

THE MODERN KEYWORD RESEARCH PLAYBOOK



WHAT MOST MARKETERS ARE MISSING

Introduction

Keyword research is the foundation for any successful online marketing campaign. Keywords are essential for driving traffic to your website and getting customers the valuable information they need. Without the right keywords, getting leads, conversions, and ultimately increasing revenue is a challenge.

You may be selling the best products or services, have an informative, engaging blog, and offer the perfect solution for your customer's problem, but it doesn't matter if no one can find it. If your products and services aren't showing up on page one of Google you can assume no one will see them.

That's where keywords come into play.

Keyword research, when done correctly, uncovers the words, phrases, and questions your customers are searching for on search engines like Google, Yahoo, YouTube, or Bing. When you uncover the right keywords and pair them with the right content, qualified buyers will find your company and products or services. Strategic keyword research will help to drive more qualified leads to your site, increase conversions, and drive revenue.

In this guide, you'll learn everything you need to know about keywords and keyword research. We'll start at the beginning so you can build a solid understanding of keywords and keyword research. Then we'll take a look at some keyword research tools—both free and paid—that you can use to dive deeper into this important topic that drives SEO. Finally, we'll talk about some of the most useful, yet often untapped keyword research tools. These hidden gems will take your keyword research strategy to the next level and help you save time and money through automation.

68% of online experiences begin with a search engine

BrightEdge

HOW TO USE THIS GUIDE:

New to keyword research?

Start at the beginning for our full step-by-step process for choosing keywords, as well as definitions of keyword types and where to apply them in your marketing and content strategy.

Experienced SEO?

Jump ahead to Section Four: Modern Keyword Research & Automation for often untapped tools that will save you time and money.

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SECTION ONE:

Putting the 'Keyword' in Keyword Research

It's important to have a basic understanding of keywords and keyword research before you begin.

As mentioned, keyword research helps you to uncover the words people are using to search for a product or service. Keywords are those words and phrases being used.

Keywords have had a place in the marketer's toolbox since digital marketing first began. What was once a way for old-school SEOs to stuff popular words onto a page to trick Google into ranking them higher, is now a refined instrument to inform various marketing communications.

- Paid strategists use keyword groups to target and personalize advertising.
- Public relations agencies use trending keywords to plan and pitch media outlets.
- Content strategists are still using keywords to map out editorial calendars and site navigation.

Throwing keywords into a blog post after it's been written is no longer a viable approach. When you take the time to implement keywords the right way, you'll have an informed, strategic approach to driving organic traffic and getting relevant content into the hands of your audience.



WHAT IS A KEYWORD?

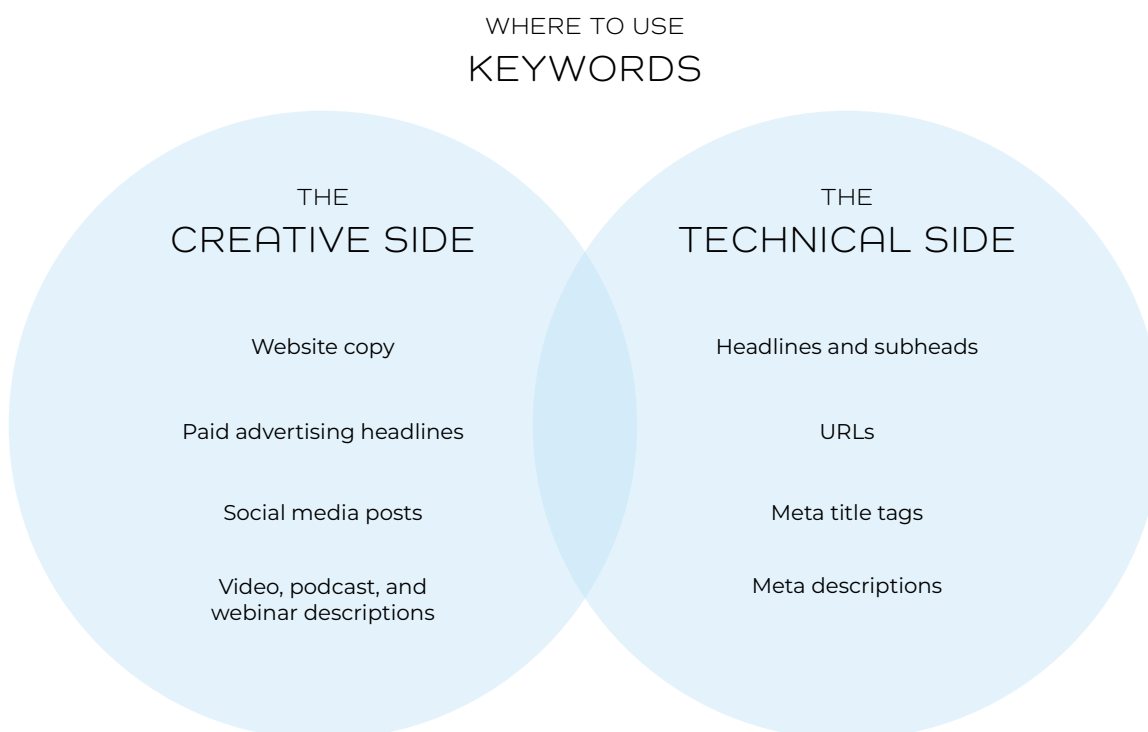
A keyword can be one word, a phrase, or even a question.

