



Keywords Research and Analysis

Now internet marketing decisions can be based on fact

Written by Duane Coleman, Principal, DLC&A Internet Marketing
 duane@dlcalternetmarketing.com

There are many areas that can determine a website's success...or lack thereof. And it often comes down to executing the basics. One of these basics is keywords research and analysis. By selecting the appropriate keywords or keyword phrases, you can lead potential customers to your website.

Keywords can be defined as the specific term or terms used by a person to search for information, products or services on the Internet. For example, someone looking to train their sales force may type the words "Sales training" into Google to find potential providers of sales training services. "Sales training" is the keyword phrase in this example.

Many small and medium-sized business owners have not been exposed to statistics based keywords research and many websites and Internet marketing initiatives have incorporated keywords that are not performing as expected.

In analyzing websites, I sometimes find sites that feature keywords that have not been Googled* during the past 30 days or longer. In other words, some websites feature keywords that are not being used by people searching the Internet.

If the goal of your organization's Internet marketing strategy is to generate new sales leads or to sell products or services, keywords research and analysis can help you achieve this objective.

Most reputable Internet marketing firms understand the importance of keywords and work closely with their clients in this area. Most use sophisticated diagnostic tools to assist with this process.

Attached is a segment of a report that provides insight into the type of information that is often incorporated into statistical keywords research and analysis. This report includes the number of U.S.-based searches that occurred for specific keywords during a 30-day timeframe. It also includes the number of competing pages and ratios that can be analyzed to help determine which keywords to target.

Keyword	Searches	Searches Last 30 Days	Google results	R/S	KEI
trade show booth	10,349	31,047	304,000	29	352.31
trade show display booth	3,332	9,996	23,900	7	464.53
trade show booth design	1,688	5,064	20,700	12	137.65
trade show exhibit booth	1,039	3,117	17,400	17	62.04
portable trade show booth	998	2,994	5,700	6	174.74
used trade show booths	620	1,860	4,500	7	85.42
pop up trade show booth	292	876	5,630	19	15.14
trade show booth rental	278	834	614	2	125.87
custom trade show booths	207	621	5,650	27	7.58

This type of report is invaluable as it provides small and medium-sized businesses with information that larger businesses routinely use to make website decisions.

If you want to increase the likelihood of your website being found by potential new customers, then statistics based keywords research is a must.

**Googled—refers to using search engines to obtain information on the Internet.*

DLC&A Internet Marketing is a Twin Cities based Internet marketing firm. They develop and implement search engine friendly Internet marketing strategies that generate sales leads and revenue for small and medium-sized businesses.

For additional information, please contact 763-242-2454 or info@dlcainetmarketing.com or visit DLC&A online at www.dlcainetmarketing.com.