

WELCOME

DAY 14/100

DIGITAL MASTERY CHALLENGE

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

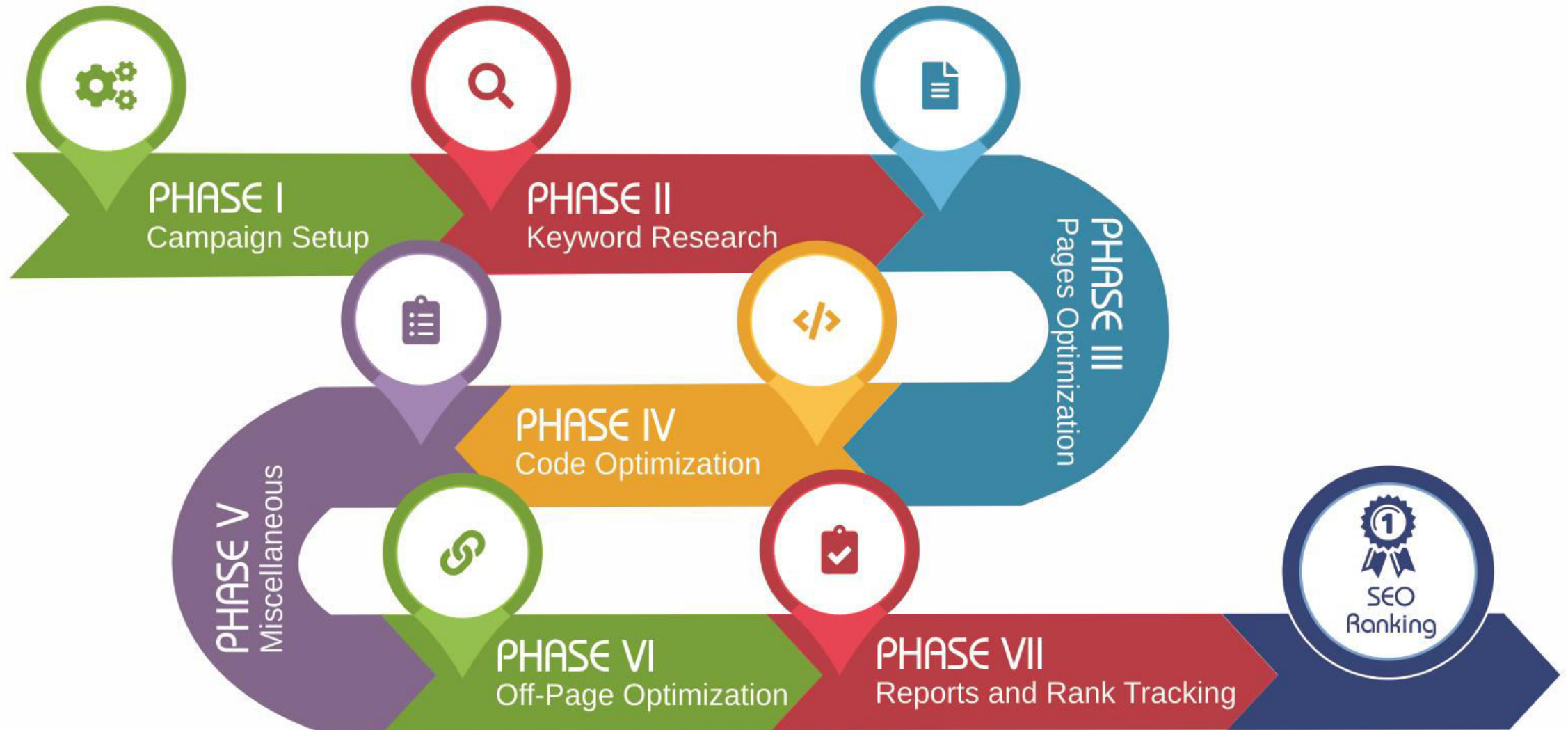
A collection of business-related icons including a red envelope, a smartphone, a megaphone, a percentage tag, a clock, and a play button icon, all arranged around a central smartphone icon. The background features a blue gradient with white dashed lines forming a circular path.

**WHAT ARE THE WAYS FOR YOU
TO PROMOTE YOUR BUSINESS?**



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

1. SEO



◀ *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



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)

Vets In Southampton

[Yell.com/Vets](#) Find Local Vets. Yell.com: Find What You Need Fast!

Southampton Vets4Pets

[www.vets4pets.com](#) Local, Modern and Affordable Vets Call 0845 519 1426

[+ Show map of 252 Hill Lane, Southampton, Hampshire SO15 7NU](#)

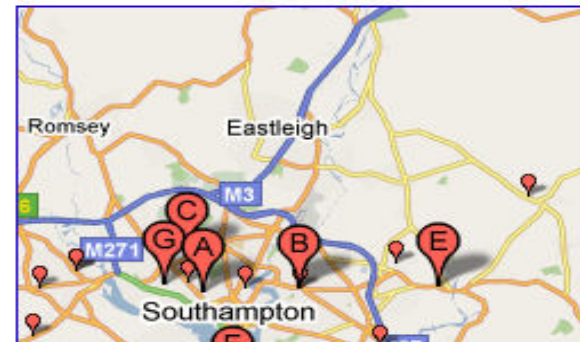
"PPC Ads"

How to find out the Keyword density - [see the video](#)



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.seadownvets.hostingbt.com](#) - 023 8084 2237 - [More](#)
- E** [Pet Doctors Veterinary Clinics](#)

Sponsored Links

Sponsored Links

[Brook House Vet Hospital](#)

Landguard Road, Southampton
High quality, value for money care
[WWW.BROOKHOUSEVETS.COM](#)

[Veterinary Advice](#)

We're Professionals. Call Us For
A Vet In Southampton.
[www.christophercartervets.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.vetlocal.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 >](#)

3. Remarketing

COLEHAAN.COM COLEHAAN OUTLET SIGN IN/REGISTER FIND A STORE

COLE HAAN Women Men Kids Sale ZeroGrand

Sale Women's Sale / Shoes / Chelsea Bootie (70mm)

The image shows a product page for a Chelsea Bootie (70mm) on the Cole Haan website. The main image is a side view of a tan suede boot with a black heel. To the right, there are smaller images showing different views of the boot. The product name is 'Chelsea Bootie (70mm)' with item number 'WY #04021' and a price of '\$159.95 42% off' from a list price of '\$279.00'. There are options for color (Greystone) and size (8, 9, 10, 11). A red arrow points from the 'ADD TO BAG' button on the website to the Facebook ad.

Chelsea Bootie (70mm)
WY #04021
\$279.00
\$159.95 42% off
Write a Review
Color: Greystone
Size: 8 9 10 11
Width: SELECT
Qty: 1
ADD TO BAG
ADD TO WISHLIST
SHOPRUNNER Free Day shipping & free returns
Detailed info
DESCRIPTION
Our Chelsea Bootie features soft nubuck leather, a 20mm stacked heel and our patented Grand.OS technology for maximum comfort, making it the perfect seamless bootie for when you want a little extra height without sacrificing comfort. Match with straight leg jeans and a chunky knit when off.

Shopped for boots on Cole Haan's Website

Cole Haan Sponsored Like Page

Stock Up on Fall's Finest at Cole Haan.

The image shows a Facebook advertisement for Cole Haan. The ad features a large image of the same tan suede Chelsea Bootie (70mm) seen in the website screenshot. The text in the ad says 'Enjoy 40% Off Clearance Styles Use Code: EXTRA40' and 'COLEHAAN.COM'. There is a 'Shop Now' button. The ad also shows '255 Likes 6 Comments 21 Shares'.

COLE HAAN

Enjoy 40% Off Clearance Styles
Use Code: EXTRA40
COLEHAAN.COM
Shop Now

255 Likes 6 Comments 21 Shares

Then they appeared on Facebook!

4. Retargeting



5. Email Marketing

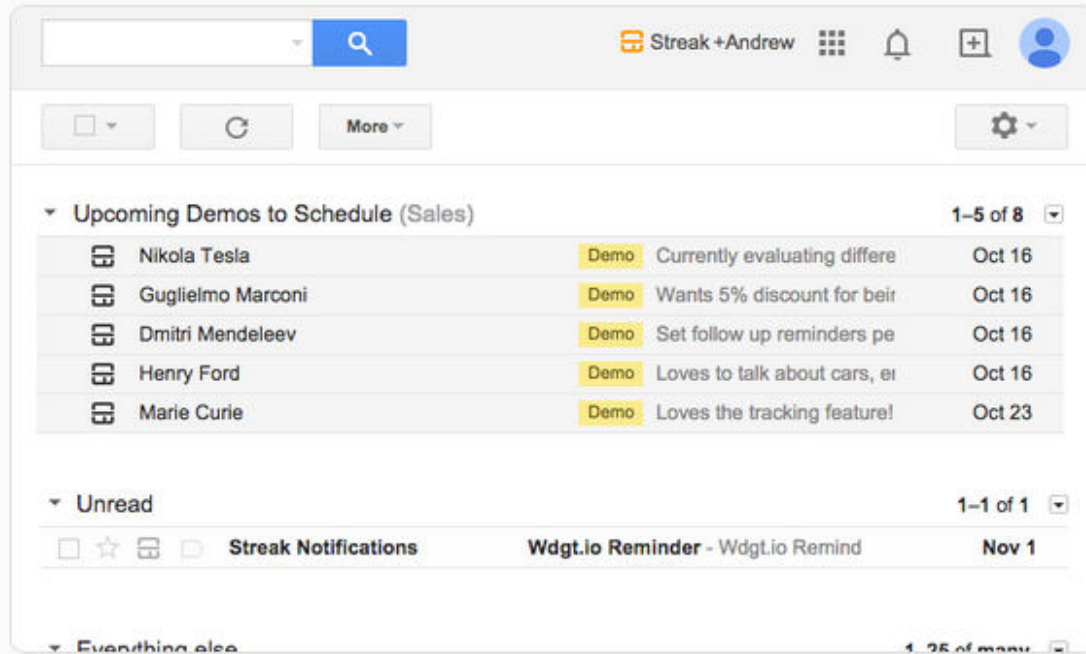
The screenshot displays a Gmail interface with a search bar at the top containing "pipeline:Sales". The main content area is titled "Sales" and shows a pipeline with 65 items. The pipeline is divided into three stages: Lead (2 items), Demo (8 items), and Closed Won (55 items). Below the pipeline is a table listing individual leads, demos, and closed deals.






Name	Email	Stage	Notes	Assigned To
Lead				
Alexander Graham Bell	alexander@bell.com	Lead	Prefers phone conversations to email	Nikola T
Sigmund Freud	sigmund@freud.com	Lead	Has big dreams - great partner	Nikola T
Demo				
Nikola Tesla	tesla@streak.com	Demo	Currently evaluating different vendors, we	Nikola T
Guglielmo Marconi	guglielmo@marconi.com	Demo	Wants 5% discount for being loyal custom	Nikola T
Dmitri Mendeleev	dmitri@mendeleev.com	Demo	Set follow up reminders periodically	Nikola T
Henry Ford	henry@ford.com	Demo	Loves to talk about cars, engage on anot	Nikola T
Marie Curie	marie@radiology.com	Demo	Loves the tracking feature!	Andrew
Alessandro Volta	allessandro@volta.com	Demo	Really charged up about the product, war	Nikola T
Rosalind Franklin	rosalind@franklin.com	Demo	Excited about mail merge feature	Andrew
Stephanie Kwolek	stephanie@kevlar.com	Demo	Trying to schedule around her business ti	Nikola T
Closed Won				
Albert Einstein	albert@einstein.com	Closed Won	Corporate Plan	Nikola T
Benjamin Franklin	benjamin@franklin.com	Closed Won	No demo, straight to signing!	Nikola T
Alan Turing	alan@turing.com	Closed Won		Andrew
Nebuchadrezzar	Nebu@chadrezzar.com	Closed Won		Andrew
Sergey Prokudin-Gorsky	sergey@Sergey.com	Closed Won		Andrew
George Pullman	george@pullman.com	Closed Won		Andrew
David Brewster	david@brewster.com	Closed Won		Nikola T
Peter Durand	peter@durand.com	Closed Won		Nikola T





On the right side of the interface, there is a "Newsfeed" section showing a list of email activity. The activity includes:

- Andrew S edited the Email to "peter@durand.com" (6:26p)
- Peter Durand
- Andrew S edited the name from d to Peter Durand (6:26p)
- Peter Durand
- Andrew S edited the Email to "david@brewster.com" (6:26p)
- David Brewster
- Andrew S edited the name from d to David Brewster (6:26p)
- David Brewster
- Andrew S edited the Email to "george@pullman.com" (6:26p)
- George Pullman

Streak.com



Upcoming Demos to Schedule (Sales) 1-5 of 8			
	Nikola Tesla	Demo	Currently evaluating differe Oct 16
	Guglielmo Marconi	Demo	Wants 5% discount for beir Oct 16
	Dmitri Mendeleev	Demo	Set follow up reminders pe Oct 16
	Henry Ford	Demo	Loves to talk about cars, er Oct 16
	Marie Curie	Demo	Loves the tracking feature! Oct 23

Unread 1-1 of 1			
			
	Streak Notifications	Wdgt.io Reminder - Wdgt.io Remind	Nov 1

CRM, inside Gmail.

CRM Flavors

[Sales](#)

[Support](#)

[Product Dev](#)

[Hiring](#)

[Deal Flow](#)

[Real Estate](#)

[Fundraising](#)

Email Power Tools

[View Tracking](#)

[Send Later](#)

[Mail Merge](#)

[Snippets](#)

[Snooze](#)

[Thread Splitter](#)



Install Streak for Gmail

A close-up photograph of a computer keyboard where several keys are replaced with social media icons. The icons include Facebook (blue 'f'), YouTube (red play button), Instagram (camera), Twitter (blue bird), LinkedIn (blue 'in'), and others like a group of people, a green speech bubble, a blue 't', a red plus sign, a blue speech bubble, a blue 'e', a red 'P', a blue and pink face, and an orange RSS symbol. The text "6. SOCIAL MEDIA" is overlaid in the center in a bold, black, sans-serif font.

6. SOCIAL MEDIA



7. Social Networking Sites



You  Tube

8. Streaming Videos Sites

ve  h

 metacafe

 vimeo

9. MICRO BLOGS/BLOGS



THE
HUFFINGTON
POST

TMZ

posterous®
SPACES™

tumblr.

friendfeed



dailybooth



10. WIKIS



WIKINEWS





11. INSTANT MESSENGERS





12. WEBINAR

An illustration of a person's hands interacting with a tablet. The tablet screen displays a pie chart. Surrounding the tablet are various business-related items: a calendar with a circled 'X', a document with a line graph, a document with a bar chart, a magnifying glass over a document, a pen, and a coffee cup. The background is a solid blue color. A semi-transparent white banner is overlaid across the middle of the image, containing the text '13. REPORT FORECAST'.

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

A hand is shown holding several yellow sticky notes against a light blue background. The sticky notes feature various social media-related icons and text: a 'LIKE' button, a crown icon with the word 'CONTENT', a 'SHARE' button, and the words 'SOCIAL MEDIA' in large, faint letters. There are also some hashtag symbols on one of the notes.