They're the topic of a piece of content, condensed to a single word or phrase. They're meant to act as a guide to best connect your marketing messaging to its intended audience.

61% of B2B marketers stated that SEO and organic traffic generate more leads than all other marketing initiatives.

There's a lot to consider when it comes to keyword research and choosing the best keywords to increase visibility and traffic. A highly searched keyword might be enticing, but you should be prioritizing keywords that are directly relevant to your product, your goals, and your audience's needs.

Where should keywords be used? The short answer is everywhere. The slightly longer answer is strategically across your marketing assets and within technical website elements.



Properly positioned keywords, keyword variations, and related messaging within high-quality content will help you get noticed by Google and—when executed with a solid SEO strategy—ranked well by Google. There is an art and science behind how you use keywords. First, it's important to understand the different types of keywords and what they mean.

Types of Keywords

As mentioned, when it comes to getting to page one of Google, it takes more than finding a keyword and including it in your blog posts. It's vital to use not only appropriate keywords in your content but also use different types of keywords and align these with other parts of your SEO and content strategy.

Keywords should be part of an overall campaign where you strategize for keywords with varying levels of specificity. Will you be focusing on niche topics or those with a broad appeal? Either way, you'll need to approach writing with nuance while avoiding keyword stuffing.



The six flavors of keywords:

Seed keywords (aka broad, short-tail, or head keywords)

The least specific keyword type. These are usually only one or two words and have a high search volume and high competition.

Long-tail keywords

These keywords are more specific and are often literally longer, three+ words or phrases. They have a lower volume of searches, but increased relevancy.

Focus keywords

This is the main keyword that you want a certain page or post to rank for on search engines. It could be either a seed or long-tail keyword.

LSI keywords or related keywords

Latent-semantic indexing or LSI keywords are those that are related to the focus keyword, but aren't synonyms. They're relevant to the main topic, and provide additional context

Keyword variations

As it sounds, these are closely related to your focus keyword but just a little different.

Topic or keyword clusters

Topic clusters or keyword clusters are an advanced SEO strategy where you develop groups of related keywords for content that supports pillar pages on your website.

Keywords, of course, cannot be the only consideration when writing content. Without added context around the business goals you're looking to achieve, keywords alone can fall flat. Choose your keywords, but also keep in mind what you want to achieve, the buyer's stage in the buyer's journey, and the buyer persona.

Your keyword strategy should involve creating content relevant to each of your buyer personas, for each stage of the buyer's journey, and for different types of opportunities. Variety is the spice of life and the spice of content strategy.

SECTION TWO:

Getting Started with Traditional Keyword Research

This might be the modern keyword research playbook, but there's nothing wrong with the traditional approach. It's tried and true. And it's a great place to start. Whether you're planning a new blog post, a brand new site page, or mapping out a larger SEO project these four steps will set you up to succeed and from here you can build out a comprehensive approach.

1.

Decide on the overall or general topic

Let's say you decide you want to write a blog for your company. The first step to take is to make a list of topics associated with your company, product, or service. It will act as a starting point.

Let's use the example of a company that sells beach accessories. They sell items like hats, sunglasses, beach towels, floats, flip-flops, chairs, etc. The list of topic ideas may include:

- Beach trips
- Summer vacations
- Beach chairs
- Beach hats

Once you have a general list of topics, it's time to do some digging. After you've developed a robust list of topics, it's time to brainstorm keywords.



TWO POINTS TO KEEP IN MIND

1. It's important to consider any company-wide strategic goals, product releases, or any other relevant sales and marketing goals when you decide what to write about and what will drive your keyword choices.
2. Look at your target audience and buyer personas when you research keywords. Who will this be directed towards? If it's B2B, is it an account manager or the CEO? If B2C, is it a mom or a college student?

Deciding this will help to narrow the focus of the main topic and also find keywords with a specific target. For example, if the beach accessories company has a persona of a married mom of three kids in her 30s and also one of a retired, divorced male in his 70s, the keywords that you'd use and the content you'd write would be very different for each.

2.

Begin to brainstorm a few keywords related to your list of topics

Usually, the topic ideas are too broad to qualify as good keywords to use. These would be considered the broad or seed keywords discussed earlier. While they may get a lot of search volume, the competition for these is not only likely to be fierce, but they're also very broad so these would most likely bring a decent amount of unqualified traffic to your site.

Take a few minutes and think about what your customers are looking for when they come to you. What are some of the words they use? Questions they ask? Imagine being one of your buyer personas and think about what you'd put in Google's search bar. Brainstorm a list of these.

With our beach accessories example, this list could include words and phrases like:

- Family summer vacations
- Best beach vacations
- Best beach chairs
- Women's beach hats

70% of searches use more than three words

Some of these topics will also have a high search volume and be very competitive to rank for. As you continue with the next steps, you'll get a more narrowly-focused keyword you can use. From this brainstormed list, pick one to explore further.

For our beach example, let's say we decide to take a closer look at 'family summer vacations'. This could potentially align with industry news that says this summer will be a big year for family vacations or maybe a company goal is to promote families spending time together this year. This means that the topic would be timely, relevant, and related to a company-wide goal.

3.

