

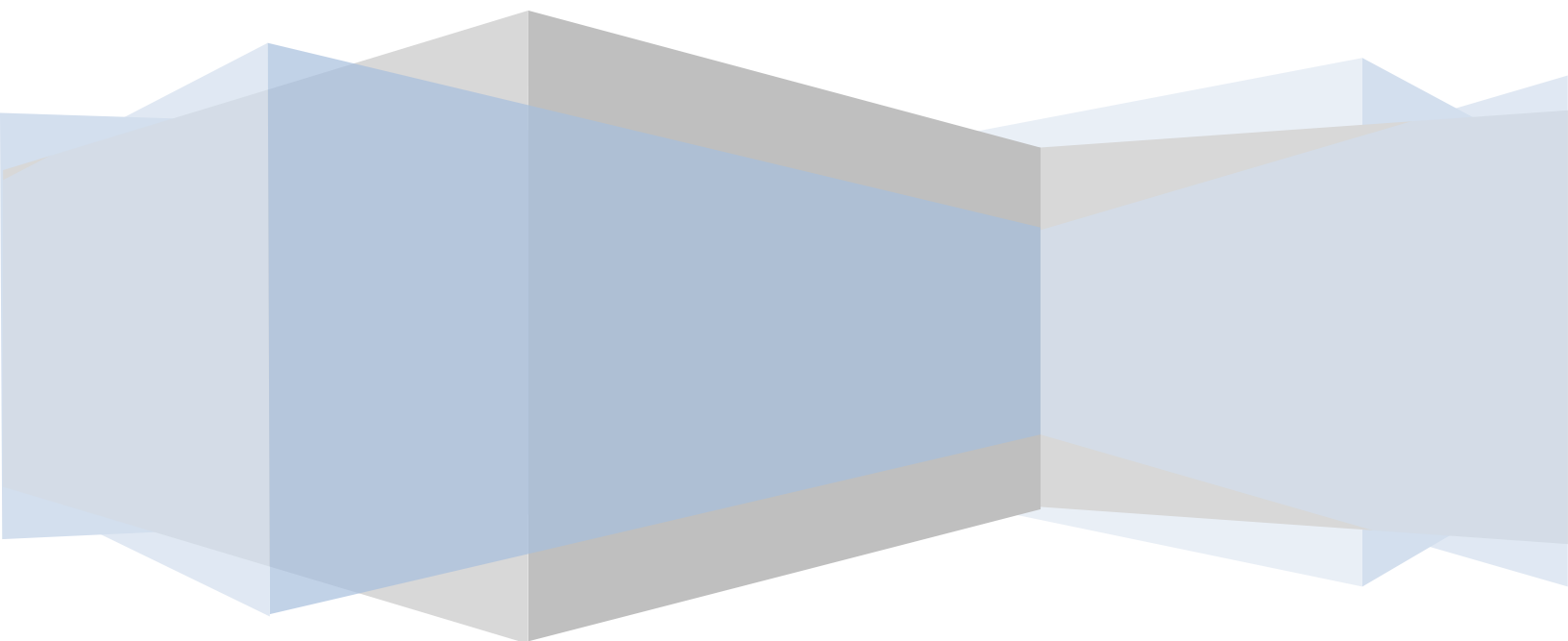
# Keyphrase analysis – Role of clients

“How to keep your girlfriend happy” is a tactical decision, whereas “Choosing a girlfriend” is a strategic decision. If you choose the right girlfriend, you will have to work less on keeping her happy. And if you choose the wrong girlfriend, you have my sympathies. In other words, if you make a right strategic decision, then you will be able to save a lot of tactical resources (which means money and better ROI). Keyphrase analysis is a strategic phase of web marketing, which is used across PPC campaigns, SEO/SEM, Affiliate, social marketing etc. In this section, we will see how clients can get involved in giving the right direction to the team during this strategic phase of marketing.

## **Be web business educated**

[Weekly Educative series – VIII]

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Once I defined keyphrases as “Products”, also I said that whatever is applied to offline products can be extended to keyphrases. There is possibility to rewrite the whole [Philip Kotler’s book of marketing](#) for online purpose keeping each keyphrase as one product. “As product is for business so is keyphrase for web marketing”. Keyphrase Matrix analysis, like BCG analysis and GE matrix for offline products, is very helpful in investment decisions. I wrote an article in 2004, which was reproduced in 2006 at WMW, about Keyphrase matrix analysis. <http://www.webmasterworld.com/forum8/1560.htm> has the details, we have come a long way from this analysis, now we use advanced keyphrases analysis. Let’s delve deeper to understand keyphrase analysis and the role of clients in it.

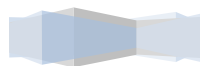
## What is a Keyphrase and what is its importance?

If you search for this, you will get plenty of definitions, so I will keep it really short. People use various phrases to search on Search Engines. Let’s take an example to understand it better. (Since I was into finance world for over 5 years, let me take examples from there) People who want help with mortgage search with various phrases like:

- Mortgage
- Mortgage rate
- Mortgage lender etc

The terms used are better known as keyphrases (Key Phrases).

Since almost 80% of us start our online quest with a search engine, these keyphrases become more important. Say, if 90k people are searching for mortgages every month and you are ranking #1, then you can expect around 42% of the traffic (which is 38k). And even with a 1% conversion and commission of 1k per customer, you are talking about **\$380k business every month**. Targeting the right keyphrases and ranking for them gives you huge business opportunities at very low cost. The above example certainly explains the importance of keyphrases and keyphrase analysis.



