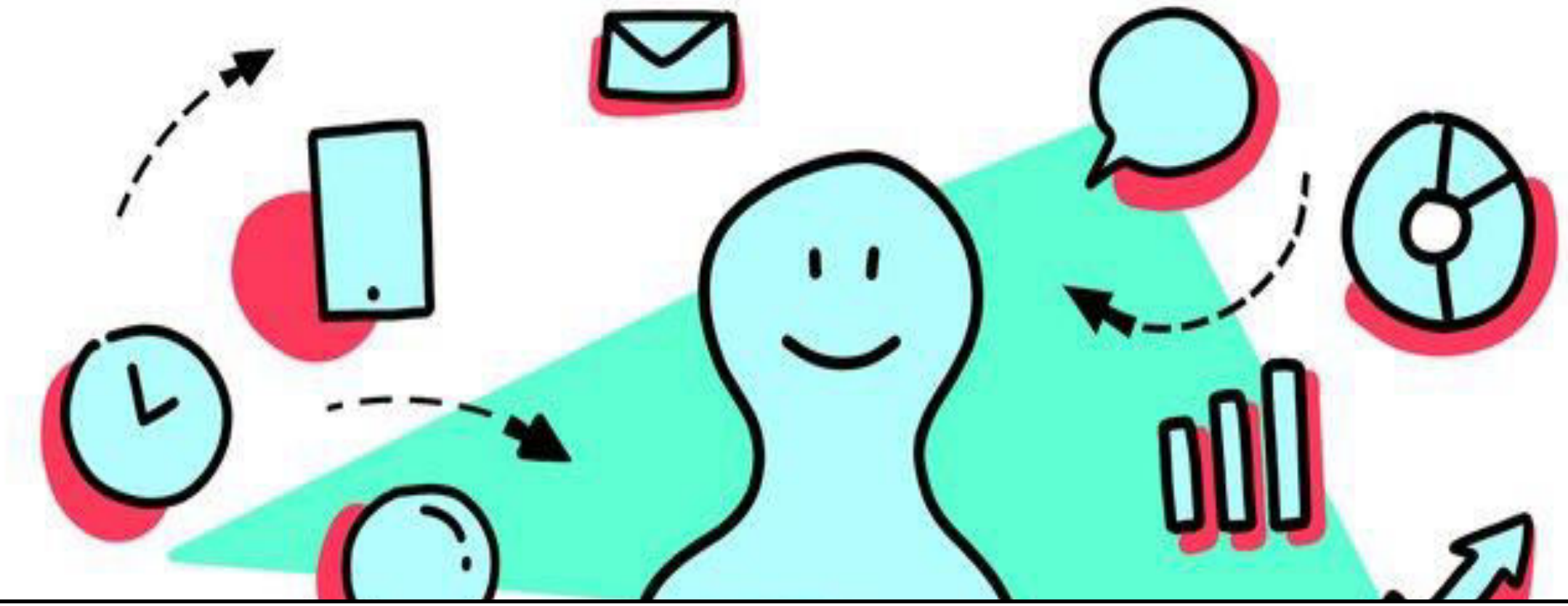
KEYWORDS

BENEFITS

DRIVE QUALIFIED TRAFFIC TO YOUR WEBSITE: To drive searchers to your site, you must optimize for the keywords they're searching for

MEASURE TRAFFIC POTENTIAL: Analyzing the popularity of keywords helps you gauge the size of a potential online market.

WRITE EFFECTIVE CONTENT: By incorporating optimized keywords into your website content, you can connect instantly with potential customers and address their needs

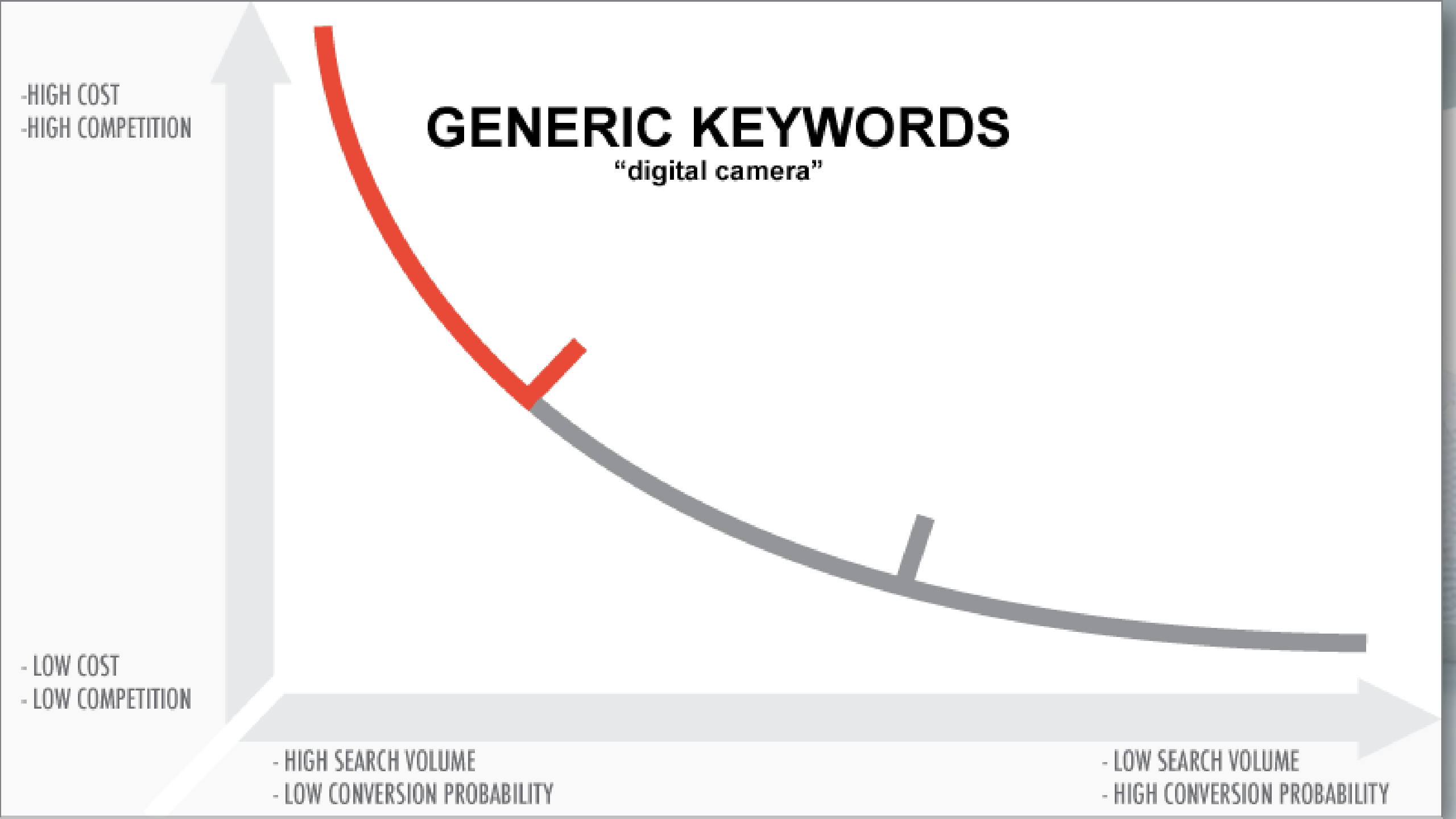


Understand user behaviour: By analyzing the words that your customers use, you get an idea of their needs and how to service those needs.

GENERIC KEYWORDS

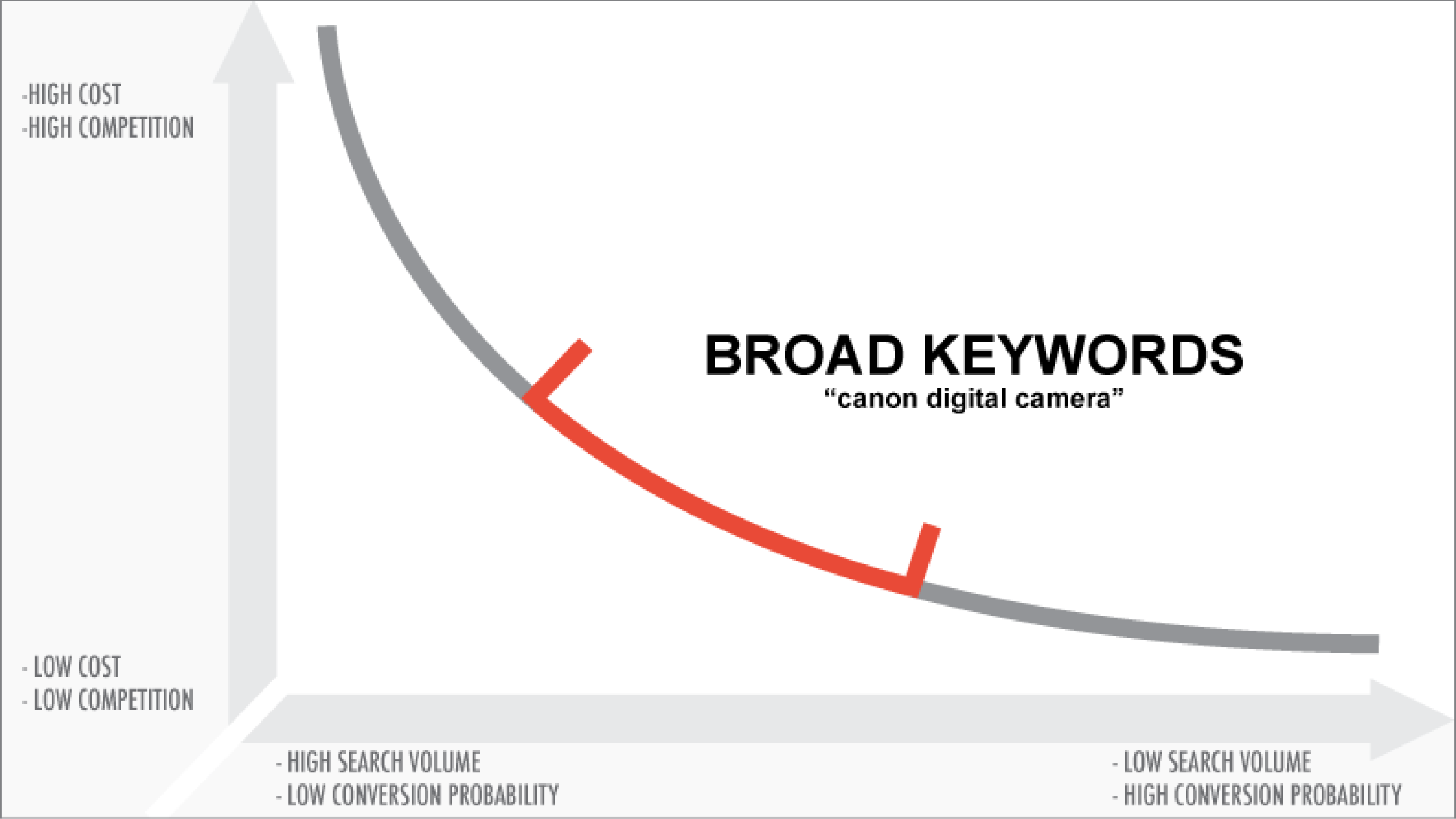
Just as the title suggests these are very generic, unspecific terms that get searched for. Something like “Tennis Shoes” or “Digital Cameras” would be considered a generic term.

When developing an organic search strategy we typically stray away from these terms as they are highly competitive and not specific enough to the sites actual content.


-HIGH COST
-HIGH COMPETITION
GENERIC KEYWORDS
"digital camera"
- LOW COST
- LOW COMPETITION
- HIGH SEARCH VOLUME
- LOW CONVERSION PROBABILITY
- LOW SEARCH VOLUME
- HIGH CONVERSION PROBABILITY

BROAD MATCH KEYWORDS

Broad match terms are the core of SEO. Terms like “Red Tennis Shoes” or “Canon T2I Digital Camera” will present a stronger opportunity and engagement than a generic term.