Use Google to search

Now it's time to take the narrowed-down topic or keyword phrase and see what Google says. Google automatically populates searches with those that are most popular. For example, when you search for 'family summer vacations' Google shows 'family summer vacation ideas', 'family summer vacations east coast', etc. After you put your search term in, it's time to analyze the results.

There are several items to take into consideration:

Total search results

For 'family summer vacations' Google returns 151,000,000 results. With these many results, your content about 'family summer vacations' will most likely get lost in the mix.

Companies placing on page one

This is important. You want to see who your competition is for that keyword. For the beach example, the top three results are from US News and World Report, Travel and Leisure Magazine, and Family Destinations Guide. All difficult to compete against. This is common with high-volume keywords.

Time gaps

Not all blogs are published with a visible date but knowing this can provide insight into possible gaps and opportunities. If there are gaps and some results are from several years ago, there may be an opportunity to provide more updated information to readers.

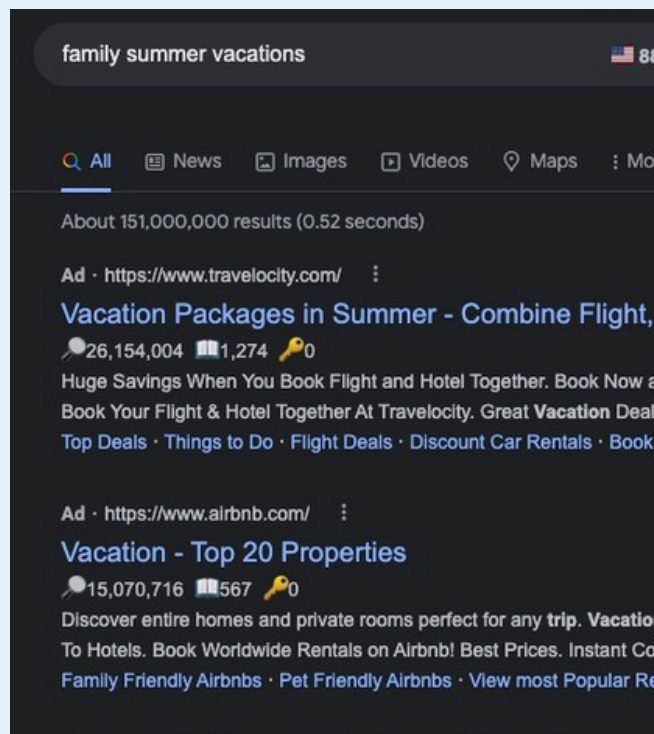
Snippets

Snippets are the short pieces of informative text Google shows for a keyword. Snippets explain through text, lists, images, or videos something relevant to the keyword. These are highly coveted and great for SEO. If snippets are displayed, it's even harder to compete. Many times snippets answer the question the user is searching for and can result in lower click-through rates (CTR) or zero click-through rates.

People also search for, People also ask, Related searches

- *People also search for* pops up partway down the first page of search results. The phrases listed here will let you see other related phrases people are searching for.
- *People also ask* is usually further down the page and are questions related to the search.
- *Related searches* show other similar topics being searched.

These results on the first page of Google are great places to gain insight into what your target audience is looking for and the specific topics they're interested in today.



4.

Read the top pages

Another step is to take some time to read some of the top results. This is helpful in a couple of ways:

- You'll get an idea of how long the top-performing blogs are.
Are they short in and out blogs? Or longer, detailed blogs?
- You'll get an idea of how the top-performing blogs look visually.
Are they content-heavy? Or do they use a lot of images, graphics, and white space?
- You'll get an idea of how the top-performing blogs are written.
Are they conversational and relaxed? Or more formal and informational?
- You'll be able to get some more specific ideas of a topic to write about within their content.
Are there any tidbits of information that are interesting but not developed in the post?

Up to this point, all of these steps for keyword research you can do for free without any software or subscriptions. Using Google to begin your research process is an often overlooked step that provides direct insight into what your target audience is looking for, what interests them, and what they want to know about. This also gives you a glimpse into what your competitors are doing on the same topics as well as identifies who you may be in competition with for a specific keyword. And it's always good to keep your eye on the competition.

Once you've completed these steps, it's time to make a list of more focused keywords you'd like to try. While the above process is effective, it can also take time and effort you might not have, especially as keyword lists get longer and more detailed. Fortunately, there are plenty of tools, both free and paid, to help tackle frequent and complex research.

Competitors & Keyword Research

Comprehensive keyword research includes regularly taking a look at your competition. You'll want to check out what keywords they are ranking for, what their domain authority score is, and look for any trends. You can also get an idea of what kind of content they're creating.

This can give you insight into any top keywords you may share, where there are gaps in keywords, and where you can score some easy keyword wins. With certain tools, like Semrush, you can see any new competition that may be sneaking up on you and what keywords they're making a stir with too.

You can crawl your competitors' pages to get more insight. Semrush's Organic Research will show you everything you want to know about your competitors' pages and which keywords they're ranking for.

Crawling your competitor's websites helps to uncover additional keywords you may want to consider. If your competition is ranking for a particular keyword with low keyword difficulty, SERP features you can compete with, and decent search volume, then you can consider writing topics related to that keyword and essentially 'claim' that keyword.

In addition, when you use paid versions of these tools, you can crawl your competitors' websites and get information about paid ads. Aligning PPC and SEO is an advanced keyword strategy. PPC and SEO can align to dominate SERP for specific keywords. PPC provides quicker wins than SEO. Taking a look at PPC strategy and keywords is another way to advance your keyword research and strategies.

