

Keyword and Messaging Report June 2023

Purpose of this document: To highlight the keywords and messaging strategies used for Effective Thesis campaigns to understand which ones performed best.

Previous keyword reports can be found here:

- [October 2022](#)

Keywords - google ads

This section is more tailored towards advertising.

We started out with a mix of long-tail and short-tail keywords, with some long-tail keywords performing low in volume or not at all. Since Google ads algorithms selects broad or phrase matching keywords and selects ones that perform better, long-tail keywords often get disregarded. Eg: using a long-tail keyword like 'thesis topics change the world' or 'thesis topic improve the world' have little to no search volumes. This happened similarly with long-tail keywords that are more general like 'how do i select a thesis topic' or 'best thesis topics for undergraduate students' did not perform well.

Most successful keywords for all campaigns:

- 'Thesis ideas' performs better than 'thesis inspiration'
- 'PhD topics' perform better than 'PhD topic'
- 'Research ideas' performs better than 'Important research topics' and 'impactful thesis'
- 'Master thesis' performs better than 'Masters thesis'
- 'PhD thesis' performs better than 'Doctoral thesis'
- 'Thesis topics' performs better than 'dissertation topics'
- 'Sample thesis topics' and 'thesis topic examples' performs better than 'thesis topics'
- 'Research topics' performs better than 'example of a good dissertation', but only slightly
- 'Phd topics' performs better than 'phd projects'
- 'Research paper topics' and 'research topic' perform similarly
- Most successful keyword match is 'google scholar scholar research topic' - success is defined by high search and high click-through rate
- The words 'best' and 'great' seem to add to what people search for when choosing research/thesis topics
- 'Research topics for students' also seems to perform well both in terms of volume and click-through rate
- 'Final project' and 'final academic project' is a popular keyword for undergraduate students

Most successful keywords by conversion rate:

- agricultural economics thesis topics
- summer research student
- how to write thesis statement
- how to be a researcher
- Research assistant
- opportunities for students
- Help writing my thesis
- phd thesis
- research opportunities
- internship for students online
- research thesis topics
- Phd program search
- Research career
- Undergraduate fellowships
- Research jobs
- Dissertation
- Master thesis topics
- Research internships
- Summer research internship
- Research ideas
- Research positions
- Research topics
- Phd research topics

All other conversions are below 3%, and the full report can be found here:

[📄 Search keyword report June 2023](#)

Keywords - google trends

This section is more tailored towards SEO.

- 'Undergraduate research project' has more searches than 'undergraduate thesis' or 'bachelors thesis'
- More people use 'bachelor thesis' over 'undergraduate thesis'
- For all types of thesis, using 'thesis examples' or 'thesis statements' are on the top of the search lists
- The term 'dissertation' is more commonly searched for in the UK, and the term 'thesis' is more commonly searched for in the US, Germany and most of Asia
- After the search for topic lists, the pattern most people look for is
 - example/sample of a finished thesis
 - how to write a thesis
 - List of thesis questions or 'thesis statement'

- More people search for a thesis in history and engineering, followed by psychology and then philosophy
- Economics thesis is the least searched for term worldwide and 'economics research' is more widely used
- The term 'thesis statement' shows up in multiple locations across the world more than 'thesis question' or 'research agenda'. It would be good to eventually add a section on what a thesis statement is and having thesis statement examples for that topic on the webpage.
- People often search for 'research paper' in their field after searching for topics, it might be beneficial to add some research papers to our website on the thesis topics pages (not just under resources but a section of its own)

Messaging strategies for campaigns

To promote coaching

1. Choosing **inspiration**: We ran a set of campaigns focused on messaging that encouraged students to find a thesis topic that 'inspired' them. The idea behind this was because most undergrad/masters students think of their thesis as just another project (anecdotal evidence talking to many students) and not as something very valuable for their career. Since we want students to get and give more value out of their thesis, we think an avenue that would excite them is to be inspired by the results of their own work.
2. Solving **real-world problems**: Similar to inspiration, some students get value out of not just ~~theoretical~~ stimulating their curiosity and building skills but also by working on issues that solve real-world problems. Since our ideal target group consists of students that are altruistic-leaning, we hoped this message would speak to them specifically.
3. **Academic success**: We also ran a single campaign parallel to one for inspiration and solving real-world problems that focused on students that care about academic success. We imagined that incredibly academic successful students were likely to make good researchers, and a percentage of them would also care about very well done research on their thesis that might help them later in their career.
4. Direct, smaller subset of PhD students - calling out to **ambitious PhD students**: We also experimented with a set of ads for [PhD coaching](#) made for students that self-identify as ambitious. This messaging had the risk of PhD candidates who may not think they're ambitious enough, or work on problems that seemed too difficult for them to pursue. This did not seem like a large risk due to the fact that PhD students are generally very committed to their work and already work on hard problems.
5. General coaching for all students - **finding your fit/best topic for you**: A more general approach to talking about selecting a thesis and coaching, this messaging strategy leaned heavily on the fact that students want what is 'best suited' or 'well tailored' to their interests. By personalizing our coaching, we're able to find

impactful topics that are best for them.

Results

Messaging	Reach	Clicks	Click-through rate	Conversion rate
Inspiration	199953	742	0.37%	4.3%
Real world problems	1784091	3835	0.21%	0.4%
Academic success	1238888	2207	0.17%	0.4%
PhD - <i>ambitious</i>	442,832	1384	0.31%	3.1%
General - <i>finding your fit</i>	1020296	935	0.09%	0.3%

Looking at the click-through rates of these campaigns across Twitter and Facebook, we find that the most effective messages are likely to be those that encourage students to find 'inspiration' in their topics and help them self-select themselves as 'ambitious'. We found the least promising avenue to be 'finding your fit', as it is too general though this may just have a low click rate because the design was not as clean or good quality as some of the others.

Messaging Strategies for the Future Researchers Newsletter

1. **Focus on causes** and discovering interesting topics: We selected talking about AI, climate change and animal welfare to encourage those students who may care about these causes to delve deeper into them by signing up for the Future Researchers Newsletter.
2. **Focus on productivity, tools** and discovering interesting topics: For a more general messaging that speaks to students who care about practical, productivity enhancing advice, we led a campaign whose main message was to find insights, inspiration on topics, productivity tips and research related tools.

Results

Messaging	Reach	Clicks	Click-through rate	Conversion rate
Focus on causes	18532	322	1.79%	5%
Focus on productivity and tools	35800	691	1.93%	2.8%

There was very little difference in the click-through rate of these results, since the underlying message was still 'insights and inspiration for thesis topics', however, it showed that the ad center (/social media algorithm) had a large preference for more modern-looking, better quality ads instead of a simplistic looking one (graphics were very low in the simple ad -> basically just a solid background with overlay and text on top).