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



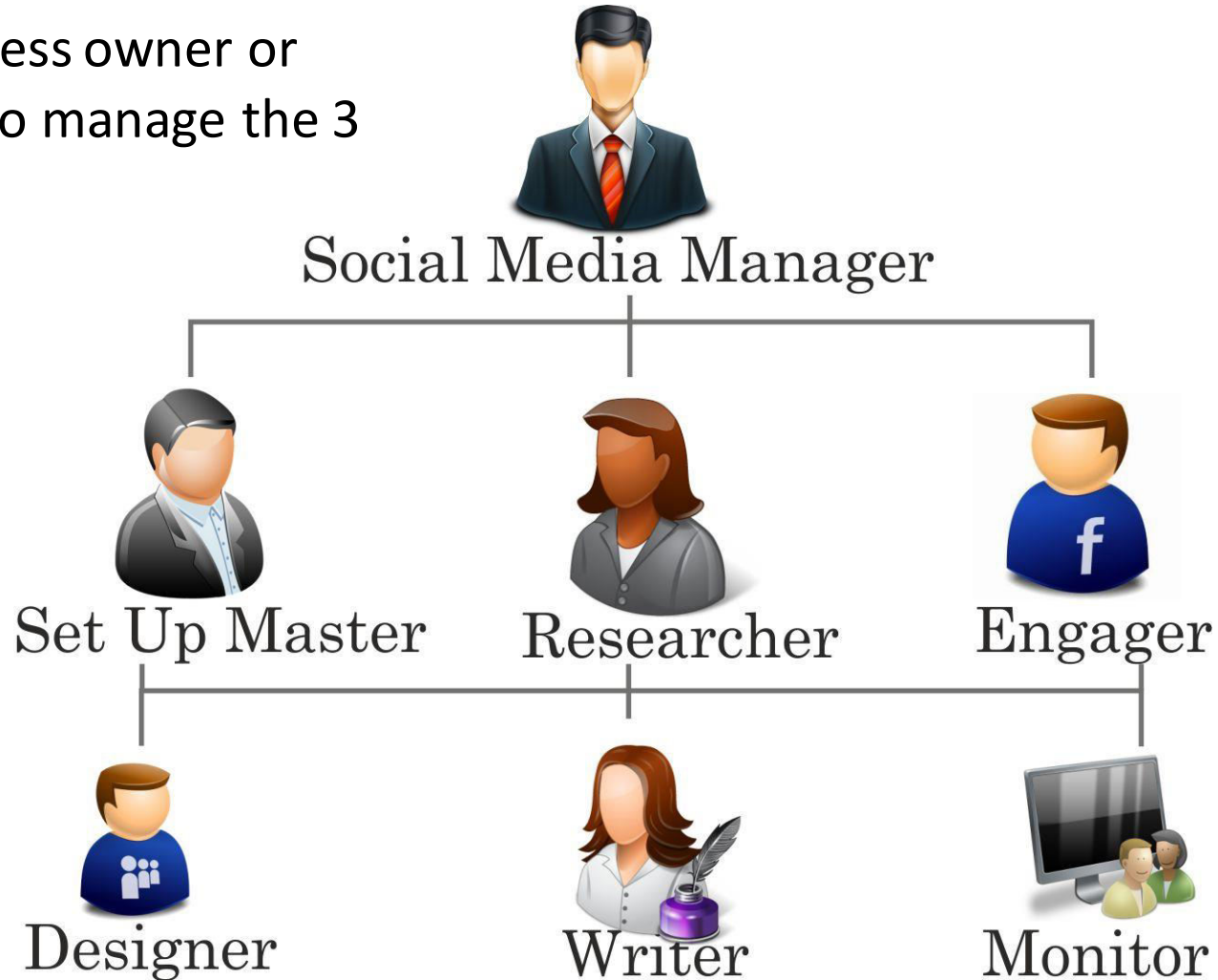
Your Social Media Manager

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



Email Marketing



Web Tracking



Lead Scoring



Nurture Marketing



SMS Messaging



Campaign Tracking



Form Capture



Surveys



Landing Pages



Social Discovery

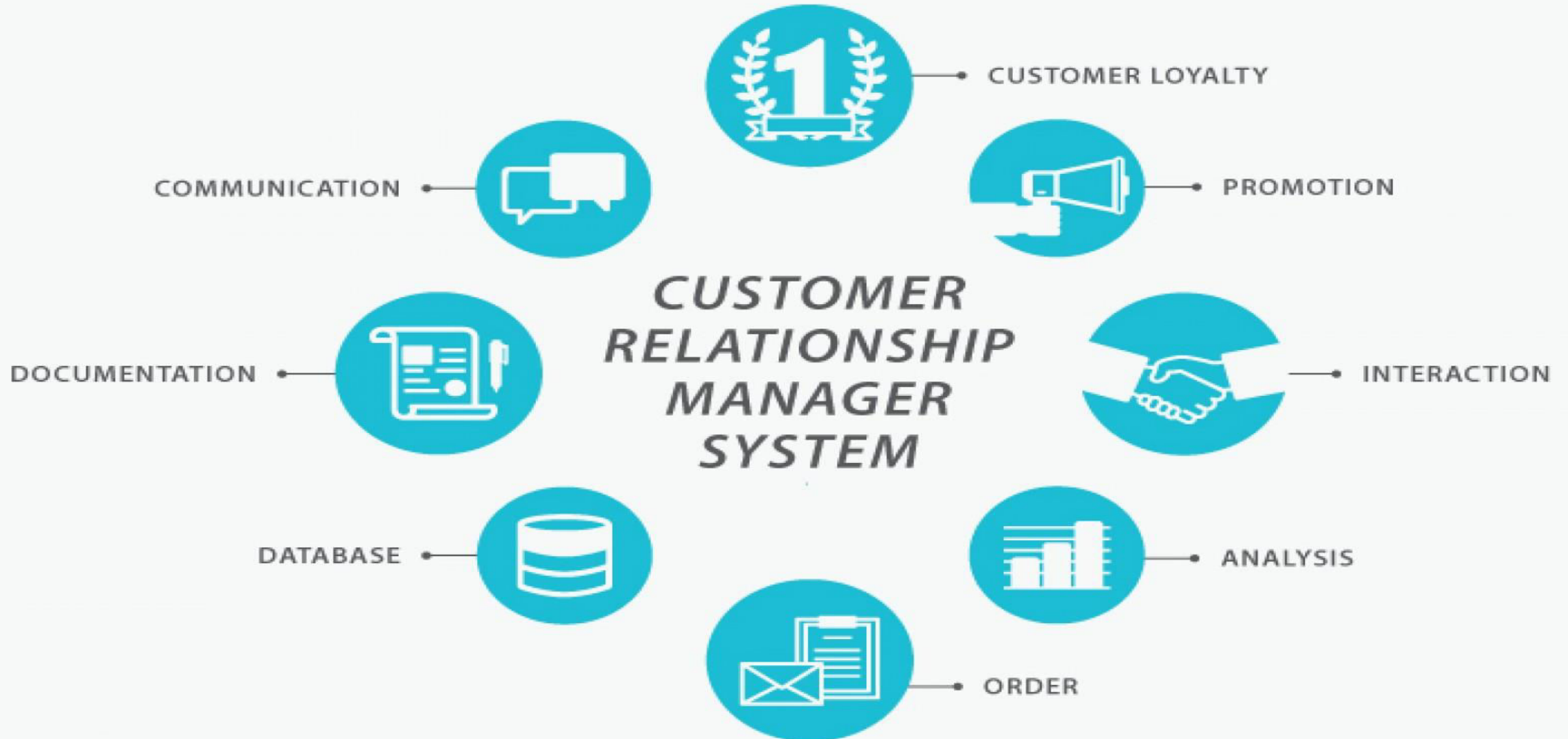


Integrations
(GoToWebinar)