-HIGH COST
-HIGH COMPETITION
BROAD KEYWORDS
"canon digital camera"
- LOW COST
- LOW COMPETITION
- HIGH SEARCH VOLUME
- LOW CONVERSION PROBABILITY
- LOW SEARCH VOLUME
- HIGH CONVERSION PROBABILITY

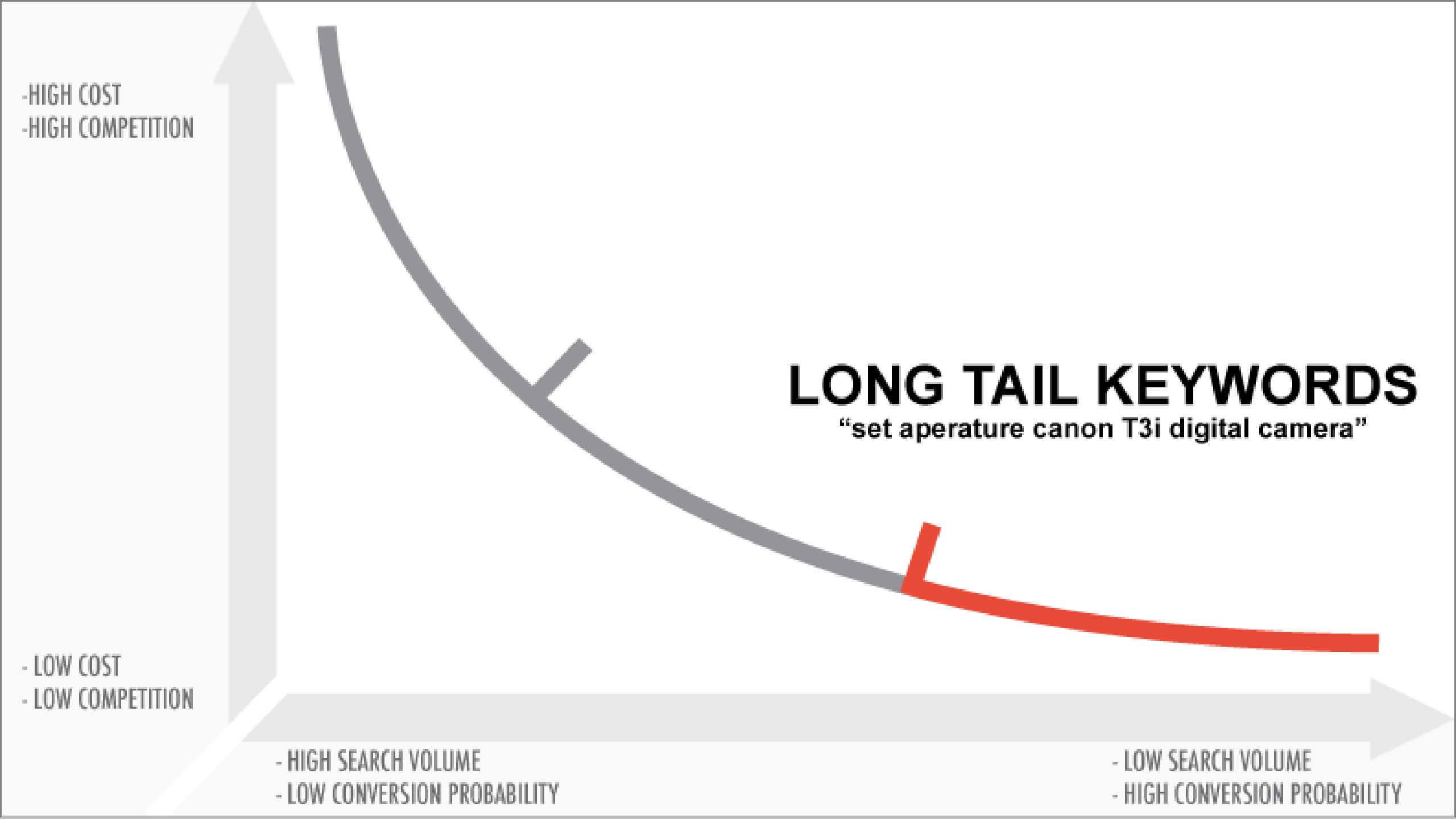
LONGTAIL KEYWORDS

Think of these as the sentences that get typed into Google :

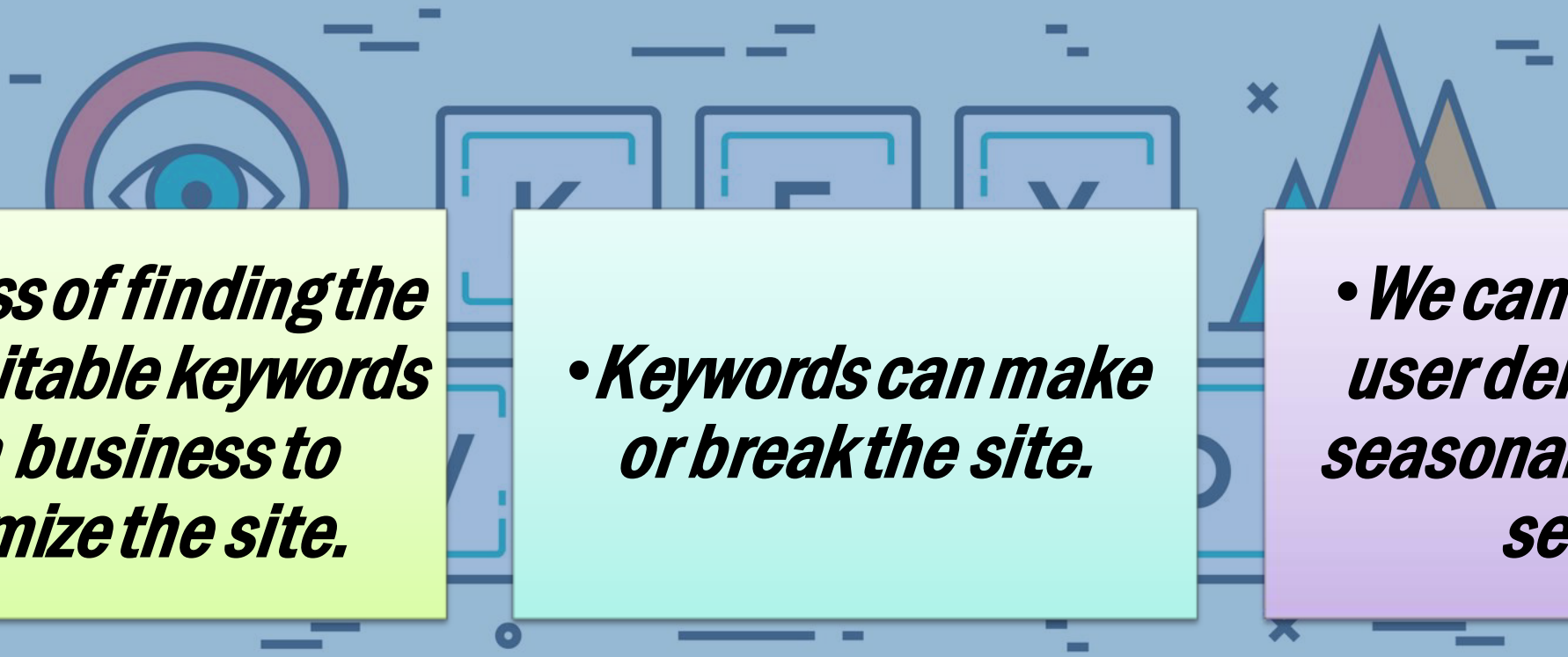
"How do I set the aperture on my Canon T3I digital camera"

LONGTAIL KEYWORDS

Long tail keywords might not be the biggest traffic drivers to your site but if you rank for a long tail term you will get traffic due to its specific nature and low competition.

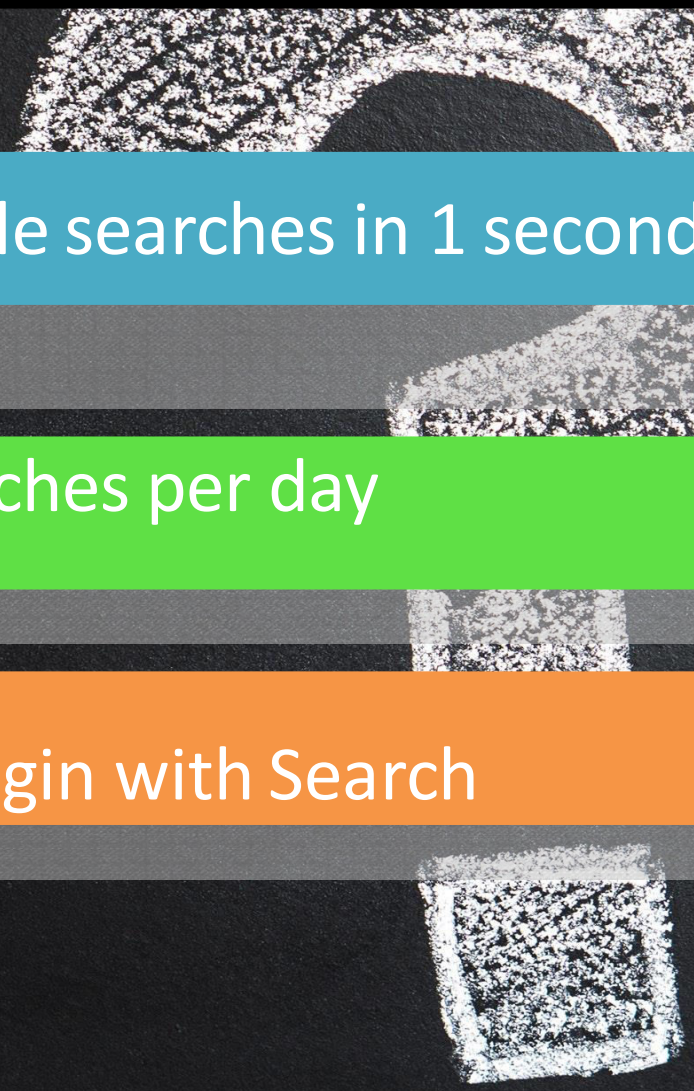

-HIGH COST
-HIGH COMPETITION
LONG TAIL KEYWORDS
"set aperature canon T3i digital camera"
- LOW COST
- LOW COMPETITION
- HIGH SEARCH VOLUME
- LOW CONVERSION PROBABILITY
- LOW SEARCH VOLUME
- HIGH CONVERSION PROBABILITY

WHAT IS KEYWORD RESEARCH ?



- *Process of finding the best suitable keywords for a business to optimize the site.*
- *Keywords can make or break the site.*
- *We can predict the user demands and seasonal changes in search.*

QUERY STATS

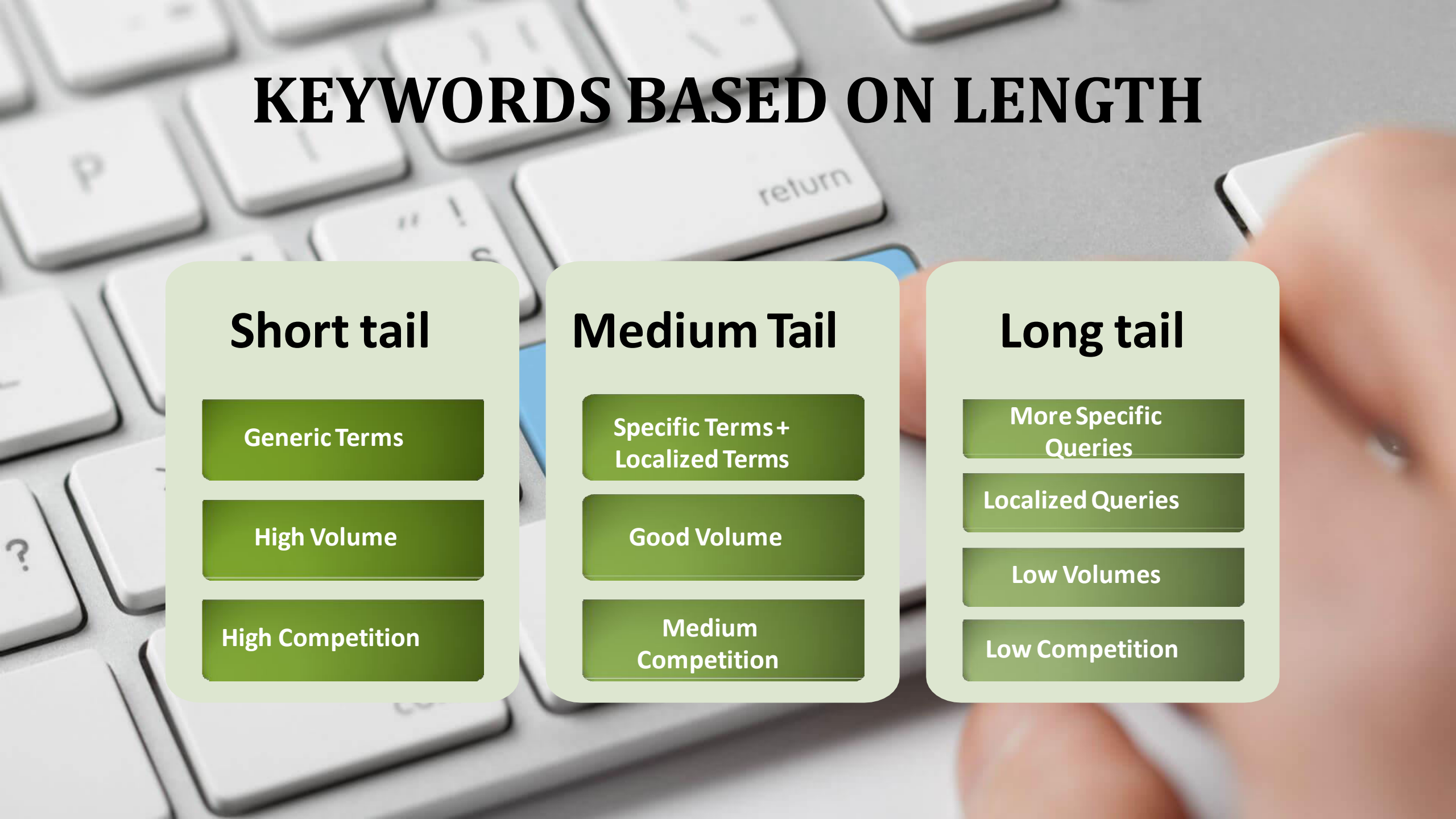


44,835 Google searches in 1 second

6 billion searches per day

93% users begin with Search

KEYWORDS BASED ON LENGTH



Short tail

- Generic Terms
- High Volume
- High Competition

Medium Tail

- Specific Terms + Localized Terms
- Good Volume
- Medium Competition

Long tail

- More Specific Queries
- Localized Queries
- Low Volumes
- Low Competition

LONGTAIL KEYWORDS

Long tail keywords are those three and four **keyword** phrases which are very, very specific to whatever you are selling. You see, whenever a customer uses a highly specific search phrase, they tend to be looking for exactly what they are actually going to buy.

