Keyword Research & Organic Traffic (section II of II)

Let's now take a look at another local business. This time a restaurant/bar which also serves a nice selection of micro-brews also located in Portland, Oregon.

Let's see what kind of traffic is looking for us each month. This is where a little creativity comes in. We'll check traffic for bar, beer, pub, brewpub, publican, brewhouse, microbeer, nightlife and go from there. While my guess is that most organic traffic will stem from 'bar'[1], it may be worthwhile targeting those other keywords as well. See next image:

Keyword	Global Monthly Searches	Local Monthly Searches
☆ "portland bar" ✓	2,400	1,900
☆ "portland draft beer" ✗	-	-
☆ "portland beer" ✓	3,600	3,600
☆ "portland brewpub" ✓	91	91
☆ "portland brewhouse" ✗	-	-
☆ "portland publican" ✗	-	-
☆ "portland pub" ✓	720	390
☆ "portland microbrew" ✓	110	110
☆ "portland nightlife" ✓	1,300	1,000

In the above image, it's easy to see there are some keywords worth going after, and a few not so much. See the green check-mark in the keyword column noting the ones we want to chase? The red 'X' signifies those not worth spending any time on.

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1 As you review the results, you will note I was mistaken. Beer has a much higher search volume. That said, 'bar' is a far more targeted KW as anyone typing that phrase is more likely to be looking for a place to patronize. However, that's not a perfectly clean example either as we are using a *phrase match* search. Anyone looking for 'bar supplies' or 'bars for sale' etc... will be included in those results too.

Let's take a look at each KWP and we'll include some commentary:

- Portland Bar – 1900 – local monthly searches is a healthy number. We must keep in mind that because we are on 'phrase match' that anyone searching for *Portland bar equipment*, *Portland bar supplies,* or *Portland bar xyz* would be a part of that 1900. However, this is a great estimate for the amount of traffic[2] we can hope to land by ranking for the keyword phrase *portland bar*

- Portland Draft Beer – 0 – Surprised this turned up zilch. We should point out that Google's zero doesn't mean zero, but it does mean some number less than 100 here.

- Portland Beer – 3600 – Wow, this is why we run this stuff! Talk about a well trafficked KW phrase! Granted not all of that traffic is 'buyers traffic' looking for a pub or a bar, but it is a very impressive number

- Portland Brewpub – 91 – This is not a lot of traffic, but it is *highly* targeted. These people want a brewpub and they are likely going to visit one. Shouldn't ours at least be in the running?

- Portland Brewhouse – 0 – Another one to abandon

- Portland Publican – 0 – Didn't expect this one to turn up any traffic in a US city, but it's always worth checking for the low-hanging-fruit phrases that perhaps have *some* traffic nobody is competing for.

- Portland Pub – 390 – Quite respectable traffic, and it's also highly targeted. We want those eyeballs so we can convert them to customers!

- Portland Microbrew – 110 – Another great phrase to go for as it will be easy to capture and it's highly targeted.

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2 Traffic estimates based on the websites ranking for each keyword phrase will be covered in detail during the SEO portion of this course

- • Portland Nightlife – 1000 – This is decent monthly traffic, but it's not highly targeted. Meaning, sure some folks searching for nightlife may be interested in our establishment, but unless we have a dance-floor, karaoke, or something 'club-like', at least on weekends, I'd probably suggest going after the other KW phrases first, and later optimizing for this one.

Now that we have the KW phrases isolated which demonstrate traffic, we want to turn those phrases around and check our *exact match* traffic.

The Google Keyword Tool *suggests* other keyword phrases that may be worth pursuing and it's worth looking at them, but frequently a better source is the drop down box with auto-fill suggestions. What you're looking at is the Google search bar, where we typed 'Portland bars' – The drop down selections are Google's suggestions. In our case we'd like to check the traffic for *Portland Bars SE (South East)* and *Portland Bars Downtown*. See the following image:
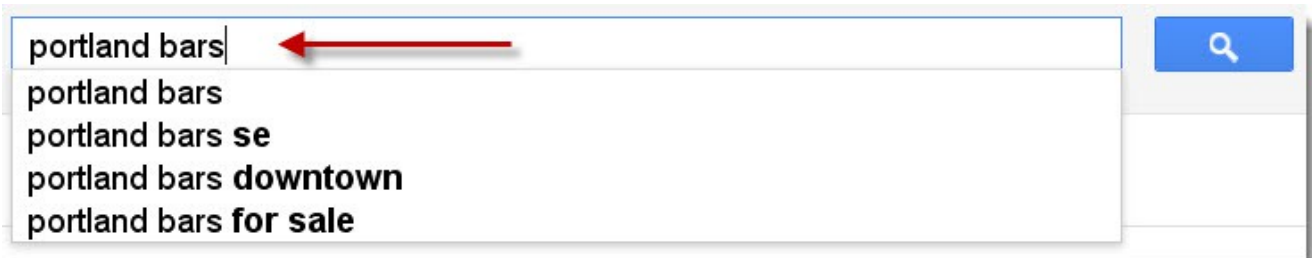
Also of note, take your keywords and place them into Amazon's keyword 'auto-fill' suggestions. Since Amazon's search criterion provides a higher degree of 'buyer' type folks it is a powerful way to determine other keyword phrases, especially if your business sells products, along with your services.

