
IC Presents: L+ L

SEARCH ENGINE OPTIMIZATION: KEYWORD RESEARCH

TERRY RICE

BROOKLYN DIGITAL MARKETING

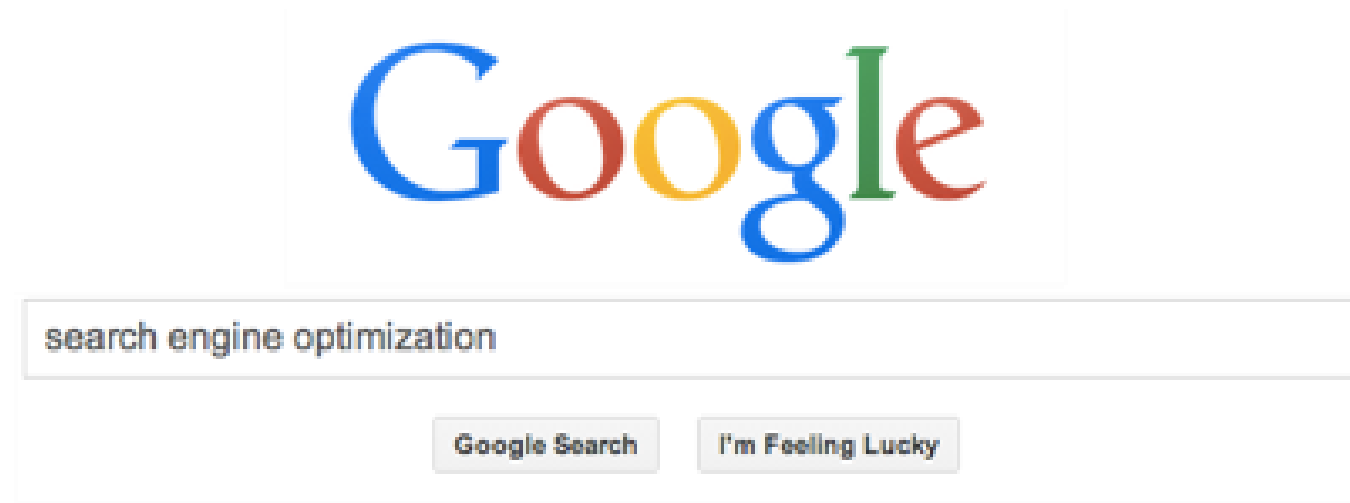
SEARCH ENGINE OPTIMIZATION: KEYWORD RESEARCH

TERRY RICE

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- Digital Marketing Instructor at New York University and General Assembly
- Trainer and Consultant at Brooklyn Digital Marketing
- Previously, Client Solutions Manager at Facebook and Search Engine Marketing Consultant at Adobe
- Nine years of Digital Marketing experience working with companies including, Dell Computers, 1800Flowers, Home Depot, Best Buy, and Spartan Race
- MBA from the University at Buffalo with a dual concentration in Marketing and Business Consulting

