



WELCOME

DAY 73/100

DIGITAL MASTERY CHALLENGE

DATE: SEPTEMBER 29, 2020, TUESDAY

TIME: 06:00 PM (AST)

LIVE FROM DOHA, QATAR

INTRODUCTION TO DIGITAL MARKETING






Digital technology has transformed the way we live and work and has impacted every industry from retail to health care.



Now more than ever, organizations and their employees face the challenge of developing and maintaining their business operations and customer engagement in a constantly evolving digital space.



Our goal is to empower Entrepreneurs and professionals with the digital skills and knowledge needed to take control of their careers and maximize their potential



**We achieve this through our Digital mastery ,
which are designed and developed by industry
experts.**



We provides an introduction to the key digital specialties: everything from mobile and social media marketing to SEO and analytics.

**We want to
make learning
simple,
accessible, and
convenient.**



A photograph of a person's hands typing on a laptop keyboard. The laptop is on a wooden table. In the background, there is another laptop, a white coffee cup on a saucer, and a small potted plant. The word "WEBINAR" is overlaid in large white letters on a dark rectangular background with a white border.

WEBINAR

This webinar on digital marketing to produce a comprehensive learning experience.

Let's begin...

INTRODUCTION TO DIGITAL MARKETING






Have you experimented with digital marketing driven by guilt, pressure, or an overeager competition ?



***Have you found your efforts
disjointed—frustrating—hit-or-miss?***

A person wearing a dark jacket and a beanie is walking on a foggy street at night. The street is illuminated by streetlights, and the fog creates a hazy atmosphere. The person is looking down and slightly to the side. The text "Finding where to start can be challenging" is overlaid on the image in a white, italicized font.

***Finding where to start can be
challenging***

And even when you get started, how do you proceed in a way that ensures you are not wasting your time, effort, or budget?

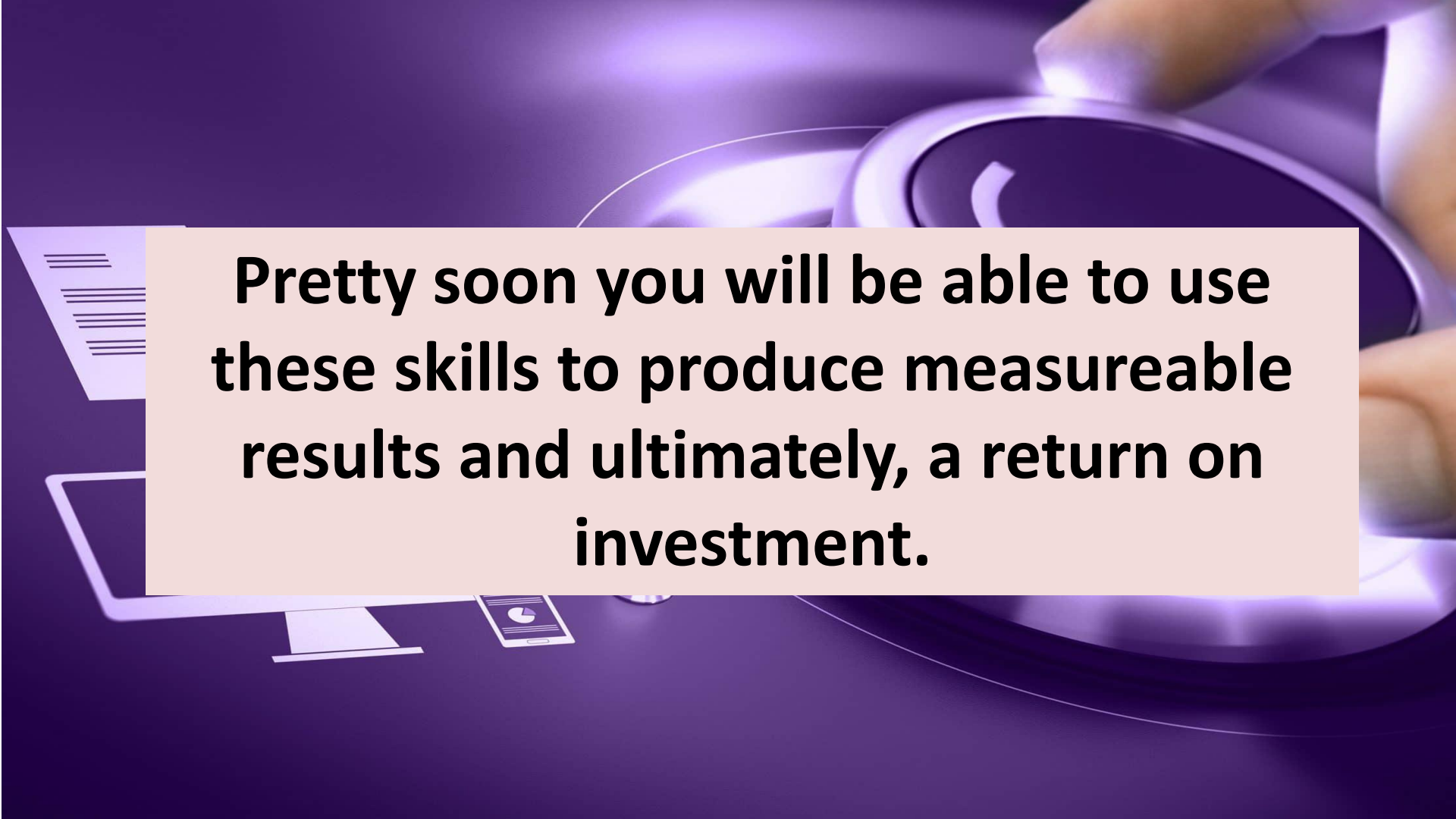




This portion of digital Mastery sessions provides you with a framework for applying your digital marketing skills in a structured and iterative fashion.



You have now
taken the first
step towards
**DIGITAL
MARKETING
MASTERY!**

A hand is shown using a magnifying glass to inspect a smartphone. The smartphone screen displays a pie chart. In the background, there is a laptop and a document with lines of text. The entire scene is set against a dark, purple-toned background.


Pretty soon you will be able to use these skills to produce measureable results and ultimately, a return on investment.

**What
more
could
you ask
for?**





**Start with the Customer and Work
Backward**

A hand is shown using a magnifying glass to inspect a laptop screen. The scene is illuminated with a strong purple light, creating a futuristic or tech-oriented atmosphere. The text is overlaid on a semi-transparent white rectangular box in the center of the image.

Successful digital campaigns share a range of characteristics, but campaigns that fail all have one thing in common:



“They don't acknowledge the empowered and informed consumer.”

PEOPLE POWER



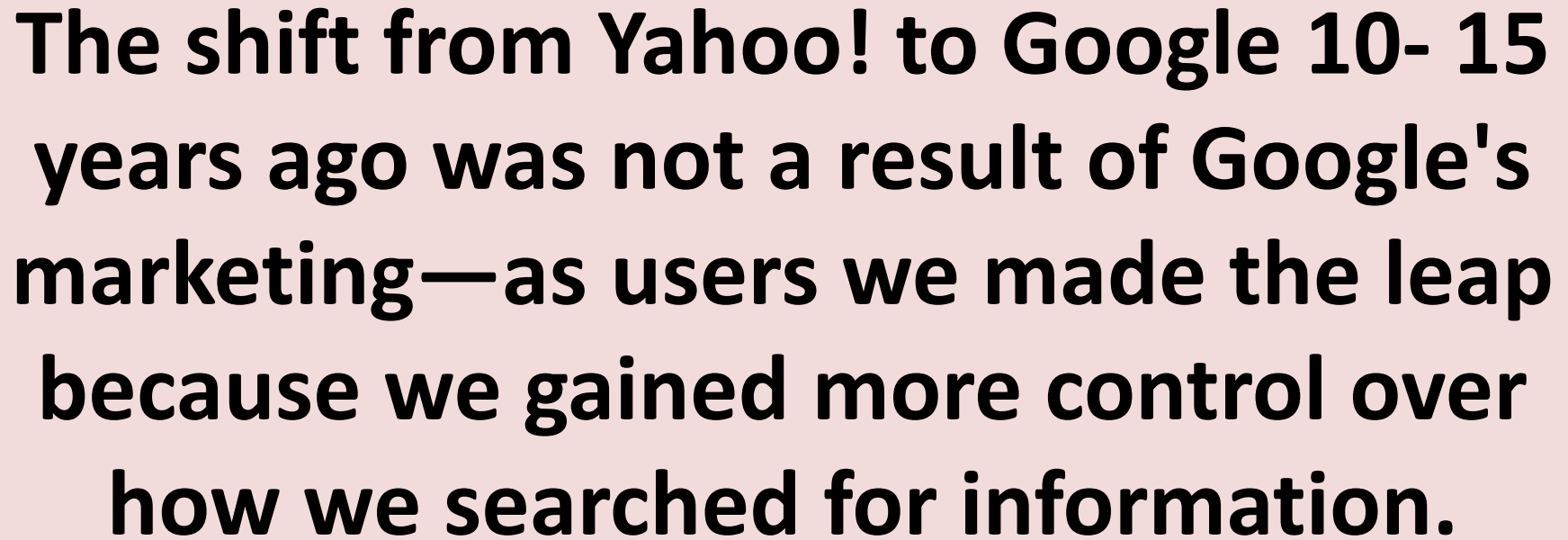
It is tempting to describe the evolution of the Internet in terms of names such as Facebook, Google, eBay, PayPal, Amazon, Apple, Samsung, Netflix, and Yahoo!, as if the whole story of the web is the story of brands, companies, and technologies.

**The true evolution
of the Internet is
chronicled by the
story of the
empowered
individual.**



**You and I
own the
Internet,
and the
evolution
of the
Internet is
our story.**





The shift from Yahoo! to Google 10- 15 years ago was not a result of Google's marketing—as users we made the leap because we gained more control over how we searched for information.

The image features a large, colorful 3D logo for eBay, with the letters 'e', 'b', 'a', and 'y' in red, blue, yellow, and green respectively. Two men are standing in profile in the foreground, looking at the logo. The man on the left is wearing an orange puffer jacket and glasses, while the man on the right is wearing a dark jacket and glasses. The background is dark, and there are some plants in the bottom right corner.

eBay

The ecommerce site
eBay allowed us to sell
anything to anyone for
any price at any time.

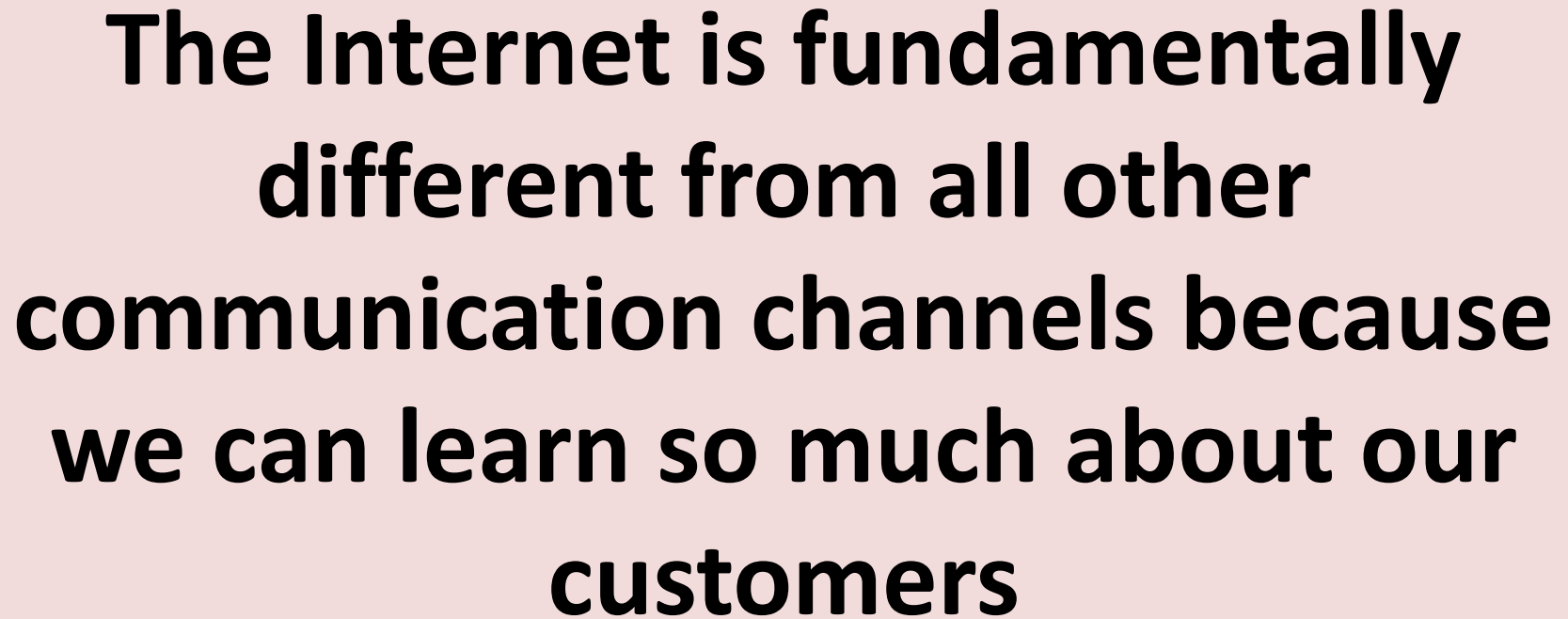
**Facebook
allowed us to
stay in touch
with people all
over the world
whenever and
however we like.**



A person is silhouetted against a sunset over a beach. The sun is low on the horizon, creating a warm orange glow. The sky transitions from orange to a deep blue. The person is standing on the beach, looking out at the ocean. The overall mood is contemplative and serene.

All the digital technologies have been
characterized by one thing—

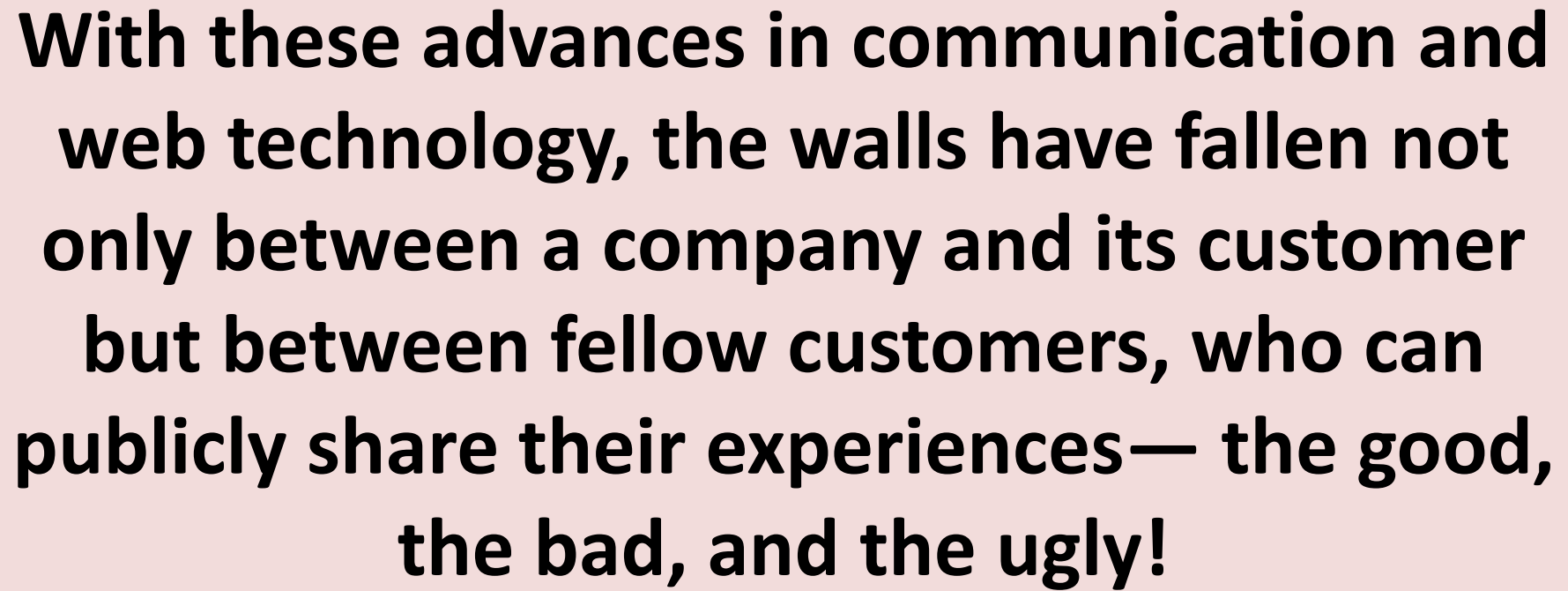
*they have given you and me more
control over our lives.*



**The Internet is fundamentally
different from all other
communication channels because
we can learn so much about our
customers**

***We can identify their habits,
their technologies, and their
preferences.***

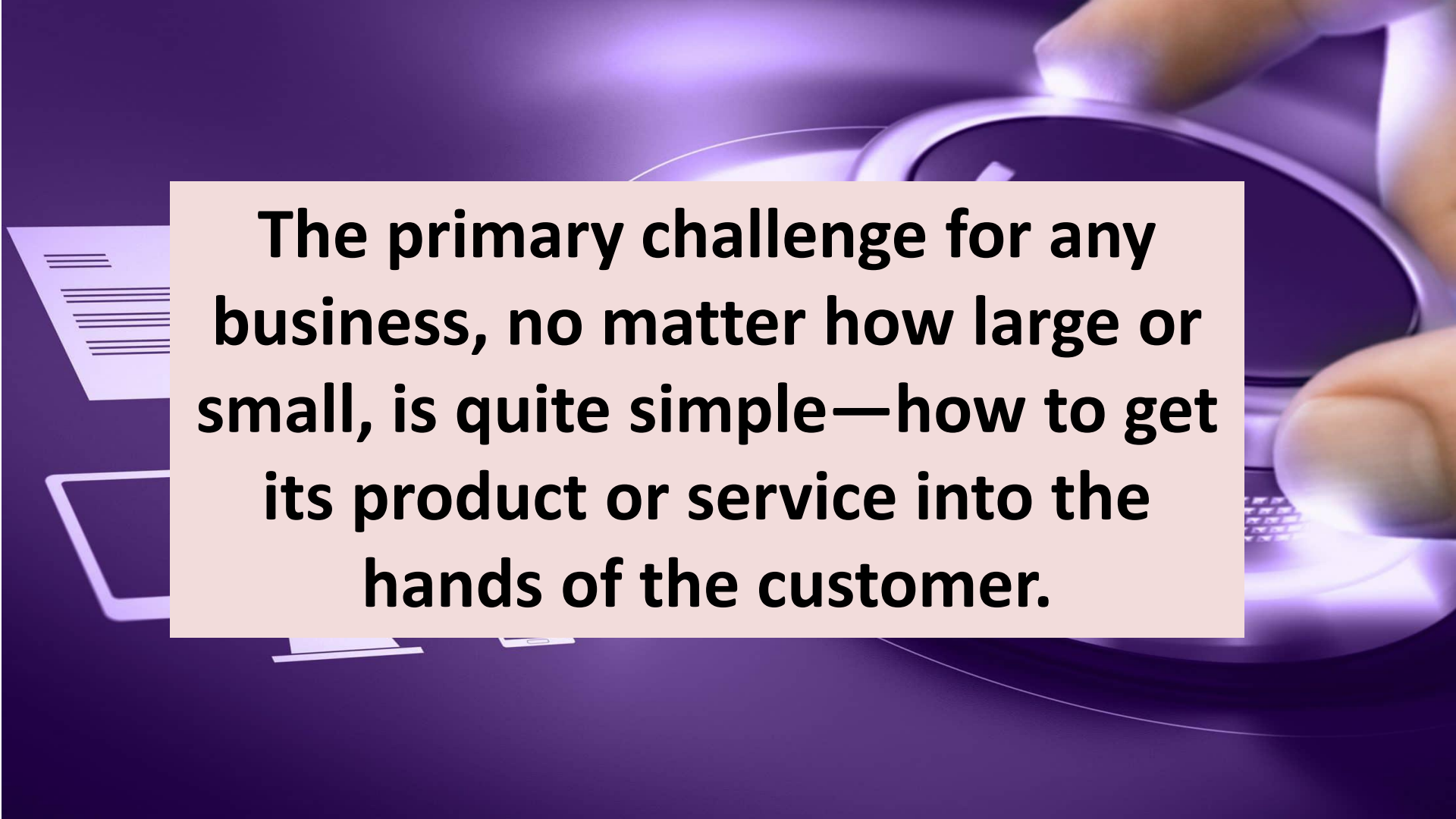


A hand is visible in the upper right corner, pointing towards a glowing screen. The background is a deep purple with a subtle light gradient. The text is centered in a white box.


With these advances in communication and web technology, the walls have fallen not only between a company and its customer but between fellow customers, who can publicly share their experiences— the good, the bad, and the ugly!

MARKET RESEARCH VERSUS MARKET REALITY



A hand is shown using a magnifying glass to inspect a laptop keyboard. The background is a dark, purple-toned image of a laptop. A white text box is overlaid on the center of the image.

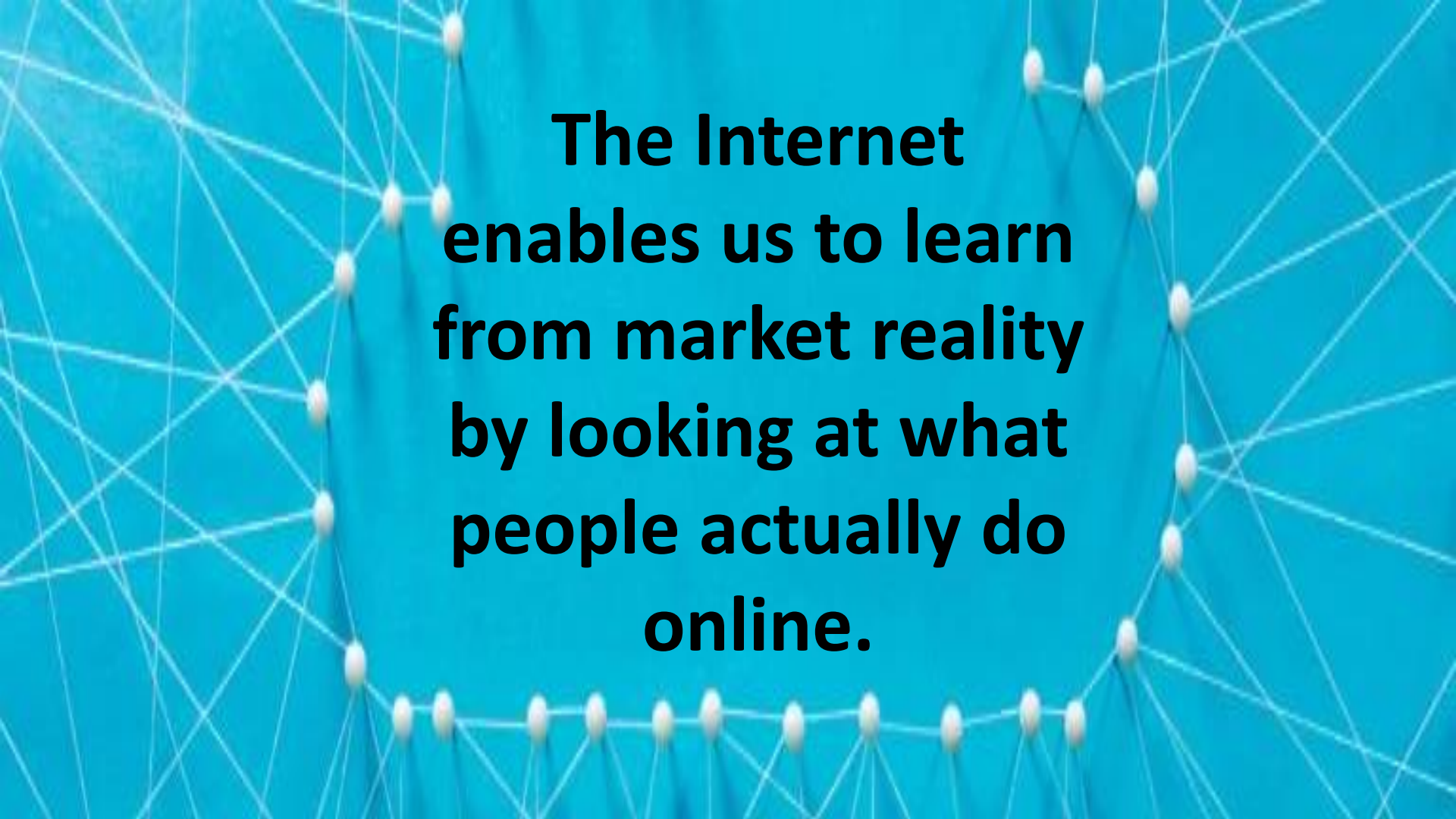
The primary challenge for any business, no matter how large or small, is quite simple—how to get its product or service into the hands of the customer.

A hand is shown using a magnifying glass to inspect a laptop screen. The background is a dark, purple-toned image of a laptop and a hand. On the left side, there is a white icon of a document with horizontal lines. The text is centered in a white rectangular box.

How the company will achieve this is informed by market research, gut instinct, polls, surveys, and research about existing habits and activities.

However, when conducting market research, especially surveys, we need to take one key factor into account—**PEOPLE LIE!**



The background of the slide is a vibrant blue color. Overlaid on this background is a complex network of white lines and nodes. The nodes are small, white, oval-shaped objects, and they are interconnected by thin white lines, creating a web-like structure that resembles a network graph or a data visualization. The lines and nodes are scattered across the frame, with a higher density in the center where the text is located.

**The Internet
enables us to learn
from market reality
by looking at what
people actually do
online.**



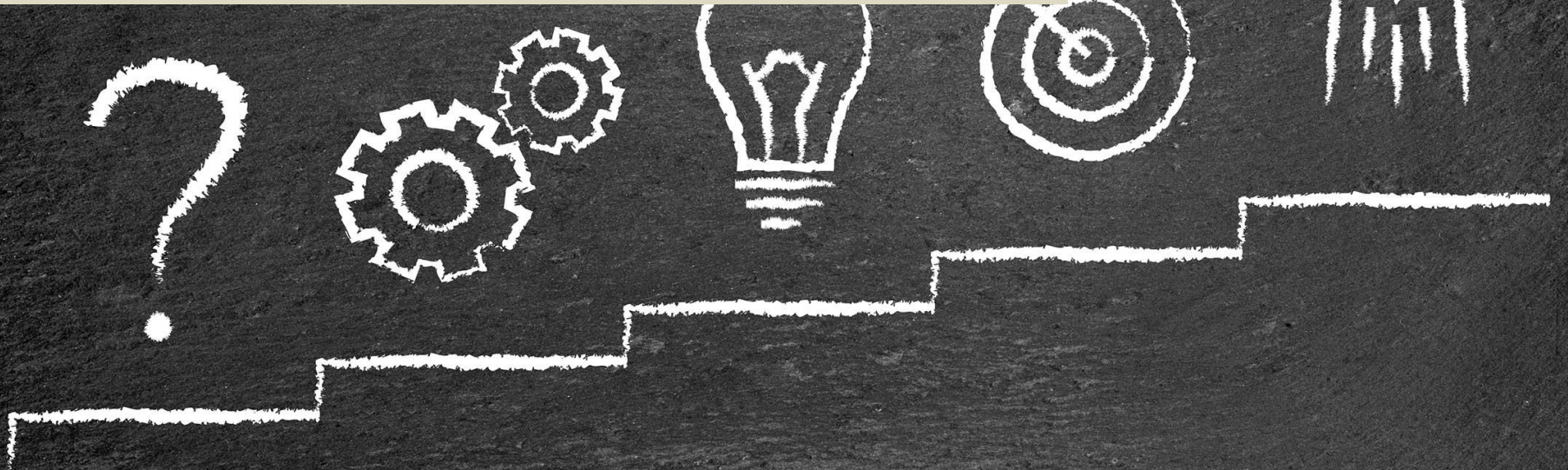
We can use social listening tools to research customers' activities and preferences based on their online habits and to complement our market research.

Market Research versus Market Reality



LET'S MAKE IT REAL

WHAT ARE THE 31 STRATEGIES?