SHORT TAIL KEYWORDS

Short tail keywords are search phrases with only one or words.

Their **length** makes them less specific than searches with more words.

“Egg” (1 word) is an example of a short tail keyword, whereas **“Make scrambled eggs fluffy”** (4 words) is a **long tail keyword.**

INFORMATION QUERIES

•Queries that cover a broad topic.

- Ex.: web design or SEO

•Sometimes informational queries can be generic or specific.

- **Generic** : we cannot predict the exact purpose
- **Specific** : we can predict exact purpose

NAVIGATION QUERIES

- **Queries that seek a information about specific brand or website only.**

Ex.: Facebook login, YouTube Login

Apple Support Page

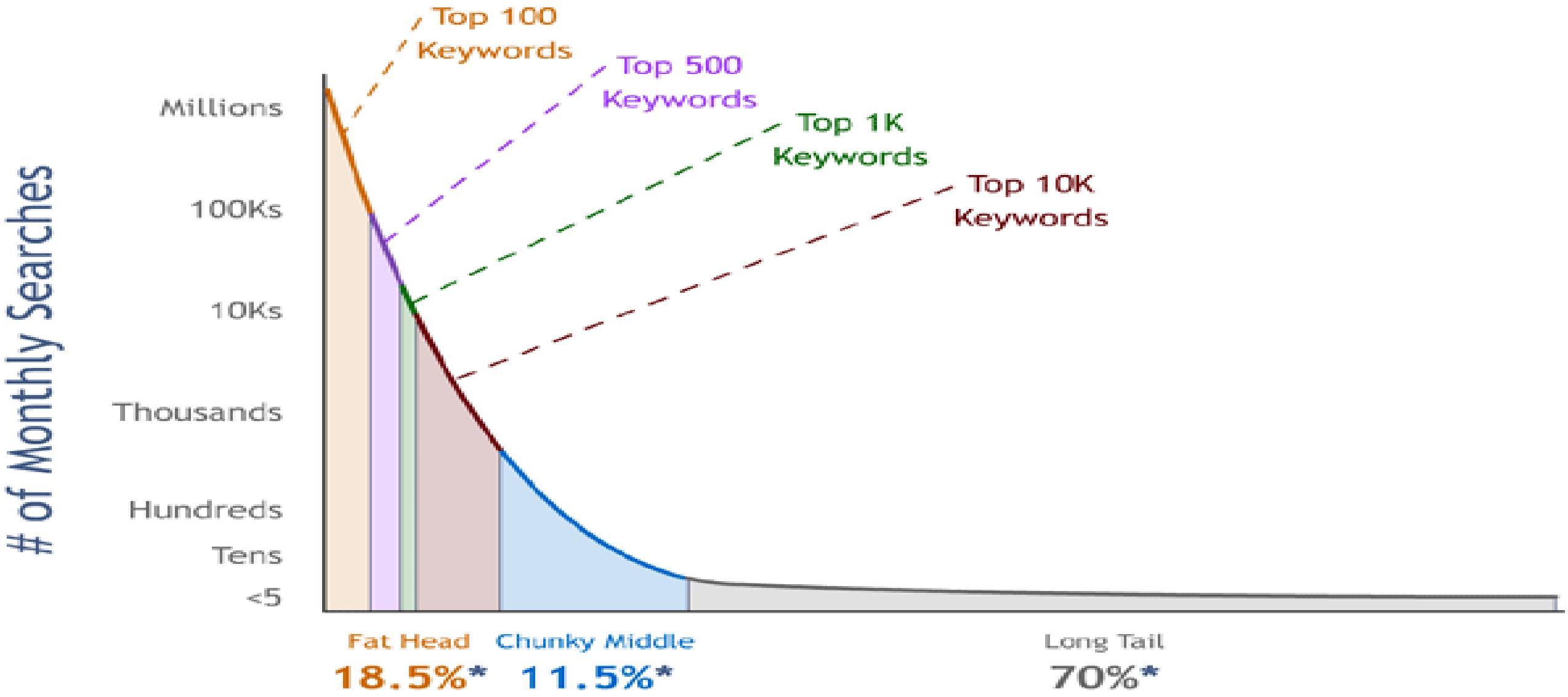
- **Generally these keywords can be easily targeted and ranked for specific sites.**

NAVIGATION QUERIES

- **Queries which explains the purpose of the user in a precise way**
- Example: Buy Mobiles Online, Learn Digital Marketing, Web Designing Video Training, Restaurants in Hyderabad

- **Localized keywords are also a part of transactional queries.**

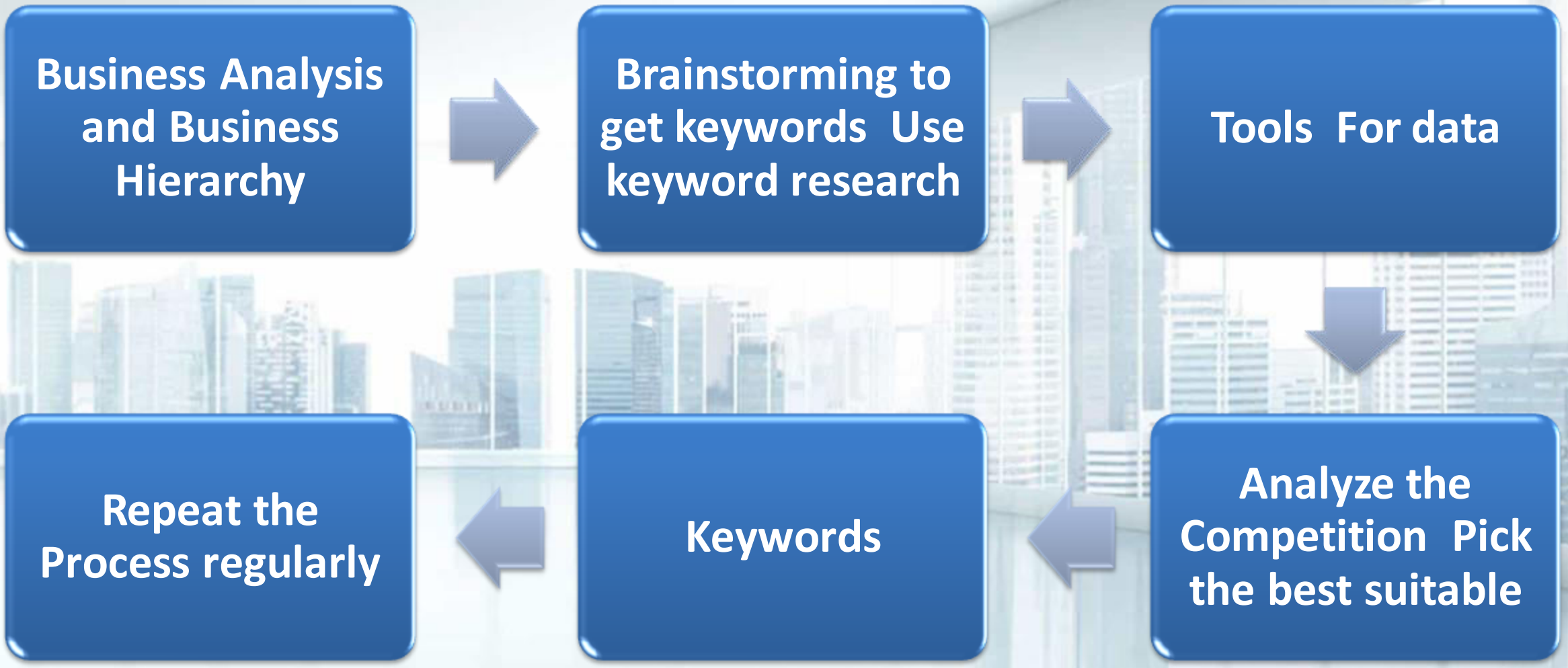
The Search Demand Curve



Data Source:
Experian Hitwise
seomoz.org The Web's Best SEO Resources

*% of search traffic

PROCESS OF KEYWORD RESEARCH



KEYWORD RESEARCH TOOLS

- Keyword planner
- Moz Analytics' Keyword Analysis Tool
- SEM rush
- Keyword Snatcher
- Google Keyword Tool
- Serps
- Wordtracker
- Market Samurai
- PPC Keyword Toolz
- Wordstream

KEYWORD RESEARCH TOOLS

- Traffic Travis
- KeywordSpy
- Speed PPC
- Ubersuggest
- Keyword In
- Keyword Elite
- SEO Book Keyword Typos Generator
- Keyword Ninja
- Soovle
- KGen
- Wordpot

KEYWORDS RESULTS

- Select the specific keywords from lists
- Sort in specific categorized order
- Save the final list of keywords to
- perform competition analysis

USE KEYWORD RESEARCH TOOLS FOR BETTER RESULTS

Good competitor research is often enough to fill your spreadsheet with a ton of relevant keyword ideas.