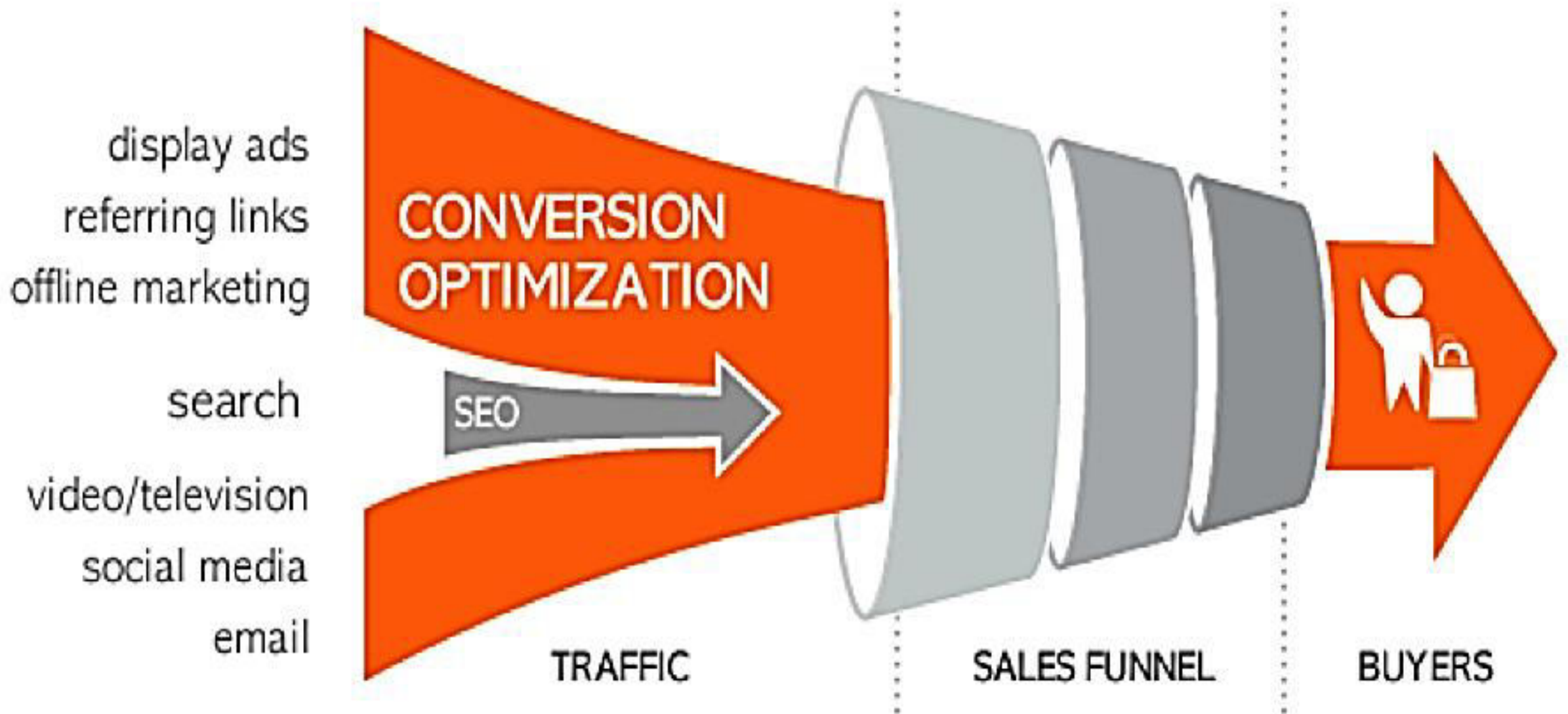


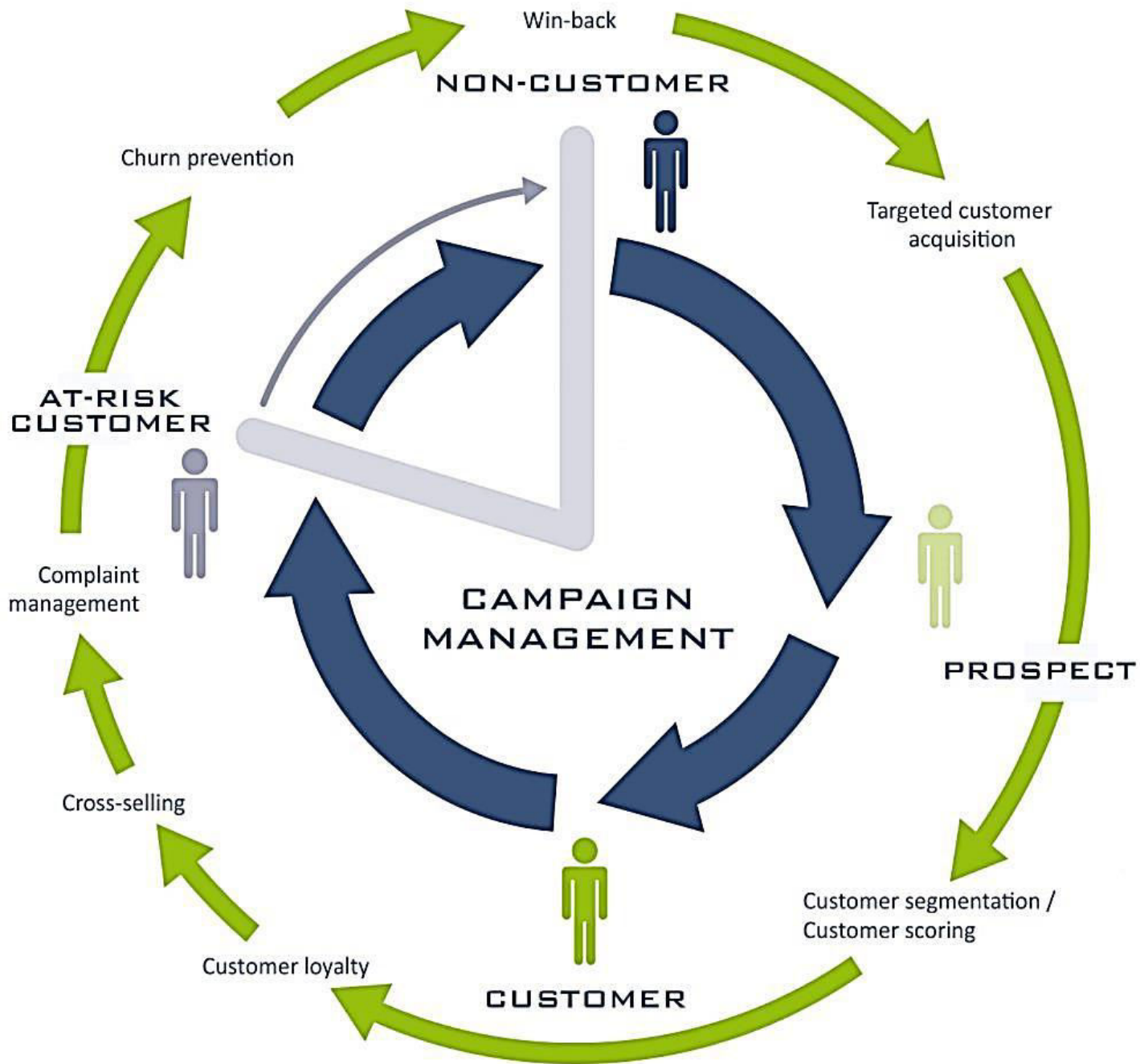
Training & Support

15. Customer Relationship Management Tools



16. Conversion Optimization Tools





17. Campaign Management

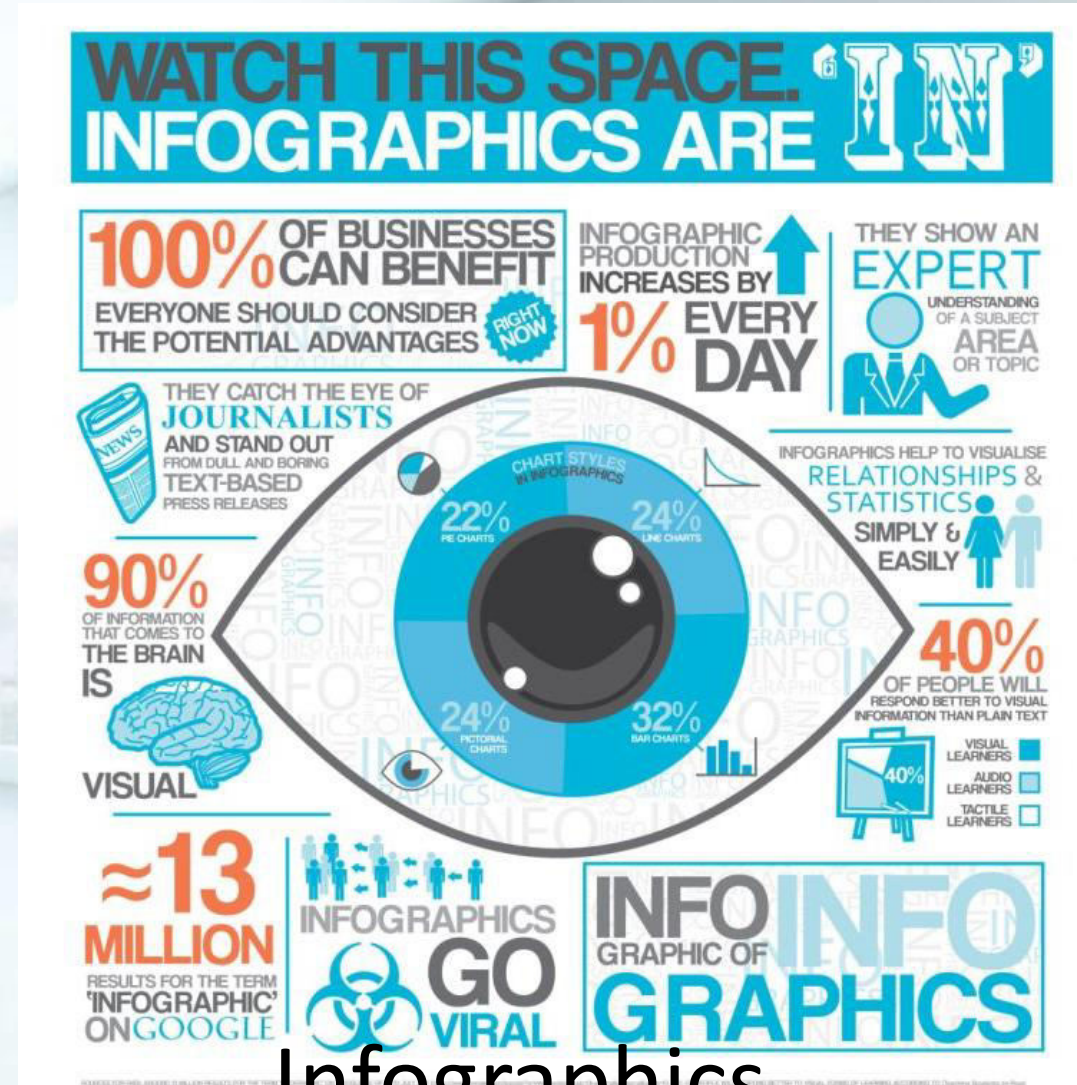
18. Content Management Systems



19. Content Marketing



E-book



Infographics

20. Mobile Marketing

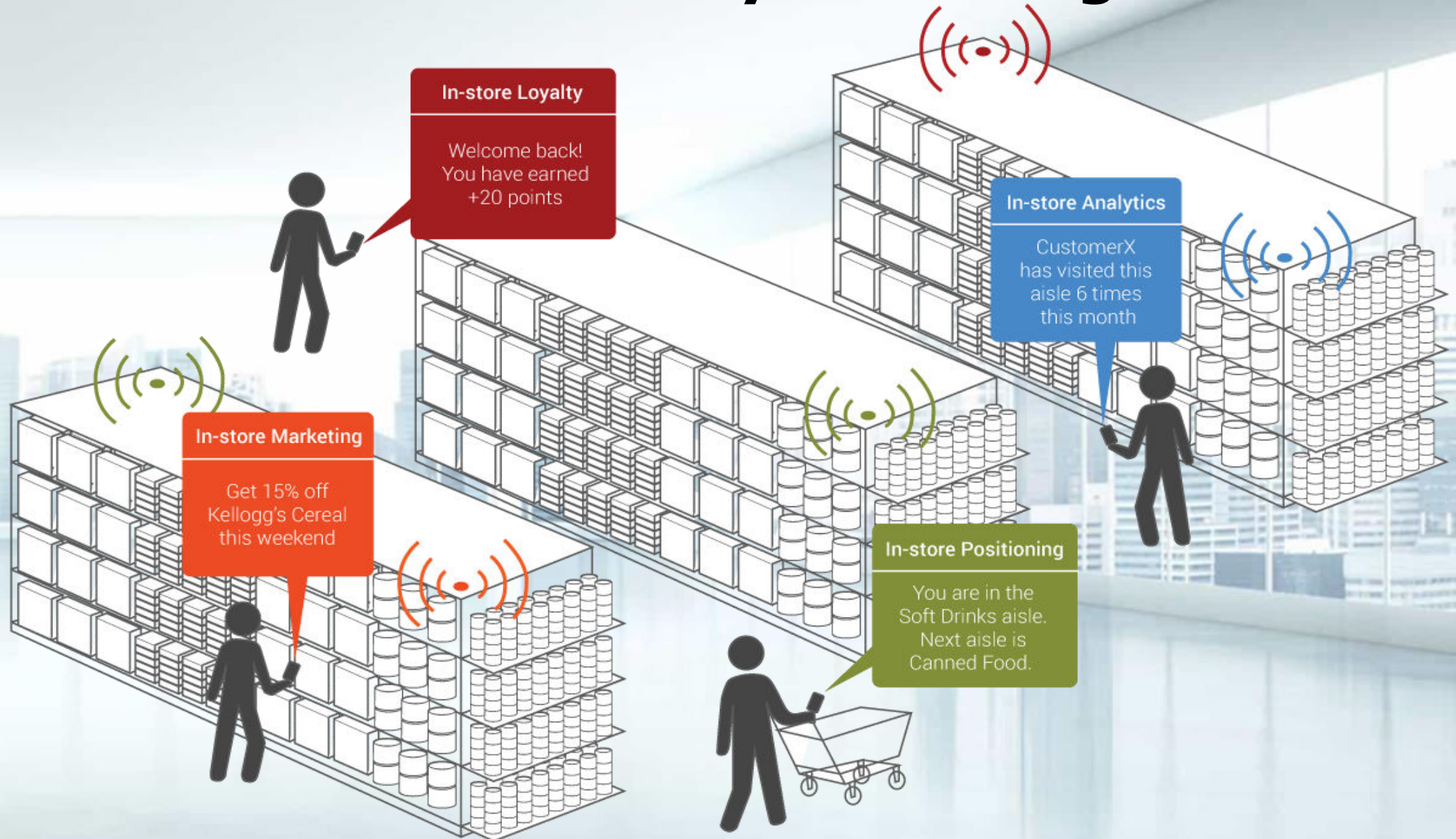


SMS



Q R Code

21. Proximity Marketing



22. Affiliate Marketing

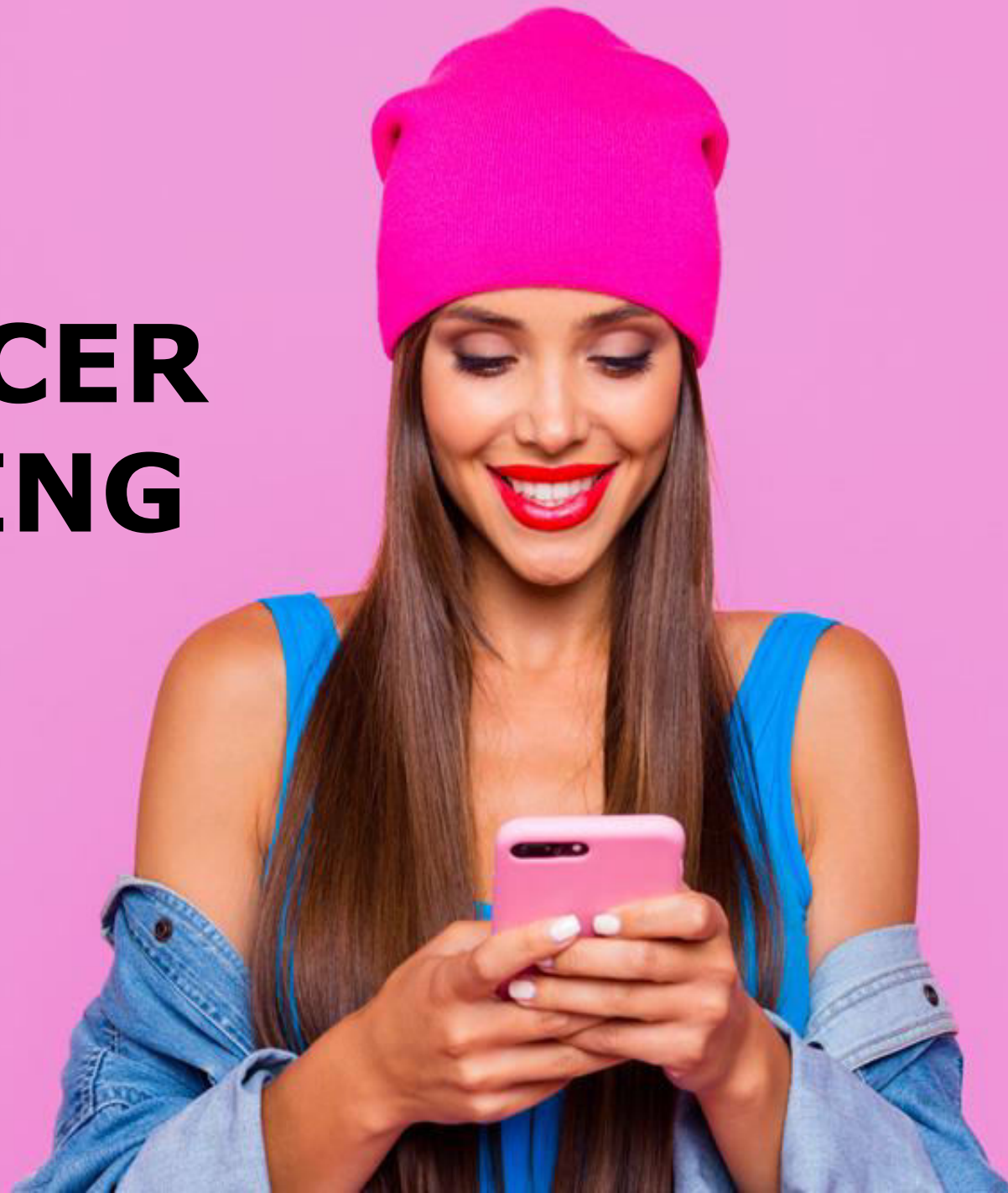
The screenshot shows the Groupon website interface. At the top, there is a green navigation bar with the Groupon logo, a search bar, and a location selector set to Chicago. Below the navigation bar, there are tabs for Home, Local, Goods, Getaways, Clearance, Coupons, and Best of Groupon. A large promotional banner at the top center offers "EXTRA 20% OFF RESTAURANTS · THINGS TO DO · SPAS · MORE" for "2 DAYS ONLY!" with the code "20NOW". Below this banner, there is a sidebar on the left with category filters: Things To Do (1214), Beauty & Spas (2186), Food & Drink (1377), Electronics (2513), Travel (819), Health & Fitness (1684), and a new "Delivery & Takeout" category. The main content area features several deal cards. The first card is for "20% Cash Back at Frank and the Cubans", showing a close-up of food and a "Claim This Deal" button. Below it are three smaller deal cards: "10% Cash Back at Froyo Chicago" with a "10% Cash Back" badge, "RESTAURANT DEALS" with a "See The Deals" button, "Travelers Club Sky-View Expandable Soft-Sided Spinner..." with a "NEW" badge and a price of \$59.99 (down from \$350), and "DKNY Golden Delicious Eau de Parfum for Women; Assorted Sizes" with a "NEW" badge and a price of \$10.99 (down from \$30).

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

23.SURVEY



24. INFLUENCER MARKETING





25. InBranding

SEO



Website



Analysis



Content



Backlinks



Keywords



Social media



Ranking



Optimization

SEARCH ENGINE OPTIMIZATION (SEO)

POINTS OF DISCUSSION

1.SEO

2.KEYWORDS

3.KEYWORD
OPTIMIZATION

4.IMPORTANTS
OF KEYWORD
RESEARCH
TOOLS

5.PRACTICAL
IMPLEMENTATION
OF KEYWORD
RESEARCH

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



blekko

Yandex



DuckDuckGo



hakia

LIST OF SEARCH ENGINES

Name

- Baidu
- Blekko
- DuckDuckGo
- Exalead
- Gigablast
- Sogou
- Soso.com
- Volunia
- Yandex
- Youdao

Language

Chinese, Japanese

English

English

Multilingual

English

Chinese

Chinese

Multilingual

Multilingual

Chinese

A long, empty white search bar with a thin grey border. On the right side of the bar, there is a small, colorful microphone icon.

Google Search

I'm Feeling Lucky

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 search for

-  [Name of the online shopping sites](#) ▾
-  [Top dress brands](#) ▾
-  [Famous clothes brands](#) ▾
-  [Qatar online shopping sites](#)

[Feedback](#)

People also ask

[What are the best online shopping sites?](#) ▾

WHAT DOES "I'M FEELING LUCKY MEAN"?

A white search input field with a thin grey border. On the right side of the field, there is a small, colorful microphone icon for voice search.