With deeper insight into what keywords your competitors are winning for, and what questions your customers are asking, you'll be better prepared to choose the right keywords and create the best content to drive traffic to your site.

This may sound like a lot of work and it is. Keyword research takes time, perseverance, and creativity, and can sometimes feel tedious. This is one reason marketers sometimes skimp on keyword research. Sometimes there just aren't enough hours in the day when you're a marketer.

Luckily, that's all changing! There are [conversation analytics tools](#) that enable you to not only gain significant insight into what your ideal customers are saying but also allow you to automate the numerous, time-consuming processes. We'll talk more about utilizing these valuable tools shortly. But first, let's continue to look at some more keyword research tools.

WHAT'S PPC GOT TO DO WITH SEO?

PPC (pay-per-click advertising) and SEO can align to dominate SERP for specific keywords. PPC provides quicker wins than SEO.

Taking a look at PPC strategy and keywords is another way to advance your keyword research and strategies.

Using Keyword Research Tools: Taking a Deep Dive Into Keywords

After you complete the above-listed steps, you'll have a much clearer idea of not only what keywords or keyword phrases you might want to focus on but also how to provide value to your target audience. Remember, it's great to want to rank on Google's page one but it's all about providing your audience with the most valuable content for them. When you focus on your audience and find out what they are asking and what problem they are trying to solve, you'll naturally create content that Google will want to show readers. People first, algorithms second. Tools offer us a way to put a bridge between the two.

Insight into Current Keyword Performance

Now that you know a little bit more about what readers are drawn to on your website, it's time to find some more nuggets of gold within these pages. With certain tools like Semrush, Moz, and Ahrefs, you can crawl your own website, blog pages, and more to determine exactly how they're performing. Just plug in the URL of the page you want to explore and you'll get essential information.

Each tool has its own set of specific information they share based on the plan version. But some of what you'll learn includes:

- Organic search traffic
- Paid search traffic
- Backlinks
- Domain rank or domain authority
- Keywords that page ranks for and intent for each
- SERP information
- Top ranking pages for keyword
- Main competitors

This information can help to determine which pages or blogs are doing well. Not only will you see the overall performance but you'll also be able to see the details listed above.



| SEO PRO TIP

It's important to keep track of how your pages are performing and adjust accordingly.

When it comes to keyword and SEO strategy, you'll want to be sure that you have one in place so you know what pages to optimize, which to get rid of, and which to promote more.

SEO is like going to the gym. You have to keep doing it, tweak things, grow, and adjust all the time.

You can also dig down with these tools into details about specific keywords. When it comes to searching for information on a specific keyword these tools work much the same. Input a specific keyword and you'll find some of the following information:

- Global search volume
- Keyword difficulty
- URLs displayed when this keyword is searched
- Keyword variations
- Questions related to the keyword
- Related keywords

In addition to these tidbits of information, some tools also provide you with: cost per click (CPC), click-through rate (CTR), SERP analysis, intent, trends, and ad copy.

The free versions of some tools provide enough information to get started. As you dive deeper into keyword research and SEO strategy, paid versions of these tools offer even deeper insights.

Developing a Keyword Strategy

For a comprehensive keyword strategy, you'll want to develop keyword groups or clusters. From there, you can branch out with related keywords and content. For the beach accessories example, a keyword group could be 'family vacations'. A focus keyword within that group could be 'affordable family vacations'. These keyword groups should be categorized, tracked, optimized, and adjusted as needed. You'll want to track:

- Keyword group
- Focus keyword or keyword phrases
- Keyword difficulty
- Search volume
- Intent
- CPC
- Type of opportunity

Diving deeper into keyword research relies on using some keyword research tools. When it comes to keyword research tools, there are a lot of options. The following seven are some that are most helpful for many marketers. There are free and paid versions of many of these tools. Again, depending on what stage you're in when it comes to keyword research and SEO strategy, the free version may be all you need. Once you learn more and implement what you're learning, you can consider advancing to paid versions of these tools.

Keyword Research Tools to Explore

Google Analytics

Ahrefs' Keyword
Generator

Keyword Sheeter

Answer the
Public

Moz's Keyword
Explorer

Keyword Surfer

Keyword Rank
Checker

Keyworddit

Each one of these tools offers something a little different from the next. When you use these tools together, you can find valuable insights about keywords. Let's take a look at what each can be used for in your keyword research.

1.

Google Analytics

Providing interesting content that answers your readers' most pressing questions, mixed with the right keywords, can take your content and SEO to the next level. With this in mind, it's time to take a closer look at what's on your own website right now.

We talked about using Google search as a keyword research tool and it's really one of the best ways to find great keywords and audience insight. However, Google offers several additional tools that help with keyword research.

One must-have tool is Google Analytics. The free version of this tool (just set up an account) can give you insight into how your website pages are performing. Google Analytics provides an overall, basic insight into customer behavior and page performance. You'll gain a better understanding of where your customers come from and what they do once they're on your site.

Once you know this, you'll get an even clearer picture of what your target audience wants—and how you can deliver that to them. Consider what they're reading the most and where they go from that page. Do they look for more content for information? Or do they then go to a product or pricing page? This will help you to know what type of content to create and also, which pages are driving the most contacts versus which cause readers to leave or 'bounce' from that page.