## Important factors associated with keyphrases:

We will cover some of the important factors associated with keyphrases before explaining the clients' role:

1. Keyphrase discovery
2. Market for the keyphrases
3. Relevant Market for the keyphrases
4. Priority for the keyphrases
5. Competition for the keyphrases
6. Keyphrase clusters
7. Keyphrase targeted page for marketing
8. Keyphrase investment

- **Keyphrase Discovery**

- A process to find various keyphrases used by the users across various search engines while searching your product. We use various tools to discover 1000s of such keyphrases. It is important to keep discovering new keywords. From the above example for mortgage industry, we were able to find out various misspelled keyphrases and detailed keyphrases searched by the users. *(This is a whole topic in itself, may be next week I will cover it in details.)*

- **Market for the keyphrases**

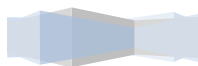
- Market for a keyphrase is defined as the total searches across various search engines for that keyphrase. Search Engines don't give out this data in a detailed fashion. Google has started giving some estimate of the searches (but is [way too controversial](#)). Wordtracker.com gives you a rough but close estimate for various types of keyphrases. There are various other tools that can be used to estimate the total searches (Market) for the keyphrases.

- **Relevant Market for the keyphrases**

- A lot of people may be searching for the keyphrase but they may not be relevant for your business. Let's take an example to understand it. Say, if you are Mortgage Company in San Francisco, who offers only balloon mortgage. "Mortgage" keyword will not be that relevant as out of every 100 searches, only 10 people may be searching in San Francisco and out of 10, only 1 requires balloon mortgage, so:
  - a. The relevancy will be 1% for "mortgage" keyword.
  - b. Whereas for the keyword "mortgage in San Francisco" the relevancy will be 10%.
  - c. And for "balloon mortgage in San Francisco", it will be 100%.We multiply the relevancy with the total market to get the relevant market for any keyphrase. We use relevant market for further calculations.



- **Priority for the keyphrases**
- At times, we want to rank for various keyphrases for various reasons which are beyond the estimation provided by automated tools. It is good to assign some priorities based on the requirement. This is mere a factor for better investment of resources as per the expectation of the client and the team. **Example:** Before meeting the investors, you want to rank for a keyword “Best upcoming mortgage company in San Francisco” for some obvious reasons (just a weird example).
- **Competition for the keyphrases**
- As I have explained that even one keyword can fetch you close to **\$380k per month**, none will like to miss out this opportunity. With the progress of web, more and more companies are trying to get their share of the pie. With more and more companies entering into the business, the competition is growing intense. For various keyphrases, the competition can be different. For very broad keyphrase, the competition will be much higher. Competition is a factor that should be considered before investing on the keyphrase.
- **Keyphrase targeted page for marketing**
- For each keyphrase you need one targeted page. Targeted is the page, which you want people to land when they search for that keyphrase. Say you may like people searching for keyphrase “mortgage in Colorado” to land to a page xyz.com/Colorado/index.html, which can have specific information about Colorado mortgage instead of landing them to xyz.com/index.html, which might have very general information. Also it is advisable to invest on internal and specific pages rather than investing on one page for various SEO reasons.
- **Keyphrase clusters**
- Various related keyphrases can have one landing page. Based on the landing page, the keyphrases can be clustered. Keyphrase clusters will help in better investment strategies. This again is a trade secret and detailed work.
- **Keyphrase investment**
- Based on the relevant market, competition, priority and cluster, the web marketing companies will invest their resources on these keyphrases. “Mortgage industry terminology” has good searches and less competition; here the ROI is better. Using the matrix, a company can easily invest on better keyphrases.



## Uses of keyphrases analysis

Keyphrase analysis is the basis for various campaigns, mainly:

1. SEO/SEM: It is the basis of SEO/SEM.
2. PPC: It is the basis for PPC campaigns.
3. Others: There are various other campaigns. I am not naming them as all will require some explanation.

## Role of clients in keyphrase analysis

Clients can (and should) play a crucial role in keyphrase analysis as they know their business better than anyone else. These are the following roles played by clients in keyphrase analysis:

1. In keyword discovery: Clients can suggest some keyphrases generally used by offline customers. Ask friends, partners and others associated with the business about the phrases used by them while searching for the products. Also, these keyphrases act as the basis for further research. We have given the facility to the clients to add new keyphrases to the campaign.
2. Filtering Keyphrases: There can be keyphrases like “east west mortgage”, which may mean another company. If the company has some policies not to rank for competitor’s name, then such keyphrases can filtered out. We have given the access to delete keyphrases from the campaign.
3. Adding proper relevancy and priority: Web marketing companies do spend many hours in finding the right relevancy % but no one knows better than the client. Clients must work with the web marketing team in getting the right relevancy and priority.
4. Finding the right targeted page and clusters: Clients know the requirements of customers searching for various keyphrases which the web marketing department may not know. **Example:** Remortgage and mortgage will have different requirements and should have different landing pages.
5. Keep a check: Keep a constant check on the keyphrases and investment. Every wrong investment is costing you money. Example: If the web marketing team is investing on “quit claim deed” and if your company has stopped processing “quit claim deed”, the money will go waste (almost waste). Don’t blame it on your web marketing team, get involved and provide them the right strategic direction.

## Choose the right girlfriend to Enjoy life

Client’s involvement in web marketing can help the web marketing team make the right strategic decision, resulting in less tactical involvement and better ROI. Help the web marketing team choose the right girlfriend 😊.