In speaking to my BAMMO co-founder partner about this chapter, it was suggested that 'happy hour' should be added to the list of KW's to check. I point this out as it's a great idea to always seek out suggestions from other people. I've been doing this for a long time now and that obvious potential KW escaped me.

Please see image 06 (next page) below:

Image 06 Module KW

☐ Search terms (2)	
☐ **Keyword**	**Local Monthly Searches** ?
☐ ☆ [portland happy hour] ← Brackets denote Exact Match	1,000
☐ ☆ "portland happy hour" ← Quotes denote Phrase Match	5,400

Wow!

1 - 2 of 2

☐ Keyword ideas (68)	
☐ **Keyword**	**Local Monthly Searches** ?
☐ ☆ "best **portland happy hour**s"	58
☐ ☆ [best **portland happy hour**s]	46
☐ ☆ "best happy hours in portland"	110
☐ ☆ [best happy hours in portland]	58

These are additional suggestions from Google's Keyword Tool for 'Portland Happy Hour' Not huge traffic, but well targetted and easy to rank for!

And a few more considerations (below)…

Phrase Matches for our KW's:

Note in the graphic above, it is suggested in the call-out bubble that 27.1k monthly searches is suspect? Google isn't giving us bad data. It's just that those 27.1k searches must include some non-related phrases. One way to verify this is to click the hyperlink to 'Bar Portland' and see what results come up.

In this case, I went through the entire first five pages of Google results and the only website ranking for that search term out of fifty that wasn't a drinking establishment was a single 'beauty bar'.

Since that didn't help us figure out what other searchers may be looking for with that KW phrase, the next way to check our data is by comparing the *exact match* results to the *phrase match*. There aren't any hard and fast rules of thumb that can be suggested, but if that 27.1k number drops *significantly* (~75% or greater) then we know that phrase match traffic, while being very real, won't likely *convert* into paying customers.

This is a good time to discuss traffic expectations. Phrase match is going to be a bit too optimistic at first. Exact match is too conservative. The truth will be somewhere in the middle.

Down the road if you become what's referred to as an 'Authority Site', which isn't nearly as difficult for local search as it may sound, you will then see even more traffic than *phrase match* totals suggest as you rank for the *broad match* terms themselves.

Search Engine Optimization (SEO) is covered in a following chapter, but it's worth pointing out here that when you do embark on an SEO campaign you will chase phrase match terms as you'll eventually be ranking for permutations of that phrase.

Another way to think of *broad match* versus *phrase match* versus *exact match* is that your exact match search results are the traffic you can expect in the short term for targeting that keyword, then the phrase volume number will come next, and finally you can expect the largest number of search volume which is associated with the broad match will yield in the long term.

In figuring out how much to spend on internet marketing and optimizing your website for the available traffic, it's important to determine how much lifetime value each new customer brings to your business.

Now that our fictional website for a bar is up and ranking on the first page of Google, let's say we get 10 new visitors to the establishment each month and calculate their value to the bar. My source said the check average per person at his brewpub is $20. The following breakdown is his visitation estimate for new customers:

- 33% of patrons come in once and don't return
- 20% return for drinks and/or food every ~three months
- 15% return once a month
- 10% return every couple of weeks
- 10% return once a week
- 7% return twice weekly
- 5% become daily regulars

Using the above percentages, let's translate that into increased gross sales over a year based on ten new patrons each month being lured in from their internet marketing:

Ten new patrons each month='s ($$$):

Out of Ten New Customers	Visit Frequency	Average Tab	Total
33.00% patronize	Once	$20.00	$66.50
20.00% patronize	Quarterly	$20.00	$160.00
15.00% patronize	Monthly	$20.00	$360.00
10.00% patronize	Bi-Weekly	$20.00	$520.00
10.00% patronize	Weekly	$20.00	$1,040.00
7.00% patronize	Twice-weekly	$20.00	$1,456.00
5.00% patronize	Daily	$30.00	$3,900.00
			$7,502.50
Ten New Patrons ='s $x (each) in new annual revenue			**$750.25** ea. per annum

What we have learned here is an average new visitor is worth $750.25 in gross revenue over the course of a single year!

This bar has great service, food (lunch and dinner), and drinks – all for a very affordable prices. Once they get somebody in the door, that patron is hooked!

NOTE: The bar owner mentioned that while many patrons visit by themselves, newcomers or first-timers to his establishment often come with a friend. We won't include that in our revenue estimates, but it's an important consideration.