2. Ahrefs' Keyword Generator

The keyword generator is a free and easy-to-use tool. As the name implies, this tool will help you to generate keywords from your topic idea. You can choose to see results from Google, Bing, YouTube, and Amazon.

Next, you can use the dropdown list to select the specific country for results. Once you choose this, type your keyword into the search bar. Hit 'Find Keywords' and voila, a list of keyword ideas related to that keyword comes up. You can also choose to see Phrase Match

Following our 'family summer vacation' example, when this keyword phrase is used the following results are shown:

- Best family summer vacations in colorado
- Best family summer vacations
- Best family summer vacations 2021

For questions, the following are shown:

- Where is the best family summer vacation in canada
- What is a good family summer vacation

For each result, the generator displays the keyword difficulty, volume, and date last updated.

3. Keyword Surfer

Keyword Surfer is a Chrome Extension that is free and shows search volumes directly in Google searches. You'll get information about each page that is in the search results.

For example, with 'family summer vacations' it shows in the search bar that there are an estimated 880 searches for this keyword in the United States and the CPC is \$1.94 (for Google Ad Campaigns). Then for each listed result, it shows the following:

- Estimated monthly traffic for that domain
- Estimated number of words on that specific page
- Number of times that exact keyword is used on that specific page

<https://travel.usnews.com> › Rankings › USA

21 Best Summer Vacations in the USA

 16,850,714  3,177  2

Best Summer Vacations in the USA · Yellowstone

Glacier National Park · Grand Teton National Park

Great Smoky Mountains · Aspen Travel Guide

Example of search result with Keyword Surfer extension enabled

4.

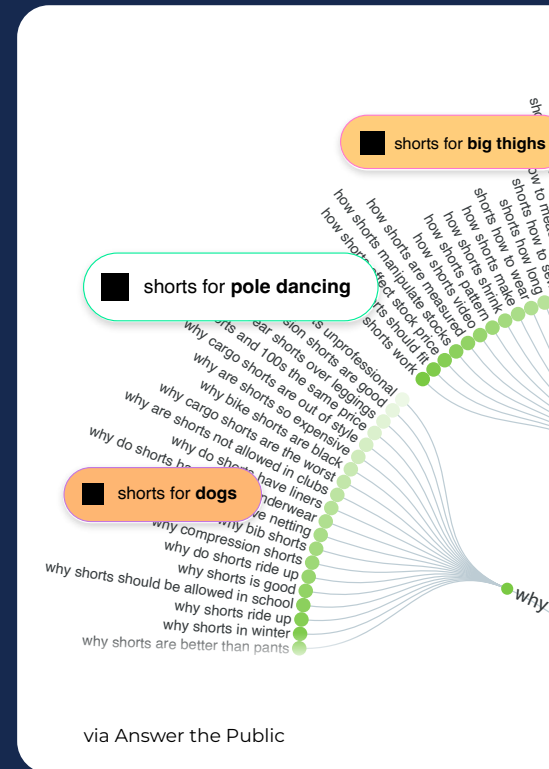
Answer the Public

Another keyword research tool with a free version, Answer the Public lets you get insight into exactly what customers are asking related to your specific keyword and topic. This site only asks for you to input one to two words on your topic. You can use broad keywords here.

Answer the Public will then return a slew of related questions. You can view these in a word tree format, alphabetically, or as a list. You can drill down further by choosing one of their filters: questions, prepositions, or comparisons.

The questions section is divided into questions with who, what, when, where, how, and why. Prepositions further filter down into more detailed questions. Each of these drills down and gives you a more precise and targeted keyword. Using targeted keywords will help you to connect with better-qualified visitors.

While this takes some time to sift through, with patience, you'll find keywords that match your topic and will resonate with your audience.

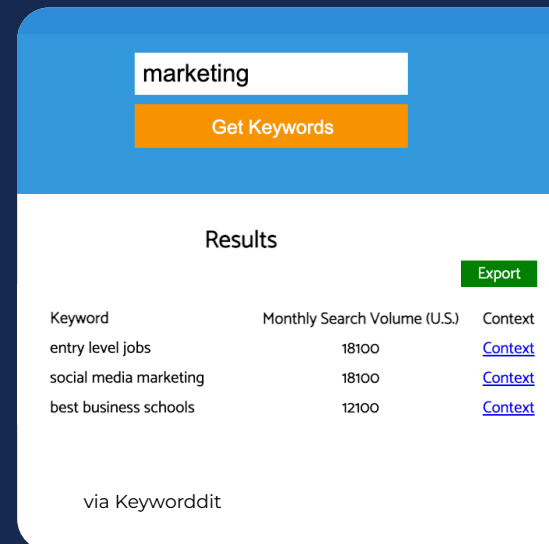


5.

Keyworddit

Pulling audience information from the popular forum, Reddit, this free tool gives you insight into conversations happening related to your topic. You first have to select a subreddit category to search, which is a bit different from the other tools. This tool will specifically and only search Reddit feeds for keywords.

They do provide a list of subreddits to help you choose, however, not all topics will lend themselves to the Reddit community. It may not be a good fit with every topic but should be in your arsenal of tools as trending and hot topics are often on Reddit. Capturing keywords associated with trending topics is a great way to find keywords that can help increase organic traffic and drive leads.