1

INITIATE

2

ITERATE

3

INTEGRATE



**These are the
key to any
successful
marketing
strategy**

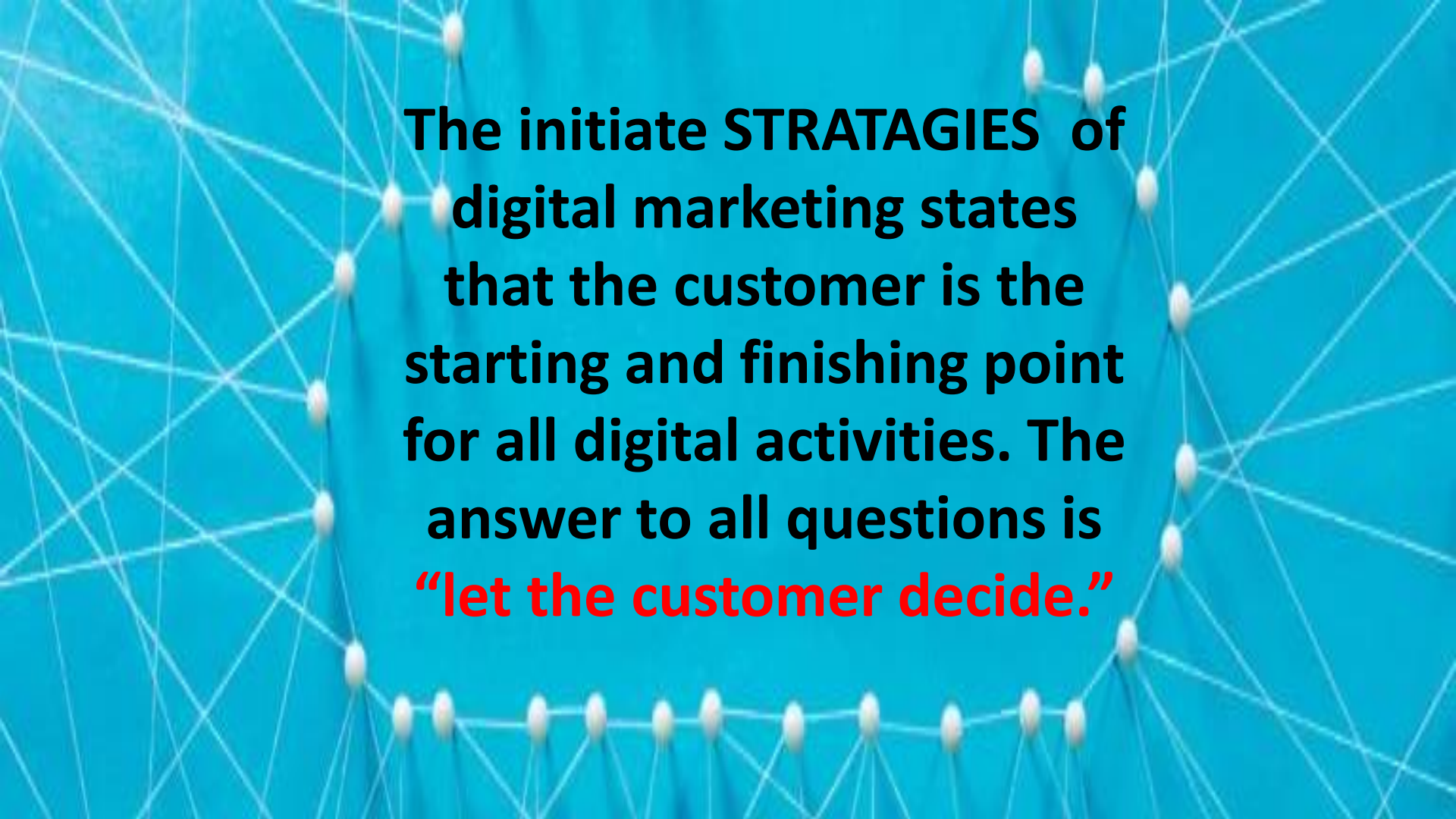


STRATEGY 43:

INITIATE

principles

A close-up, high-angle shot of a black fountain pen with a silver nib, positioned as if it has just finished writing the word 'principles' in a dark blue cursive script on a light blue, textured surface. The pen is angled from the top right towards the center of the frame.



The initiate STRATAGIES of digital marketing states that the customer is the starting and finishing point for all digital activities. The answer to all questions is “let the customer decide.”



**Many people are too quick
to jump into managing
digital channels.**



**They set up blogs,
websites, and social media
profiles and start
publishing nonspecific
content about themselves,
their companies, and their
products**



They fail to realize that digital channels are not broadcast channels in the traditional sense of the term.



In fact, they are interaction channels that facilitate a two-way conversation.



By taking the time to find out what your customers are doing online, your digital activities will become radically more effective.

Your customers are speaking online.

Are you listening?

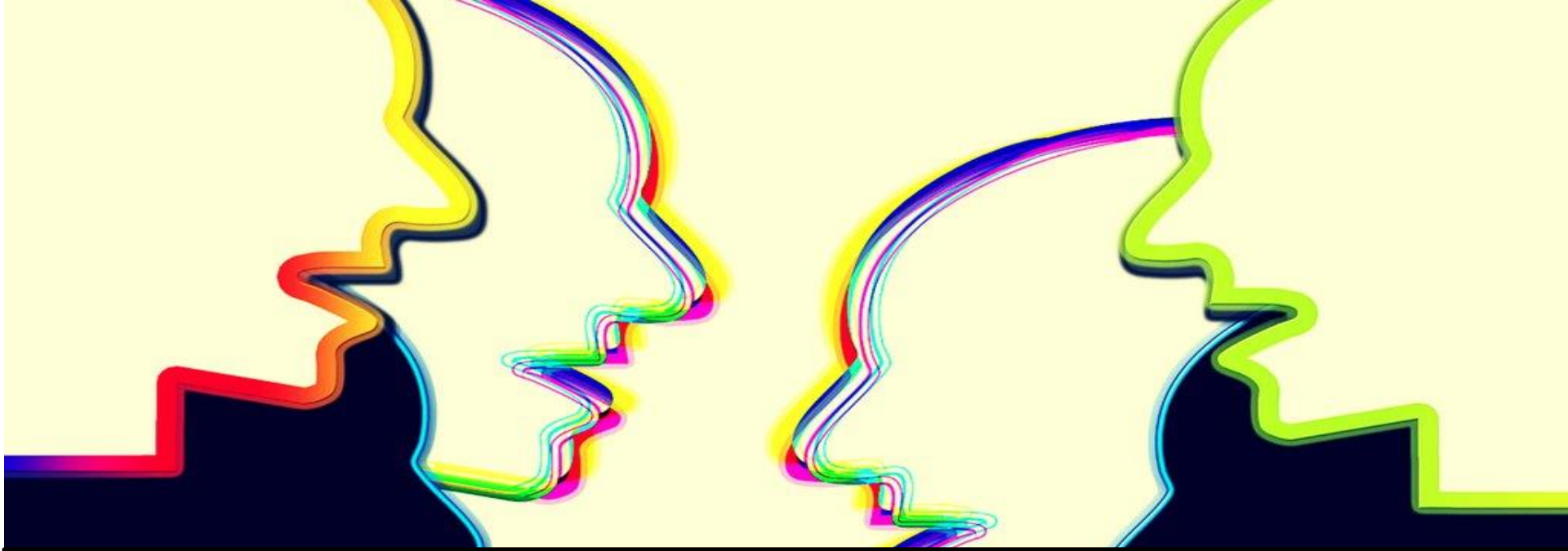


STRATEGY 44:

ITERATE

principles

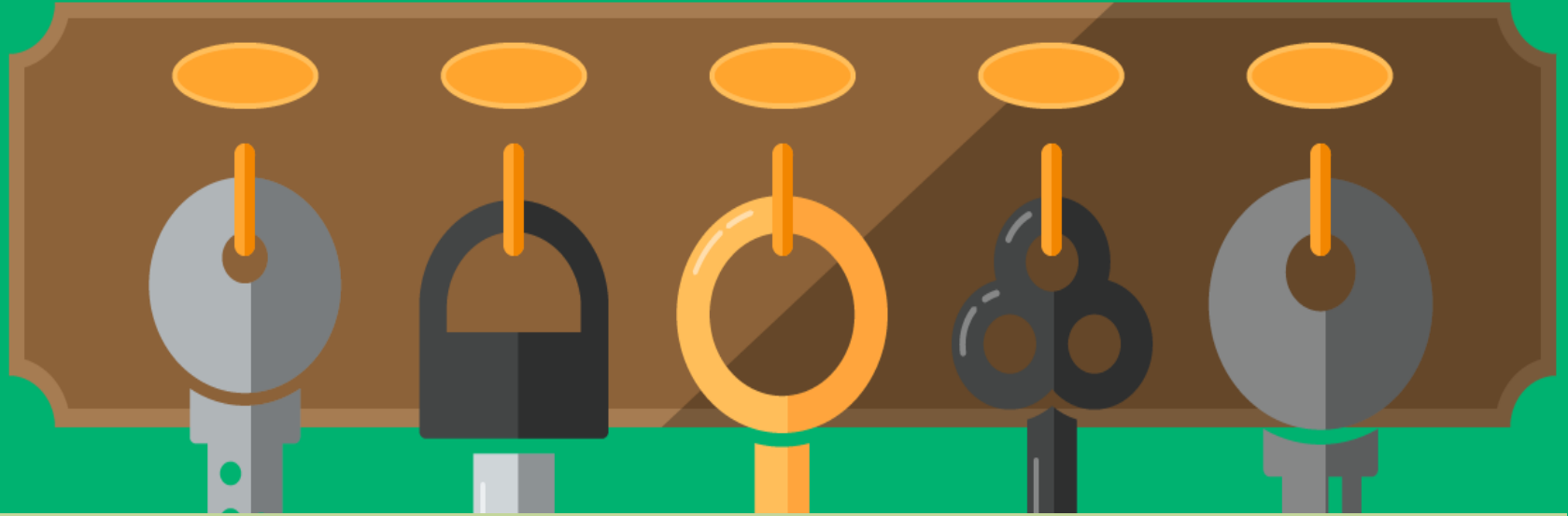
A close-up, high-angle shot of a fountain pen nib. The nib is dark and metallic, positioned as if it has just finished writing or is about to start. The word "principles" is written in a dark, elegant cursive script on a light blue, textured surface. The pen nib is located at the top right of the frame, pointing towards the end of the word.



This principle emphasizes the importance of tweaking a digital marketing campaign in response to user interaction.



Each digital marketing channel is most effective when you apply an iterative process, and the more iterations of the campaign you apply, the more effective each becomes.

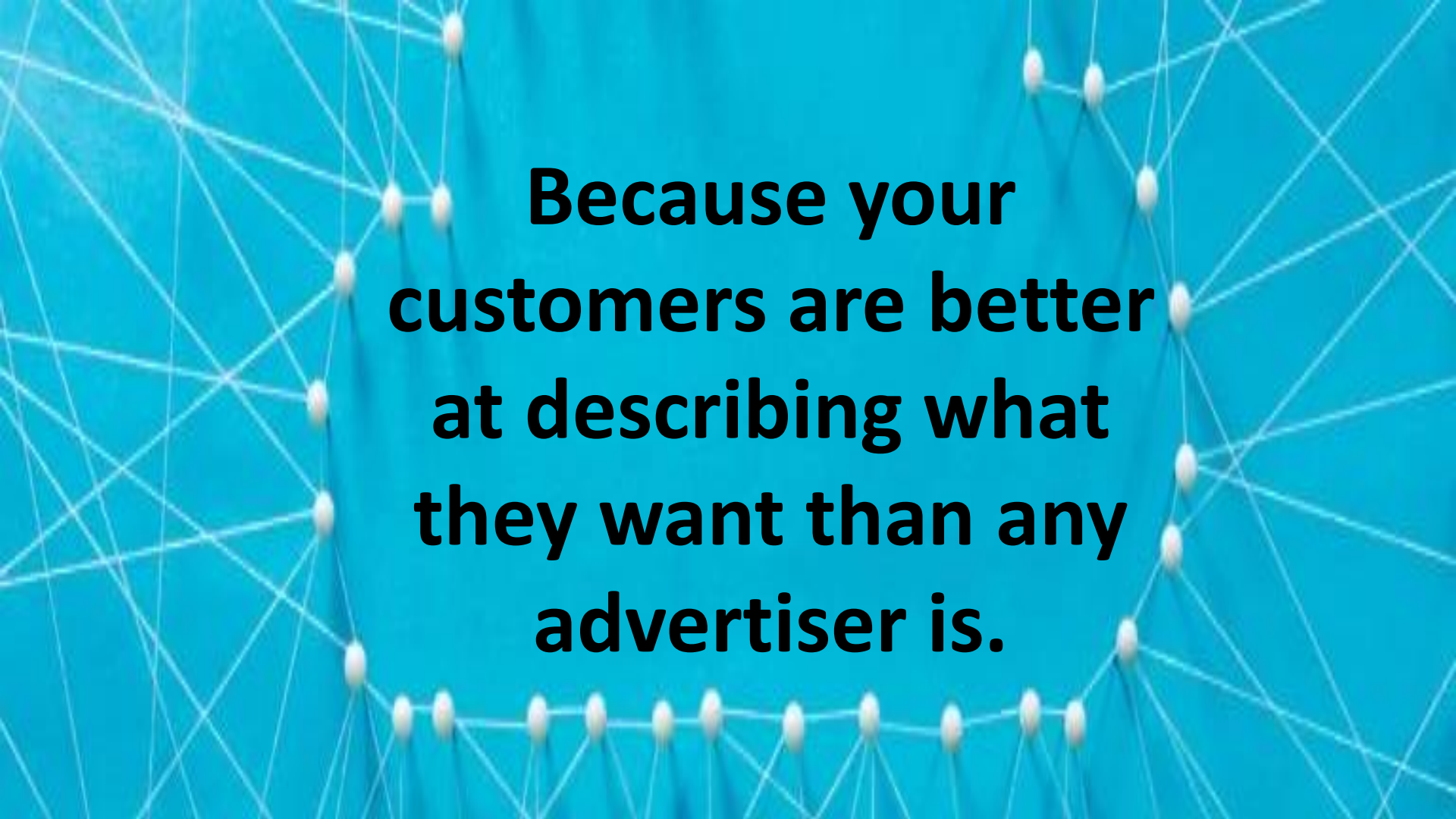


**There are some key implications
of this iterative process.**

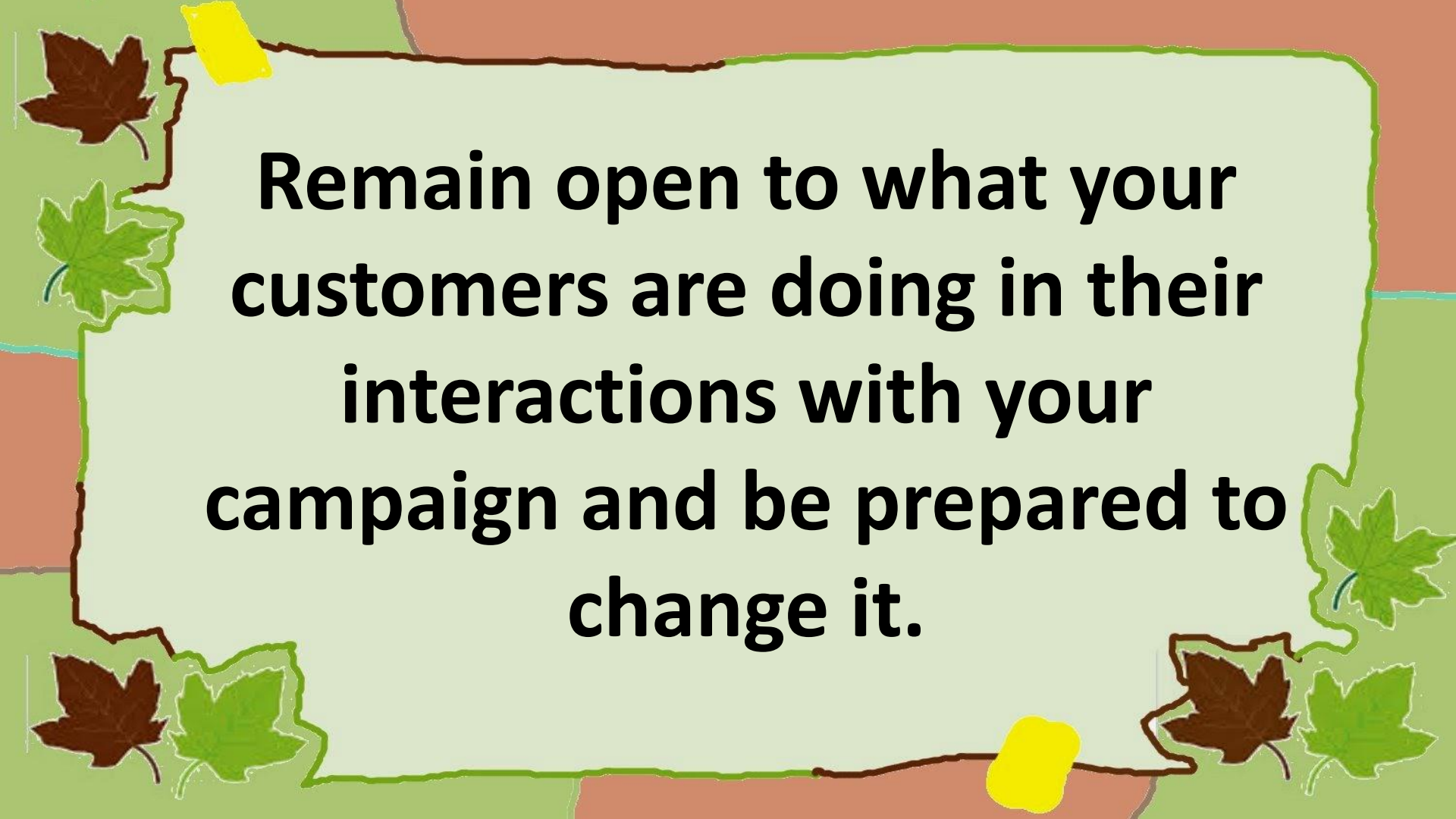


***To begin with, the first published
idea is not necessarily the best.***





**Because your
customers are better
at describing what
they want than any
advertiser is.**

The image features a central white rectangular area with a hand-drawn, irregular border. The border is decorated with several autumn leaves in shades of brown and green, and two yellow sticky notes are placed at the top-left and bottom-right corners of the border. The background behind the border consists of soft, blended colors of green and orange.

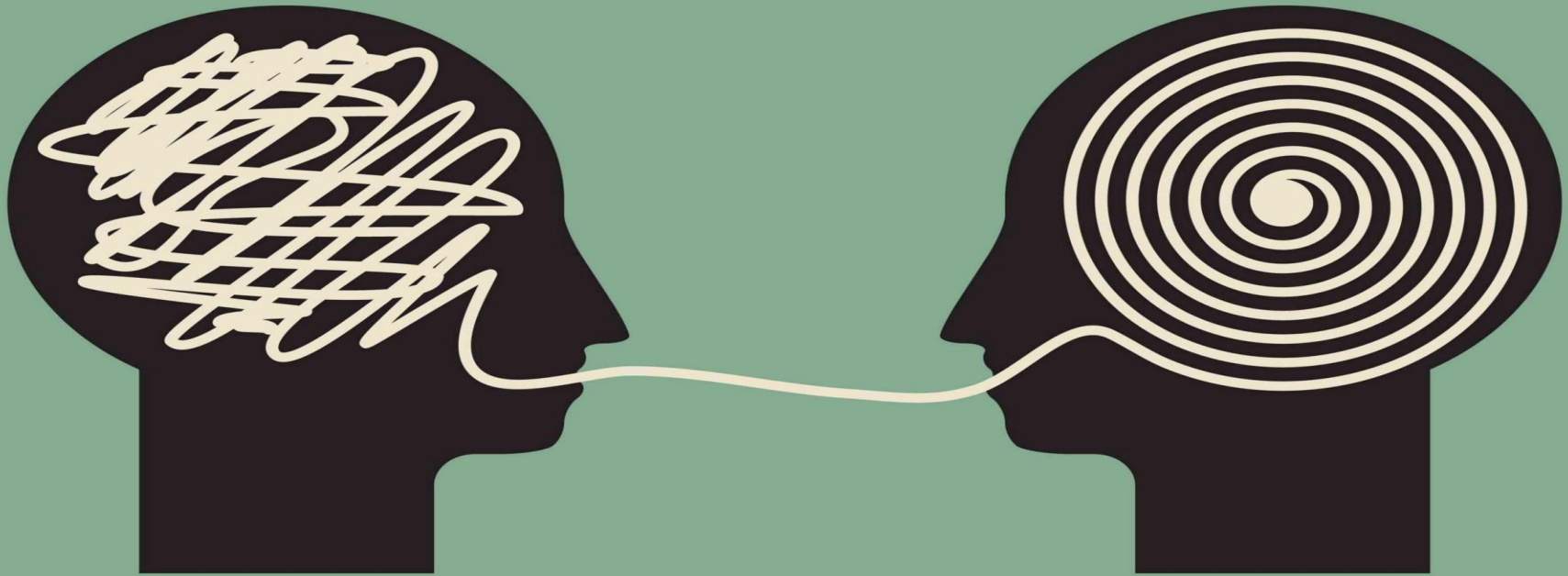
**Remain open to what your
customers are doing in their
interactions with your
campaign and be prepared to
change it.**


Your campaign can, and will,



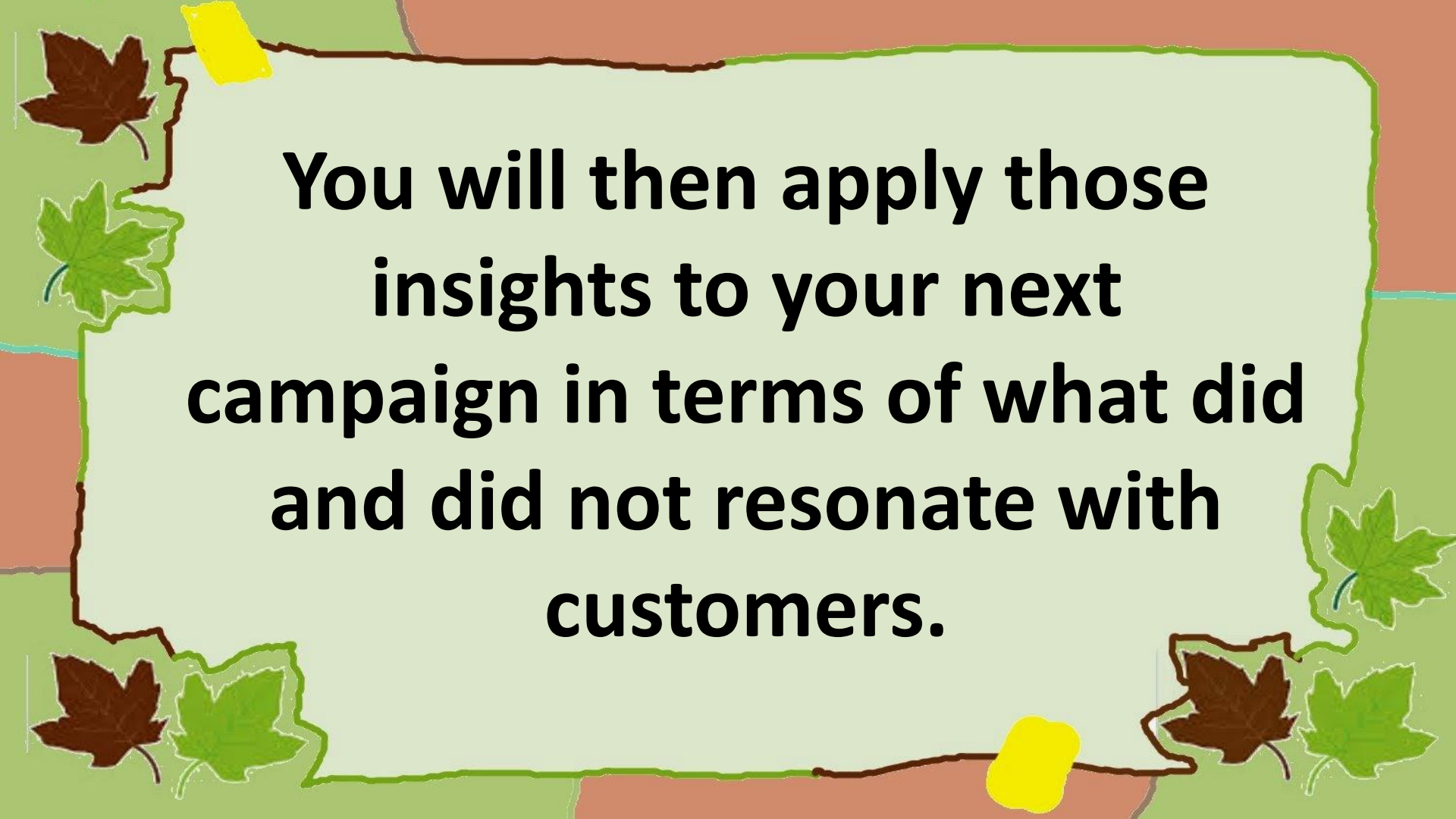
improve over its lifetime.

Next, the length of the iteration depends on the channel.



The image features a central white rectangular area with a brown, hand-drawn border. The background is a collage of green and orange-red sections. The border is decorated with several autumn leaves in shades of brown and green, and two yellow sticky notes are placed at the top-left and bottom-right corners of the white area.

For example, if you send a weekly email newsletter you will review open rates and click-through rates within a day or two of sending your newsletter.

The text is centered within a light green rectangular frame with a brown, hand-drawn border. The background features a collage of autumn-themed elements: brown and green maple leaves scattered around the frame, and two yellow sticky notes, one at the top left and one at the bottom right. The overall aesthetic is warm and seasonal.

You will then apply those insights to your next campaign in terms of what did and did not resonate with customers.

STRATEGY 45 :

INTEGRATE

principles





Integration as a principle is crucial to effective digital marketing.



**IT
WORKS
AT THREE
LEVELS:**

Integrate your efforts across digital channels.


Integrate your digital and traditional marketing efforts

Integrate your reporting sources




1.

**Integrate your efforts
across digital channels.**



Integration across digital channels is about using information gleaned through one channel to improve the effectiveness of another digital channel.

A background image showing a business meeting with hands clasped over a table. Overlaid on the image are various data visualization elements: a bar chart, a pie chart, a line graph, a globe, and a network diagram with nodes and connecting lines. The overall color palette is blue and white, with some warm light effects.

**It can be as simple as sharing
information learned through
search engine optimization with
your email marketing team**



2.

**Integrate your digital
and traditional
marketing efforts**




Integration of digital and traditional marketing involves using information gathered from your digital marketing efforts and integrating it into your traditional marketing strategy.


3.

**Integrate your reporting
sources**





Companies who engage with digital marketing obtain an abundance of data about their customers.

The background features a light blue color palette with various business-related icons. On the left, there are overlapping document pages with a blue header bar. In the center, a tablet displays a white screen with a blue pie chart. To the right, a magnifying glass icon is visible. At the bottom, a hand holding a pen is on the left, and a smartphone is on the right. A faint bar chart is also visible behind the text.


However, it is important to gather data in a way that allows you to make good business decisions.



An integrated view of your customers is a good place to start.

The background features a stylized illustration. On the left, a hand in a grey sleeve holds a blue pen, pointing towards a document with blue horizontal lines. In the center, a dark blue tablet displays a white screen with a blue pie chart at the top and a blue bar chart at the bottom. On the right, a grey smartphone is shown at an angle. A semi-transparent blue horizontal band is overlaid across the center of the image, containing the text.

Luckily, a lot of the work can be done for you by using a tool such as Google Analytics.

A glowing laptop is the central focus, emitting a bright white light from its screen. The background is a deep blue, filled with dynamic, glowing white light trails that swirl and curve across the frame. Small white dots and particles are scattered throughout, creating a sense of motion and digital energy. The overall aesthetic is futuristic and high-tech.

This tool can provide you with detailed information on the source of the traffic coming to your website.

What percentage of your site visitors come from email versus paid search advertising?

Which visitors convert more quickly?

Where should you be increasing your digital budget and where should you be reducing it?