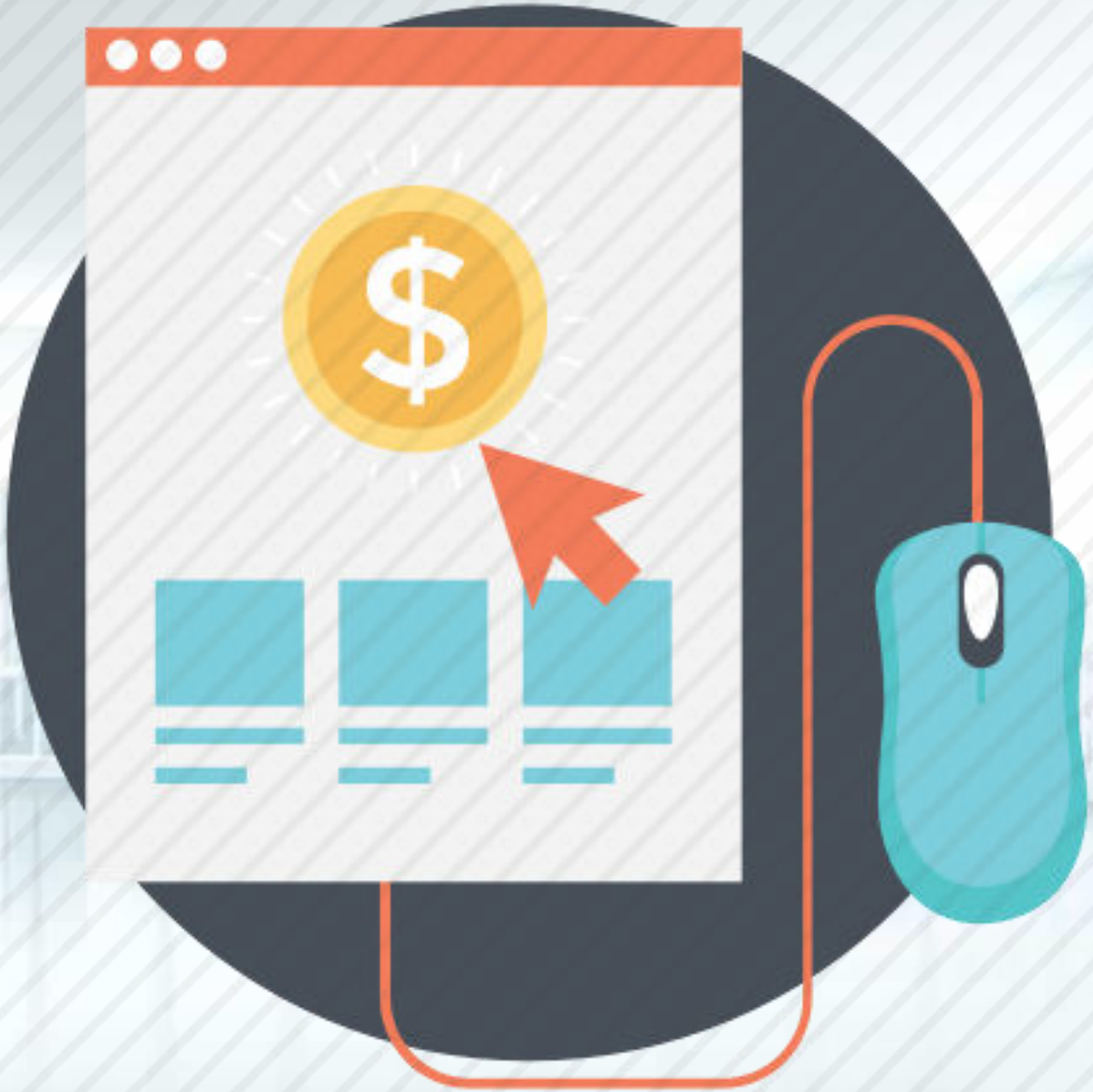
THINGS TO CONSIDER WHILE KEYWORD RESEARCH

KEYWORDS
DIFFICULTY

SEARCH VOLUME

https://www
CLICKS

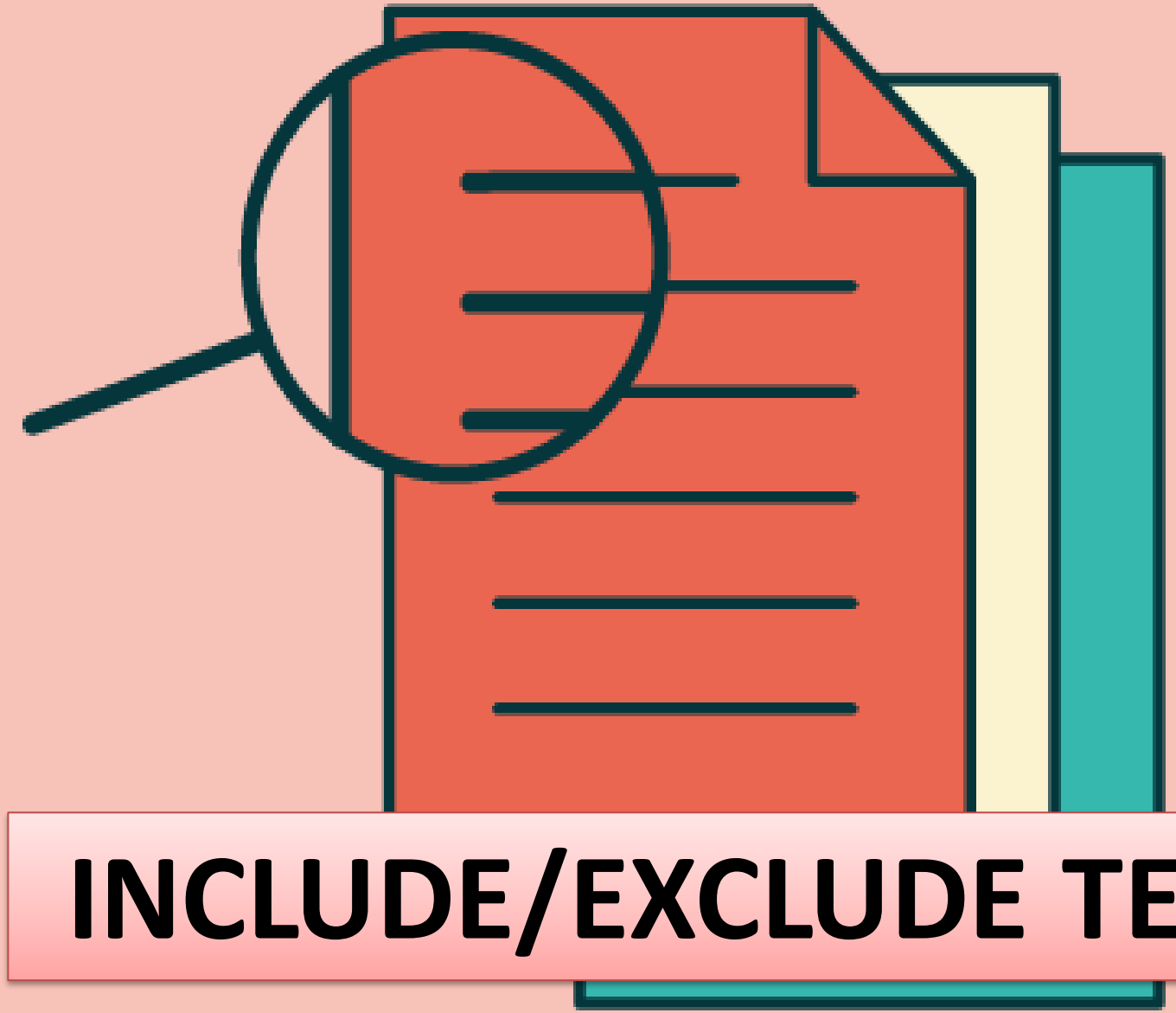
CLICKS PER SEARCH



COST PER CLICK

RETURN RATE

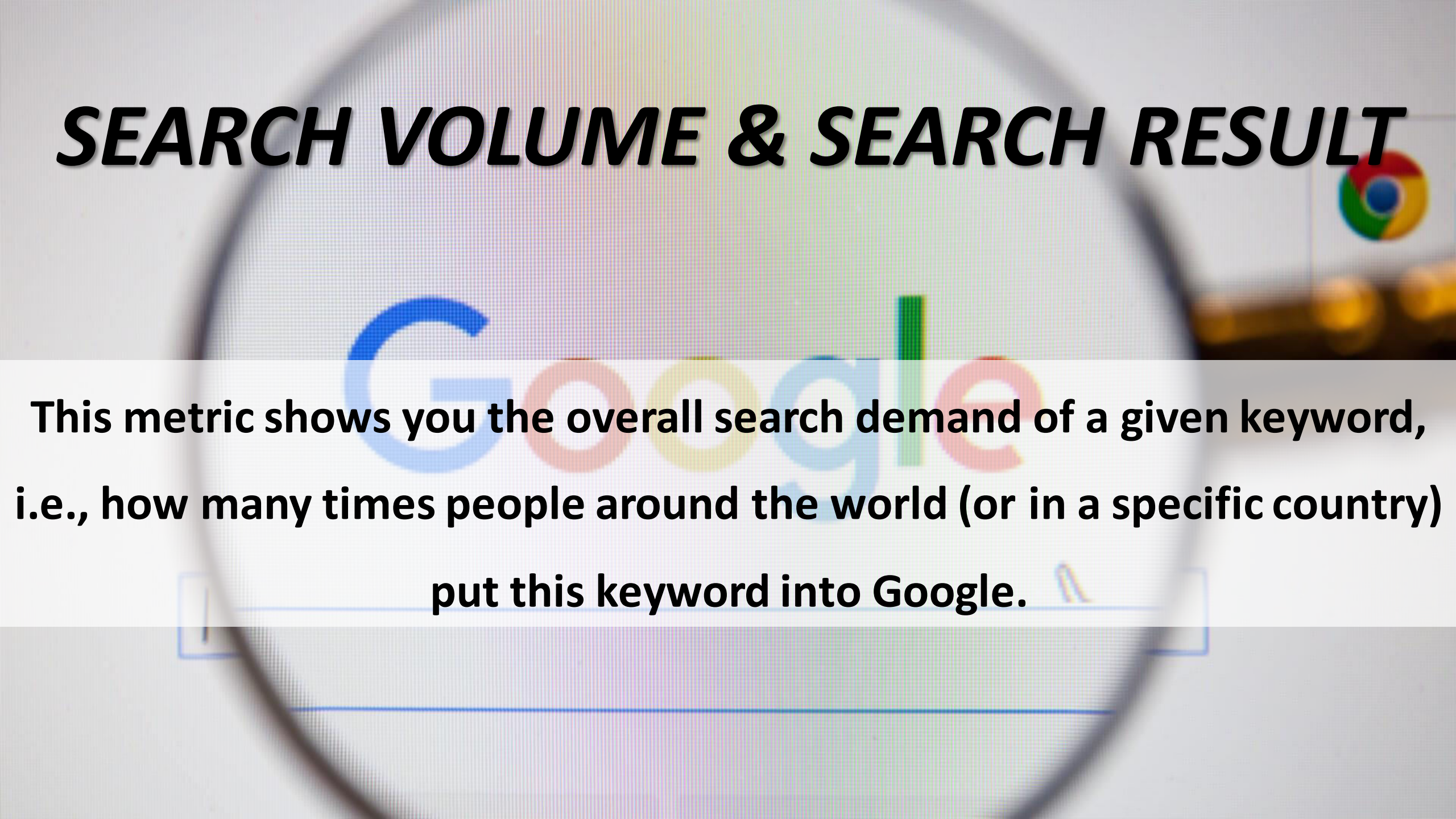
NUMBER OF WORDS IN A KEYWORD



INCLUDE/EXCLUDE TERMS

UNDERSTANDING KEYWORD METRICS

SEARCH VOLUME & SEARCH RESULT



This metric shows you the overall search demand of a given keyword, i.e., how many times people around the world (or in a specific country) put this keyword into Google.

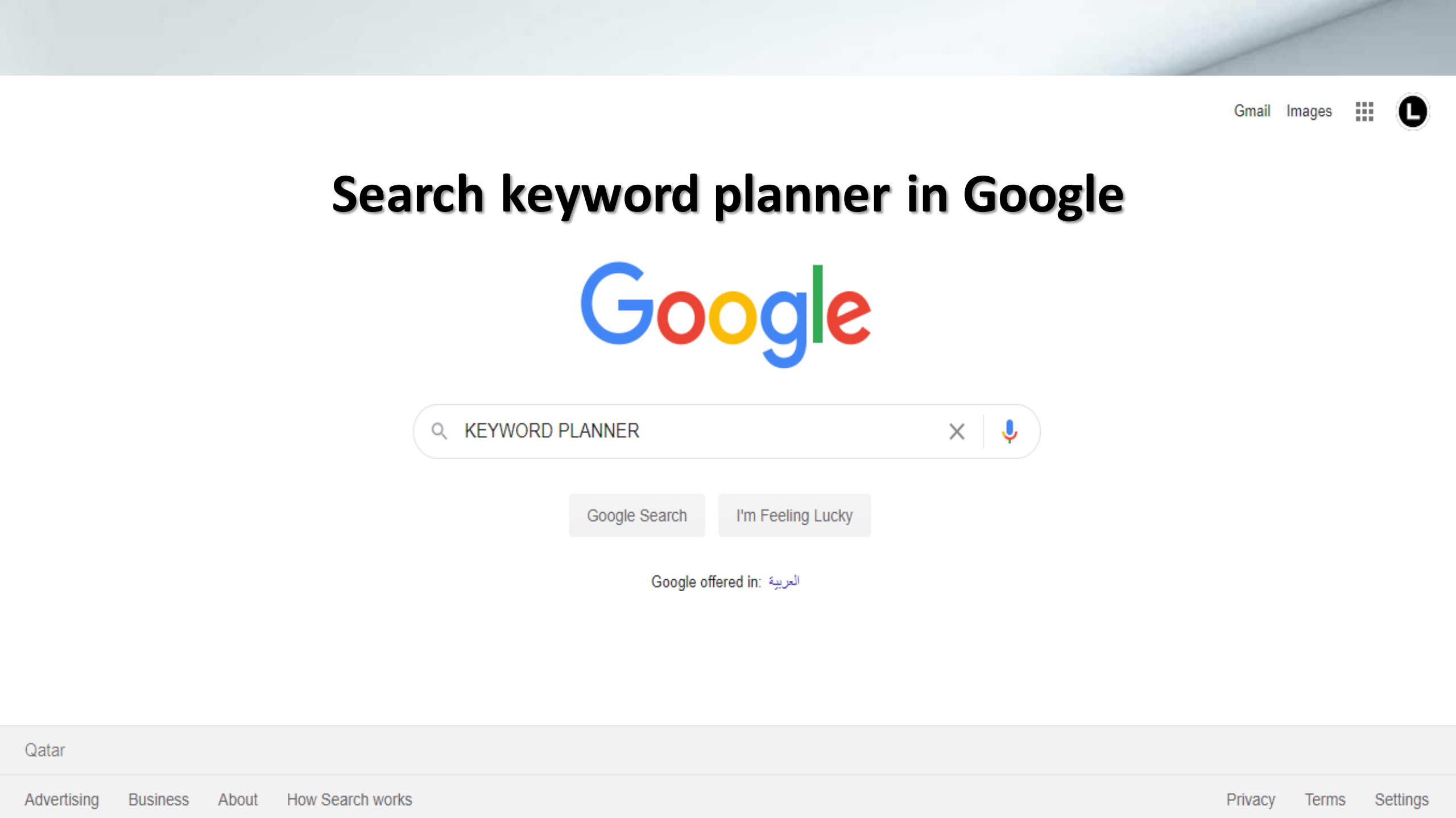
SEARCH VOLUME & SEARCH RESULT

Most of the keyword research tools pull their Search volume numbers from Google AdWords, which was long regarded as a trusted source of this data.