6. Moz's Keyword Explorer

The free version of this keyword research tool can provide valuable insight into the keywords you're considering. With this tool, you have to sign up for a free version but once you do, it's easy to use.

Simply enter your keyword, topic, or phrase and you'll get the following information:

- Estimated monthly search volume
- Estimated keyword difficulty
- Organic click-through-rate (CTR)
- Keyword suggestions
- SERP analysis
- Priority

Each of these is important to consider. We'll take a look at how to factor in these numbers when you're choosing the final keyword. But first, let's look at two more tools that are excellent resources for keyword research.

7. Keyword Rank Checker

This tool will help you to understand which of your keywords are working now and which aren't. It also will let you know if you're ranking for some of your high-priority keywords.

Simply enter your keyword, domain, and choose from the 243 listed countries for the search. Next, you'll find exactly where your website ranks for this keyword.

Additionally, it will show you the top 10 sites ranking for that keyword. This provides insight into not only what your competitors are ranking for but also who your competitors are. When it comes to keyword research and your competitors, taking a look at what they're doing can provide immeasurable insight.

By this point, you've uncovered a lot of valuable information and are ready to pick a keyword to use. But with so much information, what's important to consider and what can you overlook?

Let's take a look at how to sift through all of the data discovered and pick the right keywords.

The screenshot displays the Moz Keyword Explorer interface. The left sidebar contains navigation options like 'Moz Pro', 'Campaigns', 'Competitive Research', 'Keyword Research', 'Explore by Site', 'Explore by Keyword', 'Link Research', 'On-Page Grader', 'On-Demand Crawl', 'Rank Checker', and 'Moz Local'. The main content area shows an 'Overview' for the keyword 'family summer vacations'. It includes a search bar with the keyword, a volume bar chart, and a difficulty score of 51. Below this is a 'Keyword Suggestions' table.

Keyword	Monthly Volume
family summer vacations east coast	2
family summer vacations in the us	3
family summer vacations ideas	1
family summer vacation ideas on a budget	744
summer vacation packages for family	39

Moz search for 'family summer vacations'

SECTION THREE:

How to Choose the Best Keyword

Putting it All Together

You have all the data you could ever want from keyword research tools and your own brainstorming. But which keywords do you actually use? It's time to take a look at each of the related stats for your keywords, see what they mean, and strategically choose your keywords.

Search Volume

At first glance, you'd think you want to pick a keyword with a lot of search volume. We already briefly discussed why keywords with high volume aren't always a great choice. But, what is a good search volume to shoot for with keyword choices? This answer is specific to your industry and niche. For some industries, keyword volumes of 150 are good, for other industries, search volumes of 5,000 are the sweet spot. First, figure this out then aim for keywords within that range.

Keyword Difficulty

There's no doubt the keyword difficulty score is important to consider. The higher the keyword difficulty score, the more difficult that keyword will be to rank well on Google and other search engines. If you're just starting out and have very little on your website and minimal organic traffic, you'll want to consider keywords with lower difficulty scores. These will be the low-hanging fruit to go after to begin getting organic traffic to your site.

Cost per Click (CPC)

Even if you aren't doing keyword research for PPC ads, you'll want to consider CPC. CPC can tell you if people who search for this keyword are also making purchases. The higher the CPC, the more it indicates that people who search for this keyword are likely to make a purchase.

SERP Analysis

Taking a good look at SERP features for the top-ranking pages for the keyword is critical. This will show you what specific SERP features your competitors have and what you'll need to do to compete for that keyword.

SERP features include: snippets, backlinks, reviews, video carousel, people also ask, FAQs, and more

Keyword Trends

Look at keyword search volume trends to further determine if this is a good keyword to use. If the trend shows decreases, you may want to consider another keyword. This shouldn't be a single determining factor but part of the overall strategy.

**92.42% of keywords
get ten monthly
searches or fewer**

AHREFS

Intent

A keyword may look great with all of the above factors but when it comes to intent this reveals that most searches are for navigational purposes. This means they're more likely to be trying to find something like a log-in page rather than product information. In this instance, you won't want to attempt to rank for that keyword because the intent doesn't match. Types of intent include:

- Navigational - Finding or 'navigating' to a specific site on the internet.
- Transactional - Making a purchase.
- Informational - Learning something or finding new information about a topic.
- Commercial - Investigating products or services with the intent to make a purchase.

If you're conversion-focused with your content, you'll want to go after keywords with commercial or transactional intent. Navigational and informational are considered to be the least promising types of intent for conversions. Though you will want to include variety in your overall SEO strategy in order to engage your audience at every stage in their journey.

| TL;DR

To choose the best keyword, compare your top terms, looking at:

- How much traffic you can expect
- How hard (or impossible!) it will be to rank
- If the term matches the buyer's stage you're looking to target.

SECTION FOUR:

Modern Keyword Research & Automation

First-Party Data: Your Audience's Own Words

Traditional keyword research is focused almost entirely on Google, search volume, search results, and search intent. That's one, very important half of the content strategy equation. The other half, your audience, has a life outside of search engines. If you're only researching keywords within the scope of Google, you might be missing out on valuable insights. To complete modern keyword research, look at what your customers and prospects are saying. In their own words.

No matter how your audience chooses to interact with you, there are insights to be gained. Conversation analytics and intelligence help you discover what prospects and customers truly care about, and how they talk about them, over the phone, through text, or even chat.