So let's discover what digital channels can do for us, and—more importantly—**FOR OUR CUSTOMERS**

Making business decisions based on the true value of your digital marketing is a crucial step in implementing and justifying your digital marketing strategy





SEO

SEARCH ENGINE OPTIMIZATION

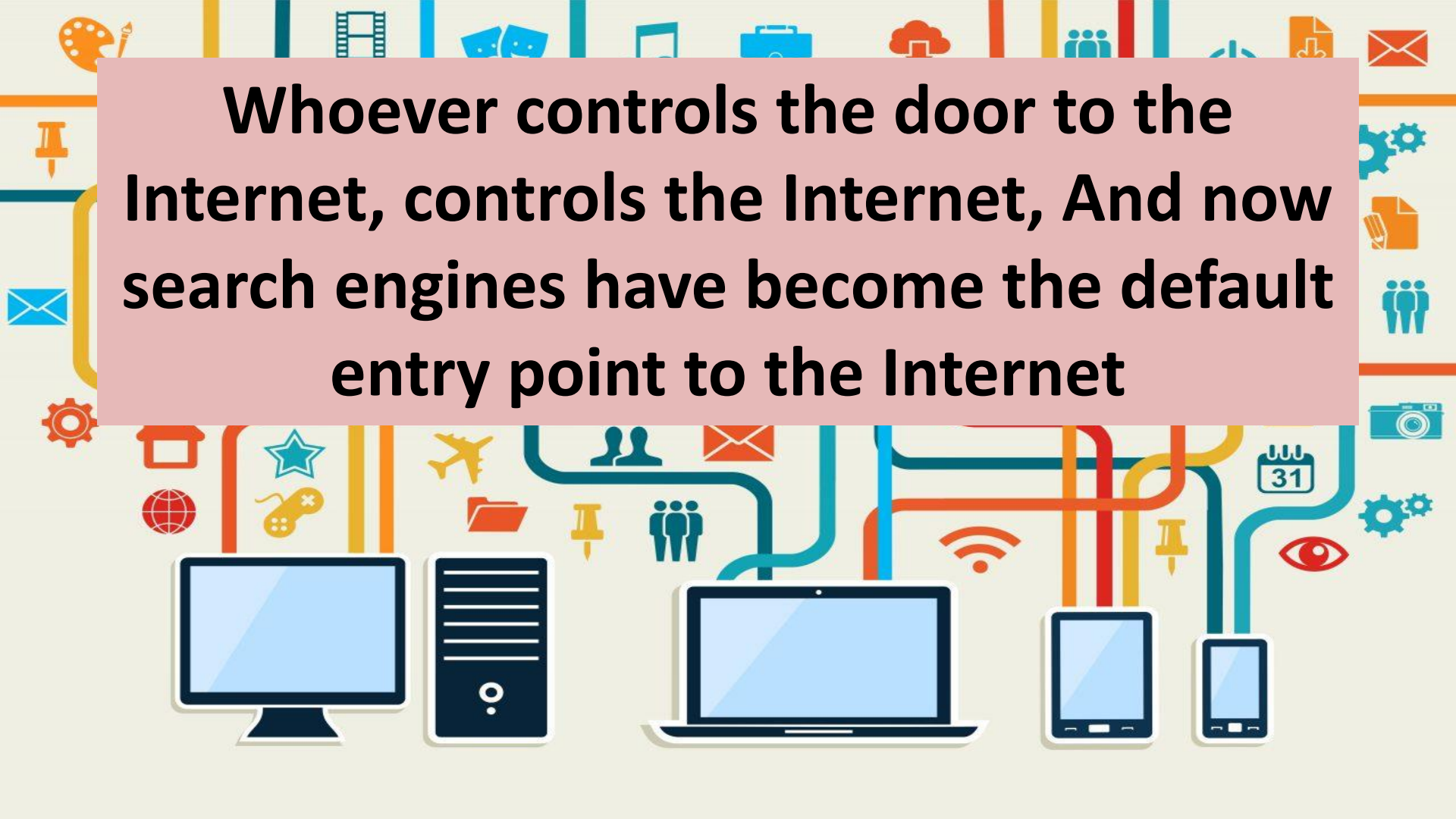
STEP 1:

SEARCH ENGINE OPTIMIZATION

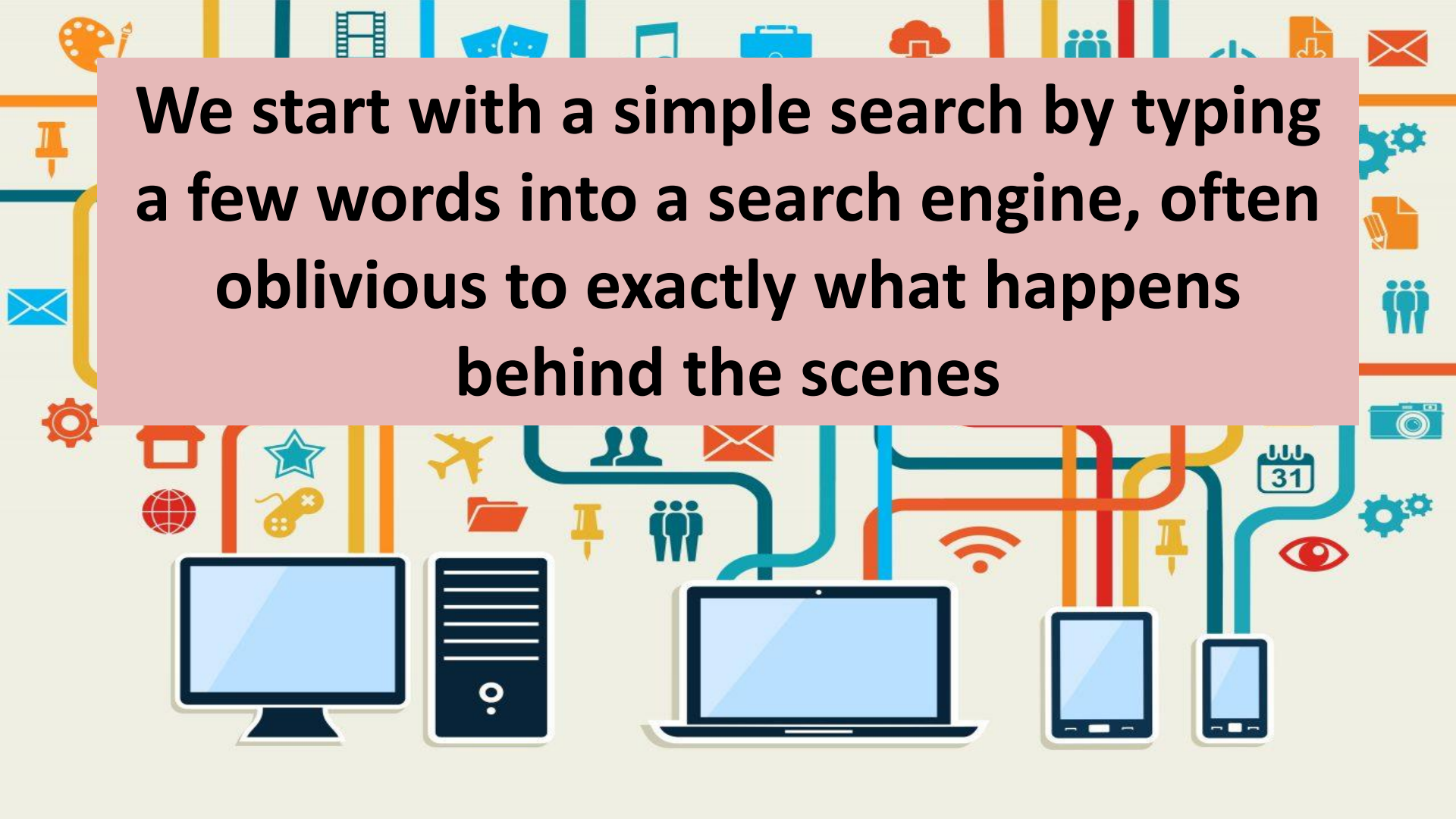
SEO : FOUNDATION TO DIGITAL MARKETING



Whoever controls the door to the Internet, controls the Internet, And now search engines have become the default entry point to the Internet



**We start with a simple search by typing
a few words into a search engine, often
oblivious to exactly what happens
behind the scenes**



The image features the Google logo in its characteristic multi-colored font (blue 'G', red 'o', yellow 'o', blue 'g', green 'l', red 'e'). The logo is centered against a background of overlapping, semi-transparent geometric shapes in various colors, including red, orange, yellow, green, and purple, creating a mosaic-like effect.

Google

When we search in Google, we are not actually searching the Internet; we are searching Google's index of the Internet, that is, the list of the sites that it has found online.



How to start ecommerce business



Ashghar Digi...



CRS



Google



CRS Steel



AliExpress



Home



Management ...



ADM Website ...



All

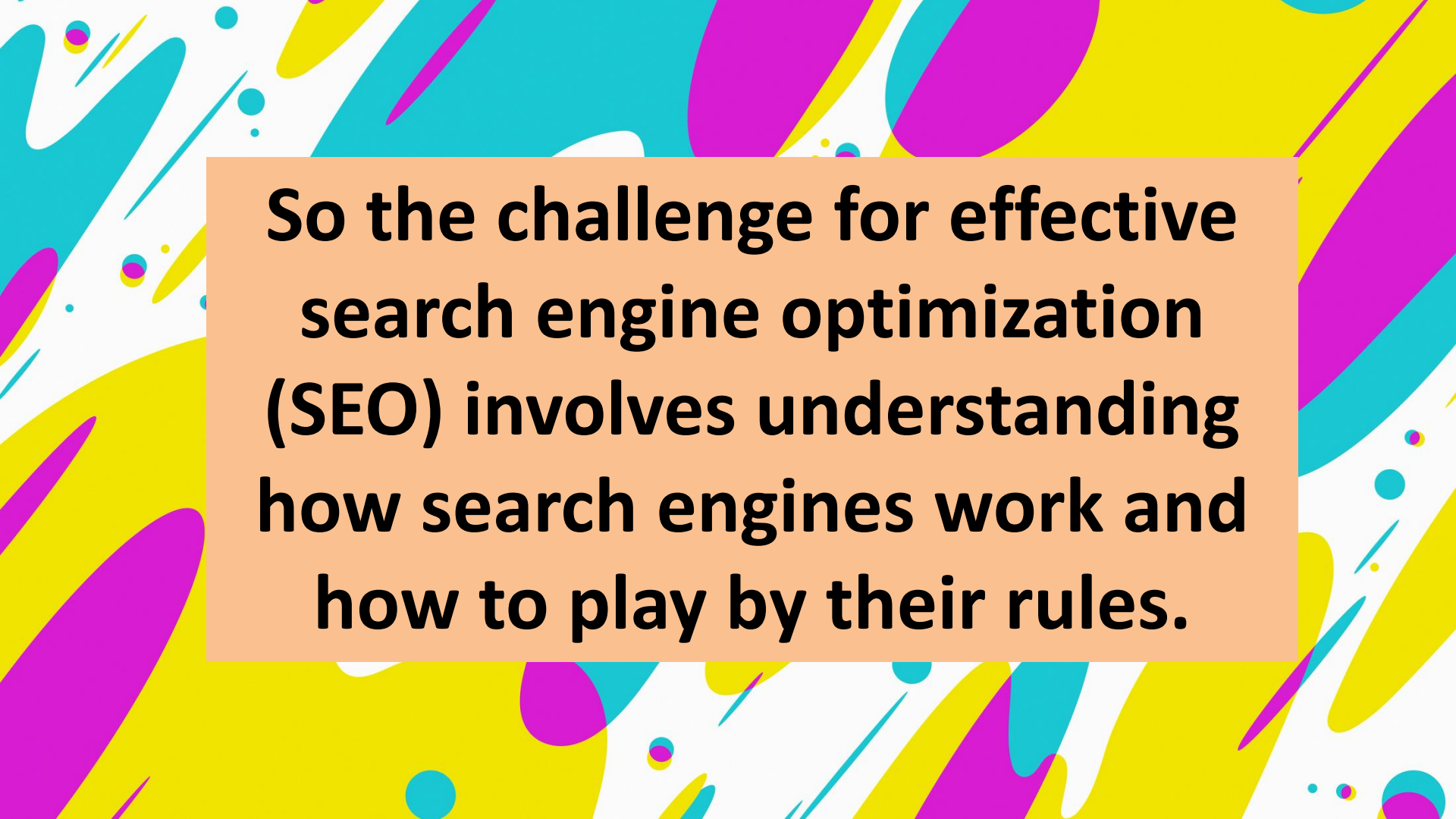


Add shortcut

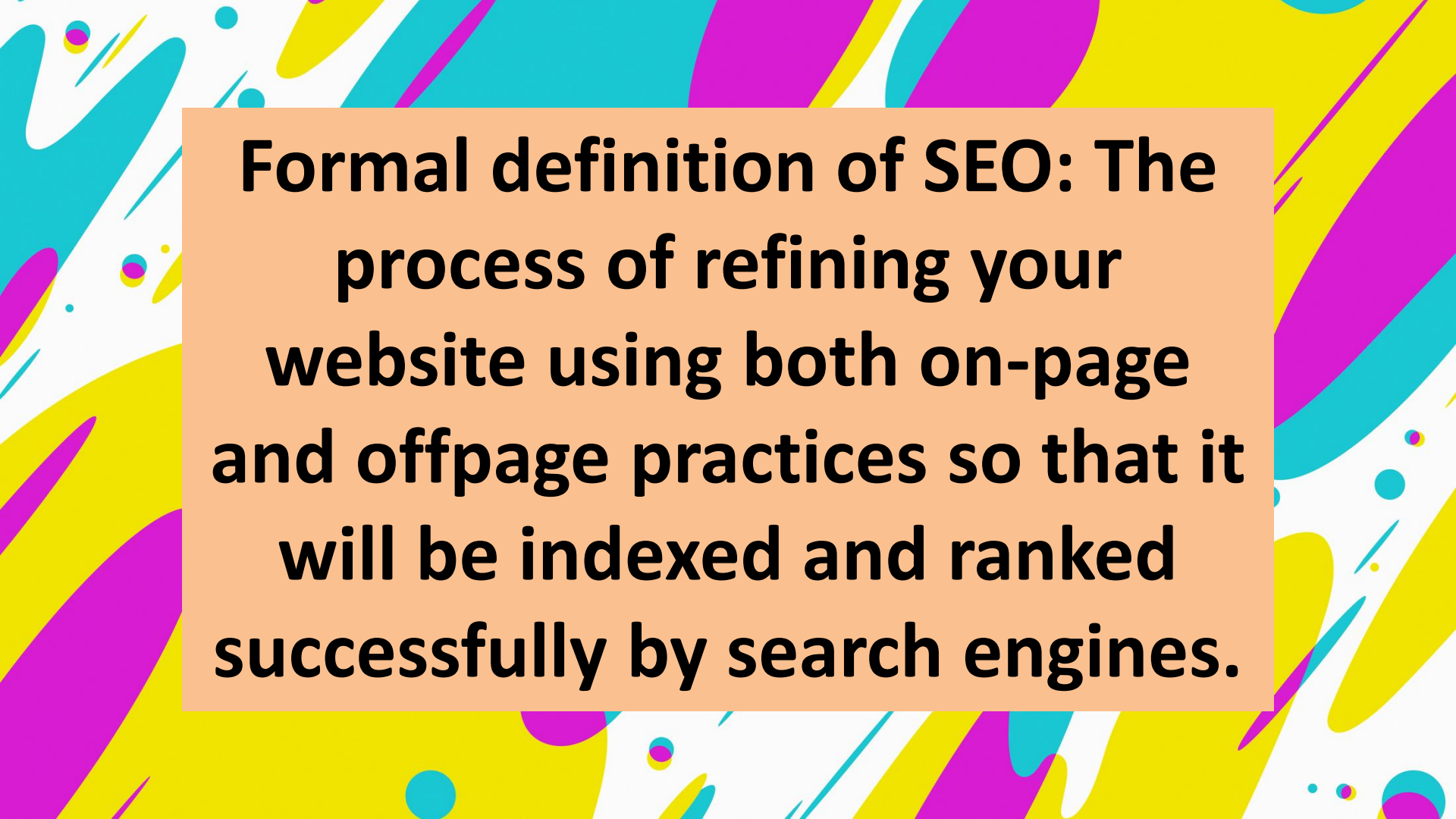
Activate Windows

Go to Settings to activate Windows.

[Customize](#)



So the challenge for effective search engine optimization (SEO) involves understanding how search engines work and how to play by their rules.



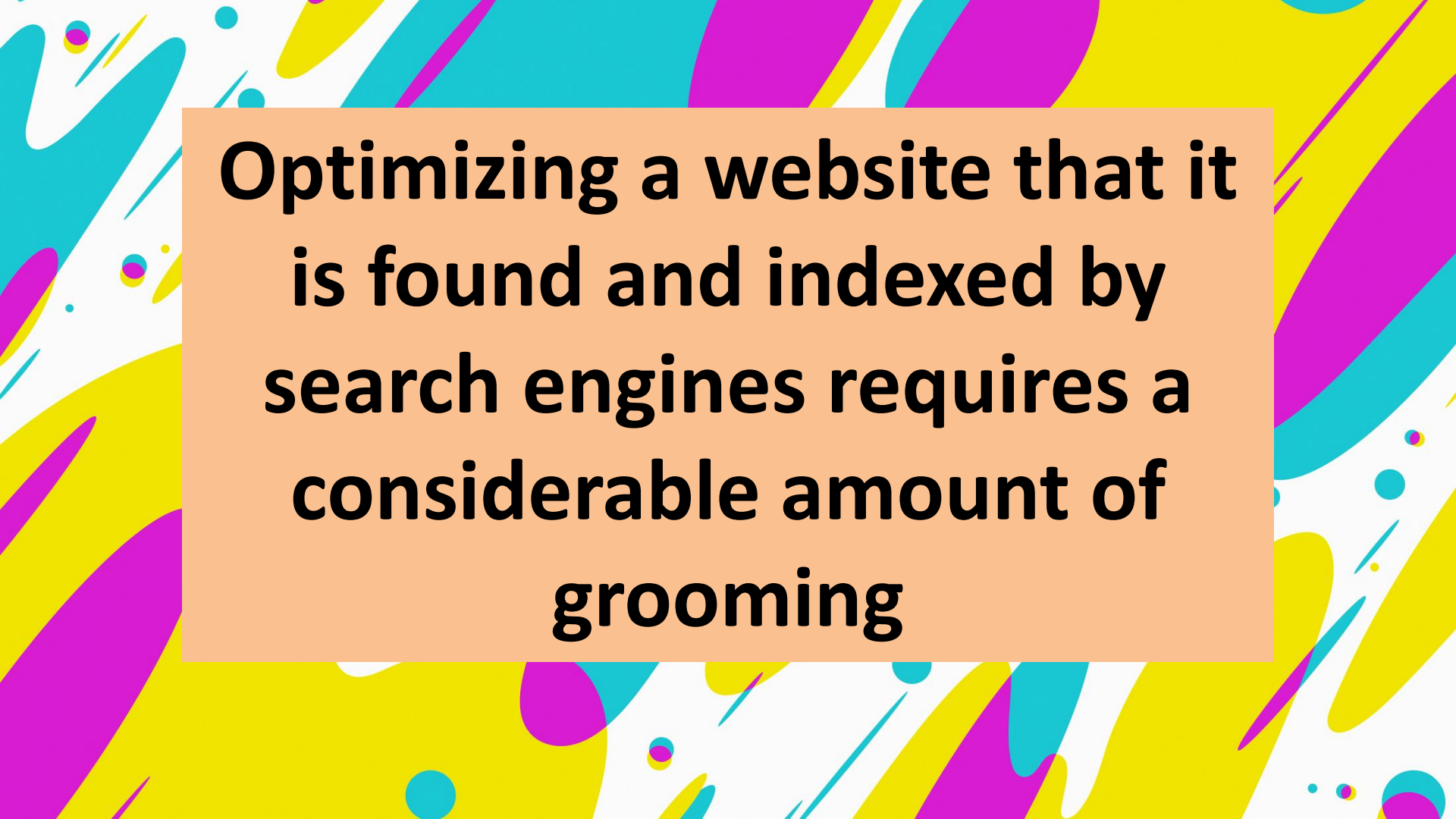
Formal definition of SEO: The process of refining your website using both on-page and offpage practices so that it will be indexed and ranked successfully by search engines.

The image features the Google logo in its characteristic multi-colored font (blue 'G', red 'o', yellow 'o', blue 'g', green 'l', red 'e'). The logo is centered against a background of overlapping, semi-transparent geometric shapes in various colors including red, orange, yellow, green, blue, and purple, creating a mosaic-like effect.

Google

Informal definition of SEO:

SMELL NICE FOR GOOGLE!



**Optimizing a website that it
is found and indexed by
search engines requires a
considerable amount of
grooming**

THE

process

Goals

1. GOALS

REFER TO THE DAY 22 & 23 (JULY 26 & 27, 2020) DIGITAL MASTERY NOTES AND RECORDINGS



From the outset, it's important to be aware of the benefits of SEO.



They will serve as key drivers as you navigate the development of your SEO strategy.



You must decide upon and set up clear, realistic goals and targets for your SEO campaign

Just one error could result in a six-month search engine penalization —with SEO, ignorance certainly is not bliss!



On-Page Optimization in SEO

2. ON-PAGE OPTIMIZATION





It involves ensuring search engines can easily read, understand, crawl through, and navigate the pages of your site to index it correctly.

3. OFF-PAGE OPTIMIZATION

OFF-PAGE SEO



This refers to techniques used to influence website position in organic search results that cannot be managed by on-page optimization of your site.



**It's a long-term,
iterative process
focused on gaining
website authority, as
determined by what
other websites say
about you**



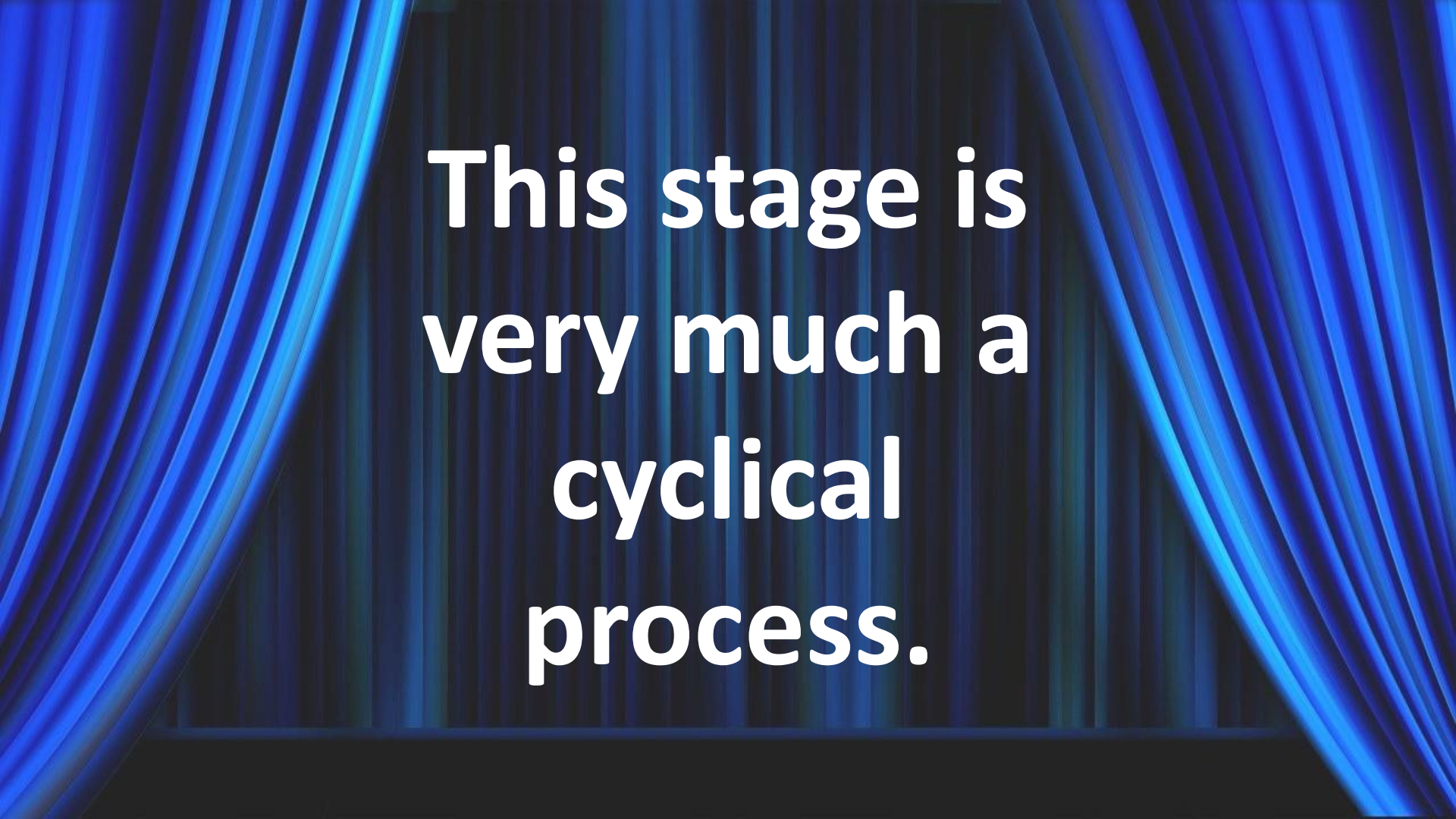
**To put it simply,
it's about building
a digital footprint
and earning online
credibility.**

SEO

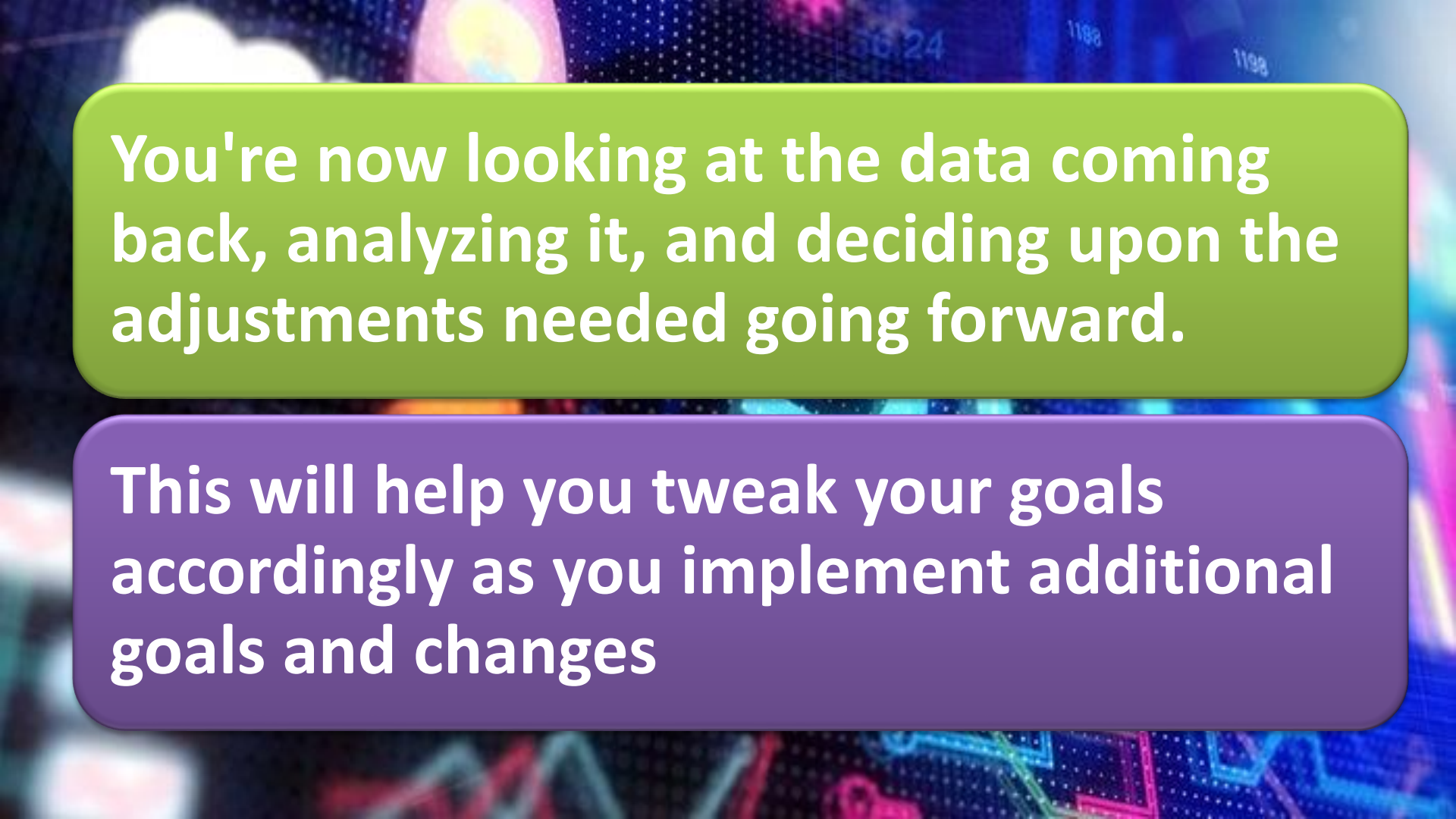




4. ANALYZE

The background of the slide features a pair of blue, vertically pleated curtains that are slightly parted in the center, revealing a dark blue background behind them. The lighting on the curtains creates a sense of depth and texture.

**This stage is
very much a
cyclical
process.**



You're now looking at the data coming back, analyzing it, and deciding upon the adjustments needed going forward.

This will help you tweak your goals accordingly as you implement additional goals and changes



Four-Stage SEO Process

KEY TERMS AND CONCEPTS



Key concepts and terminology used within the field of SEO that will equip you with the technical know-how, understanding, and insight to build and maintain an effective SEO strategy.

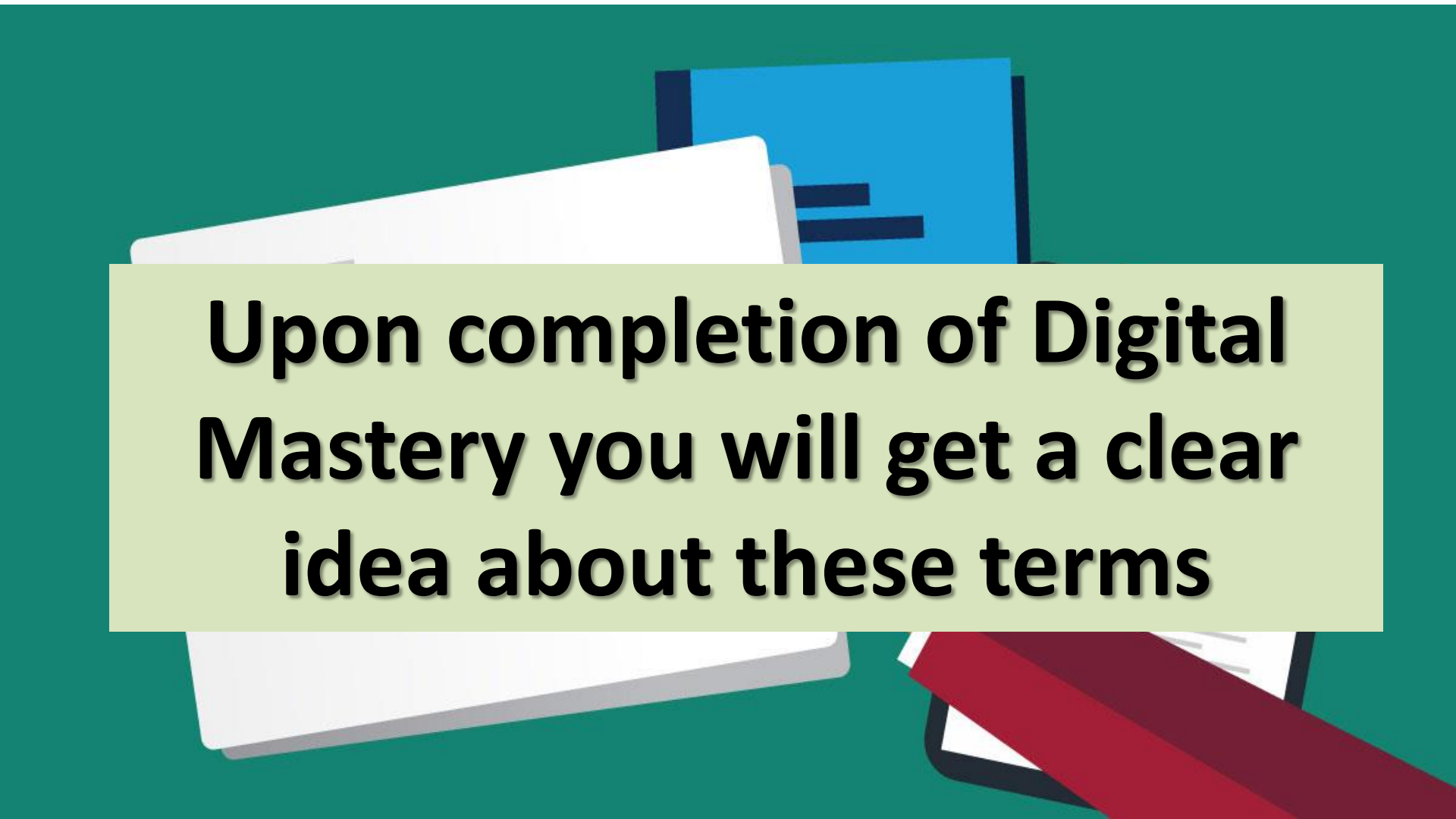
Understand the meaning of SEO.