SEARCH ENGINE OPTIMIZATION - AKA SEO



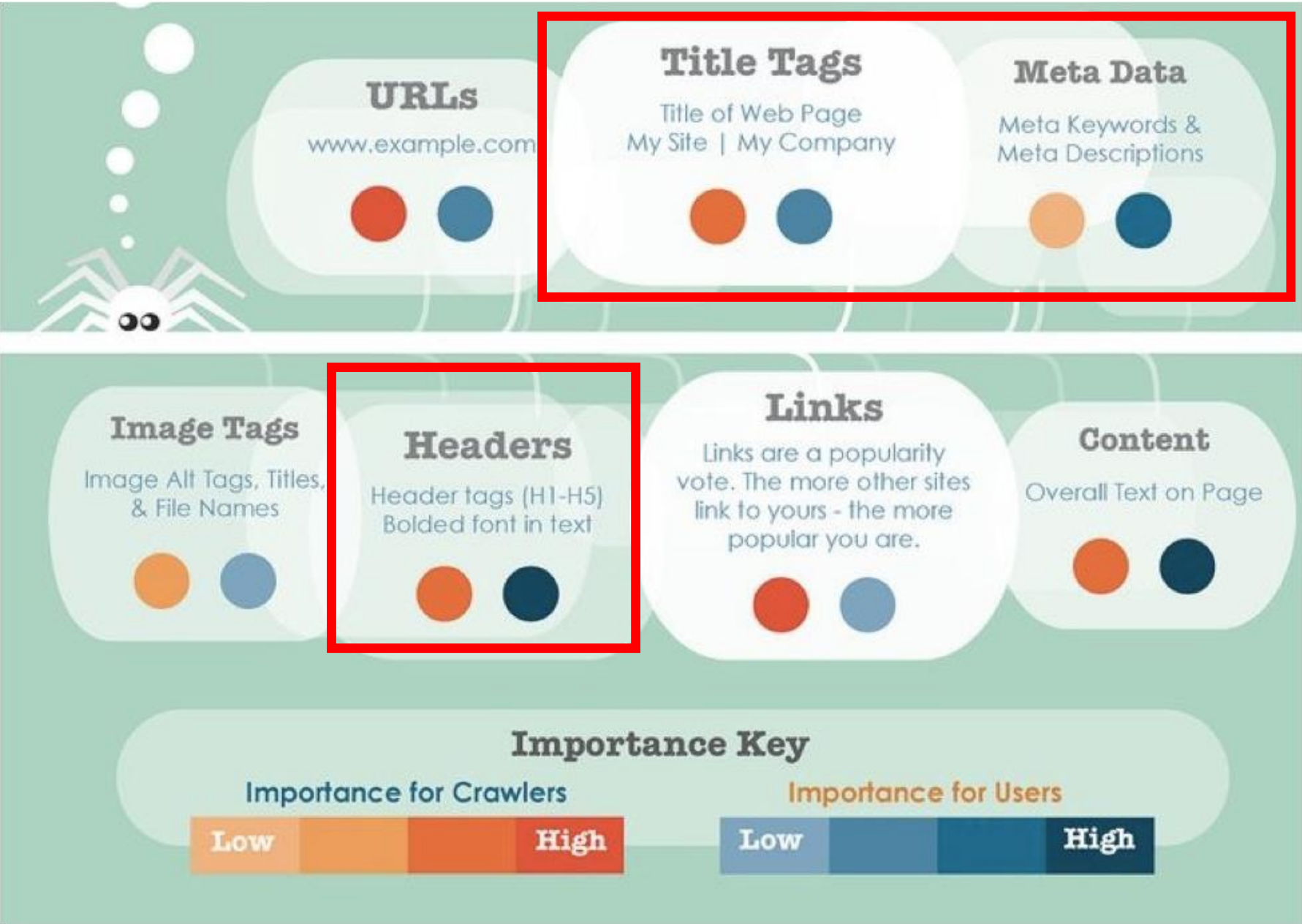
The practice of improving and promoting a website, in order to increase the number of (non-paid) visitors the site receives from search engines.



A FEW FACTORS THAT IMPACT SEO

- How long people spend on your site
- The number of sites linking to your page
- How often you refresh your page content
- Posting content on Google + (people use that?)

WHAT ARE SPIDERS LOOKING FOR?



How do we determine
what keywords we want
to rank for?

Congrats! You all just got hired at IC Digital Marketing!

Our first client, Food to You, would like some recommendations on the keywords they should optimize for.

They deliver both prepared and unprepared meals, and want to get as much traffic to their site as possible.



They present you with the following suggestions for keywords to optimize, and ask you to select the best option.