Keyword Research process

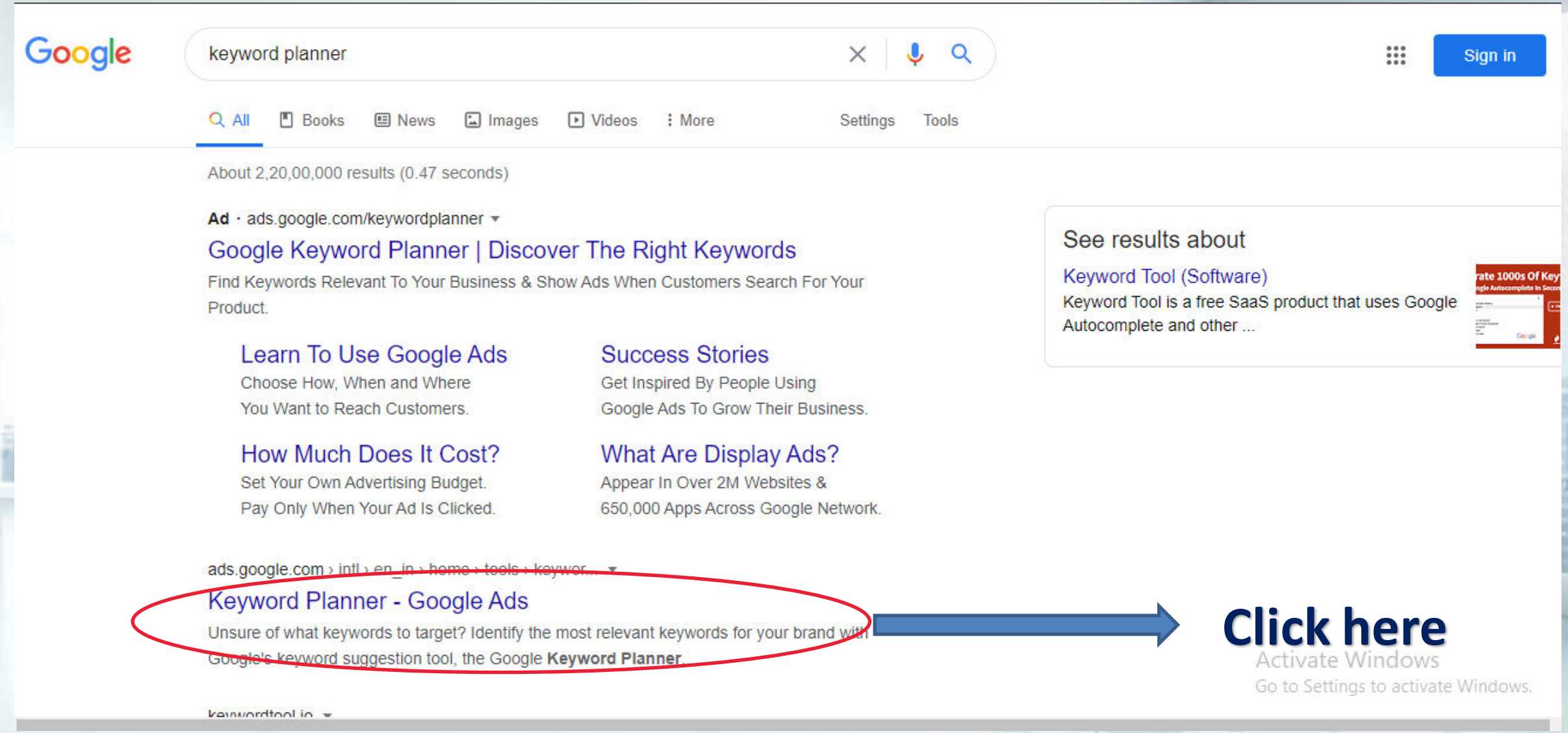
STEP 01:

Search keyword planner in Google



STEP 02:

Click on the result shown in below picture



Gmail Images

Or go through this URL and select your Google account

Google Search I'm Feeling Lucky

Google offered in: العربية

https://ads.google.com/aw/keywordplanner/home?ocid=529714931&euid=422965568&__u=7812007232&uscid=529714931&__c=8003931419&authuser=0&sf=barebones&subid=in-en-et-g-aw-a-tools-kwp_bb-awhp_xin1%21o2

Qatar

Advertising Business About How Search works Privacy Terms Settings

STEP 03:

CLICK ON GO KEYWORD PLANNER

COVID-19: Resources to help your business manage through uncertainty.

Learn more

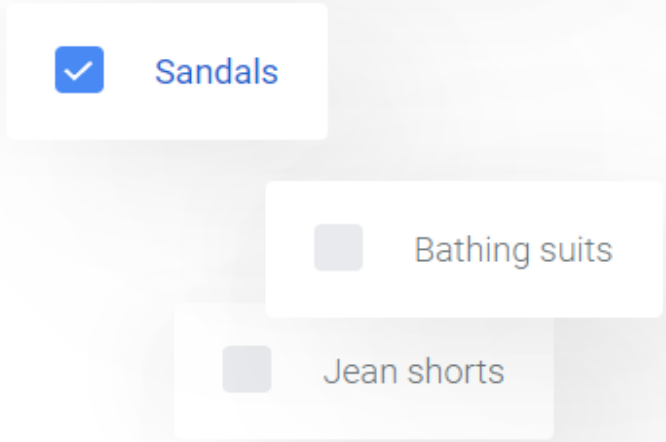
Google Ads Overview How it works Cost FAQ Resources Advanced Contact Sign in

KEYWORD PLANNER

Choose the right keywords

The right keywords can get your ad in front of the right customers, and Google Ads Keyword Planner is here to help.

Go to Keyword Planner



Activate Windows
Go to Settings to activate Windows.

Type here to search
11:19 AM
7/16/2020

Google

Sign in

Continue to Google Ads

Email or phone

Forgot email?

Not your computer? Use Guest mode to sign in privately.
Learn more

Create account

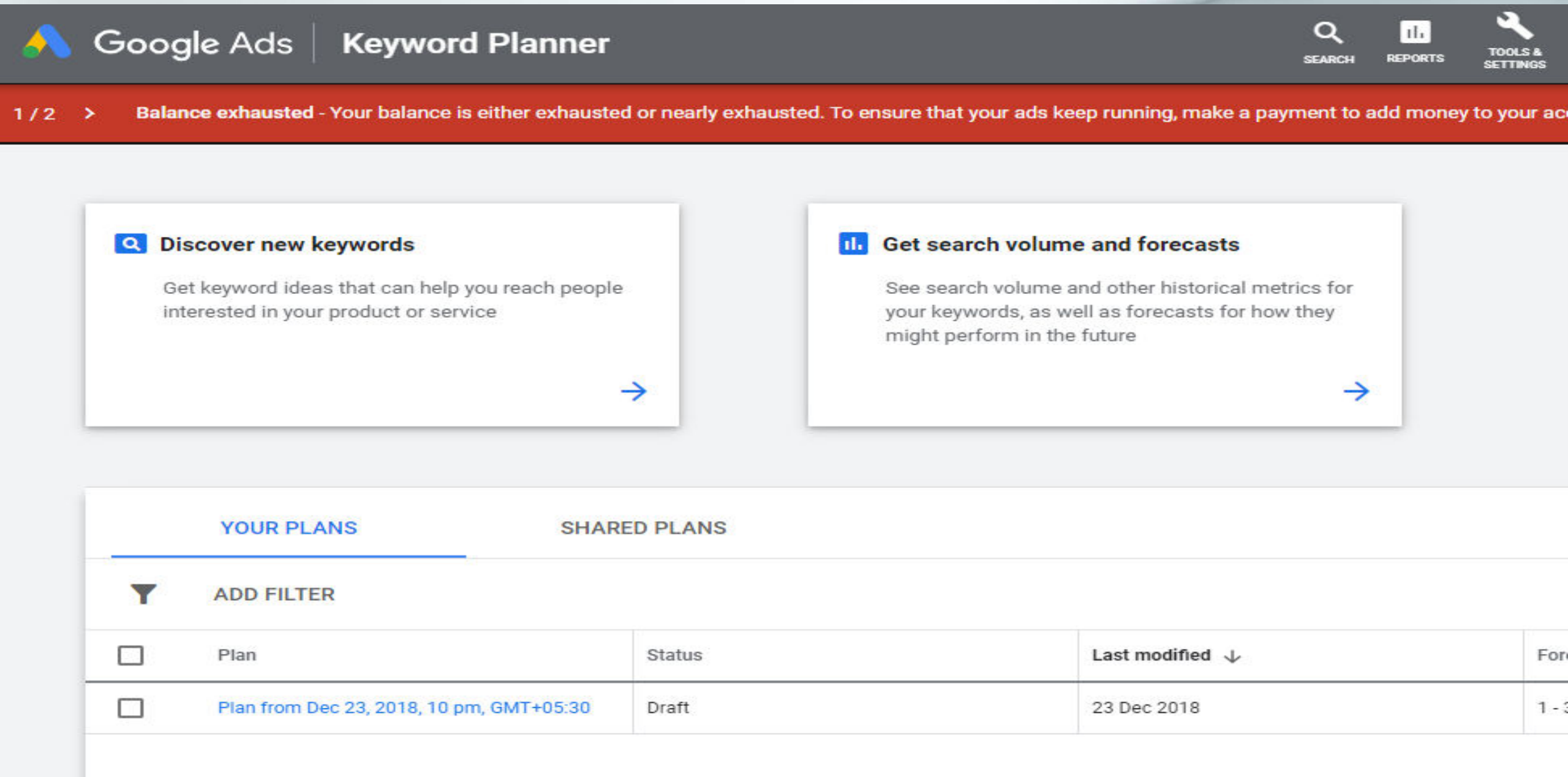
Next

English (United Kingdom)

Help Privacy Terms

STEP 04:

This is the dashboard



Discover new keywords

Get keyword ideas that can help you reach people interested in your product or service

Get search volume and forecasts

See search volume and other historical metrics for your keywords, as well as forecasts for how they might perform in the future

YOUR PLANS | SHARED PLANS

ADD FILTER

COLUMNS

Plan	Status	Last modified	Forecast period
Plan from Dec 23, 2018, 10 pm, GMT+05:30	Draft	23 Dec 2018	1 - 31 Jan 2019 (Next month)

1 - 1 of 1

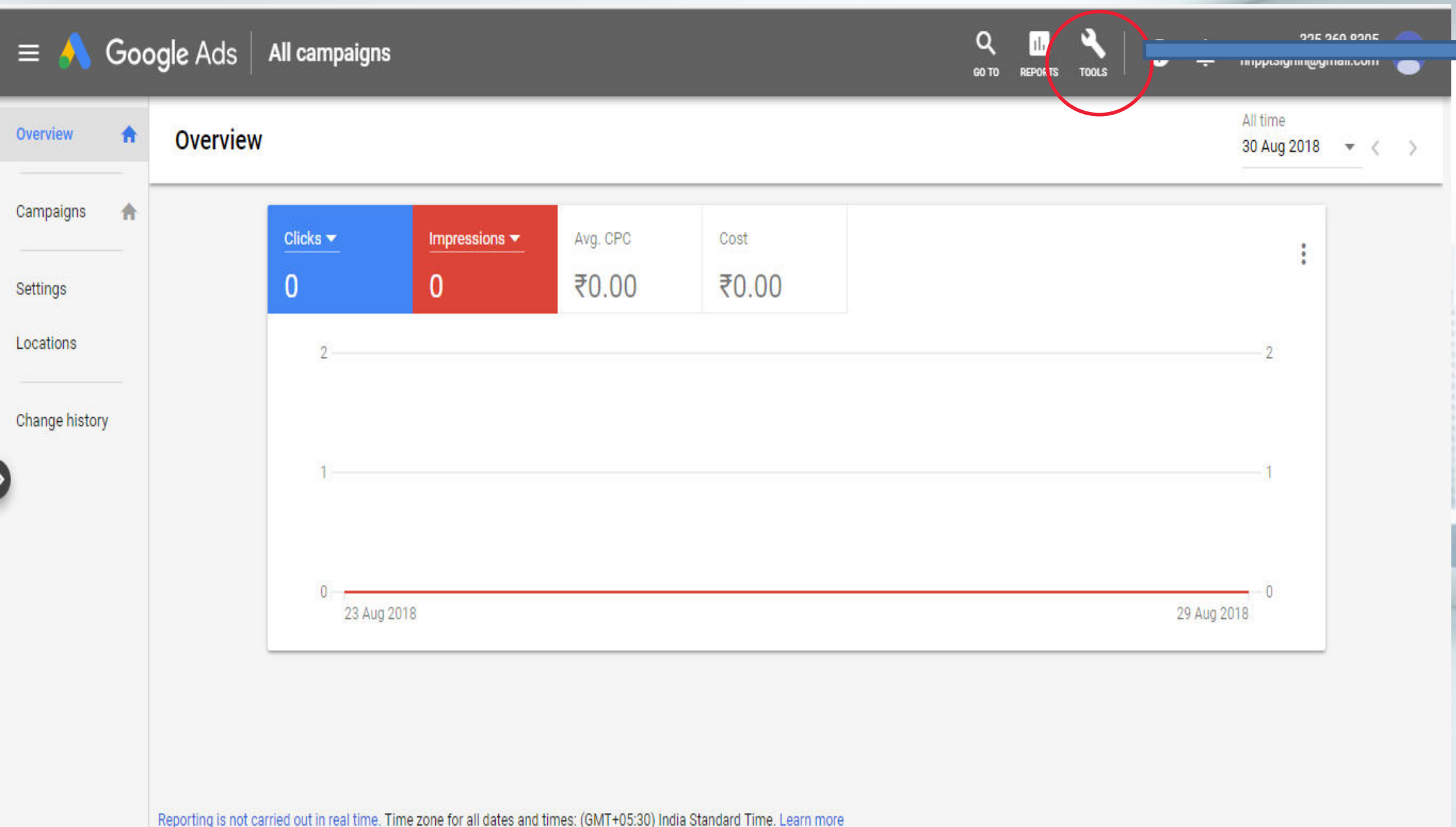
Activate Windows
Go to Settings to activate Windows.