**Understand organic search listings.
Understand pay-per-click (PPC) listings.**

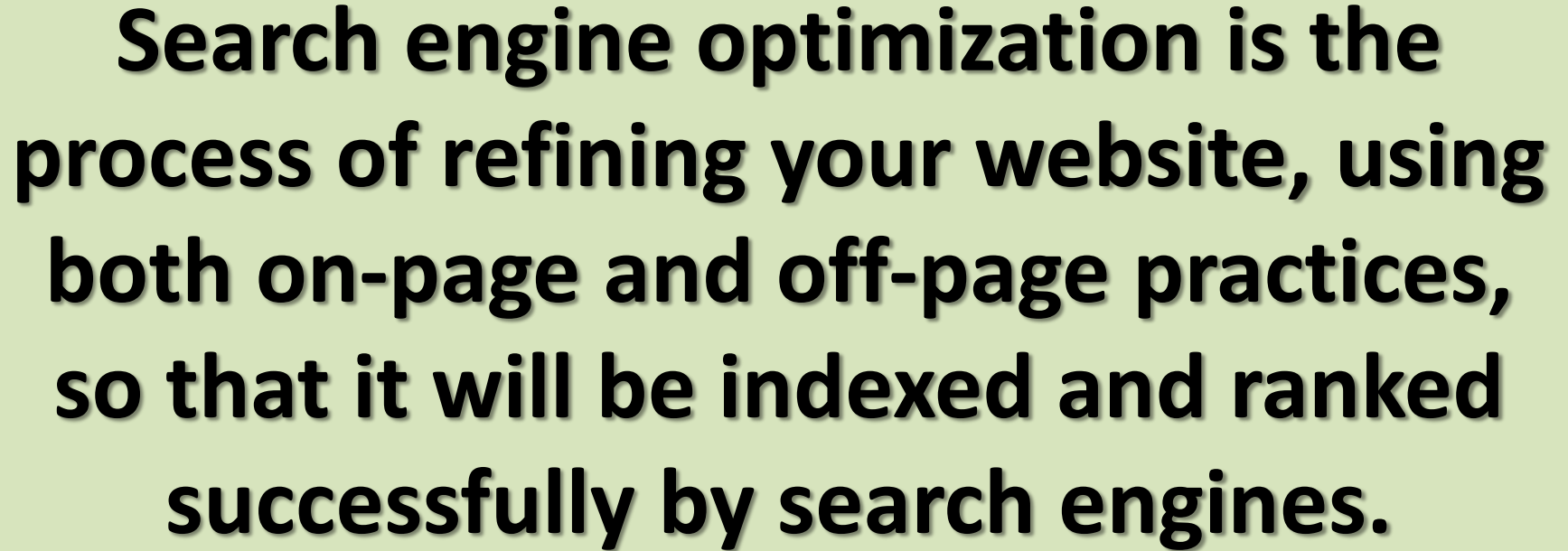
Understand the mechanics of SEO.

**Recognize and utilize the
three main drivers of SEO.**


**Understand on-page and
off-page optimization**

The background features a teal gradient with stylized illustrations of books and papers. A blue book is at the top, a white paper is in the middle, and a red book is at the bottom right. A light green rectangular box is centered over the white paper.

**Upon completion of Digital
Mastery you will get a clear
idea about these terms**

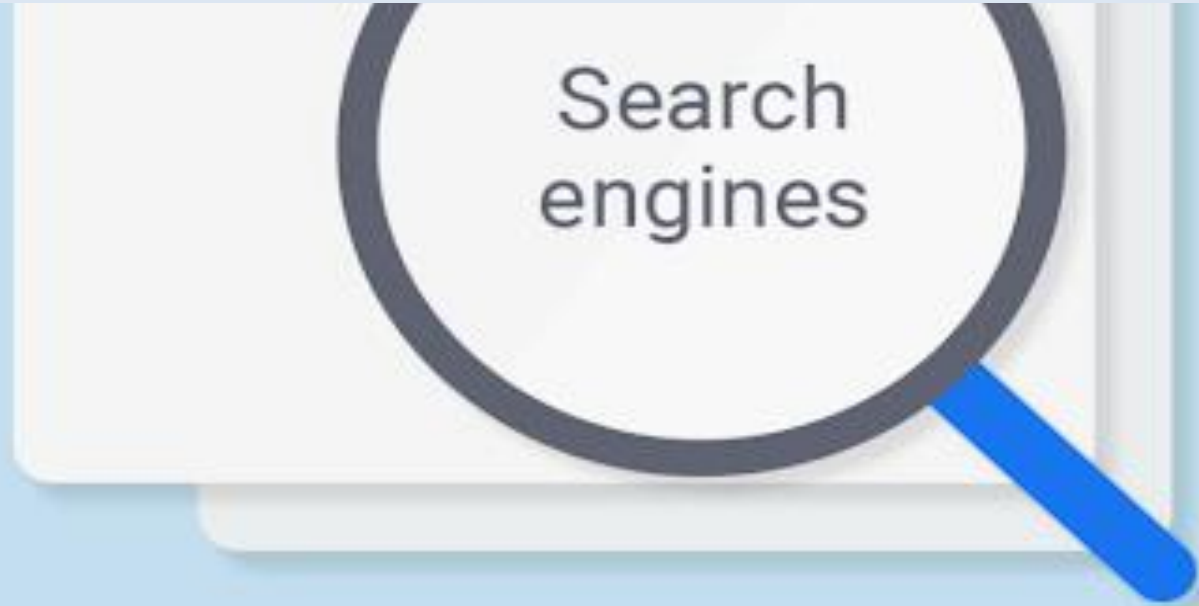


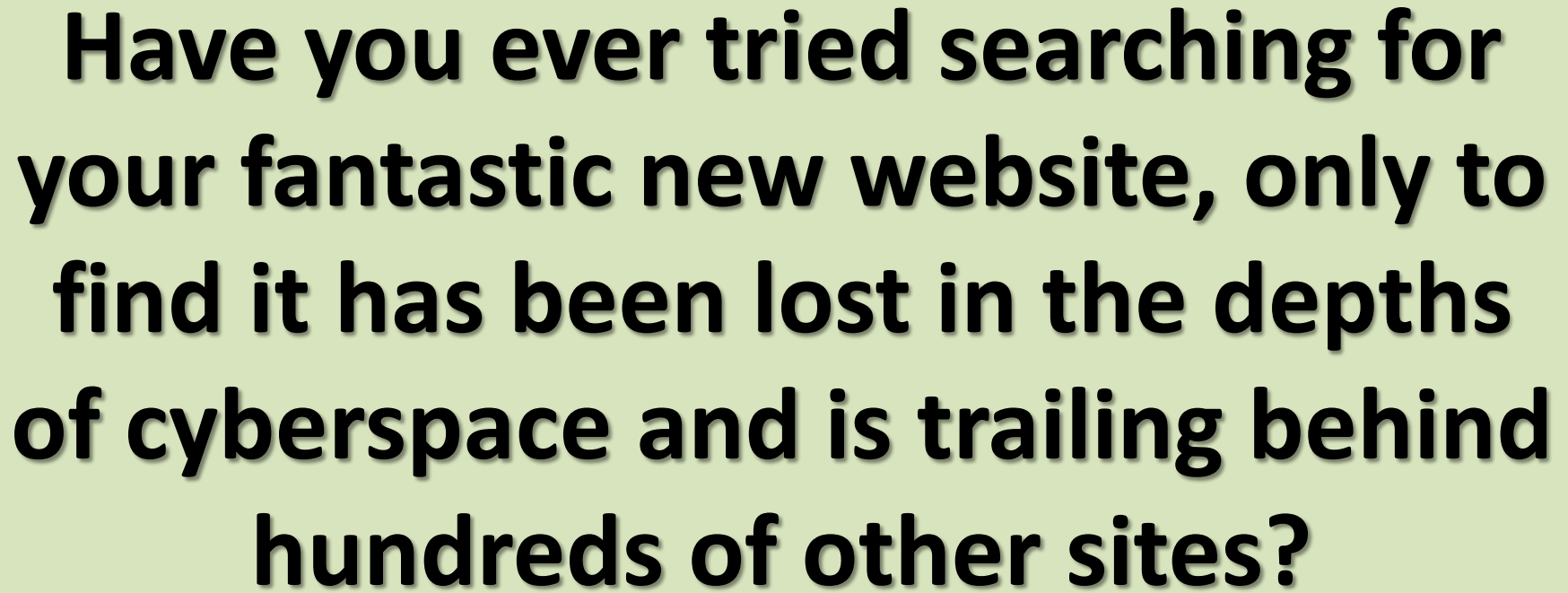
Search engine optimization is the process of refining your website, using both on-page and off-page practices, so that it will be indexed and ranked successfully by search engines.



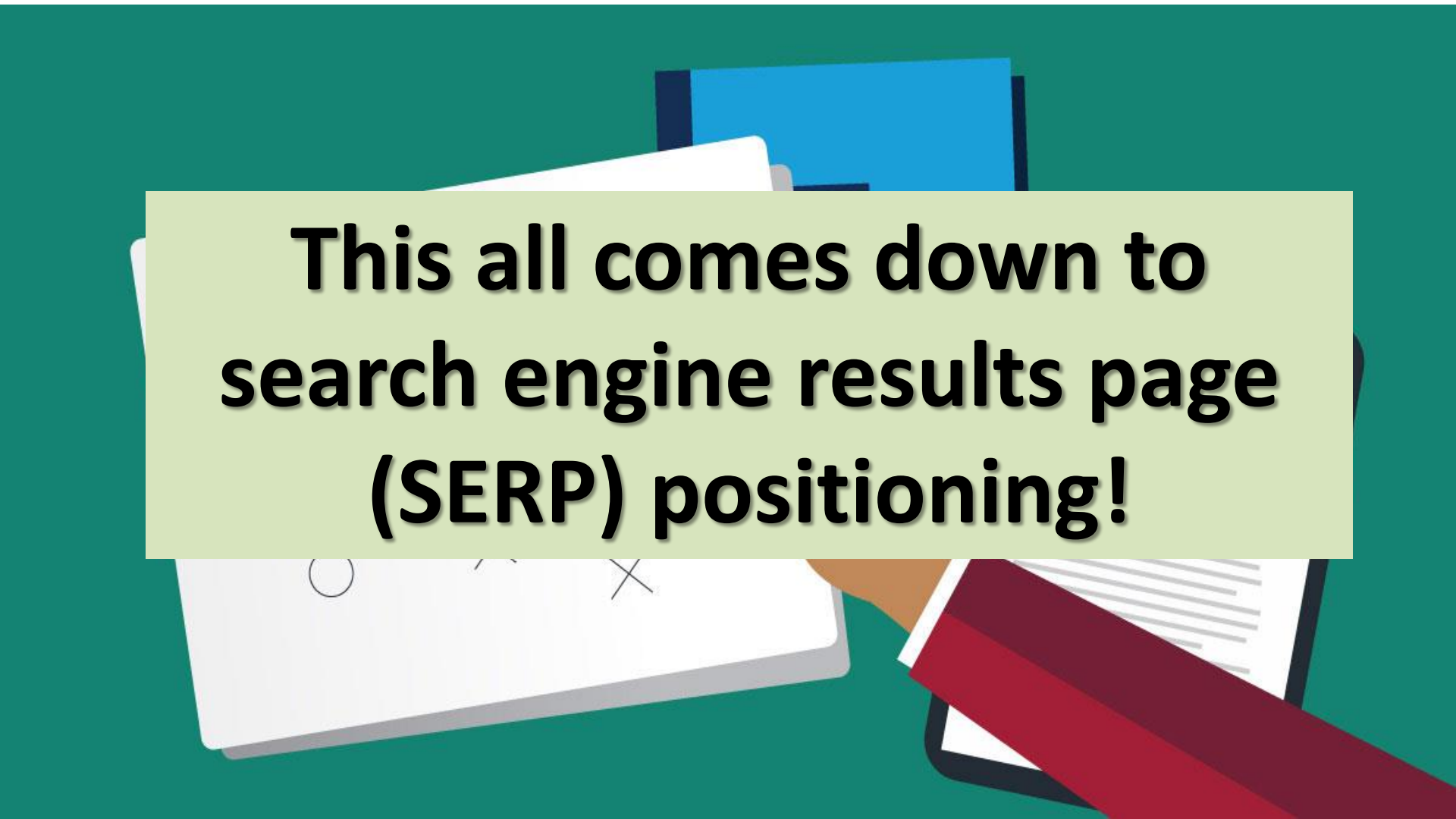
With SEO, the best and most cost-effective way to increase your website traffic is to have a high position in organic search listings

Search Engine Result Pages: Positioning



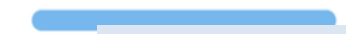
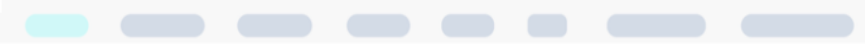


Have you ever tried searching for your fantastic new website, only to find it has been lost in the depths of cyberspace and is trailing behind hundreds of other sites?

The background is a solid teal color. In the center, there is a light green rectangular box with a subtle drop shadow. Inside this box, the text is written in a bold, black, sans-serif font. Behind the green box, there are several overlapping paper documents and folders. One folder at the top is bright blue. Below it, a white document is partially visible. At the bottom, there are more documents, one with a red cover and another with a white cover and some faint lines of text. The overall composition is layered and dynamic.

**This all comes down to
search engine results page
(SERP) positioning!**

A SERP is the web page that a search engine, such as Google or Yahoo!, returns that lists the results of a user's search.



A SERP is divided into core sections. At the top you'll always find paid listings.



Google Search Engine Results Page



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About 1,90,00,00,000 results (0.82 seconds)



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Digital Marketing Course - World's No 1 Program

Learn SEO, PPC, Conversion Optimization, Analytics, Content, Mobile & e-mail **Marketing**



**These are clearly highlight
these entries as ads.**



But what about the listings that lie beneath the advertising?




These are organic search results, or the listings that are featured on a SERP because of their relevance to the search terms that a user has entered into a search engine.





Ninety-one percent of searchers will not click past the first results page, so it's time to adopt a competitive mindset and strive to achieve a top-three organic listing.



An illustration featuring a person in a red shirt and dark pants running on a yellow path that leads towards a large target symbol. The target has a red bullseye and is set against a white background with blue accents. The overall scene is set against a blue background.

**Your overall goal is to reach
the number-one position!**



Organic

Paid

**ORGANIC VERSUS PAID
LISTINGS**



Listings that are displayed on the first page of search engine results yield the highest search traffic—the higher the listing, the more clicks it will receive.



Generally, paid listings will garner a 30 percent click-through rate (CTR), with organic listings making up the remaining 70 percent.



**While these statistics
can vary depending
on the market,
generally this rule of
thumb is widely
applicable.**




It is important to note that as listing positions get lower, click-throughs drastically decrease.



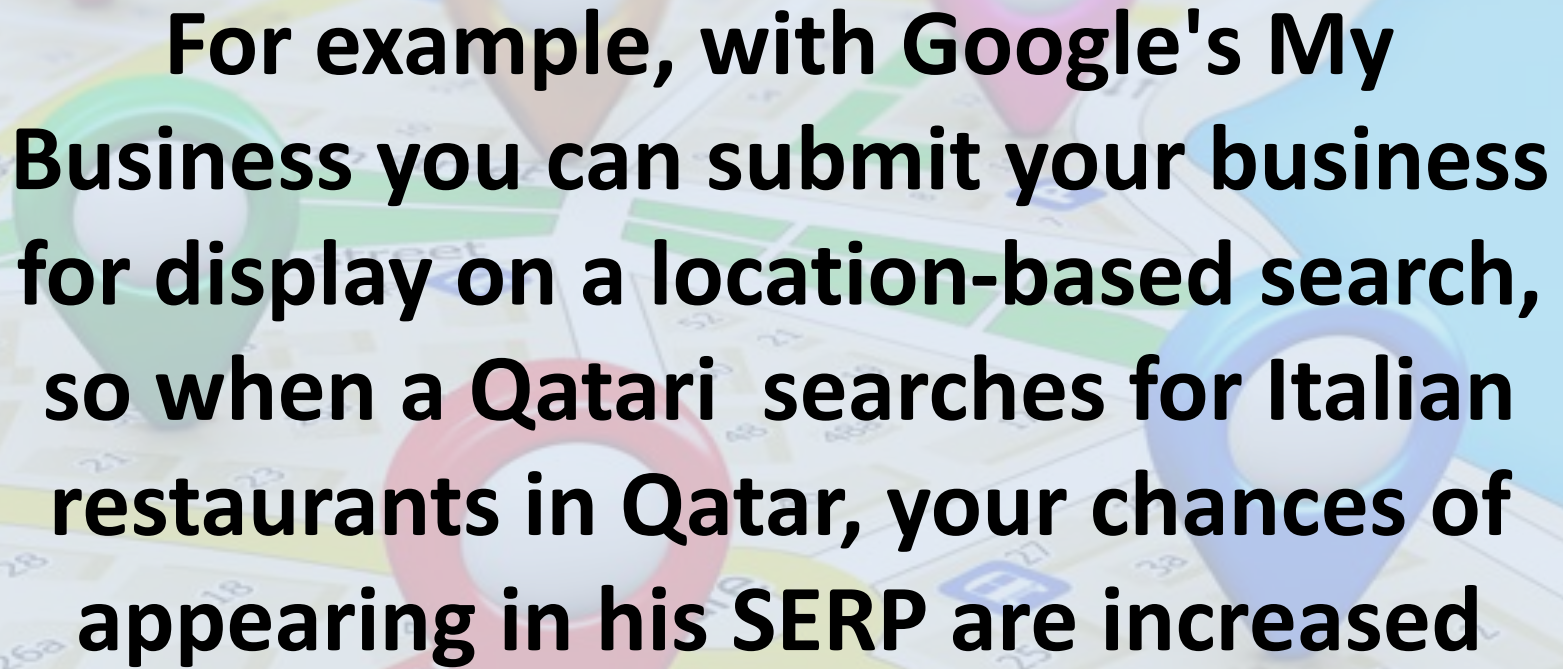
Approximately 67 percent of click-throughs on page one of a SERP occur in the first five results.




LOCATION-BASED SEARCH

A close-up view of a digital map with several colorful location pins (red, orange, pink, green, blue) scattered across it. A semi-transparent white text box is overlaid in the center, containing the text:

Search engines take into account the location of the person searching to deliver the most applicable search results.

The background of the image is a map with several colorful location pins (red, yellow, pink, green, blue) overlaid on a semi-transparent text box. The text box contains the following text:

For example, with Google's My Business you can submit your business for display on a location-based search, so when a Qatari searches for Italian restaurants in Qatar, your chances of appearing in his SERP are increased

A map with several colorful location pins (red, yellow, pink, green, blue) overlaid on a semi-transparent white text box. The text box contains the following text:

Be sure to complete all elements of the form by providing a category, description, pictures, videos, and so on to catch user attention.

A close-up view of a digital map with several colorful location pins (red, yellow, pink, green, blue) scattered across it. A semi-transparent white text box is overlaid in the center, containing the text:

Google operates a five-star rating scheme, so customers should be encouraged to review and rate your business.

LOCATION BASED SEARCH

Hotels in qatar

All Maps Images Shopping News More Settings Tools

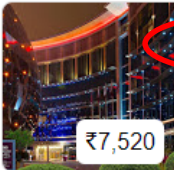
About 20,80,00,000 results (0.82 seconds)

Hotels | Qatar


About these results

Tue, 27 Oct Wed, 28 Oct 2


Top-rated Budget options Luxury stays For tonight



Crowne Plaza Doha - the Business Park
4.4 ★★★★★ (2,917)
Popular with guests from India
₹7,520



Warwick Doha Hotel
4.2 ★★★★★ (1,898)
Outdoor pool
Spa
₹5,017




Map showing hotel locations and prices in Doha, Qatar. The Crowne Plaza Doha - the Business Park and Warwick Doha Hotel are circled in red on the map.

Hotel Name	Price (₹)
Crowne Plaza Doha - the Business Park	₹7,520
Warwick Doha Hotel	₹5,017
Embassy of India, Doha	₹12,321
AL DAFNA	₹5,118
MADINAT KHALIFA	₹12,108
Museum of Islamic Art	₹5,017
AL DAFNA	₹3,035
AL DAFNA	₹6,113
AL DAFNA	₹5,727
AL DAFNA	₹3,834
AL DAFNA	₹1,539
AL DAFNA	₹5,223
AL DAFNA	₹7,520
AL DAFNA	₹40,809





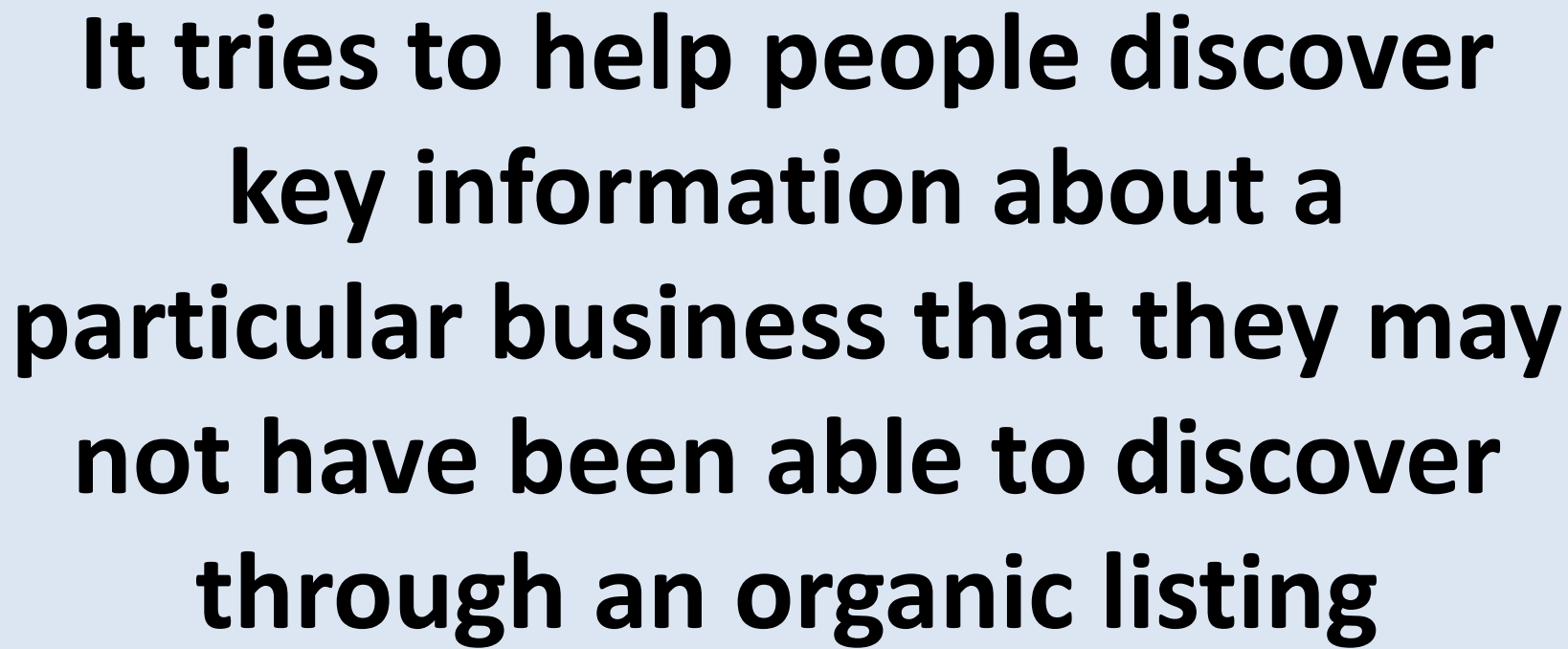
KNOWLEDGE GRAPH LISTING

Google's Knowledge Graph



Google's Knowledge Graph tries to understand searchers' intent while anticipating their end goals






**It tries to help people discover
key information about a
particular business that they may
not have been able to discover
through an organic listing**

For example, if a user searches for information on restaurants in New York City, Knowledge Graph will display both a variety of images at the top of the SERP and a panel on the right with a list of key information, a company description, reviews, related searches, and so on.






It feeds on information from related websites, popular searches, Google local listings, and other sources.



DATA HIGHLIGHTER



Data Highlighter is a Google Search Console (GSC) tool that is very valuable when it comes to refining your SERP listing.

A yellow highlighter pen is positioned diagonally behind the text, with its tip pointing towards the bottom left. The pen is a simple, stylized illustration with a yellow body and a white cap.

**With your mouse, you simply highlight
the various data fields (title,
description, image, etc.) on your page**

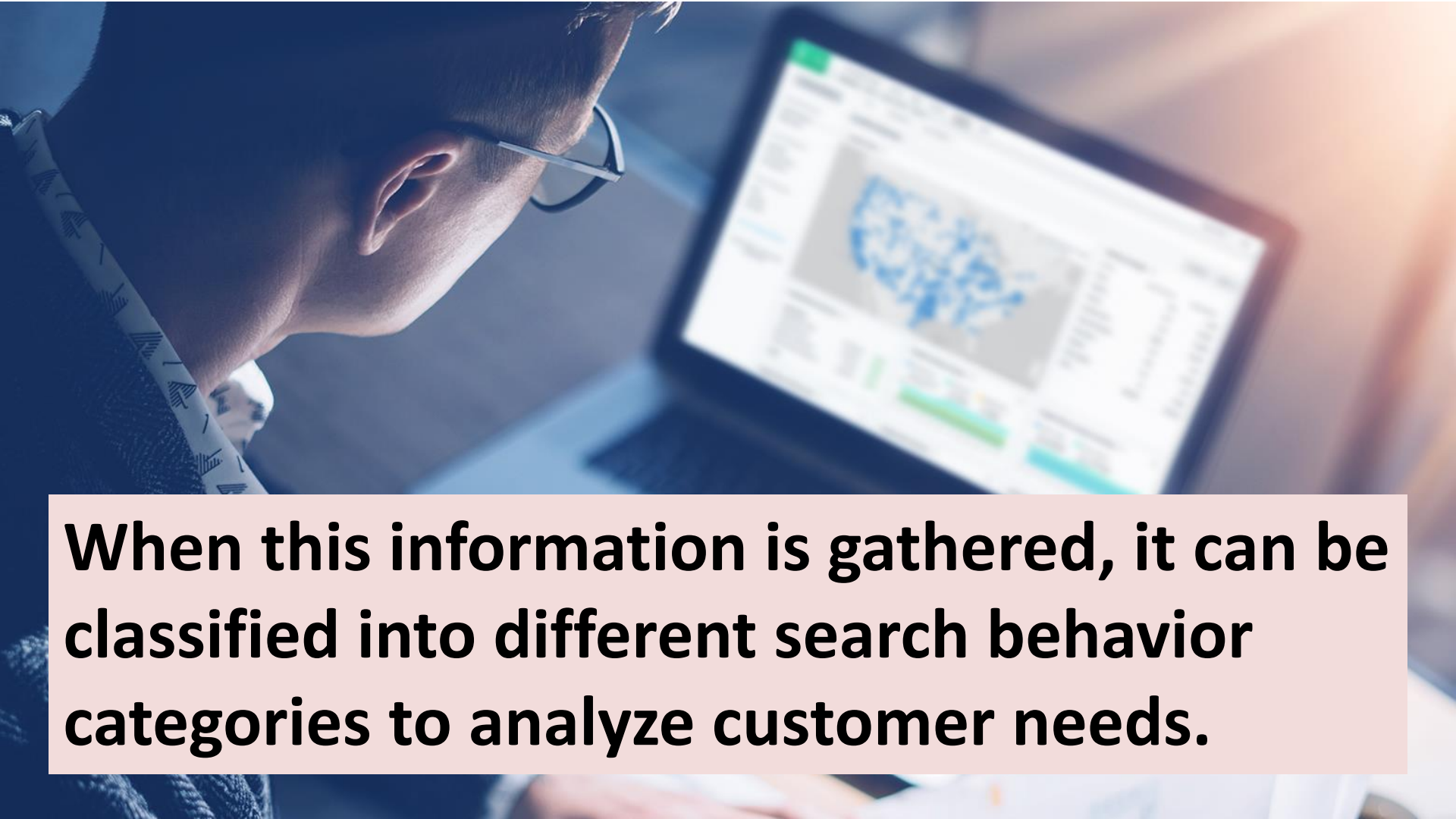
This in turn allows Google to display your website data in new, more attractive ways both in SERPs and on the Knowledge Graph.

The image features two overlapping silhouettes of human heads in profile, facing right. The silhouette in the foreground is a bright, glowing yellow-green color, while the one behind it is a dark, almost black color. The background is a textured, mottled red-orange. A white rectangular box with a thin black border is centered horizontally across the middle of the image, containing the text "SEARCH BEHAVIOR" in a bold, black, sans-serif font.