- Food Delivery Service
- Grocery Delivery Service
- Prepared Meal Delivery Service



Google Trends

Google Trends

Explore topics



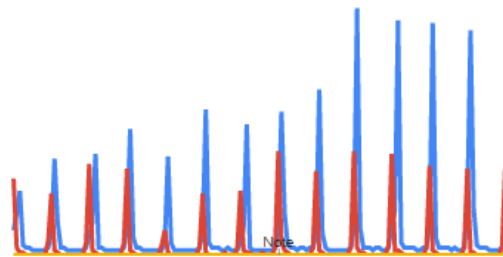
Feb 16, 2017

All categories ▼

United States ▼

Featured insights

Oscars 2017



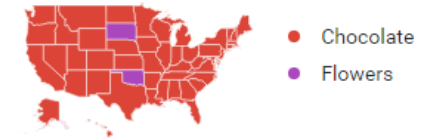
Search interest between Oscars, Golden Globes and BAFTA

New York Fashion Week



Global search interest in NYFW

Valentine's Day



Search interest in Chocolate vs. Flowers



www.google.com/trends

● food delivery servi...
Search term

● grocery delivery se...
Search term

● prepared meal deli...
Search term

+ Add comparison

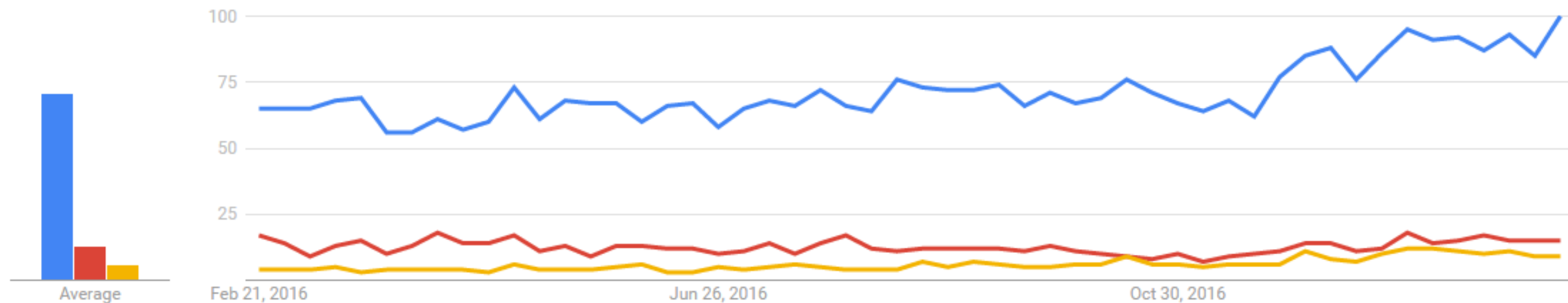
Worldwide ▼

Past 12 months ▼

All categories ▼

Web Search ▼

Interest over time ?



Related queries ?		Top ▼ ⋮
1	food delivery	100 <div><div></div></div>
2	food delivery service	100 <div><div></div></div>
3	best meal delivery service	70 <div><div></div></div>
4	blue apron	70 <div><div></div></div>
5	home meal delivery service	50 <div><div></div></div>

Related queries ?		Rising ▼ ⋮
1	blue apron	Breakout
2	hello fresh	Breakout
3	plated	Breakout
4	paleo meal delivery service	Breakout
5	hellofresh	Breakout