Within these conversations, you get first-hand information on customers and what they want. These conversations are full of questions, information about the problem your customer has, and what solution they need. When your teams align around this information, customers have better buying experiences and are more likely to stick around.

All of these conversations include important keywords—straight from your target audience. This direct information is invaluable. These tools let you be that proverbial 'fly on the wall' for these conversations.

WHAT IS CONVERSATION ANALYTICS?

Any data collected from conversations qualify as conversation analytics.

Examples are talk time, the advertising source, or the total text messages received by a sales team. Conversation intelligence is a subset, analyzing the spoken or written word for sentiment, keywords, and other actionable insights.

Manual Analysis

Just like we recommend searching keywords manually on Google to get a firsthand look at search results, there is value in sitting back and simply listening. Conversation analytics tools include call recordings, and for those who prefer to read, conversation transcriptions.

For the most proactive among us, live listening is a great option. You can hop on a call and listen alongside a sales rep or customer service agent. This means you can hear on the spot what questions are being asked, what objections come up, and what needs your customers have. It would be impossible to listen to and review every call, text, and chat that comes in. For manual analysis, save a little time and review a sample of different kinds of communications. Review segments that might provide the most insight:

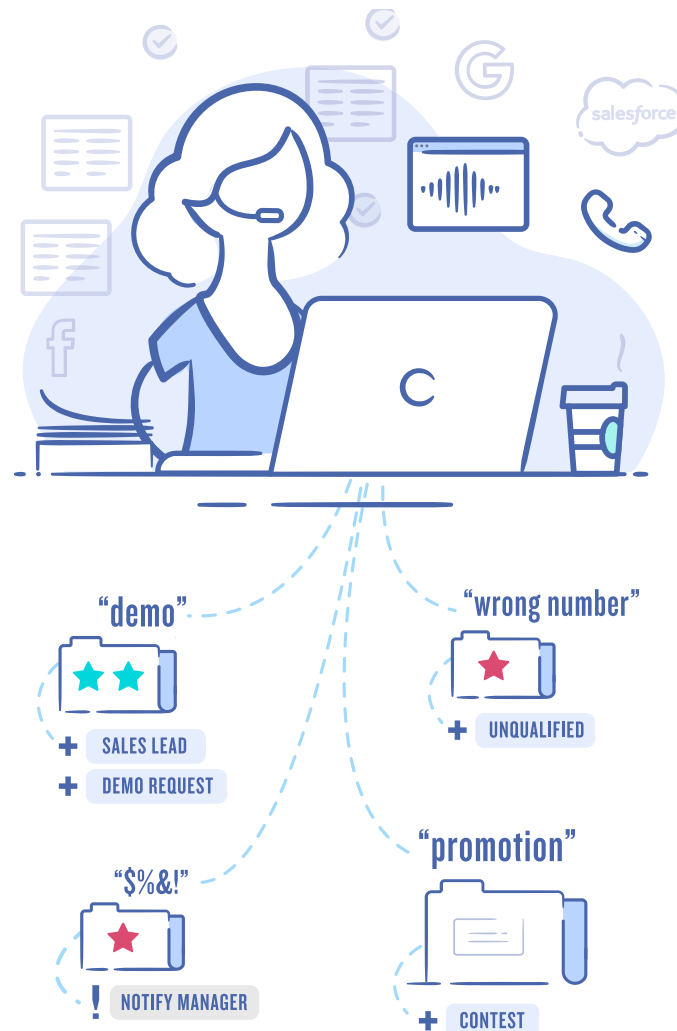
- Any sales call
- Any customer service chat
- A converted sales call
- An unhappy customer
- A happy customer
- A call from an ad campaign

What patterns emerge? If the same questions can be found across various conversations, maybe it's time to add that as a keyword for an upcoming blog post. The caller from the ad was looking for a different type of product? Connect with your paid strategist and tighten up targeting keywords and ad copy. There's so much to learn from just one conversation, but there are ways to unlock insights across all communications through automation.

Automated Analysis

At scale, you want to answer the same questions you had through manual analysis. What do customers talk about, how are they different from 'unsuccessful' conversations that don't become customers, and how can you use that information to rank higher on Google?

The best conversation analytics tools have automated ways to extract these insights and put them in front of marketers and sales teams to take action.



CTM FEATURE SPOTLIGHT:

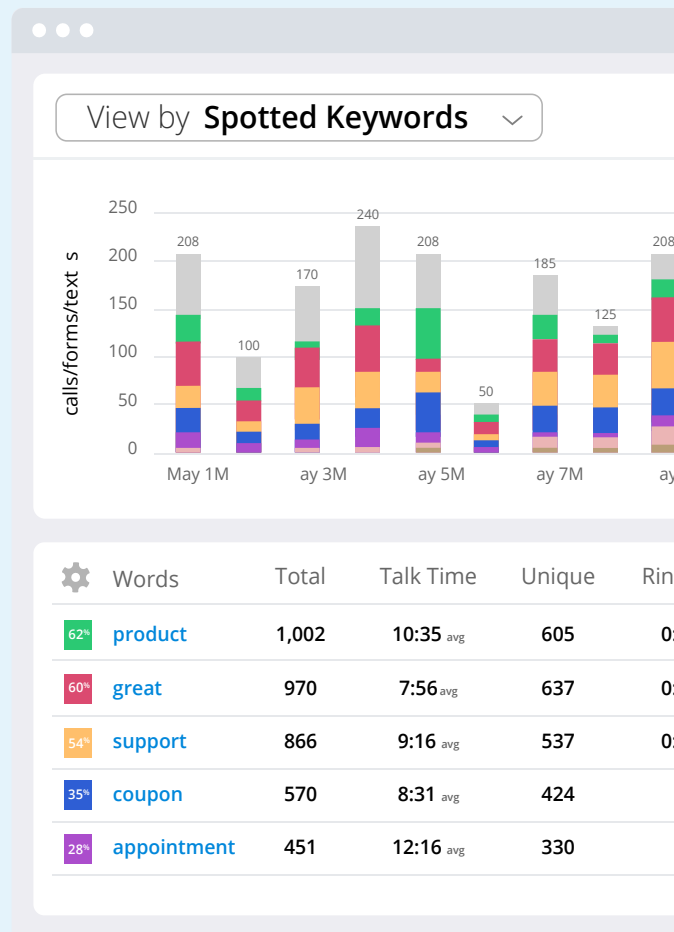
Keyword Spotting

Whatever information is relevant to your business, keyword spotting can help you categorize, analyze, and act on customer conversations. Discover revenue opportunities hidden in calls, and save time in acting on those opportunities by combining speech analytics technology with automation tools—all within CTM.

Automatically monitor conversations. Trigger follow-up actions like:

- Categorize calls
- Score calls
- Schedule a follow-up
- Send alerts
- Redact sensitive information
- Convert leads

When keyword spotting is used, it's like listening to all of your customer conversations in a fraction of the time. Many marketers miss this opportunity to gain first-hand information from their customers. With so many tasks on marketers' plates, adding time to listen to conversations may fall through the cracks but with conversation analytics, so much of this can be automated and applied to your keyword strategy.



“With higher accuracy and faster speeds in speech-to-text transcriptions, now you can really hear and understand the voice of your customers, all of your customers. You can quickly find the right messages that resonated with your audience to increase revenues, customer satisfaction, loyalty, NPS, and more.”

- Shadi Baqleh, Chief Operating Officer at Deepgram

Keyword Strategy Fueled by Conversation Intelligence

Not only do you get to hear firsthand what questions people are asking and what problems they need to have solved, but you also get to hear the keywords, keyword phrases, and other words they're using. This can help to guide your keyword research and keyword strategy in more specific ways. After all, you're getting insight into your customer—in their own words. With this information you'll be better able to:

- ✓ Understand customers' most frequently asked questions, problems, and objections
- ✓ Create content that answers these questions, shows your solution, and overcomes objections
- ✓ Determine where prospects are in the buyer's journey
- ✓ Create robust content that addresses specific questions in specific buyer's stages
- ✓ Personalize sales and marketing interactions with customers
- ✓ Discover exactly which ad campaigns are working and which aren't
- ✓ Make ad campaign adjustments in real-time and as needed
- ✓ Guide and train customer service teams, and align sales and marketing teams

There are multiple options for not only spotting keywords but also the next actions that occur after the spotting. This can help with personalizing the customer experience as well as arm the sales team with the information they need to meet the buyer where they are in their journey. When you meet buyers where they are and with the relevant information they need, you'll not only nurture the relationship but also increase the chance of a conversion.

Keywords and keyword research can be used for more than just writing blogs, as you can clearly see by now. Keywords are more than just a marketing or SEO term, they are insights into exactly what your buyers are looking for, what information they need, and how you can provide them with value at every stage of their journey. When you implement the correct keyword research strategy, using the best keyword research tools you'll be able to deliver a personalized customer experience and delight your audience at every opportunity.

Conclusion

Keyword research and implementing a solid keyword strategy are both essential to attracting the right prospects to your business. Unless you're strategically using keywords within a comprehensive strategy, you're missing out on valuable traffic, leads, and conversions.

It takes time, focus, and dedication when you're doing keyword research but it's well worth the effort. In fact, [61% of B2B marketers](#) reported that SEO and organic traffic generate more leads than any other initiative. It really pays off to do keywords and SEO right.

If you're just starting out, begin with the basics and add on as you get more comfortable and track results. If you've been doing keyword research for some time now, explore some of the advanced keyword research tools like keyword spotting and automating workflows. All of these help to increase efficiency and give you deeper insight into your customers and prospects. Ready to automate some of your keyword research? Schedule a demo and find out what CTM's conversation intelligence can do for you!

Visit CallTrackingMetrics.com to join us on a custom demo tailored to your organization's goals.

[Book a Demo](#)

 [844.462.2553](tel:844.462.2553)

 sales@calltrackingmetrics.com

BUT WAIT, THERE'S MORE

Steal Our Keyword Planning Template

Get the Tool

The screenshot shows a Google Sheets spreadsheet with the following data table:

Keyword Group	Focus Keyword	Intent	Keyword Difficulty	Search Volume	CPC	Opportunity
Call tracking	calls tracking	Informational	55	3001	\$5.84	Medium
	call tracking metrics	Navigational	50	3600	\$29.60	Low
	what is call tracking		40	260	\$6.10	Quick
Marketing attribution	attribution marketing	Informational	52	1000	\$19.30	Low
	marketing attribution model	Informational	53	480	\$14.40	Medium
	attribution model	Informational	57	1300	\$10.88	Low
				150	40	
				1400	6.04	
				5000	1.24	