SEARCH BEHAVIOR



Every time users search, they reveal a certain amount of information about themselves



When this information is gathered, it can be classified into different search behavior categories to analyze customer needs.



**From this categorization, you
can develop an effective SEO
content strategy**

S E O



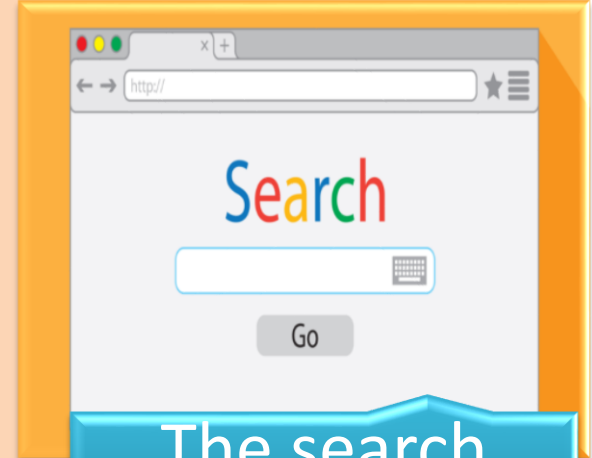
*In search engine optimization
there are **three key players:***



The searcher



The website
owner



The search
engine.

**Each of these players is viewed
as a stepping-stone on the
route to reaching and engaging
with customers.**




You must successfully address each component to reach your end goal, whether that is a click-through to your site, a contact inquiry, a sale, or something else.



**With every search,
users leave small
crumbs of personal
information
behind.**



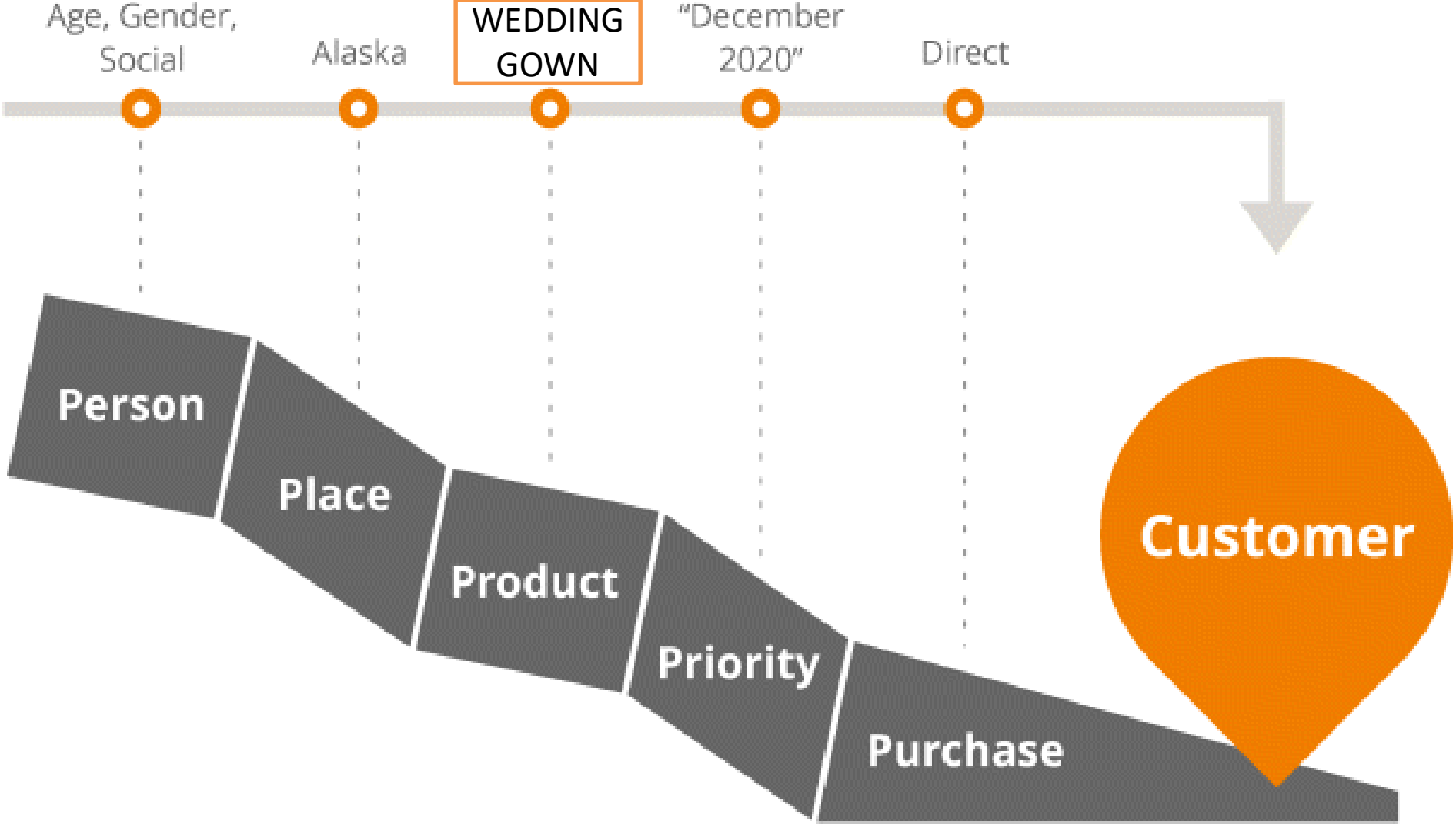


**So by using ADM's 5P Customer Search
Insights Model, you get a greater
understanding of customers than you ever
imagined!**

LET'S TAKE A LOOK AT THE **5PS:**







Age, Gender,
Social

Alaska

WEDDING
GOWN

"December
2020"

Direct

Person

Place

Product

Priority

Purchase

Customer

PEOPLE:

Information about the searcher can include age, sex, religion, language, and socioeconomic group.



PLACE:

You can discover the country or city a customer is in and whether the location is classified as urban or rural.



PRODUCT:-

You can learn which particular topic, interest, or subject area of a product searchers are researching and the need or the pain being addressed.>



PRIORITY:-

The search query provides an indication of customers' purchasing time frames; that is, how urgently they need the product or service and the window for engagement.



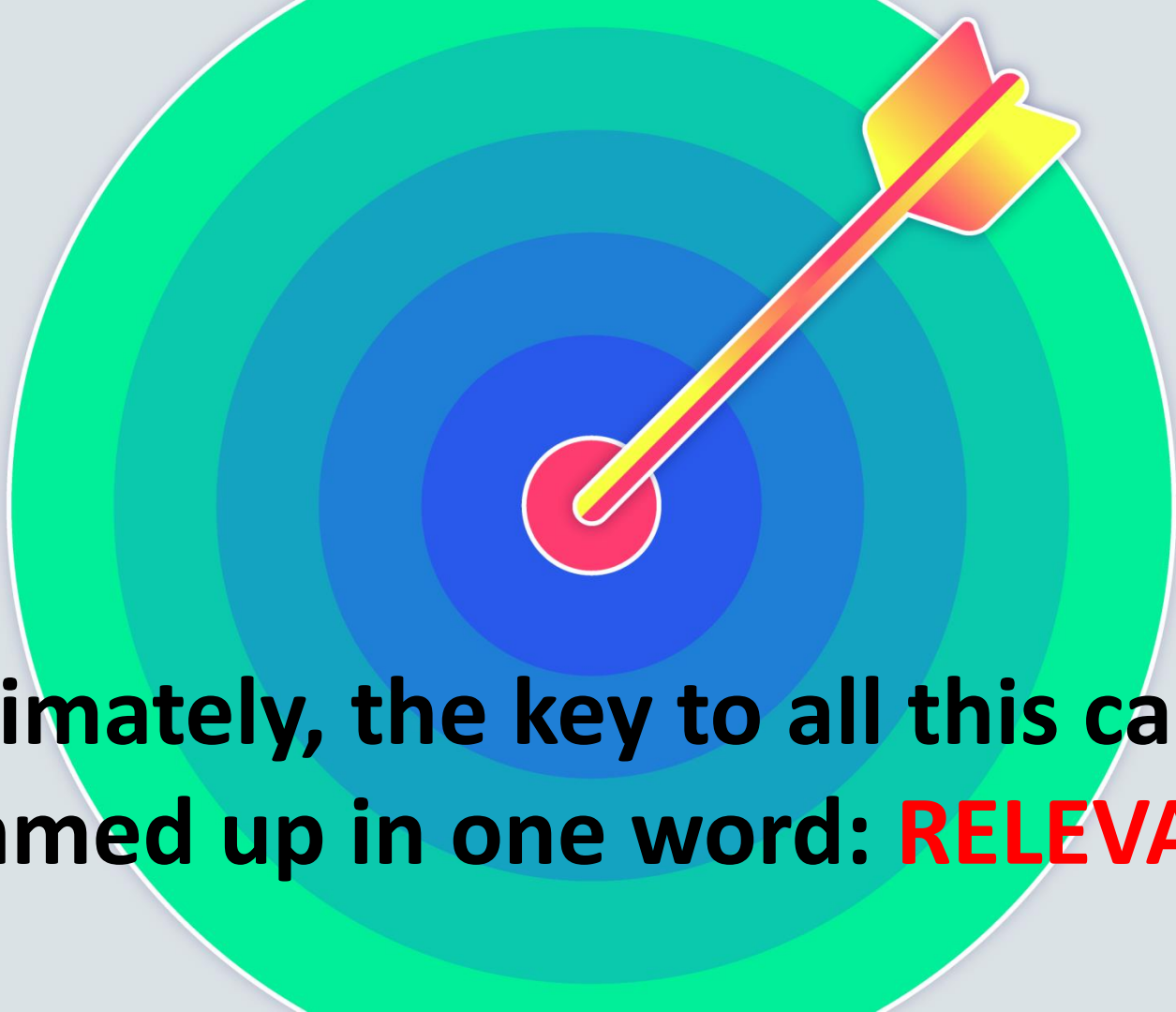
PURCHASE:

**Most importantly,
you can find out
how and where
users want to buy
and what stage
they are at in the
consumer purchase
model.**

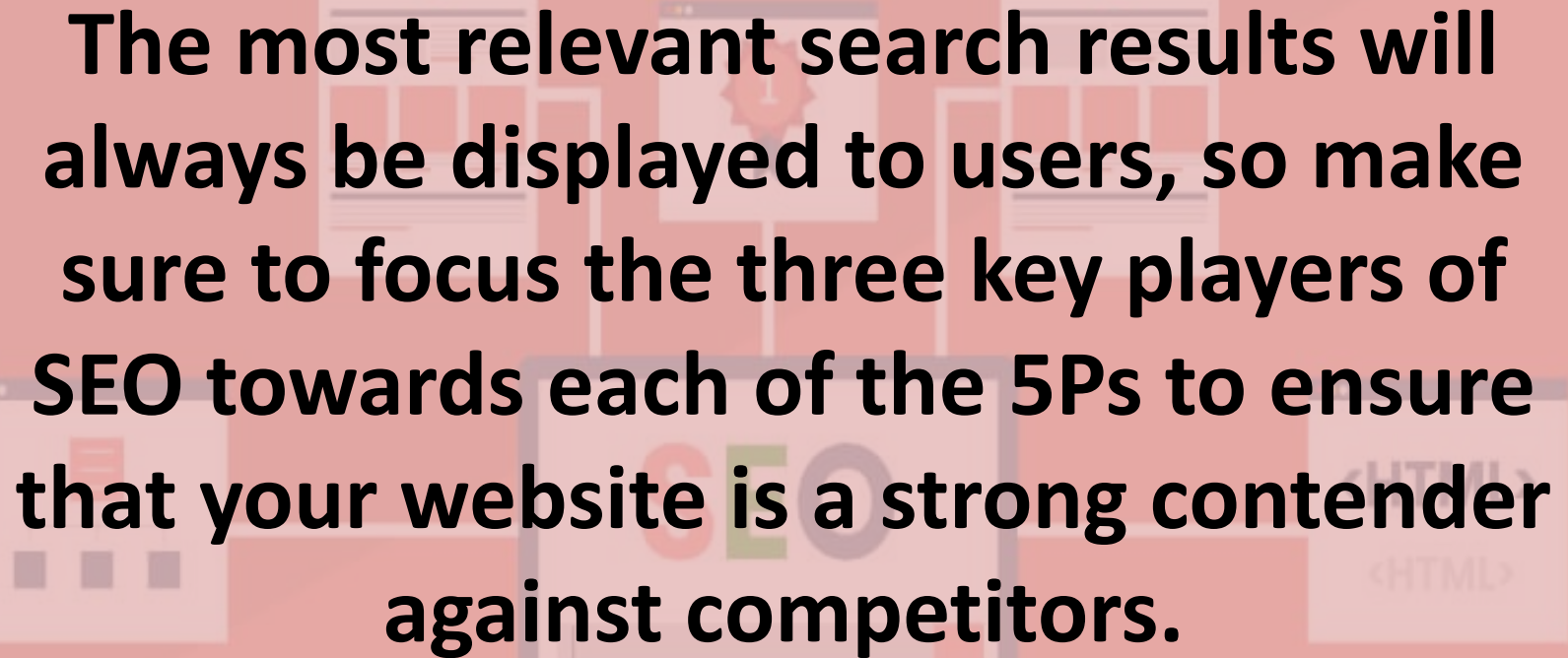


EXAMPLE SEARCH QUERY: QATAR BUSINESS EVENT VENUE DECEMBER 2020





Ultimately, the key to all this can be summed up in one word: **RELEVANCY.**

The background features a central laptop with a white keyboard and a blue bezel. Several semi-transparent browser windows are layered over the laptop and the background. One window in the center shows a search engine interface with a red magnifying glass icon and a list of search results. Other windows show various web pages, including one with a red circular logo and another with the text '<HTML>'. The overall background is a solid red color with a subtle gradient.

The most relevant search results will always be displayed to users, so make sure to focus the three key players of SEO towards each of the 5Ps to ensure that your website is a strong contender against competitors.

What your goals and outcomes for the search engine optimization of your site should be.

GOALS

A person is working at a desk in an office. A laptop is open in front of them, and their hands are visible near the top right. There are papers and a pen on the desk. The background is slightly blurred, showing office furniture.

STAGE 1: GOALS

Goals will help you create plans, direct your day-to-day tasks, and, of course, motivate you to rise above your competitors.

GET READY TO BE AN EXPERT IN:

Analyzing the underlying needs of your business

Converting these needs into well-defined goals

1. GOALS

SEO benefits
Choose goals
Set goals

2. ON-PAGE OPTIMIZATION

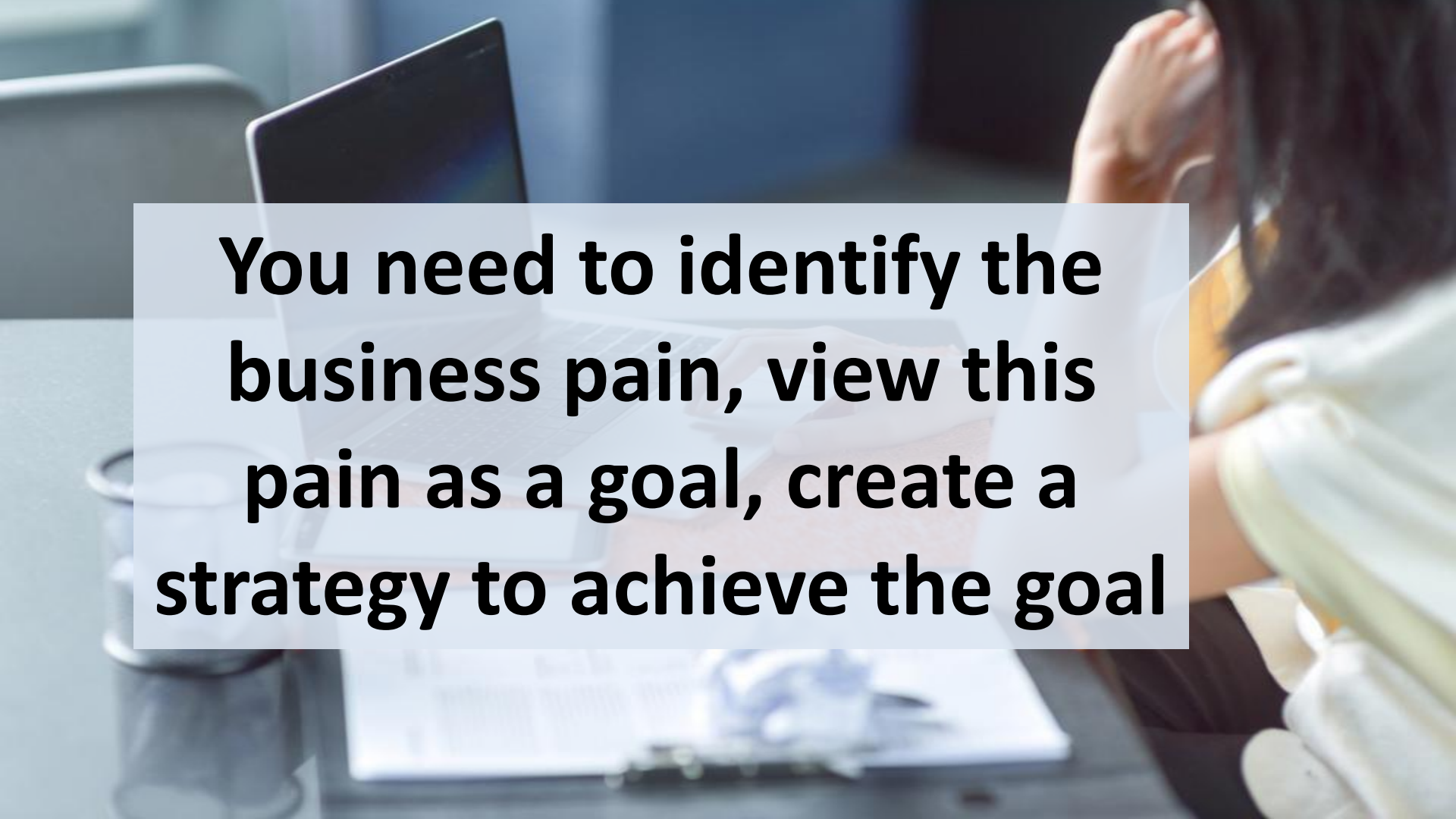
Keywords
Content
Meta Tags
Site structure

3. OFF-PAGE OPTIMIZATION

Link building
Link format
Social linking

4. ANALYZE

Analysis tools
Performance
Review

A person is sitting at a desk, working on a laptop. The person's hands are visible, typing on the keyboard. There is a glass of water on the desk to the left of the laptop. The background is slightly blurred, showing a window and some office equipment. The text is overlaid on a semi-transparent white box in the center of the image.

You need to identify the business pain, view this pain as a goal, create a strategy to achieve the goal



**Let's use the example of a
footwear retailer:**



**BUSINESS
PAIN:**

GOAL:

**A decline in
online orders**

Conversions



STRATEGY:

Increase website visitors through on-page optimization (keywords, blog, etc.)

KEY PERFORMANCE INDICATORS(KPIS):

Sales, online inquiries

SOME EXAMPLES OF SOME TYPICAL GOALS AND KPIS

Types of Goals	Types of KPIs
<ul style="list-style-type: none">• Engagement• Conversions• Visibility• Reputation• Credibility and status• Market leadership• Competitive advantage	<ul style="list-style-type: none">• Organic traffic• Visitor numbers• Click-through rates• Downloads• Online inquiries• Sales• Website engagement and the like

A photograph of a business meeting around a table. Several people's hands are visible, some pointing at documents with charts and graphs. A white grid is overlaid on the image, and a glowing cyan line graph with circular markers is superimposed over the documents. A smartphone and a laptop are also visible on the table.

The ultimate goal of SEO is to achieve that number-one ranking on SERPs for your website.

BUT WHAT ARE THE BENEFITS?



INCREASED ORGANIC CTRS

$$\frac{\text{CLICKS}}{\text{IMPRESSIONS}} = \text{CTR}$$

(CLICK-THROUGH RATE)



INCREASED ENGAGEMENT





**ENHANCED
REPUTATION**

Market leadership and competitive advantage






INCREASED CONVERSIONS





STAGE 2:

ON-PAGE OPTIMIZATION




With your goals in place and their accompanying KPIs assigned, the time has come to move to the second stage of the SEO process

Focus on the second stage in the SEO





Keyword Research

An illustration at the top of the slide features a laptop on the left, a smartphone in the middle, and a network diagram on the right consisting of three blue nodes connected by lines, with an arrow pointing to the right. The background is a solid purple color.


**Keyword research is
often the first step in
this process.**

Keywords have a very strong impact on the other elements of on-page optimization, so the level of research you conduct will determine if your site is a zero or a hero in terms of search volume!


WHAT EXACTLY IS A KEYWORD?

A magnifying glass with a black handle and frame is positioned over the word "KEYWORD". The word is rendered in large, bold, blue, 3D-style capital letters with a white shadow. The background is a blue-toned digital landscape featuring a world map, binary code (0s and 1s), and various business-related terms in a lighter blue font. The magnifying glass's lens is centered on the word "KEYWORD", making it the focal point of the image.


KEYWORD



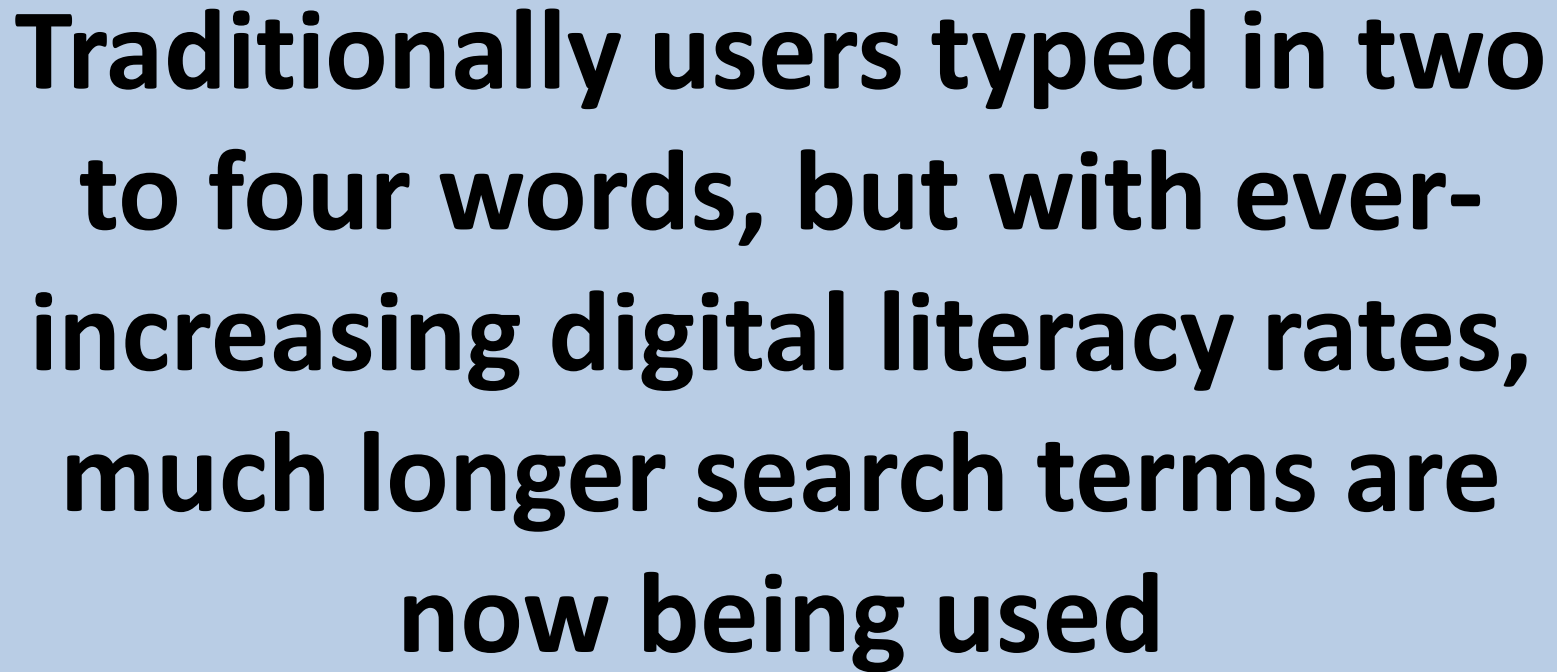
**It's a significant word or phrase
that relates to the content on
your website.**



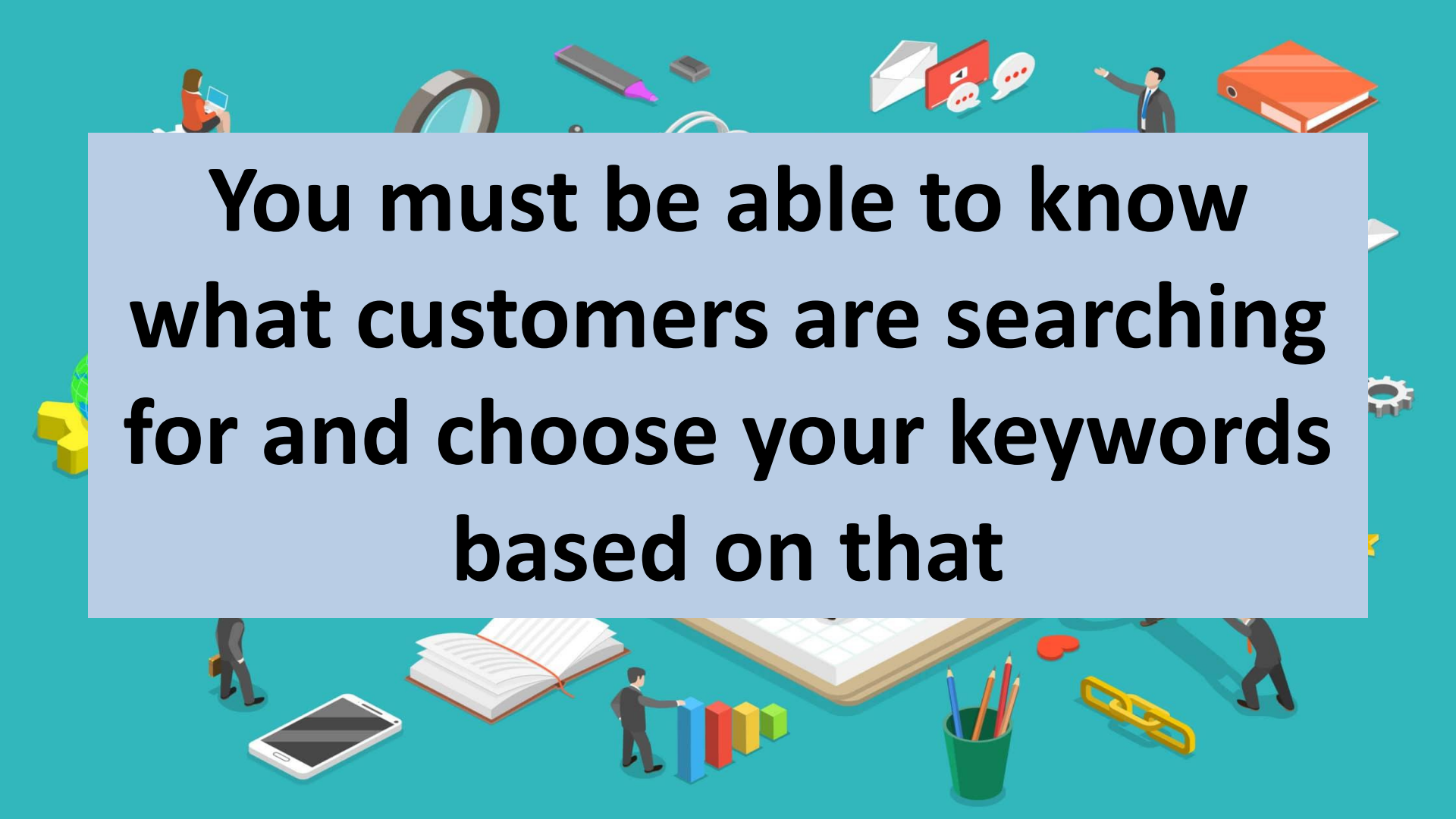
For example, if you're a freelance web designer, relevant keywords for your site could be website designer or affordable website designer etc.