Related queries ×

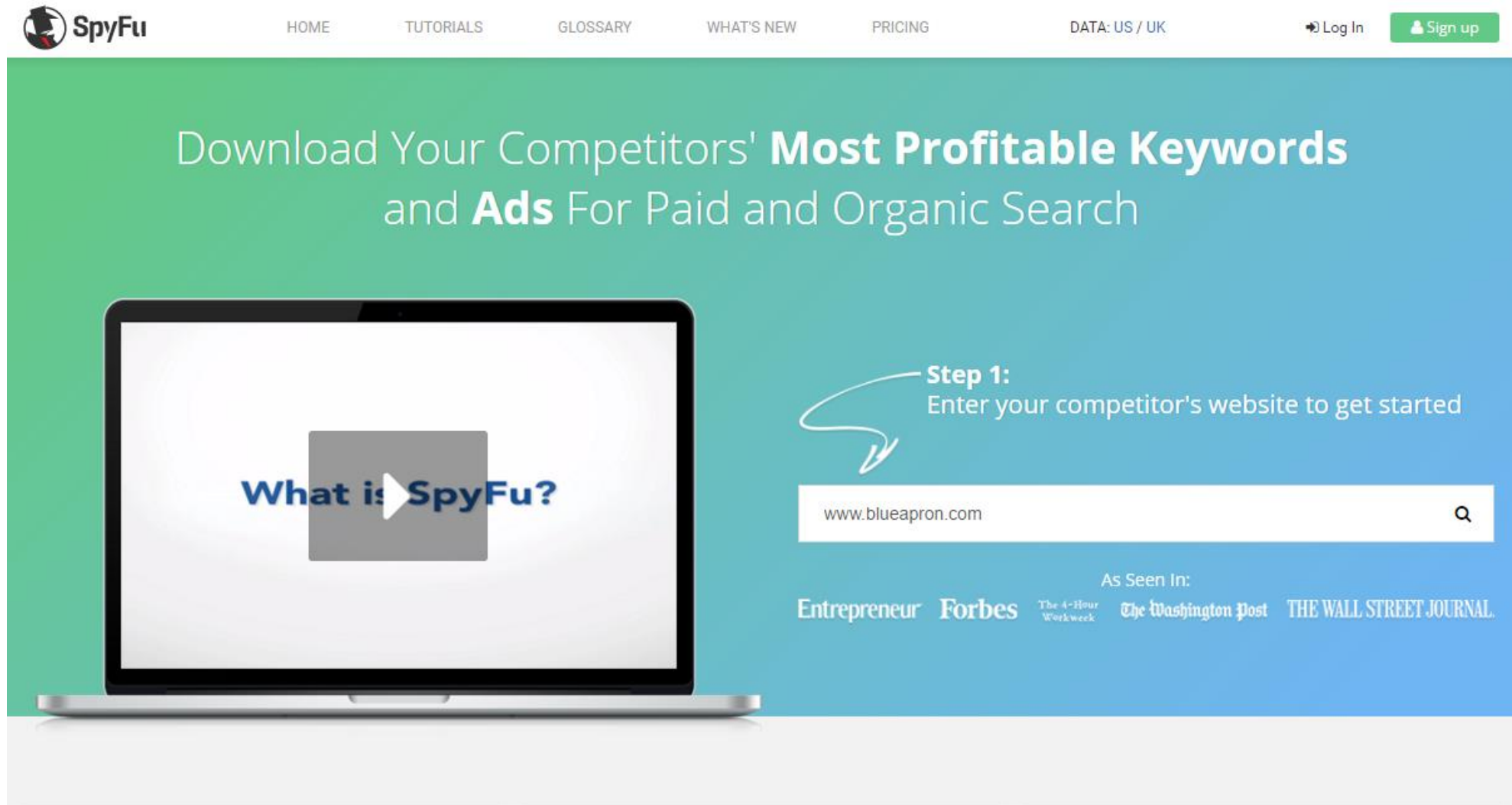
Users searching for your term also searched for these queries. You can sort by the following metrics:

* **Top** - The most popular search queries. Scoring is on a relative scale where a value of 100 is the most commonly searched query, 50 is a query searched half as often, and a value of 0 is a query searched for less than 1% as often as the most popular query.

* **Rising** - Queries with the biggest increase in search frequency since the last time period. Results marked "Breakout" had a tremendous increase, probably because these queries are new and had few (if any) prior searches.

‘Food Delivery Service’ gets the most volume, and covers both of our product offerings.





The image shows the SpyFu website homepage. At the top is a navigation bar with the SpyFu logo, links for HOME, TUTORIALS, GLOSSARY, WHAT'S NEW, and PRICING, a language selector for DATA: US / UK, and buttons for Log In and Sign up. The main content area has a green-to-blue gradient background. It features a large headline: "Download Your Competitors' **Most Profitable Keywords** and **Ads** For Paid and Organic Search". Below this is a laptop displaying a video player with the text "What is SpyFu?" and a play button. To the right of the laptop, "Step 1: Enter your competitor's website to get started" is shown with a curved arrow pointing to a search input field containing "www.blueapron.com" and a search icon. Below the search field, it says "As Seen In:" followed by logos for Entrepreneur, Forbes, The 4-Hour Workweek, The Washington Post, and THE WALL STREET JOURNAL.

