

A close-up, dimly lit photograph of a person's hands. One hand holds a magnifying glass over a document, while the other hand holds a pen, poised to write. The background is blurred, showing more papers and a desk.

KEYWORD RESEARCH

Cheyenne Throckmorton | Founder, Massive Reach

@cheyennejack cheyenne@massivereach.com @massivereach

Know Your Audience
Make Them Happy



User Personas

Build personas for specific people

Easier to identify with “one” person than audience

Daily Activity - What do they do each hour?

Fears / Joys - What motivates them?

Trusted Brands - Who else do they like?

Quote - You should be there when they say “X”

Find Great Keywords

Search Frequency

Relevance To Your Site

Competitiveness



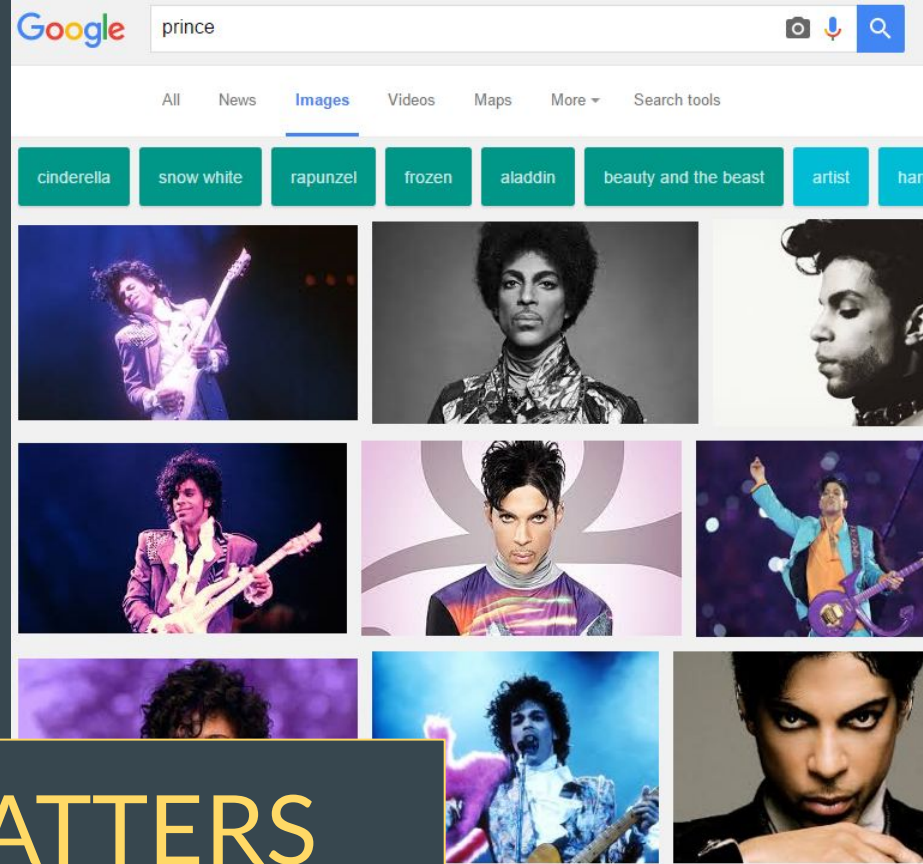
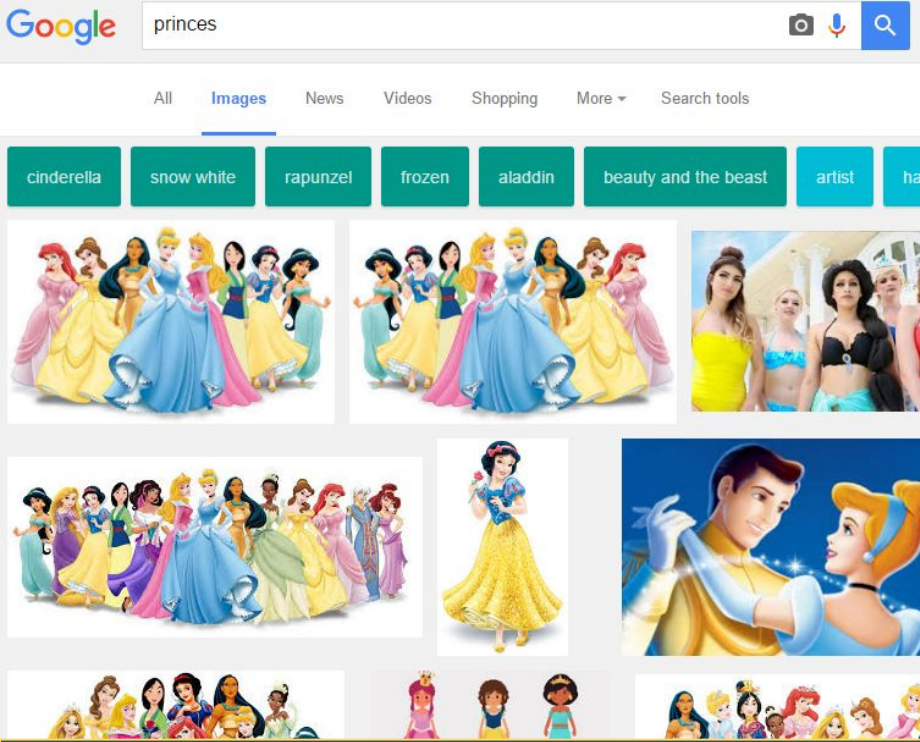
Longer Keyword Phrases