For further reading on the topic of KW research, the folks at 'Market Samurai' have done an excellent series of videos on the topic.

Market Samurai's target audience are internet marketers as opposed to   brick & mortar business online but the concepts taught apply to both.

Here's a link to their 'Training Dojo': http://goo.gl/AKNP6

This is all *free* training in the hopes you end up buying their product. While you can accomplish everything you need to without their product, it is a good one should you be interested in exploring internet marketing more in depth.

Buyer's Keywords

Eventually you'll want to land all the available traffic related to your industry in your city, but for starting out and when looking for an immediate return on your internet presence, the focus should start with *buyers* KW's.

Earlier, it was mentioned that some KW phrases were more directly targeted than others. Perhaps a better way to have put it would be to say that some KW's are more prone to an immediate purchase than other KW's which are more research based or informational in nature.

Research or informational KW's should not be ignored as they are likely to convert in time, but are not as hot as *buyers* keywords.

For example, *hot KW's* include: *refill, removal, service, solutions, retailers, store, sale, buy, where to, get, purchase, fix, rent, parts, repair, relief, cure, stop, replacement, reservation, reserve, book* (as in booking a flight, or room).

Warm KW's can be commercial in nature, but the intent isn't quite as clear. They are more research based and informational in nature.

Warm Keywords include: *Help, tips, advice, information, news, recipes, articles, newest, improve, training, courses, prevent, create, prepare, instructions, learn, info, start, how to, compare, reviews, shop*[3].

> **CAUTION**
> A few words you may want to avoid, because they're competing on price alone are: *Discount, cheap, specials, prices*.

Now that we are feeling comfortable with keyword research, let's take it to the next level!

Latent Semantic Indexing (LSI)

Latent Semantic Indexing (LSI) is based on the principle that words that are used in the same contexts tend to have similar meanings. A key feature of LSI is its ability to extract the conceptual content of a body of text by establishing associations between those terms that occur in similar contexts.

Called 'Latent Semantic Indexing' because of its ability to correlate semantically related terms that are latent in a collection of text. Developed by Jean-Paul Benzécri in the early 1970s, it was first applied to text at Bell Laboratories in the late 1980s. It's a fairly sophisticated science and one which Google is currently putting massive research into. *Latent Semantic Indexing is keyword future!*[4]

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3 Of course if what you're selling is *training* or *instruction*, then those would also be "hot" buyer KW's for you!

4 https://en.wikipedia.org/wiki/Latent_semantic_indexing

Plainly said, LSI considers documents that have many words in common to be semantically close, and ones with few words in common to be semantically distant.

Simplifying LSI by example:

Let's use the keyword/phrase *flat tire*. Semantically related terms would be: *car, vehicle, repair, wheel, tire pressure,* and *lug nut wrench*. You can see that all the words in the list are related to the term *flat tire*[5]. That's the power of LSI!

Here's a link to an LSI keyword extractor for your research: http://lsikeywords.com/

Conclusion:

Broad Match, Phrase Match, and Exact Match are each invaluable search methods when applied with a good understanding of what the results of each represent.

Most businesses find if they live in a city or county with a population of 30k or more, an internet presence with a focus on proper KW utilization really pays off.

Usually businesses fall into one of three categories:

- High volume, but lower margin offerings (like a bar or restaurant) with multiple annual visits
- Low volume, but bigger ticket items like the roofing contractor which are purchased one time only, and
- Somewhere in the middle such as an Accountant, Acupuncturist, or Dentist where you may see them a couple times a year, but often have a multi-year relationship

*An internet presence using KW strategies **will** earn you more clients, leads, sales, and outright money.*

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5   http://lsikeywords.com

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> *Optimizing your web presence to position your website in front of the free-flowing organic traffic is the first, and often single most important step in a profitable online presence.*

Keyword research, raw traffic numbers, and having a website to capture those potential buyers is the foundation of any online presence. How well your website actually converts lookers to buyers will be discussed more in the chapters on copy writing, conversions and calls to action.

RELATED — While the preceding has focused on keywords for traffic evaluation and estimation, **these very same keywords will be used in every aspect of your online presence**. *They'll be used for Search Engine Optimization (SEO), in the text of your website, in the descriptions of your local listing directories and citations, your hyperlinks, and even for article titles and paragraph headings!* Keywords really are the "key" (we had to say it sometime!) to your entire internet presence!

The chapter on Search Engine Optimization (SEO) will explain how to get your website in *front* of this free traffic. We look forward to seeing you there.

> *Congratulations as you now know more about this topic than 95% of your competitors!*

It'll be our little secret for now, but soon when your website shoots up the Google rankings your competitors *will* notice. While we always appreciate referrals from satisfied customers, we understand if you decide to keep all this to yourself!

We very much appreciate your feedback on this Module! Please fill out the following short survey...

Located here: https://www.surveymonkey.com/s/VWRB7B5

Questions and support is further provided here: bammo@bammo