Download Your Competitors' **Most Profitable Keywords** and **Ads** For Paid and Organic Search

What is SpyFu?

Step 1:
Enter your competitor's website to get started

www.blueapron.com

As Seen In:

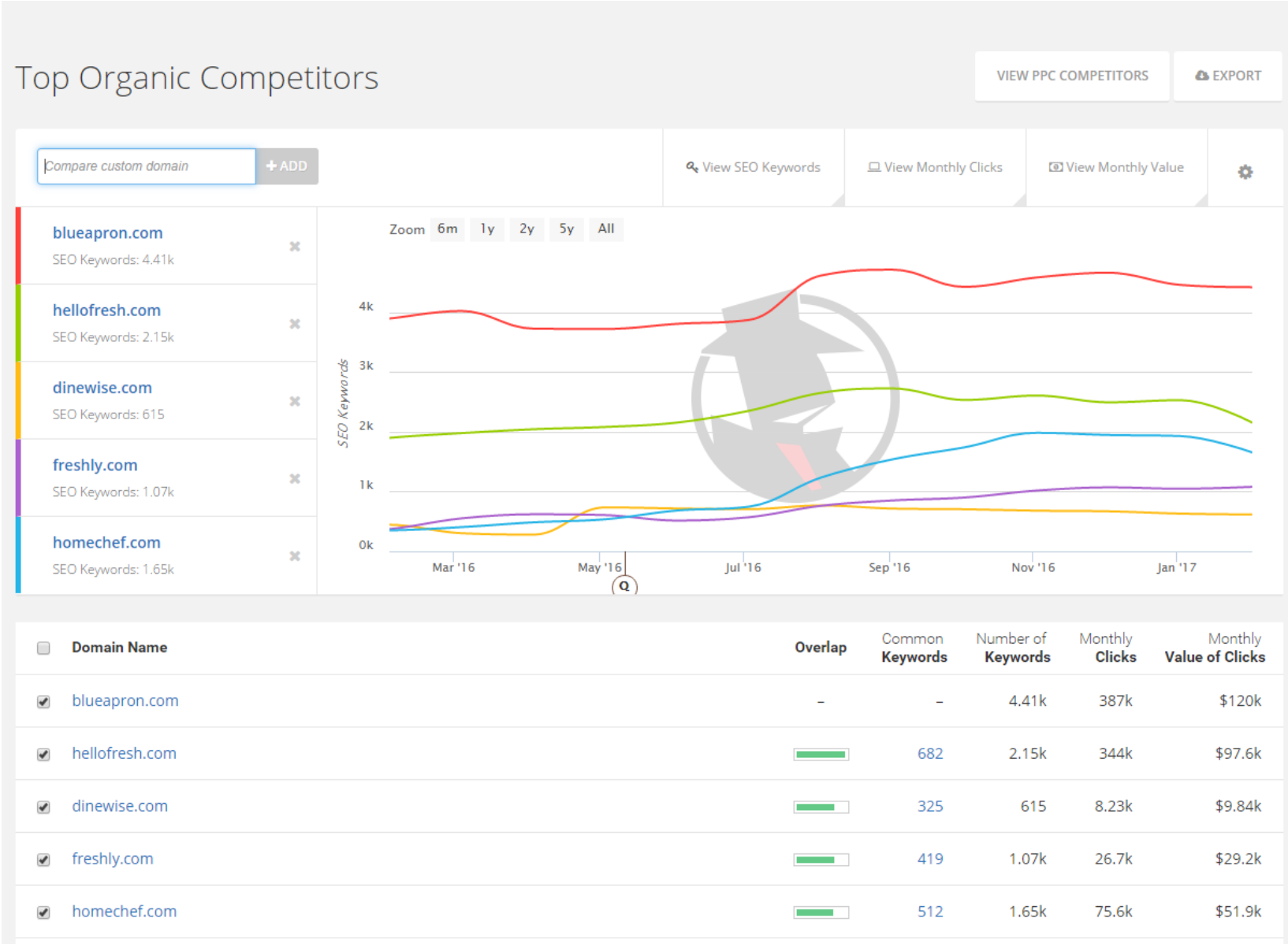
Entrepreneur Forbes The 4-Hour Workweek The Washington Post THE WALL STREET JOURNAL.