Google Search

I'm Feeling Lucky





Q BEST SALON FOR MEN



Q **best mens hair salon doha**

Q **beauty salon for men's**

Q **best mens salon in doha**

Q **looks men's salon doha, qatar**

Q **gents beauty parlour in qatar**

Q **mens haircut doha**



Report inappropriate predictions

HOME

SERVICES

PRICING

الخدمة

cut & dry
صالون كات اند دراى

GALLERY

ABOUT US

CONTACT US

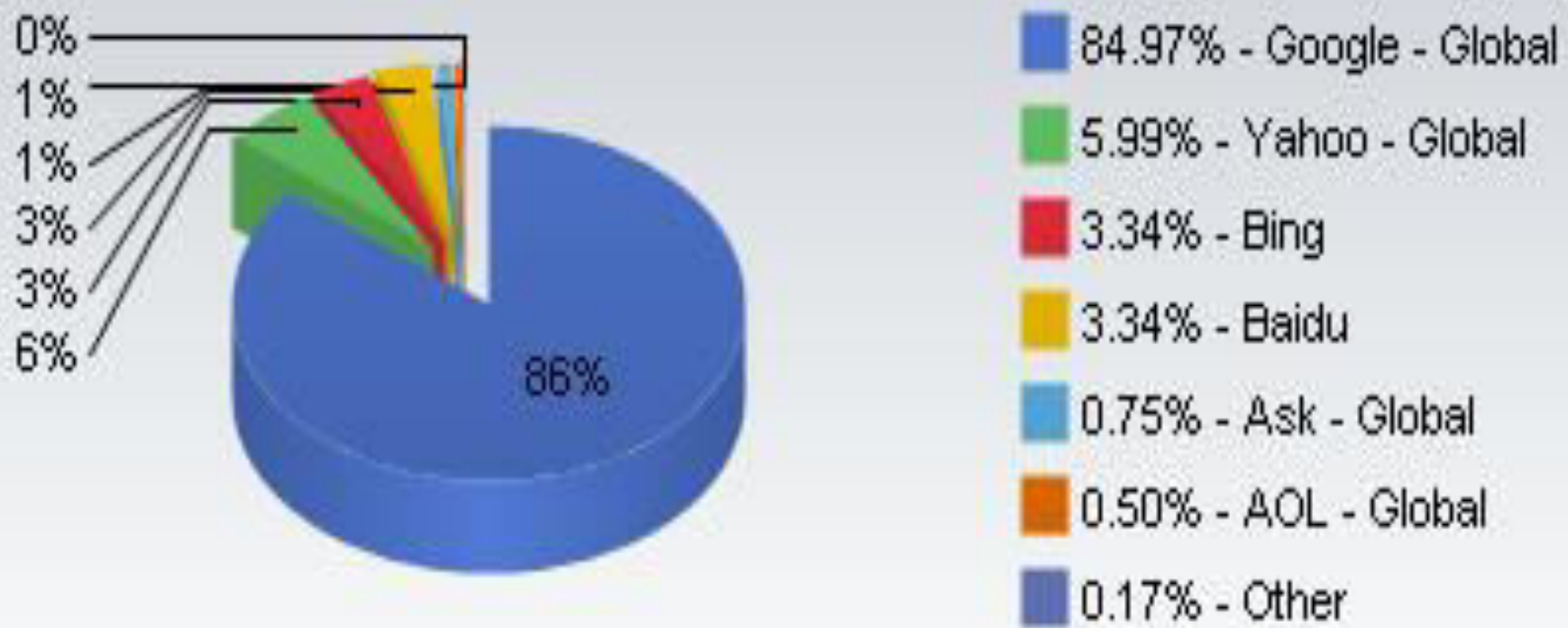


CERTAINLY YOU
WILL BE SATISFIED

WITH OUR SERVICES AND
EXACTLY THE VIP ONE

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

Total Market Share



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

HOW SEARCH ENGINE WORKS



Crawling

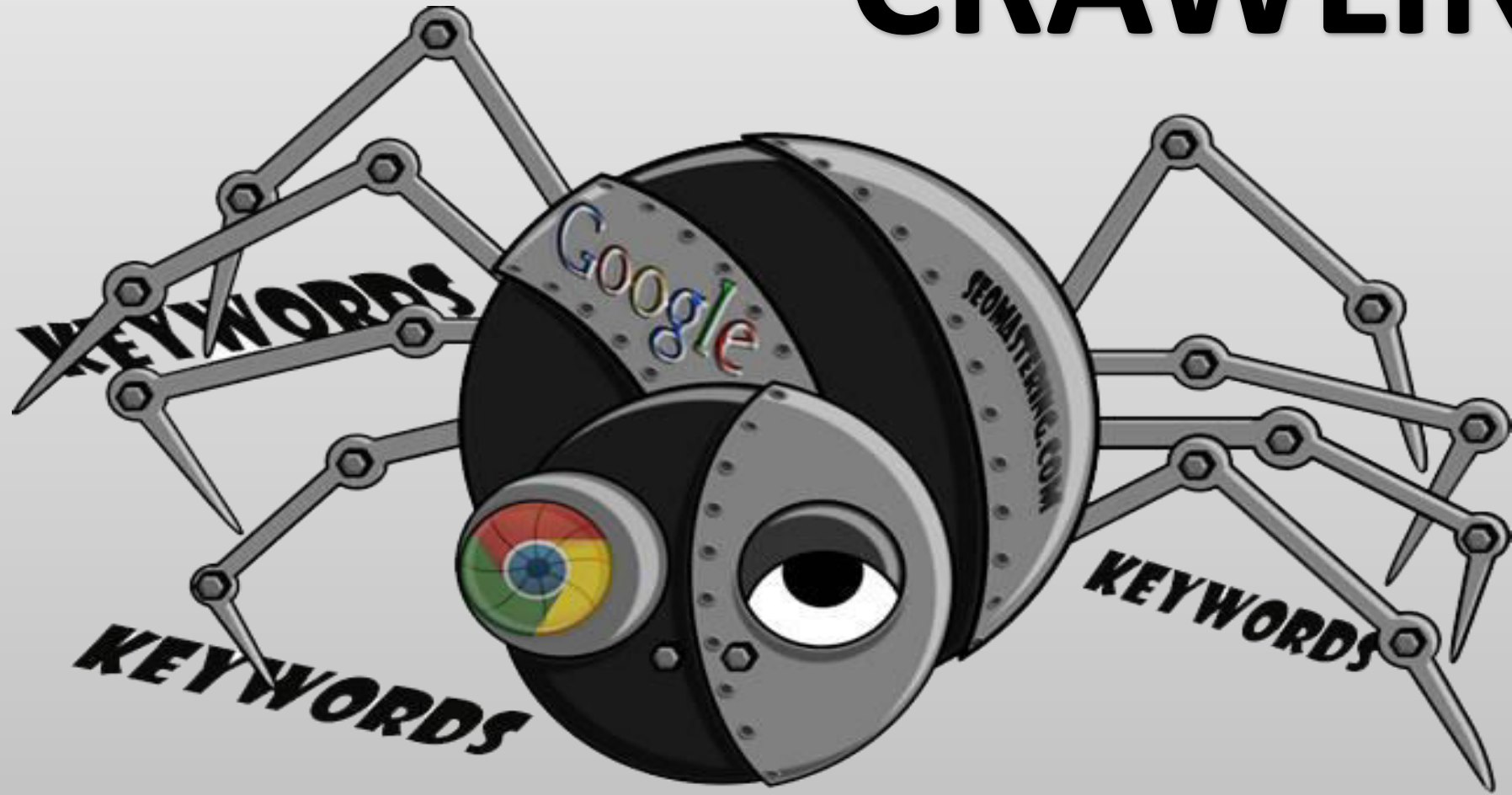
Indexing

Processing

Relevance

Result

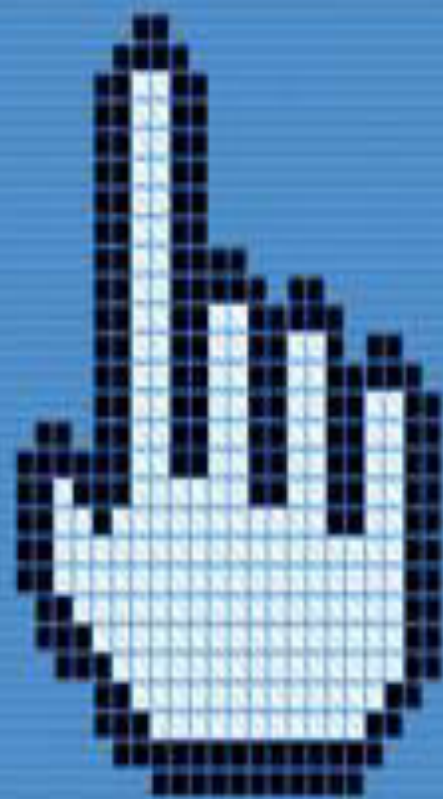
CRAWLING



INDEXING & PROCESSING



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-content...](#)

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

A large, jagged iceberg floats in a blue sea under a clear blue sky. A yellow sign with the text "My Website" is mounted on a wooden post on top of the iceberg. The sign is octagonal with rounded corners. The iceberg's surface is textured with ridges and shadows, and its reflection is visible in the water. Other smaller icebergs are visible in the distance.

My Website

HOW TO GET MASSIVE TRAFFIC TO YOUR WEBSITE?



THINK OF YOUR WEBSITE AS A CAKE

Links, SEM, Social

Content

Info Architecture

Platform/CMS

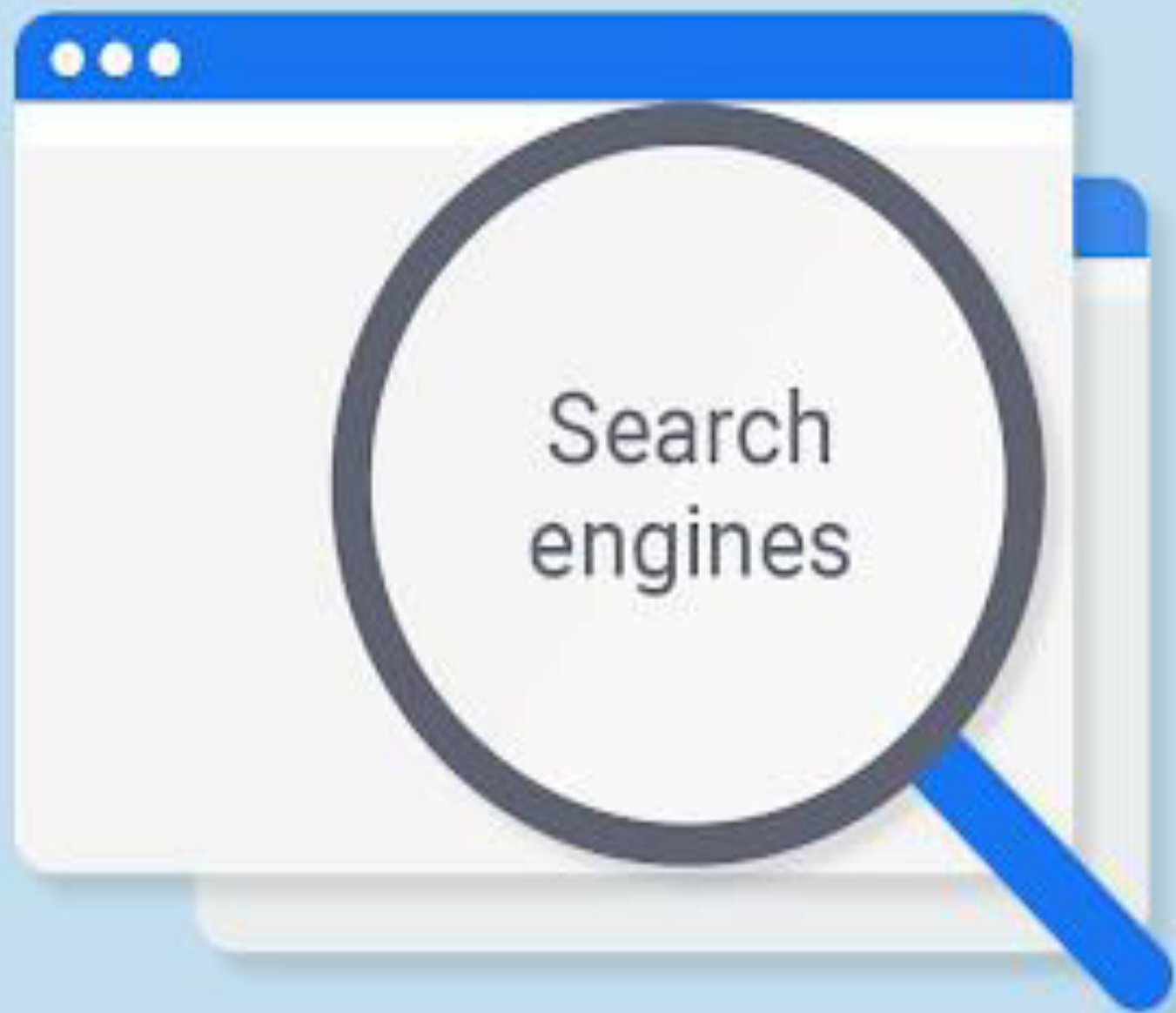
Infrastructure

SEO is the sugar



They're Both Cakes, Right?

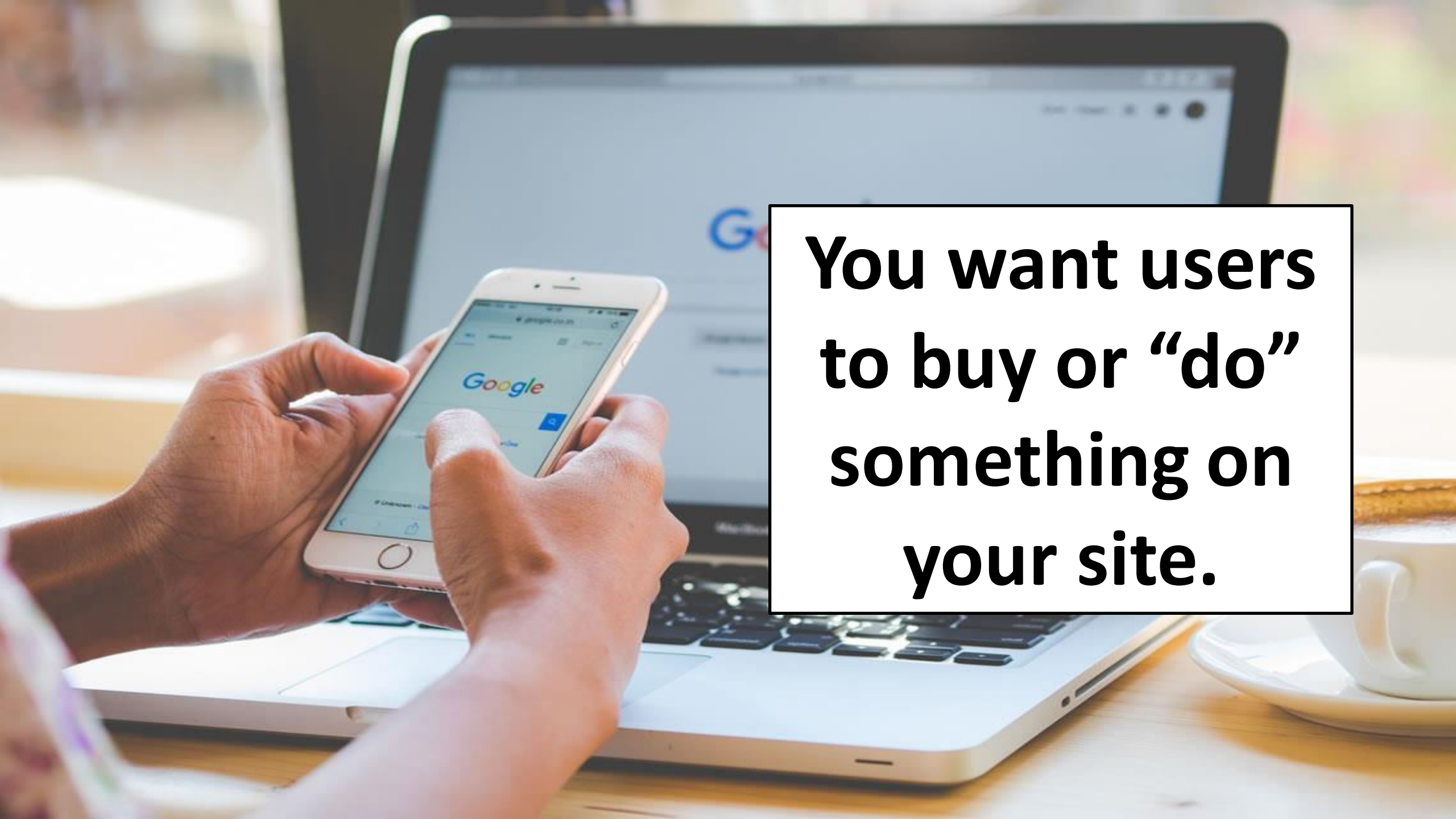




Search
engines

WHY OPTIMIZE YOUR SITE FOR SEARCH ENGINES



A person's hands are shown holding a white smartphone, with the Google search page visible on the screen. In the background, a laptop is open, also displaying the Google search page. The scene is set on a wooden desk with a white coffee cup and saucer to the right. A white text box with a black border is overlaid on the right side of the image, containing the text:

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

About 1,840,000,000 results (0.65 seconds)

17 Great Search Engines You Can Use Instead of Google

<https://www.searchenginejournal.com> [Tools](#) ▼

Apr 5, 2020 - 17 Great Search Engines You Can Use Instead of Google. Google may be the most popular choice in search engines, but here are 17 alternative ...

[The 7 Most Popular Search ...](#) · [The 10 Best Image Search ...](#) · [DuckDuckGo SEO](#)

People also ask

What are the top 10 search engines? ▼

What is search engine and example? ▼

What are the top 5 search engines? ▼

Which search engine is better than Google? ▼

[Feedback](#)

Web search engine - Wikipedia

https://en.wikipedia.org/wiki/Web_search_engine ▼

A web search engine or Internet search engine is a software system that is designed to carry out web search (Internet search), which means to search the World ...

[History](#) · [Approach](#) · [Search engine bias](#) · [Religious search engines](#)

Search Engine Land - News On Search Engines, Search ...

<https://searchengineland.com> ▼

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

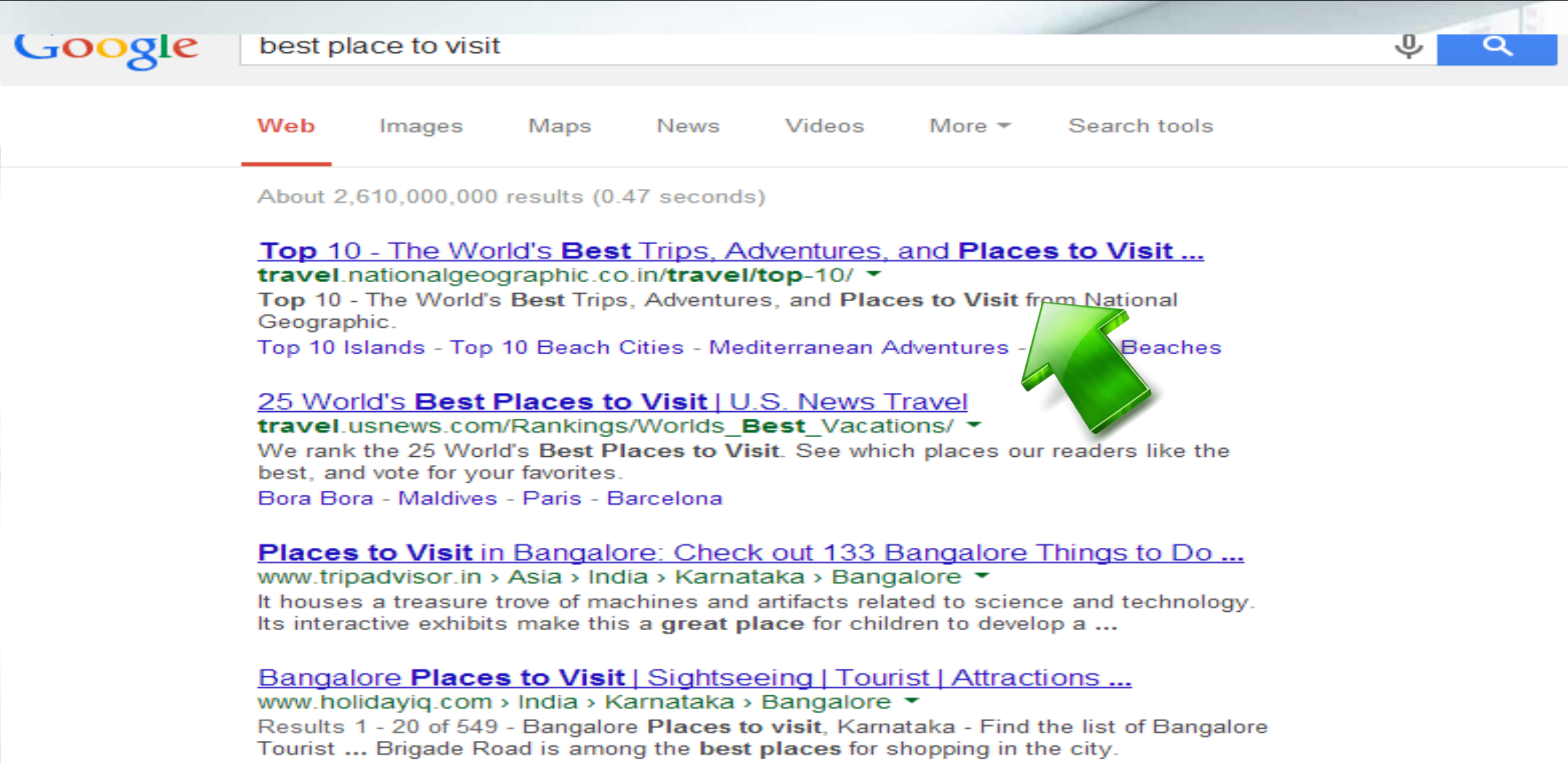
- ✓ PAGE TITLE
- ✓ KEYWORDS
- ✓ CONTENT
- ✓ TITLE TAGS
- ✓ META-TAGS

catchy

TITLES

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.



