

Google Keyword tool

Although there are many keyword research tools, it may be paid or free, but until this statement, no tool can rival Google's tool in this area.

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Network Management - You've probably heard that Google is currently providing a very effective keyword research tool, the Keyword Research Tool, for everyone (it used to show only the number of searches available). related in a small blue bar).

Although there are many keyword research tools, it may be paid or free, but until this statement, no tool can rival Google's tool in this area.

Therefore, we will show you some tips on using this tool according to your needs and how you can apply this research to go far in SEO campaign - deck optimization campaign. search engine, and PPC to perform actions to promote your Website. However, the article also mentioned its limitations.

Tips with Keyword Research

Choose a country

Google shares search volume based on national territory (not sure if it is calculated from Google.ca, Google.fr or includes Google.com searches made outside the US). Therefore, you can change the default database to the desired destination. However, if you intend to sell certain products to different countries on a Website, or target multiple countries from an AdWords campaign, you can choose multiple countries by doing 'Control + Click' or 'Command + Click' - this depends entirely on whether you are using a Mac or PC.



You can also simply select All Countries if you need to sell globally. There are also many options for language components.

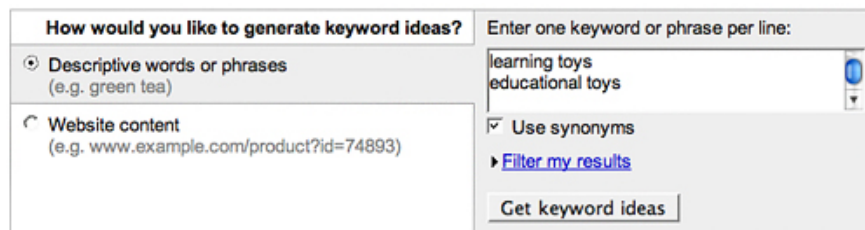
Create keywords

There are several options for creating keywords - you can enter your own keywords, or use an existing URL. In the second option, Google will extract keywords from the page and create related keywords.

Option 1: Keywords (Keywords)

Type in a few words that you think in your head or list a list of existing words from AdGroup, for example.

If you are a retailer of learning toys for children 'learning toys' - type 'learning toys,' 'educational toys,' 'baby toys,' 'toddler toys,' 'children's toys.'



The image shows a screenshot of the Google AdWords keyword generation interface. It has a title "How would you like to generate keyword ideas?". There are two radio buttons: "Descriptive words or phrases (e.g. green tea)" and "Website content (e.g. www.example.com/product?id=74893)". To the right, there is a text input field with the text "learning toys" and "educational toys". Below the input field, there is a checked checkbox for "Use synonyms" and a link for "Filter my results". At the bottom, there is a button labeled "Get keyword ideas".

Whether to use synonyms 'synonyms' or choose negative keywords.

Then click 'Get keyword ideas.'

Option 2: URL

Here's a tip - don't use your own URL. If you sell 'learning toys' toys - select the top search results for 'learning toys' in Google and allow Google to extract relevant keywords from that page.

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.com/product?id=74893)

Enter a webpage URL to find keywords related to the content on the page. [?](#)

Include other pages on my site linked from this URL

[Or, enter your own text in the box below. \(optional\)](#)

[Filter my results](#)

You can switch between two options without losing the list of keywords or URL input, just click 'Get keyword ideas' again to re-run the search process. When you do a keyword search with a heavy duty, then you need to think broader than what is in your head - that will work for your competitors. Make sure to ignore only keywords that are not relevant to your site.

Set valid type to ' Exact '

When you look at the data, if you choose the type of 'broad' match or the phrase 'phrase', you will get more keywords because it will include longer queries including keywords in it. . For example, 'learning toys' will be included in searches 'learning to make wooden toys' with the type 'broad' or 'used learning toys' with 'phrase'. The 'Exact' style will show you the exact number of keywords.

Keywords	Advertiser Competition ?	Approx Search Volume: June ?	Approx Avg Search Volume ?	Match Type: ?
Keywords related to term(s) entered - sorted by relevance ?				
[learning toys]	<div style="width: 100%;"></div>	110,000	135,000	Exact
[educational toys]	<div style="width: 100%;"></div>	49,500	60,500	Exact
[educational toys for toddlers]	<div style="width: 100%;"></div>	1,000	1,300	Add Exact
[educational baby toys]	<div style="width: 100%;"></div>	1,900	1,900	Add Exact
[educational toys for children]	<div style="width: 100%;"></div>	2,900	1,900	Add Exact
[children's educational toys]	<div style="width: 100%;"></div>	590	720	Add Exact

Unless you use the tool to work on AdWords campaigns (build AdGroup or observe advertiser competition or bid prices that are defined with 'broad' and 'phrase' types), you don't need to watch This 'broad' and 'phrase' type.