Most Valuable Keywords		
Keyword	Est Clicks/Mo	Est Click Value/Mo
foods delivered	7.6k	\$17k
blue apron	58.4k	\$11k
blue	8.6k	\$5k
delivered food	1.7k	\$3k
vegetarian recipe	3.2k	\$2k
VIEW ALL ORGANIC KEYWORDS >		

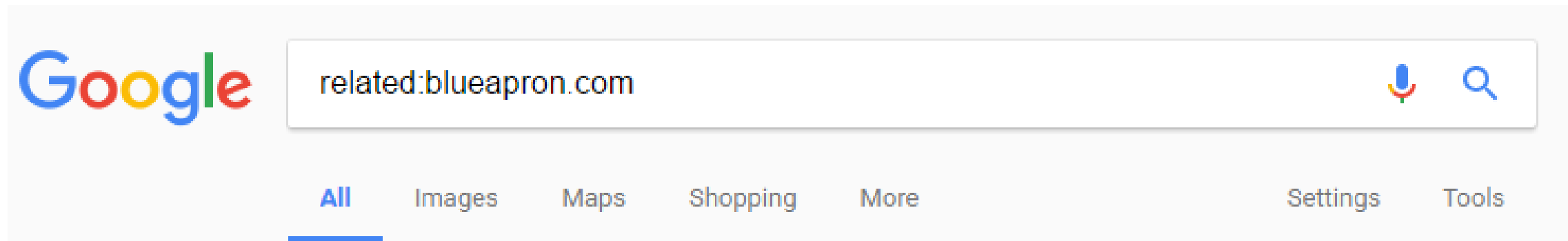
Newly Ranked Keywords

Keyword	Position	Ranking Difficulty
chicken tender recipe	43	57
frying chicken	46	63
cookbook recipies	4	64
indian recipe	49	66
pan fried chicken	21	57
VIEW ALL NEWLY RANKED KEYWORDS >		

This gives us ideas for content we may want to create.



Using the 'Related:' search option in Google will show you websites that have similar keywords and themes as compared to your website.





related:blueapron.com



All

Images

Maps

Shopping

More

Settings

Tools

8 results (0.18 seconds)

Plated | Cook more. Live better.

<https://www.plated.com/> ▼

Experience a better way to cook dinner at home with Plated. Choose from chef-designed recipes and get precisely measured ingredients delivered each week.

HelloFresh: Discover a Healthy Meal Plan | Weekly Recipes

<https://www.hellofresh.com/> ▼

HelloFresh delivers weekly recipes and fresh ingredients straight to your doorstep, so you can cook delicious, quick, and healthy meals at home.

Yummly: Personalized Recipe Recommendations and Search

www.yummly.com/ ▼

The smart cooking sidekick that learns what you like and customizes the experience to your personal tastes, nutritional needs, skill level, and more.

I Tried Blue Apron's Meal Delivery Service and Here's How It Went ...

www.thekitchn.com/blue-apron-product-review-198855 ▼

Feb 4, 2014 - Service: Blue Apron Price: \$59.99 for three meals serving two people each Overall Impression: Great for busy weeknight meals and to shake up ...

A Terrible Cook Tries Blue Apron | News & Opinion | PCMag.com

www.pcmag.com › [Reviews](#) › [Software](#) › [Internet](#) ▼

Aug 18, 2014 - Blue Apron delivers recipes and pre-portioned ingredients to your doorstep. Is it worth \$60 per week? I tried it out.

Meal Delivery: Best Companies Making Healthy Meals Easier | Greatist

greatist.com/health/companies-healthy-home-cooking ▼

Dec 19, 2016 - Skip the grocery store and get right to cooking with food sent right to your door from these meal delivery companies. We've got options for ...

PeachDish - Fresh Ingredients for dinner in a Meal Kit. Every Week ...