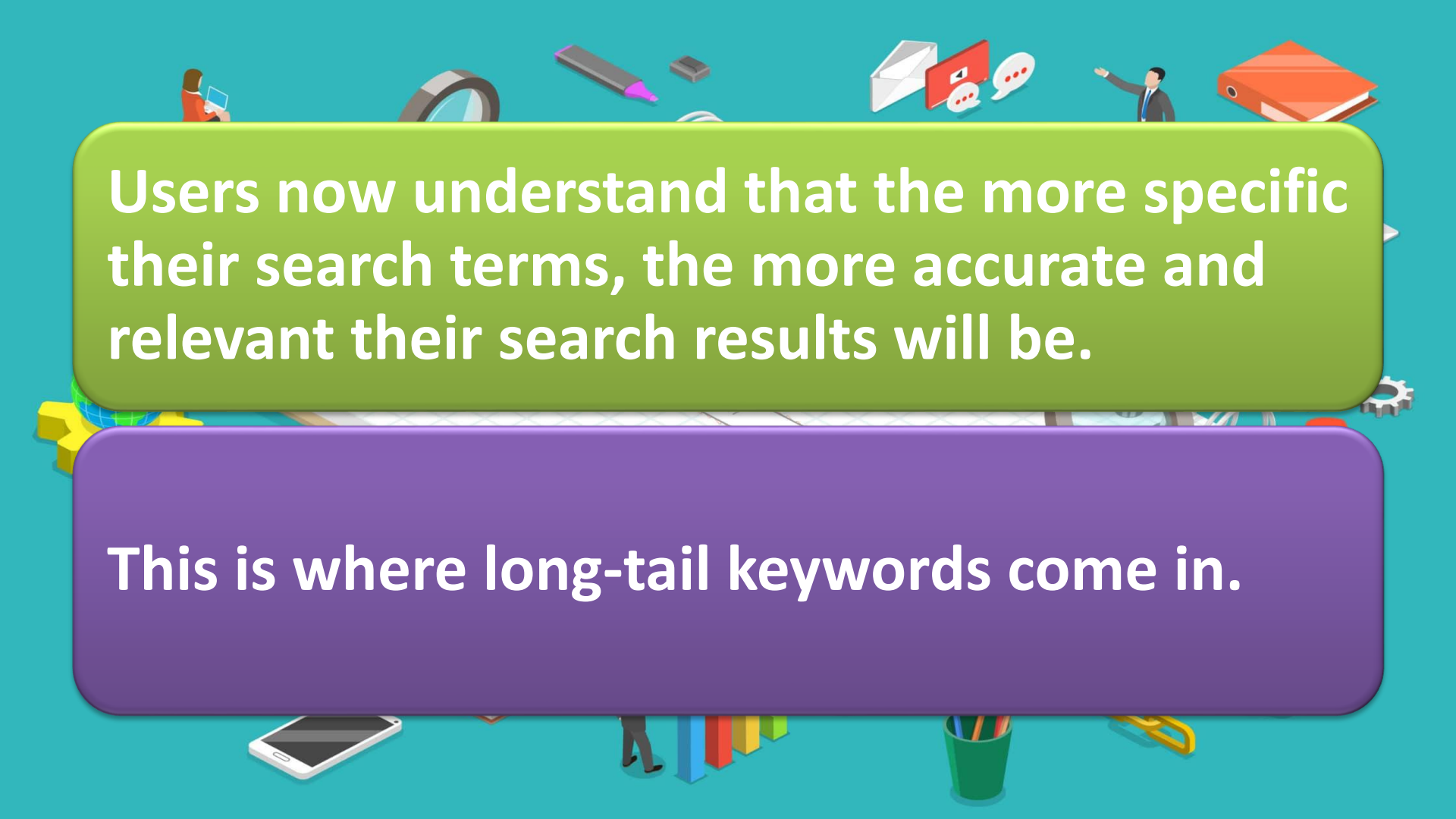
A search term is a commonly used phrase that users type into search engines to find you.



Traditionally users typed in two to four words, but with ever-increasing digital literacy rates, much longer search terms are now being used

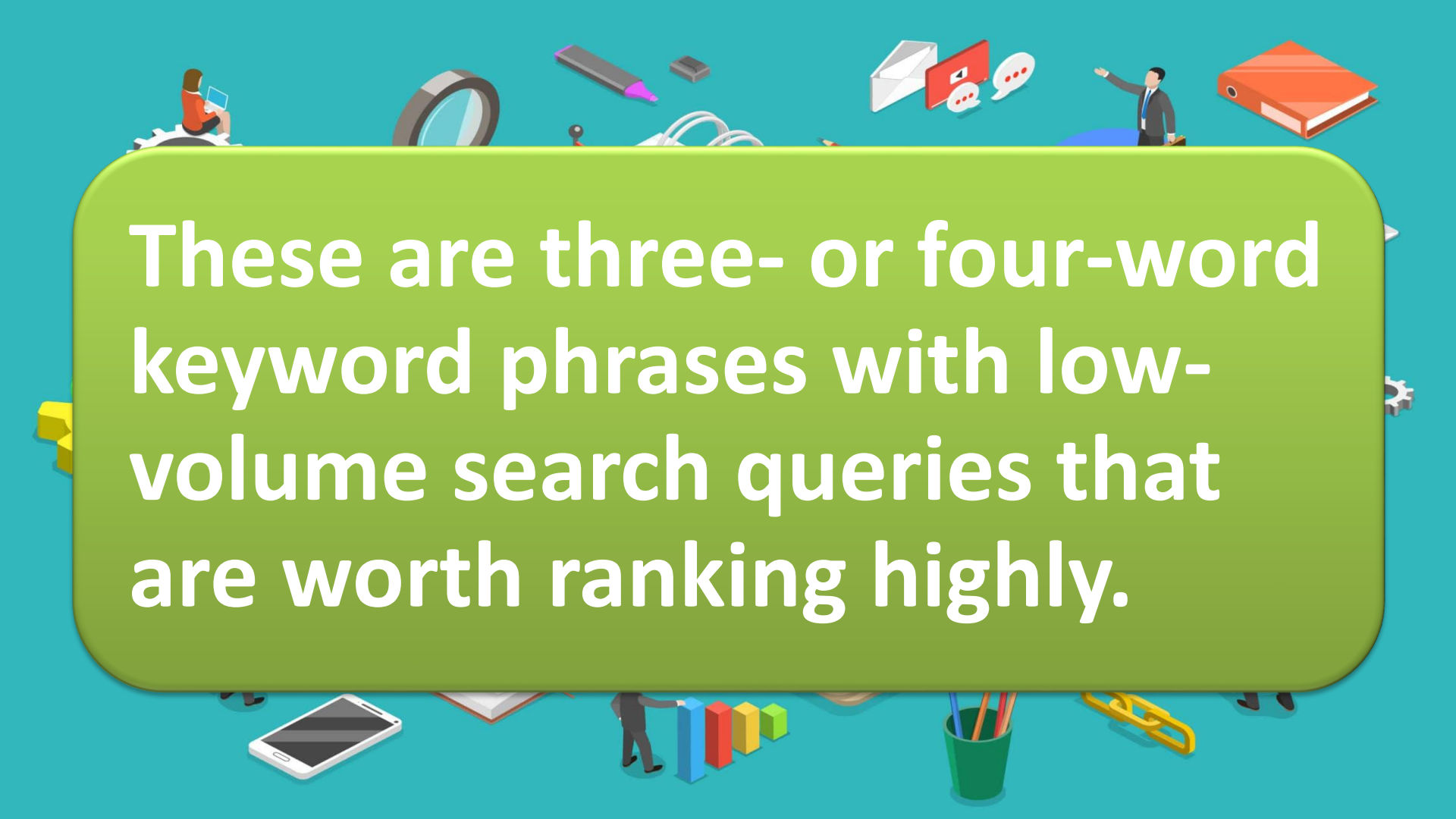


**You must be able to know
what customers are searching
for and choose your keywords
based on that**



Users now understand that the more specific their search terms, the more accurate and relevant their search results will be.

This is where long-tail keywords come in.



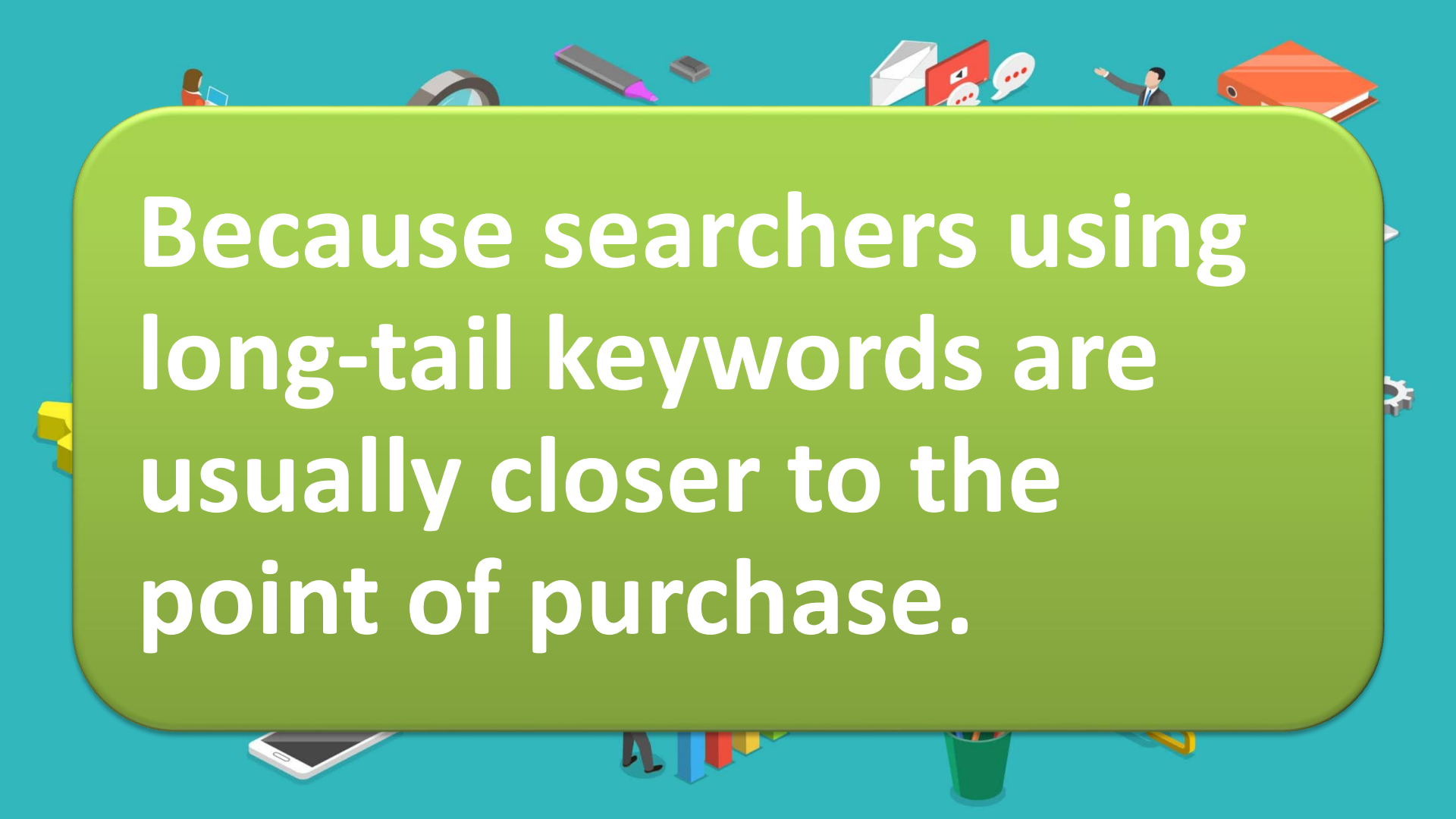
These are three- or four-word keyword phrases with low-volume search queries that are worth ranking highly.

W

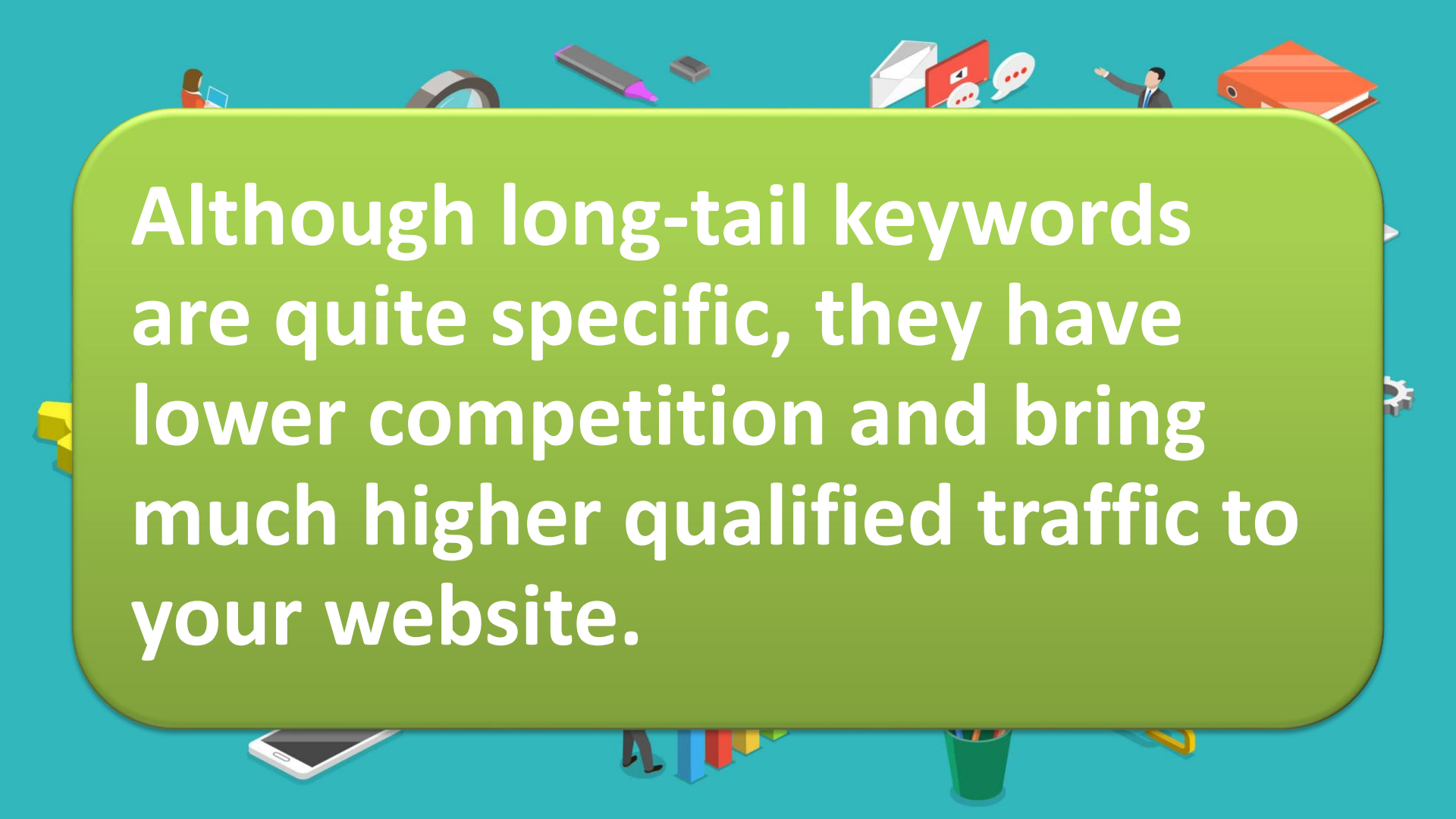
H

Y

?



Because searchers using long-tail keywords are usually closer to the point of purchase.

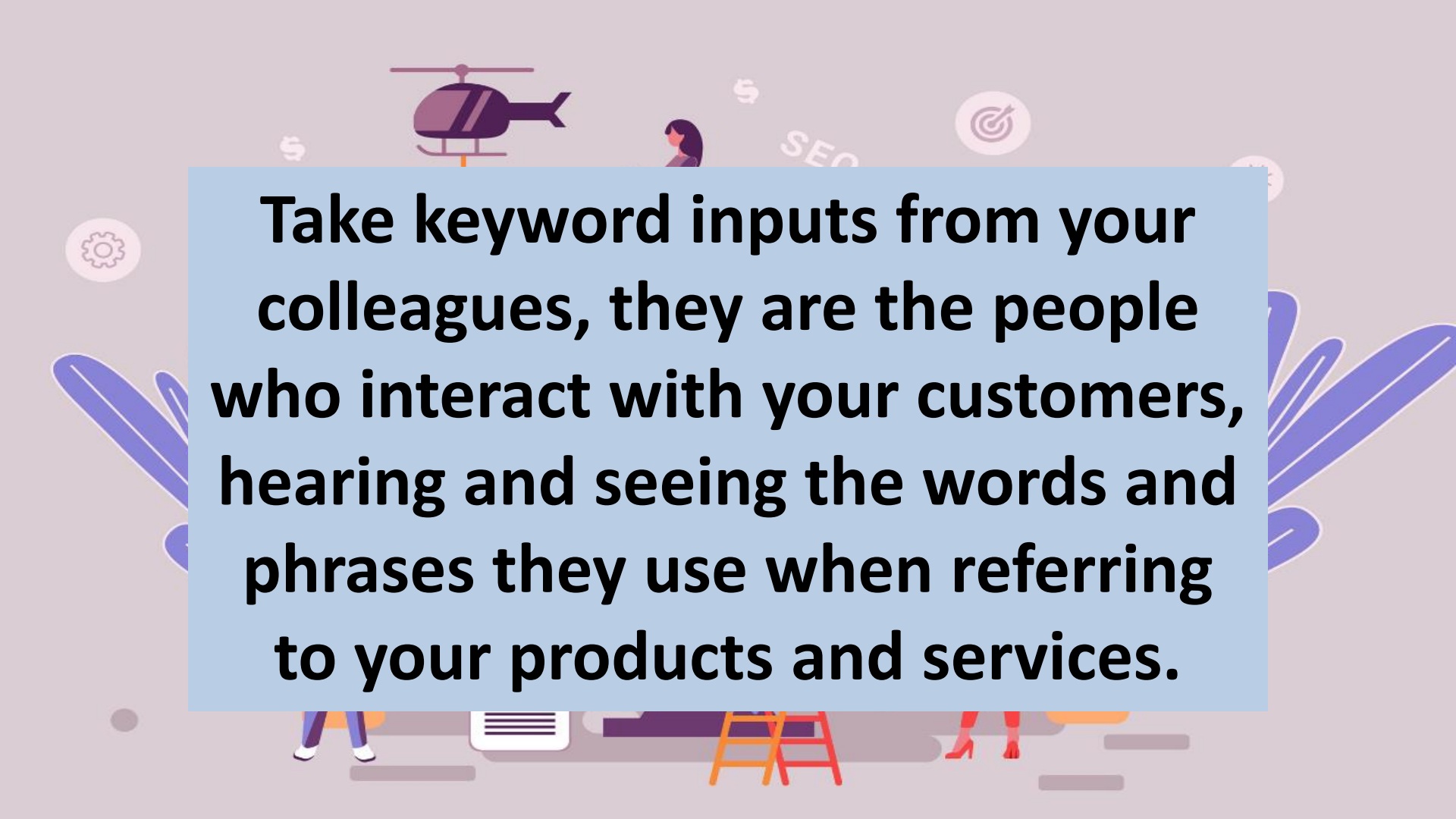


Although long-tail keywords are quite specific, they have lower competition and bring much higher qualified traffic to your website.

OFFLINE KEYWORD RESEARCH

**KEYWORDS
RESEARCH**






Take keyword inputs from your colleagues, they are the people who interact with your customers, hearing and seeing the words and phrases they use when referring to your products and services.



Use content from Marketing collateral.



**Do Customer surveys and
get most commonly used
words and phrases**

A hand holding a magnifying glass over the word 'WORDS'. The hand is yellow with orange fingers, and the magnifying glass has a white handle and a white lens. The word 'WORDS' is written in a light blue, sans-serif font. The background is a solid light blue color with several stylized, light blue clouds of various shapes and sizes scattered across it.

ONLINE KEYWORD RESEARCH



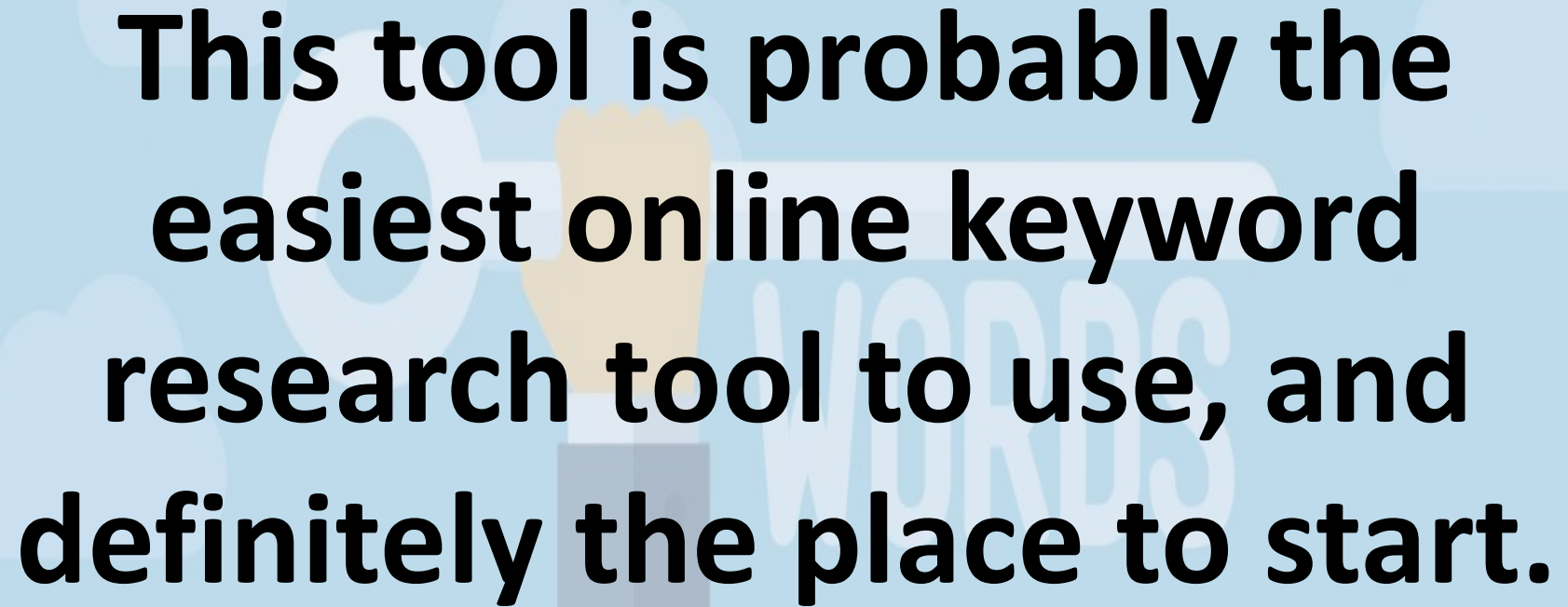
**Research online and
find keywords using
keyword finding tools**




**To kick-start your efforts,
the top four highly
regarded research tools
in the industry follow**

1. GOOGLE AUTOCOMPLETE



A hand holding a sign with text. The background is light blue with faint clouds and the word 'WORDS' in large, light blue letters. The sign is white with black text.

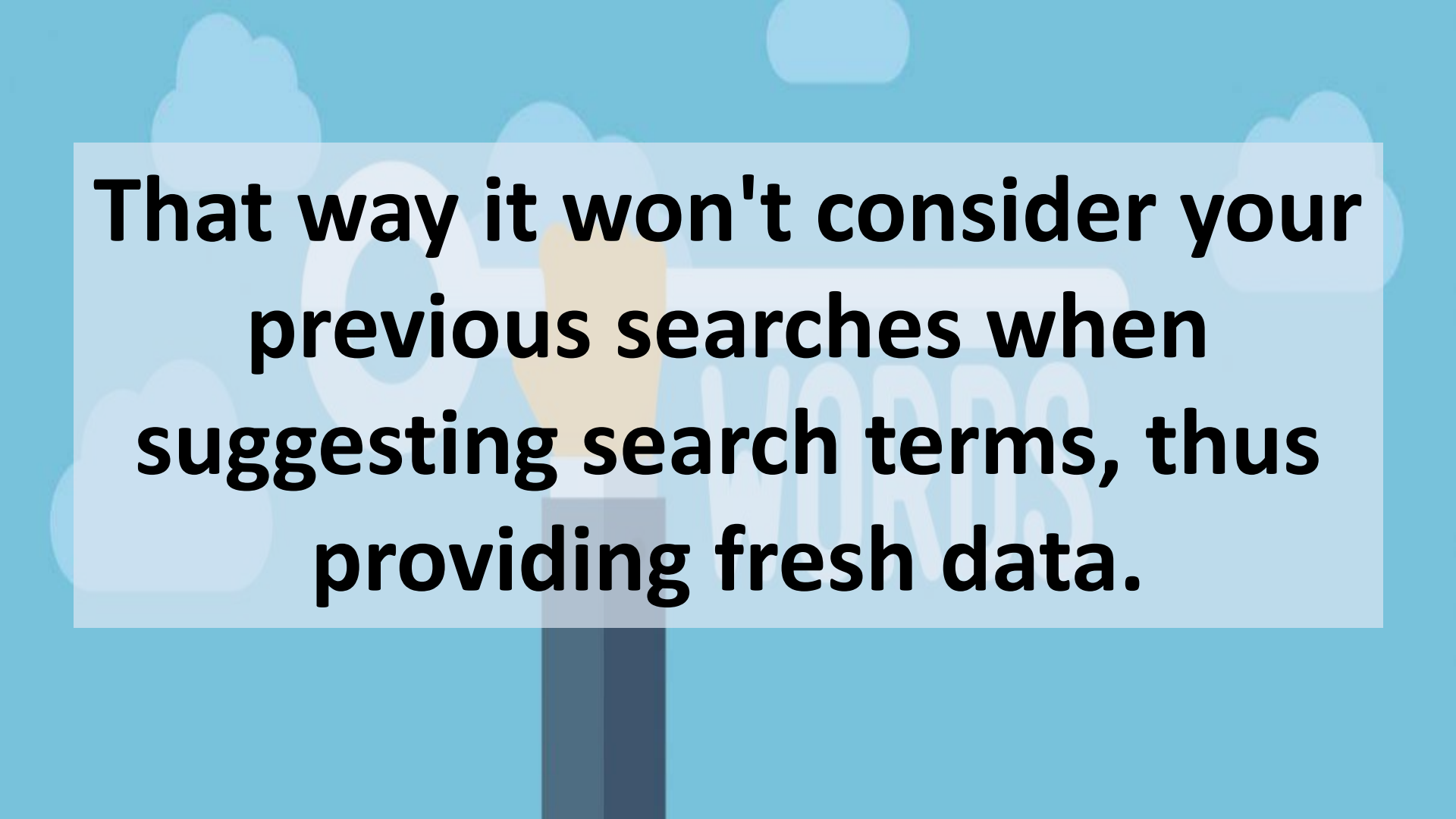
**This tool is probably the
easiest online keyword
research tool to use, and
definitely the place to start.**

The background is a light blue gradient with faint, stylized clouds. In the center, there is a vertical grey bar representing a signpost. At the top of this bar is a yellow hand holding a white rectangular sign with the word "WORDS" written in blue, semi-transparent capital letters. The main text of the image is overlaid on a light blue rectangular area.

It's particularly good for long-tail keyword research; you simply begin typing into the Google search box.

A hand holding a sign with text. The background is light blue with faint, stylized clouds and the word 'WORDS' in a large, light blue font. The sign is white with black text.


**If you're using Google Autocorrect
for keyword research, make sure
to clear your search history, cache,
cookies, and temporary files—
clear it all!**

A hand holding a sign with text. The background is light blue with stylized clouds and a faint watermark of a hand holding a sign with the word 'WORDS'.

**That way it won't consider your
previous searches when
suggesting search terms, thus
providing fresh data.**

HOW DOES GOOGLE AUTOCOMPLETE WORK?



san f 

- san francisco weather
- san francisco
- san francisco giants
- san fernando valley
- san francisco state university
- san francisco hotels
- san francisco 49ers
- san fernando
- san fernando mission
- san francisco zip code

+ 🔍 google autocomplete a — Google Search

net
Google Search

🔍 google autocomplete a

🔍 google autocomplete api

🔍 google autocomplete address


🔍 google autocomplete april fools

🔍 google autocomplete address example

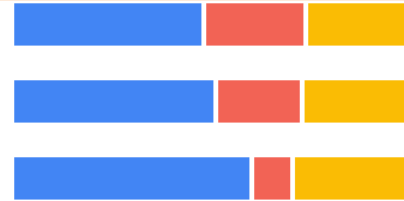
🔍 google autocomplete api ios

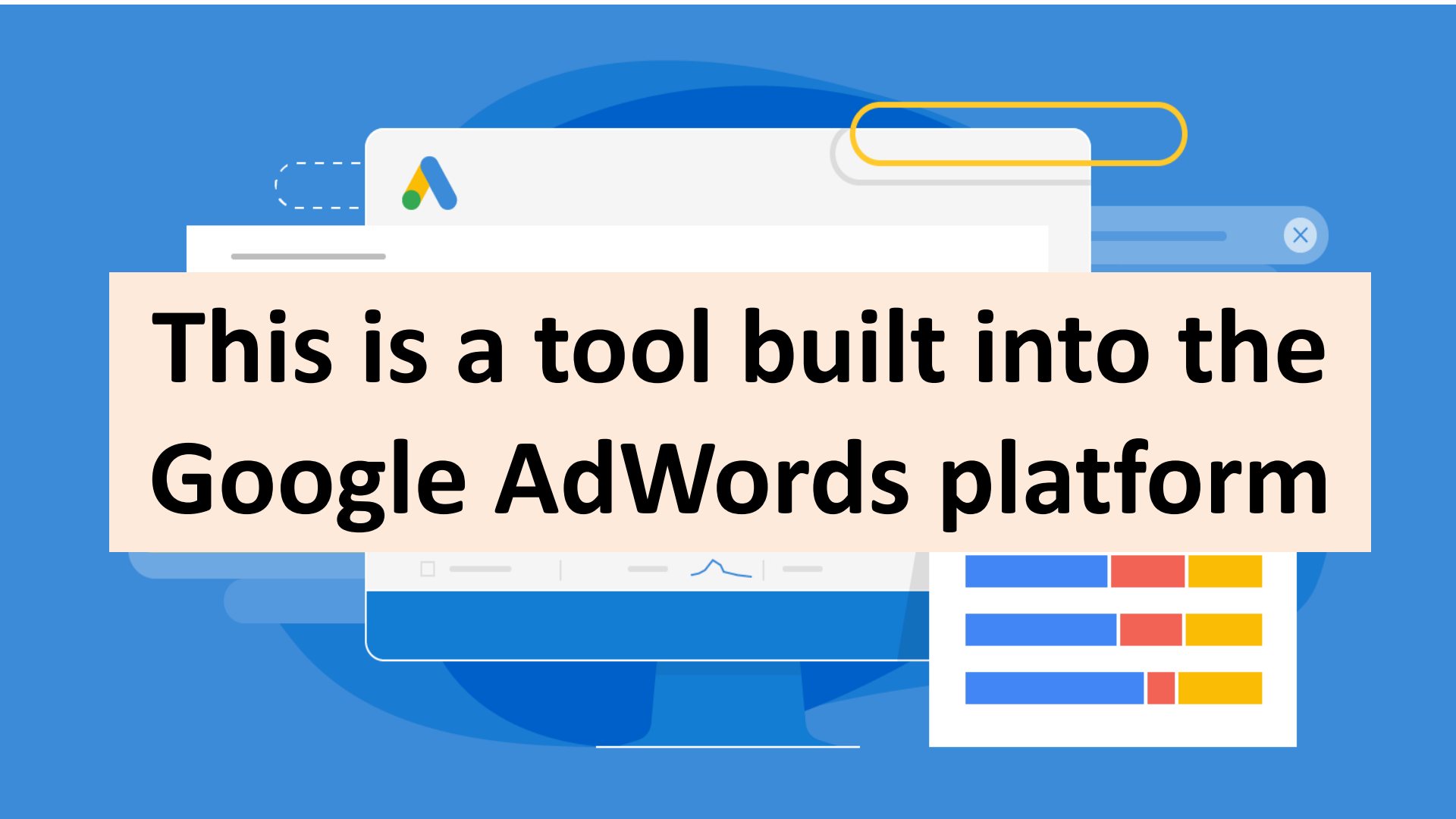
Search for "google autocomplete a" in History

Go to Site "google autocomplete a"



2. Google AdWords Keyword Planner




The background features a stylized illustration of a web browser window. The top-left corner of the window displays the Google AdWords logo, a stylized 'A' in blue, yellow, and green. To the right of the logo is a yellow rounded rectangle. Below the browser window, a dashboard is visible, showing a blue bar chart with a white line graph overlay. To the right of the chart are three horizontal stacked bar charts, each with segments in blue, red, and yellow. The entire scene is set against a blue background with abstract shapes and a dashed white line on the left.

