

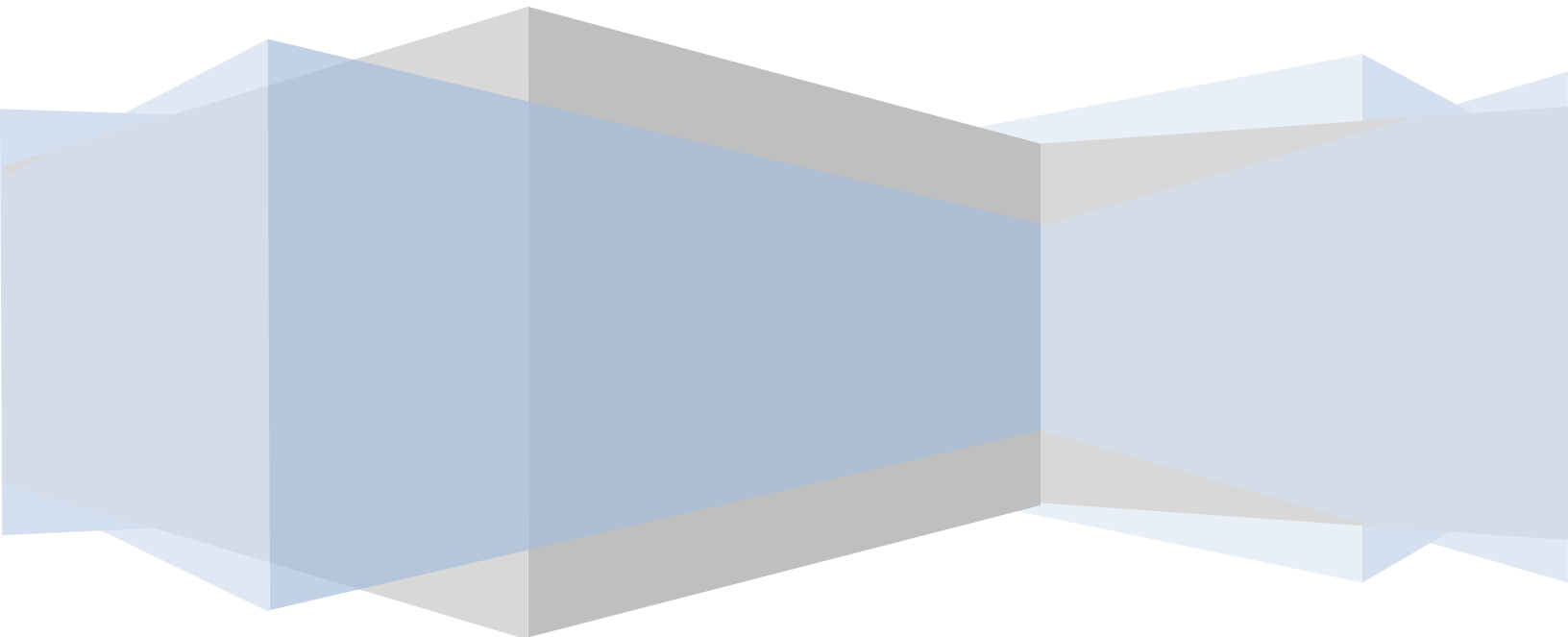
# Keyphrase discovery – Role of clients

I am a fan of “Britney Spears” (*I am not, just assuming it please*). I want to know what all do people search about ‘Britney Spears’ in various search engines. Also I want to know how often. These are some of the searches: “Britney Spears videos”, “Britney Spears music videos”, “Britney Spears lyrics” ... All the searches are termed as keyphrases. **The process of discovering the keywords people use to search the related topics is known keyword discovery.** It is important to know what people search. Whatever people search can be taken as a want/need and the customer then can be catered accordingly. It is so important to understand the requirement of visitors using these search keywords.

## Be web business educated

[Weekly Educative series – IX]

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Since this is a continuation of last week's education article, "[Keyphrase analysis – Role of clients](#)", please refer back for some basic definitions. We will cover keyphrase discovery in detail in today's education article. This may become a guide for many SEO workers. Also we will cover the role the client can play to discover more keywords/keyphrases.

## Client will always have to help in keyphrase discovery

Client understands the business better than anyone else in the team and thus will be able to understand the requirement of customers and their searches. These initial keyphrases can be used to generate more keyphrases (*using various tools, which will be discussed towards the end of the article*). The surface level knowledge of the business can be easily acquired by a professional team but the success is not about surface level knowledge but about the fine details (*or long tail searches*). Only a client can explain the fine details and the long tail of possible keyphrases. Also for the web marketing team, there are regional differences, perception differences etc in understanding. It is so important that client spend some good time with the web marketing team in selecting the most relevant keywords and more importantly in explaining the important services and sections of business.