<https://www.peachdish.com/> ▼

PeachDish delivers fresh, locally sourced meal kits right to your door. Experience delicious, chef inspired recipes, with a side of Southern hospitality. PeachDish ...

Cook Smarts – Kitchen inspiration and weekly meal plan service

www.cooksmarts.com/ ▼

We deliver cooking lessons through free recipes, meal plans, how to videos, and infographics. Learn how to cook and live healthier today.



- Shows you monthly search volume for keywords
- Also shows the amount of Paid Search competition for these keywords
- You'll also get suggestions for similar keywords

What would you call these?



Your product or service


sports shoes

Get ideas

Modify search

Search volume trends ▴ ▾

Average monthly searches



Month	Average monthly searches
Aug 2015	~8.5M
Sep 2015	~8.0M
Oct 2015	~8.2M
Nov 2015	~8.8M
Dec 2015	~8.5M
Jan 2016	~8.8M
Feb 2016	~8.8M
Mar 2016	~10.0M
Apr 2016	~9.8M
May 2016	~9.8M
Jun 2016	~9.5M
Jul 2016	~9.5M

Ad group ideas

Keyword ideas

Columns ▾

Download

Add all (701)

Search terms		Avg. monthly searches ?	Competition ?	Add to plan
sports shoes		165,000	High	»

Show rows: 30 ▾

1 - 1 of 1 keywords

|<


<


>


>|


GOOGLE ADWORDS KEYWORD PLANNER

23

Search terms		Avg. monthly searches ?	Competition ?	Add to plan
sports shoes		201,000	High	»

Search terms		Avg. monthly searches ?	Competition ?	Add to plan
running shoes		246,000	High	»

Search terms		Avg. monthly searches ?	Competition ?	Add to plan
sneakers		673,000	High	»

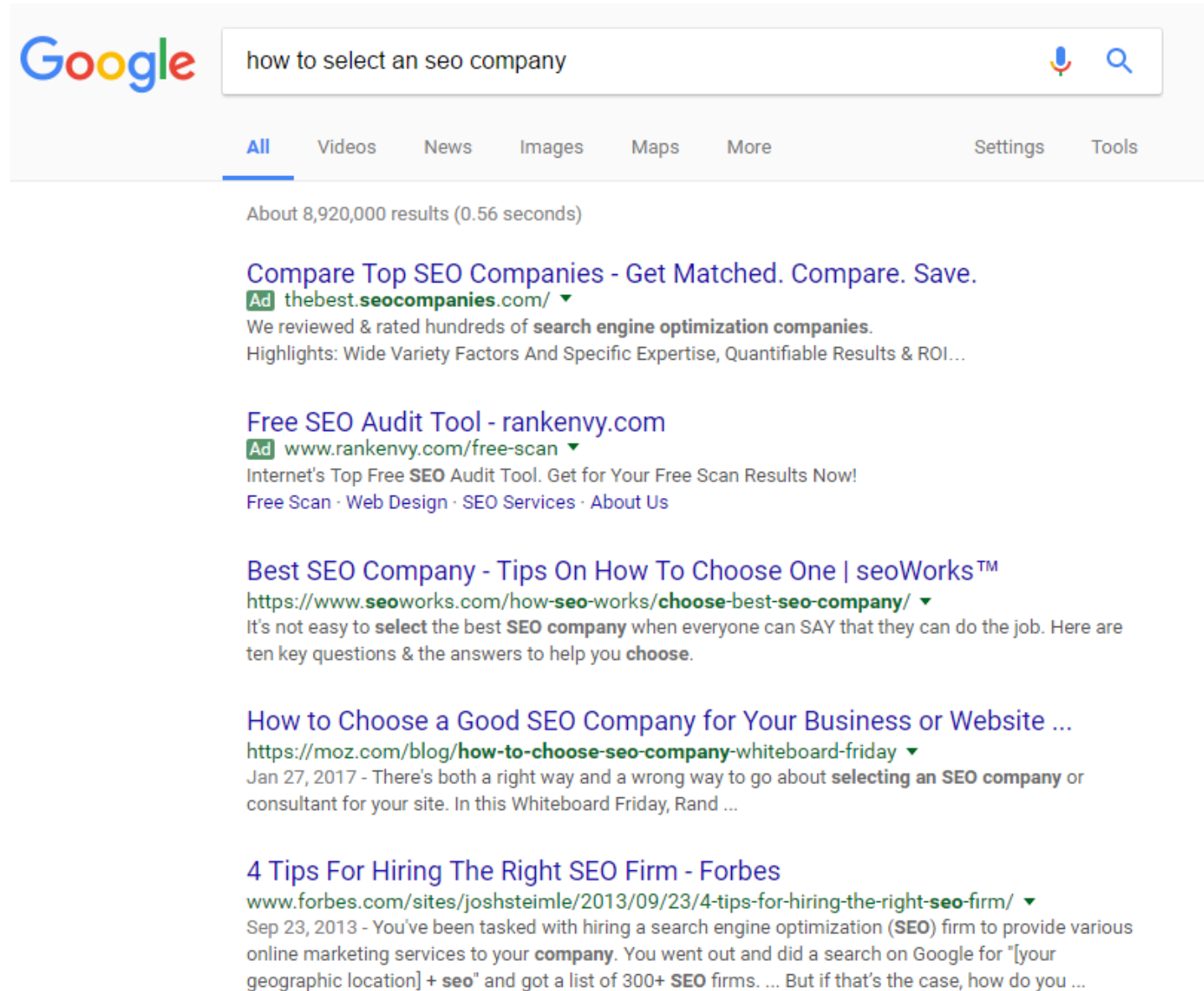
Search terms		Avg. monthly searches ?	Competition ?	Add to plan
tennis shoes		90,500	High	»