Add or remove columns

By default, you cannot see all data in the existing state. Click 'Show All' to see everything and remove certain columns if you don't need it, like Average Position or CPC if you don't implement AdWords (Some AdWords advertisers don't trust this review).

Choose columns to display: [?](#)

Show/hide columns

Showing keywords grouped by these terms:
[educational toys for \(8\)](#), [melissa and doug \(6\)](#), [education to toy \(12\)](#), [learning toy \(9\)](#), [kid toys \(6\)](#), [toy \(96\)](#), [Miscellaneous](#)

Keywords	Advertiser Competition ?	Approx Search Volume: June ?
Keywords related to educational toys for - sorted by relevance		
educational toys for children	<div style="width: 100%;"></div>	3,600
educational toys for toddlers	<div style="width: 100%;"></div>	1,000
educational toys for kids	<div style="width: 100%;"></div>	1,600

Show/hide columns

Show Estimated Ad Position

Show Estimated Avg. CPC

Show Search Volume Trends

Show Highest Volume Occurred In

Hide Advertiser Competition

Hide Search Volume

Hide Avg Search Volume

Show All

Show Defaults

Removing columns is not as simple as what you see, but also helps you export the data you need to text .CSV or with Firefox's Table Tools plug-in.

Jump to data sections

If you've used the URL option, Google will cut your keywords into smaller groups, but you can navigate them through the links.

Showing keywords grouped by these terms:
[educational toys for](#) (8), [melissa and doug](#) (6), [education toys](#) (19), [wooden toy](#) (19), [toys for](#) (8), [baby toy](#) (12), [learning toy](#) (9), [kid toys](#) (6), [toy](#) (96), [Miscellaneous keywords](#) (11)

Keywords	Advertiser Competition	Approx Search Volume: June	Approx Avg Search Volume	Match Type: Exact
Keywords related to learning toy - sorted by relevance				
learning toys	<input type="checkbox"/>	301,000	450,000	Add
toddler learning toys	<input type="checkbox"/>	480	1,000	Add
children's learning toys	<input type="checkbox"/>	4,400	5,400	Add
educational learning toys	<input type="checkbox"/>	8,100	6,600	Add
learning toy	<input type="checkbox"/>	33,100	27,100	Add

Sort data

Don't forget that the Keyword Tool, Google AdWords and Google Analytics tabular data is completely classified as Excel spreadsheets.

Showing keywords grouped by these terms:
[educational toys for](#) (8), [melissa and doug](#) (6), [education toys](#) (19), [wooden toy](#) (19), [toys for](#) (8), [baby toy](#) (12), [learning toy](#) (9), [kid toys](#) (6), [toy](#) (96), [Miscellaneous keywords](#) (11)

Keywords	Advertiser Competition	Approx Search Volume: June	Approx Avg Search Volume	Match Type: Exact
Keywords related to educational toys for - sorted by relevance				
educational toys for children	<input type="checkbox"/>	3,600	2,400	Add
educational toys for kids	<input type="checkbox"/>	1,600	1,600	Add
educational toys for toddlers	<input type="checkbox"/>	1,000	2,400	Add
educational toys for babies	<input type="checkbox"/>	320	720	Add
educational toys for infants	<input type="checkbox"/>	210	260	Add

Download all keywords, don't create lists

You can click 'Add {match type}' to create a list of desired keys, but this will not retain data about your search volume. So when you are looking at the data you want to keep (related columns), click download {option} (text, .CSV):

Keywords	▲ Advertiser Competition ?	Approx Search Volume: June ?	▼ Approx Avg Search Volume ?	Match Type: ? Exact
[kids learning toy]	<input type="checkbox"/>	16	36	Add Exact
[tutoring toy]	<input type="checkbox"/>	Insufficient Data	36	Add Exact
[children educational toy]	<input type="checkbox"/>	46	28	Add Exact
[children learning toy]	<input type="checkbox"/>	Insufficient Data	28	Add Exact
[learn toys]	<input type="checkbox"/>	22	28	Add Exact
[elearning toys]	<input type="checkbox"/>	Insufficient Data	22	Add Exact
[childrens educational toy]	<input type="checkbox"/>	16	16	Add Exact
[children's educational toy]	<input type="checkbox"/>	Insufficient Data	12	Add Exact
[leaning toys]	<input type="checkbox"/>	Insufficient Data	12	Add Exact
[tutoring toys]	<input type="checkbox"/>	Insufficient Data	1	Add Exact
Add all 143				
Download all keywords: text , .csv (for excel) , .csv				

Then delete the keywords you don't want in there. With this approach, you can keep a list of keywords that match your desires so that you can easily work and make decisions from there instead of all possible keywords for the site (choose a category item or a product line). You can paste the data into a large spreadsheet if you want (a spreadsheet for each word group).