The image shows a Google search results page for the query "best place to visit". The search bar at the top contains the text "best place to visit" and a search icon. Below the search bar, there are navigation tabs for "Web", "Images", "Maps", "News", "Videos", "More", and "Search tools". The "Web" tab is selected and underlined. The search results show approximately 2,610,000,000 results in 0.47 seconds. The first result is from National Geographic, titled "Top 10 - The World's Best Trips, Adventures, and Places to Visit ...". The second result is from U.S. News Travel, titled "25 World's Best Places to Visit | U.S. News Travel". The third result is from TripAdvisor, titled "Places to Visit in Bangalore: Check out 133 Bangalore Things to Do ...". The fourth result is from HolidayIQ, titled "Bangalore Places to Visit | Sightseeing | Tourist | Attractions ...". A large green arrow points upwards towards the first result.

Google

best place to visit

Web Images Maps News Videos More Search tools

About 2,610,000,000 results (0.47 seconds)

[Top 10 - The World's Best Trips, Adventures, and Places to Visit ...](#)
travel.nationalgeographic.co.in/travel/top-10/
Top 10 - The World's Best Trips, Adventures, and Places to Visit from National Geographic.
Top 10 Islands - Top 10 Beach Cities - Mediterranean Adventures - Beaches

[25 World's Best Places to Visit | U.S. News Travel](#)
travel.usnews.com/Rankings/Worlds_Best_Vacations/
We rank the 25 World's Best Places to Visit. See which places our readers like the best, and vote for your favorites.
Bora Bora - Maldives - Paris - Barcelona

[Places to Visit in Bangalore: Check out 133 Bangalore Things to Do ...](#)
www.tripadvisor.in > Asia > India > Karnataka > Bangalore
It houses a treasure trove of machines and artifacts related to science and technology. Its interactive exhibits make this a great place for children to develop a ...

[Bangalore Places to Visit | Sightseeing | Tourist | Attractions ...](#)
www.holidayiq.com > India > Karnataka > Bangalore
Results 1 - 20 of 549 - Bangalore Places to visit, Karnataka - Find the list of Bangalore Tourist ... Brigade Road is among the best places for shopping in the city.



URL

http://www

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.

Saturday Night Live



All

Videos

News

Images

Books

More

Settings

Tools

About 3,870,000 results (0.75 seconds)

Saturday Night Live - NBC.com

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

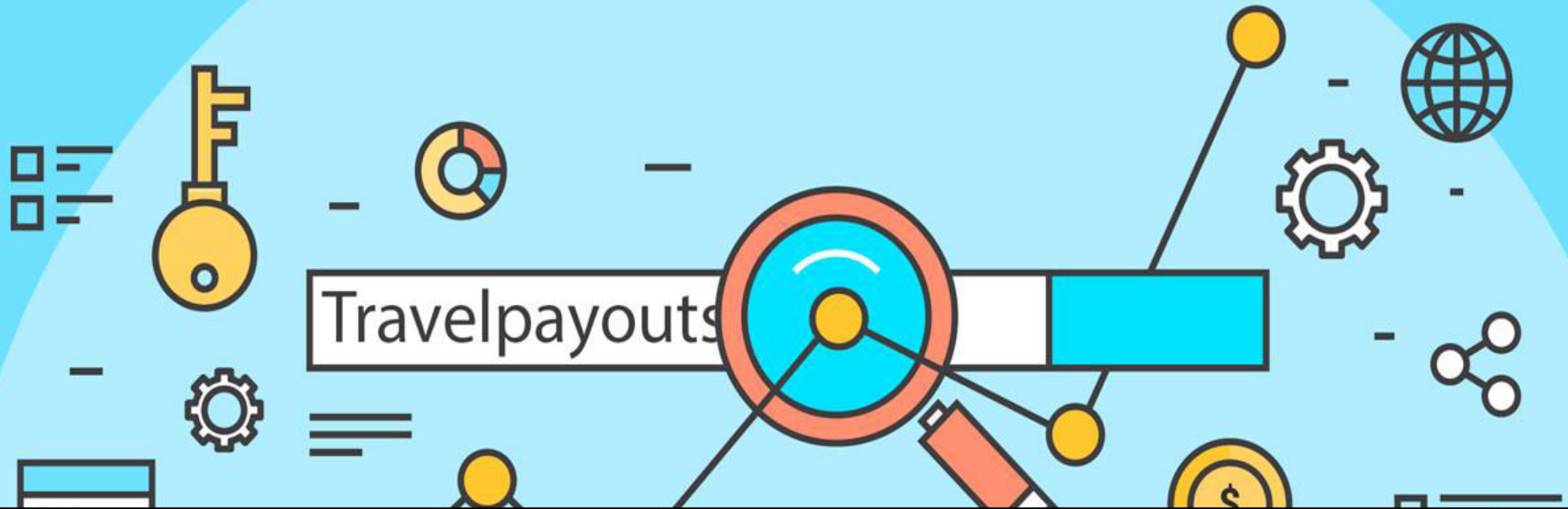
Watch Videos. The Emmy Award-winning comedy show **Saturday Night Live** is in its 42nd season.
February 3 - Natalie Portman · Episodes · Sketches · January 27 - Will Ferrell

Title

Meta

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

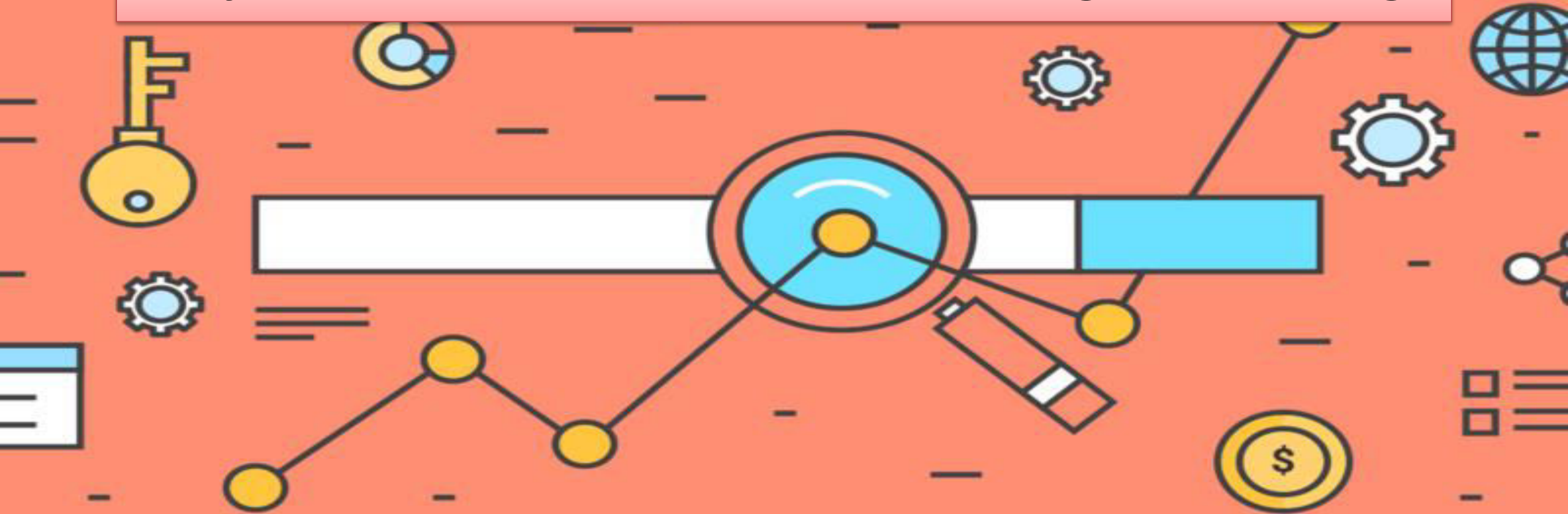
WHAT ARE KEYWORDS?

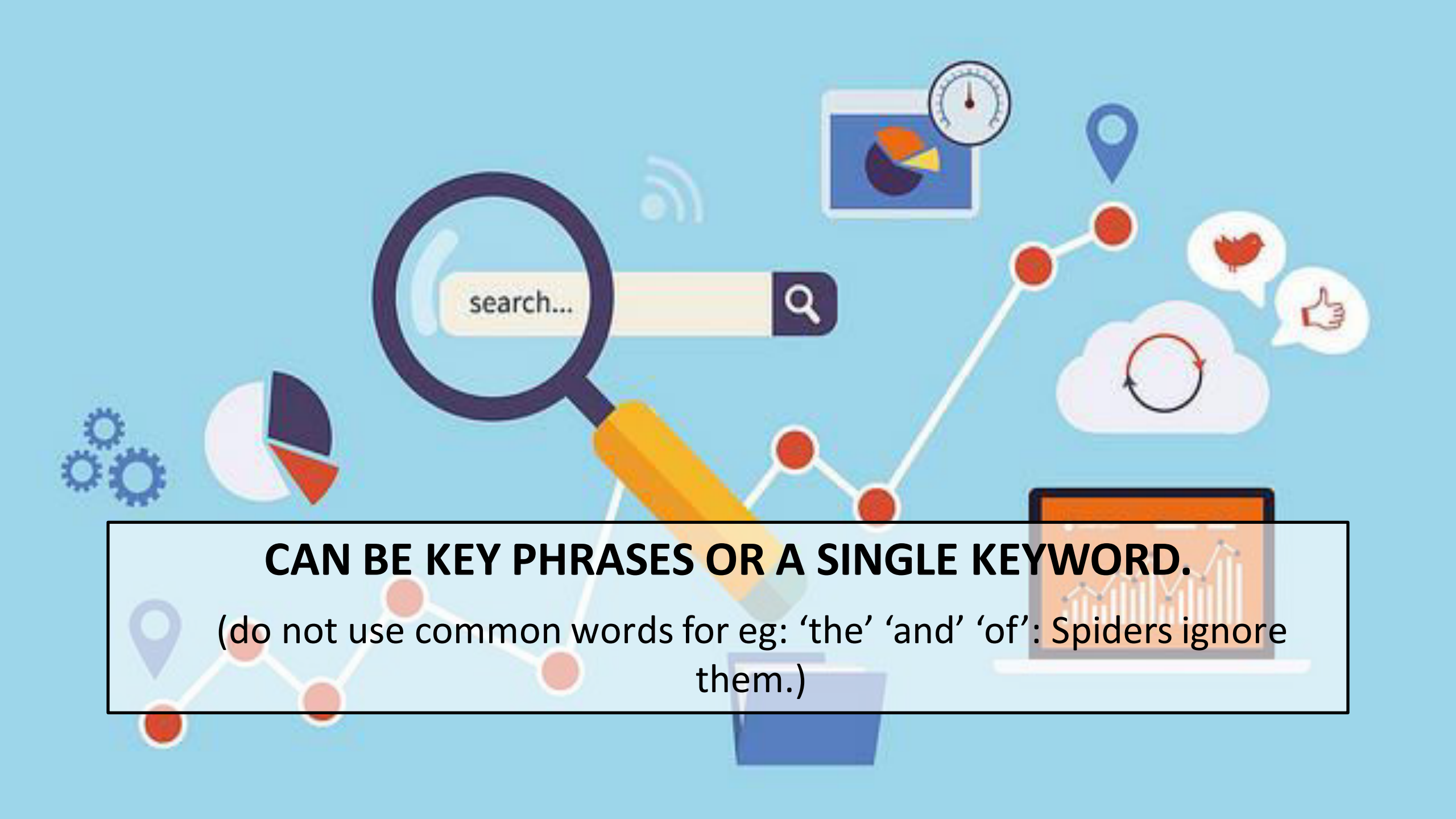


Words or phrases in your web content that make it possible for people to find your site via search engines.

KEYWORD RESEARCH

Keywords are the foundation of Search Engine Marketing





search...

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

You Tube™

TECHNIQUES



WHITE HAT SEO- According to Search Engine Rules

TECHNIQUES



BLACK HAT SEO-Not according to Search Engine Rules

KEY INTERNET MARKETING STRATEGIES



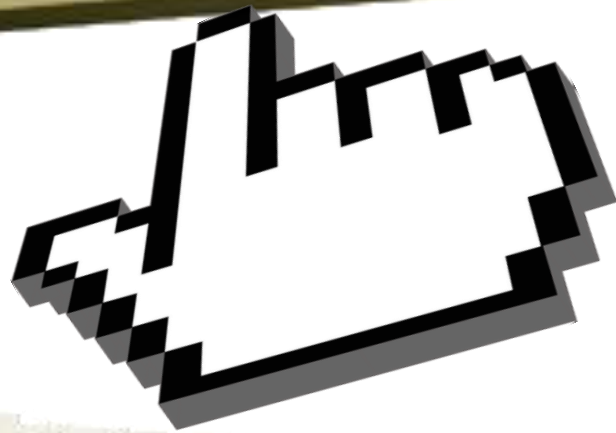
SEARCH ENGINE
OPTIMIZATION (SEO)
- no cost per click

Search Engine Marketing **COST PER CLICK**



Reach your customers through
Google™ network

PAY PER CLICK





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)

Vets In Southampton

[Yell.com/Vets](#) Find Local **Vets**. Yell.com: Find What You Need Fast!

Southampton Vets4Pets

[www.vets4pets.com](#) Local, Modern and Affordable **Vets** Call 0845 519 1426

[+ Show map of 252 Hill Lane, Southampton, Hampshire SO15 7NU](#)

Sponsored Links

Sponsored Links

[Brook House Vet Hospital](#)

Landguard Road, **Southampton**
High quality, value for money care
[WWW.BROOKHOUSEVETS.COM](#)

[Veterinary Advice](#)

We're Professionals. Call Us For
A **Vet In Southampton**.
[www.christophercartervets.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.vetlocal.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 >](#)

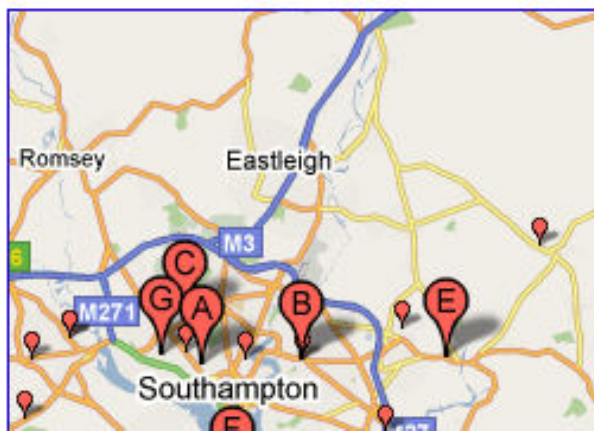
"PPC Ads"

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: ?](#)

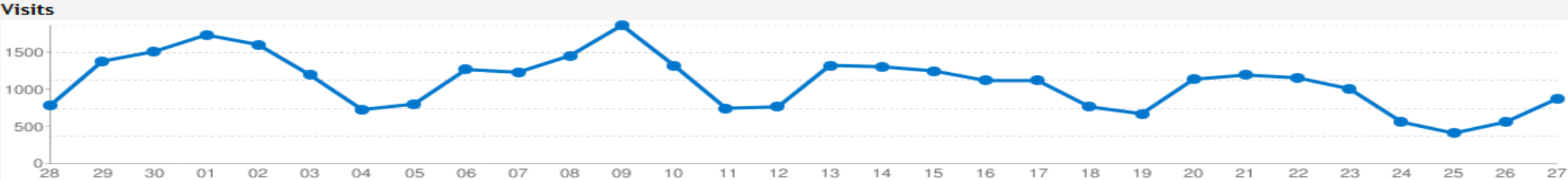
Local business results for **vets** near **Southampton, Hampshire**



- 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.seadownvets.hostingbt.com](#) - 023 8084 2237 - [More](#)
- E** [Pet Doctors Veterinary Clinics](#)

TOOLS

SEO Tools Dashboard



Site Usage

analytics | webmaster tools



Keywords

analytics | research | search queries | found

Content

analytics | optimize | html suggestions | crawl errors

Google
AdWords

Word
Tracker

SEO
Profiler

CONCLUSION....