As previously mentioned, SEO is often outsourced to agencies.

However, you'll want to make sure they're taking a strategic and impactful approach to the keywords they're optimizing for.



Target Keywords Search Volume	
divorce free	High
lawyer online	Very Low
online community	Low
dating advice	High
help people	Low
help support	Low
advice	High
new online	Low



Google

how to select an seo company

All Videos News Images Maps More Settings Tools

About 8,920,000 results (0.56 seconds)

Compare Top SEO Companies - Get Matched. Compare. Save.
Ad thebest.seocompanies.com/ ▼
We reviewed & rated hundreds of **search engine optimization companies**.
Highlights: Wide Variety Factors And Specific Expertise, Quantifiable Results & ROI...

Free SEO Audit Tool - rankenvy.com
Ad www.rankenvy.com/free-scan ▼
Internet's Top Free **SEO** Audit Tool. Get for Your Free Scan Results Now!
Free Scan · Web Design · SEO Services · About Us

Best SEO Company - Tips On How To Choose One | seoWorks™
<https://www.seoworks.com/how-seo-works/choose-best-seo-company/> ▼
It's not easy to **select** the best **SEO company** when everyone can SAY that they can do the job. Here are ten key questions & the answers to help you **choose**.

How to Choose a Good SEO Company for Your Business or Website ...
<https://moz.com/blog/how-to-choose-seo-company-whiteboard-friday> ▼
Jan 27, 2017 - There's both a right way and a wrong way to go about **selecting an SEO company** or consultant for your site. In this Whiteboard Friday, Rand ...

4 Tips For Hiring The Right SEO Firm - Forbes
www.forbes.com/sites/joshsteimle/2013/09/23/4-tips-for-hiring-the-right-seo-firm/ ▼
Sep 23, 2013 - You've been tasked with hiring a search engine optimization (**SEO**) firm to provide various online marketing services to your **company**. You went out and did a search on Google for "[your geographic location] + **seo**" and got a list of 300+ **SEO** firms. ... But if that's the case, how do you ...

KEY TAKEAWAYS

- Although you may not be executing the strategy, you still need to know the basics of SEO
- You should also be heavily involved in the process of selecting the right keywords, and identifying competitors

[Google Trends](#)

[SpyFu](#)

[Google Keyword Planner](#)

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Q & A

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