Use Keyword Research

Now we are ready to use this data to perform various promotional activities.

PPC

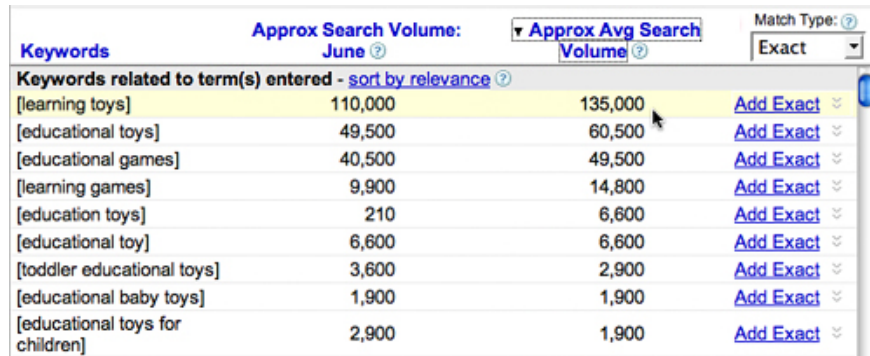
If you are studying for PPC and classified by advertiser competition (double click to select low-high), you can see a low amount of keywords, such as in the picture below 'learning express toys.' If you don't want to specialize in that product (and not because it's a competing store for toys), then you'll probably want to add 'express' to your unattractive keyword list (if using 'broad' style).

Keywords	Estimated Avg. CPC ?	▲ Advertiser Competition ?	Approx Search Volume: June ?	Approx Avg Search Volume ?	Match Type: ? Exact
Keywords related to term(s) entered - sort by relevance ?					
[interactive learning toys]	\$3.82	<input type="checkbox"/>	28	73	Add Exact
[educational toys for]	\$1.39	<input type="checkbox"/>	Insufficient Data	73	Add Exact
[wood educational toys]	\$0.08	<input type="checkbox"/>	Insufficient Data	110	Add Exact
[preschool learning toys]	\$1.77	<input type="checkbox"/>	140	170	Add Exact
[learning express toys]	\$0.39	<input type="checkbox"/>	1,000	1,600	Add Exact
[learning express toy store]	\$0.76	<input type="checkbox"/>	320	320	Add Exact
[learning toys for toddlers]	\$2.43	<input type="checkbox"/>	110	320	Add Exact
[learning toys for children]	\$1.42	<input type="checkbox"/>	110	140	Add Exact

SEO and usability of the Site

Sometimes there are two ways to describe the same thing. What can customers think of 'educational toys' or 'learning toys'? 'Educational games' or 'learning games'?

You can have many different judgments as this keyword research tool will allow you to get better references. If you classify by 'Approx. Average Search Volume' (not the previous month's searches but the average monthly search), you can compare synonyms:



The screenshot shows a keyword research tool interface. At the top, there are controls for 'Approx Search Volume: June' and 'Approx Avg Search Volume'. A 'Match Type' dropdown is set to 'Exact'. Below these controls, a table lists 'Keywords related to term(s) entered - sort by relevance'. The table has three columns: 'Keywords', 'Approx Search Volume: June', and 'Approx Avg Search Volume'. Each row also includes an 'Add Exact' link. The first row, '[learning toys]', is highlighted in yellow and has a search volume of 110,000 in June and 135,000 in the average search volume. Other keywords include '[educational toys]', '[educational games]', '[learning games]', '[education toys]', '[educational toy]', '[toddler educational toys]', '[educational baby toys]', and '[educational toys for children]'.

Keywords	Approx Search Volume: June	Approx Avg Search Volume	Match Type
Keywords related to term(s) entered - sort by relevance			Exact
[learning toys]	110,000	135,000	Add Exact
[educational toys]	49,500	60,500	Add Exact
[educational games]	40,500	49,500	Add Exact
[learning games]	9,900	14,800	Add Exact
[education toys]	210	6,600	Add Exact
[educational toy]	6,600	6,600	Add Exact
[toddler educational toys]	3,600	2,900	Add Exact
[educational baby toys]	1,900	1,900	Add Exact
[educational toys for children]	2,900	1,900	Add Exact

Use keyword research to classify and navigate labels

In this case, toy retailers will use 'Learning Toys' and 'Educational Games' as text links in navigation menus. This not only improves SEO capabilities for those category pages but also a good chance of being marked by a customer scanning the page to search for that keyword that the user typed in the search engine.