**Demystifying
Search Engine Optimization**

facebook.®

Linked in

twitter

You Tube™

THERE IS NO MAGIC FORMULA





good

S **E** **O** = more
targeted traffic
to your website

G



ggle

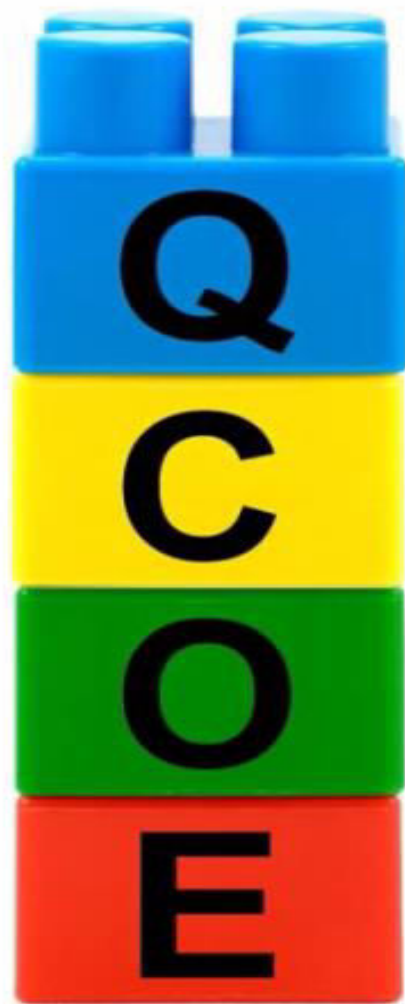
Hidden Content

Keyword Stuffing

Link Farming

Gateway Pages





quality inbound links

check website structure

on-page SEO factors

evaluate 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

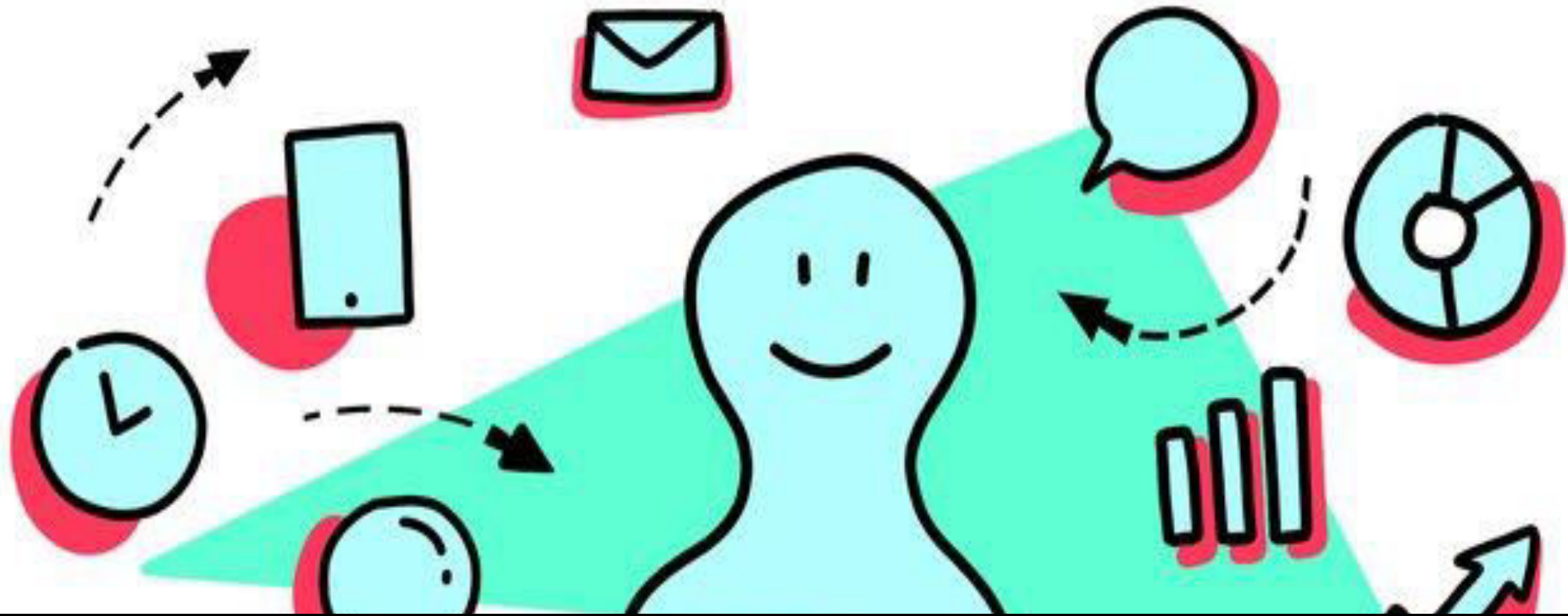
Web Traffic 

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.

Search Strategies... 

GENERIC KEYWORDS

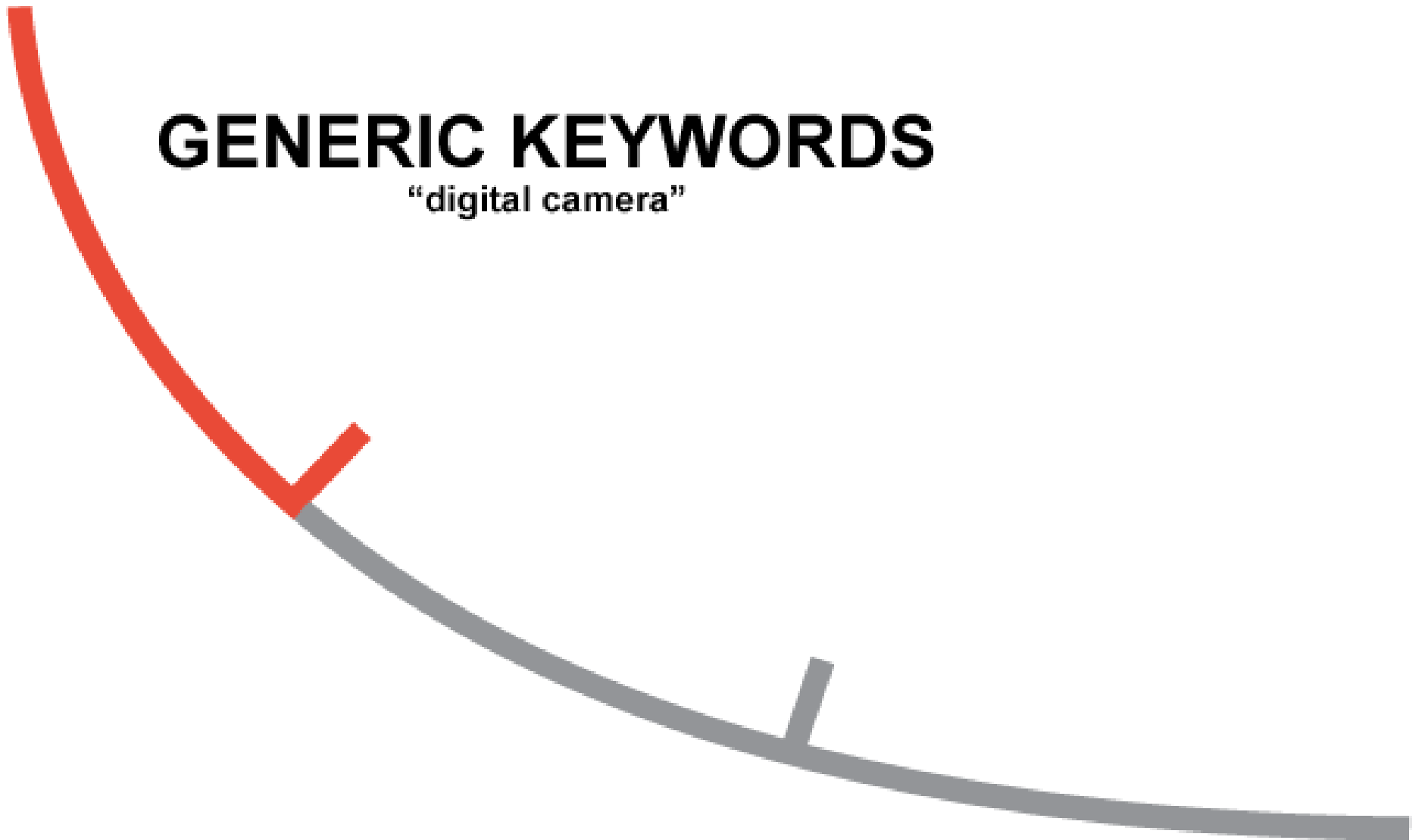
"digital camera"

- HIGH COST
- HIGH COMPETITION

- 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.

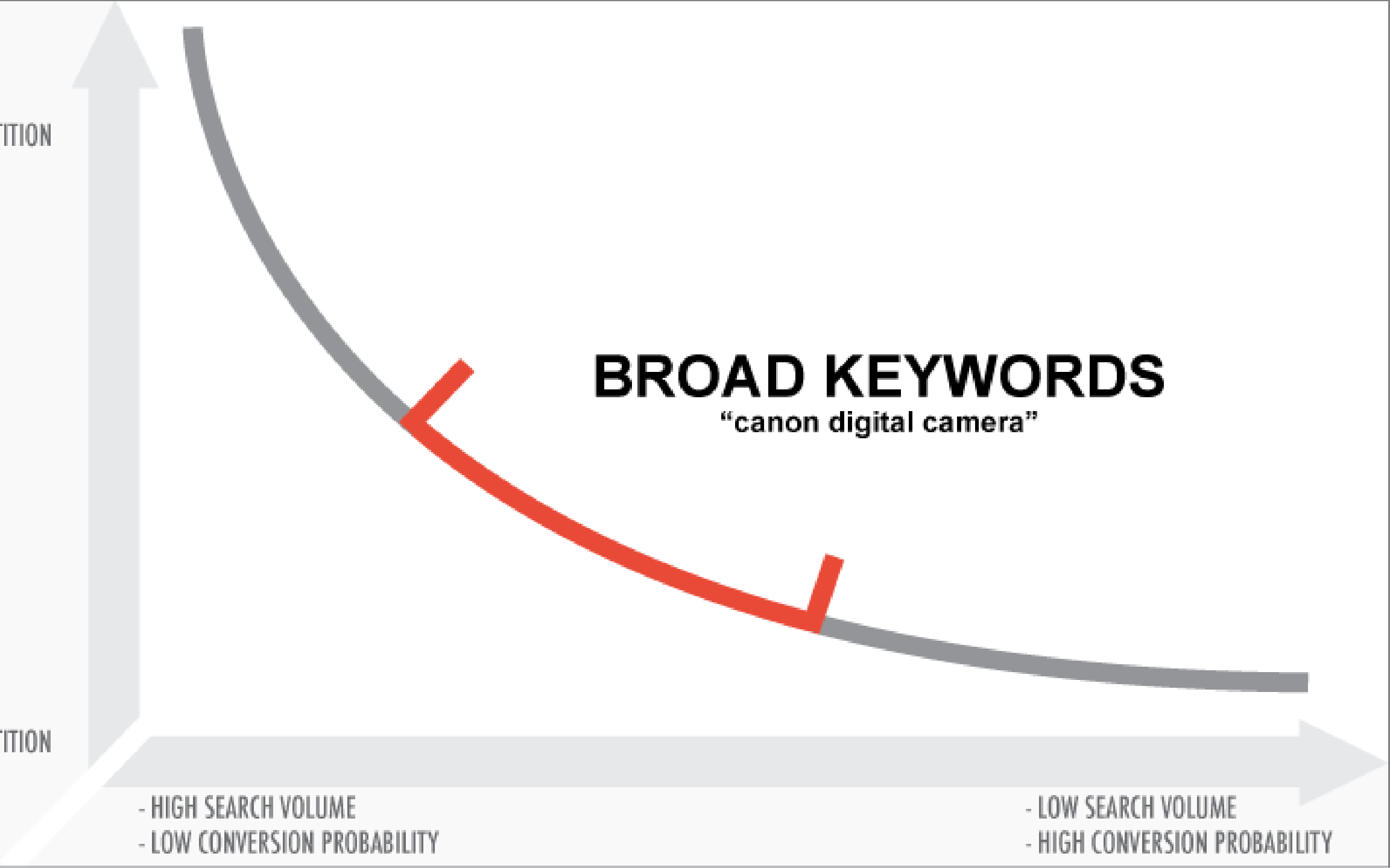
- HIGH COST
- HIGH COMPETITION

- LOW COST
- LOW COMPETITION

- HIGH SEARCH VOLUME
- LOW CONVERSION PROBABILITY

- LOW SEARCH VOLUME
- HIGH CONVERSION PROBABILITY

BROAD KEYWORDS
"canon digital camera"



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

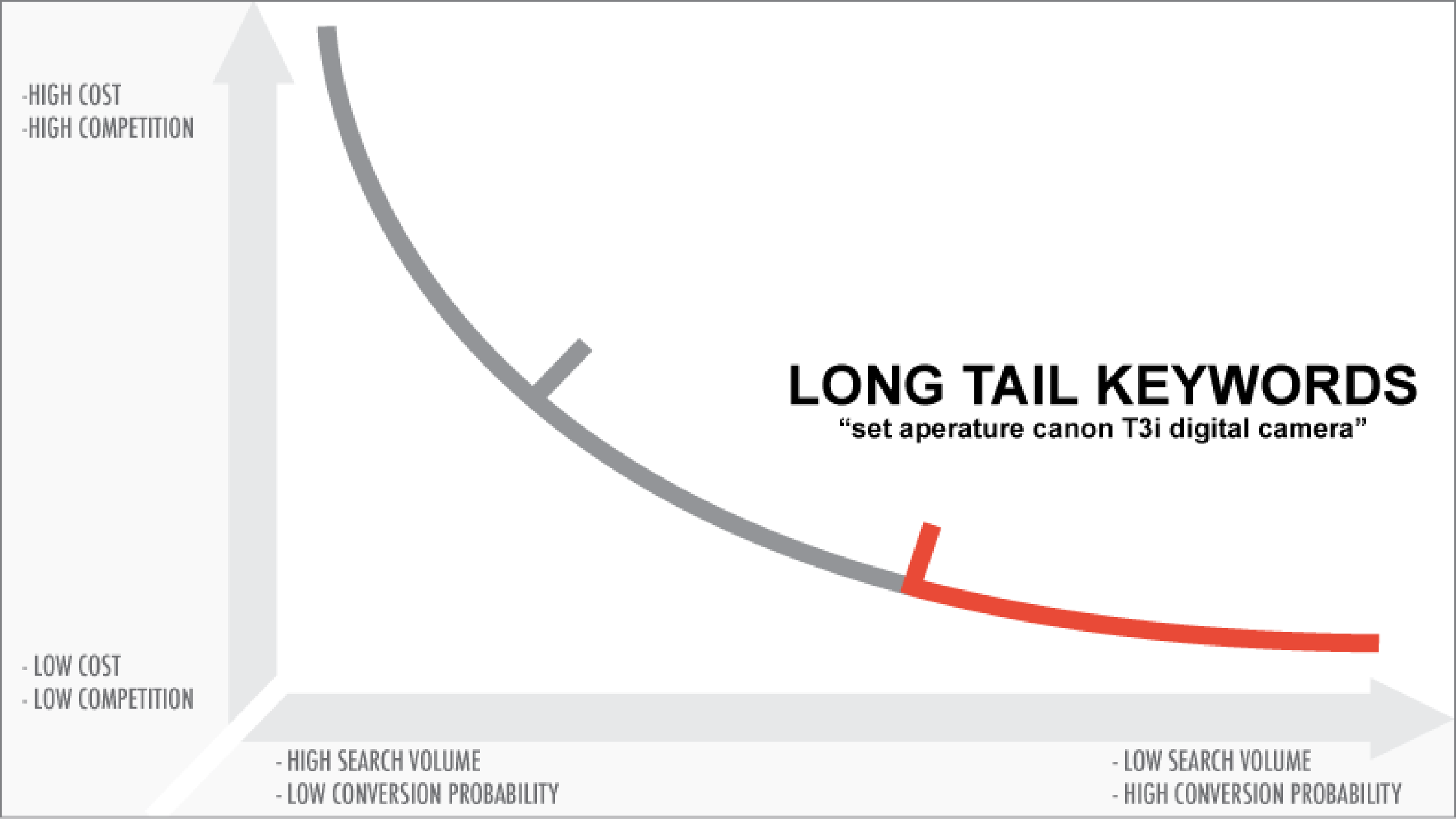
- LOW COST
- LOW COMPETITION

- HIGH SEARCH VOLUME
- LOW CONVERSION PROBABILITY

- LOW SEARCH VOLUME
- HIGH CONVERSION PROBABILITY

LONG TAIL KEYWORDS

“set aperature canon T3i digital camera”



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.