**This is a tool built into the
Google AdWords platform**



**Under the Tools section,
you'll find Keyword
Planner**



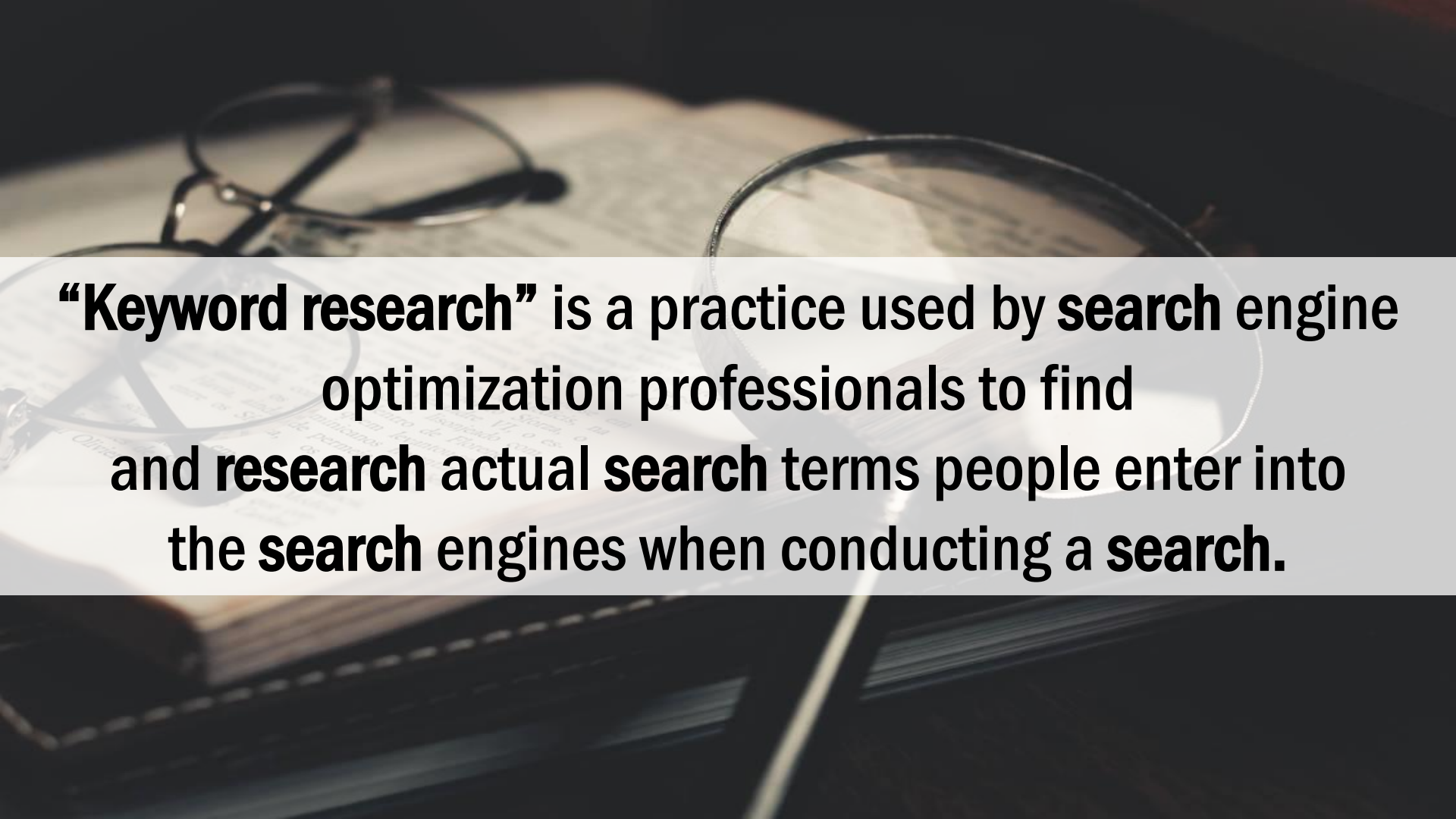
**The research and
analytical functionalities
are endless!**

HOW TO SEARCH KEYWORD USING GOOGLE ADWORDS KEYWORD PLANNER



A hand holding a magnifying glass over a laptop keyboard, symbolizing research. The text "KEYWORD RESEARCH PROCESS" is overlaid in large, bold, white letters with a black outline.

KEYWORD RESEARCH PROCESS

A magnifying glass is positioned over an open book, with a pair of glasses resting on the pages. The scene is dimly lit, creating a focused and scholarly atmosphere. The text is overlaid on a semi-transparent white banner across the middle of the image.

“Keyword research” is a practice used by search engine optimization professionals to find and **research** actual **search** terms people enter into the **search** engines when conducting a **search**.

A magnifying glass is positioned over an open book, with a pair of glasses resting on the pages. The scene is dimly lit, creating a focused and scholarly atmosphere. The magnifying glass is the central focus, highlighting the text on the page below it.

**Search engine optimization-
professionals **research** keywords in order to achieve
better rankings in **search** engines.**

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" which is printed in a bold, black, sans-serif font on a light-colored surface. The background is blurred, showing what appears to be a document with other text. The lighting is bright and even.

KEYWORDS

STEP 01:

Search keyword planner in Google



Google Search

I'm Feeling Lucky

Google offered in: العربية



KEYWORDS

STEP 02:

Click on the result shown in below picture



[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.

How Much Does It Cost?

Set Your Own Advertising Budget. Pay Only When Your Ad Is Clicked.

Success Stories

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

What Are Display Ads?

Appear In Over 2M Websites & 650,000 Apps Across Google Network.

See results about

Keyword Tool (Software)

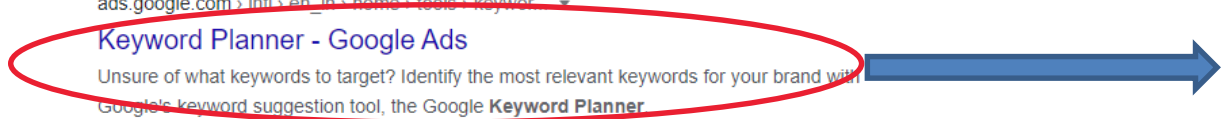
Keyword Tool is a free SaaS product that uses Google Autocomplete and other ...



ads.google.com > intl > en_in > home > tools > keywordplanner ▾

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**



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](#)



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 ↓	Forecast
<input type="checkbox"/>	Plan from Dec 23, 2018, 10 pm, GMT+05:30	Draft	23 Dec 2018	1 - 3

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

Type here to search



11:13 AM

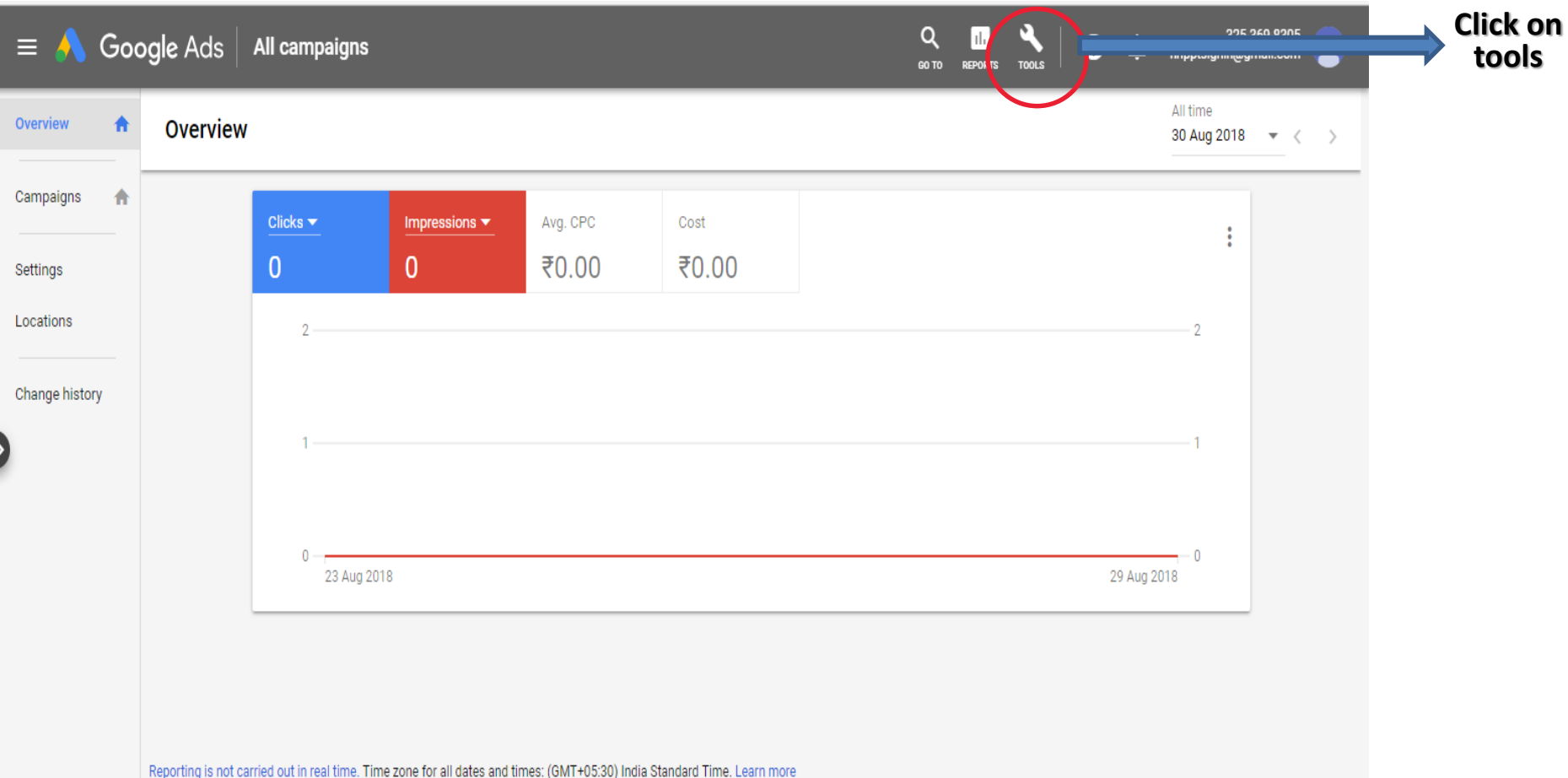
7/16/2020



KEYWORDS

STEP 05:

Click on Tools



The screenshot displays the Google Ads interface. At the top, the navigation bar includes the Google Ads logo, 'All campaigns', and utility icons for search, reports, and tools. The 'Tools' icon, represented by a wrench, is circled in red. A blue arrow points from this icon to the text 'Click on tools' on the right side of the image.

The main content area shows the 'Overview' page for a campaign. The top navigation includes 'Overview' (selected), 'Campaigns', 'Settings', 'Locations', and 'Change history'. The 'Overview' section displays a summary table and a chart.

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

The chart below the table shows a flat line at zero for the period from 23 Aug 2018 to 29 Aug 2018, indicating no activity during this time.

Reporting is not carried out in real time. Time zone for all dates and times: (GMT+05:30) India Standard Time. [Learn more](#)



KEYWORDS

STEP 06:

Select keyword planner

Keyword
planner

The screenshot displays the Google Ads interface. The browser's address bar shows the URL: https://adwords.google.com/aw/overview?ocid=283260377&_c=1777045073&authuser=1&_u=2145995933. The page header includes the Google Ads logo and "All campaigns". The navigation menu on the left lists "Overview", "Campaigns", "Settings", "Locations", and "Change history". A dropdown menu is open, showing several categories: "PLANNING", "SHARED LIBRARY", "BULK ACTIONS", "MEASUREMENT", and "SETUP". The "Keyword Planner" option under the "PLANNING" category is circled in red, and a blue arrow points to it from the text "Keyword planner" on the left. Below the navigation menu, a chart area is visible with a red line and a date range from "23 Aug 2018" to "29 Aug 2018". At the bottom of the page, 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](#) 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 →

[How to use Keyword Planner](#) | [Open previous Keyword Planner](#)


**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 a bold, black, sans-serif font. The background is a blurred document with some faint, illegible text. The lighting is bright and even, highlighting the texture of the hand and the frame of the magnifying glass.

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" which is printed in a bold, black, sans-serif font on a light-colored surface. The background is blurred, showing what appears to be a document with other text, including the word "KEYWORDS" repeated in a lighter, less legible font. The lighting is bright and even, highlighting the texture of the hand and the frame of the magnifying glass.

KEYWORDS

STEP 10:

Related keywords are listed

Google Ads | Keyword plan

GO TO | REPORTS | TOOLS | ? | 325-369-8305 | nhpptsignin@gmail.com

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

Keyword ideas

consulting

DOWNLOAD KEYWORD IDEAS

Last 12 months
Aug 2017 - Jul 2018

Found 405 keyword ideas

Exclude ads 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	



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

Found 405 keyword ideas

[Exclude adult ideas](#)

[DOWNLOAD KEYWORD IDEAS](#) last 12 months 2017 - Jul 2018

FILTER **COLUMNS** **RESET**

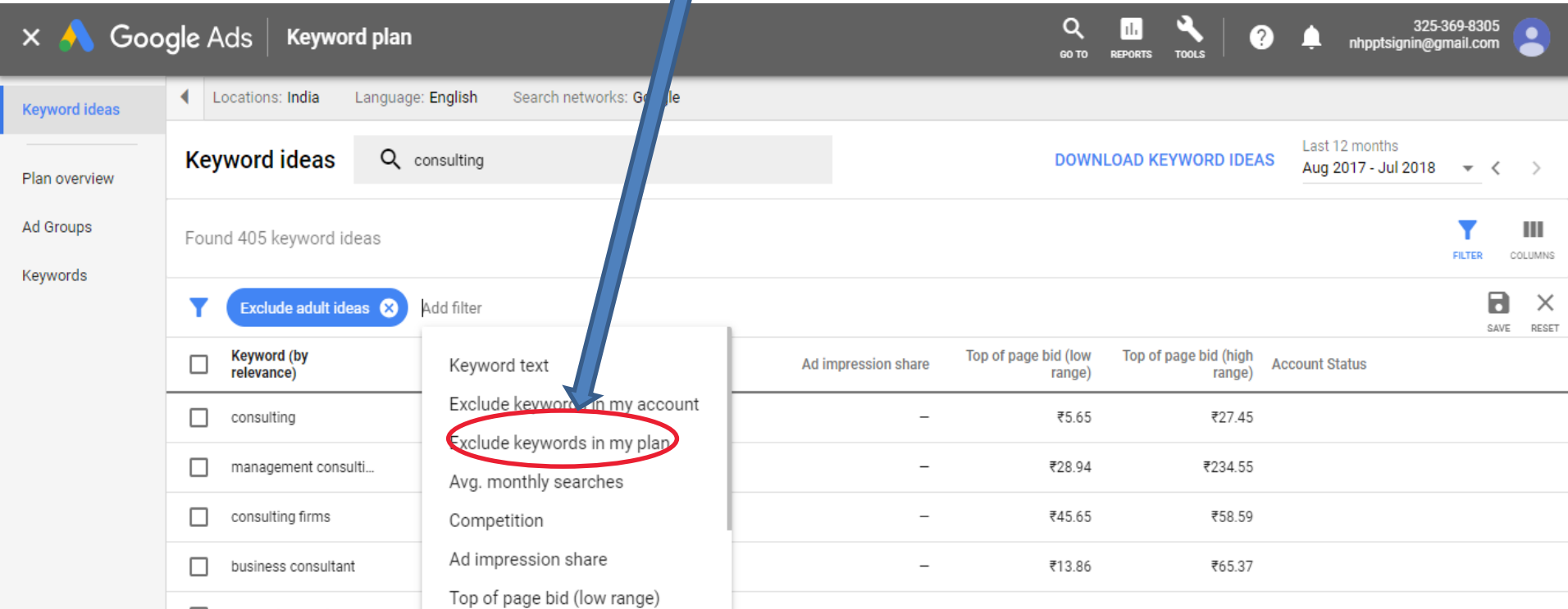
<input type="checkbox"/>	Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
<input type="checkbox"/>	consulting	1K - 10K	Low	-	₹5.65	₹27.45	
<input type="checkbox"/>	management consulti...	1K - 10K	Low	-	₹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	



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, the search parameters are set to 'Locations: India', 'Language: English', and 'Search networks: Google'. The search term is 'consulting'. A blue arrow points from the top text to the 'Exclude keywords in my plan' option in the dropdown menu.

Keyword ideas

Found 405 keyword ideas

Exclude adult ideas

Keyword (by relevance)

- consulting
- management consulti...
- consulting firms
- business consultant

Keyword text

- Exclude keywords in my account
- Exclude keywords in my plan**
- Avg. monthly searches
- Competition
- Ad impression share
- Top of page bid (low range)

Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
-	₹5.65	₹27.45	
-	₹28.94	₹234.55	
-	₹45.65	₹58.59	
-	₹13.86	₹65.37	

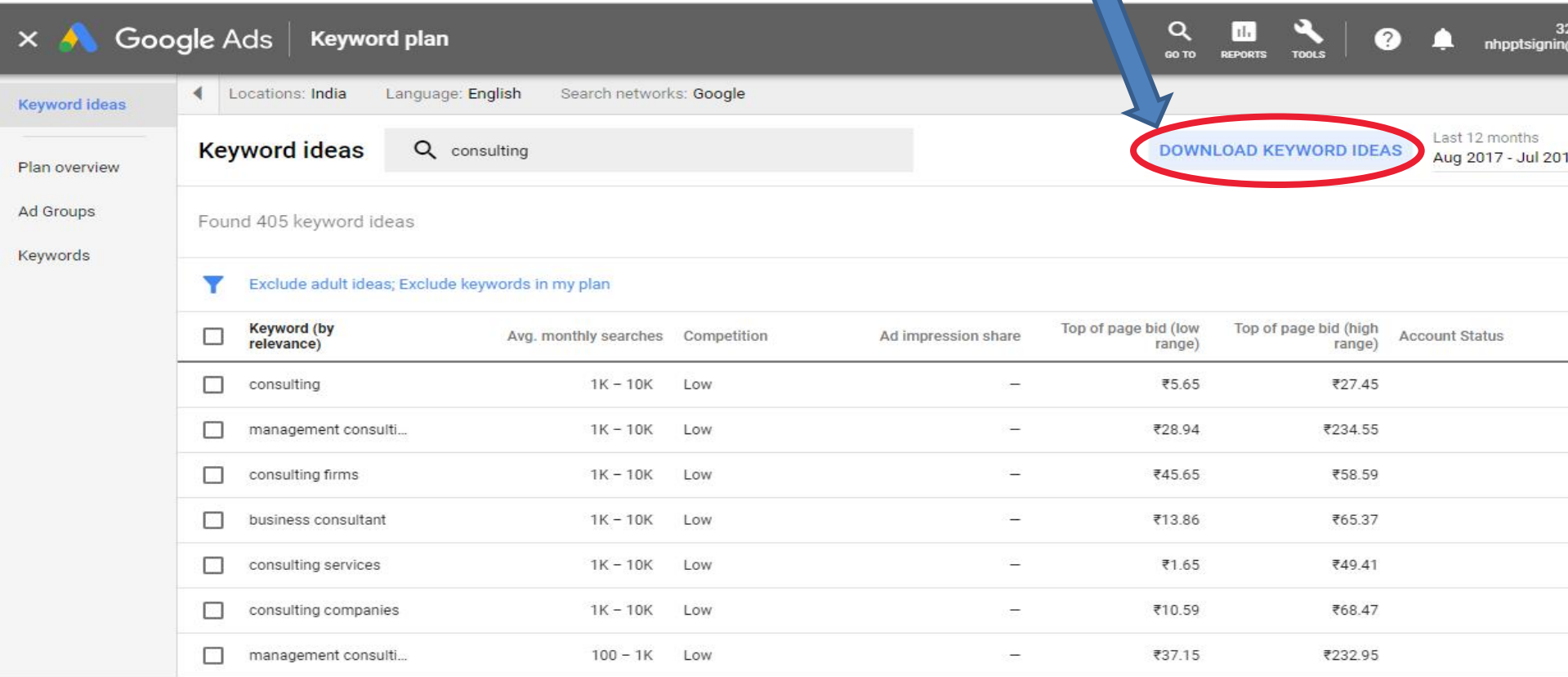
It will automatically refine keywords



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

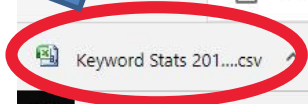
STEP 14:

Keywords downloaded as an Excel file

The screenshot shows the Google Ads Keyword plan interface. At the top, it displays 'Google Ads | Keyword plan' and navigation icons for 'GO TO', 'REPORTS', 'TOOLS', and a help icon. Below this, it shows 'Locations: India', 'Language: English', and 'Search networks: Google'. The main section is titled 'Keyword ideas' with a search bar containing 'consulting' and a 'DOWNLOAD KEYWORD IDEAS' button. A note indicates 'Last 12 months Aug 2017 - Jul 2018'. Below the search bar, it says 'Found 405 keyword ideas' and provides options to 'Exclude adult ideas; Exclude keywords in my plan'. A table lists keyword ideas 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 red circle around the downloaded file 'Keyword Stats 201....csv' in the taskbar.

<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	

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



KEYWORDS

STEP 17:

Q consulting

**Search
consulting in
Google**

Google

Search Google or type URL

M Gmail

G Consulting With Shan

G Google

G Consulting With Sh...

G Login | Co... | Feas...

G Consulting With Sh...

G Google

G Consulting With Shan...



KEYWORDS

STEP 18:

You will get the search results



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

- 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 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

A hand holding a magnifying glass over the word 'KEYWORDS'. The background is a blurred document with the word 'KEYWORDS' repeated. The magnifying glass is black with a white lens. The word 'KEYWORDS' is written in bold, black, uppercase letters inside the lens.

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!!**



ADM Keyword Research TOOLS

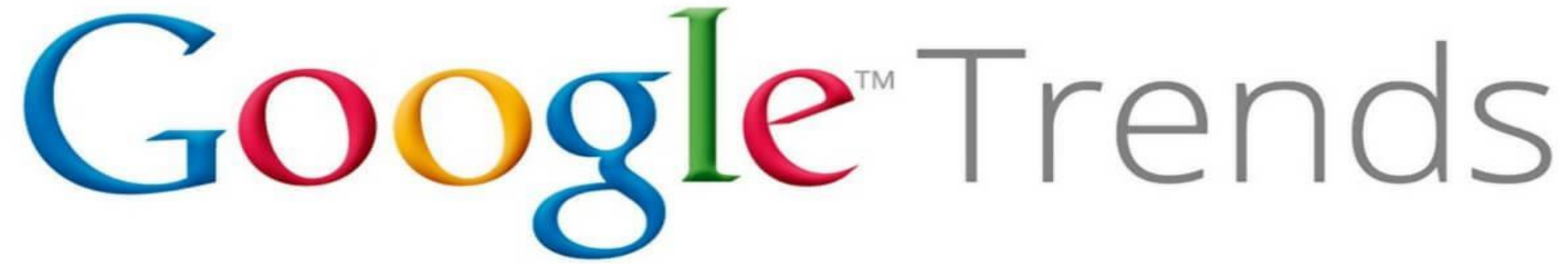
Google™ Trends

3. GOOGLE TRENDS.

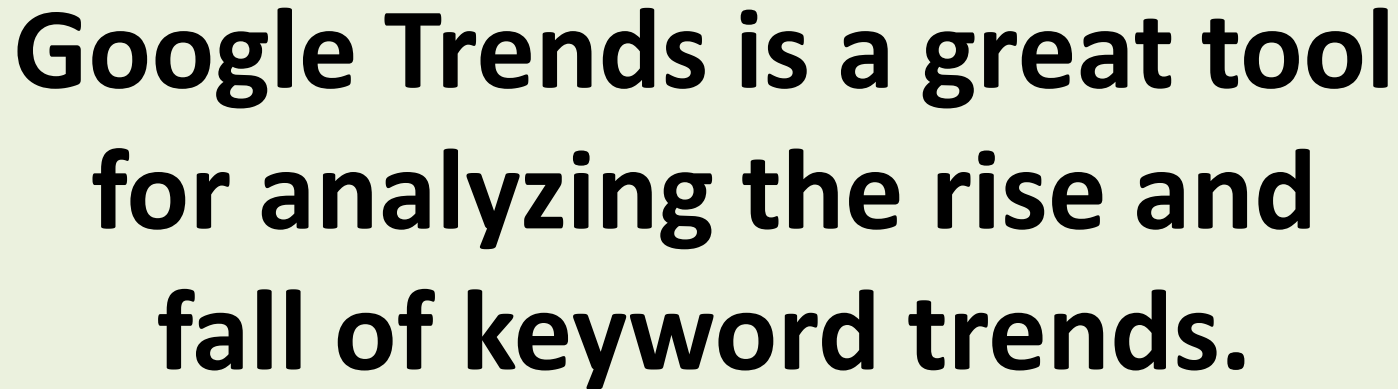


As with all aspects of digital marketing, popular keywords are ever changing, so it's important to keep informed and stay ahead of the curve

Google™ Trends



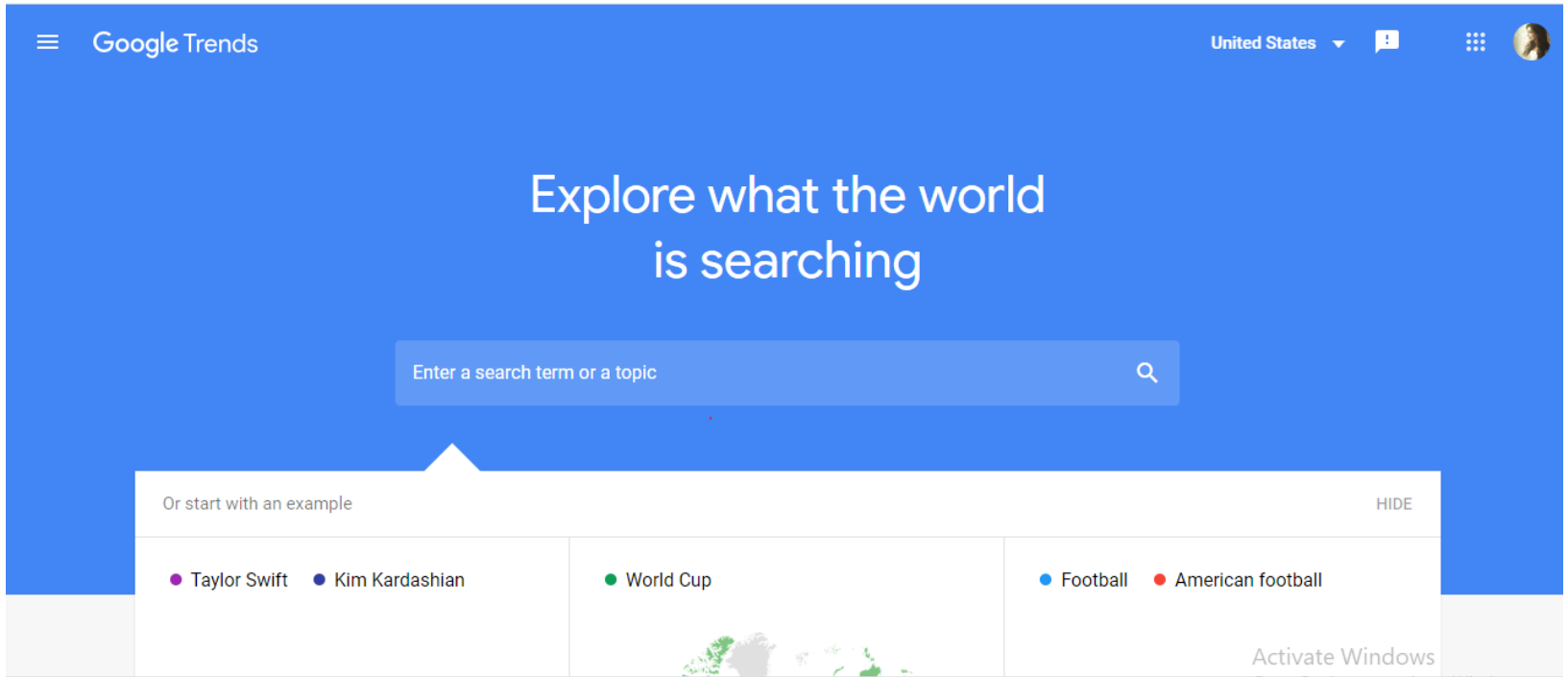
Google Trends is a great tool for analyzing the rise and fall of keyword trends.