If you find that certain keywords are searched at a high level, you may create categories or prioritize the links that appear in your menu (to keep the menus manageable, some The product seller will split the menus into several small links, 'view all' or 'more' to see all the categories).

Categories

Active Play

Arts and Crafts

Books and Phonics

CDs and DVDs

Classic Toys

Construction Toys

Dolls and Puppets

Early Learning

Electronic Toys

Games

Math Toys

Toy Brands

Melissa & Doug

Antworks

Uncle Milton

Int'l Playthings

Educational Insights

More...

What's Important to you?

Price

[\\$6.00 - \\$9.99 \(5\)](#)

[\\$10.00 - \\$49.99 \(27\)](#)

[\\$50.00 - \\$99.99 \(1\)](#)

Brand

[3T Games 1010275 \(1\)](#)

[LeapFrog \(18\)](#)

[MGA Entertainment \(1\)](#)

[RadioShack \(1\)](#)

[more...](#)

Use keyword research among regions

Different types of products can work at different times, so highlight them on the home page at different times of the year to create sensitivity. You also need to provide links to items or products by linking directly from the homepage (making it more important in search engine searches).



- In need of money for your school or organization? Check out our easy [fundraising program](#).
- We've got [Melissa and Doug Toys!](#) Quality wooden toys, new baby plush toys, art supplies, and much more...it's all right here.
- Need a quiet, easy pet? Try our [ant farms!](#)
- We're happy to welcome [Calico Critters](#) to our website! Calico Critters of Cloverleaf Corners is an adorable collection of miniature animal friends, homes, furniture, and more.

Examples include Melissa, Doug and V Smile on demand branches - why not promote them on the home page, or in the Educational Toys or Learning Toys category? Even if your sales data shows that sales for these affiliates are low, that might be because you have hidden them in your site and don't create campaigns that increase traffic like SEO and PPC. for these terms.

Keywords	Approx Search Volume: June	Approx Avg Search Volume	Search Volume Trends (May 2007 - Apr 2008)	Match Type: Exact
[puppets]	27,100	33,100		Add Exact
[toy store]	22,200	33,100		Add Exact
[melissa and doug]	8,100	27,100		Add Exact
[musical toys]	12,100	22,200		Add Exact
[kids toys]	14,800	18,100		Add Exact
[wooden toys]	9,900	18,100		Add Exact
[ride on toys]	9,900	14,800		Add Exact
[childrens toys]	6,600	12,100		Add Exact
[toddler toys]	5,400	12,100		Add Exact
[outdoor toys]	12,100	9,900		Add Exact
[v smile]	3,600	9,900		Add Exact
[bath toys]	3,600	8,100		Add Exact
[children's toys]	6,600	8,100		Add Exact

Use keyword research for site search

You can also adjust your site search to make the hottest branches appear on the top (as long as your site search tool allows).

You should also be interested in synonyms that you may not have optimized search within the site. You may lose up to 50% of your sales simply because the search results are '0 results found' for the phrase 'educational games' because your category is called 'Learning Games.'

If you use tagging for products (this can create pages optimized by keywords in the search engine, depending on how you do them), you can also tag with synonym.

Other applications

Promote SEO by creating new content (or blog content), adding keywords to title tags or using keywords in the phrase section with hyperlinks for internal links and external link building campaigns. Or use keywords and hot products in the headline, . If you're really daring, register for keywords and redirect to your site or build niche micro sites.

Restrictions

Although this tool is amazing, it can't be perfect:

- The data here is historical, it may never predict the future.
- This data cannot represent your actual conversion or click speed. It depends on your SEO and PPC optimization, your competition and product offering, product relevance and price, and more.
- Don't show you the benefit of keywords. It is possible that you are burning your budget on high-volume keywords - broad keywords where people are only researching and not willing to buy.
- This data is Google only with 60% market share in the world. It is possible to traffic Yahoo and MSN better for your field, for example, and your market prefers those machines.
- Some people complain that the review here is not grounded when only compatible with their impressive keywords. However, it should be noted that differences can occur for many reasons:
 - You need to use filters more geographically
 - Your campaign can be set up to show ads over time, so it won't appear for every search.
 - You can exceed your daily budget on a certain date that will not appear for each search.
 - Your ad may not appear on a certain page - the search is done but your position is outside the top 10.
 - Your other valid type
 - AdWords impressions include 'search network' (AOL, Ask, Shopping.com for example), while keyword tools are limited to Google.com and Google TLDs (.ca, .co. uk .)

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