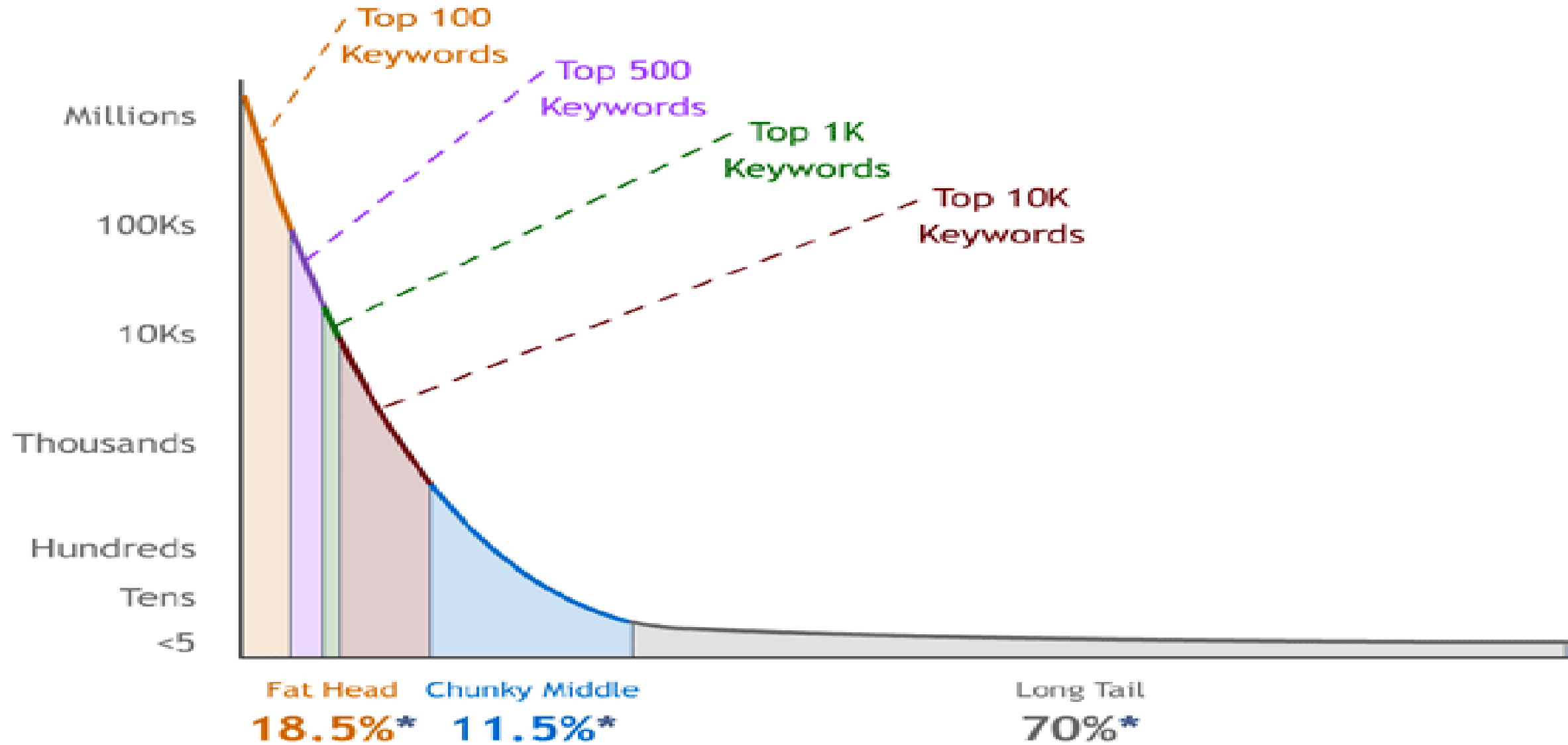
NAVIGATION QUERIES

- **Queries which explain 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

of Monthly Searches



of Keywords

*% 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.





**KEYWORDS
RESEARCH**

The notebook page is decorated with several hand-drawn icons: a paper airplane, a stethoscope, an envelope with an @ symbol, a bar chart, a shopping cart, money bags, a globe, a person presenting to an audience, a clipboard with a checkmark, dice, a calendar with a clock, and a large red arrow pointing upwards and to the right.

**THINGS TO CONSIDER WHILE
KEYWORD RESEARCH**



Search

The bottom section of the image shows a hand-drawn illustration of a search bar with a magnifying glass icon and the word 'Search' written inside. It also includes a lightbulb, gears, a shopping cart, and a pen.

A hand holding a magnifying glass over the word 'KEYWORDS'. The magnifying glass is positioned over the word, which is printed in a bold, black, sans-serif font. The background is a blurred document with faint text.

KEYWORDS

DIFFICULTY

SEARCH VOLUME



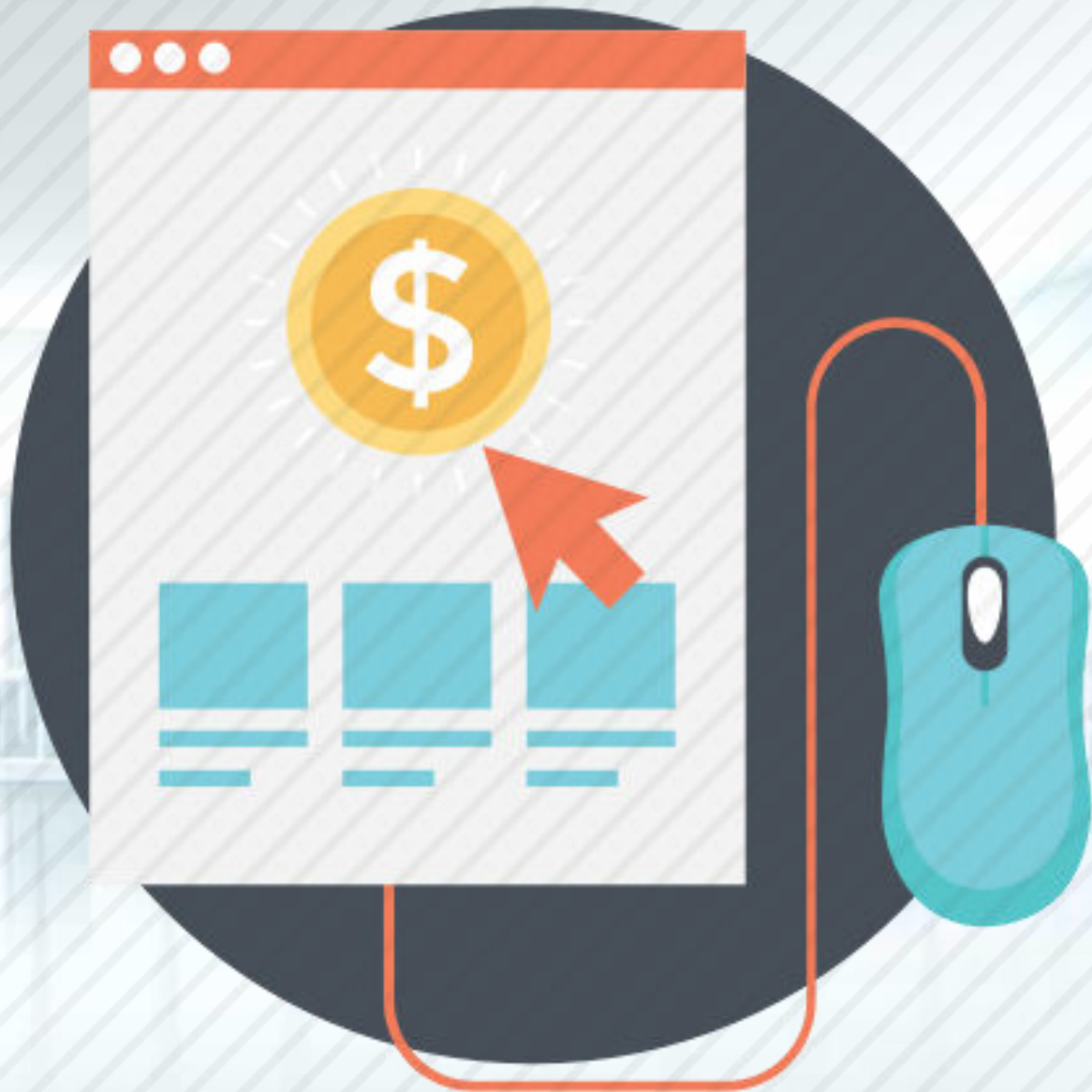
https://www

CLICKS



CLICKS PER SEARCH





COST PER CLICK



RETURN RATE



NUMBER OF WORDS IN A KEYWORD

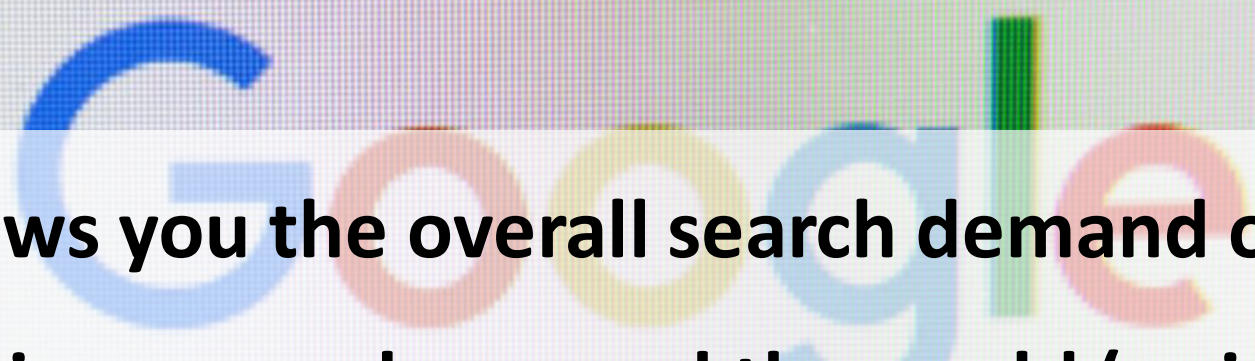


INCLUDE/EXCLUDE TERMS

UNDERSTANDING KEYWORD METRICS

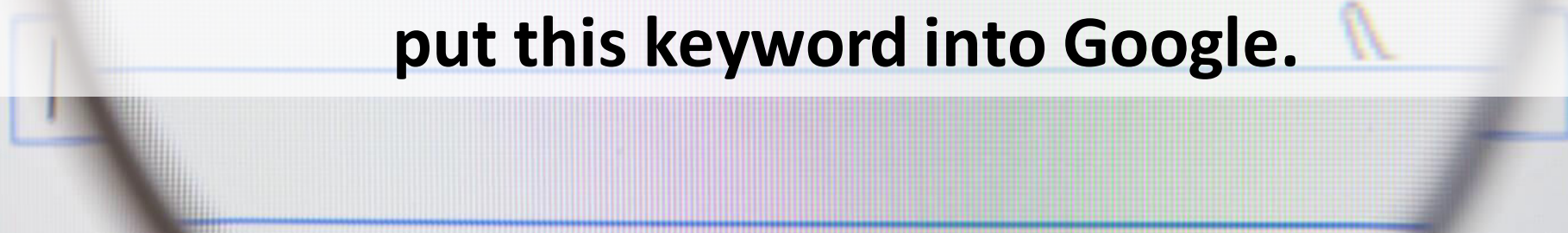


SEARCH VOLUME & SEARCH RESULT



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





KEYWORDS

STEP 01:

Search keyword planner in Google



[Google Search](#) [I'm Feeling Lucky](#)

Google offered in: العربية

A close-up photograph of a person's hand holding a black magnifying glass. The lens of the magnifying glass is focused on the word "KEYWORDS" written in bold, black, sans-serif capital letters. The background is a blurred document with some faint text, suggesting a search or research process.

KEYWORDS

STEP 02:

Click on the result shown in below picture

The image shows a Google search interface for the query "keyword planner". The search results page displays approximately 2,200,000 results. The top result is an advertisement for "Google Keyword Planner | Discover The Right Keywords". Below the ad, there are several informational links such as "Learn To Use Google Ads", "Success Stories", "How Much Does It Cost?", and "What Are Display Ads?". The second search result, "Keyword Planner - Google Ads", is circled in red. A blue arrow points from this result to a call to action that says "Click here" with the text "Activate Windows" and "Go to Settings to activate Windows." below it.

Google

keyword planner

Sign in

All Books News Images Videos More Settings Tools

About 2,20,00,000 results (0.47 seconds)

Ad · ads.google.com/keywordplanner

Google Keyword Planner | Discover The Right Keywords

Find Keywords Relevant To Your Business & Show Ads When Customers Search For Your Product.

Learn To Use Google Ads
Choose How, When and Where You Want to Reach Customers.

Success Stories
Get Inspired By People Using Google Ads To Grow Their Business.

How Much Does It Cost?
Set Your Own Advertising Budget. Pay Only When Your Ad Is Clicked.

What Are Display Ads?
Appear In Over 2M Websites & 650,000 Apps Across Google Network.

ads.google.com > intl > en_in > home > tools > keywor...

Keyword Planner - Google Ads

Unsure of what keywords to target? Identify the most relevant keywords for your brand with Google's keyword suggestion tool, the Google **Keyword Planner**.

keywordtool in

See results about **Keyword Tool (Software)**
Keyword Tool is a free SaaS product that uses Google Autocomplete and other ...

rate 1000s Of Key
gle Autocomplete in Seco

Click here
Activate Windows
Go to Settings to activate Windows.

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



KEYWORDS

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](#)

Sandals

Bathing suits

Jean shorts

Activate Windows
Go to Settings to activate Windows.



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](#)


A close-up photograph of a person's hand holding a black magnifying glass. The lens of the magnifying glass is focused on the word "KEYWORDS" written in bold, black, sans-serif capital letters. The background is a blurred document with some faint text and lines, suggesting a search or research process.

KEYWORDS

STEP 04:


This is the dashboard

1 / 2 > Balance exhausted - Your balance is either exhausted or nearly exhausted. To ensure that your ads keep running, make a payment to add money to your account.

 **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		
<input type="checkbox"/>	Plan	Status	Last modified ↓
<input type="checkbox"/>	Plan from Dec 23, 2018, 10 pm, GMT+05:30	Draft	23 Dec 2018

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

<input type="checkbox"/>	Plan	Status	Last modified ↓	Forecast period
<input type="checkbox"/>	Plan from Dec 23, 2018, 10 pm, GMT+05:30	Draft	23 Dec 2018	1 - 31 Jan 2019 (Next month)

Activate Windows
Go to Settings to activate Windows.