## 10 ways on how a client can discover new keyphrases

We are adding few of the ways that can be used by the clients to discover new relevant keyphrases. There are many more ways but let us reserve the advance tools for SEO experts

1. **Wordtracker** – The best one (estimation of daily search is also provided). It has both [free](#) and [paid version](#). A keyphrase search will get you more relevant keyphrases.
2. **Adwords suggestion tool:** <https://adwords.google.com/select/KeywordToolExternal>  
Along with keyphrase suggestion this also shows the search volume.
3. **Competitors study:** Using the competitor's website to get more keyphrases.
  - a. Meta tags text of their website: Browse through competitor's site to know the pages created by them. Checking the Meta tags will help you understand some more keyphrases.
  - b. Spyfu – A tool that can be used to get more keyphrases from competitor's website. See the adwords campaigns and organic rankings section. Example <http://www.spyfu.com/Domain.aspx?d=6299344733343472449>
  - c. SEOdigger – Try this for many of your competitors. Example:  
<http://seodigger.com/request.php?q=http%3A%2F%2Fwww.careonecredit.com&base=google&step=50>
  - d. Google trends -  
<http://trends.google.com/websites?q=careonecredit.com&geo=all&date=all&sort=0>
  - e. [http://stats.grok.se/en/200806/debt\\_consolidation](http://stats.grok.se/en/200806/debt_consolidation) (Some suggestion about the traffic)

4. **Google suggest** - <http://www.google.com/webhp?complete=1&hl=en> while searching, you will be able to see some keywords dropdown.
5. **Yahoo suggest** - <http://www.ysearchblog.com/archives/000469.html>
6. Asking friends, partners and other possible customers. Keep getting new keywords and extract more from these keyphrases.
7. **Google insight** - <http://google.com/insights/search/#cat=&q=debt%20consolidation&geo=&date=&clp=&cmpt=q>
8. **MSN Keyword forecast**: <http://adlab.msn.com/Keyword-Forecast/default.aspx> (helps in understanding the total searches)
9. **Office add-on**: <http://advertising.microsoft.com/search-advertising/addin-demos/overview> - This can be really helpful as well.
10. **Keyword discovery**: <http://www.keyworddiscovery.com/search.html> (This is more like wordtracker but the source of data is different and wide)

## Industry secret for keyphrase discovery

There are many industry secrets only available to the few selected. I will share two secrets here:

1. **Let the people talk on your website**: By letting the people talk on your website, they will add various questions and related keywords on your website. Also it will add many new keyphrases. You can make people talk on your website using forums, blogs, wikis, chats etc. Keep checking the log files and analytics data to see various new keyphrases sending you traffic. Use these new set of keyphrases to discover more keyphrases.
2. **Store the website search**: I always advice our clients to have search boxes on the website as this allows users to try few more times before going away from your site. I have always tried to capture the search, this allows me to discover many more targeted keyphrase. This also helps in improving the user experience.

## Why more keyphrases are useful? Short head and Long tail

The more keyphrases you have, the better will be your investment strategy for better ROI. There are many who focuses only on the top keyphrases (we call it short head). They generally fail because everyone is competing for these top keyphrases and the possibility of cashing these keyphrases are dimmer. Investing only for top keyphrases involves the same risk as that of putting all the valuable eggs in one basket. It's always good to invest on long tail of keywords. Also the low competition keyphrases will give you quick results.

<http://www.wordtracker.com/academy/three-good-reasons-to-target-long-tail-keywords> will help you further.

Thanks to Avinash Kaushik (who is now at Google) for doing a wonderful job in explaining the long tail keyphrases. Please visit <http://www.kaushik.net/avinash/2007/03/excellent-analytics-tip-10-how-thick-is-your-head-and-how-long-is-your-tail.html> for more details.



## Keyphrase discovery is not one time

It is an ongoing process. We have started calling it by phases, like phase-0 keyphrase discovery and analysis. Also keep pushing your web marketing team to do keyphrase discovery atleast once every 3 months. I will suggest once every month.

### **Role of client in keyphrase discovery**

1. **Letting your team know about various diverse services:** The more services means more areas to discover keyphrases.
2. **Know various diverse perceptions and terminology for the services:** Example: People in debt also search for 'credit counseling'. Now credit counseling can be used to get many more keyphrases. Also "debt consolidation" services are considered an alternative to bankruptcy. This will help you discover some keyphrases like "alternative to bankruptcy", "alternative to chapter 7 bankruptcy" etc.
3. **Know the team about various locations where the services are offered:** This will help the team target location specific keyphrases.
4. **Keep deleting unrelated keyphrases:** Always ask your web marketing team to provide you with the complete list of keyphrases with related data. Filter the list and explain the team the reasons behind the filtration.
5. **Inform the team about emerging trends in the industry:** This will help the team discover the upcoming keyphrases.
6. **Help the teams with competitor's name and domain name:** There can be new competitors, make sure to pass the information to the team for better competitor's analysis for keyphrase discovery.
7. **Asking friends, partner and other customers:** This is sometimes very difficult for web marketing team. Client can help the team with this information.

### **Suggestion for clients**

It is always good to become a market than just selling your products in the market. Clients can always open up some sections to include various other products, which may help you get additional indirect sales (and target a lot of related keyphrases). This can be studied using the [famous diaper & beer case](#).