Tend to have less competition

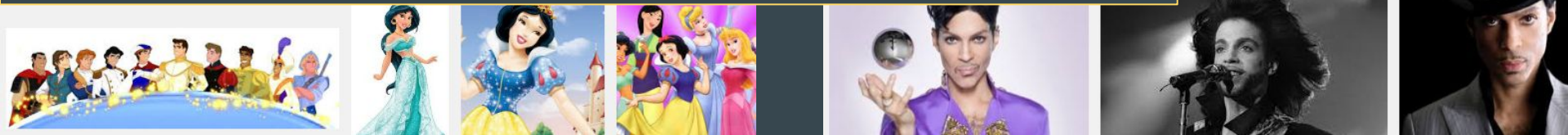
Tend to be easier to get higher rankings

Tend to have less traffic

Tend to have more intentional & converting traffic



PLURALIZATION MATTERS



Intent in Keywords

Awareness / Informational

- How to, Best way, What is, Ways to, Why

Interest / Desire

- Review, Top, Compare vs, Brand/Product (Dell)

Action





- Buy, Deal, Coupon, Discount, Now, Subscribe

Keyword Strategies

Mix and Match Keywords + Intent to target personas at different stages

Best way to dunk, Top Dunking Shoes, Buy NK34X
- Create 3 pages / strategies

Keyword Planner (Adwords)

Keyword (by relevance)	Avg. monthly searches <small>?</small> ↓	Competition <small>?</small>	Suggested bid <small>?</small>	Add to plan
mba	 110,000	Medium	\$24.67	»
mba degree	 18,100	High	\$48.62	»
online mba	 12,100	High	\$70.23	»
mba rankings	 12,100	Medium	\$11.07	»
business school rankings	 12,100	Low	\$10.71	»
top business schools	 9,900	Low	\$6.37	»

Keyword Planner (Adwords)

Your product or service

executive mba programs

Get ideas

Modify search

Search volume trends ▴ ▾

Average monthly searches



Google Sheets - Conditional Formatting

1	Keyword	Avg. Monthly Searches (exact)	Competition
2	immigration reform	368,000	0.15
3	immigration news	301,000	0.19
4	lawyer	165,000	0.45
5	power of attorney	165,000	0.63
6	paralegal	110,000	0.43
7	legal aid	110,000	0.62
8	attorney	90,500	0.36
9	solicitor	49,500	0.35
10	lawyer salary	40,500	0.04
11	illegal immigration	40,500	0.21
12	divorce lawyers	33,100	0.94
13	employment law	33,100	0.8
14	free legal advice	33,100	0.92
15	solicitors	27,100	0.73
16	criminal law	27,100	0.21

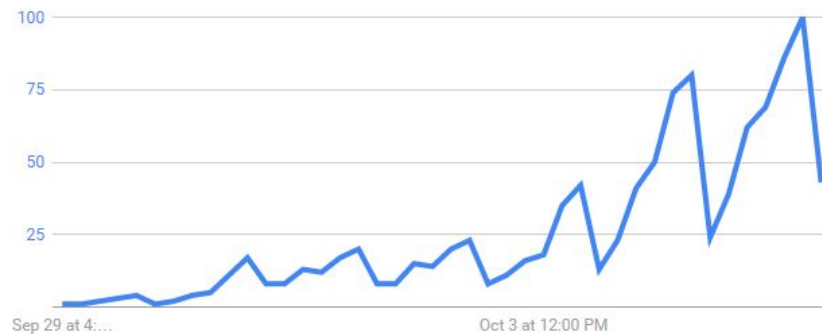
Google Trends - Search Interest

Search interest in Hurricane Matthew (past day)






Search interest in Hurricane Matthew

● Search interest



Google Alerts



Alerts

Monitor the web for interesting new content

How often

At most once a day

Sources

Automatic

Language

English

Region

Any Region

How many

Only the best results

Deliver to

Digest to cheyenne@massivereach.c

Contact & Resources



cheyenne@massivereach.com



[@cheyennejack](https://twitter.com/cheyennejack) [@massivereach](https://twitter.com/massivereach)



[/in/cheyennejack](https://in.cheyennejack)



[/massivereach.com](https://massivereach.com)



google.com/+massivereach

Other Resources

<https://www.google.com/trends>

<https://www.google.com/alerts>

<https://www.massivereach.com/seo-tools>



www.massivereach.com