1 - 1 of 1

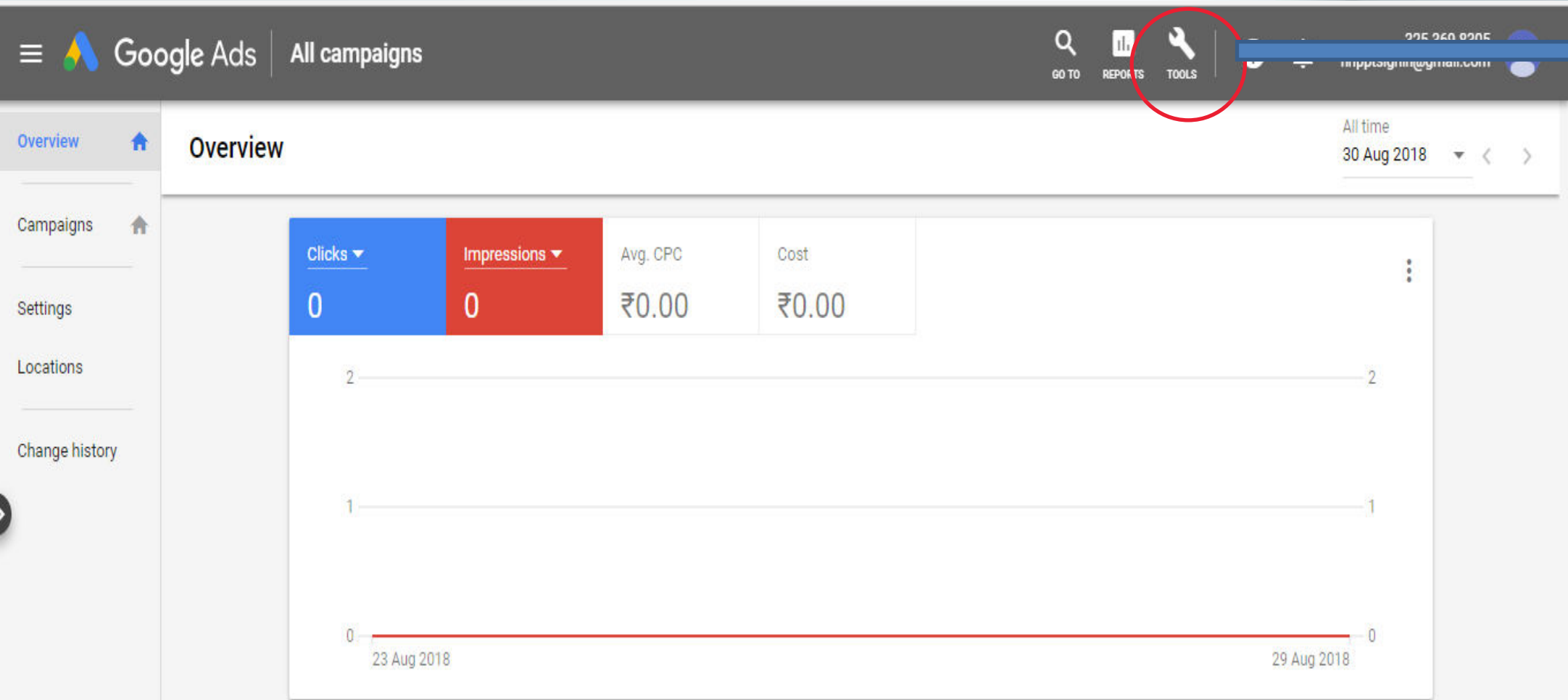




KEYWORDS

STEP 05:

Click on Tools



The screenshot shows the Google Ads interface. At the top, the navigation bar includes the Google Ads logo, 'All campaigns', and icons for 'GO TO', 'REPORTS', and 'TOOLS'. The 'TOOLS' icon, which is a wrench, is circled in red. A blue arrow points from the right side of the image towards this icon. Below the navigation bar, the 'Overview' section is visible, showing a table with columns for 'Clicks', 'Impressions', 'Avg. CPC', and 'Cost'. The 'Clicks' and 'Impressions' columns are highlighted in blue and red respectively, and both show a value of 0. Below the table is a line chart with a y-axis from 0 to 2 and an x-axis from 23 Aug 2018 to 29 Aug 2018. The chart shows a flat red line at the 0 level.

Clicks	Impressions	Avg. CPC	Cost
0	0	₹0.00	₹0.00

Click on tools



KEYWORDS

STEP 06:

Select keyword planner

Keyword
planner

The screenshot shows the Google Ads interface. The browser tabs include 'Inbox (256) - harithasanti', 'make ppt with 2 of video', and two 'Google Ads' tabs. The address bar shows the URL: https://adwords.google.com/aw/overview?ocid=283260377&_c=1777045073&authuser=1&_u=2145995933. The Google Ads header includes the logo, 'All campaigns', and navigation icons for 'GO TO', 'REPORTS', and 'TOOLS'. The user's profile information is visible as '325-369-8305' and 'nhpptsigin@gmail.com'. The left sidebar contains navigation options: 'Overview', 'Campaigns', 'Settings', 'Locations', and 'Change history'. The main menu is expanded, showing several categories: 'PLANNING', 'SHARED LIBRARY', 'BULK ACTIONS', 'MEASUREMENT', and 'SETUP'. The 'PLANNING' category is circled in red, and a blue arrow points to the 'Keyword Planner' option within it. Other options in the 'PLANNING' category include 'Ad Preview and Diagnosis' and 'Display Planner'. The 'SHARED LIBRARY' category includes 'Audience manager', 'Portfolio bid strategies', 'Negative keyword lists', 'Shared budgets', and 'Placement exclusion lists'. The 'BULK ACTIONS' category includes 'All bulk actions', 'Rules', 'Scripts', and 'Uploads'. The 'MEASUREMENT' category includes 'Conversions', 'Google Analytics', and 'Search attribution'. The 'SETUP' category includes 'Billing & payments', 'Business data', 'Account access', 'Linked accounts', 'Preferences', and 'Google Merchant Center'. Below the menu, a chart area is visible with a red line and dates '23 Aug 2018' and '29 Aug 2018'. At the bottom, there is a footer with the text: 'Reporting is not carried out in real time. Time zone for all dates and times: (GMT+05:30) India Standard Time. Learn more' and 'Some inventory may be provided through third party intermediaries.'



KEYWORDS

STEP 07:

Click on find keywords

← → ↻ Secure | https://adwords.google.com/aw/keywordplanner/home?ocid=283260377&_c=1777045073&authuser=1&_u=2145995933 ☆

← Google Ads | Keyword Planner GO TO REPORTS TOOLS ? 🔔 325-369-8305 nhptsigin@gmail.com

Find 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 →

**Click find
keyword
and
proceed**

A close-up photograph of a person's hand holding a black magnifying glass. The lens of the magnifying glass is focused on the word "KEYWORDS" written in bold, black, sans-serif capital letters. The background is a blurred document with some faint text, suggesting a search or research process.

KEYWORDS

STEP 08:

Enter your keyword/niche keyword

 Your most recent plan is saved as a draft [RESUME PLAN](#)

Find keywords



Enter words, phrases, or a URL related to your business

GET STARTED



KEYWORDS

STEP 09:

You can type more than one word if needed

Eg: Consulting

Find keywords

consulting

GET STARTED

Click on
get started

A close-up photograph of a person's hand holding a black magnifying glass. The lens of the magnifying glass is focused on the word "KEYWORDS" written in bold, black, sans-serif capital letters. The background is a blurred document with some faint text, suggesting a search or research process.

KEYWORDS

STEP 10:

Related keywords are listed

Google Ads | Keyword plan

Locations: India | Language: English | Search networks: Google

Keyword ideas | consulting

Found 405 keyword ideas

Exclude ads ideas

Download Keyword Ideas | Last 12 months | Aug 2017 - Jul 2018

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

A close-up photograph of a person's hand holding a black magnifying glass. The lens of the magnifying glass is focused on the word "KEYWORDS" written in bold, black, sans-serif capital letters. The background is a blurred document with some faint text, suggesting a search or research process.

KEYWORDS

STEP 11:

You can also filter the keyword based on your requirement

Google Ads | Keyword plan

Locations: India Language: English Search networks: Google

Keyword ideas [DOWNLOAD KEYWORD IDEAS](#) Last 12 months 2017 - Jul 2018

Found 405 keyword ideas

Exclude adult ideas

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

Filter **Columns** **Reset**



KEYWORDS

STEP 12:

Click on Exclude keywords in my plan

The screenshot shows the Google Ads Keyword Planner interface. At the top, there's a navigation bar with 'Google Ads' and 'Keyword plan'. Below that, filters for 'Locations: India', 'Language: English', and 'Search networks: Google' are visible. The main search area contains 'consulting' and a 'DOWNLOAD KEYWORD IDEAS' button. A filter dropdown is open, showing options like 'Keyword text', 'Exclude keywords in my account', 'Exclude keywords in my plan' (circled in red), 'Avg. monthly searches', 'Competition', 'Ad impression share', and 'Top of page bid (low range)'. A blue arrow points from the top text to the 'Exclude keywords in my plan' option. The background shows a table of keyword ideas with columns for 'Ad impression share', 'Top of page bid (low range)', 'Top of page bid (high range)', and 'Account Status'.

Keyword (by relevance)	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
<input type="checkbox"/> consulting	-	₹5.65	₹27.45	
<input type="checkbox"/> management consulti...	-	₹28.94	₹234.55	
<input type="checkbox"/> consulting firms	-	₹45.65	₹58.59	
<input type="checkbox"/> business consultant	-	₹13.86	₹65.37	

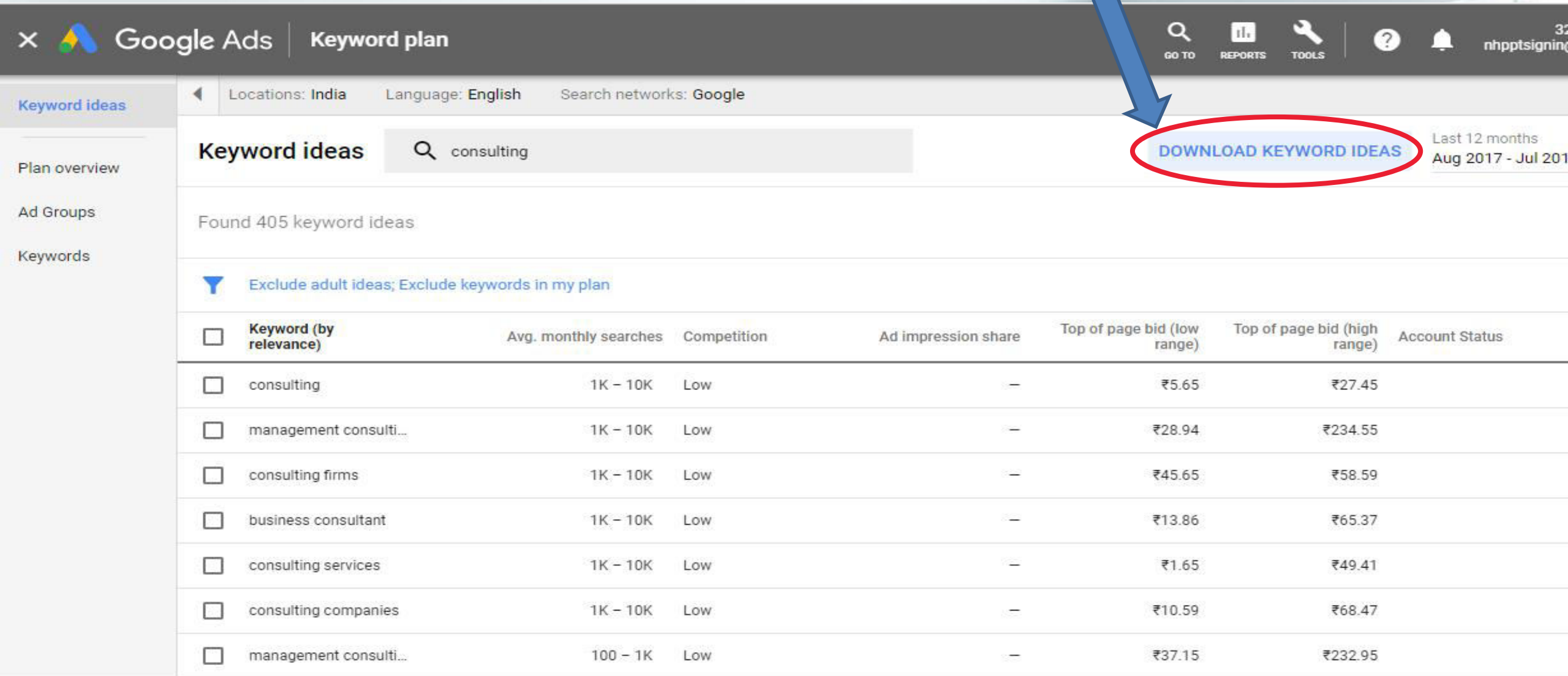
It will automatically refine keywords

A close-up photograph of a person's hand holding a black magnifying glass. The lens of the magnifying glass is focused on the word "KEYWORDS" written in bold, black, sans-serif capital letters. The background is a blurred document with some faint text, suggesting a search or research process.

KEYWORDS

STEP 13:

After the filtering process click download



Google Ads | Keyword plan

Locations: India | Language: English | Search networks: Google

Keyword ideas | consulting

Found 405 keyword ideas

Exclude adult ideas; Exclude keywords in my plan

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

DOWNLOAD KEYWORD IDEAS

Last 12 months
Aug 2017 - Jul 2018



KEYWORDS

STEP 14:

Keywords downloaded as an Excel file

The screenshot shows the Google Ads Keyword plan interface. At the top, there's a navigation bar with the Google Ads logo and 'Keyword plan'. Below that, filters for 'Locations: India', 'Language: English', and 'Search networks: Google' are visible. A search bar contains the keyword 'consulting'. A blue button labeled 'DOWNLOAD KEYWORD IDEAS' is positioned to the right of the search bar. Below the search bar, it says 'Found 405 keyword ideas'. There are two filter options: 'Exclude adult ideas' and 'Exclude keywords in my plan'. A table of keyword ideas is displayed with columns for 'Keyword (by relevance)', 'Avg. monthly searches', 'Competition', 'Ad impression share', 'Top of page bid (low range)', 'Top of page bid (high range)', and 'Account Status'. A blue arrow points from the text 'Open the file' to a file icon in the bottom left corner of the browser window, which is circled in red. The file icon is labeled 'Keyword Stats 201...csv'.

Google Ads | Keyword plan

GO TO | REPORTS | TOOLS | ? | nhptsignin

Keyword ideas | Locations: India | Language: English | Search networks: Google

Keyword ideas | consulting | DOWNLOAD KEYWORD IDEAS | Last 12 months | Aug 2017 - Jul 2017

Found 405 keyword ideas

Exclude adult ideas; Exclude keywords in my plan

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

Keyword Stats 201...csv

Open the file



KEYWORDS

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



KEYWORDS

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 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

A close-up photograph of a person's hand holding a black magnifying glass. The lens of the magnifying glass is focused on the word "KEYWORDS" written in a bold, black, sans-serif font. The background is a blurred document with some faint text, suggesting a search or research process.

KEYWORDS

STEP 17:

Q consulting

**Search
consulting in
Google**



Search Google or type URL

M Gmail

G Consulting With Shan

G Google

G Consulting With Sh...

G Login | Goo... | Rec...

G Consulting With Sh

G Google

G Consulting With Shan



KEYWORDS

STEP 18:

You will get the search results



consulting



All

Images

News

Maps

Books

More

Settings

Tools

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

Dictionary

Enter a word, e.g. 'pie'



consulting

/kən'sʌltɪŋ/

adjective

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

noun

- 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

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](#)

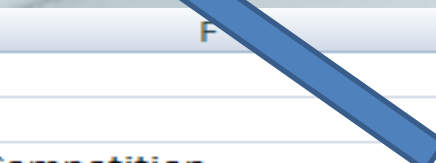
See results about



KEYWORDS

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





Keywords

SEARCH

**KEYWORD
RESEARCH IS
SUCCESSFUL!!**



QUESTIONS AND ANSWERS



أشـيـقـر[®]
DIGIMENTORS

Thank you!