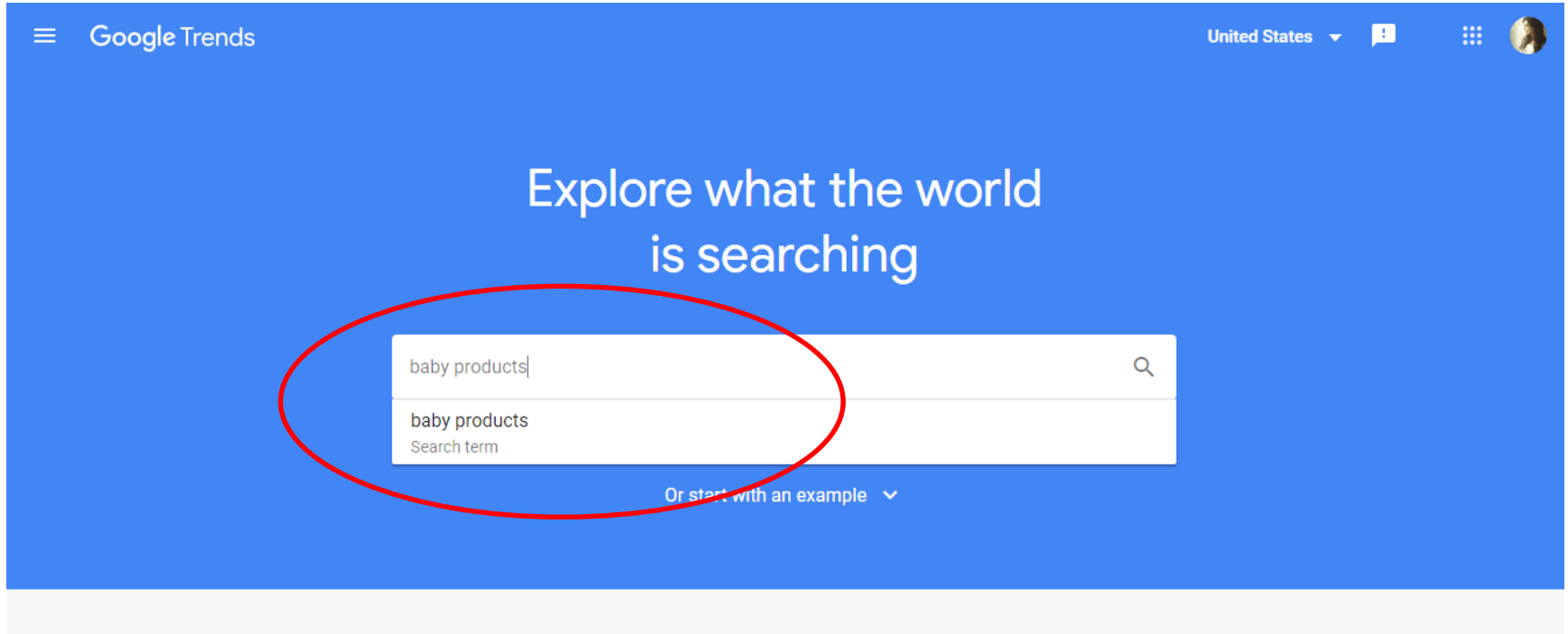
Google™ Trends

It's important to be aware of trending terminology and phrases so you're not targeting outdated keywords.

You go to trends.google.com



Search the word



The image shows the Google Trends homepage with a blue background. At the top left, there is a menu icon and the text "Google Trends". At the top right, there is a dropdown menu for "United States", a notification icon, a grid icon, and a profile picture. In the center, the text "Explore what the world is searching" is displayed. Below this, there is a search bar containing the text "baby products|". A red oval highlights the search bar and the dropdown menu below it, which contains the text "baby products" and "Search term". Below the search bar, there is a link that says "Or start with an example" with a dropdown arrow.

Google Trends

United States

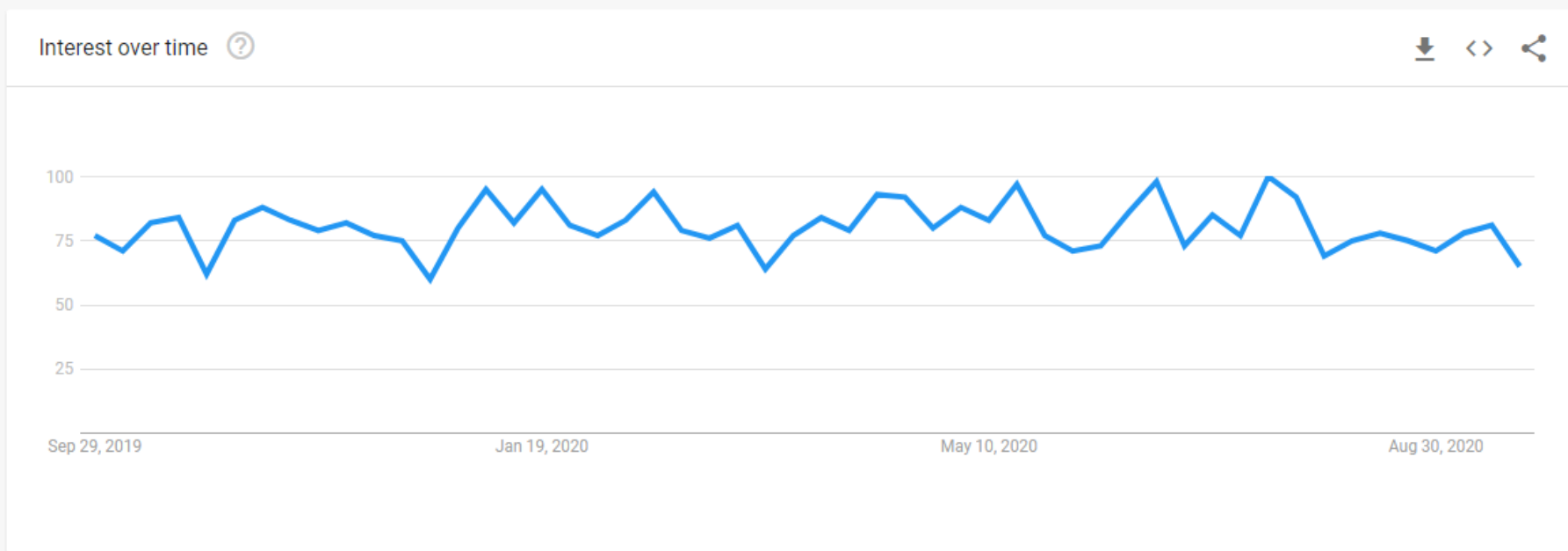
Explore what the world is searching

baby products|

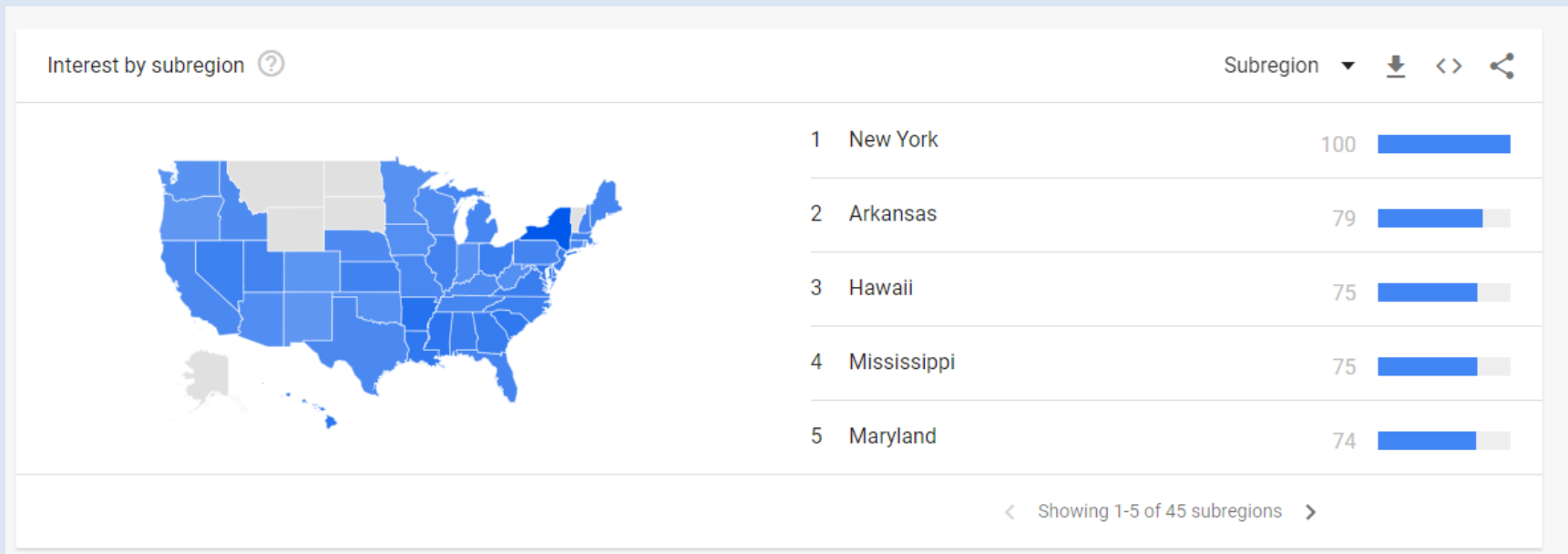
baby products
Search term

Or start with an example

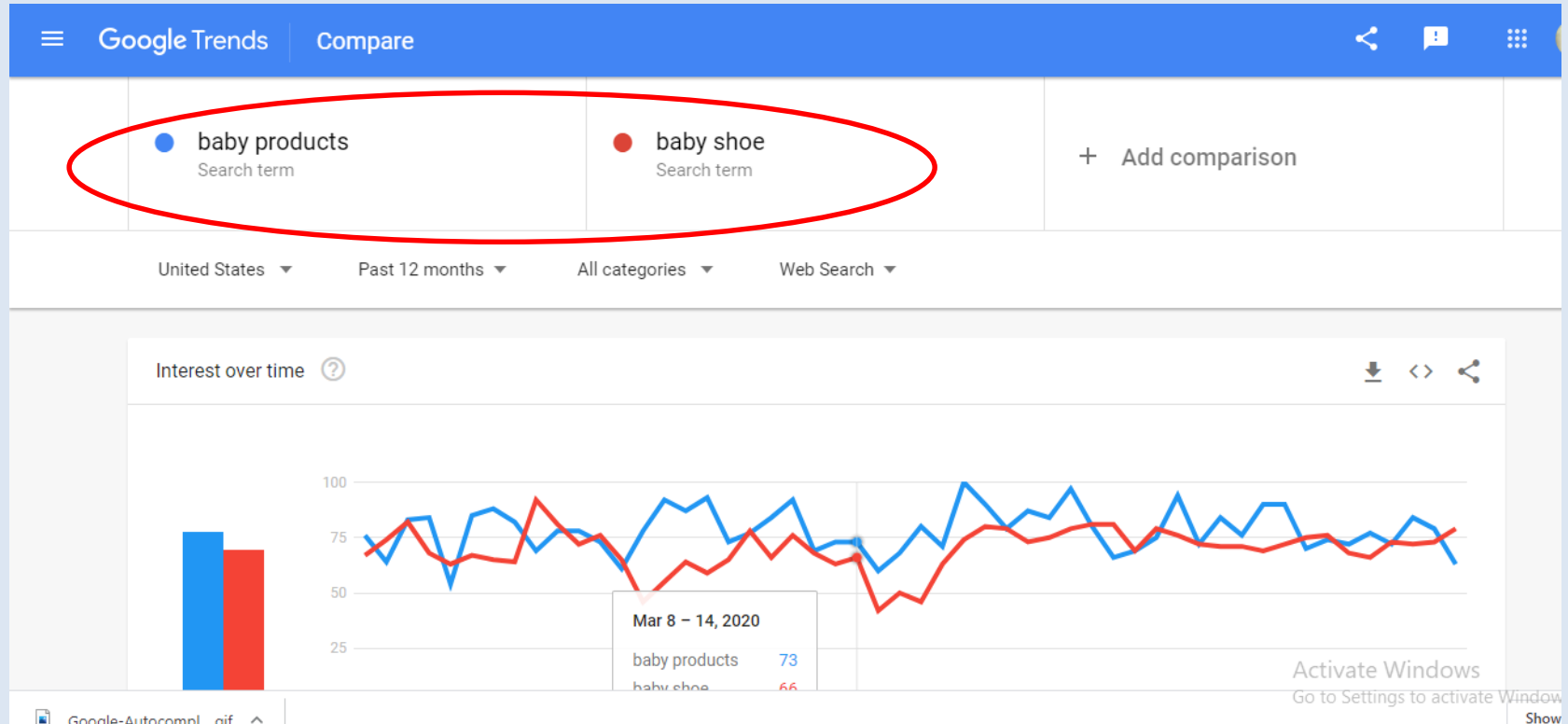
SHOW YOU INTEREST OVER TIME



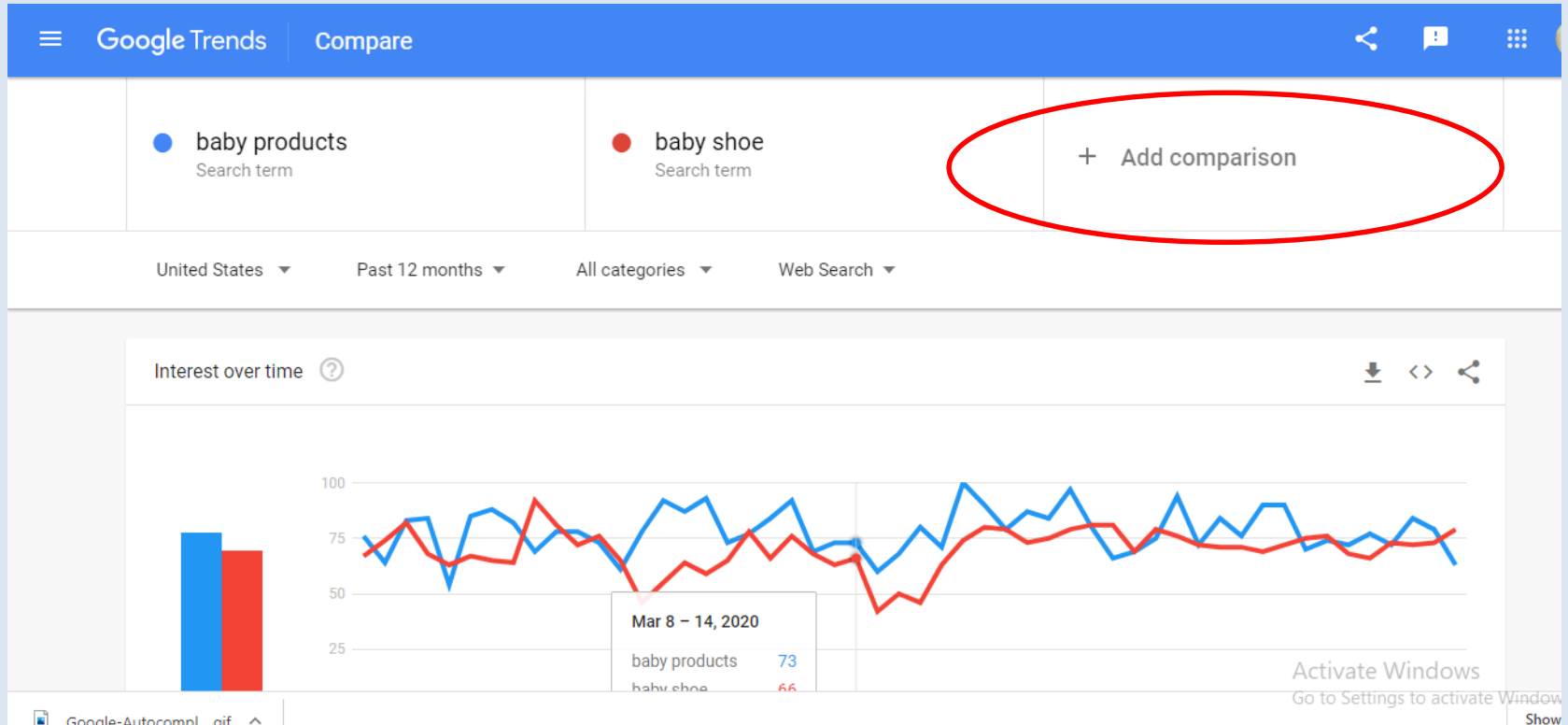
SHOW YOU WHICH COUNTRY SEARCHING MORE



You can Compare keywords



Add more comparisons






This tool can also show how search terms are trending against each other and if there are any new trends you should be considering.

4. SEMrush



SEMRUSH

The background is a solid light green color. At the top, there are two overlapping semi-circular arcs: one is orange with a white highlight, and the other is green with a white highlight. At the bottom, there is a stylized pencil with a green body and a white eraser tip.

**SEMrush is used widely by
search marketers in the
industry.**

It's an excellent tool for analyzing your competitors, the keywords they're targeting, and what type of estimated traffic volumes they're getting.

www.semrush.com



Try the World's No.1 Marketing Tool Free!

Manage your SEO, Advertising, Content, and SMM all with SEMrush

Get a free 7-day trial

SEMrush is recognized as the best SEO suite according to US Search Awards 2019, MENA Search Awards 2019 and SEMY Awards 2019. It is also the best digital tool according to Interactive Marketing Awards 2019.



It is a paid tool



WARNING

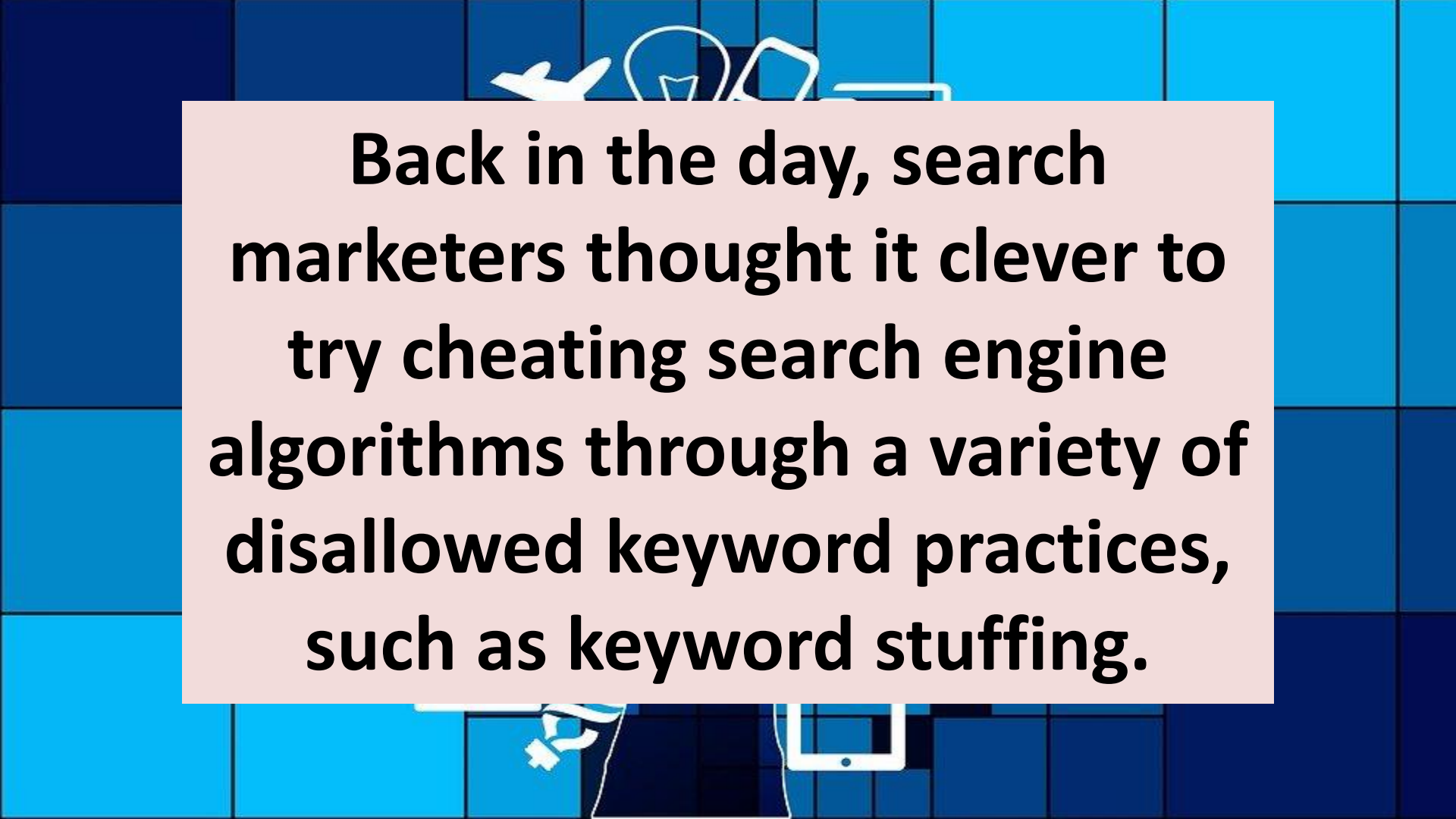
**A WORD OF
WARNING**

So by repeating a relevant keyword **50 times** on one page, your website will rank number one, right?






Wrong!



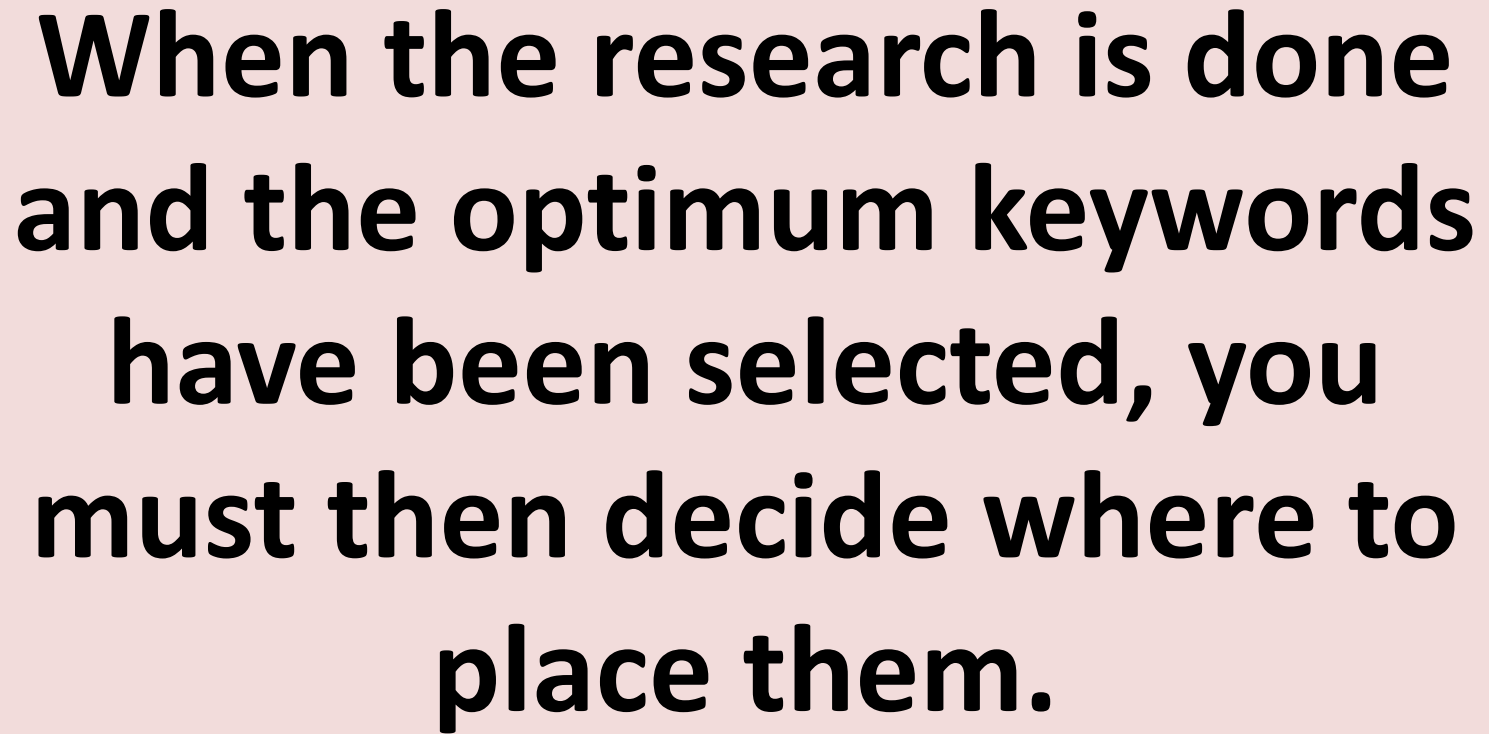
Back in the day, search marketers thought it clever to try cheating search engine algorithms through a variety of disallowed keyword practices, such as keyword stuffing.



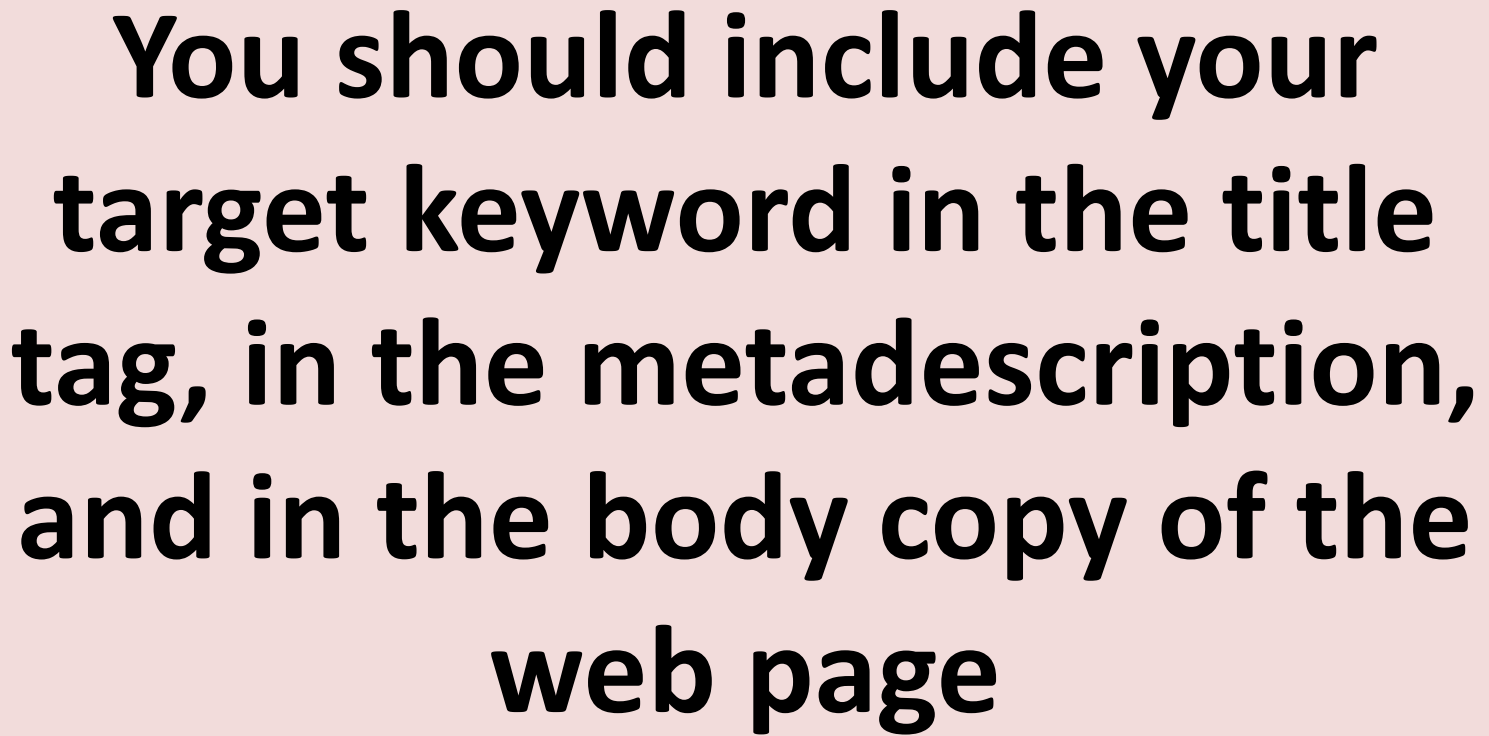
The Google rules are now smarter than ever and these kinds of forbidden SEO activities won't be tolerated.



Websites found to be violating the rules will be severely penalized and could be removed from SERPs entirely



When the research is done and the optimum keywords have been selected, you must then decide where to place them.



You should include your target keyword in the title tag, in the metadescription, and in the body copy of the web page



**The content should be relevant,
with keywords inserted into
sentences naturally, so users don't
realize they are reading SEO-
optimized content.**



Thank
you