Type here to search

11:13 AM
7/16/2020

STEP 05:

Click on Tools

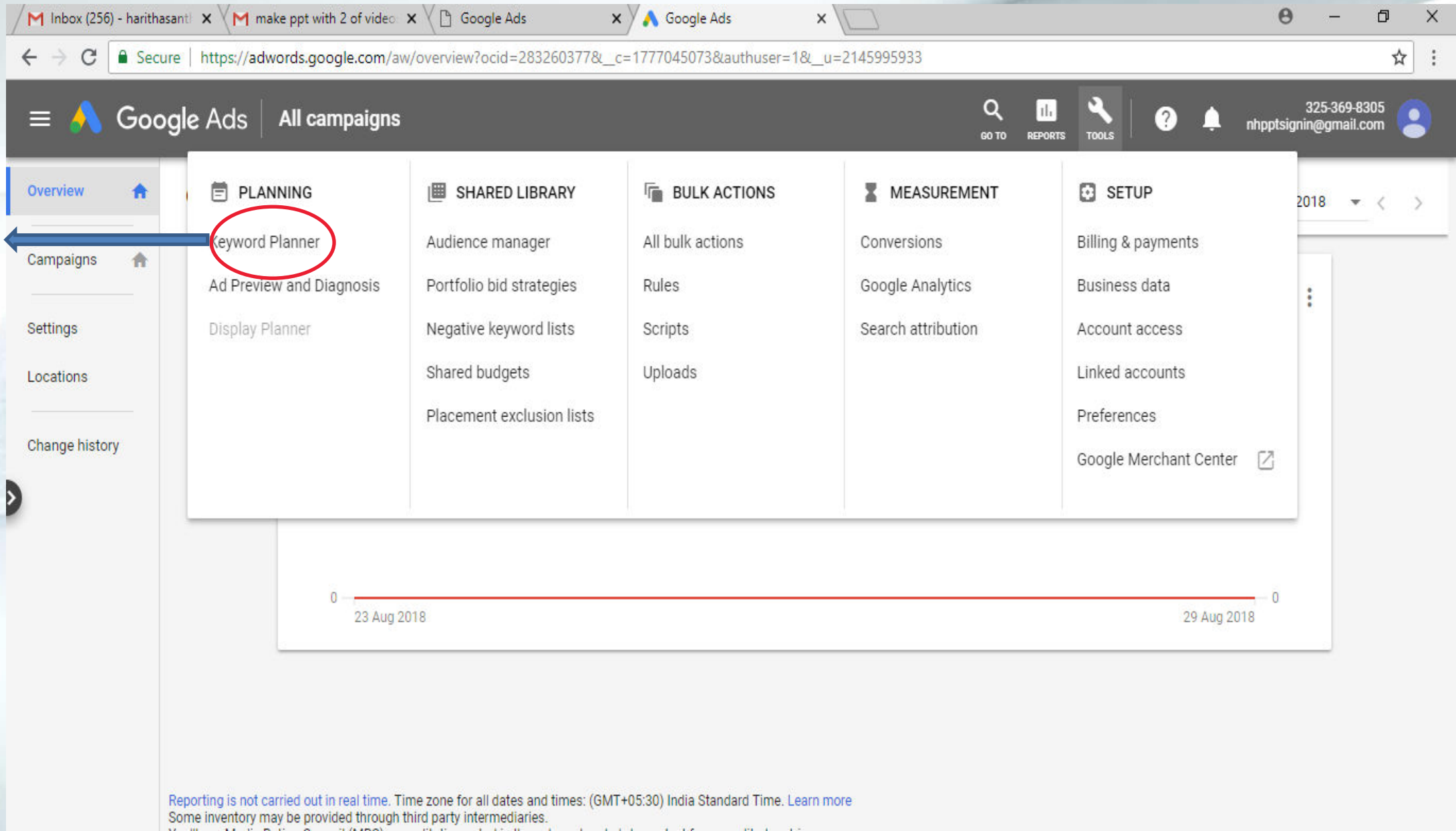


Click on tools

STEP 06:

Select keyword planner

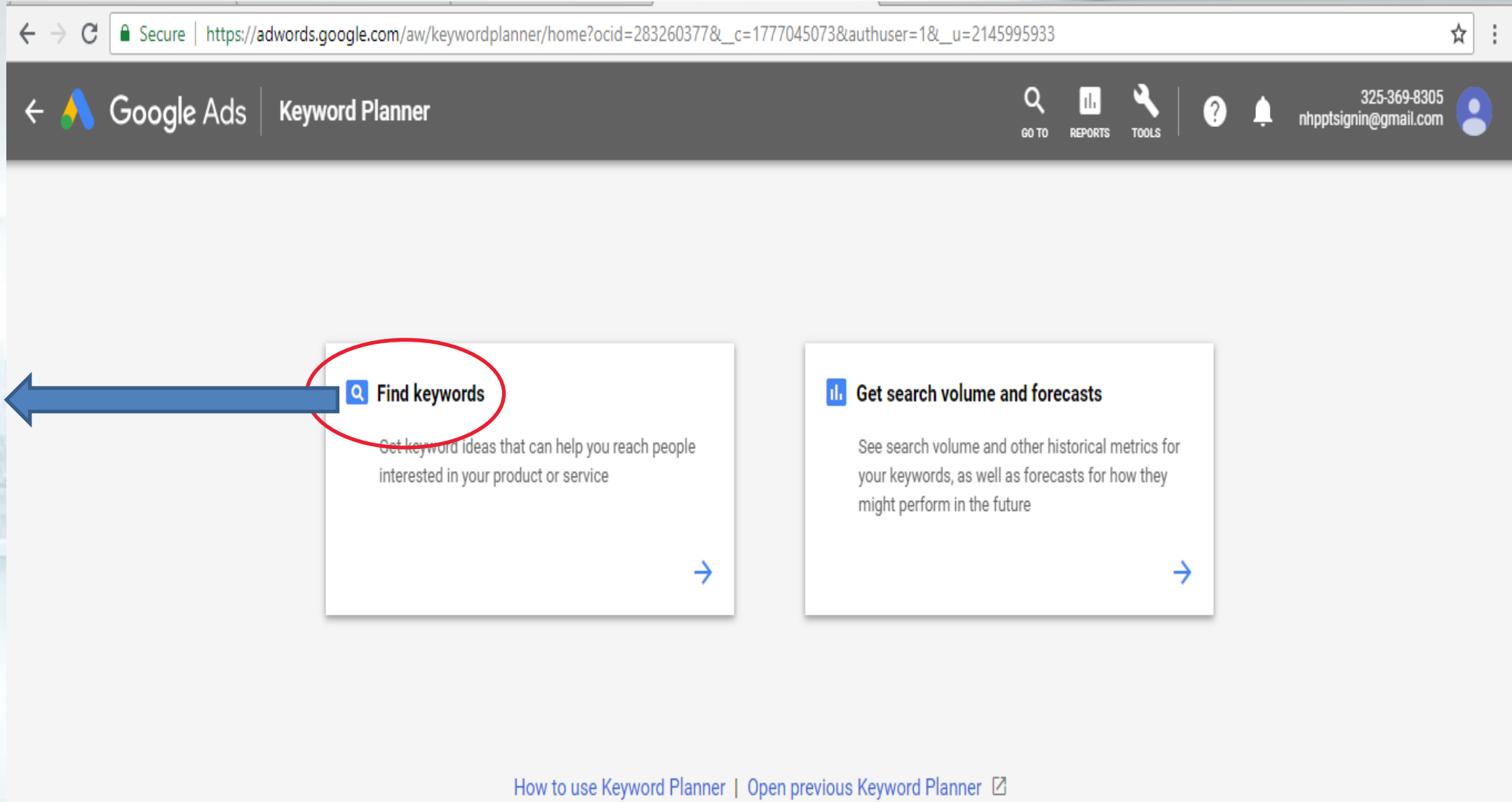
Keyword planner



STEP 07:

Click on find keywords

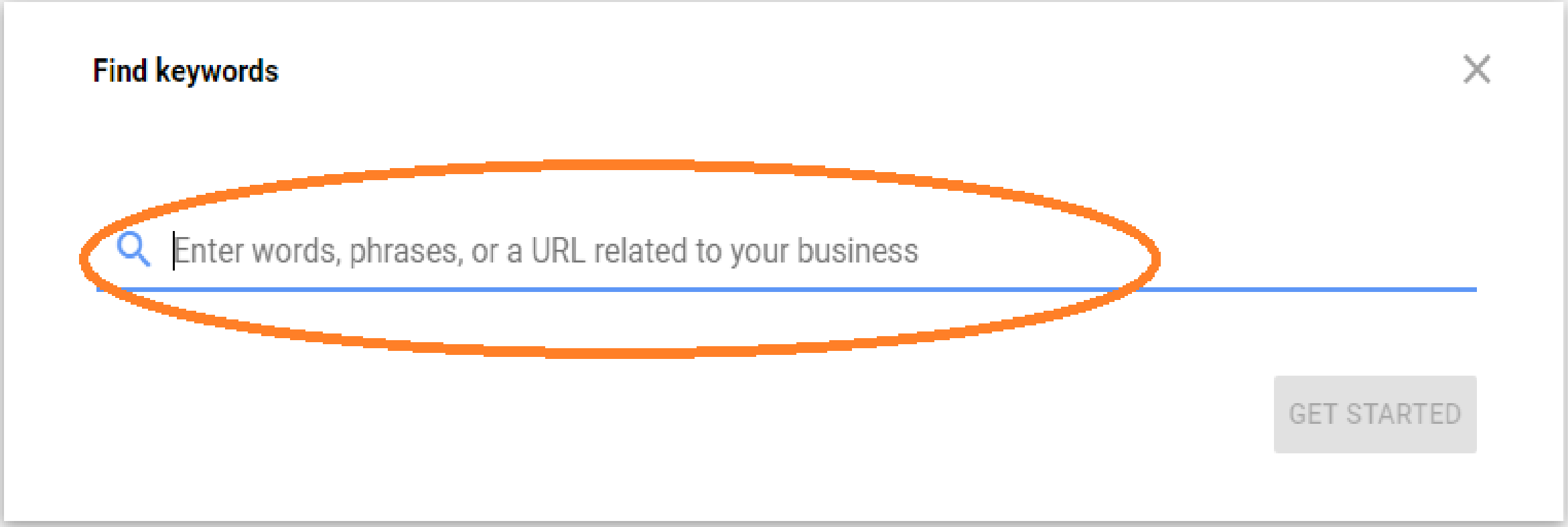
Click find keyword and proceed



STEP 08:

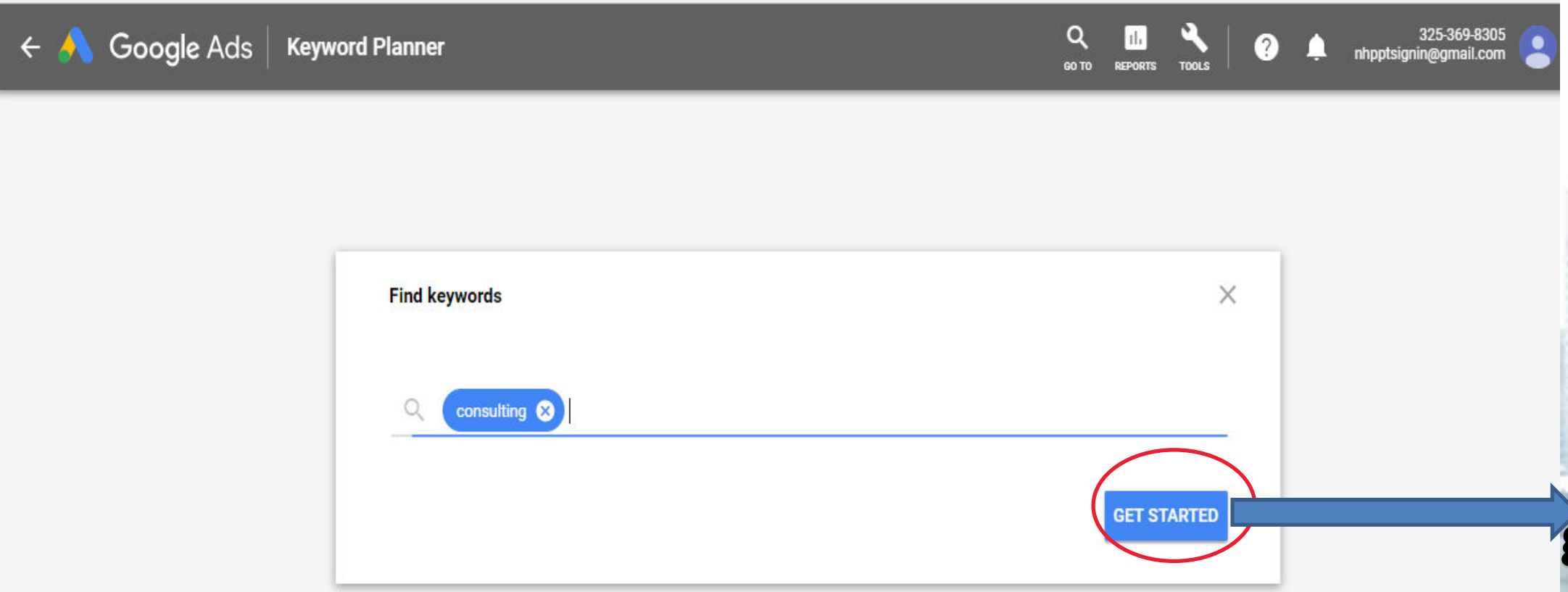
Enter your keyword/niche keyword

Your most recent plan is saved as a draft RESUME PLAN



STEP 09:

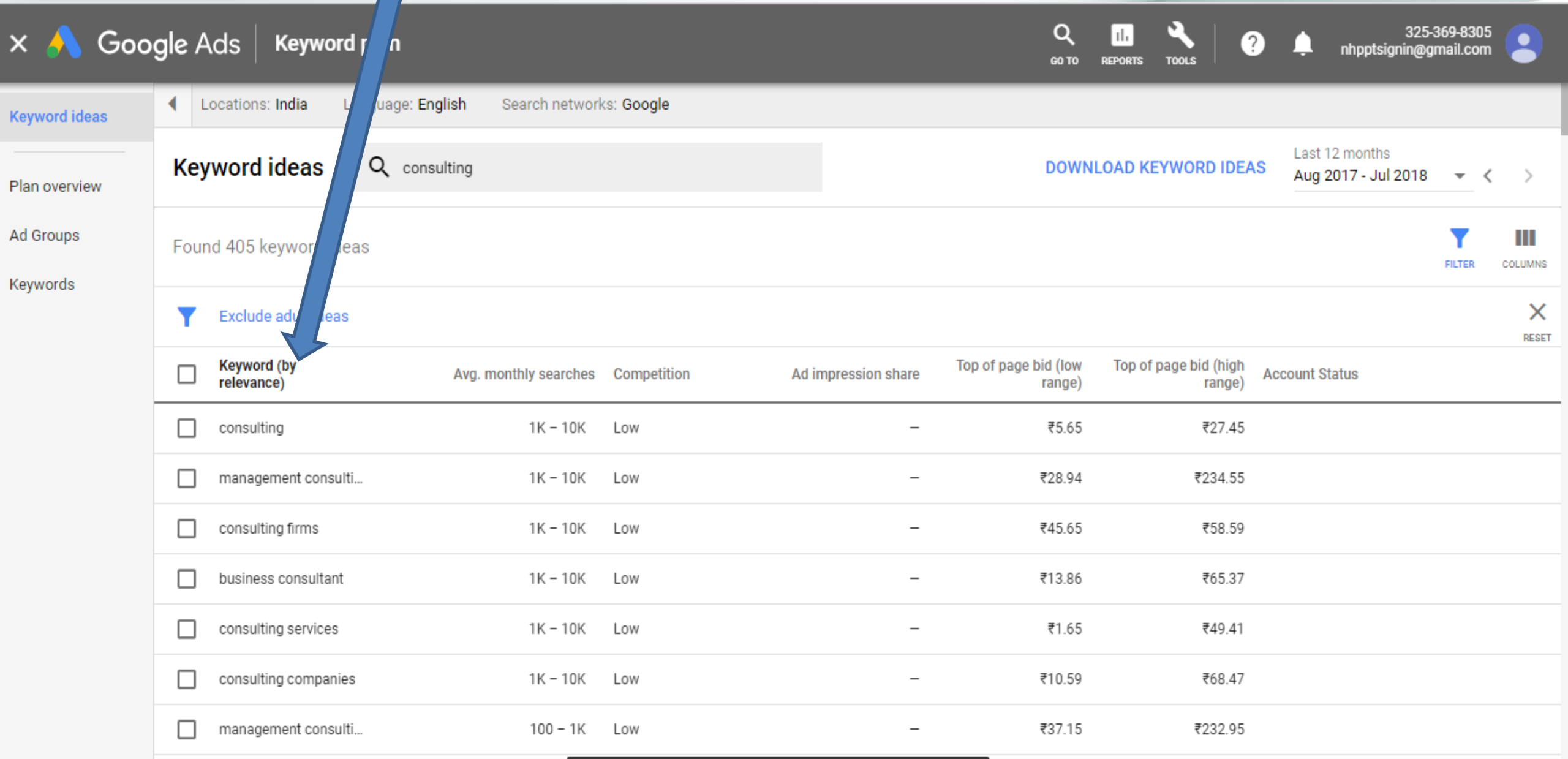
You can type more than one word if needed
Eg: Consulting



Click on get started

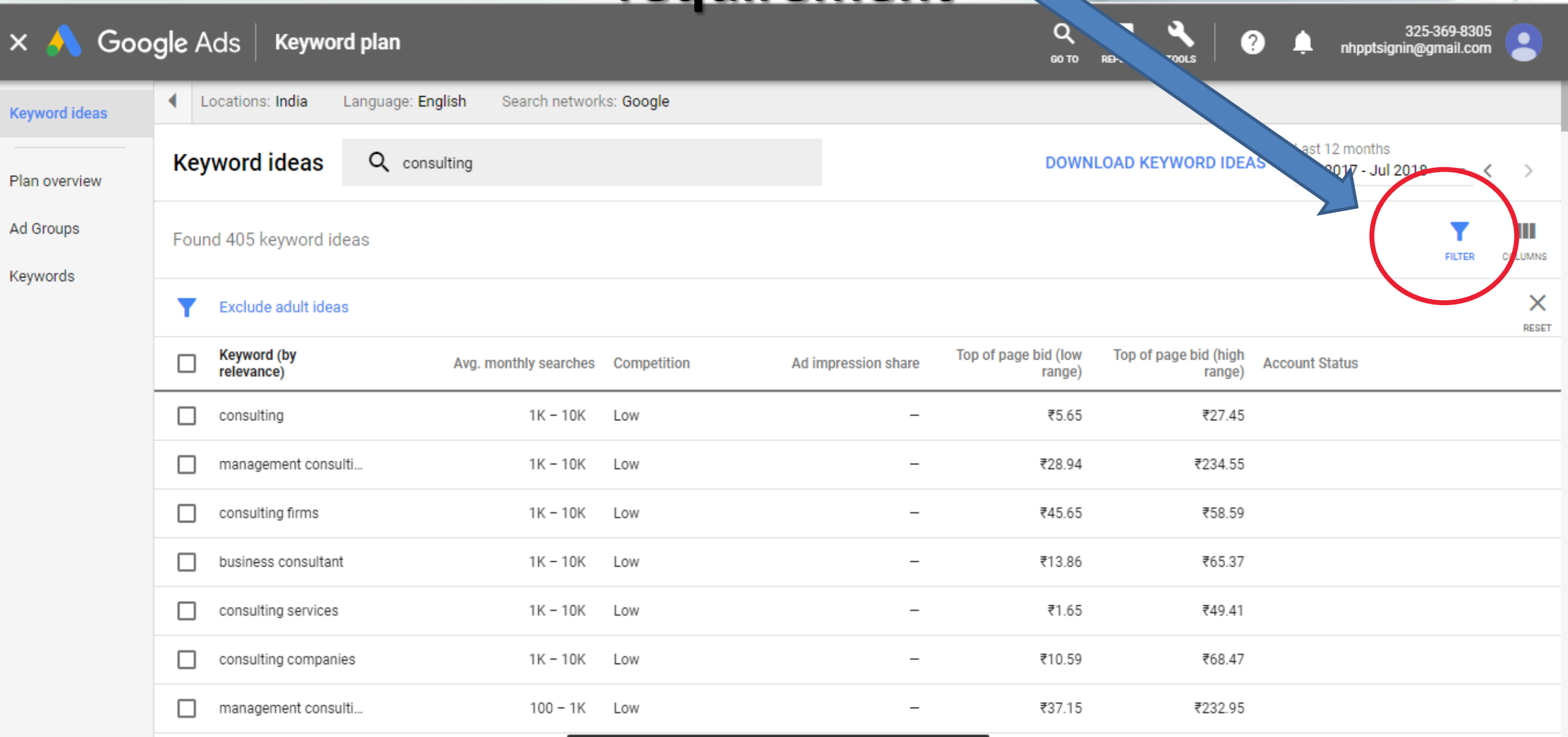
STEP 10:

Related keywords are listed



STEP 11:

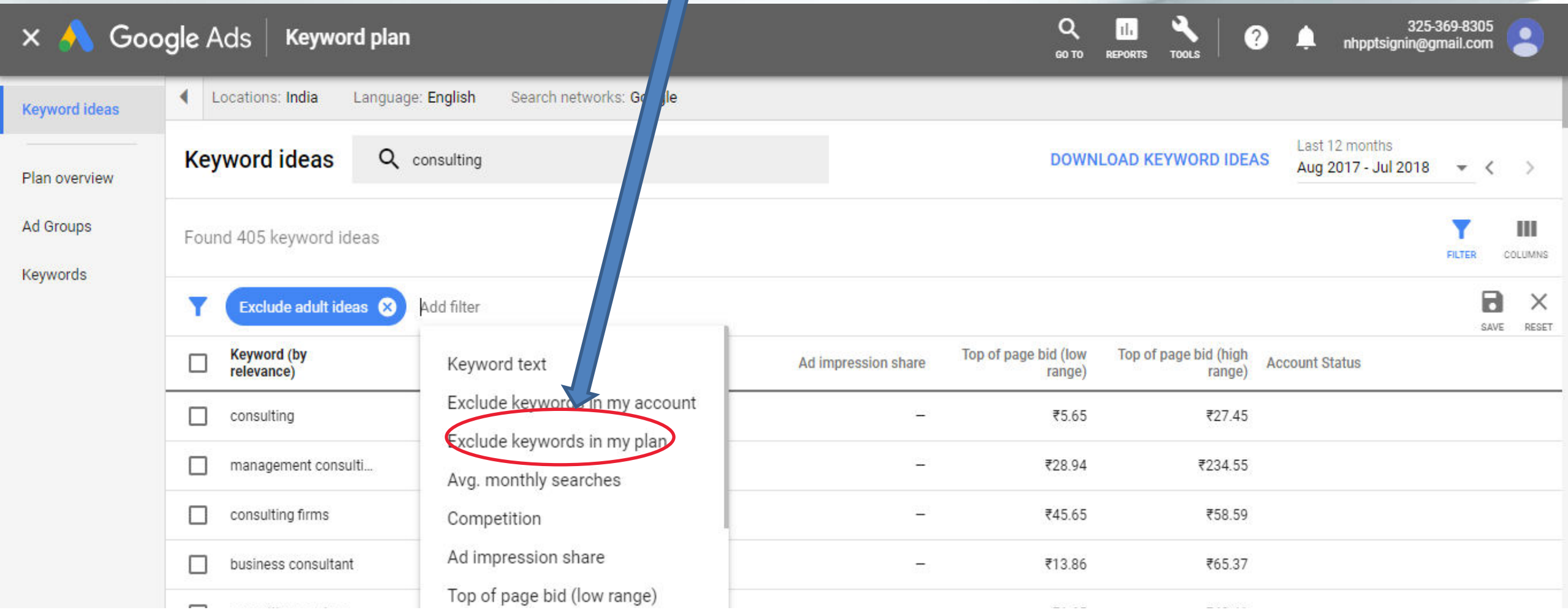
You can also filter the keyword based on your requirement



Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
consulting	1K – 10K	Low	–	₹5.65	₹27.45	
management consulti...	1K – 10K	Low	–	₹28.94	₹234.55	
consulting firms	1K – 10K	Low	–	₹45.65	₹58.59	
business consultant	1K – 10K	Low	–	₹13.86	₹65.37	
consulting services	1K – 10K	Low	–	₹1.65	₹49.41	
consulting companies	1K – 10K	Low	–	₹10.59	₹68.47	
management consulti...	100 – 1K	Low	–	₹37.15	₹232.95	

STEP 12:

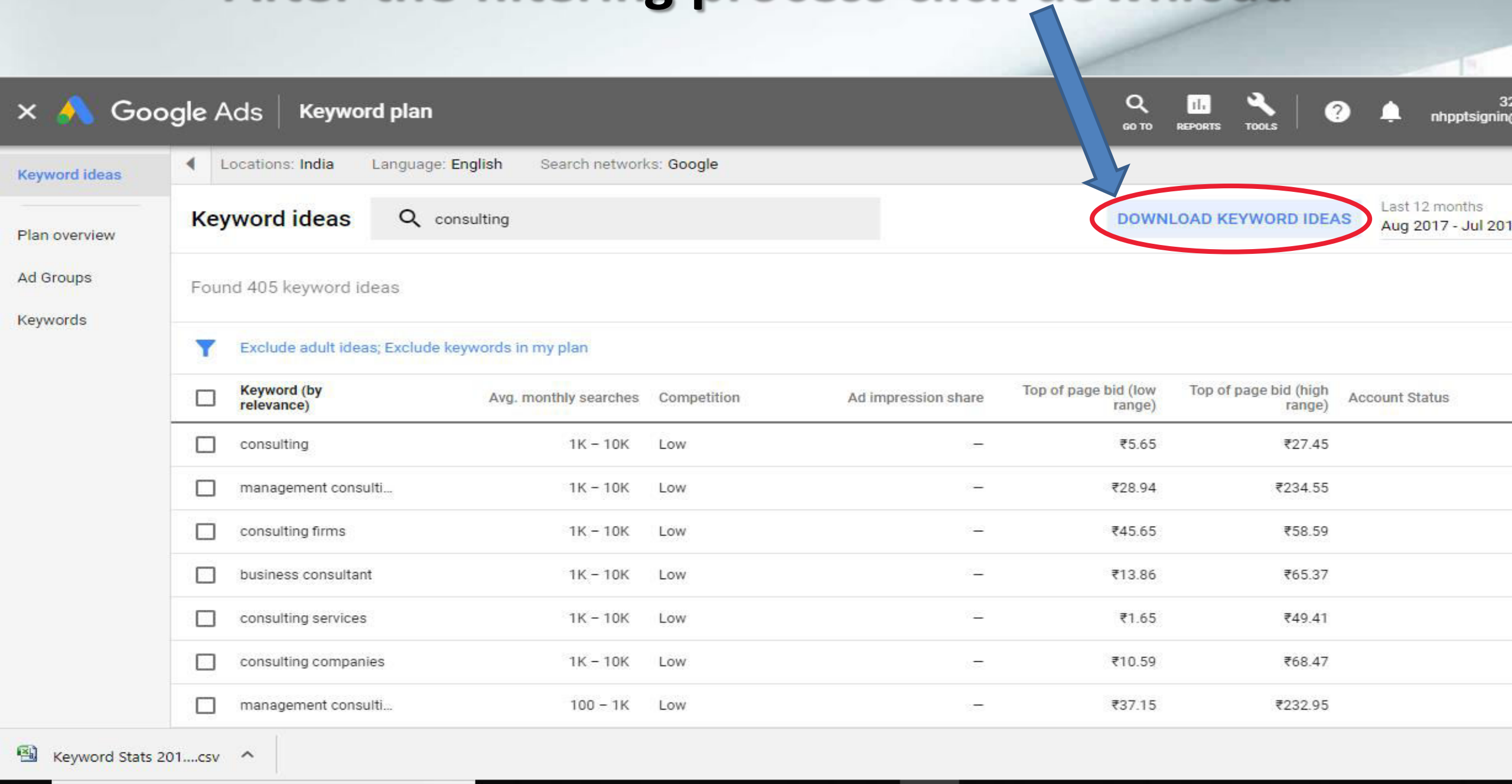
Click on Exclude keywords in my plan



It will automatically refine keywords

STEP 13:

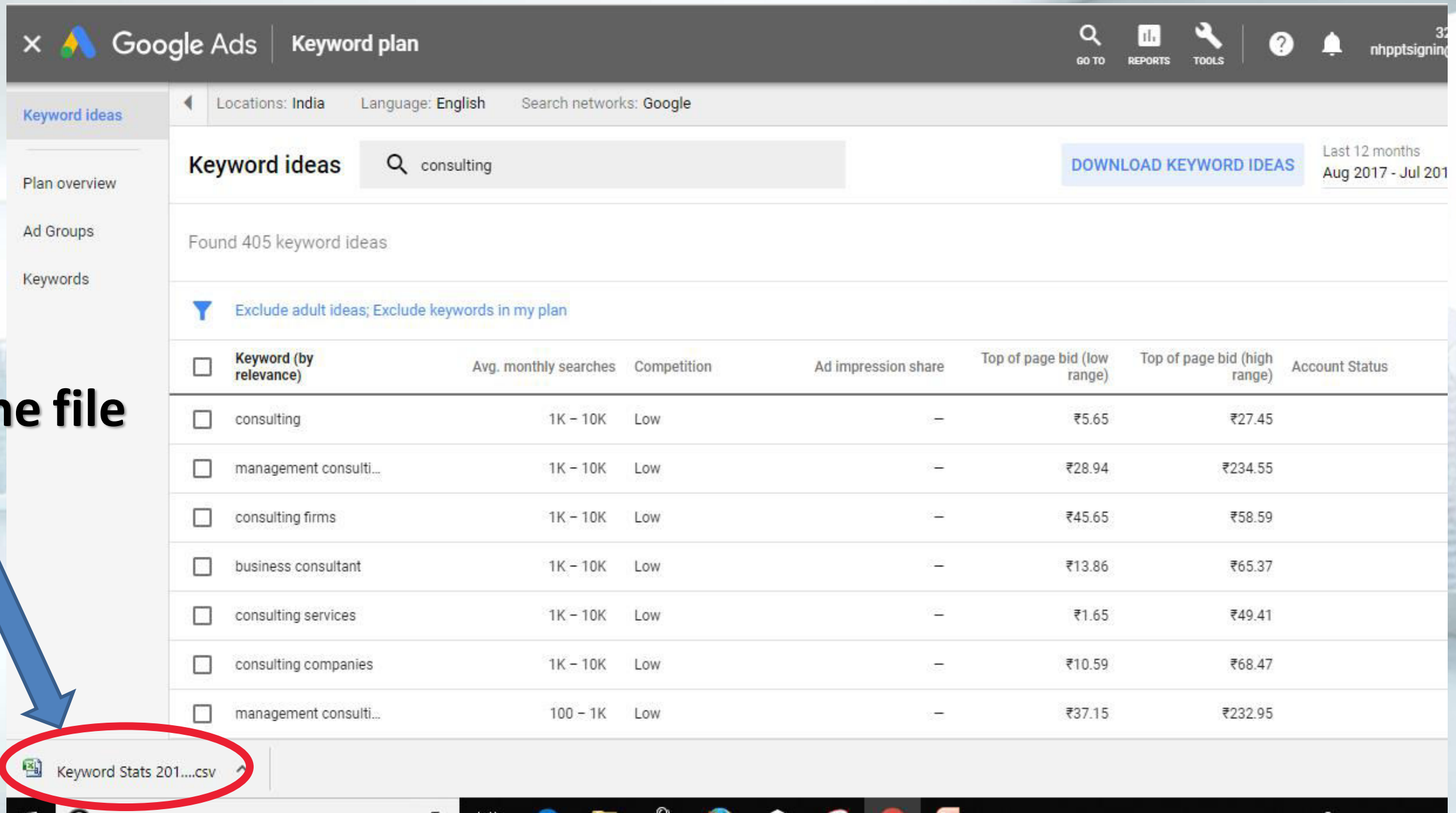
After the filtering process click download



STEP 14:

Keywords downloaded as an Excel file

Open the file



STEP 15:

Downloaded file of keyword research

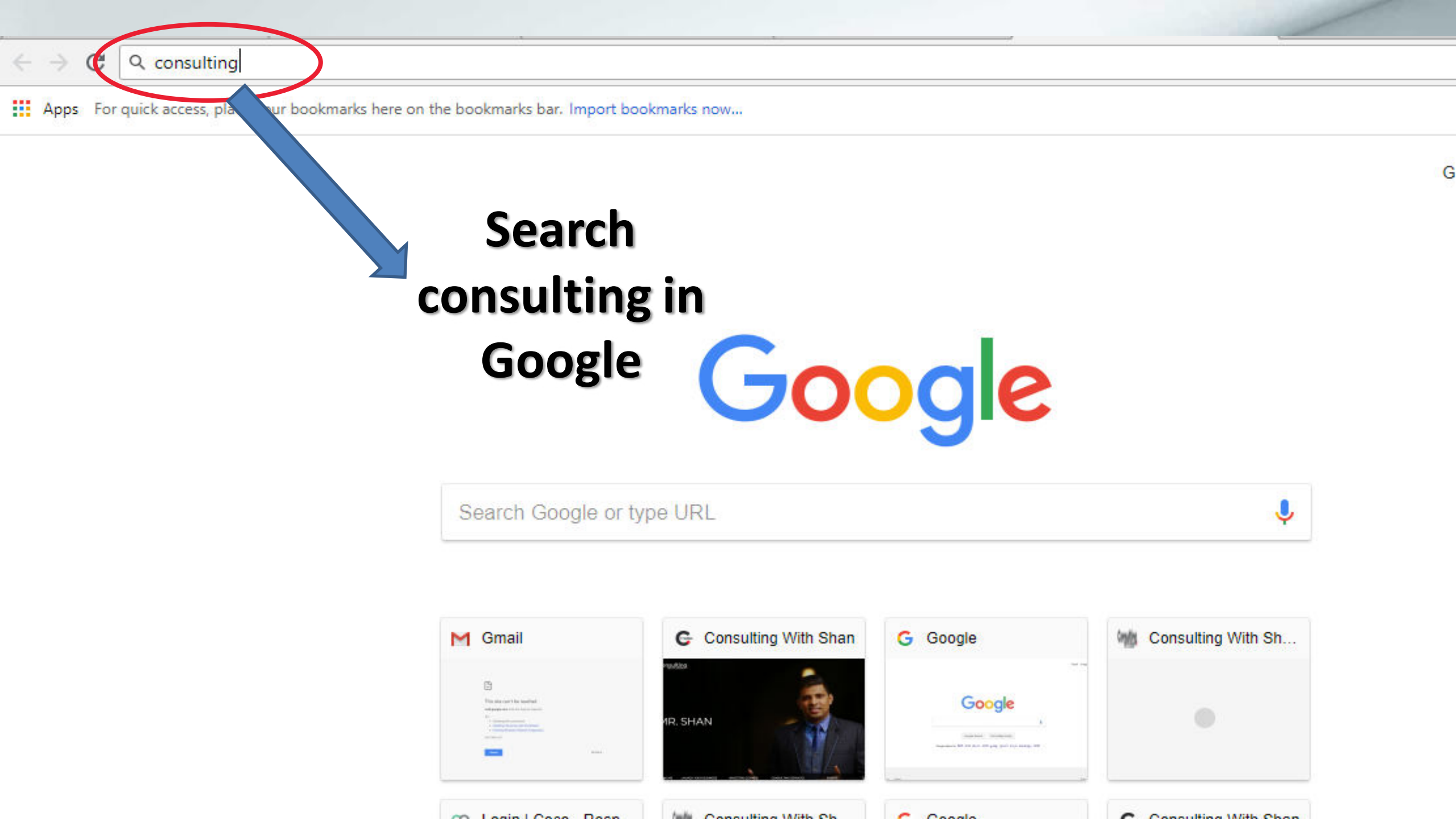
1	Keyword Stats 2018-08-30 at 11_53_42			
2	29 August 2018 - 29 August 2018			
3	Keyword	Min search volume	Max search volume	Competition
4	consulting	1,000	10,000	Low
5	management consulting	1,000	10,000	Low
6	consulting firms	1,000	10,000	Low
7	business consultant	1,000	10,000	Low
8	consulting services	1,000	10,000	Low
9	consulting companies	1,000	10,000	Low
10	management consulting firms	100	1,000	Low
11	business consulting services	1,000	10,000	Low
12	business consulting firms	100	1,000	Low
13	top consulting firms	100	1,000	Low
14	strategy consulting firms	100	1,000	Low
15	strategy consulting	100	1,000	Low
16	top management consulting firms	100	1,000	Low
17	business management consultant	100	1,000	Low
18	best consulting firms	100	1,000	Low
19	consulting group	10	100	Low
20	business consultant company	100	1,000	Low
21	consulting website	100	1,000	Low
22	management consulting companies	100	1,000	Low
23	consulting service	100	1,000	Low
24	consulting agency	100	1,000	Low
25	consultant management	10	100	Low

STEP 16:

Search each word in Google and find the search results

1	Keyword Stats 2018-08-30 at 11_53_42			
2	29 August 2018 - 29 August 2018			
3	Keyword	Min search volume	Max search volume	Competition
4	consulting	1,000	10,000	Low
5	management consulting	1,000	10,000	Low
6	consulting firms	1,000	10,000	Low
7	business consultant	1,000	10,000	Low
8	consulting services	1,000	10,000	Low
9	consulting companies	1,000	10,000	Low
10	management consulting firms	100	1,000	Low
11	business consulting services	1,000	10,000	Low
12	business consulting firms	100	1,000	Low
13	top consulting firms	100	1,000	Low
14	strategy consulting firms	100	1,000	Low
15	strategy consulting	100	1,000	Low
16	top management consulting firms	100	1,000	Low
17	business management consultant	100	1,000	Low
18	best consulting firms	100	1,000	Low
19	consulting group	10	100	Low
20	business consultant company	100	1,000	Low
21	consulting website	100	1,000	Low
22	management consulting companie	100	1,000	Low
23	consulting service	100	1,000	Low
24	consulting agency	100	1,000	Low
25	consultant management	10	100	Low

STEP 17:


consulting
Apps
For quick access, pla ur bookmarks here on the bookmarks bar. Import bookmarks now...
Search consulting in Google
Google
Search Google or type URL
Gmail
Consulting With Shan
MR. SHAN
Google
Google
Consulting With Sh...

STEP 18:

You will get the search results

Google consulting

All Images Maps Books More Settings Tools

About 1,01,00,00,000 results (0.59 seconds)

Dictionary

Enter a word, e.g. 'pie'

consulting

/kənˈsʌltɪŋ/

adjective

1. engaged in the business of giving expert advice to people working in a professional or technical field.
   "a consulting engineer"

noun

1. the business of giving expert advice to other professionals.
   "preference will be given to applicants with some experience in consulting for industry"

Management consulting

Management consulting is the practice of helping organizations to improve their performance, operating primarily through the analysis of existing organizational problems and the development of plans for improvement. Wikipedia

Feedback

See results about

STEP 19:

Enter each search results & Repeat Process

	A	D	E	F	G
1	Keyword Stats 2018-08-30 at 11_53_42				
2	29 August 2018 - 29 August 2018				
3	Keyword	Min search volume	Max search volume	Competition	Search result
4	consulting	1,000	10,000	Low	1,01,00,00,000
5	management consulting	1,000	10,000	Low	48,30,00,000
6	consulting firms	1,000	10,000	Low	
7	business consultant	1,000	10,000	Low	
8	consulting services	1,000	10,000	Low	
9	consulting companies	1,000	10,000	Low	
10	management consulting firms	100	1,000	Low	
11	business consulting services	1,000	10,000	Low	
12	business consulting firms	100	1,000	Low	
13	top consulting firms	100	1,000	Low	
14	strategy consulting firms	100	1,000	Low	
15	strategy consulting	100	1,000	Low	
16	top management consulting firms	100	1,000	Low	
17	business management consultant	100	1,000	Low	
18	best consulting firms	100	1,000	Low	
19	consulting group	10	100	Low	
20	business consultant company	100	1,000	Low	
21	consulting website	100	1,000	Low	
22	management consulting companies	100	1,000	Low	
23	consulting service	100	1,000	Low	
24	consulting agency	100	1,000	Low	
25	consultant management	10	100	Low	

SEARCH RESULT
COMPETITION
SEARCH RESULT
COMPETITION

SEARCH

KEYWORD RESEARCH IS SUCCESSFUL!!

QUESTIONS
AND
ANSWERS

أشيقر
DIGIMENTORS
Thank you!